

Customer

Fortune 500 Software Company

Industry

High-tech/Software

Location

Global – clients in offices around the world, project sponsors in California and Sweden

Objectives

Provide visibility into worldwide asset creation and usage

Minimize duplication of effort and resources in asset creation

Standardize sales/marketing asset tracking

Increase usage of sales and marketing materials by field and channel partners

Approach

Drove a global vendor selection process via detailed RFP to replace inefficient Excel-based manual process

Sharepoint selected:

- Allowed for improved program based process and dashboard view
- To comply with corporate mandate to use standard software

Designed a unique iterative approach to complete development in two 2 week Sprints

Planned for compliance with corporate MOSS 2007 installation by

- Avoiding custom code (template based design)
- Incorporating Microsoft approved 3rd party tool

Result

Deployment completed in 3 months with Global UAT

Resulted in greater predictability into asset delivery, enabling improved budget and resource scheduling

Increased consistency via single source for tracking marketing assets

Improved efficiency via standardizing process

Holistic view and Insight to management on global asset development

Transparency and accurate communication

What the customer said

"FitforProjects provided an excellent framework and structured methodology to get us through this project phase and ensure global adoption of the new practice. Their team members worked smoothly and seamlessly across the different time zones and provided outstanding service. They are the best boutique consulting firm I have worked with and I am happy to recommend them"

Sr. Marketing Director and Customer Sponsor

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If you would like your business to experience similar results, contact us at contact@FitforProjects.com