

@task Provides a Centralized SaaS PPM Solution with Enterprise-Wide Visibility for Optimum Productivity and Efficiency



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– **Ralph Maltese**
PMO Director

Success Snapshot

- Driscoll's, the world's leading grower of fresh and organic berries, needed a PPM solution to oversee their global projects
- The Driscoll's PMO wanted comprehensive project management functionality, along with PPM best practices
- The formal evaluation reviewed usability for core project management tasks, portfolio management capabilities, ease of use, and managing projects across the enterprise
- Centralizing project management processes allows Driscoll's to efficiently manage its projects in North, Central, and South America
- Real-time business intelligence gives Driscoll's executives and managers complete visibility and accountability into every project
- Executive insight into capacity and resource needs allows Driscoll's to maximize capacity and dedicate resources to initiatives that align with strategic objectives

Background

Driscoll's, founded in 1944, is a third generation, family-owned company and the world's leading grower of fresh and organic berries. The company works with a network of independent farmers throughout North, Central, and South America, and needed a project management solution that would enable efficient oversight and execution on global projects throughout the organization.

The Challenge

Driscoll's needed a project and portfolio management (PPM) solution to coordinate projects in IT, R&D, and other departments within the organization. The PMO was looking for comprehensive project management functionality, as well as incorporating portfolio management best practices to enable Driscoll's project managers to:

1. Centralize project management and enable Driscoll's to more effectively manage all project information, increasing efficiency on every initiative
2. Identify and manage Driscoll's 70+ active projects within a portfolio to validate the alignment of every initiative to a strategic business goal, from project consideration through execution
3. Better manage capacity to efficiently allocate manpower and make project teams more productive and efficient

The Solution

"When we began our search for a project and portfolio management (PPM) solution, we narrowed the field to five possibilities," said Ralph Maltese, Director of Driscoll's PMO. "We conducted a formal evaluation that included usability for core project management tasks, portfolio management capability, the learning curve to get up and running, and the ability to manage projects across the enterprise. After a thorough evaluation, @task emerged as the clear winner. It was by far the easiest to use, provided the core project and portfolio management functionality we were looking for, and offered a much shorter learning curve, to enable us to get up and running very quickly."

"After a thorough evaluation [of 5 solutions], @task emerged as the clear winner."

Driscoll's determined @task was the solution that would enable them to integrate their project management methodology into the different departments across the enterprise. "Usability was a major consideration for us," added Maltese.

@task supported Driscoll's objectives to coordinate enterprise-wide projects and implement portfolio management best practices with:

A Centralized Project Management Solution—@task provided Driscoll's with a

Company Snapshot

- A third generation family-owned business, Driscoll's is the world's leading producer of fresh and organic berries
- Driscoll's is the preferred berry partner of America's leading culinary authorities, including the Culinary Institute of America
- Driscoll's berries are grown on family farms in some of the world's premiere growing regions throughout North, Central, and South America



comprehensive project management process that includes:

- *Real-Time Business Intelligence* that allows executives and managers to view actual project status in real time, with reports and dashboards that provide complete visibility and accountability into every project
- *A Global Solution* that facilitates collaboration with Driscoll's project teams in North, Central, and South America; the @task SaaS solution automatically accounts for time zones anywhere in the world, and is available in English and Spanish for Driscoll's international project teams
- *Comprehensive Task Management* that includes an intuitive task worksheet to facilitate quick creation and editing of tasks including predecessors, constraints, duration, order, and assignments; Driscoll's project team members can easily update task status, attach documents, collaborate via notifications, and add notes to any task

Validation of Every Initiative's Alignment to Specific Business Goals—@task allows Driscoll's to corroborate that every project aligns with identified business and financial goals. From business case assessment and project selection to project execution, @task helps Driscoll's project teams mitigate risks and reduce costs by ensuring the optimal alignment of every current and potential project.

Executive Insight into Resource Needs and Capacity Planning—@task makes it possible to drag initiatives around a timeline to get real-time feedback on how a proposed project will impact the human resource needs of active projects. @task makes it possible for Driscoll's to dedicate resources to the projects that best align with their strategic plans.

Results

Driscoll's uses @task to coordinate communications on projects between IT and the PMO and for milestone tracking. Centralizing project management processes allows Driscoll's to efficiently manage its projects in North, Central, and South America; real-time business intelligence gives Driscoll's executives and managers complete visibility and accountability into every project; validation of every initiative's alignment to strategic business and financial goals allows Driscoll's to ensure that project teams are working on those projects that provide the greatest business value. Additionally, executive insight into capacity and resource needs allows Driscoll's to maximize capacity and dedicate resources to initiatives that align with strategic objectives.

According to Maltese, initial results within the R&D department have been very successful. "In our R&D department, one project manager is able to effectively manage and accurately report on 21 active projects," he said. "Not only has @task helped organize our thinking in reference to projects and timelines, the R&D department is also using it as a communication device for quarterly reviews. Thus far, we are very pleased with @task."

"One project manager is now able to effectively manage and accurately report on 21 active projects."