

@task Provides Product Launch Cycle Clarity for Whirlpool Project Managers Around the World



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*– Trish Hecker
'Go To Market' Program Director
Whirlpool Corporation*



Success Snapshot

- Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances, needed help mapping out a new process for product launches; each launch takes up to 18 months and has 500+ tasks associated with it
- Whirlpool needed a solution that would allow both technical and non-technical managers to have real-time visibility into project status without having to learn a new system
- @task has allowed Whirlpool to simplify the project launch cycle, keeping stakeholders updated on status, importing projects already in progress without any data or time loss, and supporting the needs of thousands of users worldwide

Background

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of more than \$19 billion, more than 73,000 employees, and more than 72 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Bauknect, and other major brand names to consumers in nearly every country worldwide.

Whirlpool, the world's leading manufacturer and marketer of major home appliances, needed visibility into every product launch project

The Challenge

Product launches at Whirlpool take up to 18 months, with as many as 500 different tasks that need to be completed prior to launch. The project management tools in place were cumbersome and difficult to use. Whirlpool needed a project management solution that would:

1. Allow team members to manage tasks and update status in real time
2. Handle thousands of potential users worldwide
3. Easily import the hundreds of projects already in progress

The Solution

Whirlpool selected the @task solution to help them map out the process for new product launches. The user-friendly interface made it possible for project managers, stakeholders, and non-technical department managers to administer the 500+ tasks associated with the 18-month product launch cycles. The @task interactive Gantt chart and Team Builder function make it possible for managers—even those without a technical background—to build and execute even the most complex projects.

"I'm not a software expert," said Trish Hecker, 'Go To Market' Director at Whirlpool. "@task is intuitive and gives us the accountability we wanted for every project."

Results

Whirlpool uses @task for all product launch playbooks, ensuring consistent and successful product launches. @task's configurable reporting lets managers view project status in real time, allowing category managers to reduce the number of launch-team meetings, so team members can focus on their specialized roles and responsibilities. "Everyone has complete visibility into every project," stated Hecker. "@task has increased team capability far beyond our previous project management methodologies."

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