



## Virgin Blue Airlines Enjoys Unprecedented Visibility into its Project Portfolio through Daptiv PPM

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– Andrew Mason, Manager, Commercial Portfolio

### AT A GLANCE

#### Key Facts

- Over 2007 and 2008, the Virgin Blue Airlines Group undertook a strategic initiative to select and deploy a project portfolio management (PPM) solution across the enterprise. This would be implemented to complement a newly formed project management methodology that the company developed internally.
- Daptiv PPM was first deployed to a number of pilot participants in different divisions across the organization. This allowed the Virgin Blue Airlines Group to see what elements would work best within their environment and what needed refinement.
- Daptiv has enabled Virgin Blue to introduce a level of process standardization and it has been very motivating for project teams and new employees – it gives them the confidence that the company is providing them with the systems to perform their best.

The Virgin Blue Airlines Group includes multi-award winning Virgin Blue, international subsidiary airline Pacific Blue; Polynesian Blue, our joint venture airline with the Government of Samoa; and V Australia, Australia’s newest international airline. It also includes multi-award winning loyalty program, Velocity, and holiday arm, Blue Holidays.

Together, Virgin Blue, V Australia, Pacific Blue and Polynesian Blue provide domestic and international services to 45 destinations across 13 countries covering Australia, New Zealand, the Pacific and also to and from North America, South East Asia, South Africa\* and Indonesia. The Virgin Blue Airlines Group is majority Australian-owned and employs about 6,000 team members. Services to South Africa commence in March 2010.

#### Business Need

Over 2007 and 2008, the Virgin Blue Airlines Group undertook a strategic initiative to select and deploy a project portfolio management (PPM) solution across the enterprise. This would be implemented to complement a newly formed project management methodology that the company developed internally. After an exhaustive search, Bluenova was selected to implement Daptiv PPM amongst a strong field of five alternative providers.

“A large number of people at Virgin Blue will need to use the system so we looked for a solution that would be easy to use and was flexible without compromising on functionality,” said David Harvey, General Manager, IT after selection.

#### Strategic Business Solution

More than 12 months on, the implementation has been a resounding success. Daptiv PPM was first deployed to a number of pilot participants in different divisions across the organization. This allowed the Virgin Blue Airlines Group to see what elements would work best within their environment and what needed refinement.

“Daptiv PPM’s flexibility has allowed us to make refinements to our methodology as we go rather than having to lock in to a set design,” explained Andrew Mason, Manager, Commercial Portfolio. “Before you implement, everyone has an opinion on what is needed. You can debate and debate and debate; but in the end, just do it, get the data in there and the solutions will present themselves.”

“Prior to introducing Daptiv PPM, we didn’t have an easy way of gathering data on our whole portfolio of projects. Apart from having real-time, accessible business intelligence, Daptiv PPM has enabled us to introduce a level of process standardization for our staff to follow.”

**Andrew Mason, Manager,  
Commercial Portfolio**

“Some features we thought would be important haven’t been used whereas other areas have proven to be more critical,” continued Andrew. “Furthermore, we are running a wide range of differing projects that vary in complexity, priority and type. So you need a system that is flexible enough to handle the different needs and allows iterative changes to be made without going back to the drawing board. When we identify new requirements or make internal organizational structure changes, Bluenova provides us with good support to make the necessary configuration and reporting changes.”

The Virgin Blue Airlines Group now directs, manages and executes approximately 300 projects in Daptiv across 4 major organizational groups; Commercial, Corporate, Operations and their long haul subsidiary V Australia. Portfolio Managers can get high-level rolled-up dashboards which give them a clear picture of the overall health and progress of their portfolio; whereas Program and Project Managers have the tools to manage the day to day delivery of their programs and projects.

“Prior to introducing Daptiv PPM, we didn’t have an easy way of gathering data on our whole portfolio of projects,” said Andrew. “Apart from having real-time, accessible business intelligence, Daptiv PPM has enabled us to introduce a level of process standardization for our staff to follow.”

Åsa Lyall-Wilson, Project Services Manager, agrees and points out another valuable outcome: “Previously we relied on the usual mix of spreadsheets, email and stand-alone scheduling software which were at times difficult to coordinate. Having access to Daptiv PPM has been very motivating for our project teams and especially for new employees; it gives them confidence that we are providing them with the systems to perform their best.”

Bluenova led the technical implementation and conducted end-user training and train-the-trainer sessions. Bluenova has continued to provide ongoing support and assistance, and has worked closely with the Virgin Blue Airlines Group to identify new ways of capturing and reporting on key project information.

“Virgin Blue is a great example of an organization that has recognized the need to adapt and be agile in a challenging economic climate and the company is enjoying the benefits of Daptiv’s on demand delivery model,” said Charl Morkel, CEO of Bluenova. “Like with all our customers, we have developed a close relationship with the Virgin Blue Airlines team to help them grow their PPM capability and move to new levels of effectiveness and productivity.”

“With the old traditionally installed client/server model,” continued Charl, “Virgin Blue would have been stuck with a bus-load of consultants draining their project budget to implement a rigid, complex system that is difficult to use. User adoption is the key to success and this can only be achieved with a system that is easy to use and can rapidly be modified to suit the customer’s ever-changing environment. Daptiv PPM offers an unparalleled business solution for organizations looking to continuously improve their overall PPM capability.”

## ABOUT DAPTIV

Founded in 1997, Daptiv is the leading provider of on-demand Project Portfolio Management (PPM) solutions. Daptiv has helped hundreds of companies improve their strategic planning and business execution by offering flexible PPM solutions and expert professional services. Daptiv’s customers include world-class organizations such as BASF, Chase Paymentech, Harvard University, Honeywell, La Poste and Virgin Blue. For more information about Daptiv’s PPM solutions, please visit [www.daptiv.com](http://www.daptiv.com).