

Decision Story Daptiv PPM



About GSI Commerce

GSI Commerce® is the leading provider of e-commerce and interactive marketing services for the world's premier brands and retailers. The company offers a broad solution suite designed to power each aspect of your online business and effectively integrate with your other channels. The advanced technology, fulfillment, customer care and interactive marketing services enable GSI Commerce's clients to elevate the consumer experience and cost-effectively sustain it over time.

Decision Stories – Why Daptiv?

Interview with Lauren Cutting, Director, PMO

What drove your company to look into collaborative business software? What were your motivations, and what were your business needs?

We had a PPM tool in place, Rational Portfolio Manager by IBM, but it fell apart. Performance was terrible and we were unable to scale it. Then we were notified that IBM was sunsetting the product and it worked out to be a great opportunity to look into a new software solution. We needed to scale for 1,000+ users from different areas within GSI, including the technical organization, creative agency, the photo studio, and an international team in Barcelona. We usually have hundreds of projects of all sizes going on at one time that span 3 days to 6 months and longer.

What process did you go through to select a vendor?

I was tasked with spearheading the analysis and choosing a software partner. I began my research by networking with my professional peers as well as looking into the Gartner Magic Quadrant. We knew that a SaaS (Software as a Service) based solution was preferred.

We narrowed down our software selection criteria to include:

- Time entry & approval
- Strong resource management
- Multiple cost/billing rates
- Project planning & schedules
- Budget Management
- Status reporting
- Project request capture
- Scope/ change management and approval management
- Risks & issues management with sophisticated reporting Collaboration features that we can use with *our* clients
- Quick international expansion capability (multi-lingual, multi-currency)
- Easy to configure to match and enhance our existing processes
- Easy for the end user to use!

In addition to Daptiv, did you look into other collaborative business software providers? If so, which ones did you look into and why did you choose Daptiv?

In addition to Daptiv, we also looked into Innotas, Clarity and Attask:

Innotas: We liked that they offered hosted options and that they had good time and cost capture. However, their dashboard offering was limited, the data capture was very IT focused, and they weren't ready to meet our international user requirements.

Clarity: They provided no SaaS option. The cost of the solution was also expensive, and the product was more than we needed.

Attask: There was a strong project focus, but we really needed a solution with stronger portfolio management capabilities.

We chose Daptiv due to the following factors:

- Flexibility of configuration and the fact that it's easy to use.
- SaaS model. Great international presence and support.
- Strong reporting capabilities.
- Quick Subscribe to Live™. We were up and running in approximately 2 months.

How will you use Daptiv PPM?

We recently went live with more than 1,000 users. We currently have project and program managers, portfolio managers, developers, business analysts, and quality assurance using Daptiv PPM across the agency, products, services, IT, and finance departments. They're setting up projects, assigning resources, looking at project change management and time management, as well as some document management features. Internationally, our Barcelona team is now live and our offshore consultants in India are using the Daptiv to track their time.

Our goals this year are to focus on status reports and project schedules, and automating a lot of our spreadsheet tools via Dynamic Applications. We also plan to deploy Daptiv PPM to *our* clients, so we can really collaborate on projects with them and improve the way we share information.

So far, the project managers are really excited about using Daptiv PPM. They feel that it's so much easier and more intuitive than the last PPM tool they were using. In addition, the admin team is saving a lot of time creating, running, and distributing reports now. We anticipate more value metrics in the future as our rollout continues. Already there is great buy-in for Daptiv PPM throughout the company, and internally we are excited to put the tool to work!