



Client:

The Ignition Network
Chicago, Illinois

Description:

The Ignition Network is an independent, digitally-led marketing company that exists to help its clients maximize brand “activation @ the moment of truth®”. They help clients better connect, activate, and measure their marketing initiatives.

Client since:

Summer, 2009

Answered by:

Michele Sarb, Liz Quaine - Project Managers

Case Study Interview

What were some of the top problems and / or issues you were facing when you first began looking for project management software?

The top problems that The Ignition Network faced boiled down to the following list:

- Scattered timelines, project details, and resource allocation. We lacked having a reliable central location to link all of these together
- Unreliable reporting capabilities for employee workload.
- Various timeline templates were being used depending on who was managing the project.
- Difficulty keeping track of client deliverables, too reliant on 'To-Do Lists' and memory.

What aspects of EnterPlicity addressed these problems and / or issues?

The Gantt view is great. It has almost all of the capabilities of Microsoft Project, but is much easier to teach and learn.

The customizable reports help us in forecasting and staffing. The management / executive team has a one click area to see what everyone is working on and the key launches / invoice dates.

What was the approach that you took to implement EnterPlicity and project management in general?

The Project Management Team initiated a 'soft launch' as heads of Project Management. We entered in all of the existing projects that we were knowledgeable on, and used the system with our tech and creative resources for approximately 2 weeks.

We then put a one week deadline in place to encourage the rest of the team to enter all of their projects and tasks. We created timeline templates for each type of program, and

determined a client facing timeline template based on the excel export from the tool.

We began having daily standup meetings where we would review a Projects by Resource report, ensure that all tasks were on track, and ensure that any completed tasks were updated.

All of our non-login users have been added as resources so they receive the automated email each night. They use this as an overview for the upcoming week.

We have been using the Gantt chart and have modified many of the project home fields in order to pull weekly reports for management and the technology team.

It's been about 2 months and we have successfully migrated every active project onto the system and are running more efficiently, completing client deliverables on time, and have an accurate view of what everyone is working on.

What are the results that you have achieved through the implementation of EnterPlicity and project management in general?

Our resources have a better view of deliverables needed for the upcoming day, week, and beyond and are working much more efficiently.

Client deliverables have been met and exceeded by 1 to 2 days in some instances.

The Project Home information has allowed us to properly track project folder locations, and start and end dates. It has also allowed our accounts payable team to invoice more accurately.

There is much more accountability - one project owner has been established.

We have achieved efficiencies from a staffing and allocation perspective.

We are very happy with the tool and someone is always available to help us when we have a question or suggestion.

About EnterPlicity

EnterPlicity is a web-based hosted or installed project management software system that provides an effective solution to the inadequacy of stand-alone tools and the inflexibility of overly complicated systems.

Find out the benefits that organizations such as Xerox, US Army, NORCAL Mutual Insurance, AVON, Just Born, and others have seen through implementing EnterPlicity as an easy-to-configure, cost-effective, yet full-featured project management system.

Learn More

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<http://www.enterplicity.com>.

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