

Project Arena

Oakland, CA

Project Arena

➤ Project Portfolio Management Service



CUSTOMERS AT WORK

Project Arena targets professional services companies, enterprise IT and operations departments of Fortune 2000 companies and government agencies. Reference customers included a global telecommunications provider, an advertising agency, a provider of business services and an IT consultancy. They shared several strategic objectives:

- Exiting the low visibility, fire-fighting mode of project management
- Enabling predictable delivery for customers through time and scope management
- Minimizing costs and maximizing profitability through financial control, resource management and performance reporting

WHY PROJECT ARENA?

Lacking sufficient means to see, measure and control work, leaders of project-driven organizations suffer from wasted effort and poor performance, despite earnest efforts. An end-to-end project portfolio management solution, Project Arena improves visibility, accountability and control of resources and work by creating a single, Web-accessible source of operational and financial information for all work requests, project portfolios and resource assignments. By subscribing to the Project Arena service, customers can capture requests, plan projects, allocate resources, and manage execution.

COMPANY INFO

Project Arena is a private company with about 20 employees.

☎ +1.510.281.2300

www.projectarena.com

BUSINESS IMPACT

Near-term value: Customers easily justified the adoption of Project Arena on the basis of quicker and easier timekeeping. Subsequent results have been beyond expectations. One company uses Project Arena to manage several hundred projects a year in multiple divisions. Since adopting the service, it has delivered 100% of its business initiatives on time and on budget, successfully working around anticipated delays. In addition to greater process predictability, Project Arena enabled this customer to save \$5 million through eliminating failed projects and catching at least three potentially catastrophic errors while there was still time to correct them. Prior to using Project Arena, another customer had difficulty managing the profitability of low-five-figure assignments. Today such projects run like clockwork. The results: margins have improved from 1.3% to 15% over a 12-month period; and billable realization has improved from 65% to 70% with a goal of 75%.

Enterprise innovation: Managers have the real-time project status information and visibility of financial consequences they need to make better decisions faster. Those using Project Arena in more than one department say they are now able to optimize their business across the whole delivery cycle. With the business firing smoothly on all cylinders, customers say they have a better capability to plan, bid, manage and deliver in aggressive, competitive environments.

Technology gains: A business service delivered over the Web, Project Arena was implemented quickly and operates smoothly.

SUCCESS FACTORS

Project strategy: For successful project management, Project Arena customers agree that methods, procedures and processes must be broadly understood and consistently applied. With appropriate backing from business leadership, Project Arena makes it possible to get everyone working together at a higher level of efficiency and effectiveness. Consult with the company if you have special requirements for a multi-tiered project management structure.

Resources: User and database administration is required. Plan to implement and test integrations with HR or billing systems.

Skills: Customers say the Project Arena interface is intuitive and easily learned. Concentrate the bulk of the training on the new management processes.

Fit: Customers recommend Project Arena whenever compensation, utilization and/or revenue per employee are key metrics.

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ABOUT THE CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven IT products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.