



## FVW Mediengruppe of Germany Uses Daptiv PPM to Execute on Strategic Initiatives

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Johannes Leistner, Portfolio Manager

### AT A GLANCE

#### KEY FACTS

- FVW Mediengruppe began to look more closely at strategic initiatives focused on their website and realized that they needed more than just MS Excel spreadsheets to drive project processes. They needed to create a more project management oriented company.
- One of FVW Mediengruppe’s top criteria for selection was usability. The ideal software would be easy to use and provide a good user interface experience.
- After using Daptiv PPM, it became evident to FVW Mediengruppe that Daptiv PPM is more than just a tool for managing projects—it can be an answer to a variety of business-critical questions and needs across the organization.

Based in Hamburg, FVW Mediengruppe is Germany’s leading travel industry media group with more than forty years of expertise in tourism. The company provides widely known and recognized publications such as *TravelTalk*, *Urlaub Perfekt*, *BizTravel*, and *fvw* magazines.

#### BUSINESS NEED

FVW Mediengruppe’s solid operations and reputation as a leading travel industry publisher allowed the company to grow for nearly half a decade. The organization was running smoothly; every individual knows his or her role and there wasn’t a need for structured project management. In 2008, FVW Mediengruppe began to look more closely at options to further grow their business. They saw a huge opportunity to leverage their website more effectively, and created strategic initiatives around content creation and platform launches. New initiatives were created and the company realized that they needed to become a more project centric company in order to drive the right processes and execute on strategic initiatives. The company decided to set up a project management

office (“PMO”), supported by an online portfolio manager to oversee web projects as well as manage resources. A project management consultant was brought on to introduce project management concepts and to analyze needs within the company. Johannes Leistner was appointed as the company’s portfolio manager. “FVW Mediengruppe had been using MS Excel spreadsheets to manage resources with no other tools in place to facilitate collaboration and real-time project updates,” says Leistner. “It became clear that a collaborative software solution was needed to foster project management processes and create structure.”

#### STRATEGIC BUSINESS SOLUTION

FVW Mediengruppe evaluated 25 software vendors in their initial market research and identified which ones provided Software as a Service (SaaS). “Finding a SaaS vendor was an important priority to us because it best suited our business needs,” says Leistner. “We didn’t want to dedicate internal resources and time to support the software, and we also wanted to avoid hardware costs.”



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FVW Mediengruppe began narrowing the vendor list by looking closely at the different user interfaces. “Usability was incredibly important to us,” says Leistner. “We assessed the user interface designs to see which ones were intuitive; we needed a tool that people could pick up easily without structured training.”

In addition to Daptiv, the following vendors made it to the final evaluation phase: CA-Clarity, Attask, Serena, Merlin (MS Project desktop for Mac), and One point Project.

FVW Mediengruppe created a scoring system to rank the final six vendors according to the following criteria and capabilities:

- Portfolio, Project & Resource Management
- Document Archiving
- Tracking/Ticketing System
- Adaptability & Customization
- Usability
- World Language Versions (German)
- Online Support & Documentation
- Permissions-based roles
- Risk & Cost Management
- Collaborative Across Teams
- Exportable Project Information & Data
- Scalability for Project Management Maturity
- Data Security
- Reputation of Company & References
- Competitive Pricing

“What’s interesting is that I evaluated Daptiv previously when I worked for the second largest online travel agency in Europe,” says Leistner. “Unfortunately, due to budget constraints, we weren’t able to move forward at the time

with Daptiv but I was impressed with Daptiv PPM’s usability. It wasn’t a surprise to me when Daptiv scored the highest when we ranked the final six vendors at FVW Mediengruppe.”

After selecting Daptiv, FVW Mediengruppe contacted CIANS AG, a Daptiv Sales implementation and consulting partner in Germany. “We met with a CIANS consultant and we were up and running with Daptiv PPM in days,” says Leistner. With Leistner’s guidance, Daptiv PPM was rolled out first to project managers, then team members. “We began implementing tasks and creating projects before moving into the resource management and resource allocation process,” says Leistner.

Project managers and team members are the primary users of Daptiv PPM, but the Online Executive and the Editor in Chief of Publishing also utilize Daptiv PPM to analyze resource management. On a weekly basis, Daptiv PPM reports are shared with the CEO to drive conversations about the latest project updates.

## VALUE

“We’re quickly learning that Daptiv PPM can do much more than just project management,” says Leistner. “We’ll be using Daptiv PPM as a tool to help us answer critical questions and needs that are important to the business—we’re constantly thinking of ways to leverage Daptiv PPM to its fullest potential.”

Top benefits of Daptiv PPM for FVW Mediengruppe:

- A centralized source of all planned or unplanned projects. It is no longer necessary to spend time searching for information within Excel spreadsheets in numerous locations.

- Improved visibility into tasks, resources and project status. The latest project information is available in real-time.
- Better foundation for project management processes and strategic learning processes.

“Working with CIANS AG has also been very smooth—we’re receiving the support we need and that’s very helpful. It’s wonderful to be able to have a Daptiv resource here in Germany where we’re in the same time zone.”



## ABOUT DAPTIV

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