daptiv™

Grupo PRISA of Spain Transforms IT Service Delivery Using Daptiv PPM

"Daptiv PPM has been an essential driver of transformation at Grupo PRISA to manage budget, approve project initiatives, and manage project performance. Daptiv has been a great help to gain visibility of our projects and control business processes. If it isn't in Daptiv, it doesn't exist."

José Manuel Carballo, Global IT Demand Manager,
Grupo Prisa and CIO at EL PAIS & Global PMO

AT A GLANCE

- Technology advancements and the growing demand for IT services led to the Grupo PRISA's decision to outsource its entire IT department. The new business and project management processes required more sophisticated management tools.

- Daptiv provided the flexibility to customize project types and fields, initiate dynamic project management applications, streamline workflow approvals and build basic reporting structures.

- Daptiv PPM is used corporate wide, from business unit CIOs and the Global PMO, to demand and project managers, as well as a number of budget managers.

- The adaptability, its SaaS approach and the minimal technical resources to maintain the infrastructure are all advantages using the Daptiv solution.

Based in Madrid, Grupo PRISA is the world's leading Spanish and Portuguese-language business group in the fields of education, information and entertainment. Best known for El País (Spain's leading paper), it encompasses more than 400 radio stations in Spain and Latin America, along with magazine and book publishing, rights management, television broadcasting/production, and music recording interests. Present in 22 countries, Grupo PRISA reaches more than 50 million users through its global brands Canal+, Cuatro, El País, 40 Principales, Santillana and Alfaguara. Its presence in Brazil and Portugal, and among the growing Hispanic community in the US, reaches up to a potential global market of 700 million people.

MODERNIZING IT, TRANSFORMING PROCESSES

Technology advancements and the growing demand for IT services across Grupo PRISA's business units signaled a need for transformation, leading to the company decision to outsource its entire IT department to a service provider, INDRA, one of the largest

multinational technology corporations in Spain. Modernizing its IT operations to focus on core business operations and strategies, Grupo PRISA was faced with an internal reorganization, centralizing all IT operations across its different business units, previously managed as silos, to one Global IT Management unit. This transformation of IT led to an increased focus on IT Governance and a deeper relationship with INDRA. The new business and project management processes that were put into place required more sophisticated management tools capable of driving quantifiable value.

A STRATEGIC BUSINESS SOLUTION

Grupo PRISA's reorganization and transformation began with a critical evaluation of its best practices and essential business processes across the company's most strategic business units. The objective was to streamline and coordinate initiatives under one global strategy, fostering cross-business system heterogeneity and reduced redundancies. Grupo PRISA evaluated a variety of management tools, focusing their selection on key characteristics that

would deliver the most desirable outcome: rapid deployment, flexibility and successful adoption.

Few tools on the market today offer the features and functionality that meet these important requirements, but Daptiv PPM rose to the top. Within weeks, Daptiv and its partner PMOpartners, were at work implementing a robust solution to support the transformation of Grupo PRISA's IT operations. With Daptiv PPM, the company created and automated the implementation of a unique IT Management Model across select core businesses. Daptiv provided the flexibility to customize project types and fields, initiate dynamic project management applications, streamline workflow approvals and build basic reporting structures. The following weeks were focused on developing complex reporting capabilities and importing existing project information. The implementation process was simple and fast.

While change management can be challenging, Daptiv PPM allowed Grupo PRISA to approach the transformation conservatively, starting small and progressively increasing the number of users and functionality to accommodate

demand and adoption. Today, Daptiv PPM is used corporate wide at all department levels, from business unit CIOs and the Global PMO, to demand and project managers, as well as a number of budget managers. The adaptability, its software as a service (SaaS) approach and the minimal technical resources to maintain the infrastructure are all advantages using the Daptiv solution.

DRIVING VALUE

Once in place, the benefits were immediate. Grupo PRISA reduced its non-essential business process man hours by more than 1100 hours, freeing up resources to focus on critical, strategic operations focused on improving productivity. Adoption of Daptiv in 2011 grew significantly, expanding into demand management, hardware renewal, budget monitoring and even to the human resources department, which now uses the software to manage a monetary efficiency plan. By the end of 2011, Daptiv PPM had been used by auditors to monitor actions fulfilling Sarbanes-Oxley (SOX) compliance, and is now considered one of Grupo PRISA's core management tools.

"Within a month, Daptiv PPM provided Grupo PRISA visibility over initiatives and investments allowing full budget control."

David Mayorga, Project
Manager, PMOpartners

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.