

Digital Project Management for a Global Retailer

Founded in the 1950s, this company sells products across the United States and around the world. Built as a traditional brick and mortar retailer, the company sought to create a larger digital presence and began focusing on digital initiatives across eCommerce, Mobile, Marketing, and Loyalty. While this led them to partner with multiple software vendors and system integrators, they found their organization was lacking strong centralized project management, leading to continuous delays of projects as risks were not being proactively identified and resolved in a timely manner.

After multiple project delays, Clarkston Consulting was engaged to provide project management services and oversight across project teams. Clarkston's resources were tasked with driving initiatives to completion through a hands-on approach, creating an increased visibility to project risks for leadership, and managing third party vendors from project kickoff through the cutover and rollout processes. This led to the successful go-live of this client's new webstore which provided increased agility in the changing eCommerce landscape and reduced the cost of hosting their existing website, as well as improved efficiency of their international eCommerce, Digital Marketing, and Loyalty project teams.

Retail Case Study

PROJECT OVERVIEW

CLARKSTON
CONSULTING

COMPANY:



A Global Retailer

INDUSTRY:



Retail

EMPLOYEES:



More than 50,000

REVENUE:



More than \$10 billion

PRIMARY OBJECTIVES:

Clarkston and the client set out to:

- Manage key initiatives utilizing both agile and waterfall methodologies
- Provide increased transparency and communication of project status to key stakeholders
- Improve communication within project team and across full time employees, contractors, and 3rd party providers
- Create visibility to project risks and drive issue resolution
- Ensure proper testing methodologies are utilized and ensure quality output of required deliverables

RESOLUTION:

- Delivery of key projects to support digital program initiatives
- Improved communication between project stakeholders through standard meeting cadences and customized web dashboards
- Accelerated issue resolution through greater visibility and sense of ownership and accountability throughout project team
- Higher quality delivery output as result of increased focus on user testing

KEY BENEFITS:

- Successful go-live of key digital projects including new eCommerce platform, Mobile site, Black Friday Marketing Campaign, and International (UK) eCommerce functionality
- Increased confidence in project management through creation of executable project plans and timelines
- Increased transparency and communication between Information Technology group and business stakeholders



**Improved go-live date
success rate through better
planning and project
execution**



**Reduction in issue-related
project delays due to
increased accountability
and visibility**



**Reduction in number of
missed requirements due to
increased communication
between IT and business**