



Linfox Case Study



Five time zones, eight countries, and two continents.

So what? We need it now!

How do we scale up for growth?

“b-smart – it’s great! b-smart gives me centralized visibility of all projects with an automated reporting capability for the whole business and at each level of the organization. What took me two days to do using a series of spreadsheets I can now do in a morning.”

**Belinda Davey,
Manager Project
Management Office,
Linfox**

Linfox’s challenges lay in building effective supply chain solutions for their customers. This entailed running major projects that could cut into profits if there were any overruns.

Linfox’s projects were scheduled using MS Project with MS Excel used for weekly reporting. This was fine, except that it took 2 days to do the weekly reports. That’s 40% of the week tied up in reporting! The project management office recognized this was unsustainable for two reasons:

1. They were responsible for governance as well as reporting
2. They were overseeing a growing number of projects

In order to expand the role and effectiveness of the project management office better tools were needed to reduce the manual effort on as many tasks as possible. Linfox needed a solution and like their customers they needed it now!

How can we scale up quickly and easily?

Linfox needed a tool that would:

1. Support their developing project management process
2. Give them visibility of their project data from one place
3. Streamline reporting
4. Be well supported and easy to implement in 8 countries and on 2 continents

Such a tool would enable the project management office to meet their governance and reporting requirements. They evaluated three tools, MS Office Enterprise Project Management Solution, Tracker Office and b-smart.

Linfox selected b-smart for five reasons:

1. It worked with their project management process
2. b-smart is provided as Software as a Service via the internet. This gave Linfox visibility of all their projects from a single source
3. It met their reporting requirements and was quick and easy to use
4. It was available now, in 8 countries and on 2 continents. b-smart means no additional hardware or software. As a result set up, configuration, deployment, implementation and support are quick and easy. If you have an internet connection you can access b-smart from anywhere in the world, today!
5. b-smart protected Linfox’s existing investment in project management through its ability to import existing MS Project schedules. This meant there was no major data conversion or rework required

b-smart provided Linfox the flexibility to scale up and down quickly with none of the financial penalties associated with traditional software licenses.

Linfox deliver the goods, bijingo!

“Linfox initially implemented a subset of b-smart’s functionality in 2003 and “made haste slowly” to ensure high levels of user acceptance and usage. Over the past 18 months new functions have been introduced on an as needs basis in our Australian, New Zealand and Asian operations. b-smart has helped us successfully manage our customer supply chain solution projects as well as our internal IT implementations.”

Driss Toukhsati Vice President of Supply Chain Solutions and CIO, Linfox

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