QuickBase Streamlines Global Project Management

Swisscom Event Solutions—The Challenge

→ Tasks and timelines were difficult to track
→ Looking for information was time consuming
→ Sharing information was challenging

If you have ever made a wireless connection to the Internet during a meeting, participated in a multi-location video conference, or have attended large-scale training and certification events, chances are you have Swisscom Event Solutions to thank. The group, which is part of Swisscom Hospitality Services, a division of global telecommunications leader Swisscom AG, provides temporary integrated communication networks at meetings, conventions, and special events, throughout North America, Europe, and Asia.

Event Solutions, headquartered in New York City, provides its services to corporations and production agencies throughout the world. Regardless of location, each project has the same requirements: getting complicated temporary network and communication infrastructures installed within very tight deadlines to satisfy exacting customer demands.

Until recently, Event Solutions used the company's central servers to store, retrieve, and share project information between team members. However, company security policies do not allow server access to non-employees. This presented a challenge in efficiently managing and communicating information to some project team members and prevented them from gaining access to critical documents.

The Solution

→ Project management applications streamline project process
→ Web-based access gives the entire team the information they need
→ Easy issue tracking drives accountability and improves resolution times

Kathy Herrmann, director of project management, began searching for a better way to manage project information. She notes that Event Solutions had very specific requirements for a solution designed to increase productivity through better information organization and access. The team found that Intuit® QuickBase® met all their needs.

"One of our prime requirements was to have a Web-based solution that would connect our globally dispersed employees as well as project-related partners and suppliers," Herrmann says. "Only QuickBase was able to easily and seamlessly connect every project member, regardless of location."

Finding a solution that would make employees more productive quickly without a steep learning curve was also important. "We were able to use QuickBase almost immediately with very little training," Herrmann says. "An average project team consists of 15–25 people with 10–12 projects operating at any one time. QuickBase allows all of our team members to enter and find information rapidly in one centralized place that is simple to access."

QuickBase required very little customization to make Event Solutions more efficient, according to Herrmann. "Our people simply enter information in fields that appear similar to spreadsheets and word-processing documents," she says. "But the difference is that now all this critical information is instantly available from New York to Paris to Beijing."

Event Solutions purchased a subscription to QuickBase in January 2007—and proceeded to leverage the Web platform's project management application to substantially increase overall team productivity.

PROFILE

Swisscom Event Solutions is an operational unit within the Hospitality Services division of Swisscom, AG—the largest telecom company in Switzerland and one of the most experienced telcos in Europe.

Event Solutions specializes in consultation and technical logistics services for corporate clients and industry associations requiring high-performance voice, video, and data networks for meetings, conferences, and professional group events.

INDUSTRY

Telecommunications/Technology

QUICKBASE SOLUTIONS

Project Management

WHO'S USING QUICKBASE

Kathy Herrmann is director of project management for Swisscom Event Solutions. Her position requires her to oversee the work of 53 team members at any one time. Team members' jobs encompass sales, project management, and accounting. Herrmann also must ensure that these employees can work together as a unified team—regardless of their locations throughout the world.

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THE OVERALL EXPERIENCE

"Now that we have QuickBase we are able to manage tasks, timelines, and information for multiple events in one central location. This has definitely streamlined our processes and has allowed our team to communicate much more effectively."

A typical project now begins with the sales team entering critical information about project scope and budget into the intuitive on-screen fields built into QuickBase. Information about past engagements can be immediately found and used for new statements of work. Once a salesperson has described the parameters of a new engagement, the project management team uses this information as the foundation for other vital details, such as tasks and related timelines—while also using the QuickBase calendar functions to assign projects to the appropriate network engineers.

As the Swisscom engineers install networking and communications infrastructure, they follow the project framework that salespeople and project managers create, and use QuickBase to inform project managers of their progress. Should the engineers encounter unexpected problems, they note the issues in QuickBase, which allows tracking of the issues from initial discovery to final resolution.

The Results

→ Efficient management of project tasks and timelines
→ Increased productivity with faster information access
→ Improved customer satisfaction with flawless project delivery

With QuickBase as the foundation of each project, Event Solutions is now able to have an application that allows Swisscom staff and project-related suppliers to have access to critical information 24x7. Herrmann explains, "Now that we have QuickBase we are able to manage tasks, timelines, and information for multiple events in one central location. This has definitely streamlined our processes and has allowed our team members to communicate much more effectively."

Today, customer satisfaction is at an all time high for the Event Solutions group. Herrmann states, "Because our back-office systems are in order, we are able to execute more efficiently and deliver excellent service, which translates into a more satisfied customer base."

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