



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.”



