

Case Study Daptiv PPM



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Management

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H2O Plus Improves Product Launch Delivery by 25% with Daptiv PPM

Personal Care Products Company Manages 'Launch-to-Counter'. On time delivery goes from 70% to 95+%.

H2O Plus, L.L.P. engages in developing, manufacturing, marketing and distributing water-based and sea-derived personal care products in North America. It offers cleansers, toners, moisturizers, scrubs, masks, eye care products, skincare accessories, lip care products, serums, sun protection products, night care products, skin brighteners, shaving products, anti-aging solutions, skin polishers, and applicators for the face. The company also provides products for body care, such as milk, bath exotics, bath aquatics, sea salt, purifying seaweeds, fragrance products, accessories, robes, candles, sun protection products, body lotions, soaps, and spa products, as well as offers hand care and feet care products. In addition, it offers shampoos, conditioners, and hair accessories for hair care; and shower gels, body scrubs, bath additives, and accessories for bath and shower. The company offers its products through international licensees and distributors, company-owned retail stores, specialty retail stores, and upscale department stores. It's also involved in Website and catalog sales. The company was founded in 1989 and is headquartered in Chicago, Illinois.

Business Need

In 2005, H2O Plus had been using Microsoft Excel for product launches, without a standardized methodology for project management. In place was a very basic process for launching products that was initiated from the Operations division. Approximately 30 tasks assigned to different teams during each product planning timeline. A project timeline would be initiated when a new product was developed, and one person updated the timeline via a single Excel spreadsheet. "Problems arose since we had no centralized source of information; it was difficult to easily review real-time updates," says the Director of Project Management. "With a single person in charge of updating the *Microsoft* Excel launch timeline, no one really knew the status of the launch timelines unless issues arose." The Director of Project Management continues, "It became stressful when things weren't falling into place. We developed a bad track record among our customers and we realized that things needed to change, that we needed to be a more project management-oriented company. To start, we needed the right foundation and tools in place, so we looked into software solutions. We wanted a solution that could drive efficient processes and give us an accurate picture of what is going on with our launches while helping to fully manage product launch tasks and timelines."

Key Facts

- H2O Plus was managing product launch timelines and tasks with Microsoft Excel spreadsheets; no one had insight into progress until there were issues or risks. As a result, their on-time product delivery rate was at 70%.
- All divisions involved in the product launch process began using Daptiv PPM to manage the whole launch to counter process. This includes managing timelines, tasks, key milestones and generating the most current reports to share with Executives.
- By leveraging Daptiv PPM to manage their launch to counter process, H2O Plus has been able to improve their on-time product delivery rate from 70% to 95%.

Collaborative Solution

“In evaluating different software vendors, we chose Daptiv because it’s on-demand, requires no maintenance, promotes collaboration, and allows for our teams to view real-time updates,” says the Director of Project Management. Daptiv PPM was rolled out to several groups within H2O Plus, and then use spread to nearly all groups within the organization. “We’re now using Daptiv PPM to manage our whole ‘concept-to-on counter’ process, as well as product programs such as promotions, samples, holiday and gifting,” explains the Director.

Departments involved with product launches that are actively using Daptiv PPM include:

- Product Development
- Research & Development
- Package Development
- Marketing
 - Purchasing
 - Production Planning
 - Cost Accounting
 - Quality Assurance

In addition, a wider portion of the company uses Daptiv PPM to track key milestones. All groups use Daptiv PPM to track tasks, monitor issues and project progress. Details are shared at Executive meetings to review status identify potential backups or problem areas. Here is an example of a report showing all projects by health:



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Here is an example of new products being tracked and if they're on plan:

NEW PRODUCTS															
Sea Pure															
SKU #	PRODUCT NAME	AVAIL (WK OF)	Health	US Retail	Can Retail	Case pack qty	Retail FC	Can Retail FC	MOW FC	Spec FC	Intl FC	Media Smppl FC	Tester FC	TOTAL FC	Notes
100-00254-000	SKU 254 Sea Pure Perfecting Eye Cream .5 oz / 15 mL	9/14/09	On Plan	\$32.00	\$40.00	12	360	180	450	2,927	6,416	414	646	11,393	
100-00255-000	SKU 255 Sea Pure Creamy Facial Cleanser 4 oz / 120 mL	9/14/09	On Plan	\$20.00	\$25.00	6	360	180	400	3,065	6,496	414	821	11,736	
100-00256-000, 300-00256-000	SKU 256, 300-00256-000 Sea Pure Sheer Hydrating SPF 15 1.7 oz / 50 mL	9/14/09	On Plan	\$40.00	\$50.00	12	240	120	400	3,120	5,496	314	821	10,511	
100-00257-000	SKU 257 Sea Pure Deep Moisture Cream 1.7 oz / 50 mL	9/14/09	On Plan	\$40.00	\$50.00	6	240	120	400	3,221	4,728	414	821	9,944	
100-00258-000	SKU 258 Sea Pure Renewing Prep Tonic 6.7 oz / 200 mL	9/14/09	On Plan	\$18.00	\$22.50	6	288	144	400	3,308	7,360	414	843	12,757	
100-00259-000	SKU 259 Sea Pure Gentle Refining Polish 2.5 oz / 75 mL	9/14/09	On Plan	\$30.00	\$37.50	6	216	108	300	3,281	3,556	414	843	8,718	
100-00433-000	SKU 433 Sea Pure Reviving Buffer Balm 13.2 oz / 375 mL	9/14/09	On Plan	\$27.00	\$34.00	6	192	96	300	4,424	1,446	314	810	7,582	
100-00434-000	SKU 434 Sea Pure Cleansing Shower Oil 7 oz / 210 mL	9/14/09	On Plan	\$22.00	\$27.50	6	240	120	450	4,715	1,272	314	810	7,921	
100-00435-000	SKU 435 Sea Pure Replenishing Comfort Cream 6 oz / 180 mL	9/14/09	On Plan	\$26.00	\$32.50	6	240	120	450	4,556	1,878	314	810	8,368	
100-00436-000	SKU 436 Sea Pure Purifying Mineral Mud 6 oz / 180 mL	9/14/09	On Plan	\$20.00	\$25.00	6	192	96	300	3,596	1,218	314	810	6,526	
100-00437-000	SKU 437 Sea Pure Finishing Body Silk 3.4 oz / 100 mL	9/14/09	On Plan	\$22.00	\$27.50	6	216	108	400	4,622	1,470	314	715	7,845	
100-05254-000	SKU 5254 Sea Pure Perfecting Eye Cream Sample 4 mL	9/14/09	On Plan	0	0	See notes	2,400	1,600	1,500	30,000	6,200	0	0	41,700	Case pk = 350
100-05256-000	SKU 5256 Sea Pure Sheer Hydrating SPF 15 Sample 8 mL	9/14/09	On Plan	0	0	See notes	2,400	0	1,500	30,000	5,500	0	0	39,400	Case pk = 350. This SKU CANNOT ship to Canada.
100-05535-000	SKU 5535 Sea Pure Deep Moisture Cream Sample 8 mL	9/14/09	On Plan	0	0	See notes	2,400	1,600	1,500	30,000	6,200	0	0	41,700	Case pk = 350
100-06435-000	SKU 6435 Sea Pure Replenishing Comfort Cream sample 60 mL	9/14/09	On Plan	0	0	12	360	240	500	20,000	1,888	0	0	22,788	

Here is an example of tasks associated with developing a new product, including testing, cost estimates and creative direction:

The screenshot shows the Daptiv PPM Winter '10 interface. The main content area displays a list of tasks for the product 'SKU 259 Sea Pure Gentle Refining Polish 2.5 oz / 75 mL'. The tasks are listed in a table with columns for Task Name, Actions, % completion, and Start/Finish dates. All tasks are marked as 100% complete.

Task Name	Actions	%	Start	Finish
1 STABILITY TESTING STARTED		100%	11/10/2008	11/14/2008
2 ACTIVES TESTING STARTED		100%	11/10/2008	11/14/2008
3 SPF TESTING STARTED		100%	12/8/2008	12/12/2008
4 CREATIVE BRIEF, COPY & PACKAGE DESIGN		100%	1/5/2009	1/9/2009
5 SPF TESTING COMPLETE		100%	1/19/2009	1/23/2009
6 STABILITY TESTING COMPLETE		100%	2/2/2009	2/6/2009
7 ACTIVES TESTING COMPLETE		100%	2/23/2009	2/27/2009
8 COST, MANUFACTURING AND LABOR REVIEW OF COMPONENTS		100%	2/9/2009	2/13/2009
9 SAFETY TESTING STARTED		100%	2/9/2009	2/13/2009
10 COST ESTIMATES FINALIZED		100%	2/16/2009	2/20/2009
11 PRELIMINARY PROJECT AND COST APPROVAL		100%	2/23/2009	2/27/2009
12 SELL SHEET/FORECAST REQUESTS OUT TO SALES DIVISIONS		100%	3/2/2009	3/6/2009
13 CTFA LISTING (IDEC) ISSUED - if IDEC on component		100%	3/16/2009	3/20/2009
14 KEYLINE REQUEST ISSUED TO GRAPHICS		100%	3/16/2009	3/20/2009
15 NAMES/TRANSLATIONS/COPY DUE		100%	3/16/2009	3/20/2009
16 REGULATORY REVIEW COMPLETE		100%	3/16/2009	3/20/2009
17 PILOT REQUESTED		100%	3/16/2009	3/20/2009
18 FINAL FORECAST ISSUED TO PRODUCTION PLANNING		100%	3/23/2009	3/27/2009

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Value

"There is a big focus on using Daptiv PPM this year now that we're able to deliver our products on time," says the Director of Project Management. "Our delivery rate was 70% before we started using Daptiv PPM and now it's at 95%." The Director adds, "The more people use Daptiv PPM, the more they like it – and as a result, we're seeing a huge improvements in company culture, teamwork and product delivery execution."

Other areas where H2O Plus has seen business improvements include:

- Visibility & Accessibility of Information – everyone has immediate access to update and review timelines and task. Executives also have a clearer picture of what's happening.
- Data Integrity – because it's so easy to access and update data, information is more accurate than before.
- Accountability – People are keener to staying on top of their own tasks and can pinpoint where dependencies lie, and monitor where others need to stay on track to do their part.
- Standardization of Processes – Daptiv PPM functioned as the catalyst to propel collaborative efforts and standardize processes among groups.
- Improved Collaboration & Synergy – Before Daptiv PPM, each group worked in their own silos. Now there is a greater understanding of the challenges that different groups face with each launch, creating more of a team effort.

Another benefit of working with Daptiv is the level of support provided. "Over the years that we've been a customer, Daptiv Support has been great to work with. If something urgent comes up where we need their assistance, we are constantly updated via email which is very helpful so we know where things stand," says the Director.