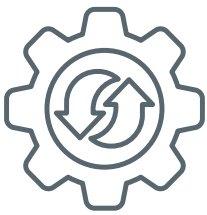


Al Naboodah Group Enterprises

Al Naboodah Facilitates Business Growth with CA Project & Portfolio Management

CLIENT PROFILE

Industry: Conglomerate
Company: Al Naboodah
Employees: 16,000



40

**PROJECTS MANAGED USING
CA PROJECT & PORTFOLIO
MANAGEMENT**



4

**WEEKS TO DEPLOY CA PPM
DEMAND AND PROJECT
MANAGEMENT TO 35 USERS**

Supporting strategic goals

Strategic business projects are critical to the continued growth of Al Naboodah Group Enterprises. As a major conglomerate with a diverse range of entities, its projects range from launching new dealerships to opening operations in new geographies. Effective project and portfolio management is vital to the group's success and is being assured with CA Project & Portfolio Management.

"CA Project & Portfolio Management provides clarity and transparency across our portfolio and is driving up the efficiency of our strategic business projects," comments Pankaj Khadye, General Manager, Enterprise Strategy and Project Management Office (ESPMO) at Al Naboodah Group Enterprises.

The conglomerate's ESPMO was established in March 2016 by the group's CEO as part of a renewed focus on expansion. Previously, projects were managed by the group's separate business lines using spreadsheets and manual processes, which meant there was limited visibility across the portfolio and little sharing of knowledge and experience.

"We needed clear and real-time insight across our portfolio of projects and wanted to increase synergies and sharing of best-practice between different departments and lines of business," explains Mr Khadye.

Deployment of centralized PPM in four weeks

Founded in 1958, Al Naboodah Group Enterprises is among the most well-respected family enterprises in the United Arab Emirates (UAE). Employing more than 16,000 people and over 40 nationalities, the group's operations encompass construction and a diverse portfolio of businesses ranging from transportation and travel to electrical, lighting and furniture provision.

The new ESPMO was responsible for overseeing projects across the portfolio of businesses and quickly realized that existing tools and processes were not up to the job. "Risks and issues were not visible centrally and management reporting was an

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General Manager, Enterprise Strategy and PMO, Al Naboodah Group Enterprises

onerous and manual process,” comments Mr Khadye. “Assigning tasks was also done via email – nothing was system driven.”

After a thorough evaluation of the market, Al Naboodah Group Enterprises decided to implement CA Project & Portfolio Management. “We chose the CA Technologies solution for its best practices and comprehensive reporting. To accelerate our deployment and adoption of a standard tool, we opted for an out-of-the box solution,” explains Mr Khadye.

The company worked closely with Ignite Technology, a specialist in CA Project & Portfolio Management and a preferred partner of CA Technologies, to deploy the solution as quickly and efficiently as possible. “Ignite listened carefully to our needs and demonstrated the features in CA Project & Portfolio Management that best suited our requirements,” comments Mr Khadye. “Its experts’ knowledge and experience enabled us to implement CA Project & Portfolio Management in four weeks, to scope and budget. They challenged our requirements to ensure an even better solution, avoided any unnecessary steps, and provided guidance through every stage of the process.”

Jamie Wallace, Business Development Director, at Ignite Technology, says, “Many organizations assume that the market leading PPM platform CA Project & Portfolio Management will require at least six months to implement. While this can be true for some, others can adopt the inherent best practices of CA Project & Portfolio Management and, through Ignite Rapid Implementation approach, be live and achieving value within just four weeks.”

The solution is currently used by approximately 40 users in the PMO and IT department, but the number is continually increasing as project managers in other departments and across the different lines of business are trained and brought on board.

Increased efficiency and transparency

All project information is now centrally stored and managed in CA Project & Portfolio Management, providing a single version of the truth as well as automated workflows and reporting.

The group PMO no longer has to manually collate reports, assign tasks or close actions, while other users are benefitting from in-built best-practices and standards as well as greater sharing of knowledge and information.

“CA Project & Portfolio Management is not only streamlining and standardizing processes, it is also driving greater collaboration and knowledge-sharing across the lines of business, which will enhance project quality and delivery going forward,” confirms Mr Khadye.

Al Naboodah’s CEO and other senior managers also have full visibility of the status of the project portfolio; as well as receiving standard monthly reports they can access CA Project & Portfolio Management at any time to view the status of any project, as well as related risks and issues, in real-time. “Our group CEO actively uses the solution, logging in regularly to view project status and enquiring into issues,” adds Mr Khadye.

Better visibility of project status and resource requirements is also enabling other departments, such as IT and marketing, to plan ahead and ensure sufficient resources for their own involvement in business projects.

“With CA Project & Portfolio Management, we will improve the quality and timeliness of business projects which play a central role in the future growth of Al Naboodah Group Enterprises,” concludes Mr Khadye.

Al Naboodah Group Enterprises is continuing to work closely with Ignite Technology to plan its CA Project & Portfolio Management roadmap and ensure that the group continues to maximize the value and benefits of using the solution.



Ignite Technology was established in 2002 to provide business and IT consulting excellence for web enabled technologies, known today as on-demand and cloud solutions. We have grown organically to expand outside of the UK and now operate across EMEA, with a proven track record of delivering PPM Consulting and Education services in over 20 countries including Czech Republic, Kuwait, Netherlands, Norway, Saudi Arabia, South Africa, Sweden and UAE.



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