GameStop
Making smarter decisions with better project data

CLIENT PROFILE
Industry: Retail
Company: Gamestop
Employees: 50,000

6,000
STORES WORLDWIDE

500
CA PROJECT & PORTFOLIO MANAGEMENT USERS

Greater visibility of project costs

The face of retail is constantly evolving: from bricks and mortar stores to online shopping, the next trend is driven by ever-changing consumer habits. GameStop is a family of specialty retail brands across the US, Canada, Australia and Europe. The company is currently diversifying its business by adding wireless technology and collectibles to its existing video game business.

With 6,000 stores, 1,200 wireless stores and more than 50,000 employees, CA Project & Portfolio Management has given the retailer the visibility and foresight it needs to transform and grow its business.

As Marc Uptmore, CA Project & Portfolio Management Configuration Manager at GameStop explains, "Before we implemented the solution in 2011, project management was a paper-orientated, cumbersome process. With no visibility of real-time budget tracking or way to measure success, our executives were in the dark."

Now, GameStop is making smarter IT investment decisions. "CA Project & Portfolio Management gives us a single view of our project data, helping us use our IT budget more wisely and better supporting the business," adds Uptmore.

Comprehensive project management

To safeguard its sales success, GameStop invests approximately 30 percent of its capital in IT. "We want to see 50 percent of our earnings coming from channels outside video game sales by 2019," explains Debra Corder, Senior Manager, Project Management Office at GameStop. "We're spending a significant portion of our budget to support new lines of business, kit out new stores and explore new tech brands."

> "CA Project & Portfolio Management enables us to make proactive decisions to benefit our business."
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> **Debra Corder**
> Senior Manager, Project Management Office, Gamestop

To manage these large-scale projects effectively, the retailer needs accurate data. With CA Project & Portfolio Management, the team can track the man-hours contributing to each project, view the projected costs and manage budgets and forecasts in real time. "With budget data to hand, we can make educated decisions around project requests from stakeholders and prevent scope creep," adds Corder.

Initially, GameStop started using CA Project & Portfolio Management for financial management of its project, but its usage has evolved as the company increases the maturity of its project management capabilities. As Corder explains, "In 2014 we started to instill best practices into our processes by attributing budget plans to each project. In 2015, we matured our project forecasting abilities. In 2016, we began using project forecast data to forecast capital spend."

Today, approximately 500 employees and contractors use CA Project & Portfolio Management, for both internal projects and to manage third party resources. Uptmore reveals, "CA Project & Portfolio Management simplifies management and reduces risk – we have red, yellow and green indicators defined around scope, timeline, financials and resources for each project. This not only improves visibility, but means we can get executive input on issues as soon as they arise."

With CA Project & Portfolio Management, GameStop is looking to the future. "We can make more informed decisions on how our projects progress," concludes Corder. "Our next step is to bring in KPIs across the organization and develop our portfolio management strategy. With the CA Technologies solution, we have the technology to bring our plans to life."

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