



Emagineering™ Enterprise Initiative Management for Project Leaders

Managing Project Complexity

Have you ever taken on a project that appeared just too complex to handle? Just trying to identify the multitude of variables to be managed, let alone to anticipate how they might interact to create unexpected issues, can be overwhelming.

How many times have you had deadlines missed because critical domain-specific business input wasn't received from key people elsewhere in the organization and whose participation couldn't be mandated by you?

Key success factors such as alignment between project participants, communication, and clear accountability are complicated due to changing priorities, geographic and functional boundaries and the sheer number of people involved.

Companies, teams, and projects have different sets of requirements and environmental factors that can influence outcome. Small and seemingly harmless circumstances can snowball and bring the whole project to a standstill.

So how do you manage that complexity, with a clear understanding of the variables involved?

One way is to engage in more meetings, phone and conference calls, emails, and additional documents and reports.

At Obian we believe that the answer to managing that complexity lies in a new way of thinking—a new approach to dealing with those unexpected issues.

People Solve Issues. People Create Issues

One thing that stands out in the analysis of all complex projects, whether successful or otherwise, is that projects are about people communicating and collaborating effectively.

Few projects fail for technical reasons. Few projects fail due to poor project management methodology or inadequate project management software. Undoubtedly, some projects are challenged from the outset due to lack of executive sponsorship or overly

ambitious scope and time constraints. But these are the exception rather than the rule.

Challenged projects invariably share a single, common limiting factor - there is no effective way for project teams and senior management to communicate, collaborate and resolve unexpected issues.

Senior management needs an “early warning” system to highlight potential “blocking” issues that naturally arise in the course of any complex project. Project teams rely on the support and involvement of senior management to help resolve those same issues. Without that support, complex projects struggle to meet deadlines, budget constraints, and original objectives.

A New Approach

To effectively support complex initiatives, senior management must collaborate and communicate with project leaders and their staff. This interaction, must take place quickly, decisively and in a manner which is meaningful for all concerned. Important documents, changes, issues, status and decisions need to be readily accessible to project teams so that they are fully informed and able to function effectively. Given the size and complexity of global enterprises, the only viable vehicle for achieving these goals is information technology.

Information technology is the foundation for effective enterprise-wide communication and collaboration. Obian has combined a series of recent technologies in such a way that management at all levels can now easily engage in, and directly influence, the success of complex projects and initiatives.

Emagineering transforms enterprise communication and collaboration technologies into a new class of enterprise software - Enterprise Initiative Management

Enterprise Initiative Management

Unlike traditional workgroup-oriented systems which are designed for small technical workgroups and help manage at the task, resource or cost account level, Enterprise Initiative Management (EIM) systems are designed for business and technical management at

all levels to help drive and control the complexity of their business. This helps reduce the risk of cost overruns and missed objectives in complex projects or initiatives.

EIM helps management identify, organize and expedite all of the issues and decisions that need to be made during the execution of a project or initiative. It formalizes participation of, and recognizes contributions by, all team members across all geographies and departments.

EIM leverages the latest in document management, search, collaboration and decision-making workflow technologies, thus promoting effective cross-functional communication and collaboration. And it manages all of the project-related documents created during an initiative, making them readily available to initiative participants.

In short, EIM acts as the “glue” for complex projects, ensuring that all of the issues, decisions and documents that naturally arise in the course of delivering on a complex project are dealt with in a timely and structured manner and the project team remains focused on its target.

Emagineering EIM

Emagineering complements and fills a critical void in the capabilities of traditional project management systems and tools.

It enables you to improve your return from earlier investments in project management discipline and systems. Emagineering dramatically improves the success rate of complex projects by providing:

- A virtual place for project participants to communicate & collaborate

Project participants can “chat”, request input, raise issues, share documents, and communicate decisions in an easy-to-use environment. Communication and collaboration is structured around the roles of participants so that involvement is kept relevant at all times. All they need is a PC, browser and an internet/intranet connection.

- A collaborative forum for issue identification, escalation & resolution

Issues may be raised by anyone, anywhere and are automatically routed to the project leader - issues are never “lost”. Issues are assigned an owner and are driven to closure through a structured escalation process using either standard escalation templates or custom decision-making workflow. Issue escalation takes place in real-time, ensuring immediate management attention and expedited decisions

- Best practice processes for role-based collaboration and issue escalation

Getting participation from the business and domain experts you need for your project to succeed is much easier with Emagineering’s role-based collaboration feature. Participation is formalized, and recognition for contributions noted. Moreover, Emagineering provides multiple ways to drive participation at the issue and project level, as well as offering automated executive reporting for keeping your senior executives involved and informed.

- A central, searchable repository for all project communication, documents, decisions and status

All communication, whether in the form of emails, documents in any format (e.g. PDF, MS-Office, pictures, sound), revisions to documents, “chat”, issues, decisions, decision processes, project status reports etc., is stored in an easily accessible document management system. Documents are searchable and accessible by anyone with the appropriate privileges. Initiative participants have “only one place to go” for documents and will always know which “version of the truth” is most current.

Emagineering is Designed For You

Anybody who can surf the Internet and use email can use Emagineering. Emagineering encourages and allows senior management involvement to a greater degree than any other enterprise-level management tool available today.

Because it is so important to have immediate access to specific documents during the course of a complex project, Emagineering includes an integrated full text retrieval search capability. Anyone can simply type in the words, such as a department name, for the subject they wish to review, and Emagineering will list every text document which contains the search term.

Emagineering provides a comprehensive set of security features. Each user must be authorized to enter the system and his or her participation and contributions are tracked in an activity log. To ensure that each user only sees that part of the initiative which is appropriate, the project leader may limit a user’s access rights to specific issues, documents and/or projects

Need Emagineering Now?

Contact Obian Sales at 781-270-6800 or e-mail sales@obian.com. We will schedule a proof-of-concept to show you how Emagineering will significantly improve your ability to manage the complexity of your projects and increase the success rate of those projects. We are sure you will quickly

recognize why Emagineering is critical to guaranteeing your organization's future success!

About Obian

Obian is the first and only enterprise software company that offers comprehensive collaboration and issue management technologies that allow project teams and senior management to collaborate on complex projects.

With its role-based structure, Obian solutions facilitate real-time communication and reporting across the

enterprise, draw out hidden knowledge and expertise within the company and provide a disciplined approach to issue resolution.

Using Obian solutions, Global 4000 management proactively manage and substantially improve the success rate and ROI of complex business initiatives.

For more information, visit our website at www.obian.com.