

Strategic Consulting Associates provides project management services for implementation of Sales Force Automation

The Client

A \$2 billion per year supplier of computer electronics to consumer, business and government markets.

The Situation

The client sales force was constrained with a legacy order entry system that forced an unnatural sales process as well as provided little useful customer information for planning sales and marketing strategy. The business situation

“Strategic Consulting Associates provided exceptional project management services for the single most critical project this company has ever faced. SCA planning and execution capabilities on a project as complex as this proved to be the critical difference between success and possible failure.”

Paul Del Giudice
Vice President, IT Systems

called for an entirely new system that automated the desired sales process, made available the correct customer information and reduced the training cycle for new sales staff. The client IT organization had little experience with managing large, complex inter-related projects. Project planning, tracking and status reporting were just of a few of the key process areas that required a greater level of management expertise than currently available.

The Challenges

- Proper project planning.
- Project tracking and status.

- Management of several complex inter-related projects.
- Inexperienced project managers.
- CEO and Board level visibility.

The Solution

Strategic Consulting Associates was retained to provide project management services for this highly complex, \$6 million project. SCA first formed an executive project steering committee to provide management oversight. SCA then created cross-functional teams for business process analysis and requirements definition. Software engineering teams were then formed for each project to address key engineering issues in application, information and systems engineering.

The Benefit

As a result of SCA project management leadership, this enterprise critical project was delivered on time, within budget and with all required functionality. The projected Return-on-Investment for this project was realized within projected time frames as well as expected increases in sales and revenue due to the new and improved automation of sales processes.

ABOUT STRATEGIC CONSULTING ASSOCIATES

Strategic Consulting Associates is a regional provider of integrated business and technology consulting in the areas of strategy, solutions, IT architecture and professional services. SCA is committed to providing a seamless approach to these services by combining excellence in execution with continuous innovation to help its clients effectively compete in the 21st Century. SCA is in the business of helping organizations develop breakthrough performance in their IT organizations by implementing technology-enabled solutions to deliver new products and services, streamline business processes, and develop mission-critical applications. SCA has access to best-in-class technology and management professionals to help achieve your organization's goals.