

Case Study

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# Harmonizing Strategic Portfolio Management for a Leading Travel Technology Company

## Client

The client is a Europe-based global top-ten travel technology company providing software and services for search, pricing, booking, and other travel-related aspects. It supports airlines, airports, travel agencies, tour operators, and hospitality players to run their operations and improve customer travel experiences.



## Challenges

Customers who procured the client's software products also required customizations, enhancements, integrations, upgrades, etc., as part of paid services. However, the client lacked a robust system to translate incoming customer requests into corresponding project and demand plans.

They lacked an end-to-end view of ongoing projects as project tracking was done using multiple Excel-based tools and disparate systems instead of being centralized.

The lack of suitable tools for project planning, demand planning, and project tracking resulted in schedule and cost overruns.

All this delayed delivery time, eroded customer trust, and impacted existing relationships and the client's ability to cross-sell and upsell, thus hampering revenue growth and profits while causing poor mindshare.

# LTIMindtree Solution

Our solution comprised of three core components: pipeline management, project planning and scheduling, and project governance.



**Pipeline management:** An integrated framework that captured sales pipelines from Salesforce into ServiceNow, providing BU Heads and PMs with end-to-end visibility of incoming demands. This reduced exposure to project failure risks and optimized resource capacity management.



**Project planning:** A greenfield Project Portfolio Management (PPM) system to plan and schedule project tasks, consolidate risks and issues, and manage resources and finances. Automated notifications for critical events resulted in quick product deliveries and faster time to market.



**Project reporting and governance:** Dashboards for all key project metrics enabled effective project governance by the PMO team. These real-time insights into project progress, status, and budget demonstrated a mature project portfolio management process to clients, thus increasing visibility and trust.

# Business Benefits



Provided opportunity pipeline visibility and built different scenarios with signed and potential incoming projects.



Allowed the client to manage its capacity better and absorb the future volume of customer projects using ServiceNow Strategic Portfolio Management.



Increased revenue and profitability through faster turnaround times for product deliveries and time to market.



Enabled comprehensive portfolio analysis and assessment and data-backed decision-making process for validating the impact of the prospects/projects.



Informed key stakeholders in real-time to effectively manage projects and take immediate strategic decisions when needed.



**25%** reduction in operational effort and cost due to automation.

# Let's get to the future, faster. Together.



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