

Case study

Newell Rubbermaid Uses Planview Enterprise for Its Newly-Designed Product Delivery Approach to Drive Unprecedented Growth

About Newell Rubbermaid

Newell Rubbermaid, Inc. (NWL), an S&P 500 company, is a global manufacturer of consumer and commercial products with a strong portfolio of leading brands including Sharpie®, Paper Mate®, Rubbermaid®, and Calphalon®.

The Challenge: Improve Project Prioritization, Resource Management and Product Execution

In 2012, Newell Rubbermaid implemented its “Growth Game Plan,” a multi-year, corporate strategy to accelerate into a bigger, faster growing, more global and profitable company. The plan was driven into action through a brand-led strategy, a commitment to superior products and differentiated high-impact innovation, supported by product delivery processes in countries around the world. As part of this growth plan initiated by its CEO, Newell Rubbermaid consolidated the highly-segmented holding company into a single operating company.

With multiple spreadsheets for managing separate project types, the company lacked a product commercialization and delivery approach. Resource management was also an issue. With resources working on a variety of projects, the company needed a way to make sure team members were focused on the right projects to help drive the vision. It wanted to improve its product execution process, establish a single source of truth, and manage resources more efficiently.

“When we combined all of our brands into a single company, we used spreadsheets for resource management,” said Chad Holzhou, Program Manager and Planview Administrator at Newell Rubbermaid. “We knew there had to be a better way – a way to get efficiency out of our united businesses, build an execution powerhouse by improving the alignment of innovation with R&D and resources, and unlock trapped capacity by reducing current inefficiencies in resource data collection and analysis.”



Overview

Customer

Newell Rubbermaid, Inc.

Industry

Consumer Goods

Geographies

Based in Atlanta with sales in more than 100 countries

Size

19,000 worldwide

Newell Rubbermaid uses Planview Enterprise to improve its product execution process, establish a single source of truth, and manage resources more efficiently.

“When you have an independent voice looking across all relevant functions in the product development process, the projects tend to be on time, on cost, and meet or exceed customer expectations. Planview Enterprise is easy to use, makes project management more consistent and intuitive, and makes project status more visible to the organization.”

– Chad Holzhou, Program Manager, Newell Rubbermaid

The Solution: Planview Enterprise for Product Development, Reporting, and Process Efficiency

Newell Rubbermaid implemented Planview Enterprise® for Product Development, all R&D resources and new product development programs. With sufficient planning, the implementation took four months. Phase gates were put in place to provide direction, enforce a standardized process, and evaluate and make decisions to kill products before dollars and resources were invested.

The integrated planning capabilities in Planview Enterprise provide the structured, standardized process Newell Rubbermaid needs to further its Growth Game Plan and build its product and commercialization process.

The Benefits: Reliable Data, Optimized Resources, and Proven Processes

With the implementation of Planview Enterprise and its analytics and reporting, Newell Rubbermaid has more transparency into project and resource statuses and has the data to make critical business decisions. For example, within one month of launching Planview Enterprise, Newell Rubbermaid added numerous new packaging engineers after data revealed there was a deficiency resulting in bottlenecks. Its shift from manual spreadsheets to on-

demand dashboards and reporting gives the company the ability to plan effort and track how resources spend time.

Planview Enterprise has helped Newell Rubbermaid:

- Balance resources, predict future resource capacity, prioritize projects, and align the right people on the right projects at the right time
- Visualize project and resource status enabling proactive intervention to manage bottlenecks creating a culture of collaboration
- Connect stakeholders in the product development process across the company
- Measure progress using one consistent solution with one reference point
- Report investment planning, resource allocation, and understanding of where people are spending time based on work type and the quality of projects
- Reduce administrative/overhead effort
- “Planview Enterprise is easy to use, makes project management more consistent and intuitive, and makes project status more visible to the organization,” said Holzhou.

To learn more about what Planview Enterprise can do for you, visit Planview.com/PlanviewEnterprise.