



## Case Study

### BOOST MOBILE MANAGES PIPELINE AND PORTFOLIO WITH PLANVIEW ENTERPRISE

#### About Boost Mobile

Boost Mobile®, a division of Sprint Corporation, offers wireless phones and services with no contracts, credit checks or activation fees. Boost is among the most popular prepaid wireless brands in the U.S. and has approximately four million customers. It was named 2009 North American Prepaid Mobile Service of the Year by analyst firm Frost & Sullivan. Boost-branded wireless phones with its exclusive Boost® Walkie-Talkie service are available nationwide at approximately 17,500 major retail and independent wireless dealer locations; with Re-Boost® available at approximately 100,000 locations throughout the U.S.

#### The Challenge: Internal Assessment Uncovers Inefficiencies

When leaders in Boost Mobile's Program Management Office (PMO) department performed an assessment of its portfolio pipeline management capability, it identified some major issues. The most prevalent was the lack of a top-down method to track the alignment of strategic priorities with investments in terms of projects. It could track investments in terms of total dollars spent, but had no visibility into how each project aligned with priorities. There were no metrics to measure whether the right projects were bringing the right amount of return on an investment.

Risk was difficult to project as the PMO had no capability to estimate "what if" scenarios. "What if" a project is delayed or abandoned? "What if" a project isn't bringing the expected return? How do these types of project modifications affect the company, ROI, or resources? Boost needed a mechanism for managing the portfolio at a higher level than dollars spent or critical resources utilized.

"We had different phases to a project and there was an inconsistent approach being followed from engagement through completion," says Sumit Misra, Manager of Process and Reporting at Boost Mobile. "Even once the project was completed, we were unable to compare and report a project's end results with what the business case had projected."

Real-time resource management and assignment were difficult as well. Although Microsoft Excel could be used for many of these reports, Boost needed a more dynamic reporting tool that could capture project or resource modifications that required immediate action by a manager. "We couldn't optimize prioritization and sequencing on a real-time basis," continues Misra. "Incoming projects were difficult to prioritize because we didn't have an efficient way to evaluate old projects to determine if they were still worthwhile investments compared with the new project. Our pipeline backed up, projects were delayed, resources were strained, and output decreased."

#### Planview Provides a Flexible Solution

It was apparent that Boost needed a comprehensive portfolio management solution that would address the company's current risk exposure points, and aid in its pipeline optimization, budgeting, accounting, reporting, and performance processes. After researching many options, Boost chose Planview Enterprise®.

"We have many types of users and needed a flexible solution that we could configure to meet our specific requirements," says Misra. "When evaluating solutions, we took a comprehensive look at cost, including licensing, maintenance, pricing, project strategy, and partner relationship potential. We are happy with our choice in Planview."

#### AT A GLANCE

**CUSTOMER:**  
Boost Mobile

**INDUSTRY:**  
Mobile Phones and Services

**GEOGRAPHIES:**  
United States

**USES PLANVIEW ENTERPRISE TO:**  
Align Strategic Priorities with Project Investment, and Deliver Metrics on Project Investment ROI

"With Planview Enterprise, we now have the ability to intelligently integrate, track, report, and manage Boost's portfolio investments, revenue targets, and business case metrics."

**Sumit Misra**  
Manager of Process and Reporting  
Boost Mobile

## Major Benefits Realized

Boost has already seen many benefits since implementing Planview Enterprise, and many others are still developing. Misra has seen a measurable increase in data, resource, and portfolio and pipeline management efficiencies. “With Planview Enterprise, we now have the ability to intelligently integrate, track, report, and manage Boost’s portfolio investments, revenue targets, and business case metrics,” Misra says. “Our executives have greater visibility and the portfolio team has more accountability.”

Project managers and decision-makers can also conduct real-time pipeline analysis to gauge comprehensive impacts of delaying, accelerating, or abandoning portfolio strategies through “what-if” evaluation scenarios. This helps with prioritization of projects and resources, and identifying risk exposure for more effective pipeline and portfolio management.

The configurability of the Planview solution allows Boost to not only automate critical report creation and delivery, but customize it so that data can be pushed or pulled, depending on the audience. Some reports are automatically sent to key stakeholders at certain times, while other reports are on-demand to be pulled only when needed.

“One of the most important benefits from the reports, both real-time and on-demand, is the relevant data they provide for our pipeline view that enables us to better prioritize and align projects with strategies and business cases,” says Misra. “It has greatly improved our business and the value we deliver to the company.”

The next phase of the implementation will center on resource utilization where Boost expects to experience similar efficiencies. Misra concludes with a summary of the most basic intent of the complete implementation, saying “All the dollars we’ll save are dollars earned for the company.”



For 20 years, Planview has been advancing the discipline of portfolio management, helping our customers change the way they manage people and money to make better business decisions. With a singular focus on portfolio management, Planview is the only company that combines customer-driven software, unmatched domain expertise, and proven best practices to solve each customer’s unique business problems.

Planview Enterprise®, a market-leading portfolio management application suite, with Planview PRISMS®, the knowledge base for accelerating organizational change, and Planview Process Builder™, for process modeling and management, delivers measurable business results for IT management, product development organizations and throughout the enterprise. As an independent, trusted partner, Planview is committed to interoperability with key management systems through the Planview OpenSuite™ integration product line. Industry leaders such as Citi, BP, and EDF, rely on Planview to drive revenue, mitigate risk, cut costs, create efficiencies, and ultimately give their businesses a competitive advantage.

Privately held and consistently profitable, Planview is headquartered in Austin, Texas. With offices across North America, Europe, and Asia-Pacific, the company supports customers in virtually every industry around the world. For more information, visit [www.planview.com](http://www.planview.com).

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