

Ainsworth Pet Nutrition

Prequel Develops SharePoint Project for Ainsworth Pet Nutrition (formerly DAD'S)

Ainsworth Pet Nutrition was experiencing growth within the business through acquisitions and increased market share. Existing processes and procedures had to be streamlined and automated in order for Ainsworth to capitalize on the growth potential. In order to accomplish this task, Ainsworth decided to develop a custom Project Management Tool (StAMP) bringing visibility and streamlining the work effort across the organization.

Company Overview

Ainsworth Pet Nutrition® is a fifth generation family-owned and operated company named after one of the company founders, George Ainsworth Lang. The company is focused entirely on pets, catering to all segments of the pet food industry. Ainsworth Pet Nutrition has three business units including DAD'S Pet Care®, Ainsworth Specialty Brands™ and Ainsworth Custom™. The company makes a wide spectrum of pet foods and snacks, from brands that offers quality nutrition and convenience to ultra-premium specialty foods.

Business Challenge

Due to significant growth, Ainsworth was experiencing challenges with managing the new product development process resulting in:

- Lack of visibility to ensure tasks are being performed according to schedule
- No systematic execution of projects across the organization
- Need to maintain operational efficiency across the entire process lifecycle
- Inconsistency across project tasking and document templates used to execute projects
- No best practices around project tasks and documents used for projects
- No visibility into resource loading for project members and project managers
- No project repositories to maintain project information in a central location for collaboration across departments and functions as a project moves through the lifecycle



Overview

Profile

Ainsworth makes a wide variety of pet nutrition products, from brands that offer everyday nutrition to specialty foods and treats.

Business Need

Ainsworth required that their new Product Management process be optimized in order for them to fully capitalize on its growth potential.

Benefits

End-to-end (idea to launch) project management tool

Ensures Alignment, Prioritization, and Project Transparency

Drives Front-end rigor yielding back-end time savings and \$ profit

Requires that ANY product / SKU project must go through the process

Project Task Lists that integrate with Microsoft Outlook

Technology & Services Provided

SharePoint 2010, SQL Server 2008
SharePoint 2010 Information Architecture Design
SharePoint 2010 Installation
Site Design/Wire Frames
Content Management Development
Feature and Solution Development
Training and Rollout

Solution

The purpose of StAMP is to create an end-to-end (idea to launch) project management process organized in a stage-based approach. Prequel Solutions updated their current SharePoint 2007 platform and implemented a SharePoint 2010 solution which included the StAMP Project Management methodology:

- Provided management with complete visibility of all projects active within the organization and high level status of what stage of the StAMP process they are in.
- Provided management with an indicator of whether the project is on track (red, yellow, green indicators of project status)
- Provided project managers with a project portfolio view of the status of their projects
- Provided project managers with the ability to manage the tasks and templates required to execute and track a project
- Provided project teams with a central area to collaborate on work items, documents, and tasks related to the execution of the project
- Provided a central repository of published document templates related to project tasks
- Provided the ability for departments and managers to assign project tasks to specific resources in the organization and track the status of the tasks
- Provided project members with the ability to receive task assignments and provide updates

Benefits

With the implementation of the SharePoint 2010 solution provided by Prequel Solutions, Ainsworth was provided with an end-to-end (idea to launch) project management process organized in a stage-based approach. This initiative also provided the necessary tools and automation to ensure alignment, prioritization, and transparency of projects across the entire organization.

For More Information

For more information about Prequel Solutions call us at 724.820.1575

visit us on the web at: www.prequelsolutions.com

or email info@prequelsolutions.com

© Prequel Solutions, LLC All rights reserved.

This document is for informational purposes only. PREQUEL SOLUTIONS MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.