Hot **line**

Virgin Mobile now has a single, real-time view of all projects within the company's IT department thanks to the introduction of software from Atlantic Global. The Corporate Vision software provides project status, performance against plan,

resource utilisation, risk and cost information. Virgin are using this data to ensure that IT projects are aligned with business strategy and supporting strategic goals. Project and programme managers are also benefiting from simplification and automation of key processes including resourcing, reporting, risk management, budgeting and planning.

Jim Robinson, head of programme delivery at Virgin Mobile, said: "The mobile telecoms industry is more competitive than ever before, placing increasing pressure on us to react quickly to developments with new products and services. The onus is on the IT department to build the applications that will support these new products and services quickly and cost-effectively, while maintaining progress with ongoing IT architecture renewal. With its focus on delivering a high-level view of the IT project portfolio, supported by the ability to drill down into project, resource or cost

issues, Atlantic Global's solution fits our vision for top-down management of IT project delivery against business priorities."
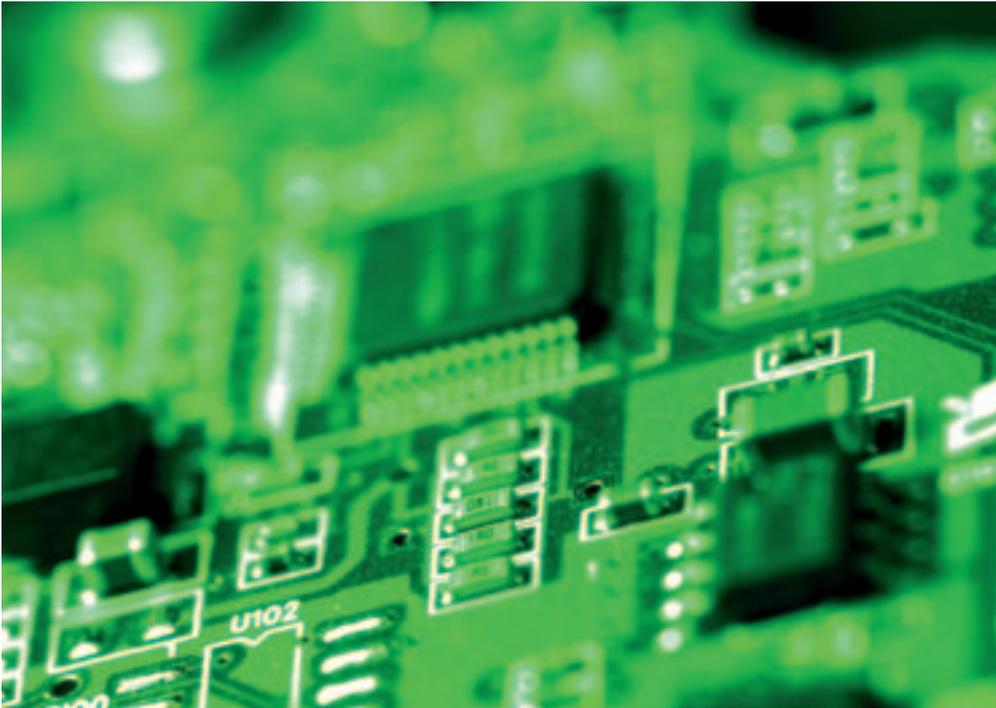
Virgin Mobile was already using Atlantic Global's planning & resourcing module to simplify the process of matching available resources to Microsoft Project plans and the time and expense tracking module.

Corporate Vision will extend these capabilities to include a full resource management system, a high-level view of the complete project portfolio, which can assist the management team in monitoring

the performance and costs of the IT programme and its alignment with business goals. In addition, Virgin Mobile will use Corporate Vision's scenario-modelling capabilities to understand the impact of engaging new projects or changing business priorities on costs and delivery timelines across the rest of the IT programme.

As it provides a dynamic system for project tracking, budgeting, resource management and risk monitoring, Corporate Vision also allows Virgin Mobile to further automate and increase the visibility of a number of core programme and project management processes.

For example, IT project managers will now be able to specify and request resources from the programme office directly within the system, rather than by e-mail, and then monitor the approval process. They will also be able to enter progress against project milestones directly into the system rather than report to the programme managers weekly.

A by-product of the milestone-tracking feature is that other project stakeholders within the business will have access to up-to-date status information at any time. For instance, the marketing team relies on regular meetings with the IT programme office to find out about progress on the delivery of new products and services that are in the advertising or public relations schedule. Meanwhile, the finance department will be able to more closely monitor budgets.
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