



Marstrand
Planning Intelligence

Case Study: SOS Children's Villages



Preface

Marstrand Innovation makes planning software called Marstrand Planning Intelligence (MPI). SOS Children's Villages Denmark, known as SOS-Børnebyerne, has been using MPI since December, 2009.

The Managing Director for SOS, Hanne Rasmussen, has recently done an interview with Nils Marstrand of Marstrand Innovation which can be seen on our website, <http://www.marstrandinnovation.com>

The following document explores some of the ways in which MPI has helped SOS so far.

2010

Planning Intelligence synchronizes projects and tasks with resources in the short and long term using interactive Gantt charts.

To help you make the best decisions about time, money and resources.

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Introduction to SOS & Hanne Rasmussen

SOS Children's Villages is a 60 year old organization which has programs in 132 countries all over the world. In Denmark, SOS-Børnebyerne works with 30 of those countries, and the program from Marstrand Innovation: Marstrand Planning Intelligence (MPI) helps SOS to run its daily business and control all of their programs.



Meet Hanne Rasmussen, Managing Director for SOS Denmark.

Hanne has worked with SOS for 3 years, helping to create opportunities to raise money for and support the children's villages.

The mission statement of SOS Children's Villages is:

We build families for children in need.

We help them shape their own futures.

We share in the development of their communities.

SOS Denmark has a core staff of 25 people with many volunteers and students joining them on a regular basis to assist in projects and tasks.

These projects and tasks form part of SOS Children's Villages overall work, from marketing campaigns to raise awareness, to fundraising events, to everyday management, SOS has many ongoing activities. Three examples of how SOS Denmark uses MPI are below:



Creating an annual budget for the Board:

Each resource type (marketing person, student, manager) is put into MPI and given projects and tasks as estimated by Hanne and each of the department managers. The Board for SOS can then review this projected budget, and budgeted resources, projects and tasks can easily be re-arranged, re-assigned, and shuffled to meet financial demands or project expectations. The first thing SOS did when they began to use MPI was to create this budgeted preview of the year ahead. Hanne was able to show the board, moving through month, week or day view, and grouping by types of projects or types of resources or department, to give a detailed overview of the projected budget.

Name	Is Project Manag	Kind	Common Calendar
ek	Search...	Search...	Search...
Ekstern grafiker	<input type="checkbox"/>	Budget	DK General calendar
Ekstern konsulent	<input type="checkbox"/>	Budget	DK General calendar
Ekstern projektleder	<input type="checkbox"/>	Budget	DK General calendar
Ekstern bureau	<input type="checkbox"/>	Budget	DK General calendar
Ekstern trykkeri	<input type="checkbox"/>	Budget	DK General calendar

Figure 1 Budget resources, generalized to be filled by actual resources later.

Name	Match Assi	Project Stat	Duration	Start	2010 January	2010 February	2010 March	2010 April																								
3. genansøgning Rwanda	<input checked="" type="checkbox"/>	Under planlægning	88 days	04/01	50	20	20	20																								
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Figure 2 Budget Hours for a project on a Monthly Basis

Creating a marketing campaign:

The marketing manager at SOS is working constantly on campaigns to raise awareness about SOS Denmark. This includes everything from the website, to online campaigns, to flyers, to social and community events, such as the recent ECCO Walkathon. The marketing manager uses MPI to organize their campaigns and projects, putting in projects, tasks and subtasks and assigning people to these. Often, students and volunteers help with these projects and must track their hours, so they can easily use the Time Registration feature to track their hours for each of their assignments. The Marketing Manager can then easily get an overview of how each project is going and shift tasks, times, and budgets accordingly.

Creating a fundraising event:

The fundraising sector of SOS Denmark often holds fundraising events such as luncheons or dinners to help raise money for their cause. The fundraising manager must handle many simultaneous projects and resources to put on such an event. An example of this is a “simple” luncheon: first, a date is picked, a venue is selected and negotiations with the venue owner begin, debating if food will be purchased there or catered, a menu must then be approved, drinks selected, decorations, music, speakers must be sought after and booked, invitations made and sent out, invitees must be tracked to see who is or is not responding and coming to the event, and final numbers for everything must be confirmed. All of this must happen within the first two weeks of planning so that details can be set, such as how will the fundraising occur, how will people contribute? What will they leave with? (Information packages, knowledge gained from a guest speaker).

Finally, the day of the event there are countless tasks to take care of. Once again, volunteers will most likely be utilized, so they must be assigned tasks, and these tasks must be tracked so the manager knows if they have been done. A hierarchy might exist, such as the podium must be confirmed before the speaker can be booked, and then the invitations made with the speaker's name on them. Keeping track of all of these elements is a complicated task that MPI helps to clarify, providing clear work breakdown structure, easily viewable assigned resources (including volunteers, equipment, rooms, speakers, and other ‘resources’), and then execution of the day can be followed through.

Hanne is concerned with having a good reputation for delivery:

“It’s really important to retain a reputation for delivery. And we need to deliver in the programs, but we also need to deliver in our partnerships here in Denmark and in other countries in the developed world. So, really to make sure that when we promise something, we can actually do it. As you say what happens sometimes is that we do deliver but it’s too stressful or we stretch some resources too much. And I think that this is why I was opting for this planning tool, that you can really get a better grip on your deliveries.”

Learn more:

[Watch a meeting](#) between Hanne Rasmussen and Nils Marstrand, where they explain their thoughts about project and resource management.

Visit our [online learning center](#) to watch short videos of MPI in action, and begin planning better today!