



Ambient Success Story – Project Management of a Large Strategic Initiative

Experience Summary:

Project Management

Compressed Project
Timeline

100 Project Team
Members

70 Key Deliverables

Industry:

Retail

Measurable Results:

Project executed in record
time - 2 months

Project cost came in under
budget

Their own words:

Melinda Emerson,
Demand Planning
Manager - “Best Buy is a
large company and seldom
is able to turn on a dime,
like its done with this
project—this is an
encouraging sign for the
company.”

Best Buy Press Release:
<http://biz.yahoo.com/bw/051115/20051115006338.html?.v=1>

Client Need:

Best Buy, the number one consumer electronics retail company in the nation, needed to open a storefront in one third of the standard timeframe. Best Buy tapped Ambient Consulting to successfully launch this critical project.

Project Background and Challenges:

In response to the impact of Hurricane Katrina, Best Buy accelerated its plans to open a one-of-a-kind commercial sales and overstock store in the hurricane ravaged Gulfport/Biloxi area.

The store had to be developed and opened in a compressed timeline of only two months, versus the normal six months in order to serve the hurricane rebuilding effort and open before Wal-Mart opened their warehouse style store. Adding to normal challenges were the purchase of significantly damaged building and local infrastructure issues related to electric power, connectivity, and facilities.

Real People:

The Ambient project team worked with the key project stakeholders, using a streamlined PMBOK methodology, to create the work breakdown structure and develop the project plan. Over 100 project team members were rapidly mobilized to execute 70 key deliverables in a record two months.

A clear communication plan, issues resolution and change management processes were used to resolve several “show stopper” issues that were overcome during the project—complications included the T1 line installation, getting product to the store during the holiday season, and POS system glitches.

Real Results:

The successful project execution of this large key strategic initiative enabled Best Buy to quickly meet the critical needs of the hurricane ravaged Gulfport area and open prior to competitor Wal-Mart.

This record setting two month development and opening of the Gulfport Store, was thought by many to be impossible in this timeframe during the holiday season. Succeeding in this endeavor has emboldened the company to know that its “go to market” strategy can be fast-tracked to help meet customers’ needs and remain a market leader.