

Customer  
Case Study

# LBi Lost Boys

## Empower the right people to manage your specialists

*“It was an easy decision for us to turn to Deltek for our new resource management solution. We already had a good working relationship with Deltek and we knew they would come up with a strong resource management solution – Deltek People Planner – that would be closely integrated with the rest of our service value chain,”*

» Annemieke Blank, Traffic and Operations Manager

**LBi LOSTBOYS**

When LBi Lost Boys implemented a resource planning solution that was fully integrated with their service value chain, they got direct benefits like leaner administration and more reliable data. They also put the power to pick the right people for the right projects in the hands of those best equipped for the task.

### **From top-down to bottom-up**

LBi Lost Boys in Holland is a constantly changing organization. Market conditions can change quickly, and this means LBi Lost Boys must run a flexible and scalable business. During the past few years LBi Lost Boys has made the transition from top-down control to bottom-up empowerment. This transition was necessary to give LBi Lost Boys a clear overview of the current business situation and facilitate communication between managers and team leaders.

The next step for LBi Lost Boys was to find a resource planning solution that could support this transition and be integrated seamlessly with the rest of the company’s value chain. This would also eliminate redundant data and give LBi Lost Boys a complete overview of the company’s resource situation in real-time.

### **Resource management integrated in the service value chain**

LBi Lost Boys has different staff functions to handle strategy, concepts, designs, software development, project management, media planning, e-mail marketing and application management. Not surprisingly, managing the company’s resources and getting a clear overview of available skills is no easy task.

“In the past we used different tools for resource planning. They were unstable and most importantly they were not integrated with the rest of our service value chain. This meant we wasted a lot of time on entering redundant data, and our resource overview was not always up-to-date,” says Yvonne Vedder, Planner. “But it was clear to us that Deltek People Planner could help us address all these issues.”

### **Assign the right people to the right projects**

Another crucial challenge for LBi Lost Boys is to make sure that all employees are assigned to the projects where they create the most value for the company, and to give them insight into their daily plans. With around 100 simultaneous and highly diverse projects, the traffic managers have their hands full planning and coordinating all activities in the company. Budgets range from 1,500 to 200,000 Euros.

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“Some projects are online campaigns that need to be finished within a week, while other projects require more technical skills, such as building a completely new website, which can take more than two months,” says Yvonne Vedder, Planner.

**Real-time insight into resource planning**

One of the key benefits of Deltek People Planner is that you can plan your resources in real-time. Whenever the scope for a project is changed, these changes are instantly reflected in Deltek People Planner.

“With Deltek People Planner we now have full and real-time insight into our resource plans. This way we know exactly who is working on which tasks – and when,” says Annemieke Blank. “In general the quality of our planning has been radically improved – now we spend our time on resource planning instead of unnecessary administration.”

**Full integration with other processes**

Another important and positive aspect of Deltek People Planner is its full integration with the rest of the service value chain at LBi Lost Boys. For example, you don’t need to create a new project from scratch and re-type all relevant data when planning. Instead, it is possible to import projects, budgets, tasks and roles from our Deltek Maconomy solution.

When a budget is approved at LBi Lost Boys, the project is transferred from the project manager to the traffic department, which is responsible for planning and managing the right resources for the project in Deltek People Planner.

**A partner for the long term**

For a period of two years LBi Lost Boys has provided Deltek with valuable input for the continuous development of Deltek People Planner. Deltek has incorporated the vast majority of these suggestions into Deltek People Planner to help LBi Lost Boys optimize its resource planning processes.

“Deltek People Planner is a direct response to the resource challenges that knowledge-intensive companies like ours face every day. It was very important for us to work closely together with a partner that understands our business needs. We feel that Deltek has responded quickly to all our requirements,” concludes Annemieke Blank.

**About LBi Lost Boys**

**Overview:** LBi Lost Boys is a leading Dutch internet agency with 140 employees in Amsterdam.

LBi Lost Boys is a subsidiary of LBi, an international full-service digital marketing agency that integrates marketing and communications across all digital touch points to strengthen the position, efficiency and market share of their clients.

**The Deltek Advantage**

**The key success factors for LBi Lost Boys**

- Switch to an integrated solution that comprises the full value chain
- Boost profitability by assigning the right people to the right projects
- Incorporate resource planning seamlessly into the project flow

**Solutions:** Deltek Maconomy, Deltek Maconomy Analytix and Deltek People Planner

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