

Company | **Hanesbrands, Inc.**

When Hanes first started using @task, they were a part of Sara Lee. Sara Lee made the strategic decision to focus on food products, and Hanesbrands, Inc. is now a standalone publicly traded company strictly focused on apparel. @task is deployed in several departments, including the “Intimates” group, which includes well-known brands like Playtex, Bali, and Hanes Her Way, among others.

Foresight | **Why They chose @task**

Hanes is a manufacturing company faced with the challenge of taking a product through the cycle of design, manufacturing, shipping, and delivery. Add to that the fashion industry’s pressure for timely releases in accordance with current trends, and you’ve got a high pressure, process-oriented environment, where shrinking process time is key to increasing profitability.

Hanes needed dynamic timelines to streamline their replanning process, reports that allowed key players to assess project progress, and an organization system that would help cut down on the number of meetings required. Prior to selecting @task, Hanes used a product by PTC as well as sticky notes and spreadsheets. Team members would all enter data into a single, very large, spreadsheet. Replanning was very difficult, because dates were entered manually. Adjusting the timeline was tedious and inefficient.

Hindsight | **Why @task was the Right Choice**

Using the old tools, the fastest turnaround for any process was one week. @task allowed processes to be tracked in terms of days or even hours. This efficiency, dynamic timelines, clear reports, and a central place to store and disseminate information made @task the right choice.

Since implementation, @task has been involved in helping Hanes improve project management by customizing the tool and mapping processes since 2002. We were able to go from 72% of projects delivered on time to 92% and to shorten the process lifecycle from 52 weeks to 46 weeks.