

Company | Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of more than \$19 billion, more than 73,000 employees, and more than 72 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Bauknect, and other major brand names to consumers in nearly every country worldwide.

The Business Problem

Product launches at Whirlpool typically take 18 months and up to 500 different tasks to complete. The previous project management tools used by Whirlpool were difficult to use and cumbersome. Whirlpool needed a project management software tool that would allow technical and non-technical project team members to manage tasks and update status without forcing them to learn a new system or overloading them with complexity.

Whirlpool also required an on-premise system that could handle thousands of potential users worldwide and easily import hundreds of projects already in process.

The Solution

@task proved to be a great solution for Whirlpool. The user-friendly interface makes it possible for project managers, and non-technical managers, to administer the 500 plus tasks associated with an 18-month product launch. The interactive Gantt chart and Team Builder make it possible for managers without a technical background to build and execute even complex projects.

Whirlpool chose @task's on-premise solution and has currently deployed approximately 430 users.

"I'm not a software expert," said Trish Hecker, Director for 'Go To Market' for Whirlpool. "@task is intuitive and gives us the accountability we wanted for every project."

The Result

"@task helped us map out the process for new product launches," says Hecker. "Everyone has complete visibility into every project—building increased capability far beyond project management methodologies."

Whirlpool uses @task to create templates for their product launch playbooks, ensuring more consistent and successful product launches. And, @task's configurable reporting allows managers to instantly view project status in real-time, allowing category managers to reduce the number of required launch-team meetings so team members can focus on their specialized rolls and responsibilities.

How Whirlpool Achieved the Results

Whirlpool participated in an @task Boot Camp as well as a four-day onsite training.

"Boot Camp training was valuable," says Hecker. "It definitely helped us visualize how to take advantage of some of @task's capabilities we weren't aware of."

Hecker suggests that there are many different ways to accomplish the same things with @task and the training has been a great way to consolidate and standardize the way they use the software.

Whirlpool also uses @task for monthly phone support. Structured, weekly phone calls allow them to better manage issues and questions for on-going training and support.

“The interactive Gantt chart and Team Builder make it possible for managers without a technical background to **build and execute** even **complex projects**.”

—Trish Hecker
Program Director for Go To Market
Whirlpool Corporation