

case study



Client: One of the World's Leading Bookmakers

Project: Integration of On-line Sports Book and Casino Gaming Products

Project Description

The main aim of the project was to integrate the client's Sports Book and Casino products to make it easier for Sports Book customers to play in the casino, and vice versa. At the same time, the software was to be re-engineered onto a vendor neutral platform to provide future sourcing flexibility and to introduce a second software provider to reduce business risk. A further benefit of the project was to realise an improved revenue share with the clients' suppliers by taking control of client funds.

Chaucer fulfilled the project program manager role for this very large and complex project from inception to close. It involved multiple third party suppliers, a peak project team of 165 people and operated across three time zones. In addition to software build, activity included assurance through technical and user testing, brand development and marketing communications. Chaucer worked closely with the senior company directors to provide project status transparency and delivery assurance.

Chaucer's Scope

The overall project was managed by a Chaucer run program responsible for:

- Project leadership & motivation, governance, assurance and quality
- Developing the project organisation, roles, responsibilities and reporting structure
- Co-ordination and support of the program
- Planning and resource scheduling
- Progress measurement - Scope of work, work breakdown structures and tracking
- Budgets and cost control
- Project communication – including full close out report and lessons learnt
- Risk and issue management and mitigation
- Management reporting and meeting facilitation

In addition, Chaucer also co-ordinated the business requirements and technical design processes. This included organising and running facilitated workshops for both business requirements and technical design areas.

Benefits

- All project goals were achieved and delivered to the baseline time and cost.
- In such a complex delivery environment, adequate resourcing, central co-ordination and communications were vital. Chaucer closely facilitated senior director involvement in a decision-making capacity and created project transparency through a comprehensive reporting and communications program.
- Chaucer's enforcement of a rigorous change management regime was essential to prevent unauthorised scope creep and increased costs. The Chaucer program office instigated a detailed level of cost tracking. This meant that cost forecasts were available at all times and early warnings of overspend could be highlighted and dealt with effectively.
- The close integration between program management and software development management was significant in the achievement of the project milestones to timescale. The Chaucer methodology of iterative development broke software implementation into manageable cycles - and resulted in the delivery of all software drops on schedule.

