

Case study: Godrej Properties

Godrej choose Asta Powerproject for better control and faster decision making



About Godrej Properties

Godrej Properties brings the Godrej Group philosophy of innovation and excellence to the real estate industry. Each Godrej Properties

development combines a 119-year legacy of excellence and trust with a commitment to cutting-edge design and technology. Godrej Properties is currently developing residential, commercial and township projects spread across 10.3 million square meters (111 million square feet) in 12 cities.

A comprehensive and integrated solution

Godrej Properties needed a comprehensive and integrated project management solution that could be used by its lean and cross functional team across all portfolio projects consisting of a variety of business models, sizes, complexities and procurement models.

As the company's operations grew, Godrej required more updated information on subjects such as project status, resources and cash-flow to give better control and faster decision making.

Vikas Dixit, Head of Innovation, explains: "Godrej decided to implement Asta Powerproject because of its

simplicity, intuitiveness and powerful industry focused features. It was easy to prepare a roadmap and implementation framework to achieve the desired maturity. Experience of the partners was a big plus".

Amandeep Singh, Business Head Zonal Head Western Zone who was leading initial the Asta Powerproject roll out mentions, "Asta Powerproject is supporting our growth aspirations

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Godrej's residential portfolio consists of townships, cluster housings, villas, town-houses, standalone building etc. while its commercial portfolio delivers office space for blue-chip local and international organisations, IT industry parks for IT/ITES companies and retail space. Regardless of the size or complexity of its projects, Godrej is consistent in its aim to offer superior value to all its stakeholders.

In the last 3 years, Godrej Properties has received over 100 awards and recognitions, including the "Real Estate Company of the Year" at the Construction Week India Awards 2015, "Most Reliable Builder for 2014" at the CNBC AWAAZ Real Estate Awards 2014, "Innovation Leader in Real Estate" award at the NDTV Property Awards 2014, and "Popular Choice - Developer of the Year" award by ET NOW in 2013."

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Asta Powerproject offered more than other providers

Godrej found that Asta had an easy and value based licensing policy and many unique features which were not available in any other package which were evaluated, including code library, formulas, income mapping feature, macros such for Earned Value Management and CCPM, Line of Balance, Business Intelligence, Risk Management module, Project Comparison module,

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Time Sheet and a customization capability to support SAP integration.

Godrej had experience of running enterprise applications. When Asta Powerproject was presented to a group of project managers and the senior management team, they quickly agreed to run a pilot looking at its impressive features. Pilots were run for two projects and the findings were presented to the senior management team who gave their nod for rolling out Asta Powerproject across the organization.

A twofold objective

The objective of the Asta Powerproject implementation was twofold- to utilize a powerful project management concept for superior delivery and provide visibility to management for quicker decision making.

A smooth implementation process

Godrej appointed a team to lead implementation consisting of representatives from business, project

management, strategy, IT and HR. A panel was formed consisting of one project manager from all the cities and representative from central functions like design, contracts, budgeting and marketing. The team worked in close unison with FND – Asta’s partner and global project management solutions provider, and Asta’s senior consultant.

Looking at the strategic importance, the Asta implementation was made part of the company’s turnaround initiative, Project Pyramid, in which Bain & Company was involved to make the company more efficient and effective. It brought the management focus, third party views and enabled faster change management.

Vikas says: “We built the momentum from 1st week and called it the ‘Asta Week’. Pan India workshops were planned and the crucial buy-in from the key stakeholders was achieved early along with understanding the specific requirements. We supported panel members in organising site specific training for preparing their respective

integrated project plans. We made sure that communications were our top priority throughout the implementation to keep everyone on the same page. We went live after facilitating two rounds of project reviews with each project manager.

FND and the Asta team installed the servers and the software, carried out online and site training, and put together tailored Business Intelligence reports.”

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“Asta helped us in mapping existing project plans available with the team from MS Project, Primavera and excel spreadsheets; and further detail and integration was completed. Even fresh graduates were able to prepare a quantity and cost loaded programmes within a few weeks of training.

The implementation team, panel members and consultants worked tirelessly to map the system exactly to our desired model. We could complete all training within 3 weeks and rolled out the system within 45 days of the allocated 60-day target for all the projects. The training was a mix of recorded training, webinars and face-to-face training”



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A world-class system

Godrej has now been using Asta Powerproject for 3 years to plan and monitor its individual projects. It currently has 40 projects with 120 users on Asta and a BI server is sending automatic reports after a weekly update cycle. Godrej users have option of using Web Access, standalone license and/ or concurrent license based on their role and skill-set.

“We are now happy that a world-class system is available to us and simple to advanced project management techniques can be applied in a collaborative environment. We can generate spend projections in desired formats which help everyone in the team to play their role more effectively. Team members who are working on multiple projects see the greatest benefits as they do not need to not put much effort in collecting the updates from each site as the required reports are available online. Vikas commented: “We know instantly when and where we need to take action. Everyone is clear about their role from update to review and when the project requires the re-planning. It is also helping us in synchronization and

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synergy among functions and sustaining the project management processes with minimum efforts.”

A big plus for the operating model

Vikas has seen clear benefits, “Asta Powerproject helps our planners prepare not only the schedule but also link it with the budget and a contractor’s performance which is a big plus for our operating model. Asta Powerproject Enterprise helps the teams working on multiple projects by providing consolidated reports at portfolio level. The architecture supports easy integration with other enterprise applications like SAP ERP, SAP BI and Navisworks, so we are able to quickly validate progress and billing assumptions. The updates are available to decisions makers in the desired

format for quicker actions on the ground.

The maturity of our operations is consistently improving after rolling out Asta Powerproject, thanks to the advanced project, programme and portfolio management features of the software and the support received from FND and its India partner.”



About FND

Future Network Development (FND) is an Authorised Executive Partner of Asta Powerproject, a registered solution provider and International Support Center.

FND is a partner network created by a group of international solution providers. It offers complete project management solutions through its network of best in class providers of solutions and technologies. Each FND partner has many years of experience and brings a thorough knowledge of the markets in the countries where they are based.

About Elecosoft UK Ltd

Elecosoft UK Ltd is a leading international developer of project, portfolio and resource management software. Its core product, Asta Powerproject, provides solutions for managing any size and any type of project and is widely recognised as one of the world’s leading project management software solutions for construction.

Elecosoft UK Ltd is a part of Elecosoft plc, a holding company

focused on software development and services for architectural, engineering and construction industries. The company is listed on the London Stock Exchange’s Alternative Investment Market (AIM).

More information about Elecosoft UK Ltd and its products can be found at astapowerproject.com and information about Elecosoft plc can be found at elecosoft.com.

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