



case study
LBi Lost Boys

“People Planner has given us the flexibility to assign the right people to the right projects, which makes our job a lot easier”

Naaf Hoekstra, Planner

Empower the right people to manage your specialists

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.



“People Planner is a direct response to the resource challenges that creative companies like ours face every day”

Annemieke Blank, Traffic and Operations Manager

From top-down to bottom-up

LBi Lost Boys in Holland is a constantly changing organisation. 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.

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

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 People Planner could help us address all these issues.”

LBi Lost Boys in brief

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.

“With People Planner we now have full real-time insight into our resource plans. This way we know exactly who is working on which tasks – and when.”

Annemieke Blank, Traffic and Operations Manager

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.

“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.

“As you can imagine it is quite a complicated task to plan employees in a large organisation like ours. People Planner is a logical solution designed for managing projects and resources at the same time, and it’s very easy to use,” adds Annemieke Blank.

“People Planner has given us the flexibility to assign the right people to the right projects, which makes our job a lot easier,” continues Naaf Hoekstra, Planner.

Real-time insight into resource planning

One of the key benefits of 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 People Planner. “With 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 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 Maconomy.

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 People Planner.

A partner for the long term

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

“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 Maconomy has responded quickly to all our requirements,” concludes Annemieke Blank.

Creating value for LBi Lost Boys

Success Criteria

- 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

Maconomy Solution

Projects/Finance:
Maconomy ERP Solution

Business Intelligence:
Maconomy AnalytiX

Resource Management:
Maconomy People Planner

organic business solutions

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