

Case study

Projectplace helps TB Spirits Group save 1,300 man hours a year

TB Spirits Group rolls out Projectplace to keep internal and external stakeholders on the same page and drive project efficiencies.

TB Spirits Group ([Thoroughbred Spirit Group](#)), a boutique spirits consultancy based in Chicago, helps distillers create successful beverage brands; from idea generation all the way through to distribution and on-going sales strategies.

Collaborating through geographical barriers

The consultancy has employees based across the US and the UK. Having grown its client portfolio rapidly in the last few years, TB Spirits Group now manages 28 beverage products across 15 client projects ranging from start up craft distilleries to established beverage companies looking to expand into the alcohol beverage space.

The beverage industry is extremely competitive. Every project TB Spirits Group delivers needs to run seamlessly as beverage companies are relying on them for everything from concept development to capital raises and exit strategies.

Grow clients across dispersed locations and help them increase sales

Taking new beverages from idea conception to sales means that TB Spirits Group needs constant, real-time visibility over project timelines and a solution that they can report back to clients on.

Previously, TB Spirits Group relied on email and Excel to collaborate, manage projects and share team updates. This led to mistakes and up to an estimated 40 percent drop in employee productivity as the team tried to correct them.



Overview

Organizational profile

TB Spirits Group is a Chicago-based boutique spirits consultancy that helps distillers create successful beverage brands.

The challenge

Grow customers across multiple locations and help them increase sales.

Objective

Enhance employee productivity to deliver customer projects faster.

Benefits

Projectplace has become a strategic tool for the business. The unique combination of kanban boards and Gantt charts has helped employees plan and execute projects efficiently, resulting in increased productivity. Increased transparency and improved communication between TB Spirits Group and its customers has boosted customer satisfaction.

“Using Excel and email might be ok when you have only a few clients with one or two projects. We needed something that encapsulates project management, collaboration, document sharing and communication in one easy-to-use, seamless solution.”

– David Large, Strategy and Brand Development Director, TB Spirits Group.

“Using Excel and email might be ok when you have only a few clients with one or two projects,” says David Large, Strategy and Brand Development Director, TB Spirits Group. “But we’ve grown rapidly as a business and needed to invest in something more robust that encapsulates project management, collaboration, document sharing and communication in one easy-to-use, seamless solution.”

“We have no choice but to communicate electronically as we’re rarely within the same four walls or the same country. We faced the constant battle of using multiple platforms to collaborate, monitor timelines and manage project deliverables, which led to huge inefficiencies across the team. This in turn was having a direct impact on our bottom line.”

All on the same page

A cloud-based system seemed the most fitting solution for a business split across such vast locations and collaborating on a wide range of projects. At first TB Spirits Group trialled Google Docs, however it couldn’t give employees a full breakdown of activity and progress and didn’t decrease the use of email.

TB Spirits Group chose Projectplace because it enables the team to work together more productively, and has since given employees on average five hours a week back to refocus on growing the client base and helping them launch new products.

No more slipping through the cracks

Projectplace has become a crucial, strategic tool for the business:

Increased productivity: Using Projectplace saves TB Spirits Group 1,300 man hours a year. This in turn allows them to focus more deeply on their existing client base without having to spend unnecessary hours attending to multiple back end solutions.

Planning and execution in one: Projectplace’s Gantt functionality offers the team powerful project steering and empowers everyone to self-organize by creating lists of goals, priorities and activity timelines. The unique combination of kanban boards and Gantt charts means that the team always knows who is doing what and when, together with what has been completed and what is outstanding. This prevents issues from cascading weeks or months down into the project.

Increased transparency and improved communication: Projectplace enables collaboration amongst TB Spirits Group and its clients on the same platform. Together, they are able to set priorities, collaborate and communicate regarding all project deliverables in real-time. The clients can also use Projectplace Gantt charts for their own internal processes and reporting.

Customer Satisfaction: Projectplace increases visibility and the possibility to foresee and eliminate errors enabling TB Spirits Group’s clients to launch products more efficiently and faster.