

Rawlings Counts on @task to Accelerate New Product Introductions and Early Market Penetration



"@task was the most intuitive solution and made the most sense to us. Compared to the other solutions we considered, I was confident that @task would do what we needed it to do from the minute I watched the online demo—I haven't been disappointed."

**– Ben McIntosh
Commercialization Manager
Rawlings**

Success Snapshot

- Rawlings needed a project management solution that would allow them to accelerate new product introduction and early market penetration
- Rawlings deployed @task globally to facilitate team collaboration around the world using @task's multilingual, platform, database, and browser independent solution
- Complete project visibility increases team member accountability and helps Rawlings meet project milestones and stay on schedule
- Projected completion dates help identify lagging projects early, making teams more efficient and reducing time-to-market

Background

Rawlings, part of Jarden Team Sports, is the leading manufacturer and marketer of baseball equipment and other sporting goods in the United States. As the Official Baseball and Helmet of Major League Baseball® and the official ball of the NCAA® Baseball Championships, Rawlings sought a project management solution that would allow them to accelerate new product introduction and early market penetration. "Most college baseball teams start hitting the batting cages in the fall," says Ben McIntosh, Commercialization Manager at Rawlings. "If we can get next season's bats into the hands of college players in the fall, they'll be using our bats the following spring."

Rawlings sought a project management solution that would allow them to accelerate new product introduction

The Challenge

The challenges inherent in new product research and development made it difficult for Rawlings to make accurate projections regarding new product introduction and delivery. To accelerate the new product development and manufacturing of their baseball bats, Rawlings needed a project and portfolio management (PPM) solution that would address three specific objectives:

1. Foster collaboration among global development teams, critical to the new product development process
2. Provide a centralized location for all development data to reside, enabling Rawlings to manage the information needed to meet project milestones more efficiently
3. Accurately forecast projected completion dates based on current project data, in order to identify lagging projects early and keep teams on schedule

The Solution

To support Rawlings' primary objectives to provide transparency, reduce costs, and drive new product introduction, the @task solution enabled them to:

Deploy Globally—Rawlings leverages @task's solution to facilitate team collaboration anywhere in the world, including Rawlings' team members in the U.S., Central America, and China, where bats are manufactured. Because @task works on any platform and browser, automatically accounts for different time zones, and is the only PPM solution available in English, Spanish, and Chinese; Rawlings' global development teams can collaborate and work together in real time.

Company Snapshot



- Rawlings is part of Jarden Team Sports, which is comprised of Rawlings, Worth Sports, deBeer, Hilton Corporate Casuals, and JT Sports
- Rawlings, the leading marketer and manufacturer of baseball equipment and other sporting goods since 1887, produces the official Baseball and Helmet of Major League Baseball® and the official ball of the NCAA® Baseball Championships

Increase Visibility and Accountability—Centralizing project data enables Rawlings to increase visibility and accountability on every project, from concept to delivery. All the information needed for project teams to meet milestones and stay on schedule is at their fingertips in @task, empowering Rawlings' project teams to deliver on time.

Accelerate Market Penetration—@task automatically creates project projections based on real-time data. This empowers Rawlings to accurately forecast projected completion dates, keeping projects on schedule, making project teams more efficient, and expediting the development process, shortening the time it takes for Rawlings to go to market with new products and to grow marketshare.

Results

@task allows Rawlings project teams to successfully collaborate from anywhere in the world, regardless of whether they are in the U.S., South America, or China. With all of their development data in a centralized location Rawlings is able to accurately forecast projected completion dates, keep projects on schedule, make teams more efficient, expedite the development process, and shorten the time it takes to get to market.

@task gives Rawlings visibility into every initiative, enabling them to search for any product known to be in development and identify where it is in the process, what the anticipated delivery date is, and whether or not it can be expected to meet the scheduled delivery date. "Our product is 100% seasonal," says McIntosh. "If we miss our deadline, our opportunity for that year is lost. @task allows us to know exactly where any product in development is at any point in time, helping us keep projects on track so we can hit our scheduled delivery date."

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"We considered a dozen or so other project management solutions," says McIntosh. "@task was the most intuitive and made the most sense to us. Compared to the other solutions we considered, I was confident that @task would do what we needed it to do from the minute I watched the online demo; I haven't been disappointed."