



Three Olive Solution's Portfolio Intelligence™ Has It "In the Bag"

Overview

- **Background:** The Duro Bag Manufacturing Company was founded in 1953 in Ludlow, Kentucky. Still privately-held and family-owned and operated, Duro Bag has grown to be the largest bag manufacturer in North America.
- **Challenge:** Provide the necessary tools to maximize the use of limited resources and to facilitate the achievement of strategic and financial goals.
- **Solution:** Use **Portfolio Intelligence™** to manage Information Technology (I/T) and other business critical projects.
- **Results:** More effective resource utilization; better selection of customer impacting projects; better alignment of projects with the SCOR supply-chain model; and better control and management of projects across and within departments.



"Three Olive Solutions is very easy to work with, responsive, and very willing to listen to the customer. We were trained in one day and managing our project portfolio the next. I am so pleased with **Portfolio Intelligence™** and our relationship with Three Olive Solutions that I recommended the software to other companies and am providing input to the design of new help desk functionality."

Rick Hensley
Director of Information Systems
Duro Bag Manufacturing Company



Duro Bag Manufacturing Company is the largest manufacturer of printed and plain paper bags in North America. Duro Bag operates eleven plants in the United States

and one in Mexico, employs more than two thousand people, and sells point-of-purchase bags and sacks to department stores, grocery chains, and mass merchant retailers.

Repeated Success with the On-Demand Model

When Duro Bag decided to streamline its portfolio management process, they sought a software product with these attributes:

- on-demand hosted solution
- robust features, functions, and capabilities
- easy implementation
- low cost

The company has had good experiences using both an on-demand rebate package and sales force software and wanted to continue to avoid the hassle of implementing and maintaining vendor software.

The critical functionality Duro Bag needed for effective portfolio management included:

- visibility of projects corporate-wide for better selection and control
- better management and use of limited I/T resources
- timely communication of project status to avoid project delay

Duro Bag found that Three Olive Solution's **Portfolio Intelligence™** best met all of its criteria for portfolio management software.

Flexible, Adapts to Industry-Specific Standards

Duro Bag easily adapted **Portfolio Intelligence™** to its manufacturing processes. Duro Bag used **Portfolio Intelligence™** to categorize its projects according to the Supply-Chain Operations Reference model (SCOR), a manufacturing process reference model for supply-chain management that describes the business activities associated with all phases of satisfying a customer's demand. As a side benefit, the I/T department was able to confirm quantitatively its belief that it placed a strong emphasis on customer related projects and objectively demonstrate its strategic focus to management.

Beneficial for More Than Just I/T Projects

The I/T department was so enthusiastic about the software's quick implementation and demonstrated business value that **Portfolio Intelligence™** quickly spread to the corporate and human resources departments as well as the shopping bag and grocery bag divisions.

- The Chief Executive Officer (CEO) is using the software to manage several corporate projects.
- The grocery bag division is managing a major project where a key vendor is consolidating its distributions centers. Duro Bag and the vendor are each responsible for over thirty activities tracked by the portfolio management software.
- Other projects include the evaluation of export opportunities and graphic changes for a fast food client.

Duro Bag has effectively used dynamic tools such as resource utilization, the "what if" capabilities, and project milestone late reporting to obtain greater project control, more effectively use resources, and facilitate the achievement of its business goals.