

Revenue Project Management Know & Show your Value

PMI GTIS LIG
April 19, 2007

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Revenue Project Management (How to get ahead)

- Know your value (PgMP)
- Show your value (EPM)

A little about Dave ...

Founded Intelligent Market Solutions Group Inc. in 1994 to create ... intelligent market solutions

- Subway Subs phone ordering system
- PriceMetrix Inc. (revenue management system for brokerages) www.pricemetrix.com
- Legends of Cricket Live™ 2007 – 2017 (Rogers Centre annual charity sports franchise) www.loclive.com

A little about RPM

- RPM is driven by
 - BI, PM, Accounting
 - Intellectual Property dev (SR&ED)
- RPM integrates with
 - PgMP
 - IT Project+

Why are you here?

- Are you benefiting from your work? An expanded perspective may dramatically increase your value by attributing
 - pre project value (Business Intelligence),
 - post project value (Project Accounting)
- Understand the corporate wealth behaviour concept

What to expect

- “Rev” your value in a realistic and systematic manner built on PgMP thinking
- A real case of corporate “wealth” behavior creation, with fundamental lessons from a corporate wealth management startup, PriceMetrix, the .com that did not bomb.
- Learn how PMO = Long term SR&ED \$.

PMs miss out

- Skip pre-PM fun
- Do the hard work of PM
- Miss out on the post-PM value

Whatchagonnadoaboutit?

- PMP+ (PgMP) your Project
- EPM Education (MPA)
- SR&ED (\$5 billion)
- Get recognized internally, externally:
 - PMI and MPA (the offer)
 - Be the google of Revenue Project Management

Why? RPM Benefits: Know and show your value

- Be properly valued career wise Lower conflict with a working model of shared resources
- Better align your projects to strategic value or better see the writing on the wall
- Move upwards in the PM community value chain
- Shift IT valuation from cost centre to revenue enhancer and lower risk through funded cycles
- Assist creation of business process and technical Intellectual Property with a self-funded process

How to get there?

- I will share my path and lessons learned so you can gain without sticking your neck out and have resources to help get there

Definition

- RPM is the full business cycle centred on Project Management, enhanced by IT:
 - Business Intelligence (from BA)
 - Enterprise PM (easier with lower risk)
 - Project Accounting (integrate your ERP).

Definition (Part 1 of 3)

Business Intelligence

- Upscaled Business Analysis
- For example, look to the MS BI suite of tools coming out that include Balanced Score Cards (same as PgMP)

Definition (Part 2 of 3)

Enterprise Project Management

- Easier with lower risk
- For example use MSO Project (Ver 4.0 or above) to create a shared resource pool linked to projects so an automatic Master project can be made that shows resource (over) allocation across all linked projects

Definition (Part 3 of 3)

Project Accounting

- Integrate your ERP (Excel or SAP)
- Microsoft Project Association has ERP/SAP integration seminars
- Customized seminars available by asking

Case Study: PriceMetrix

- 2000 era DOT COM with a difference ...
- Start up BA / PM / Developer / Manager

REVENUE SUCCESS CONCEPTS

- Makes \$ by making others \$
- PMO = SR&ED \$

PMO = Long Term \$

- Use SR&ED for funded Intellectual Property Management (Patents)
- SR&ED = Project incentive (up to 45%)
- SR&ED = Scientific Research & Experimental Development
- Running it through an on-going PMO (PgMP) allows for on-going \$
- Higher goals + More problems = More \$)

Exercise

- Use RPM to "rev" your value in a realistic and systematic manner.
- Pro-actively shrink the iron triangle (alternative definition requires qty/qlt) to turn a project into phases (allowing phase gates) and therefore a program (with multiple benefits).

Roadmap to RPM

- BI / EPM awareness
- PgMP & end-user tool certification
- PMO = Intellectual Property
(SR&ED funded)

Next Steps

MPA - July 18 www.mympa.org RPM from the Microsoft tool perspective

- Official Industry Association for Microsoft Office Project
- A professional association dedicated to helping people derive value out of Project in their businesses and careers

Your RPM Challenge

- "rev" (increase) your value in a realistic and systematic manner (PgMP & EPM)
- Encourage corporate-wide "wealth/value" behavior through risk/opportunity register/dictionary
- Assist PMO = Long term SR&ED \$

Wrap up

Revenue Project Management

Bridge the gap:
Revenue Management and
Project Management

How?

- Know your value (PgMP)
- Show your value (EPM)

Questions?

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