



Skire's Unifier™ Drives Global Efficiencies for Wrigley

Background and Challenges

Wm. Wrigley Jr. Company is the world's largest manufacturer of chewing gum and home to some of the best-known brands in the world, including Juicy Fruit, Doublemint, Big Red, and Wrigley's Spearmint gum. Wrigley generates \$3 Billion in annual revenue, selling nearly half of all gum in the U.S., and generating half of all chewing gum profits in Europe. Wrigley maintains a diverse portfolio of facilities globally, with production plants in 12 countries across the globe.

Wm. Wrigley Jr. Co.

Address

www.wrigley.com

Headquarters

Chicago, IL

Industry

Packaged Goods

Skire Suite of Applications:

Business Process Automation, Document Management, Collaboration

Wrigley continued its global expansion by breaking ground on a new \$24 Million manufacturing facility to produce a critical component used in chewing gum in Shanghai, China. This project, as with most new Wrigley facilities, would rely heavily on the design expertise of the Corporate Engineering group in Chicago.

Based on its prior experience with numerous offshore projects, Wrigley recognized the challenges of coordinating global resources to meet tight schedules. The designs of critical process facility systems must be managed closely, and revisions must be communicated clearly to the project team on site. Existing practices including email, presented major challenges in ensuring that project participants had real-time access to the right information at the right time. Finally, the team needed to expedite the design review process in order to meet the accelerated project schedule.

Skire's Unifier™ Solution

To increase the efficiencies of coordinating its globally dispersed project team, Wrigley selected Skire's Unifier™ solution, which includes a comprehensive document management system with a host of advanced features developed based upon direct customer input. The solution allows users to collaborate on documents from any computer without the need to install client applications.

The integrated viewer and markup tool provides the ability to perform design reviews in a "free form" collaborative environment. Comments can be made either by creating redlines or markups on the document, by attaching a separate comment file to the document, or by directly entering a text comment in the log. For a more formalized review process, design packages are sent through a review workflow using Skire's business process automation capabilities.

"Skire's solution significantly improves the efficiency of our projection execution by allowing us to maintain and access all project data in one centralized system," said Marc Copper, Wrigley's Director of Engineering. "When searching for the latest project information, our team no longer has to sort through a variety of disparate systems such as email, network drives, and fax machines."



Unifier also provides a common interface for team members to assign and track tasks, as well as receive system generated notices for required actions. This interface helps to unify a distributed project team to ensure that each individual understands activities assigned to them. "Skire's Unifier has played a critical role in ensuring that the project team utilizes a consistent, standardized process for tracking project activities. The resulting increase in productivity means that our engineers spend less time on administrative functions, and more time devising invocative design solutions."

Deployment

In order to provide immediate worldwide access on a project that was already well underway, the ASP (Application Service Provider) model was adopted after a stringent IT security audit. The system was live with the Wrigley project team trained within 2 weeks. Wrigley deployed Unifier™ after project activities had already begun, which placed a premium on a rapid deployment. In response, Skire's implementation team acted quickly to gather the necessary parameters required for project setup and user definitions. The initial training was done remotely via the web with both the central engineering team in Chicago and the site personnel in Shanghai.

Results and Benefits

"Unifier allows us to truly collaborate and manage information throughout the life of a project," says Copper. "The commenting capabilities allow team members to follow the logic in a 'conversation', saving significant time during the review process, as well as avoiding potential and costly errors and omissions."

The solution also provided considerable value to the onsite project team responsible for executing a project on the other side of the world from company headquarters, and with no overlap in workday hours. "Unifier is a powerful system for global communication and workflow management that has helped us ensure that the project work never stops," says Justin Dyer, Project Manager. "Unifier has allowed our distributed project team to make progress on the project 24/7, ultimately leading to an expedited project schedule."

The Future

Having benefited from the efficiency gains of Unifier in the challenging environment of Shanghai, Wrigley is deploying the solution on its next major project - in Mexico. "We are looking forward to duplicating our past successes in utilizing Unifier as our centralized, web-based system for facility lifecycle management."