



Action Performance And Timeframe Report - Standard

Atlantis Group

camms**strategy**

Print Date: 08-Mar-2022

Applied Filters
Date Select: 01-Jul-2021 - 30-Jun-2022
Hierarchy: ORG Hierarchy
Hierarchy Level: Organisational
Hierarchy Node: Organisation
Action Filter: All

ACTION SUMMARY BY PERFORMANCE

7 OFF TRACK

10 MONITOR

10 ON TRACK

0 NO TARGET SET



ACTION PERFORMANCE AND TIMEFRAME

Timeline Legend:	■ On Track	■ Monitor	■ Off Track	■ Complete	■ Project Timeframe
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Action	Responsible Officer	Start Date	End Date	% Complete	Performance	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	
1.1.1.1 Develop release strategy for our upcoming online offerings	Joe Smith - Director, Global Operations	05-09-2019	30-06-2023	78	●●● GREEN													
<p>Progress Comments: 20/07/20 - Our new online offering 'ascend' has been developed and is now scheduled to launch in April following QA. At the same time, a new website is in the early stages of development, and this will be ready to launch at the same time (if not before). SEO / SEM approach will be similar to that of earlier releases.</p> <p>08/09/20- The release strategy has been developed and the initial phase activated.</p>																		
1.1.1.2 Summarise our approach to online solutions to improve efficiency.	Joe Smith - Director, Global Operations	01-07-2019	30-06-2023	12	●●● RED													
<p>Progress Comments: This is ahead of schedule. I am awaiting executive feedback before finalising and closing. Its anticipated to receive feedback within the next couple of days.</p>																		
1.1.1.3 Undertake regular analysis of the online business' financial performance	Joe Smith - Director, Global Operations	01-07-2019	30-06-2023	45	●●● AMBER													
<p>Progress Comments: Not enough information is being collected for meaningful analysis. Investigating changing our reporting process to receive better inputs for our analysis.</p>																		
1.2.1.1 Implementing the Loopio system	Madeline Jones - Sales Director	09-02-2021	30-06-2023	86	●●● GREEN													

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<p>Progress Comments: This project has been deferred given resource changes. To commence again at the end of April.</p>																	
1.2.1.1 Undertake regular analysis and report on the financial performance of our customers	Joe Smith - Director, Global Operations	01-07-2019	30-06-2023	100	 GREEN	█	█	█	█	█	█	█	█	█	█	█	█
<p>Progress Comments: Off track, financial performance analysis is not up to date for our customers. HR and Finance are working on getting this back on track.</p>																	
1.2.1.1 Undertake target marketing campaigns focused on increased revenue from the new sectors and improve our brand awareness within these	Andrew James - Marketing Manager	01-06-2019	30-06-2023	77	 GREEN	█	█	█	█	█	█	█	█	█	█	█	█
<p>Progress Comments: Initial campaign rollouts successfully completed with secondary Initial campaign rollouts successfully completed with secondary Initial campaign rollouts successfully completed with secondary Initial campaign rollouts successfully completed with secondary</p>																	
1.2.2.1 Develop case studies for key industry clients	Andrew James - Marketing Manager	01-07-2019	30-06-2023	85	 AMBER	█	█	█	█	█	█	█	█	█	█	█	█
<p>Progress Comments: Deferred due to issues identified with key references. Development of new case studies are underway.</p>																	
1.2.2.1 Implement new company branding guidelines	Joe Smith - Director, Global Operations	29-07-2018	30-06-2023	89	 AMBER	█	█	█	█	█	█	█	█	█	█	█	█
<p>Progress Comments: The team is comfortably ahead of the current target and on well on track to meet the next milestone deadline. The report for the Board's brief has been approved by the Lead and we do not expect this meeting to be delayed.</p>																	
1.2.2.1 Outline functional requirements of the system and select a preferred supplier	Joe Smith - Director, Global Operations	01-07-2018	30-06-2023	100	 GREEN	█	█	█	█	█	█	█	█	█	█	█	█

Action	Responsible Officer	Start Date	End Date	% Complete	Performance	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
<p>Progress Comments: This project is running behind schedule due to multiple resourcing problems surrounding the project team. Project team reinforcement is in progress.</p>																	
1.2.2.2 Engage with an external consultancy to deliver a full review of process and service optimisation	Joe Smith - Director, Global Operations	01-07-2019	30-06-2023	90	GREEN	█	█	█	█	█	█	█	█	█	█	█	█
<p>Progress Comments: External consultant has been identified, contracted and finalising the review of the processes is in progress.</p>																	
1.2.2.2 Run bimonthly feedback session to discuss issues and improvement	Michelle Jonas - Project Coordinator	01-07-2019	30-06-2023	79	AMBER	█	█	█	█	█	█	█	█	█	█	█	█
<p>Progress Comments: Schedule of the project needs to be revisited again, given the unexpected obstacles there will be a slight delay. Further, the tasks need to be reviewed at more detailed level as there have been few tasks that are left on off track.</p>																	
1.3.1.1 Conduct a campaign to attract interest from partner organisations	Michelle Jonas - Project Coordinator	01-07-2019	30-06-2023	51	RED	█	█	█	█	█	█	█	█	█	█	█	█
<p>Progress Comments: This project has been deferred given resource changes. To commence again at the end of April.</p>																	
1.3.1.2 Conduct a campaign to attract interest from partner organisations	Michelle Jonas - Project Coordinator	01-07-2019	30-06-2023	52	RED	█	█	█	█	█	█	█	█	█	█	█	█
<p>Progress Comments: Second round completed. On track to launch of the third round by the end of May.</p>																	
1.4.1.1 Develop a system to ensure both staff and global partners are aware of this blueprint and report on its implementation	Michelle Jonas - Project Coordinator	01-07-2019	30-06-2023	91	GREEN	█	█	█	█	█	█	█	█	█	█	█	█
<p>Progress Comments: Development of system is off track. Miss-allocation of resources. Board level decision made to reallocate resources.</p>																	

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1.4.1.1 Sewage treatment facilities to be implemented	Madeline Jones - Sales Director	01-07-2019	30-06-2023	91	 GREEN												
Progress Comments: On track. Feedback received and developing blueprint																	
1.4.2.1 Contact medium to large service providers to gauge interest	Andrew James - Marketing Manager	01-07-2019	30-06-2023	100	 GREEN												
Progress Comments: 30 organisations contacted with 6 qualified responses. As of mid April, 37 organisations have been contacted with 11 qualified responses.																	
1.4.3.1 Conduct due diligence on existing contacts from targets that have approached us	Joe Smith - Director, Global Operations	01-07-2019	30-06-2023	59	 RED												
Progress Comments: This has not been recognised as a priority which is likely the reason for being behind schedule. Relevant employees have been advised to conduct basic background checks.																	
1.4.3.1 Undertake research on potential acquisition targets that fall in line with our intended strategic direction	Jack Watts - CFO	01-07-2019	30-06-2023	36	 RED												
Progress Comments: Behind schedule due to competing priorities in the regional team. Planning to allocate resources for the coming months to keep on track.																	
2.1.1.1 Develop and implement new business strategies in consultation with the sales and marketing teams	Madeline Jones - Sales Director	01-07-2019	30-06-2023	29	 RED												
Progress Comments: Revised customer success process has been developed for mature verticals. Marketing team currently has insufficient resources to allocate for this action.																	
2.1.1.2 Undertake regular analysis and report on the financial performance of our customers	Joe Smith - Director, Global Operations	12-02-2019	30-06-2023	84	 AMBER												

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<p>Progress Comments: New case study material rolled out. Delayed in preparing other materials due to product refinements.</p>																	
2.1.2.1 Select and test the most appropriate strategies on a segment of existing clientele	Michelle Jonas - Project Coordinator	01-07-2019	30-06-2023	84	 AMBER	█	█	█	█	█	█	█	█	█	█	█	█
<p>Progress Comments: Awaiting executive confirmation prior to beginning testing of selected strategies.</p>																	
2.2.1.1 Engage with an external consultancy to deliver a full review of process and service optimisation	Joe Smith - Director, Global Operations	16-07-2018	30-06-2023	100	 GREEN	█	█	█	█	█	█	█	█	█	█	█	█
<p>Progress Comments: Currently in process of short listing a potential consultant. Engagement with consultant is underway. Expected review date scheduled for mid-year.</p>																	
3.1.1.1 Outline functional requirements of the system and select a preferred supplier	Jack Watts - CFO	01-07-2019	30-06-2023	87	 AMBER	█	█	█	█	█	█	█	█	█	█	█	█
<p>Progress Comments: Functional requirements have been sent to the board for approval. Board reviewing decision for preferred supplier.</p>																	
3.1.2.1 Complete UAT testing and training	Elizabeth McMahon - Manager, Support	01-07-2019	30-06-2023	88	 AMBER	█	█	█	█	█	█	█	█	█	█	█	█
<p>Progress Comments: UAT checklist completed and verified. Training is progressing well with UAT staff and trainees.</p>																	
3.1.2.2 Conduct scoping and consulting sessions with all affected parties and stakeholders	Michelle Jonas - Project Coordinator	01-07-2019	30-06-2023	85	 AMBER	█	█	█	█	█	█	█	█	█	█	█	█
<p>Progress Comments: Second round scoping completed. Third round of scoping on track with scheduled dates.</p>																	

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3.2.1.1 Run bimonthly feedback session to discuss issues and improvement	Joe Smith - Director, Global Operations	01-07-2019	30-06-2023	78	 AMBER												
<p>Progress Comments: This has not been recognised as a priority which is likely the reason for being behind schedule. Relevant employees have been advised to conduct basic background checks.</p>																	
3.3.1.1 Conduct quarterly consultation sessions with customers	Michelle Jonas - Project Coordinator	01-07-2019	30-06-2023	4	 RED												
<p>Progress Comments: Q2 session completed and feedback documented. Q3 session completed and feedback documented. Q4 session booked.</p>																	



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