business analysis

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Village Roadshow Theme Parks (VRTP)

The Brief

Having acquired full ownership of Australia's iconic theme parks and associated accommodation assets, VRTP engaged Business Analysis (BAPL) to assist with a business transformation program to consolidate, integrate and align business applications, particularly SAP, with the organisations' corporate (Village Roadshow Limited) functions.

The Challenge

The key business drivers included:

- Ensuring the current business processes were re-engineered and streamlined along with the solutions being consolidated.

- Developing internal business analyst capability to support ongoing business initiatives and operational improvements.

- Early utilisation of external consultants to grow internal capability and support program initiatives and knowledge transfer.

Melbourne   Sydney   Brisbane   Canberra   Adelaide   Perth

Our Approach

BAPL provided VRTP with consulting services to deliver a number of engagements including supply chain, inventory, retail, standardisation of requirements processes, supported by templates aligned to the internal project methodology.

During our engagement BAPL discovered process and system duplication across functional business units throughout VRTP. We partnered with them to review and re-engineer these processes.

Our approach was based on best practice utilising the Business Analysis Body of Knowledge (BABoK®) and business process driven requirements.

BAPL also provided on-the-job support during the delivery of the engagements to facilitate knowledge transfer to internal resources, as well as on-site management of the Business Analysis team and on-site training and mentoring.

The Outcome

The benefits of engaging BAPL as an augmented business analysis service period included:

- An uplift in the capability of internal resources, translating to a reduced cost of engaging consultants.

- Early delivery of program outcomes by using BAPL consultants to support constrained delivery timelines.

- Improving the business's ability to assess project viability through definition and tracking of business benefits.