

Case Study: Project Magenta, A National Collaboration Project

Client:

ITG – Inspired Thinking Group

Project Managers:

ITG and ARC UK –

incl. National Network Installation Partner

Project Title:

Project Magenta

Scope of Works:

Full Project Management: Consult, survey, assess, produce, deliver, and apply branded – visually

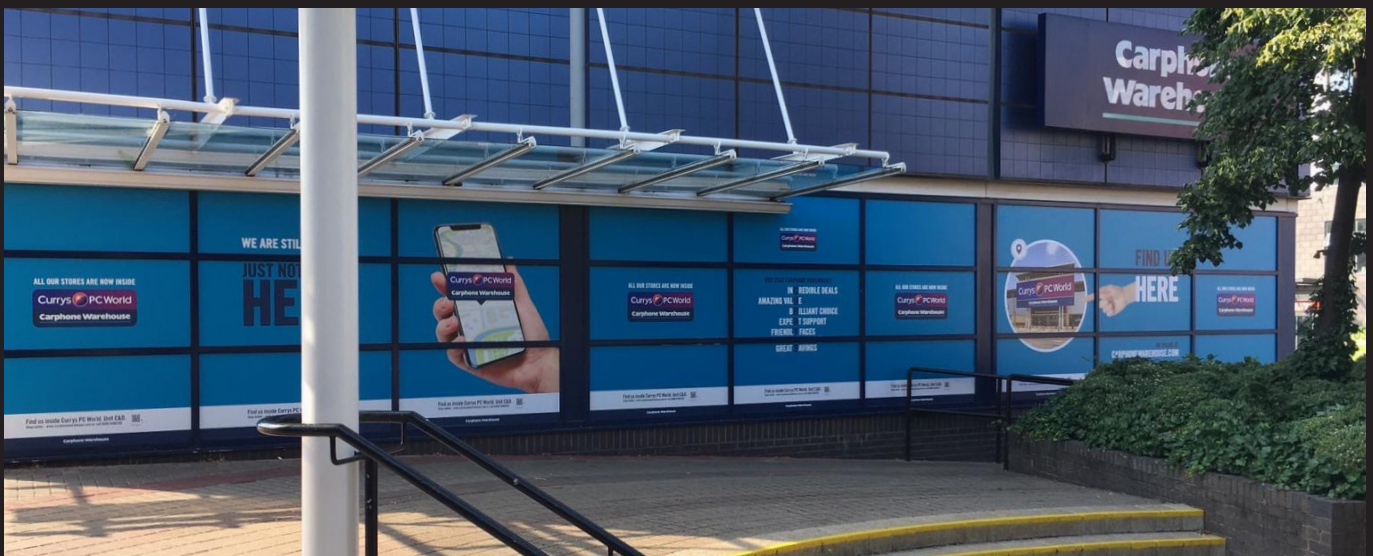
descriptive, printed vinyls to 535 Carphone Warehouse Stores, throughout the UK: inclusive of multi-site printed manuals, which contained layout and fit-out details for each location.

Sub Scope:

Full planning for site access applications and permissions

Project Operating Platform:

PlanWell Projects – Cloud Based Operating Platform: Incorporating agreed and applied authorisation levels and daily ‘status’ reporting, via secure login protocols.



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ARC was approached to consider supporting **ITG** with the delivery of a National Project, which involved the print, production, and application of Interior and Exterior Descriptive Graphics, and Supporting Project Manuals, to every Carphone Warehouse branch in the UK.

The numbers involved in the project were staggering and the sheer scale of the operation required complete client/supplier cooperation and a clear understanding of the requirements – from inception to completion.

The project was conceived during pre-Covid lockdown,

which resulted in completely unforeseen delays and supply and demand coordination challenges, which were only possible to manage because of the complete trust, synergy and unique relationship; organically nurtured by **Team ARC** and the superb project leaders from **ITG**.

As with every enquiry, regardless of scale and value; ARC commission and conduct a non-invasive 'exploratory' consultation to fully understand the exact requirements of the client.

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John Perrott – ARC UK's Senior Client Relationship Manager – explains:

"During the initial consultation, the scope of the project is fully determined, and a completely transparent commercial proposal is then submitted for due consideration, prior to sign off.

Any additional information and/or clarifications are then established, and both parties agree a Scope of Works; providing the foundation of the project, which was afforded 'Green for Go' status, during February 2020.

A total of 535 site surveys were then commissioned to enable the exact multi-site specifications for each location and the required information was then collated and uploaded to our PlanWell Cloud Projects – Information Management System – which enables multi-tiered security access, and multi-faceted project management, by every designated member of the ITG and ARC teams.

*The timescales were challenging but we were able to deliver a total of **535 survey manuals**, within a period of*

*three weeks – at a rate of **178 manuals per week**.*

The incredible numbers, involved in the project, and the unbelievable effort by all those involved, became apparent when the volume of materials, man hours and logistical organisation records were detailed within the consolidated project summary:

*The ARC Production Team produced a total of **11000 sq. meters of printed vinyl's**, with matt lamination, over a period of 4 x weeks.*

The printed graphics required a total of 180 rolls of vinyl and 180 rolls of specialist UV laminate, which was delivered on 30 pallets!

*Another incredible number is the **3,500-man hours**, which were required to deliver the project by a team, which included **44 x installation teams** of two per site, designers, production, procurement, customer services support, senior management; literally all levels of the ARC team was involved in making sure the job was a complete success.*



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Lucy Willman – ITG’s Project Manager – was equally generous in her praise of John, and his colleagues, for delivering this prestigious project, on-time, and on budget:

“ From the outset, John provided a completely assured understanding of the project and he was able to walk us through the entire implementation cycle with confidence and a friendly intelligence, which embedded a trust in every member of the ITG Project Team.

John was obviously supported brilliantly by his team and their collective levels of knowledge and professionalism instilled a trust, which prevailed from the outset and throughout the duration of the project. ”

John went on to say:

“ This project would not have been possible without the complete cooperation and trust of the respective teams, from ITG and ARC, and the outcome is incredibly satisfying; particularly when consideration is given to everything and everyone who made this happen with their wonderful management, organisation, production and logistical skills.

I cannot thank **Lucy Willman** (Client Director) and **Jess Hyland** (Business Unit Director) enough for all their highly valued support and cooperation throughout this entire process. They both regularly emphasised the importance of regular contact, throughout the project, and this philosophy – aligned to their superb management and communication skills – proved to be one of the key factors in its successful delivery.

A huge amount of credit must also be afforded to our Installations Manager – Daniel Yates – who ensured his teams were coordinated and primed to deliver the highest possible standard of service excellence. ”