



Case Study: ShopKo's E-Business Project Teams Wanted to "Go Agile"

Founded in 1962 and headquartered in Green Bay, Wisconsin, Shopko Stores Operating Co., LLC is a \$3 billion retailer that operates over 330 stores in 21 states throughout the Midwest, Mountain, North Central and Pacific Northwest regions.

The Challenge: Managing Tasks and Content in a Single Agile Platform

At ShopKo, a \$3 billion retailer that operates over 330 stores in 21 states, the E-business teams were looking to automate their Agile Marketing project management style.

Most agile tools are built for developers. The ShopKo team needed a platform that combined project and content management to share access to critical tasks related to social and digital marketing campaigns both internally and externally.

The Solution: A Simple Migration of the E-business Team to the Agile Marketing Platform

"Before Volerro, my team tried other project and content management tools trying to find something that fit our agile management style," mentioned Mike Sidders, VP of E-Business". "The other solutions just were not up to the task for our e-business team who is 100% focused on social and digital campaigns that are seasonal and time sensitive."

"We were looking for a solution that would empower us to better manage both tasks with content internally and externally," Mike remarked. "We needed a platform that could easily grow with the organization as we collaborate more and more with our marketing and merchant teams."

Net result: ShopKo's Agile Marketing Teams are Up and Running in the Cloud

Volerro's extensive conversion capabilities into HTML5, including office, adobe, image, video, audio - even web URLs allows users to preview and annotate documents from their desktop, tablet and mobile device without having the native software.

In addition to supporting an agile methodology, Volerro provides critical management information such as resource capacity so that managers can see which team members might be running at 150% capacity and re-assign work to make tight project schedules.

"I wanted to take this opportunity to thank you for introducing us to Volerro. It is truly a remarkable tool for the management of an agile methodology for internet marketing. The proofing and versioning tool puts Volerro over the top of any other system I have used. So, my hat is tipped to you and the team over there at Volerro", said Jacob Ollmann, e-business leader.

"My team tried dozens of project and content management tools trying to find something that fit our agile management style. None of the other cloud based solutions were up to the task."

*Mike Sidders,
VP E-Business*

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