Industry:

Computer Games

Annual Revenue:

£ 100m+

Employees:

500+ in development and publishing

Innate is now the source of the cost forecasting information used by Finance and the Executive to make key strategic decisions at their monthly reviews of our games development projects

Steve Eccles – Project Office Manager

'Innate software has provided the flexibility required to conform to our IT environment strategy. It sits alongside our other corporate systems, effectively exchanging data to provide the high level of integrity required by the key decision makers in our business.

Tony Porter – Vice President, MIS & IT

innate
THE RESOURCE MANAGEMENT SOFTWARE COMPANY

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Controlling the costs of major Agile development projects through improved resource management

Codemasters is an award winning video game developer and publisher with a heritage of over 25 years. With titles distributed globally, Codemasters is a leading developer and publisher of driving and racing entertainment games including DiRT, GRID and the official FORMULA ONE series of games including the BAFTA award-winning F1 2010, F1 2011 and F1 ONLINE: THE GAME.

Codemasters employs over 500 people and operates multiple development studios from its Warwickshire HQ and Birmingham sites in the UK.

Codemasters is a winner of the coveted Grand Prix Award from the Develop Industry Excellence Awards, an award bestowed on the company felt by Develop to have contributed the most to the games medium in recent times.

Challenges

- To improve the cost control of the major games development projects, by improving the management of the development resources.

- To provide consistent financial and resource utilization reports for the Executive and senior management

- Replace individual resource planning spreadsheets, with a database based system, whilst retaining usability and the support of existing processes.

- Use identified skill shortages to drive the recruitment process.

Solution

Replacing multiple resource planning spreadsheets with Innate Software is providing data that is notably more consistent, current and complete than before. This gives significantly greater confidence in the management information, which focuses on:

- The cost forecasting on each games development. Time-phased variances are highlighted for monthly review meetings.

- Resource utilization that compares planned with actual performance, by project, department, location and team.

- 'What If…' scenarios that enable the cost and resource impact of go/no go decisions to be easily assessed.

Each development project uses the Agile approach, with regular iterations and project reviews. This ensures that the final product stays aligned with changing requirements and expectations within the games industry, as well as within budgetary constraints.

Innate uses baselines to maintain the project budget as it gets revised, so that the cost impact of the current plan and expenditure to date can easily be seen and the history maintained.