



MELIÁ



**How Meliá Hotels
consolidated their Projects
portfolio with Projectrak**

This use case will explain how Meliá, one of the most prominent Spanish hotel companies worldwide, enhanced its Project Portfolio Management by using **Projectrak for Jira**.

“

Projectrak is the key to finding solutions. Without Projectrak, I'm left without a path forward. PPM and Projectrak are synonymous; it embodies standardization.

*Carles Meca Gutiérrez | Global IT PMO & Agile Methods
Meliá Hotels International*



What you'll find in this document

Since 2016, Meliá, with its 2000-seat infrastructure, has strategically implemented Jira as its core system for task management, service logging, and project tracking. **The adoption of Jira has significantly optimized operations for middle management** by facilitating smoother workflows and enhancing productivity. Jira's capability to deliver comprehensive reports has provided the management committee with crucial insights for strategic decision-making.

Moreover, integrating **Projectrak for Jira within Meliá's Project Portfolio Management (PPM) framework has allowed them to avoid costs associated with custom developments and streamlined Jira's configuration process**. By consolidating all management levels into a unified system, Projectrak has simplified the organizational structure, improving efficiency and management oversight across the board.

Atlassian products and apps used by Meliá Hotels:

Atlassian products:

- Jira Software
- Jira Service Management
- Confluence
- Bitbucket
- Automation for Jira

Atlassian apps:

- Projectrak
- Rich filters
- Big Gantt
- JExcel Pro
- Refined for JSM – Sites & Themes
- Script Runner
- Jira Suite Utilities
- Email handler
- Metadata for Confluence

What's Meliá Hotels?



Meliá Hotels International is a Spanish multinational hotel company founded in 1956 by Gabriel Escarrer Juliá. With **more than 10.000 employees** and a presence **in more than 40 countries**, it is one of the largest hotel companies in the world, particularly well-known within the resort sector. The company operates hotels under various brands, catering to different market segments, from luxury to economy. These brands include *Gran Meliá*, *Meliá*, *ME by Meliá*, *Paradisus*, *Innside by Meliá*, *TRYP by Wyndham*, *Sol by Meliá*, and *Circle by Meliá*, among others.

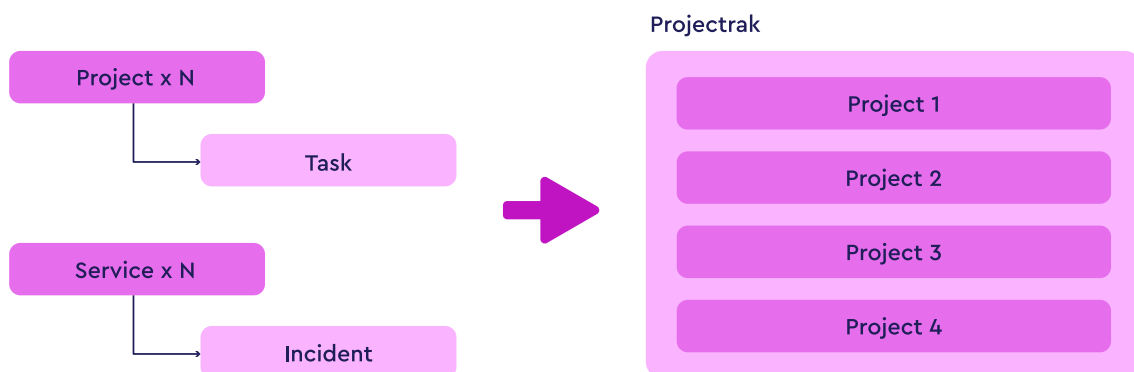
Meliá Hotels International has a global footprint, with a significant presence in city and resort locations across Europe, the Americas, Africa, and Asia. **The company's business model encompasses managing owned, leased, and franchised hotels.** It is known for its emphasis on sustainable tourism practices and has received numerous awards for its commitment to environmental and social sustainability within the hospitality industry.

The company's mission often emphasizes providing exceptional guest experiences, focusing on innovation, customer service, and high-quality accommodations. Through its various brands, Meliá Hotels International caters to a **wide range of travelers**, including families, couples, business travelers, and luxury seekers.

The challenge

Unifying how the Project portfolio is managed

Once Jira was implemented as day-to-day tool management for teams (task management), using the Jira Service Management and Jira Software configurations for service and project tracking, respectively, **the challenge** was to create an additional configuration in Jira **to unify the management of the project portfolio** to serve the company's strategic control, allowing them to abandon Excel files and BI systems. That's when **they found Projectrak.**



How Meliá structured their data in Jira with Projectrak

In addition to serving as a tool to unify the project portfolio, Meliá also needed:

- **Unify the language for projects** so everyone speaks the same language when referring to them.
- **Unify the functionality of projects** by cataloging them with the vision to control what each project is and its objective.
- **Centralise processes:** define project configurations to unify how each project works.

The solution

Tracking and consolidating projects with Projectrak



In Meliá's quest to find a solution allowing them to use Jira projects at a higher level in their portfolio, they came across the Atlassian Marketplace, and more specifically, Projectrak for Jira. Once installed, they created different fields to track their projects. Some of the fields created are:

A screenshot of the Projectrak configuration interface for a Jira project. The interface is divided into three main panels: Organization, Structural organisation, and Economic Monitoring. The Organization panel includes fields for Name, Direction, Area, Product Owner, Lead, Project Manager / Scrum Master, Project Status, and Key. The Structural organisation panel includes fields for Area sponsor, Project sponsors, Project motivation, Funding, Uri, and Customer. The Economic Monitoring panel includes fields for Automatic project code, Initial budget, Real budget, Committed budget, Available budget, Forecast for the next few years, Annual ROI, and ROI justification. The Project Status field is highlighted with a green 'ON TRACK' label. The ROI justification field contains a detailed description of the project's goals and objectives.

Organization	Structural organisation	Economic Monitoring
Name Project Name in JIRA ACME	Area sponsor Marketing	Automatic project code 2024101 (5 minutes ago)
Direction Business	Project sponsors Dani Guillermo Ada	Initial budget 1,000,000
Area Business development	Project motivation Strategic project	Real budget 500,000
Product Owner Laura	Funding Investment	Committed budget 20,000
Lead Project Lead in JIRA Claudia Reis	Uri Project URL in JIRA https://acme.com/secure/Dashboard.jspa?	Available budget 480,000
Project Manager / Scrum Master leo	Customer	Forecast for the next few years 10,000
Project Status Types of status ON TRACK		Annual ROI 20,000
Key Project Key in JIRA AP		ROI justification Project ACME aims to implement a comprehensive customer engagement management system within our organization. This system will streamline our interactions with customers, enhance customer satisfaction, and ultimately drive revenue growth through improved customer retention and acquisition strategies.

Projectrak's functionality allows for the categorization of projects in Jira as needed.

1. **Jira Project Name:** The designated name given to a project within the Jira project management system.
2. **Product Owner:** The individual responsible for defining and prioritizing the product backlog and representing the customer's interests throughout development.
3. **Jira Project Lead:** The person who oversees the management and administration of the Jira project.
4. **Project Manager / Scrum Master:** This individual is responsible for overall project management and ensures that tasks are completed on time and within budget. In Agile frameworks like Scrum, the Scrum Master facilitates the team's progress and adherence to Agile practices.
5. **Project Status:** A brief summary indicating the current state or progress of the project.
6. **Jira Project Key:** A unique identifier assigned to a project in Jira, often abbreviated for easy reference.
7. **Project Description:** A concise overview outlining the project's goals, scope, and objectives.
8. **Area Sponsor:** A stakeholder or entity providing support and resources for a specific aspect or domain of the project.
9. **Project Sponsors (People):** Individuals or groups that provide financial backing, resources, or advocacy for the project.
10. **Customer:** The entity or individual for whom the project is being undertaken, often the end-user or beneficiary of the project's deliverables.
11. **Project Motivation:** The driving force or rationale behind initiating the project.
12. **Funding (E.g., Investment):** Financial resources allocated for the project's execution, including investments made to achieve specific outcomes.
13. **URL in Jira:** A web address or link associated with the project within the Jira platform, providing additional context or resources.
14. **Automatic Project Code:** A system-generated code or identifier assigned to the project for tracking and organizational purposes.
15. **Initial Budget:** The estimated financial resources allocated to initiate and execute the project at its outset.
16. **Real Budget:** The actual financial resources expended or allocated for the project's execution, providing a snapshot of the project's financial status.
17. **Committed Budget:** The portion of the budget that has been allocated or earmarked for specific project activities or expenditures.

- 18. Available Budget:** The remaining funds or financial resources that are accessible for project use after accounting for committed expenses.
- 19. Forecast for the next few years:** Projected outcomes, milestones, or financial projections for the upcoming years based on current data and trends.
- 20. Annual ROI (Return on Investment):** The measure of profitability or value gained from the project relative to its costs, calculated annually.
- 21. ROI Justification:** The rationale or analysis supporting the project's expected return on investment, outlining the benefits and outcomes expected to be achieved relative to the costs incurred.

And this is what a gadget that shows a specific group of projects in the portfolio looks like:

PPM 2024								
KEY	Name	Address	Motivation	Financing	Sponsor Area	Client	PPTO	Url
00000	Digital Asset	Barcelona Technologies	Regional		Asset Creation			https://apptrackers.meraki.com/securedashboard.jsp?view=Project-00000
00001	Digital Asset	Barcelona Technologies	Regional		Administration			https://apptrackers.meraki.com/securedashboard.jsp?view=Project-00001
00002	Mejorando procesos educativos digitales a 2024	Barcelona Technologies		Investment	Human Resources		250.000	https://apptrackers.meraki.com/securedashboard.jsp?view=Project-00002
000	Asesoría de Ingeniería	Barcelona Technologies	Regional					https://apptrackers.meraki.com/securedashboard.jsp?view=Project-00003
000	Facilitación Comunitaria	Barcelona Technologies	Regional					https://apptrackers.meraki.com/securedashboard.jsp?view=Project-00004
00000	Asesoría Consultoría Gestión CC.LL	Data & Analytics	Regional	Investment			100.000	https://apptrackers.meraki.com/securedashboard.jsp?view=Project-00005
00000	Asesoría de Recursos Humanos	Data & Analytics	Strategical	Investment			100.000	https://apptrackers.meraki.com/securedashboard.jsp?view=Project-00006
000	Asesoría PMO - Operativa	Data & Analytics	Regional					https://apptrackers.meraki.com/securedashboard.jsp?view=Project-00007
00000	Digital Assets - 2024-2025	Meraki Technologies	Strategical	Financiación a largo plazo	Strategic Planning	Strategic Planning	250.000	https://apptrackers.meraki.com/securedashboard.jsp?view=Project-00008
KEY	Acme project	Technologies	Strategic	Investment	Strategic Planning	Strategic Planning	250.000	https://acme.com/secure/Dashboard.jspa?
00000	Proyecto 2024	Meraki Technologies	Strategical	Investment	Asset Operations	Asset Operations	100.000	https://apptrackers.meraki.com/securedashboard.jsp?view=Project-00009
00000	Digital Assets and Data Cost	Meraki Technologies	Strategical	Investment	Asset Operations	Brand Management	100.000	https://apptrackers.meraki.com/securedashboard.jsp?view=Project-00010
000	Plan de Continuidad	IT & Data Governance	IT for IT	Investment	Compliance Auditing - Group Admin		100.000	https://apptrackers.meraki.com/securedashboard.jsp?view=Project-00011
00000	System del 2024	IT & Data Governance	IT for IT		IT & Data Governance		100.000	https://apptrackers.meraki.com/securedashboard.jsp?view=Project-00012
0000	Redes Open Cloud de Management (Open)	IT Regional Spain	Strategical	Financiación a largo plazo	Networks Management	Networks Management		https://apptrackers.meraki.com/securedashboard.jsp?view=Project-00013
0000	Redes Open Cloud de Management Internacional	IT Regional International	Strategical	Financiación a largo plazo	Networks Management	Networks Management		https://apptrackers.meraki.com/securedashboard.jsp?view=Project-00014
0000	Comunicaciones 2024	IT Regional International	Strategical	Financiación a largo plazo	Strategic Planning	Strategic Planning	100.000	https://apptrackers.meraki.com/securedashboard.jsp?view=Project-00015

The results

Achieving the pinnacle of reporting with Projectrack

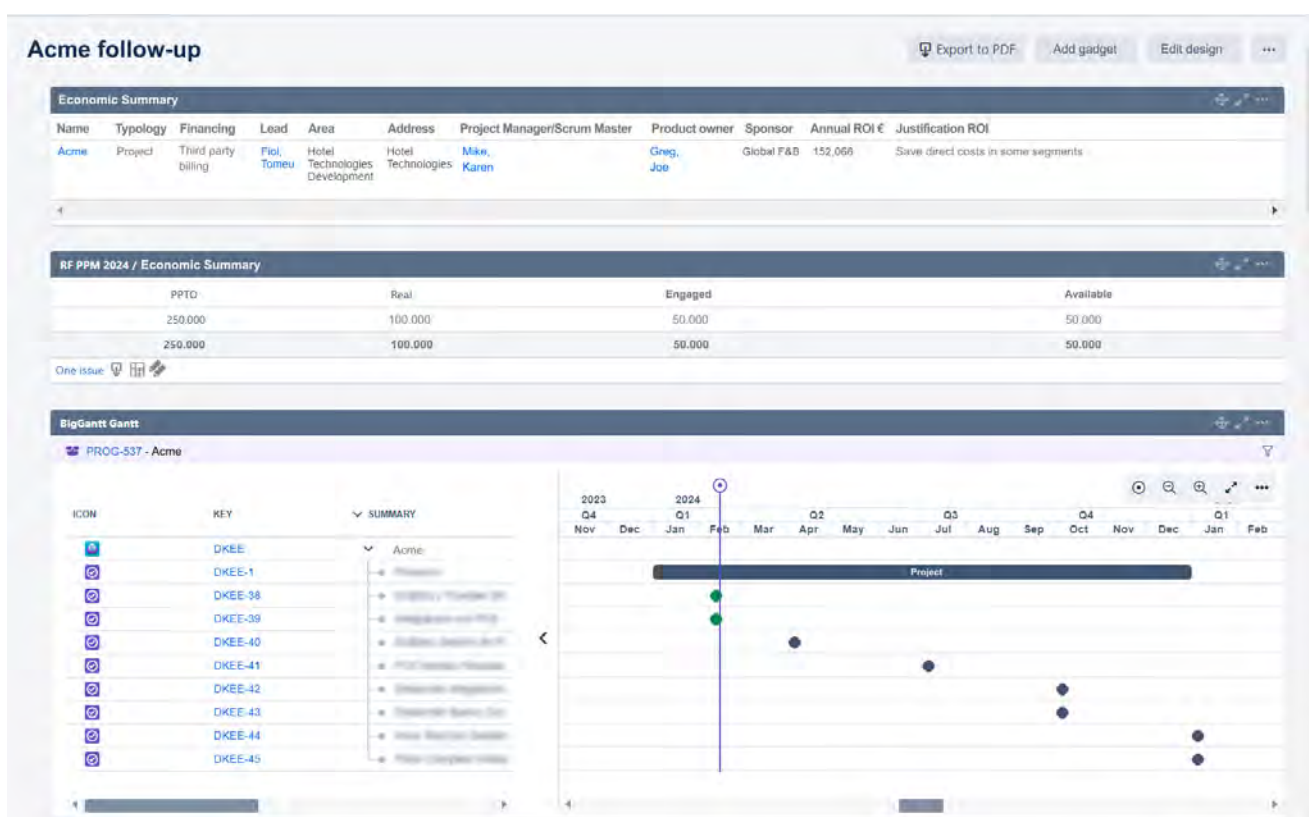
100% of the teams work in the same way, and all projects work the same way.

Although there are different project typologies, this configuration allows the Project Management Office (PMO) to ensure that all projects are executed according to the PMO's premises.

Meliá was already using Jira to standardize processes, centralize and streamline demand, and generate productivity indicators to apply various work methods based on project needs. With the introduction of Projectrak, they have achieved the pinnacle of reporting by centralizing strategic and operational information within project fields throughout execution. This action has empowered them to map out the future state of their project portfolio with utmost accuracy.



On another level, each manager and stakeholder has a dashboard where they can overview the tracking of projects using BigGantt and the project information with Projectrak.



Finally, they have implemented Rich Filters to control the work, using parameters defined in the project.

RF PPM 2024 / Rich Filter Controller

Incident type

Due date

Status

6

ACHIEVABLE MILESTONES

0

UPCOMING MILESTONES

0

MILESTONES MET LATE

2

MILESTONES ACHIEVED

0

EXPIRED MILESTONES

44 total issues

Issue Count by Milestones

RF PPM 2024 / Defined Milestones

Milestones	Summary	Description	Due date	Status
MILESTONES ACHIEVED	Issue 1	Integración con PPM y PPM 2024 para el seguimiento de los proyectos con integración con el sistema de gestión de incidentes y la gestión de los recursos de los proyectos.	08/02/24	RESOLVED
MILESTONES ACHIEVED	Issue 2	Integración con PPM y PPM 2024 para el seguimiento de los proyectos con integración con el sistema de gestión de incidentes y la gestión de los recursos de los proyectos.	08/02/24	RESOLVED
ACHIEVABLE MILESTONES	Issue 3	Integración con PPM y PPM 2024 para el seguimiento de los proyectos con integración con el sistema de gestión de incidentes y la gestión de los recursos de los proyectos.	01/04/24	OPEN
ACHIEVABLE MILESTONES	Issue 4	Integración con PPM y PPM 2024 para el seguimiento de los proyectos con integración con el sistema de gestión de incidentes y la gestión de los recursos de los proyectos.	01/07/24	OPEN
ACHIEVABLE MILESTONES	Issue 5	Integración con PPM y PPM 2024 para el seguimiento de los proyectos con integración con el sistema de gestión de incidentes y la gestión de los recursos de los proyectos.	30/09/24	OPEN
ACHIEVABLE MILESTONES	Issue 6	Integración con PPM y PPM 2024 para el seguimiento de los proyectos con integración con el sistema de gestión de incidentes y la gestión de los recursos de los proyectos.	30/09/24	OPEN
ACHIEVABLE MILESTONES	Issue 7	Integración con PPM y PPM 2024 para el seguimiento de los proyectos con integración con el sistema de gestión de incidentes y la gestión de los recursos de los proyectos.	31/12/24	OPEN
ACHIEVABLE MILESTONES	Issue 8	Integración con PPM y PPM 2024 para el seguimiento de los proyectos con integración con el sistema de gestión de incidentes y la gestión de los recursos de los proyectos.	31/12/24	OPEN

8 total issues

Final thoughts

Centralizing and unifying information to speak the same language

- **Centralizing all information in Jira** has allowed Meliá to enhance communication and bring all stakeholders closer to the company's project reality.
- **Unify the language used around projects** so everyone speaks the same when referring to projects.
- **Consolidate project functioning**, being able to catalog them and control each project and its objective.
- **Centralize processes** to define project configurations that would make it possible to unify how each project works.

Take control of your projects in Jira with Projectrak

The ultimate Project Tracking App. Controlling and Organizing solution for Jira.

Try for 30 days

Book a demo

Contact us