

# MIGSO-PCUBED (MP) and greyfly.ai Shortlisted for 2024 APM Award

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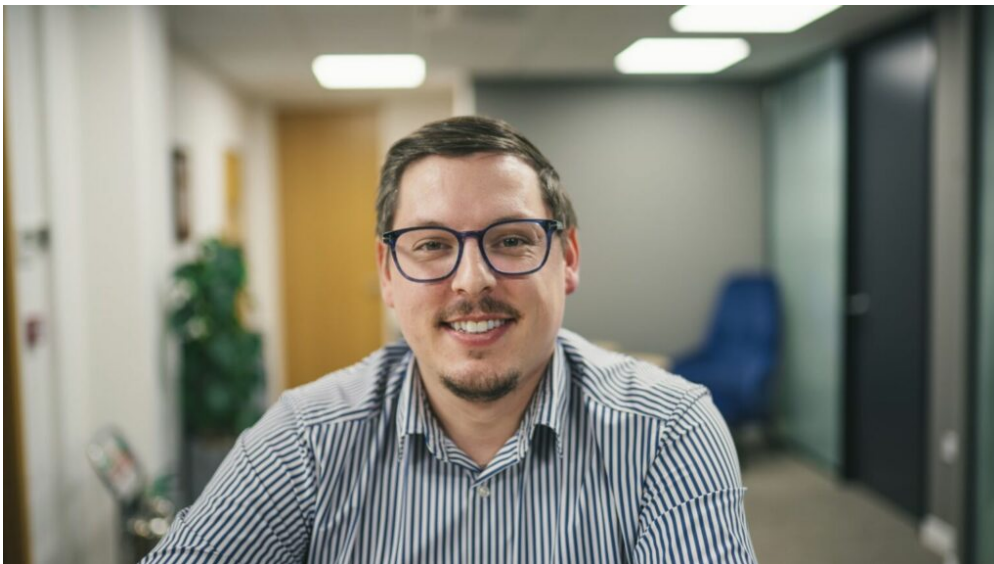
**For those familiar with the prestigious annual Association for Project Management (APM) Industry Awards, it is no understatement that the competition is both fierce and uncompromising. As the best of the best of the UK's project management industry come together to showcase the cream of the profession.**

And 2024 is no different! Among this year's APM Award finalists, is a groundbreaking initiative by MIGSO-PCUBED (MP) and greyfly.ai. Shortlisted for both the "Technology Project of the Year" and "Innovation Project of the Year" categories. The impact of this project has been seismic.

Lloyd Skinner is the CEO of greyfly.ai and spoke with PMG to outline some of the workings behind the unique technology, 'Whilst accurately predicting project outcomes, the Intelligent Project Prediction (IPP) platform analyzes project data, identifying the underlying drivers for success and pinpointing potential risks.'

Harnessing the power of Artificial Intelligence (AI) the IPP platform uses advanced analytics and machine learning to transform project management by supporting Data-driven decisions and boosting project success.

The MP and greyfly.ai team have demonstrated the ability to bridge the gap through the use of AI technology to successfully manage a diverse project portfolio, and increase the consistency in meeting project budgets and timeline goals. All of which, have in the past proved challenging to deliver using traditional project methods.



James Martin-Young is the head of Digital & Data for MP, and also shares his view on why this project has been so revolutionary, 'The key to the success of the MP and greyfly.ai solution has been in delivering a stepped change in effective cross-project portfolio management. We successfully created an integrated team comprised of client representatives, data specialists, and project management experts working together seamlessly.' he continues, 'The other key area has been in supporting the project team in overcoming initial skepticism about AI's capabilities. This is a really crucial requirement given how novel AI is, and it is only now starting to be fully proven'

The IPP approach includes a structured 5-step lifecycle. Developed as part of the IPP initiative this bold stance goes beyond the standard project management cycle that the industry has become accustomed to and instead fully embodies the technological requirements of the new innovation's data-driven core.

Summarized below, the bespoke life-cycle focuses on:

- **Data Discovery:** Building a solid foundation with high-quality data.
- **Infrastructure Build and Configure:** Designing, building, and testing the AI model and user interface.
- **Handover and Review:** Ensuring data quality, accuracy, and successful implementation.
- **Support:** Ongoing Insights provision and maintenance and data ingestion to keep the platform up-to-date.
- **Transformation:** Ensuring insights are actively utilized to take corrective action across the portfolio

Not content with focusing solely on the technology in isolation, the IPP project's foresight in recognizing, and effectively realizing the need for effective team culture, improved communication, and streamlined project operations, stands out. As well as the team's broader efforts in bolstering the organization's confidence in AI, through dedicated communications and targeted engagement and training efforts, IPP has paved the way for future AI initiatives.

While we eagerly await the outcome of the APM Project Management Awards in November, there can be no doubt that the exemplary Intelligent Project Prediction platform is at the cutting edge of the transformative power of AI in project management, will set the bar for innovation and technology projects in the industry.

MP and greyfly.ai are paving the way for a data-driven future. Congratulations to this outstanding team on their well-deserved shortlist recognition!

Want to learn more?

Explore the Intelligent Project Prediction platform:

<https://www.migso-pcubed.com/expertise/digital-solutions/intelligent-project-prediction-ipp/>

Contact MIGSO-PCUBED: <https://www.migso-pcubed.com/contact/>

Contact greyfly.ai: – [advice@greyfly.ai](mailto:advice@greyfly.ai)

**Lloyd Skinner MSc(Econs)** is the CEO of greyfly.ai and for over 6 years he has been investigating the use of AI in project management and developing an Intelligent Project Predictions platform. He has 25+ years' experience in programme management and has led best in class, full life cycle, multi-year, multi £millions change and transformation projects. He is an experienced speaker and delivered talks both in the UK and internationally for companies and renowned project management conferences. He is non-executive director at 3 other companies.

**James Martin-Young** is Head of Digital & Data at MIGSO-PCUBED, a leading project management consultancy. With 12+ years in consulting and a passion for AI, he drives digital transformation and data-driven solutions for clients across industries. He focuses on leveraging AI to improve project delivery, augment professionals, and enhance decision-making.

The annual Association for Project Management Industry awards will be held on the evening of 18th November, Park Plaza Westminster Bridge, London.