

Precision configuration Information Technologies' orphan child



Improve IT 2010

Wednesday 17 March 2010

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I.T. versus bridges



Engineers do NOT design bridges to stand up



**Engineers design bridges NOT to
fall down**



Vision



Angus Struan Robertson

Experiencing failure



Some historical context



1. Insects and butterflies
2. Cataloguing -- punch cards
3. Defence Force filing system
4. Strategy development
5. ERP and other IT projects which produced exceptional outcomes
6. Pulse measurements on many highly sub-optimal ERP and other implementations
7. Some heavy opposition
8. and some in-depth analysis



What is strategy?



Strategy



- Doing the right things



Professor Malcolm McDonald

Tactics



- Doing things right



Professor Malcolm McDonald

Strategy versus tactics




Tactics – Doing things right →

Strategy – Doing the right things →

Strategy versus tactics



Tactics – Doing things right →


	 <p>Thrive</p>

Strategy – Doing the right things →

Strategy versus tactics



Tactics – Doing things right →

Strategy – Doing the right things →

Strategy versus tactics



Tactics – Doing things right →



Strategy – Doing the right things →

Strategy versus tactics



Tactics – Doing things right →



Strategy – Doing the right things →

Strategy versus tactics



Tactics – Doing things right →



Strategy – Doing the right things →

What is strategy?



- The essence of why an organization exists and how it thrives



Information technology



An industry in crisis



"19 out of 20 ERP (integrated business information system) implementations do NOT deliver what was promised"

Failures are increasing The opportunity is huge



THE INDEPENDENT UK

 **STEVE RICHARDS**
Marriage and the limitations of government

£ rates up to **2.75%** Gross / AER
Also available in USS
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Exclusive

Labour's computer blunders cost £26bn

Ministers blamed for 'stupendous incompetence' after taxpayers left with projects

By Michael Savage, Political Correspondent

Tuesday, 19 January 2010



TIME

RISKY BUSINESS ON WALL STREET

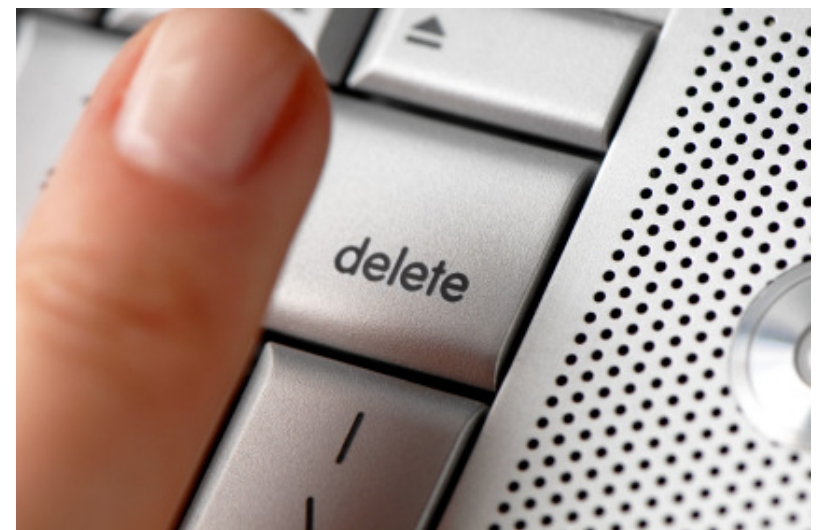
High-tech supernerds are playing dangerous games with your money

PLUS: Why the Market Went South

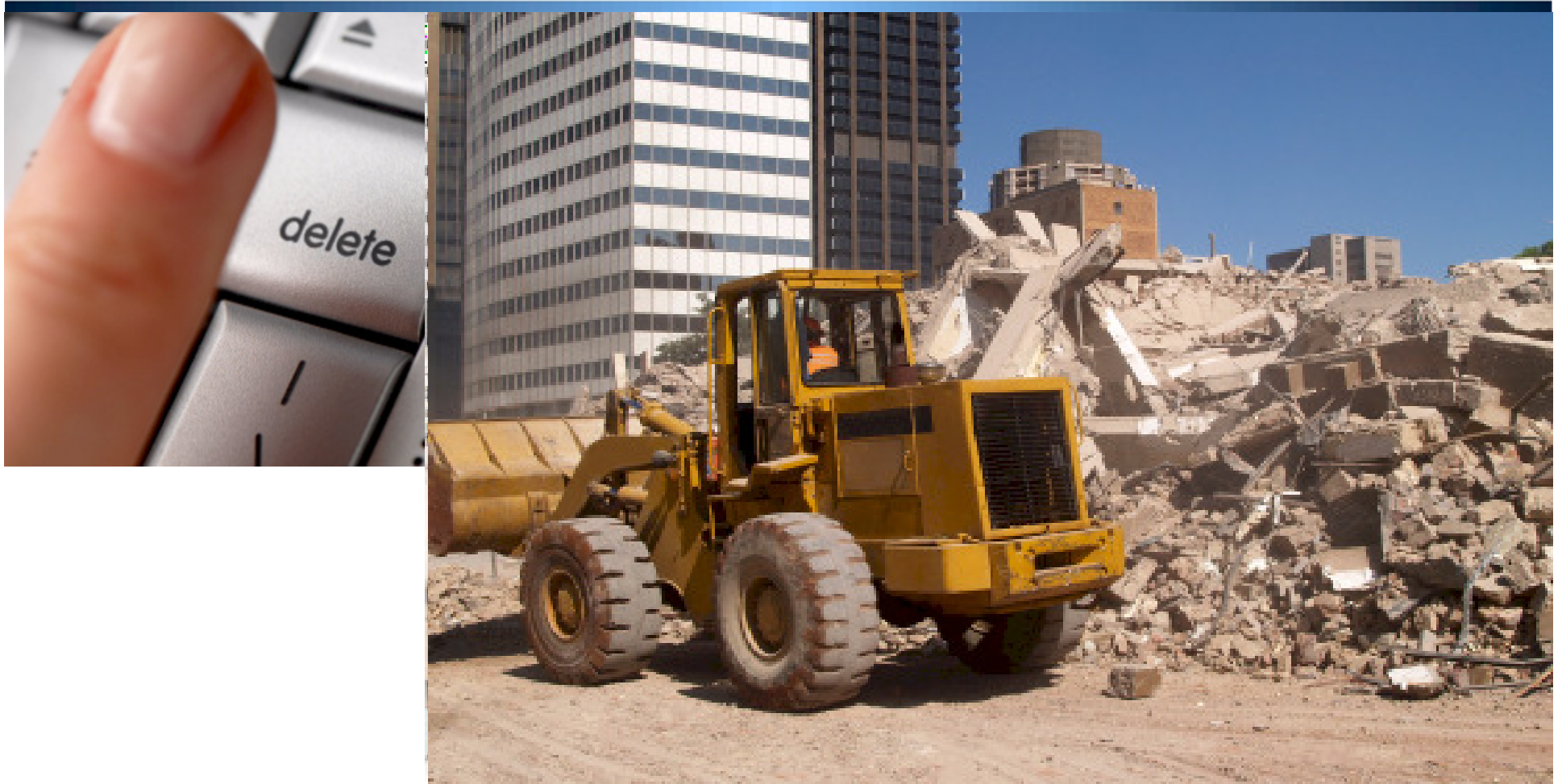
Extreme failures



1. Seven years and half a billion dollars -- international chemicals company
2. \$400 million -- multinational shoe corporation
3. Multinational entertainment giant -- \$878 million
4. Major supermarket chain -- \$195 million



Deleting a building



An industry characterized by failure



"Attendees of Gartner's Business Intelligence Summit in London last month were not surprised to hear that most enterprises are still failing to use business intelligence (BI) strategically. Gartner's survey of over 1300 CIOs returned some unimpressive findings about the state of BI implementations: Gartner's vice president of research summed up the situation nicely by saying:

"Most organisations are not making better decisions than they did five years ago"

There is a need for a new approach



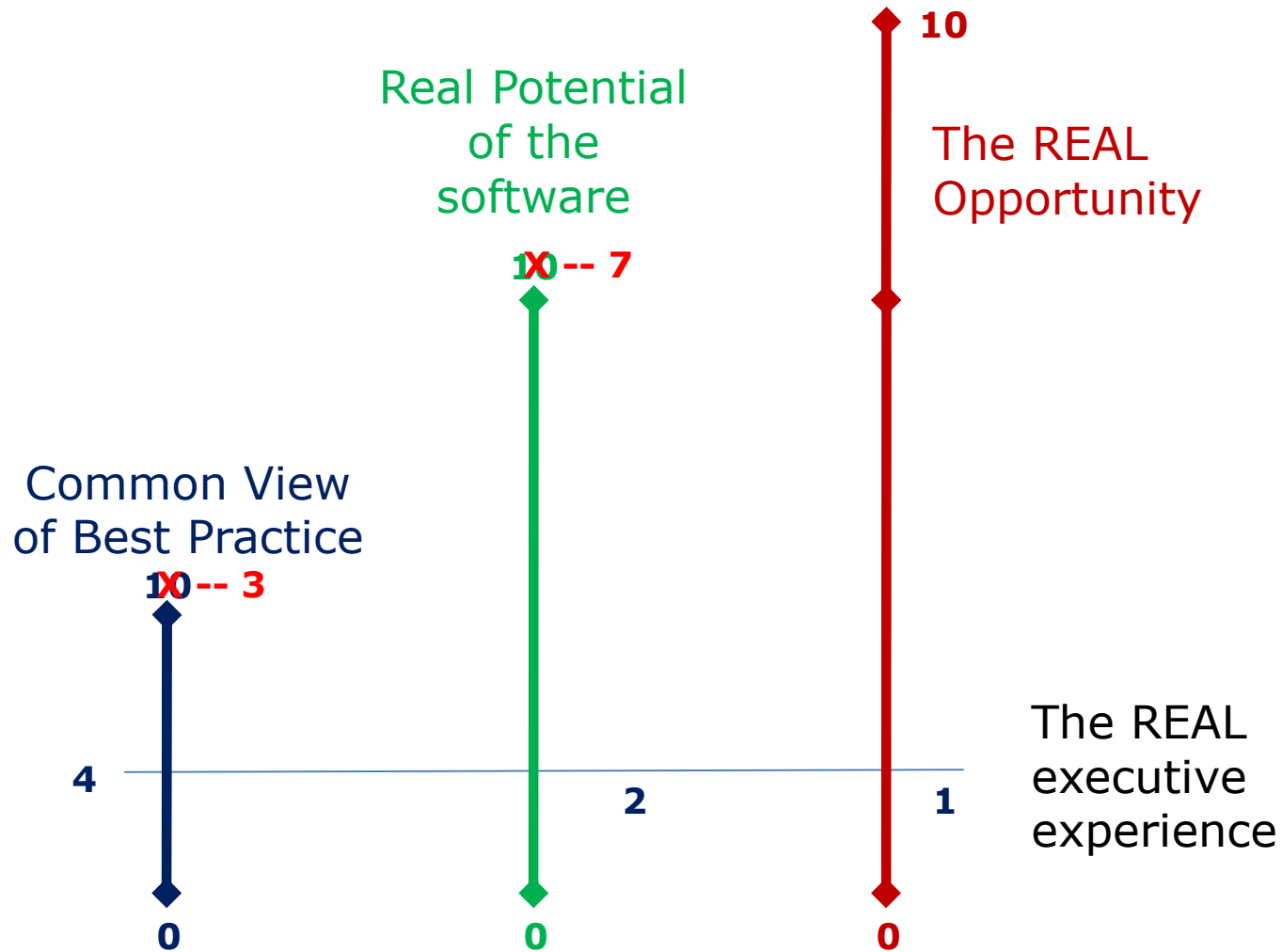
What is NOT an engineering approach?



There IS great opportunity IT can and should add value



Different view of ERP (Integrated business information systems)



What is a database?



"001101010101011010101010101010101010101011100010101
10000011111110010
1010110....."



What is an ERP?



"Enterprise Resource Planning" = ERP Systems
? or ?

"Integrated Business Information Systems" = IBIS

= all the information "repositories"

= databases

= tables

= lists

= filing drawers / folders



real world items that require description and management

+ the numerical computations, workflow and other activities that are executed with the numbers (and text) stored in these repositories

ALL of which can be done by human beings -- including making a mess!

Why invest in a new ERP / IBIS? Or any IBIS?



1. Because everyone else has one? ? YES
2. Because the one we have does not work very well? NO
3. Because the one we have is more than five years old? XXX NO!!!
4. So that we can get better strategic (thrive) information? Yes
5. So that we can get better (thrive) information? Yes
6. So that we can get better operational (thrive) information? Yes
7. So that we can get more effective delegation and governance? Spinoff
8. So that we can become more efficient? Spinoff
9. Head count reduction and audit fee reduction? Spinoff

To support better decision making

How do you unlock IBIS value?



1. Value is unlocked through effective delivery of information that is intuitively and fundamentally meaningful
2. Packaged in a way that the computer system is able to be intelligent

3. Presented through:

1. reports
2. graphs
3. dashboards
4. advanced visualization techniques
5. advanced economic analysis
6. advanced techniques of information presentation,

and interpretation

resulting in MUCH BETTER strategic, tactical and operational decisions that manifest in improved organizational profitability, growth, impact, etc



High value business decisions

What is the core requirement for any IBIS?



I can get answers to any question for which I can reasonably expect there to be answers in the databases that I KNOW my organization has

Easily and quickly and without major effort on the part of any staff member or contractor

The RIGHT information at the RIGHT place at the RIGHT time in order to make the RIGHT decision

High value intelligent information



How is value created



Value is created by business actions that deliver on the essence of the organization – why the organization exists and how it thrives

Value manifests through increased profitability, growth, innovation, job satisfaction, fulfilment of the strategic vision

The consequence of intuitive, intelligent and bold leadership business decisions – thrive decisions

Such decisions are facilitated, generated and enhanced through access to more intelligent, meaningful and relevant information

Answers to questions I have not yet thought to ask

Such “relevant information” is assembled as a consequence of high quality strategic and executive level input into the design of the data CONTENT – taxonomies designed to catalogue every conceivable relevant classification ahead of time

High value intelligent content design

Precision strategic content engineering



The definition of information content

- in a way that is structurally (taxonomically) fundamentally meaningful to human beings who understand the business
- and the translation of this content into structured codes which faithfully and accurately reflect human understanding of the REAL WORLD in a way that the computer can manipulate
- with minimal human intervention
- so that the computer system **appears to be intelligent**

Taxonomy defined



1. Logical word (semantic structure)
2. Precision vocabulary of preferred terms
3. Conveys understanding between humans with relevant knowledge and experience
4. Once linked to a precision code scheme the most important communication mechanism between computers and people
5. An art and a science
6. Once it is right it is OBVIOUS 😊

```
EXPENDITURE
DIRECT OPERATIONAL EXPENDITURE
ASSET OPERATING COSTS
DEPRECIATION ASSET OWNED-OpCost
DEPRECIATION ASSETS LEASED-OpCost
LEASE FINANCE CHARGES-OpCost
RENTAL OF ASSETS-OpCost
OPERATING LEASE COSTS ASSETS-OpCost
REPAIR AND MAINTENANCE ASSETS-OpCost
PROPERTY (NON-PLANT, NON-OFFICE)
LEASEHOLD IMPROVEMENTS
INDUSTRIAL BUILDINGS AND WAREHOUSES
OFFICE BUILDINGS
PRODUCTION LINES
FIXED MACHINES AND EQUIPMENT-AssOwn
TOOLS AND PORTABLE MACHINES-AssOwn
VEHICLES MOBILE PLANT LOCOMOTIVES ETC
Engine
Transmission
Chassis
Wheels, Tyres And Brakes
Cab / Manufacturers Body
Electrical
Electronic
Freezer And Cooling Units
Hydraulics And Pneumatics
Load Carrying Body
Specialized Mechanical Components
```

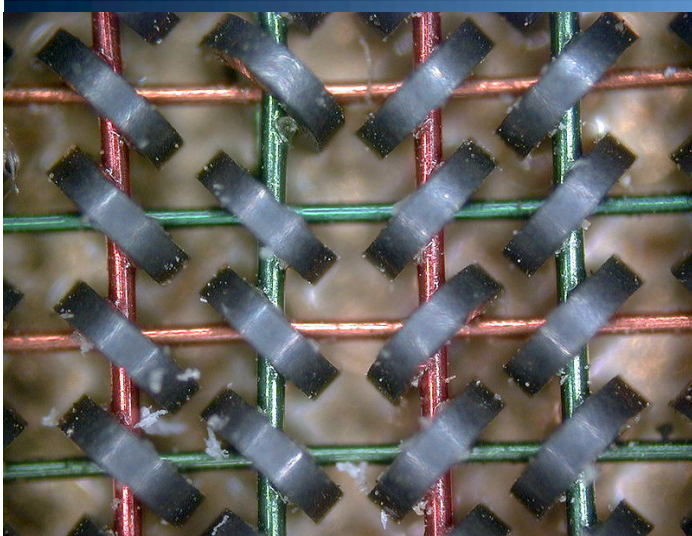
Taxonomy relevance



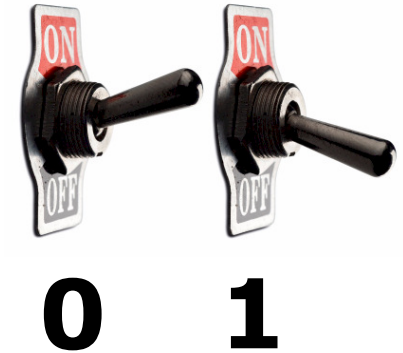
1. Essential to effective operational and strategic use of business software
2. Nearly ALL validation lists (drop down lists), chart of accounts, etc
3. Large body of expertise – Botany, Zoology, military filing, Library Science, Information Management, etc
4. Unknown to many (most?) IT professionals and business people

C.	ORDER CANCELLED	
CC	Order Cancelled Credit Control	
CS	Order Cancelled by Consumer	
CT	Order Cancelled by Customer	
D.	DAMAGED OR DEFECTIVE	
DF	Defective Product	
DM	Damaged Product	
DP	Damaged Packaging	
DT	Consumer Complaint	
P.	PRICE ERRORS OR DISCONTINUED	
PD	Discontinued	
PI	Incorrect Price	
S.	SUPPLY ISSUES	
SD	Order Duplication	
SF	Customer Non-Franchise Holder	
SI	Incorrectly Supplied	
SK	Overstock	
SL	Late Delivery	
SO	Oversupplied	
SV	Not in Customer Inventory Master	
T.	USED AS TESTER	
TT	Used as Tester	
Z.	OTHER	
ZN	Not Known	
ZO	Other	

A computer is An adding machine / calculator



0
1
 $1+1=10$
 $1+1+1=11$
 $1+1+1+1=100$

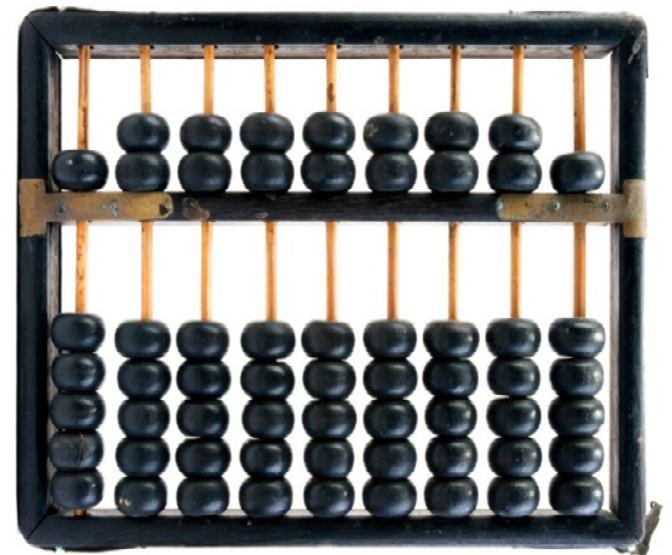


Called a "bit"

8 bits make a byte

2 bytes make an
ASCII character

A= "41" hex



Coding taxonomies



1. Computers only understand binary
2. The code is a unique binary pattern that corresponds to the structured English taxonomy
3. The only way the computer will appear to be intelligent
4. Results in “intelligent data”
5. Standard conventions
 1. Indents and trailing periods
 2. Capitalization
 3. Other standards and conventions

```
EXPENDITURE
DIRECT OPERATIONAL EXPENDITURE
ASSET OPERATING COSTS
DEPRECIATION ASSET OWNED-OpCost
DEPRECIATION ASSETS LEASED-OpCost
LEASE FINANCE CHARGES-OpCost
RENTAL OF ASSETS-OpCost
OPERATING LEASE COSTS ASSETS-OpCost
REPAIR AND MAINTENANCE ASSETS-OpCost
PROPERTY (NON-PLANT, NON-OFFICE)
LEASEHOLD IMPROVEMENTS
INDUSTRIAL BUILDINGS AND WAREHOUSES
OFFICE BUILDINGS
PRODUCTION LINES
FIXED MACHINES AND EQUIPMENT-AssOwn
TOOLS AND PORTABLE MACHINES-AssOwn
VEHICLES MOBILE PLANT LOCOMOTIVES E
Engine
Transmission
Chassis
Wheels, Tyres And Brakes
Cab / Manufacturers Body
Electrical
Electronic
Hydraulics And Pneumatics
Load Carrying Body
```

Software and data text -> hexadecimal -> binary All for US ☺



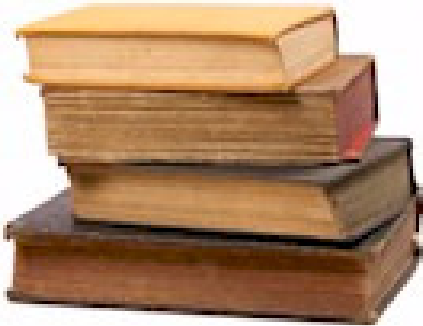
Binary Viewer : C:\Data\2\2M\2M-C-SEM\2009\01_Exec B

File Search View Help

Address (Hex)	Hex	Text (ASCII)
00000150	30 20 63 65 6C 6C 50 61 64 64 69 6E 67 30	cellPadding=10
00000160	20 77 69 64 74 68 3D 36 32 30 20 0D 0A 6	width=620 ..bgC
00000170	6F 6C 6F 72 3D 23 30 32 30 31 38 30 20 6	olor=#020180 ali
00000180	67 6E 3D 63 65 6E 74 65 72 3E 0D 0A 20 2	gn=center>.. <T
00000190	42 4F 44 59 3E 0D 0A 20 20 3C 54 52 20 7	BODY>.. <TR vAl
000001A0	69 67 6E 3D 74 6F 70 20 61 6C 69 67 6E 3	ign=top align=le
000001B0	66 74 20 62 67 43 6F 6C 6F 72 3D 77 68 6	ft bgColor=white
000001C0	3E 0D 0A 20 20 20 20 3C 54 44 20 63 6F 6	>.. <TD colSp
000001D0	61 6E 3D 32 3E 0D 0A 20 20 20 20 20 20 3	an=2>.. <CE
000001E0	4E 54 45 52 3E 0D 0A 20 20 20 20 20 20 3	NTER>.. <H2
000001F0	3E 3C 46 4F 4E 54 20 66 61 63 65 3D 56 6	><FONT face=Verd
00000200	61 6E 61 2C 41 72 69 61 6C 2C 48 65 6C 7	ana,Arial,Helvet
00000210	69 63 61 2C 73 61 6E 73 2D 73 65 72 69 6	ica,sans-serif><
00000220	49 4D 47 20 62 6F 72 64 65 72 3D 30 20 6	IMG border=0 hsp
00000230	61 63 65 3D 30 20 0D 0A 20 20 20 20 20 20 2	ace=0 .. al
00000240	74 3D 22 22 20 61 6C 69 67 6E 3D 72 69 6	t="" align=right
00000250	20 0D 0A 20 20 20 20 20 20 73 72 63 3D 2	.. src="C:
00000260	5C 44 61 74 61 5C 32 5C 32 4D 5C 32 4D 2	\Data\2\2M\2M-C-
00000270	53 45 4D 5C 32 30 30 39 5C 30 31 5F 45 7	SEM\2009\01_Exec
00000280	75 74 69 76 65 20 42 72 69 65 66 69 6E 6	utive Briefing -
00000290	2D 20 57 68 79 20 79 6F 75 72 20 45 52 5	- Why your ERP i
000002A0	73 20 6E 6F 74 20 64 65 6C 69 76 65 72 6	s not delivering
000002B0	5C 30 32 5F 4D 61 69 6C 73 68 6F 74 20 4	\02_Mailshot Let
000002C0	74 65 72 5C 30 31 5F 46 69 72 73 74 20 4	ter\01_First Mai
000002D0	6C 73 68 6F 74 5C 4A 41 52 41 20 6C 6F 6	lshot\JARA logoJ
000002E0	50 45 47 20 54 68 72 69 76 65 20 6C 6F 7	PEG Thrive low r
000002F0	65 73 2E 6A 70 67 22 3E 57 68 79 20 0D 0	es.jpg">Why ..
00000300	20 20 20 20 79 6F 75 72 20 45 52 50 20	your ERP is
00000310	6E 6F 74 20 64 65 6C 69 76 65 72 69 6E	not delivering a
00000320	6E 64 20 68 6F 77 20 74 6F 20 66 69 78 2	nd how to fix it



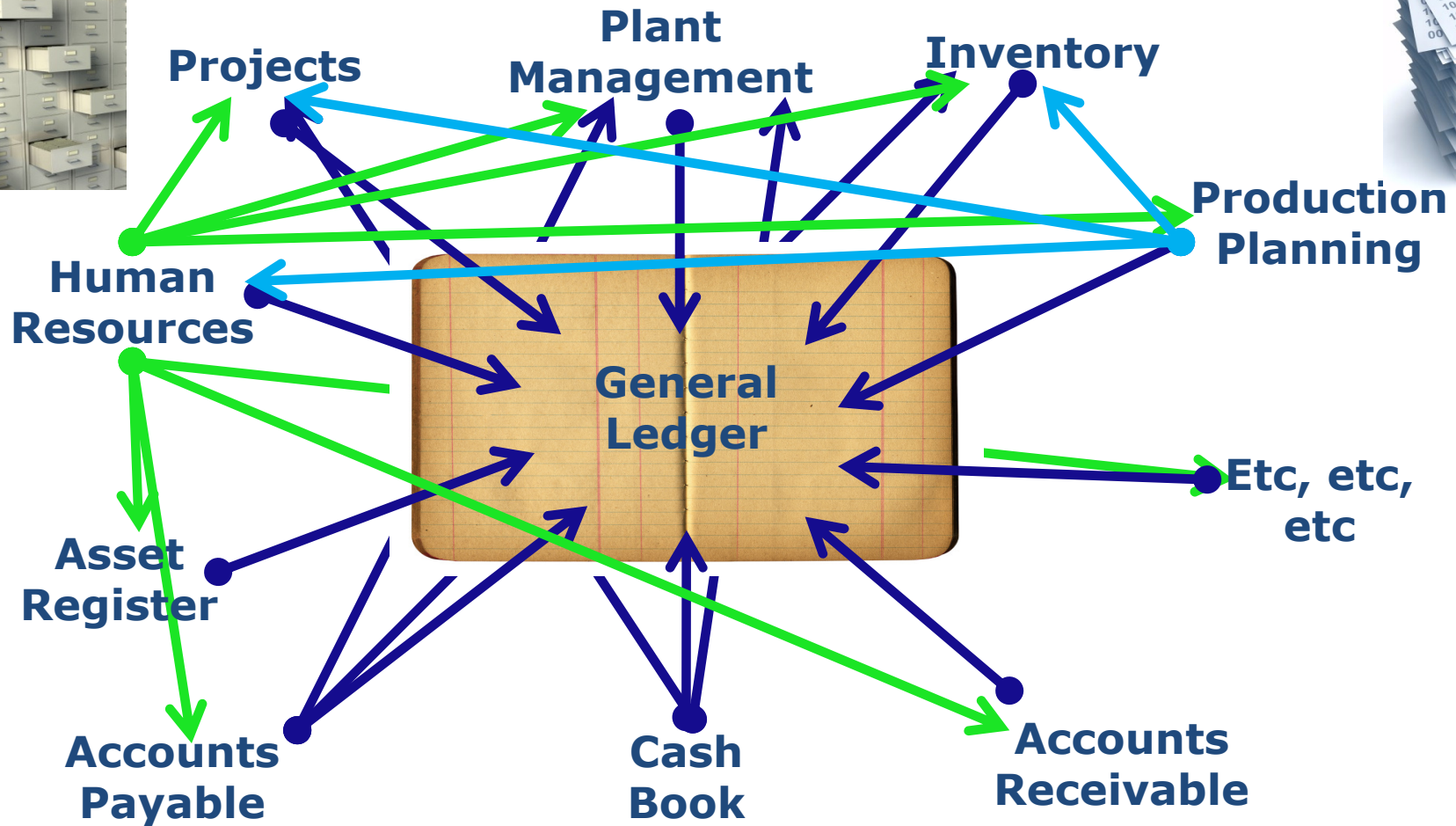
What is a general ledger?



6	EXPENDITURE
63	DIRECT OPERATIONAL EXPENDITURE
632	ASSET OPERATING COSTS
6321	DEPRECIATION ASSET OWNED-OpCost
6422	DEPRECIATION ASSETS LEASED-OpCost
6523	LEASE FINANCE CHARGES-OpCost
6624	RENTAL OF ASSETS-OpCost
6725	OPERATING LEASE COSTS ASSETS-OpCost
6826	REPAIR AND MAINTENANCE ASSETS-OpCost
68261	PROPERTY (NON-PLANT, NON-OFFICE)
68262	LEASEHOLD IMPROVEMENTS
68263	INDUSTRIAL BUILDINGS AND WAREHOUSES
68264	OFFICE BUILDINGS
68265	PRODUCTION LINES
68266	FIXED MACHINES AND EQUIPMENT-AssOwn
68267	TOOLS AND PORTABLE MACHINES-AssOwn
68268	VEHICLES MOBILE PLANT LOCOMOTIVES E
682681	Engine
682682	Transmission
682683	Chassis
682684	Wheels, Tyres And Brakes
682685	Cab / Manufacturers Body
682686	Electrical
682687	Electronic
682688	Hydraulics And Pneumatics
682689	Load Carrying Body

Integrated system

(look-up and posting)



● → Financial amounts
R / \$ / etc

● → People related
names, rates, etc

● → Production related
shifts, batches, etc

Example of custom data entry screen With custom taxonomies



Inventory and A&P Maintenance System

Edit Stock Code

Barcode: [Load Stock Item](#)

SKU Description:

Brand Hierarchy (Product Class):

Item Masters

Product Status:

Target Gender:

Product Category:

Sales Category:

Qualifier Stockcode:

[Prev](#) [Next](#)

Inventory Take-On

- New Stock Item
- Barcode
- Temporary Barcode
- Edit Stock Item
- Replace Temp. Code
- New Reference No
- Generate EAN
- Reports
- Logout

A&P Applications

- Bonding Job Receipt
- Bonding Job Posting
- A&P Budget
- Job Closure
- Budget Roll-up

EDI Applications

- 1 s Prod. Info.

Admin Menu

- Brand Hierarchy

Example of custom code maintenance development for client specific taxonomy

Inventory Management System

Brand Hierarchy (Product Class)

Inventory Take-On

- New Stock Item
- Barcode
- Temporary Barcode
- Edit Stock Item
- Replace Temp. Code
- New Reference No
- Generate EAN
- Reports
- Logout

A&P Applications

- Bonding Job Receipt
- Bonding Job Posting
- A&P Budget
- Job Closure
- Budget Roll-up

EDI Applications

- Prod. Info.

Admin Menu

- Brand Hierarchy
- Expense Code Maint.
- Inv. Master Defaults

Support

Hierarchy

- ⊕ M... - MAURER & WIRTZ
- ⊕ N... - ANNICK GOUTAL
- ⊕ P... - PROCTER & GAMBLE
- ⊕ Q... - LALIQUE
- ⊕ R... - SELECTIVE BEAUTY
- ⊕ U... - PUIG
- ⊕ X... - ALEXANDER MCQUEEN
- ⊖ Y... - YSL
 - ⊕ YB.. - YSL BEAUTE
 - ⊖ YF.. - YSL FRAGRANCE
 - ⊕ YFF. - FEMININE - YSL FRAGRANCE
 - ⊖ YFM. - MASCULINE - YSL FRAGRANCE
 - YFM7 - YSL - M7
 - YFMB - YSL - Body Kouros
 - YFMH - YSL - L'Homme
 - YFMJ - YSL - Jazz
 - YFMK - YSL - Kouros**
 - YFMI - YSL - Live Jazz
 - YFMO - YSL - Opium pour Homme
 - YFMR - YSL - Rive Gauche pour Homm
 - YFMX - YSL Masculine - Ltd Eds
 - YFMY - YSL Masculine - Sumr Ed
- ⊕ Z... - ERMENEGILDO ZEGNA

Product Class:

Description:

Matching codes in unrelated module provide logical integration



Hierarchies for Job: CY002009

File Edit Options Job Query

Hierarchy

- [-] CY002009
 - [-] Y - YSL
 - [+] B - YSL BEAUTE
 - [-] F - YSL FRAGRANCE
 - [+] F - FEMININE - YSL FRAGRANCE
 - [-] M - MASCULINE - YSL FRAGRANCE
 - [+] 7 - YSL - M7
 - [+] B - YSL - Body Kouros
 - [+] H - YSL - L'Homme
 - [+] J - YSL - Jazz
 - [+] K - YSL - Kouros
 - zE. - MEDIA
 - zE1 - Advertising Space
 - zE2 - Mailers
 - zE3 - Billboards / Outdoor
 - zE4 - Production
 - zE5 - Television
 - zE6 - Promotional
 - zE8 - Other Media
 - zE9 - Rec Consult Fee -Distribn
 - zH. - LAUNCH COSTS
 - zH1 - Travel & Accomodation
 - zH3 - Venue Hire
 - zH5 - Catering
 - zH6 - Joint Launch Cost
 - zH7 - Materials
 - zH9 - Other Launch Costs
 - zI. - TRAINING
 - zI1 - Travel & Accomodation
 - zI3 - Venue Hire

Getting the software to do what it supposedly cannot do

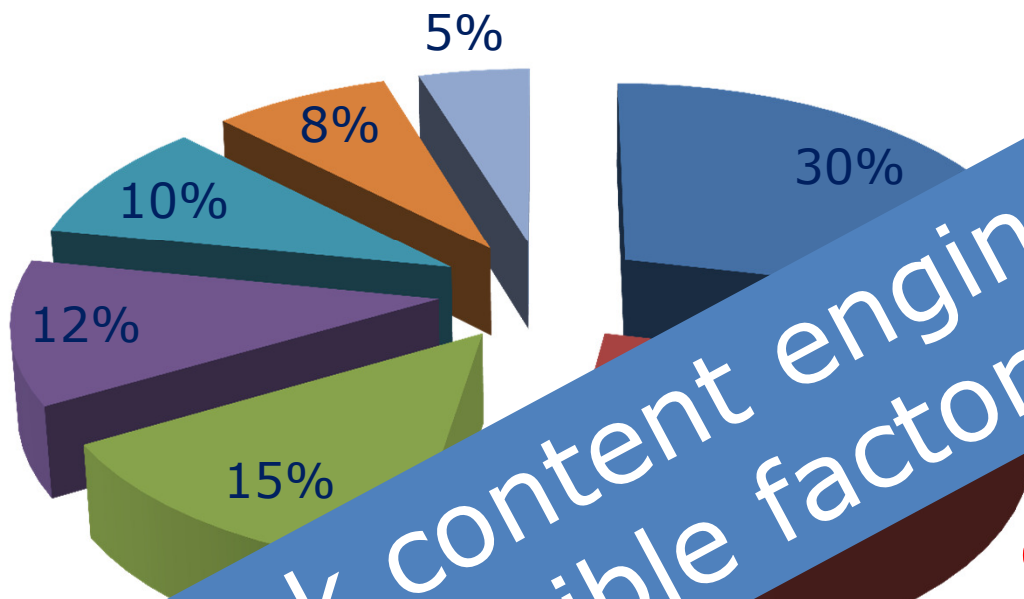
Example of faulty integration

"The &\$%^#@% system lost my data"



Heads/Sections				
Double-click to select				
Hierarchy	Description	WIP Control ledger	Tracking Cost Only	WIP Cost tracking ledger
Y /F /M /K /zE.	MEDIA		No	
Y /F /M /K /zE1	Advertising Space		Yes	10-337E1-11
Y /F /M /K /zE2	Mailers		Yes	10-337E2-11
Y /F /M /K /zE3	Billboards / Outdoor		No	
Y /F /M /K /zE4	Production		Yes	10-337E4-11
Y /F /M /K /zE5	Television		No	
Y /F /M /K /zE6	Promotional		Yes	10-337E6-11
Y /F /M /K /zE8	Other Media		Yes	10-337E8-11
Y /F /M /K /zE9	Rec Consult Fee -Distribn		Yes	10-337E9-11
Y /F /M /K /zH.	LAUNCH COSTS		No	
Y /F /M /K /zH1	Travel & Accomodation		Yes	10-337H1-11
Y /F /M /K /zH3	Venue Hire		Yes	10-337H3-11
Y /F /M /K /zH5	Catering		Yes	10-337H5-11
Y /F /M /K /zH6	Joint Launch Cost		No	
Y /F /M /K /zH7	Materials		Yes	10-337H7-11
Y /F /M /K /zH9	Other Launch Costs		Yes	10-337H9-11
Y /F /M /K /zI.	TRAINING		No	
Y /F /M /K /zI1	Travel & Accomodation		Yes	10-337I1-11
Y /F /M /K /zI3	Venue Hire		Yes	10-337I3-11
Y /F /M /K /zI5	Catering		Yes	10-337I5-11
Y /F /M /K /zI7	Materials		Yes	10-337I7-11
Y /F /M /K /zI8	Training Team		No	
Y /F /M /K /zI9	Other General Train Costs		Yes	10-337I9-11
Y /F /M /K /zL.	LOCAL POINT OF SALE MATERIAL		No	
Y /F /M /K /zL1	Local Transparences /Logos		Yes	10-337L1-11
Y /F /M /K /zL3	Local Materials		Yes	10-337L3-11
Y /F /M /K /zL5	Personalized Fixures / Counter		No	
Y /F /M /K /zL6	Product Sleeve (Instore)		No	
Y /F /M /K /zL7	Shelf Tools		No	
Y /F /M /K /zL9	Shelf Price Stickers		No	

Factors causing IT failure



1. IT Mythology

2. Lack of business alignment

3. Lack of an engineering approach -- 12%

4. Poor data engineering -- 10%

5. People issues -- 8%

6. Technology issues -- 5%

Weak content engineering is the most tangible factor causing failure

The value of technology is determined by the person using the technology



The Business Intelligence and ERP challenge



➤ Most businesses are NOT making better decisions than they did five years ago despite substantial BI investments -- Gartner 2006

➤ 19 out of 20 ERP implementations do not deliver what was promised" – Financial Mail 2003

➤ 50% of ERP projects fail – Gartner

➤ Precision strategic content engineering

→ THE MISSING LINK

➤ A HUGE OPPORTUNITY



Example of exceptionally BAD practice



Huge impact on integration, reporting, etc

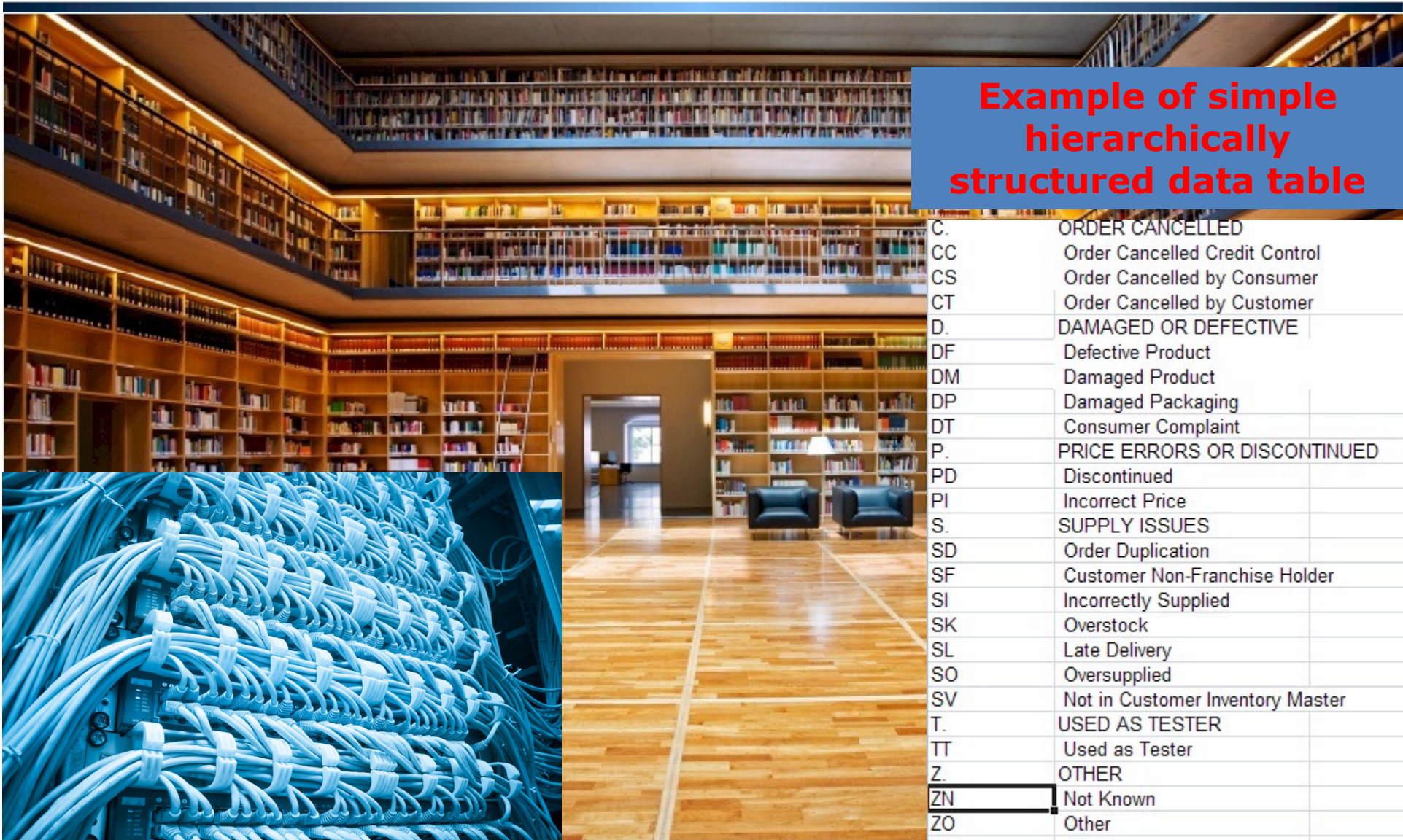


- 500528 Waste Material Consumed
- 500530 Loss from valuation of external materials
- 500540 Loss from valuation of own materials
- 500550 Losses - inventory variance -consignment sale
- 500560 Safety Clothing
- 500565 Safety Equipment
- 500570 Sand & Stone
- 500575 Scraper Rope
- 500580 Scrapers
- 500585 Services
- 500590 Signs
- 500595 Skips & Cages
- 500600 Finished Goods Inventory Offset
- 500605 Smelting & Refining
- 500610 Production Order Settlement - Variance
- 500615 Steel Other
- 500620 Steel Sections
- 500625 Steel Sheets & Plates

Precision ordered data Versus ...



From chaos to order



Example of simple hierarchically structured data table

C.	ORDER CANCELLED
CC	Order Cancelled Credit Control
CS	Order Cancelled by Consumer
CT	Order Cancelled by Customer
D.	DAMAGED OR DEFECTIVE
DF	Defective Product
DM	Damaged Product
DP	Damaged Packaging
DT	Consumer Complaint
P.	PRICE ERRORS OR DISCONTINUED
PD	Discontinued
PI	Incorrect Price
S.	SUPPLY ISSUES
SD	Order Duplication
SF	Customer Non-Franchise Holder
SI	Incorrectly Supplied
SK	Overstock
SL	Late Delivery
SO	Oversupplied
SV	Not in Customer Inventory Master
T.	USED AS TESTER
TT	Used as Tester
Z.	OTHER
<u>ZN</u>	Not Known
ZO	Other

What is the best way to unscramble spaghetti?



Do NOT scramble it in the first place!



Structure of strategically aligned Chart of Accounts → plant maintenance → inventory → etc



- Investment**
-
- E...**
-
- D..**
-
- ... operation**
-
- Processing**
-
- Marketing and sales**
-
- Operational support**
-
- Administration**
-
- Dividends, taxes, etc**

- MOBILE PLANT**
-
- LHD's**
-
- Dump trucks**
-
- Drill rigs**
-
- Other off road**
-
- LDV's**
-
- etc**

Assets

- Assets owned
- Assets leased
- ...
- Dep'n assets owned
- Dep'n assets leased
- ...

Liabilities

Income

Expenses

- R&M assets
- Finance and insurance assets
- ...

Plant Maintenance

Materials Management

Provide for foreseeable growth
Five to ten years

Mapping between modules

Well structured



GL R&M spares expenses

MOBILE PLANT

Loaders

Dump trucks

Drill rigs

Other off road

LDV's

etc

MM plant spares

MOBILE PLANT

Loaders

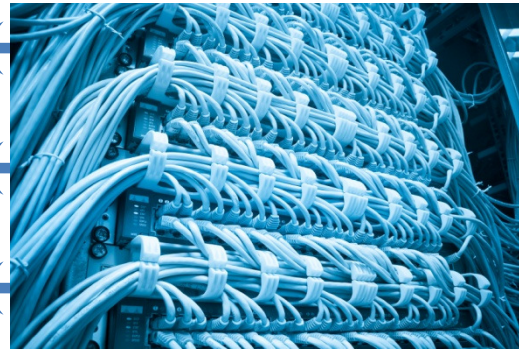
Dump trucks

Drill rigs

Other off road

LDV's

etc



Mapping between modules

Badly structured



- 500528 Waste Material Consumed
- 500530 Loss from valuation of external materials
- 500540 Loss from valuation of own materials
- 500550 Losses - inventory variance -consignment sale
- 500560 Safety Clothing
- 500565 Safety Equipment
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- 500580 Scrapers
- 500585 Services
- 500590 Signs
- 500595 Skips & Cages
- 500600 Finished Goods Inventory Offset
- 500605 Smelting & Refining
- 500610 Production Order Settlement - Variance
- 500615 Steel Other
- 500620 Steel Sections
- 500625 Steel Sheets & Plates



MOBILE PLANT

Loader's

Dump trucks

Drill rigs

Other off road

LDV's

etc

Precision strategic content engineering IS the missing link



Lack of coding structure and standards

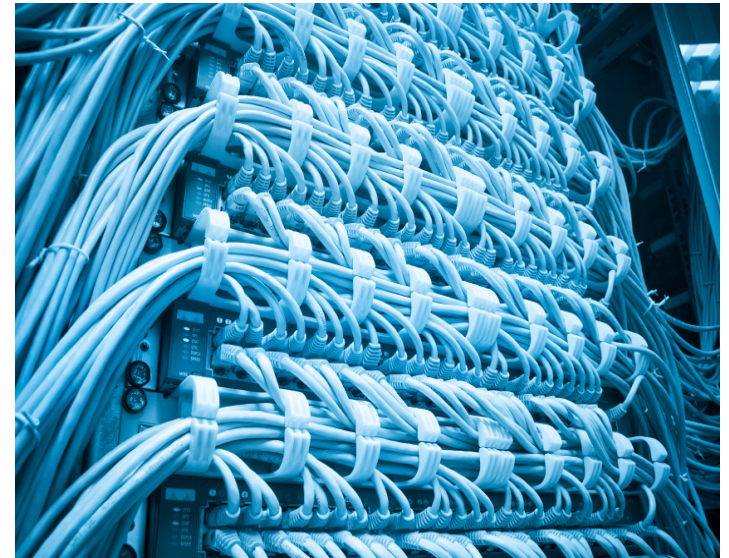
versus

fundamental first principles precision strategic content engineering



Current

Instead of ->



Objective

Business Intelligence the ideal

**Better
DECISIONS**



Business intelligence solutions

ERP

**Precision fundamental strategic taxonomy
The foundation of decision support**

The business

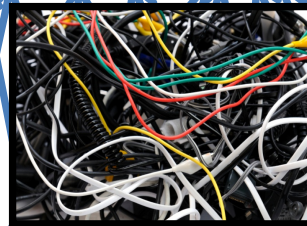
Business Intelligence
current reality **Throwing**
Money away



Business intelligence solutions

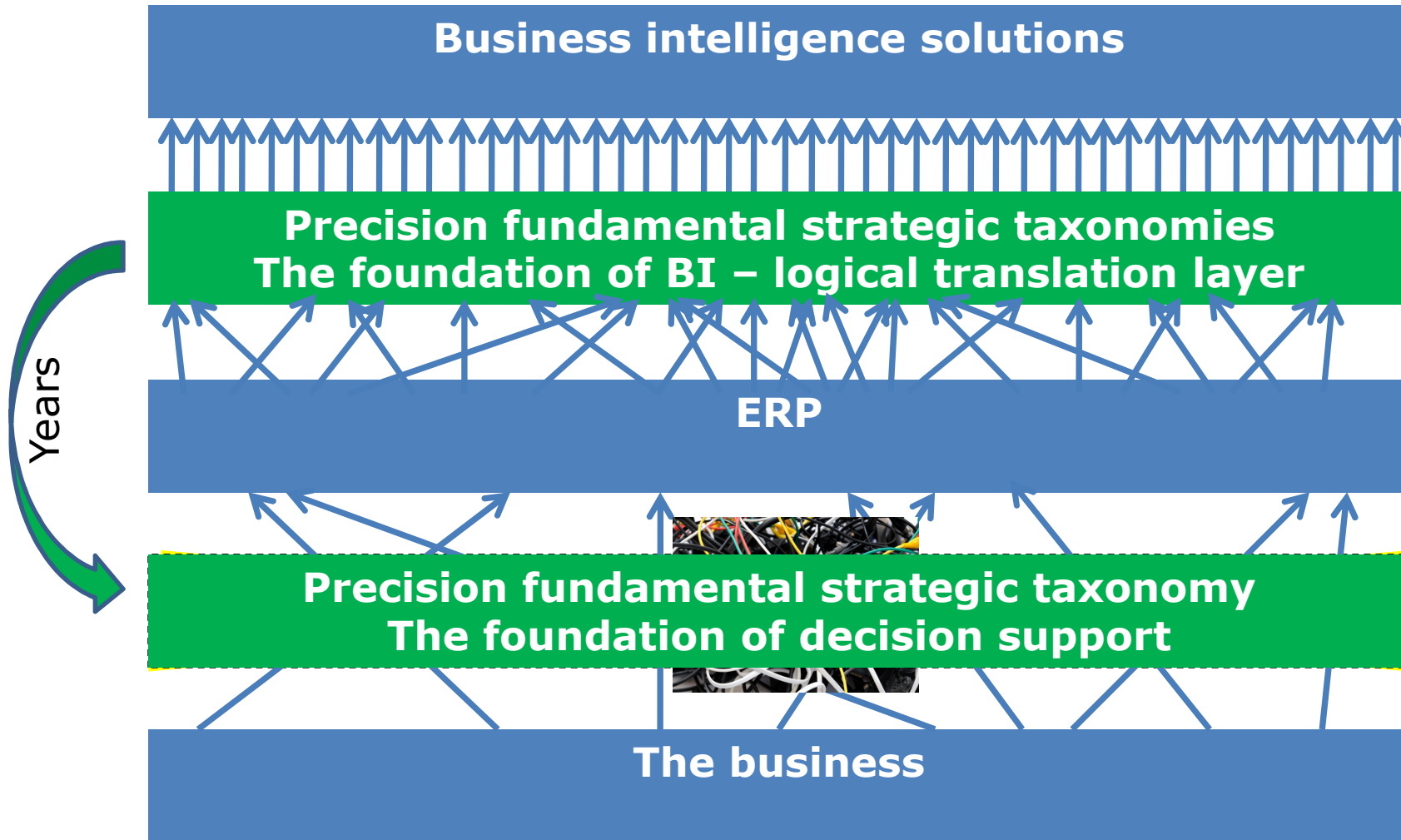


ERP



The business

Business Intelligence the opportunity high value highly successful outcomes



Solution

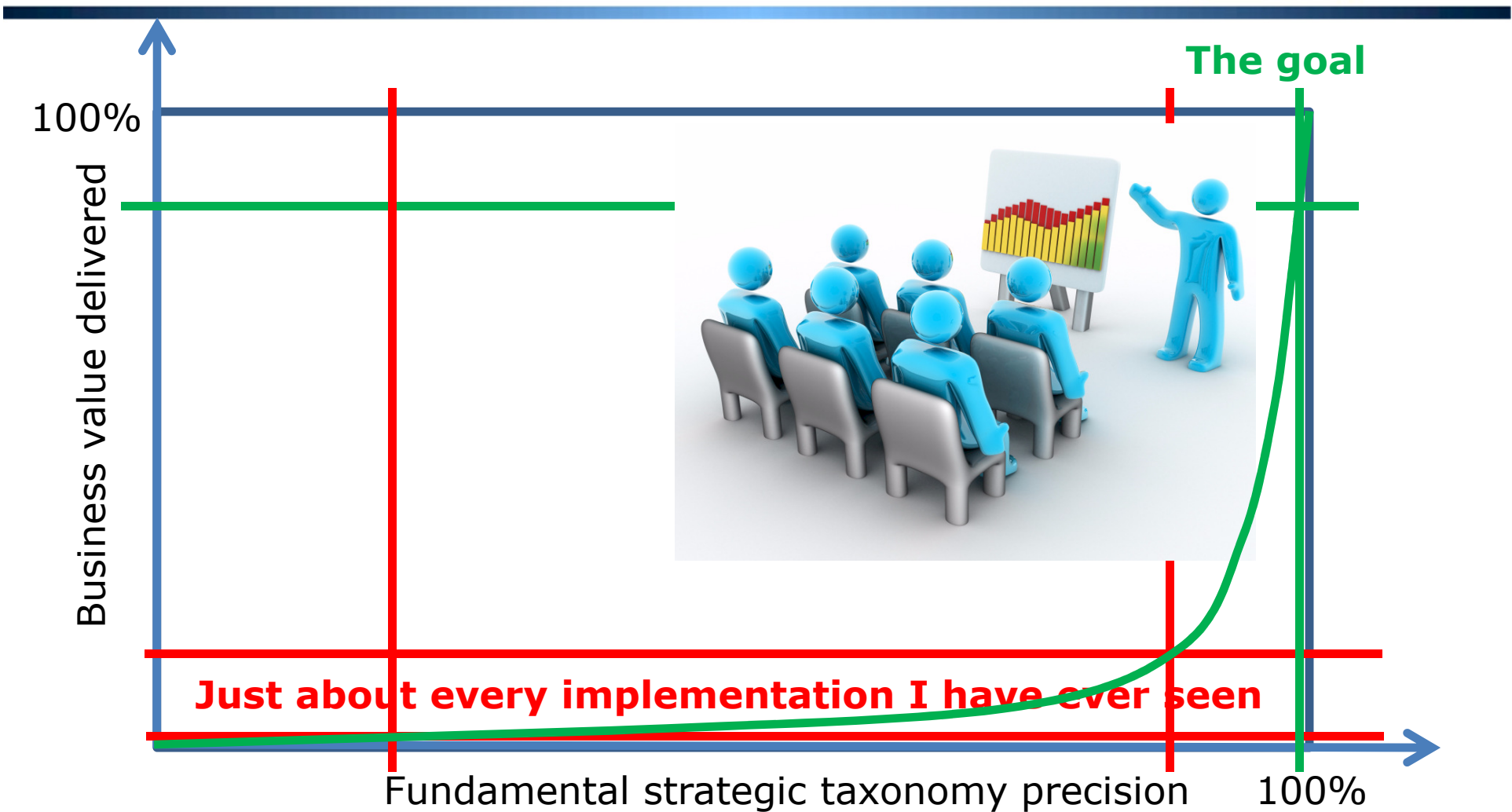


Fundamental first principles precision strategic content engineering including configuration and integration – intelligent data



Value versus precision

A critical consideration



Characteristics of precision strategic content engineering

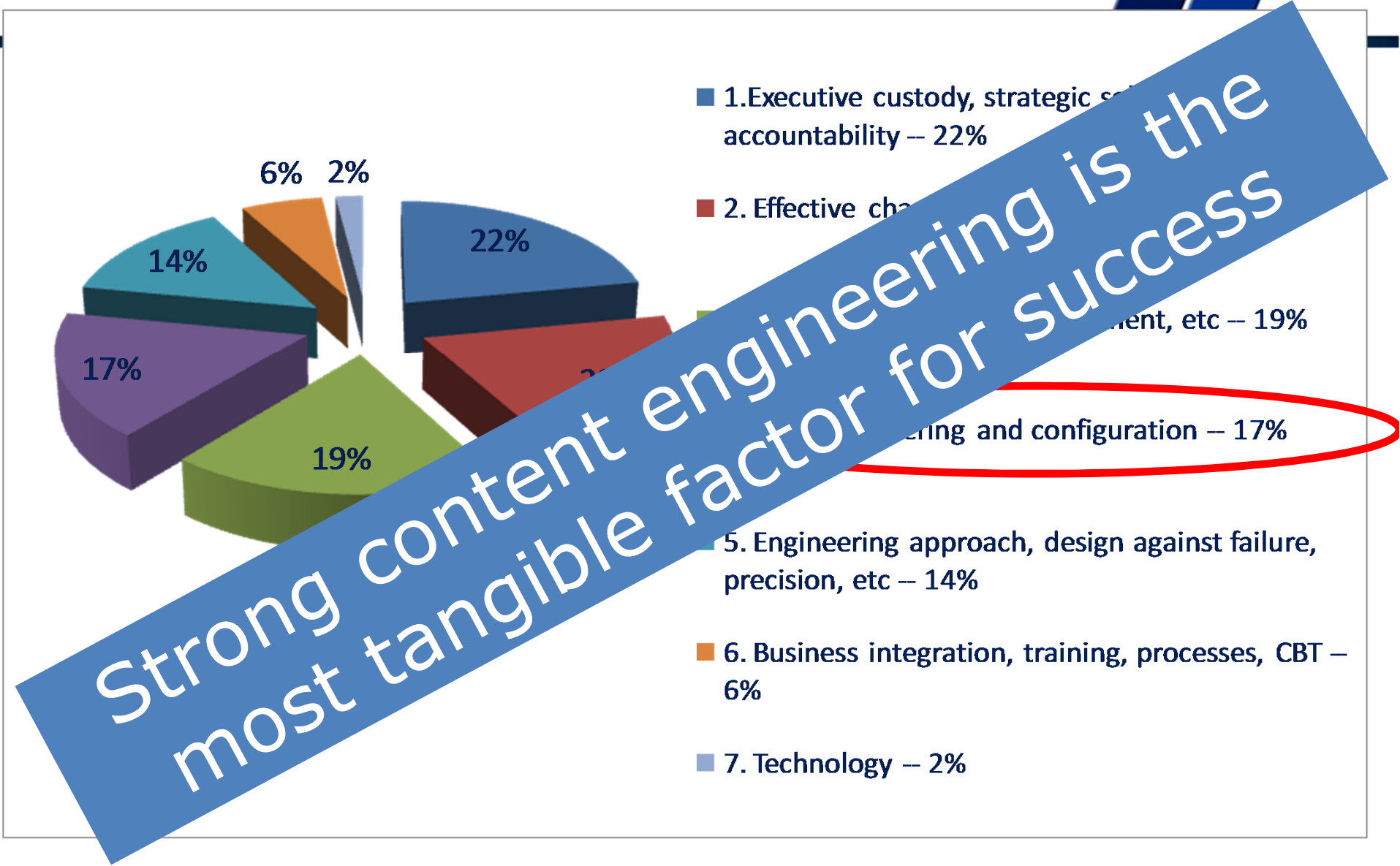
Methods and standards



- Driven by executive (strategic) decision support requirements
- Fundamental first principles → Strategic
- Highly structured → Hierarchical
- Very specific coding and layout conventions for ease of use
- Disciplined code design and maintenance
- Massive improvement in management information and decision support
- Deliver the often promised but seldom delivered benefits of business ERP, CRM, ECM, BI, IT → business system investments
- An opportunity to gear your current investment



Factors for ERP reimplementation success



Summing up



1. Excellent high value decisions rely on logical strategically aligned information → the information to thrive
2. To get executive intelligence OUT you must **put executive intelligence IN – “intelligent content”**
3. Precision strategic content engineering IS **THE missing link in ERP and IBIS**
4. Requires a significant investment
5. An ART and a science
6. Do NOT scrap your current system until you have thoroughly evaluated this
7. An opportunity for dramatic gearing of your current investment



If you do not act within 48 hours you probably never will – act TODAY! 😊



What is your single most important insight from this presentation?

What is the single most practical action that you can take tomorrow to apply I.T. more effectively?



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**Design IT solutions like bridges ...
Not to fall down – intelligent content**



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Clients, associates, staff

Father and mother, Angus and Thelma

Children Alexandra and Struan

Other significant people in my life



Psalm 136:5 "To Him who by wisdom made the heavens, for His mercy endures forever;"

Questions?



Finding the missing pieces of your I.T. and strategy puzzles

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