

Strategic Advantage
gained through
Process Alignment

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Discussion Outline

Organization Profile

- Mission

- Core Competencies

- Strategic Issues

 - Differentiation

 - Speed – Concept to Cash

 - Change

Traditional ERP Models

- Modular Thinking

- Sequential Business Process

- Customer Business Processes

ERP Model – Vision

- Managing Speed

 - Business Processes - Parallel & Sequential

- Managing Change

 - Business Processes - Collaborative

Organization Profile

- *North America's leading manufacturer of complete store interiors for large, multi-unit retailers.*
- *Established in 1926*
- *12 manufacturing plants*
 - *1.8 million square feet*
- *Retail chains, department stores, supermarkets, general merchandising outlets*

Mission

*Our mission is to continually
increase our clients' productivity
by delivering store fixturing
excellence through innovation,
advanced technology and superior
craftsmanship*

Custom Wood & Metal



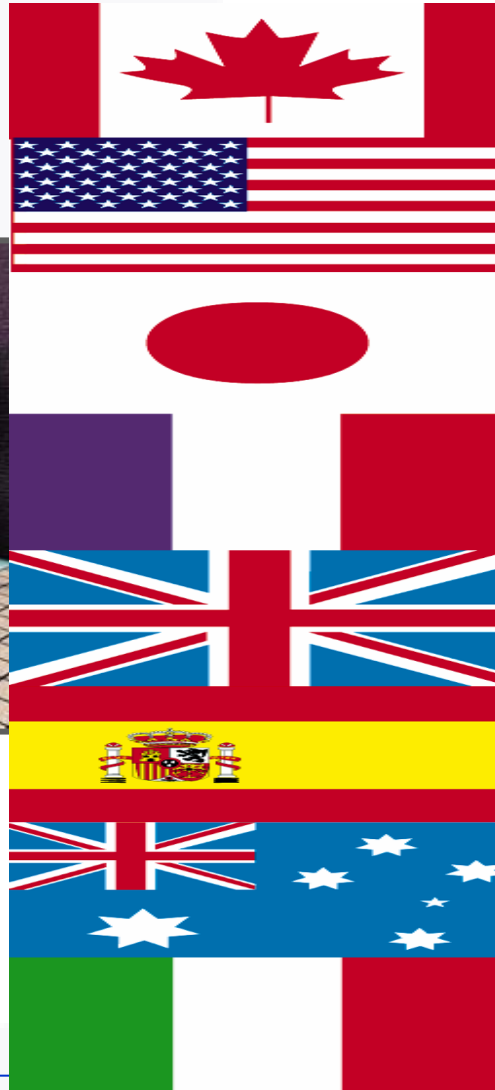
Standard Metal



Vendor Shop Roll-Out



A World-class Manufacturer



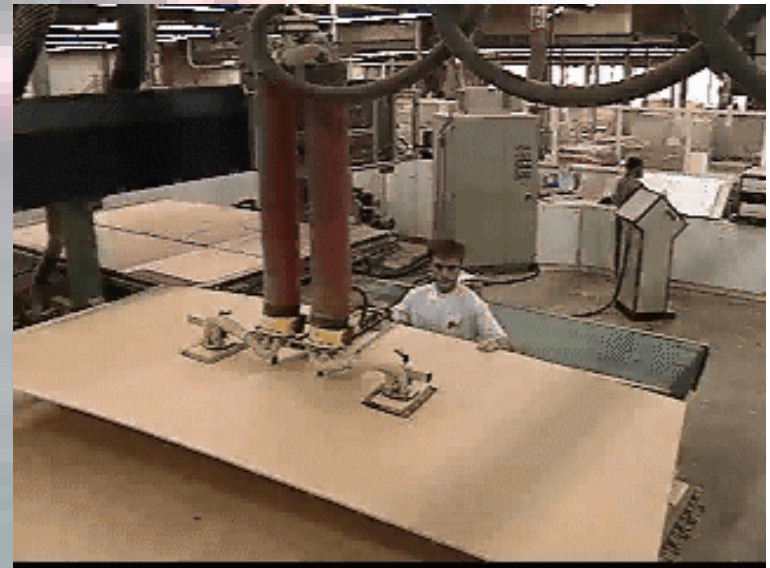
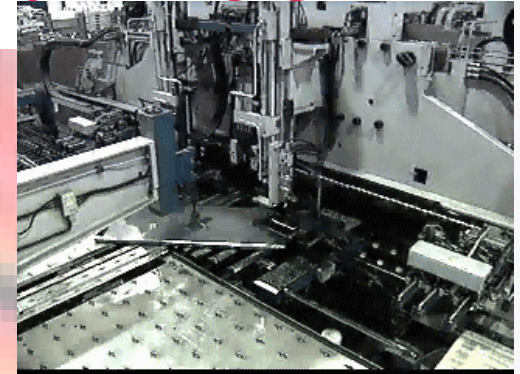
Core Competencies

Specialized in all 6 aspects of the business

- Manufacturing
- Design including virtual and physical prototyping
- Project Management
- Customer logistics Support
- Installation Services
- and Information Services Capabilities

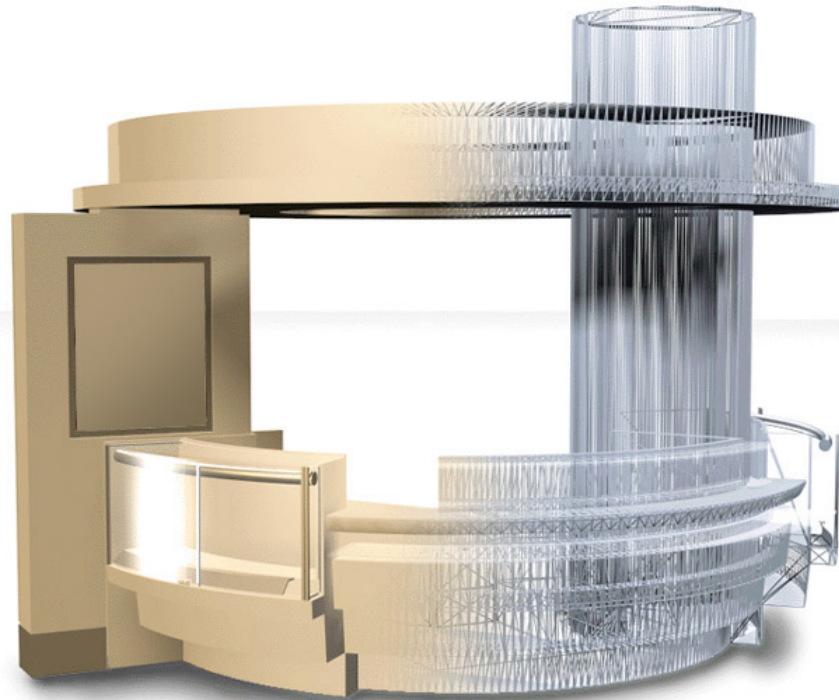
Manufacturing Capabilities

- *Metal Manufacturing*
- *Wood Manufacturing*
- *Total vertical integration manufacturing*
- *Combination wood, metal & various material mediums*
- *Quality assurance programs*



Prototype Development

Developed Prototype Fixtures and Value Engineering



Prototype Development

In-house CAD & Design Centre

- *original designs, customer-specified plans, import digital data*
- *colour renderings using 3-D Studio Max*
- *fixture renderings, store layouts, fully merchandised fixtures, fly or walk through.*



Project Management

- *Project Resources to provide;*
 - *All retail clients from large scale multi functional retailers to the unique single location highly customized*
- *Customer Service Group*
 - *teams with advanced Information Service control systems*
- *Accounts Directors – Project Managers*
 - *managed activities of corporate accounts*
 - *oversee all aspects of a project*
 - *provided 24-hour key contact person*



Customer Logistics

- *Smooth flow of documents and data*
- *EDI systems*
- *Distribution of finished products worldwide*
- *Managed all international custom clearance*
- *Distribution 24-hours a day, 7 days a week*



Customer Logistics –(continued)

- *Distribution Facilities located in Toronto, Ontario*
- *Facilities included:*
 - *Advanced pick , pack and store capabilities*
 - *Bar Coding, Environmentally controlled, Computer-aided inventory control*
- *Delivery Order Acknowledgement – Management of Onsite Delivery*



Installation & Construction Services

- *Services any where in North America*
- *Site surveys prepared in advance*
- *24-hour contact with installation and construction crews*



Information Services

- ***System / Communication engineering and technical support***
- ***3D computer prototype modeling***
- ***Produce images and animation for product development***
- ***Apply colour and textures for prototype simulation***
- ***Customer online reporting***



In Summary

By specializing in all six aspects of the business solution

- Met the needs of highly aggressive and competitive retailers*
- Provided exceptional visual merchandising*
- Established a broad, diversified and continuously growing client base*



Our Key Customers-included

- Abercrombie & Fitch
- Armani
- Blockbuster Entertainment
- Brookstone
- Canadian Tire
- Consumer Value Stores
- The Disney Stores
- Dockers
- Eddie Bauer
- Esprit
- Estee Lauder
- Levi Strauss
- The Limited Group of Stores, including Bath & Bodyworks, Express, Lane Bryant, Lerner, Structure and Victoria's Secret
- Loblaws
- Nautica
- Nordstroms
- Office Depot
- Perry Ellis
- Polo Ralph Lauren
- Rite Aid Corporation
- Sears Roebuck & Co.
- Shoppers Drug Mart
- Tommy Hilfiger
- Venator Group, including Afterthoughts, Champs and Footlocker
- Warner Bros.
- Zellers.

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Mission

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Strategic Issues

Differentiation

Speed – Concept to Cash
Change

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Modular Thinking

Sequential Business Process

Customer Business Processes

ERP Model – Vision

Managing Speed

Business Processes - Parallel & Sequential

Managing Change

Business Processes - Collaborative

key Strategic Question

WHAT WOULD BE THE BUSINESS MODEL...

... in two to three years:

- the “core competencies” capabilities or value proposition ..

Answers.....

Market Differentiators

- Need to be Different – Special
- Need for Speed – Concept to Cash
- Need for Responsiveness – Change

Market Differentiators

- Need to be Different – Special
- Need for Speed – Concept to Cash
- Need for Responsiveness – Change

Need to be Different -Special

- Customer-centric culture and philosophy
- Fundamental understanding of quality / delivery / service / price paradigm
- Superior design, visualization and prototyping capabilities
- Superior manufacturing capabilities
- Large scale logistics, project management and installation skills
- Ability to scale and tailor service offerings to need

Market Differentiators

- Need to be Different – Special
- Need for Speed – Concept to Cash
- Need for Responsiveness – Change

Market Differentiators

- Need to be Different – Special
- Need for Speed – Concept to Cash
 - ✓ No clear answers in our traditional model
 - ✓ Our Business Process Model –More of the same
 - ✓ Only incremental improvements
- Need for Responsiveness – Change

Market Differentiators

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To learn more about WinMAGI's modules, click on the specific module listed below:
Please contact our sales department for additional information or if you don't see

[Sales Order Entry](#)

[Inventory Control](#)

[MPS-Forecasting](#)

[MRP - Material Requirements Planning](#)

[Purchasing](#)

[Shop Floor Control](#)

[Product Costing](#)

[Bill of Materials](#)

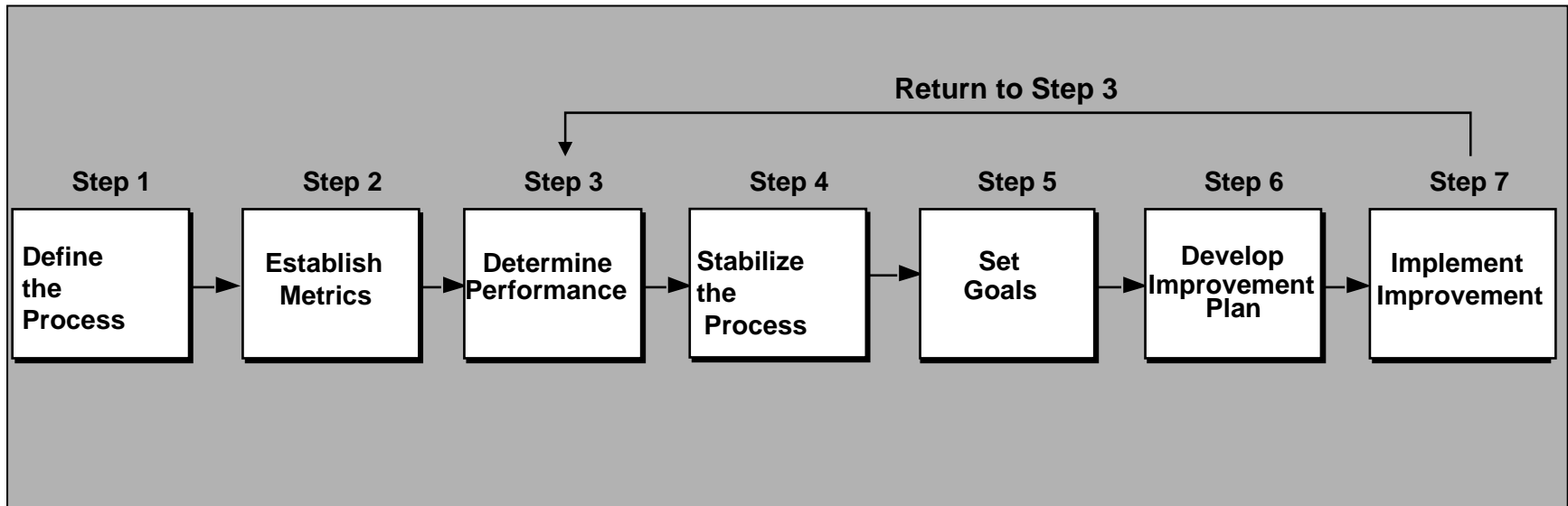
[Warehousing](#)

[Accounts Payable](#)

[Accounts Receivable](#)

[General Ledger](#)

Process-Based Management Methodology

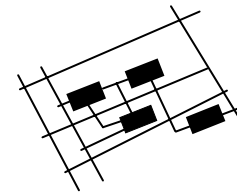


Technical paper presented to American Productivity & Quality Center (APQC) Conference by:

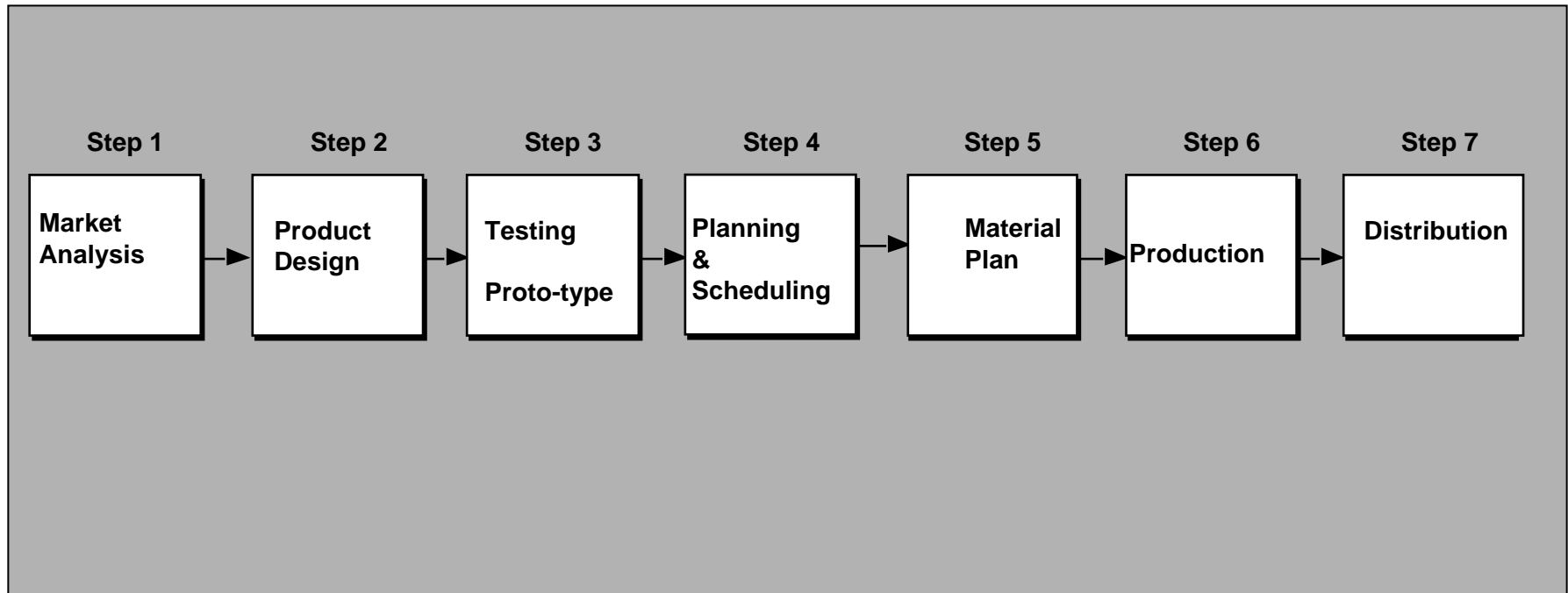
Kitty Samaniego, Senior Quality Engineer

Boeing - Mesa, Arizona

(480) 891-6687



A Traditional - Business Process



Process Alignment an Enterprise Prospective

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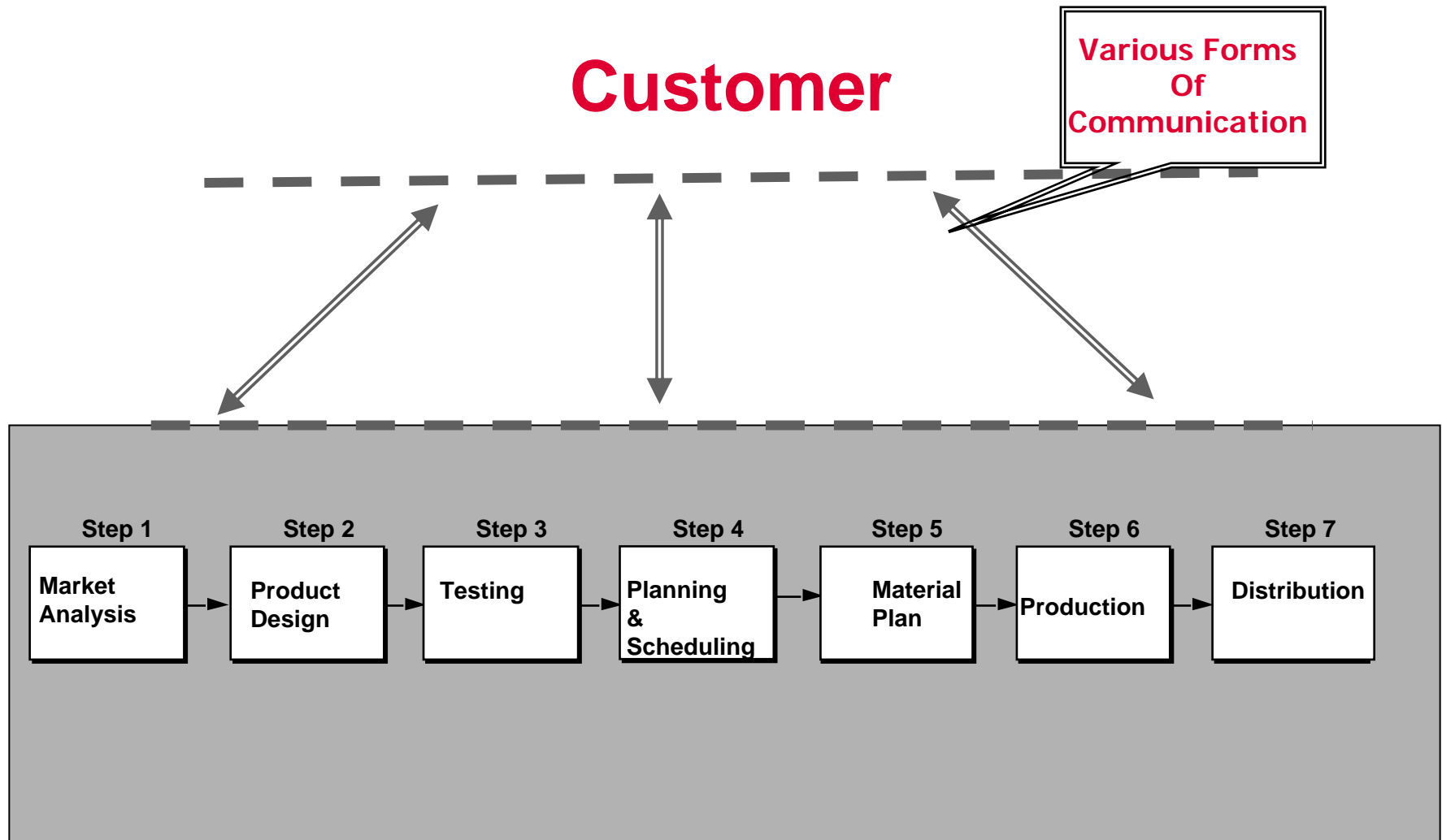
 - Business Processes - Parallel & Sequential

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A Traditional - Business Process

- Customer Interface



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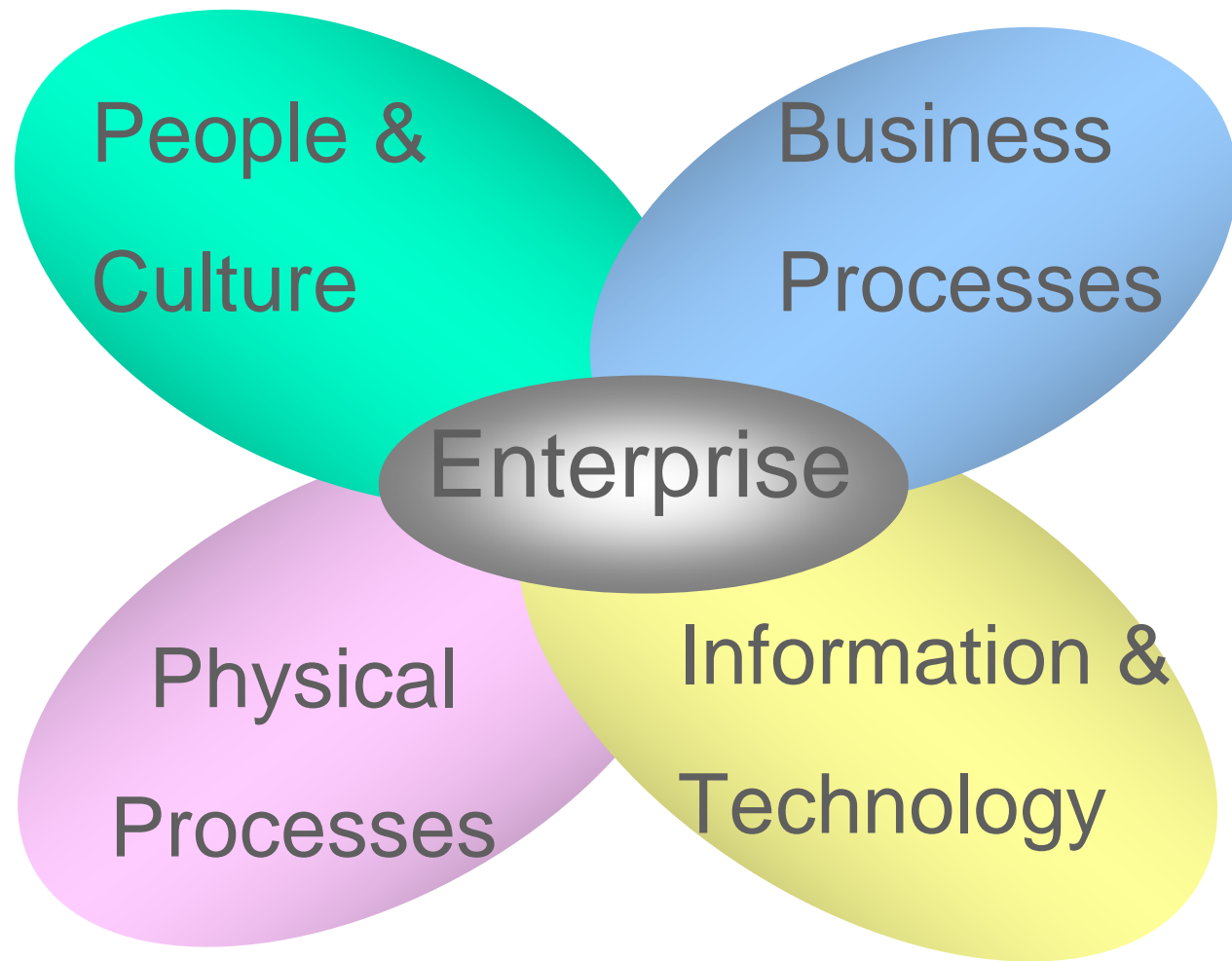
- Managing Speed

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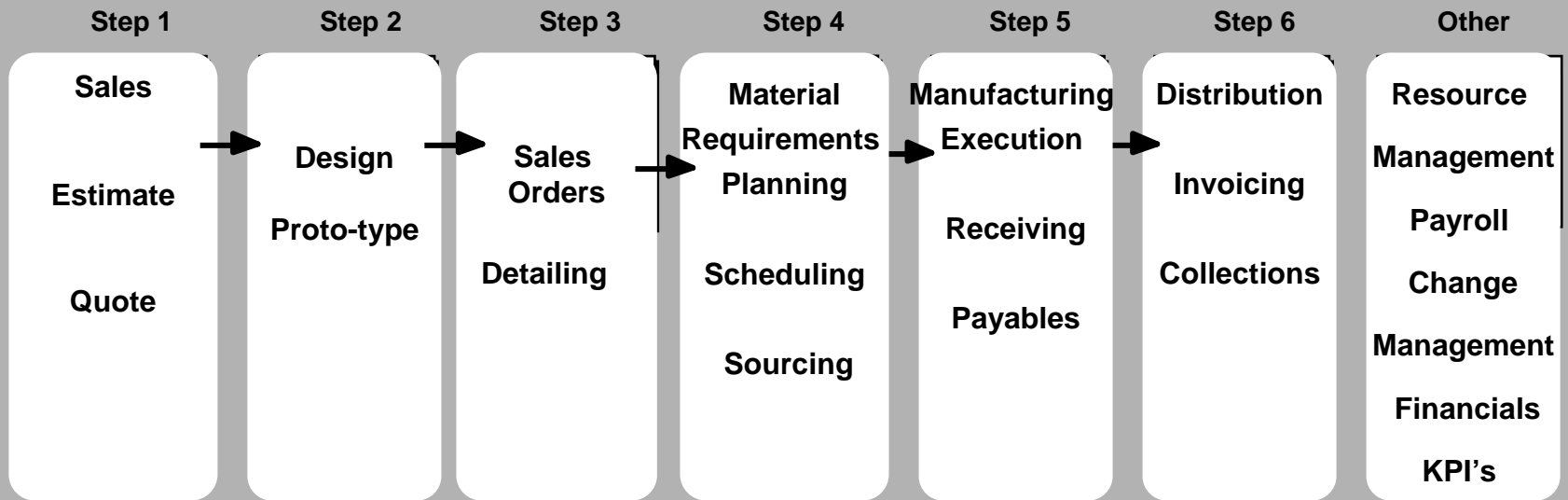
- Managing Change

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ERP Model – Integrated Enterprise Business

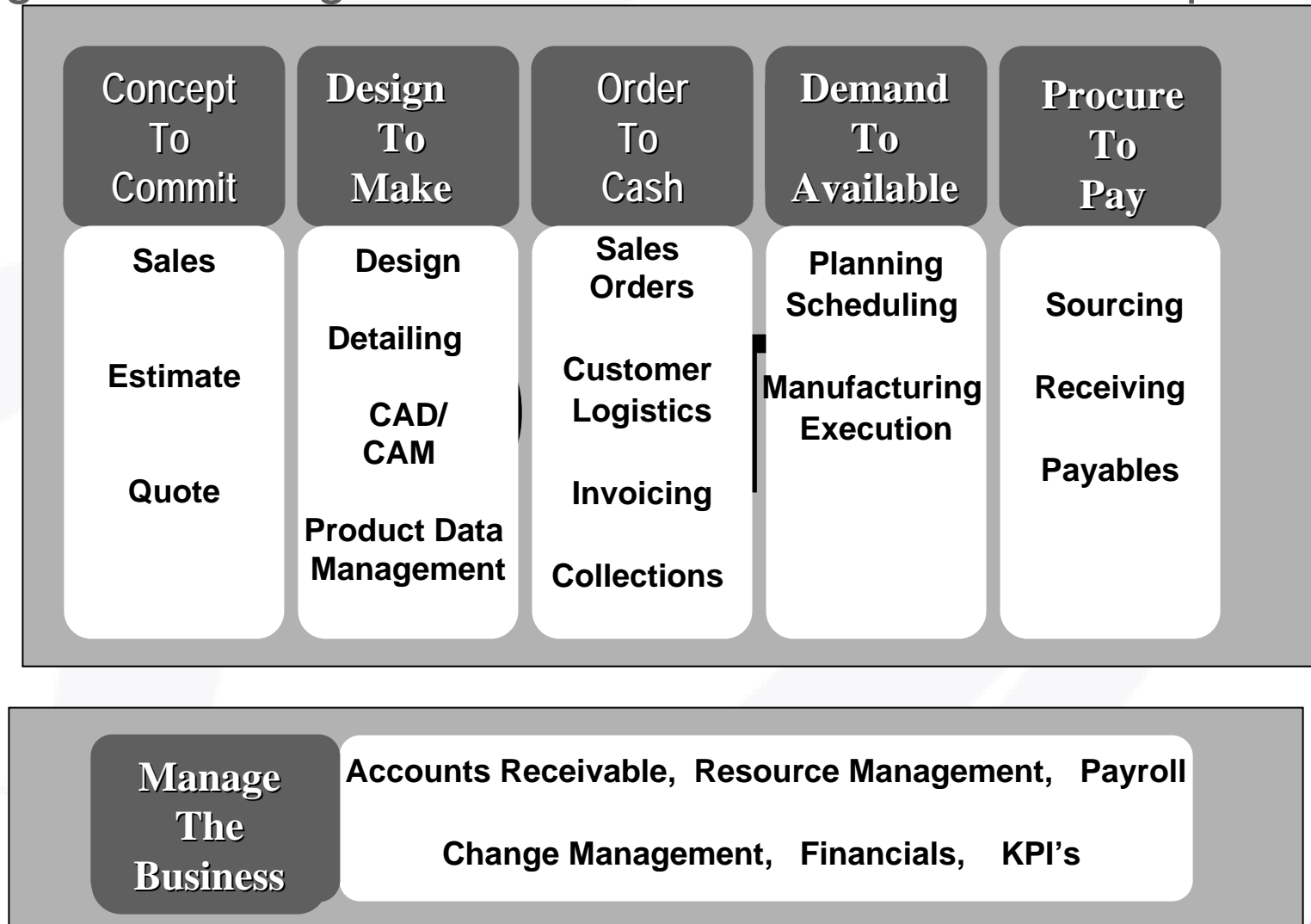


Organization Traditional Process-Based Management Methodology

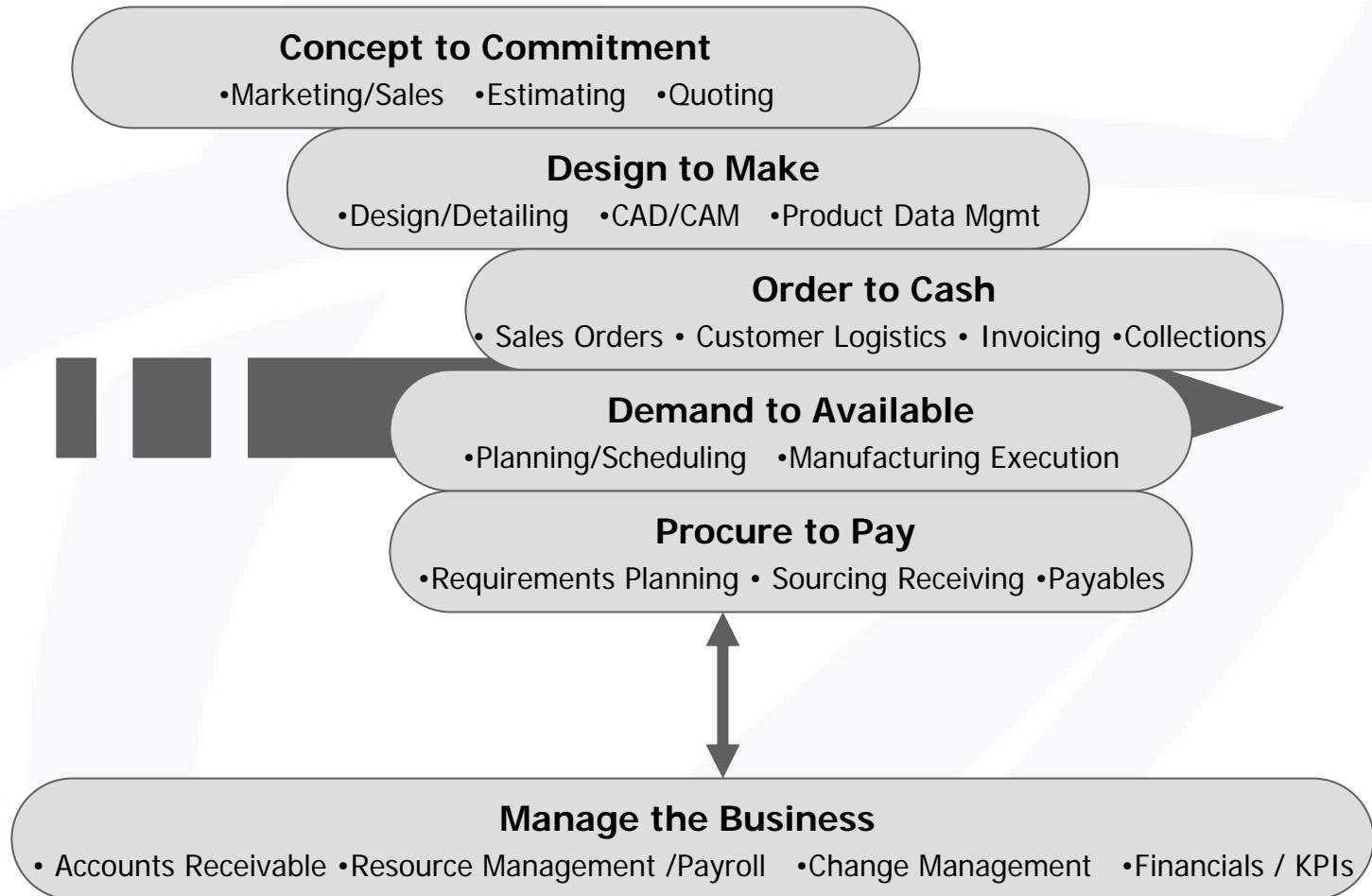


Organization Traditional -Process-Based Management

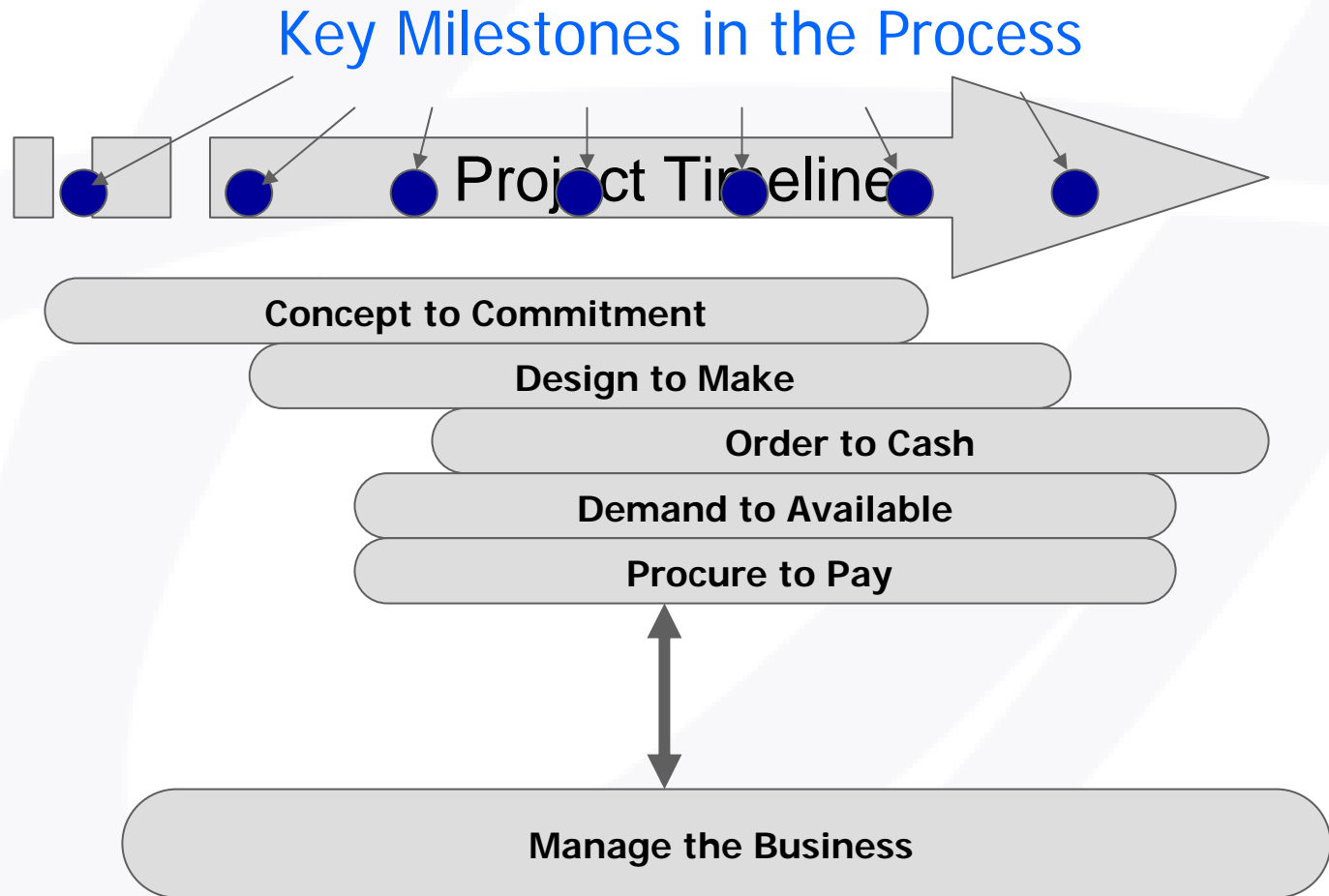
Organized along Business Process & Areas of Responsibility



Restructured Business Processes

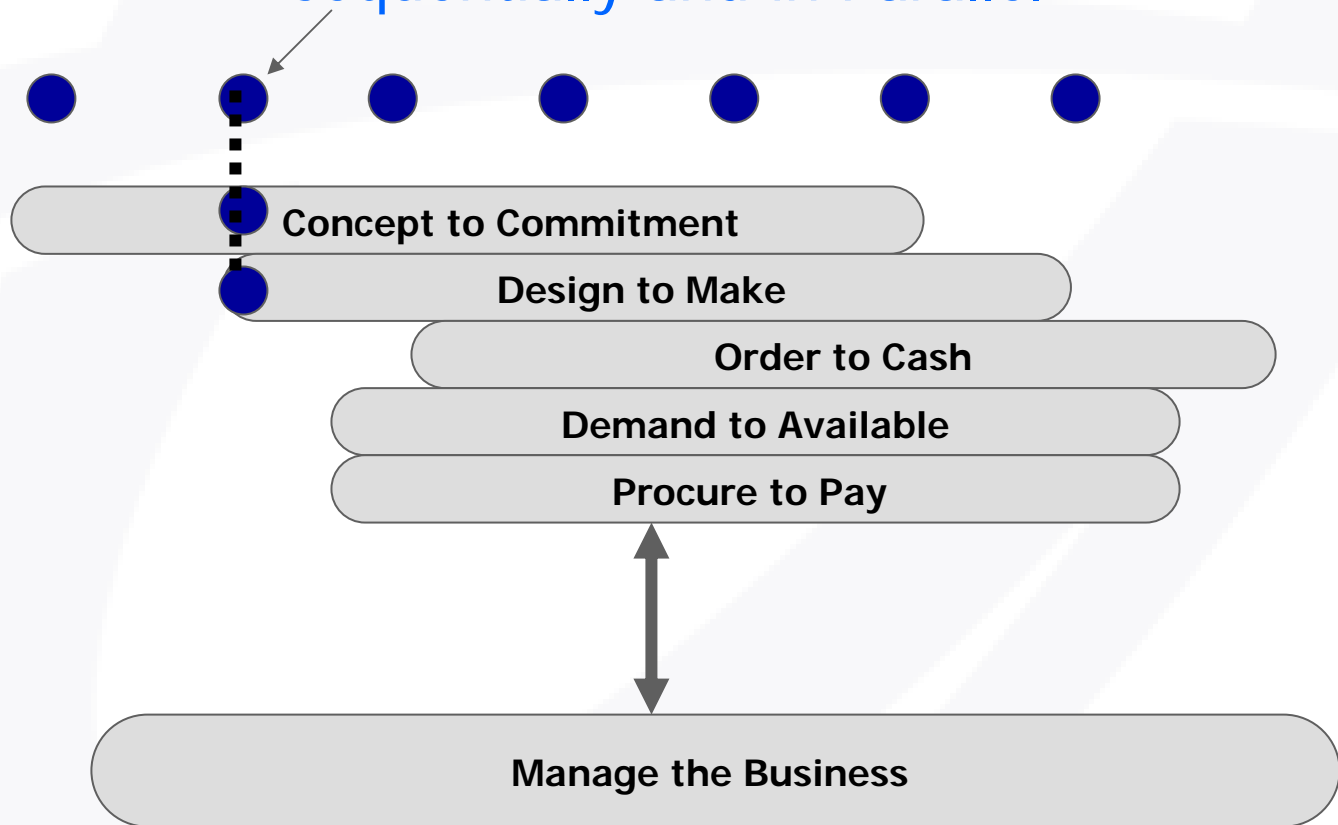


Restructured Business Processes



Restructured Business Processes

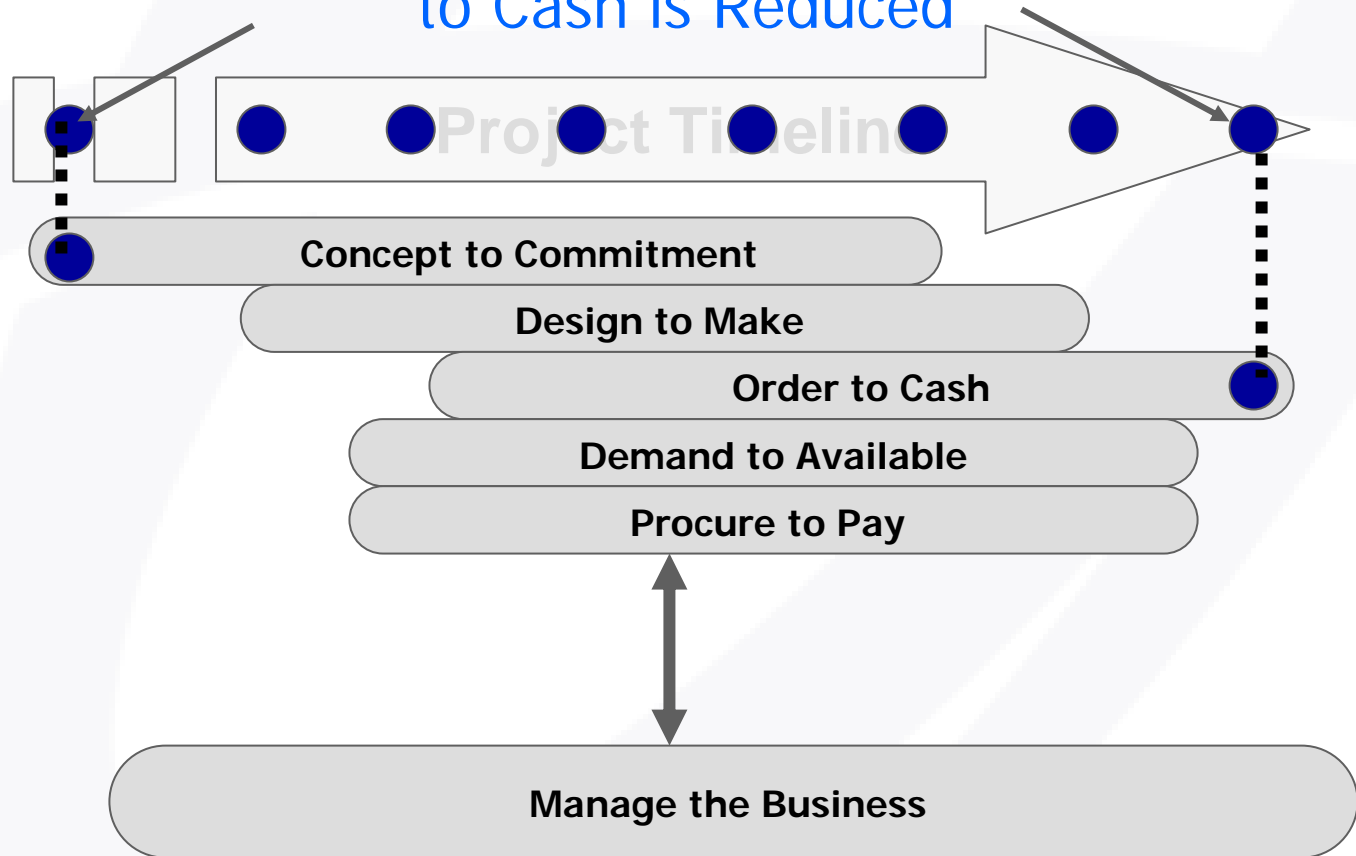
Allows Processes to work sequentially and in Parallel



Restructured Business Processes

SPEED

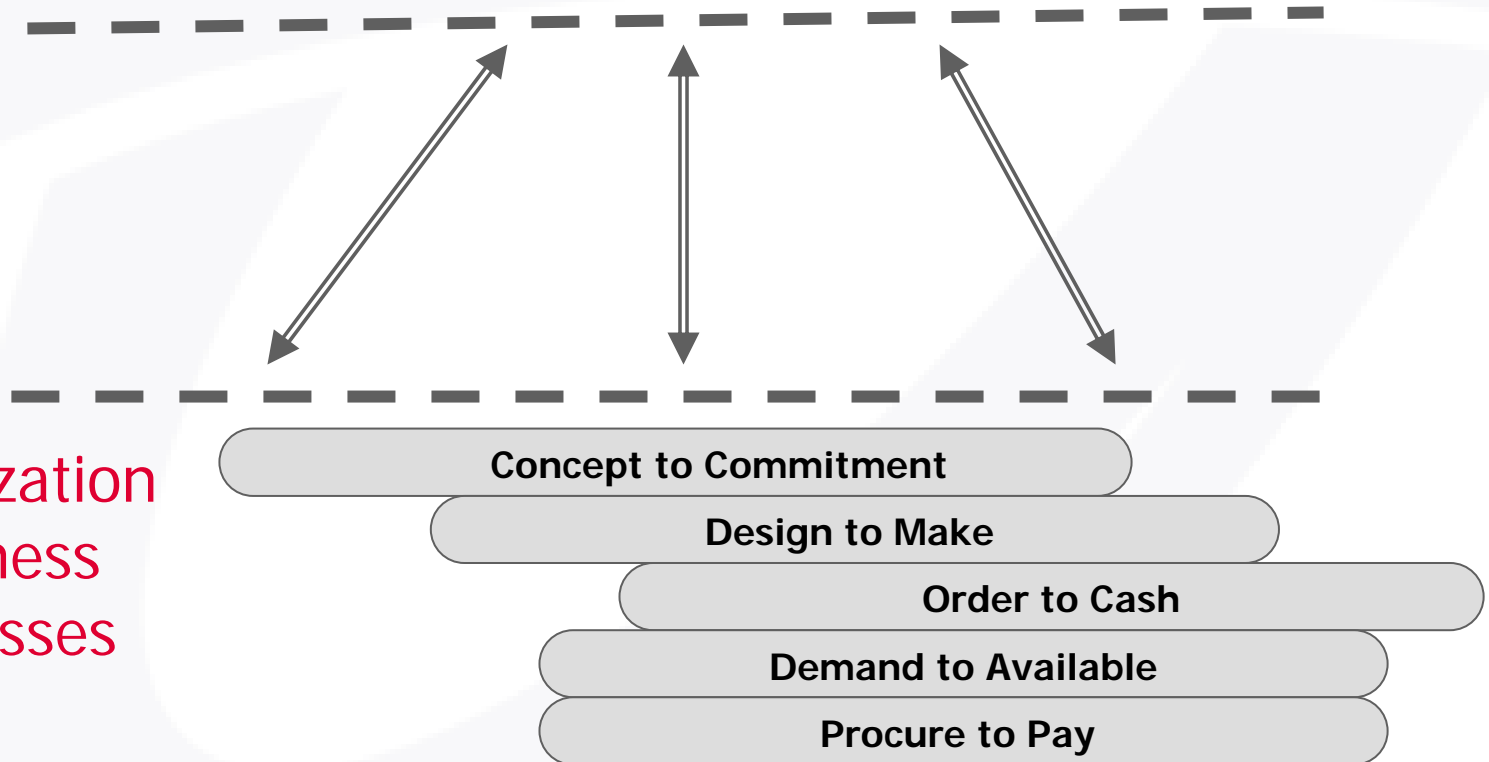
The resultant time from Concept to Cash is Reduced



Customer Business Process Collaboration

Customer

Organization
Business
Processes



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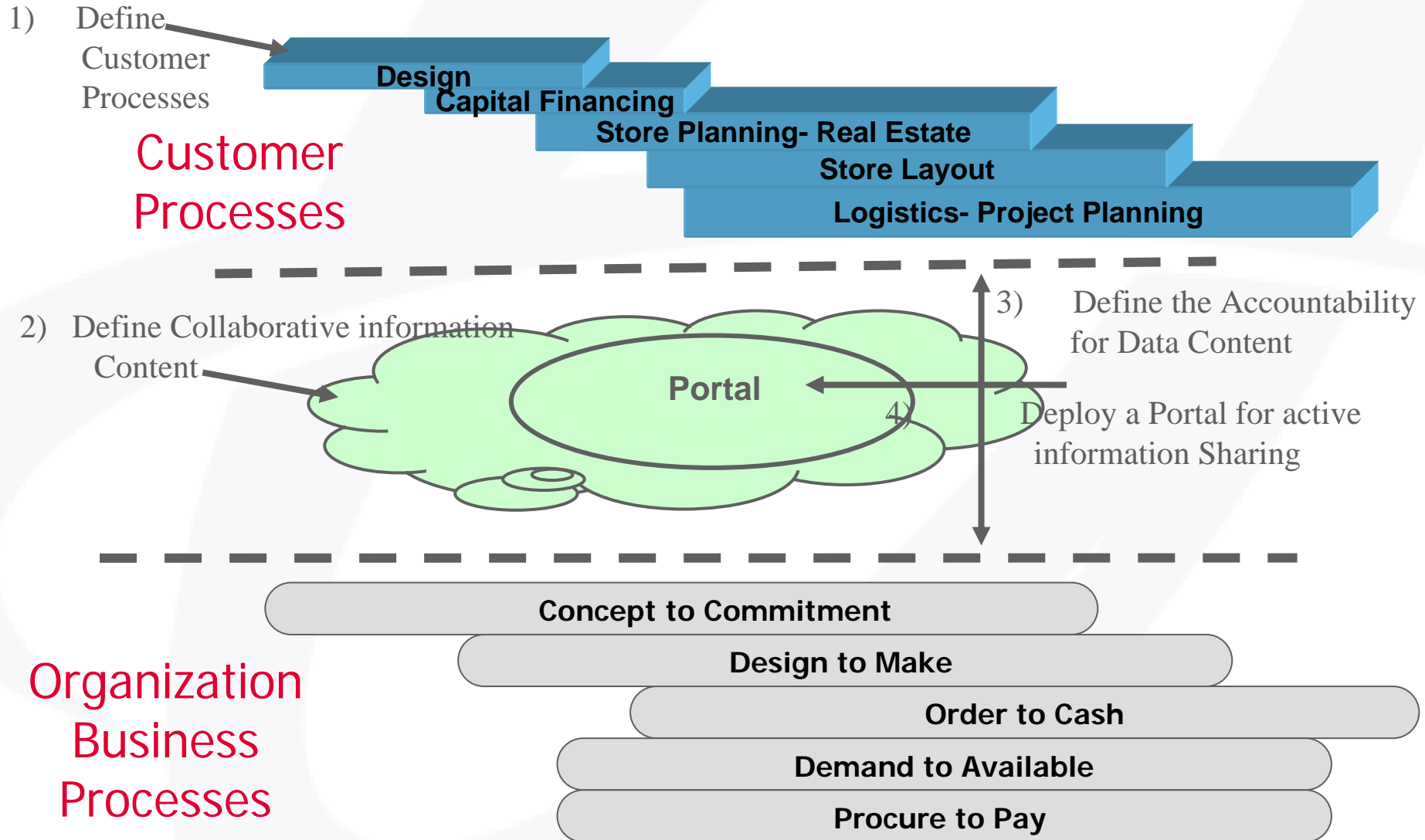
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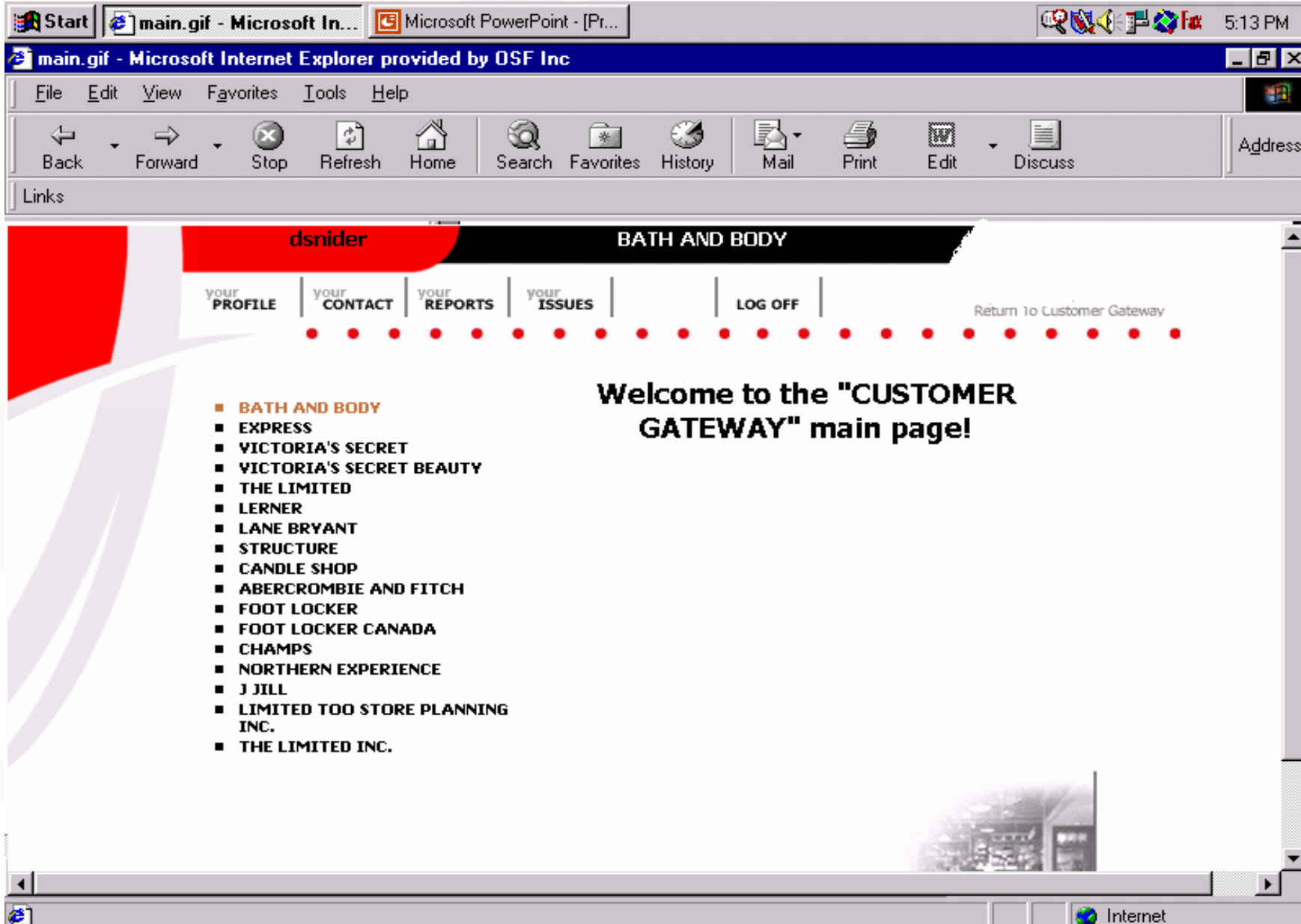
 - Business Processes - Collaborative

Customer Collaboration Method



Customer Collaboration Opportunities

- Status Reporting (publishing / drilling)
- Open Issue Management (collaboration)
- Visual Program Catalog (transaction integration)
- Store Budget Approval (dynamic document)
- Take-Off / Visualization (design rendering / redlining)
- Store Calendar (transaction integration)
- Calendar Changes (intelligent alerts)
- Order Releasing (transaction integration)
- Quote Presentation and Approval (dynamic document)
- Store survey content
- Time and action summaries
- Installation plan and responsibilities



Rose, Greg
- Logout

Quick Commands:

-Execute-

- Home
 - Calendar
 - Contacts
 - News
- Project Planner
- Store Directory
- Issue Tracker
- Search
- Reports
- Admin
- [Help]

MyCalendar

Mo Tu We Th Fr Sa Su							Mon, March 26 10:00 AM New Meeting	Tue, March 27 6 Install Fixture 9:00 AM Project Meeting
							Wed, March 28 11:00 AM Team Meeting	Thu, March 29 10:00 AM Ikea Con - Call
							Fri, March 30 2:00 PM Conference Call	Sat, March 31
							Sun, April 1	Mon, April 2

Recent Tasks

#	Name	Status	Type	Start Date	Target Date	Dur.	% Complete
1	Mail of America (MOA) - Project Kick-Off Meeting	✓		3/19/20	3/20/20	2	<div><div></div></div> 100%
4	MOA - Install New Fixtures	⚠		3/25/20	3/28/20	4	<div><div></div></div> 0%
5	MOA - Install New Signage and Graphics	🕒		4/20/20	4/21/20	2	<div><div></div></div> 0%
1	Besa Project Planning Meeting	⚠		3/23/20	3/23/20	1	<div><div></div></div> 0%
2	Besa - Finalize new floor plan layout	⚠		3/24/20	3/24/20	1	<div><div></div></div> 0%

Current Issues

Date	Account Name	Subject	Type
03/17/20	Retailer 1-Mail of America	New Delivery Address	Location Change
03/17/20	Retailer 1-Summit Place	Final Approval of New Fixtures for 4 new Shops	Fixture
03/17/20	Retailer 1-Tyson's Corner	New Signage results: traffic up 31%	Visual/Signage

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Quick
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-Execute-

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- [Help]

Project

Core Data

Resources

Visuals & Files

Calendar

Gantt Chart

Cost Chart

Retailer 1 - Mall of America Store # 001

60 East Broadway
Chicago, IL, 60609 - [Map It!](#)

Ph: 952-433-5620
Fax: 952-433-5625

Mall of America -- Shop Installations

Start Date	Target Date
03/23/2006	04/23/2006

Project Owner: [Kilcommons, Pete](#)

Project Description: Install 3 new shops in
Retailers New Store. Womens, Mens & Childrens

■■■■■■■■■■ 20% complete ● on_schedule

Mall of America -- Shop Installations

		03/19/06							03/25/06							04/01/06							04/08/06						
		M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
Mall of America (MOA) -	2 days																												
Install all new lighting	3 days																												
Delivery of new fixtures	2 days																												
MOA - Install New Fixture	4 days																												
MOA - Install New Signag	2 days																												

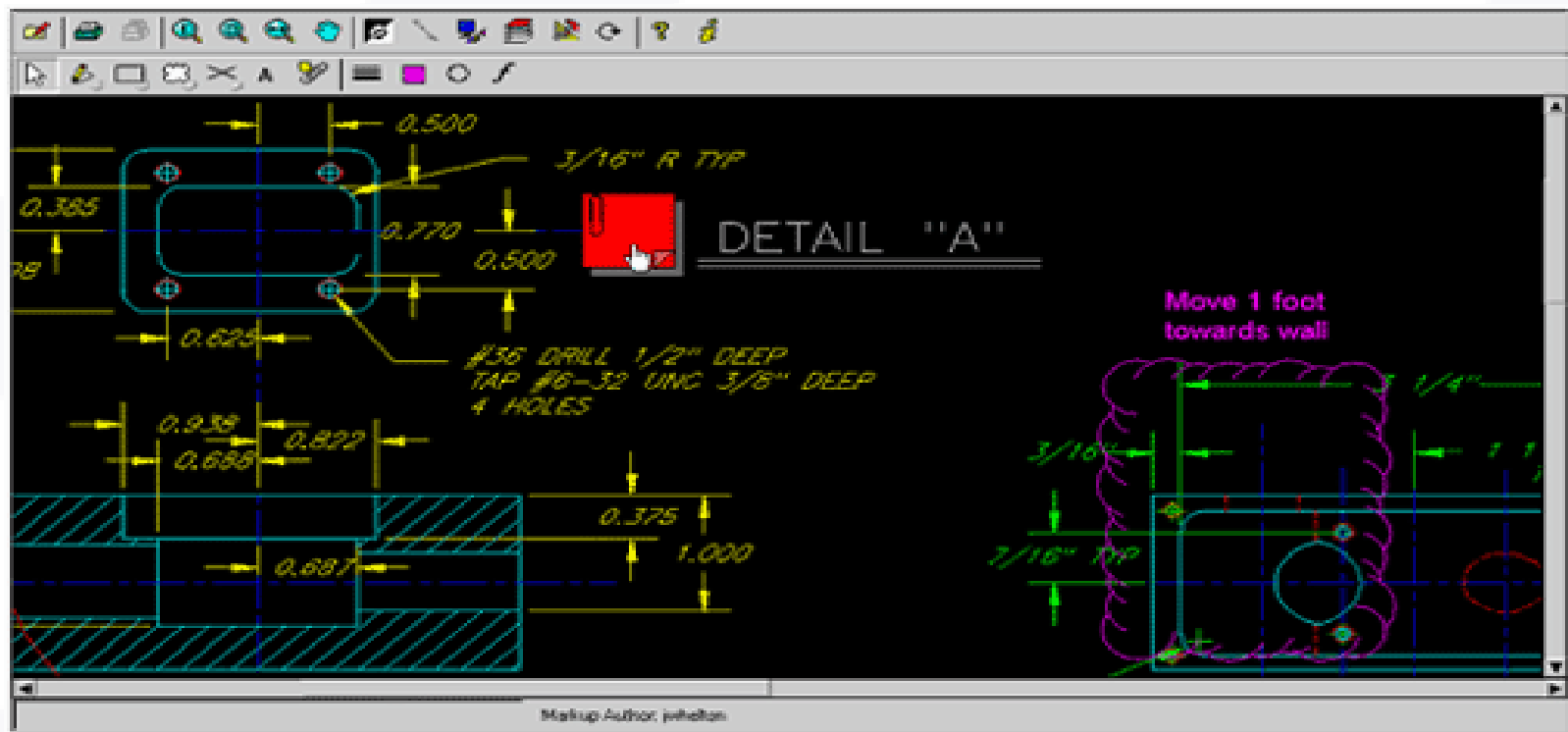
03/30/06

Legend

■ Task ■ Critical Task ◆ Milestone ◀ Summary ▬ Percent Complete

ONLINE REDLINING - share changes in real-time

Accelerate the design process. Redline and share CADs immediately with teams (instead of waiting for FedEx).



PREVIOUS | NEXT | END

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Value of Restructured Business Processes

- shared collaborative information with customers
- shorten internal business processes (cost and time)
- Internal business processes - aligned to naturally trigger and initiate parallel business processes.
- With business processes working in parallel, the organization was able to
 - reduce total project times.
 - Productivity gains realized (data was shared across the enterprise)
 - eliminating non-value added time of data creation, as well as data integrity.
 - Managing changes throughout the project life cycle was easier because processes were defined and there was clarity on where in the process the change created an impact.