

## *Standardisation and optimisation*

**Applying the assembly line to the  
knowledge worker**



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## *Talk outline*

- **What are your business issues?**
- **Standardisation and service delivery**
- **Use of assembly line techniques**
- **Achieving business optimisation**
- **“What if” scenarios**
- **Summary**



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## *What are your business issues?*

- **Lowering hidden costs**
- **IT driving the business**
- **Business processes**
- **Information management**
- **Infrastructure**
- **Out-sourcer dependency**
- **Business optimisation**
- **Brand preservation**



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## *Standard service delivery*



- Uniform presentation
- Standard tools
- Standard procedures
- Standard parts
- Standard information
- Standard training
- Assembly line
- Quality assurance
- Accountability



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## *Benefits of standardisation*



- Guarantee delivery
- Ease of operation
- Lower cost
- Competitive advantage
- Market dominance
- Alliance enhancement
- Business diversification
- Dominance in markets



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## *A complex machine*



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## How is it done?

- Assembly line
- Work-flow
- Data (document) management
- Asset management
- Standardisation
- Accountability
- Not out-sourced
- World's best practice (optimisation)



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## Is your business as complex?



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## Broadcasting stupidity



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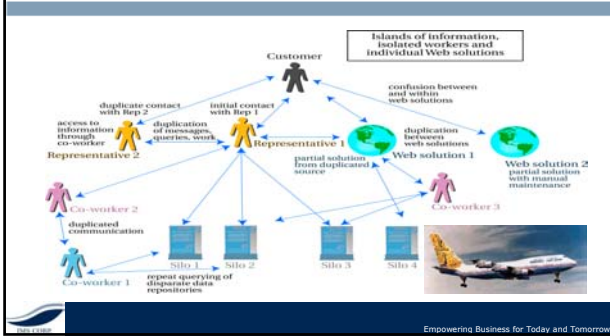
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## This is not sustainable




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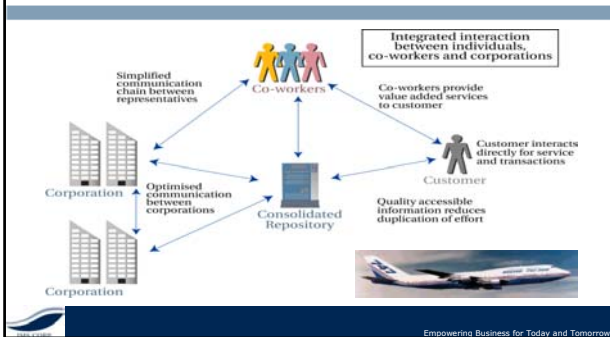
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## We can get you to this




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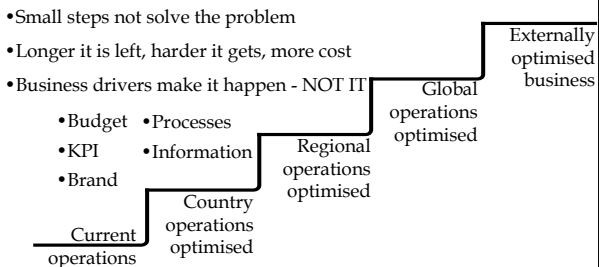
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## Business optimisation




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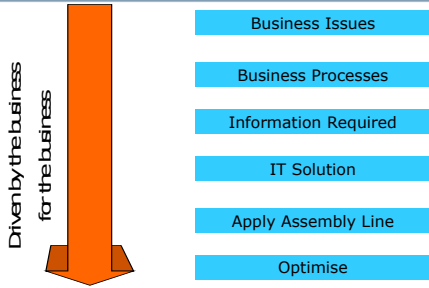
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## Building the assembly line



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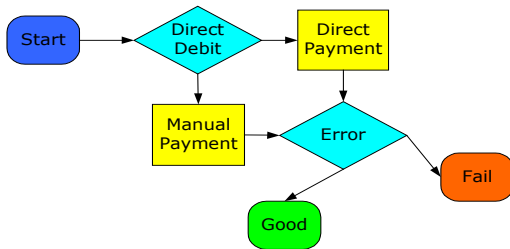
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## Payment process



What is the impact on the business if we?

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## By standardising

- Lowered costs
- Optimised business
- Standardised service
- Protected the brand
- Consolidated operations
- Minimised maintenance
- Ease of staff transfer
- Trapped corporate IP
- Quality assured data
- Assets maintained
- Business driving IT
- Quantitative forecasting
- Positive feedback loop
- Internet optimise

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## Summary

- **Need to standardise and optimise anyway**
- **Apply assembly line**
  - Information management & work-flow
- **Internet is about the global distribution of knowledge**
- **Internet is another reason for optimising the role of knowledge worker**
- **Do it once and do it properly**
- **Then optimise around the Internet**



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*Optimise your business  
apply the assembly line*

**Can you afford not to do it?**



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