

## *Internet optimisation and standardisation*

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



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## *Talk outline*

- **What are your business issues?**
- **Global distribution of knowledge**
- **Dot Com practices and cost to business**
- **What is the Internet all about**
- **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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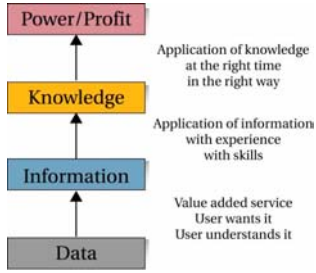
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## Global distribution of knowledge



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## Dot Com practices

- Told you how to run your business
- Point solutions that did not integrate
- Disregarded your existing industrial strength solution
- Make Internet separate to business
- Increased the duplication of effort
- Undid "world's best practice"
- Increased hidden costs

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## Proven profit stealing

### cost saving on content duplication for one document

Services	\$500 person/day	present practice		optimised practice	
		# days	Cost	# days	Cost
create document		3	\$1,500	3	\$1,500
replicate as HTML		2	\$1,000	0	\$0
find original		1	\$500	0.25	\$125
modify original		2	\$1,000	2	\$1,000
replicate as HTML		1	\$500	0	\$0
			<b>\$4,500</b>		<b>\$2,625</b>

Scenario		
(i) repeat changes 3 times a year	\$8,500	\$4,875
(ii) repeat if lost and recreated 3 times	\$11,500	\$4,875
(iii) cost to replicate (i) on 3 sites	\$25,500	\$0
(iv) cost to replicate (ii) on 3 sites	\$34,500	\$0
(v) for (i) on 3 sites for 500	\$12,750,000	\$2,437,500

Change numbers to reflect your business

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## *What the Internet is all about?*

- Empowering customers
- Increasing expectation
- Wanting more at no extra cost
- Lowering hidden costs
- Lower cost of sale
- Changing the sales channel mix, not increasing number of sales
- Optimising the role of the knowledge worker



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## *Standard service delivery*



- Uniform presentation
- Standard tools
- Standard procedures
- Standard parts
- Standard information
- Standard training
- Assembly line techniques
- 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**
- **Collaboration - minimal internal competition**
- **World's best practice (optimisation)**

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## *Is your business as complex?*



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# Broadcasting stupidity



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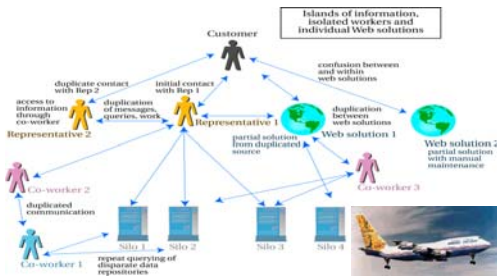
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# This is not sustainable



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# We can get you to this



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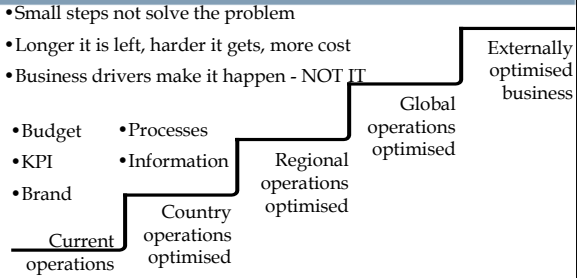
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## Business optimisation




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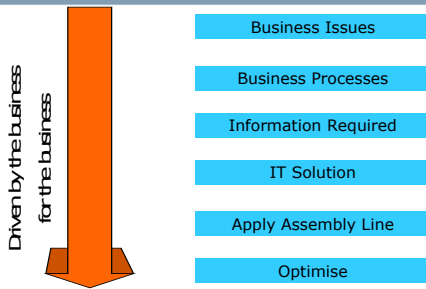
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## Building the assembly line




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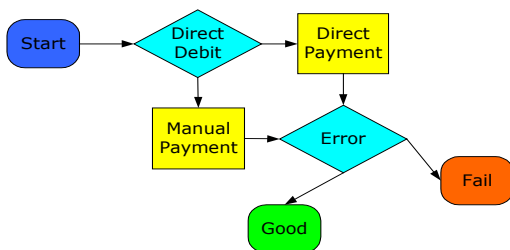
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## Payment process



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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