

Datamation Limited and the School of Computing, Engineering and Information Sciences

Invite you to

“Business Engineering, a New Value Driven Approach to Help Managers Manage!”

“How to make Information Technology serve you rather than be a slave to it”

A One-Day Briefing for Executives and Programme Managers

Wednesday 14th May, 9:00 – 16:30

Newcastle Business School, CCE1-402 (TLT)

Though Information Technology (IT) is essential for the running of every business today, it is important to remember that IT is simply a tool to help drive the business. Far too often, more effort is spent on defining IT systems features and functions instead of on how an investment in IT can bring a return for the business.

University of Northumbria is partnering with Datamation to show businesses in the North East how they can turn information infrastructure into a solid platform for driving their business forward.

Below are some examples of the issues that will be addressed in the briefing:

- **IT costs eating into operational budgets and profits**
 - Most businesses require customisation to some systems and/or commissioning of bespoke software. These are costly and often very difficult to maintain
 - Disjointed IT systems create none value add processes such as data re-entry and reformatting.
- **Business decisions are hampered by IT related issues**
 - Dispersal of key data over multiple IT systems mean decisions may be based on incomplete, inaccurate or inconsistent information
 - Decision to improve a business process may be delayed, or not made at all because of the prohibitive cost of:
 - migrating data from a legacy system to a new one, or,
 - customisation of the system
- **Lack of controls and traceability**
 - It is said that a chain is as strong as the weakest link. Many contractual issues are communicated by email with no control or traceability on whether or not the email was received by its intended readers.
 - Reports are sent out to internal and external recipients with no control or traceability on its content or version.
 - Historical data that may be required by regulatory authorities are poorly maintained

Places are limited. If you would like to attend please register with Carol Bennett, CEIS, Ellison Building, D006, Northumbria University, Newcastle upon Tyne, Tel: 0191 227 3603, Email:

Carol.Bennett@unn.ac.uk.

The Fee for the day is **£95**. Please make cheques payable to Northumbria University.

For more information please contact Prof Safwat Mansi at CEIS on safwat.mansi@unn.ac.uk or Dr Petia

Sice on

petia.sice@unn.ac.uk

The event is sponsored by HEIF3 and the UK Systems Society

Programme of the Day

09:00 – 09:20 **Registration and coffee**

09:20 – 10:30 **“Putting the Business Jigsaw Together” - welcome and introduction by Tony Munton**

The value of having an effective through-life product or asset management capability is not in doubt. Yet the challenges, costs and barriers to the delivery of this vision have never been greater. Most of the constraints are caused by a lack of continuity, understanding and objective governance throughout the product cycle; true integration is much more than data interoperability where technological and functional considerations tend to dominate over “value to the business”.

This presentation examines whether today’s business approaches and technological solutions meet what is required. Secondly, it discusses whether there are alternative value-orientated strategies that can build upon what we do today and address the wider needs of product and asset driven businesses.

10:30 – 11:30 **“Introduction to the Datamation PLM Model”, by Kais Al-Timimi**

The traditional technology-centric approach to data management focuses on managing files or documents and not programme, product or corporate data as a coherent whole, structured to suit the needs of the business.

Datamation has shown that the major value of computer-aided technology comes more from the reuse of data than from the sophistication of the software algorithms. Conversely, any barrier to reuse would degrade the value that the combined software packages could deliver. Creating value through reuse is at the heart of the Datamation PLM Model. Furthermore, the latest version of the Model introduces the “business” perspective that is missing in most current solutions but is so critical to “profitable” operations. The remainder of the briefing will expand on this view.

11:30 – 11:45 **Coffee Break**

11:45 – 12:30 **“The Significance of a Through-Life View of Operations”, by Tony Munton**

It doesn’t matter whether we are a designer, manufacturer, or supplier of goods and services, we are all driven by our customer’s needs and perceptions. Today, there is an ever-increasing focus upon warranty, Brand Image, the implicit availability of support and the delivery of products-as-services. Hence, a Through Life Management approach to business is becoming essential. That is, we need to manage the product/service or asset from its concept, through design, manufacture, testing, sale, delivery, commissioning, operations, maintenance, modification and disposal. Every aspect of the total project, throughout its potentially considerable (and extended!!) lifespan, needs to be clearly known, inter-related and controlled. And we need to know what our customers “think” they need and how well our “products” do in reality.

This principle applies to everything we do – even detailed, internal activities. We need to ensure that every ounce of return can be wrested from the project for the “supplier” and that the customer gets the return from their investment in our “product” that they desire. Collaboration across all participants in the Value Net is essential for all parties. Managing this adds another dimension.

12:30 – 13:00 **Discussion**

13:00 – 13.45 **Lunch**

13.45 – 14.15 **“Business Engineering – a new value-centric approach to integration and effective management”, by Tony Munton**

Business Engineering (BE) is a new approach to the running of product and/or asset investment cycles. It helps management improve the effectiveness of their strategies and their planning, control and change processes. In particular, BE helps address the harder questions – what is the cost of changing this supplier, where *can* I go from here, how did I get into this situation etc. In addition, it increases the efficiency of their engineering and other staff to maximise the ROI from the product or asset.

This presentation examines the major business principles involved, the information structures that are required and how a management environment can be created that maximises the value of the existing capabilities and practices.

14.15 – 14.45 **“The whole is greater than the sum of parts – Information Assets the foundation onto which Business Engineering can be built!” by Kais Al-Timimi**

Traditionally, programme, product and corporate information are managed as disparate and, too often, unconnected datasets. This creates many barriers to their effective reuse. These “discontinuities” inhibit overall performance and may lead to the development of non-value-add activities; in addition, they limit severely the return that the users can derive from their investment in their information assets.

This presentation shows the importance of treating corporate and product information as an integrated whole – how they can deliver new value and increase the return on investment in information-based processes and applications. That is, not only generating significant cuts in costs but, in addition, driving innovation that increases the overall profitability of the business.

14.45 – 15.00 **Coffee Break**

15.00 – 16.30 **“Taking the evolutionary route to Business Engineering”, discussion session chaired by Tony Munton**

In this open session, the presenters explore with the attendees how the Business Engineering approach can extend the value of existing investments in PLM, ERP etc. That is, merging the traditional Product/Asset strategies with through-life best practices and integration with the business domain. Secondly, it examines the approaches we can adopt to build upon/maximise the value of existing investments in methods, processes, information and IT systems.

16.30 **Close**

About the Presenters

Tony Munton, Director Business Engineering Consulting Limited. Acknowledged leader in the development of integrated business strategy and solutions and developer of the Business Engineering approach. Specialises in Through-Life Management in all industry sectors. IBM employee for 30+ years in complex solutions development, management consultancy and chief architect for PLM strategy.

Kais Al-Timimi, Director Datamation Limited, Recognised authority on Data Integration and Interoperability. Has over 30 years of experience in data management as project manager, software developer and PLM consultant. Founder of the Gateshead-based Daista Software Limited and the architect of its Universal Integration Platform (uIP). The uIP provides a novel solution to interoperability problems in IT systems and a foundation for BE.