

Efficient and Transparent Innovation Processes with Interactive Varchart-Components

Dr. Ralph Vocke

- AKD Unternehmensberatung GmbH -

Agenda

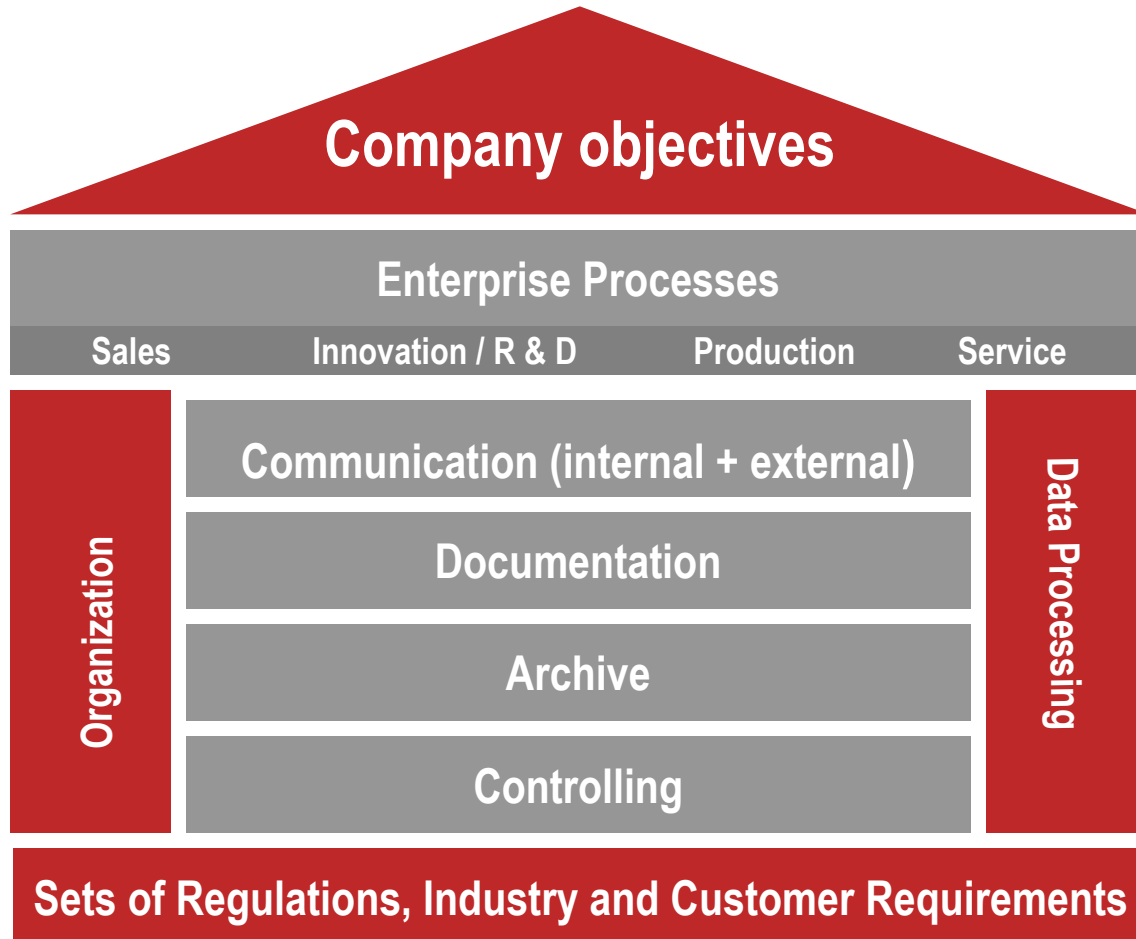
- AKD: The Consulting Company
- Innovation
Processes: Industry, Branch and Customer Requirements
- AKD Approaches: Notes- & Web-Applications, AKD specifics
- AKD PM & QM: Two flexible standard applications
- Summary and Discussion

AKD Unternehmensberatung

AKD History

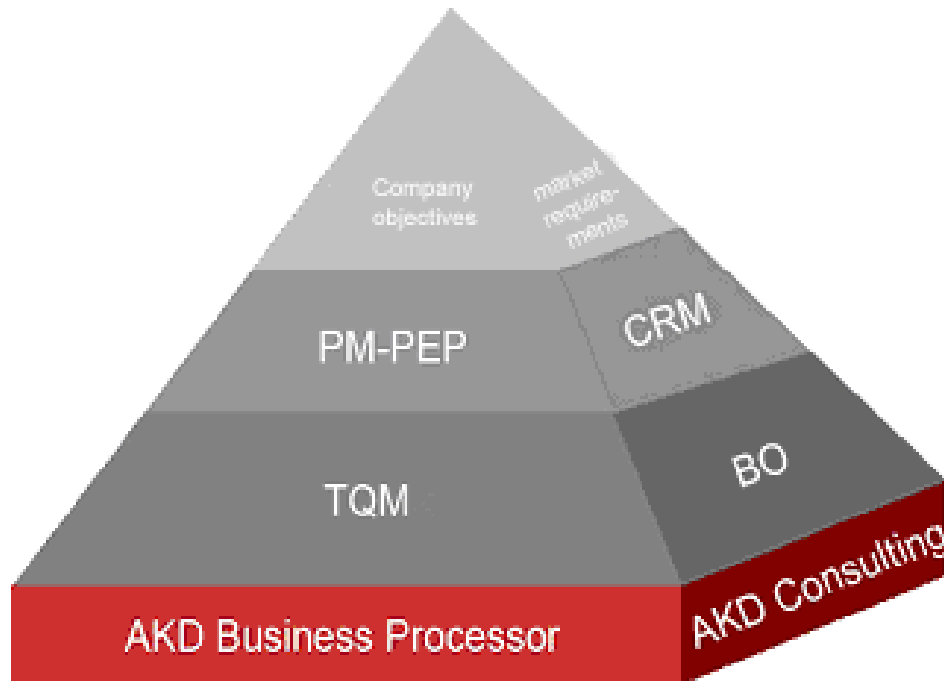
- 1993 founded by M. Altebäumer and W. Kisters
- 1997/98 building up the software division IBM/Lotus Notes
- 2000 building up a strategic alliance with VDA
- over 100 customers with more than 100,000 licenses
- 30 employees based in Dülmen & Hannover

Starting Position



The starting position at our customers

AKD Solution Concept



The integral Solution Concept

AKD Project Competences

- Customer - KnowHow und Requirements

Consulting
Process Analysis
Concepts

Technical
KnowHow
Modular
Architecture

Realisation of
Customer
Requirement
Integration into the
established Systems

Training
Customizing
Support
Maintenance

Specialist and Industry KnowHow - AKD -

**Long term solution partnership between AKD and our customers:
mutual concepts up to integration and continuous innovation**

Innovation Processes: Industry, Branch- and Customer Requirements

[PM ~ Project Management]

[PDP ~ Product Development Processes]

[PLM ~ Product Lifecycle Management]

[QM ~ Quality Management]

Norms for Certification

- ISO TS 16949:2002
- ISO 9001:2000
- VDA 6.1
- APQP: Advanced Product Quality Planning
- PPAP: Production Part Approval Process
- PPA: Production Process and Product Approvals
- and others

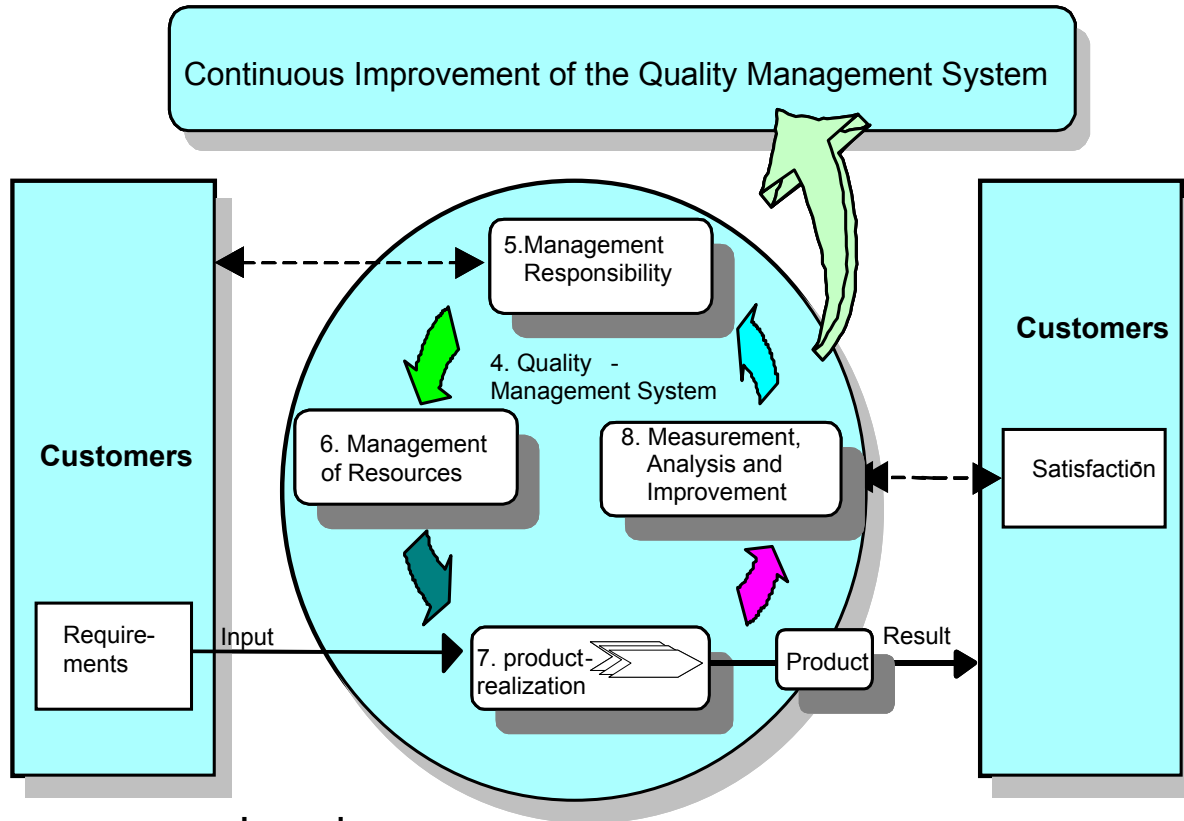
Customer Requirements

- permanent assurance of project deadlines along the supply chain
 - ➔ beyond „Just in Time“
- regular cost reduction on the suppliers' side expected ($\emptyset > 10\%$ p.a.)
 - ➔ „price pressure“ via customers

Customer Requirements

- improved project quality with „documentation on demand“: Specifications, First Sample Test Reports, Complaints, Q-Indices, etc.
 - ➔ “Continuous Improvement Processes“ must become inherent
- enhanced internationalization within the supply chain (“Globalization”)
 - ➔ “multilingual” IT-solutions

Customer-focussed Innovations



ISO TS 16949:2002
ISO 9001:2000
QS 9000
VDA 6.1
ISO 14001

Legend:

—▶ Suppla Chain and Value-Added Information
- - -▶ Information

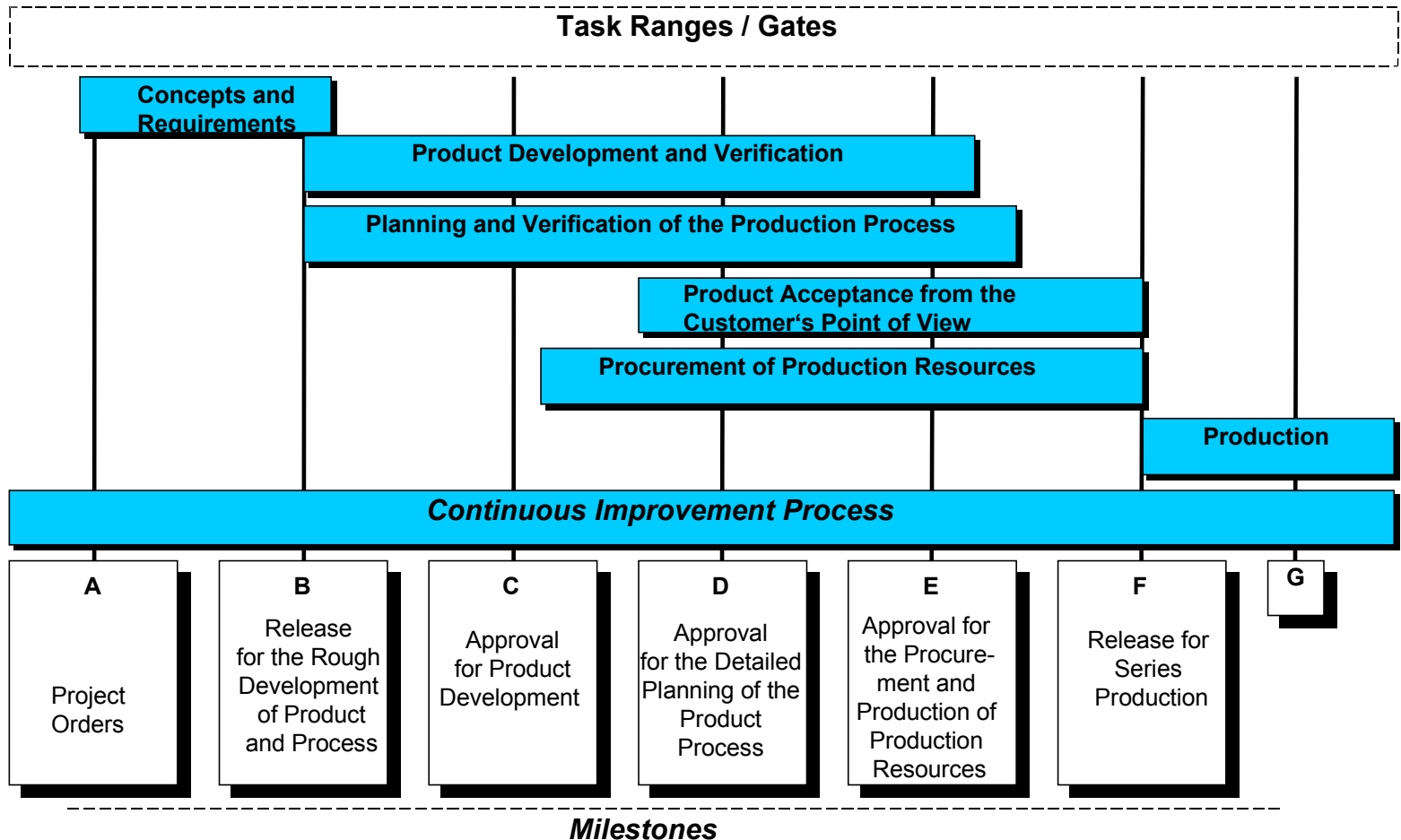
Source: VDA

Challenges for PM-PDP

- always keep track with teams, milestones, deadlines, budgets, etc.
- quickly access project arrangements/correspondences, technical specifications and all related documents
- always make secured decisions on the basis of validated information and documentation
- continuously assure a successful project performance based upon transparent information and communication
 - ➔ solved via “Structured Innovation Projects”

Process Model by VDA

IDEAL PROCESS DIAGRAM IN THE AUTOMOTIVE INDUSTRY



Source: VDA

AKD PM-PDP for Innovation Processes:

- BASF Coatings
- Bayer Business Services
- ContiTech AG
- E-Plus Mobilfunk
- Endress + Hauser Wetzler
- Imperial Reederei & Spedition
- Miele & Cie.
- Xella International

AKD TQM/CRM/BackOffice:

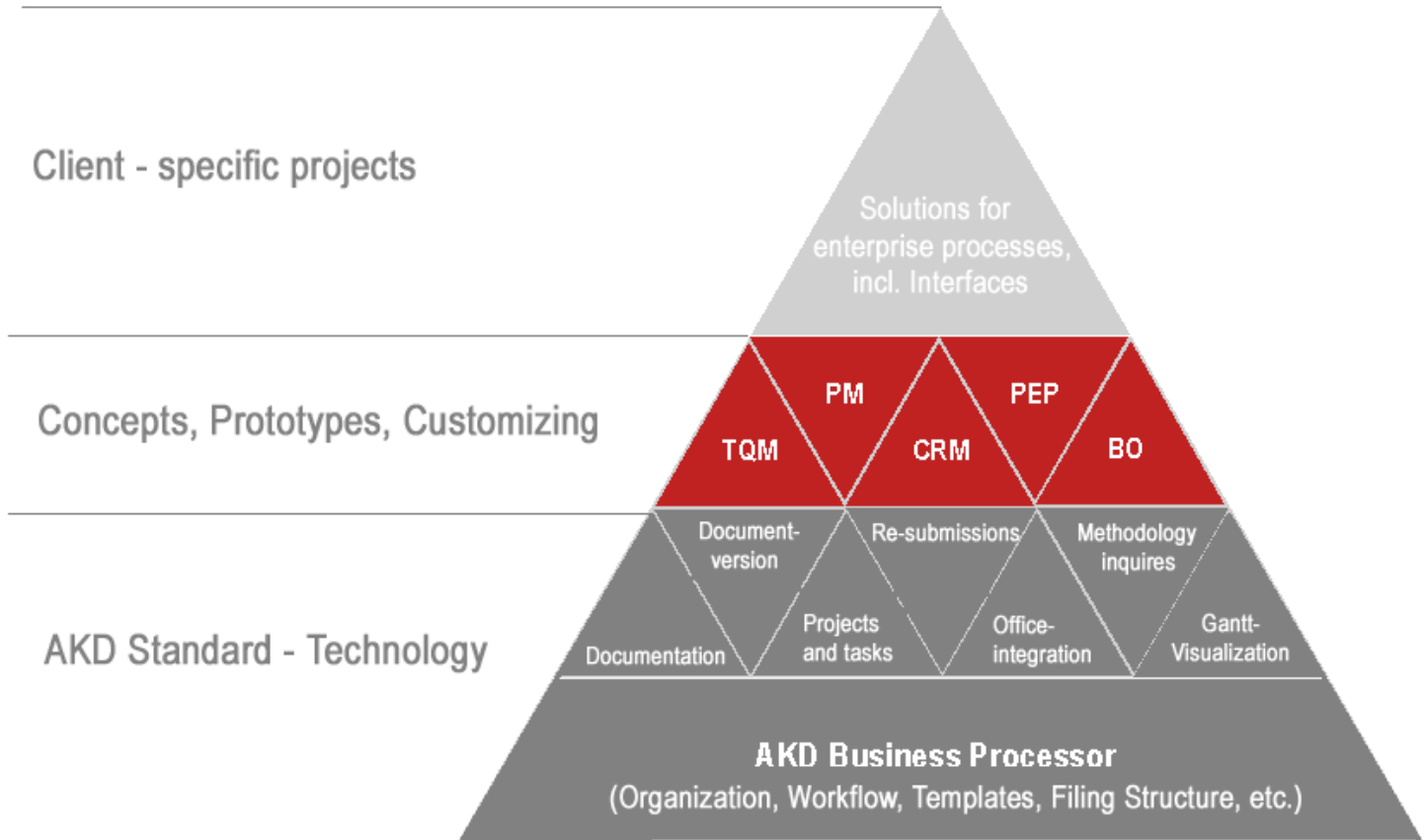
- Autoliv
- Agravis Raiffeisen
- DaimlerChrysler Services
- Deutsche Bank
- Freudenberg Mectec
- GlaxoSmithKline
- Haniel-Gruppe
- IHK's
- Institut Straumann
- Merck
- paragon
- Randstad Deutschland

AKD Approaches: Notes & Web-Applications, AKD Specifics

- world-wide established groupware/communication platform [IBM] with acknowledged safety standards
- expandable to construct business solutions
- compatible with existing IT-structures
 - Microsoft, Linux/Unix, and other operating systems
 - SAP, Baan, Navision a. o. ERP-systems
 - MS-Office, Open-Office, a. o.
 - MS-Project, Netronic, a. o.
- Well-known „Global Player“:

<ul style="list-style-type: none"> - BASF - DaimlerChrysler - Merck - and more 	<ul style="list-style-type: none"> - Bayer - Deutsche Bank - Pentagon
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AKD Product Strategy



AKD Business Processor: The technological Plattform

AKD Features PM-PDP I.

- Central organizational set-up in accordance with the authorization concept for each individual user
- Structured conversion of the Product Development Process [PDP] into company-specific project structures („Phase Models“):
 - ideas, projects, phases, tasks
 - completed by multi- and sub-projects

AKD Features PM-PDP II.

- Transparent project documentation with approval workflows, re-submissions, etc.
- Various reporting functions for milestone documentation, Top10-Reports, etc.
- effective management of resources with integrated escalation mechanisms
- Visualization of project structures via an integrated Gantt - Chart

AKD Features PM-PDP III.

- Integrated time registration and analysis component for projects, cost centers, etc.
- Ergonomic integration of MS Office products (e.g. Word, Excel, Powerpoint)
- Optional interfaces to ERP-systems (e.g. SAP) for budget monitoring, to archive systems, etc.

AKD PM & QM:

**Two flexible standard applications
with integrated, interactive
Gantt- and Flowchart-Components**

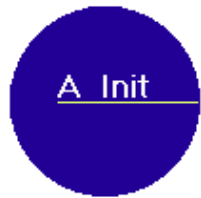
PM Project Overview (Notes)

	▼ Titel	Beginn	Ende	Status	Nr.	Bearbeiter
persönlich	▼ Marketing-Projekt 01/2004					
Projekte	P: Marketing-Projekt 01/2004	02.08.2004	15.10.2004	freigegeben	00161.	Ralph Vocke
Projekte nach:	▶ Phasen /Teilprojekte					
Titel	▶ Projektdokumente					
Übersicht	▼ Produkt-Innovation 2006					
Nr.	P: Produkt-Innovation 2006	29.07.2004	28.10.2004	gestartet	00160.	Ralph Vocke
SAP Nr.	▼ Phasen /Teilprojekte					
Status	-A- Projekt-Initiierung	29.07.2004	17.09.2004	gestartet	00160.	Ralph Vocke
Projektleiter	-B- Marktanalyse	20.09.2004	01.10.2004	gestartet	00160.	Ralph Vocke
Projekttyp	-C- technische Machbarkeitsanalyse	20.09.2004	13.10.2004	geplant	00160.	Ralph Vocke
Abteilung	▼ Projektdokumente					
Gremium	▼ 01 Gelenkte Projektdokumentation					
Teilprojekte nach Gremium	I: Produkt-Innovation 2006			angenommen	00160.	Ralph Vocke
Phasen nach Gremium	D: [P] LLS aktuell Phase -A-			in Bearbeitung	00160.	Ralph Vocke
Change Request	C: [Ph-A] A-002			abgeschlossen	00160.	Ralph Vocke
Aufgaben	C: [Ph-A] A-001			vorgelegt zur Freigabe	00160.	Ralph Vocke
Dokumente	▶ 03 Projekt-Masterpläne					
Ideen	▼ 06 Protokolle und Berichte					
Monitor	R: [Ph-A] 1. Report -A-			in Bearbeitung	00160.	Ralph Vocke
GANTT	R: [P] Activity External: R.V @ t-online			abgeschlossen	00160.	Ralph Vocke
	R: [P] Activity Report StB (01)			in Bearbeitung	00160.	Ralph Vocke
	▶ 08 Allg. Schriftverkehr					
	▶ 11 Quality-Statement					
	▶ 12 Risk-Statement					

PM Navigator (Notes)

Projekt: Produkt-Innovation 2006

Projektleiter: Ralph Vocke/AKD



-A- Projekt-Initiierung

-B- Marktanalyse

-C- technische Machbarkeit

Change Request

Change Request

Change Request

Change Request

Change Request

Change Request

Masterplan -
Dokumente

Status-
Berichte

Activity-
Reports

Protokolle

Abschluss-
berichte

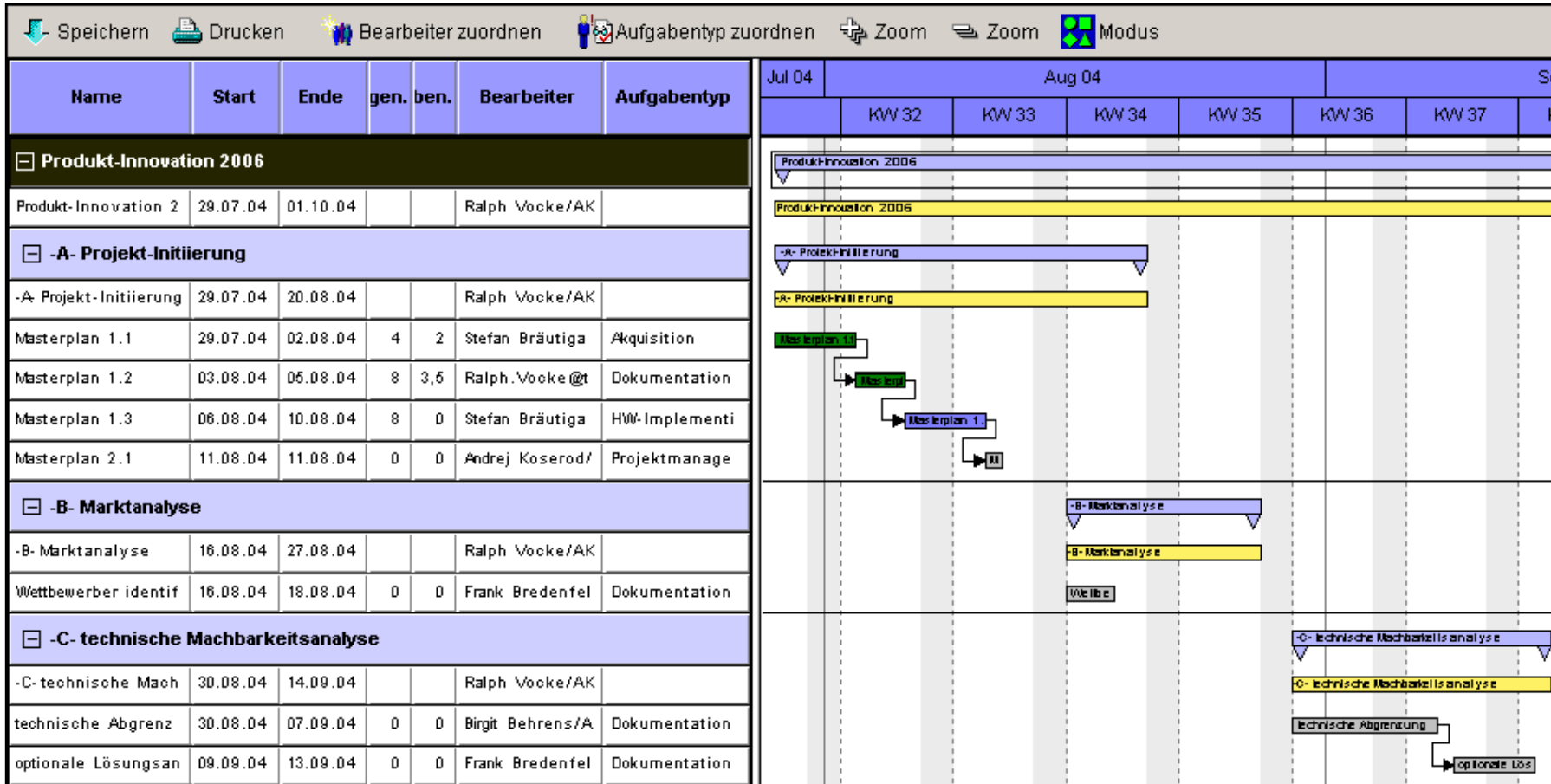
QRS / LL-
Statements

Allg. Projekt-
Dokumente

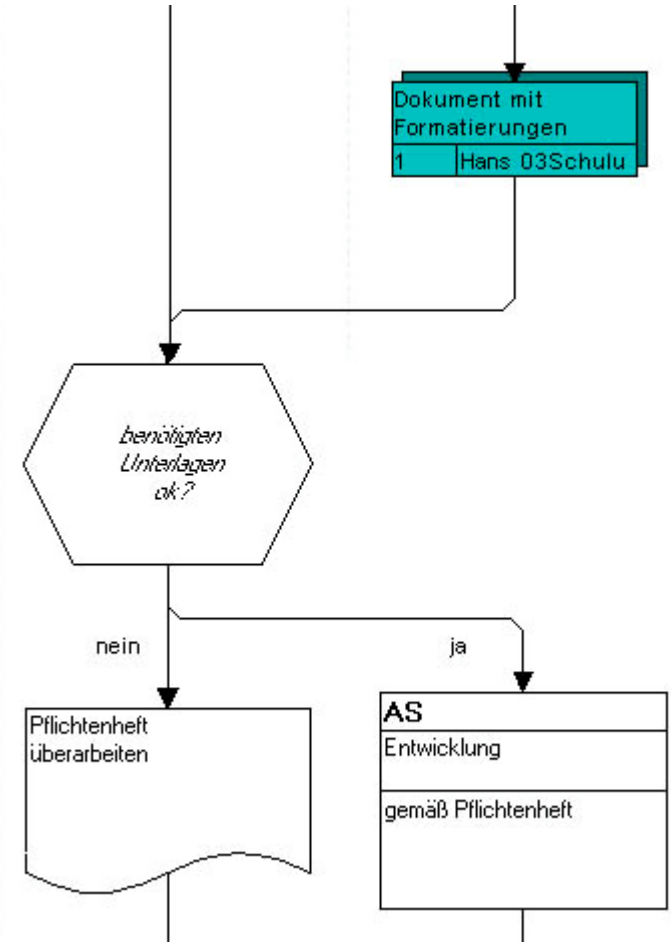
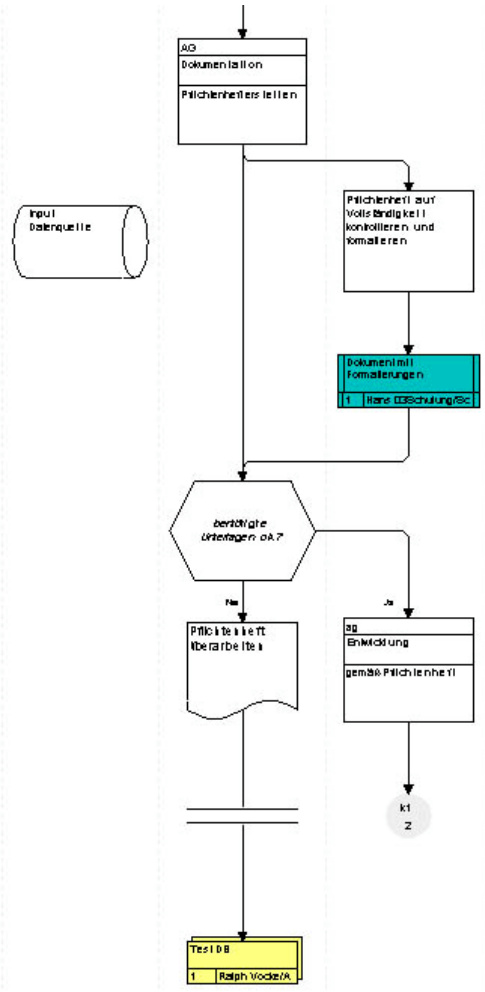
A- Projekt-Initiierung

Titel	geplanter Beginn	geplantes Ende	tats. Beginn	tats. Ende	Status	Projektleiter
-A- Projekt-Initiierung	29.07.2004	17.09.2004	27.07.2004		gestartet	Ralph Vocke
A: Masterplan 1.1	29.07.2004	02.08.2004	27.07.2004	27.07.2004	abgeschlossen	Ralph Vocke
A: Masterplan 1.2	03.08.2004	05.08.2004	27.07.2004	27.07.2004	abgeschlossen	Ralph Vocke
A: Masterplan 1.3	● 06.08.2004	10.08.2004	27.07.2004		gestartet	Ralph Vocke
A: Masterplan 2.1	● 11.08.2004	11.08.2004			geplant	Ralph Vocke

PM Gantt (via Netronic)



QM Flowchart (via Netronic)



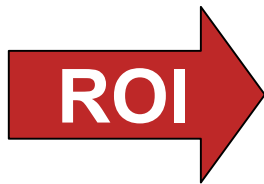
Summary and Discussion

Customer Benefits PM I.

- Process security via graphical monitoring of deadlines, resources, etc. (incl. escalation mechanisms)
- non-redundant and tracable project documentation (incl. dynamic links, history and version protocols, etc.)
- direct time savings due to transparent approval workflows (in accordance with the above mentioned authorization concept)

Customer Benefits PM II.

- Automated and structured aggregation of information for management reports and alike
- Ergonomic combination of graphical and document-based elements/objects
- Assurance of performance, maintenance and future scalability → Web-solution, QDX, etc.



User acceptance leading to an increase in the employees' productivity!!!

Thank you for your attention!



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