



Case Study: COLLABORATION & REPORTING OF STRATEGIC INITIATIVES & PROJECTS

BACKGROUND

As part of a leading high technology company, Strategic Alliances is responsible for identifying, developing, and managing relationships with key technical and systems integrators. Strategic Alliances (SA) consists of 125 plus professionals located worldwide.

CHALLENGE

As its name implies, SA's work involves activities which are key to the company's strategic plans. Good management practice dictates that the senior management team develops a process by which these initiatives, and their attendant programs and projects, receive regular internal reviews. These reviews must, however, avoid burdening those who are working to deliver successful results.

Complicating matters, the workforce must locate near its partners and the work involves heavy meeting and travel schedules. For these reasons, group meetings are rarely in person and almost always have less than 100% attendance.

SOLUTION

Strategic Alliances turned to Y-Change, which offered a web-based, real-time application designed to manage and link strategic activities vertically and horizontally within an organization.

IMPLEMENTATION

Given the nature of the information the application would manage, the company decided it wanted to manage the application within its firewall. Working with IT personnel, Y-Change engineers had the application and database installed on the company's network and integrated with its authentication procedures within a matter of days.

Y-Change consultants then worked with the SA management team to identify the strategic initiatives, programs, and projects within each functional area and level, and the way these linked up to the seven key initiatives for the overall group. During this process, several gaps and inconsistencies were identified, discussed, and ultimately resolved. In the end, the data was constructed to provide high-level summary and status at the group VP level, with increasing detail as one "drilled down" through the organization.

RESULTS

Tangible:

- Visibility for initiative, program & project status
- Improved collaboration across departments and time zones
- Automated monthly and quarterly reporting
- Increased efficiency due to the reduced status reporting requirements
- Improved accountability for quarter-over quarter performance

Intangible:

- Better understanding of the linkage between various projects and the strategic direction
- Improved clarity of the initiative planning and deployment process
- Agreement on terminology

Ops Report Linked Activity: Operations Strategy									
Initiatives & Activity	Status				Area	Importance	Owner	Measure	Progress to date
	Q1	Q2	Q3	Q4					
Reduce cost per unit	■				Operations	2	Robert Gerst	Reduce cost of top 30 SKU by 15% each qtr.	9/15 have reduced top 20 by 10% hope to get to 15% next quarter
Justify Morento product lines	●				Finance	High	Alan Leeds		
Whse realignment	▼				Finance	High	Alan Leeds	whse up and running with new processes	
New Equipment Team	■				Manufacturing	1	Rusty Croom	Supply Chain Metrics Reduce station costs by 35% as required by the plan	now at 15% of plan as per schedule of John Jones
Develop Product Dev Lifecycle (PDP)	●				Operations	4	Jonas Smith	Deploy new PDP process	Show 'To-Be' process
Obsolescence	●				Manufacturing	2	Ray Debenedetto	15kk of parts off books	5k slow moving parts off books
Develop and deploy recommendations	▼				Pump Division	5	Matt Middlesworth		