XXXXX
NPI product line

save time, circulate relevant information, get the views you need

This business case *estimates* the added value that Beam-Report could bring into the NPI product line's operational management.

This estimation is only based on information briefly communicated orally by Mr XXX and Mr XXX, and on Systeam's experience in similar contexts.
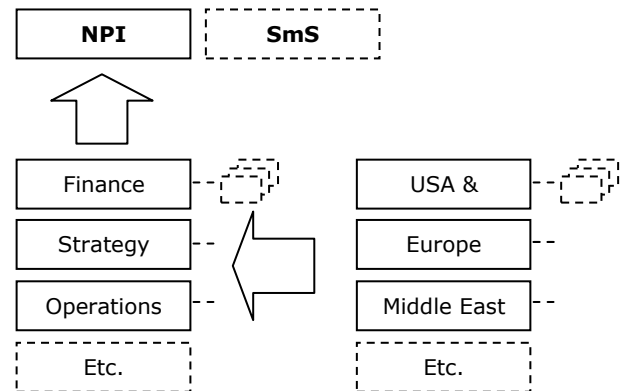
High-level objectives:

- Save time and reduce from 2 to 1 day the length of a complete reporting cycle
- Encourage the circulation of a relevant information easy to process
- Let each manager cross-consolidate and view information according to his own axis
- Enable further improvements thanks to new value-added functions

CONTEXT

A Word-based reporting process runs every week from the regions through the central functions, up to the head of the product line.

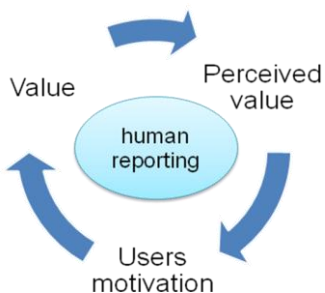Within the overall governance process, the objectives of weekly reports are to:

- Support management by providing a regulated summary on operations
- Keep all actors in the loop
- Help establish consistent communication and management practices across functions and regions

Issues

Today the yield of this reporting process, as perceived by XXXX, is not high enough. During our interview we identified several reasons :

- Too much time spent on reports writing/manual processing Versus time spent to effectively use the information from the reports
- 2 working days reporting cycle (from regions to NPI) is too long for a weekly-based process
- No way to view the information according to cross-functional or cross-regional axis. For example product or project related information items are scattered across several reports.
- Information inconsistency: how to make everyone provide the appropriate information ?

Because in human reporting each actor of the organization is a transmission node, the previous issues combine themselves into a vicious circle: people don't see value in the reporting process, so they are less motivated to add value, so the process loses value, etc.

SOLUTION & BENEFITS

Writers use Beam-Report to create and update their weekly-reports each week.

Managers use Beam-Report to automatically consolidate the received reports, view the important information, and speed up the preparation of the reports expected by other people.

→ Red flags
→ All product X issues
→ All deals > $1M
→ Marketing summary from Marketing + Sales + Strategy
→ What's planned next month for project P in regions ?
→ Top requests to management
→ Etc.

Benefits

Save time

- Dramatically speed up manager work : save from 10 min to 1 hour per week
- Reduce total reporting cycle time

Structure and regulate both vertical and transverse communications

- Establish a consistent reporting language across hierarchy, functions and regions
- Encourage each "transmission node" to add the appropriate value in the information flow

Enable new possibilities

- Add value to other governance processes: transverse projects, regional management, etc.
- Automate tasks: specific reports generation, preparation of coordination meetings, etc.
- Scale up to BU level and beyond: maintain consistency while accomodating local variations
- Exchange information with other information systems *
- Integrate in company intranet *

* custom extension

FINANCIAL ESTIMATION

This estimation is for information purpose only.

Hypothesis

Role	Number (people)	Time saved/role (hr/week)
NPI head	1	0,3
Central function head	8	0,3
Central function manager	24	0,3
Writer	100	0,1
TOTAL	133	19.9

Cash flow analysis

COSTS		2010	2011	2012
EXTERNAL	Licenses purchase (133)	54 530 €	0 €	0 €
	Services fee	5 000 €	0 €	0 €
	Maintenance fee	9 815 €	9 815 €	9 815 €
INTERNAL	Setup & Support *	5 000 €	2 000 €	2 000 €
	Training (133p) *	7 980 €	1 000 €	1 000 €
	IT infrastructure	0 €	0 €	0 €
Subtotal		*82 325 €*	*12 815 €*	*12 815 €*
SAVINGS				
	Labor costs *	65 000 €	65 000 €	65 000 €
	Qualitative benefits **	65 000 €	65 000 €	65 000 €
Subtotal		*130 000 €*	*130 000 €*	*130 000 €*
CASH FLOW		**47 675 €**	**117 185 €**	**117 185 €**

Payback period : **< 8 months**

* 1 man hour = 60€
** equal to time savings. Based on our customers feedback, this a very conservative estimation.

Reporting cycle time reduction

The more consolidation levels, the more Beam-Report can reduce the reporting cycle duration. Here we have 3 consolidation levels: function manager ➔ function head ➔ NPI head.

Our experience shows that for 3 levels a ~30% reduction is possible. This means a 1,4 working days reporting cycle instead of 2 days.

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