



The process however had a bottleneck. Once servers were delivered at “goods in” they needed to be modified before being racked. This was time consuming and sometimes prone to failure. They were focused on improving the efficiency of the process flow as it was important for their future revenue generation. A proposal was on the table to invest in robotics to automate the process of modifying the servers. Whilst the proposal was expensive, the benefits were considerable especially given the significant future revenue that was at risk. A strongly positive ROI had been calculated.

I want you to consider the above for a moment and decide whether a proposal to invest in improving the efficiency of an inefficient process makes sense particularly when the benefits of the proposal vastly outweigh the costs and your future revenue stream is at risk?

I had met the company, talked about the concept of evolution and it would be fair to say they had no interest in mapping. I had mentioned