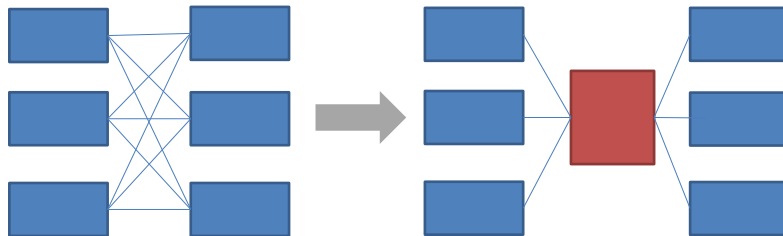S C M
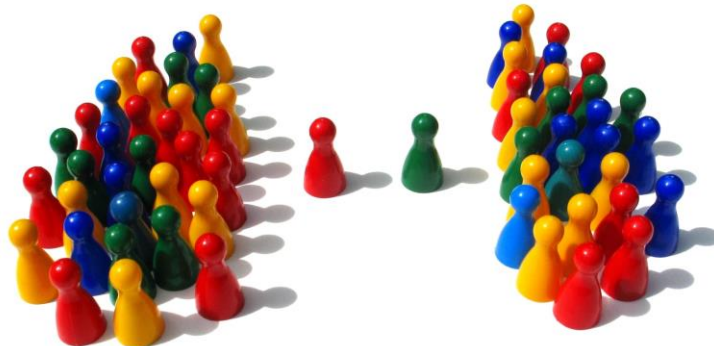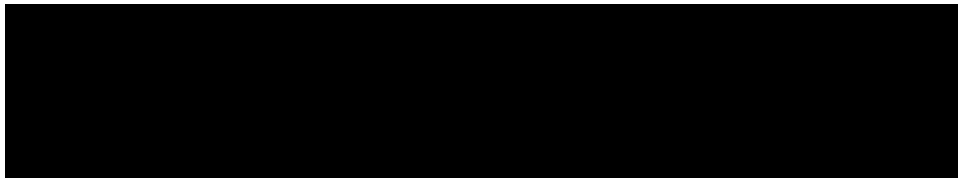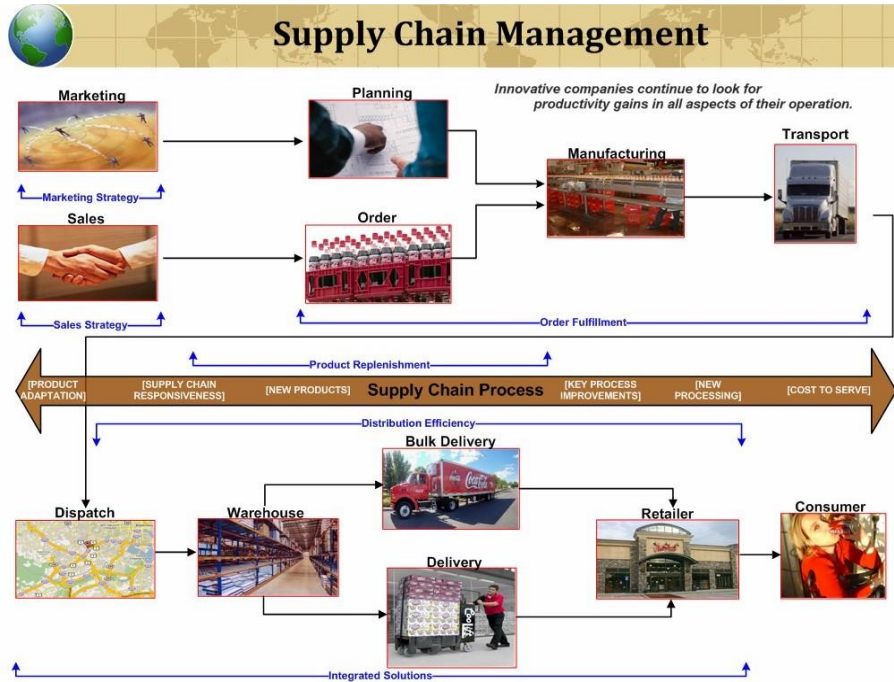"There's always money to make for the middleman"

SCM

WHAT? Supply Chain Management
WHY? Providing optimal integration between a company and its partners, suppliers…
PURPOSE? Integration & keeping track of all products, materials…

Integrated with demand side (all info in 1 system)!

Supply Chain Management

Marketing

Planning

Innovative companies continue to look for productivity gains in all aspects of their operation.

Sales

Order

Manufacturing

Transport

—Marketing Strategy—

—Sales Strategy—

Order Fulfillment

Product Replenishment

| [PRODUCT ADAPTATION] | [SUPPLY CHAIN RESPONSIVENESS] | [NEW PRODUCTS] | Supply Chain Process | [KEY PROCESS IMPROVEMENTS] | [NEW PROCESSING] | [COST TO SERVE] |

Distribution Efficiency

Bulk Delivery

Dispatch

Warehouse

Delivery

Retailer

Consumer

Integrated Solutions

S R M
"Let's get a good deal"

SRM

WHAT? Supplier Relationship Management
WHY? Offering optimal integration with suppliers

B I
"I want to know…."
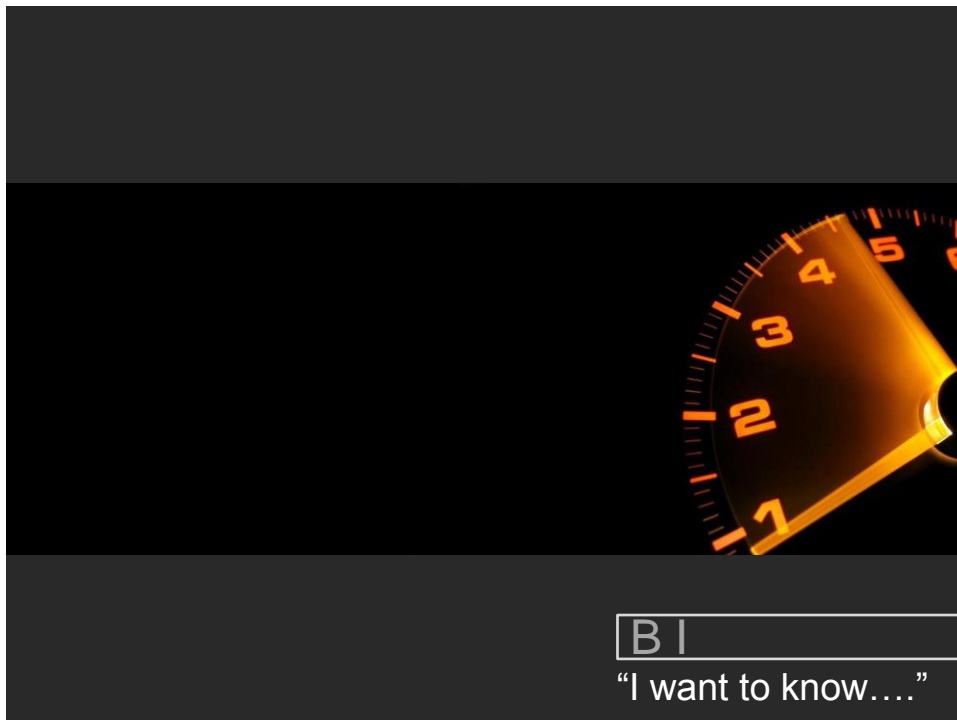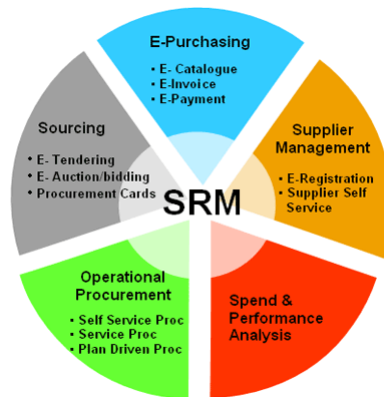
BI

WHAT? Business Intelligence
WHY? Data is not information. Information is not knowledge.

Transactional data

Denormalization (e.g. Star Schema)
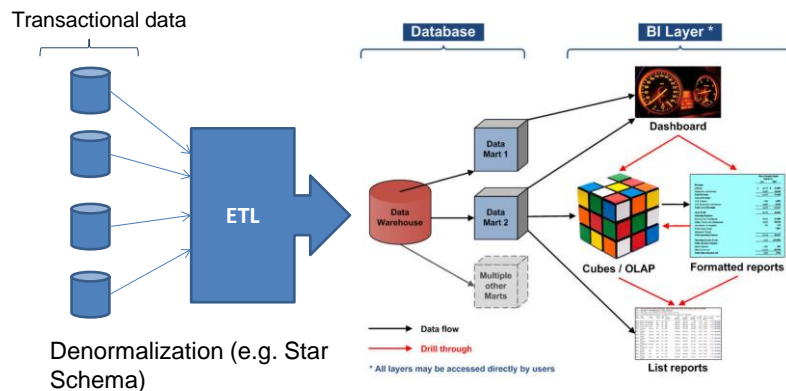
Business Intelligence

WHAT?
Gathering and formatting raw data into information (ETL).
→ Extract (get data from different sources)
→ Transform (Clean and transform/translate data)
→ Load (Load data into the DWH, Denormalization)

Analyzing & processing information into knowledge.

Business Intelligence

3 MAIN PARTS:
Data Warehouse (Gathering & formatting Data)
Analysis Software (OLAP) (Multi-dimensional, trends etc.)
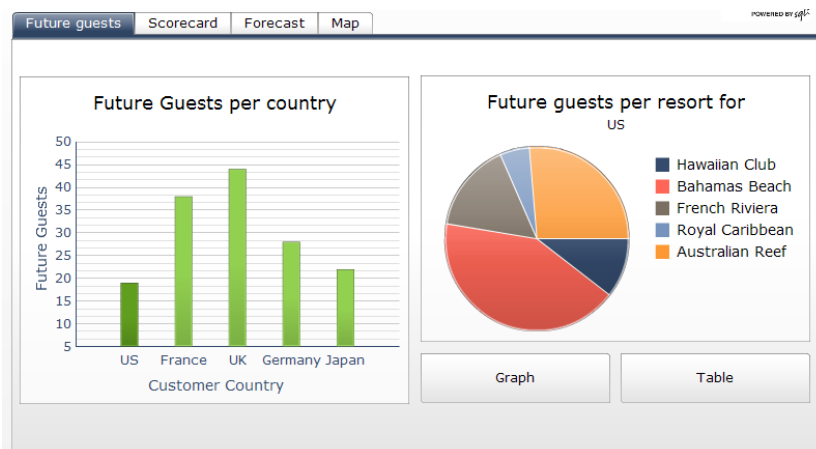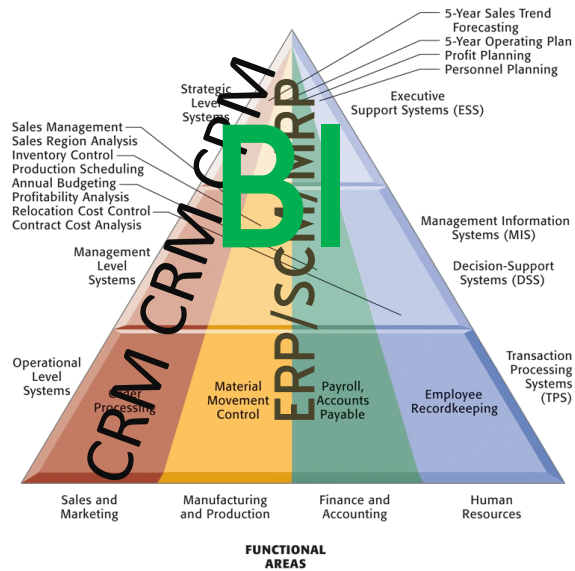Reporting tools (Reports, Dashboards…)

OLTP is not considered to be a part of BI.
OLTP is regular reporting, done on transactional data

BI

EXAMPLE - Dashboard

E C M
"Where on earth can I find…."

ECM

ECM = Enterprise content management
WHAT? Managing content that is not organized as a structured DB.
WHY? To be able to organize, find and use this content.

TERMINOLOGY?
*Document & Web Content Management
*Metadata
*OCR
*Workflow Management

OPENTEXT
THE CONTENT EXPERTS

ECM – Web content management

ECM – Document Management

ECM – Document Management

What are advantages of a product like sharepoint?
Version Management of documents
Access Management of documents
Centralized repository
Shared Agenda's
Archive for future use
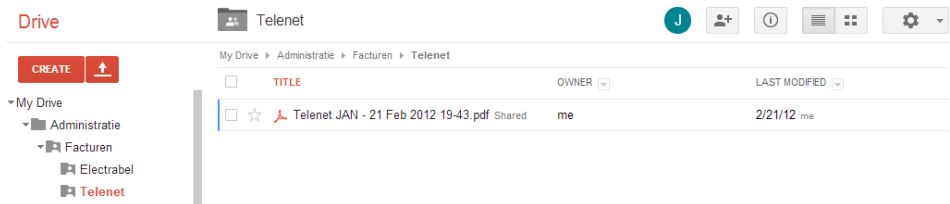Integration point for Projects
Everything available from everywhere

ECM – Document Management

Free ECM? Google Drive

ECM - OCR

Another 3 character Acronym… What is this?
Optical Character Recognition.

What does it do?
Reading non-digital characters (typed or handwritten)
Analyzing these characters
Digitalizing the characters

Examples online

ECM - OCR

What is it used for?
For example: automatic scanning of vendor invoices.

What are its advantages?
Store/archive texts efficiently
Possibility to edit scanned text
Search on scanned text
Automatic translation
Add Meta-data

ECM - OCR

How does it work?
A.I. learns to analyze sequentia$/+\backslash+-=A$
Makes guesses at characters
Requires calibration
Can Improve by learning

New Technology?
- NO ☺, First developments already in 1929 (Gustav Tauschek)
- 1965: Reading labels on letters by US Postal Service (Mail Sorter)
- Last 10 years better use because of
    - Increase in processing power
    - Better scanners.

ECM - OCR

How well does it work?
Commercial software 71 – 98% accuracy
Hand writing gives most issues

Free online services
http://www.onlineocr.net/
http://www.newocr.com/
http://docs.google.com/

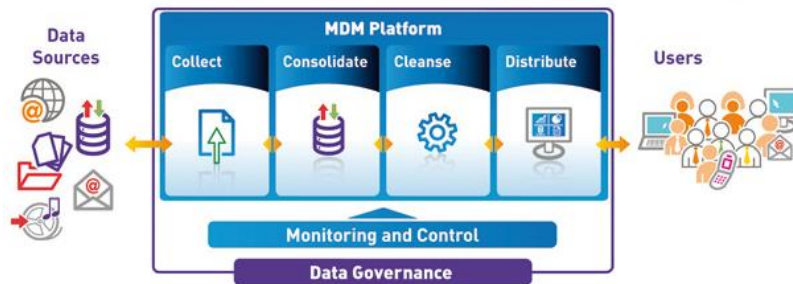Recognition of patterns besides text like images?
Google Goggles

MDM

WHAT? Master Data Management
WHY? Data is:
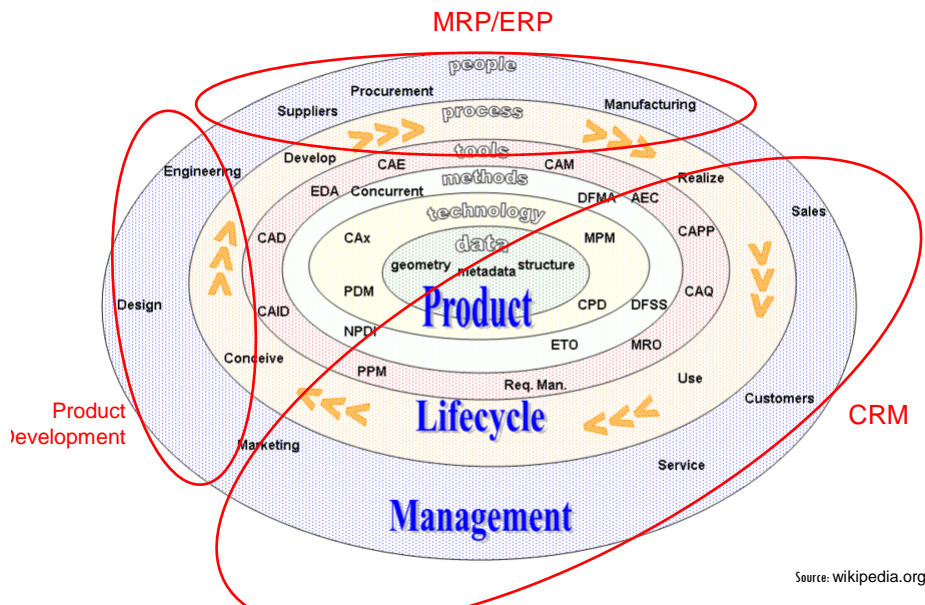*Scattered
*Inconsistent
*Duplicated

P L M
"Offer the best"

PLM

WHAT? Product Lifecycle Management
WHY? Products have a very specific lyfecycle

PLM software: integrating all aspects

Source: wikipedia.org

An Integrated application asks for an integrated project approach

- Cross-functional teams → which (business) language do you speak?

- Role of the integration manager <> project manager
  - Importance of alignment and coordination
  - Communication

- Testing in its most extensive definition (unit; acceptance; integration; end-to-end; itirative testing; parallel run/peform)

An Integrated application asks for an integrated project approach

- Understanding the principle "your deliverable is not the last step of the project" → look closely at interdependencies

- Planning is everything:
  - "If you fail to plan, you plan to fail"
  - Importance of an integrated and accepted planning
  - Respect milestones

- Change Management!