



BRAND MANUAL

A definitive guide to maintaining
and building the On Key brand



The Identity

The On Key Brand

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Using the Brand Manual

We are redefining the On Key brand, and transitioning it into a fully independent brand with its own clear identity.

The On Key brand is a valuable asset that must be protected, used properly, and leveraged so that it can increase the value of the product.

While this Brand Manual is a work in progress as we develop the On Key brand, it sets out clear and simple usage guidelines which can be utilised immediately.

Why we Need a New Logo

On Key has been part of the Pragma success story over the years.

It is credible, and has been remarkably successful as a product.

As part of the process of On Key defining its own identity, it needs a clear logo which can be used across all platforms - especially mobile and cloud-based platforms - and can stand the test of time.

The logo will define corporate identity, and form the foundation of the branding programme.

The Identity

The New On Key Logo

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Meaning, Metaphor and Metamorphosis

The new logo celebrates its heritage. We do this by including the Pragma chevron in its design - a clear symbol which ties both identities together.

The logo is largely type-driven, and designed to be highly legible on all platforms - but especially on mobile screens (both in-app and mobile browser).

It's a strong, simple and highly effective logo.
Just like the software product it represents.

Our logo can easily be recognised and remembered.



The Identity

Using the Logo

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Specifications

The On Key logo consists of the logotype, the icon and the chevron.

The relationship (size, positioning, etc.) of these elements should never be altered in any way. When you need the logo, always use the suitable JPG image included on the AC Pack.

Never try to compose the logo yourself.

Size & Clear Space

The On Key logo is provided as an outlined graphic file – do not alter the font or the height/width ratio. Use the logo only as provided. The prescribed area of isolation surrounding the logo is equal to the width of the icon.

In this instance the width is 16mm.



The Identity

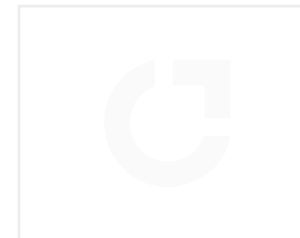
Using the Logo

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When introducing the On Key brand only the “full colour” version of the logo must be used; any follow on pages allow for the inverted logo. When watermarking a document, only the emblem should be used at 2% transparency using “Primary Colour One” (see page 10).

Do's

1. Full colour.
2. Inverted colour.
3. Solid colour - white.
4. Only use the logo emblem for watermarking.
5. Logo emblem may be used for follow on pages in a document if space is limited - full colour or ...
6. Inverted colour.



The Identity

Incorrect Use

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Do not alter the On Key logo in any way. Do not animate, colour, rotate, skew, or apply effects to the logo. Do not separate the elements. Do not attempt to produce the logo yourself or alter the space between the icon and On Key text.

Dont's

1. Don't move "On Key".
2. Don't remove the chevron from "On Key".
3. Don't apply any effects.
4. Don't rotate the logo.
5. Don't skew or attempt to make the logo 3-dimensional.
6. Don't alter the transparency of the logo.
7. Don't recolour the logo.
8. Don't alter the letter spacing of the logo.
9. Don't attempt to create a vertical version of the logo.



ON KEY



ON KEY



ON KEY



ON KEY



ON KEY



ON KEY



ON KEY



ON KEY



ON KEY

The Identity

The Icon

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The Essence

The logo is really a metaphor for being 'ON' without being obvious about it.

It's energetic, it has movement and motion at its core, and overall it's a trusted symbol, portraying both a long, credible history, but also saying that it's forward-looking, and constantly improving, and growing.

Chevron

This is where the chevron comes in - it symbolises upward-mobility, flexibility and the ability to think outside the box when necessary.

In its various applications - for instance, on its side as part of a poster design - the chevron means "more than">.



The Identity

Tagline

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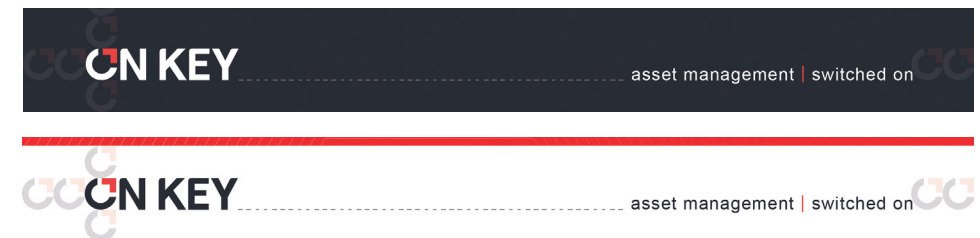
The tagline is a set piece of artwork with specific kerning and should not be reset.

Tagline Placement

The tagline should always sit beneath the logo and is always the exact width of the text.

The space between the logo text and the tagline should always be equal to the height of the chevron used in the logo.

When using the tagline in wider spreads it should always align to the bottom of the logo. The height should then be reduced to half the height of the logo used in the document.



The Identity

The Chevron

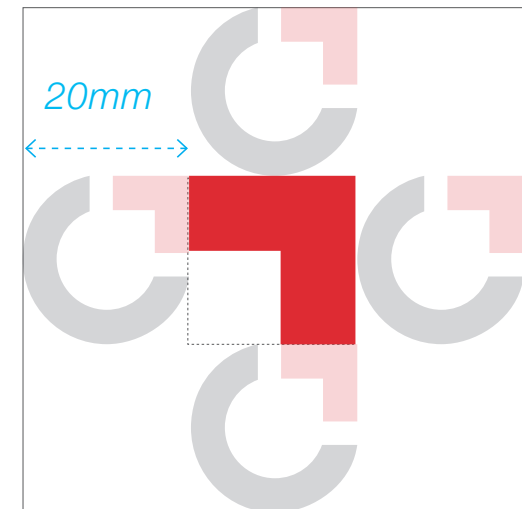
9

The chevron can be used in all branding material to reinforce the On Key identity but should not be used more than once per page.

It can be used to draw the eye towards a point of interest or to indicate upward growth and expansion.

The chevron should only be used in close proximity to text to illustrate “more than”.

The height/width ratio of the chevron should not be altered. The prescribed area of isolation surrounding the chevron is equal to the width of the On Key icon. In this instance the width is 20mm.



The Identity

Colour

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Colour

The primary use of the logo is the 2-colour version. When colour or printing prohibits this, it may be used in all black or reversed out to white.

The logo can appear on colour, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.

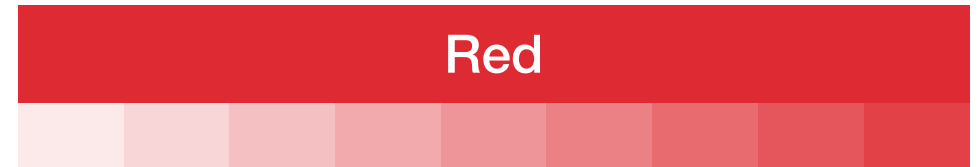
The primary colours are used for headings, highlights and bold statements. Secondary colours are used for backgrounds and body copy. Tertiary colours are complementary to primary and are used for smaller headings, accents and supporting graphics.

Grey



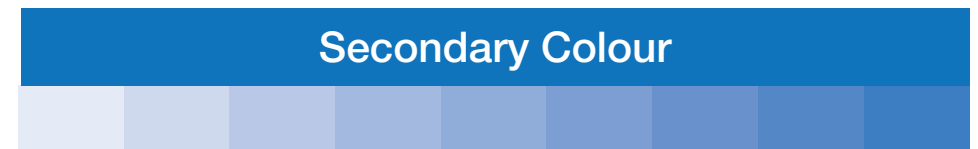
CMYK: 77 | 69 | 55 | 58 RGB: 41 | 44 | 54 PANTONE: 433 C

Red



CMYK: 0 | 96 | 87 | 0 RGB: 224 | 47 | 53 PANTONE: 199 C

Secondary Colour



CMYK: 85 | 50 | 0 | 0 RGB: 27 | 117 | 188 PANTONE: 3005 C

The Identity

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Typography (internal documents by Pragma) - Arial

Headings

Aa

Headlines are Arial Bold

Aa

Section Headings are Arial Bold

Aa

Sub-section Headings are Arial Bold (40% Black)

Copy

Aa

Body copy is Arial Regular (80% Black / 58, 58, 58)

Aa

Quotes are Arial Regular

Aa

Figure description is Arial Italic (80% Black / 58, 58, 58)

The Identity

Typography - Use of type cases

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Upper Case

This style can be used in headings and special situations, such as for typographical emphasis in text on posters.

Capitals generally have more visual weight and they command more attention, so they indicate importance, they convey a sense of authority and sometimes formality.

Title Case

This is the required heading style in formal documentation. It is neat and more legible.

In title case, articles, conjunctions, and prepositions are written with a lowercase letter unless they start the title.

Sentence Case

This style is the default body copy setting in all Pragma documentation.

Choosing the “Correct” Case

When you are choosing cases for your project, think about the qualities you are trying to convey. Upper and lower case have distinct personalities, so use cases wisely to give the right visual direction to match your message.

The Identity

PPT template

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Master Title Page:

Heading - Arial Bold, 34pt

Sub-heading - Arial Regular, 28pt

Secondary Sub-heading - Arial Regular, 20pt

Secondary Title Page:

Heading - Arial, 29pt

Subtitle - Arial, 24pt

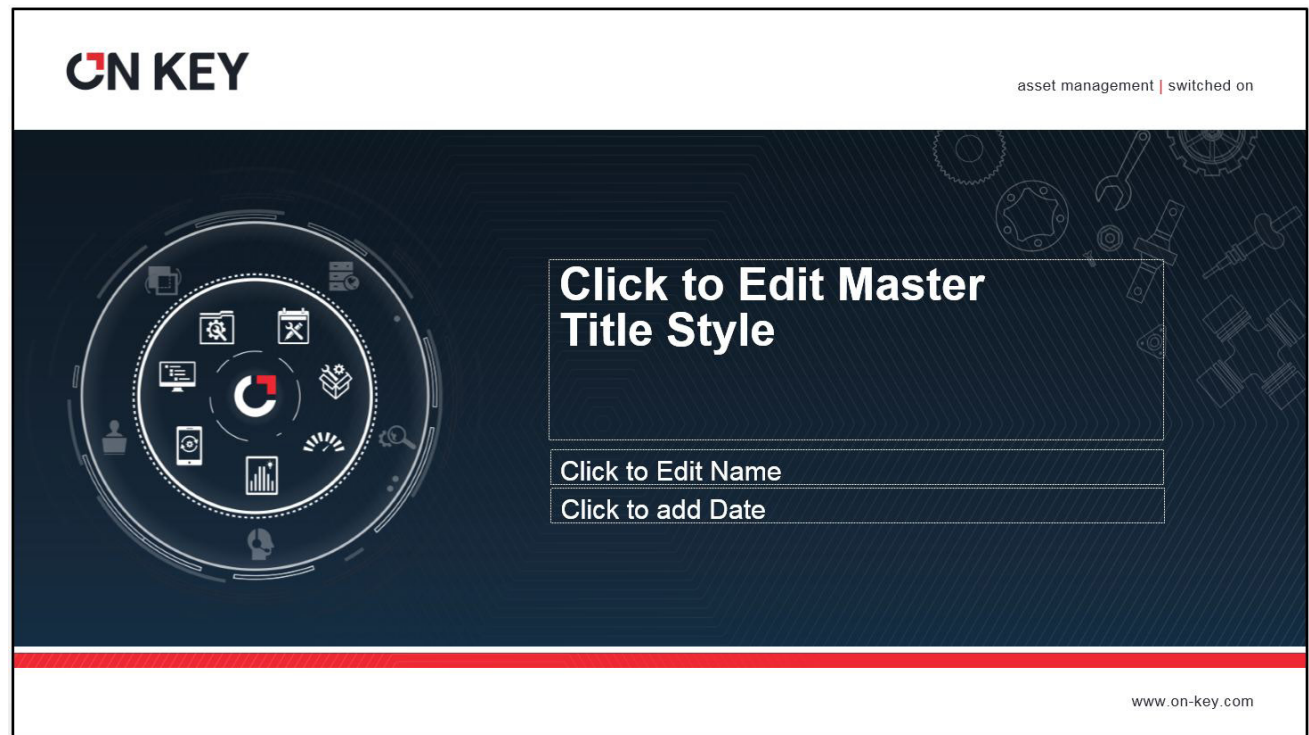
Tertiary Title Page:

Heading - Arial, 25pt

Body:

Arial Regular, 20pt (80% Black / 58, 58, 58)

*Please follow the template provided.



What do you get when you put a bunch of **engineers, asset managers and software developers** together for **25 years?**

...one of the **world's best Enterprise Asset Management Systems**

CN KEY
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Asset Care Plan Development

Methodical Asset Care, Mitigated Risk, Optimised Performance

Asset care plan development (ACPD) is the process of developing or improving tactical asset care plans (ACPs) on assets, by following a structured methodology.

Benefits

Process Efficiency
Productivity, time saving

- Reduced administration for managing and updating ACPs. Asset care plans can be developed for similar asset types that could link to many assets. A change to an ACP can be implemented and immediately rolled out to linked assets. Modification control governs the acceptance or rejection of changes
- Effective use of time and resources. The ACPD approach takes into account time is money and focus on spending time optimally based on the spread of the assets' criticality.
- A formal process is followed build on best practices to ensure consistency in the development process.
- Moving from a reactive-to proactive maintenance environment – towards more predictability.

Cost Savings

- Reduction in maintenance and downtime cost, due to an improved mix of more cost effective condition-based maintenance and usage-based maintenance.
- Improved effectiveness of tactical maintenance will lead to less breakdowns and consequently result in cost reductions.

Performance

- Improved reliability and uptime, due to effective tactical maintenance.

Risk mitigation

- ACPs are based on scientific evaluation of asset-related risks and failure profiles.
- ACPs are not based on gut-feel, opinion or intuition, but on collective experience and best practice.

Optimum Maintenance Mix Process

Criticality analysis
Functional analysis
Failure analysis
Tactic selection
ACP detail development
ACP implementation
ACP execution

The approach combines the scientific methods of:

- asset criticality,
- Failure Modes and Effects Analysis (FMEA),
- balanced maintenance tactics selection, and
- maintenance task development.

The combination of asset criticality assessment with ACP development ensures a focus on the most critical assets.

Perform criticality analysis on all assets	Criticality analysis		
All assets rated as A, B, or C criticality	A criticality	B criticality	C criticality
Use an appropriate tool to develop or improve the ACPs	OMM Optimum Maintenance	QTD Quick tactics development	RCA Root cause analysis
developed for and rolled out to linked a plan for all assets	Effective asset care plans		

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Case Study

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Case Study Aujan Industries



Client Background

Aujan Industries is a leading supplier of canned and bottled products. They manufacture, market and distribute a wide range of proprietary brands throughout the Middle East and beyond. The core area of Aujan Industries' business is the Gulf Cooperation Council (GCC) countries of Saudi Arabia, Kuwait, Bahrain, Qatar, UAE and Dammam. With a corporate history that dates back over a century, they have developed from humble origins as a Bahrain-based trading company into the largest privately owned beverages company in the GCC.

“The introduction of Pragma ON KEY gave us control over cost, parts & people. This resulted in improved efficiency and reliability which consistently drives down cpc.”

Johan van Stitter – Engineering Manager.

Key Challenges

- No proper way of determining correct asset codes for work orders.
- Improve management of assets.
- Improve visibility around problematic assets.
- Reduce time delay and turnaround time to capture and analyse asset history.
- No effective means of determining the root causes for asset failures.
- In efficient way of inventory management and control.



Performance Improvement

- Easy and simplified system to use.
- Management reporting provides easy way of extracting data, both from a maintenance and inventory perspective.
- Proper well defined asset coding conventions and business processes.
- More uptime due to proper formalised preventative maintenance practices.
- Decrease in asset failure trends.
- Better control and schedule of work arising and eventual reduction in costs.
- Reduced downtime & improved output.

Tools and Technology

- The use of On Key Maintenance Manager and Materials Manager Module as the primary tool.
- Mounting of Stainless steel asset tags on 300 MSIs.
- Well defined business processes.
- A proper requirements analysis was performed and documented before commencing with the project.
- Pragma implemented a turn-key solution, regarding change management, system installation, training and supplying and installing asset tags on physical assets.
- The following deliverables were put in place.
- Functional reporting regarding work analysis and scheduling.
- Asset tagging on approximate 300 m/s.

Pragma Intervention

Aujan Industries Dubai established with Pragma in 2007. The solution proposed to management is the implementation of the Pragma On Key computerised Asset Management system that will provide Aujan Industries with the necessary information to control monitor and manage their assets.


The initial stages of the project entailed a detailed understanding of Aujan Industries' current methodologies and practices. New methodologies were incorporated in business process models, which form part of the solution offered by Pragma.

The system was implemented and incorporated 300 MSIs (Maintenance Significant Items) which included 3 production lines and service related equipment. Various training sessions were held with all levels in the organisation and reporting requirements mapped to different levels of user requirements.




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Case Study Meadow Feeds



Client Background


Meadow Feeds is regarded as the market leader in the southern African animal feed industry. The company produces a variety of specialised diets and custom feed mixes for the poultry, dairy, ostrich and swine industries. Meadow Feeds also supplies a full range of technical services to its customers, including advice on nutrition, feeding programmes, and animal husbandry and production techniques. Meadow's historical and continued success is driven by ensuring nutritional supremacy and the consistency of supplying quality animal feeds and nutritional solutions to its globally competitive customers.

Key Challenges

- Achieving maintenance targets.
- Retrieving accurate costs per asset.
- Being able to rely on the information being captured.
- Reducing downtime in the plant.
- Smoothing out the maintenance plan.

“Meadow Feeds Pietermaritzburg received second and third prize at the annual Pragma user conference. This is as a result of Meadow Feeds implementing Pragma's ACC Service. If you can't measure it, you can't control it and if you can't control it, you can't manage it. This is a true reflection of us growing from strength to strength.”

Johan Van Dyk - Engineering Manager.



Performance Improvement

- Development of reports.
- Schedule optimisation throughout the plant.
- Development of business processes.
- Reporting on costs per asset.
- Tracking of KPIs and making the information available for all staff.
- Developing an Asset Management Policy, Strategy and Master Plan.
- Making sure the financial asset register and engineering asset register are aligned.
- The Pragma and Meadow Feeds partnership was so successful that Meadow Feeds implemented the ACC at all their other plants:

 - Paarl
 - Welkom
 - Port Elizabeth
 - Randfontein
 - Delmas.

- In the past two years Meadow Feeds has grown from strength to strength and is now able to make high-level decisions based on accurate information recovered from On Key. We now have accomplished monthly Steercom meetings with sufficient information provided.

Tools and Technology

- AMM
- On Key Great Plains & On Key engineering spares integration.
- Asset Register Administration.
- Work Planning and Control.

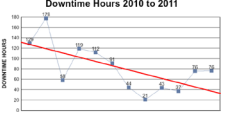
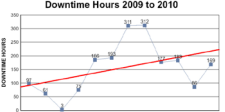
Pragma Intervention


Meadow Feeds' first intervention with Pragma was when they purchased On Key in 2008. They weren't very successful in running the software as the database was only used as a central repository for the data. Very few engineering KPIs were in place and little or no analysis was being done.

Meadow Feeds took part in an AMIP assessment in 2009 to measure their maturity and decided to take on the Pragma ACC service.

In the past two years the two companies have worked hand in hand to improve the plant's performance.

On the right are 2 graphs showing the improvement in downtime from 2009/10 to 2010/11.





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Case Study Meyn



Client Background

Meyn is the world leader in poultry processing solutions. Their knowledge, equipment, systems and services are available all over the world. Meyn is the dedicated business partner of numerous renowned poultry processing companies in over a hundred countries.

Meyn is widely recognised for its ability to support its customers in their ambition to achieve higher capacity and increased yield and efficiency. Their equipment has been proven to maintain its high-level performance under a wide variety of line speeds and bird sizes, allowing their customers to achieve top-level productivity with an absolute minimum of labour.

Based on their own design knowledge and decades of experience in supporting their equipment in different conditions, Meyn has developed an optimised maintenance mix consisting of scheduled maintenance tasks that greatly reduce the risk of any breakdown during processing. To support their After Sales service operation, Meyn employs over 130 dedicated engineers in over 20 countries.

Key Challenges

- Pressure on capital sales
- Pressure on profitability
- Dispersed information system architecture. Multiple ERP systems due to mergers of business units.
- Challenge to efficiently and accurately scope service events
- Challenge to keep track of revision steps and local modifications.



Business Processes

- Immediate focus on creation of a disciplined and structured approach to Installed Base management. It is imperative to have a trustworthy single view on the Installed Base in order to deliver After Sales service.
- Service Product development was approached in two phases: Basic Maintenance Concept to address immediate need, Advanced Maintenance Concept to create the opportunity for the business maturity to grow.
- Service Contract Management to ensure that service contracts are delivered according to the service products, timely and profitably.

Performance Improvement

- Establish an After Sales division
- 24/7 Helpdesk
- Better support to outside offices
- Ability to scope a five-year service agreement within eight hours
- Ability to project spare part sales per region or customer and to compare them to actual spare part sales
- 100% delivery of profitable service contracts
- >90% service contract retention rate.

Tools and Technology

- On Key EAMS:

 - Asset Register.
 - Asset Care Plan Developer
 - Maintenance Manager

- Web service integration with Baan ERP
- Web service integration with Salesforce.com.

The BOTTOM LINE

- Meyn has been able to grow its After Sales revenue by more than 10% annually.
- Whilst growing the After Sales business, Meyn has been able to both increase its profitability and improve its service level towards customers.

“For Meyn it is important to have a trustworthy single view on our Installed Base in order to develop, sell and deliver After Sales services. With Pragma as our partner, we have been able to implement procedures and supporting tools like On Key to allow us to professionally and effectively serve our customers on all levels.”

Riaan Dierker – Director

Pragma Intervention

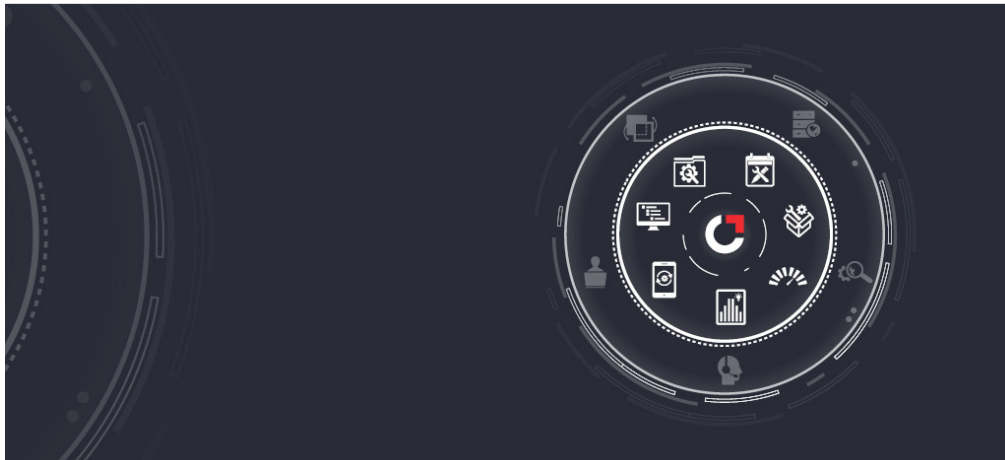
- Relationship with Meyn dates back to 2006
- Assist in the design and implementation of After Sales business division
- Development of strategic growth plan for After Sales business division
- Implementation of information system for After Sales business division
- Global solution delivered by a central dedicated After Sales team
- Latest intervention is upgrading Meyn to On Key 5.



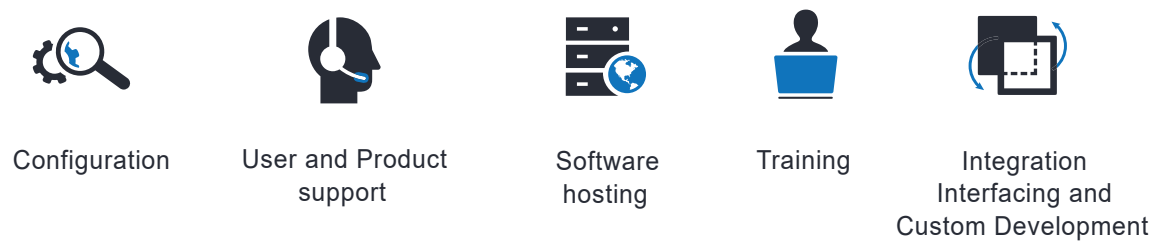
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CN KEY




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Take Control

Enterprise asset management software
developed by engineers for engineers



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Pragma On Key Client Days
SIMPLIFYING INTEGRATED ASSET MANAGEMENT

CN KEY

As the priority of asset management in our organisation's becomes escalated in the boardroom, our asset management systems need to integrate and support our business systems. Fortunately improvements in technology make this easier and easier, more so for organisation's using **On Key**.

This seminar will expose you to the improvements and richness of the **On Key** functionality, allowing you to explore ideas as to how you could leverage your current **On Key** system to achieve maximum benefits.

We will also present a case study on how these functional improvements have set an **On Key** client on the path toward asset management excellence.

Speakers

Martinius Burger:
National Projects
Manager

Stefan Swanepoel:
Custom Information
Solutions Manager

Steve Leech:
CRM Manager

Programme

07:30 - REGISTRATION

08:30 - WELCOME - MARTINIUS BURGER

08:40 - PRODUCT UPDATE - STEFAN SWANEPOEL

On Key Functionality update

Improvements in On Key 5

Using Analytics to get to the story behind the story

09:20 - ENSURING ON KEY SUSTAINABILITY - STEVE LEECH

Benchmarking the key elements within the business that support ON KEY to ensure your company receives the desired results.

10:00 - COMFORT BREAK - FOLLOWED BY A LUCKY DRAW

10:20 - CASE STUDY - MARTINIUS BURGER

On the road to Asset Management excellence

10:50 - TEALIGHT SNACKS

11:10 - ENSURING ON KEY SUSTAINABILITY - STEVE LEECH

Results and feedback on the benchmarking across a number of clients

12:00 - MARTEC

Condition monitoring integrated with ON KEY

12:30 - CLOSING AND LUNCH

Dates and venues

2 Mar: Kingfisher Lodge, Mount Edgecombe, KZN

3 Mar: Pragma Building, Midrand, JHB

4 Mar: Pragma Building, Bellville, CPT

How to register

Complete the attached registration form in full and email it to samantha.basson@pragmaworld.net
Tel: +27 21 943 3900

Registration closes on 28 February 2016.

REGISTRATION FORM

Is it free of charge?

One delegate free per Pragma On Key client

Additional delegates: R400 pp (Vat excl). We strongly advise that you bring your entire team to ensure a maximum return on investment.

Pragma On Key Client Days
SIMPLIFYING INTEGRATED ASSET MANAGEMENT

CN KEY

Please complete in full and email to Samantha.Basson@pragmaworld.net or fax on +27 21 948 9945

1 DATE AND VENUE

Date of attendance	2 March 2016	3 March 2016	4 March 2016
Tick your requirement	Durban: Kingfisher Lodge, Mount Edgecombe	Johannesburg: Pragma Building, Midrand	Cape Town: Pragma Building, Bellville

2 DELEGATE DETAILS - ONE FORM PER CLIENT / COMPANY

	1ST DELEGATE	2ND DELEGATE	3RD DELEGATE
Company			
Site			
First name			
Surname			
Job Title			
ID Number			
Email			
Landline (w)			
Mobile			
ECSA			

3 DIETARY REQUIREMENTS / ALLERGIES

Please be advised that an additional R200.00 will be charged per kosher or halal lunch if not booked in advance.

None	<input type="checkbox"/>	Kosher	<input type="checkbox"/>	Halal	<input type="checkbox"/>	Vegetarian	<input type="checkbox"/>	Diabetic	<input type="checkbox"/>	Allergies	<input type="checkbox"/>
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4 PRICING

This Client Day is sponsored by Pragma for one delegate per On Key client.
We encourage our clients to send their entire team to ensure maximum return on investment. Additional delegates: R400 (excluding VAT) per delegate.

5 INVOICING DETAILS - PLEASE ENSURE THIS INFORMATION IS IN LINE WITH YOUR ACCOUNTS DEPARTMENT

Full Company Name		Site	
Postal Address			
VAT No		Order no	
Accounts contact person		Designation	
Telephone		Email	

6 TERMS AND CONDITIONS

- Additional delegate registrations will only be validated if accompanied by a purchase order number and completed invoicing details.
- Registrations close on 28 February 2016.
- All cancellations must be received in writing one week prior to the conference date.
- A no-show will result in the delegate (whether it is the first or any additional delegates per client) being liable for the FULL payment of costs incurred on their behalf.
- Substitutions are welcome with prior notice.

7 APPROVAL

Signature of Authorising Manager	Name & Surname	Date