Improve the Efficiency and Quality of your Localization Management based on a Global Information Management Assessment

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The Agenda for the next 45 Minutes

• Why do we need a Global Information Management Assessment?
• Aligning words and meanings - terminology harmonization
• Value chain, management systems, information supply chain, business model – how are all these things linked together?
• Different types of assessments and how they help to achieve goals
• The Global Information Management Assessment at a glance
• The evaluation of the assessment data
• Typical assessment results from client projects
• How to interpret the assessment results and identify customer benefits
• Typical follow up projects based on assessment results
• Questions and answers
<table>
<thead>
<tr>
<th>Concept</th>
<th>Definition</th>
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<tr>
<td>Assessment</td>
<td>Shows strengths and weaknesses mostly of processes and their performance; allows a judgment weather the applied methodologies are suitable to achieve the goals and to improve the daily workflow</td>
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<tr>
<td>Benchmarking</td>
<td>Proven methodology to compare company performance at different development stages or to compare a company's performance with other companies or with best practices or standards in the industry</td>
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<tr>
<td>Good / Best Practice</td>
<td>Good performing business process, best methodology, proven way of working very often a kind of successful practice that is suitable to sustainably achieve certain goals</td>
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<td>Business Case</td>
<td>Decision support tool for the management – shows the influences and implications of a management decision on cash flow, cost, revenue, and other parameters</td>
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<td>Business Consulting</td>
<td>Helps to utilize identified best practices – business consultants provide change management, coaching, process and system expertise and proven ways to improve the global company performance</td>
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<tr>
<td>Business Model</td>
<td>Operating model of a company – consists out of business architecture (processes, management systems, systems etc.) value proposition, market approach, cost and revenue streams as well as business ethics</td>
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<td>Global Information Management</td>
<td>Global information management allows companies to interact with customers in all languages, cultures, media, using all communication channels and in any phase of the customers journey</td>
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<td>Industrie Standard</td>
<td>A virtual or de facto standard that is consistent unified, accepted and whenever applied, it represents the best possible way to perform a process</td>
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<td>Information Supply Chain</td>
<td>An optimal infrastructure to provide the necessary information for a business transaction at the right point of time, in the right format, the right language and in the right environment for the right end-user</td>
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<td>Key Performance Indicators</td>
<td>Figures that allow a direct evaluation of the business performance - they have a direct or indirect relation to the business-, management- and support processes</td>
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<td>Management System</td>
<td>An instrument to sustainably transform company's goals based on planning, control and correction – typical examples are quality management system or global information managements system</td>
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Global Information Management Maturity Levels

Working based on permanent innovation

"vision & innovation"

Reproducible / predictable working environment

"processes & standards"

Working with settled processes

"processes & responsibility"

Working with on-board tools

"Grundstrukturen & Wiederholbarkeit"

Unstructured individual workmanship

"Reaktion & improvisation"

Global Information Management is a management system on its own, an integrated part of the business model and the platform for all management decisions

The major building blocks of the Global Information Management system are implemented (processes, responsibilities, key figures etc.) enhancement planned

The most important processes of global information management that are crucial to success are documented at least and the responsibility is clear

Some basic processes are defined for the most important localization tasks, responsibilities are assigned only selectively

Only individual experiences available, processes are improvised, tasks and responsibilities are not clear and a (IT) system support is available only selective
Value chain, management systems, information supply chain, business model – how are all these things linked together?

- Setup & support
- Service & training
- Spare part supply

- Manufacturing
- Logistics & transport
- Quality management

- Solution specs
- Service concept
- Life Cycle support

- Customer experience
- Market analytics
- Demand planning

- Market requirements
- Core competencies
- Value proposition

- Customer requirements
- Customization specs
- Resource networks
Different Types of Assessments and what they are used for

• **Group Assessment**
  Several participants, several changing observers, different tasks and tests
  → Assessment center – selection process

• **Single Assessment**
  Only one participant, at least 2 observers, different tasks and tests
  → Talent management – qualification fit

• **Assessment to evaluate Alternatives**
  Evaluation of solution alternatives with different weighted criteria
  → Monte Carlo methodology - ranking

• **Assessment to identify Development Opportunities**
  Evaluation of future opportunities and sensitivities of different solutions
  → SWOT - Potential Analysis

• **Assessment for Location Purposes**
  Allows future decisions because of the knowledge of the as is situation
  → Maturity Assessment (CMMI) – status analysis
The GIM-Assessment in a greater Context

Plan ▸ Build ▸ Run

Manage the Project

Assess ▸ Evaluate ▸ Design ▸ Implement ▸ Operate ▸ Control ▸ Optimize

Manage the Change

INPUT
• Assessment

PROCESSING
• Analysis

OUTPUT
• Current Process & Systems Profile

INPUT
• Current Process & Systems Profile

PROCESSING
• SDL Audit • Evaluation

OUTPUT
• Management Summary

INPUT
• Business Blueprint • Business Case

PROCESSING
• Gap Analysis • Process & System Match

OUTPUT
• Management Summary

INPUT
• Processes & Systems ready

PROCESSING
• Realization • Implementation Rollout

OUTPUT
• Business Case • Bus. Blueprint

INPUT
• Processes & Systems ready

PROCESSING
• Test & Refine • Optimization

OUTPUT
• Effectiveness & Efficiency Data

INPUT
• Effectiveness & Efficiency Data

PROCESSING
• Continuous Improvement

OUTPUT
• List of Corrective Actions

INPUT
• Measures Efficiency Scoring

PROCESSING
• CIP Integration • Target objectives integration

OUTPUT
Global Information Management Assessment – Focus Areas

- SW content management
- Customer experience management
- Marketing performance monitoring
- Best practice application
- Performance of benchmarks
- Use of performance indicators
- Reuse of content
- Integrated information management
- Workflow integration
- Authoring support & integration
- Structured content management
- Web content management
- Translation & Localization
- Terminology management
- Proofreading decentral / central
- Cross media / functional publishing
- Enterprise application architecture integration
The GIM Assessment – a sneak preview
Assessment Results from a Client's Project (broad view)
Assessment Results from a Client's Project (detailed view)
Kontakt

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