



# Cincom

Lean Front Office  
Streamlining the Field to Factory Process!

Knowledge Management Symposium

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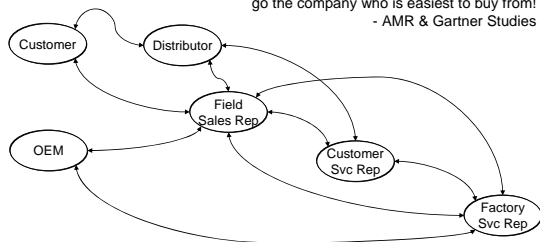
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## Are you easy to do business with?

70 to 80% of a channel partner's business will go the company who is easiest to buy from!  
- AMR & Gartner Studies



Q2O / O2B Process

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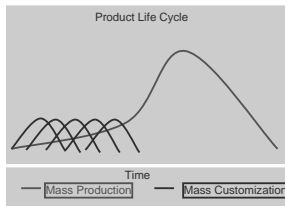
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## Mass Customization of Complex Products



**Business processes must be re-engineered to move product creation closer to the customer!**

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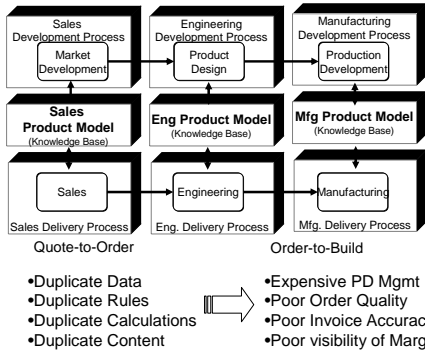
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## Product & Process Silos



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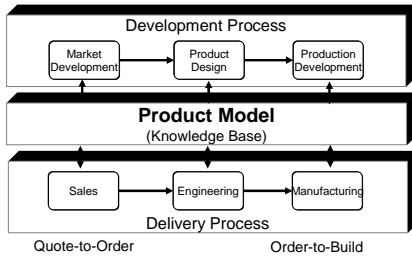
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## The Integrated Product Model



A Knowledge Base which contains knowledge and information associated with the product in different phases of the product's life cycle  
 e.g. sales, design, production, assembly, service & reuse

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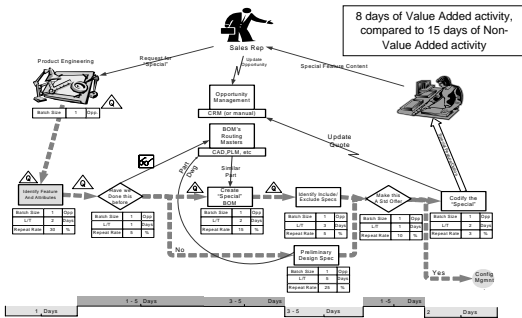
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## Mapping Your Front Office Processes



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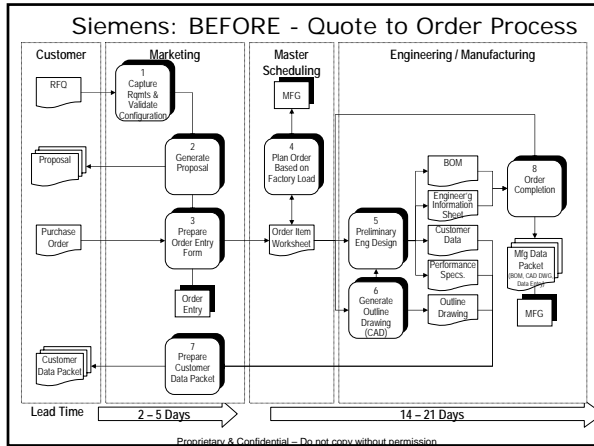
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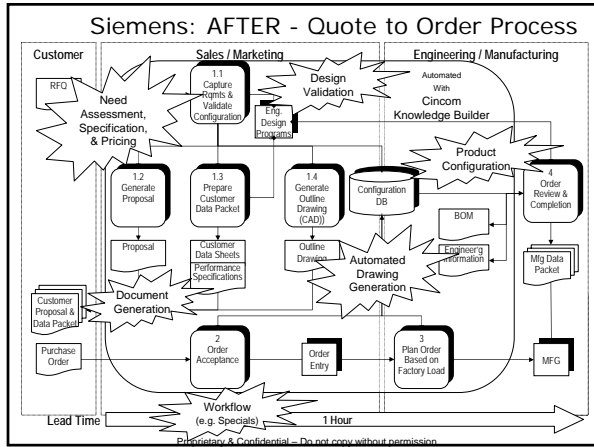
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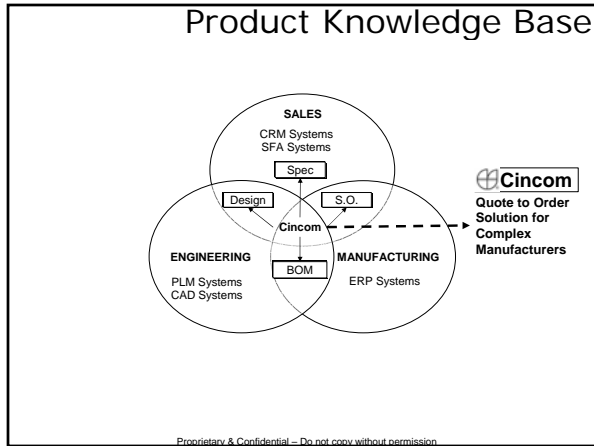
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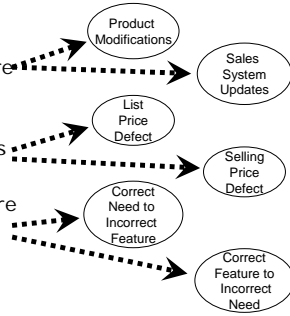
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## Common Wastes in the Front Office

### Information Defects

- Obsolete Product Feature Defects
- Incorrect Pricing Defects
- Incorrect Product Feature Defects



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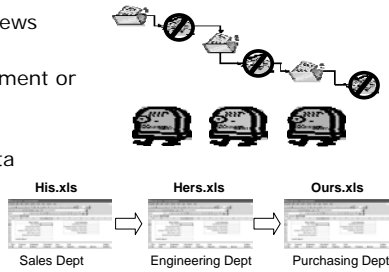
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## Common Wastes in the Front Office

### Information Over-Processing

- Excessive Reviews
- Obsolete Document or Forms
- Redundant Data Processing



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## Common Wastes in the Front Office

### Information Idle Time

- Waiting for cost and price estimates
- Waiting for engineering approval on specials
- Waiting to generate a correct proposal
- Waiting for commitment from manufacturing or procurement



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## Hidden Wastes

### Getting New Products to Market Sooner

- Information defects, redundant data processing, and information idle time can dramatically effect how new products are developed and brought to market.
- Coordination of information flow between sales & marketing, product development, and production for New Product Introduction (NPI) is key.
- According to AMR Research, companies that do not effectively manage their new product introduction (NPI) processes can be up to 56% later to market
- Data compiled by consulting firm PRTM indicates that companies also experience up to 26% lower margins due to poor NPI processes.

### Lost Scalability of the Sales Force

- For each day that a sales channel is unaware of (or uncertified on) new products, product enhancements, and customer applications, revenue is lost.
- Rapid development and deployment of value streams that support and educate the sales channels is essential to a new product rollout.
- Sales effectiveness is increased with the knowledge of related products and their fit with customer needs - provided at the point of need.
- Traditional wastes measured in process delays, rework, and information defects equate to millions of dollars in lost revenues, market share erosion, and customer retention.

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