CASE STUDIES - *BUSINESS INTELLIGENCE IN MANUFACTURING THROUGH IMPROVED PROCESSES*

Promendo
the process improvement company

DELIVERY | APPROACH | SOLUTIONS

Case Studies

THE CLIENT

Clorox is a $5 billion turnover manufacturer of consumer household products, and is one of the most competitive and successful brand managers in the industry. Among their brands are some of the oldest and best established household names in the U.S.. This manufacturer has successfully pushed the growth-by-acquisition strategy to the limit of their information systems.

Major changes in retail distribution have created further challenges for Clorox and its systems. These included 'just in time' finished goods distribution, demands from leading retailers for customised packaging, mixed-product cases and ready-to-display shipping cases. These changes had the potential to wreak havoc on ordering, inventory and product supply systems that were designed for an older, simpler "ship truckloads of single-product cases to the customer's warehouse" model of business. Today the manufacturer, not the customer, manages the customer's inventory and shelf space. Category management has created both opportunities for Clorox to control vital shelf space and a requirement for performance data on their own and competitive products - data that was simply not available as and when needed under existing systems.

THE OBJECTIVE - INSIGHT INTO SUPPLY CHAIN BUSINESS PERFORMANCE

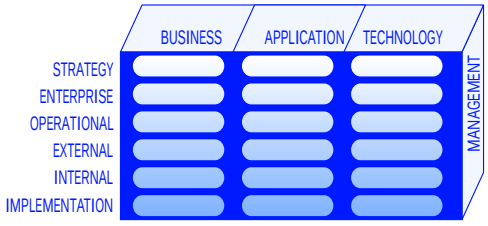
Clorox brand, sales and manufacturing managers required timely and quality information to enable them to cope with the rapid changes. Without this information poor decisions were being made and competitors threatened to takeover prime shelf space. Overstocking, missed opportunities and significant inefficiencies were being generated in the supply chain.

Data integrity issues also undermined attempts to deliver better quality information. Many of these data integrity problems arose from limitations in the existing transactional systems that could not be repaired by simple code changes. The rate and nature of business change placing new, unforeseen demands on the business and its information systems were also exacerbated by multiple acquisitions each year of companies whose systems and processes were unlike Clorox's own .

WHY PROMENDO ?

Clorox chose Promendo for its innovative and leading edge approach to data modelling, methodology and business intelligence issues. Promendo's framework 'Object Oriented Business Engineering - OOBE©' methodology was recognised for the ground breaking, but practical approach to solving these problems.

OOBE is powerful, but holistic. It built on the principles and concepts, but brought with it a structured method.



The OOBE® Framework provides the infrastructure for integrating and sharing information throughout the organisation

WHAT DID PROMENDO DO?

To achieve the required level of business intelligence members of Promendo's team collaborated with the client's IT staff to architect the company's first data warehouse that fed multiple business-areas-specific data marts. Our unique approach to data warehouse starts with specifying the client's business model -- relevant processes, events and entity structures that bound and give meaning to corporate data.

This effort focused the attention of business executives and IT managers on data quality issue. We were able to provide a structured methodology to improve processes and turn improve data integrity. The Promendo Object-Oriented Business Engineering (OOBE) methodology captured business knowledge about product, customer and order data.

OOBE is a proven methodology that enables the creation of business architecture for an enterprise. The framework the methodology provides enables business strategies and requirements to be more effectively achieved by better aligned processes and information technology. The methodology has been successfully applied in a range of clients and sectors both in Australia and Overseas.

We then documented, clarified, and redesigned key business processes for product launch, packaging and promotion. We identified and captured business rules and reference data that previously had been in peoples head's, capturing key business events and performance measurements that turned knowledge of these events into useful management information. The resulting business knowledge base was setup as a prototype on the corporate intranet, delivering a common business reference, vocabulary and handbook to business and IT managers.

OUTCOMES

A technical team from Promendo specified an advanced technical infrastructure to support the new processes to feed the data warehouse. This team translated the business model into software components and servers, mapped existing data for extraction, and ran the proof-of-concept that readied the infrastructure for the client's own IT staff to use.

Additionally, our technical and business architecture teams collaborated with key product vendors to deliver a browser-enabled knowledge management site on the manufacturer's Intranet, making the business knowledge available to IT and business staff alike This set the stage for closer business-IT collaboration around business development and enterprise application integration.

About Promendo

Promendo was formed from the established consultancies of Open Engineering and Delegate IT in 2004. Since 1990 we have been providing guidance and leadership in Enterprise Architecture and Business Engineering through consulting assignments, project engagements, and seminars in Australasia, the UK and the USA. Open Engineering pioneered the definition of Business Objects through its founding and co-chairing of the Business Objects Special Interest Group on behalf of the Object Management Group (a consortium of 850 International Companies).

Our clients are from a range of sectors including Manufacturing, Finance, Transport, Technology and Utilities as well as Federal, State and Local Government.

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