



Management-NewStyle

IT is usually a problem for business managers!

UK companies waste billions of pounds on IT projects every year. For the past thirty years wave after wave of technical solutions have arrived only to disappoint and be replaced by the next 'better solution'. The gap between business process ownership and informed IT solutions remains as wide as ever. The vast majority of IT inefficiency is caused by one thing - the interminable game of *Chinese Whispers* which takes place whenever business process owners try to get their IT specialists to understand their requirements.

A radical approach is therefore needed to close this gap. One approach to solving this problem is now being provided by *Management-NewStyle's FlowMap<Process Workflow>* solution. The key to this is that it cuts the cycle time between understanding the business requirement and delivering a working prototype, from months or years to days or weeks, by careful definition of requirements combined with the power of Microsoft's new .NET v3 workflow environment. The process workflow prototype thus created can then be polished into a business-responsive - rather than a technical - solution.

Over the last decade, the IT industry may have made excellent progress in bringing down the costs of IT infrastructure but there continue to be some fundamental gaps in its business offerings because there has been no attractive method for business managers to use when formally defining their business processes. The technical offerings for this are as obscure as their solutions. *FlowMap* software by contrast - developed specifically for use by business managers and operators - is a notable exception, being easy to use and well suited to providing a front end to Microsoft's workflow software.

Management-NewStyle is now demonstrating to clients how business managers can use *FlowMaps* in conjunction with *Microsoft's* new .NET v3 *Workflow Foundation* to tailor web-deployed applications. In addition, it offers a new viable database model design to overcome the traditional problems related to the development and merging of traditional databases.

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FLOWMAP, FIRST METRE and ONLY CONNECT are the service marks of *Management-NewStyle*



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Business-Side Process Workflow Development

FlowMaps since 1992 have proved remarkably powerful at revealing unexpected and valuable insights about how business processes can be improved. They highlight vital commitments made by people associated with a process and thus address the core issue of all work: how it gets done!

Understanding in detail the nature of commitments between people is the starting point for deciding how work can be continually improved or radically redesigned. Therein lies the value of the *FlowMap* approach to business management. But it is only the first step on the longer journey to economic-quality and world-class excellence.

Un-maintained *FlowMaps* eventually share the same fate as specification and procedure documents - a dusty shelf or an un-visited folder on the network. By contrast, carefully maintained *FlowMaps* can yield ongoing improvements that steadily combine to ensure that the process is efficient, reliable and finely tuned to meet the changing needs of the marketplace.

To derive these further advantages from *FlowMaps* requires moving from the semi-passive state of much traditional quality improvement to the newly developing and fully pro-active state of real-time web-enabled workflow management. Combining *FlowMaps* with *Microsoft's* .NET v3 workflow foundation has made it easier for mainstream business managers to improve their workflows at the problem solving level, rather than rely on less experienced third-party 'experts', with all the risks that this involves.

Since all process-specific know-how resides with the people involved in the process, each of whom is key to the revenue generating business, it is essential that technology efficiently serves the business rather than dominating and disappointing it as so often is the case.

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Do you have a business problem related to an existing process?

If so, is the process:

- 1) critical to the business?*
- 2) costly in staff time?*
- 3) complicated by departmental boundaries?*
- 4) prone to human error?*
- 5) discrete and definable?*

If the answer is 'yes' to the above questions, then the FlowMap<Process Workflow> solution can help you - quickly, efficiently and economically.

How does FlowMap <Process Workflow> work?

*All you have to do is provide us with an operational definition of the problem - as a process FlowMap. Then tell us how you want to monitor the finding of the solution, its ongoing validity and the increased efficiency of its output.**

Management-NewStyle will then do the rest in conjunction with your staff and deliver a fully operational (Revision Zero) solution within days or weeks - depending upon the extent of the problem. You can then test the result, call for edits and shape the final solution to suit your needs. And over the months you will be able to readily refine the solution as your end-user requirements' change.

Our approach to problem solving takes the concept of 'interim management' to a new level of practicality. It provides an adaptable solution that delivers value long after the assignment has ended. Our contribution will be interim, but your solution will be enduring.

For further information contact David Howard on 020 8295 3755.

* The service offered is a form of 'interim management' designed to deliver a robust, responsive and scaleable solution owned by the client manager. The hosted service includes full support over the first year. The precise nature of the delivered implementation will be agreed at the outset of each assignment to suit the business requirement.