



Theme: Knowing Your Users

Creating a Seamless Information Delivery Experience at Ford Motor Co.

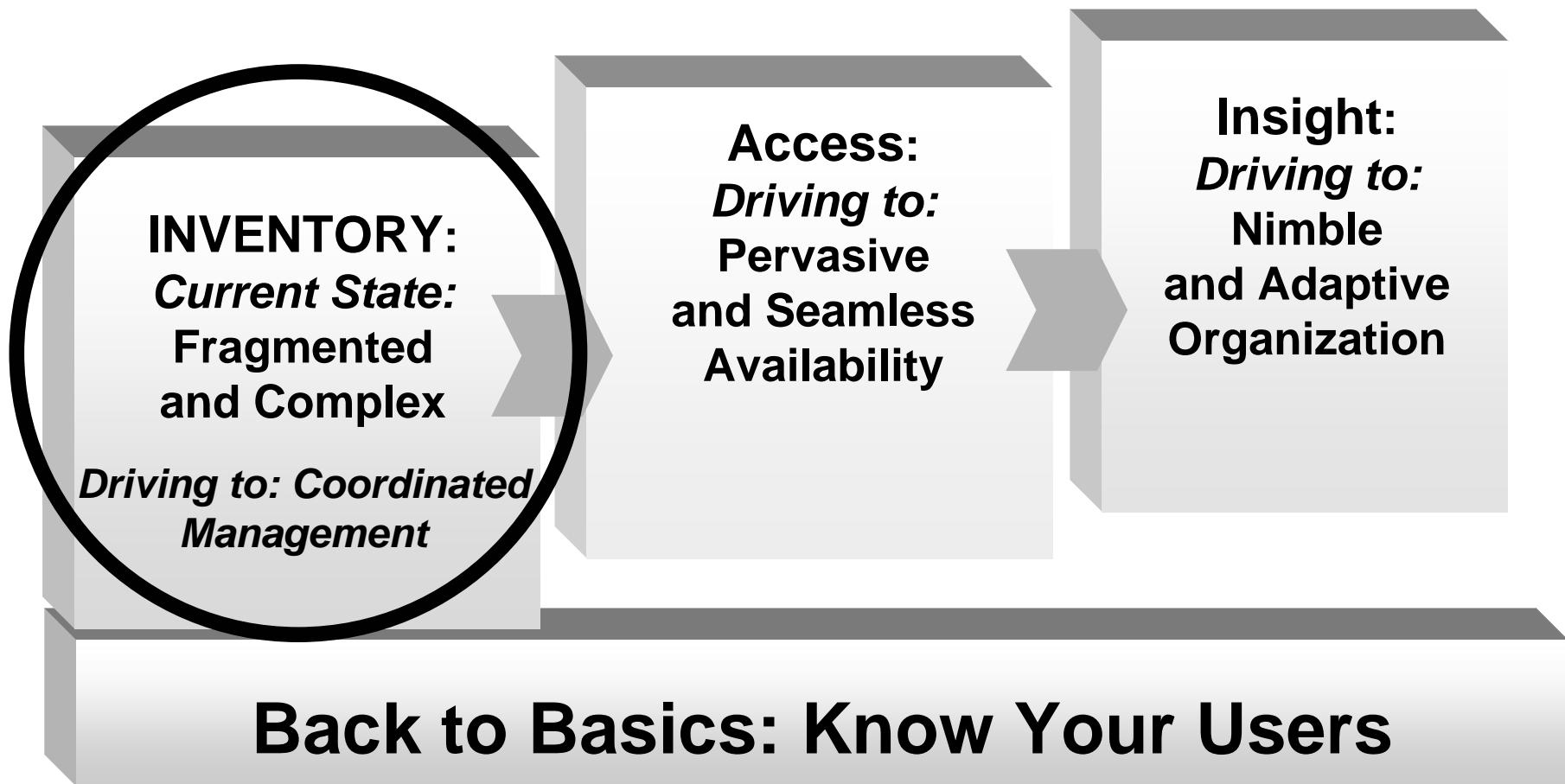
Robin Jourdan – Information Technology
(rjourdan@ford.com)

Alicia Biggers – Automotive Strategy
(abiggers@ford.com)



Phased Vision

A seamless experience requires an enabling environment and a phased vision

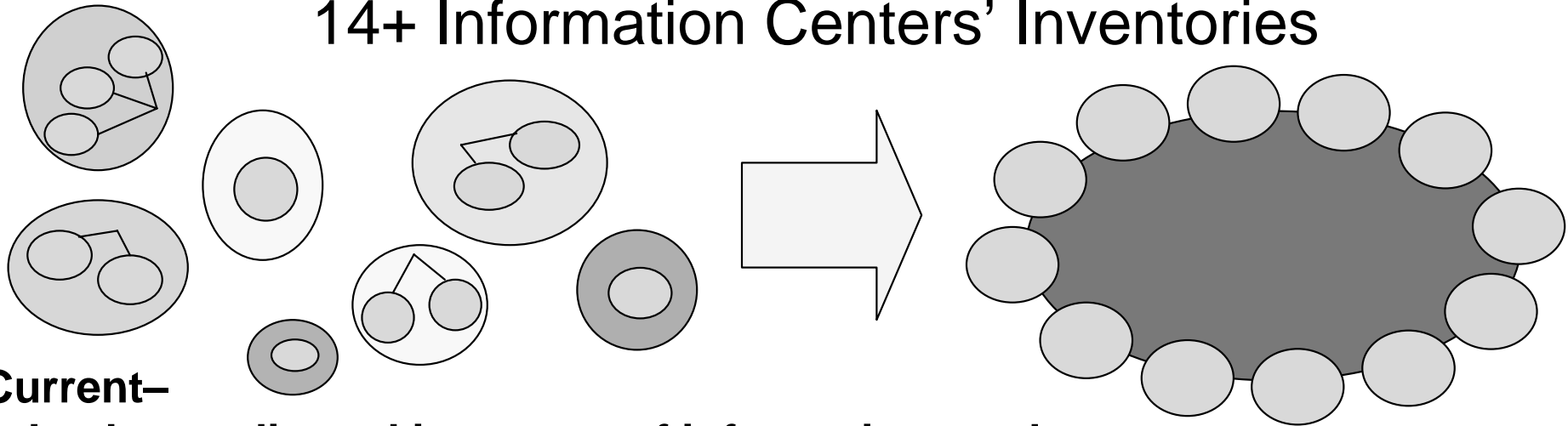




INVENTORY PHASE

Current v. Desired State:

14+ Information Centers' Inventories



Current—

- Lack coordinated inventory of information products
- Lack coordinated principles over inventory, including governance
- Lack coordinated management, funding and budget considerations

Desired—

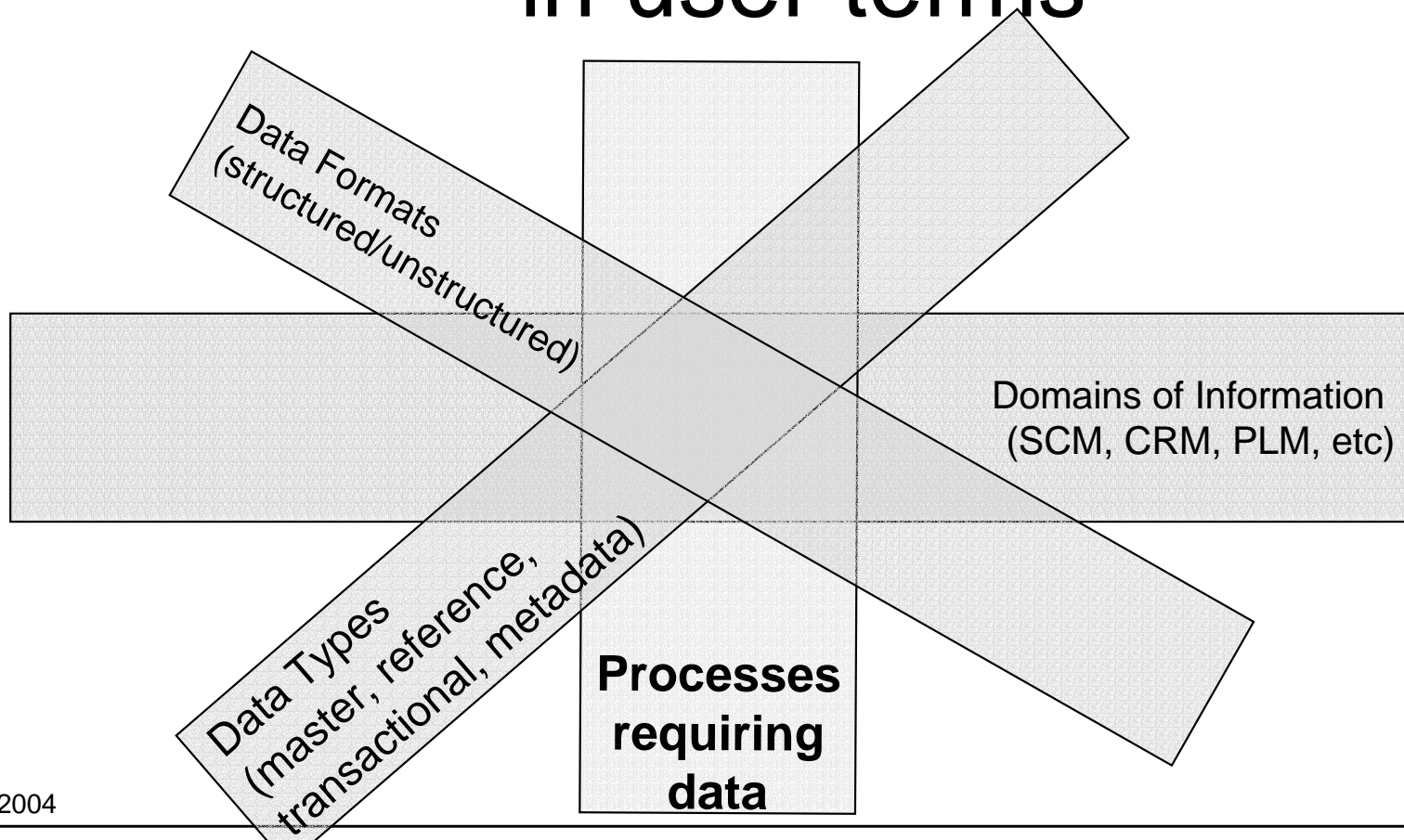
- Improve communication across the information services
- Coordinate & manage the access to and reuse of information via technology and other solutions
- Improve the knowledge/leverage gained by use of defragmented inventory





1. Build a framework to defragment inventory:

Identify the context of information
in user terms



After MetaGroup, 2004



2. Translate user needs into a common language: Domains of information

- Use APQC industry processes and topics
- Find areas of common interest and governance

Generalized Domains of Information Model v.1
10 Domains by color indicator

APQC Topics	Customer Focused Processes and Functions	Education	Environmental Health And Safety	External Relationships	Finance And Accounting	Human Resources	Information Management	Knowledge Management	Measurement	Operations	Organization And Management	People Management And Development	Performance Improvement Approaches	Product Development	Sales and Marketing	Supply Chain
APQC Processes																
Design Products and Services	x								x			x				
Develop and Manage Human Resources		x				x							x	x		
Develop Vision and Strategy	x		x		x	x					x		x			
Execute Environmental Management Program										x	x					
Invoice and Service Customers	x														x	
Manage External Resources	x			x												x
Manage Financial and Physical Resources					x					x						
Manage Improvement and Change	x						x	x	x	x						
Manage Information Resources	x	x					x	x								
Market and Sell	x														x	
Produce and Deliver for Manufacturing-Oriented Organization	x								x	x		x				
Produce and Deliver for Service-Oriented Organization	x	x					x	x	x	x			x			
Understand markets and customers	x														x	

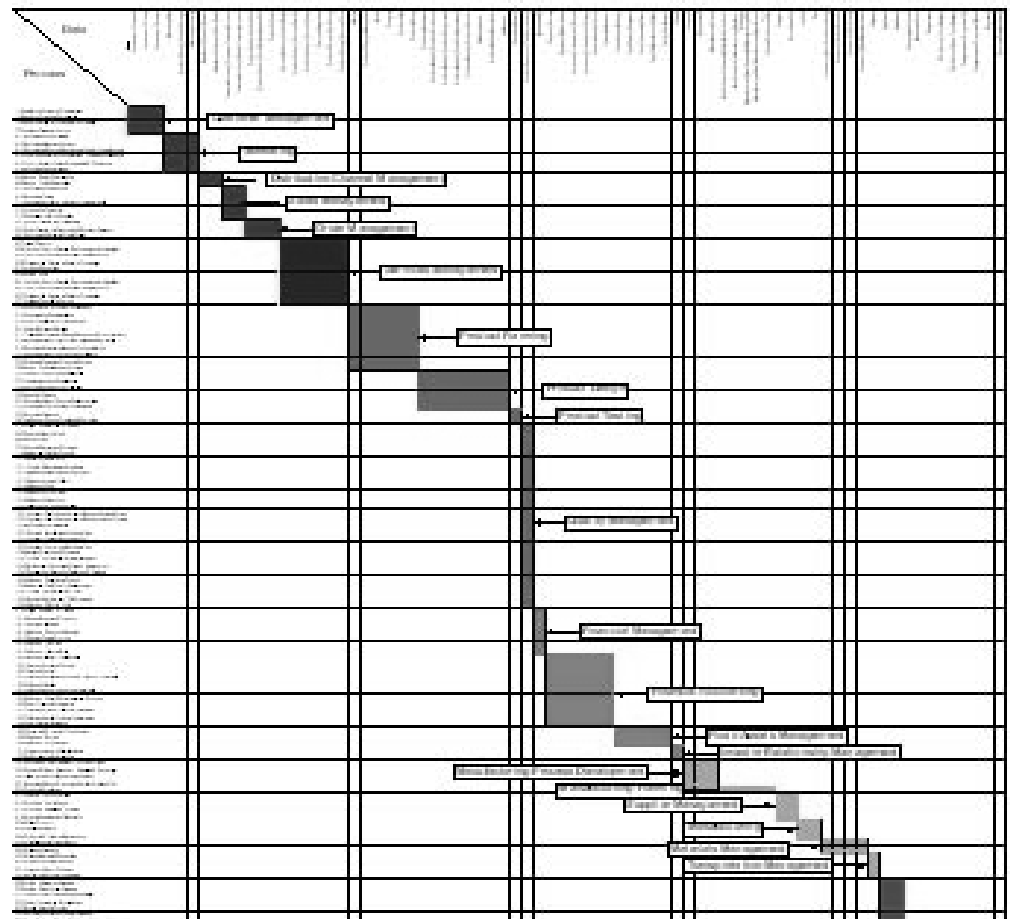


Sample Inventory Common Language: “Domains of Information”

Systems of Information - Version 2.1

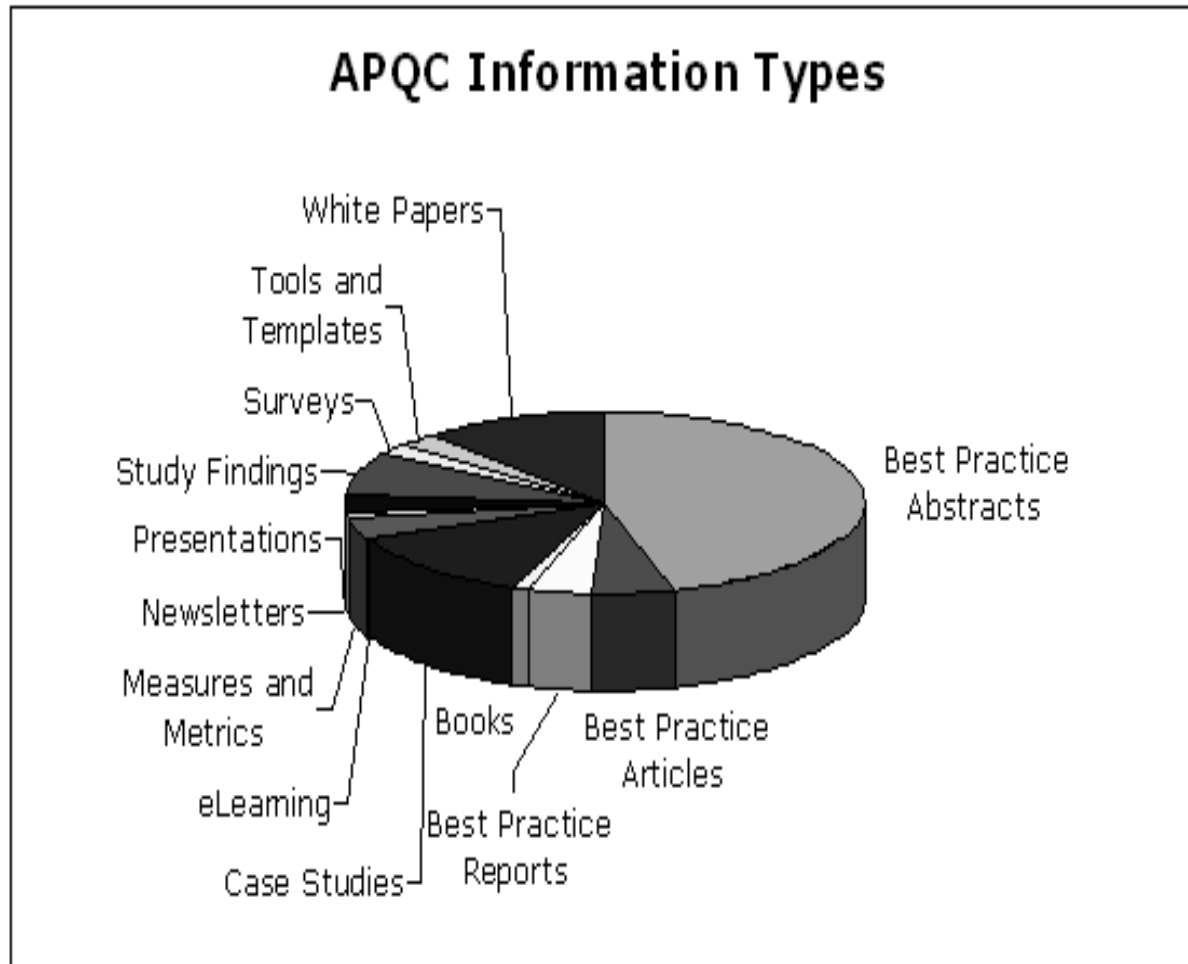
Align sub-processes
to form domains

- Agnostic to organization structure
- Create common language





Sample Information Types

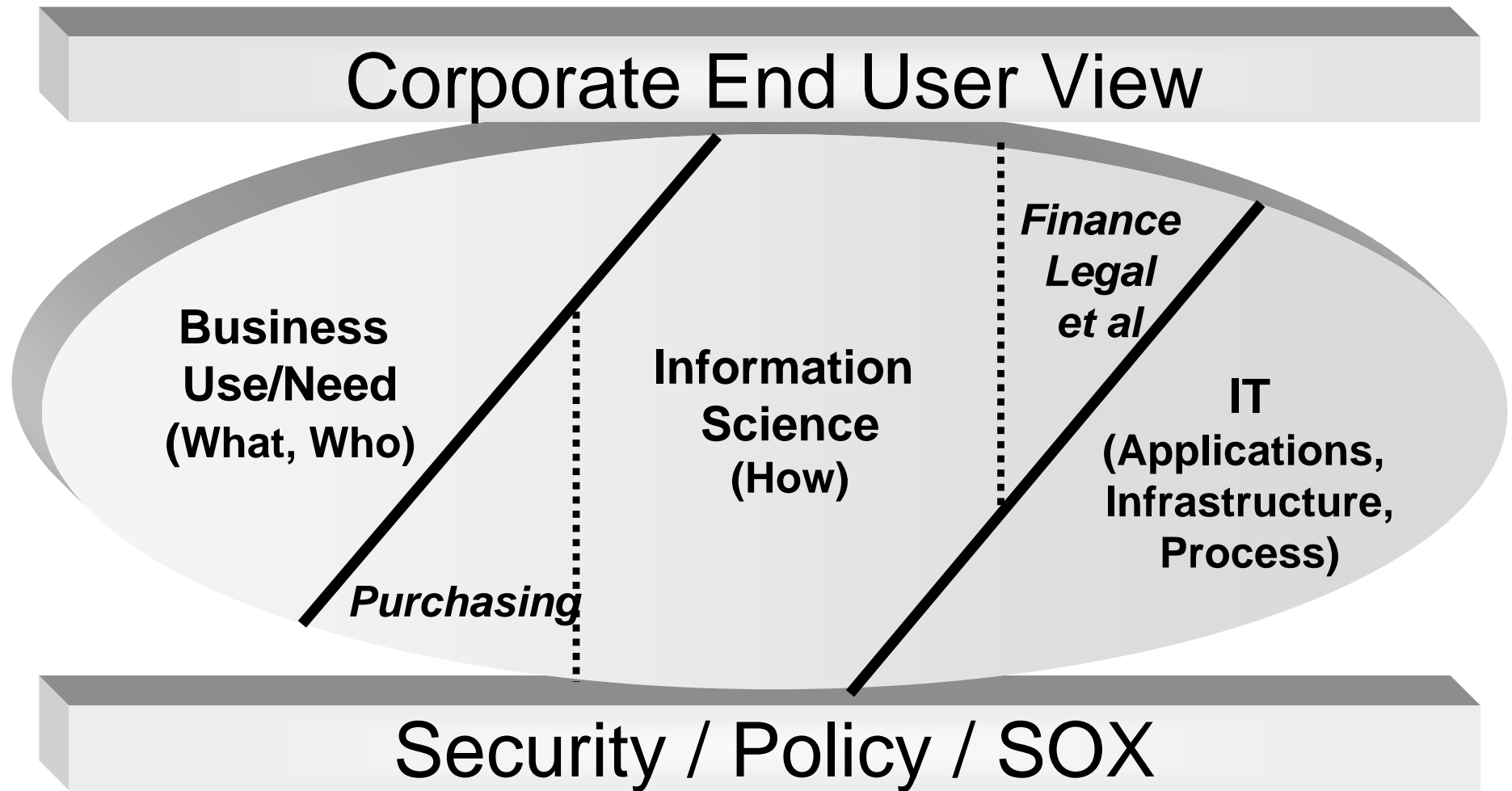


Relate
INVENTORY
to information
sub-types
– Determine
content and
User context

The 2004 portfolio has provided key content and guidance on our most important initiatives.



3. Partner across independent information centers and functions





4. Apply a Six-sigma mindset to sustain progress

Design for Six-Sigma (DMAIC)

Measure & Analyze :

Inventory analyzed for 2004 & 2005 YTD spend.

- Confirmed RAPID challenges

Control:

- Engage internal SME community
- ID opportunities to simplify portfolio

Define:

- 2-day RAPID (Sept 2004)
 - Define scope and operational definitions
- Core working team assembled

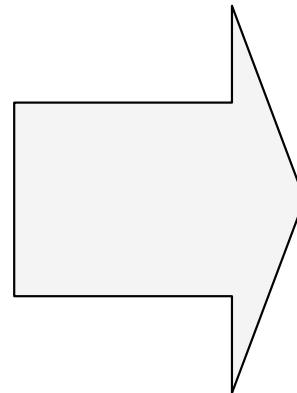
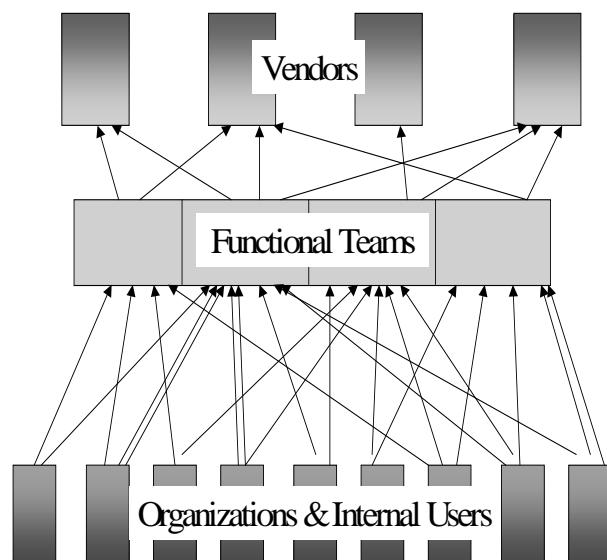
Improve:

- Identify and re-use best practices
- Identify SME by Organization

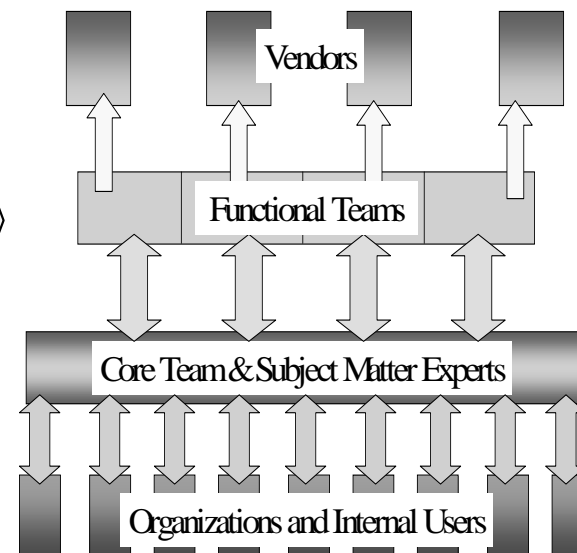


Current v. Desired: Align all parts of information delivery to create seamless experience

Current State

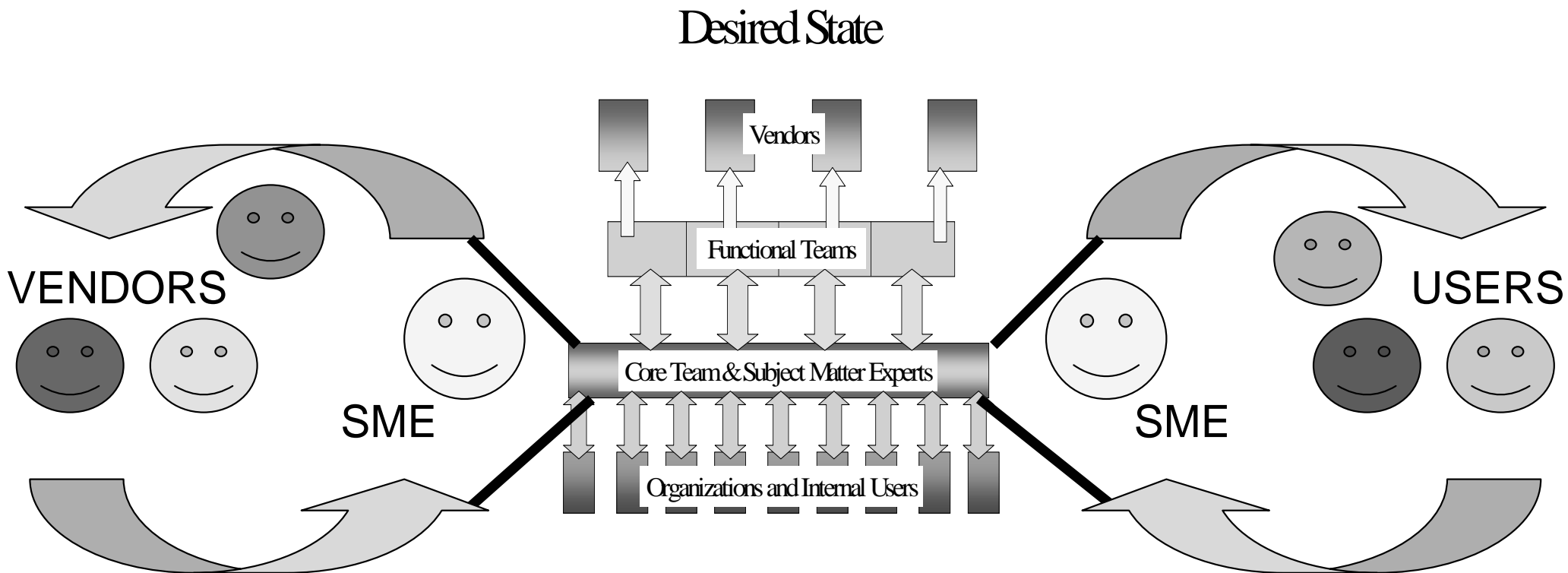


Desired State





5. SMEs Communicate with End Users and Vendors





Summary

A seamless experience requires an enabling environment and a phased vision

1. Build a framework to defragment inventory:

Identify the context of information and user needs

2. Domains of information:

Translate user needs into a common language

3. Partner across independent information centers and functions:

Have a common vision

4. Apply a Six-sigma mindset to sustain:

Design for Six-Sigma (DMAIC)

5. Communicate with End Users and Vendors:

Close the loop



Appendix: Complexity of 2004 Information

