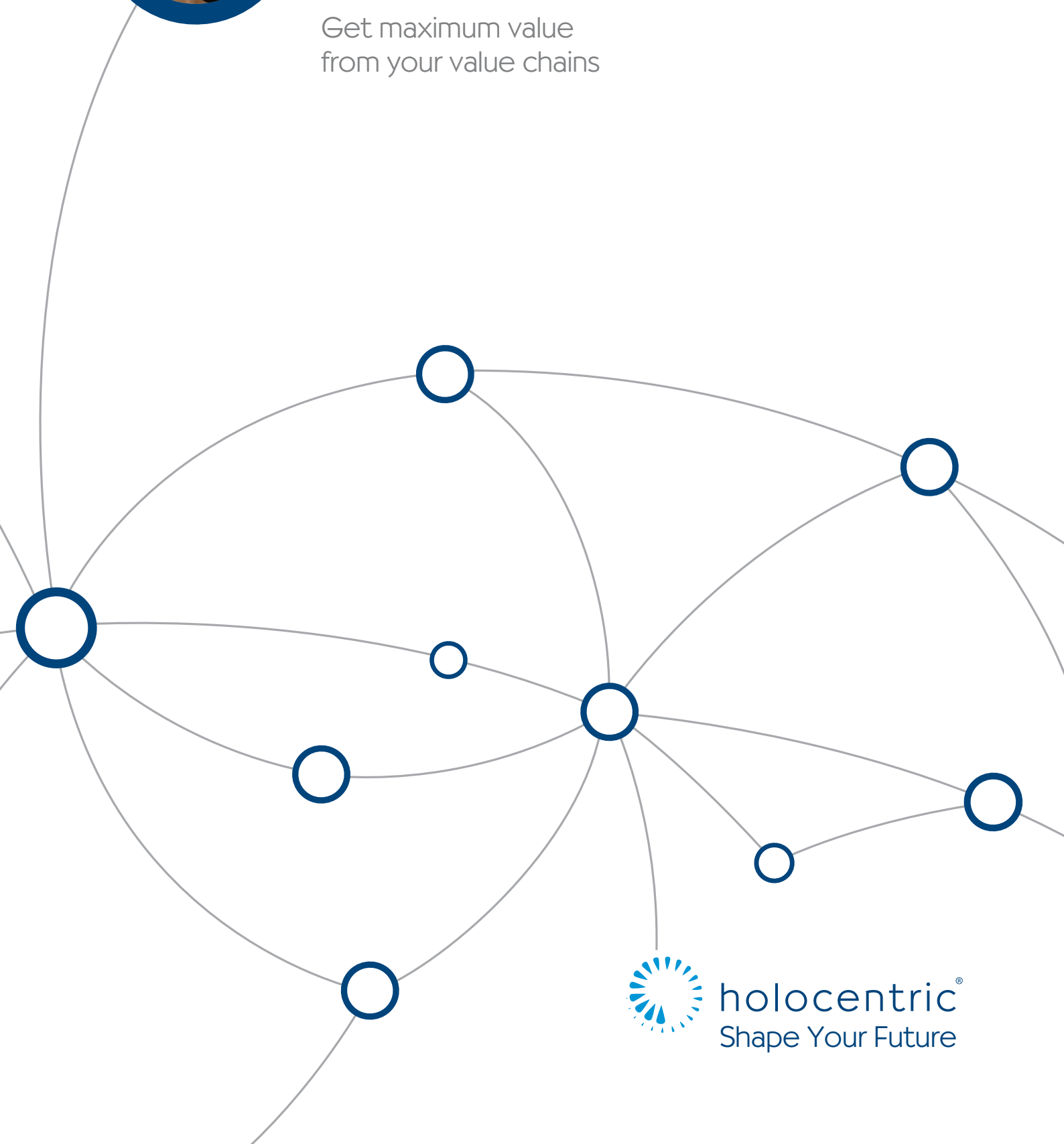


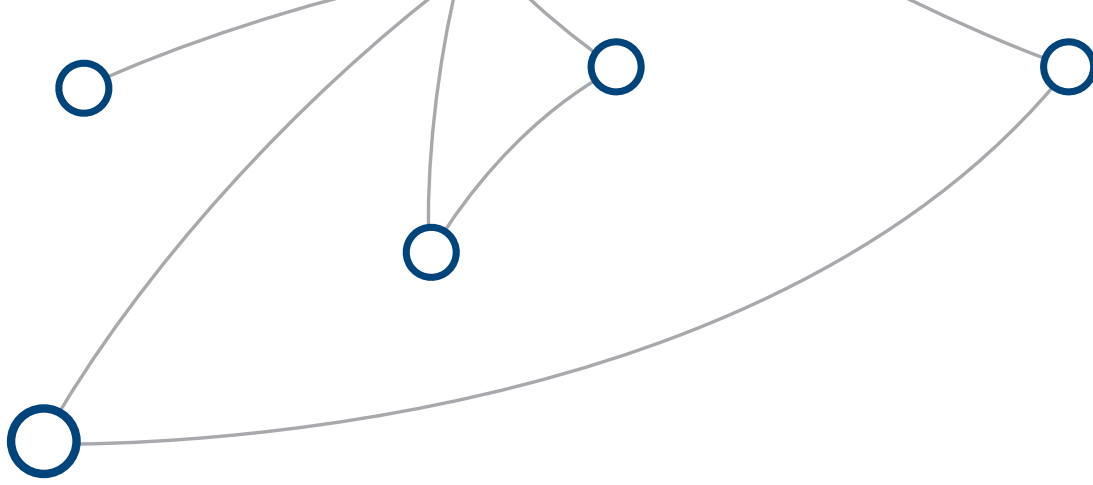


Value Chain Management

Get maximum value from your value chains



holocentric®
Shape Your Future



Get maximum value from your value chains

Holocentric Modeler allows you identify and improve your value chains by highlighting opportunities for infrastructure reuse, mapping specific responsibilities to desired business outcomes and supporting SCOR and VRM reference models.

Value chain management (including supply chain management) is coordination of work on a grand scale. The scale can stretch across continents, span different companies and traverse internal departments.

Value chains are activities directly linked to customer value. The value you ultimately produce should be greater than the sum of the contributions of each of these components. So getting your value chain smoothly integrated is crucial.

Successfully producing a service or a product requires information or materials to flow across critical junctures in the chain, including through different organizational units that can be geographically, operationally or culturally distinct.

This flow of materials or information between departments creates a multilayered system with complex interdependencies. Not understanding how value chains traverse your organizational units can lead to friction in the chain, which ultimately corrupts your organization's desired outcomes.

This is because each silo can impoverish the end result by not delivering exactly what the next silo in the chain requires. What's more, problems introduced upstream can magnify as they flow through the value chain, perverting the end result.

Holocentric Modeler helps you model your value chain and identify the critical steps.

Holocentric helps you conceive and manage your value chains, to get maximum value from your most critical operations.

Business process modeling is only half the answer

Business Performance Improvement (BPI) is invaluable in getting your business running efficiently.

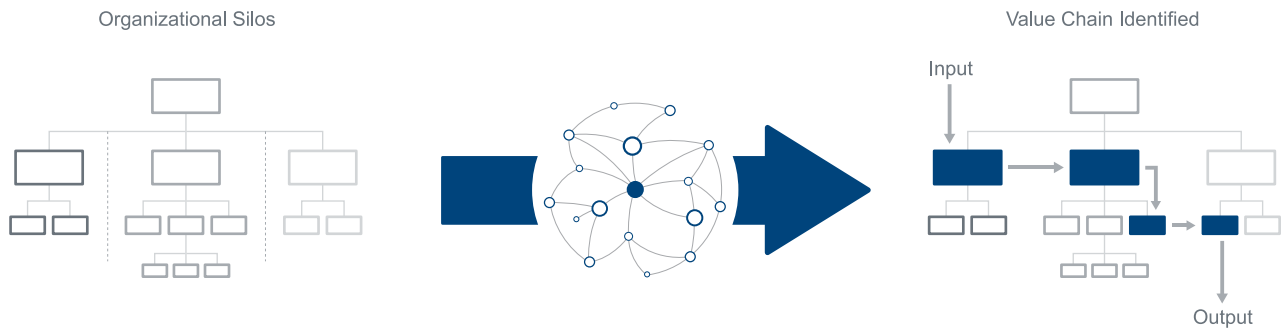
However, BPI is only half the story. That's because it focuses almost exclusively on detailed analysis of processes in isolation, rather than a complete set of processes on a large scale

BPI does not help you understand how business processes fit into the larger context necessary to produce your organization's desired outcome. Improving the entire customer experience requires many of your organizational silos, and frequently external silos, to work together.

Conceive your value chain

Modeling your value chains with Holocentric Modeler achieves the fundamental first step – identifying how value chains traverse your organization.

At this level, rather than at the business process level, it's possible to see how your organization does what it does to produce its desired business outcomes.



To help you do this, Holocentric Modeler supports the **Supply Chain Operations Reference** model (SCOR) and the **Value Reference Model** (VRM). These benchmark models help you identify and understand your own value chains, as well as relate your objectives to industry benchmarks. Holocentric Modeler also allows you to customize and build upon these reference models to capture the unique operations of your business.

Opportunities for infrastructure reuse

One of the major benefits of identifying your value chain is the opportunity it creates for streamlining your infrastructure.

The ability to visualize the value chain means you can identify tasks that are common between departments. You can consolidate and centralize identical or similar processes performed by different departments to reduce overheads and risk. For example, three departments may all independently register customers for historical reasons only.

Manage your value chain

Your value chain models become vehicles for enlightenment – they can reveal hidden assumptions and unknown realities, as well as uncover opportunities for improvement. Having identified and documented your value chains, you can now set about managing them.

Managing your value chains is about ensuring they are doing what they should be – adding value, now and in the future. You can better understand the work your value chains should be doing to produce value for your customers, and begin to improve them.

Holocentric Modeler is ideal for managing large scale coordination problems such as this, because it allows you to map specific responsibilities to the desired outcomes of your value chain.

Furthermore, Holocentric Modeler connects your large scale activities with discrete processes, often operating within one silo. You can then confirm that the high level views you are managing in the value chain are truly representative of underlying operations within each organizational unit participating in the chain.

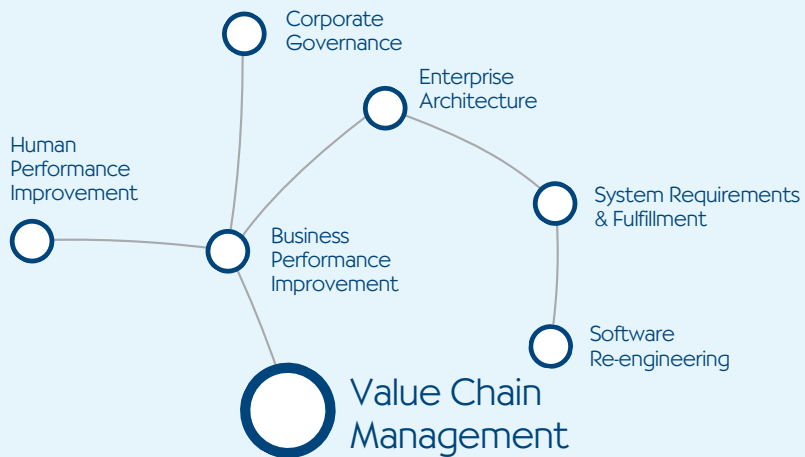
Maximize business value by identifying and managing your value chains with Holocentric

- contact Holocentric to find out how.

Holocentric Modeler makes it easy to:

- describe and analyze extended networks of supply and demand, such as supply chains
- identify opportunities for infrastructure reuse
- customize industry SCOR or VRM reference models to capture your unique value chains

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