SODA Labs - Process First
Business Growth and Sustainability

By Martin Kelman
Global Innovation Director
By understanding social networks, can we help smash the silos inside organisations and help change industry?

“There is nothing more difficult to plan, more doubtful of success, nor more dangerous to manage than the creation of a new order of things.”

Niccolo Machiavelli
Industry 4.0

1. Horizontal integration through value networks
2. End to End engineering across entire value chain
3. Vertical integration and networked manufacturing systems
4. **New social infrastructures in the workplace**
5. Cyber-Physical system technology

The comprehensive transformation of the whole sphere of industrial production through the merging of digital technology and the internet with conventional industry.
Is Industry 4.0 about technology determinism or about people?
Company Silos – Social Infrastructures

Factory 1

Manufacturing
- Maker Operators
- Packaging Operators
- Team Leader
- Planner

Quality
- The Testers
- Customer Relationships
- Lab Manager
- QA Manager

Maintenance
- Maintenance Engineers
- Customer Relationships
- Maintenance Manager
- QA Manager

Logistics
- Traditional Media
- Online Store/Training
- Blogs
- Weekly Podcast Videos

Corporation
Factories
Product Design
R&D
Supply Chain
In Service
Repair and Overhaul
Disposal
Where do we start?
As an OIL TANKER, How can we act like a SPEEDBOAT?
SODA Labs - Summary

1. MVP: Everything
   
2. Agile isn’t just for Software
   
3. Goals not Projects
   
4. Being Human
   
5. New Roles and Structures
   
6. Think Global, Act Local

Agile isn’t just for Software

Goals not Projects

Being Human

New Roles and Structures

Think Global, Act Local
Top Tip 1 - Minimal Viable Everything

BUILD → MEASURE → LEARN

1. Ideas
2. Build
3. Product/Process
4. Measure
5. Data
6. Learn
7. Repeat

#Innovation #ValueMap #DesignThinking
Top Tip 2 – Agile

1. Business Process (start with MPV)
2. Business Requirements
3. User Story
4. System Requirements
5. Product Backlog Item
6. Kanban
7. Build
8. Test
9. Release

#ManageRisk #EmergingRequirements #Pivoting
Top Tip 3 – Goals not Projects

TIME → QUALITY → COST

“A project is a temporary endeavour undertaken to create a unique product, service, or result.”

- PMBOK Guide

#HighExpectations #MeanstoanEnd #Burnout
Top Tip 4 – Being Human

Human brain-size and evolution

60% Ecological
30% Cooperative
10% Between-group

“Our model indicates that brain expansion in Homo was driven by ecological rather than social challenges, and was perhaps strongly promoted by culture.”

#Empathy #Convenient #Pleasureable

Nature - Inference of ecological and social drivers of human brain-size evolution - 28th June 2018
Siloed Thinking

“If only one team implements BPM while other functions in the organization don’t, it often becomes an exercise in futility. BPM works best when companies take an organization-wide perspective to improving processes rather than operating in silos. A single team cannot operate or improve in a vacuum.”

#Innovation #Value #DesignThinking
Top Tip 6 – Think Global, Act Local

Global is Local

“The business is demanding rapid development of new applications with a minimum of customization, designed to be configured by the people who understand your business need.”

“These can include (but are not limited to) business consultants, power users, and business analysts.”

“Every saint and sinner in the history of our species lived there--on a mote of dust suspended in a sunbeam.”

Carl Sagan, Pale Blue Dot: A Vision of the Human Future in Space

#Global #Local #Adoptable
Top Tip 7 – Acceleration

On your marks…

“Accelerationism pushes towards a future that is more modern, an alternative modernity that neoliberalism is inherently unable to generate.”

#Change #Speed #Scale #Uncertainty
SODA Play

- Process Adherence
- Process Improvement
- Realtime Feedback and Alerts
- Mobile Workforce
- Better Resource Utilisation

Step 4 - Realise
- End User Configurable
- Easy to Deploy
- Fresh Technology
- Utilises Existing networks
- No Capex only Opex

Standardised Processes

Data Collection

Step 1 - Design

Step 2 - Share

Step 3 - Play

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Linking people, objects and systems creates dynamic, real-time optimised, self-organising and inter-enterprise value creation networks which can be optimised according to various criteria such as costs, availability and resource usage.

(Plattform Industrie 4.0 2015, p. 3)
Thank you!

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