

# Take control of the information – your most valuable asset

Webinar

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Those who experience that automated processes operate on poor data realize they have never produced so much poor results so fast ever. That was not the purpose was it?!

On the other hand, many see this as a possibility to improve processes, give a better basis for decisions and cut quality cost that was previously difficult to discover.

If information is power, why are  
the powerful so ill informed?

Arthur Curley

## **Key take-away!**

**Every day your company makes  
decisions based on data.**

**To be efficient and get the best effect  
out of your work, the data must be  
correct and available.**

# Example – Shipping company **qualisoft**<sup>®</sup>

Enabling positive change

A department worked a lot over time

Analysis showed that the processes were labour intensive and they delivered the results late

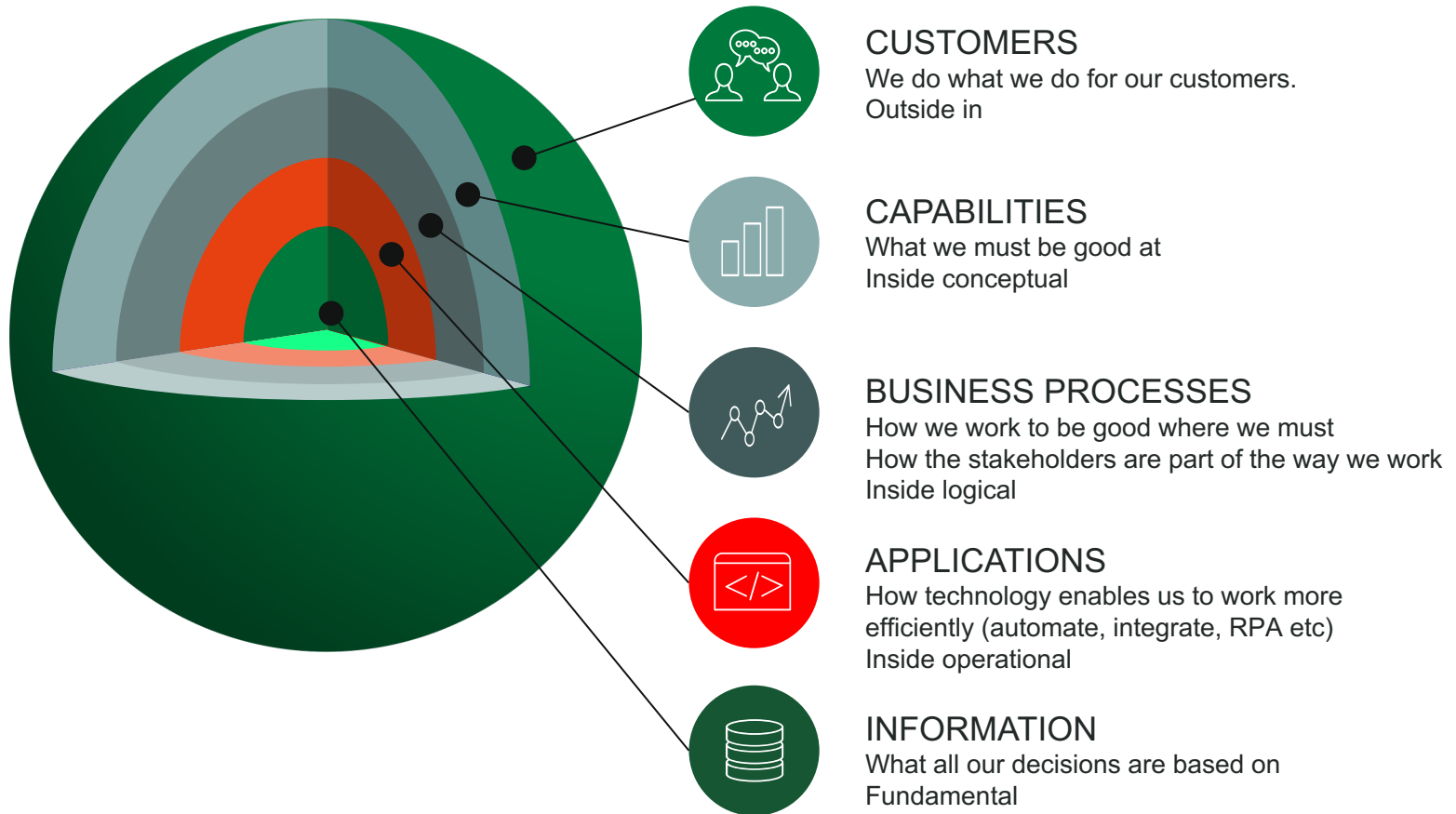
Traditional solution: more resources and try to improve the way we work

... after a study they discovered that the process was like this due to:

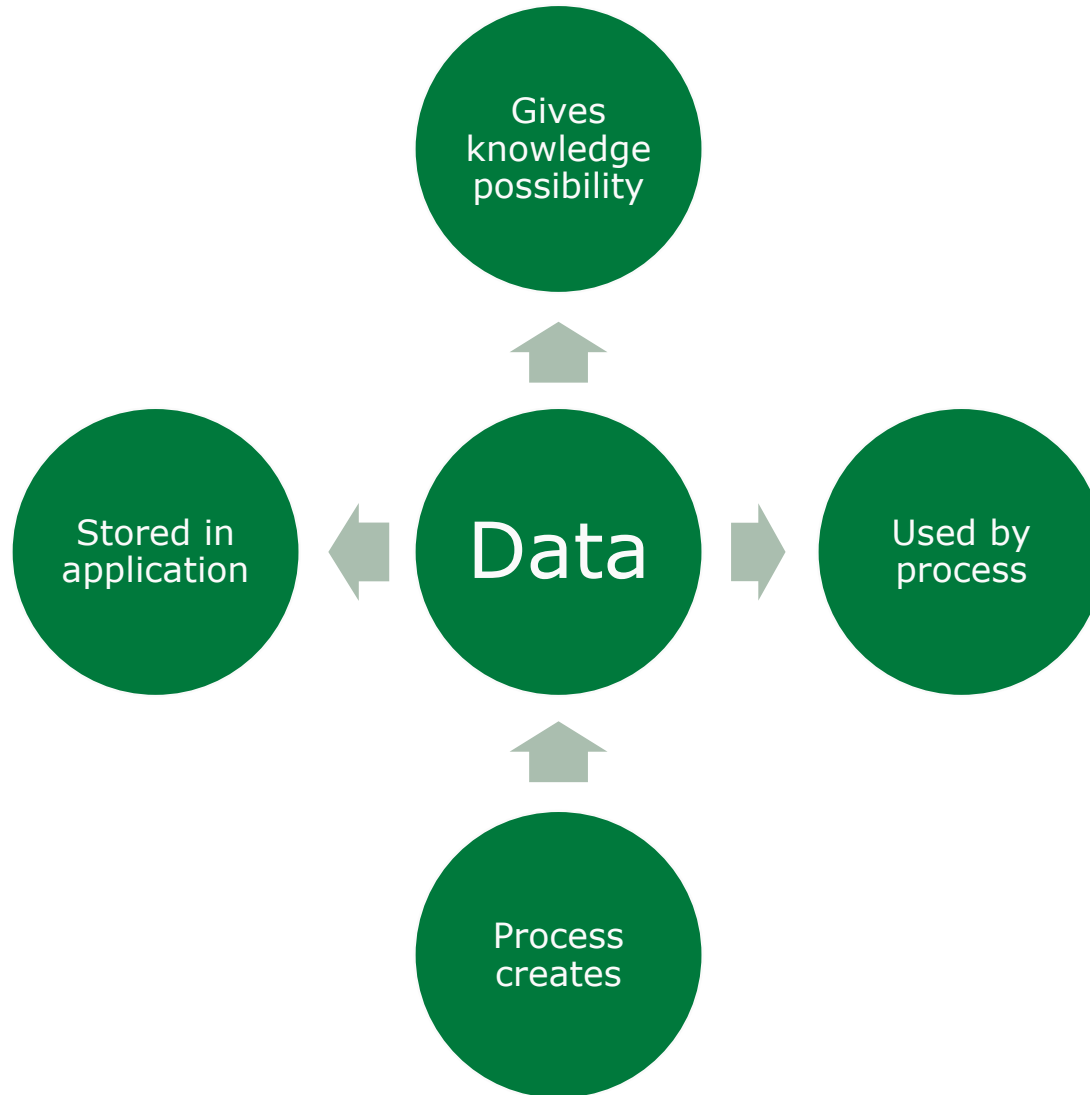
- Data not available
- Data quality was poor

When they solved the data issues they didn't need more resources and delivered on-time as they finally could simplify the process.

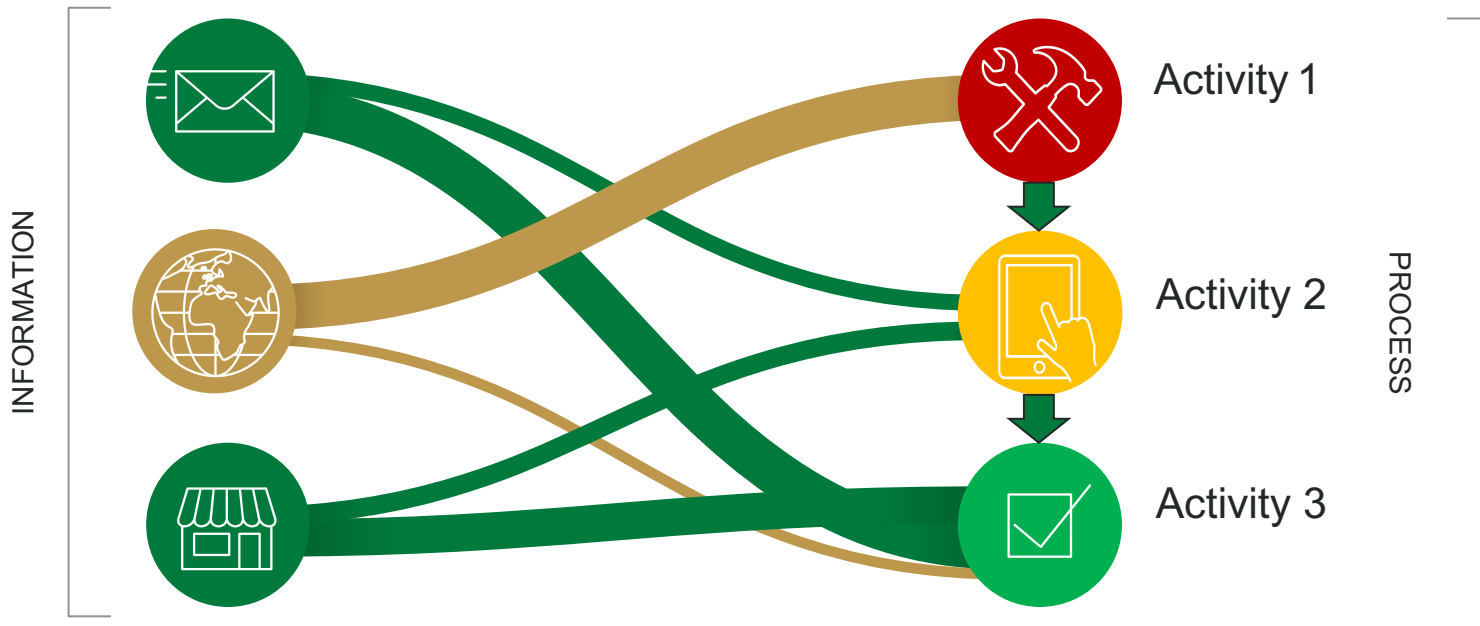
# Process structure (conceptual)



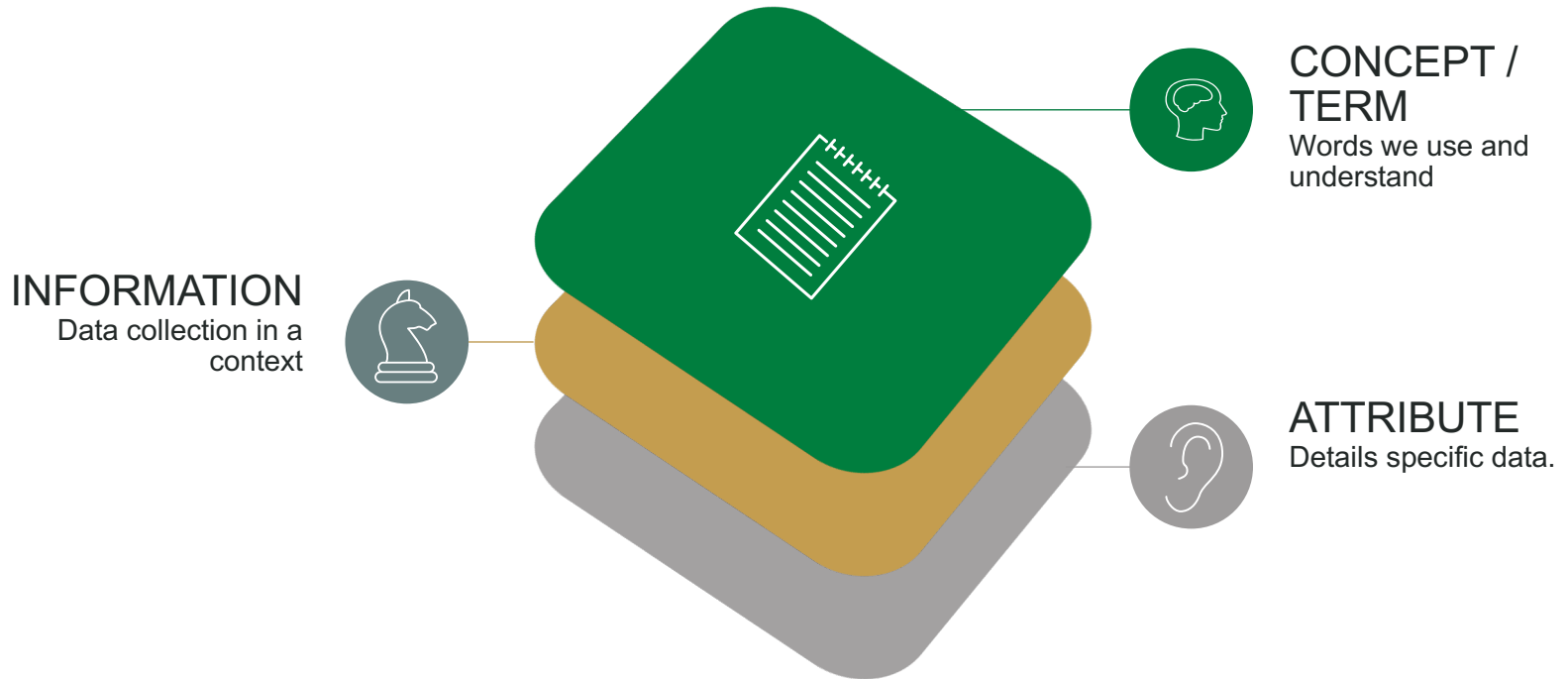
# Process and information



# Information / data flows different that the way processes flow







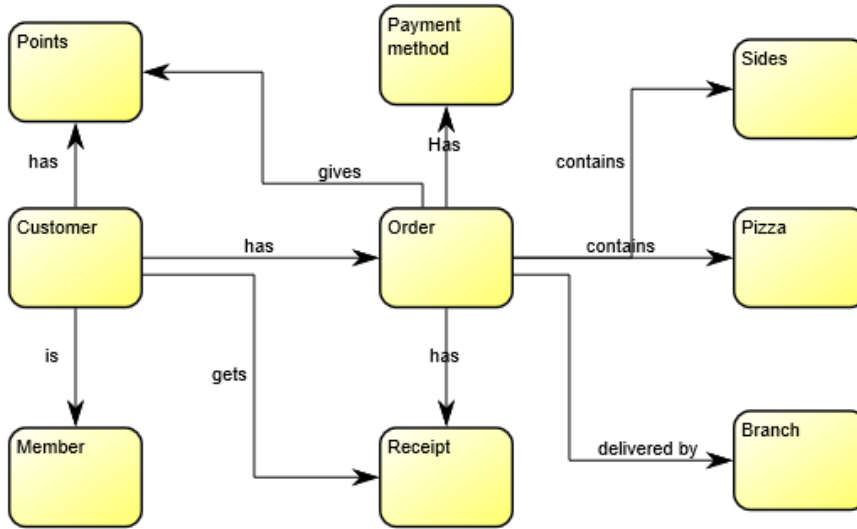
# QualiPizza

- owned by QualiCorp
- has pizza restaurants and offers home delivery
- also operates in other markets

Let's look at

- Their concepts
- What information they store and where
- Where information is used

# Concept model



Terms > **Pizza - customers**

Diagram | **Concept list** | Description | Change Requests | Context View

Show 25 entries

Concept	Definition	Example	Terms
Branch	is a location, other than the main office, where business is conducted.		Branch Restaurant
Customer	a person who buys goods or services from a shop or business	Nina Sayers, Tore Costa, Asha Zidane, Haruto Saito	Customer Client Consumer Prospect
Member			Member
Order	is a commercial document and first official offer issued by a buyer to a seller, indicating types, quantities, and agreed prices for products or services		Order
Payment method			Payment method
Pizza	a dish of Italian origin, consisting of a flat round base of dough baked with a topping of tomatoes and cheese, typically with added meat, fish, or vegetables.	Hawaii, Meat lovers, Djungle Jim	Pizza
Points			Points
Receipt	a written acknowledgment of having received, or taken into one's possession, a specified amount of money, goods, etc.		Receipt
Sides			Sides

# Terms

🏠 Terms

⌵ Set Filters ⌵ Export to Excel 📄 Export to PDF

Dra en kolonne hit for å sortere på den kolonnen

Name:	Term for concept:	Used by:
▶ <input checked="" type="checkbox"/> Branch	<input type="checkbox"/> Branch	🏠 QualiPizza
▶ <input checked="" type="checkbox"/> Client	<input type="checkbox"/> Customer	🏠 Delivery 🏠 Production 🏠 Purchasing 🏠 Sales
▶ <input checked="" type="checkbox"/> Client	<input type="checkbox"/> Client	🏠 Legal 🏠 Lawyers
▶ <input checked="" type="checkbox"/> Consumer	<input type="checkbox"/> Customer	🏠 Delivery
▶ <input checked="" type="checkbox"/> Customer	<input type="checkbox"/> Customer	🏠 IT
▶ <input checked="" type="checkbox"/> Customer	<input type="checkbox"/> Customer	🏠 Sales 🏠 Marketing

# What data do we store, where and who uses it

**Data entities details**

Set Filters Export to Excel Export to PDF

Dra en kolonne hit for å sortere på den kolonnen

Name:	Implements:	Privacy level:	Availability:	Confidentiality:	Correctness:	Information Classification:	Traceability:
Branch	Branch						
Bring address information							
CRM Address							
Customer	Customer	Common personal data	1.Minor damage	1.Minor damage	2.Substantial damage	Internal	1.Minor damage
Data Entity 1							
Data Entity 2							
Employee							
Order	Order	Sensitive personal data	2.Substantial damage	3.Serious damage	1.Minor damage	Restricted	2.Substantial damage
Order details	Order items						
Payment method	Payment method	Sensitive personal data	3.Serious damage	3.Serious damage	2.Substantial damage	Classified	2.Substantial damage
Pizza							
Receipt							
Sides							
Topping							

**Data entity usage**

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Dra en kolonne hit for å sortere på den kolonnen

Name	Information Classification:	Used by activity	Handled by application
Branch		<input type="checkbox"/> Order pizza <input type="checkbox"/> Check order	Plaza Pizza Booking Sales mate CRM system
Bring address information			
CRM Address			CRM system
Customer	Internal	<input type="checkbox"/> Order pizza <input type="checkbox"/> Check order <input type="checkbox"/> Confirm delivery <input type="checkbox"/> Register order in system <input type="checkbox"/> Cancel order	Plaza Pizza Booking Social Media Handler Payment system Sales mate CRM system
Data Entity 1		<input type="checkbox"/> Manual Task	
Data Entity 2		<input type="checkbox"/> Manual Task	
Employee			Plaza Pizza Booking Sales mate CRM system
Order	Restricted	<input type="checkbox"/> Order pizza <input type="checkbox"/> Check order <input type="checkbox"/> Confirm delivery <input type="checkbox"/> Register order in system <input type="checkbox"/> Cancel order <input type="checkbox"/> Pay for pizza	Plaza Pizza Booking Payment system Sales mate CRM system

# Activity / Application

Check order

Activity Information usage Changes

Show 25 entries Search:

Data entity	Privacy level	Information class	Confidentiality	Concept	Definition
Branch				Branch	is a location, other than the main office, where business is conducted.
Customer	Common personal data	Internal	1:Minor damage	Customer	a person who buys
Order	Sensitive personal data	Re			
Order details					
Payment method	Sensitive personal data	Cl			
Receipt	Sensitive personal data	Cl			

CRM system

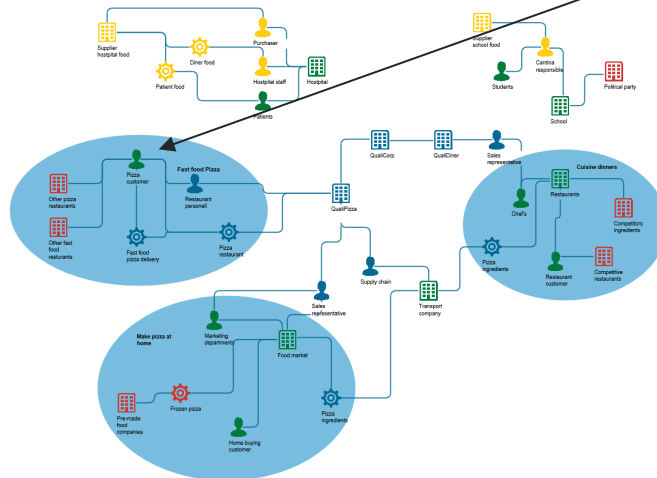
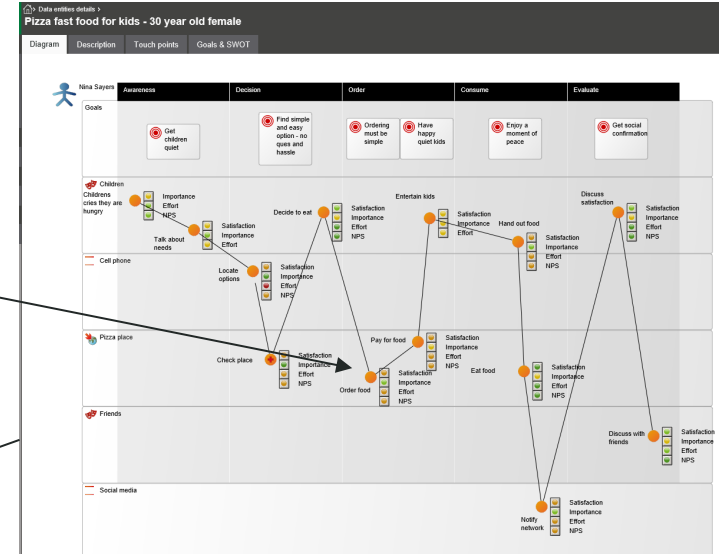
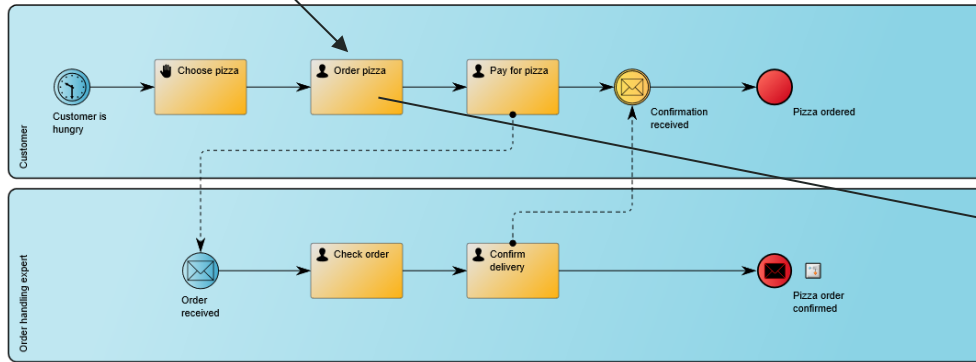
Information system Supports business Information usage

Show 25 entries Search:

Data entity	Privacy level	Information class	Confidentiality	Concept	Definition
Order	Sensitive personal data	Restricted	3:Serious damage	Order	is a commercial document and first official offer issued by a buyer to a seller, indicating types, quantities, and agreed prices for products or services
Payment method	Sensitive personal data	Classified	3:Serious damage	Payment method	
Receipt	Sensitive personal data	Classified	3:Serious damage	Receipt	a written acknowledgment of having received, or taken into one's possession, a specified amount of money, goods, etc.
Customer	Common personal data	Internal	1:Minor damage	Customer	a person who buys goods or services from a shop or business

# From data to Business Eco-system

Customer



# From data to Strategy

**Customer**

Process orders

- Overall Importance
- Overall Maturity
- Ability to Grow
- Timeliness
- Quality

Entertain kids

- Overall Importance
- Overall Maturity
- Quality

Handle inventory

- Overall Importance
- Overall Maturity
- Ability to Grow
- Quality

Let customers spread the word

- Overall Importance
- Overall Maturity
- Ability to Grow
- Timeliness
- Quality

Spot new locations

- Overall Importance
- Overall Maturity

Bake pizza

- Overall Importance
- Overall Maturity
- Ability to Grow
- Timeliness
- Quality

Clean location

- Overall Importance
- Overall Maturity
- Ability to Grow
- Timeliness
- Quality

Determine baking capacity

- Overall Importance
- Overall Maturity
- Ability to Grow
- Quality

Respond to social media messages

- Overall Importance
- Overall Maturity
- Ability to Grow
- Quality

Open new locations

- Overall Importance
- Overall Maturity

Deliver correct

- Overall Importance
- Overall Maturity
- Timeliness
- Quality

Be friendly to customers

- Overall Importance
- Overall Maturity
- Ability to Grow
- Quality

Manage staffing capacity

- Overall Importance
- Overall Maturity
- Quality

Create custom pizza

- Overall Importance
- Overall Maturity

Restaurant mission: Sell more pizza and fun to customers

Be the market leader in larger cities

Have top score in government food safety scores

Be the first thing people mention when asked for their favourite fast food place

Serving people memorable moments with friends and family

Norway

- Large cities
- Shopping malls
- City centres

Home delivery mission: Be the most trustworthy pizza delivery company

Perfect deliveries

The most prolific social media pizza company

Have the largest business to business deals

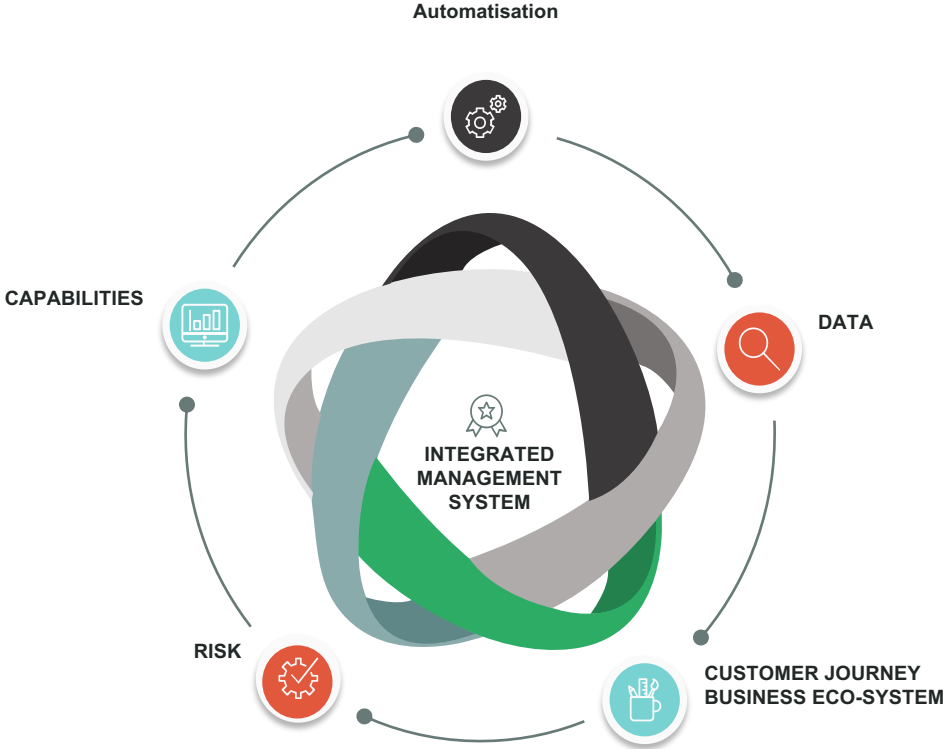
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Search:

Performance indicator	Measure at	Current value	Previous value	Tendency	Periodicity
% complaints on product	Deliver pizza in restaurant			-1	Month
	Deliver pizza to location				
% no error deliveries on content	Deliver pizza in restaurant			-1	Month
	Deliver pizza to location				
% on time deliveries	Deliver pizza in restaurant			1	Month
	Deliver pizza to location				

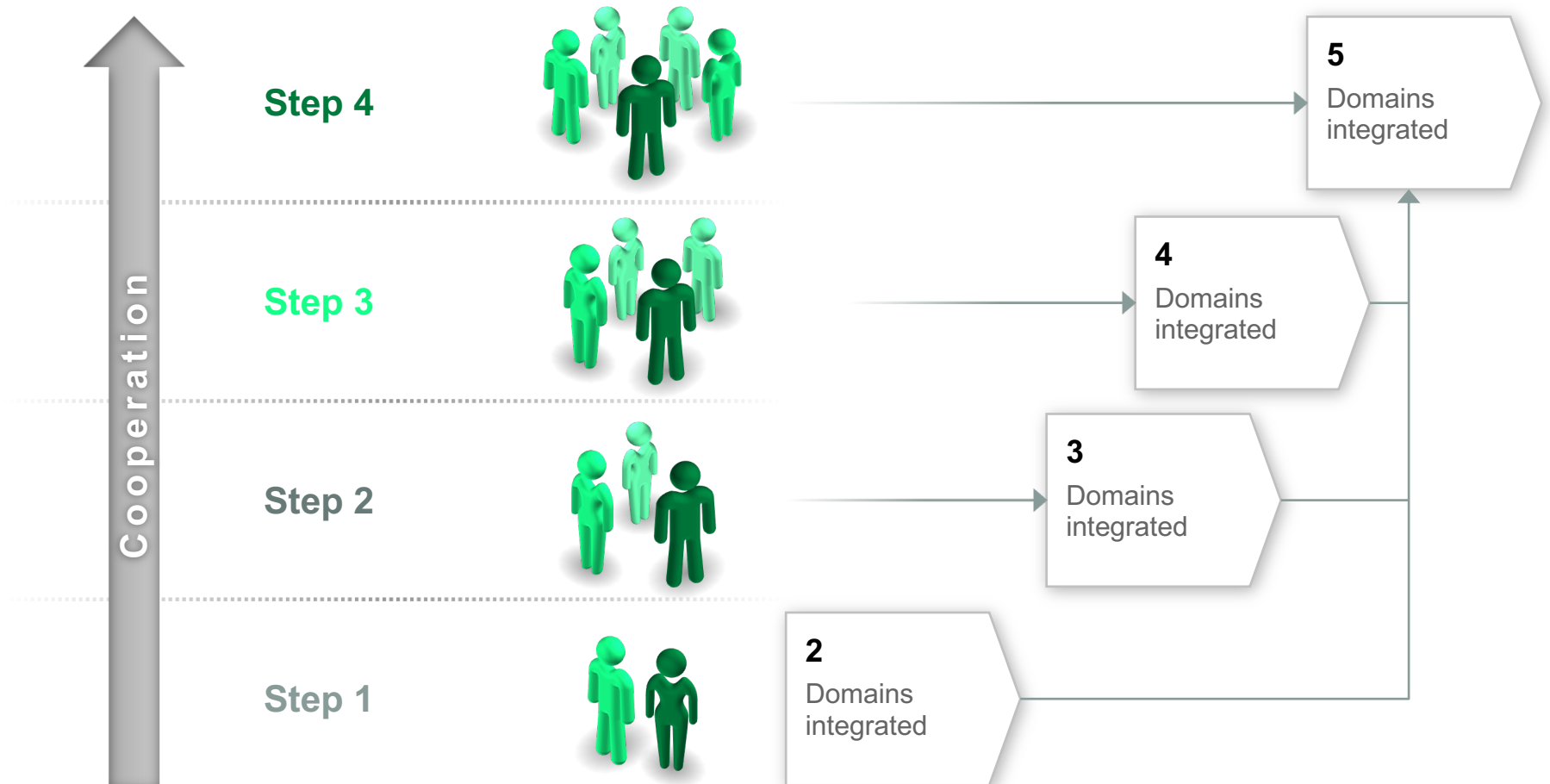


# The integrated management system



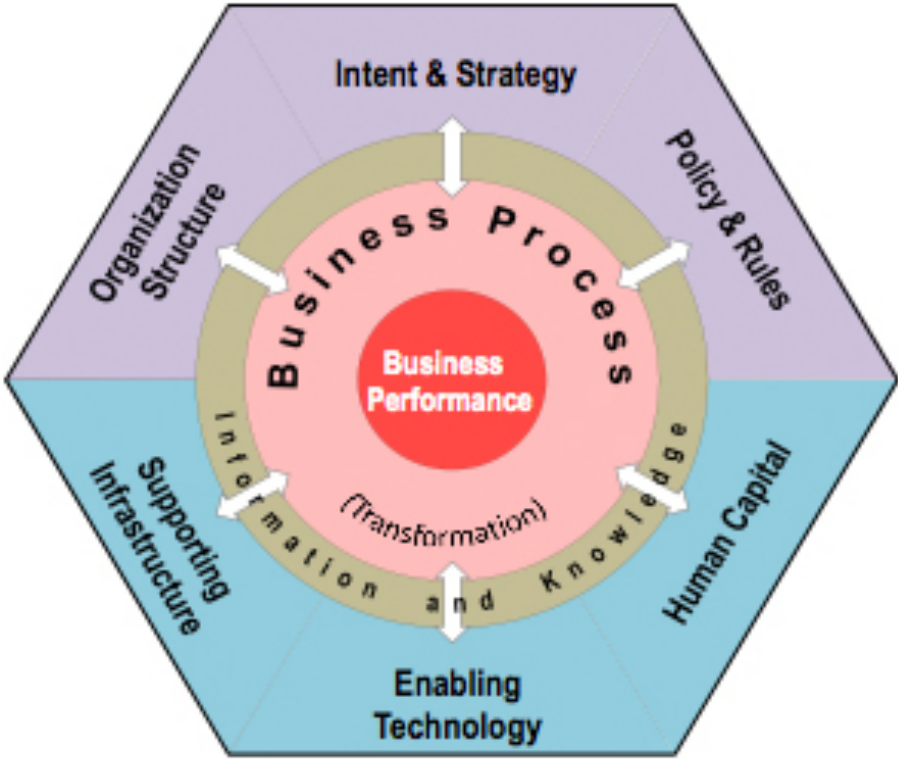
# Cooperation

When data is good we can automate better, simplify, digitalize free capacity. Information does not do this alone. And no-one can do their work without data.



# Burlton Hexagon

- more relevant than ever



# You can not do this without the Quality system!

The traditional quality system is the correct starting place.

- The quality system is the best place to handle the complex and ever changing world. To get control and deliver what the company should. It facilitates continuous improvement based on low risk and high gain by ensure the whole company takes part in structured improvement. It ensure that you do not have to re-invent the wheel, or do reverse engineering for every change in the future.

## **Key take-away!**

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