



**MASS CUSTOMIZED KNOWLEDGE  
MANAGEMENT AS A PILLAR OF SUCCESS**

PDT Europe 2011

"The economy does not follow the standard model, but in reality it is a complex network, whose nodes are companies and whose links represent the various economic and financial ties connecting them."

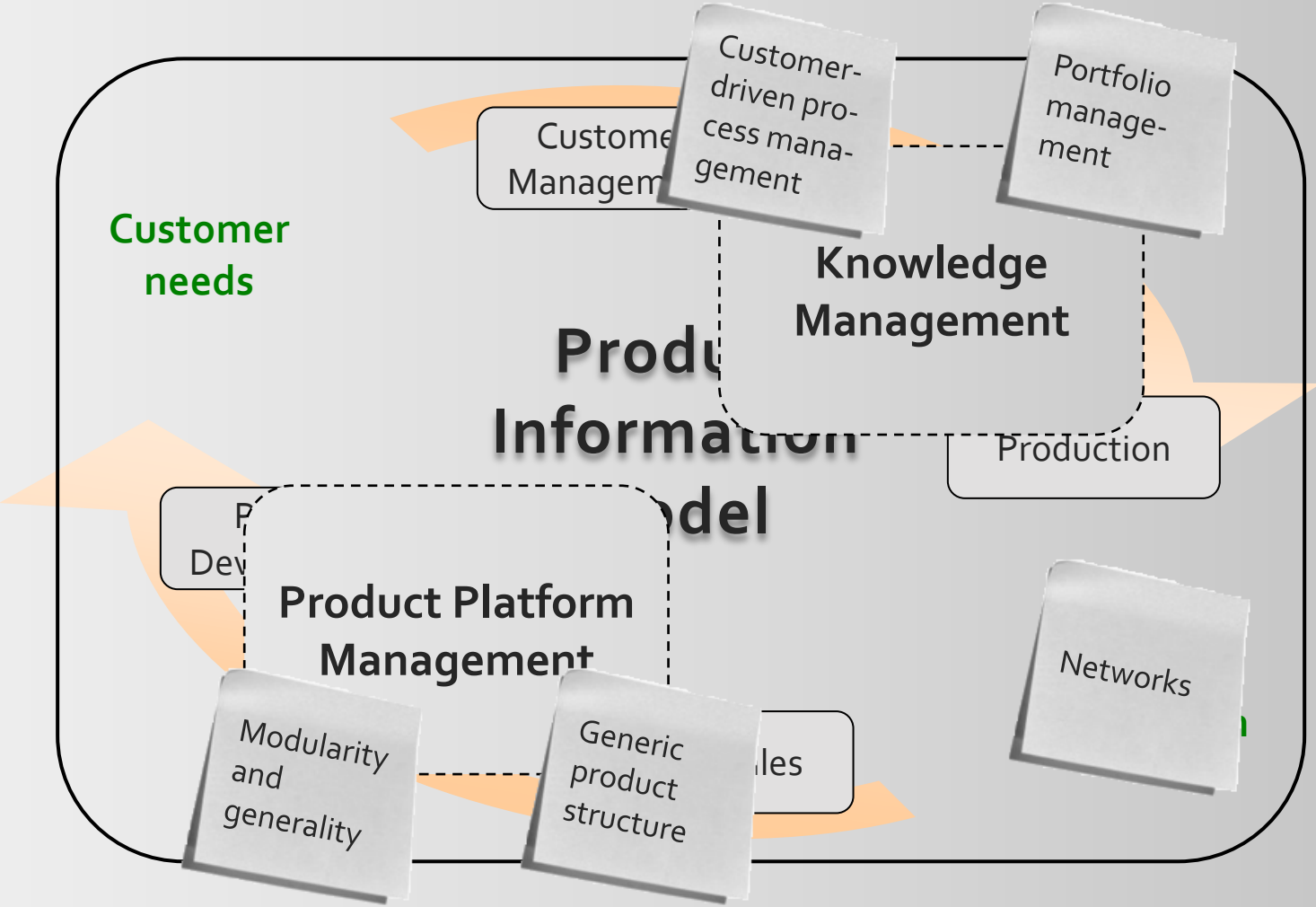
"It's not the strongest of the species that survive, nor the most intelligent, but the one responsive to change."

The whole of the system is focused on satisfying management rather than customers, who are the source of the organisations sustainability.

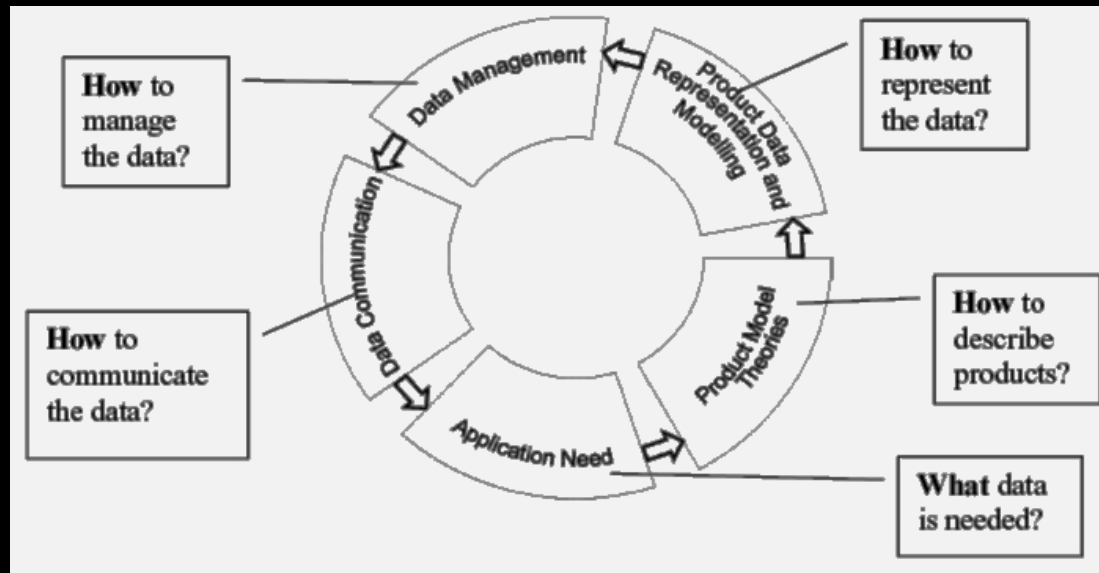
"You can't manage knowledge - nobody can. What you can do is to manage the environment in which knowledge can be created, discovered, captured, shared, distilled, validated, transferred, adopted, adapted and applied."

"Most people think change starts with a plan. This change starts with getting knowledge."

# Content of the Information Model



# Product Information Model




*Structural knowledge management approach, which describes the extended network required product information and features to produce and develop the business processes supporting customer-oriented product variants.*

# Success Factors

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## Critical success factors of product platform management:

- CAD-based generic product structure
  - One master place for all data
  - Generic management of assemblies and drawings
  - Design centralization to the module level
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# Module and Modularity

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## Module:

*An independent and replaceable sub-assembly, which implements the product or process in a separate operation and has a well-defined interfaces, which are created through a unique product variants.*



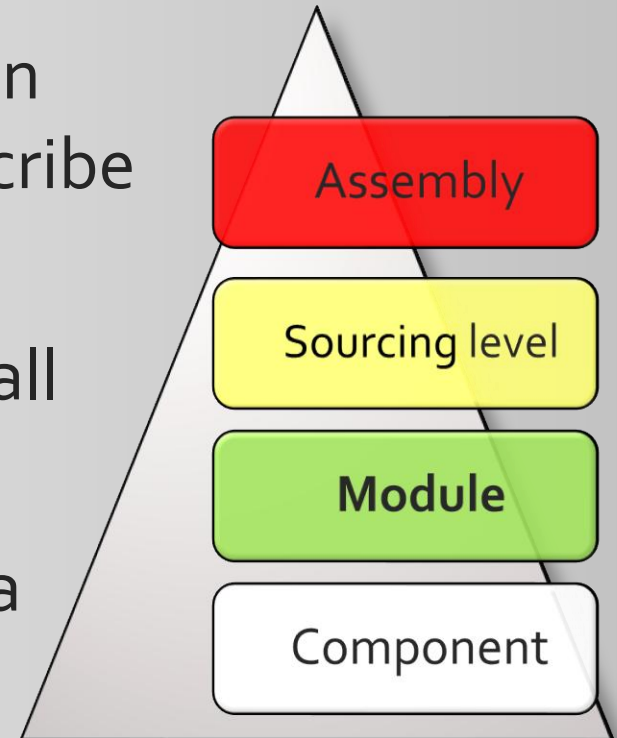
## Modularity:

*Product or process feature that defines the ability to mix and combine the product independent and replaceable sub-assemblies (modules).*

# Modularity Rules

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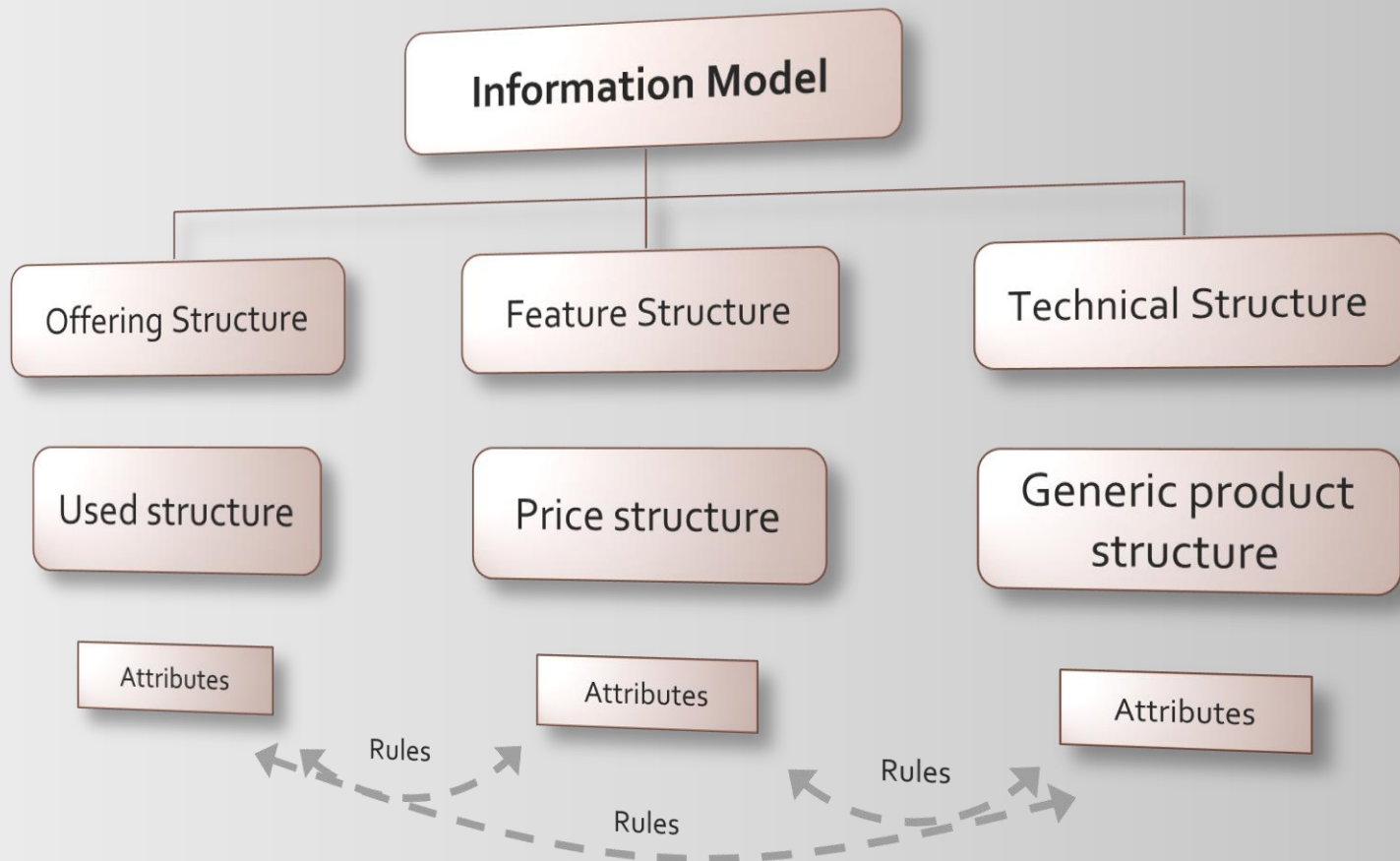
- Assemblies that are bigger than module have to be able to describe the "single item"
- The module aim is to be as small part as possible
- The module below can not be a second module



- **Product family-specific modularity is a impairing factor of the business**

# Structure of the Information Model

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# Knowledge Management

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*Manageable entity, which intended to maintain, develop, distribute, store, adapt and utilize information in the organization to act and react to the given tasks and problems in a timely to attain the company's business visions and strategies.*

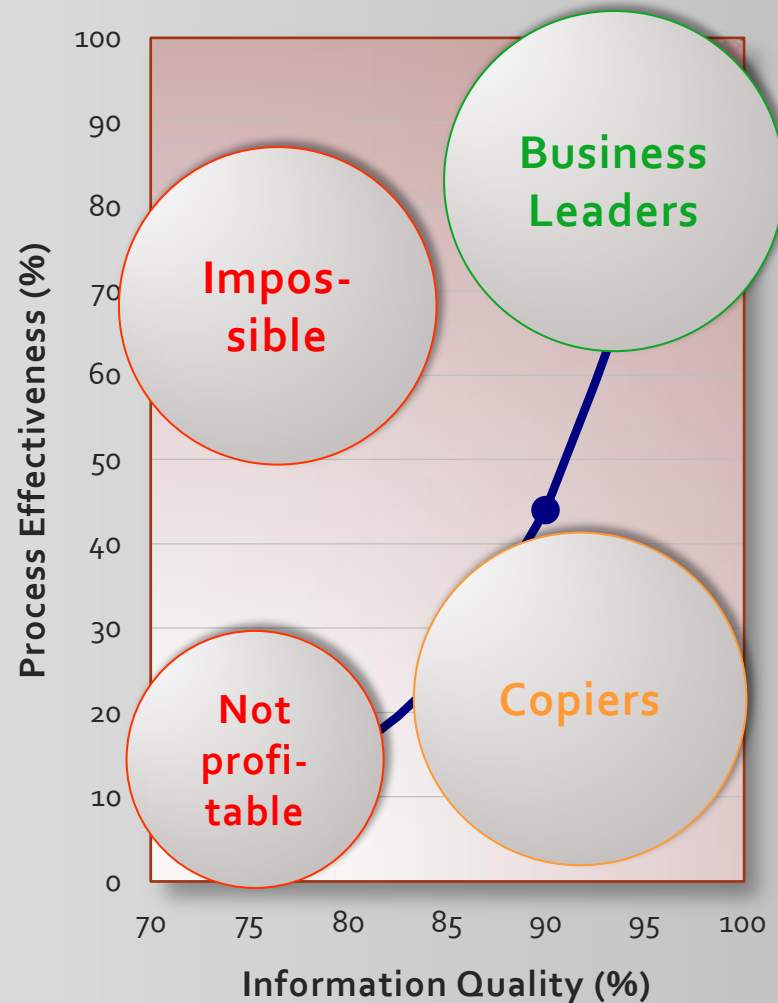
# Business Effectiveness

To achieve global business operational efficiency:

1. Information quality must be high level
2. Processes must be able to use information effectively

Information Quality = Extent, accuracy and completeness of the information you use to make decisions.

Process Effectiveness = The ability to respond accurately and quickly.

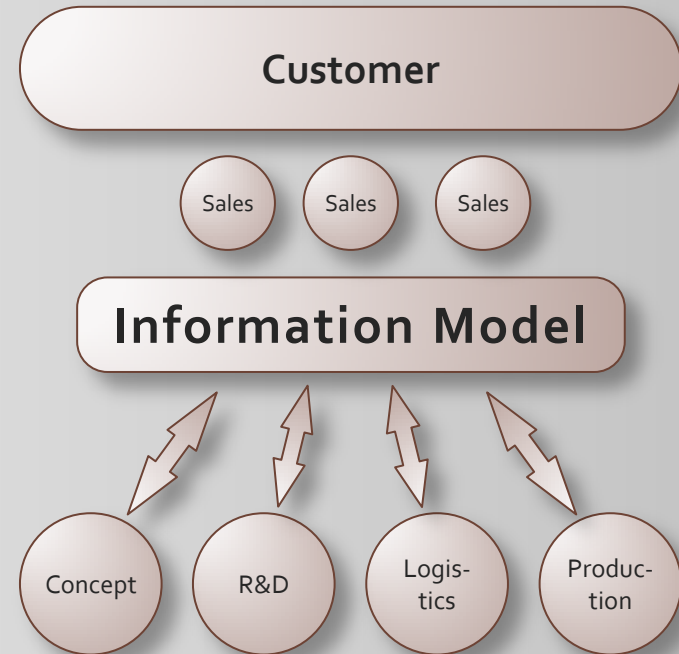


# Customer-Specific Process

## Organize

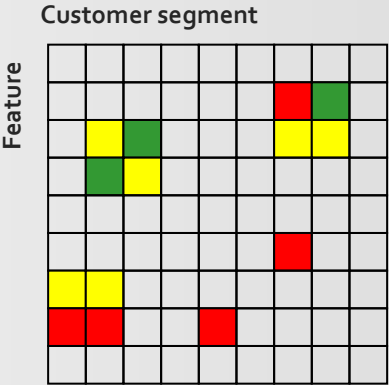


## Possible



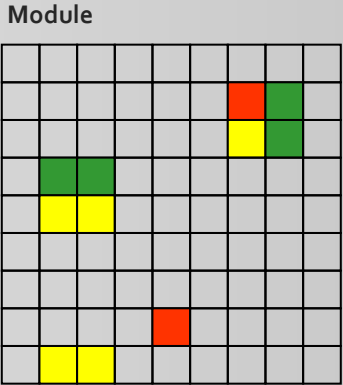
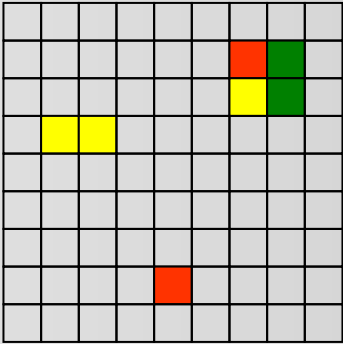
# Product Portfolio Management

## Customer Needs

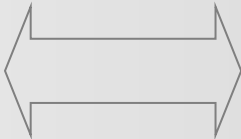


## Product Platform

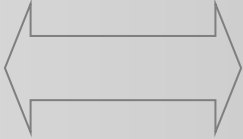
### Offered Product Portfolio



Sales Feature



Function-ality



Technical Solution

# Summary

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*If we always do what we have always done - nothing will change.*



kai

zen

"change"

"good"

# Collaborate to Compete

Remove duplication

Understand  
the complexity

Organize the  
information and data

Possible

Create accessibility and visibility

Translate to the right "language"

# Any Questions ?

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I must understand the system, improve the work, THEN pull IT

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