

21st Century Success:

Business Brief 6 – Worker’s Basic Needs



The Basic Needs of the Information Worker

So the question remains, how can we keep up with the rapidly increasing pace of business and the economic challenges that are forcing all of us to do more with less? Let’s start with reviewing the basic workplace needs of the information worker in the 21st century.

Social Networking—(A.K.A. Communicate)

The definition of communication hasn’t really changed over time—it is the audible, textual, and graphical interaction of people. Certainly technology has changed the speed and form of communication. Our current options include e-mail, instant messaging, webinars, blogs, wikis, RSS feed, podcasts, and others. And it’s changing as we write; tomorrow there will be yet another option. The purpose of communication has remained the same throughout time: exchange and share ideas, information, pictures or photos, to spur on yet more ideas so that we can create and innovate. In some situations it becomes collaboration. Musicians do it. Scientists do it. Classrooms do it. And so do manufacturer’s information workers—it then becomes “product collaboration”.



Product Collaboration—

To the manufacturing information worker, product collaboration means he or she is able to find, use, manage, and share intellectual property through a centralized portal. This anytime, anywhere, anyone access must remain secure. The information worker knows it; the company’s leaders insist on it. Product Collaboration—when done right—gets products to market faster and cheaper—all while maintaining quality and control. With the right system in place, the associated intellectual property (IP) is securely managed and controlled.

2D/3D Visualization—

Just as music can speak in ways that words cannot, the same is true about pictures. Hence, the saying, “a picture is worth a thousand words”. Relevant users throughout the extended enterprise must be able to view, measure, and/or mark-up a detailed representation of the business’ product data without sacrificing design integrity, data security, or using an expensive CAD license. Our information workers are increasingly visually dependent.

Product Record—

Managing product information across the lifecycle is imperative to successful coordination and control of the associated business processes throughout the extended enterprise. Ensuring that revisions of product-related data, also known as the “product record”, are accurate and accessible provides the basis for workflow innovations throughout global product development, enterprise-wide operations, and end-to-end supply chain orchestration. Product data management provides the foundation necessary to drive innovation, improve quality, and cut costs.





Business Brief

The Business Brief provided is a section from Actify's white paper series called 21st Century Success. The white paper series details the business obstacles and impact manufacturers face related to innovation, collaboration and automating processes. For more information or to obtain one of the white papers, you can contact the representative below or visit the websites listed.

About Actify, Incorporated

Actify Inc. is an *award-winning* global leader of product data collaboration and 2D/3D visualization solutions. Actify's technology and visual collaboration infrastructure solutions help companies successfully meet the geographical, economical, and global challenges of doing business in the 21st century.

Actify's customers come from various industries: energy, medical and dental devices, government, defense, aerospace, automotive, industrial automation, consumer goods, white goods, discrete manufacturing, and other product-based manufacturing or service industries.

Actify products are sold through authorized distributors and value-added resellers in North America, Europe and Asia Pacific. Actify is headquartered in San Francisco, California. For more information please visit www.actify.com or call 415.227.3800.

To discuss how Actify can help your organization create an effective collaboration infrastructure, use technology to its full potential, and be truly innovative—call today and ask for an "Information Worker Experience Strategy Assessment".

Please contact sales@actify.com.