

21st Century Success: *Business Brief 7 – The Right Tools*



The Right Tools for the Information Worker

We have to give people the **right tools** the first time. If this isn't your organization's first time, then you can now do it right *this* time. Give your information workers the tools they want—and expect—to use. And remember no matter your position or title, you are one of the information workers. You, too, can innovate in completely new ways right along with your information workers. The right tools in any industry—not just manufacturing—must allow the user to:

- (1) Recognize the tools as a basic application they already know and use (be empowered)
 - ♦ *(Be confident and productive by using the common Microsoft features.)*
- (2) Control their business environment (innovate and improve)
 - ♦ *(Be able to integrate directly with engineering's legacy CAD and PDM/PLM systems.)*
- (3) Be mobile, yet accessible (communicate)
 - ♦ *(Be able to network and communicate no matter the distance or time.)*
- (4) Experience clarity and perspective (visualization)
 - ♦ *(Enable the visualization of product information eliminating misrepresentation and errors.)*
- (5) Work together as naturally as working alone (collaborate and create)
 - ♦ *(Collaborate as they find, use, share and securely manage product data.)*

Benefits of a Collaboration Infrastructure

With real-time networking, collaboration, and visualization in place organizations can harness the innovative power of shared knowledge. Efficiency is maximized. Redundancy and bottlenecks are eliminated because processes are automatic and dynamically adjusted.

In turn, this innovation will produce several operational and financial benefits. First, service to customers, partners and other stakeholders improves because they not only communicate more readily, but they also are able to work together solving common problems and needs faster. Second, employee job satisfaction improves, in turn retention and productivity rates go up. When we consider the following points, it's clear that employee retention and job satisfaction ranks high on the list of IP-based companies' list of priorities:

- Employees get 50%-75% of their relevant information directly from other employees.
- More than 80% of enterprise's digitized information resides in individual hard drives and in personal files.
- Individuals hold the key to the knowledge economy and most of it is lost when they leave the enterprise.

(Source: "The Knowledge Worker Investment Paradox" Gartner Research)

The organization as a whole will have agility at the point of contact to drive innovation, insight, products to market faster, and drive success. But as we said earlier, innovation cannot and should not just be about the product, it must be about the process—the workflow process to be precise.





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.