



Briefing Paper

Can your Systems Respond to Business Change?

Introduction

It is said there are two certainties in life, 'Death' and 'Change', humans do not like either. Not liking Death is probably understandable but Change, Why? This article addresses how organisations can manage business and organisational Change and the importance of striving to create a responsive, forward thinking culture and specifically why modern business systems like CRM (Customer Relationship Management), ERP (Enterprise Resource Planning) and Service Management applications should be light weight and agile enough to accommodate rapid change.

The Business Landscape

The way business is done is changing. The global economy and advances in technology continually change the way we operate, it is no longer a simple case of understanding the local market, managing market share, production and margins and returning steady profit to shareholders. In this fast moving world of mobile communications and social media it is ever more important to provide service to your customers both internal and external and understand risks and threats to your business from overseas competitors, technological innovations, market trends and government legislation and above all be ready to change to meet them. Cultural change, even in SME's (Small to Medium sized Enterprise's) is a long and arduous process, which in fact, may never be wholly successful and the reason why many bigger companies spend exorbitant amounts of money on expensive consultants to manage cultural Change. As Harvard Business School professor Rosabeth Moss Kanter told s+b in 1999 "The most successful companies have a culture that keeps moving all the time".

Business Change consultants promote 10 Principles for managing change as follows:

1. Address the 'Human Side' systematically
2. Start at the top
3. Involve every layer
4. Make the formal case for change
5. Create ownership of the change process
6. Communicate the message
7. Assess cultural landscape
8. Address the culture explicitly
9. Prepare for the unexpected
10. Address individuals

All sounds simple enough, wrong. How do you do this when your organisation has evolved over many years and people like working there and stay loyal because they like doing what they do the way they do it. You hear them saying when asked why they do it that way “I’ve always done it this way”.

Big picture cultural change is typically deep rooted and initiated by a change in senior management. This paper does not address the big picture it discusses the importance of agile business systems to be able to accommodate rapidly changing working processes that might originate from winning a new contract or macro management i.e. conformance to new government legislation.

Flexible Business Systems

As already discussed competitive, profitable businesses need a dynamic culture to succeed. However a progressive mind set amongst employees will not in itself accommodate rapid change in working processes no matter how willing employees may be in adopting change. For SME’s especially, it is essential that business systems are nimble and able to be quickly and easily configured to adopt new or modified working processes that reflect the ever changing business needs.

Modifying legacy main frame or client server applications to meet the new business requirements typically requires external consultants or dedicated internal IT staff. Consultants would spend weeks if not months scoping the work and several more months delivering the modified solution, which may or may not actually fit your requirements, while all this time your nimble competitor, who adopted modern, easily tailorable systems that can be modified by internal staff in a day or two or sometimes hours, without code changes or complex scripting, would be in the market taking your market share. By the time your organisation is finished paying consultants the market has moved on, your organisation is out of the game.

Systems such as ‘Simplisys Service Desk’ lead a new breed of innovative flexible software applications that are designed to enable internal stake holders to modify the system as and when required. Simplisys Service Desk is ‘Simply Smart’ by design, the familiar Administration interface allows System Administrators to make changes quickly using drag and drop, point and click technology, there is no need to learn bespoke scripting languages or to go on week long training courses at considerable expense.

The system is designed to meet individual organisations needs. New Business Rules can be easily created using Boolean logic to accommodate automation and escalation procedures i.e. if X happens and Y equals/contains/ less than etc. do Z. This combined with flexible, graphically designed and maintained workflows ensures that your organisation can rapidly adopt new working practices however they are imposed.

Conclusion

It is given that when purchasing business systems it is crucial that they are fit for purpose and deliver the features and functions required by the organisation as they are perceived by management for the foreseeable future. However, no one has a crystal ball and can predict future requirements therefore it is equally important to consider how easy it would be to re-configure the system to meet changing demands. This sounds obvious but is often overlooked. The devil is in the detail; when in vendor/product selection mode due diligence should be applied to the standard configuration options of any potential solution and also whether or not the required skill set to make changes is available in-house and can be maintained. Failure to adopt a modern agile solution will seriously impact TCO.

TCO 'Total Cost of Ownership' is the term given to all the secondary costs of running a software application. These costs include Hardware and Operating Systems, support Contracts, Professional services to set the system up etc. However, probably the highest expense for many systems comes about when trying to change the original configuration to meet the changing demands. In the worst case the system cannot be changed at all or you need to employ expensive consultants to make the changes which are expensive and time consuming. Simplisys Service Desk however is 'Simply Smart' by design and enables organisations to adopt change as and when required quickly and easily, in short Simplisys service Desk returns market leading TCO and represents 'Best value' for any SME considering the adoption of a professional Service Management solution.

About Simplisys

Simplisys Limited is the developer of Simplisys Service Desk. When we designed Simplisys Service Desk our objective was to quite simply create the ultimate service desk application for use in the real world – a rich feature list, configuration not customisation at its core, fast implementation out of the box, integration with your workflows and business rules, following ITIL best practice and a price point that makes it accessible to most organisations.

Simplisys Service Desk is designed, developed and supported by our team at Simplisys Ltd based in Portishead, Bristol. Simplisys Ltd is an ISO 9001 registered company and delivers solutions to industry best practice quality standards. Our approach to implementation is to work closely with our customers, understanding requirements and reasons for change and ensuring that projects exceed expectations.



Tel: 01275 240500
Fax: 01275 240501
sales@simplisys.co.uk
www.simplisys.co.uk