

growth isn't a strategy,  
it's a result.



Change the game

How real innovation and economic growth can be had

[THINGAMY.COM](http://THINGAMY.COM)

# THE SOURCE

All value creation happens in a sequence of activities, in a process, and that in two types of processes:

- ERPs (Easily Repeatable Processes, predictable, linear) that stands for only 34%\* of world-wide value creation.
- BRPs (Barely Repeatable Processes, unpredictable, practices) stands for more than 60%\* of the world's value creation. But in mature economies one could argue that the figure is closer to 70% and only 24% for ERPs.

This segment has no or little IT process support: BRPs are run by email, shuffling of spreadsheets, organisational hierarchies, report writing, meetings, business rules and a dash of process-less collaboration tools. Those manual methods end up wasting about 2/3rd of a knowledge worker's time just to move the flow forward\*\* leaving only 1/3rd of their time and efforts to value creation.

\* 63.4% of the world GDP happens in services, 30.7% in industrial production, 5.9% in agriculture. Assuming that 90% of services and 10% of production (research, development and more) is BRP.

\*\* A multitude of research points to between 55 and 75%, including this recent report by McKinsey: [http://www.mckinsey.com/insights/high\\_tech\\_telecoms\\_internet/the\\_social\\_economy](http://www.mckinsey.com/insights/high_tech_telecoms_internet/the_social_economy) or <http://www.wsj.com/articles/how-to-stop-wasting-colleagues-time-1417562658>

# SOFTWARE FAILURE

A process requires a “framework”, like water needs a pipeline or riverbed to be useful, a “model” of reality which governs the flow.

For work, that framework has been manual over thousands of years: organisational hierarchies, reporting, rules, practices, culture, accounting, meetings and ad-hoc communication.

When enterprise software came to life more than thirty years ago they did not question the existing “model” and proceeded to model the model.

Modelling a model is not smart, it increases complexity manyfold and limits the options.

**In short, current enterprise software architecture is wrong.**

# THE BONUS

ERP (as in Easily Repeatable Processes) is a subset of BRP - in other words if you can run BRPs then you can run ERPs but never vice versa.

Any process snippet or activity is directly or indirectly linked to all other flows and activities. This could eventually lead to one single process based system that captures everything automatically in context for far more knowledge while delivering any report on the fly.

Imagine what a BRP oriented systems approach and core architecture would do to the current single activity support solutions...

The legacy systems would become redundant.

# THE USUAL APPROACH

To create solutions for the BRP/services/knowledge worker:

1. Digitalise documents, information and communication.
2. Connect disparate single activity support systems (aka legacy systems).
3. Try some collaboration systems.
4. Add more efficiency tools, upgrade existing tools.
5. Reorganise, retrain, retry.
6. Or worse, industrialise, aka cram square peg into round hole. Often with the help of BPM solutions that in practice requires linearisation and predictability.

# EFFICIENCY TRAP

Focus is on the wrong problem:

1. Efficiency is about **how we do things** and has been the focus of ICT for 40 years. Today, gains from the efficiency hunt is mostly zero, sometimes negative. Upgrade from something version 8.0 to 9.0 usually costs more than any gain would cover.
2. But productivity is the result of **how we do things** AND **what things we do**.
3. That's why **what things we do** (effectiveness) must be the next logical step.
4. Services-, case- and work flows are manually driven, in a manual framework (org. hierarchies, business rules) and by manual methods (email, meetings, reporting, data capture). This is assumed to be inevitable as ICT cannot model unpredictable processes. Wrong! A new and very different architecture has been created that can model and run any kind of process allowing a new kind of “workplace as a service” with process at its core that will be able to free the non-value creation flow-work to be used for value creation.

# DIGITALISATION MYTH

Digitalisation of information solves nothing as a stand alone undertaking.

By itself the only effect is faster movement of data which creates new problems:

1. Faster scattering of data to different locations; server, email clients, document handling systems and a multitude of application files.
2. The result being distribution of different versions of the same data and hence a dramatic increase in complexity.
3. This leads to reconciliation needs, errors and above all, diminishing data quality.
4. Finding the right information becomes harder and harder over time.

# DOCUMENT HABIT

A document based data model is a disaster:

1. A document tries to “represent” a real world object while at the same time trying to “present” the same. This made sense in the days of quills and scrolls, but not when we have ICT that can produce presentations (reports) on the fly from singular representations in any way you want.
2. A document usually holds representation of many different real world objects which increases complexity tremendously while making access to the full and true information extremely hard, sometimes impossible.
3. Context and knowledge, how objects relates to other objects, is semantically represented in text format which is not very useful for ICT systems. Knowledge and context is therefore lost.

# THE LINKING FALLACY

Current single activity tools try to add “workflow” by sending signals to other tools.

Such linking of disparate systems is like Band-Aiding a broken leg:

1. Different systems will always have different data models, dramatically reducing information-value for each transfer while introducing errors.
2. Signals from system to system is bucket passing, views or activities will never be real time. A flow requires a single structure - like a riverbed.
3. Transfer of case ownership is easily broken, the completeness of the information is not assured. Process transparency is non existing. 51% of US clinicians [do not trust](#) handovers, possibly the biggest contributor to avoidable medical errors.

# COLLABORATION LORE

Collaboration software is the latest craze.

It's like a sorted desktop, an all-in-one-place email replacement, but:

1. It has no real flow.
2. It does not always ensure responsibility nor accountability.
3. It does not ensure that all information is singular and kept in one place.
4. It does not create reports automatically.
5. It does not do away with administration and duplicate work.

# THINGAMY'S APPROACH

- Horizontal, follows the processes from A to Z while supporting each activity.
- Focus on “what happens to things” not “what things happens”.
- An end-to-end value-creation flow path for a BRP is unknown until it happens, and it will look like a ball of yarn while it should still be a single uncut yarn.
- BRPs consist of ERP snippets where the path is a result of choices and activities.
- When you change to a dynamic flow framework the flows will change rapidly as a result of users shifting habits, thus the platform must allow rapid live remodelling.
- When the system runs the flows it also knows what information the user needs at any given activity while capturing all in context. Simplicity is the outcome.
- Reality consists of minimal objects that are dynamically related to each other which allows splitting presentation from representation.
- Accounting and reporting are semantic undertakings and happens automatically.

# THINGAMY PLATFORM

- Is the first process based IT solution that can model and run unpredictable processes as easy as predictable processes.
- It's built for the cloud and mobile and for no-limits scalability using any sensible DBMS.
- Uses it's own graphical DSL for modelling any full value creation flow in days.
- Delivers perfect step-by-step activities in simplest possible (mobile) user interfaces.
- Disregards legacy thinking in regards entities and organisational structures. The real value creation flow is the only thing that matters.
- Automatic capture of all data in context for data consistency and no reconciliation.
- Dynamic and unprecedented security and privacy based on the direct relation between a user and case/object/task at any time.
- Allows new flows and hence new services and products to be added in hours.

[THINGAMY.COM](http://THINGAMY.COM)

# CUSTOMER GAINS

## **Organisational win:**

- Up to a tripling of knowledge worker productivity.
- Potentially dramatic increase in quality and user satisfaction.
- Easy and cost effective ways to test and implement new services and products.
- Low risk, fast implementation.

## **User win - a new workplace:**

- A place without administration nor duplicate work, only focus on value creation.
- A place where all tasks, pertinent information, and tools appear at the right time.
- A place that creates all reports automatically.
- A place where handovers and responsibilities are indisputable and transparent.
- A place that you can bring with you.

# CONTACT

THINGAMY

Sigurd Rinde

Email: [sig@thingamy.com](mailto:sig@thingamy.com)

Skype: sigurd.rinde

Tel: +41 932 7105

Version: May 16, 2015 - replaces all earlier versions