

Process oriented Knowledge Management – chances in times of crisis

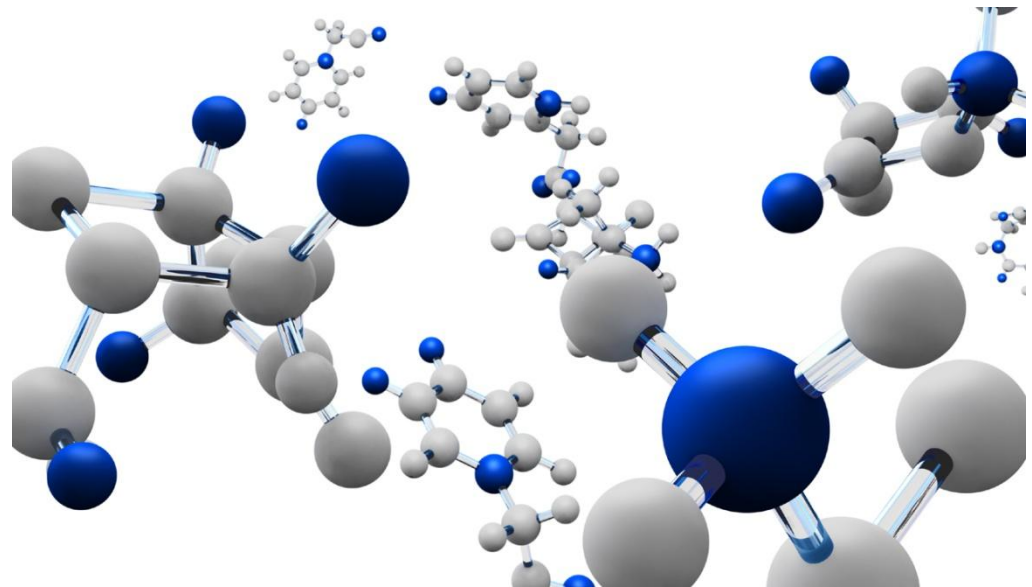
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Festo AG & Co. KG



Business Perspectives



Content

- Festo: The Company
- Process-oriented Knowledge Management
- Business Environment
- Crisis means Chances: Market cultivation using knowledge tools
- Summary
- Discussion

Think global, act local

- Automation and Didactic
- Factory and process automation
- 300,000 customers
- 13,500 employees
- Sustainable education and training



Festo facts

- ❑ Expected Sales (2008) 1.7 billion euros
- ❑ 13,500 employees in 176 countries
- ❑ Over 30,000 catalogue products
- ❑ 2,900 patents world-wide
- ❑ R&D budget 7,5 % of sales
- ❑ Training budget 1.5 % of sales



Innovations worldwide – patented



Quality worldwide – certified



Over 30,000 products worldwide – documented

Knowledge is our raw material

- ❑ Knowledge management
- ❑ Life-long learning
- ❑ Structured product development process
- ❑ Broad technological foundation:
research, develop, test



Festo: Partner of PROCESSUS



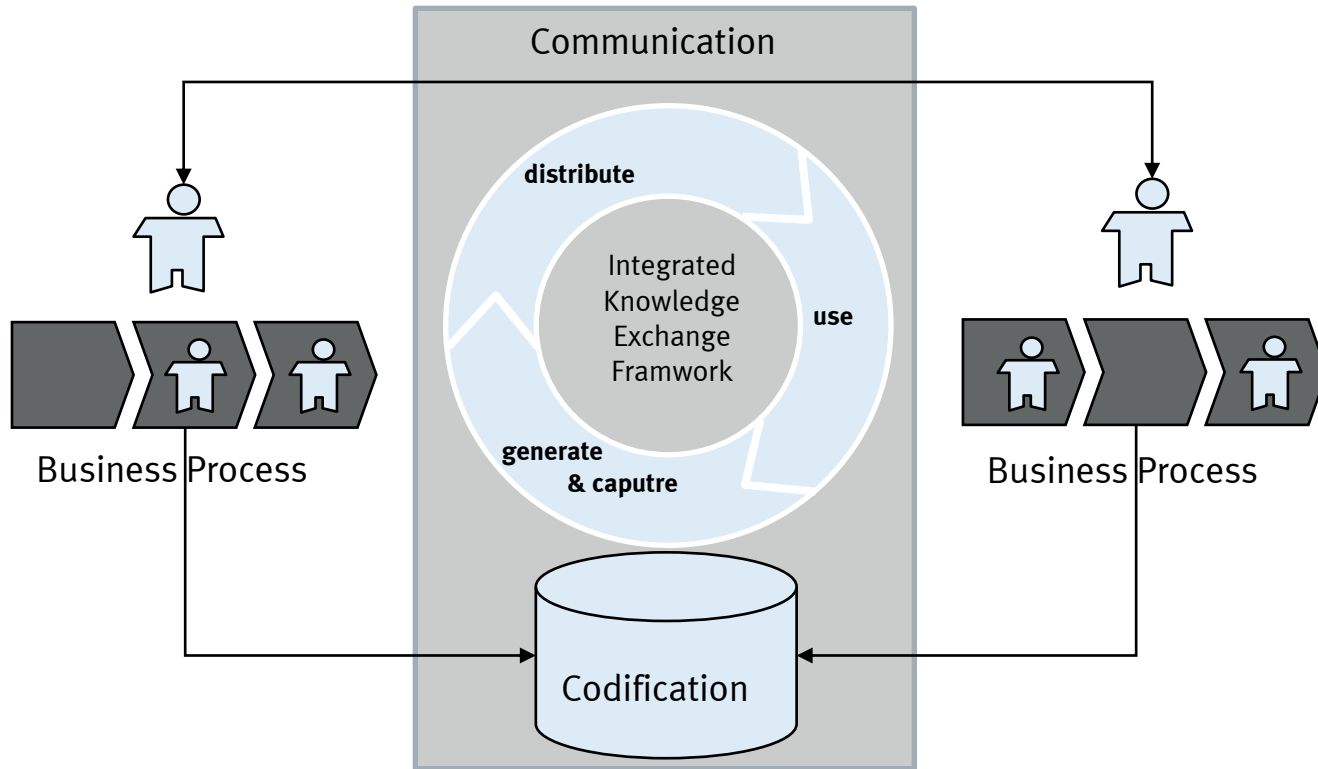
Objectives:

- A main focus of the research includes the development of tools for the management of **ontology-supported knowledge representation**.
- The consortium is also working on **new machine learning algorithms** and **situation-sensitive dialogue processing systems**, as well as on innovative user interfaces.
- Consortium members from the field of industry will be developing **prototypes** of the new technologies and testing them in six application scenarios.

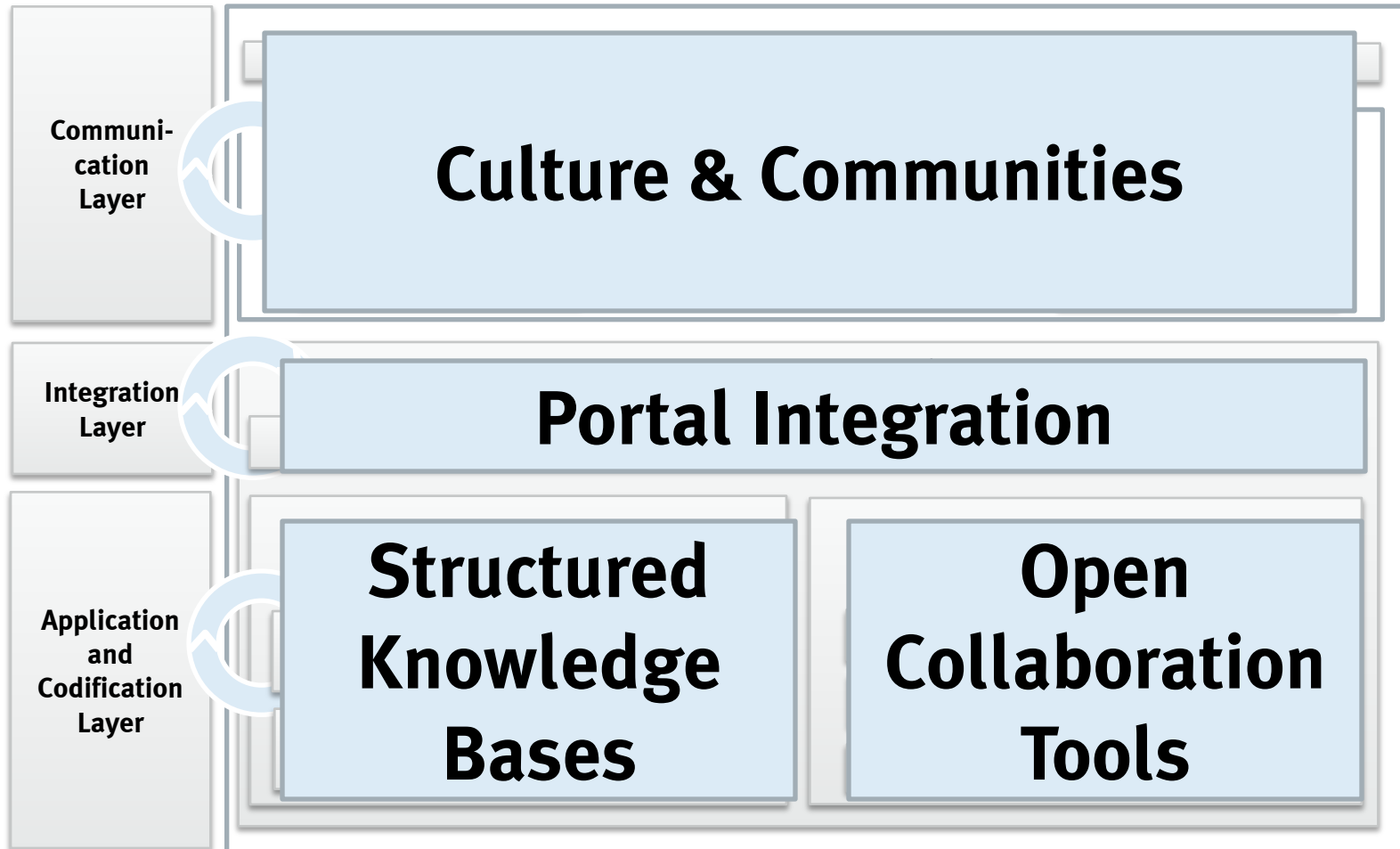
Process-Orientation as the principal part in the KM strategy

Knowledge Management
is a sum of methods to increase the
productivity of our **business**
processes, and therewith leading to an
enhanced competitive position.

Process-Oriented Knowledge Management at Festo

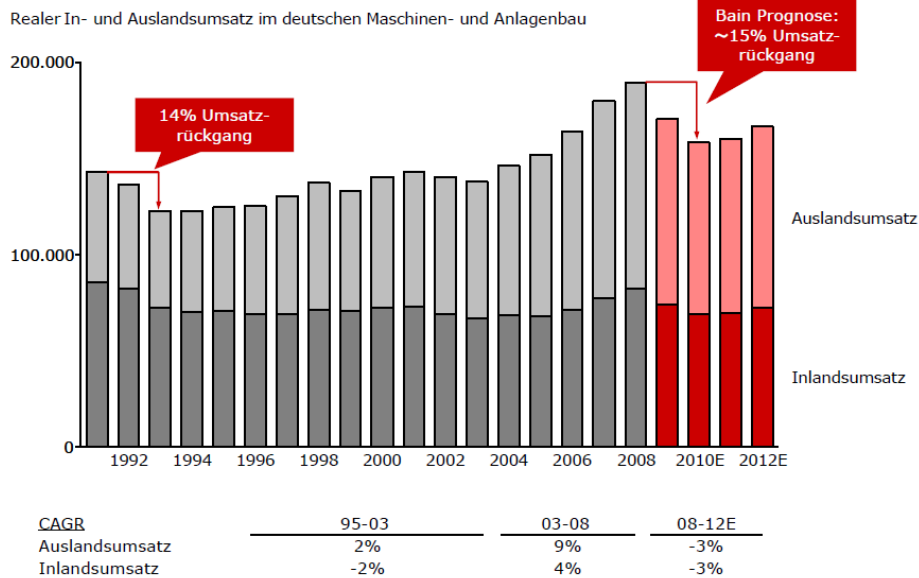


Knowledge Exchange Framework



Economic situation: Machine building and plant engineering

Ausgangssituation: Rund 15% Umsatzrückgang und keine Erholung bis 2012 im Maschinen- und Anlagenbau erwartet



- Record sales in 2007 and 2008
- Average decline in turnover: 15%
- Recovery predicted soonest in 3-5 years
- For the short term: Liquidity protection and cost reduction

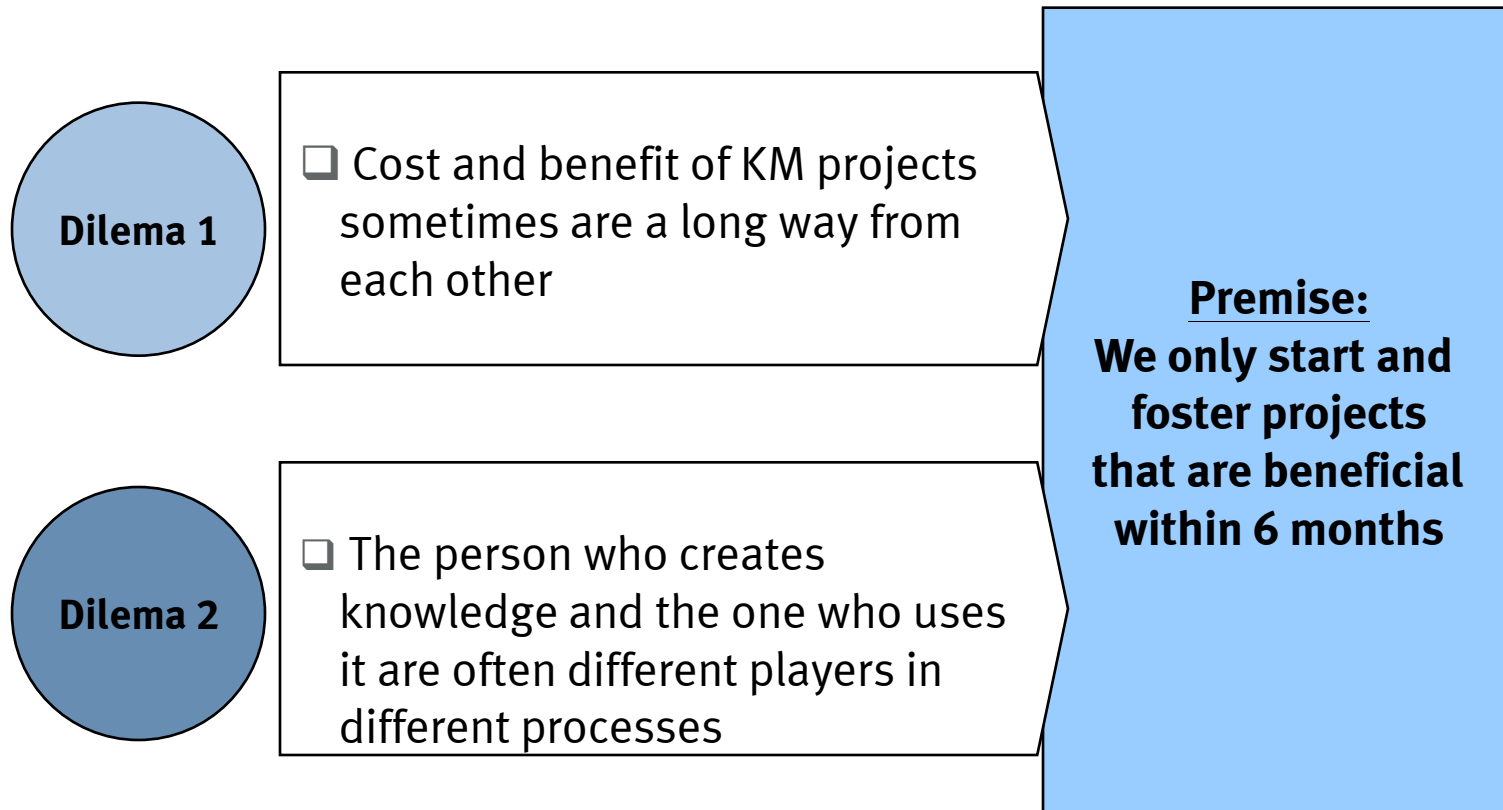
Source: Federal Office for Statistics, Technical Press, Bain & Company (2009)

Constraints for knowledge management activities



- Uncertainty
- Project Prioritization
- Reduced (IT) budgets
- Reduced working hours
- New strategic scope on short term perspective

...the two dilemmas in knowledge management



Take advantage of the crisis

why?

Why is just now the time for knowledge management – in times of recession?

how?

How can a company now employ means of knowledge management to overcome the downturn?

what?

What to do?

- The organization of the market changes in times of crisis: offer and demand will be rearranged. Knowledge about customer needs, competitors strategies and about the own product and service portfolio is crucial
- Selected measures foster on certain goals: e.g. gaining market shares
- Realignment and pushing of existing tools towards maximum benefits

Using chances– three examples

SalesPush!
through
knowledge tools



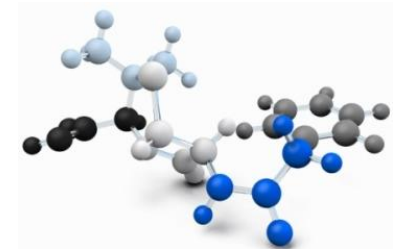
Accurate application
of KM tools in sales



Fit for Communication



Comprehensive use of
global video & web conference
infrastructure



Knowledge Networks



Enhanced use of virtual
media in case of
cancellation of workshops

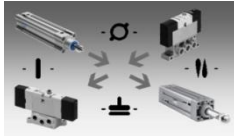
Using Chances– Sales Push

Products

Easy and profound creation of quotations

Proct information, Launch Packages and technical sales angles

Cross Reference



SPIMS+

Applications

Attracting key accounts and corporate clients:

Intregation of existing knowledge about specific requirements like e.g. „filling“ and „filling up“

In the quotation process:

- a) References and b) Preparation of customer visits

Applications + References

Competitors

Local predatory competition:

Knowledge about sales structures of certain competitors and adjustment of measures for gaining market shares



SalesPush! through knowledge tools

Example: Application Knowledge

Applications + References 1.0.14 - Microsoft Internet Explorer provided by Festo AG & Co. KG

http://ademp00.de.festo.net/ApiAndRefs/Public/Details.aspx?aid=af215678-0d38-4e47-9efd-abe98591581a&culture=en

Google

Applications + References 1.0.14

Simultaneous inspection of workpieces and positioning (public)

Applications + References


Status: public - as reference en

Times viewed: 135 Average rating: - Added: 2008 Last change: 9/10/2008

Application + customer benefit Solution method + picture Technical details Customer requirement + basic conditions Experience tips + rating Reference, contacts + info Editorial data

Critical points + solution method

Critical point	Solution approach	Solution method
Uniting various functions - Type, position and quality inspection - Material supply	Uniting several stations to form one system - Part flow control - Inspection from above - Inspection from the side - Blowing out the parts - Camera trigger	Combination of Checkbox and camera (combining the benefits of both systems) --> Checkbox: inspects the parts from the side against the light; camera inspects the parts from above in reflected light. Checkbox Compact PLC controls the part flow of the drawn sleeves and inspects their cross section as they pass through the visual duct; reject parts are discarded Compact Vision System SBOI-Q then ensures that only drawn sleeves with the correct diameter are transported further
100% quality test of approximately 100 inspection parts per minute - Reliable recognition and rejection of defective parts	Replacement of the final inspections carried out manually and visually using an optical inspection system	Use of an image processing system: Combination of Checkbox Compact PLC and Compact Vision System SBOI-Q



More pictures	Size
detail view 2.JPG	(372 Kb)
view of the system 2.JPG	(429 Kb)
view of the system 1.JPG	(414 Kb)
detail view 1.JPG	(364 Kb)

Lokales Intranet 100%

- Central editor
- Description of solution and method
- Tipps & Tricks
- Evaluation
- Automated creation of customers references
- Identification of contact persons

Using Chances– Global Communication

Definition



Fit for Communication is a corporate programme that aims to optimise the use of modern communication devices throughout the Festo Group

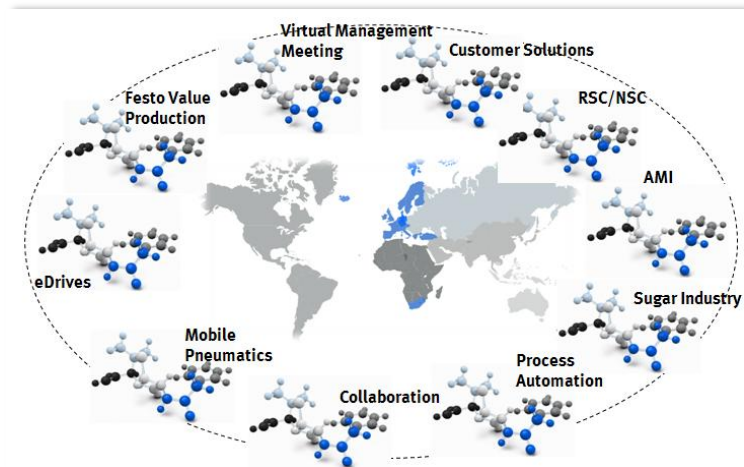
Push



Enhanced use of video conferencing helps to sustain global communication in times of cut travel budgets.

Information and training are the essential preconditions for understanding and use. This is done by a number of actions and measures

Prevention of organizational paralysis– established Networks



Collaboration - global platform

The screenshot shows the FVP website interface. It includes a navigation menu on the left, a main content area with a 'FVP News' section, and a large table titled 'Festo Value Production (FVP)'.

Innovation Products & Processes	Delivery Time	Quality	Employees	Continuous Improvement
Simultaneous Engineering	SMED	YSM	Six Sigma	Ta-See-FIP
Virtual Product Development	EDG	FVP-Audit	5DP	Leadership Topics
Virtual Process Development	Levelling	One Piece Flow	TPM	Employee Motivation
Exa-3D Manufacture	KANBAN/Smartmarker	Poka Yoke	5DC	Research
Technology Roadmap		Identifying risks		

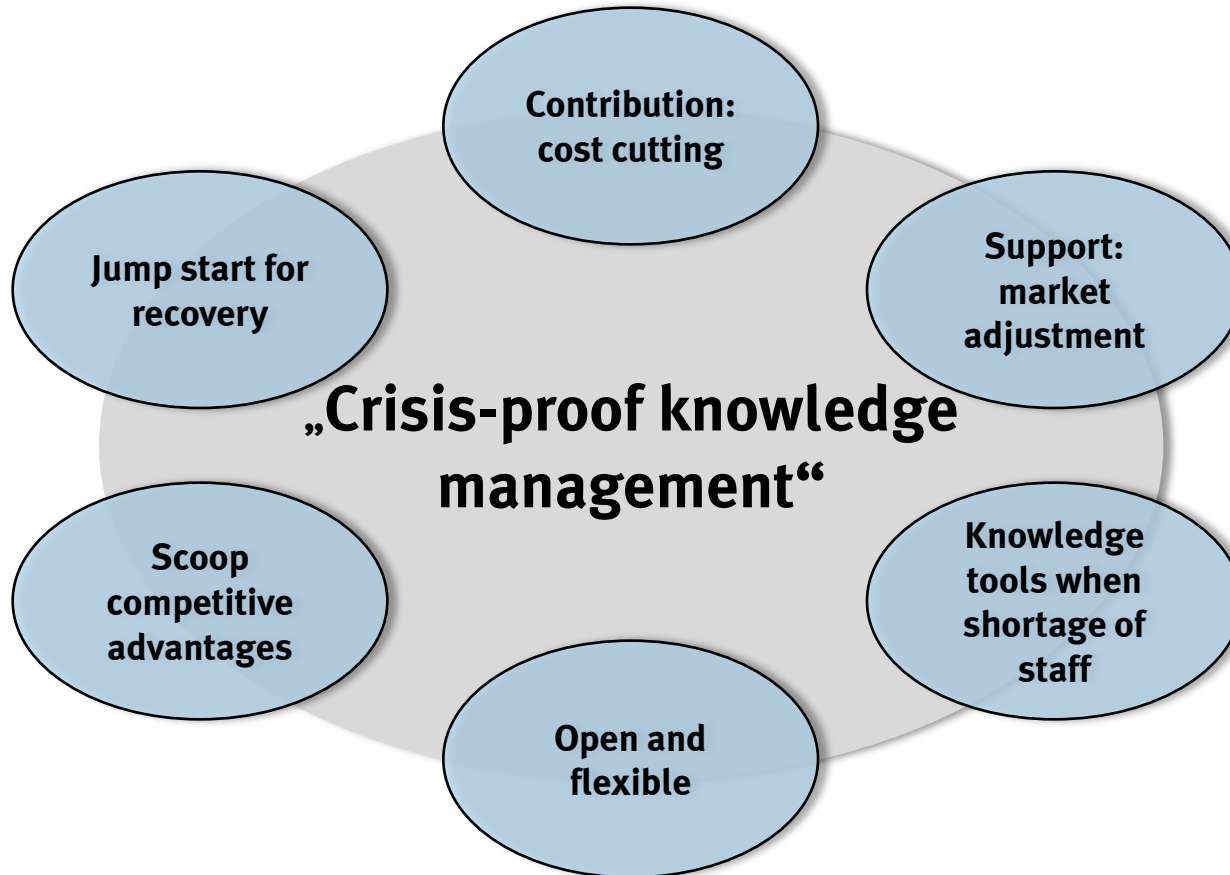
Interactive Meetings



Web Conferences



Summary





**“Knowing is not enough;
we must apply!”**

Johann Wolfgang von Goethe

Questions, Discussion and Contact

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