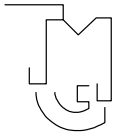




Enterprise Social Network: Rebooting Management

Management Platform Strategicfrontend.com:

Networking manager, information, and proven business approaches to drive fast results



Executive Summary

In industries from retail to high tech, banking and manufacturing, companies are increasingly building private networks where employees can create profiles and connect with one another in ways first demonstrated by LinkedIn, Facebook and MySpace. The whole Web 2.0 explosion has moved from the consumer world to professionals in the business world.

The strategicfrontend.com Platform enables Social Management Networks which leverage the new possibilities of "Social" and "Mobile" of the Internet. This solution networks all traditional Management & Consulting Processes with web-based Apps.

It can be deployed as private cloud solution on-site or integrated with Google Apps for Business. TMG Munich has developed this Internet-based application called strategicfrontend.com over the last 8 years, for which a patent is pending in the US.

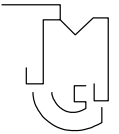
Strategicfrontend.com helps you to address the **unexpected business challenges** by identifying and bringing together managers, consultants, information, and proven business approaches to drive fast results . With this cloud based solution, your management workplace moves with you at all times, and you have 24-hour access to it for **rapid problem resolution**.

Exceptions occur in every organization. In our informal surveys, we have found that as much as **two-thirds** of headcount time in major enterprise functions like marketing, manufacturing and supply chain management is spent on exception handling. Whether it is a customer that requires non-standard financing terms, a brand manager who needs to find the code for an unusual pallet configuration, or a software developer trying to resolve an issue in code that has multiple dependencies — each is an example of where traditional enterprise applications are **insufficient** and standard operating processes **break**.

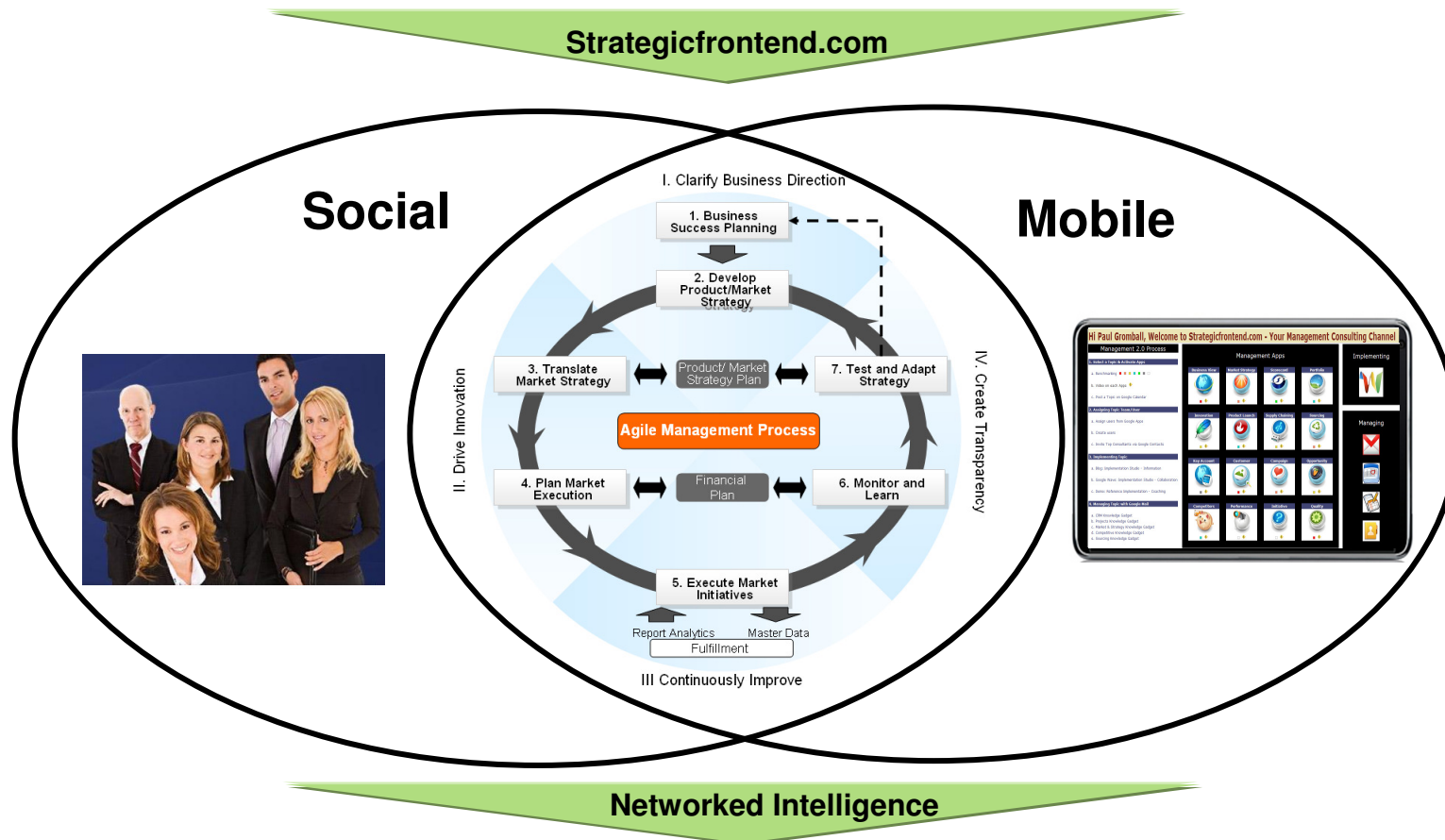
strategicfrontend.com provides 16 web-based Management Apps for the entire management cycle with the following key features:

- Integrate all Employees & Partner in one place
- Platform to achieve sustained high performance
- Connect Co-Managers for Strategy & Operations

TMG-Approach : Leveraging the new possibilities of “Social” and „Mobile“ for Retooling management for an open, borderless world to create value with networked management process

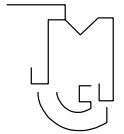


Enterprise Social Network Platform



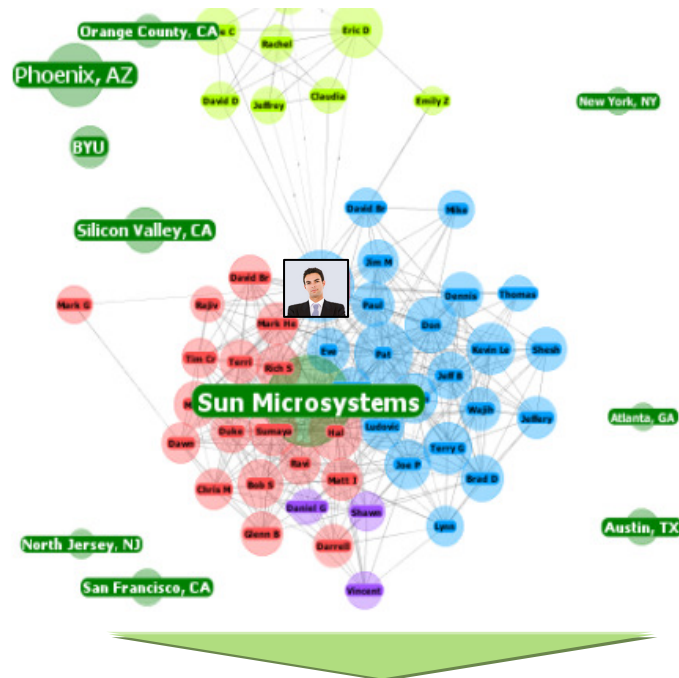
Creating Value in new Ways

Solution Approach: Applying Social Network Technology as basis for new management principles for creating value...



Social Network: Example Facebook

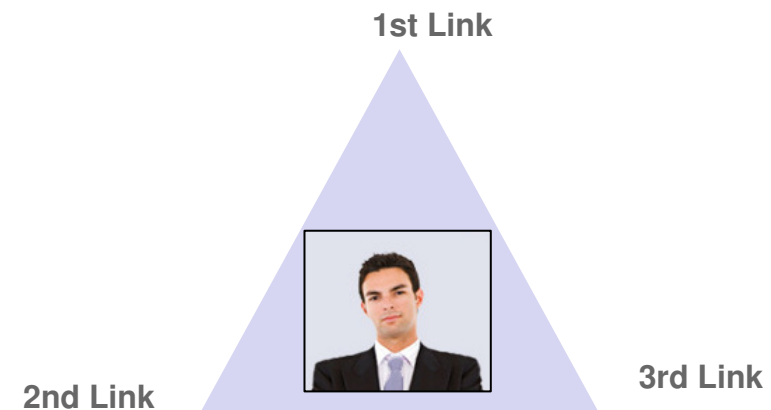
Self-organizing Social Network/Social production



Value-Creation by Networked Intelligence

- Collaboration
- Openness
- Sharing

Building-block: Personal Collaboration Profile

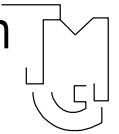


How do you know Richard MacManus?

<input type="checkbox"/> Lived together	<input type="checkbox"/> In my family
<input type="checkbox"/> Worked together	<input type="checkbox"/> Through a friend
<input type="checkbox"/> From an organization or team	<input type="checkbox"/> Through Facebook
<input type="checkbox"/> Took a course together	<input type="checkbox"/> Met randomly
<input type="checkbox"/> From a summer / study abroad program	<input type="checkbox"/> We hooked up
<input type="checkbox"/> Went to school together	<input type="checkbox"/> We dated
<input type="checkbox"/> Traveled together	<input type="checkbox"/> I don't even know this person.

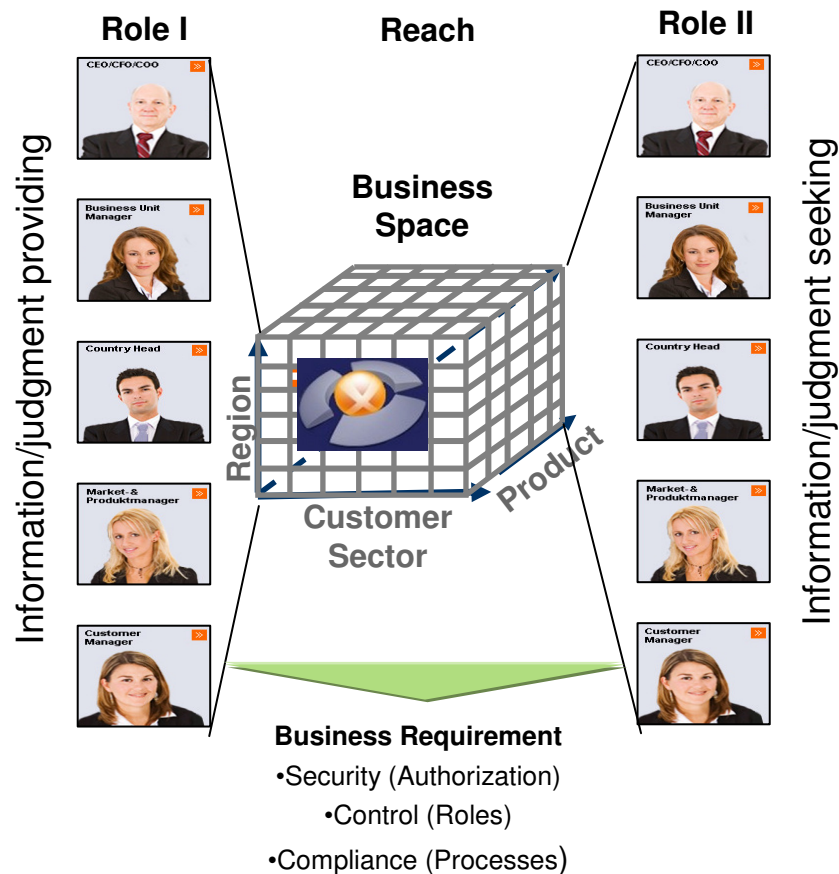
➡ **New management principles of creating value: Collaboration, Openness and Sharing**

Enterprise Social Network: Balancing the value creation by Collaboration, Openness, Sharing with the business requirements of Security, Control and Compliance

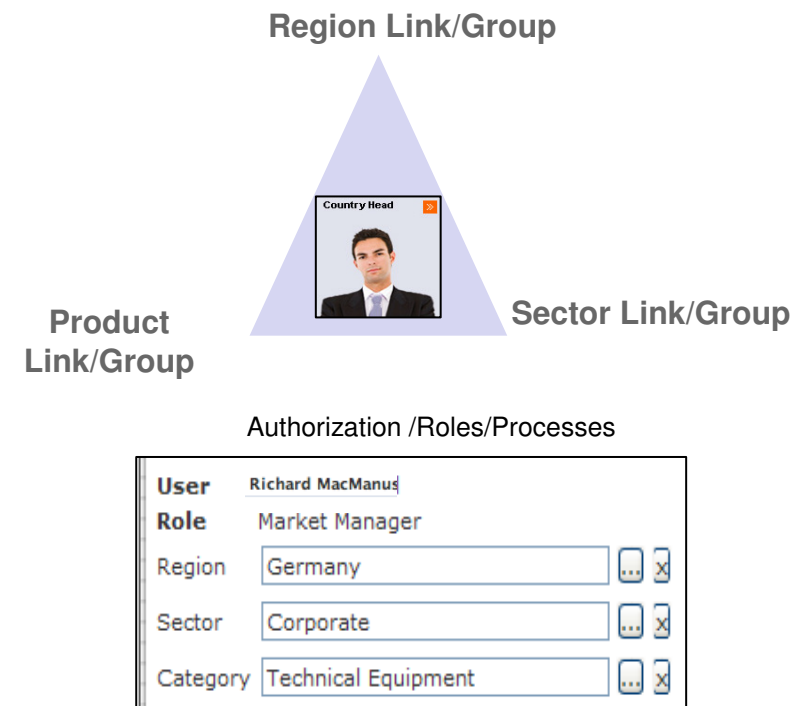


Strategicfrontend.com Management Framework

Structured Management Network



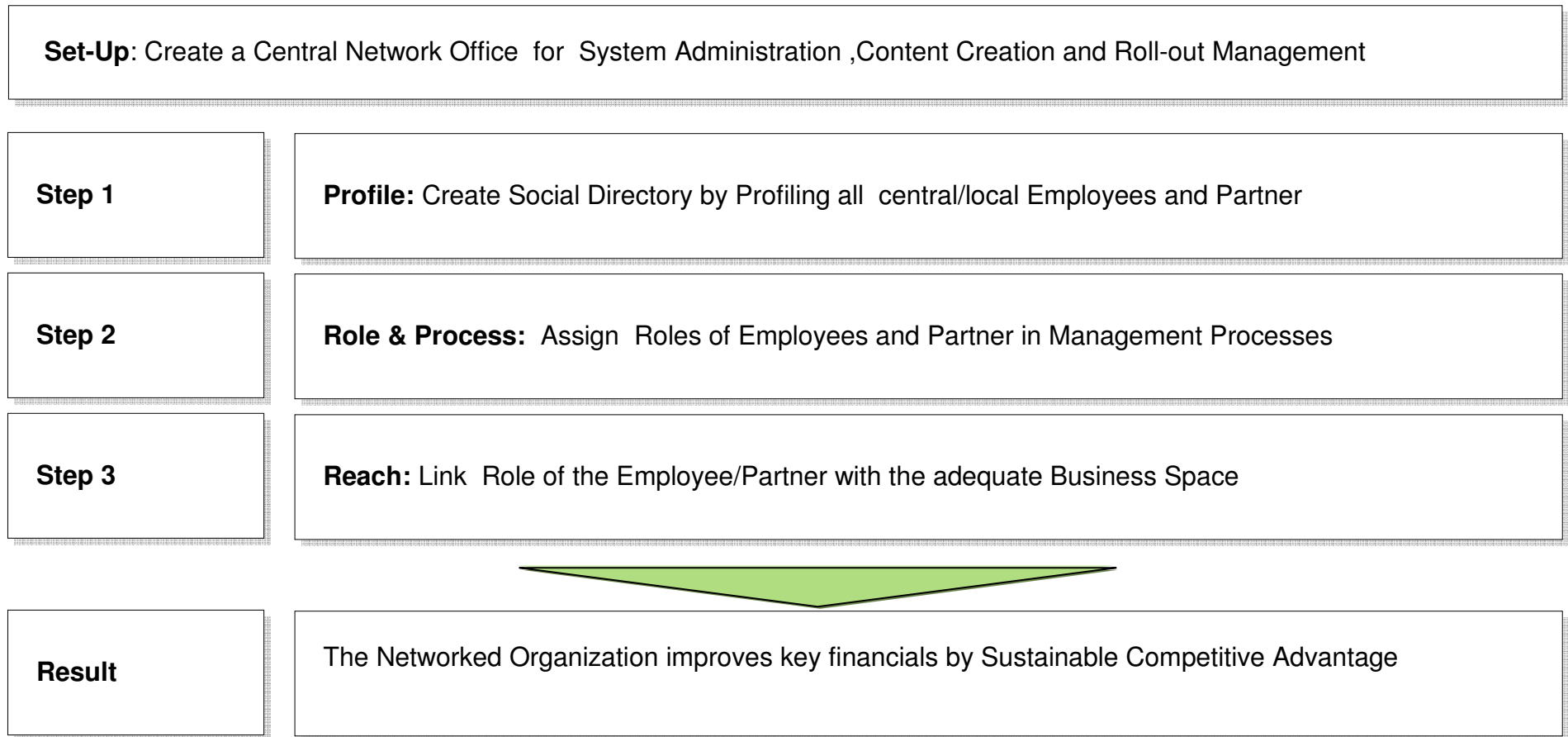
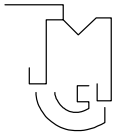
Building-Block: Role-specific Management Profile



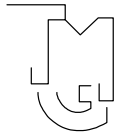
➡ **Organizational Agility:** Enabling networked Management with Strategicfrontend.com Technology

Enterprise Social Network – Implementation:

Integrated Project Approach for fast Results



➔ **Web 2.0 Implementation:** In industries from retail to high tech, banking, insurance and manufacturing, companies are increasingly building private networks where employees can create profiles and connect with one another in ways first demonstrated by LinkedIn, Facebook and MySpace. The whole Web 2.0 explosion has moved from the consumer world to professionals in the business world.



Step 1-Profile : Create Social Directory by Profiling all Employees/Partner -Example


Global Performance Accelerator - 13.9.1 "ERV" - "Paul Gromball"

Home Market Account Project Quality Organization Editor

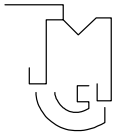
Users Catalog Regions Sectors Processes Authorisation

User **Paul Gromball**

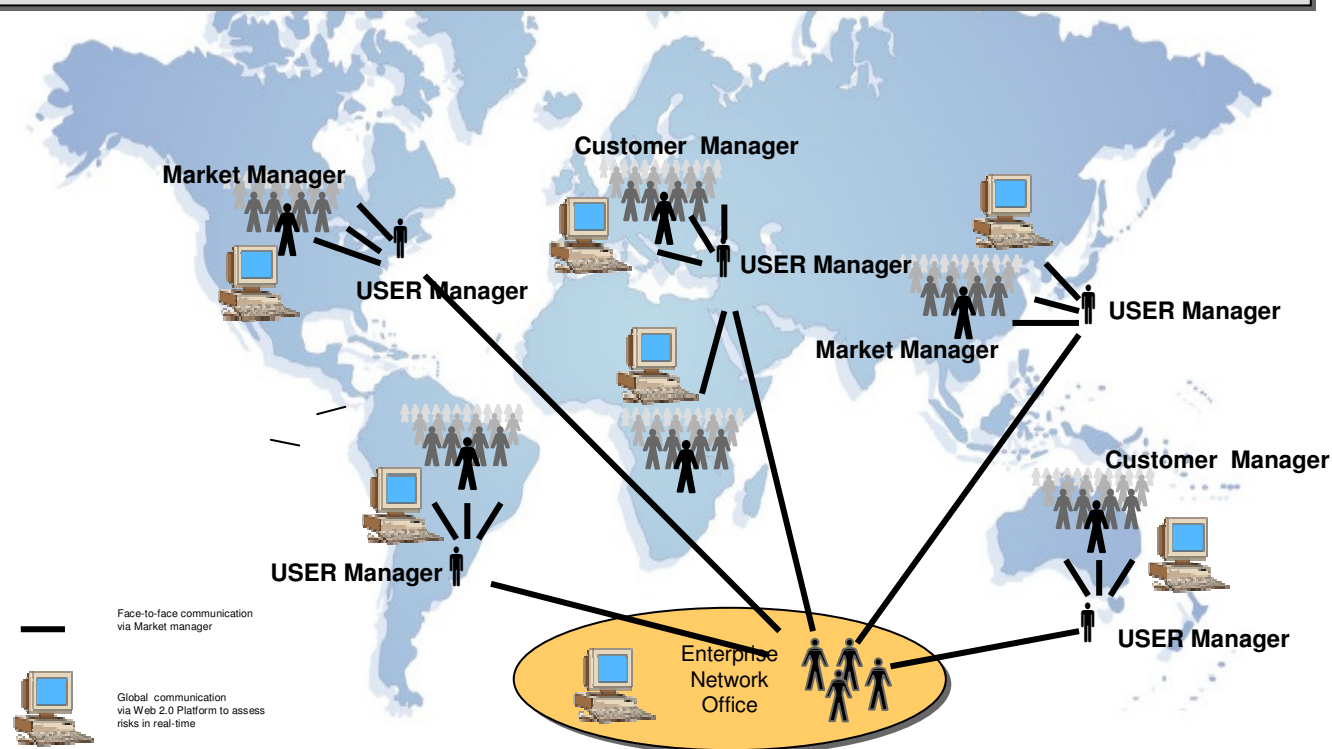
Personal information	
Name:	Paul Gromball
Academic Degree:	
Professional information	
Job Title:	
Department:	
Organization:	TMG Munich
Professional experience	
Area of interest:	Building Social Networks for Companies
Experience:	Management and Consulting: Strategy, Organizational Development, Performance Improvement
Contact details	
Address:	
Email:	paul.gromball@tmg-muenchen.de
Telephone:	
Mobile Phone:	
Fax:	
Region:	World
Login details	
Code:	
Create Projects:	yes
is system admin:	no
is content editor:	yes
is readonly:	no
Login enabled:	yes
Login Name:	Gromball
Last Logon:	11/26/2010 09:34:19



Step 1- Responsibility: Central Enterprise Network Office and local User Management

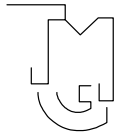


The use of the Global Strategicfrontend.com helps the Enterprise Network Office to create the global Management Network Architecture



Strategicfrontend.com Functionality can be accessed by employees on the edge of the enterprise

Value of Social Directory: Example-Finding the right people with the adequate competences for addressing unexpected business challenges



EXAMPLE: Finding Java Software Specialists in Germany

strategicfrontend.com - 13.9.1

Home Market Account Initiative Supply Organization Editor Admin

Users Catalog Regions Sectors Processes Authorisation

Search

Last Name Email ☐ can c

First Name Login ☐ login

Country Code 2

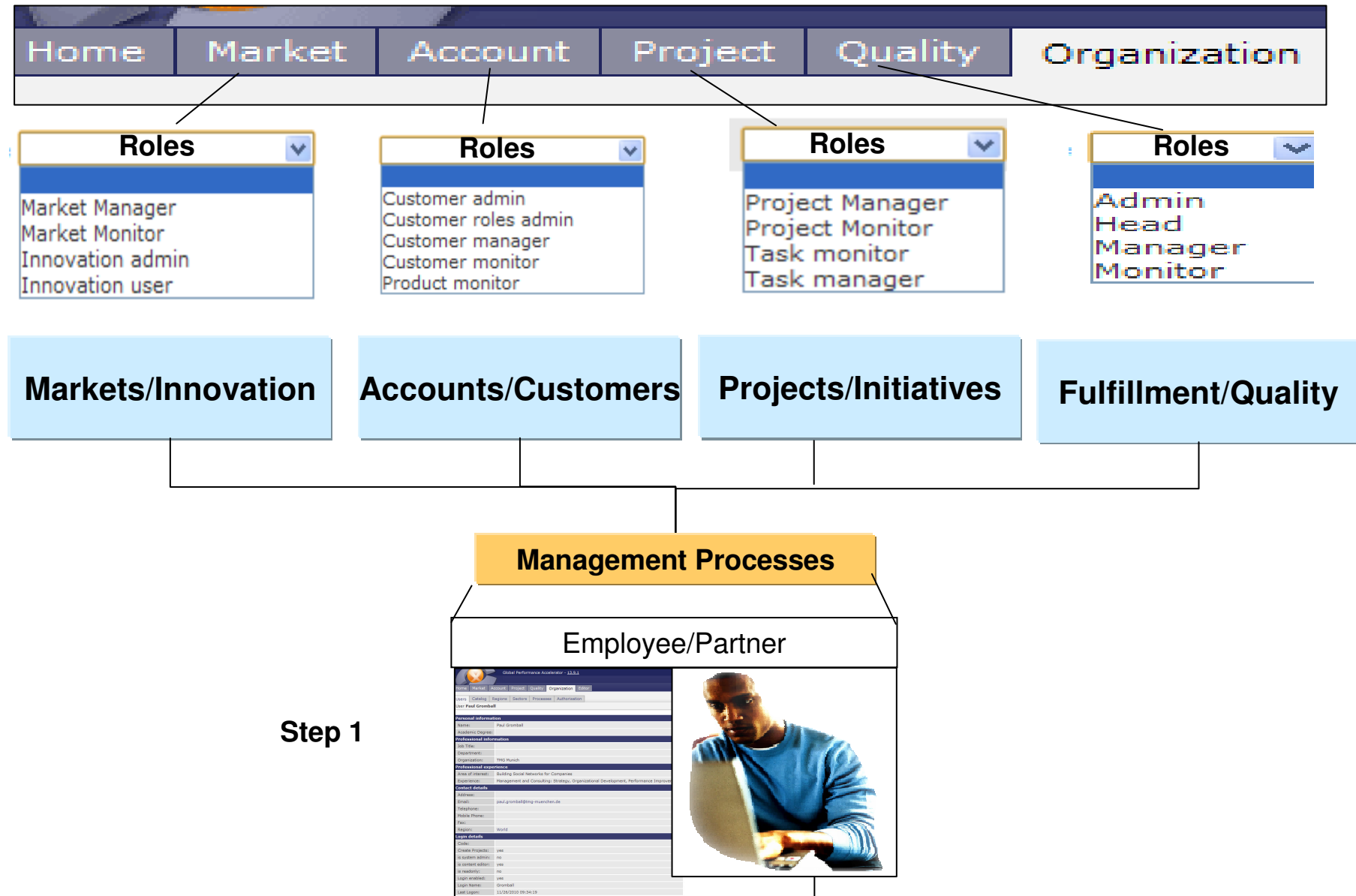
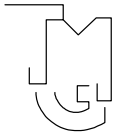
Last Name ▼	First Name	Country	Email
Baum	Ralf	Germany	ralf.baum@sensi.de
Büttner	Claus	Germany	buettner@spiritec.de
Duschek	Stephan	Germany	duschek@wiwiss.fu-berlin.de

[1 - 3]



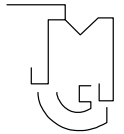
Surprises are the new normal. Resilience is the new skill.

Step 2 - Role & Process: Align Roles of Employees and Partner with key management processes



Step 1

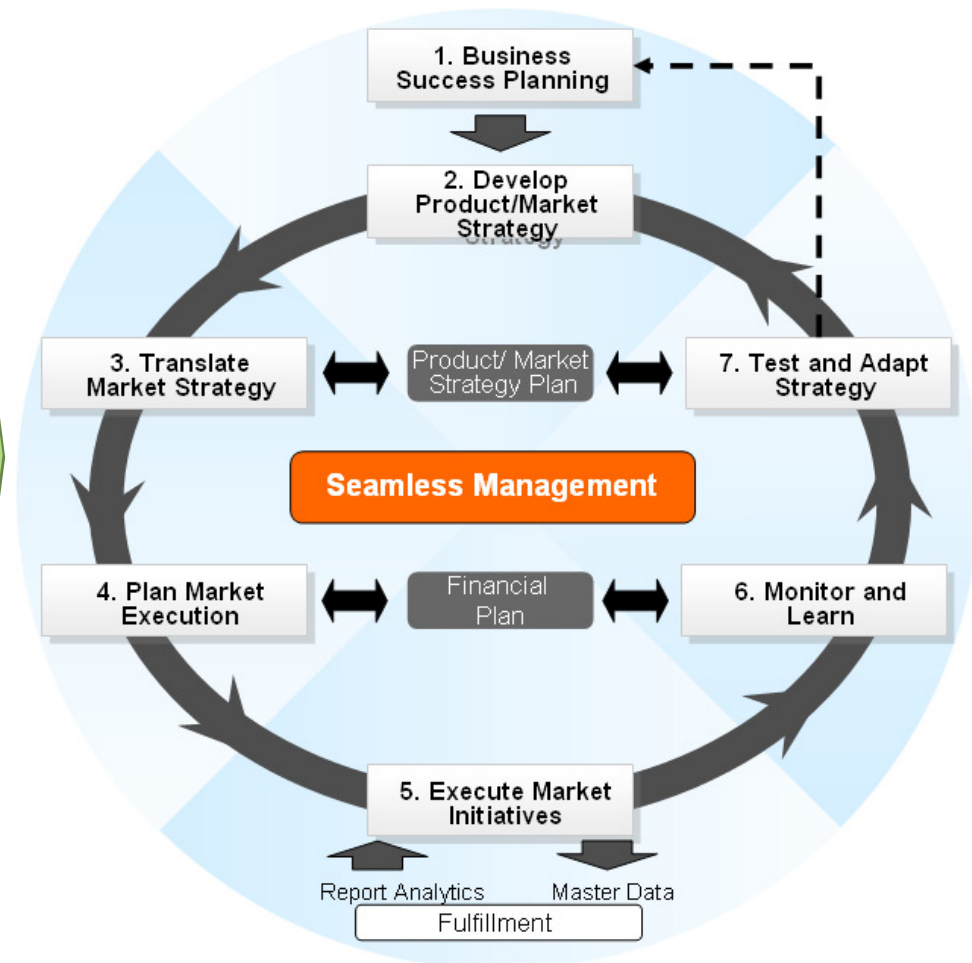
Management Roles : Create Accountability for Corporate Management Process Performance



Corporate Management: Employee Roles for linking Strategy to Execution

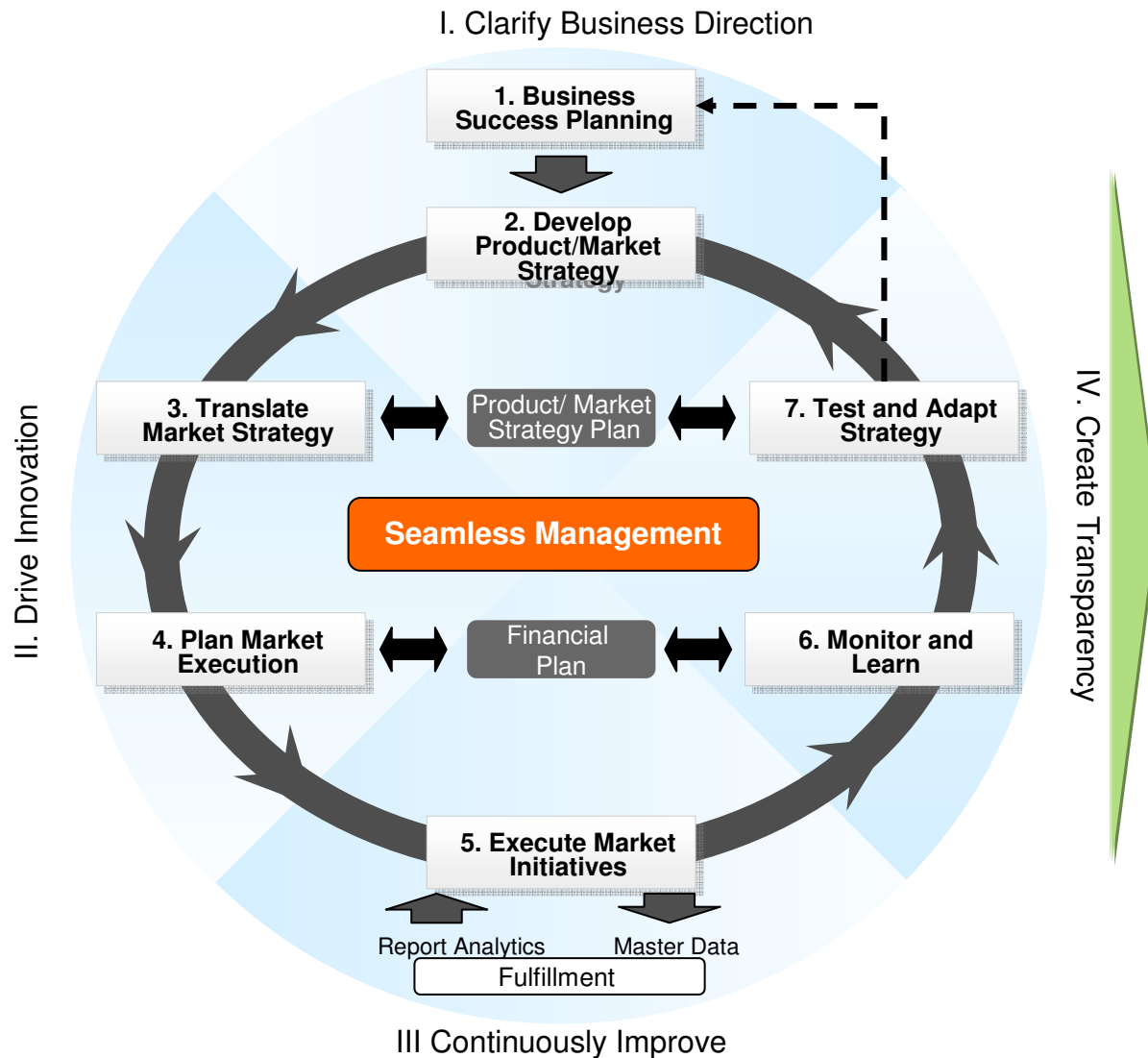
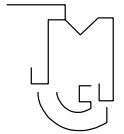
Corporate Management Process: Processes for linking Strategy to Execution

Role	Context	Meaning and intended user circle
Content editor	(Global)	Responsible to maintain the organizational and customer data
Customer admin	Region, sector	A user which is responsible to maintain the customers in a region and sector, and coordinate its sales representatives
Customer monitor	Customer	A user which has read-only access to a set of customers
Customer service	Customer	Provides general support for customers
Market manager	Market	Maintains a market
Market monitor	Market	Monitors a market
Plant head	Plant	The head of a plant
Plant manager	Plant	Manages a plant
Plant monitor	Plant	Monitors a plant
Quality admin	Quality	Administrates Org-units, plant and segments
Project creator	(Global)	Can create strategic projects
Project manager	Project	Maintains and executes a project
Project monitor	Project	A user which has read-only access to a project and can monitor its progress
Sales representative	Customer	Maintains opportunities and factsheets of a customer
Segment head	Segment	The head of a segment
Segment manager	Segment	Manages a segment
Segment monitor	Segment	Monitors a segment
System admin	(Global)	Technical administrator who is responsible to maintain the system
Technician	Customer	Provides technical support for customer opportunities
User	(Global)	Basic system user
User admin	Region	A user which is responsible to maintain the users in a region
Unit head	Unit	The head of an org-unit
Unit manager	Unit	Manages an org-unit
Unit monitor	Unit	Monitors an org-unit



Employees first....., Processes second..

Management Process Best-Practice: Enable Management Processes with web-based Apps



Unified Web Based Apps



strategicfrontend.com Platform



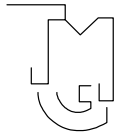
- Stand-alone Deployment
- +SAP Integration
- +Google Apps Integration

All Management Processes in one Place : Manager can select, implement and manage Key Topics when they arise by using the smart interface of strategicfrontend.com which is accessible anywhere

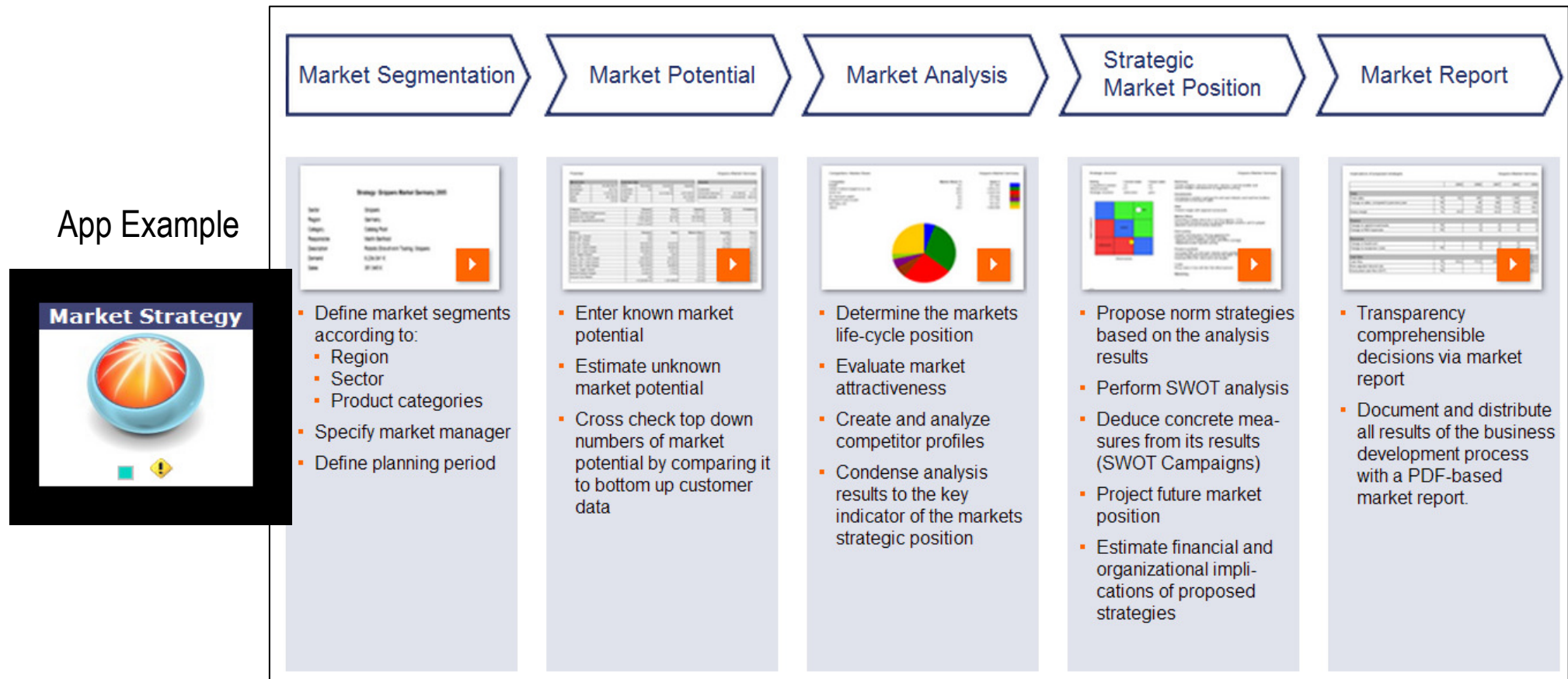


➔ **Social and Mobile:** A free selection of Mobile management apps by every manager enables self-sufficient operations and greater business impact through unlocking the initiative, creativity and passion of key people

Apps enable Social Management Networks: Apps assist in communication, collaboration with structured frameworks which facilitate groups of people to get the work done

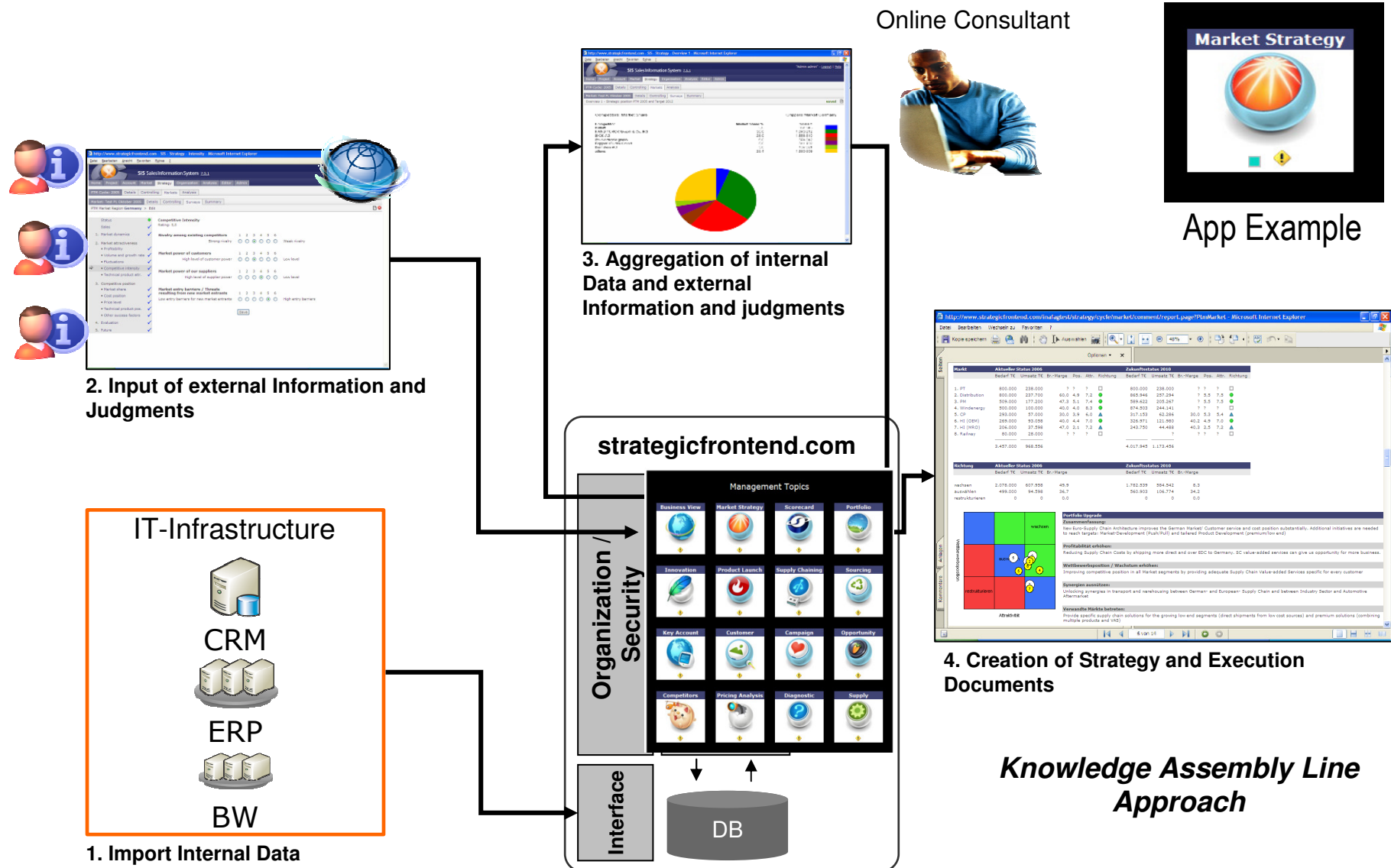
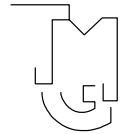


Market Strategy: Setting Agenda for Execution



➔ ... Consultants could apply this frameworks (or customized) in engagements with organizations... and transfer it to clients when engagements ends for securing sustainable results..

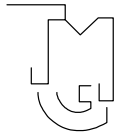
Social-enabled Information/judgment providing : Connecting structured and unstructured Knowledge and Data with Apps for making user-generated content easy to create



People and computers are connected so that –collectively- they act more intelligent

Linking Roles in Management Processes :

Designing the personalized Working Place for every local employee



Personalized Activation of Management Apps

Global Performance Accelerator - 13.9.1

"ERV" - "Christian H"

Home Market Account Project Quality Organization Editor

Start Tasks My Roles Bookmarks Password Profile Feedback Forum

Dashboard for Executive Assistant to the CEO, Compliance Officer > Business View

Initiative

Regions

Region

Add Region

World

- Americas
- Australasia
- Europe

Business View

Sectors

Sector

Add Sector

Customer Segments

- Cards
- Corporate
- Direct
- Special Risks
- Travel B2B2C

Market Strategy

Categories

Category

Add Category

Products

- Special Risks
- Travel Corporate
- Travel Leisure

Competitors

Tasks

Task	End	Type
08 Create ..	10/01/2011	To-Do
07 Create/..	10/01/2011	To-Do
09 Set up ..	18/01/2011	To-Do
10 Assign ..	27/01/2011	To-Do

Bookmarks

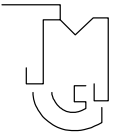
Bookmark

Social Directory

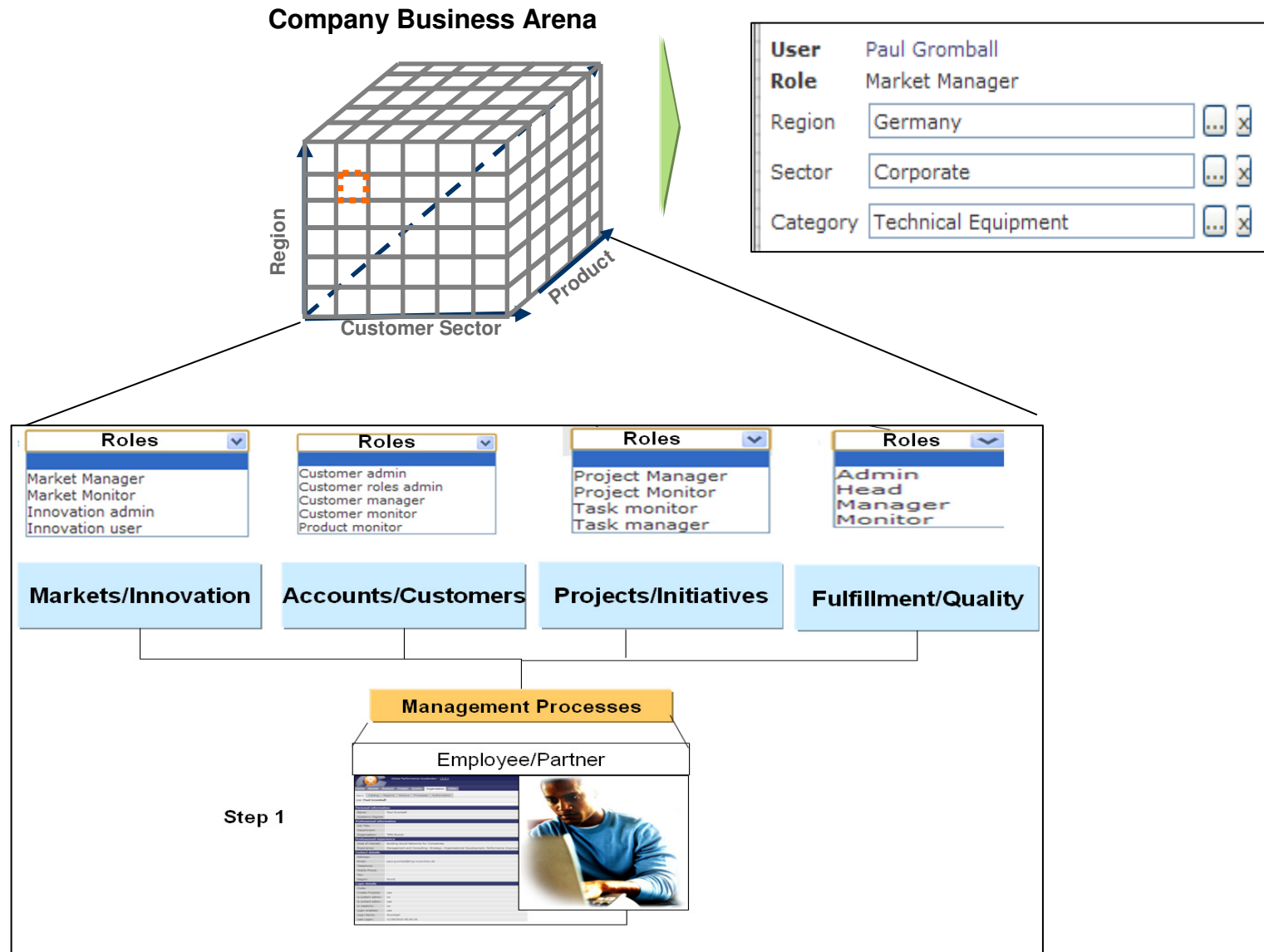
More information



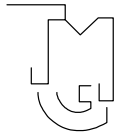
Step 3 - Reach: Link Role of the Employee/Partner with the adequate Business/Collaboration Space



Step 2



Value of Enterprise Social Network (1): Helping employees within an enterprise find each other based on skills and areas of expertise to resolve difficult and unfamiliar problems



EXAMPLE 1 Skills: Finding Java Software Specialists in Germany

strategicfrontend.com - 13.9.1

Home Market Account Initiative Supply Organization Editor Admin

Users Catalog Regions Sectors Processes Authorisation

Search

Last Name Email

First Name Login

Country Code

☐ can c ☐ login show 2

Last Name ▼	First Name	Country	Email
Baum	Ralf	Germany	ralf.baum@sensi.de
Büttner	Claus	Germany	buettner@spiritec.de
Duschek	Stephan	Germany	duschek@wiwiss.fu-berlin.de

[1 - 3]

EXAMPLE 2 Roles : Finding Market Manager in Italy

strategicfrontend.com - 13.9.1

Home Market Account Initiative Supply Organization Editor

Markets Portfolios Solutions Innovations Performance Data Authorisation

Search

User Region Category

Role Sector Key Account

Search show 20 Hits

User ▼	Role	Region	Sector	Category
Atheno, Roberto	Market Manager	Italy	Target Markets	Products
Francesco, Marcello	Market Manager	Italy	Target Markets	Products

[1 - 2]

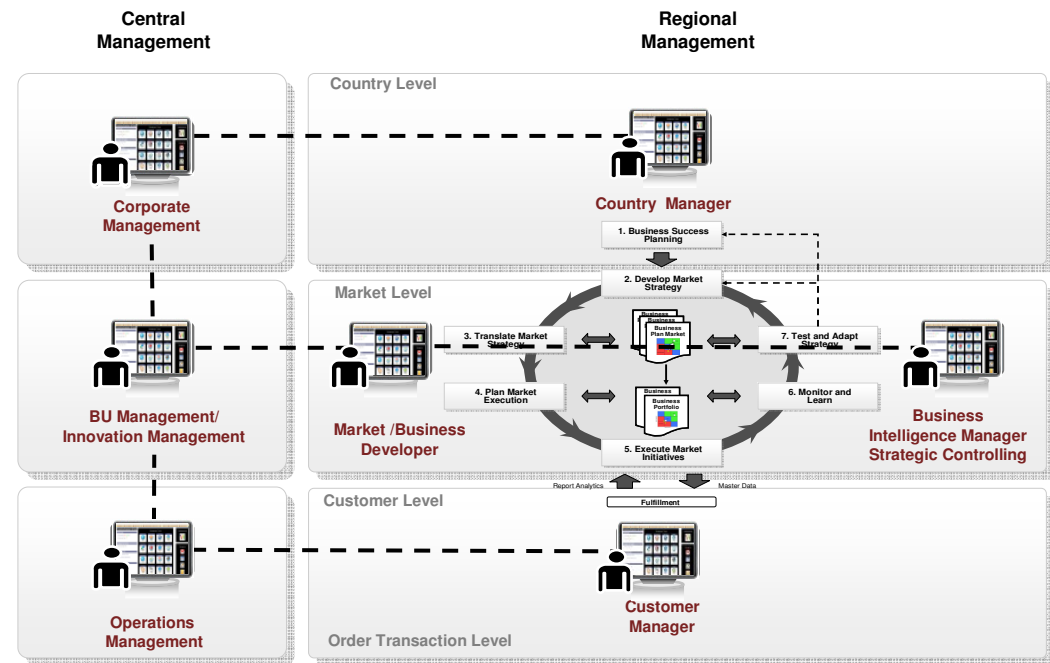
Value of Enterprise Social Network(2): Enabling Global Strategy with more efficient/flatter structure

Client Example

Enabling Global Strategy and Organization in cross-border business



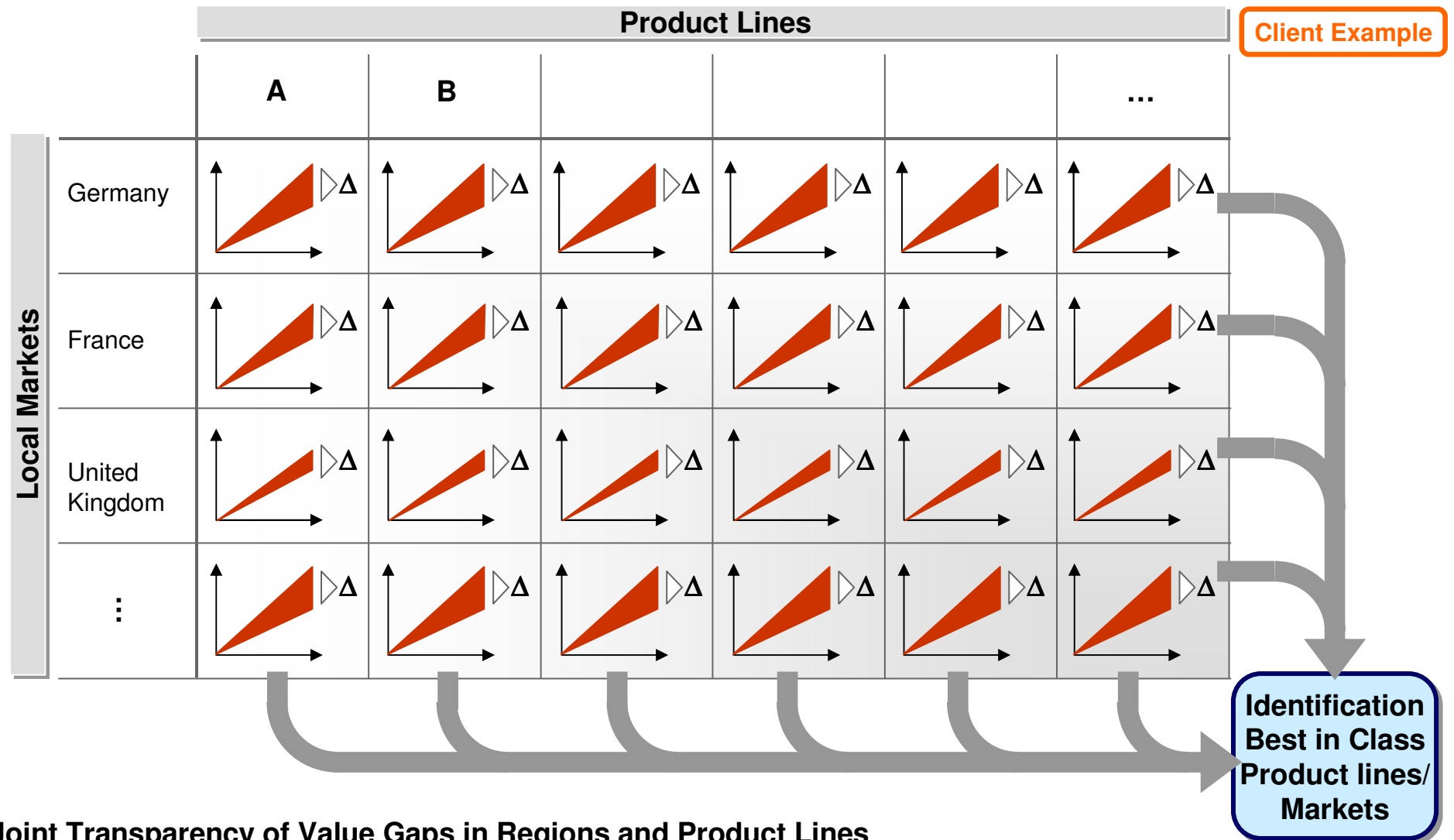
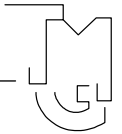
More efficient and flatter structure/hierarchy and a highly variable management and consulting expertise



Result:

- Engaging platform that supplements best-practice content with user generated comments and management filtering.
- Connecting communities to content, people and proven /common business practices across the organization
- Empowerment of users to manage their own personal branding page and activity streams

Transformation Results: The Networked Organization for Sustainable Competitive Advantage



Joint Transparency of Value Gaps in Regions and Product Lines



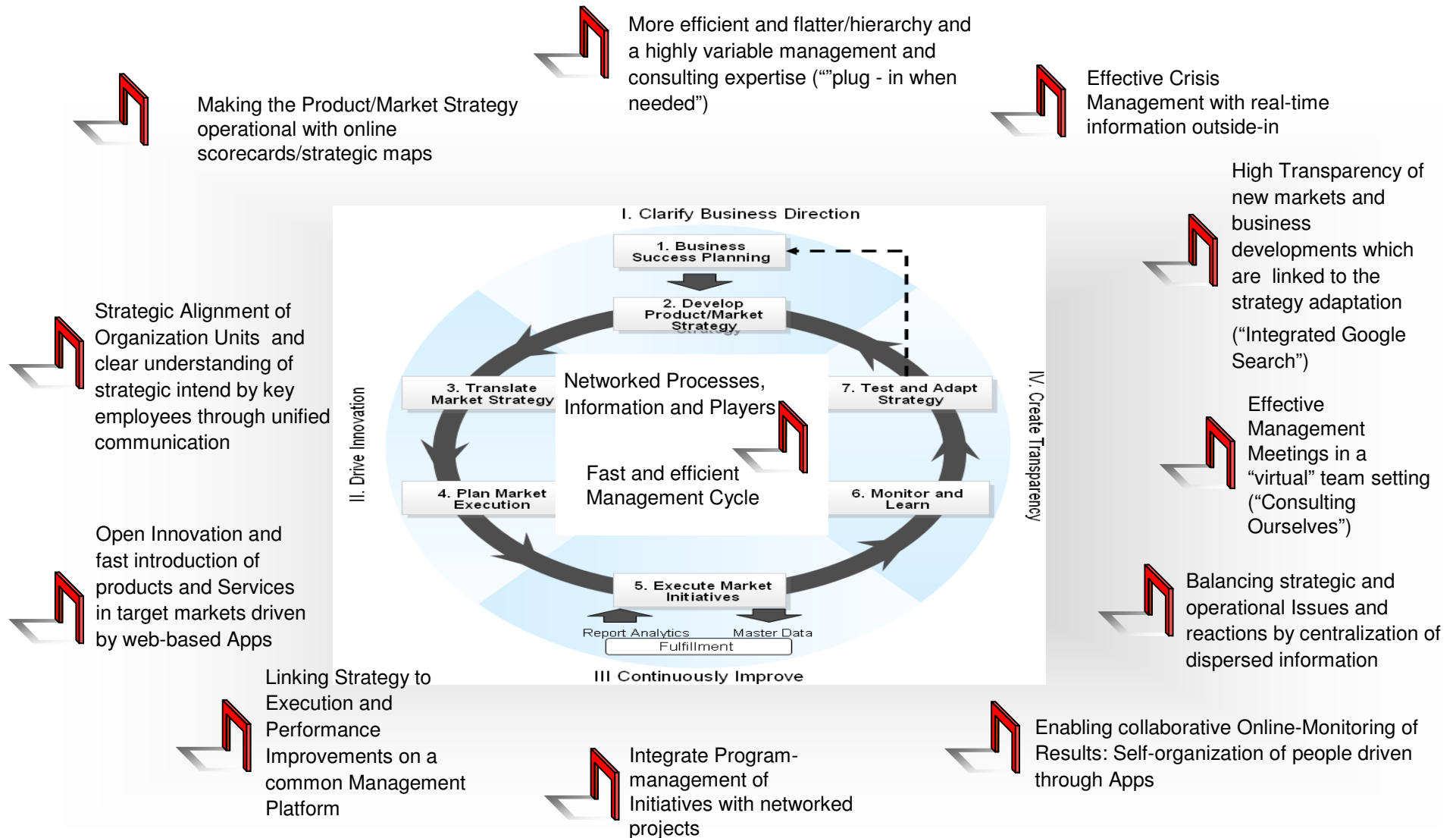
Identification of Best in Class as Benchmark for self-organizing the closing of Value Gaps



Making the Network the Organization- by centralizing information & communication on a common platform

Corporate Management Improvements : Client Examples to address Exeptions

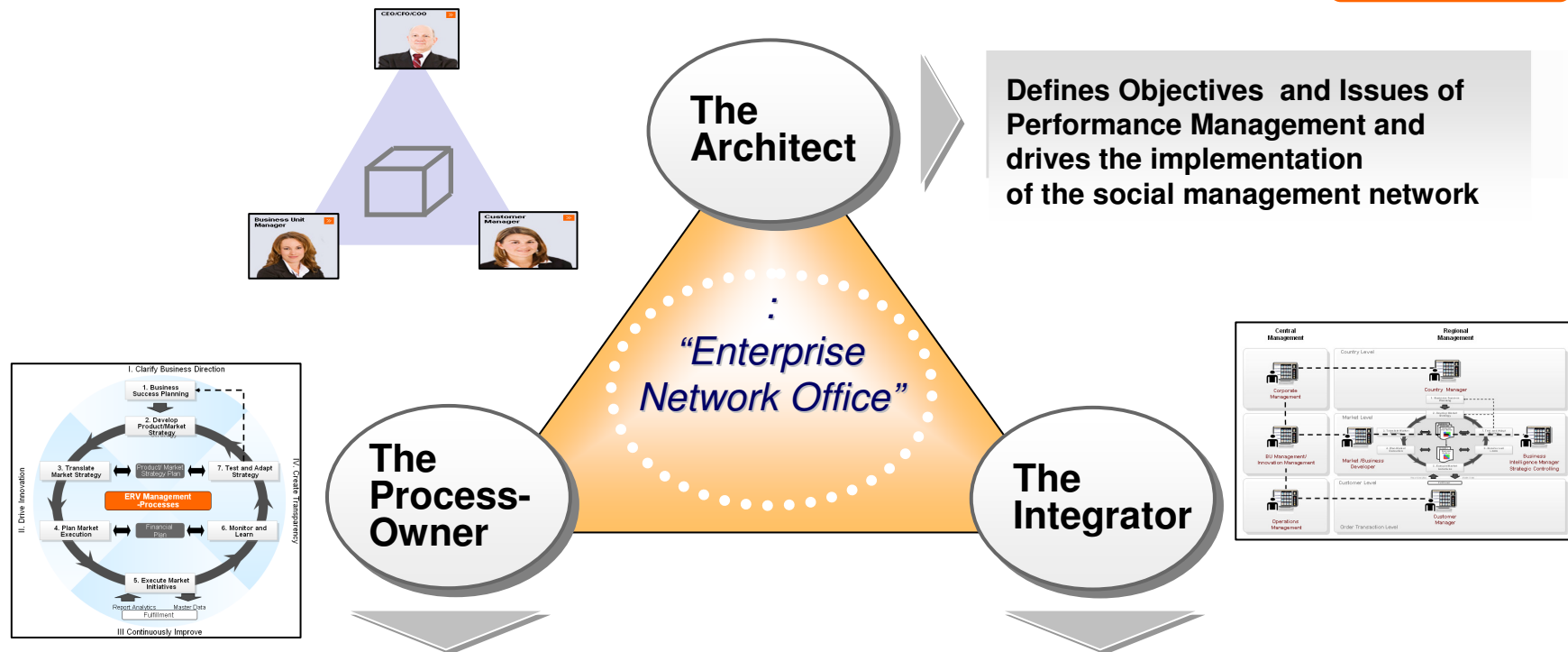
Client Example



Typical Improvements

Central Enterprise Network Office : Strengthen management development and integrate Web 2.0 platform in existing IT-Infrastructure

Client Example

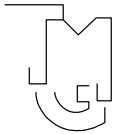


Defines, Develops und monitors the Implementation of networked key management processes which links strategy with execution

- Development of Product/Market Strategy
- Planning/ BSC of Strategy
- Alignment of organizational Units
- Operative Improvement and Budgeting
- Review of the operative Planning
- Alignment of Product/Market Strategy

Assures alignment with company units and links the Apps with the IT infrastructure.

- IT Management
- Marketing Management
- Human Resource Management
- Strategy-Communication
- Initiative Management
- Finance Management



Fast, simple, reliable

Networked sales information system for INA and FAG Industrial



The introduction of SIS in Schaeffler Group Industrial was the responsibility of: Frank Krüger (3rd from left), David Lorinovich (centre) and Jörg Holler (2nd from right).

Herzogenaurach. In these days of ever more quickly growing markets, it is important to know the markets, competitors and requirements of customers worldwide. In order to fulfil these requirements, software called SIS (Sales Information System) has been in use since the start of the year.

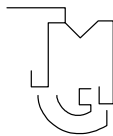
SIS has been used until now by employees of Schaeffler Group Industrial in Western Europe, South America and North America.

The program is currently being introduced in Asia. "The advantages of this software are clear to see" says Klaus Geissdörfer, Head of International Sales. "SIS is used to record and manage all projects, results of market research, customer projects and in future also customer visit reports worldwide". Each employee can access and

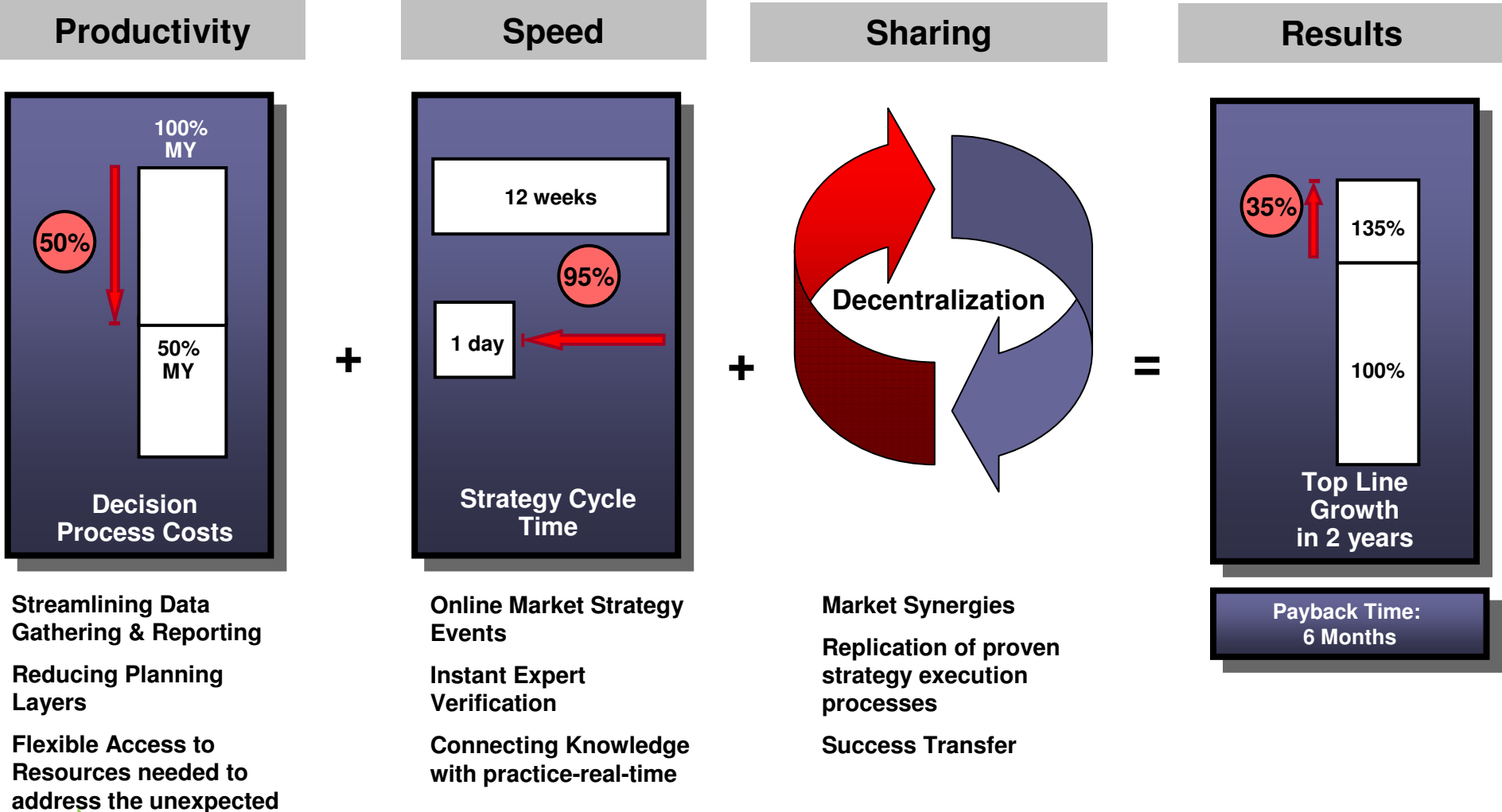
thus work with the data in his area of responsibility. A rapid and networked exchange of information is especially important in Asia since this is the growth region with the greatest dynamic.

The program is based on the data that are recorded from market research, external sources – such as the Federal Offices for Statistics – and external sales employees. "Through the compilation and evaluation of this data, it is possible to identify and address so far unused opportunities for sales on a systematic basis", explains Klaus Geissdörfer. Following analysis of the data, strategies and product campaigns are then developed.

Achieved Results: Enterprise Social Network drives employees performance to new levels.



Client Example



➡ **Strategicfrontend.com enables consulting and client management to become more productive**

Integration with Google Apps and world-wide “one-click” availability

Accounting & Finance

Marketplaces

[Google Apps](#) > [Accounting & Finance](#)

Strategicfrontend.com: Free Enterprise Social Network addresses Exceptions

by [TMG Technology Management Group](#)

★★★★★

strategicfrontend.com helps you to address unexpected business challenges by identifying/ bringing together managers, consultants, information, and proven business approaches to drive fast results

- Integrate all Employees & Partner in one place
- Platform to achieve sustained high performance
- Connect Co-Managers for Strategy & Operations

[Add it now](#)

[Learn more](#)

Pricing Details
Free for Google Apps user.
Normally priced at \$89 per user and month for Private Cloud Platform.

[Vendor Product Homepage](#)

[Video: Product Overview](#)

[View customer success stories](#)

[Try it!](#)

YOUR SOCIAL MANAGEMENT NETWORK BENEFITS:

MANAGING EXCEPTIONS:

- Unite people with information and proven business approaches
- Keep everyone on the same page
- Create a corporate memory

TAKING WORK OUT OF WORK:

Two-thirds of headcount time in major enterprise functions is spent on exception handling. The Enterprise Social Networks captures this opportunity by:

- Be productive immediately
- Work the way you want
- Move from collaboration to action
- Give structure to discussions
- Create a collective view with embedded business tools
- Make the best decisions by ensuring your group works from the same information
- Reduce e-mail

PROVEN BUSINESS APPROCHES: The Management 2.0 Apps are based upon proven methods of major consulting companies like McKinsey & Co. or leading business schools like MIT-Sloan and combining them with Google Apps™ capability to make world's information universally useful.

COMPLETE SET OF MANAGEMENT APPS IN ONE PLACE: Business view, Market Strategy, Scorecards, Portfolio, Innovation, Product Launch, Supply Chaining, Sourcing, Key Account, Customer, Campaign, Opportunity, Competitors, Pricing, Diagnostic, Quality, Performance, Restructuring

DATA SECURITY FOR ENTERPRISES: Structure the Rights of every manager to do certain things with his management links

UNLOCK INITIATIVE, CREATIVITY, PASSION: Sharing Strategies, Innovations, Opportunities etc enables self-sufficient operations and greater business impact of managers

Specifications

Version 13.9.1

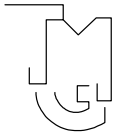
Data access requirements

- Calendar (Read/Write)
- Contacts (Read/Write)
- Docs (Read/Write)
- User Provisioning (Read only)

About the Vendor

[TMG Technology Management Group](#)
Global Resourcing GmbH
Nymphenburgerstr. 20a
Munich
80335
Germany
089/244434870
post@tmg-muenchen.de
[Vendor website](#)

Strategicfrontend-com : Overcoming the Enterprise 1.0 Barriers



Client Example



Contact: Paul.Gromball@tmg-muenchen.de

Blog: <http://gromball.wordpress.com/>