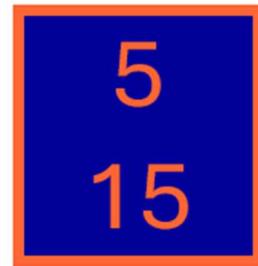


Enterprise Capabilities SMB

Manufacturing



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WhiteSparrow Labs Vision

Develop Capability 5:15 that includes innovative systems, practices, and competencies to address the challenge of productivity stagnation in Canada and other Commonwealth countries.

About Capability 5:15

Enabling Outcomes

- 5-fold improvement how organizations conceive, plan, allocate resources, execute and assess impact of change
- 15% improvement annually in targeted Value Chain Processes

Capability Health Metrics

- Performance Measures
 - Lived Experiences of staff and customers, other relevant stakeholders
 - Pipeline of Opportunities
 - Impact of Investment
- Diagnostic Measures
 - State of Opportunities by Line of Business, and by Value Chain Process
 - Stakeholder engagement
 - Status of Pipeline of Opportunities

Capability 5:15 Governance

Typically, responsibility for the above outcomes is spread over number of different roles. To ensure timely support, we are advocating following governance.

- Capability Manager – role that manages the capability
 - Director Digital Services (or any other title)
 - Typical organization roles that would report into are – Enterprise PMO, Enterprise Architecture, Organization Change Management,
- Capability Owner – role that wants the capability
 - CEO and CEO direct reports

Capability Elements

People

- Product/Service Owner
- Architect
- Project Manager
- System development life cycle resources

Process

- Proactive: Engage staff and customers, learn from their Lived Exp, identify improvements and develop Pipeline of Opportunities that are aligned with enterprise strategies and staff/customer lived experiences.
- Pre-Project: Establish scope of change, roadmap and pragmatic business case
- Execute Change: implement projects
- Assess Impact: Assess impact of change on process productivity

Technology

Stakeholder Forum is a machine learning enabled software as a service implemented on ServiceNow platform and on Microsoft Azure cloud. The automation offers number of benefits

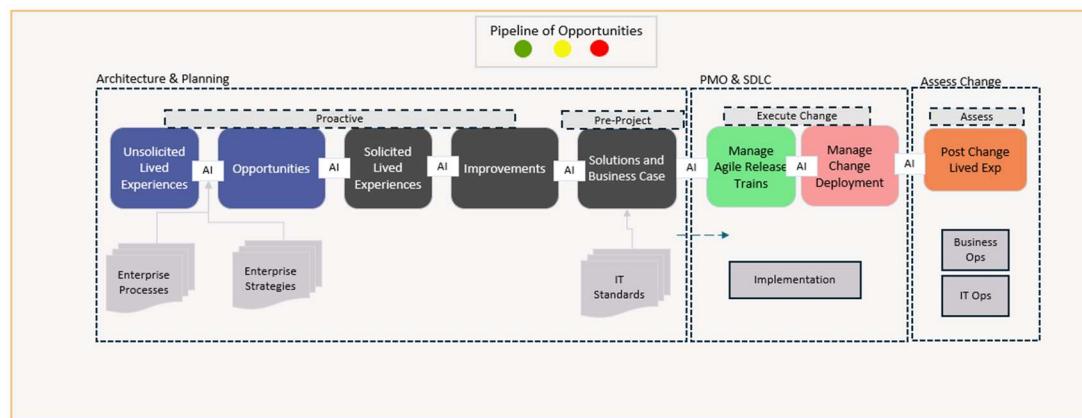


Figure 1: End to End Processes

Value Chain and Level 1 Capabilities

(Reference – APQC)

List of Value Chain Processes

Value Chain	Level 1 Processes	WhiteSparrow Team Expertise (Product Owners)
Develop Vision and Strategy (4)	Define the business concept and long-term vision Develop business strategy Execute and measure strategic initiatives Develop and maintain business models	Deep
Develop New Products (6)	Strategize and plan portfolio Setup business objective (create and finalize concepts for new products) Engineer/design vehicle Improve/validate vehicle design Build prototype/mule Test/verify vehicle functional requirements	
Market and Sell Products and Services (7)	Understand markets, customers, and capabilities Develop marketing strategy Develop and manage marketing plans Develop sales strategy Develop and manage sales plans Plan and forecast vehicle Perform lease management Perform vehicle life cycle management	Deep
Build Products and logistics (7)	Forecast vehicle build and create build plan Validate quality targets Create production order Procure materials and services Manufacture vehicles Manage logistics and warehousing	Deep

Value Chain	Level 1 Processes	WhiteSparrow Team Expertise (Product Owners)
	Plan and manage distribution	Deep
	Production monitoring	Deep
Deliver Services (3)	Establish service delivery governance and strategies	
	Manage service delivery resources	
	Deliver service to customer	
Manage Customer Service (13)	Develop post vehicle sale, customer care/customer service strategy	
	Plan and manage customer service contacts	
	Enable and support after-sales installations and repairs i.e. vehicle service	
	Evaluate customer service operations and customer satisfaction	
	Provide value-add services	
	Train and manage customer service work force	
	Service products after sales	
	Manage product recalls and regulatory audits	
	Provide telematics service	
	Manage quality after sale	
	Manage parts	
	Service parts	
	Manage end-of-life vehicle	
Develop and Manage Human Capital (9)	Develop and manage human resources planning, policies, and strategies	Deep
	Recruit, source, and select employees	Deep
	Manage employee on boarding, development, and training	Deep
	Manage employee relations	Deep
	Reward and retain employees	Deep
	Redeploy and retire employees	Deep
	Manage employee information and analytics	Deep
	Manage employee communication	Deep
	Deliver employee communications	Deep
Manage Information Technology (IT) (7)	Develop and manage IT customer relationships	Deep
	Develop and manage IT business strategy	Deep

Value Chain	Level 1 Processes	WhiteSparrow Team Expertise (Product Owners)
	Develop and manage IT resilience and risk	Deep
	Manage information	Deep
	Develop and manage services/solutions	Deep
	Deploy services/solutions	Deep
	Create and manage support services/solutions	Deep
Manage Financial Resources (11)	Perform planning and management accounting	Deep
	Perform revenue accounting	Deep
	Perform general accounting and reporting	Deep
	Manage fixed-asset project accounting	Deep
	Process payroll	Deep
	Process accounts payable and expense reimbursements	Deep
	Manage treasury operations	Deep
	Manage internal controls	Deep
	Manage taxes	Deep
	Manage international funds/consolidation	Deep
	Perform global trade services	Deep
Acquire, Construct, and Manage Assets (4)	Plan and acquire assets	
	Design and construct productive assets	
	Maintain productive assets	
	Non- productive assets	
Manage Enterprise Risk, Compliance, Remediation, and Resiliency (4)	Manage enterprise risk	Deep
	Manage compliance	
	Manage remediation efforts	
	Manage business resiliency	
Manage External Relationships (5)	Build investor relationships	Deep
	Manage government and industry relationships	
	Manage relations with board of directors	
	Manage legal and ethical issues	
	Manage public relations program	
Develop and Manage Business Capabilities (8) (Referred to as Capability 5:15)	Manage business processes	Deep
	Manage portfolio, program, and project	Deep
	Manage enterprise quality	Deep

Value Chain	Level 1 Processes	WhiteSparrow Team Expertise (Product Owners)
	Manage change	Deep
	Develop and manage enterprise-wide knowledge management (KM) capability	Deep
	Measure and benchmark	Deep
	Manage environmental health and safety	Deep
	Develop, Manage, and Deliver Analytics	Deep