



Emma and Dieter's and Story

Emma and Dieter are retailers of a range of home produced confectionary that is sold in selected shops nationwide. Emma handles the marketing while Dieter is the MD. Their problems are

1. That the team members on a project are often unaware of what each other is doing.
2. They don't know what the deadlines are especially when they've been moved forward or back.
2. They all keep happily working harder but when the business is doing well or not so well, they have no idea what has caused this.

"What's the plan? Don't worry," says Emma the company's Marketing Strategist "I've got all the key dates mapped out on this bit of paper somewhere on my desk"

So you find the paper plan and then everyone in the meeting gets out their notes and all start independently scribbling the key dates. Some finish writing them down while others don't, thinking that it will all be made clear at some point or they'll be able to get them from someone else. What happens then? With everyone hazy about what the key dates actually are some could dates could be missed. In this situation it is not impossible for tasks to be rushed in order to be done on time. That means they may not match the standard you would like or the standard agreed with the customer.

Ava makes key date information centrally accessible. If you give Ava the dates, they will be remembered. They'll also be used to give reminders to those who need reminding. They can relax

in the next meeting when the key dates are stated. But these key dates will continue to be of service. The performance of your staff can be measured against them.

“I’ve mapped the plan out taking into account when people should get things done” Emma Continues.

You and your staff have control, yes but when making plans are there limits to the factors to take into account? Dave from the design team looks at the plan and says that he can’t do what he needs to do until Rachael in Advertising puts some copy together. Fortunately Rachael says she is clear of work at the moment and can get what she needs to do earlier. That’s because another project has just finished which Emma wasn’t aware of because she wasn’t involved.

So the plan changes and the careful notes written down now look slightly redundant. Ava allows the flow and continuation of tasks and dates in a project to be flexible. Dates can be brought forward and new tasks entered without any upheaval.

Ava understands that projects need to adapt to controllable and uncontrollable variants. When a new plan or Workflow needs to be made. Ava will be there with the information to help create realistic timescale estimates. Ava is then ready to absorb and react to changes in the process.

“It would be nice to think we’ll get better at planning things out.” Says Dieter the MD finishing the meeting. Everyone murmurs an affirmative.

It should be really great to know you WILL get better planning things out. AVA will be able to show you across projects where deadlines have been met effectively and with quality results and where timescales have been stretched.

The Ava software will help YOU learn from what YOU do. It shows you where things have been done well and on time or excellently and not on time.

In business you are always asking yourself where you want to be. Your firm may take ages over production with high quality but only to a few customers. If this is so, you may want to adopt pragmatic approach. You can lose the frills or elaborations in production that are unnecessary in order to get more products out the door quicker to more people.

Ava will show you the amount of production time spent on each task and by each individual. This illustrates where processes are being log-jammed and where there are periods of less activity. Business Resources can then be re-assigned or reduced accordingly.