

## One Version of the Truth

TBM's new Dploy Solutions tool helps companies create a standard approach for managing the strategy deployment process.

By Angela Scenna, TBM Director of Marketing

## SPECIAL FEATURE



Last year, TBM launched Dploy Solutions, a suite of web-based tools that lean organizations use to improve process, measure results and focus on initiatives that increase the bottom line. Since then, several companies have begun using the Dploy suite to create focus, enable visibility, drive accountability and achieve objectives.

We caught up with three senior leaders who are responsible for embedding a structured strategy deployment process at their respective companies: Greg Anapol, Vice President of the Brady Business Performance System at Brady Corporation; Brian Henriksen, Director of Strategy and Continuous Improvement, at Jason, Inc.; and Joe Kuehler, Corporate Director of Lean Enterprise, at Belden.



they're tracking, how the company is performing, and how to get back on track by using root cause and countermeasures when things go wrong. Brian Henriksen from Jason says the Dploy tools are making their PD process more sustainable.

We asked all three leaders if and how Dploy Solutions have contributed to the success of their policy deployment process.

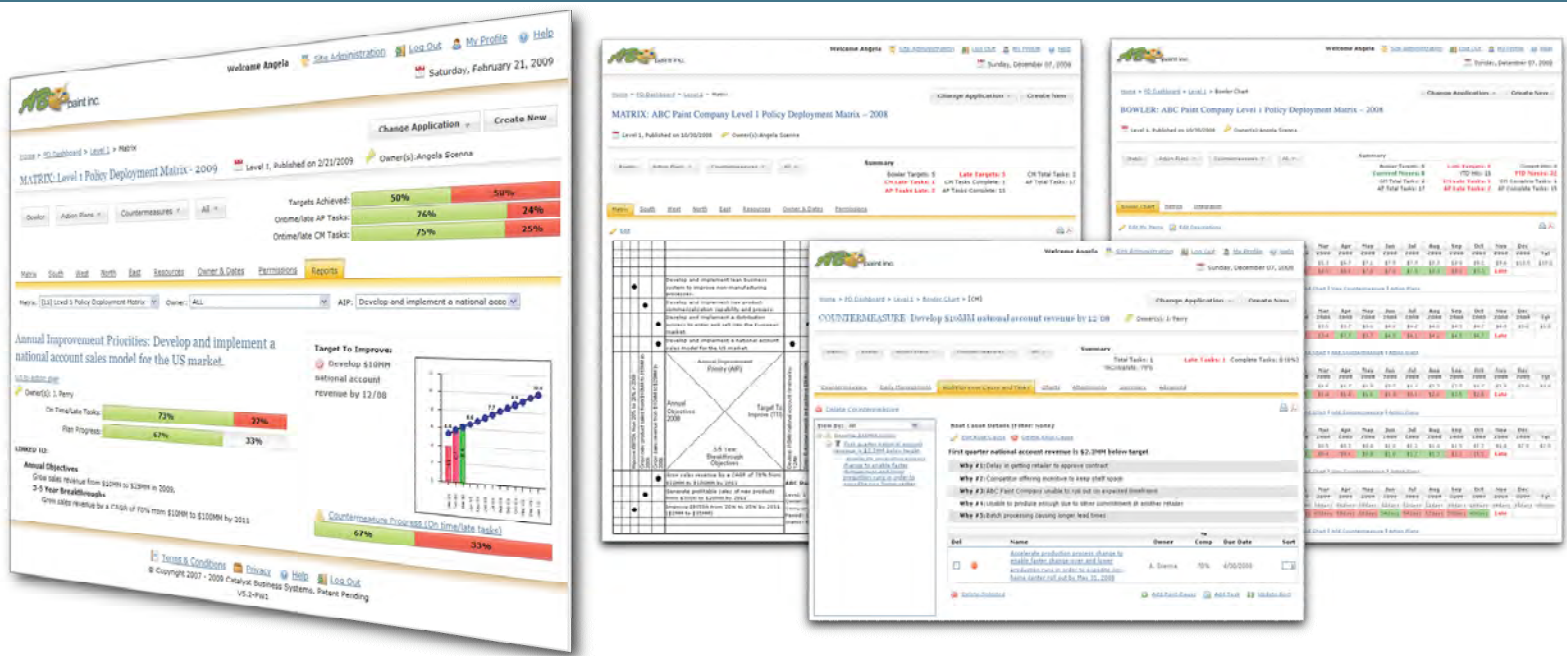
Joe Kuehler of Belden says that they now have a visual process and a standardized way of pulling everything together. Just three and a half years into strategy deployment, he says that they started managing the process with Microsoft® Excel spreadsheets. Management time spent maintaining spreadsheets, updating charts and making sure everyone has the right version is no longer an issue. "In the past, everyone had a different version and a different approach for managing the process. Now everyone follows the same templates and uses a consistent approach."

According to Kuehler, Belden has 1,200+ global users on the system. Both executives and managers are using Dploy to track performance and monitor action plans. Those who manage specific initiatives are going into the system regularly, monitoring dashboards and taking action. He says that the email notifications tell people what they need to do by when." This way he says, "Nobody shows up at the monthly business review with an initiative in red having to explain that they were unaware something had been assigned to them. Folks don't get embarrassed and stuff gets done now."

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~ Greg Anapol, VP Brady Business Performance System Brady Corporation

Make no mistake – software is not a substitute for an effective, committed process for managing policy (or strategy) deployment. It does however help companies to make the process more sustainable. According to Greg Anapol, "Dploy gives us one standard way to deploy the PDCA cycle. We now have everything in one centralized location with one version of the truth." Because they have one system and one application, everyone knows what



Screen shots of Dploy Solutions dashboards, strategy deployment matrix and bowler charts.

**Greg Anapol recently co-hosted a webinar with TBM's Bob Dean to discuss the Brady Business Performance System and their use of Strategy Deployment to achieve breakthrough results. You can listen to the pre-recorded webcast by visiting the Dploy solutions website: [www.dploysolutions.com/bradywebinar](http://www.dploysolutions.com/bradywebinar)**

As TBM rolls out Dploy Solutions, they're getting both positive and constructive feedback for system upgrades and enhancements. According to Kathy Million, director of business development, "Our user community is highly engaged and they provide constructive feedback on program functionality." Kuehler says that most software companies sell you a package and then disappear. This isn't the case with TBM and Dploy Solutions. He says, "They look at enhancement advice and make changes based on our input. Their changes are

helping to make the product more visual and more effective in supporting our efforts to manage the strategy deployment process. The customer service has been amazing. They're always willing to do additional training for our teams and they're easy to work with. They have performed above and beyond my expectations."

At the recent LEI Conference in Orlando, Florida, Goodrich, a company now 15 years into its lean journey, talked about strategy deployment and how it is used to focus, link and align all levels of the organization with the company's strategic objectives. The keynote speaker discussed how Strategy Deployment enables the effective facilitation of their key obligation to balance the needs of customers, shareholders and employees.

More and more organizations are turning to Strategy Deployment as they seek ways to better leverage their lean capabilities to drive sustainable growth. Dploy Solutions provides a systematic approach to effectively monitor, measure and sustain your improvement results. Learn more at [www.dploysolutions.com](http://www.dploysolutions.com) or contact Ralph Moore at 800.438.5535 x833. ■