Information Flow Modelling

The LINQ® Platform enables organisations to understand how information flows fuel their business; and gain insights about how improving Information Supply Chains can be a catalyst for business transformation.

You might be surprised that information flow has this relationship to transformational potential. It is useful to think about companies that have transformed entire industries by mastering information flow:

Uber® is transforming transportation by streamlining the Information Supply Chains that connect drivers to customers. By reducing the friction of the information flow, the costs of a traditional taxi operation's information supply chains have been slashed to the point of eliminating the centralised model (the taxi communication centre) and replacing that with a peer-to-peer (customer to driver) information supply chain.

Amazon® is transforming retail by utilising a highly effective information supply chain that directly connects the customer with the supplier. In this case, a central information supply hub (Amazon's website) allows customers to access an almost limitless catalogue of goods and create a fast and reliable order process.

AirBNB® is revolutionising the accommodation industry by utilising a peer-to-peer information supply chain to connect customers and accommodation provides. The trust that has traditionally been created by travel agents or letting agencies has been replaced by a two-way review information flow that establishes a direct trust between supplier and consumer.

The LINQ Platform now allows your organisation to understand and then master your own information flows. This isn't a technical challenge; this is a change challenge. By presenting information flow using powerful visualisations, non-technical executives can take a leadership role in improving these information supply chains and embarking on meaningful business transformation.

There are many parallels between the LINQ Platform and the Toyota Production System (TPS). TPS revolutionised the manufacturing process by identifying and mitigating seven areas of wastage in the car production process.
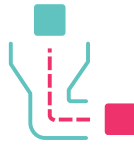
Overproduction
largest waste

Time on hand (waiting)

Transportation

Processing itself

Stock at hand

Movement

Making defective products

Your organisation manufactures knowledge – your Information Supply Chains are converting data into actionable insights to better serve your customers, meet your regulatory commitments and compete effectively in the marketplace. TPS revolutionised manufacturing because it made Toyota (and then all manufacturers that adopted this approach) 50% more productive.

By mastering information flow, LINQ offers the opportunity to make your Knowledge Manufacturing 50% more productive. Imagine how much happier your customers will be, how compliance can become easier and how much more competitive you'll be with that boost in effectiveness.

A key aspect of the productivity boost provided by TPS is the visibility that manufacturing workers have of their role in the production flow. LINQ provides a similar visibility to knowledge workers who are enabling the information flow. This white paper focuses on your knowledge workers – the people who are enabling the flow of information through your organisation.