

Power Measurement – Owner’s Software

Owner’s Software

Owners, the purpose of this document is to describe TeamsWin Database Services as affordable Owner’s Software. The smaller the business, the more you need this software. At the same time for another reason, the larger the business, the more you need this software. All other business software supports specific business functions. Owners (small business especially) must then pull all that functional information together into the Owner’s integrated strategic “Big Picture” view of their business. The larger the business, the more the owner needs to communicate the vision.

The First Report You Want to See—“The Big Picture”

A business model is Owner’s Software. It pulls together the information an owner uses to understand, manage and communicate his business. It will be the first report an owner wants to see. Instead of looking at all these reports and integrating this information in his head, he will look at the business model first. Like a scorecard or dashboard, the business model will have all the reported information organized objectively. Before he needs to drill down to the details, he will be able to see the big picture first (the cross-functional relationships hidden in his reports). Besides this summarization hidden in the reports, he will be able to see trends. It takes time to see cause and effect. The business model shows a business model for each and all time periods. Before he looks at any detail, he will see his top down (cause and effect objective) view first.

TeamsWin Database Services

Compared to other software, Owner’s Software is created using five unique standards. Standards are product definitions, defining products one has to understand to produce a quality product. In this case the product is a business model. Think of a standard as a template with rules designed to produce a quality product, or a process checklist with product examples attached. It does not necessarily tell you how to do something, but a standard defines both the production requirements (the supplier’s products) and the customer’s definition of a quality product. Defining the inputs and outputs for five processes, these five unique standards define Owner’s Software.

Five Owner’s Software Standards

Because they are all required for a quality product, I will list the five standards. Notice they are themselves cross-functional, “Big Picture”, or a combination of standards from several disciplines. The five Business Modeling Standards are: Business Science, Data Management, Database Management, Data Cleaning and Data Conversion. Integrated, they are Business Modeling Standards.

Business Model Overview

First an overview, a business model is like a set of buckets set up to both characterize a business and collect history (or confidence) supporting that character. A business model is a stable vision that can be shared by each person in the organization. Stability makes a business model useful; but, it can change slightly, for example: new people

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and types of people; new products processes and facilities and their types; new customers and suppliers; new laws rules and regulations and their types. That information comes from internal and external business functions. For example: decision makers have always transformed functional information into a “big picture” strategic enterprise view of the business. But now, there are tools to automate that transformation. Before these tools and before business models, each individual did his own transformation mentally, resulting in as many models as people. The better way is to create one vision. Then, it is easy to measure confidence and apply it through business decisions to the future of the organization. Besides the future views, we also have the ability to look back and see who was responsible for what, where, why, how and when. Here are the five standards.

The Five Standards

- 1 Data Conversion** is the clerical part of the job that replaces the old mental transformation. It reads internal and external reports of interest to the business and transforms that data into a decision support format (the business model buckets). Besides the clerical function, Data Conversion recognizes new buckets and communicates them to Data Cleaning.
- 2 Data Cleaning** updates the business model for new buckets and bucket types. The formal term for bucket is entity. As the Data Conversion clerk gains experience, they can begin Data Cleaning and set up these new entities. Using Business Science, they can also recognize new relationships between buckets. Data Cleaning recognizes new bucket relationships and communicates them to Data Management.
- 3 Business Science** is the general language of business, the language of teamwork, the way we communicate to an audience of diverse talent. It is the science of bringing people together to accomplish an objective. Business Science is what you learn in business school, including all the majors like: accounting; administration; banking; finance; marketing; investment; real estate, insurance; etc.,; including the information they use for the decisions they make. Business Science is required for business modeling, which is strategic Data Management.
- 4 Data Management** includes both Data Modeling and Business Modeling. Business Modeling is a strategic approach to Data Modeling that uniquely defines a business within its environment. Using Business Science Standards, Data Modeling updates the design of the business model for new buckets or business relationships. This step is where the integration of Data Modeling and Business Science standards takes place. The meta-model we use to build Business Models will at the same time teach those five standards. Integrating Data Management and Business Science standards, the system we use at TeamsWin is unique.
- 5 Database Management** includes the use and maintenance of the physical tools that contain and communicate the business model. This management includes networking or controlling the queries so they produce Business Science effectively, while running

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efficiently. It also includes knowing the latest integration and abilities of “DataWatch Monarch” information distribution and “Microsoft Office Professional” programs.

Owner’s Software Summary

Owners, the purpose of this document is to describe TeamsWin Database Services as Owner’s Software. Owner’s Software presents the “Big Picture”. The smaller the business, the more the owner needs this software. For another reason, the larger the business the more the owner needs this software. All other business software supports specific business functions. Without this software, owners (especially small business owners) must then pull all that functional information together into an integrated strategic “Big Picture” view of their business. This document describes that integration by describing the five standards required for business modeling. In other words, a business model is the integration of these five standards. Currently, finding that combination on the market is either impossible or very expensive. We call what we do “Information Heavylifting”. We lift your information into a business model. How much time do you spend doing this? Are many of your people doing this? For only \$2,500 TeamsWin integrates your information with Business Science (your Business Model), and for only \$2,500 per month TeamsWin continually measures the power of your business. Therefore for any business, TeamsWin produces affordable Owner’s Software.