The Role of Business Process and Organizational Change Management in MBD/QIF Adoption
Agenda

- Introduction to Kalypso, a Rockwell Automation Business
- Business Considerations and Challenges in MBD/QIF Adoption
- Addressing the Importance of Organizational Change Management
Introduction to Kalypso
Anika Kapoor  
Technical Manager

Kelly Bronk  
Consulting Manager
expanding human possibility

We’re taking
manufacturing to
a whole new level
by making our customers more
resilient, agile,
and sustainable.

SERVING CUSTOMERS
FOR 119 YEARS

AT A GLANCE

BY REGION

- Latin America: 7%
- EMEA: 18%
- Asia Pacific: 14%
- North America: 61%

BY INDUSTRY

- Discrete: ~25%
- Hybrid: ~40%
- Process: ~35%

BY SEGMENT

- Lifecycle Services: $1.9B
- Software and Control: $2.3B
- Intelligent Devices: $3.6B

GLOBAL

- 100+ Number of countries
- 25k Employees: more than half outside the U.S.

World’s Most Ethical Companies

Fast Company

The 50 best places to work for innovators

Total shareowner return

SERVING CUSTOMERS FOR 119 YEARS

$7.8B 2022 sales

$2.3B

~40%

~35%

~25%

1000

100

2008

2022

Rockwell Automation
S&P 500 Index

We're taking manufacturing to a whole new level by making our customers more resilient, agile, and sustainable.
We bring **digital solutions to product problems.**

- Speed time to market
- Increase plant yield
- Reduce waste
- Improve quality
- Ensure compliance
- Increase profitability

Kalypso is Rockwell Automation’s digital services arm.

Our people are innovators, strategists, data scientists and technologists. Product people, with plant-floor expertise.
We provide world-class industrial automation and digital transformation expertise where you need it
Leading PTC Services Partner

**Advanced Global System Integrator**
- Windchill
- ThingWorx
- Vuforia

**Strategic Advisory**

**Implementation**

**Managed Services**

400+ Implementation practitioners on three continents

200+ PTC Windchill and ThingWorx implementations

**Alignment to PTC Strategic Partners**
- Ansys
- Microsoft
- PTC
- Creo
- Windchill
- ThingWorx
- FlexPLM
- Codebeamer
- ServiceMax
- Onshape
- Vuforia
- Kepware

15+ years delivering value with PTC

250+ clients across industries

400+ PTC global practitioners

$10M+ focused investments
Our perspective on digital technologies and capabilities with the highest impact across the value chain

**DISCOVER**

- Product Lifecycle Management → Increased Speed + Efficiency
- Digital Product Creation → Increased Speed, Lower Mfg. Costs

**CREATE**

- Make → Mes: Speed, Quality, Traceability
- ERP → Speed, Traceability

**MAKE**

- Smart Connected Products → Customer & Consumer Satisfaction
- Smart Connected Operations → Increased Efficiency + Quality

**SELL**

- Industry 4.0
- IoT Enabled Capabilities / Connectivity
- Emerging Tech and Capabilities

- Machine Vision → Efficiency + Quality
- AGV's → Efficiency
- Robotics Automation → Efficiency, Speed, Quality
- XR → Enhanced Safety, Quality

- AI/ML → Predictive Decision Making, Autonomous Automation, Increased Speed, Learning

- Cybersecurity → Reduced Risk, Customer and Consumer Satisfaction
Business Considerations and Challenges in MBD/QIF Adoption
What is the Story?

It is a nightmare to integrate discrete systems and exchange the required data in a way that is consumable by each of these systems, at the same time being the single source of truth.

Lack of consistency in how data is presented decreases efficiency.

Business processes rely on the data being generated for making decisions at multiple levels, including validating product requirements and design, optimizing productivity, and making financial decisions. Without a single agreed source of truth, decision making becomes tedious.
Conflicting data formats and a lack of interoperability or functionality between them. Lack of defined standards, processes and best practices.

Having business processes that do not align with enterprise systems architecture. This creates silos of data and reduces the ability to use systems and data to their potential. Possibly making problems worse and not better.

Justifying the cost of starting the MBE journey.

Acceptance from the supply chain.
Addressing the Importance of Organizational Change Management
Challenges

1. Company culture can (will) inhibit progress

2. Loss of focus and motivation at both the user and management level can derail progress.
Lagging Client Behaviors

1. FEAR OF CHANGE!

2. Lack of Responsibility for processes

3. A culture of do-no-harm to existing process and data
Leading Client Behaviors

1. Dedicated Process ownership for Engineering and Manufacturing functions.

2. Continuous improvement mindset

3. Proclaimed Executive Vision and Ownership
   1) This is personal time, human resources and budget
Thank you!

linkedin.com/company/kalypso

twitter.com/kalypsoROK

facebook.com/kalypsoROK

instagram.com/kalypsoROK
The Role of Business Process and Organizational Change Management in MBD/QIF Adoption

Introduction to Kalypso, a Rockwell Automation Business

- Brief overview of Kalypso as a subsidiary of Rockwell Automation
- Alignment of Kalypso's vision with Rockwell Automation's goals, focusing on bridging the gap between Product Development & Digital Thread

Business Considerations and Challenges in MBD/QIF Adoption

- Discuss the business implications and benefits of implementing MBD and QIF focusing on efficiency
- Highlight the importance of requirement management systems in maintaining traceability as evidence of product safety

Addressing Challenges and Importance of Organizational Change Management

- What Organizations can do to overcome challenges in MBD and QIF adoption?
- Identify common challenges observed across multiple industries, such as Leaders' disconnection from core development efforts and Laggards' resistance to embracing the digital thread