Breaking Free From Complexity

Combining the Power of USM© Unified Service Management and CINTELLIMIND's Collaborative Intelligence

"A system is not the sum of its parts, but the product of their interactions"
(Russell Ackoff)

Breaking Free From Complexity

- The Crisis of Complexity

- USM in a nutshell

- CINTELLIMIND USM Service Offerings
  - IGNITE (USM Discovery)
  - ASCEND (USM Pilot)
  - EXCEL (USM Enterprise)

- Way of Working
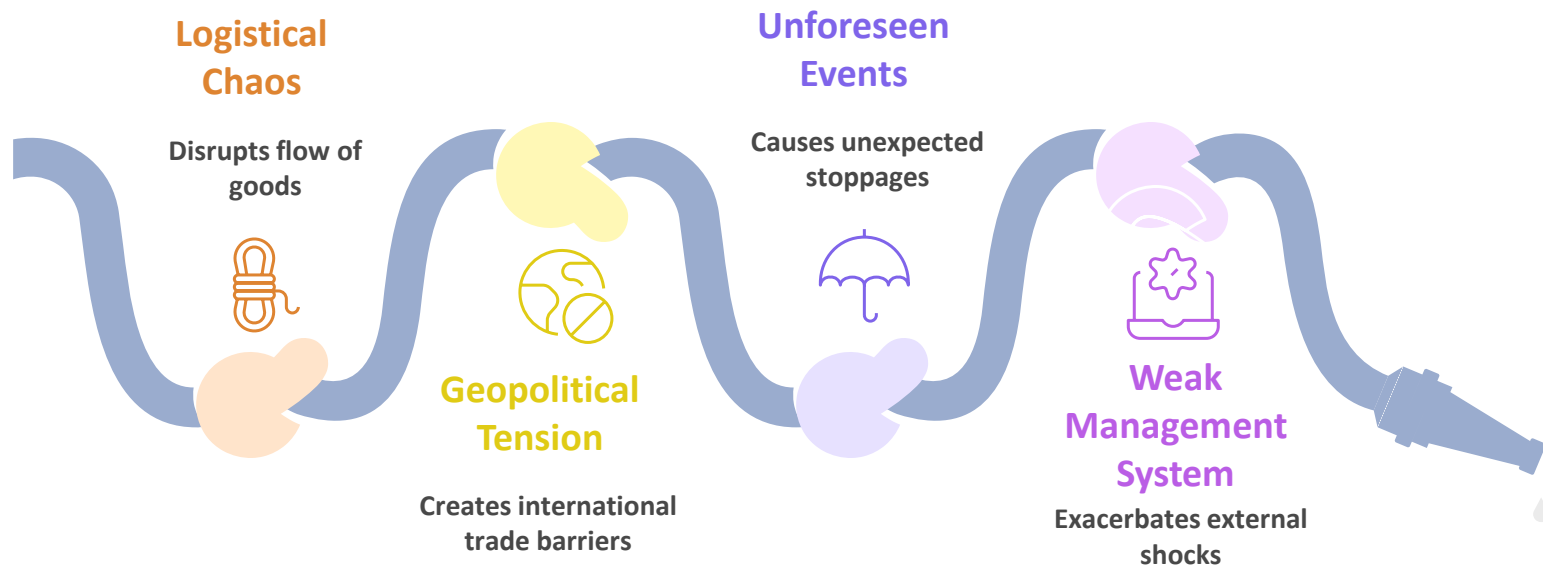
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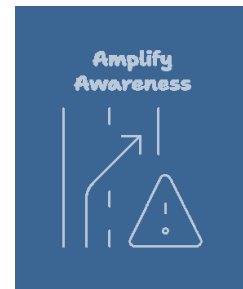
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The Crisis of Complexity – Supply Chain Disruptions

Global supply chains face unprecedented disruption from logistical chaos, geopolitical tension, and unforeseen events.

Logistical Chaos
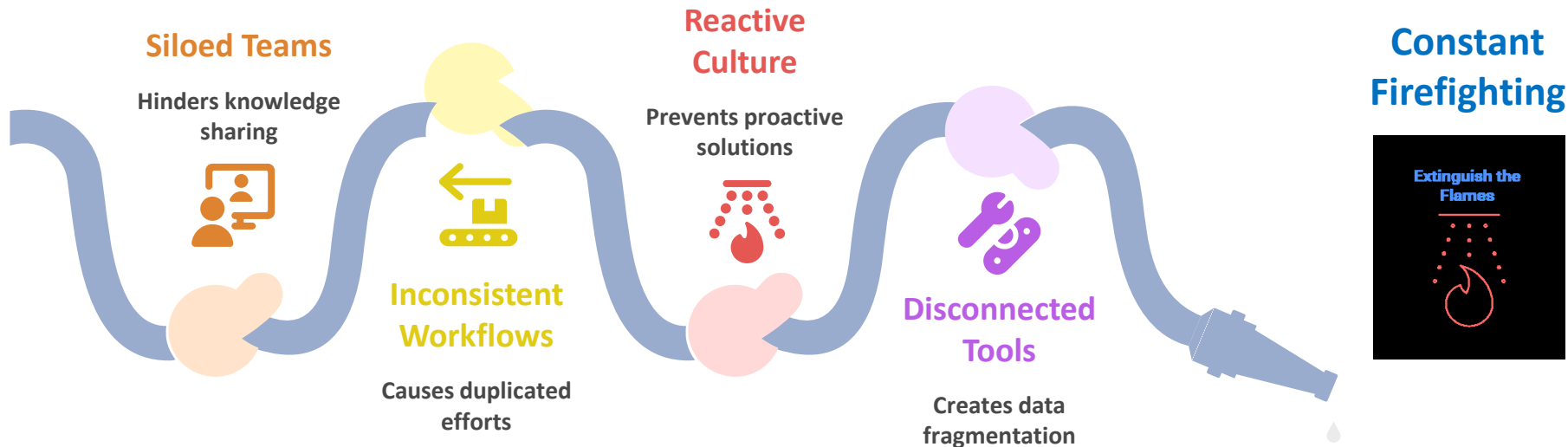
Disrupts flow of goods

Geopolitical Tension

Creates international trade barriers

Unforeseen Events

Causes unexpected stoppages

Weak Management System

Exacerbates external shocks

Supply Chain Disruption

Amplify Awareness

The Crisis of Complexity – Fragmented Ecosystems

A cycle of inefficiency, driven by fragmented systems and a lack of architectural coherence. It stifles performance, drains resources, and blocks innovation

Siloed Teams

Hinders knowledge sharing

Inconsistent Workflows

Causes duplicated efforts

Reactive Culture

Prevents proactive solutions

Disconnected Tools

Creates data fragmentation

Constant Firefighting

Extinguish the Flames

Without a robust internal management system, external shocks and fragmentation lead to severe imbalances and an inability to meet customer demand.

Service Complexity Factors in Organizations

Stakeholder-Driven Service

Diversity of stakeholders with minimal integration

Complex Service Ecosystem

Intricate web of relationships to be managed

Isolated Service

Operating independently with limited integration

Multi-disciplinary Integration

Coordination and Collaboration challenges across business domains

Challenges in Service Management

Inconsistent Service Delivery
Varied approaches lead to unreliable service quality

Teams struggle to collaborate effectively
Communication Barriers

Practices are ineffective across different organizations
Context Dependency

Systems fail to adapt and scale to growing demands
Limited Scalability

Technology solutions overshadow strategic governance
Over-Reliance on Technology

Organizational impact - from Efficiency to Customer Satisfaction

Internal Focus

External Focus

Efficiency Degradation

Increases operational costs and delivery times

Performance Inconsistency

Service quality varies across units

Innovation Barriers

Limits capacity for strategic initiatives

Customer Satisfaction Decline

Fragmentic delivery creates inconsistent experiences, reduces satisfaction
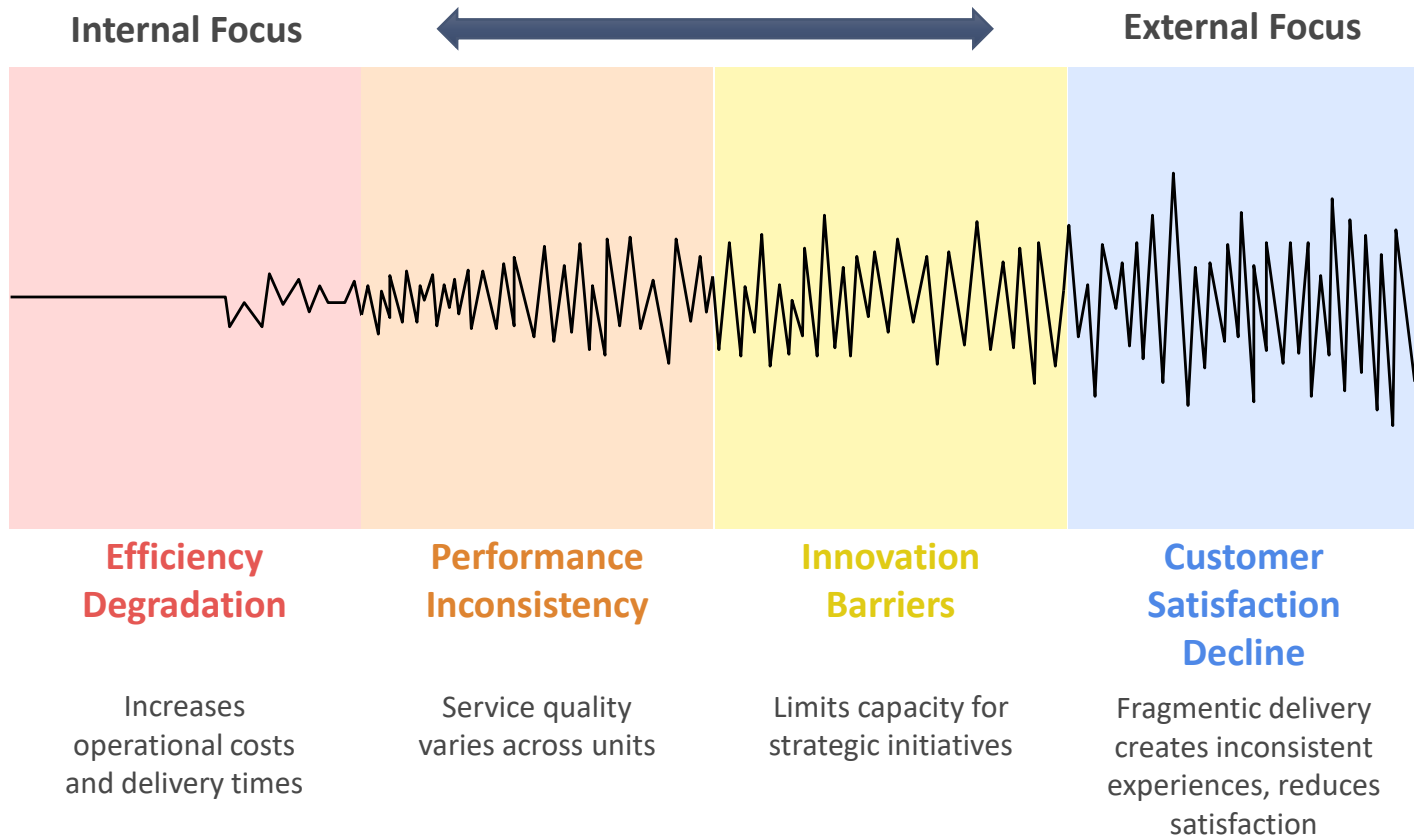
The Resolution to Service Complexity

Foundational Excellence in Service Management with a unified methodical approach
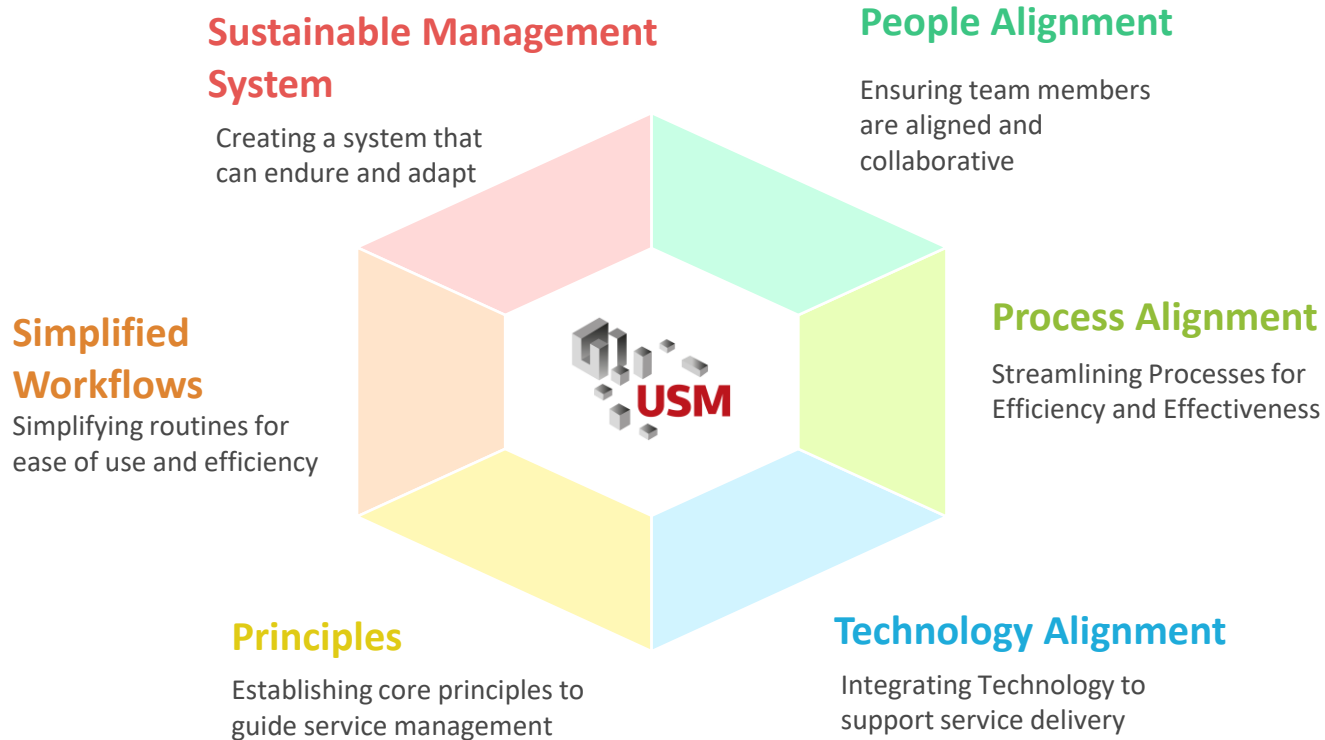
Sustainable Management System

Creating a system that can endure and adapt

People Alignment

Ensuring team members are aligned and collaborative

Simplified Workflows

Simplifying routines for ease of use and efficiency

USM

Process Alignment

Streamlining Processes for Efficiency and Effectiveness

Principles

Establishing core principles to guide service management

Technology Alignment

Integrating Technology to support service delivery

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A Management System
for Service Management
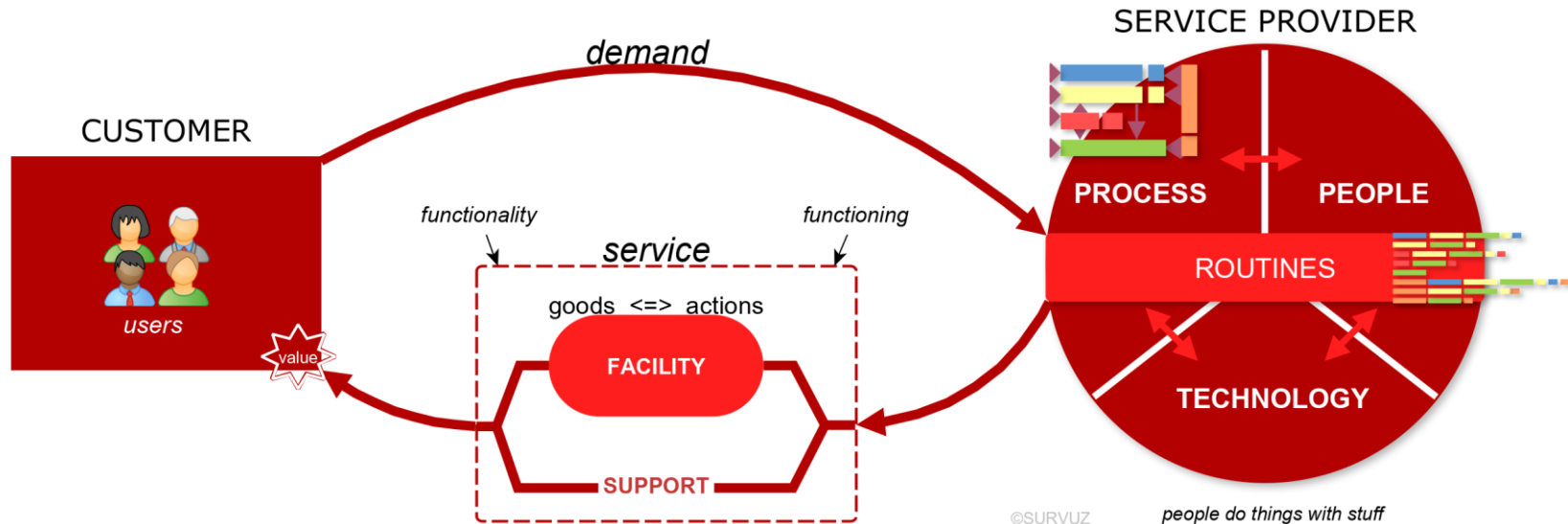## applying the Unified Service Management method

Governor of the USM Method

CORE MESSAGE OF USM

Every organization can get in control of its service delivery, with a management system of only 5 processes and 8 workflows.

**THIS REQUIRES A METHODICAL APPROACH
BASED ON A SERVICE MANAGEMENT ARCHITECTURE
THAT ENABLES A SERVICE MANAGEMENT SYSTEM**

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CORE MESSAGE OF USM

The USM Customer-Provider Interaction Model

USM PROCESS MODEL FOR SERVICE PROVIDERS

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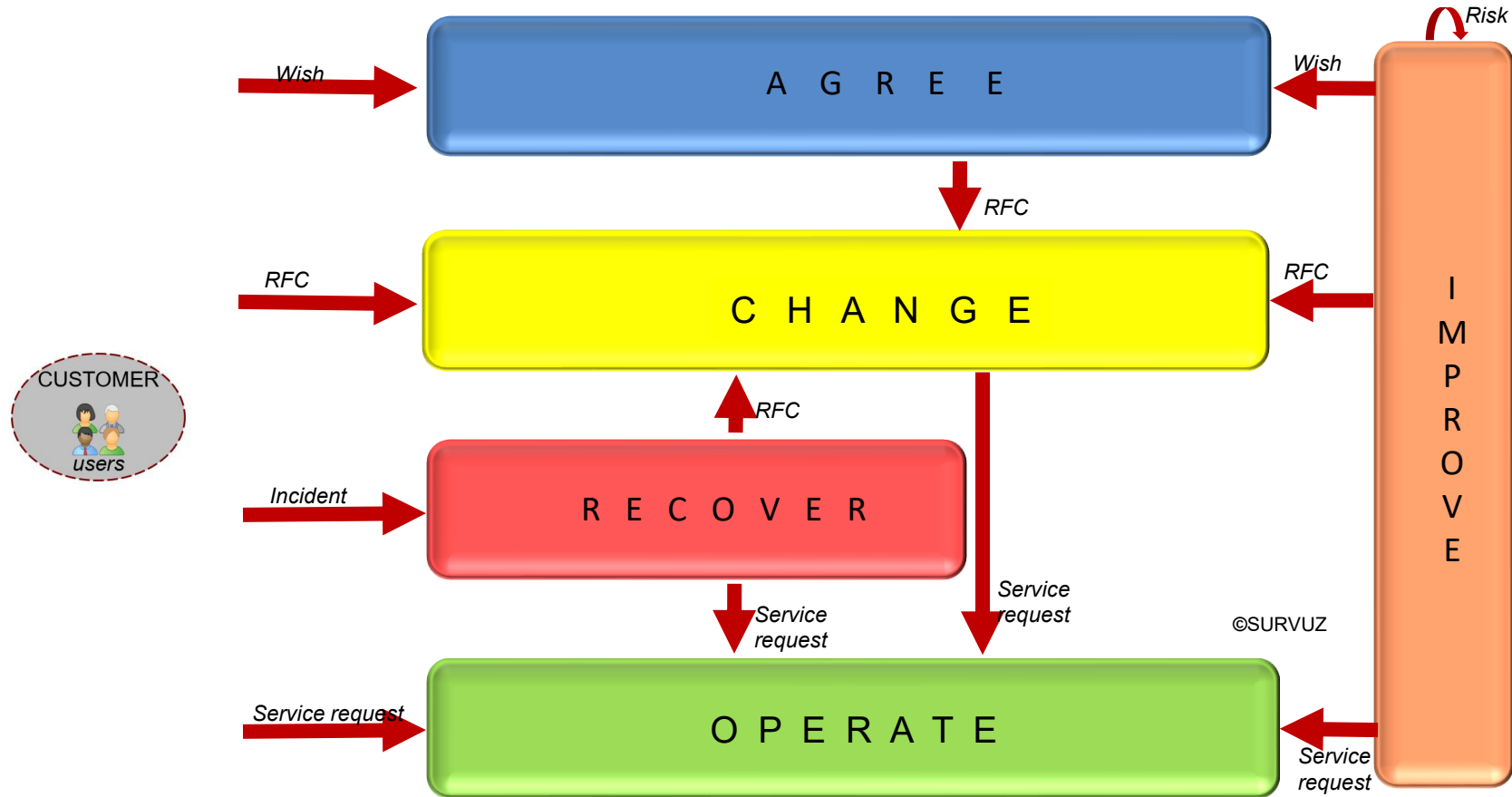
THIS REQUIRES THAT WE THINK DIFFERENTLY

USM

WORK

HEALTH

HRM

ICT

STANDARDIZATION
(NORMALIZATION)

HEALTH WORK HRM ICT

NEW THINKING:
COOPERATION IS CRUCIAL

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FOR
INTEROPERABILITY
IN SERVICE
ECOSYSTEMS
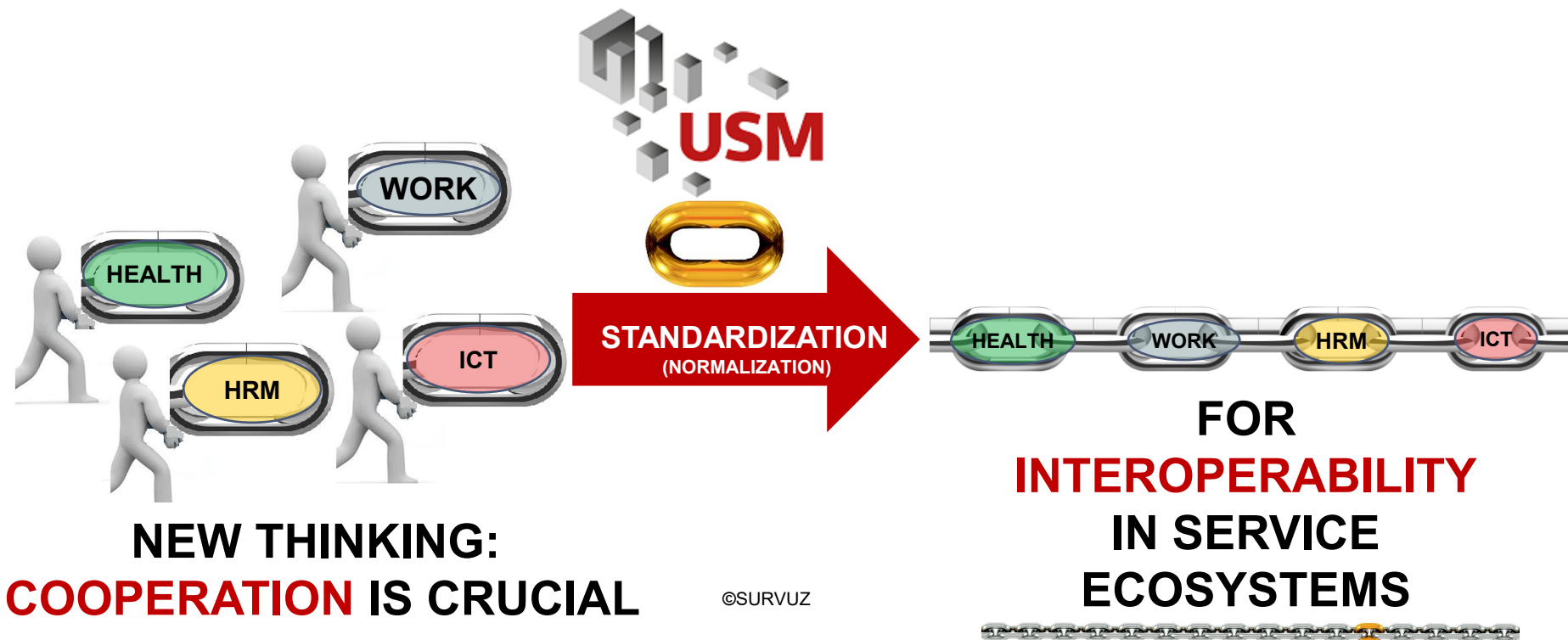
USM: the uniform link to build endless supply chains and service ecosystems: the LEGO of the manager
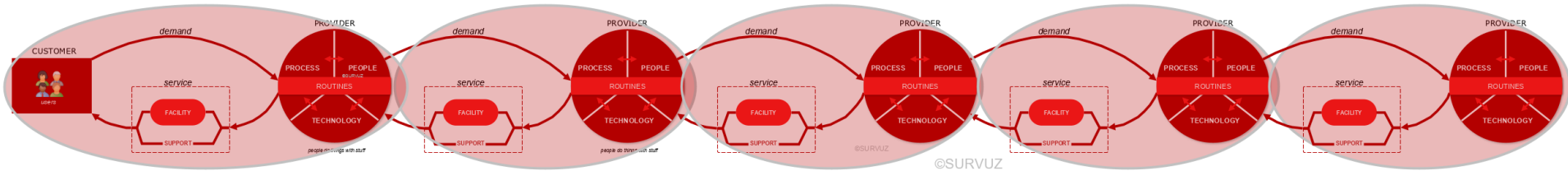
"Every service organization is capable of managing its **routines** and its **services** (ESM), with a methodical approach based on no more than **8 standard workflows**"

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Overview CINTELLIMIND USM Services (Phase 1 and 2)

CINTELLIMIND's USM portfolio in stages – IGNITE and ASCEND

IGNITE
USM Discovery

USM Foundational Knowledge

Baseline Establishment

Strategic Entry Point

Fostering Organizational **Readiness**

Assessment & Analysis

ASCEND
USM Pilot

Practical Application

Showcase effectiveness in real scenarios

Enable Mindsets

Foster continuous growth and adaptation

USM Pilot Application

Pilot Focus

Prioritize impactful improvement areas

Baseline Establishment

Improvement areas identified

Measurement & Iteration

Culture of continuous improvement
Measurement protocols

IGNITE (USM Discovery) - Action Plan & Outcomes

Organizational readiness for deeper change.

Establish Baseline for Transformation.

Understand USM Principles.

4-week engagement   Fixed Price

Executive Briefing

Enables informed decision-making.

Workshops and Feedback

Follow-up workshops focus on USM principles.
Comprehensive feedback reports to ensure continuous improvement.

Assessment & Analysis

Clarifies existing service management practices.
Evaluates complexity, strengths and weaknesses.
Establishes a transformation baseline.

USM Foundation

Supports baseline understanding of the USM method.

ASCEND (USM Pilot) - Action Plan & Outcomes

Reduced complexity & redundancy.

Strong internal capability.
Champions driving deployment.

Demonstrated efficiency Improvements.

~ 3-4-month engagement

Fixed Price & Impact-based Price

Measurement & Iteration

Establishing continuous measurement protocols.
Tracking improvements.
Enabling iterative adjustments based on feedback.

Internal Champions

Nurturing internal champions.
Enabling and transforming capabilities.

Pilot Design & Deployment

Applying refined processes.
Facilitating real-world application of USM incl. observation of changes.

Pilot Identification

Process Mapping Workshops.
Simplification-Reward Matrix..

CINTELLIMIND USM Enterprise Service (Phase 3 EXCEL)

CINTELLIMIND's USM Enterprise Deployment – EXCEL

Service Excellence: Higher Service Quality. Lower Service Costs.

Ongoing governance for Sustainability.

Operational USM embedment

**EXCEL
USM Enterprise**

01

Phased Enterprise-wide USM Deployment

Gradual rollout of USM across the organization

02

Full Integration and Training

Comprehensive integration and training for seamless deployment

03

Ongoing Mentorship and Governance

Continuous support and governance to ensure success

04

Delivery Engagement

~ 12-15 month engagement period for deployment

05

Pricing Structure

Fixed price and impact-based pricing options

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Way of Working

We co-create, whether you need an advisor, a partner or a facilitator

Sustained Engagement

From initial IGNITE to ASCEND and EXCEL, we stay engaged to ensure value scales, adapts, and delivers measurable outcome aligned to your evolving goals.

Advisory First

Strategic guidance that aligns USM efforts with your business goals. Offering clear, pragmatic guidance that sets a strong strategic foundation for meaningful outcomes

Co-creation

Our method is collaborative at its core. We build with your people, working shoulder-to-shoulder, creating ownership and building capability, from design to deployment.

USM Workshops

Collaborative sessions to generate clarity, unlock shared understanding, co-design solutions, and drive early momentum. From insight to action