



# 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 Manger



**Kelly Bronk**  
Consulting Manager



expanding human possibility®

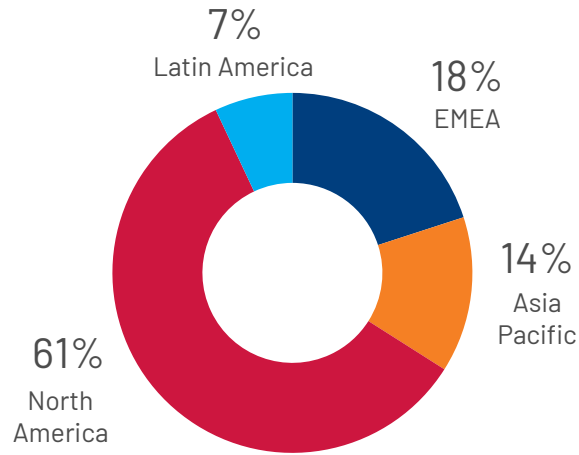
We're taking manufacturing to a whole new level

by making our customers more resilient, agile, and sustainable.

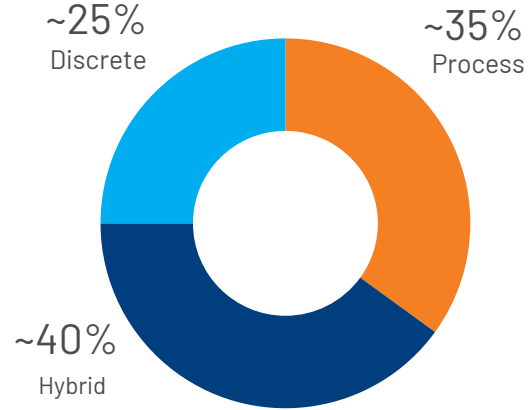
SERVING CUSTOMERS FOR 119 YEARS

### AT A GLANCE

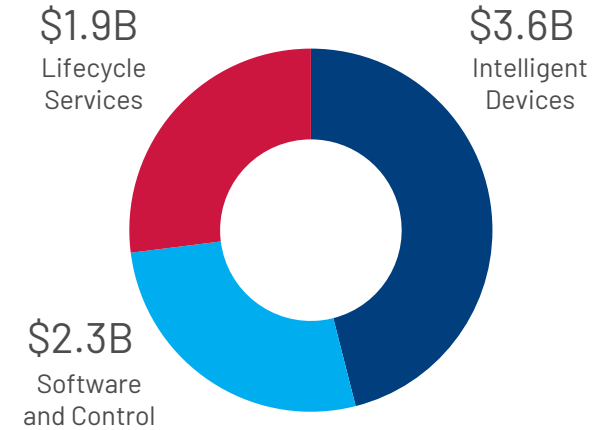
\$7.8B 2022 sales



BY REGION



BY INDUSTRY



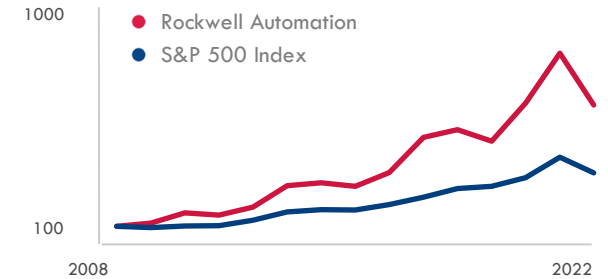
BY SEGMENT

### GLOBAL

### Total shareowner return

100+ Number of countries

25k Employees: more than half outside the U.S.



# We bring digital solutions to product problems.



Speed time to market



Improve quality



Increase plant yield



Ensure compliance



Reduce waste



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

GLOBAL SCALE WITH LOCAL SUPPORT

100+ countries  
28,000+ employees

 ROCKWELL  
AUTOMATION HQ

 KALYPSO  
INNOVATION  
CENTER

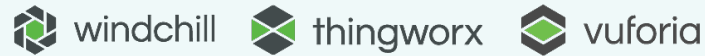
 KNOWLEDGE  
LENS HQ



# Leading PTC Services Partner



ADVANCED GLOBAL SYSTEM INTEGRATOR



STRATEGIC ADVISORY

IMPLEMENTATION

MANAGED SERVICES

400+ Implementation practitioners on three continents



200+ PTC Windchill and ThingWorx implementations



ALIGNMENT TO PTC STRATEGIC PARTNERS



15+ years delivering value with PTC



250+ clients across industries



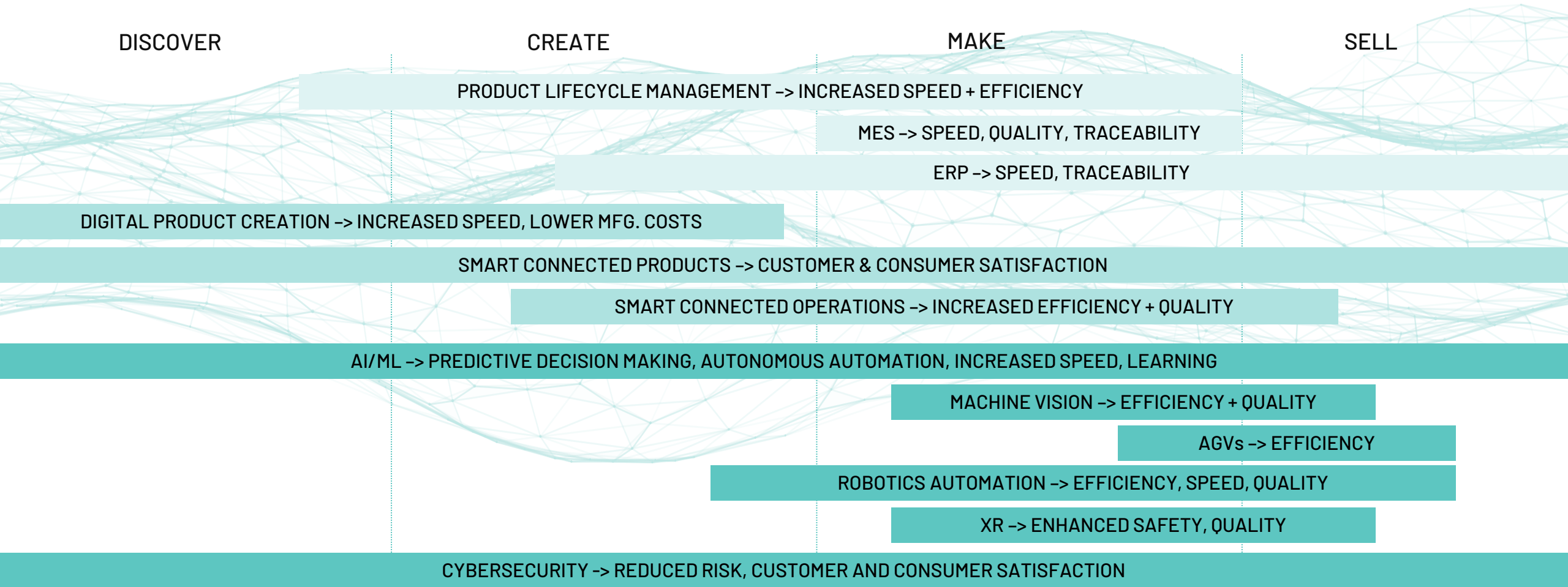
400+ PTC global practitioners



\$10M+ focused investments



# Our perspective on digital technologies and capabilities with the highest impact across the value chain



Industry 4.0  
Foundational Tech

IoT Enabled Capabilities  
/ Connectivity

Emerging Tech and  
Capabilities

# 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.



# Challenges

1

Conflicting data formats and a lack of interoperability or functionality between them. Lack of defined standards, processes and best practices

2

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

3

Justifying the cost of starting the MBE journey

4

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!



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# 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