



Creating an *open* platform for benchmarking & performance improvement

what role can web 2.0 capabilities play in extending participation, increasing collaboration, sharing best practice and improving performance in a more competitive and open world?

Brendan DUNPHY, Director Max.Net (UK) Ltd
www.max-net.co.uk
brendan@max-net.co.uk

Contents

- **Max.net (UK) Ltd**
- **Initial Questions**
- **5 Research Steps**
- **Benchmarking and web 1.0 today**
- **Web 2.0**
- **Initial Findings**
- **Conclusions**

Max.Net (UK) Ltd

- Mission
 - Utilise web technologies to open, extend & improve benchmarking and performance improvement activities, partnering with benchmarking domain experts to define, facilitate & deliver.
- Max.Net (UK) Ltd
 - Founded in 2004, 3 directors, €500k in 2006/7, Microsoft Partner, specialist in hosted SaaS (Software as a Service) for benchmarking and performance improvement, 650 subscribers to 6 benchmarks in UK social housing via HouseMark Ltd (UK) plus,
 - Glasgow Housing Association (UK), WoonCompagnie (NL), Stichting emocratie Media (NL), Serco (UK), SD-Partners (UK), Nokia (FI), Nokia Siemens (FI)...
- Contact details
 - www.max-net.co.uk and info@max-net.co.uk
 - +(44) (0)2081231418
 - Benchmarking forum at <http://benchmarking.ning.com/>

Brendan Dunphy, Director Max.Net (UK) Ltd

- Over 25 years in ICT
- Former Director of Accenture's European Centre for Strategic Technology
- Founding partner Brendan Dunphy Associates, co-creator of "How to Farm Lightning: sustainable innovation" and Director of Max.Net (UK) Ltd
- Associate Consultant & Innovation Partner (Innovation & Change Portfolio) specialising in ICT Markets & Business development at Frost & Sullivan Ltd
- Former Wireless VC fund advisor for Nordfirst
- Facilitated over 450 client workshops in the last 12 years
- Catalyst for change, change agent, facilitator.....



"I am absolutely opposed to all innovation, all change. But I am determined to understand what is happening because I don't choose just to sit and let the juggernaut roll over me." Marshall McLuhan, The Video McLuhan

Initial Questions

1. How best to use web 2.0 and other technologies and capabilities to help organisations benchmark and improve performance?
2. What can we learn from the consumer universe to take us and our (business) customers to the next level of performance in an ever more demanding and distributed world?
3. How can we free users from the constraints of their own and partner's technology infrastructure and provide an easy-to-use accessible alternative?

5 Research Steps

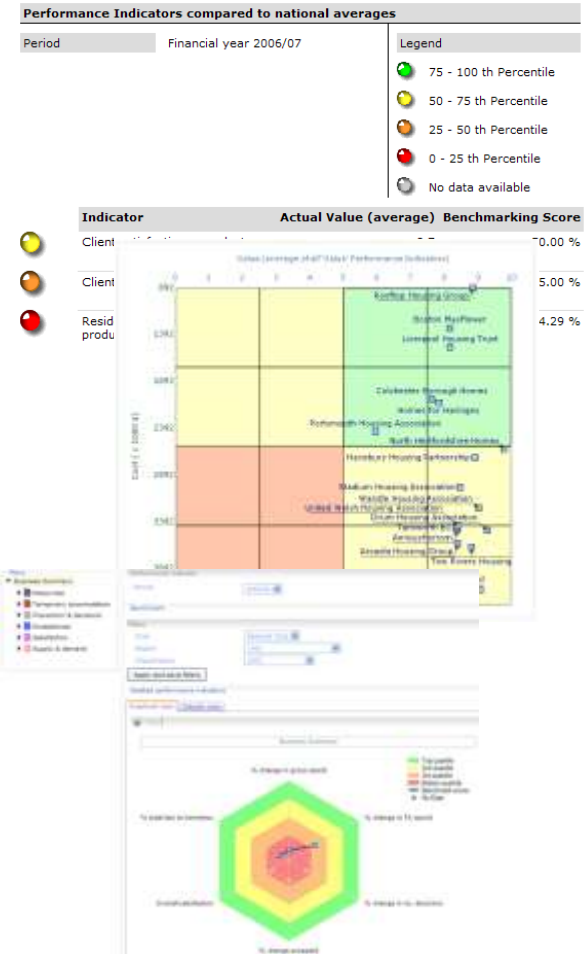
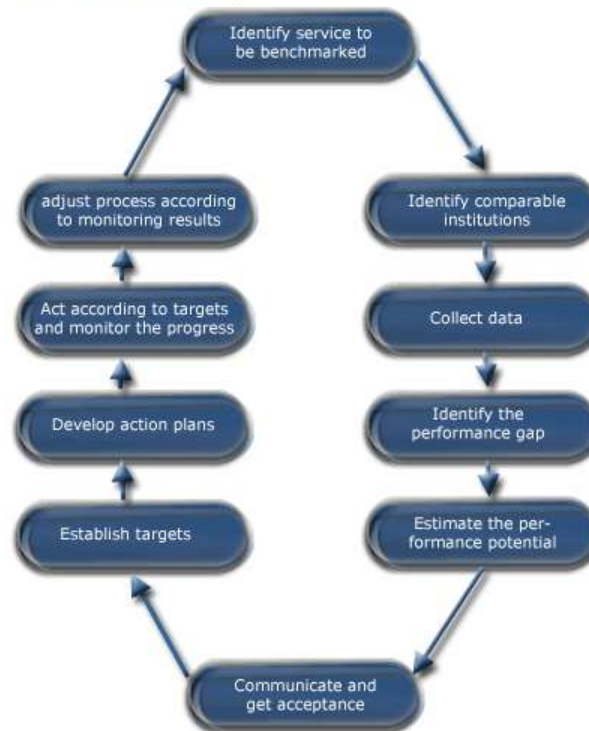
1. Understand what web 2.0 is all about
 - What needs does it fulfil?
 - What applications does it enable?
 - What technologies underlay it?
2. Isolate universal underlying potential of web 2.0 in business (aka Enterprise 2.0)
 - Capabilities
 - Enablers (outcomes)
3. Map Capabilities & Enablers to Benchmarking process
4. Identify quantative & qualatative potential of web 2.0 to radically change the benchmarking & improvement process
5. Test the findings (why I am here!)

Baseline - using web 1.0 to benchmark online today

Web 1.0 benchmarking best practice today:

- Online & real-time
- Browser access & Hosted server
- Delivered as a service (SaaS)
- Online management tool
- Fast, secure, reliable (SLA's)
- Automated data input validation
- Automated & manual input options (web services)
- Extensive graphical reporting
- Etc

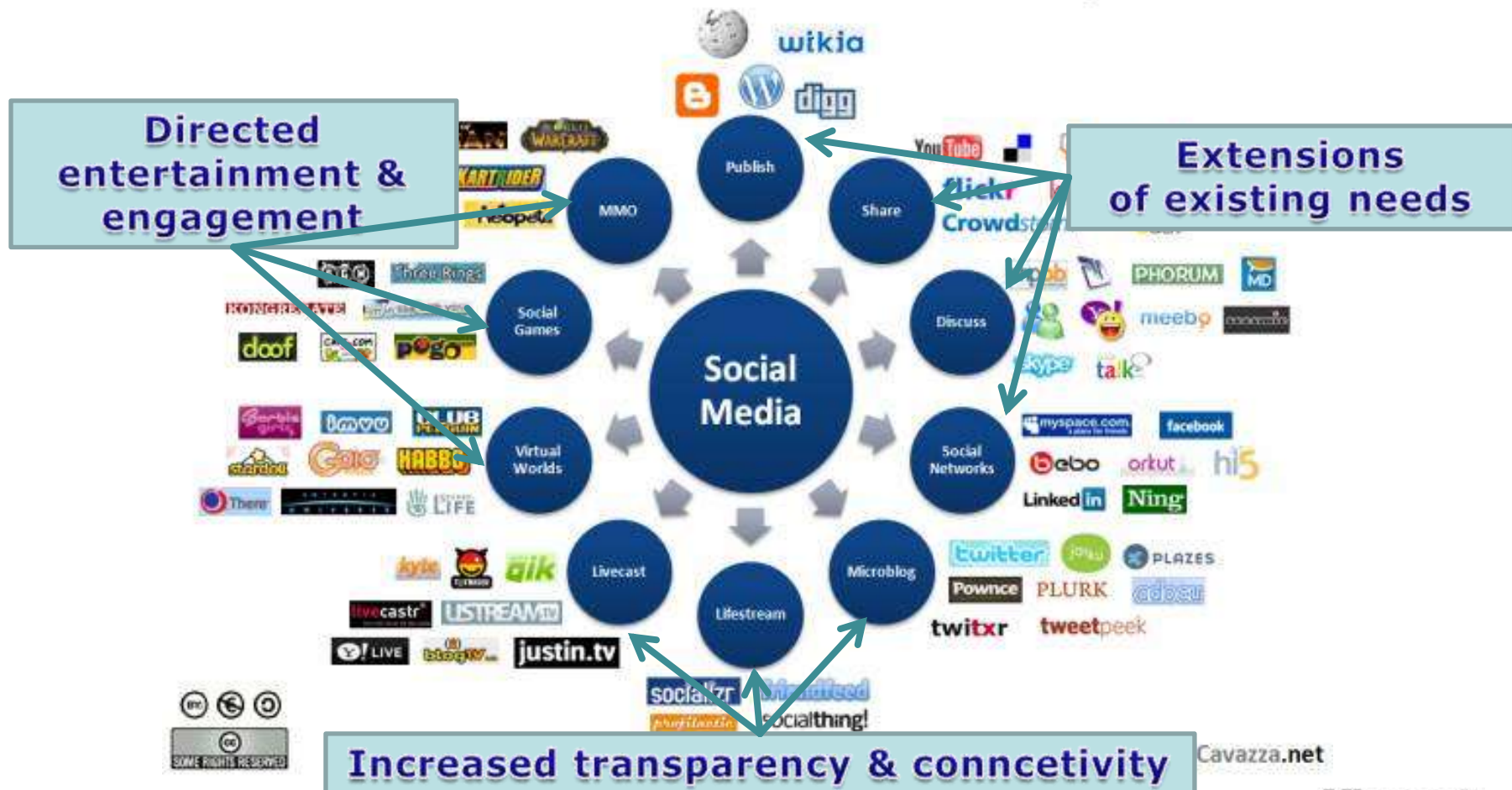
The Benchmarking Process



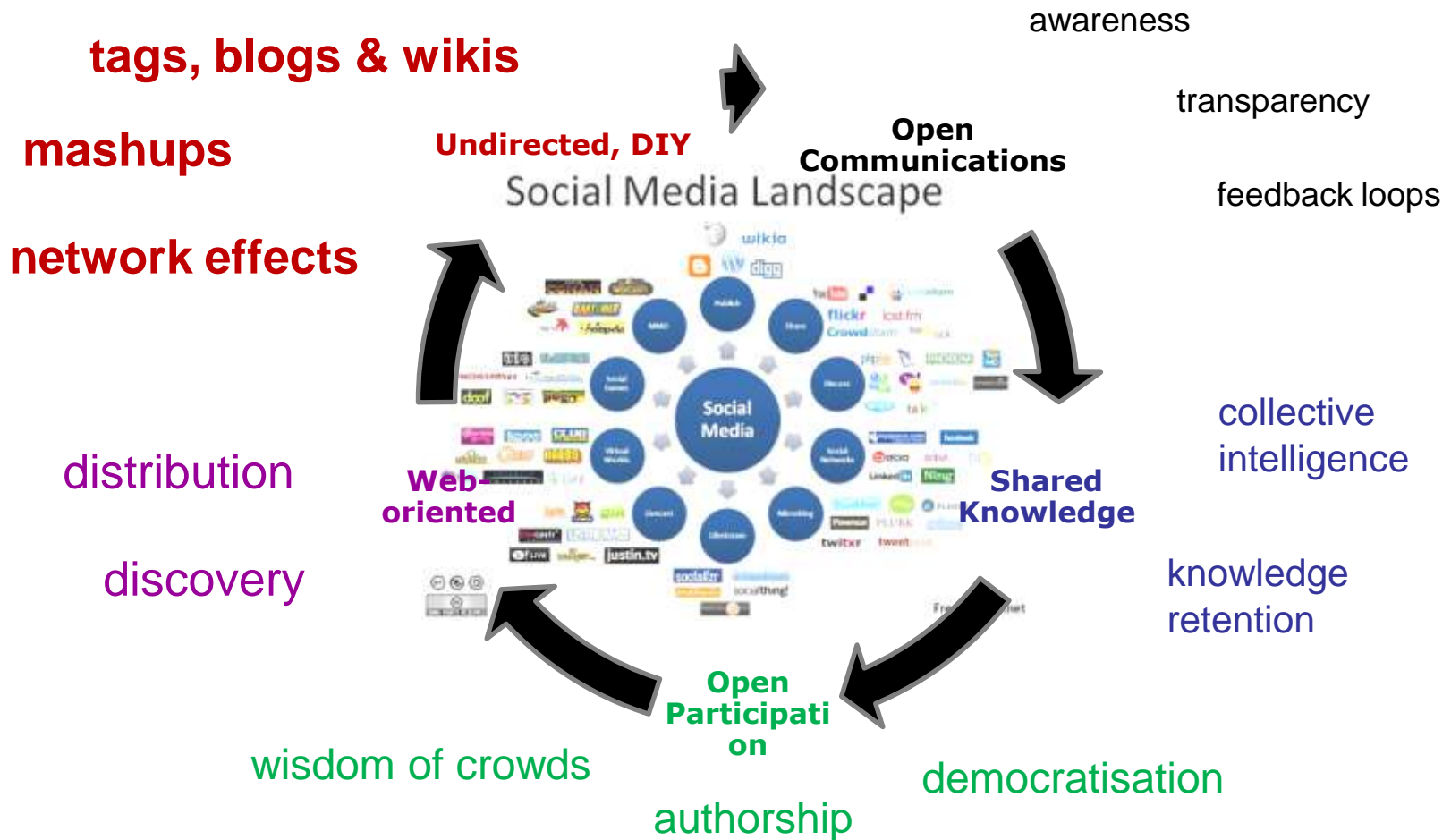
What is Web 2.0 all about?



What 'needs' do these applications satisfy?



What CAPABILITIES, ENABLERS & OUTCOMES could web 2.0 provide?



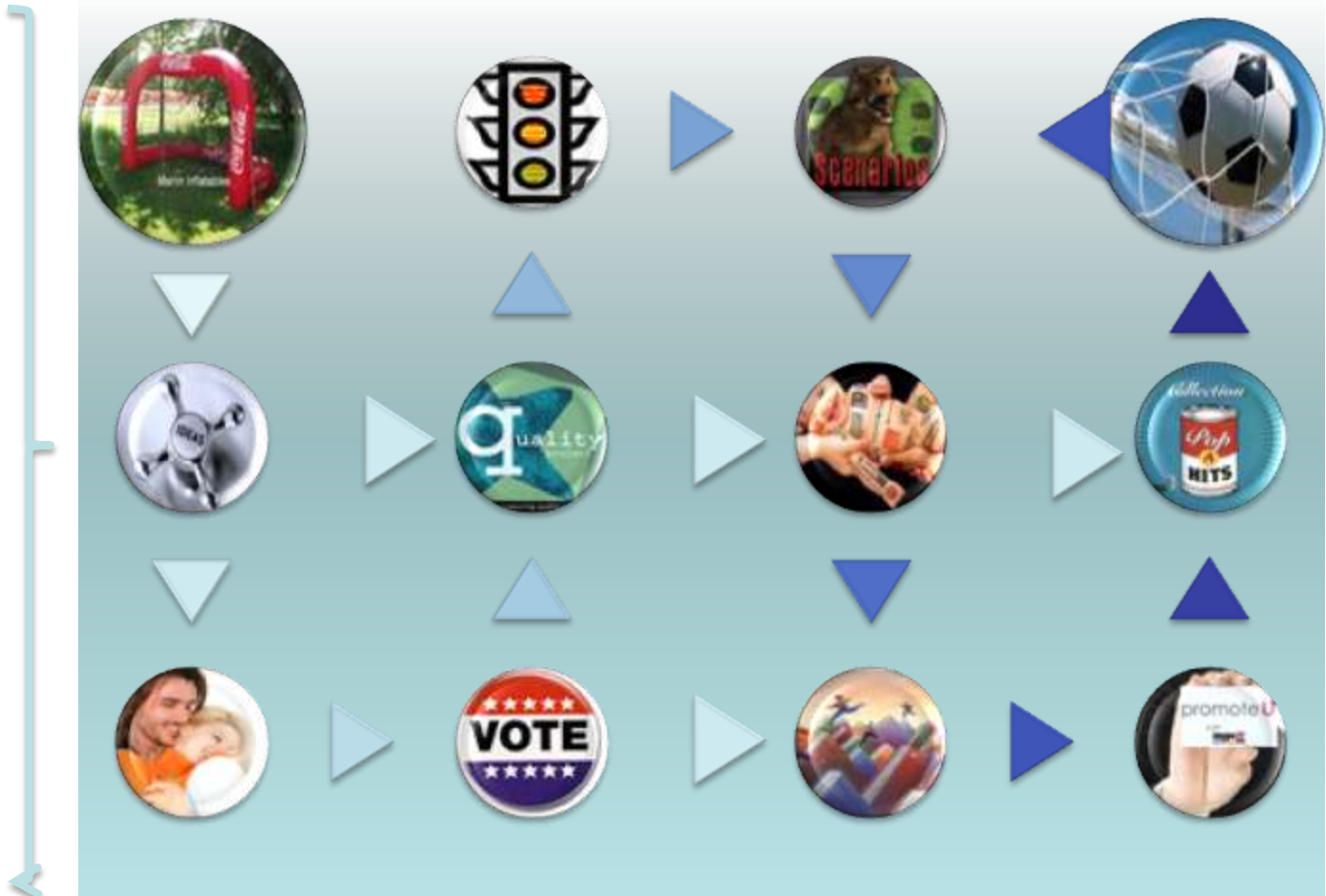
Preliminary Findings

- 1. How best to use web 2.0 and other technologies and capabilities to help organisations benchmark and improve performance?**
 - Build on the desire to connect, communicate & share – enable the tribe!
 - Open-up the process, participation & knowledge to wider usage
 - Integrate 'the market', focus on satisfying unmet needs and lowering barriers to participation
- 2. What can we learn from the consumer universe to take us and our (business) customers to the next level of performance in an ever more demanding and distributed world?**

Network effects rule:

 - The more MEMBERS we have the more CONTENT we will get
 - The more CONTENT we get the more MEMBERS we will have
 - The better we can match MEMBERS & CONTENT to MEMBER PROFILES the more MEMBERS & CONTENT we will get
 - The easier it is to do TRANSACTIONS, the more MEMBERS & CONTENT we will get
- 3. How can we free users from the constraints of their own and partner's technology infrastructure and provide an easy-to-use accessible alternative?**
 - Provide an independent, open, hosted, managed and active global platform for the development of benchmarking 2.0
 - Prove and demonstrate the benefits and engage to test & pilot
 - Recognise & address outdated THINKING, ATTITUDES & BEHAVIOURS (CULTURE) that prevent web 2.0 adoption in the enterprise market

What could a web 2.0 benchmarking platform provide?



Initial Conclusions



**web 1.0
(online)
brings a
step-change
in
EFFICIENCY**



**Web 2.0
(community)
has the
potential to
bring a step-
change in
EFFECTIVENESS**



**Unlocking the
potential of web
2.0 is not a
technology issue
but a change
issue**



**'Industrial era'
Behaviour,
Attitudes &
Thinking need to
be addressed to
make progress:**

- Practioner's
- Experts



**The time to
start is now
because
"The future
is already
here, its just
unevenly
distributed"
Being Digital,
Nicholas
Negroponte**

What Next? What do you think? Join the debate....

max.net

Discussion platform for benchmarking

Main Invite My Page Members Events Forum Manage

Welcome!

This forum was created to encourage a dialogue on the present and future of benchmarking and is hosted by Max Net (UK) Ltd at www.max-net.co.uk. Please register and join the debate!

Members

[Invite More](#) [View All](#)

Events

[WBCSD 3rd Annual Benchmarking Conference](#)
October 9, 2008 at 8am to October 10, 2008 at 5pm - Budapest, Hungary

[Add an Event](#) [View All](#)

Forum

Top 7 benchmarking myths? 2 Replies

What do you think? This is my list but lets hear yours too: 1. Its just too difficult 2. Expensive 3. Hard to find partners 4. Difficult to agree definitions 5. Encourages mediocrity 6. Need enter...

Tagged: [benchmarking](#)

Started by [Brendan Dunphy](#) in [Uncategorized](#). Last reply by [Brendan Dunphy](#) 8 hours ago.

Global Survey on Business Improvement & Benchmarking... 2 Replies

The global survey on business improvement & benchmarking from BPIR is available to their members and survey participants but in summary: "The verdict is In! Out over over 500 detailed responses...

Tagged: [surveys](#), [benchmarking](#), [BPIR](#)

Started by [Brendan Dunphy](#) in [Uncategorized](#). Last reply by [Brendan Dunphy](#) 1 day ago.

Top benchmarking errors...

I came across this entry for Benchmarking Method - Description, forum and special interest group ">benchmarking on one of my favourite sites for management tools, www.12manage.com. Why not join...

Tagged: [manage](#), [12](#), [benchmarking](#)

Started by [Brendan Dunphy](#) in [Uncategorized](#) Sep 2

Interesting site re data visualization and dashboards

Chat

Man

The future of Benchmarking Forum at
<http://benchmarking.ning.com/>

- Online Chat
- Events
- Personal Blog
- Community Forum
- Member Profiles



Creating an open platform for benchmarking & performance improvement;

what role can web 2.0 capabilities play in extending participation, increasing collaboration, sharing best practice and improving performance in a more competitive and open world?

Brendan DUNPHY, Director Max.Net (UK) Ltd

www.max-net.co.uk

bed@max-net.co.uk