The Structure of Success

Pragmatica Innovations

PRISM – the Back Office Revealed

Mark Mellblom

Pragmatica Innovations Service Model (PrISM) structures the traditional business back office as seven core service areas representing uniquely named functions ordered by color for quick identification and training. This model is applied in the physical realm through common office organization and storage products. This same structure is then replicated and bridged to the digital realm in a secure collaborative platform to support communication, storage and collaboration.

DISCUSSION

> **All businesses have the same back office – what they lack is a visible model to communicate.** There is no value in a language only a few understand.

All businesses have back office functions that support their projects and their products – whether these are services or tangible items. It follows then that there must be a common structure at a certain level of detail that can express what is done to sustain operations. What are the elements required to sustain a business? All services have a mixture of people and systems engaged in processes. Businesses define strategy and move in a direction, communicate with vendors, people and markets, administer the business entity, respond to compliance requirements and manage finances. To support this example, the Pragmatica Innovations Service Model (PrISM) consists of back office functions organized into seven core service areas of Compliance, Human Resources, Administration, Finance, System Resources, Communication, and Strategy. All of these must exist in both the physical back office as well as in a digital form. PrISM supports both without interfering with an existing investment in software. All businesses have the same back office – what they lack is a visible model to communicate. There is no value in a language only a few understand. PrISM is a structure, a way of approaching the information these systems produce.

Organization by itself is not the answer. A sense of order is achieved by color-coding each service area. The result is colored folders and files in the office and the same structure and color being built into a Microsoft SharePoint® site in a cloud-based solution.

Just to be clear - PrISM is not SharePoint - Its order and organization enabled by structure, color, security and collaboration. It can be built into any operating system or collaborative environment. Pragmatica Innovations has chosen Microsoft SharePoint® (PrISM Enterprise) for our daily operations. We believe Microsoft SharePoint® has the best functionality and the best ability to integrate with the

> **PrISM is not SharePoint.** Its order and organization enabled by structure, color, security and collaboration.

Microsoft Office® suite of tools. Simple as that – it works, many people use it, it feels familiar from the start, and it is going to be around for a long while.

Imagine walking into the back office and seeing a framed diagram on the wall of where all your business information is located. PrISM provides this "mall map" of all the functional elements of the back office. Each has a unique color that corresponds to the folders, files, backup drives and cabinets all around you. You know immediately where things are and if they are out of place. Each of those functions – over 120 – has their own website tucked away in the same structure. There it is in the office …there it is online, same place, same color, same name – a virtual workplace. Each site extends your office utility to the "cloud" with its own library of documents, calendar, lists of information, links to other sites, and discussions. All secured with roles and permissions across all service areas at a high level as well as specific roles and permissions within each one. Now imagine how much time can be

2

saved training, storing, retrieving, and at the end of the day - it just might be a nice place to work. No more cryptic filing systems, no indispensable people and no more chaos. That is a big promise, but we feel confident in PrISM's ability to help. That is because we use it ourselves. Far from "just another product to sell", PrISM is a model of information and communication that keeps us all on the same page. It will do the same for your company.

Colored folders, a model, a collaborative site organized the same way – is this really the answer? Well, consider what you do **not** get when you buy a box of folders or a new file cabinet. You do **not** get the assurance that these will be used in a way that is visible and understood. In addition, if you buy office software you do **not** get a structure to file the reports, backups and other records you know you will be generating and using on a daily basis. Despite the capabilities of Microsoft SharePoint® - have you ever worked in a company that used it and published its structure like a mall map – or was it a constant search in an ever-changing pile of information? Without a model, we waste a lot of time and money.

Remember, production – business operations - that is where you make money. The back office is where you spend it. PrISM enables you to get optimized and minimize this wasteful spending.

Can PrISM make you successful? Organization and order that are visible and tangible says a lot about your business to your employees and your vendors. Success is about removing obstacles – not overcoming them. Starting with a model provides the blueprint for growth.

> *Success is About Removing Obstacles – Not Overcoming Them.*
> Starting with a model provides the blueprint for growth.

You can implement as much of the model as you need so you can grow in an orderly manner. If your business provides back office services to other businesses, then this can be a common solution for your part - already built, up and running online. If your business has grown and you have multiple offices, this forms a common structure for the satellite offices and it gives them a common online presence as well. That really cannot hurt when it comes to reporting and coordination across many different locations. If you have a great business model and want to franchise, your business it becomes the 'back office in a box' you can deploy across all your franchisees.   Only **you** can ultimately make yourself successful - without Organization, Order, Communication and Collaboration – without PrISM – it's a lot harder.

CONCLUSION

Pragmatica Innovations, through PrISM has provided a pragmatic solution to the back office. By leveraging a comprehensive service model and recognizing both physical and digital elements, they have provided an innovative approach to maintaining organization and order not only in the office folders and files, but also online. No other solution provides such an information rich "map" of the back office, organized by service areas, ordered by color, and replicated in a secure collaborative environment.

PrISM is an extremely affordable solution for all businesses, regardless of scale and scope. It reduces time and effort in training and conducting the back office. It allows self-service through controlled access to calendars, lists, discussions, announcements and libraries. It preserves privacy and security of personal and corporate information with a robust role and permission model that is based on the order and organization of the model – so it is easy to maintain.

3

Many companies make solutions, but Pragmatica Innovations is proud to both make and use PrISM to run its back office. We make solutions we use - We are PrISM's first customer! We are confident you will see that *just* colored folders or *just* using Microsoft SharePoint® is not the answer. The key to getting the most out of the back office must be based on an organizing model that identifies where things are here in the office as well as where they are online and combine them in a comprehensive solution.

Whether you are running your company by yourself, want to take charge of the back office and grow in a predictable manner, get all your offices 'on the same page and online', or provide your franchisees with a standard solution out of the box – Pragmatica Innovations' PrISM is part of the answer. The other part is our people, there to help make you successful with a wide range of services to mature and optimize your back office.

Mark Mellblom is a contributor to Pragmatica Innovations and proponent of innovative, pragmatic solutions to information management. He has advanced the use of predictive and generative models as a method for enterprise information architecture development. These have provided exceptionally rapid creation and assessment of information within the human capital, communications, education, and IT asset management domains. He has an undergraduate in anthropology and linguistics, master's in business administration and is a retired senior US Navy Supply Corps officer.

Pragmatica Innovations offers a wide variety of services and products that address all aspects of your enterprise from strategy to execution. We work with each customer and partner to ensure their *self-sufficiency* – always including our unique ethical perspective on contributing to an *environmentally sustainable* future.

Pragmatica Innovations
Corporate Headquarters
1270 Diamond Springs Rd
Suite 118
Virginia Beach, VA 23455-6900
Office: 757-575-5243
Fax: 757-552-0043
www.pragmatica-innovations.com
www.go-prism.com

Our team and yours…a winning combination