A day in the life of a Custom Software Development Company

Brian Robinson
CTO

DATAWORKS
redefining possibilities

We apply technology to our customers business to help them improve business processes, increase efficiencies and reduce cost

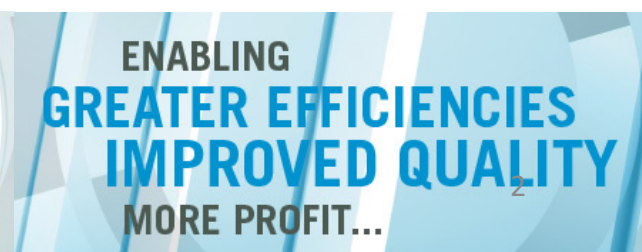Established in 1995 by Liam Curham and Brian Robinson.

Over 400 successful local and worldwide software implementations.

Based in Waterford and presence in Dublin, Wexford, Cork & Galway

A team of 28, across Software Development, Support and Validation

Double digit growth for the last 4 years

33% of our business is Export

DATAWORKS IS **REDEFINING** WHAT IS **POSSIBLE** FOR YOUR BUSINESS…

BUILDING PARTNERSHIPS THAT **DELIVER GAME CHANGING** SOFTWARE EVERYTIME!

ENABLING **GREATER EFFICIENCIES IMPROVED QUALITY** MORE PROFIT…

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Our vision is to become our customers most trusted software partner by adding real value to their business through collaborative innovation, technical adaptability and agile engagement.

OUR CUSTOMERS

Our Customers Believe in Our Vision

We Deliver on that Vision for our Customers

We Actively Communicate with each other

OUR VISION

OUR TEAM

Our People Believe in Our Vision

We Believe in Them

We Grow Together

OUR PROCESS

Right Solution, Right Technology

Quality Promise

On Time, On Budget

Our Team Embrace Our Process & Ensure it's Delivery is Transformational for every Client

Our customers and our Team actively engage with each ensuring insightful collaboration

Our Process is Customer Focused & Customers Engage with that Process

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Primary Market

Medical Device & Pharma

Alignment to Lean

Operational Excellence & Shingo

Visualisation

Real-time KPIs
Actionable Insights

Empowerment through Technology

Decision Support Tools for Associates and Management

Increasing Efficiencies

Add Value & Reduce Costs

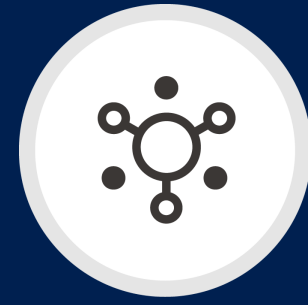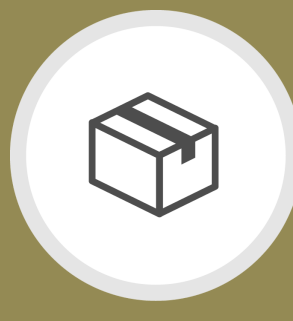## Unlock the Potential

Optimise your existing systems

![DATAWORKS redefining possibilities]

- Software Development
- Validation & SQA
- Managed Maintenance
- Big Data & Analytics
- Our Lean Products
- IoT & Industry 4.0

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Technologies & Platforms

- .NET Technologies
- CRM/XRM
- Sharepoint
- Cloud

Analytics & Visualization

- ICONICS
- Microsoft Power BI
- Qlik
- Tableau

System & Data Integration

- Iconics
- Informatica
- Microsoft

- Manufacturing Execution Systems

- eDHR / eBR

- Statistical Process Control

- Workflow Automation

- Web Based Dashboards

- Real-time Visualisation

- Software Validations

- Equipment & Automation Validations

- Technical Writing

- Compliance

- Data Integrity

- Regulations – GAMP5 / FDA

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redefining possibilities

MESWORKS

- Production Tracking
- eDHR/eBR
- 21 CFR Pt.11
- Web based

KPIWORKS

- Real-time KPI Visualisation
- Asset Level
- Versus Target
- Shift Context

A3 *Structured Problem Solving*

- Central Repository
- Secure Data
- Collaboration
- Workflow

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www.dataworks.ie

DATAWORKS ®
redefining possibilities

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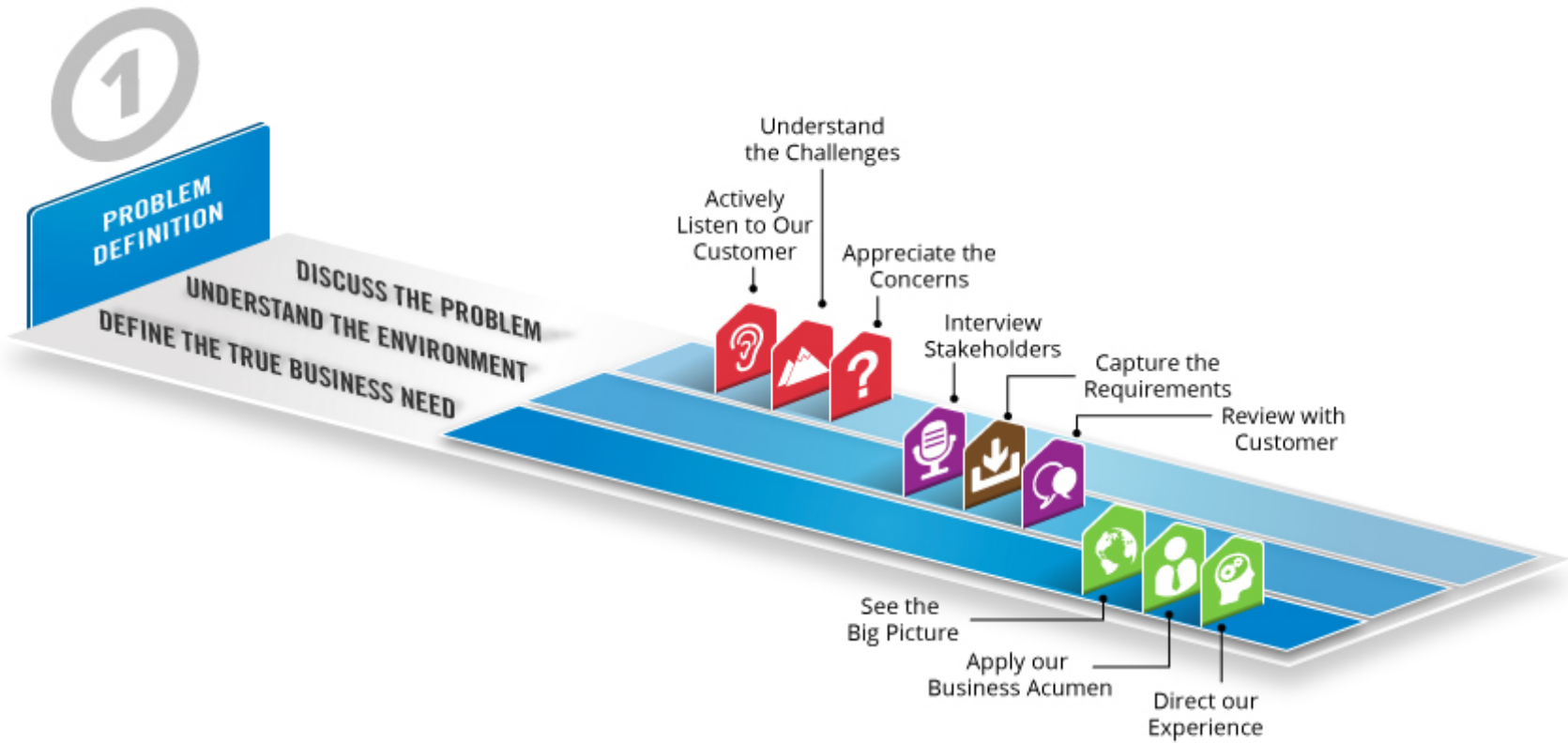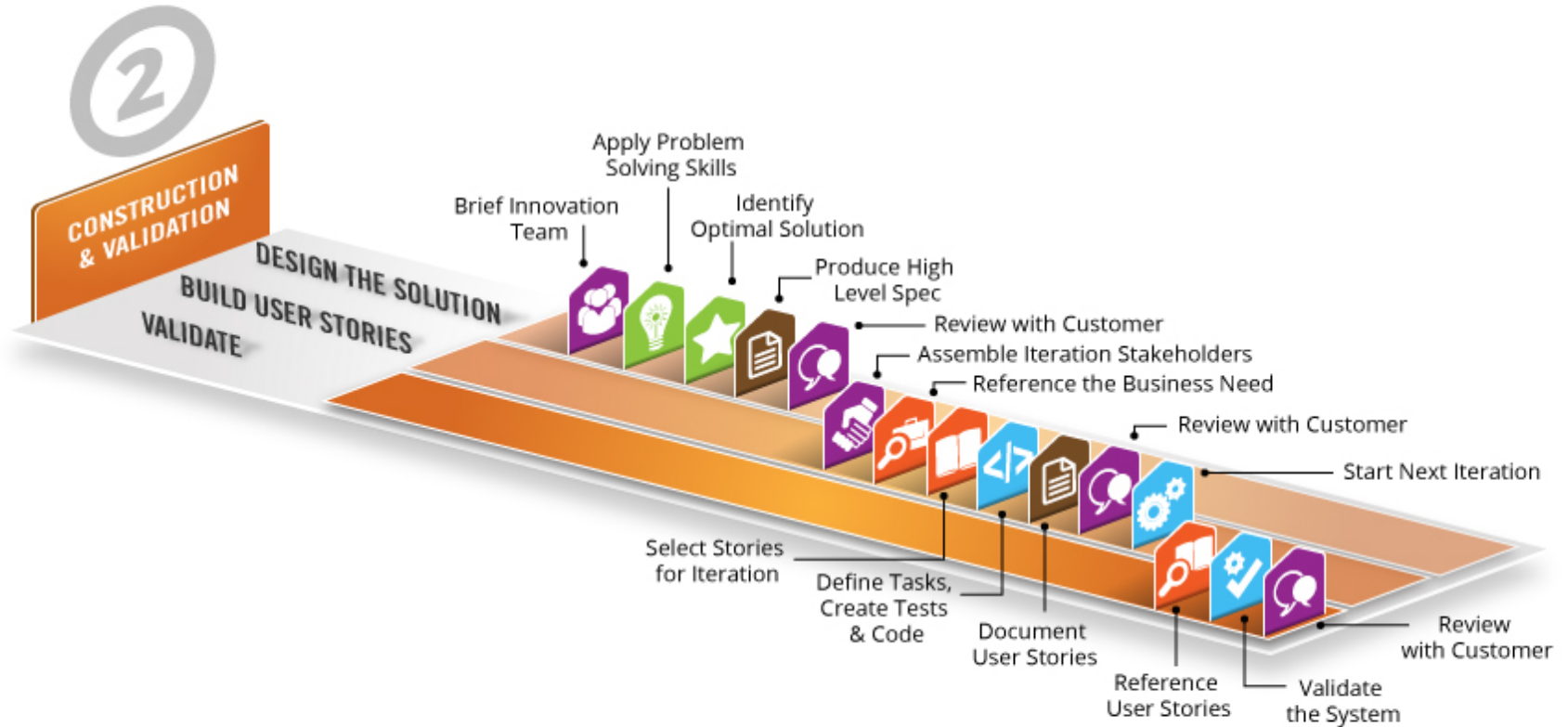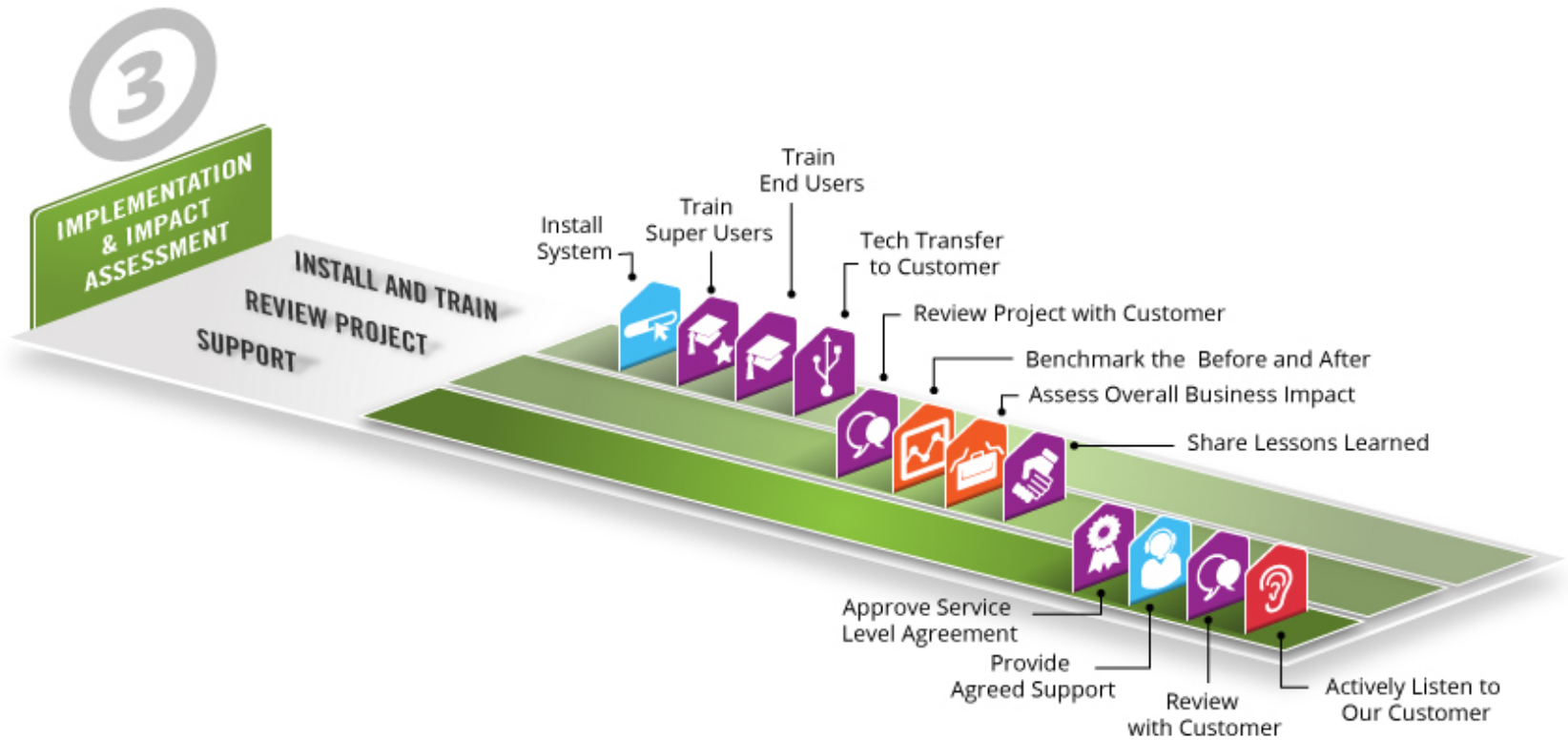
- **Gather ideas**
  - Part of the process, Site visit sheets, Staff weekly meetings, Off-site sessions

- **Define ideas**
  - Presented by the originator

- **Phase One Justification**
  - USP, Marketable, Profitability, aligned to strategy

- **Initial research**
  - Financial analysis, Competitor analysis, Market Research

- **Phase Two Justification**
  - Lean Canvas Tool

- **Project Implementation**

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Will have a sample question template (Questions from Sean)

Compile a list of upcoming events of interest - ongoing

Staff should be aware to look for new ideas from any customer interactions

Meetings with Potential Customers
3 per Quarter?
(Liam/ Brian)

Meetings with Existing Customers
3 Per Quarter?
(Liam/Brian/ Leona/Senior Engineers)

Seminars, Open Days, Events
1 per quarter

Customer Project Reviews
Held at the end of Each project
(Liam/Brian and the project Manager)

Internet blogs, Forums or discussions from groups on Linked In
Continuous
(All)

Customer Project Meetings
Continuous
(Senior Engineer/Project Manager)

Timesheets
An option to complete an Innovation Feedback Form will appear every time a customer meeting is recorded in a timesheet
(All Staff Members)

Innovation Feedback Form

Staff Meetings
Every Quarter
(Liam/Brian with individual Staff members)

Review of Timesheet entries to ensure the Innovation Feedback form is completed Weekly (Leona)

Review Innovation Feedback Form to decide if it should be moved to the next stage of the process
(Leona)

Post Meeting Form
Completed after each meeting to log any issues or ideas that have arisen
(Liam/Brian)

Customer Project Continuous (Senior Engineer/Project Manager)

Ideas Excel Sheet

Individuals Logging Ideas
Continuous
(All)

Ideas Generation Workshops
Half day every 6 months
(All in attendance, chaired by Sam)

Innovation Process
Begins

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems	Top 3 features	Single, clear, compelling message that states why you are different and worth buying	Can't be easily copied or bought	Target customers
	3		**7**	
	Key Metrics		**Channels**	
1	Key activities you measure	**2**	Path to customers	**1**
	6		**4**	

Cost Structure	Revenue Streams
Customer Acquisition Costs Distribution Costs Hosting People, etc. **5**	Revenue Model Life Time Value Revenue Gross Margin **5**

Courtesy of Sean McNulty Innovator

- **Technologies to be considered**
- **Technologies to be investigated**
- **Technologies to be added to a project**
- **Technologies that need feedback to the Tech group**
- **Technologies that should be demonstrated to all staff**
- **Technologies that need to be documented**
- **Adopted technologies**
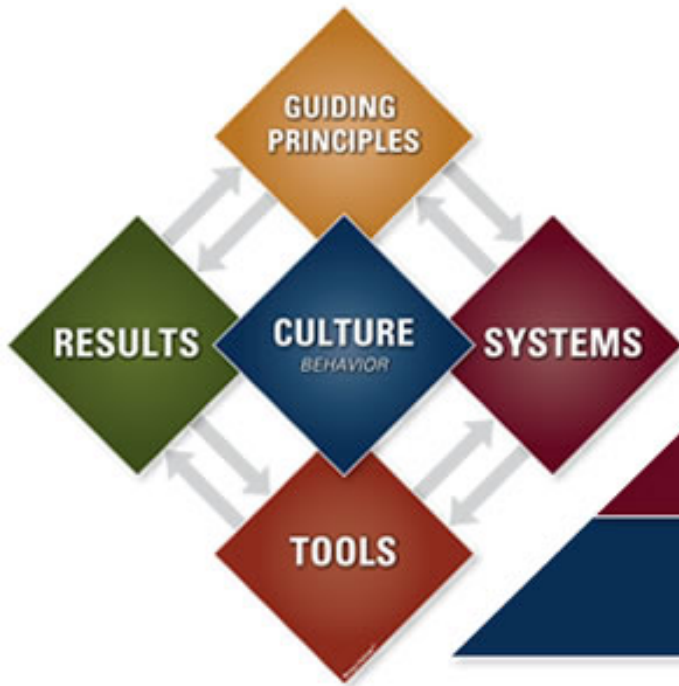
Tools : Single device or item that accomplishes a task

System : Collection of Tools or tasks that are integrated to accomplish an outcome

Culture : Values, Beliefs, Behaviours

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Respect every Individual

- We respect every individual because everyone has something to contribute and should be listened to. We promote a culture of participation, openness and creativity where everyone's opinion is respected. All feedback shall be constructive and all interactions should be done in a polite manner

Lead with Humility

- We promote a coaching culture in a positive environment where our people are empowered and feel valued. We trust our team and support personal and professional development

Assure Quality at Source

- We have pride in our work and promote Right First Time through coaching, regular reviews and following procedures. Attention to detail is paramount

Create Constancy of Purpose

- We all believe in our vision and we communicate regularly internally and with our customers to ensure we support each other in achieving our objectives.

Focus on Process

- We believe that standardisation and processes can help people achieve their true potential and help add value to our customers. We believe that it is essential that we continually review our processes to ensure that they do not stifle innovation or reduce flexibility

Seek Perfection

- We support a culture of continuous improvement at an individual, team and company level to enable us to achieve our vision

Scientific Thinking

- We embrace scientific thinking by ensuring all our decisions are informed by evidence. We encourage the use of structured methodologies and an holistic approach to problem solving

Create Value for Our Customers

- We believe that every interaction with our customer should strive to deliver real value by helping them reduce waste, improve efficiency and streamline their processes
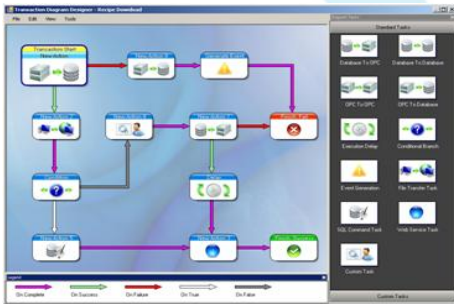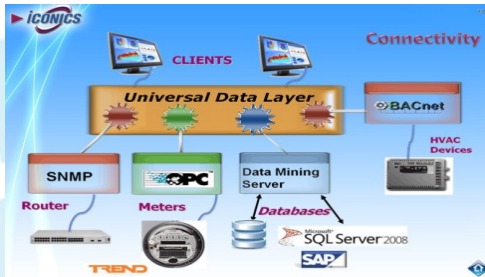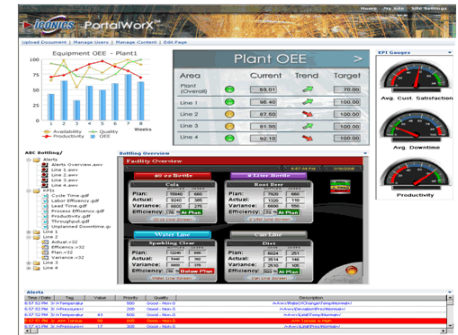
Connectivity

SCADA

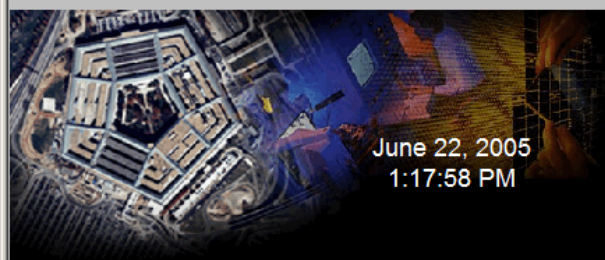**Data Bridging & Aggregation**

Real Time Performance Management

Building & Energy Management

Plant Wide Analytics & Intelligence Dashboard

![DATAWORKS - redefining possibilities]

- Europe's Largest Construction Project
- Over £6 Billion
- Integrates over 20+ Systems:
  - Security
  - Lighting
  - People Movers
  - Building Automation
  - Baggage Handling
  - Moving Walkways
  - Elevators
  - Jetways
  - Billing Systems
  - Etc…

The Pentagon

June 22, 2005
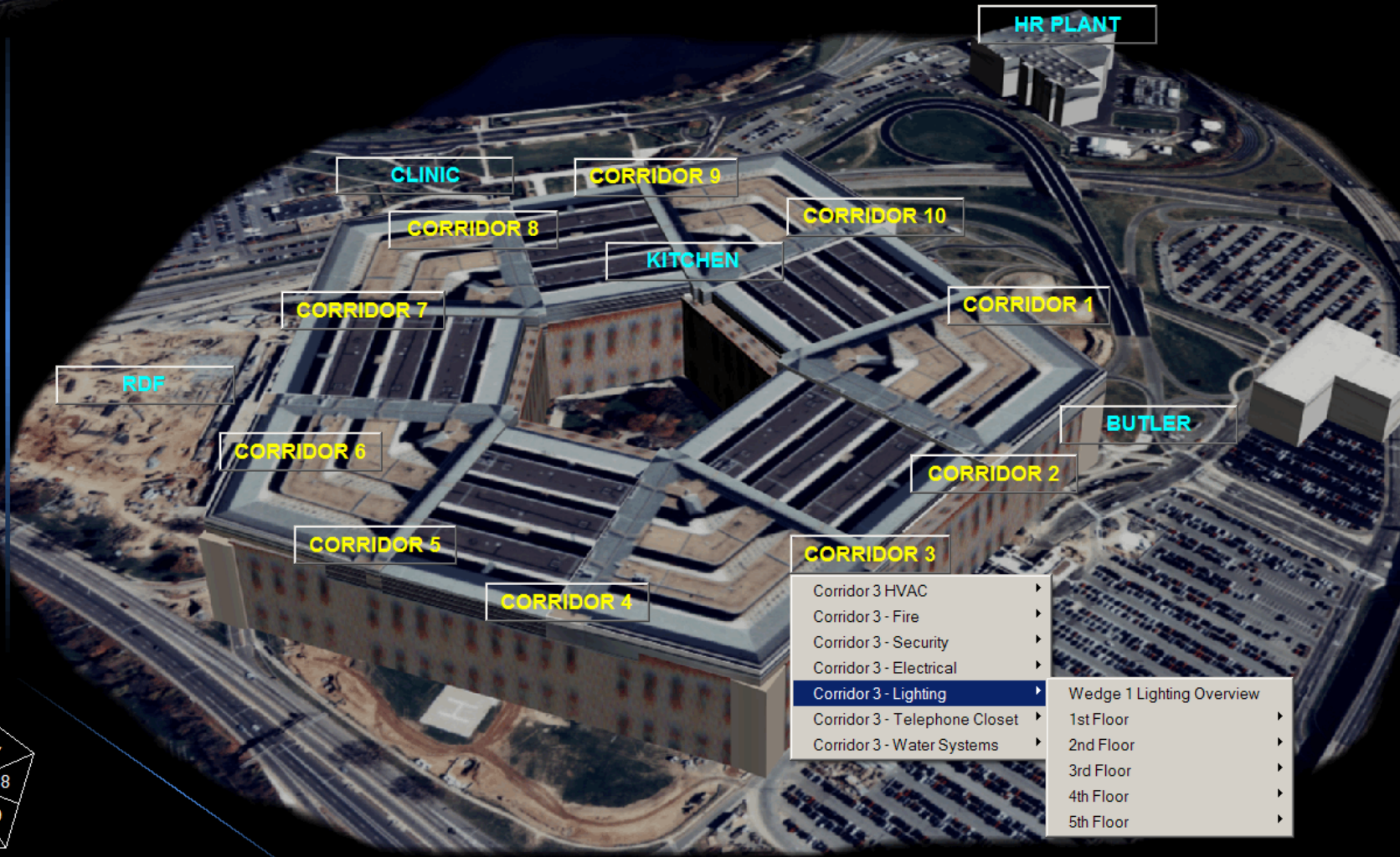1:17:58 PM

Home   Back

HVAC
Lighting
Fire
Security
Water Sys
H20 Monitor
Electrical

HR PLANT

CLINIC
CORRIDOR 9
CORRIDOR 8
CORRIDOR 10
KITCHEN
CORRIDOR 7
CORRIDOR 1
RDF
BUTLER
CORRIDOR 6
CORRIDOR 2
CORRIDOR 5
CORRIDOR 3
CORRIDOR 4

Corridor 3 HVAC	▶
Corridor 3 - Fire	▶
Corridor 3 - Security	▶
Corridor 3 - Electrical	▶
Corridor 3 - Lighting	▶
Corridor 3 - Telephone Closet	▶
Corridor 3 - Water Systems	▶

Wedge 1 Lighting Overview	
1st Floor	▶
2nd Floor	▶
3rd Floor	▶
4th Floor	▶
5th Floor	▶

5 6
4 7
3 8
2 9
1 10

C R H B M

Start   C:\Documents an...   Demo-PENTAGO...