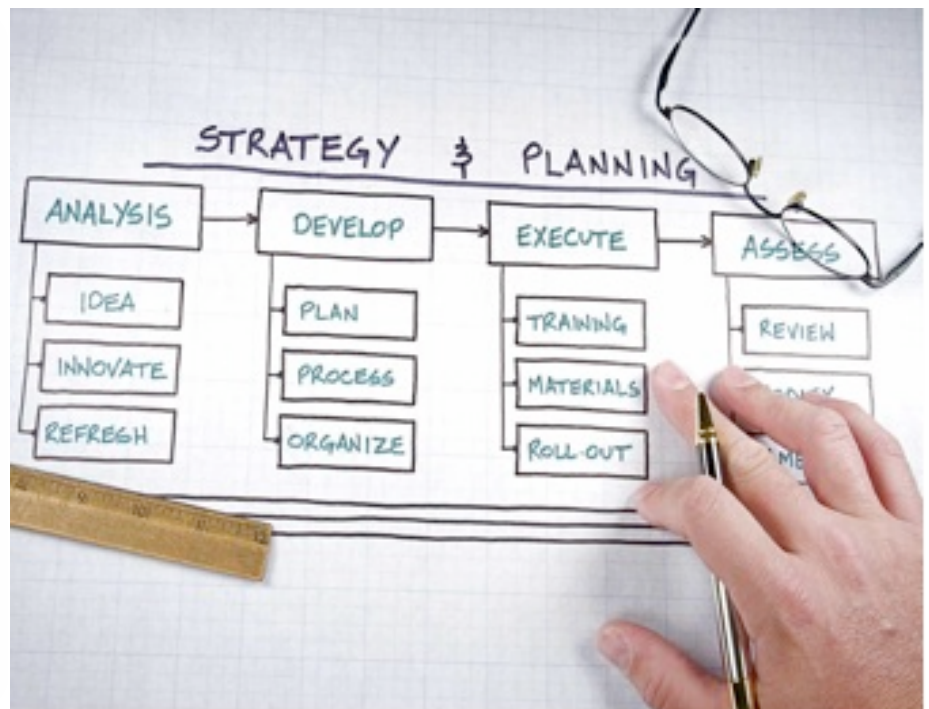


At a Glance

- **Industry:** Document Management
- **Application:** Operational Plan
- **Results:** Evaluation of complete processes and identification of risks

Case Study



Strategic Review on Operational Plan

Royal Mail are the largest postal company in the United Kingdom, supplying a mail delivery service to every address in the Country, but with a vision which is much greater, i.e., “To be demonstrably the best and most trusted postal services company in the world.” In looking towards the future, Royal Mail have recently invested in the creation of a new business venture (complete end-to-end document management service), which is designed to expand their capabilities outside of what has become a hard-hitting competitive Mails market, yet at the same time generating an avenue for protecting this service and developing bottom line margins.

OPS Logistics Consultancy Ltd (then Oracle Logistics Consultancy Ltd) was commissioned to conduct a high level strategic review of the processes being generated, in establishing this new business, in line with the approved Business Case. The aim was to identify, analyse and offer direction on the following: assumptions made, complex multiple operational processes, potential synergies, and touching associated areas, such as Sales, Customer Management, etc.

The resulting high-level operational plan produced:

- **Identification of Risks:** A number of risks, based on various assumptions made by developers, were identified and highlighted. These risks were categorised within High, Medium or Low, with each stating the potential impact, as well as offering actions, which could potentially mitigate the associated risk.
- **Evaluation of Process Flows:** A commentary on each flow chart, providing input into streamlining processes, as well as identifying missing steps, which could potentially cause errors.
- **Review of Operational Processes:** Concentrating on Warehousing, Production, Distribution and Returns, a number of critical issues were identified, along with recommended actions.
- **Creation of a Customer Executive Sponsorship Programme:** A documented systematic approach to the management of select, high profile customers.

Ray Huntzinger, iRed Managing Director, architect of iRed and sponsor of this review, stated: “What we’re about is integrating all the aspects of the document management chain – data management, artwork, print, despatch and delivery of outbound items through to sorting, scanning and indexing inbound documents. We provide a seamless operation which delivers process efficiencies, cost savings and – most important of all – a better service for our clients’ customers. OPS Logistics Consultancy has enabled iRed to take a critical look at our proposed operational processes and systems, ensuring our risks were minimised and our focus sound.”