The core and context model applied to maintenance strategy for reliability, quality and cost management

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Agenda

1. Core / context model
2. Business cases
3. Reasons for success or failure
4. Conclusion
Focus on the core competences – The DNA of your company
Core / Context Model

**CORE**

Success increases competitive differentiation

- **MISSION CRITICAL**
  - Failure is material to current performance
  - Deploy at scale

- **SUPPORTING**
  - All other activities
  - Innovate fast

**CONTEXT**

All other activities

- Manage & optimize key processes
- Extract, outsource & redeploy

*Flow of innovation*

*Sources: Geoffrey Moore, Altran*
Core competences in selective catalytic reduction for cement plants
Catalyst in cement is a service business

How to become leader in service from a plant engineering point of view.

Core

- Warranty
  - How long will it work?

Context

- Installation
  - Installation

- Regeneration
  - Re-use of the catalyst model

Critical

- Pilot plant
  - What will I see?

Not critical
Installation and packaging as core competence to go in to service

Source: Google
Core competences come from the corporate strategy
Client focus gives the answer

Core

Context

Mission critical

«Kill your company» - How do I disrupt my business

Enabling

How do a generate value added in the future?

What can others do better, faster and cheaper?
Logistics becoming core

Core

Bedeutung der Logistik im Gesamtunternehmen Geberit
- Geberit versteht Logistik als integraler Bestandteil der Unternehmensleistung
- Geberit definiert Logistik als eine ihrer Kernkompetenzen
- Geberit optimiert laufend ihre Geschäftsprozesse, auch die Logistik

Context

We are sorry but maerskline.com is temporarily unavailable

We confirm that some Maersk IT systems are down. We are assessing the situation. The safety of your business and our people is our top priority. We will update when we have more information.

We apologize for any inconvenience this causes you.

Maersk Line team

Source: Internet

Source: Internet
Ressource allocation in gas engine service

Core

Context

Critical

Non critical
Maintenance Transformation IWK

Core
Activity creating differentiation that wins customers

Context (Non-core)
All other activities

Mission Critical
Activity shortfall creates serious and immediate risk

Enabling
All other activities

Business Model Transformation

ERP

Cyber Security
(GE)

Connectivity

Platform (GE)

Hosting
(Google)

Spare parts logistics

Emergency service

Predictive maintenance planning

Hosting (Google)
Core and context – Start up vs. big company

Start-up

Core

Context

Large corporation

Core

Context
Ressource-Allocation

Core

Rollout-area

Context

Product Management

Mission critical

Innovation-area

Product Development

Optimization

Phase out
Tomorrow we do: «Prescriptive maintenance with artificial intelligence»
Cost, availability and quality

Core

Price

Context

Availability

Critical

Risk

Enabling

Cost
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