

DATAWORKS[®]
redefining possibilities

**A day in the life of a Custom Software
Development Company**

**Brian Robinson
CTO**



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.

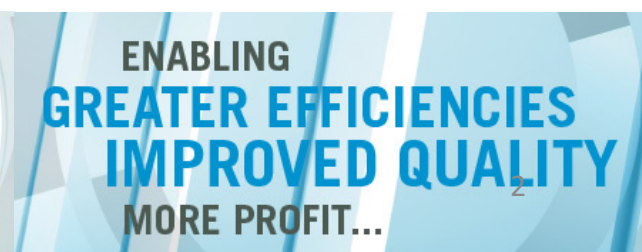
Over 400 successful local and worldwide software implementations.

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

A team of 30, across Software Development, Support and Validation

Double digit growth for the last 4 years

30% of our business is Export



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.





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

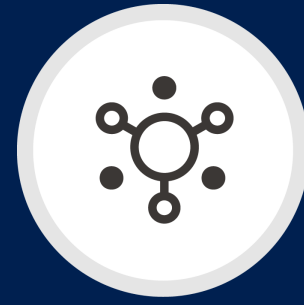




**Software
Development**



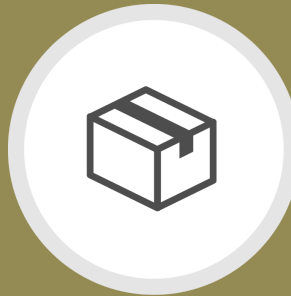
**Validation
& SQA**



**Managed
Maintenance**



**Big Data
& Analytics**



**Our Lean
Products**



**IoT &
Industry 4.0**

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



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



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

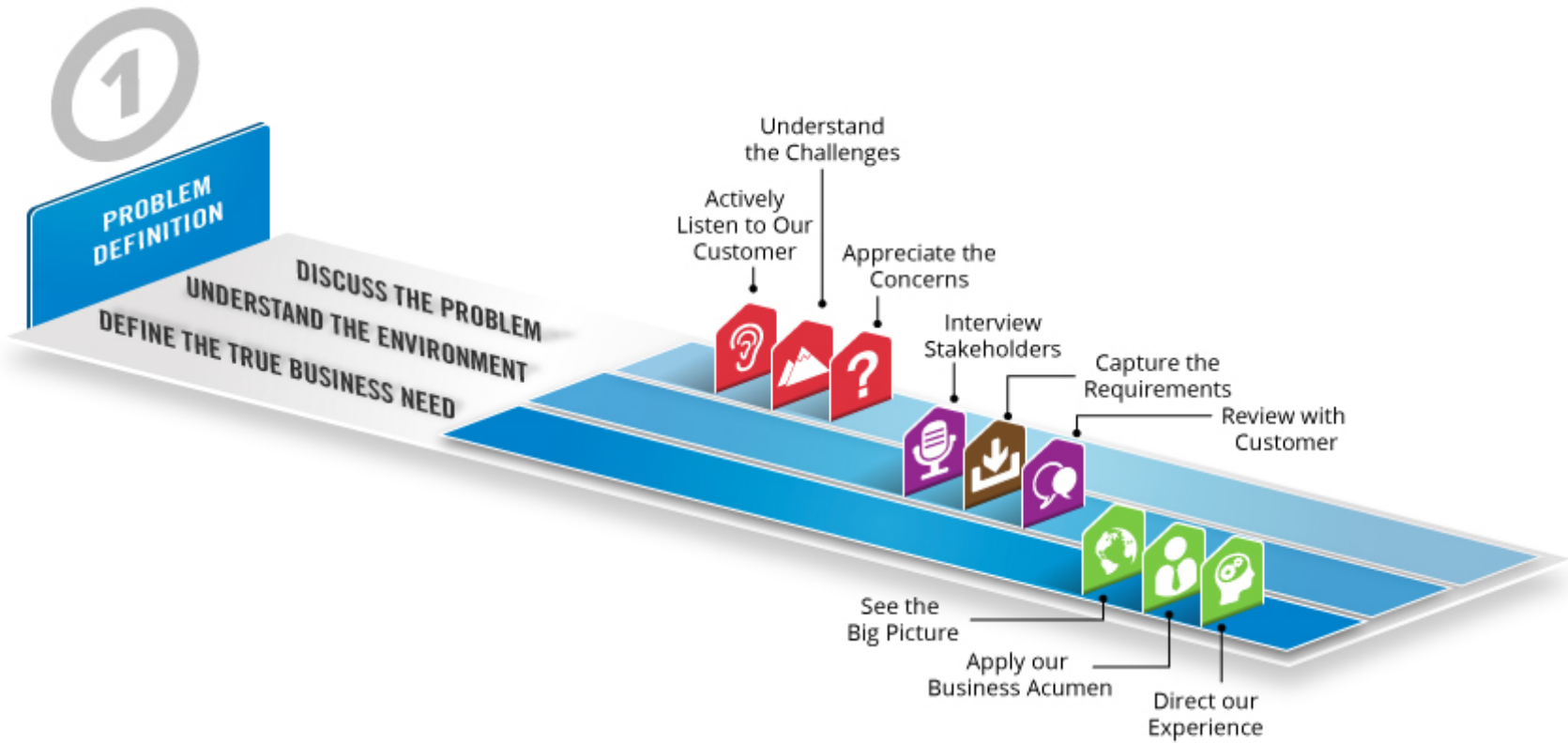


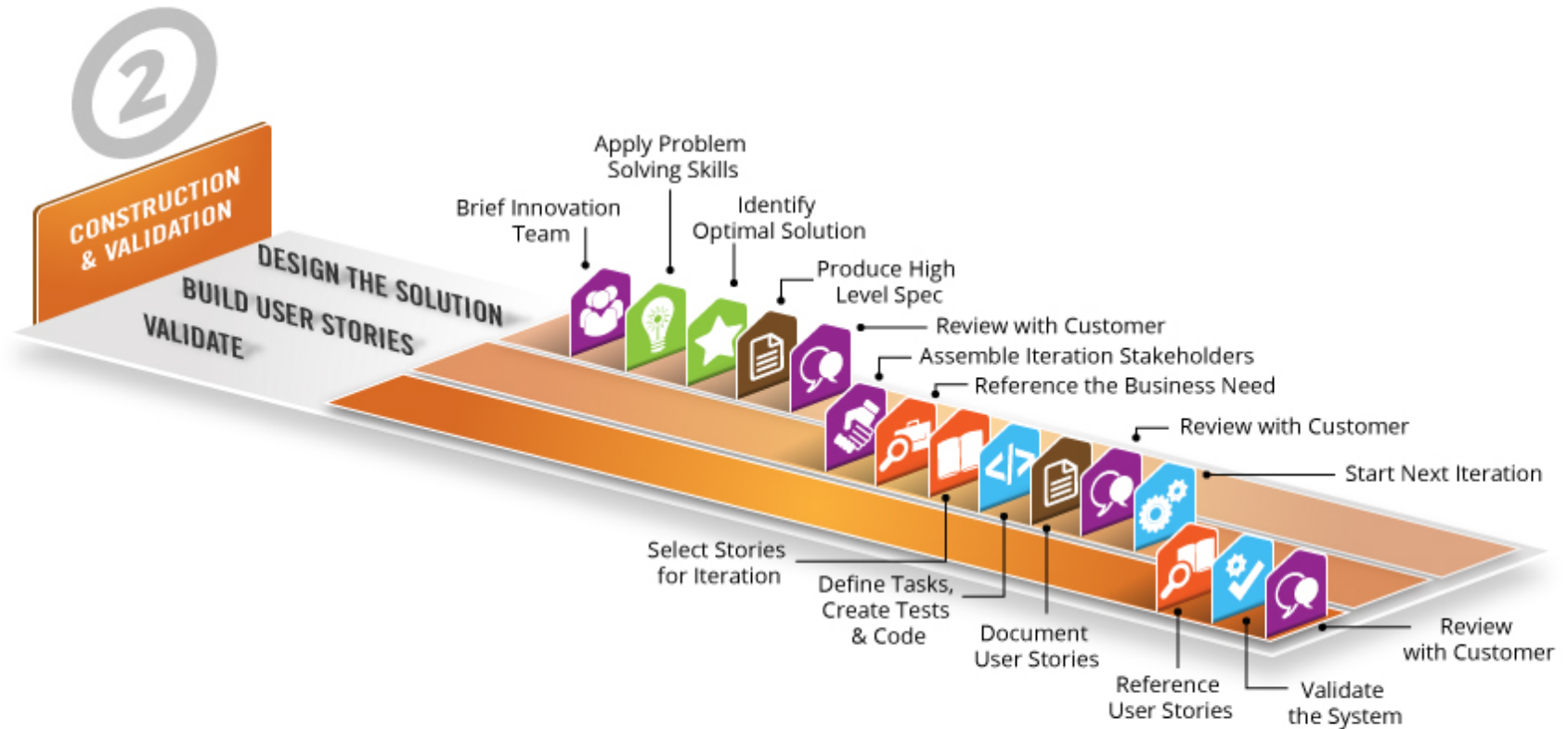
Our customers and our Team actively engage with each ensuring insightful collaboration

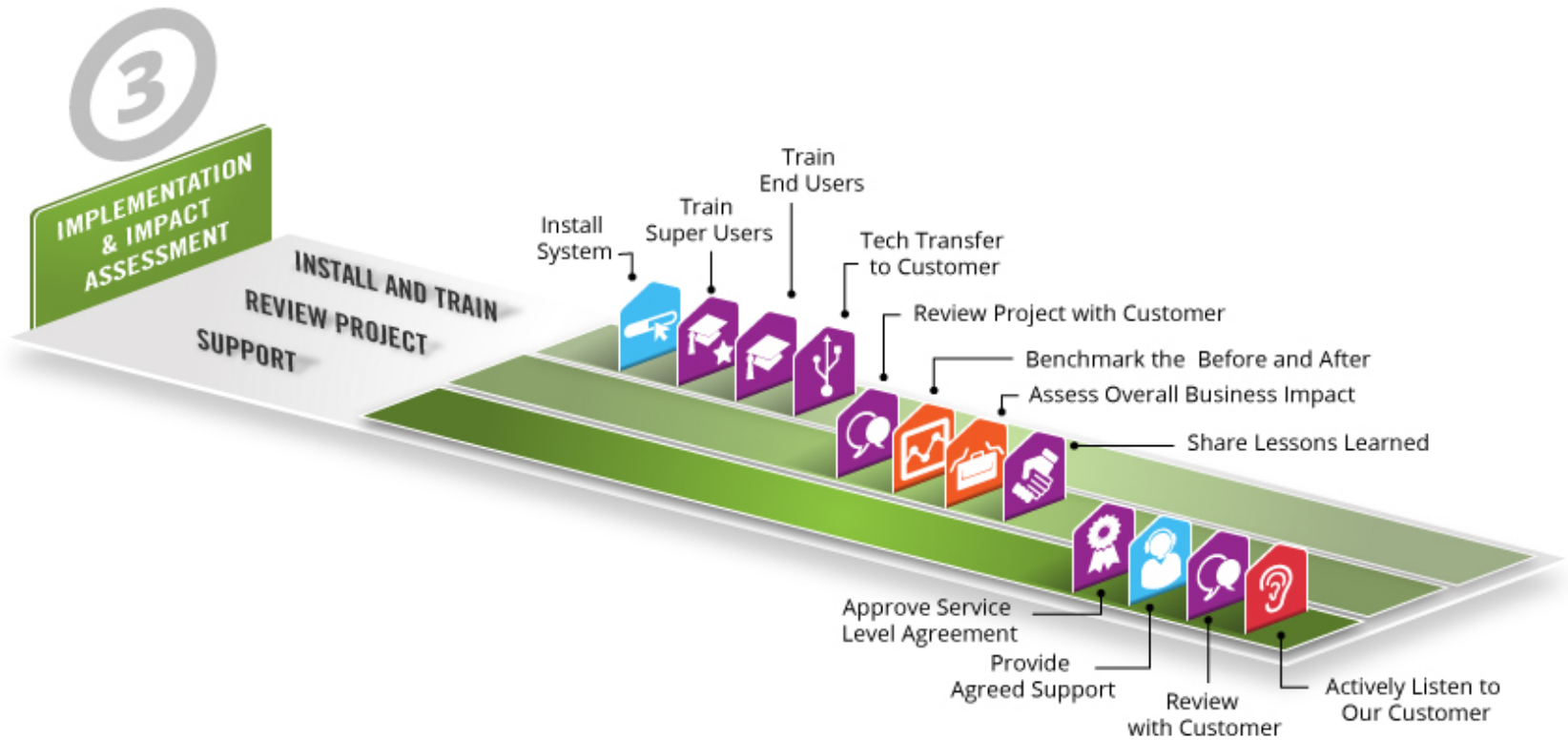


Our Process is Customer Focused & Customers Engage with that Process











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



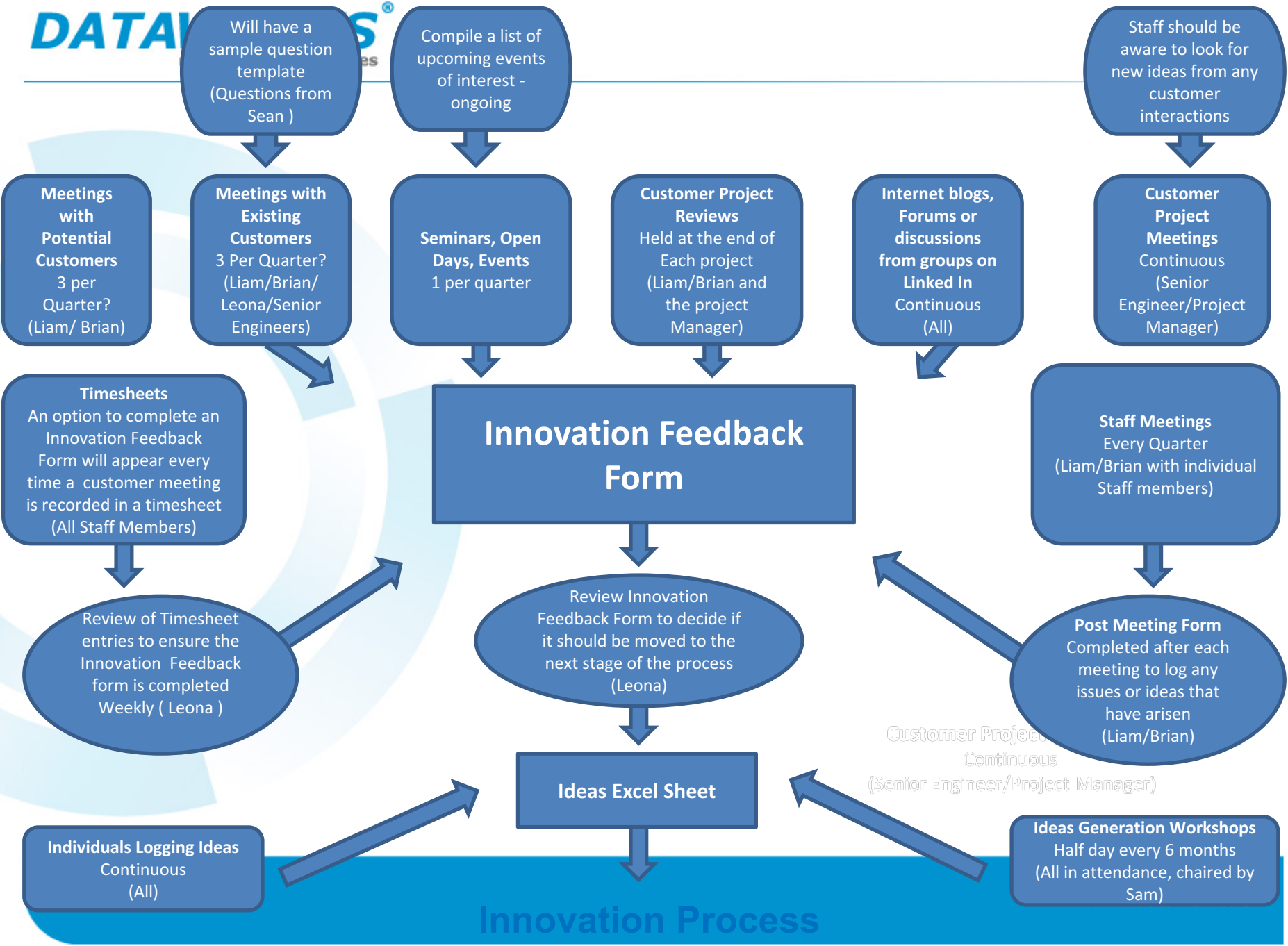
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Our Process is Customer Focused & Customers Engage with that Process



- **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**



Innovation Process Begins

Begin

<p>Problem</p> <p>Top 3 problems</p> <p>1</p>	<p>Solution</p> <p>Top 3 features</p> <p>3</p>	<p>Unique Value Proposition</p> <p>Single, clear, compelling message that states why you are different and worth buying</p> <p>2</p>	<p>Unfair Advantage</p> <p>Can't be easily copied or bought</p> <p>7</p>	<p>Customer Segments</p> <p>Target customers</p> <p>1</p>	
<p>Key Metrics</p> <p>Key activities you measure</p> <p>6</p>	<p>Channels</p> <p>Path to customers</p> <p>4</p>	<table border="1"> <tr> <td data-bbox="262 862 983 1186"> <p>Cost Structure</p> <p>Customer Acquisition Costs Distribution Costs Hosting People, etc.</p> <p>5</p> </td> <td data-bbox="983 862 1711 1186"> <p>Revenue Streams</p> <p>Revenue Model Life Time Value Revenue Gross Margin</p> <p>5</p> </td> </tr> </table>		<p>Cost Structure</p> <p>Customer Acquisition Costs Distribution Costs Hosting People, etc.</p> <p>5</p>	<p>Revenue Streams</p> <p>Revenue Model Life Time Value Revenue Gross Margin</p> <p>5</p>
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- 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



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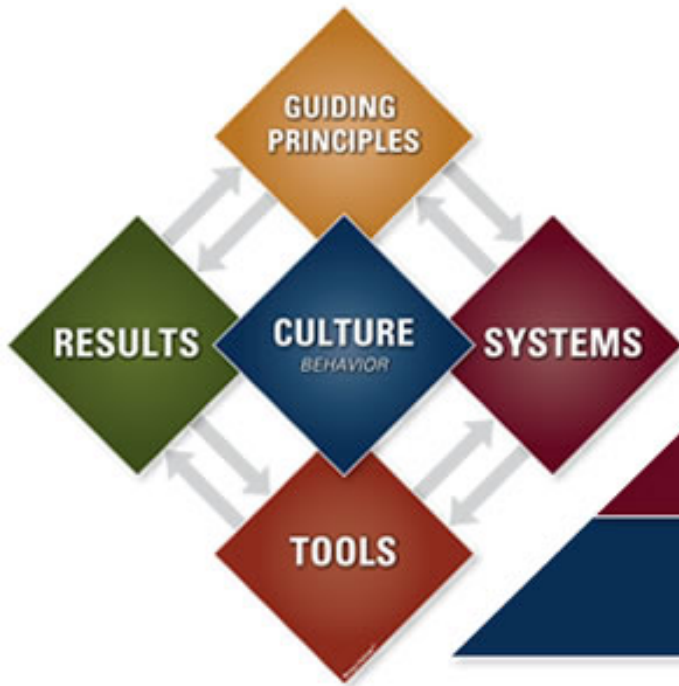
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THE SHINGO MODEL™



THE GUIDING PRINCIPLES™



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

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

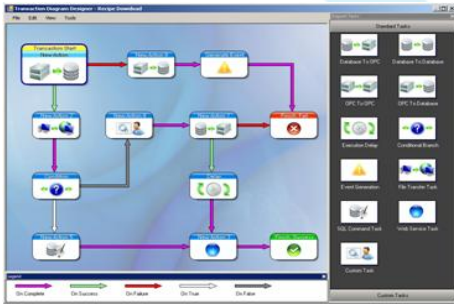
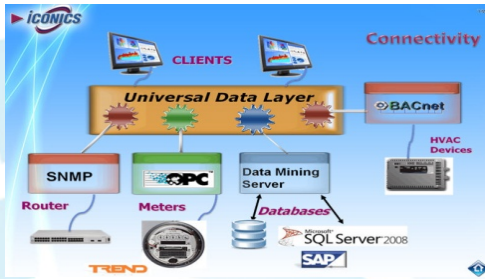
- We support a culture of continuous improvement at an individual, team and company level to enable us to achieve our vision

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

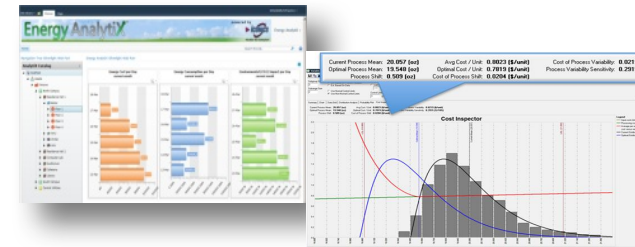
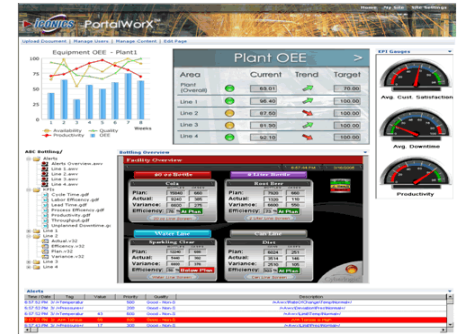
SCADA

Data Bridging & Aggregation

Real Time Performance Management

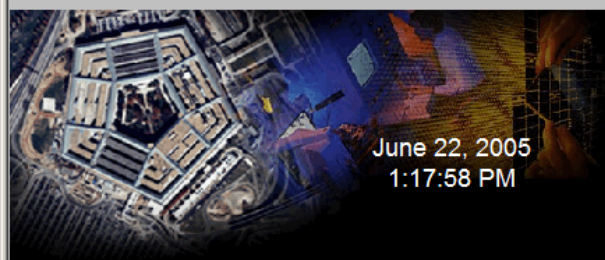
Building & Energy Management

Plant Wide Analytics & Intelligence Dashboard



- 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

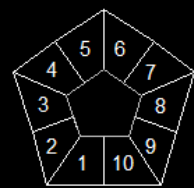
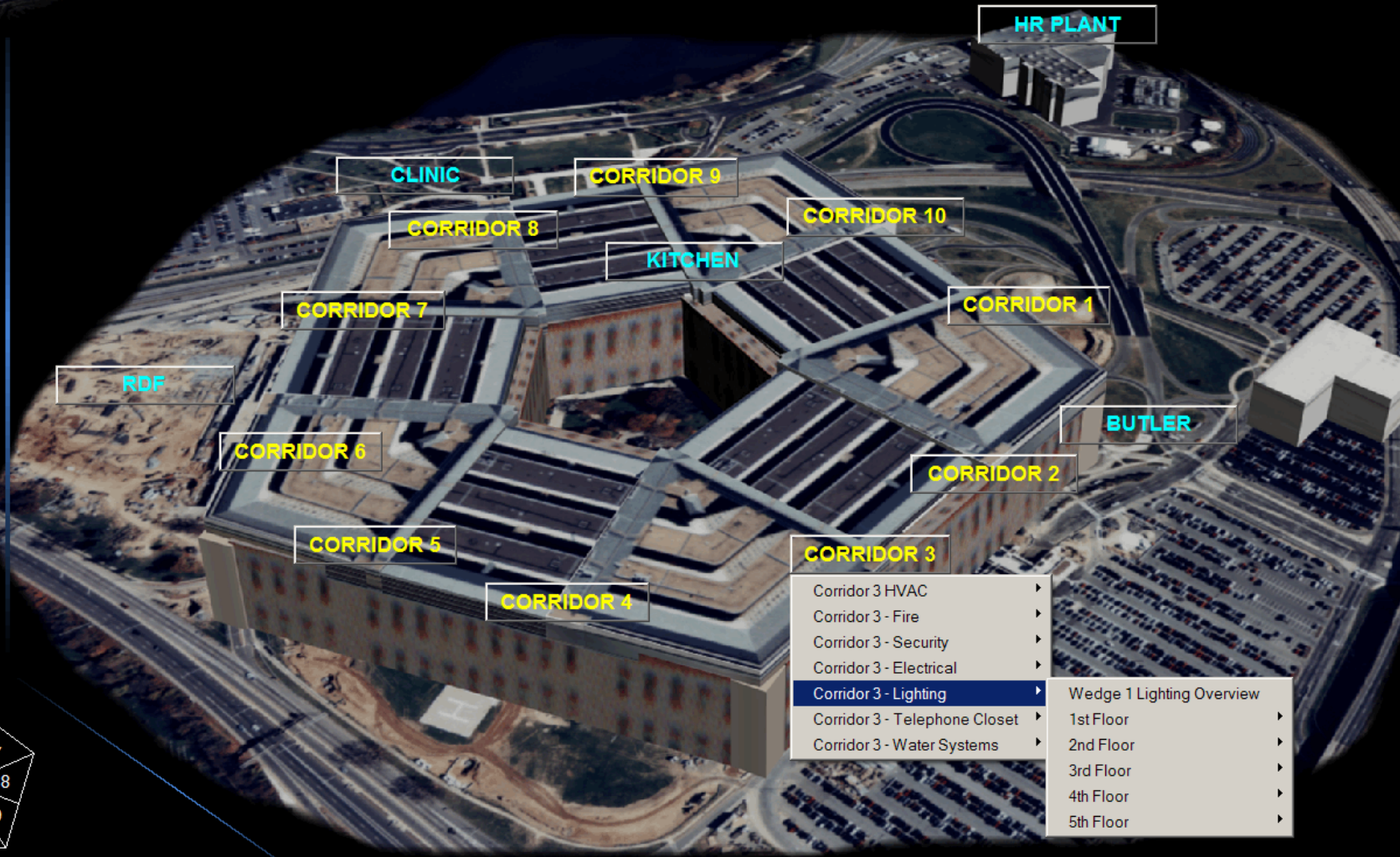
Current Conditions

OA Temp	65.0 Deg F
OA Humid	41.3 %RH
Barometric Press	21.1 in
Wind Speed	10.9 MPH
Wind Direction	NW

Home Back



- HVAC
- Lighting
- Fire
- Security
- Water Sys
- H2O Monitor
- Electrical



C R H B M