

# PRIMA

## Management brief

An Executive introduction - Summer '97



## PRIMA ...

... is a consortium of process industry companies, headquartered in Europe and operating on a global basis.



## Intended audience and purpose ...

Senior Managers in these organisations increasingly recognise the strategic importance of more effectively exploiting information assets if their organisations are to remain competitive. This document is aimed at senior decision makers in positions of authority in the process industries and is intended to inform them of PRIMA's aims for the sector and how by authorising their companies involvement they will bring about improved performance for their own companies and the sector generally.

## PRIMA's Mission ...

... to realise measurable and perceived improvement in manufacturing performance in the sector, through improved exploitation of IT throughout the enterprise.

## PRIMA's Aims & Objectives ...

... to maintain a common, clear and consistent view of the IT needs of the sector based on business drivers; to share best practice where competitive advantage is not compromised by so doing; and to present a sector representative voice on this topic, to the outside world;

... to encourage the IT supply base to provide products and product technologies, better suited to the needs of the

process sector and conforming to standards which are relevant to the sector;

... to encourage improved targeting of national and European research funds on the IT needs of the sector, where gaps are not likely to be addressed by the market driven commercial activities of the supply base;

## PRIMA's Strategy ...

... to operate a network of process industry companies and their suppliers, aimed at exchanging views, stimulating cross-fertilisation, and encouraging targeted action;

... to maintain a coherent, business driven, IT vision for the sector;

... to manage the production of high quality requirement specifications for those critical IT functionality which currently fail to meet expectation in existing products;

... to co-ordinate external collaborative research activities which aspire to service the process sector's IT needs, including concept assessment and product certification;

## 'Why should I be interested?'

PRIMA is focused on realising the potential from IT for the sector and thereby protecting the future well being of it. Active participants in this process will secure competitive advantage over other companies. Failure to actively engage in this process will inevitably result in the erosion of a companies competitive position.

The increasing pressure which the process sector in Europe is facing, both at home and to its global operations, is well documented. Equally well documented is the unrealised potential for business performance transformation through the technologies of the information age.

## 'What will PRIMA do for me?'

... provide your business and technical staff with tools and techniques to integrate their activities and properly focus your companies IT investment on business priorities

... give you access to other process companies and their experiences, thereby helping you to better target investment for quick wins and help you avoid known pitfalls



... give you direct access to vendors and developers to lobby for cost effective, better targeted solutions

## 'What has PRIMA done to date?'

... established an active network of process companies who are keen to realise improved IT investment

... established a range of mini-task forces focused on developing coherent requirements definitions for key products

... established a method and supporting tools to manage a business driven approach to IT investment and IM strategic planning

... established a framework and set of models for structuring and recording best practice application of IT to the process business

## How can I get involved ?

... you can subscribe to the PRIMA Round Table, a management forum for Executives wishing to co-ordinate their common interests in improving the process sector's performance and gain peer level understanding

... you can join the PRIMA Project as an Associate Partner and participate in the strategic development of the PRIMA initiative and its ongoing work programme, influencing actions to address your priorities

... you can join a PRIMA Project task group(s) and contribute to the establishment of common sector requirements definitions for key product functionality, making sure your companies opinions are targeted

... you can participate in a PRIMA business and enterprise integration studies to enable / define / confirm an integrated IT investment strategy for your organisation - options exist to move forward into implementation mode if required

... you can participate in the development and pooling of "best in class" and "key learning" CASE knowledge and utilise these to streamline your companies decision making in this area

... you can participate in PRIMA's sister focused training and development programme, provided under the auspices

of ORBIT, to introduce an integrated techno-commercial investment approach to IT in the process sector

## 'What benefits will I see ?'

... better business focused IM strategy

... business focused IT investment

... improved understanding and integration of business and technology staff and activities

... adoption and early exploitation of best in class learning

... stronger position to lobby supply-base, including product and service & consulting companies

## 'What do I do next ?'

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