

Amplios

Amplios Consultants Pte Ltd
Singapore

Case Studies

State Trading Organization, The Maldives

The turbulence of the recent years caused the management team of the State Trading Organization (www.stomaldives.com) ("STO") to send several of its Executive Directors to Melbourne, Australia in 2007 to attend training in The Balanced Scorecard. On their return, they recommended comprehensive deployment of the system for the top 60 members of the management team. STO has 6 strategic business units in diversified areas of activity, such as:

- Oil & Gas Imports and Distribution
- Staple Foods
- Pharmaceuticals
- Construction Materials
- Supermarket
- Home Appliances

The total personnel headcount is 600 and the organizations operations are spread over 10 islands in this vast archipelago.

Recognizing that a significant culture change was required, the STO management chose the Amplios Consultants team for the project, based on their ability to support the Balanced Scorecard with preliminary management tools such as Future Scanning, Scenario Planning and Strategic Business Planning. Important also was the Amplios team's ability to support with following management tools such as Business Process Reengineering, 360 Degree Feedback and Change Management.

Since STO is a 90% government-owned organization, its policies are affected by changes in the national government. There has been a change in the presidency in November 2008 and significant changes in the parliament in May 2009, such that the policies for the immediate future are currently under revision. Consequently, Amplios has this project categorized as ongoing and is currently assisting the client to review its options for further development of the system.

Microsoft Operations Asia Pacific, Hong Kong

Entering the new millennium presented many challenges for many major multinational corporations, Microsoft being one of them. In particular, management in Asia Pacific was keen to improve the coordination of the development of opportunities to serve clients in several locations at the same time.

The solution was a combination of Solution Selling, Customer Relationship Management, Change Management and e-Learning. The geographic region was all of Asia Pacific, from South Korea in the north, to Indonesia in the south; India in the west and the Philippines in the east. There were ten countries in all. Three cities in China plus five cities in India gave a total of sixteen cities for the conduct of workshops for the regional sales teams and sales managers.

Based on its experience in delivering solutions to major multinational and government organizations across different cultures and languages in Asia, Microsoft chose the Amplios team for this task. In all, four in-class trainers plus a project manager were engaged in the project which ran over two full years in 2001 and 2002.

The solution delivery exceeded the client's expectations, in particular in the Amplios team's ability to deliver on time in an environment of constantly changing schedules at the regional office sites.

Sun Microsystems, Singapore

From its regional head office in Singapore, the customer support division of Sun Microsystems wished to implement a performance improvement system based on Six Sigma methods. Due to the flexibility of the CorVu software marketed by Amplios and the competency of the Amplios team in Six Sigma and Balanced Scorecard methods, Sun Microsystems chose Amplios as their consultant, software implementation and software support organization.

The project was very successful, covering support operations from Japan through Singapore to Australia for more than 200 Sun personnel.

Pilot Software, Inc, USA

The management team of Pilot Software, Inc of Mountain View, California, needed to expand their market coverage to encompass all of Asia Pacific to rank as a comprehensively global player in the Corporate Performance Management field. Due to its understanding of the relevant management tools such as:

- Market Research and Market Segmentation
- Scenario Planning
- Strategic Market Planning
- Strategic Financial Planning
- Balanced Scorecard
- Business Intelligence
- Key Performance Indicators

Pilot chose the Amplios team as its partner to develop the marketing and support presence required.

The outcome of the project, which ran from 2006 to early 2008, was the establishment of a network covering:

- China

- Korea
- Philippines
- Thailand
- Vietnam
- Malaysia
- Singapore
- Indonesia
- India
- Australia
- New Zealand

Members of the Pilot organization attended regional conferences in Malaysia and Singapore. Members of the Amplios team attended the worldwide Corporate Performance Management conferences held by Pilot Inc in San Francisco, Boston and London.