

Business Systems Modelling

Long gone is the time when businesses were described using simple transactional models. Today they are complex systems where every component is intrinsically linked to all others in one way or another.

Improving the organisation without creating imbalance

Even well-oiled businesses can go through periods of instability. For managers, the first difficulty can be identifying where the problem occurs. Since all components of the organisation are linked, how can we be sure where the real issue lies? Could we not be looking at mere symptoms rather than at the root of the issue? How can we isolate cause and effect?

Even if the source of the problem has been identified, how can we act upon it without creating some unbalance in the rest of the organisation and putting the business at risk? How can we choose the best solution? How can we evaluate possible scenarios and their impact on every component of the organisation? How can we calculate the return on investment that will guarantee success without filling hundreds of Excel spreadsheets? Last but not least, how can we convince stakeholders and funding sources that the chosen approach will achieve the right outcome for the best price?

Systems Thinking

Systems Thinking is a framework that is based on the belief that the component parts of a system can best be understood in the context of relationships with each other and with other systems, rather than in isolation.

This means that instead of isolating small parts of the system being studied, Systems Thinking works by expanding its view to take into account larger and larger numbers of interactions. This results in sometimes strikingly different conclusions than those generated by traditional forms of analysis, especially when what is being studied is dynamically complex or has a great deal of feedback from other sources, internal or external.

Business Systems Modelling

Business Systems Modelling takes the additional step of constructing computer simulation models to confirm that the structure hypothesised can lead to the observed behaviour, and to test the effects of alternative policies on key variables over time.

Systems Modelling can be successfully applied to many business environments and issues. It has become the solution of choice for problems such as:

- Business case development;
- Financial modelling;
- Complex process mapping;
- Logistics;
- Complex systems;
- Change management; and

APP has developed a structured approach to Business Systems Modelling.

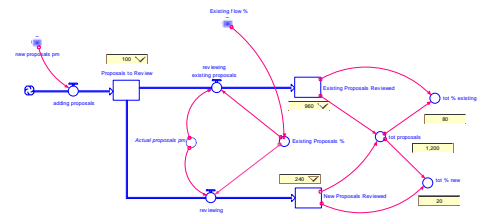
1. Identification of the problem

2. Development of scenarios

These scenarios will be tested through a computer simulation model with the aim of identifying the best one for the problem at hand.

3. Building of a simulation model

Using *iThink*, a piece of software specially created for flexible, complex computer modelling, we build a simulation model of the system and the problem at hand. *iThink* produces complex system maps that can help facilitate cross-organisational discussions. Resulting maps are easily readable by anyone in the organisation.



GENERAL ENQUIRIES

Paul Spinolo
General Manager,
APP Consulting
+ 61 2 9957 6211

APP has helped many companies develop business cases and implement innovative solutions where other methodologies had failed.. We have used Business Systems Modelling to devise models for complex systems.

4. Testing of the scenarios

The scenarios previously developed are tested using the computer model. Comparisons are conducted, and solutions to the problem are developed and thoroughly tested.

5. Implementation of the solution

The systems once tested, validated and understood are implemented as quickly as possible.

A little experience goes a long way

APP Corporation is a leading Australian-owned consulting business specialising in business consulting, project management, infrastructure and urban planning. We combine innovation, knowledge and technology with the best people to deliver outstanding results for our clients. In 2009, we will celebrate our 20th year of operation and our 4th year as a wholly-owned subsidiary of Transfield Services Limited (ASX code TSE; www.transfield.com.au), which is now an ASX 100 company with more than 29,000 employees and operations across the world.

APP has helped many companies develop business cases and implement innovative solutions where other methodologies had failed. APP consultants are experienced at looking at business issues in a different way and designing proper solutions best suited to our clients. We have used Business Systems Modelling to devise models for complex systems.

How APP can help

In addition to our core advisory and project management services, we can help you establish the strategic context for your Business System Modelling approach and help you drive the necessary changes to the operations, infrastructure and culture within your business for its successful implementation.

Our senior, experienced professionals will partner with you in a hands-on, practical way and get to the heart of the issues and opportunities quickly.

We bring our unique approach, independent perspective, global insights, deep cultural change experience and advanced facilitation tools and techniques to the task. The client

team brings a thorough understanding of their vision for the business, their culture, the business landscape and an intimate understanding of their staff and existing skills and mindsets.

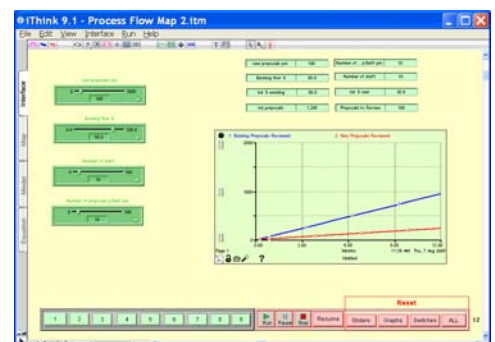
Together, we can achieve great results for your people and your business.

Case study

The Ambulance Service of New South Wales faced a complex challenge in designing the best possible operating model for delivering aeromedical services across the State, and in particular developing a long-term, sustainable solution to currently unmet patient demand.

APP Business Consulting Services was engaged to conduct an Economic Appraisal for the expansion of fixed wing aeromedical services for the ASNSW. This appraisal involved the development and assessment of alternative options of ownership and service.

APP built a model of the fixed wing aeromedical service, based on the assumptions and outputs of the economic appraisal, and taking into account the potential economic value of improved service delivery and patient health outcomes. The model was able to integrate operational and financial data, in order to test various scenarios and come to a decision regarding the investment that was needed.



GENERAL ENQUIRIES

Paul Spinolo
General Manager,
APP Consulting
+ 61 2 9957 6211