



Consortium for Advanced Management - International

OVER FIVE DECADES OF INDUSTRY-LED COLLABORATIVE RESEARCH



Who We Are

- CAM-I, the Consortium for Advanced Management-International, is an international non-profit consortium, founded with US Department of Commerce support in 1972. For over five decades CAM-I has brought quantifiable value by partnering with over seventy national and international organizations in helping to improve their business operations while contributing to their employee's personal professional growth and business acumen. In addition to partnering with commercial and public sector organizations, CAM-I is a knowledge partner with several universities and industry groups in USA, United Kingdom, Japan, Canada, Mexico, South Korea, India, and Australia.
- There are many technology incubators, CAM-I is one of the premier management incubators.

MISSION OF CAM-I: To foster operational excellence in organizations by:

- *Developing* collaborative solutions for the most urgent current and future problems that hinder the journey to operational excellence
- *Enhancing* capability of member organizations through people development
- *Exposing* organizations to thought leaders
- *Augmenting* capabilities through information dissemination and training for improving performance



CAM-I IP Process



Identify issues and challenges facing your organization.



Co-create actionable practical solutions, new models and techniques.



Apply solutions in real world setting.



Archive the knowledge on the CAM-I portal.



Disseminate knowledge.



Implement new knowledge through training.



Organizations who partner with CAM-I

- Acorn Systems
- ALTA Management, Japan
- Avnet
- BAE Systems
- Bank of America
- Barclays Bank PLC - UK
- BCH Electric Limited – India
- Cambia Health Solutions
- Caterpillar
- Cherry Bekaert LLC
- Chrysler
- City of Rockhill
- Clifton Consulting Group LLC
- CPA Alberta
- CPA Canada
- Decimal - Canada
- Deere & Company
- DFW Airport
- DIGITECH Services Inc.
- Eastman Chemicals
- ERS Texas
- Gayle Force Consulting
- Godrej Industries – India
- Grant Thornton
- Harley-Davidson
- Hitachi Capital (UK) PLC
- Honda of America
- Honeywell International
- IBM
- International Business Consulting
- Johnson Controls
- King County, Washington
- Landmark Decisions Inc., Canada
- Lean Werx LLC
- Lockheed Martin
- Ministry of Defense, UK
- NASA
- Navistar
- Northrop Grumman
- ON Semiconductor
- Permian Tank
- Pilbara Group, Inc.
- Pinnacle West
- Porsche
- Procter & Gamble
- Raytheon
- Rockwell Collins
- Royal Australian Navy
- SAP AG – Germany
- SAS Institute
- Sikich
- Shell Oil
- STRATrockers LLC
- TATA Consultancy Services India
- Texas Instruments
- The Boeing Company
- Transportation Security Agency
- University of Alberta, Edmonton
- U.S. Air Force
- U. S. Army
- U. S. Coast Guard
- U. S. Department of Agriculture
- U. S. Department of Education
- U. S. Department of Treasury
- U.S. Department of Navy
- U. S. Health and Human Services
- U. S. Patent and Trademark Office
- WesleyQuest , Korea
- ViON
- Whirlpool Corporation
- Young Advisory Ltd



University and Professional Affiliations



Technical and Knowledge Partners

Great Lakes Institute of Management – Chennai
Confederation of Indian Industries (CII)
International Federation of Accountants



University and College Affiliations

Arizona State University
Babson Collge
The University of Akron
Weber State University
University of Bristol



Significant Present and Past Interest Groups

Current Special Interest Groups

- Value, Cost and Profitability Management
- Supply Chain Management
- Environmental Sustainability
- Artificial Intelligence

Some of the past Special Interest Groups

- Digitalization
- Principle Based Value Framework
- Improving Efficiency/Effectiveness in the Finance Function

Some of the past Special Interest Groups

- Cost Management, Activity Based Costing, Target Costing
- Integrated Risk & Value Management
- Performance Management
- Intelligent Data Quality Management
- Planning and Budgeting
- Capacity Management
- Health Care
- Change Adaptation and Learning
- Armed Services



CAM-I Training

Improving the Efficiency and Effectiveness
In the Finance Function

Performance Management Framework

Closed Loop Planning and Budgeting

Activity Based Costing/Management

Power Business Intelligence

Target Costing

Cloud Computing

Cloud Operations

Value Analysis

Integrated Risk and Value Management

Supply Chain Management

Strategic Cost Management

Artificial Intelligence

Project Management

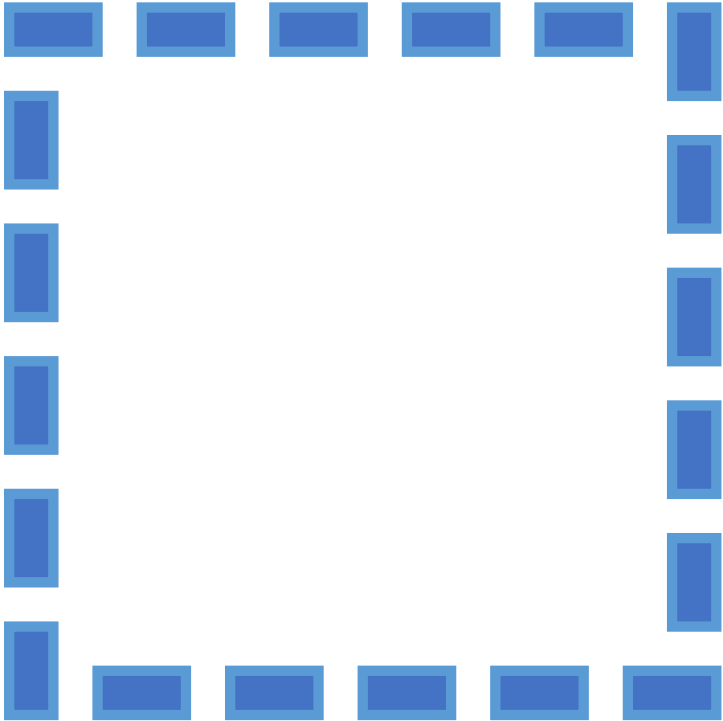
Capacity Management

Lean Leader

Six Sigma

Navigating Change

CAM-I is NASBA accredited, and all attendees receive continuing professional education (CPE) credits that certify numerous professional bodies' continuing education requirements.



Examples of CAM-I Work



Cost and Profitability Management

Issue:

Strategic Cost and Profitability Value Management Roadmap – How do we utilize CAM-I body of knowledge to further innovate the application of traditional cost models.

Link Principle Based Value Framework to Value analysis.

Linkage of Environmental sustainability to cost models and supply chain.

Led by: The CAM-I Cost and Profitability Management Group

Project Purpose: Review methodologies and recent work to ensure the relevance to rapid changes that are occurring across industries today. By focusing on understanding additional stakeholders and their importance to an organization, along with a redefinition of value, we are re-aligning existing CAM-I methodologies and models to help organizations deliver sustainable stakeholder value. CAM-I understands the importance of Industry 4.0. As a first step in contributing to industry 4.0 learning and body of knowledge, we will focus on linking CAM-I's existing Target Costing methodologies to Industry 4.0.

Deliverables:

Book - Value Quest - Driving Profit and Performance by Integrating Strategic Management Processes

Total Cost to Serve Model, Supplier Cost methodology, Customer profitability modes



Integrated Risk and Value Management

Issue: Risk Management was focused on preventing and reducing operational loss through risk avoidance and risk transfer.

Led By: The CAM-I Integrated Risk and Value Management Group

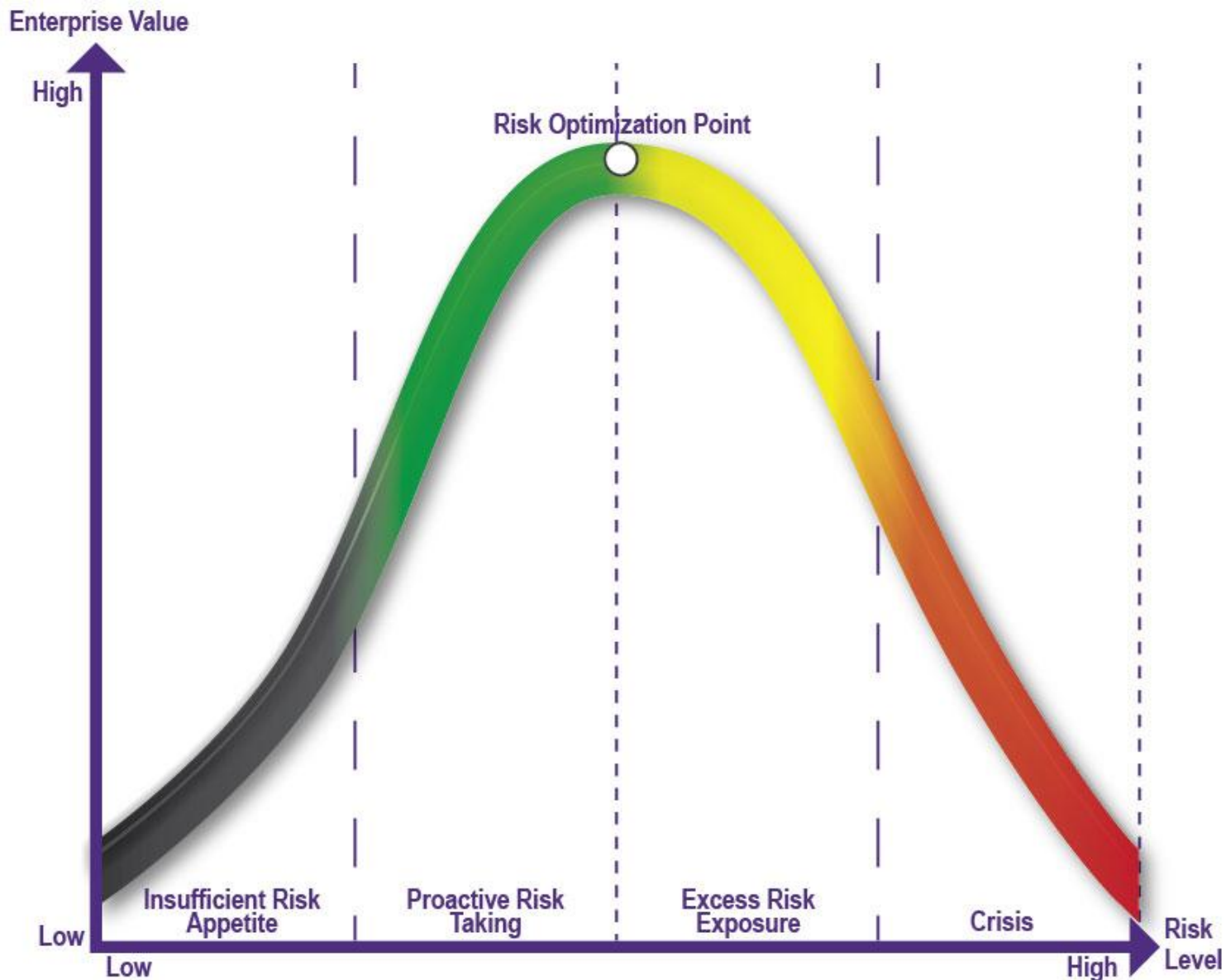
Solution: ERM approach that enriches the conversation with stakeholders by evaluating the strengths and weaknesses of a strategy, and how well that strategy aligns with the organization's missions and goals.

Publications:

"The CAM-I Risk-Value Curve: Understanding Your Risk Appetite to Create Value" (guideline)

"The Risk-Value Curve: How to optimize Risk and generate value for your organization" (article)

"Integrated Risk and Crisis Management" (paper)





Performance Management Framework

Issue: The demand for improved organizational performance along with increased accountability has led to an increase in expectation around the management of performance. However, this has led to a great diversity of views as to what exactly constitutes Performance Management.

Led By: the Performance Management Interest Group (PMIG)

Solution Development/Application: The research led to the development of an integrated **Performance Management Framework (PMF)** to assist in strategy execution. The PMF:

- Conducts an **organizational readiness** assessment
- Identifies **maturity gaps** in business capabilities
- Recommends **specific techniques** to close maturity gaps
- Directionally suggests **appropriate measures** to track improvement
- Creates a performance focused culture by identifying **key initiatives** that will make a significant impact on improving performance

Deliverables: Emerging Issues Paper; Application Guideline and Case Study; Implementation Guidebook; in person and online Awareness Training and Implementation Workshop; PMF Facilitator Certification Program.

The Performance Management Framework (PMF) is a holistic methodology to **evaluate and improve organizational performance.**



Applications The Performance Management Framework has been extensively implemented by member companies and other CAM-I Interest Groups. A list of implementation organizations is provided on the CAM-I website.



Improving Efficiency/Effectiveness in the Finance Function

Issue: Organizations are being continuously challenged by customers, shareholders, governing bodies and internal business partners to develop and implement new ways of working that improve effectiveness and productivity to maximize value creation. National Governments, Defense and Commercial customers have never been more challenged with budget constraints as a result of the Global pandemic therefore its an imperative for organizations to develop more agile, less bureaucratic processes and revised ways of working.

Led by: The CAM-I Developing New Ways of Working to Improve Efficiencies Group

Project Purpose - To examine methods of benefit realization and embedding a culture of effectiveness through sharing and collaborating with CAM-I members and extended Industry and Academic partners.

Deliverables: In progress.

1. Project Academic Research – what does the theory say and how has it evolved over time
2. Review automation/elimination of processes to remove non- value add activity
3. Review business partnering models to understand how to extract the most value from this
4. Undertake a SWOT analysis
5. Undertake case studies and identify best practice



Supply Chain Management

- ❑ Issues: Focus on five contemporary challenges facing supply chains:
 - How to best prepare supply chains from major disruptions such as COVID-19?
 - What impact will the USA re-joining the Paris Climate Accord have on the design of supply chains?
 - How will BREXIT and colder relations with Beijing shake up traditional supply chains?
 - What supply chain vulnerabilities have been exposed by recent cyber security breaches?
 - How will industrial revolution 4.0 change supply chain principles and practices?
- ❑ Purpose of Project:
 - Propose changes to current supply chain practices such as single-sourcing or out-sourcing.
 - Determine whether the current supply chains have the requisite flexibility to deal with new challenges.
 - Catalog best practices in supply chain management to increase resiliency and mitigate risks.
 - How organizations are using data analytics to improve visibility and productivity across the supply chain.
- ❑ Deliverables: TBD (Book, Monograph or White Paper)



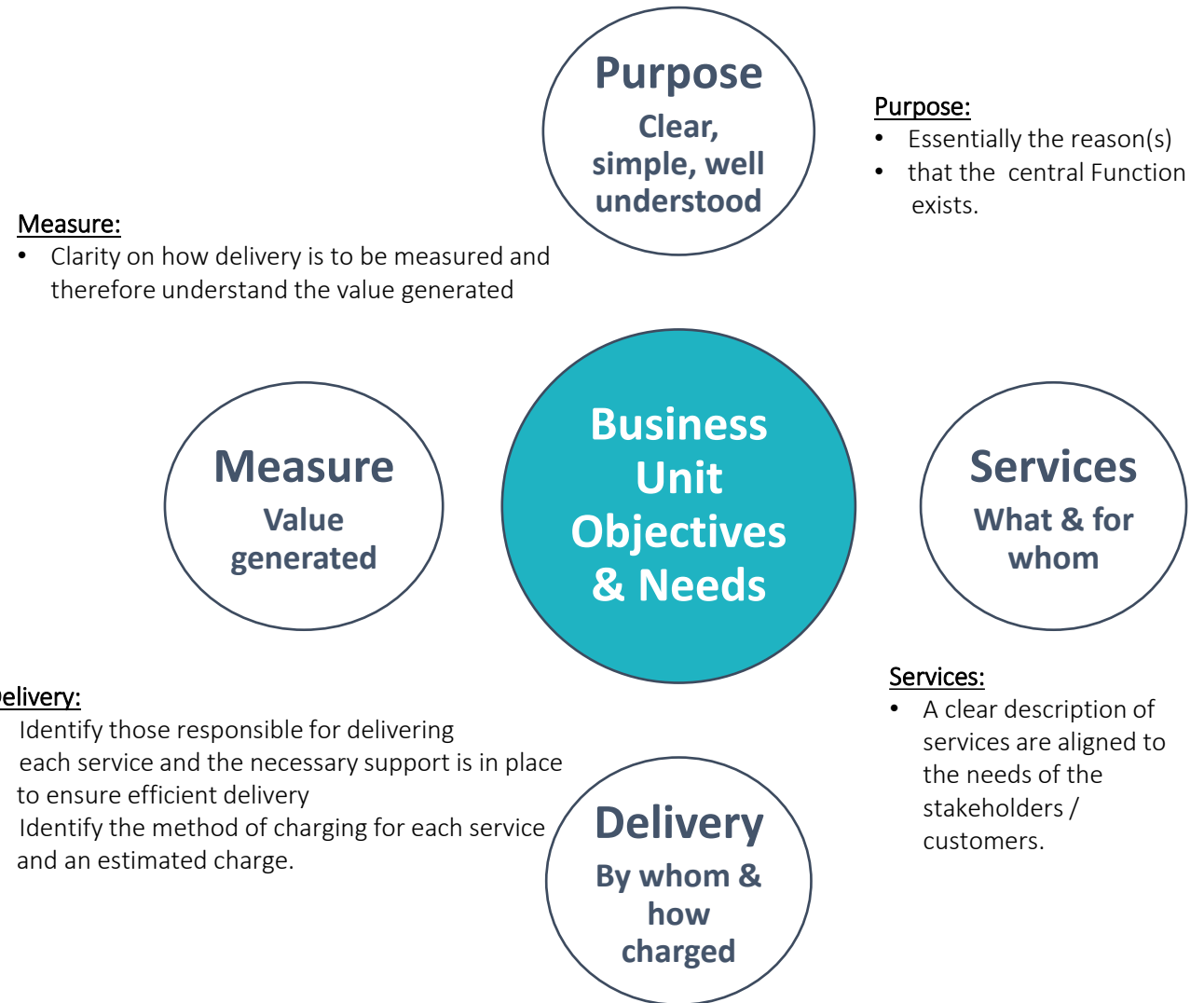
Principle Based Value Framework

Issue: Organizations often struggle with defining, quantifying and demonstrating the value that they create. This is particularly true for internal business enabling functions. The nature of these functional areas is such that the activities and processes being performed are often hard to measure from a “value add” perspective and it is difficult to link any value being created to the resources providing the value.

Led By: The CAM-I Cost and Profitability and value analysis group

Solution: To develop a framework that will enable member organizations to consistently demonstrate the value business support functions bring to an organization and thereby allow cost / value trade-offs to be quantified and considered.

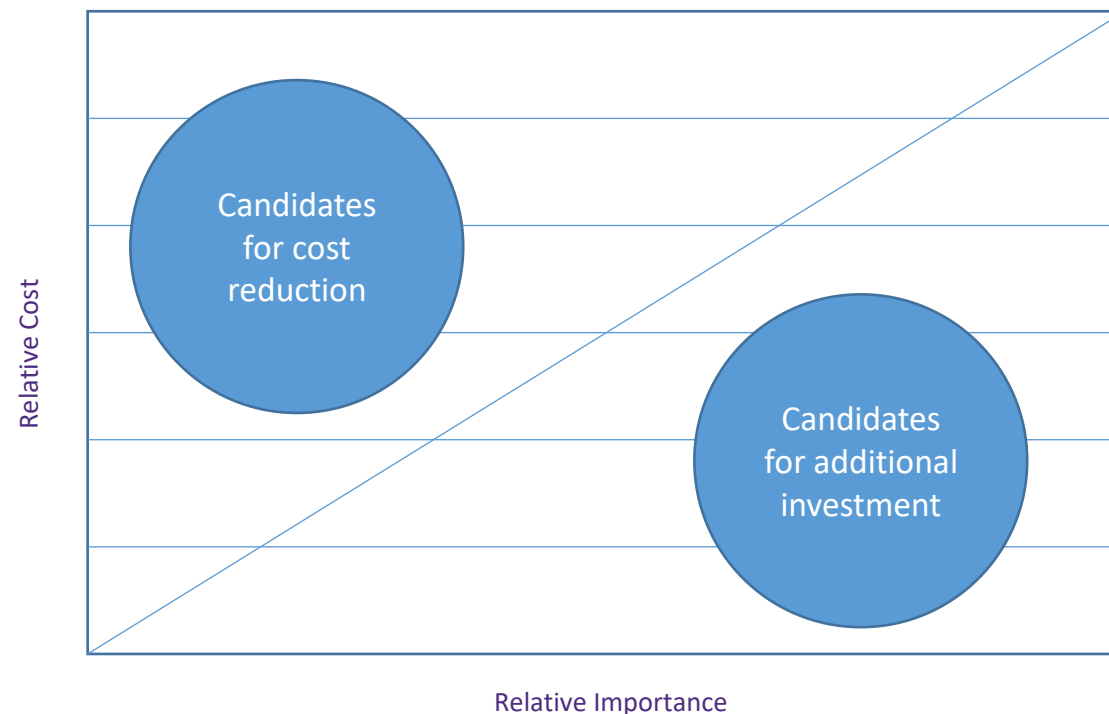
Deliverable: Principle Based Value Framework method





Value Analysis

- Issue: organizations to channel their product/service development activities to areas which provide the maximum value for all stakeholders internal and external. Consider relative importance to employees, the general public, etc. (X axis)
- Led By: The CAM-I Cost and Profitability Group
- Solution Development/Application: identify the relationship between spending and an organizational objective's functional requirements, as defined by the customer and impacted by other stakeholders, maximize value capture during the design stage of new product/service development
- Deliverables:
A workshop to teach the value analysis process.
Target Value Process



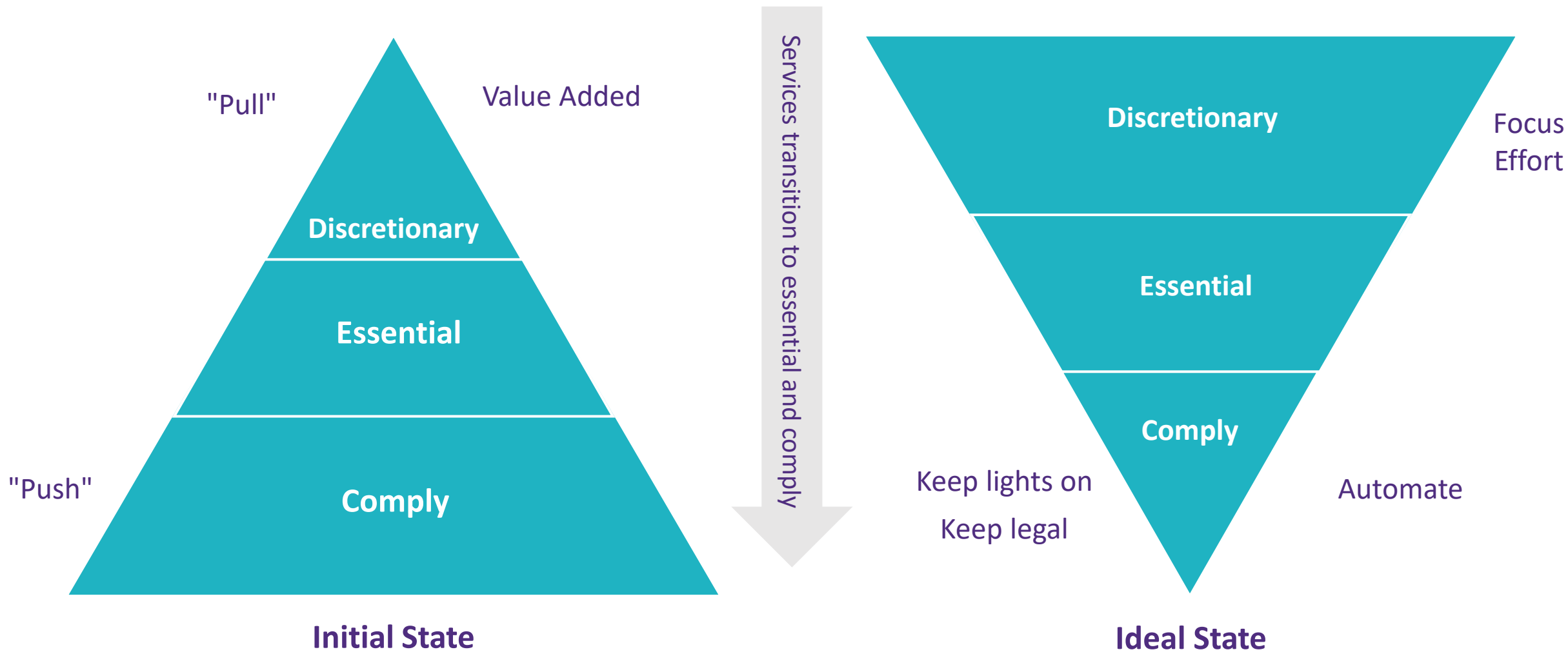
The size of the bubbles reflects the size of the revenue potential or the revenue impact. The size could also reflect something non-Financial (societal impact, service capacity, employee satisfaction).



Principle Based Value Framework

Demonstrating the value of the enabling function

Value pyramid





Activity Based Costing

The CAM-I Cross

Issue: Under traditional accounting methods the allocation of overheads distorts cost of products and services

Led By: The CAM-I Cost Management Group

Solution Development/Application: A methodology that measures the cost and performance of cost objects, activities and resources.

Deliverables:

Total Cost to Serve Model

Building an Activity-Based Model for Environmental footprint

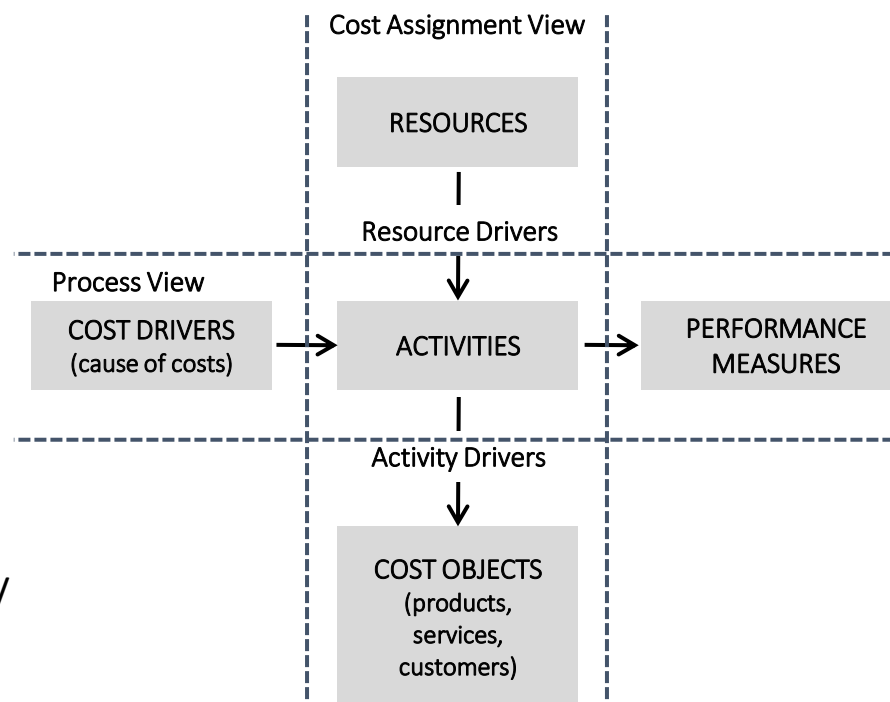
Pilot Project to Implement Environmental Activity-Based Costing/
Management Principles

Activity Based Management Design Framework

Book - The Closed Loop - Implementing Activity Based Planning and Budgeting

The 60 Minute ABC Book

An ABC Manager's Primer





Target Costing

Issue : How do the Japanese use this new technique called target costing to improve product development and profitability and how can we implement it in our companies?

Led By: The CAM-I Target Costing Group

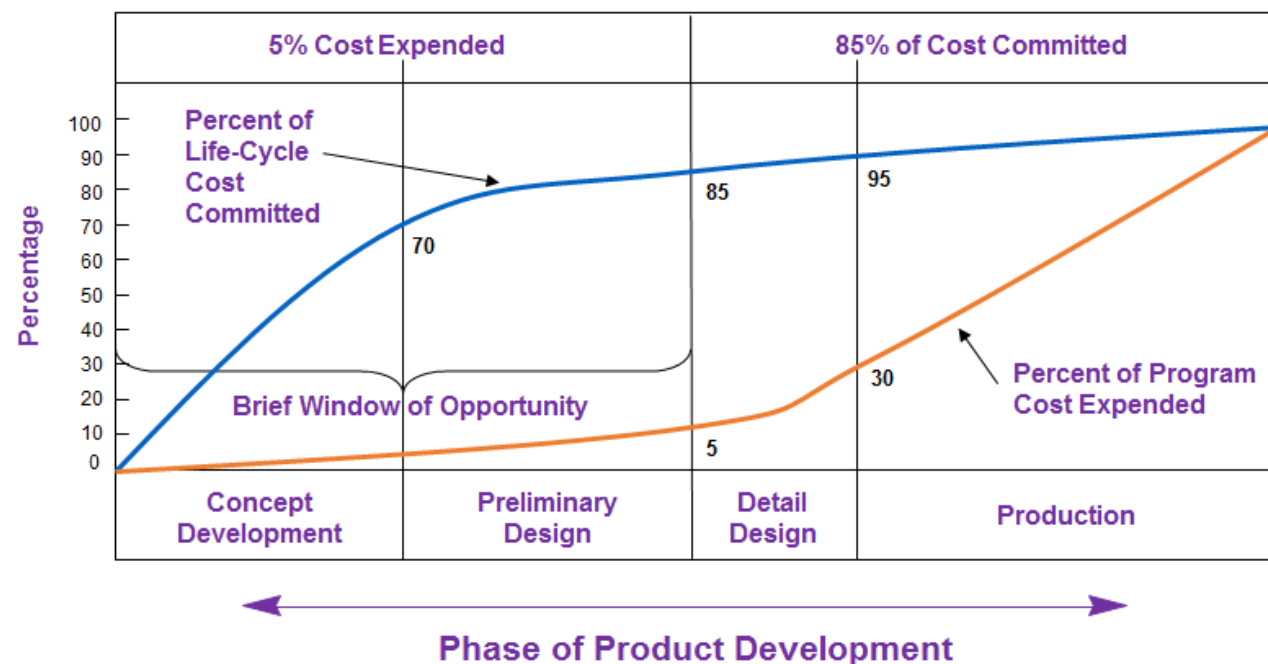
Solution Development/Application: Translation of Japanese Literature on Target Costing; A oneyear intensive study of US companies, and Best Practices Study Visit to Japan

Deliverables:

Translation of Japanese Literature on Target Costing, Target Costing and Hitting the Target Books; Supplier Cost Methodology, Managing Environmental Sustainability Using Target Costing Principles, Addressing Commodity Price Volatility in Product Development through a mature Target Costing Process and more

The Target Costing implementation framework tailored by CAM-I provides the basis to **attain desired “should cost”**. It requires sound Knowledge of customer perception of value, design impact of components and accuracy in supplier cost estimates.

Shifting the Focus





Closed Loop Planning & Budgeting

Issue: Effective Planning and Budgeting continues to be one of the biggest challenges facing today's organizations and is often viewed as a non-value-added process.

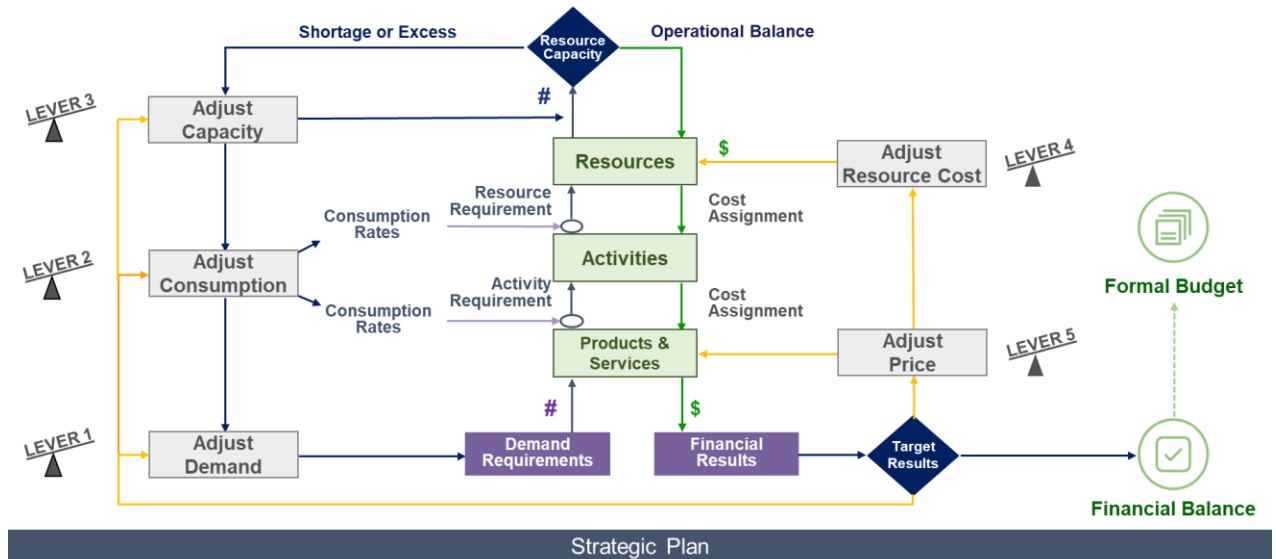
Led By: The CAM-I Activity Based Planning & Budgeting Interest Group

Solution Development/Application: The research led to the development of the Closed Loop Methodology with more emphasis on planning effort and balancing resource capacity. Models developed with the methodology are used to evaluate process improvement initiatives, obtain a better understanding of costs/profitability, and develop more realistic budgets.

Deliverables:

Blue Book research publication; Textbook (available in the CAM-I Book Store); In person and online Implementation workshops.

The Closed Loop Planning & Budgeting methodology provides a **powerful approach to improving the operational planning and budgeting processes** in most organizations.



Applications: The Closed Loop Planning and Budgeting methodology has been extensively implemented by organizations throughout the world. A list of these organizations is provided on the CAM-I website.



The Full Capacity Model (Physical Assets)

Issue: Existing capacity measurements and management practices are important. However, often they do not provide enough insight into the amounts and sources of idle or nonproductive capacity

Led By: The CAM-I Capacity Management Group

Solution Development/Application:
Systematic analysis of capacity issues with practical application of the CAM-I Capacity Model

Deliverables:
Book - Capacity Measurement & Improvement Guide.
Capacity cost management paper

Rated Capacity	Summary Model	Industry-Specific Model	Strategy-Specific Model	Traditional Model
Rated Capacity	Idle	Not Marketable	Excess Not Usable	Theoretical
		Off Limits	Management Policy	
			Contractual	
			Legal	
		Marketable	Idle But Usable	Practical
	Non-Productive	Standby	Process Balance	Scheduled
			Variability	
		Waste	Scrap	
			Rework	
			Yield Loss	
		Maintenance	Scheduled	
			Unscheduled	
		Setups	Time	
			Volume	
	Changeover			
	Productive	Process Development		
		Product Development		
		Good Products		



Intelligent Data Quality Management and Business Intelligence

Issue: Existing capacity measurements and management practices are important. However, often they do not provide enough insight into the amounts and sources of idle or nonproductive capacity

Led By: The CAM-I Intelligent Data Management and Business Intelligence Teams

Solution Development/Application: create data quality and data management frameworks for better informed business decision making, improved investment analysis and allocation of appropriate funding/resources, reduced risk exposure, and controlled improvement

Deliverables:

Data Life Cycle Model

Operational Data and Cost Measurement Assessment Modular Manual

Business Intelligence - Introduction and guide to the Matrix Reference Model

Business Intelligence - Matrix Reference Model Tables

Calculating & Reporting Customer Profitability

Define > Appraise > Obtain > Transform > Store > Register > Consume > Archive > Dispose



Change Adaptation and Learning

Issue: Many of the published change advocates have created excellent frameworks for describing the change process, yet little on the specific actions one must take to successfully implement change. The group saw a significant gap existing between the knowledge in available “change management” literature and that which is needed to cope with the breaking waves of turbulent change that participating organizations were experiencing.

Led By: The CAM-I Change Adaptation and Learning Group

Solution Development/Application: An ability to diagnose the drivers of change within your organization and the type of change response required, a model to enable self-assessment of multiple dimensions of change responses in building a comprehensive strategy for increased organizational change capacity, a diagnostic framework for self-assessment of organizational capabilities to improve change responses.

Deliverables:

Book - Chasing Change: Building Organizational Capacity in a Turbulent Environment

Integration- The Foundation for Continuous Organizational Improvement

Management Control Systems as a Tool for Planned Organizational Change: An Assessment of Two Organizations)

This work led to development of the organizational readiness metrics for the Performance Management Framework.



CAM-I Books

Target Costing:

- Target Costing - The Next Frontier in Strategic Cost Management
- Hitting The Target – The CAM-I Target Costing Implementation Guide

Process Based Management:

- The Road to Excellence – Becoming a Process-Based Company
- Process Based Management – A Foundation for Business Excellence

Planning and Budgeting:

- The Closed Loop – Implementing Activity Based Planning and Budgeting

Change Adaptation and Learning:

- Chasing Change – Building Organizational Capacity in a Turbulent Environment

Activity Based Costing

- An ABC Manager's Primer

Capacity Measurement & Improvement:

- Guide to Evaluating & Optimizing Productivity



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