



# The New Asset Management Agenda

**FORTIG<sup>®</sup>**

## New Developments

Recently an exciting new international standard for Asset Management was published. It is ISO 55000. For the first time, a cohesive international standard is focused on managing the life of physical assets through their life cycle, from feasibility through design, build, commission, operate and maintain, remodel and rebuild, to decommission and recycle. The standard focuses on the business of managing physical assets, including four supporting asset types: financial, human, information and technology, and intangible assets. Its focus is to derive value from mission critical assets. Most importantly, the standard mandates that the strategy to manage assets must connect to the strategy of the organization! This requirement places Asset Management on the Executive Agenda where it belongs.

ISO 55000 created a heightened awareness of the vital significance assets have to the success or failure of an organization to produce consistent, quality products and services that meet the needs of their customers while generating revenue. Those organizations that want to move to the new world of ISO 55000 and take the next step in Asset Management now face the challenge to implement and fully embrace the standard. FORTIG meets this challenge. FORTIG is ISO 55000's digital twin.

## The C-level Point of View

What sort of concerns are at the top of the C-level agenda? A few suggestions —

Governance and sustainability	Risk management
Growth and profitability	Business agility
Quality products and services	Employee motivation and collaboration
Satisfied customers	Consistency
Operational Excellence	Cost

This is a long list. It's difficult to address holistically without clarity, structure, and a cohesive approach.

The CEO's challenge to "Fix this problem!" is a call to action for the VP of Operations and his or her team. In an asset-intensive organization, using FORTIG's methodology they can develop a clear problem statement, build the business motivation for the challenge, scope the initiative, then drive out defects that caused the breakdown. They can use FORTIG to solve the problem and create a robust sustainable solution. Using FORTIG, the team would be able to trace the proposed benefits to the strategic objectives of the organization, demonstrating the value the solution contributes to the bottom line of the organization.

## FORTIG & Enterprise Architecture

FORTIG is an asset management solution of rich content powered by QualiWare ApS ([qualiware.com](http://qualiware.com)). QualiWare's technology platform rips FORTIG's content off the page and brings it to life in a dynamic, compelling way.

FORTIG addresses the core needs of those responsible for capital intensive assets. It has been architected. There's nothing new in FORTIG, and therefore its content resonates powerfully with all stakeholders of the asset. For the first time, they can see the end-to-end flow of how their assets are managed, and how their actions link to fulfilling the strategic objectives of their organization. FORTIG's rigorous methodology was developed to deliver high quality, consistent results in a compressed amount of time. FORTIG's content can be quickly adapted to match the way an organization wants to manage their assets and fulfill their strategic business objectives.

FORTIG can provide an asset intensive organization with real competitive advantage. It's a game changer. FORTIG addressed the CEO's challenge to "Fix this problem!" by improving governance and performance, and providing a sustainable solution. FORTIG adds strategic value by contributing to quality, operational excellence, productivity, agility, employee motivation, and collaboration while managing risk. Bottom line benefits are reduced costs, extended life of working capital, reduced demand for capital, and increased environmental compliance.

## An Analyst Perspective

At a recent Enterprise Architecture Summit in London, Analysts were looking for solutions intended to meet the needs of the C-suite. Translated, this means an organization's business model would be included in an organization's Enterprise Architecture. FORTIG is such a solution.

Analysts liked FORTIG's rich content which they see as an emerging trend sought by customers in the marketplace. Why start with a blank screen? They liked FORTIG's ability to run in the Cloud. They liked FORTIG's area of focus, Asset Management, a mission critical focus for asset-intensive organizations. They liked FORTIG's performance-centric approach. They liked FORTIG's Living Management System where all stakeholders of the asset in an organization use FORTIG as a day-to-day reference to guide the way activities are done, providing consistent process execution across the organization and rigorously reinforcing training content. They liked FORTIG's collaborative feedback capabilities that supports a culture of continuous improvement. They liked FORTIG's fresh and disruptive model.

"Without an overall architecture most businesses will overspend for functionality.  
Defining an Enterprise Architecture specific to your industry  
will take an investment of people and time."  
-Dan Miklovic, Research Fellow, LNS Research

Drive the your Enterprise Architecture from a business point of view. This is FORTIG's strength. Use the return on your investment in Asset Management using FORTIG to fund the development of a your Enterprise Architecture.

## In Conclusion

FORTIG takes an architected approach to the business of managing assets while contributing to each C-Suite Strategic Objective. FORTIG provides top-to-bottom and end-to-end visibility throughout the organization for front-line staff and managers alike to reference and continuously improve through collaboration. It's a game-changer.

FORTIG is ISO 55000's digital twin. It's an indispensable asset management system for Asset Management.