



Total Matrix Management™

TM² Advantages

Produces maximum ability to complete key business goals

Typically doubles the number of completed business projects per year WITHOUT an increase in staffing

Faster time to market with winning products

Industry proven project optimization system

Key Features

Shortens project cycle time without increasing costs

Works with any multiple project environment

Integrates with leading edge management techniques

Includes software tools to control individual projects AND tracks the global status of all projects in a clear understandable manner

Is based on rigorous statistical methods

Increased Profits Through Higher Speed and Agility

Unfortunately, the lean aggressive global economy has left the professional staffs of many companies overworked, overstressed and with goals that simply intimidate the best of us. Yet the overwhelming need is to do even more - we must continuously address and meet all of our critical business goals as they are identified and scheduled.

How much could you improve profits if you could meet ALL of your key business goals at will? Missed opportunities hurt the most important business measure - new revenue growth. We need to both plan for success AND deliver on that plan.

There is a management technology which addresses the ability of a company's professional staff to meet these critical goals by treating their activity as projects. The track record of **Total Matrix Management (TM²)** has been almost unbelievable: twice as many projects per year (Speed), average project duration halved (Agility), and over 90% on-time full scope project completions - *while not increasing staff.*

"As a direct result of our implementation of TM², we completed 16 major development projects this year compared to only 5 last year. **Our profit increased by \$45 million** on a revenue increase from \$450 to \$600 million. And we did it without hiring a single additional developer. **These results were due solely to the leverage of TM²** applied to our already successful business processes."

Bill Baron, Director, Lucent Technologies Optical Cable Division, 2000

Whether the end output is a new consumer product, a software program or a business acquisition, TM² gives senior management both the control and the confidence that their staff will address the right goals with an aggressive schedule and meet the commitment dates as initially planned.

The Real World Business Solution

TM² is a powerful business system that addresses the ability of the enterprise to complete full scope projects in a timely manner using state-of-the-art techniques based on Lean Manufacturing and Theory of Constraints.

TM² offers senior managers a set of well defined metrics which are directly tied to the current status of the enterprise-wide collection of corporate projects - these indicate potential issues and delays well before they occur. Users of TM² move from a reactive to proactive management environment. The TM² system uses real world validated tools based on the fundamentals of queuing theory, statistics and interactive process modelling.

Velocity Pointe installs proven management processes built around key metrics which are tuned to the individual businesses. The TM² system is delivered through education, software tools, and real time mentoring.



Speed to Profit™
Management Technologies

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Everyone Lives in a Matrix

We saw an outrageously fast and effective demonstration of project speed when Lockheed Martin developed the worlds fastest and highest flying spy plane in only 18 months - The SR-71.



This type of project management using an accurate project plan and a dedicated team where the project manager “owns” all of the contributors with no competing “outside” work or assignments is referred to as a Skunkworks¹.

Resource Commitment for a Skunkworks Type Project

	Rsrc 1	Rsrc 2	Rsrc 3	Rsrc 4	Rsrc 5	Rsrc 6	Rsrc 7	Rsrc 8	Rsrc 9	Rsrc 10	Rsrc 11	Rsrc 12	Rsrc 13	Rsrc 14
SR-71 Project	X	X	X	X	X	X	X	X	X	X	X	X	X	X

¹ skunk-works – Slang. A small, loosely structured corporate research and development unit or subsidiary formed to foster innovation. [After Big Barnsmell’s Skonk Works, where the bootleg Kickapoo Joy Juice was brewed, in Al Capp’s comic strip Li’l Abner.]

A skunkworks solution makes it impossible to share the “best” resources across projects. It is also extremely expensive. While for a given staff it is extremely fast for single projects, it severely limits the number of projects that can be completed over time.

The classic project management compromise is to have many projects sharing the same resources (people, equipment, etc.):

The Project/Resource Matrix

	Rsrc 1	Rsrc 2	Rsrc 3	Rsrc 4	Rsrc 5	Rsrc 6	Rsrc 7	Rsrc 8	Rsrc 9	Rsrc 10	Rsrc 11	Rsrc 12	Rsrc 13	Rsrc 14
Project 1	X		X	X			X		X	X	X		X	
Project 2	X	X	X		X	X	X		X		X	X		X
Project 3	X			X	X			X		X		X	X	X
Project 4		X	X	X		X	X	X			X		X	
Project 5		X		X	X		X		X	X		X	X	X
Project 6	X		X	X		X	X	X		X		X		X

Whether we explicitly admit it or not, we have matrixed our projects and the resources we use to complete them.

The classic matrix solution suffers from the negative interactions between Projects caused by the shared Resources.

TM² for Speed and Agility

Our solution is to manage the matrix as a whole so that the assignment of resources is tuned to the needs of all projects. This globally optimizes the enterprise.

TM² provides a rigorous codified process to create and manage a Virtual Skunkworks environment. Great speed yet resources are still heavily shared across projects.

The Virtual Skunkworks Solution

	Rsrc 1	Rsrc 2	Rsrc 3	Rsrc 4	Rsrc 5	Rsrc 6	Rsrc 7	Rsrc 8	Rsrc 9	Rsrc 10	Rsrc 11	Rsrc 12	Rsrc 13	Rsrc 14
Project 1	X		X	X			X		X	X	X		X	
Project 2	X	X	X		X	X	X		X		X	X		X
Project 3	X			X	X		X		X		X	X	X	
Project 4		X	X	X		X	X	X			X		X	
Project 5		X		X	X		X		X	X		X	X	X
Project 6	X		X	X		X	X		X		X			X


X Indicates current task assignment

The sustained increases in project speed and agility from TM² gives one that extra edge over and over again until the competition is left in the dust.

The Velocity Pointe Total Matrix Management System is delivered in six parts:

- 2-day concept training
- Senior Management team mentoring
- Software tool deployment and training
- Just-in-time project team tactical training
- Existing projects reprioritized
- Weekly Tactical Matrix Management Meeting

TM² is easy to maintain. Velocity Pointe bridges the challenging transition from the current process to the highly profitable TM² operation. The software tool, typically Microsoft's Enterprise Project Management Software along with the Spherical Angle cc-Pulse and cc-MPulse add-ins, is provided on a just-in-time basis.



The Project and Resource Management Teams work in unison to maximize throughput using the shared staff and resources



