

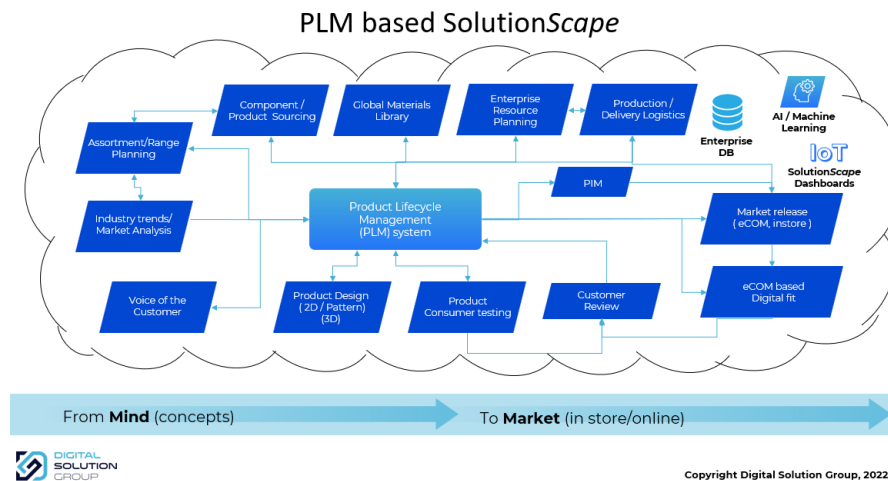
Said a Different Way ...

According to TechTarget a Chief Integration Officer is a “corporate executive in charge of ensuring the coordination of all interacting systems within the enterprise and its extended environments. That coordination involves not only information systems but people, ideas, and processes as well”.

Most brands and retailers have a CIO; but that role is defined as a Chief Information Officer (CIO), which, according to Wikipedia is responsible for “..working with information technology and computer systems, in order to support enterprise goals”.

One can assume that this role includes not only the integration of such systems, but also the coordination of vendors themselves; thereby complicating a CIO’s role; making the act of integrating systems one that is most often undertaken in the grimmest of situations; resulting in a reactive rather than strategic / tactical initiative.

When assessing the role of Digital Solution Group (DSG) and its service to brands and retailers, we are more in service as a Chief Integration Office that works in concert with both the company’s CIO and the 3rd party vendors by ensuring that all of the enterprise systems work collaboratively and in sync with the PLM system as represented by the PLM Based SolutionScape image below.



Said a different way:

- We are **the handshake**. We are not the hand of person 1, nor the hand of person 2. We are the action; the moment when person 1 shakes the hand of person 2.
- We are **the bridge** between land A and land B. We are **the roadway** between two cities;
- We are **the firing synapse** between two memory cells; **the kiss** between two first loves. We own, are responsible for, and are accountable for the execution of that moment.



- We are **the moderator** at the political debate. We are not politician A. We are not politician B. We ensure that the interchange between the politicians is to the benefit of the audience.
- We are not the eagle perched on the nest. We are **the camera** that snaps the photograph at the instance the eagle comes to rest on its nest.
- We are **the conversation** between person A and person B. We don't own the ideas of person A. We don't own the thoughts of person B. We are responsible for the sharing of ideas from person A to person B, and likewise we are responsible for the xfer of the thoughts between person B and person A.
- We are **the event** that occurs when system A and system B interconnect. We are not PLM. We are not ERP. We are the moment of interchange between PLM and ERP.
- Vendor A is responsible for system A and vendor B is responsible for system B. However, DSG is responsible for ensuring that vendor A's system transfers information to vendor B's system. We are **the facilitator** of the transfer and the participating vendors.
- We are responsible for **the instance** of that transfer. We transact it. We record it. We aggregate it. We report it.



DSG is responsible for understanding the **WHY** of the transfer of information, and in so doing establish the **WHAT**, the **WHERE**, the **WHEN**, and the **HOW (W⁴H)**. For DSG, **W⁴H** is the basis of our mission.

To achieve that mission, DSG engages the brand or retailer in a way that is **proportional to its profile and IT organization**, which could be as basic as;

- Working with the Merchandising and Design teams to establish how Assortment / Range Planning and 3D CAD interacts / integrates with PLM; **or**
- It could be as broad as connecting with all relevant organizations to formalize a **Strategic / Tactical Plan** that results in a multi-phased, full **Mind to Market** transformative evolution; including the dialog and cooperation of **all 3rd** party product / service vendors.

As previously **said a different way**; DSG's role is likened to "the handshake", "the bridge", "the roadway", "the synapse", "the kiss", "the moderator", "the camera", "the conversation", "the event", "the facilitator", "the instance". As with a Chief Integration Officer, **our role** can also be phrased as to "ensure the coordination of all interacting systems within the enterprise and its extended environments. That coordination involves not only information systems but people, ideas, [vendors,] and processes as well".