The future of standards development

Alan Sellers
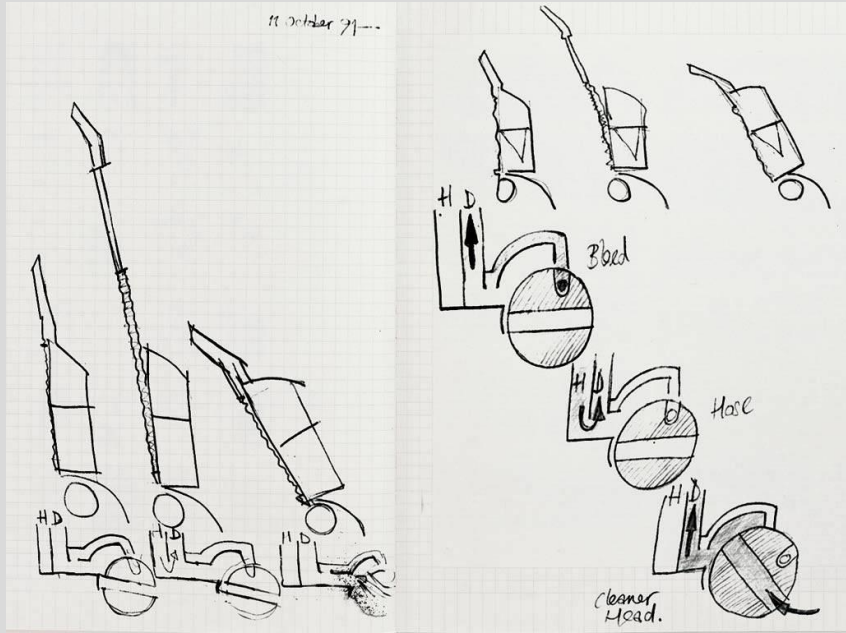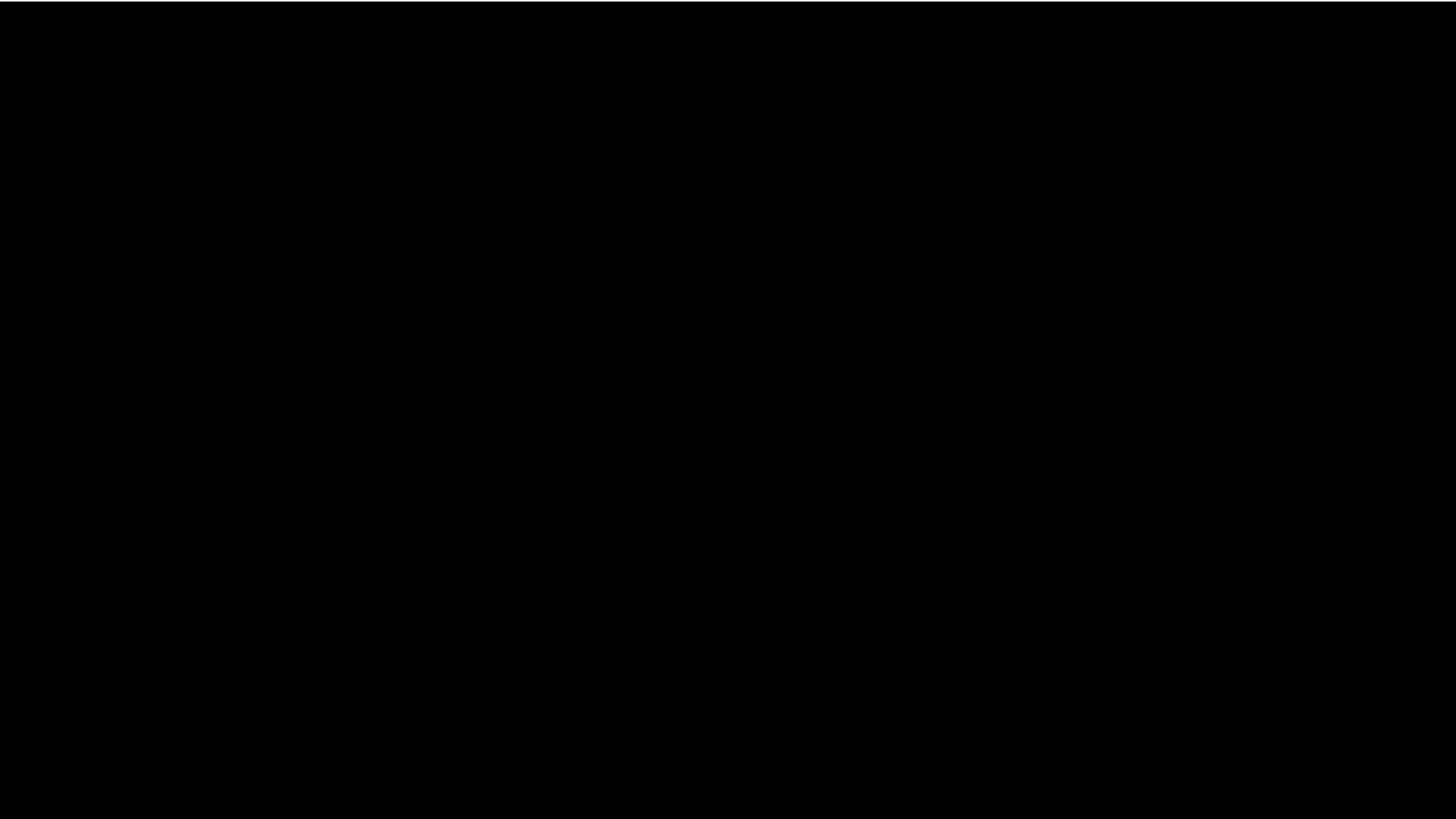
HULLAVINGTON
Hardware/Software
2,000,000m²

LONDON Imperial College
Robotics/Vision Systems

BRISTOL
Software
130m²

MALMESBURY Campus - D9
NPI & Research/Hardware/
Electronics/Software
20,000m²

MALAYSIA P1 + P2
Hardware
13,500m²

USA, MICHIGAN Sakti3
Batteries

MALAYSIA P3
Hardware
24,000m²

SINGAPORE Tech Centre & Control Tower
Robotics/Vision Systems/
Fluid Dynamics/Software/AI
4,300m²

SINGAPORE Westpark
Motors
7,000m²

dyson

Industry Natives	Digital Natives
• Quality	• Speed
• Security	• Openness
• Privacy	• Agility
• Personal relationships	• Global interactions

1st generation

- e-mail

- Intranet

- Web browsing

- Shared network drive

2nd generation

- Instant messaging

- Video conferencing

- Online file sharing

- Online document editing

dyson

Openness drives collaboration

Iterative development

Agile standards development

Content change, culture change

Lauren Pope

@La_Pope

BSI Standards Matter

July 2017

Brilliant Noise: a strategic marketing partner for global brands

Your customers expect more from your brand than ever before.

They expect your content to be engaging, relevant, and personal.

For many brands, that's a big challenge.

All too often, content is:
- slow,
- siloed,
- brand-first.

Fixing that is about more than creative or technology...

...it's about operations, collaboration, culture.

You need to join the dots...

...to build a connected approach that's customer-first, and commercially-sound.

Case study: American Express and Brilliant Noise

The challenge

How can we bring disparate global teams together to create customer-first content efficiently?

Brilliant
Noise

Discovery

We got on planes, trains and phones. We asked a lot of questions, put our assumptions aside, and listened.

What we learnt

- No shared vision or guidelines.

- Silos prevailed.

- Timelines & capabilities varied.

- Duplication was common.

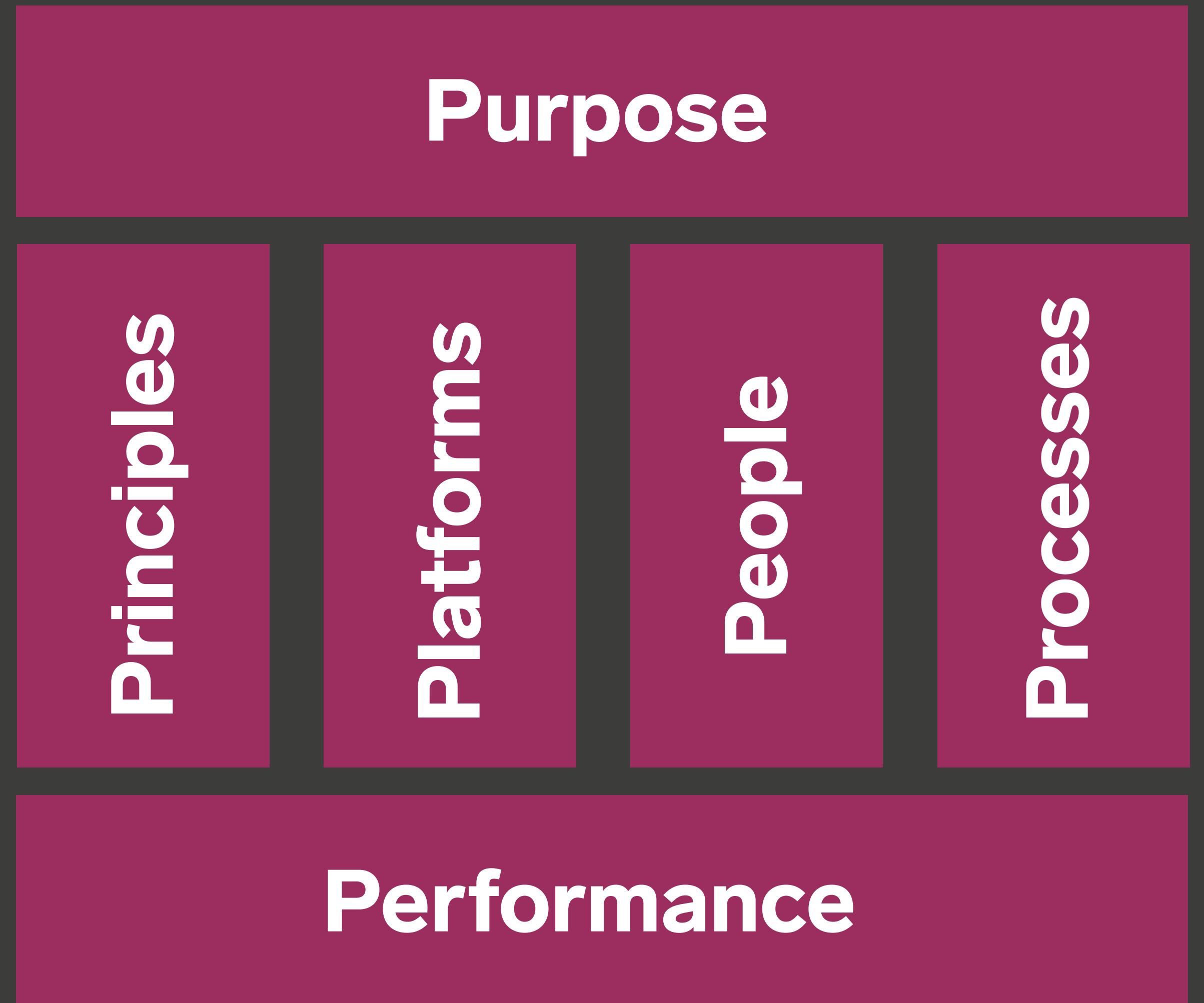- Localisation was hard.

Brilliant
Noise

Our response

The Editorial Hub: a global, cross-functional team and end-to-end system for content.

The 6Ps

A strategy framework that considers culture, as well as creative.

Purpose

Principles

Platforms

People

Processes

Performance

Principles

1. What's in it for customers?

2. Only Amex can do this.

3. We are one team.

4. Content can come from anywhere.

5. Scaleable, repeatable,

6. Test, learn, iterate.

Brilliant
Noise

The customer decision journey

An alternative to the funnel for the digital age

CONSIDER

ADVOCATE

BOND

ENJOY

BUY

EVALUATE

Brilliant Noise
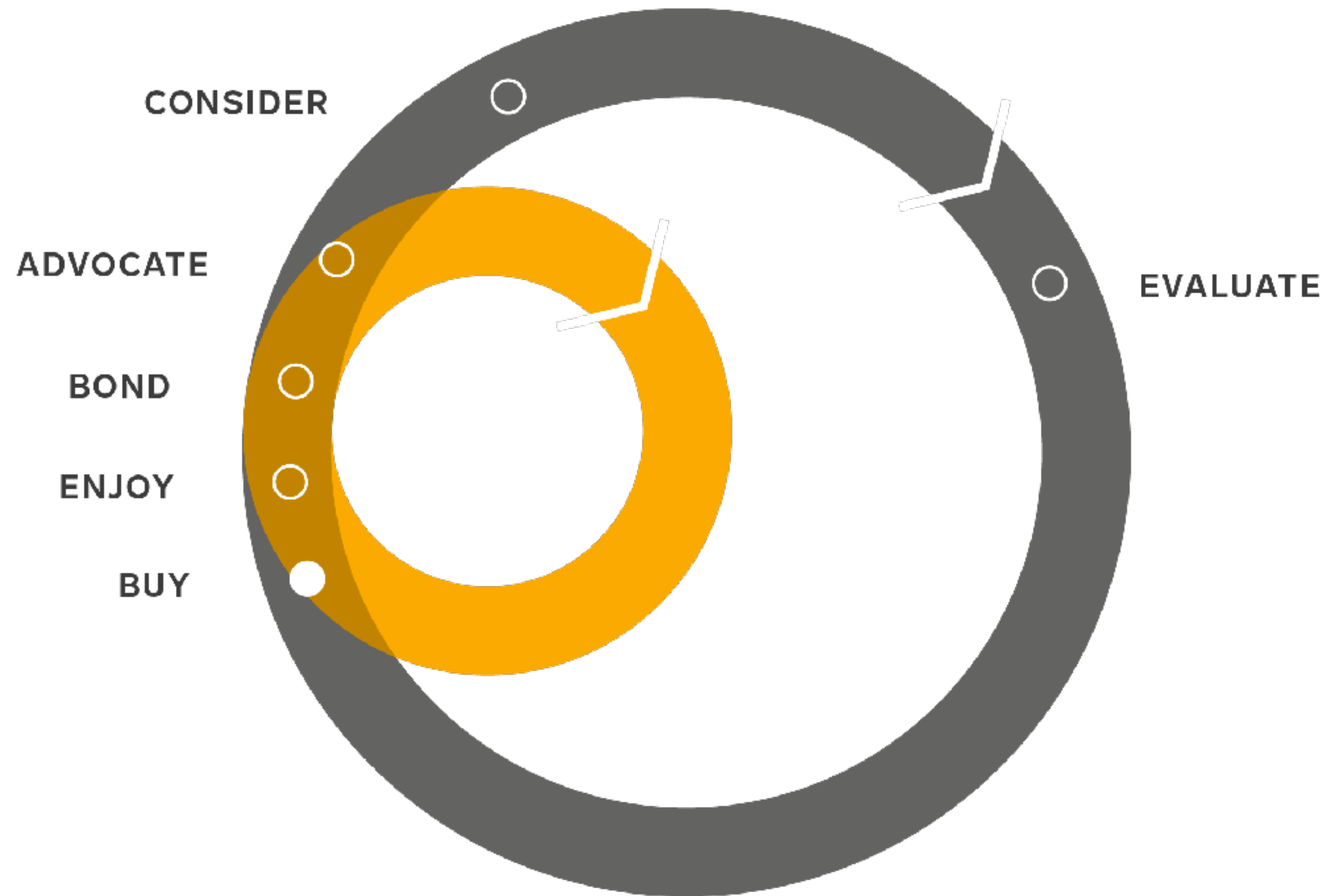
Process

- 18-month global end-to-end process.

- Quarterly content planning focus.

- Agile-ish process for reactive opportunities.

- Face-to-face meetings every two weeks.

Process: do the hard work to make it easy
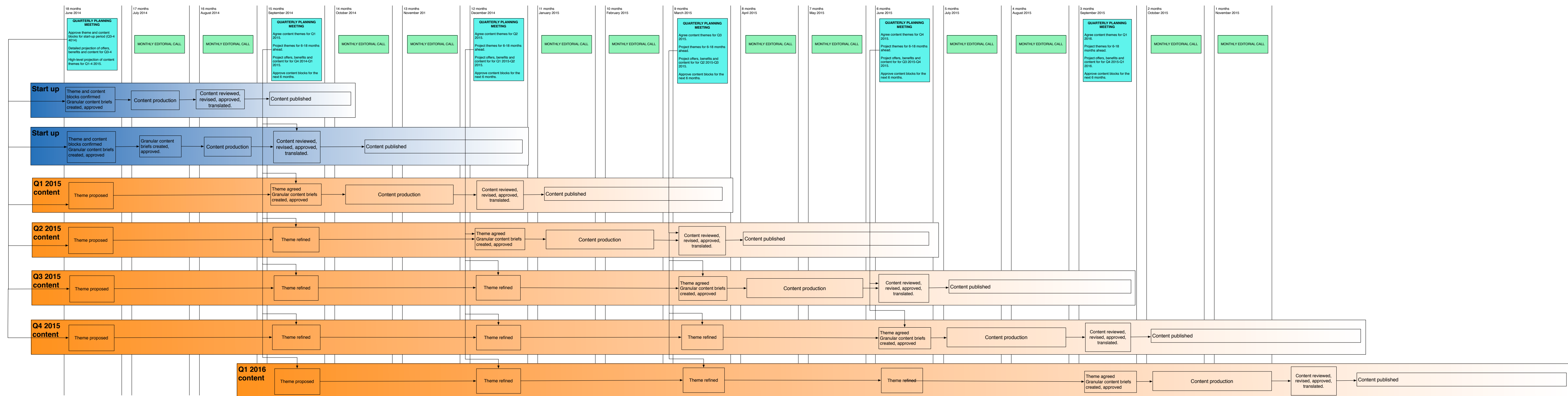
Brilliant
Noise

The results

- Over 500% improvement in operational efficiency.

- Over 200% improvement in customer engagement.

- A fundamental change to the culture around content.

Brilliant Noise

Thank you

@la_pope | www.brilliantnoise.com | @brilliantnoise