



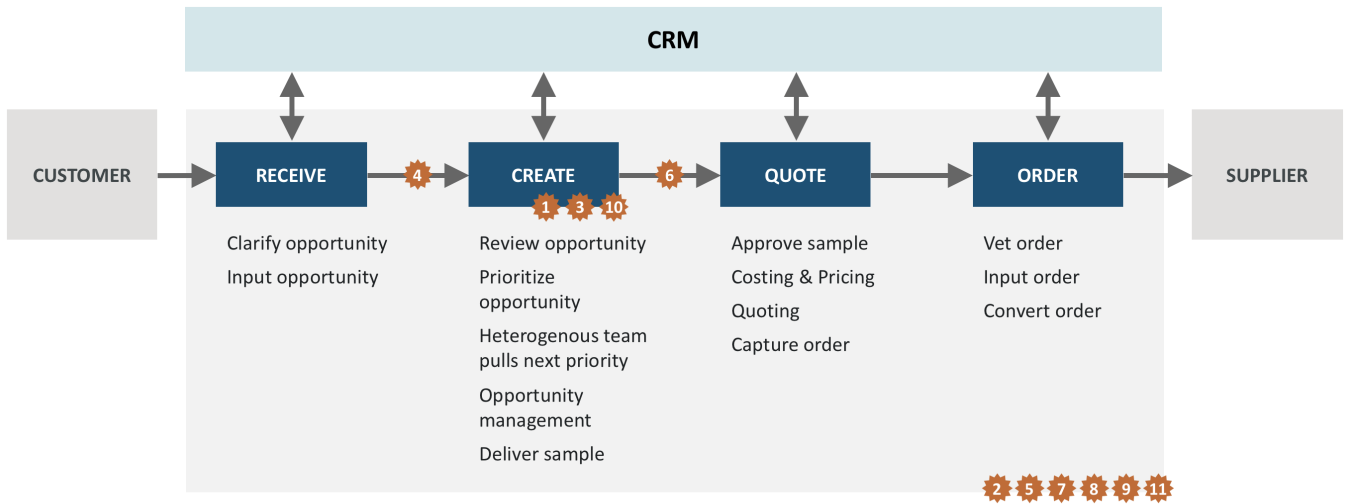
Value Stream Mapping at P/Kaufmann

P/Kaufmann is a private US-based designer and producer of textile products for home and commercial décor. Their preexisting custom sales process was inefficient, rigid, inconsistent, slow, and often required significant rework. The division president decided not to implement a new CRM system because of the current process's shortcomings.

Abraic facilitated a series of [Value Stream Mapping workshops](#) to review the current state sales process, classify value- and non-value-add steps, and design a future state process. Abraic also worked with key stakeholders to identify and assign the required work streams to realize the future state vision within a feasible timeline.

Future-State Value Stream Map

(The numbered starbursts indicate activities necessary for realizing the vision.)



Future-State Process Transition Plan

TASK	OWNER	TIMELINE									
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	
1 Pilot direct contact between customer and studio	LB	[Bar spanning Jan to Sep]									
2 Standardize key processes	AP	[Bar spanning Jan to Sep]									
3 Outsource color matching to mills	LB	[Bar spanning Jun to Jul]									
4 Establish backlog management including prioritization	PF	[Bar spanning Jan to Sep]									
5 Clarify roles and responsibilities	AP	[Bar spanning Jan to May]									
6 Improve quality of POs	PA	[Bar spanning Jan to May]									
7 Create quote/opportunity transparency	BN	[Bar spanning Jan to May]									
8 Empower individuals, clarify policies for pricing & costing	JS	[Bar spanning Jan to May]									
9 Pilot end-to-end project management	PF	[Bar spanning Jan to Sep]									
10 Pilot heterogeneous teams in studio	LB	[Bar spanning Jan to Sep]									
11 Execute CRM implementation	JE	[Bar spanning Jan to Sep]									

The exercise enabled P/Kaufmann to “cut the fat” out of their sales process and establish ownership of work streams to achieve the recommended future state.

Abraic’s collaborative workshops also resulted in optimized designer cross-training based on a competency matrix. This enables flexible, heterogeneous design teams to form based on demand and capacity.

Related Resources

[Improving Business Processes: How to Run a Value Stream Mapping Workshop](#)

[Tutorial: Running a Value Stream Mapping Workshop](#)

[Shining a Light on Shadow IT](#)