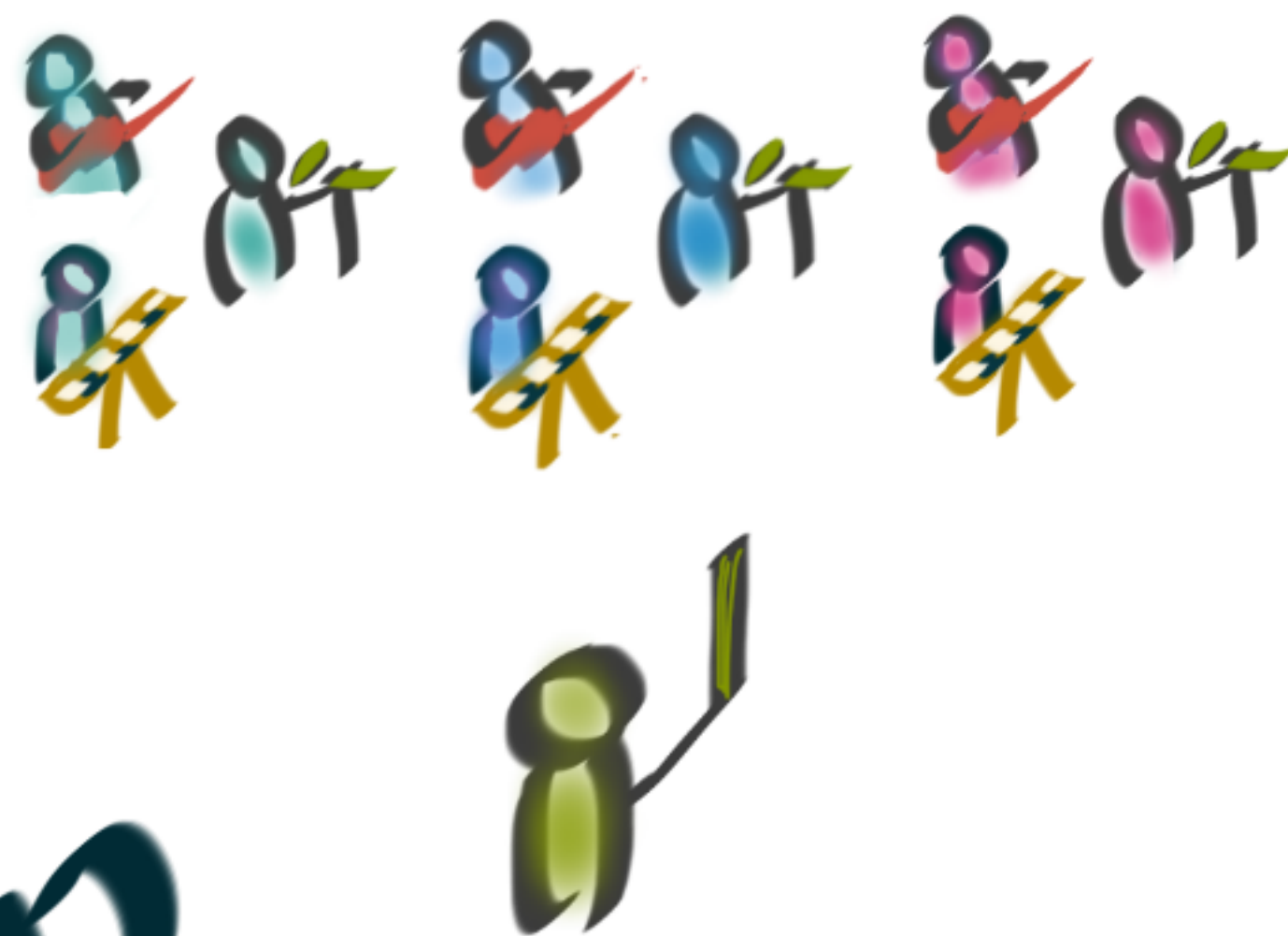
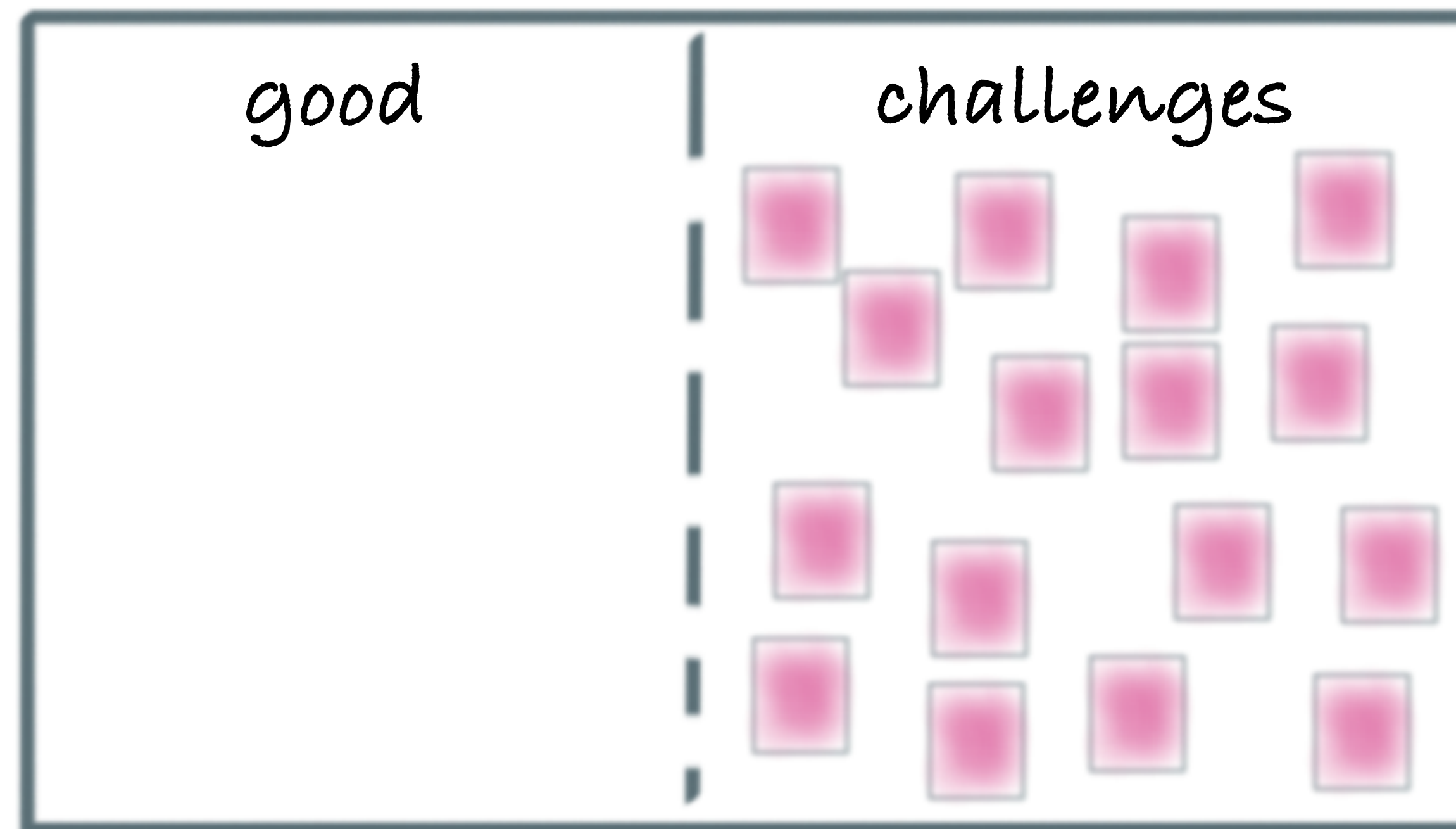


From Solo Artists To An Orchestra

A JOURNEY TOWARD
PLAYING AS AN ENSEMBLE



|||≡ ABLETON









PUSH TRADE-IN



PUSH TRADE-IN



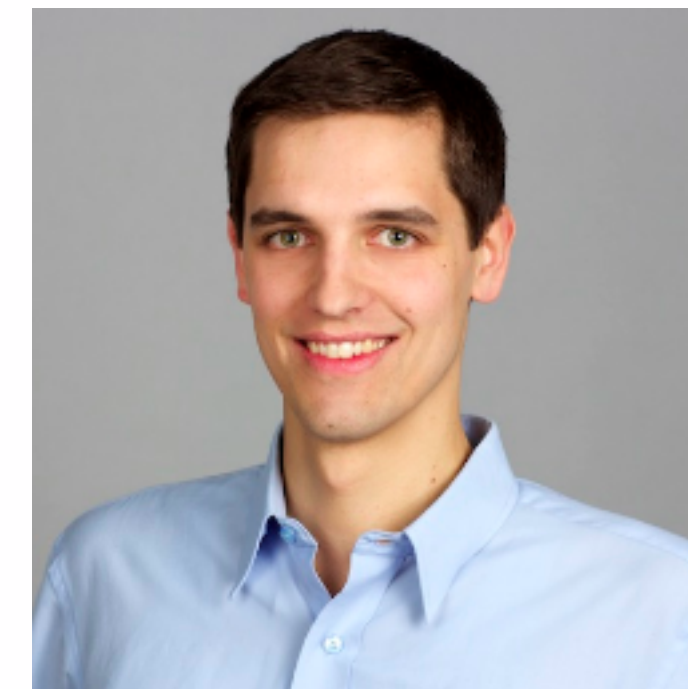








Ashok Mohan
Coach
ashokcm@gmail.com
[Linkedin](#)

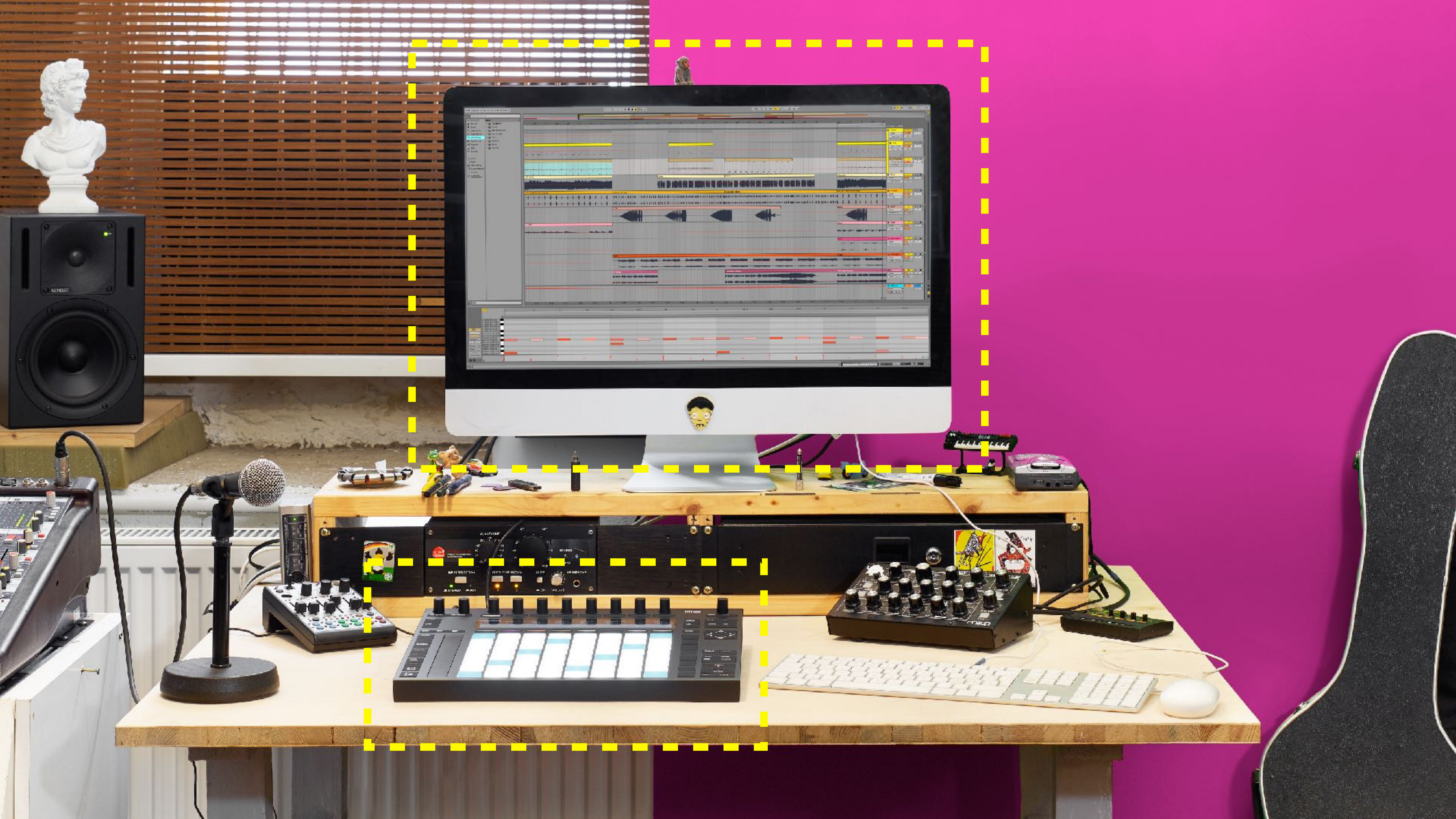


Burkhard Lustig
IT Product owner
burkhard.lustig@ableton.com
[Linkedin](#)

Images by Brendan Coburn
Music by Oliver Sibson
Design by Wout Trippas



Brendan Coburn
Coach



Project: Trade-In

Cross-functional project to make the trade-in project successful.

Project Management Todos

- ☐ DFU find a 1h slot for trade-in sync meeting Thu, Aug 6, 2015

[Add a to-do](#)

B2C Step 1: Communication on trade-in

- ☐ Kick-off with communication & RHA Mon, Aug 10, 2015

[Add a to-do](#)

B2C Step 2: Customer sign-up

- ☐ Define overall process Thu, Aug 20, 2015
- ☐ What is the discount we want to offer based on unit quality & parts? Tue, Aug 18, 2015

[Add a to-do](#)

B2B Step 1: Communication on trade-in

- ☐ Follow-up with YMK, TMC and Communications regarding B2B communication Thu, Aug 13, 2015

[Add a to-do](#)

B2B Step 2: Entering P1/P2 trade-in data into the form

- ☐ Sync-up with distribution about distributor case Thu, Aug 13, 2015
- ☐ Understand P2 money-back cases and how dealers should handle them Thu, Aug 27, 2015

[Add a to-do](#)

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[Add a to-do](#)

Project Management Todos

[Add a to-do](#)

- ☒ DFU find a 1h slot for trade-in sync meeting (Completed by Ashok Mohan on 7 Mar)

B2C Step 2: Customer sign-up

- ☐ How do we deal with units still in warranty? Wed, Nov 11, 2015
- ☐ Limit stock of trade-in units? Wed, Sep 9, 2015
- ☐ How do we deal with blacklisted countries? Wed, Sep 9, 2015
- ☐ Clarify discount communication and charging of credit card with Legal Fri, Sep 18, 2015
- ☐ Clarify: What money-back cases can there be, and how do we handle them? Fri, Oct 16, 2015
[Add a to-do](#)

- ☒ What is the discount we want to offer based on unit quality & parts? (Completed by Ashok Mohan on 7 Mar)

B2B Step 1: Communication on trade-in

- ☐ Follow-up with YMK, TMC and Communications regarding B2B communication Thu, Aug 13, 2015
[Add a to-do](#)

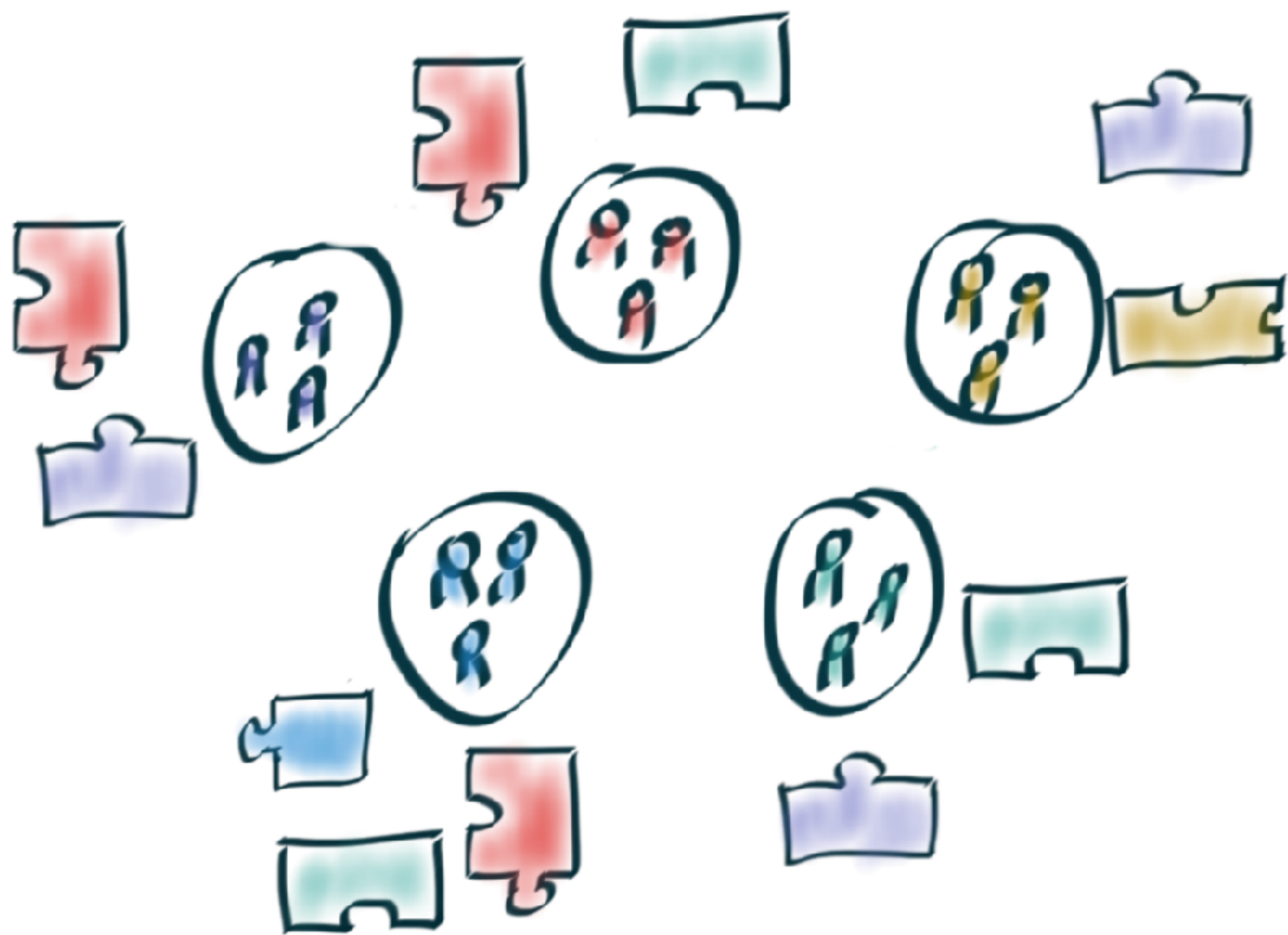
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- ☐ Understand P2 money-back cases and how dealers should handle them Thu, Aug 27, 2015
- ☐ Decide on text on trade-in forms [DIS] Thu, Sep 10, 2015
[Add a to-do](#)

B2C Step 1: Communication on trade-in

- ☐ Kick-off with communication & RHA Mon, Aug 10, 2015
[Add a to-do](#)





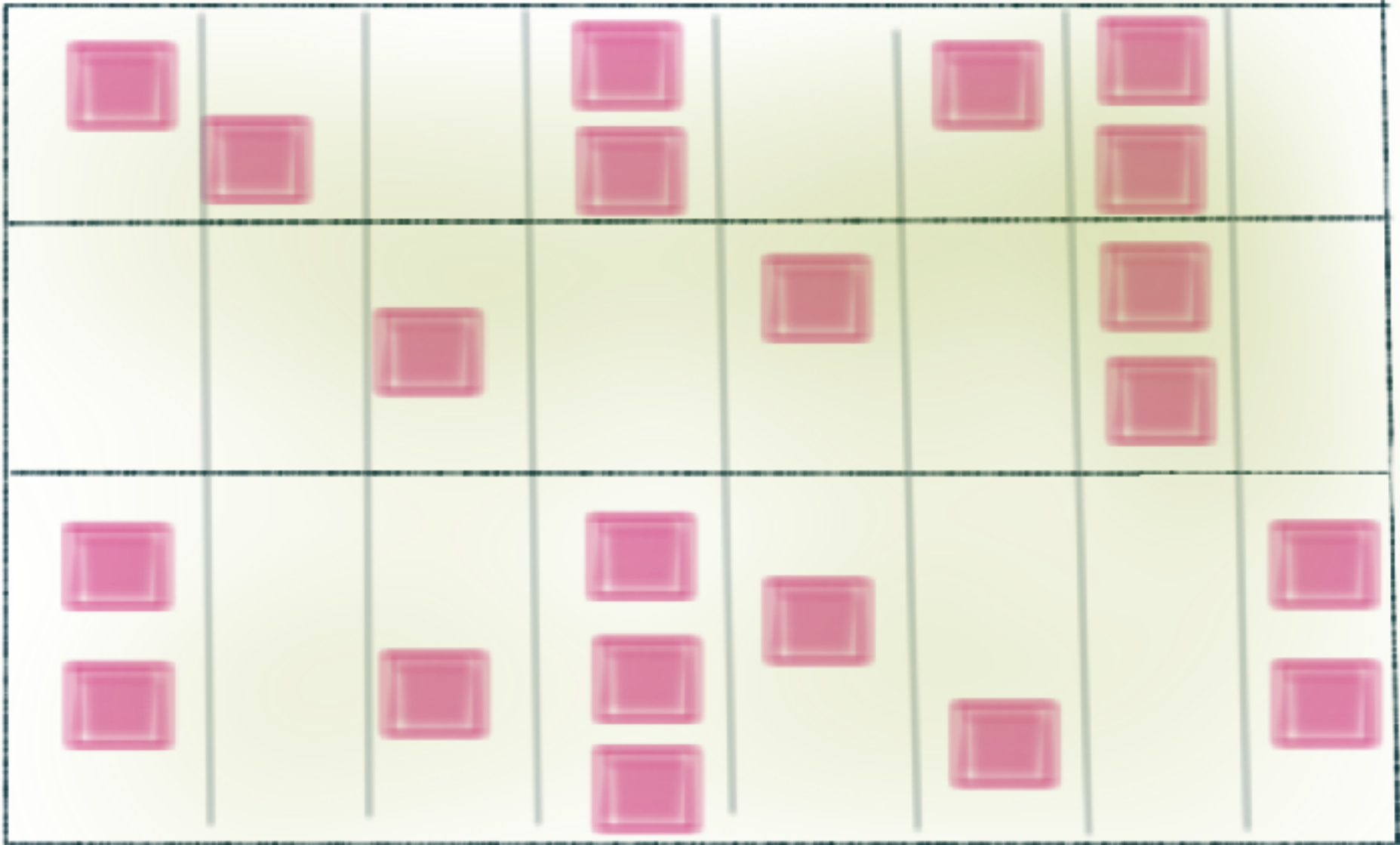
too much parallel work



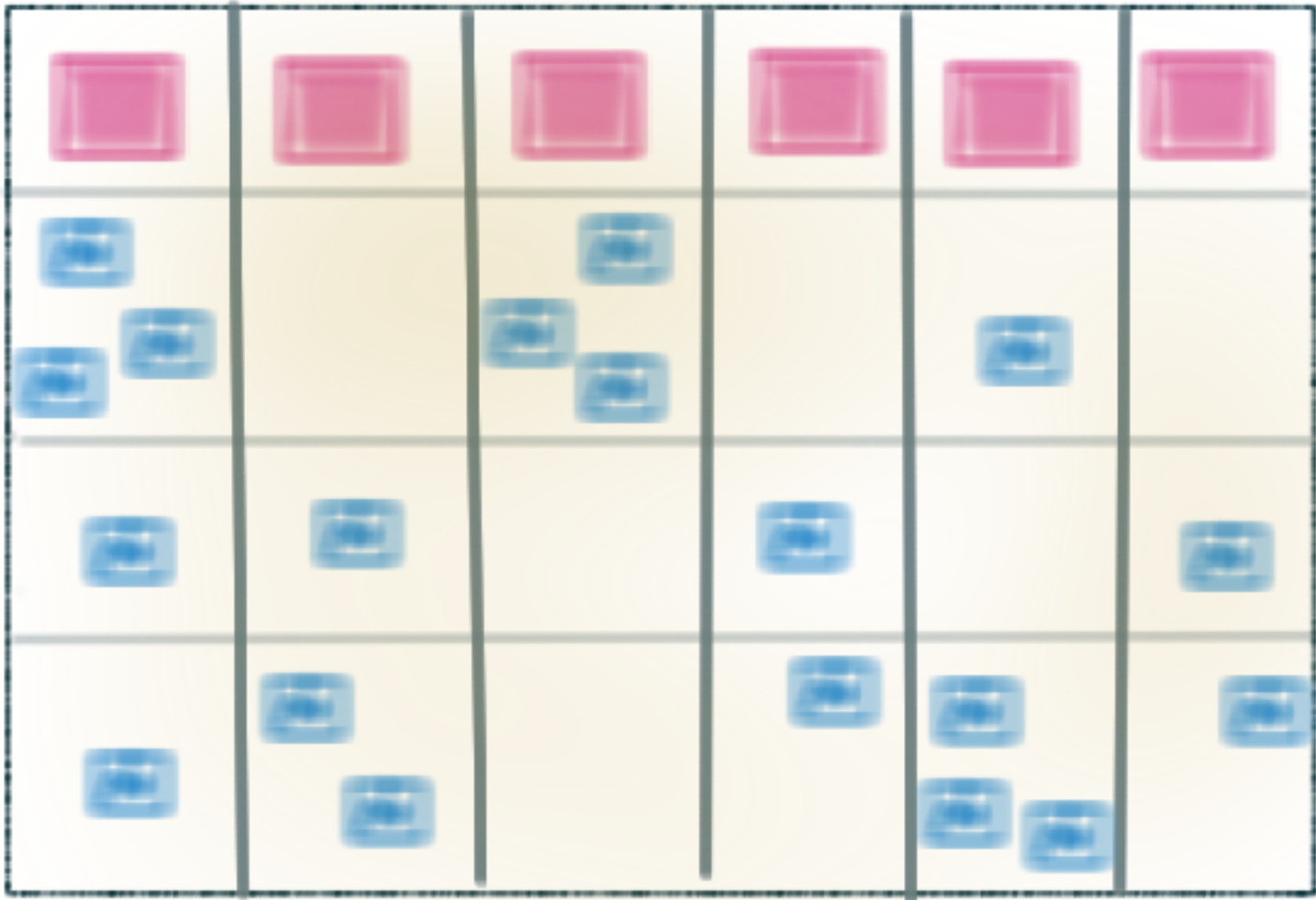
THE SOLOIST



team planning



quarter



2 weeks

IT



Logistics

Proposals /
GPT-3

Find new hotel
opening and
improvement on
hotel service
NEW

Make OFSD
official report
for the mission
+ submit to the
relevant
UNIT

Outboard and
train new Office
Team members
KTO, MRS, OCT

Create a new
home for the
Team + (add)
KTO, MRS, OCT

Improve hotel
and safety at
Altoona
NEW

Improve situation
of clean system
maintenance
KTO

Improve situation
of conference
room and
booking system
NEW

Find a way
cleaning Campy

Improve office
space situation
at TAG
KTO, MRS, OCT

Create a new
room for reception
Office Team and
external staff
NEW

Complete
office spring
cleaning
KTO

Take a
look at
second
floor
NEW

Establish a
sustainable
working system
for the staff of
German law
KTO, MRS, OCT

Acquire and
reorganize
storage space at
both offices
KTO

Expand offices
for German Team
KTO, MRS, OCT

Create a new
home for Campy
Team and Alton
Library and
KTO

Clean up and
document bags
and equipment
KTO

Organize an
annual and
bi-annual (annual)
inventory of the
KTO

Find out if
VSC is the
right choice for
Altoona

Y-GOVH

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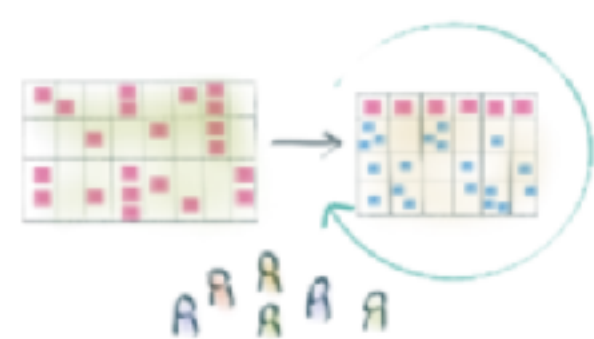
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THE SOLOIST



THE BAND

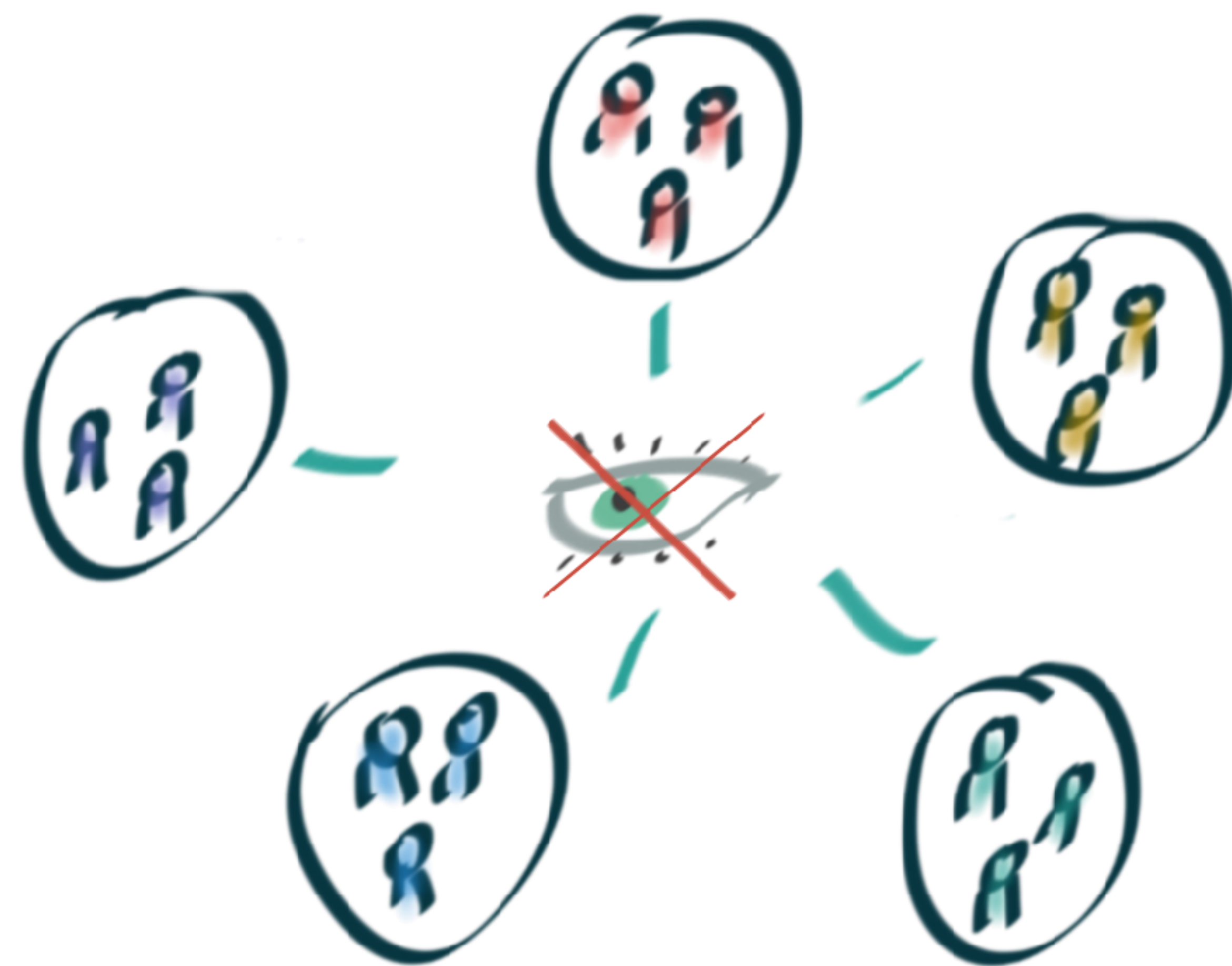


TEAM
PLANNING



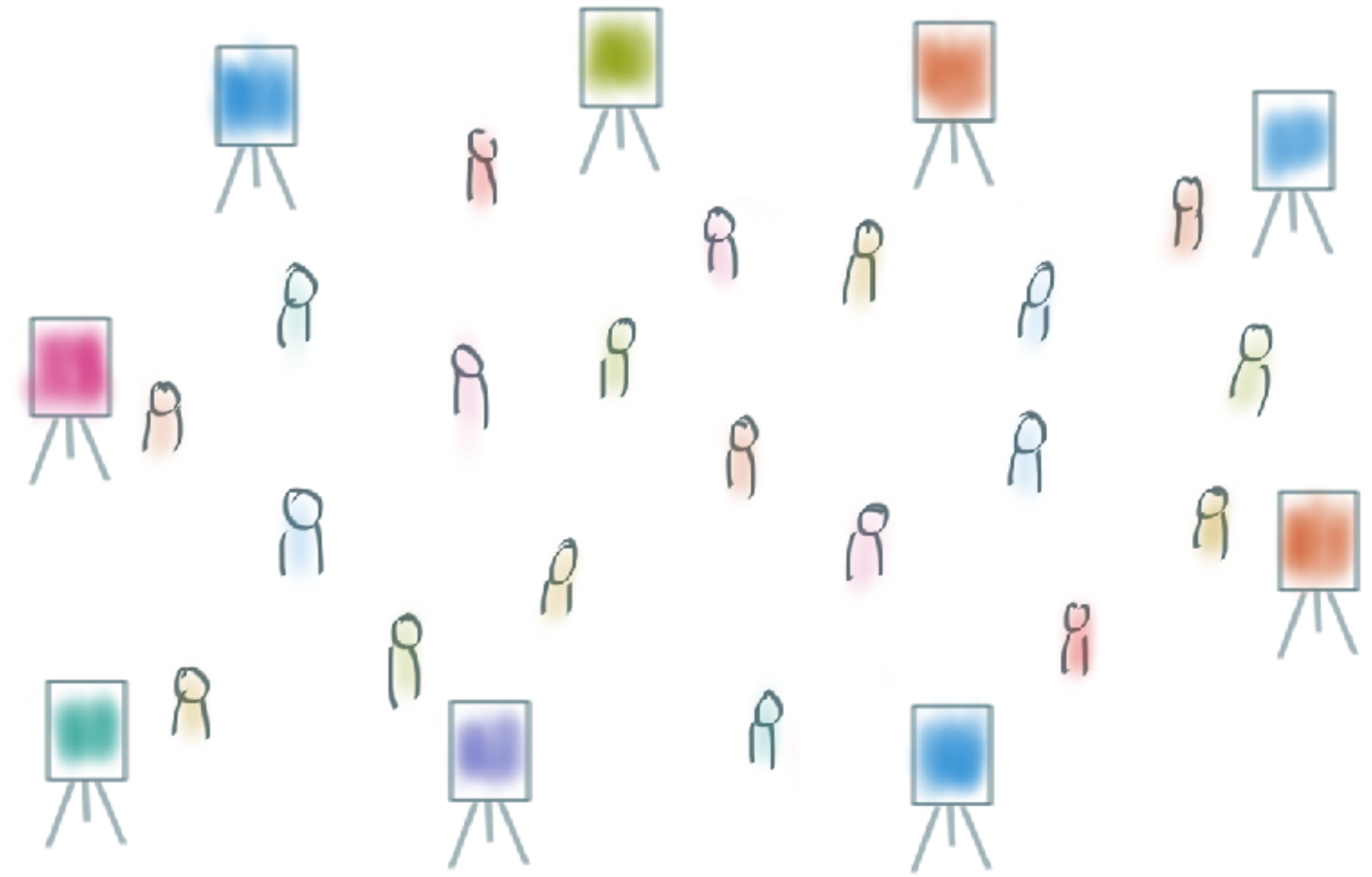
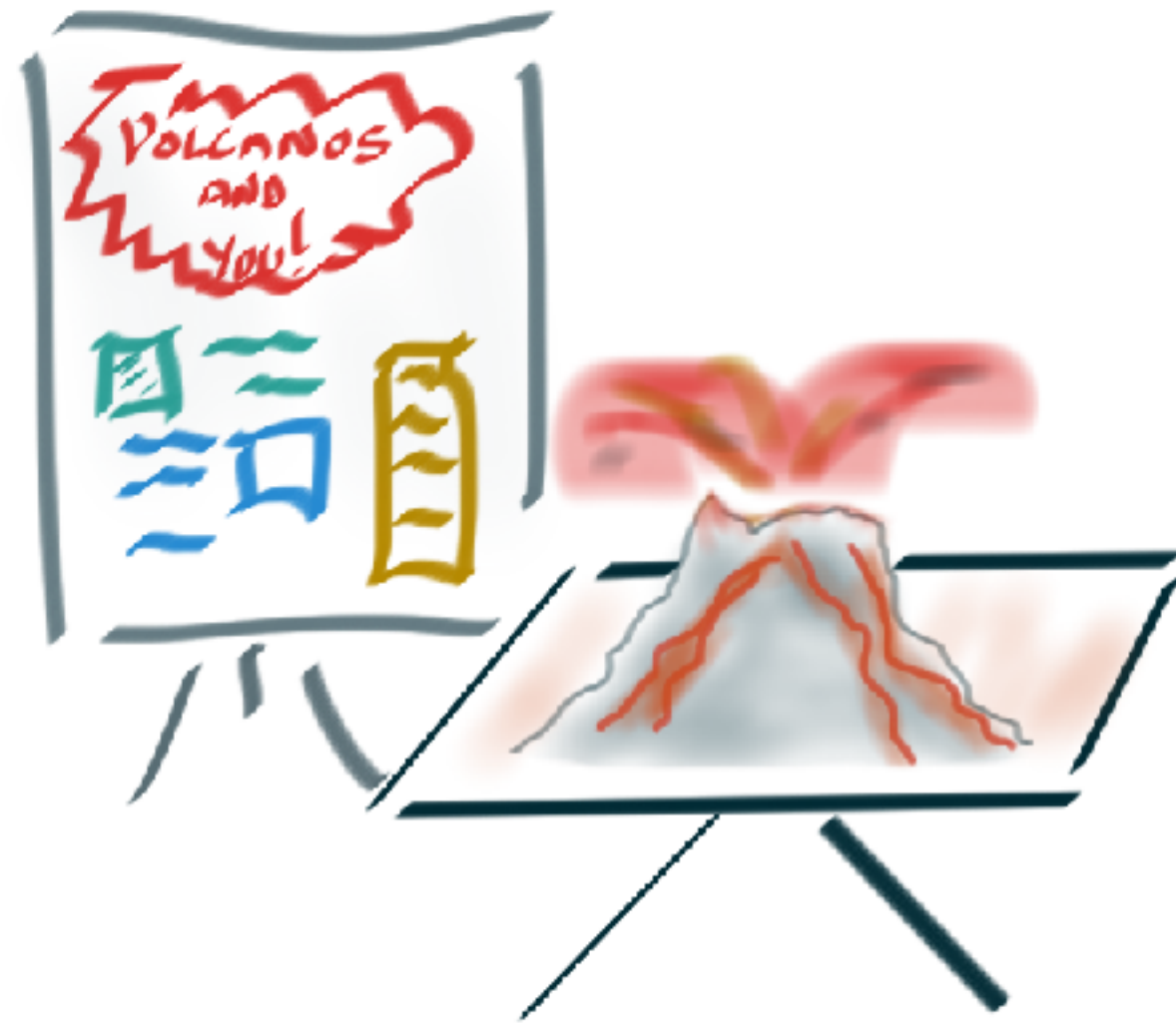


too much parallel work



no transparency

expo



Switch to a reliable
warehouse partner for
Americas

Owner: NIH

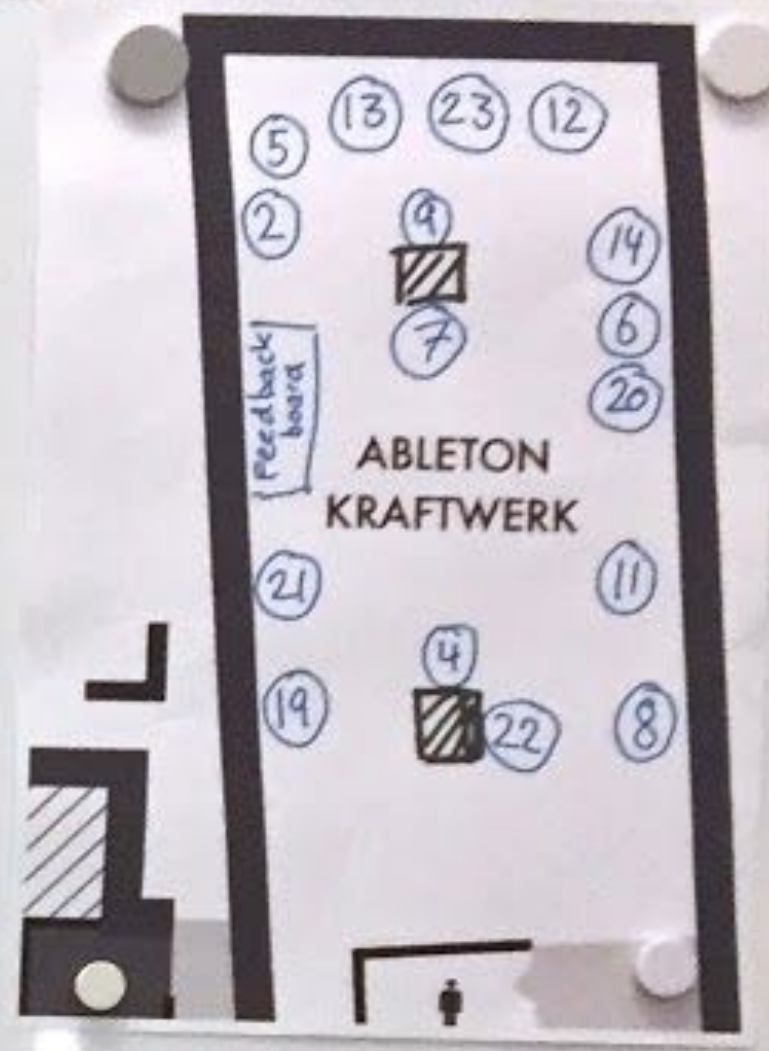
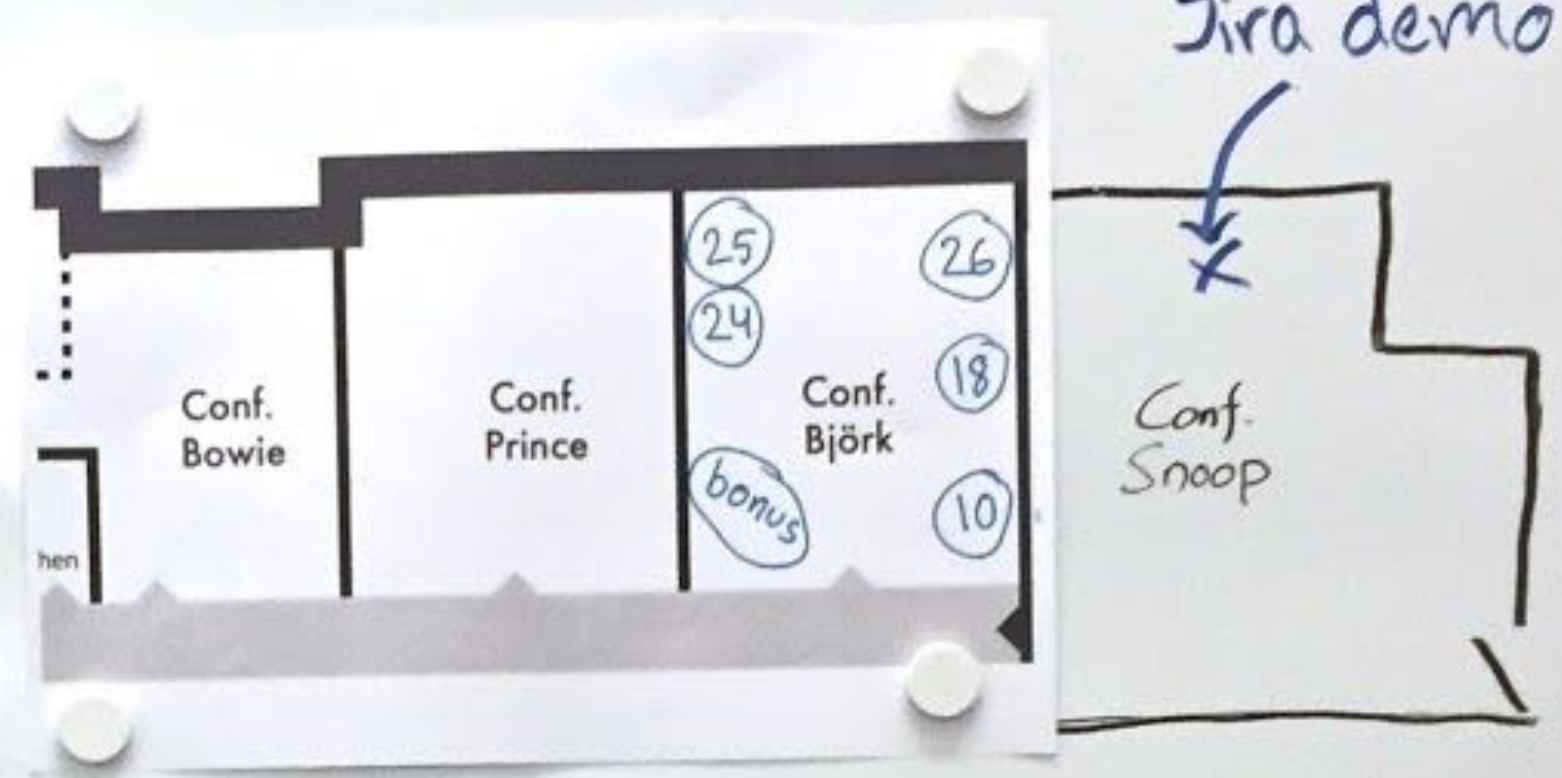


Showcased Expo Projects - 16.12.2016

Project	Topic	Speaker	Time
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Project	Topic	Speaker	Time
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Project	Topic	Speaker	Time
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Return after use, plz

Expo-Info

EXPO PROJECTS
Please put me back after use!

Showcased Expo Projects - 16.12.2016

Project	Topic	Speaker	Time
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Showcased Expo Projects - 16.12.2016

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Done!

Switch to a reliable warehouse partner for the Americas

Initial goals

Goals:

- We have a reliable US warehouse to work with and learn from.
- We feel less frustrated regarding our US warehouse and we avoid spending too much time on micromanagement.
- We have a more reliable and manageable IT infrastructure with our US warehouse.
- We have broadened our understanding of the warehouse partner landscape and are better equipped to deal with optimization and/or logistical opportunities in the future (e.g. on opening a warehouse in Asia).

Challenges:

- We have more competitive shipping services in the US.
- We are in a good position to negotiate pricing with our US warehouse or other potential providers.
- We have a partner with global presence to be able to work with our own partner worldwide.

Goals:

- We are able to improve our internal customer experience in the US due to improved shipping terms, improved order status updates and/or reduced shipping prices.
- We reduce shipping costs and fulfill our lead times by shipping orders to Middle East & Asia via DHL.

Timeline

- Mar 27: kick-off
- May 23: visited 3 potential new warehouse partners in the US
- Jun 9: decision made to work with Shipwire
- Aug 23: contract signed
- Aug 29: first truckload with goods received in Millington, TN
- Sep 19: all Webshop orders going through Shipwire
- Sep 30: software box fitting samples approved - fitting process taken over by new warehouse
- Oct 9: all goods moved to Millington, TN - no more products stored in Austin, TX
- Oct 4: all B2B orders going through Shipwire
- Oct 24: all B2B export orders going through Shipwire
- Nov 30: Shipwire Implementation Team hands over responsibility to Account Management Team
- Dec 5: last of 5 internal post-mortems completed
- Dec 10: project closed

What did we achieve?

- We have successfully switched to a new warehouse in the US within a very reasonable timeframe and without major hiccups.
- We have switched to an API-based integration with our US warehouse (previously: XML & FTP-based connection).
- We have restructured our setup for exports (after identifying non-compliance during switch), with Ableton Inc. functioning as 100% in Ableton AG's export transactions.
- We are working with a partner that has a global presence.
- We have gained a lot of experience regarding warehousing & shipping.

What went wrong?

- B2B Customer still needs to be involved (currently shipping from Berlin)
- We did not anticipate our first mistake
- We were going to have a conference call with the main people involved in the process
- Shipwire kept on asking for more time to work on the things we had, and more when we had for the future (instead of increasing the price for shipping)
- We did not anticipate the data (B2B) transfer from Berlin

What have we learned?

What we learned about the process:

- Good warehouse integration takes time to start right and even for it you still might encounter some issues in the process
- It is better to find the right warehouse partner in the beginning and not in the end
- For the warehouse partner to be able to work with you, you need to be able to provide the necessary data and to be able to work with the warehouse partner
- It is important to have a good communication with the warehouse partner
- It is important to have a good communication with the warehouse partner

What we learned about Ableton:

- We do not have a clear vision of the future
- We do not have a clear vision of the future
- We do not have a clear vision of the future
- We do not have a clear vision of the future
- We do not have a clear vision of the future

IT landscape

FREELANCER@ABLETON

Hey Legal, can you draft a freelancer agreement for Franklin? Please! He starts next week. We really need his help!

That's not a lot of time to prepare everything - but OK, we can do it!

Hello Payroll, there will be a new freelancer - we don't see any risk of false self-employment, do you? No. Great. Thanks!

Franklin's first day

Welcome, Franklin! You can sit here!

Hi!

I'll quickly ask IT to give you an Ableton e-mail account - and Office to give you some keys...

Who is this Franklin?

Mr. Mr. Lee is Franklin. Cheers, Office IT!

Who is this Franklin?

Who is Franklin ???

A Freelancer

How long is Franklin here for? Which team does he work for? Is he on Casmas? Can he come to the all-hands-meeting? Can he order professional books? Can he come to the Xmas party?

Goals:

- avoid false self-employment
- clear hiring process
- transparency

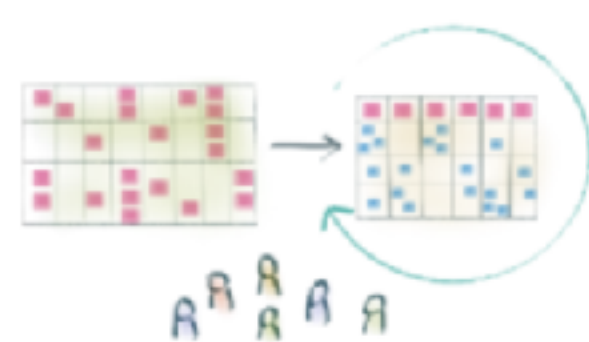
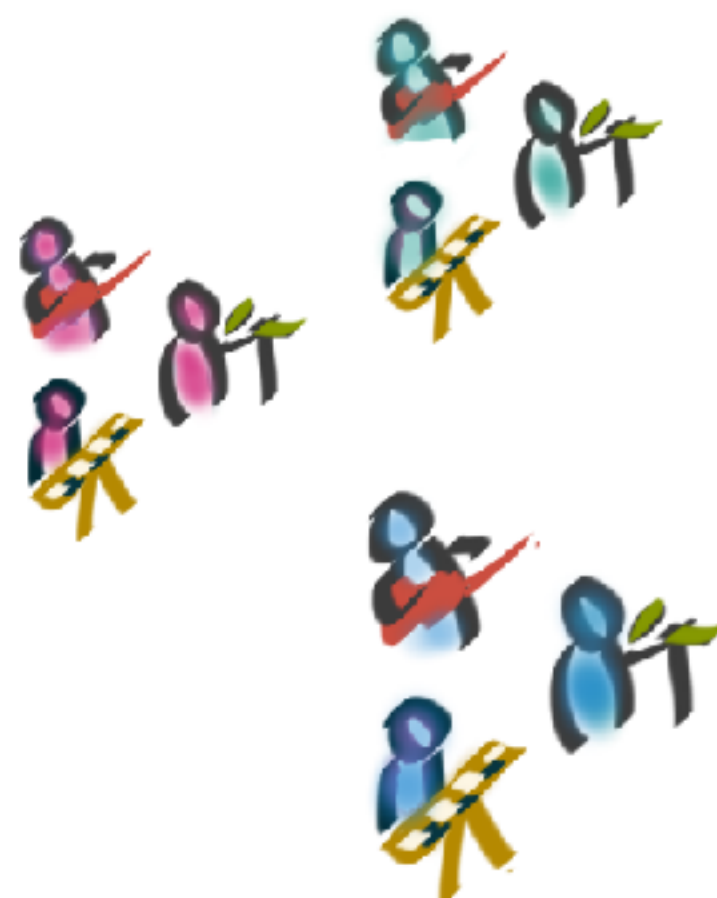
THE SOLOIST



THE BAND



THE BANDS

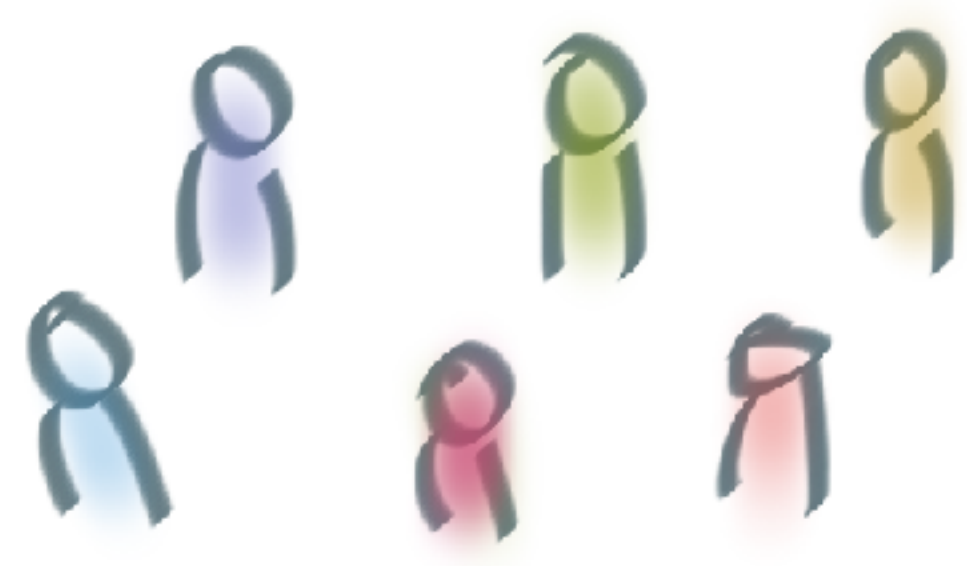


TEAM PLANNING

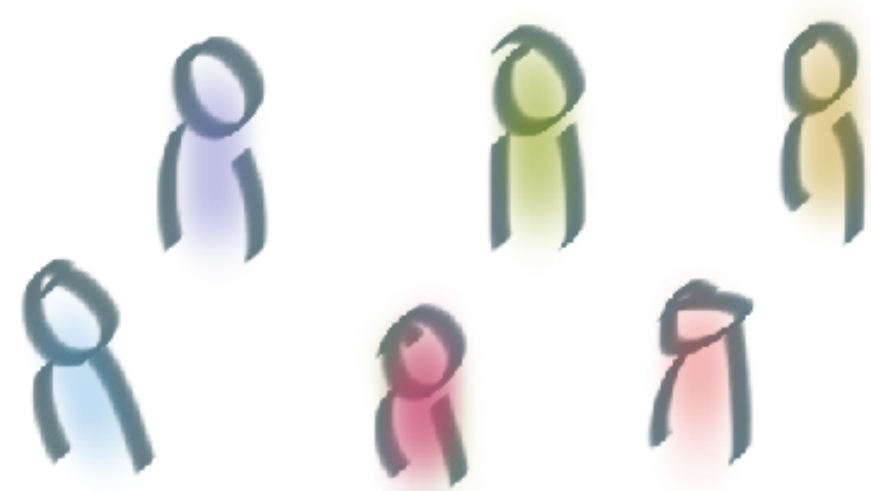
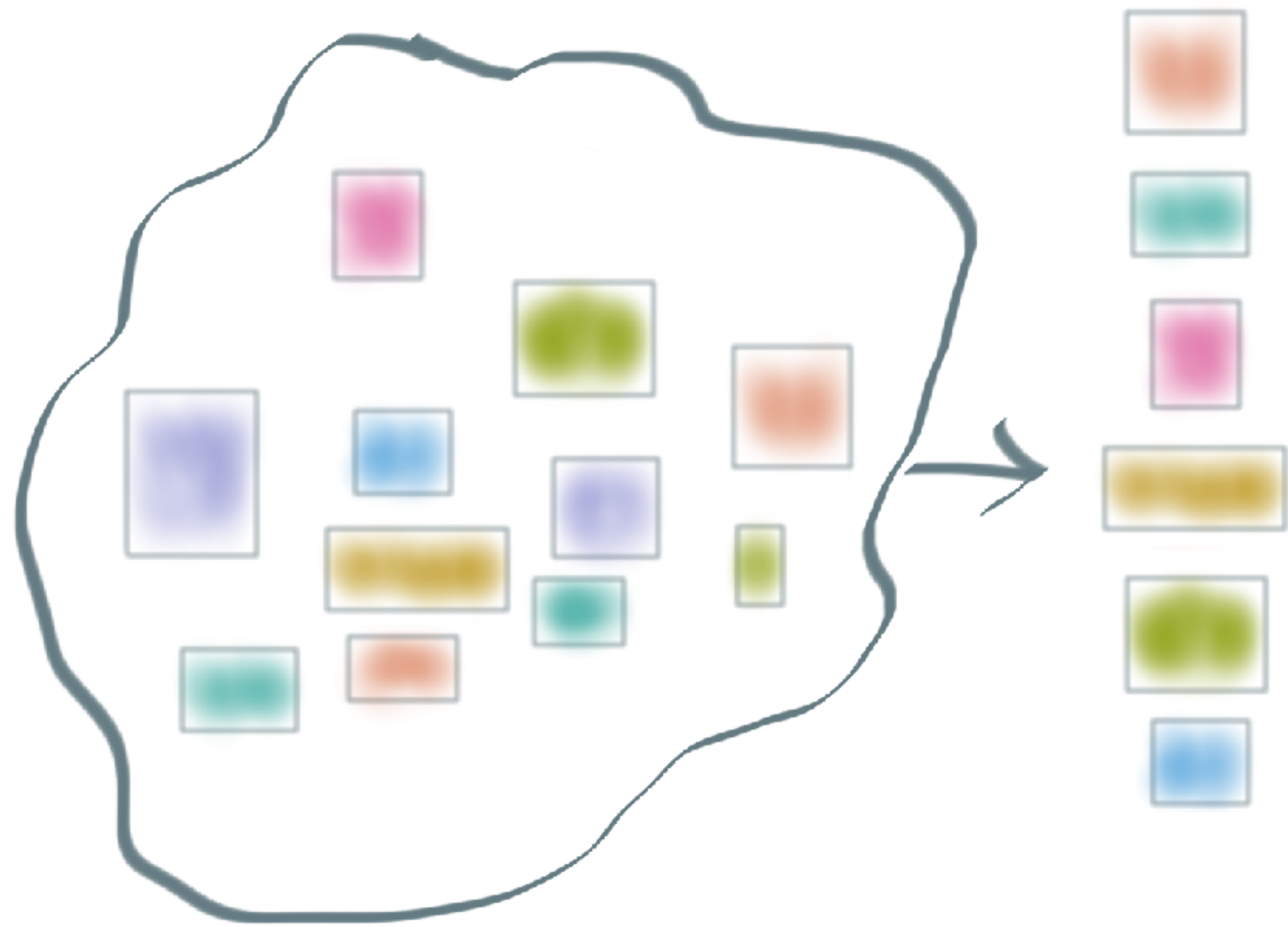


EXPO





steering



OR 21

MUST

SHOULD

COULD

WONT FOR Q1

Live to
- update order and fulfilment
- ensure customer in website
- ensure and ensure with the
- all communication prepared and
- end end

3 ATM
PILOT FOR ESTABLISHING
USING REGIONAL SALES
KPI

1 EIL
Implement training
music approval work-
flow in JIRA / O3
ASM NPO

3 LBP
INDIRECT JAMES
DATA FREQUENCY
IMPROVEMENTS
- weekly/daily
updated

1 BSL
Implement ~~BSL~~ insight
for office inventory
ASM NPO

ATM
IMPROVE MONTHLY INVENTORY
TRACKING + VALUATION
CSC

2 ATM
EXPLORE + DECIDE ON NEW
ARIELSON FOR ACCOUNTING
SETUP
CSC NPO

1 2 BSC
Implement recruiting
as well as on- and
off boarding in
Personas
ASM UPO

Live 1 Solent
evaluation
- understand probability of
Solent company

BSL / OPO
DELE Sales
data/reporting
(follow-ups)

1 2 ZL
Increase Adoption
Usability and/or
data quality in SF
ASM BSC

EXPLORE OUR ALTERNATIVES
TO IMPROVE HARDWARE
INTAKE
CSC

3 2 ATM
ESTABLISH GROUP
FINANCIALS
CSC

3 2 DPL
Payment
Improvements
on Ableton.com
- Implement additional
local payment methods
- Understand functionality of
international payment
DPL

2 ATM
CREATE NEW CASH FLOW
PROJECTION
CSC

BSL / OPO
Reduce complexity
in data infra-
structure
DPL / OPO

2 BSC
Decide on a
new format for
implementing a
B2B OM solution
ASM BSC

3 YMC
Develop a Strategy to
establish new business
in APAC in 2018
- Developed a plan for rolling
out increased service to 10+
- Develop in 2018 (minimum)
- Fully understand the local
- 10. Understand the local market

6 BSC / CBO
ESD Improvements
API in US (BSC, Support)
API sales tracking
CWO BSC

2 3 ZPL
Sales projections
2018
- Together with LHM, decide on
- what strategy to do
ZPL

3 ZPL
Further establish
Tableau use
- Address the reporting
- (non-reporting)
- Additional training
ZPL

2 3 LHM
Agree on approach for
going Direct-to-Dealer in
Japan in Q2/Q3 2018
- D2D plan ready (delivery right)
- All stakeholders understand the
- business impacts
- All sales cases understood
CWO

6 ZPL
Live to for
Rob + Suite buyers
in emerging markets
- Decide on what to do
ZPL

1 EIL
Decide on a
groupware solution
scenario (1-4)
ASM KUA

1 APT
Dunning Run
- Trigger discussion
between ELSN +
Accounting
to handle it
- Agree on plan/roadmap

2 D2D FRANCE
- TRAIN NEW LHM
IN D2D2 FULFILLMENT
- TO ENSURE LHM CAN HANDLE
INTERNATIONAL ORDERS
CWO LVS

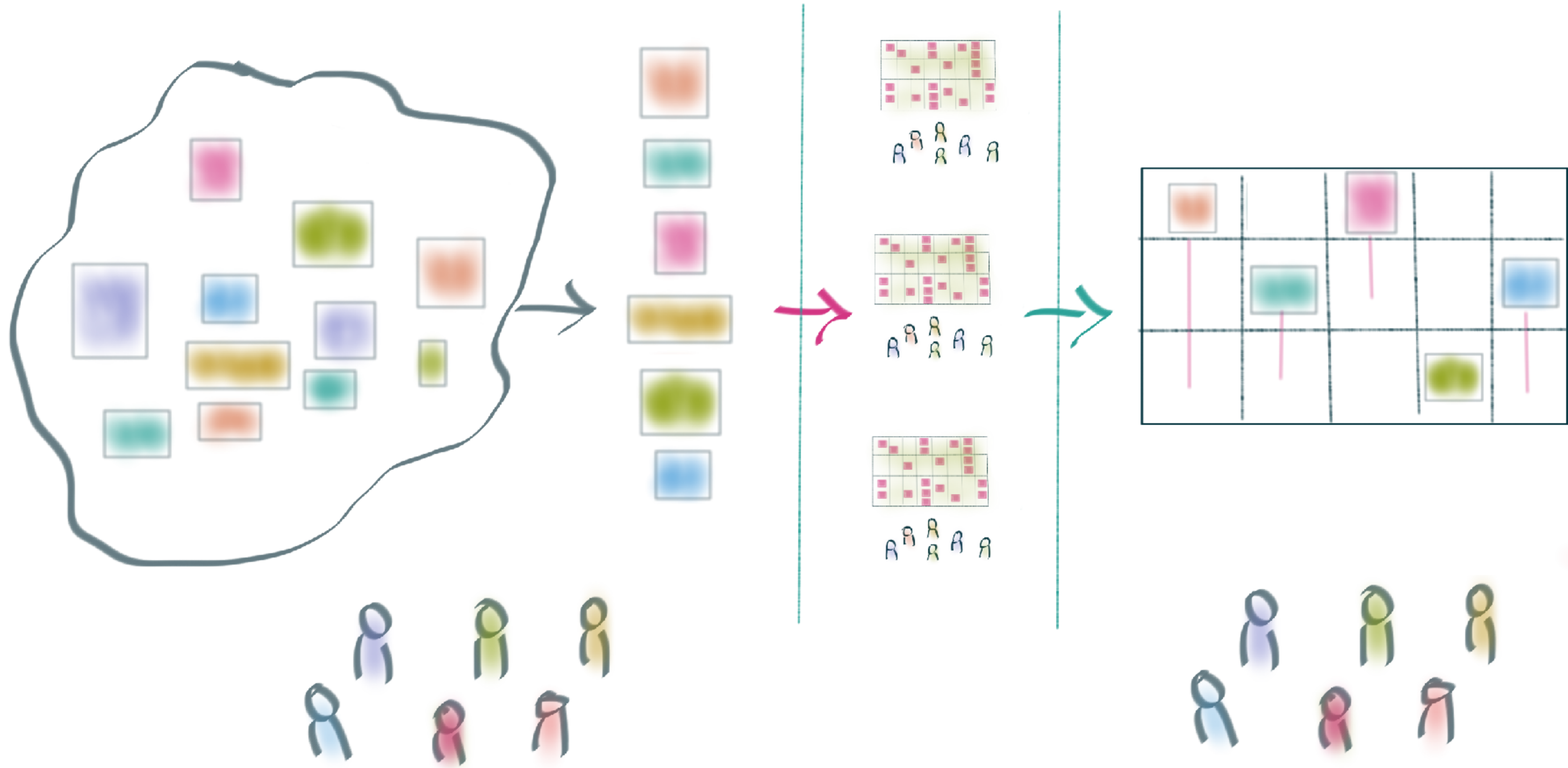
2 4 APT
UK office
- Clarify invoicing
/ billing
- Insurance / standards
- operational Budget
CWO MIG

BREAKOUT

W12 Push
2nd roll-out
- all application reviewed
- all with allocated
(Euros discussion)
CWO LVS

NEXT
MEETING

18TH JAN



REF
PROJECT TITLE
OWNER

IT

IT

IT

Workday
Implementation

Q3
Improve performance
of NAV at Inc
ASM BSL

Q3
Increase access to
valuable data for
analysis and design
ASM

Decide whether
to move forward
with Colling House

Email
Strategy

Live AD
- Email Campaign
- Packaging
- Pricing
- Quality
- Support

COMMERCE
Q3
ROADMAP

Q3
2017
8th Nov

IT
Transformation
ASM

Financial planning
for the year ahead
[100]
[100]

Leveraging
Data

Implement Q3
for incoming invoice
workflow
ASM/CHS [500,000]

Q3
Migrate full financial
email traffic from
individual inboxes
to ticket system
ASM

Technical imple-
ments in our web-
shop
ASM

Q3
Decide for a
feasible solution for
B2B order mgmt.
ASM

Q3
Distribute 1000
P1 B-Stock units
to educators.
CWD

INTO Q4

ESD
More detailed - 100
- better and more expressive
- include profiles
CWD

INTO Q4

INTO Q4

Sign contracts
with HRIS vendor
CHS/ASM [100]



THE SOLOIST



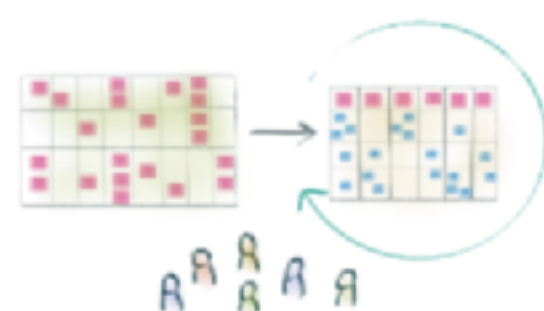
THE BAND



THE BANDS



THE LEADS



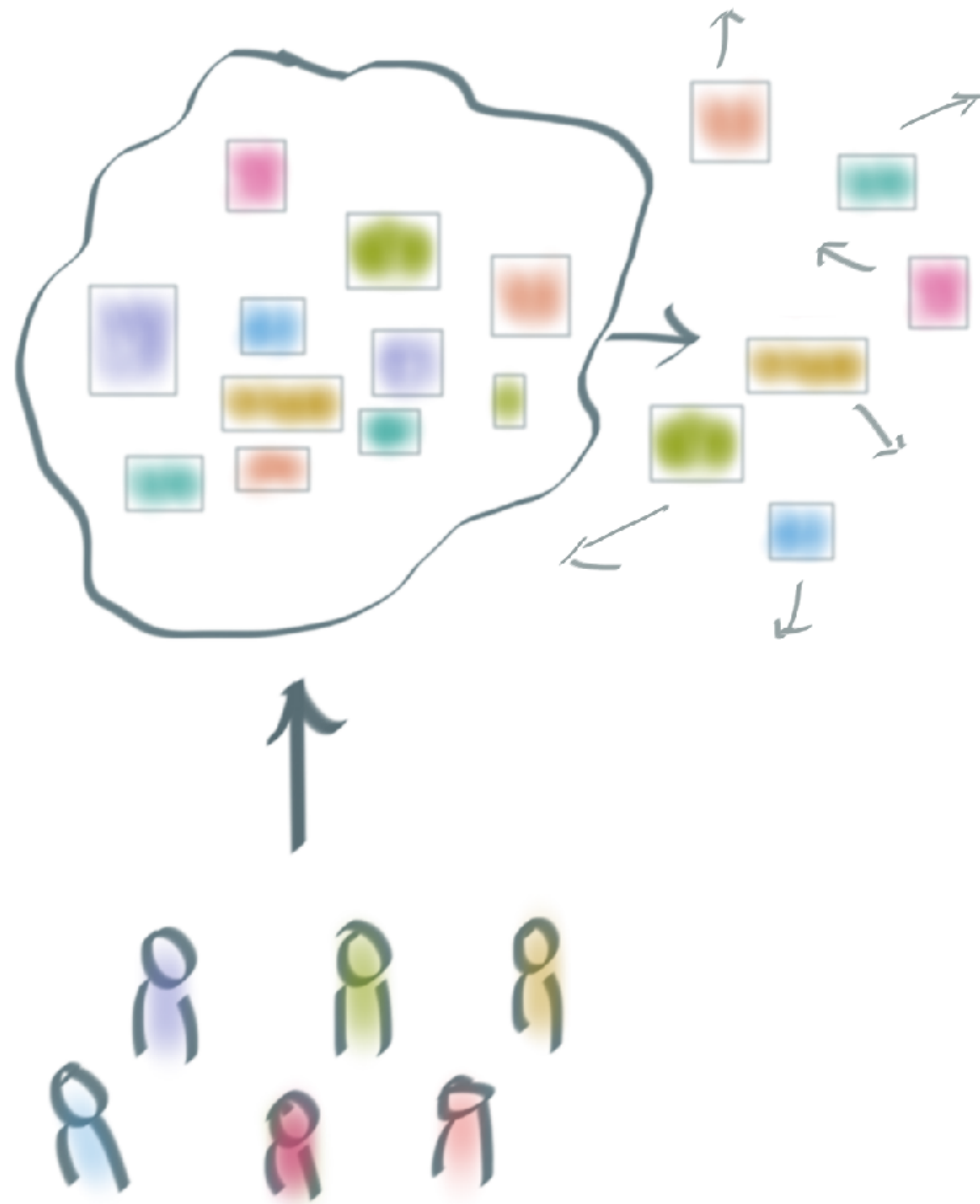
TEAM PLANNING



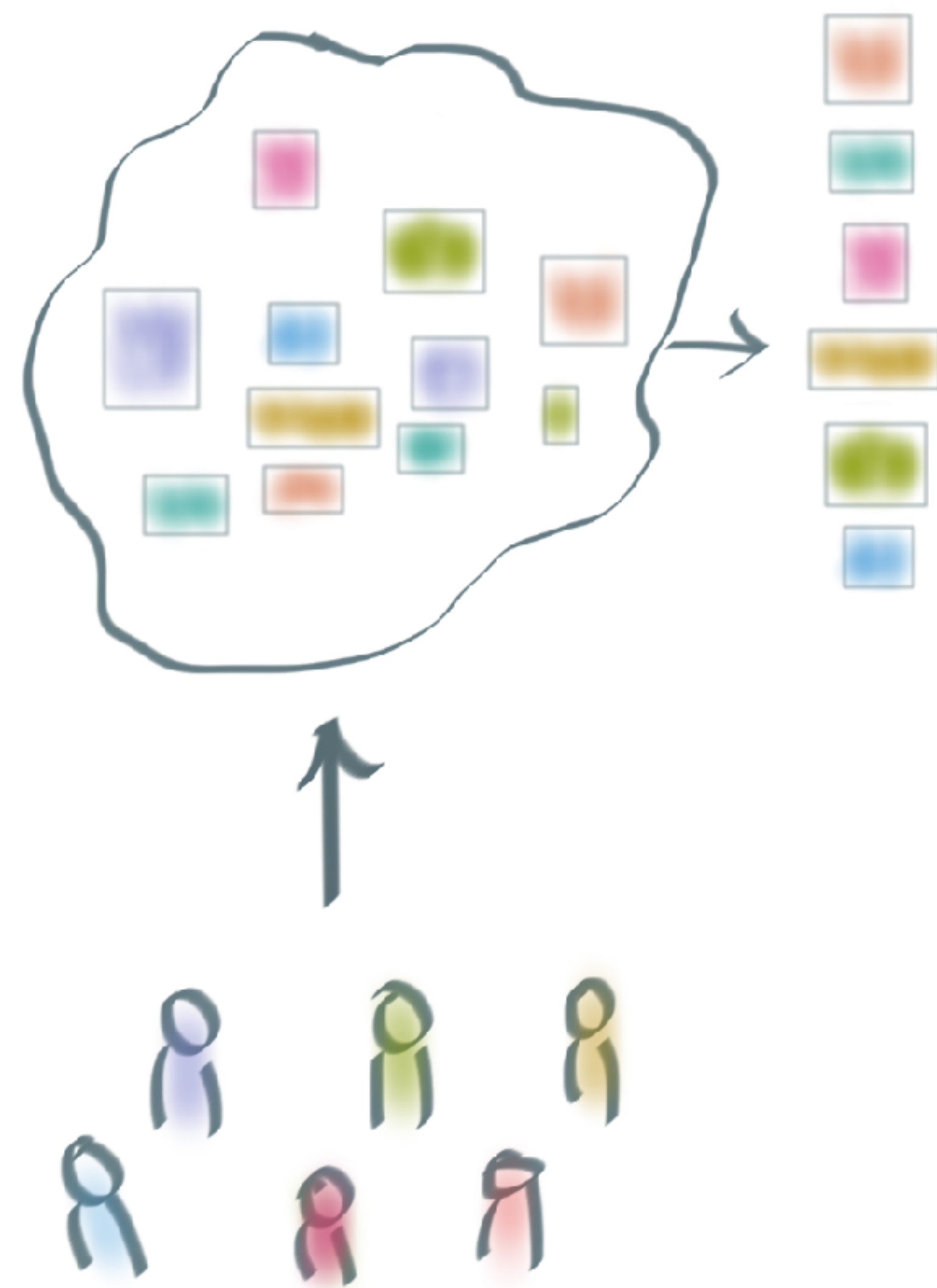
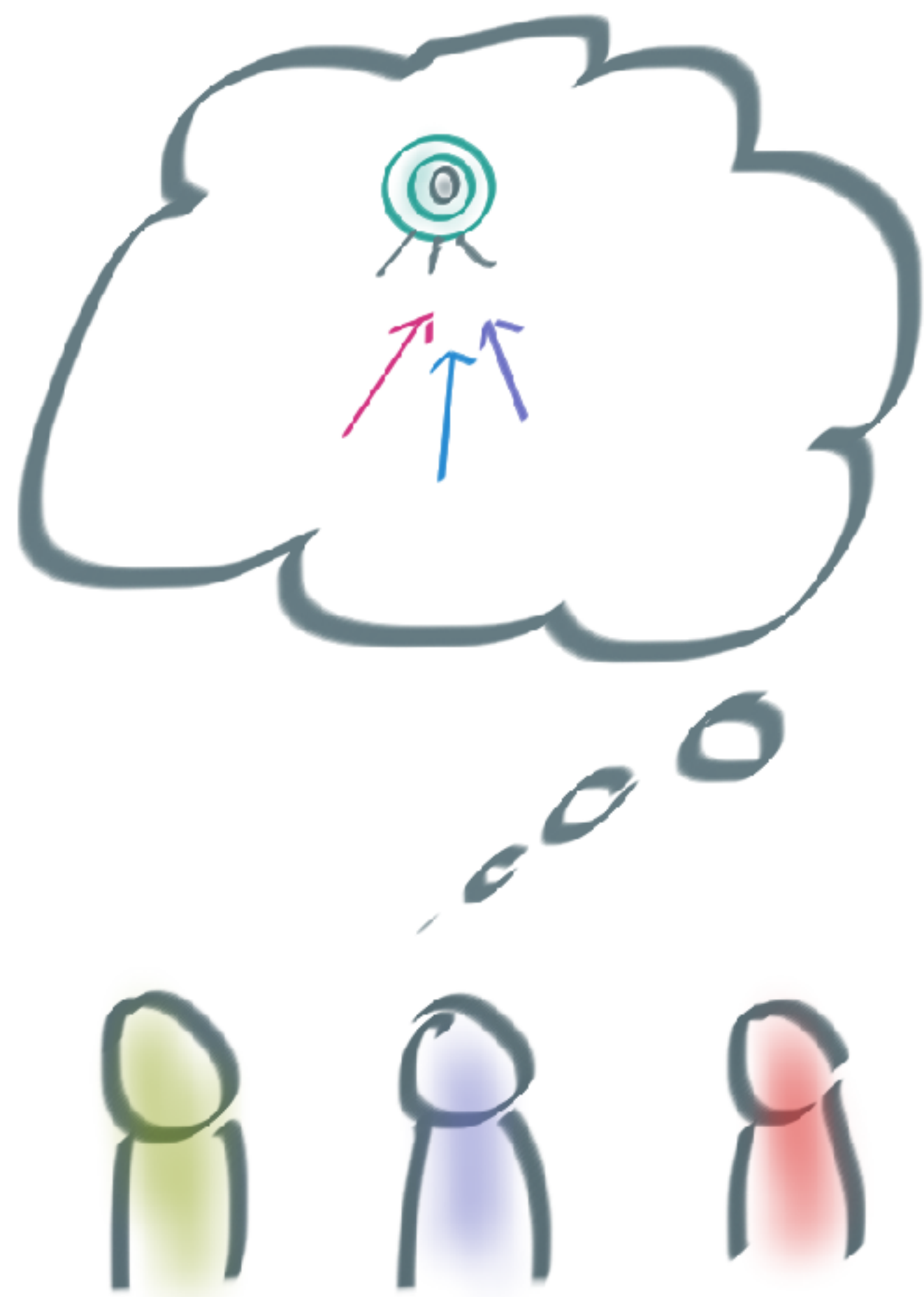
EXPO



STEERING



iniciatives



Optimize Workflows

Free up people's time by
optimizing workflows &
supporting them with technology

①

Scrapbook No. 22 601

Increase Entrepreneurship

Increase the entrepreneurial
freedom & responsibility of teams
(and subsidiaries) by ensuring
ownership of customer, sales
& financial data

③

Scrapbook No. 22 601

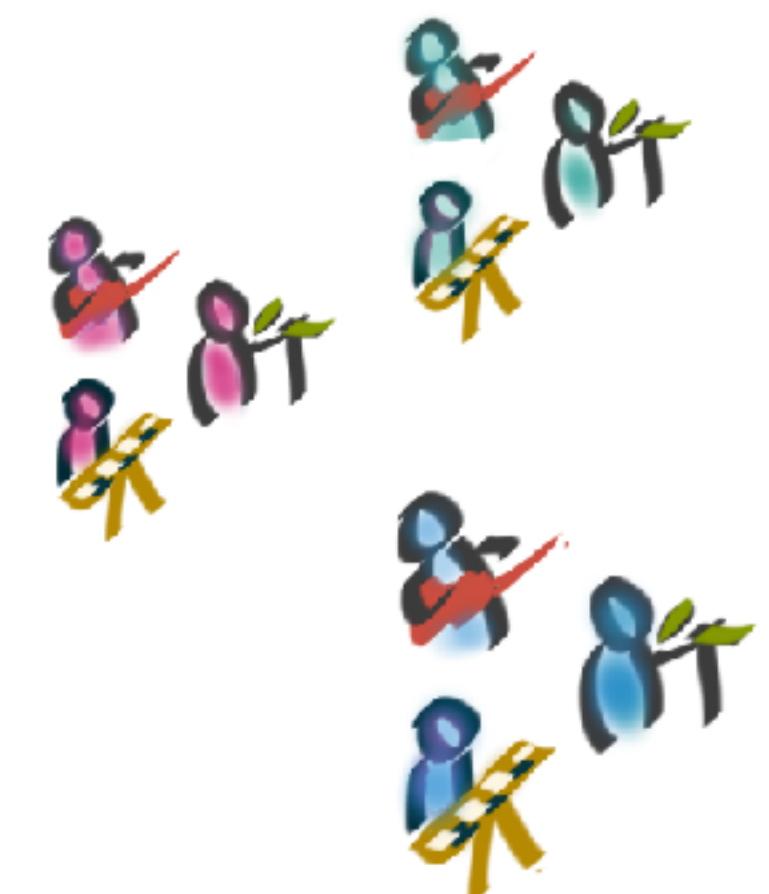
THE SOLOIST



THE BAND



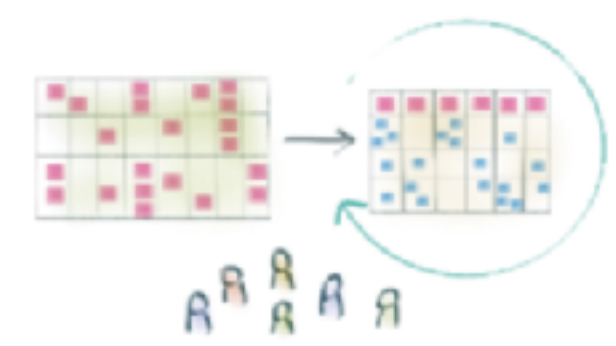
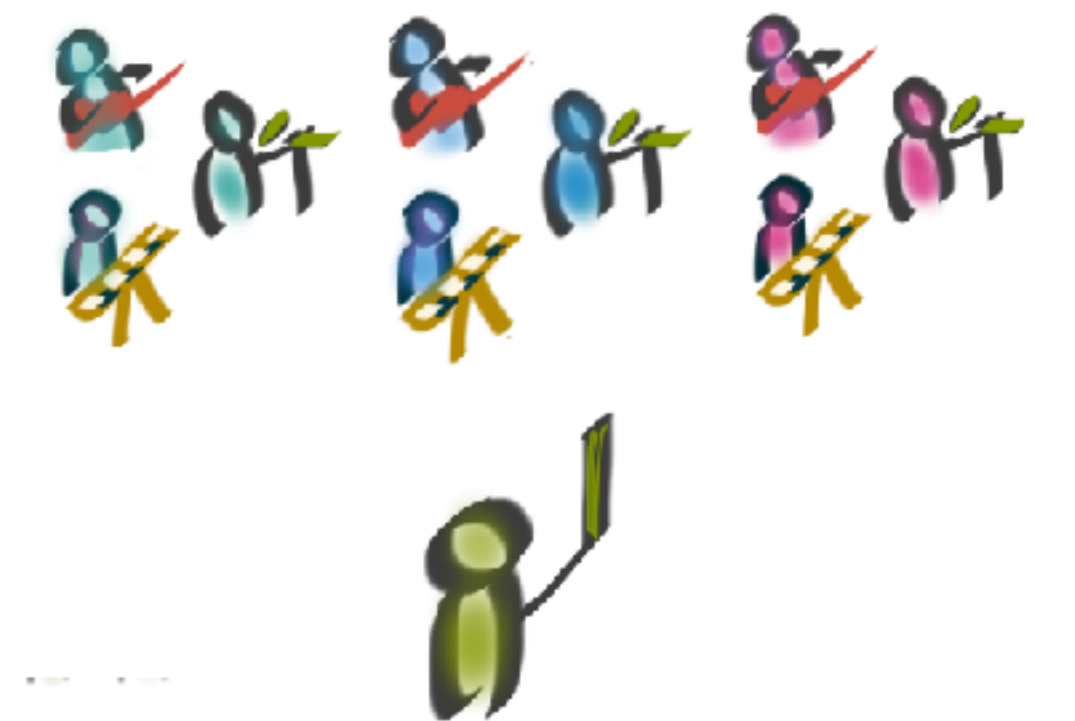
THE BANDS



THE LEADS



THE ORCHESTRA



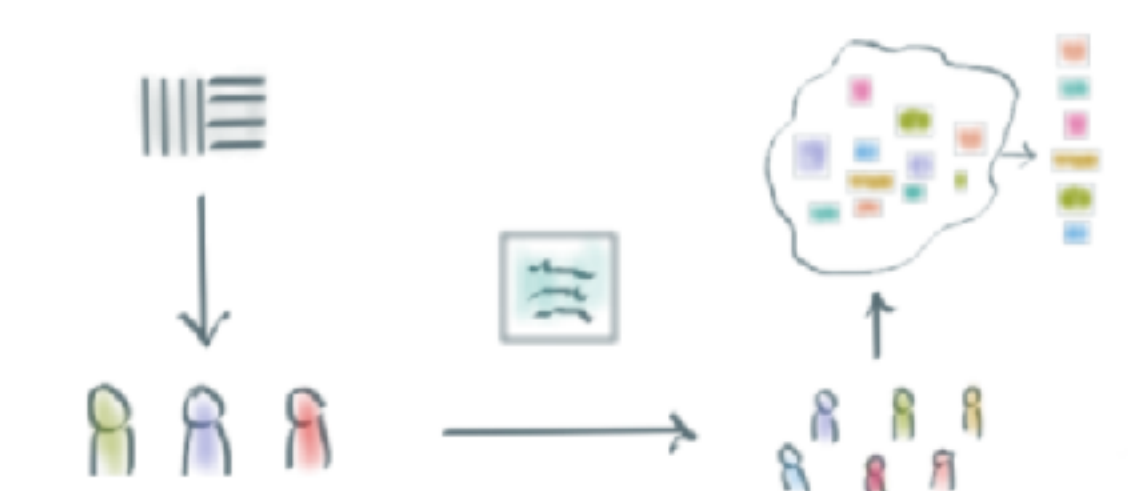
TEAM PLANNING



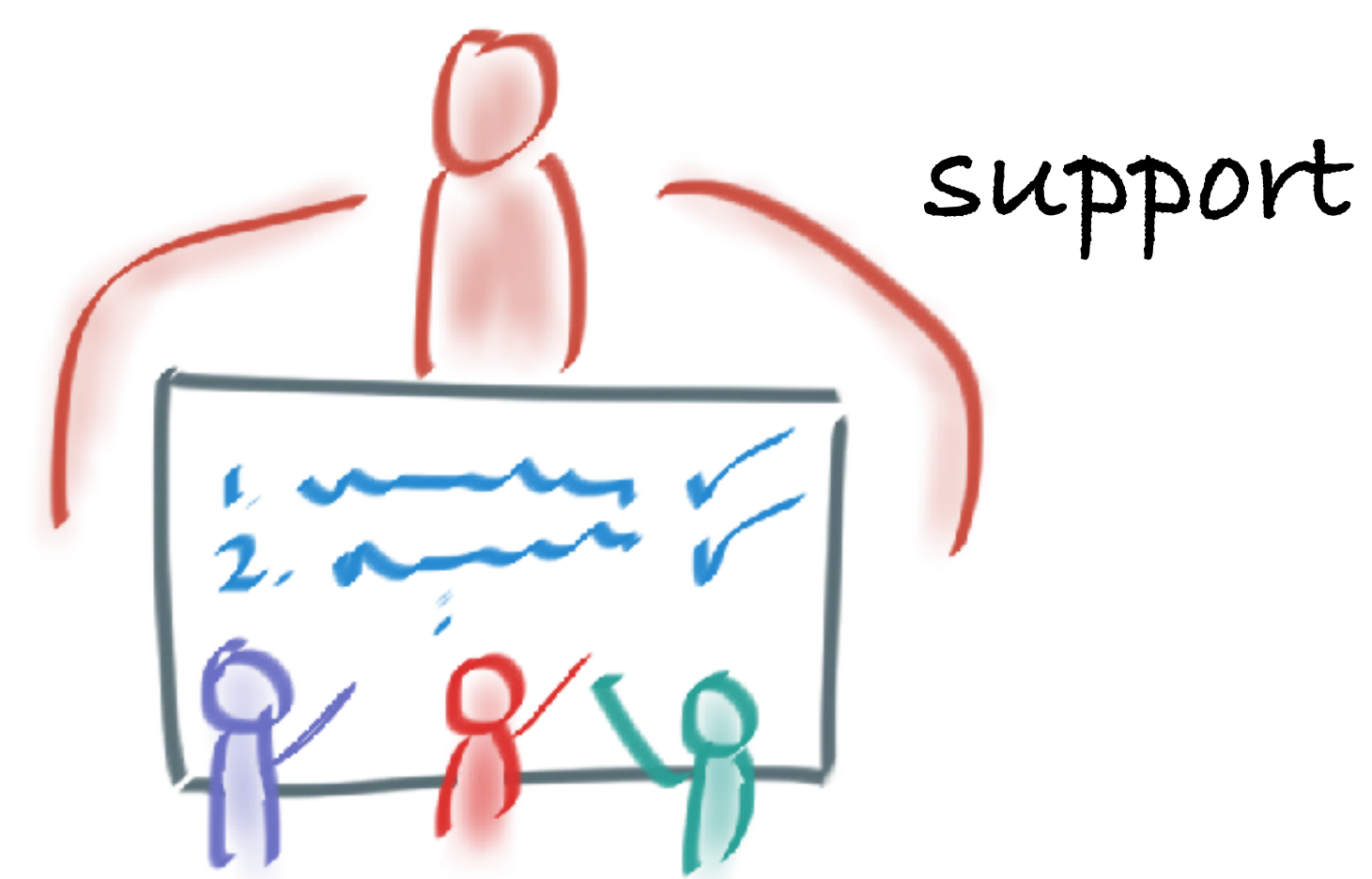
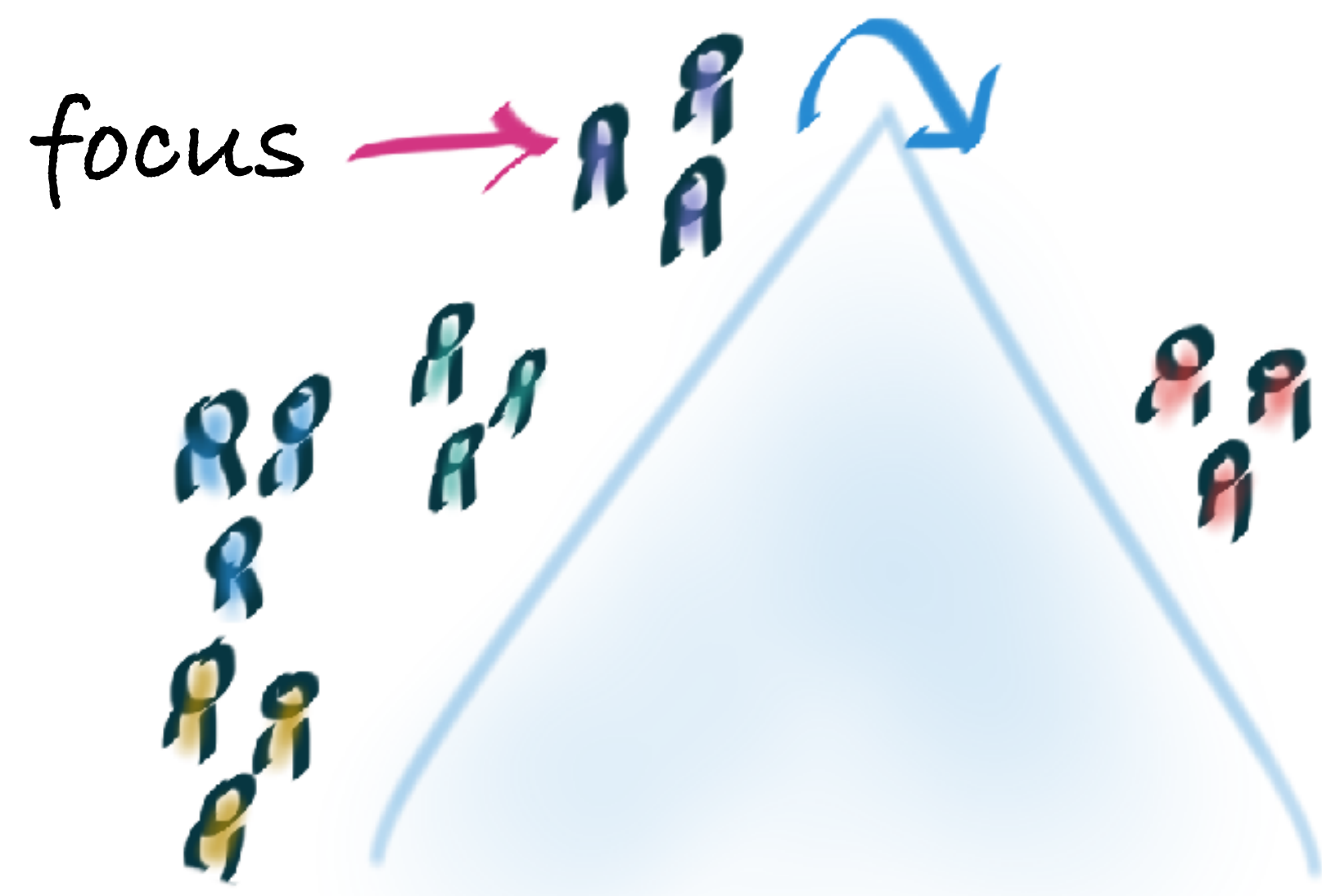
EXPO



STEERING



INITIATIVES



insights

