Company Overview

- Founded in 1903.
- Worldwide Automotive
- 164,000 employees worldwide
- 70 plants worldwide
- Executive Chairman William Clay Ford, Jr.
- President and CEO Alan Mulally

Sources:
Ford Motor Company 2010 Annual Report
Ford Sustainability Report 2010/11
**ONE FORD PLAN**

**ONE TEAM**
People working together as a lean, global enterprise for automotive leadership, as measured by:

*Customer, Employee, Dealer, Investor, Supplier, Union/Council, and Community Satisfaction

**ONE PLAN**
- Aggressively restructure to operate profitably at the current demand and changing model mix
- Accelerate development of new products our customers want and value
- Finance our plan and improve our balance sheet
- Work together effectively as one team

**ONE GOAL**
An exciting viable Ford delivering profitable growth for all

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**Expected Behaviors**

**Foster Functional and Technical Excellence**
- Know and have a passion for our business and our customers
- Demonstrate and build functional and technical excellence
- Ensure process discipline
- Have a continuous improvement philosophy and practice

**Own Working Together**
- Believe in skilled and motivated people working together
- Include everyone; respect, listen to, help and appreciate others
- Build strong relationships; be a team player; develop ourselves and others
- Communicate clearly, concisely and candidly

**Role Model Ford Values**
- Show initiative, courage, integrity and good corporate citizenship
- Improve quality, safety and sustainability
- Have a can do, find a way attitude and emotional resilience
- Enjoy the journey and each other; have fun - never at others’ expense

**Deliver Results**
- Deal positively with our business realities; develop compelling and comprehensive plans, while keeping an enterprise view
- Set high expectations and inspire others
- Make sound decisions using facts and data
- Hold ourselves and others responsible and accountable for delivering results and satisfying our customers

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**“Turbo Machine”**

Profitable Growth for All

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**ONE FORD**

*ONE TEAM • ONE PLAN • ONE GOAL*

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**ONE FORD**

*ONE TEAM • ONE PLAN • ONE GOAL*
2013 Operating Results

- Revenue $146.9 billion
- Pre-Tax profit of $8.6 billion

2013 Sales (by Region)

<table>
<thead>
<tr>
<th>Region</th>
<th>Sales (in thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ford North America</td>
<td>3,088</td>
</tr>
<tr>
<td>Ford South America</td>
<td>538</td>
</tr>
<tr>
<td>Ford Europe</td>
<td>1,360</td>
</tr>
<tr>
<td>Ford Asia Pacific Africa</td>
<td>1,344</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>6,330</strong></td>
</tr>
</tbody>
</table>

Sources:
Ford Motor Company 2011 Annual Report
## Enterprise Capability Model

<table>
<thead>
<tr>
<th>LEVEL 1</th>
<th>LEVEL 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. PLAN</td>
<td>1.1 Strategy Management</td>
</tr>
<tr>
<td></td>
<td>1.2 Planning Management</td>
</tr>
<tr>
<td></td>
<td>1.3 Organizational Planning</td>
</tr>
<tr>
<td>2. DESIGN</td>
<td>2.1 Vehicle Program Management</td>
</tr>
<tr>
<td></td>
<td>2.2 Vehicle Studio Management</td>
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<tr>
<td></td>
<td>2.3 Vehicle Engineering Management</td>
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<tr>
<td></td>
<td>2.4 Design/Prototype and Trial Management</td>
</tr>
<tr>
<td></td>
<td>2.5 Non-Vehicle Product and Service Design</td>
</tr>
<tr>
<td>3. MARKET</td>
<td>3.1 Consumer Marketing Insights</td>
</tr>
<tr>
<td></td>
<td>3.2 Marketing Communications Management</td>
</tr>
<tr>
<td></td>
<td>3.3 Brand Marketing</td>
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<tr>
<td></td>
<td>3.4 Product/Service Marketing</td>
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<tr>
<td>4. BUILD</td>
<td>4.1 Manufacturing Planning</td>
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<tr>
<td></td>
<td>4.2 Manufacturing Management</td>
</tr>
<tr>
<td></td>
<td>4.3 IT Development Management</td>
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<tr>
<td>5. DISTRIBUTE</td>
<td>5.1 Product Logistics Management</td>
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<tr>
<td></td>
<td>5.2 IT Deployment Management</td>
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<tr>
<td>6. PARTNER MANAGEMENT</td>
<td>6.1 Sales Partner Management</td>
</tr>
<tr>
<td></td>
<td>6.2 Supplier Partner Management</td>
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<tr>
<td></td>
<td>6.3 Business Service Partner Management</td>
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<tr>
<td></td>
<td>6.4 After-sales Partner Management</td>
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<tr>
<td>7. SELL</td>
<td>7.1 Sales Analysis</td>
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<tr>
<td></td>
<td>7.2 Incentive Management</td>
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<tr>
<td></td>
<td>7.3 Sales Management</td>
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<tr>
<td></td>
<td>7.4 Product/Service Order Management</td>
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<tr>
<td>8. CUSTOMER MANAGEMENT</td>
<td>8.1 Customer Service Strategy Management</td>
</tr>
<tr>
<td></td>
<td>8.2 Customer Service Management</td>
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<tr>
<td>9. PRODUCT SERVICE</td>
<td>9.1 Product In-Service Change Management</td>
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<tr>
<td></td>
<td>9.2 Product Lifecycle Management</td>
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<tr>
<td>10. SUPPORT</td>
<td>10.1 Financial Management</td>
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<tr>
<td></td>
<td>10.2 Workforce Management</td>
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<tr>
<td></td>
<td>10.3 Information Technology Support</td>
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<td></td>
<td>10.4 Fixed Asset Management</td>
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<td></td>
<td>10.5 Regulatory Management</td>
</tr>
<tr>
<td></td>
<td>10.6 External Relationship Management</td>
</tr>
</tbody>
</table>

Source: Ford EBCM
Domain Model

Organizational Model on relationship between IT and the Business

- **Skill Team**
  - e.g. PD, Mfg, M,S&S

- **Workstream**
  - e.g. Design, CAE, Maintenance, Retail Marketing etc...

- **Program / Project**
- **Apps**
- **Process / Data Elements**
- **Business Capability**

Source: Domain Model
Domain Model specifies an optimal organization structure around which IT can organize to face of to the business for project and program requirements.

Capabilities provide a complete view of “what” a business does. Capability map shows the business at rest. Example: Customer Management.

Value streams define how a business delivers end-to-end value for external, internal stakeholders, and show the business in motion. Examples: Update Account, Build Product.

Business Information Assets define the language of the business. Along with capabilities they form the foundation for the business vocabulary and data architecture.

Source: TSG, Inc.
A Repository to Support Enterprise Architecture Development to Align with Business Domain
2015 Focus
The Portfolio Management Process enables IT to engage in shaping Business and IT Strategies aligned to the “One Ford Plan”.
The Starting Point for a Business Engagement

Envisioning

BIT

- Identify Stakeholders
- Confirm & Refine Business Goals
- Evaluate Business Capabilities
- Define High Level Scope
- Assess Organization Readiness to Change
- Develop High Level Vision
- Define Value Propositions / KPIs
- Identify Business Risks
- Develop High Level Plans / Secure Approval

... to ... Strategy Formulation
Business Motivation Framework

Source: OMG BMM
Scoping in terms of Business Capabilities
Business Design Models

- Business Integration Model
- Application Integration Model
- Implementation Sequence Diagram

Cluster 0 - Foundation
Cluster 1 - Manufacturing
Cluster 2 - Retail / Service

Note: Future order may vary with specific market situation.

Other Required Core Systems: Vertex, EVAT-R, MIC, MICS

Note: CMMS is REQUIRED for Production Materials, BOM Explosion and also for FVA and other downstream applications.

Other Required Core Systems: UDB, STARS3, GOALS

Other Required Core Systems: GPD/ACM, GSDB, WIPS, MPA/FST, WERS, ICS, GEVIS, GOLDD/DID, GOALS

Launch Timeline

Legend
Text* Required by MOST downstream systems
Text** Preferred launch timing dependency
Lessons Learned

• Start small with a willing business sponsor
• Every engagement starts with business goals/objectives
• Refine techniques as you go
• Adjust models for the consumer
• Projects then Programs then Domains
Q & A

* All vehicle photos courtesy media.ford.com