



The Keyrules Company s.r.l.

October 2010

**“If anything can go wrong,
it will do so in triplicate.”**

from the Third Book of Murphy
Arthur Bloch

KeyRules: key rules



Solves problems of

Planning

Management

Execution

Control

Maintenance

Where

and

- **Remember** I need that report within the 15th.
- **Have you prepared** that report?
- I'd like to have a look at it before tomorrow ...
- The meeting will be in 5 minutes and **it still isn't ready?!?**

sted

ned

pyees...

s



How are we getting on with the procedure checking process?
Is everything fine?
What does it mean...
"almost" ?

Did the new guy receive the **Corporate Policy** document?

all these

to get

ation,

ate!



1.

It collects all **key rules** in **one place**

2.

The rules are totally **computerized**

3.

It automates the rules **revision** process

4.

It links the rules directly to the **organization chart**

5.

It sends reminders by **e-mail through** a prearranged frequency

6.

It allows a **constant check** on the organization status

7.

It is useful to **certification**

Necessary

Will/necessity to improve your company's organization

Internet
or intranet access

Users provided
with individual e-mail accounts

NOT Necessary

Specific
computer expertise

Software installation and
maintenance

Full-scale
application



KeyRules can manage **any kind of rule**,
through **informative** or **executive** procedures

Examples:

Internal Rules (governance)

Policy

Operating Procedures

Code of Ethics

External Rules (compliance)

ISO 9000

ISO 14000

Basel II

So, if to enforce corporate rules means...

1.

Investing time and resources

2.

Defining roles and responsibilities

3.

Risk of bureaucratization

4.

Management and execution problems

5.

Control problems

6.

Maintenance problems (staticity)

...KeyRules is the ideal solution because:

1.

It **reduces** resource investment

2.

It allows a **clear definition** of roles and responsibilities

3.

It is **simple** to use, **autonomous** and **non-invasive**

4.

It **optimizes** the procedures and increases the **efficacy**

5.

It enables an accurate and constant control with **check panels**

6.

It helps **easy up-date** of the contents (flexible and dynamic)

Furthermore, KeyRules:

- Is totally **customizable**

- Can be **gradually** implemented

- Facilitates users **collaboration**

- Is **user-friendly**

- Improves **interpersonal relationships**

KeyRules can become a **consultancy tool**:

- It grants a constant and accurate **check**

- It detects potential **lacks** and **bottle-necks**

- It highlights possible **slowdowns** or **snags**

- It reduces risk, improves **governance** and **compliance**

- It facilitates the management of **change**

- It helps with **rules enforcement**

- It suits any **level of transparency and commitment** required



www.keyrules.com