



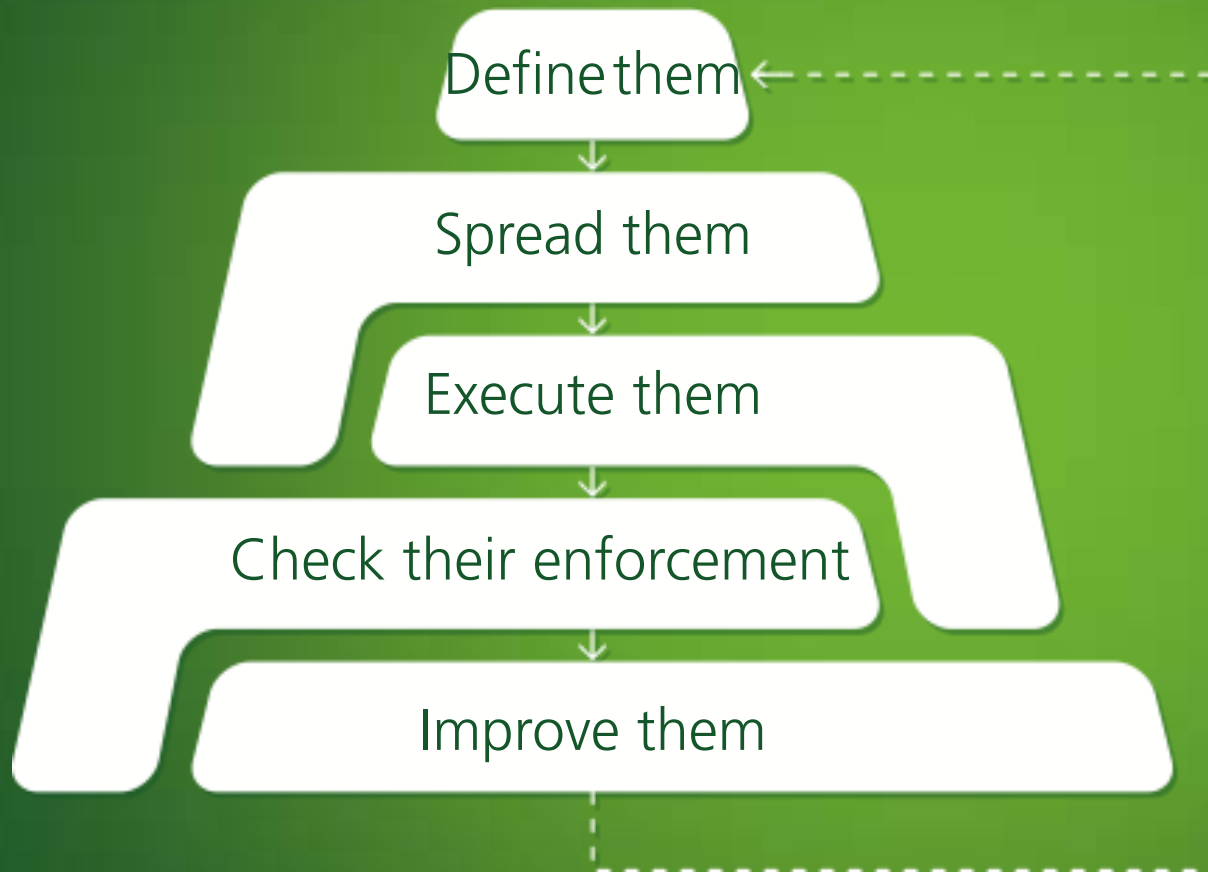
The Keyrules Company s.r.l.

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**“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 15<sup>th</sup>.
- **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?!?**

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**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

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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

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## **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](http://www.keyrules.com)