

# 4A System

The coordination of the 4 knowledge needs: Alerts, Answers, Analysis, Advancement

# Coordinating Alerts, Answers, Analysis, and Advancement

- Digital improvements are opening the door for new ways to sell and buy power and environmental products. The challenge is to harness this new technology to better provide what McIlvaine calls the 4A system (4A's.). This system delivers the 4 knowledge needs: Alerts, Answers, Analysis and Advancement.
- Alerts are emailed to the specific beneficiaries. Focused websites provide a comparison of the all the decision options to facilitate the best choice. These sites provide instant answers. There is a distinction between information needed for near-term decisions and information which may prove useful in the future. Advancement or training can embrace both the near-term needs and the education for future responsibility. Live and recorded webinars play a big role in providing the 4A's.
- Focus is the distinction which makes the 4A's unique. A purchaser of filter media for coal-fired boilers needs entirely different information than a purchaser of filter media for coal dust at transfer points. On the other hand, the supplier of filters may need both. He also needs routes to market. 4A's provides this focus.

# Integration of 4As into GdPS

- The 4As allow you to make decisions in such a way as to take advantage of the latest insights.
- This necessitates movement back and forth among decision trees. This can be likened to GPS travel software.
- First you determine all the different decision trees which could be useful in making the best decision
- Then you determine a navigation route between these trees
- What you conclude from one tree may lead you back to a previous tree with new insights and new conclusions.
- The Mcilvaine Global Decisions Positioning System is explained at [Global Decisions Positioning System™ \(GdPS\)](#)

# Alerts

- Alerts provide changes in the travel plan for the GDPS™
- Mcilvaine has the Utility E Alert, many different bi weekly insights and updates, and 4 newsletters which provide this Alert function
- There is project tracking in municipal wastewater, power, pharmaceuticals, oil and gas, and other areas
- The weekly webinars provide some Alert functions along with Answers and Analysis
- Custom Alerts can be supplied with very narrow geographic and subject scope.
- The advantages of using Alerts to facilitate inter divisional coordination is explained in [KOC Sales Strategy](#)
- The Alerts are one of the lanes in [4 Lane Knowledge Bridge](#)

# Answers

- Many services are designed to provide quick and insightful answers to questions.
- Power Plant Air Quality Decisions provide answers for utility personnel
- Pumps: World Markets provides answers for pump company managers
- There are more than 30 services of this type offered by Mcilvaine
- Webinars conducted by Mcilvaine are focused on Answers. So there is more time spent in discussions than in presentations.
- The intelligence systems are designed to provide both structured and unstructured answers.
- The unstructured search allows you to obtain quick specific answers. The unique structured approach allows you to see all the options [Decisive Classification](#)

# Analysis

- The GDPST<sup>™</sup> provides the integration of the individual analyses
- Free and protected websites provide organized analysis of options
- End user, consultant, and supplier each have unique analysis needs.
- One free website : [Hot Gas Filters - Continuous Analyses](#) provides a system just for purchases of filter fibers and media
- Webinars are focused on problem solving
- Niche experts can provide invaluable analysis in just a 20 minute phone call [Niche Expert System](#)

# Advancement

- Advancement is much more than just basic training
- Information needs can be classified by whether they are needed for present or future decisions
- They can also be classified as to whether the goal is “understanding a decision” as opposed to making one”
- There is the leisure for postponing full understanding even if an immediate decision has to be made
- Where there is no urgency but where longer term understanding will be important the knowledge need is “Advancement”
- This is much more than basic training. Advancement is continuous
- Mcilvaine recorded webinars and decision systems can be organized into tailored Advancement programs.
- The organization can be internal with Mcilvaine assistance or Mcilvaine can structure programs and also integrate use of “niche experts”

# Example: 4As for Suppliers

Category	Alerts	answers	analysis	advancement
Regulatory developments	G, S, R, L	G,S, R,L	G,S,	G,S,R,L,D
Regional sales forecasts			G M,S,R	
Local Sales forecasts			M, R,S,L	
Technology developments	G,S,R,L, D	G,S,R,L,D	G,S,R,L, D	G,S,R,L,D
Project Information	R,L	R,L	S,M,R,L	
Process Knowledge		S,R,	S,R,L,D	S,R,L,D

G= general management , S= Sales management R= regional sales manger L= local salesman E= Engineering D= Research and Development , M = Marketing