

OBEYA...

AN EVOLUTION

NIKE TECHNOLOGY EUROPE

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NIKE TECHNOLOGY EUROPE LEAN MANAGER

THE NIKE LEAN JOURNEY

FOOTWEAR MFG.

1998

GLOBAL FUNCTIONS

2007

LEAN BUSINESS
SOLUTIONS

2009

OBEYA
NIKE TECHNOLOGY

2013

2005
PRODUCT
CREATION

2009
LOGISTICS
EUROPE

2012
PMO OBEYA
CREATED

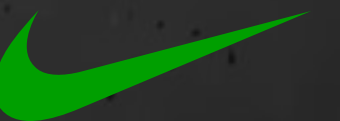
2014
BUSINESS
ENGAGEMENT

EUROPEAN FOCUS



CREATION OF THE OBEYA

CULTURE



CREATION OF THE OBEYA

LEVERAGE TOOLS

CULTURE

PEOPLE



CREATION OF THE OBEYA

COACHING

PEOPLE

CULTURE

LEVERAGE TOOLS

O B E Y A



CREATION OF THE OBEYA

LEADERSHIP

CULTURE

LEVERAGE TOOLS



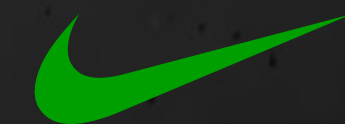
CREATION OF THE OBEYA

LEADERSHIP

PDCA CULTURE

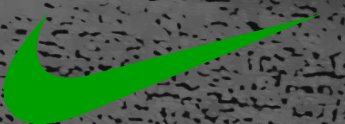
LEVERAGE TOOLS

SHARE SUCCESS



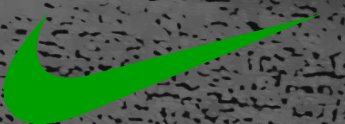
EXPANDING INTO TECHNOLOGY EUROPE

LEADERSHIP INCLUSION



EXPANDING INTO TECHNOLOGY EUROPE

OPERATING ECO SYSTEM



EXPANDING INTO TECHNOLOGY EUROPE

STRATEGY

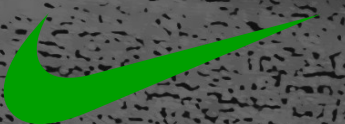
LEADERSHIP INCLUSION

KEY PERFORMANCE INDICATORS

FLEXIBLE STANDARDS

FY15 Tech Business Planning Landscape

OPERATING ECO SYSTEM



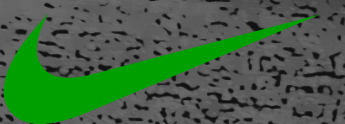
EXPANDING INTO TECHNOLOGY EUROPE

LEADERSHIP INCLUSION

CONTINUOUS EDUCATION

FLEXIBLE STANDARDS

OPERATING ECO SYSTEM



EXPANDING INTO TECHNOLOGY EUROPE

STRATEGY

LEADERSHIP INCLUSION

KEY PERFORMANCE INDICATORS

BUSINESS ENGAGEMENT

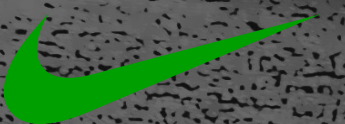
FLEXIBLE STANDARDS

CONTINUOUS EDUCATION

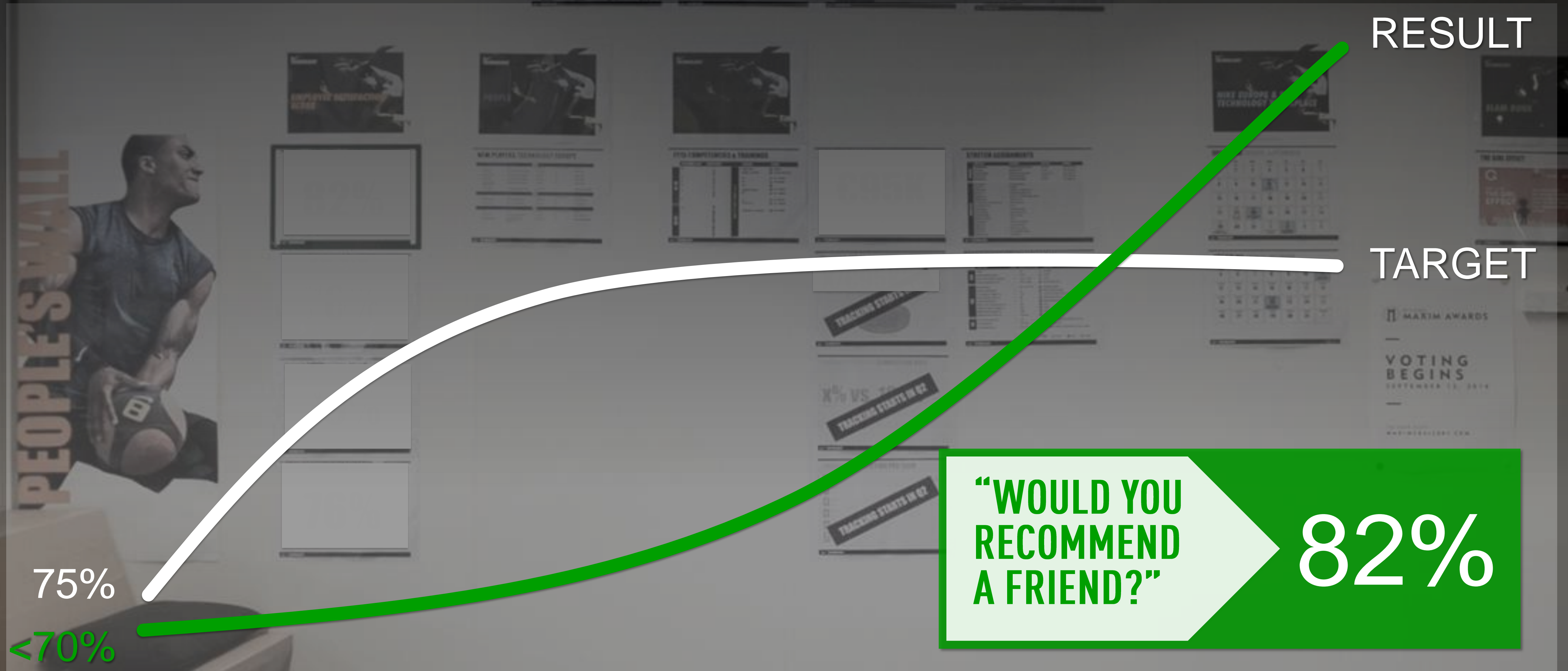
CREATE THE FUTURE

FY15 Tech Business Planning Landscape

OPERATING ECO SYSTEM



VALUE TO NIKE



VALUE TO NIKE

1920K*

TELCO
COST REDUCTION

240%

*ANNUALIZED COSTS

798K*



VALUE TO NIKE

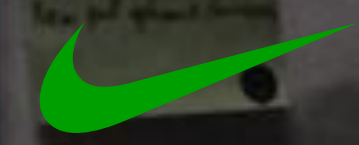
2012

AGILE
IMPLEMENTATION

2014

30%

POST-
IMPLEMENTATION
INCIDENT
REDUCTION



VALUE TO NIKE

2012

2136%
ROI

2014

REAL ROI IS
MEASURED
PER
PROJECT



THERE IS NO FINISH LINE



JUST ASK



JUST DO IT

