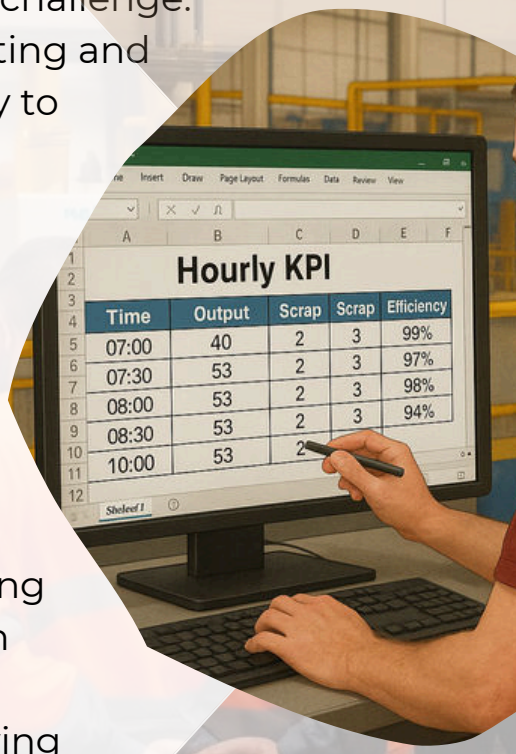
VISUAL DAILY MANAGEMENT
CASE STUDY

Streamlining Performance Management for a Global Tier 1 Automotive Supplier with Iter Digital's Visual Daily Management

The Business

A leading global Tier 1 supplier of automotive components, operating across 18 countries, faced a significant challenge: their teams were spending excessive time collecting and collating performance data, leaving little capacity to analyse the information or take timely action.



The Challenge

With data being captured, visualised, and reviewed hourly at multiple levels, the business struggled with inefficient processes that relied heavily on manual data entry and duplicated efforts. Up to eight people were simultaneously updating shared spreadsheets, alongside inputting data into multiple other systems, which was both time-consuming and prone to errors.

The focus was on gathering data rather than driving accountability and meaningful action. The company needed a more efficient, connected way to collect and review data that would enable faster decision-making and improve ownership across teams.

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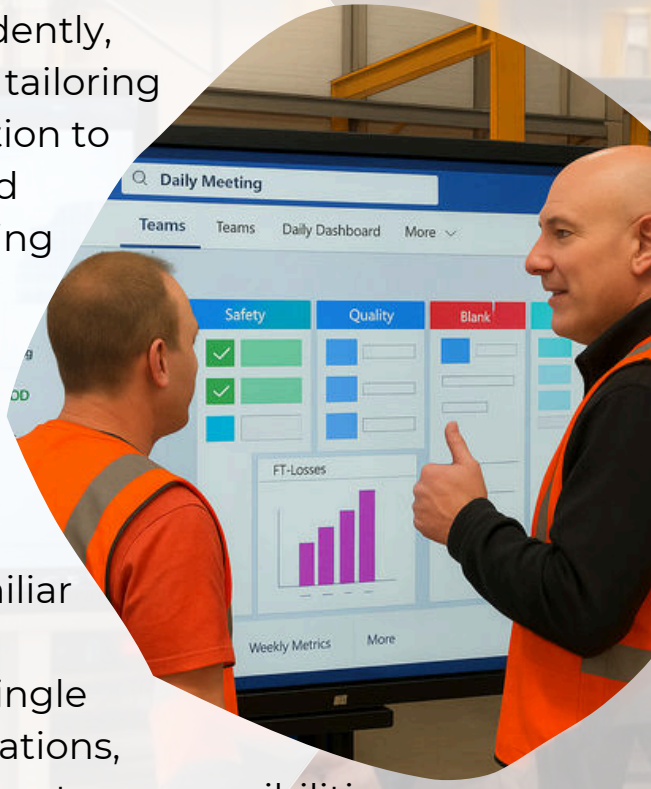
Our Approach

Iter Digital began by deeply understanding the existing stand-up meeting routines, the metrics used, and how data cascaded from individual cells to the site-wide level. “Super Users” were identified within the business to partner closely with the Iter team - championing user needs, configuring the solution to best visualise key metrics, and managing improvement actions. This collaboration was crucial to empower the site’s teams to train others and maintain the system independently, without relying on external support. After tailoring the Visual Daily Management (VDM) solution to align seamlessly with internal systems and processes, Iter supported the rollout starting with a pilot before extending the solution to all shifts across the site.



The Solution

VDM leverages the client’s existing Microsoft 365 and Teams infrastructure. Making adoption smoother thanks to familiar tools and global accessibility.

Moving from a paper-based system to a single digital platform eliminated manual calculations, enhanced data integrity, and shifted data entry responsibilities from managers to supervisors - significantly increasing ownership and driving healthy internal competition.

This single system also enabled the automation and aggregation of daily reports, pulling together data collected routinely across a number of departments.

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"Iter's solution is very flexible and easy to understand and can be moulded into what you need as a business." — **Manufacturing Manager**

Key Features

Top-Level Metrics: Highlighted prominently on dashboards to focus attention on critical issues and priorities.
Accountability: Replacing unreliable "Post-It" systems, digital actions are raised, tracked, escalated, and only closed once solutions are agreed at stand-up meetings. Personal View (a supporting Iter app) in Teams help individuals focus on their priority tasks.
Focused Meetings: Meetings now focus on containment actions and solutions, rather than chasing progress on forgotten tasks, creating more productive discussions and protecting both business and customer interests.

Results

Six months post-implementation, the impact of Iter's Visual Daily Management system has been clear and measurable:

- Enhanced engagement and empowerment across all levels of the organisation.
- Dramatically improved the speed and quality of stand-up meetings — reducing meetings that previously took up to an hour down to 15 minutes with more tangible outcomes.

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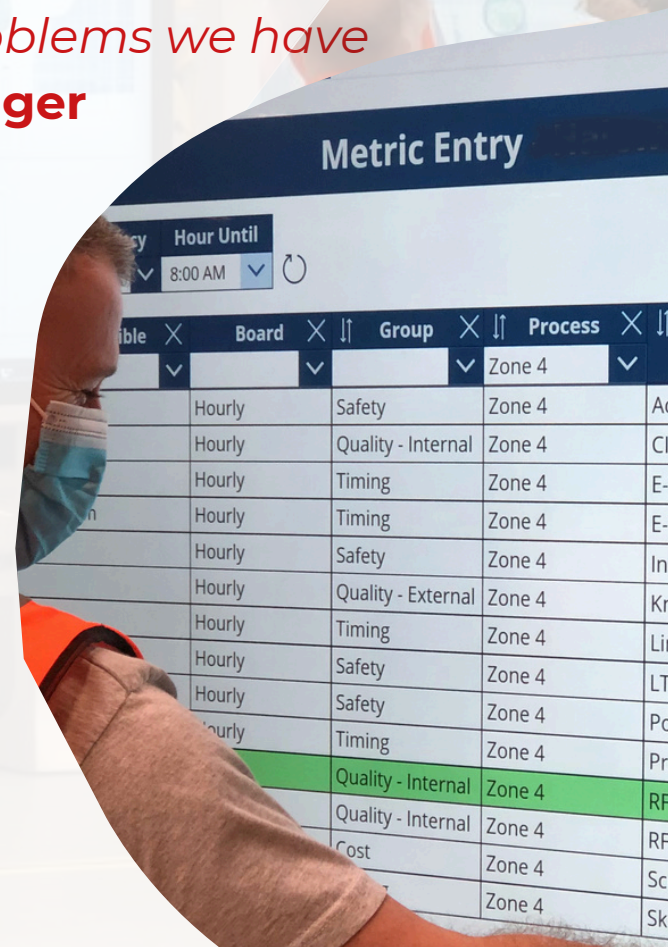
- Shifted focus from populating metric boards to actively solving problems, leading to measurable reductions in scrap and improvements in Overall Equipment Effectiveness (OEE).
- Increased transparency and data accuracy, with more personnel involved and owning data entry than ever before.
- Recognised as best practice during both internal and external audits.

"Iter's system enables us to capture and understand data more efficiently. The 80/20 rule is now reversed, allowing us to spend most of our time doing something about the problems we have identified." — **Operations Manager**



Conclusion

By partnering with Iter Digital, this global automotive supplier transformed cumbersome manual data processes into an efficient, connected digital system. The result? Empowered teams, faster decision-making, and continuous improvement embedded into daily operations, driving real business value and operational excellence.