

Revolutionize your organization's vision and strategy. Tune into EnterpriseStrategyWare

Getting you the best of Balanced Scorecard

Organizations today are continually streamlining their business processes and strategies for conquering the market. Balanced Scorecard is an innovative approach of aligning business activities to the strategy. Introduced in 1993 by Drs. Robert Kaplan and David Norton from Harvard Business School, many Fortune 2000 and government organizations have adopted the Balanced Scorecard as a means of gaining strategic alignment.

A well designed scorecard bridges the gap between lead & lag indicators, long-term strategies & day-to-day action, and tangible & intangible measures. It aligns key performance indicators by the perspectives of the organization namely financials, customers, internal processes and learning & growth.

EnterpriseStrategyWare

Balanced Scorecard at it's best!

Developed by ArrowPoint Technologies, EnterpriseStrategyWare (ESWare) is a Balanced Scorecard product, which helps the decision makers to monitor the performance of strategic goals, over a period of time empirically.

ESWare facilitates simple and effective scorecard building with drag and drop interface. It provides efficient consolidation and drill down features, cascading through your entire organizational structure.

The cause and effect diagrams called "Strategy Maps", helps to narrow down the source of problems. ESWare enables you to analyse the key performance indicators of your business, and their impact on the objectives such as Sales, Gross Margin, Customer satisfaction and Human Capital Development.

"Financial measures alone cannot adequately capture critical off-balance sheet factors like :

- Customer service and satisfaction
- Internal operating efficiency
- Human Resources and Learning and Growth"

Robert Kaplan & David Norton

Founders, Balanced Scorecard concept

EnterpriseStrategyWare

Key benefits

→ Interactive

- + Manage Business Strategy
- + Integrate Strategy to Action
- + Set targets and enable to achieve them
- + Deployment and implementation of the strategy on a continual basis, which provides feedback for planning efforts
- + Scenario Analysis
- + Dimensional Analysis

→ Efficient

- + Easy and Rapid Modeling of Scorecards
- + Communication of Progress to Stakeholders
- + Up-to-date information delivery on the portal
- + Email alerts for quick reaction time
- + Make informed decisions based on strategic directions
- + Briefing Books

→ Cost Effective

- + Low TCO
- + Less reporting, better information
- + Spend less time in measuring and more time in analyzing
- + Improves the bottom line by reducing process cost and improving productivity

targeted performance with actual results

EnterpriseStrategyWare

Key features

→ Strategic Planner

The Strategic Planner comprises of the following components

- + Scorecards + Strategy Maps + Target Setting + Dimensions
- + Initiatives + Key Performance Indicators + Alert Management

→ Integration

EnterpriseStrategyWare is easily integrated with your existing applications to compare targeted performance with actual results. The Data Wizard Manager provides the administrator with multiple options for loading and accessing data through a scheduler

- + Automatic load from ERP/TP/DW/Home grown systems
- + XL Sheets - Import / Export
- + Manual Entry of data

→ Dashboard

Web based Portal

- + Scorecard - Hierarchical, Drilldown, Tree View & Role based
- + Report, Analyze & Benchmark Performance
- + Performance Graphs & Gauges
- + Briefing Books
- + Cause & Effect Analysis - Weightage based, Lead & Lag indicators
- + Aligning Measures across the organizational structure
- + Initiative Tracking
- + Alert Management, On Demand Email
- + Scenario Analysis

→ System

- + .Net based state of art technology
- + Database – Microsoft SQL Server/Oracle/any RDBMS
- + Portal – Web portal to publish Dashboards, Metric Meters & Performance Graphs

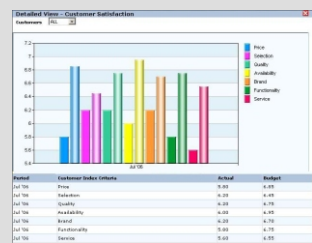
PERFORMANCE GRAPH & METRIC METER

Customer Satisfaction

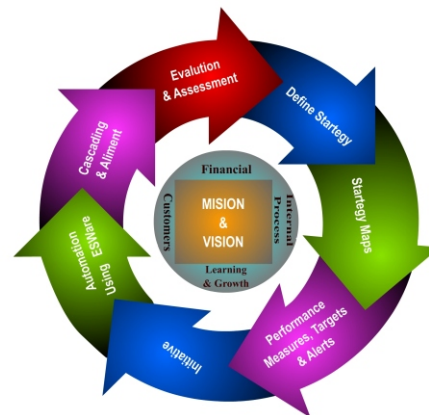
Description
Detail view of customer satisfaction

Remarks
There is growth in customer satisfaction for all the quarters but it has not reached the budgeted levels.

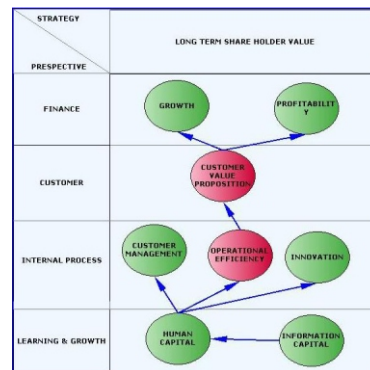
07/25/2005



BALANCED SCORECARD - PROCESS



STRATEGY MAP



SCORECARD



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