

The Balanced Scorecard

Balanced Scorecard is a performance management tool to aid the strategy implementation and execution.

The main advantage of the Balance Scorecard is that it does not only provide financial but also non-financial perspectives which guarantee a more precise measurement of the

organisation's performance.

By aligning the different objectives, reinforcement and accomplishment of the defined strategy are ensured and the organisation is centred in what is actually important.

BSC Quidgest[®], effectiveness and efficiency in strategy operationalisation

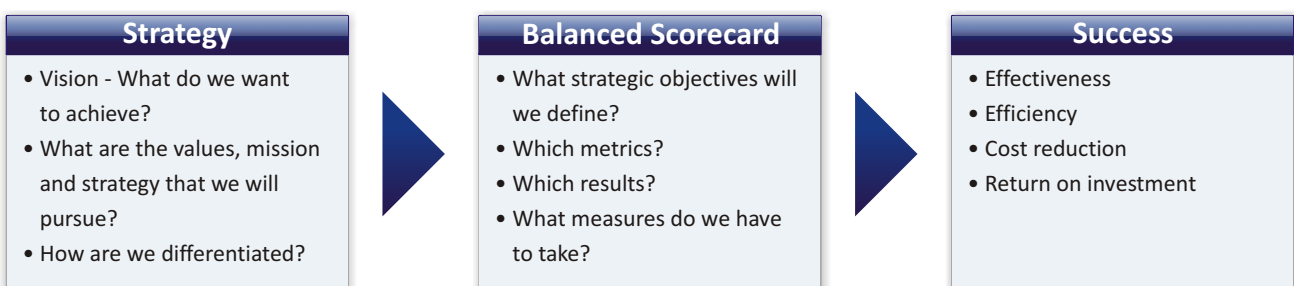
What distinguishes BSC Quidgest from other solutions is its flexibility and that it can be tailored according to the company's target setting.

BSC Quidgest provides real time measurement of goal achievement and provides different user access levels for different organisational levels. BSC Quidgest can help your organisation to improve performance, enhance team work and

increase motivation by involving employees actively in target setting definitions.

Not only is BSC Quidgest effective in implementing an organisation's strategy but it is also focusing the organisation's resources on what is critical, in order to achieve its goals, minimising waste of resources and reducing the information circulation costs.

BSC Quidgest[®], Strategic Management



Advantages of BSC Quidgest®

Complete Balanced Scorecard solution

- Real adequacy to the implementation and operation of the Balanced Scorecard methodology;
- Supports the creation of strategy maps;
- Definition and supervision of projects, activities and initiatives;
- Monitoring and control of results.

1

- Definition of responsibilities;
- Alert and notification system;
- Easy visualisation of results through:
 - Histograms;
 - Tree diagram scorecards;
 - List scorecards;
 - Dashboard scorecards.

3

Flexible and intuitive solution

- Autonomy in the construction and reconfiguration of strategy maps (vision, mission, values, critical success factors, strategy, etc.);
- Easy creation of strategy maps, through the drag and drop function;
- Multiplicity of strategy maps;
- Free definition of objectives and indicators;
- Free definition of the number and names of each strategy map's perspectives;
- Free definition of the order of each strategy map's perspectives;
- Easy data introduction due to direct menu entry, accessible to all defined users;
- Easy exploration and information drill-down;
- Flexibility of weighting allocation in all levels of the strategy map;
- Flexible definition of periods (hourly, daily, weekly, monthly, quarterly, bi-annual, annual);
- Management of projects, initiatives and activities;
- Appealing and intuitive interfaces;
- Support to the PDCA Quality cycle;
- Process identification and monitoring;
- Flexibility on the definition of critical success factors.

2

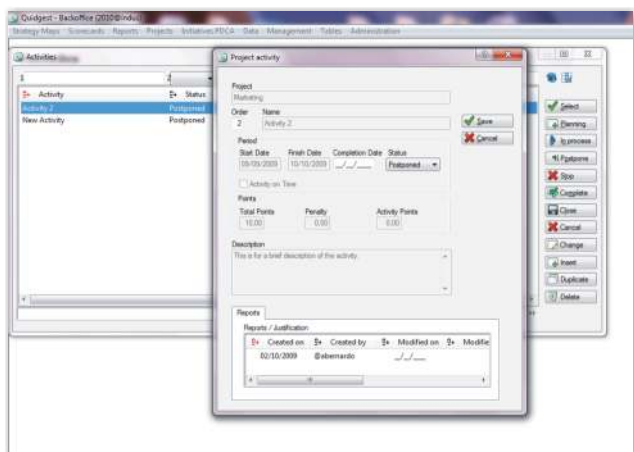
Shared and safe information

- Allows employees to learn about the strategy, and to relate to it and to their own profit contribution;
- Enables to enter and consult reports and action initiatives;
- Different access and authorisation levels as well as the use of passwords ensure data security ;
- Client-server and Web environment.

4

Integration for quick results

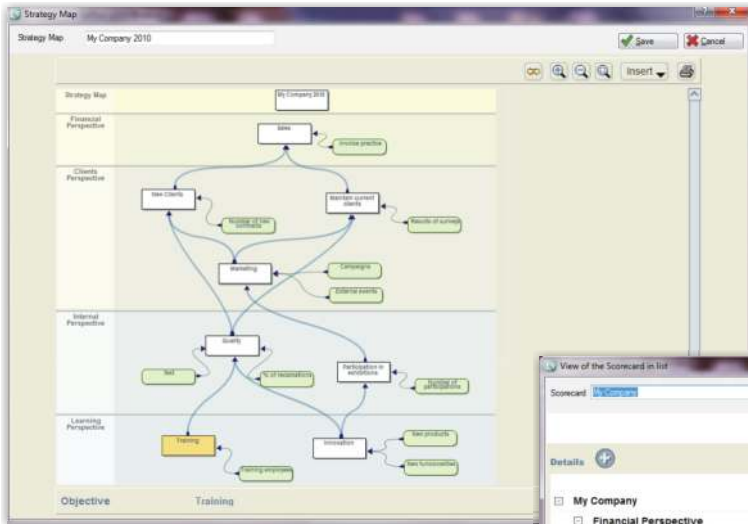
- Interaction with other software solutions, such as ERP and CRM, to provide the BSC model instantly with information;
- Integration with other systems, using the most adequate technologies to each situation, as well as simple and user-friendly interfaces.



Project management

Effective Balanced Scorecard solution

- Real-time information, planning, monitoring and control;



← Strategy map

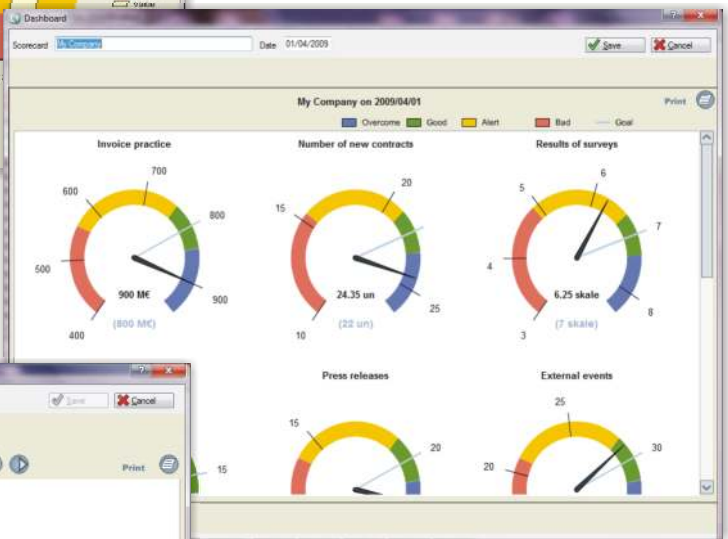
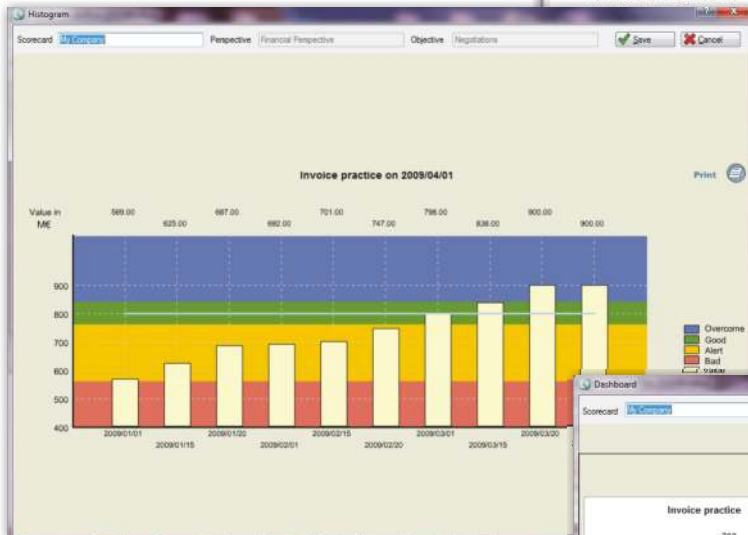
List scorecards ▼

View of the Scorecard in list

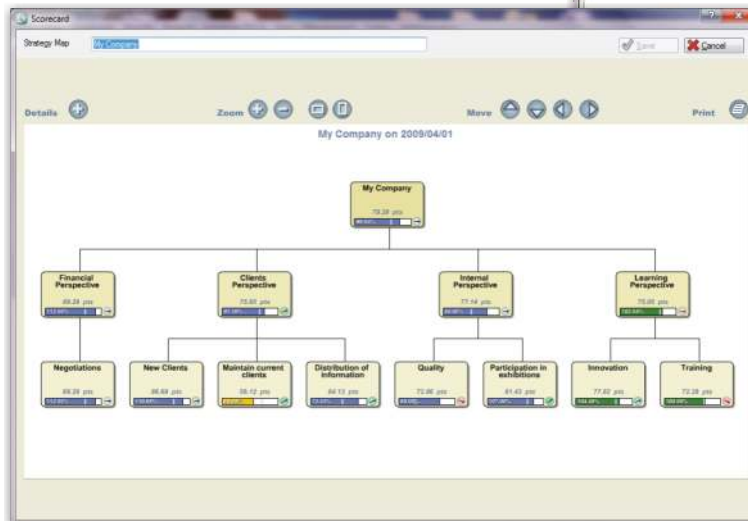
Scorecard: My Company Date: 01/04/2009

Details	Efficiency	Goals
My Company	79.28 pts (64.00 pts)	83.43%
Financial Perspective	89.29 pts (71.43 pts)	112.99%
Negotiations	89.29 pts (71.43 pts)	112.99%
New Clients	78.88 pts (66.67 pts)	97.99%
Maintain current clients	86.89 pts (71.43 pts)	111.86%
Distribution of information	56.12 pts (71.43 pts)	122.22%
Quality	84.13 pts (57.14 pts)	73.32%
Participation in exhibitions	77.14 pts (50.00 pts)	87.69%
Innovation	72.86 pts (28.57 pts)	87.86%
Training	81.43 pts (71.43 pts)	117.09%
New products	75.05 pts (71.43 pts)	105.54%
New technologies	77.82 pts (71.43 pts)	114.49%
New customers	72.29 pts (71.43 pts)	109.89%

← Histogram



Dashboard scorecards ▲



← Tree diagram scorecards

Strategic Management

Vision

What future do we aim for? Which goals do we share? Which path do we choose to follow? Which role do we play in the world?

Mission

It makes the Vision achievable. It is the description of the key elements to accomplish the Vision – main products and services that we offer; main clients that we have or wish to have; competitive and differentiating advantages that we possess; main partners and other stakeholders.

Values

Set of principles that guide us. What is our attitude towards the community, our clients, partners and competitors? How do we relate and work together?

Strategic objectives

What are the main action guidelines to accomplish the Vision?

Implementers