

2008

# Take control of **Business Performance** now.

## Business Performance Management

*"Intangible assets account for more than 75 % of the company values"*  
Your organization has a wealth of information stored in its databases ready to be tapped to provide you with unique answers about your business.



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**November 2008**

## **CMLgroup – Business Performance Management (BPM) Solution**

In times of rapid change and uncertainty about the economic future, organizations of all sizes are pressured more intensely to reduce cost and increase productivity in order to stay competitive or even to stay afloat. The question on many executives' minds is how to achieve this maximum performance at the lowest possible cost, simultaneously maintaining or even increasing productivity and quality of services.

Obviously, there is not one process or approach that fits all, as per Robert Norton and David Kaplan state *“Intangible assets account for more than 75 % of the company values”* telling us that your organization has a wealth of information stored in its databases ready to be tapped to provide you with unique answers about your business.

The difference between “what had happened - what is happening” versus “what we want to happen – what is the gap now” moves decision makers from simply monitoring what is happening in the business to understanding why certain events are happening, thus providing relevant information for rapid and informed decisions.

Decision Makers can Improve Business Insight in two ways:

1. Understanding the uniqueness of your business and leveraging this knowledge when positioning your organization’s unique products/services towards the right market, at the right time, and at the right prices and so forth.
2. Monitoring the impact of those results of decisions and actions in real-time for better-informed faster and more accurate decision-making.

Business Intelligence – Gartner Definition

*“A broad category of applications and technologies for gathering, storing, analyzing, sharing and providing access to data to help enterprise users make better business decisions”*

### **Organizations are asking such:**

- Where can we find the answers that we need now?
- How can we align actions to our objective?
- How can we monitor performance firm-wide?
- How effective are we on our project plans?
- How can we maximize our performance?
- What will it take to identify the Key Performance Indicators?
- How long it may take to identify the Key Performance Indicators?
- Can we use our current data and applications that we own to answer these questions?
- Where do we start?

Many times the most obvious answer may go unnoticed; CMLgroup provides a few simple answers to such questions:

**Q** - Who has the answers?

**A** - You and your organization already have most of these answers.

**Q** - How can we get to a point which we can visualize what is happening now?

**A** - By setting goals and centrally managing key metrics for performance, monitoring progress and performance using scorecards and dashboards via portals or web-based tools.

**Q** - How can we align our organization, division, business units, and individual initiatives to our strategic objectives?

**A** - One possible answer that often is effective is mapping your organizational objectives to a Balanced Scorecard to effectively score performance against your company strategic goals.

**Q** - How can we make sense of the large amount of data we currently generate?

**A** – Not only by analyzing results using interactive queries and advance visualization techniques, but also creating reports and publish results for use in scorecards and/or dashboards.

**Q** - How can we get to improve our group, division, business unit, or line of business performance?

**A** – By moving decision makers from just monitoring “What is happening in the business” to truly understanding “Why it is happening” through Business Performance Management (BPM).

**Q** – How steep does the BPM learning curve is?

**A** – Very low since you can utilize the most widely used data analysis tool in the world, Excel. Based planning, budgeting and forecasting through robust models supporting both management and financial reports, thus substantially reducing the learning curve.

**Improving organizations by providing business insight to all employees leading to better, faster, more relevant decisions**



### **Monitoring – What happened? What is happening?**

- Enable business performance to be measured by achievement on key performance indicators at all level of a business/ organization
  - Scorecards and KPIs are cascaded through-out the business to align, monitor and drive performance.

**Analysis – Why is happening?**

- Enables business users to easily analyze key business measures (sales, profitability, risk...) by product, customer, channel, segment, compliance...
  - Know the most profitable/unprofitable customers, products, channels, regions ...

**Planning – What will happen? What do you want to happen?**

- Enable planning to be based on a model for each business area with accurate measure of resources and results
  - Assumptions and business drivers are part of the system, not offline
  - Model 'what if' outcomes to determine best course, alternatives and opportunities

CMLgroup's mission is to assist executives to Define, Measure and Manage a customized Business Performance Management solution that aligns strategy to execution with sustainable performance improvement over time.

Using our flexible BPM framework, performance improvement is achieved by combining proven industry best practices with top-notch technology. The combination of your people and the business data collected in your systems necessary to understand, manage, and excel in your business is your unique competitive advantage.

Our solutions help you leverage those resources and maximize potential at all levels by providing decision-makers critical visibility into the factors that affect their business, knowledge that may not have been uncovered before. This access to more relevant tailored information enables the appropriate individuals to make better-informed business decisions leading to actions that improve customer interactions, lower costs, and ultimately increase revenues.

Simply, CMLgroup adds the transparency to your organization's data, by applying the CMLgroup Business Performance framework, transforming data and information into Business Intelligence, defined as "*The delivery of accurate, useful information to the appropriate decision-makers within the necessary timeframe to support effective decision making*".

Call us today to discuss your particular business requirements.