



Linking Strategy to Performance

BusinessMap® 9.1 helps you to build a business platform that creates shareholder value

BusinessMap®



Key Issues in Business Planning

In our work as strategic consultants we often see companies facing similar challenges when drawing up their strategies. How many of the following challenges are you faced with?

- ▲ **Memory**
Documentation; data is not stored in one place
- ▲ **Planning Tool**
Inconsistent planning templates used across divisions
- ▲ **Embedment**
No connectivity between strategy and day-to-day decisions
- ▲ **Time**
A time consuming and laborious planning process
- ▲ **People**
Involving key employees, not just executive management
- ▲ **Adaptation**
Competence to read, understand and interpret data
- ▲ **Focus**
Lack of focus on the Key Initiatives that create shareholder value
- ▲ **Responsiveness**
Limited agility and speed when responding to market changes

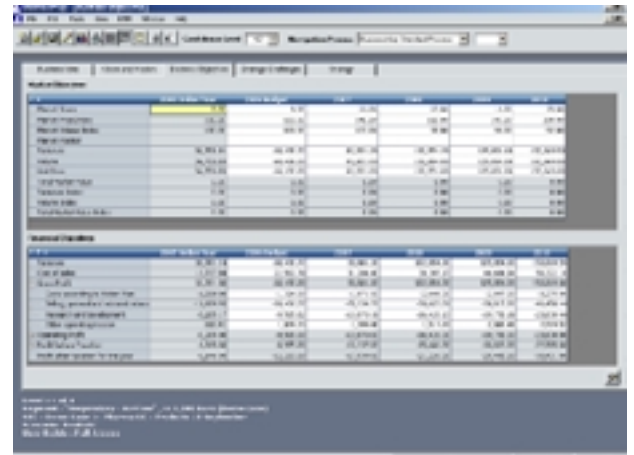
Linking Strategy to Performance

BusinessMap® is an end-to-end business planning process that, through data collection and analysis, helps companies to design and pursue successful strategies. It overcomes the above challenges, enabling managers to focus on increasing shareholder value.

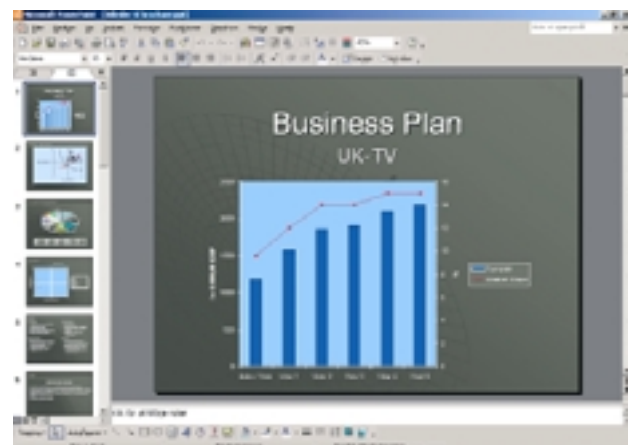
BusinessMap's overall strength is its process approach. It is a complete and uniform framework for business planning that drives the company forward, linking systems and processes together. BusinessMap embeds the strategy into the company's daily operation. By linking objectives to KPIs and by focusing on the key initiatives that create shareholder value, results are directly reflected on the bottom line.

Results are consolidated and fed back to the strategy. It is a continuous, integrated and rigorous process and everything you need to manage your bottom-up and top-down financial planning requirements.

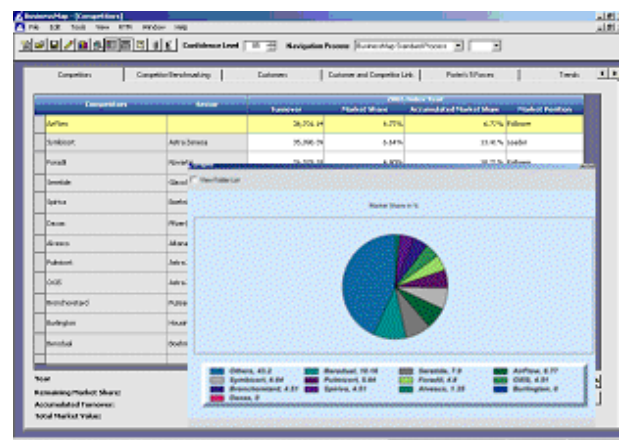
BusinessMap integrates the strategic process across divisions, enabling managers to monitor how the strategy is implemented throughout the company. Best practice and benchmarks are identified so that managers can continuously define new goals and activities.



Your digital business platform: identify and simulate your business objectives from both a market and financial perspective.



You can quickly transform your business plans into powerful MS PowerPoint presentations and export actions to MS Outlook.



Throughout BusinessMap conclusions and findings can be illustrated by a vast variety of graphs. You can easily export or copy graphs to other Windows based applications.

BusinessMap® 9.1 RTM

The latest version of BusinessMap includes the RTM (Real Time Management) module which enables you make effective, educated decisions using a number of tools: Business Intelligence, Key Initiatives, my Scorecard and Business Simulation and Forecast.

It enables companies to implement “real time” planning; you can set up automatic data transfers between BusinessMap and other sources to ensure that decisions are based on “real time” data.

BusinessMap RTM automates and hastens the analysis and reporting process. This speeds up the decision and execution process, creating shareholder value through less cost and time.

Business Intelligence

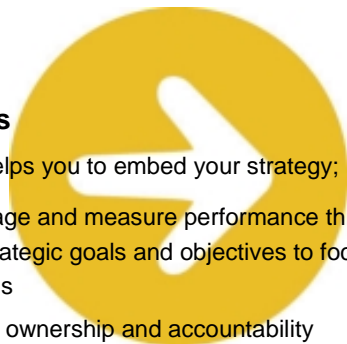
Business Intelligence allows you to view and synthesise data from various sources and provides;

- ▲ The foresight to identify new opportunities
- ▲ The agility to respond
- ▲ The ability to access data that is meaningful to the individual’s specific responsibility in a convenient, clear and consistent manner
- ▲ A transparent organisation

Key Initiatives

Key Initiatives helps you to embed your strategy;

- ▲ Track, manage and measure performance through the linking of strategic goals and objectives to focused and relevant KPIs
- ▲ Define clear ownership and accountability
- ▲ Keep your plans current by fostering an active planning culture



You can create user-defined Performance Meters, enabling you to measure and visualise the progress of specific KPIs. Performance Meters can be displayed in Outlook Today.

My Scorecard

For optimal performance and to achieve strategic goals there must be alignment between the strategy and daily operations;

- ▲ Drive solutions that link back to strategic goals
- ▲ Empower employees to deliver against KPIs
- ▲ Deliver actionable information on every decision-maker’s desktop
- ▲ Set up dashboard reporting functionality
- ▲ Create Performance Meters that measure and visualise the progress of specific KPIs

Business Simulation and Forecast

Business Simulation and Forecast enables you to tap into various sources of knowledge to explore different scenarios;

- ▲ Simulate “live” data
- ▲ Strategic decisions will be made with confidence and will help to create more value through less cost and time
- ▲ Empower managers with actionable information
- ▲ Identify problems and opportunities much quicker than ever before.



BUSINESSWARE A/S is an international consultancy company with a focus on the classical management disciplines. The head office is in Copenhagen, but the company is also represented in Sweden and the United Kingdom. The majority of our work revolves around BusinessMap®, which is sold and implemented in collaboration with our international partners.

BUSINESSWARE A/S was established in 1985. The key to our current success is BusinessMap's ability to link the formulation and implementation of strategy. Consequently, BusinessMap® has become an acknowledged strategic tool that enables companies to build strategic knowledge and competence, identify key performance indicators and adopt a more business orientated approach.

We have successfully undertaken more than 720 customer projects, the objectives of which have been to create a performance culture, a stronger market position, increase organic growth, and most of all increase profits. Our customers come from all industries and regions and include ATP, BEA Systems, Boehringer Ingelheim, CBS, CSC, Falck Securitas, JETPAK Group, Post Danmark, SAS, SAS Cargo, Tele 2 and Tomkins Plc.

For the third year running, the **BUSINESSWARE** Group has been awarded the triple-A credit rating by Dun & Bradstreet. Consequently, we are among the most financially solid companies in Denmark.



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