



Linking Strategy to Performance

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

BusinessMap®





The BusinessMap® Process

The BusinessMap process is split into 4 phases; each phase is divided into a number of modules.

- ▲ Business Insight is about building business intelligence and acknowledging the business reality; you can overview business segments, identify the business drivers that affect profitability and create a model of your business environment.
- ▲ In Business Design the focus is on future objectives and strategies. You can consider objectives from both a market and financial perspective, draw up strategies and customer execution plans, conduct customer portfolio planning and perform “live” simulations.
- ▲ Business Performance enables you to track and measure daily performance through the linking of strategic goals and objectives to focused KPIs. You can define clear accountability and generate action plans.
- ▲ Business Cockpit enables you to identify best practice, benchmark, consolidate and compile reports. You can empower employees to deliver against KPIs and drive solutions that link back to strategic goals.

BusinessMap enables you to build a platform that creates shareholder value. By implementing BusinessMap you can secure an evidence based and consistent planning process. This links strategy to performance and embeds the strategy into your daily operation.

BusinessMap helps companies to overcome the key issues they face when engaging in business planning by ensuring;

- ▲ Data is stored in one place
- ▲ The company has a consistent planning template across its division
- ▲ The strategy is linked to day-to-day decisions
- ▲ A streamlined and efficient planning process
- ▲ Key employees are involved and empowered
- ▲ Strategic competence is enhanced
- ▲ Shareholder value is created
- ▲ Flexibility to respond to market changes

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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