

A NEW VISION OF
STRATEGIC INFORMATION

▶ TARGET

BALANCED SCORECARD v10



YellowScire
consultoria e soluções informáticas



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CREATING VALUE BY IMPLEMENTING THE STRATEGY

The dynamics of business is undergoing a fundamental transformation process, the financial markets are changing the way in which the potential of organizations is valued. To respond to this change, it is essential to have a strategic management application and guide the organization to new management focuses.

Organizations must promote a corporate vision at all levels, providing the heads of different areas with the vital information they need to align their management and business units with the Organization's strategy.

The Balanced Scorecard supports the best and most innovative methodology for the effective implementation of the strategy.

BALANCED SCORECARD

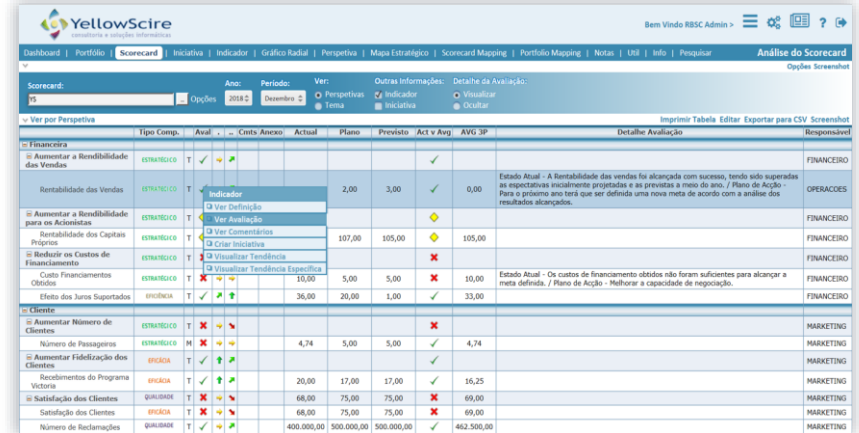
The Balanced Scorecard v10 is more than an information system, it is a management system that channels the energies, agility and specific knowledge of people through the organization, in order to achieve strategic objectives in the medium and long term.

Synergise Balanced Scorecard v10 is the best solution to turn strategy into action. With this platform, you can operationally specify your organization's strategy by aligning the objectives with the action plans, holding key people accountable for the implementation of the objectives and managing your evolution in a sensible way.

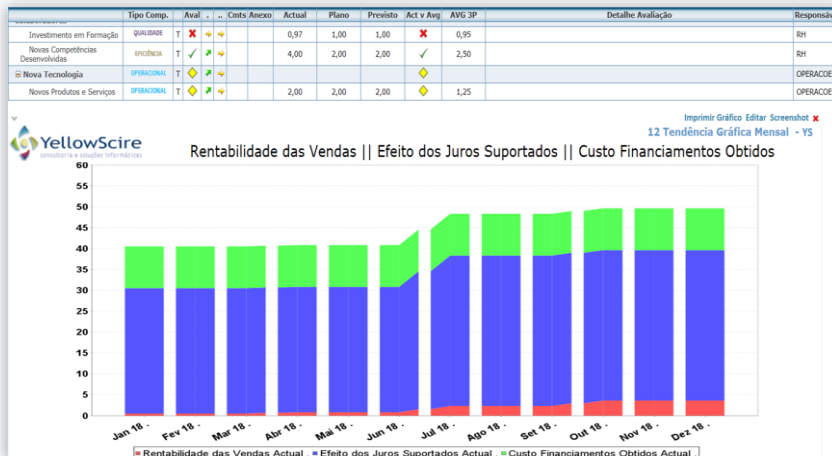
The Synergise Balanced Scorecard v10 was jointly designed with the creators of the methodology (Robert Kaplan & David Norton - Renaissance Worldwide), and it is the software application that best reflects the methodology and efficient channels in improving the performance of Organizations.

SYNERGISE BALANCED SCORECARD v10 ALLOWS

- Thoroughly specify the strategy by establishing a correlation between the objectives and transferring them to the action plans.
- Measure objectives with indicators that allow us to manage their execution.
- Insert comments and attach support files on the different objectives, indicators and the respective assessments.
- Create cascading analysis frameworks to transpose the corporate strategy to the different realities of the business units.

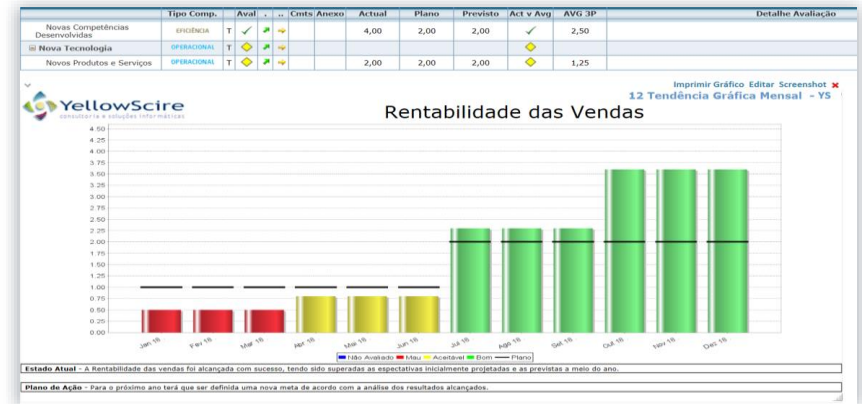


Objetivo	Tipo Comp.	Aval.	Cmts. Anexo	Actual	Plano	Previsto	Act v Avg	AVG 3P	Detalhe Avaliação	Responsável
Financieira										
■ Aumentar a Rentabilidade das Vendas	ESTRATEGICO	T								FINANCEIRO
Rentabilidade das Vendas	ESTRATEGICO	T			2,00	3,00	✓	0,00	Estado Atual - A rentabilidade das vendas foi alcançada com sucesso, tendo sido superadas as expectativas inicialmente projetadas e as previstas a meio do ano. / Plano de Ação - Para o próximo ano terá que ser definida uma nova meta de acordo com a análise dos resultados alcançados.	OPERACOES
■ Aumentar a Rentabilidade para os Acionistas	ESTRATEGICO	T								FINANCEIRO
Rentabilidade dos Capitais Próprios	ESTRATEGICO	T			107,00	105,00	♦	105,00		FINANCEIRO
■ Reduzir os Custos de Financiamento	ESTRATEGICO	T								FINANCEIRO
Custo Financiamentos Obtidos	ESTRATEGICO	T			10,00	5,00	✗	10,00	Estado Atual - Os custos de financiamento obtidos não foram suficientes para alcançar a meta definida. / Plano de Ação - Melhorar a capacidade de negociação.	FINANCEIRO
Efeito dos Juros Suportados	EFICIENCIA	T			36,00	20,00	✓	33,00		FINANCEIRO
Clientes										
■ Aumentar Número de Clientes	ESTRATEGICO	T								MARKETING
Número de Passagens	ESTRATEGICO	M			4,74	5,00	✓	4,74		MARKETING
■ Aumentar Fidelização dos Clientes	EFICIENCIA	T								MARKETING
Recuperação do Programa Victoria	EFICIENCIA	T			20,00	17,00	✓	16,25		MARKETING
■ Satisfação dos Clientes	QUALIDADE	T								MARKETING
Satisfação dos Clientes	EFICIENCIA	T			68,00	75,00	✗	69,00		MARKETING
Número de Reclamações	QUALIDADE	T			68,00	75,00	✗	69,00		MARKETING
					400.000,00	500.000,00	✓	462.500,00		MARKETING

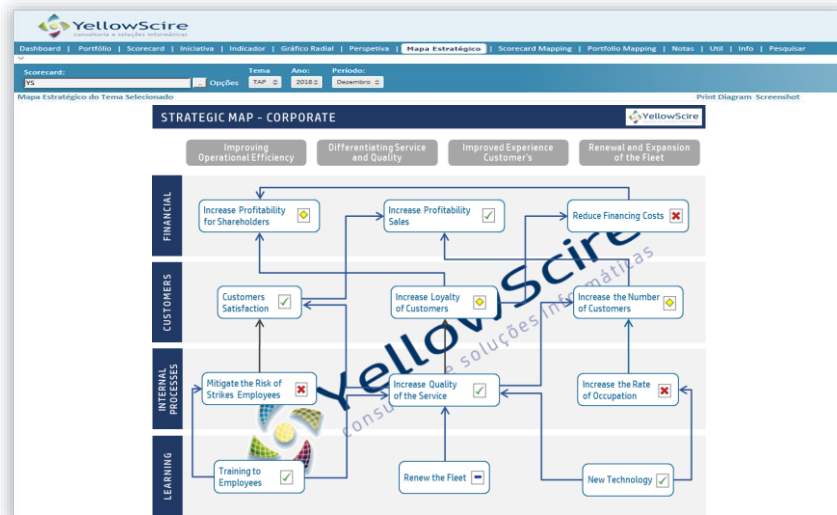


- The creation of portfolios to manage the objectives shared between the business units and the different services.
- Distribute the strategy to all people with responsibility for the Organization's goals through the internet, smartphone, tablet, etc.
- Facilitate the follow-up of key points related to the organization's strategic initiatives.
- Convert the strategy into a continuous and dynamic process, facilitating the integration of new changes in a sensible way.

- Integrate with corporate email including the automatic sending of updates, alerts and initiatives.
- Build reports as needed.
- Easy integration with multiple data sources.
- Create state-of-the-art graphics using advanced features and resize them.
- View Assessments vs Goals Graphically.

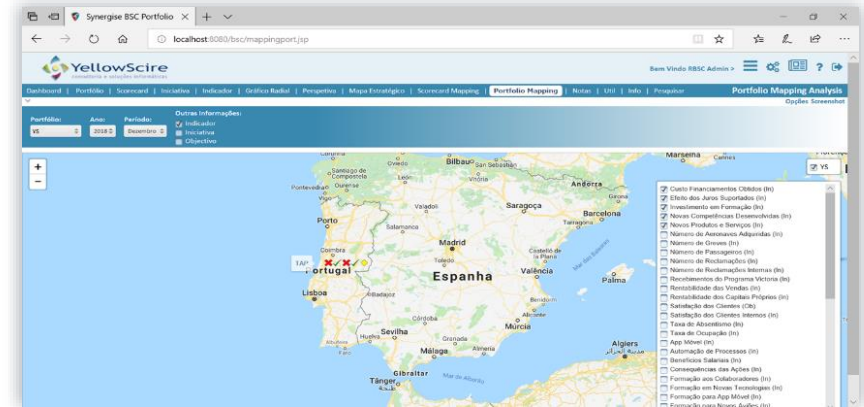


SUCCESS CASES HAVE DEMONSTRATED MULTIPLE BENEFITS



- Create the Strategic Map according to the Organization's corporate image.
- Relate the different objectives in the different analysis perspectives in the organizational context of the strategic vectors.
- It forces the evolution, analysis and reflection of the strategy.
- It inserts the Balanced Scorecard in the day-to-day activities of the Organizations and acts as a discussion center in strategic monitoring meetings.
- Focuses on a high level of instant view of effectiveness.

- Integration with Google Maps for a better geographic analysis of scorecards and comparison of the performance of objectives and indicators in different geographic areas locally or in the various international markets.
- Ability to assign objectives and indicators in the desired geographical location and filter items to be displayed in different portfolios and scorecards.



POWERFUL SCORECARD ANALYSIS DASHBOARD



- Performance of the indicators vs evaluations and graphic analysis compared to the accumulated per year.
- Temporal evolution of scorecard performance vs evaluations and respective goals.
- Aligns the organization in communication and implementing the business strategy.
- It makes key initiatives that create value for the organization a priority.
- Facilitates decision making on where and how to invest scarce economic and human resources.



Reduced Costs

The flexibility in the licensing model allows costs to be greatly reduced and the overall investment to be quite low compared to other technologies.



Implementation Time

The development of scorecards is very fast, due to the tool allowing its creation in a simple and intuitive way, meeting all the requirements of the Balanced Scorecard methodology.



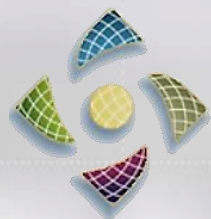
Security

All data security requirements are guaranteed, where each user only accesses the information, they are authorized to consult. The tool has a very advanced degree of security.



Data Sources Integration

BSC v10 integrates with all available data sources in the organization, from traditional databases, to files in different formats such as .xlsx, .csv and .txt.



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IMPLEMENT THE STRATEGY IN YOUR ORGANIZATION



TARGET

CONTACT US TO KNOW HOW WE CAN HELP
YOUR ORGANIZATION



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