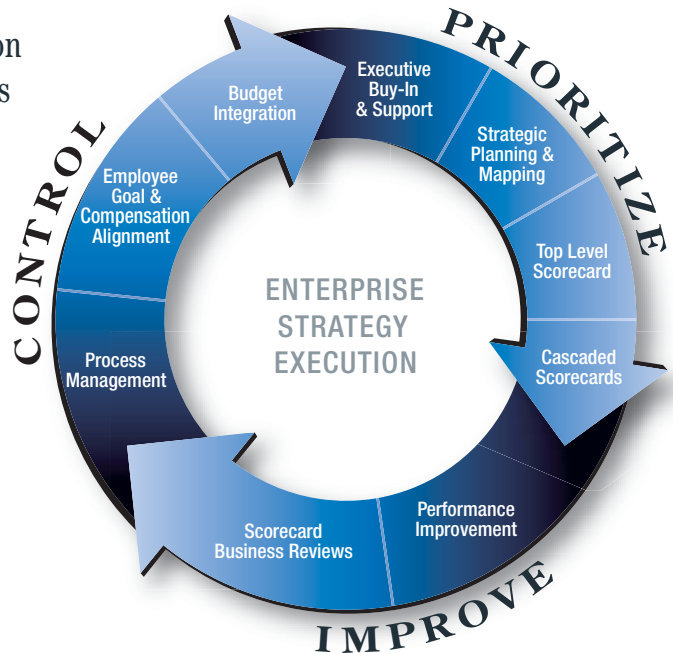


# ActiveStrategy Software Features and Benefits

ActiveStrategy Enterprise is a best-in-class application suite that supports and automates the business practices and processes of Enterprise Strategy Execution. Unlike many software packages whose so-called scorecard or dashboard capabilities have grown out of financial or reporting applications, ActiveStrategy Enterprise was explicitly designed to facilitate the ongoing use of these proven methodologies. The system is available as a Software-as-a-Service (SaaS) solution called ActiveStrategy Enterprise On-Demand.

The following table highlights the ways in which ActiveStrategy supports each phase of Enterprise Strategy Execution.



## Features to Support

## Benefits to Users

Features to Support	Benefits to Users
<p><b>EXECUTIVE BUY-IN &amp; SUPPORT</b></p> <ol style="list-style-type: none"> <li>1. ActiveStrategy Software was built to explicitly mirror the way a business user thinks.</li> <li>2. ActiveStrategy coaching &amp; training</li> </ol>	<ol style="list-style-type: none"> <li>1. This makes the system intuitive and helps get executives comfortable with the click-to-drill-down approach.</li> <li>2. We help clients work through the process of building content, putting it in the system, and learning to effectively use it to manage performance, ensuring that you will get the results you need.</li> </ol>
<p><b>STRATEGIC PLANNING &amp; MAPPING</b></p> <ol style="list-style-type: none"> <li>3. Dynamic Strategy Mapping</li> </ol>	<ol style="list-style-type: none"> <li>3. The Strategy Map is a brief, visual depiction of the strategic plan and the basis for good Balanced Scorecards. ActiveStrategy Software helps you build a Strategy Map and creates the linkage to your Scorecards.</li> </ol>
<p><b>TOP-LEVEL SCORECARDS</b></p> <ol style="list-style-type: none"> <li>4. Rapid Scorecard creation &amp; updating</li> <li>5. Personalized Dashboard views for each user</li> <li>6. Links measures/KPIs to organizational strategy through Objectives</li> </ol>	<ol style="list-style-type: none"> <li>4. Individual business users can easily and quickly create or modify Scorecards, Objectives, Measures, and Initiatives without requiring an IT or administrator's assistance.</li> <li>5. Users can easily create Dashboard views that include relevant trend charts, initiative reports, and Scorecards to ensure every user sees the specific performance information important to him or her.</li> <li>6. Within ActiveStrategy Software, all Measures are linked to one or more strategic Objective. This ensures that Measures are well linked to the organization's strategy, so the most important areas receive their due focus.</li> </ol>

## Features to Support

## Benefits to Users

Features to Support	Benefits to Users
<p><b>CASCADED BALANCED SCORECARDS</b></p> <p>7. Enables cascaded Scorecard, Objective, and Measure linkage and deployment</p> <p>8. Supports both dimensional and causal relationships between strategic Objectives and linked Measures</p> <p>9. Measure roll-up and calculation</p>	<p>7. Allows users to drill down and across various organizational Scorecards to identify drivers of poor performance before they impact high-level outcomes</p> <p>8. Unlike analytics-based applications, ActiveStrategy Software is designed to help organizations identify, manage, and improve the true root cause of poor performance (not just where a problem exists, but also why a problem exists).</p> <p>9. Lets Measure owners define how and when to roll-up or calculate Measures to create higher-level indices, averages, and other types of calculations.</p>
<p><b>PERFORMANCE IMPROVEMENT</b></p> <p>10. Initiative Management (of both strategic and process improvement Initiatives)</p>	<p>10. When performance is below target, strategic Initiatives (i.e. time-bound projects) address the gaps. ActiveStrategy Software links Initiatives to strategic Objectives or Measures, plus tracks and manages tasks and milestones to keep Initiatives focused and effective. Supports DMAIC-based improvement projects. Track multiple related initiatives easily using the Program Group feature, with Gantt Charts for at-a-glance monitoring.</p>
<p><b>SCORECARD BUSINESS REVIEW MANAGEMENT</b></p> <p>11. Supports Scorecard Business Reviews through drill-down, linkage, variance reporting, and discussion thread capabilities.</p> <p>12. Briefing Books</p>	<p>11. Facilitates an informed Business Review process where management is based on all relevant information, not just pieces or opinions. Through ongoing use of ActiveStrategy Software, organizations are able to stop “fighting fires” and instead manage performance in a predictive, constructive manner.</p> <p>12. Users can quickly and easily create and print their own customized report “book” format, collecting all relevant information – even from multiple scorecards – in one, simple view, ideal to focus Business Review discussion. For added flexibility, users’ books can have multiple “chapters” to maintain various at-a-glance reports of current performance.</p>
<p><b>PROCESS MANAGEMENT</b></p> <p>13. Process Management</p> <p>14. Six Sigma Dashboard and Control Chart support</p>	<p>13. Users can attach process documentation, such as maps and flow charts, providing quick access to critical process information, where root causes of performance issues typically manifest. ActiveStrategy Software may also be integrated with control-ES process management software from Nimbus Partners.</p> <p>14. ActiveStrategy Software provides a great way to view strategic linkage of multiple Six Sigma improvement projects. Users can create Dashboards to track DMAICs or view Control Charts.</p>
<p><b>EMPLOYEE GOAL &amp; COMPENSATION ALIGNMENT</b></p> <p>15. Personal Goal Management Module</p>	<p>15. Links and aligns individual employees’ Personal Goals to strategy. Personal Goal Scorecards show progress of training and development goals, supervisor commentary, and weighted scoring, while revealing the true impact of these Personal Goals on linked Measures from organizational Scorecards. Produces year-end summary reports, which may be printed and submitted to Human Resources.</p>
<p><b>BUDGET INTEGRATION</b></p> <p>16. Initiative budget, process &amp; cost tracking and reporting</p>	<p>16. Enables users to track and report on strategic improvement Initiatives and capital projects, plus see the impact of these Initiatives on aligned Scorecard Objectives and Measures. This ensures organizational alignment between the strategic and operating plans. ActiveStrategy Software may also be integrated with client-side budgeting software.</p>

To learn more, we invite you to schedule a personalized online demo.  
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