

Stratego

Develop, Communicate and Monitor Strategies Across Your Organization



To effectively execute a strategic business plan requires communication and organizational alignment around the goals and objectives within the strategy.

In order to ensure that a defined strategy is well executed, executives must provide an environment that translates their vision into clear objectives and allows an organization to monitor those objectives. These objectives are then further refined into a system of performance metrics that efficiently communicates a powerful, innovative, strategic focus to the entire organization.

Through Stratego, part of Bitam's fully integrated business intelligence platform, organizations can measure their enterprise performance against corporate goals and objectives. Using scorecards and strategy maps, Stratego provides a common framework to define strategies, communicate accountability and responsibility, monitor performance against objectives and initiatives, and analyze results to determine cause and effect relationships.

Stratego Highlights

- See the status of goals and objectives through visualizations such as stoplights and trend arrows.
- Sort goals and initiatives by status, type, owner and trends.
- Compare current performance against targets across your key performance indicators.
- See which key measures have changed the most, the least, or the most quickly.
- Focus employee attention on issues that need immediate action.
- Visualize cause and effect relationships between goals and metrics with the use of strategy maps.
- Promote ownership and accountability of strategic plans to align strategy with execution.
- Efficient strategy execution management through all levels using My Responsibilities view.
- Evaluate progress of supporting initiatives using Gantt Chart representations.
- Fully integrated in Bitam's business intelligence suite.
- Certified by the Balanced Scorecard Collaborative.

Scorecards

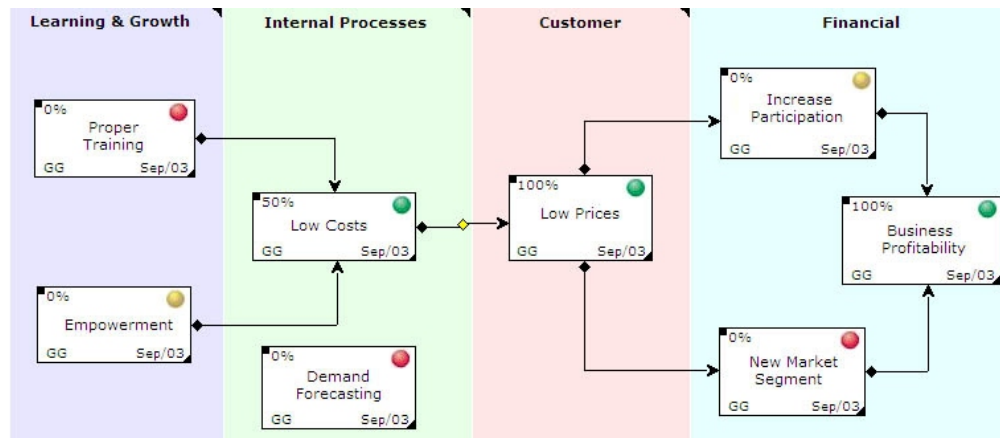
Scorecards were developed to enable organizations to clarify their vision and strategy and translate them into action. Stratego provides advanced scorecarding abilities that support the evaluation of established goals by comparing them to the objectives performance.

Objective / (Indicators/Initiatives)	%Total(E)	ST(E)	T	Progress	%Total(P)	ST(P)	Target(P)
Financial							
Business Profitability	25 %			0 %	0 %	●	0 %
Increase Participation	10 %			0 %	0 %	●	0 %
New Market Segment Opening	10 %		▲	0 %	50 %	●	100 %
Market Segmentation				0 %	100 %	●	100 %
Client							
Low Prices	25 %			100 %	41 %	●	100 %
COGS	10 %		▲	100 %	100 %	●	100 %
OH costs	33 %		▲				
Revenue	75 %		▼				
Internal Processes							
Demand Forecasting	25 %			50 %	4 %	●	100 %
Low Costs	10 %			50 %	100 %	●	100 %
Learning & Growth							
Empowerment	25 %			0 %	14 %	●	100 %
%of Decisions taken	10 %		▲				
Proper Training	50 %		▲	0 %	100 %	●	100 %
Defensive Driving Program	50 %			0 %	100 %	●	100 %

In the Performance Monitor view, advanced status indicators enable users to quickly analyze and identify any deviation of the strategy, providing the organization with the ability to quickly support successful initiatives or take corrective action on underperforming strategies. Users can perform advanced analysis by drilling into underlying detail through complete integration with Bitam's business intelligence suite.

Strategy Maps

Strategy maps enable users to visualize how processes and metrics support the corporate strategy. Communicate your strategic goals clearly and consistently across your organization by illustrating cause-and-effect relationships between departments, processes, and initiatives.



Promote Ownership and Accountability

Stratego increases accountability and alignment by communicating the corporate strategy and targets to all stakeholders across the organization. Users have visibility into strategy, and understanding of the part they play in execution of the strategy, and corresponding metrics to measure and monitor their success.

With Stratego individuals can manage their own contribution to the execution of the strategy using the My Responsibility view, where the objectives, indicators, and initiatives assigned to them are shown.

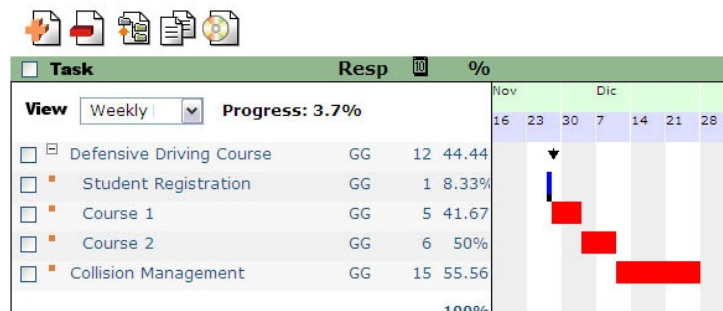
My Responsibilities									
Responsible: <input type="text" value="Gina Guzman"/> <input type="checkbox"/> All Models									
Score:									
Objectives									
Objective	Score	ST	T						
Low Costs	8								
Demand Forecasting	0								
Business Rentability	0								
New Market Segment Opening	10								
Increase Participation	5								
My Indicators									
Indicator	Target	Real Value	% Done	ST	T				
Reduce Cost of buying	30	23	77 %						
% of COGS	6	6	100 %						
% of Administrative Expenses	2	3	50 %						
EBIT Margin			0 %						
OCF Days			0 %						
Asset Rentability			0 %						
New Store Openings	20	22	100 %						
New Store Openings	20	8	40 %						
Revenue	300,000,000	192,455,600	64 %						
My Initiatives									
Initiative	Start Date	Due Date	% Done	% Total	Sponsor	Budget			
Decrease in Expenses	6/10/2003	12/10/2003	40%	100%	Director	345,000.00			
Opening of New Stores	6/12/2003	12/12/2003	52%	100%		1,252,222.00			
Launch Marketing Campaign	6/1/2003	10/1/2003	9%	100%	Johnny Jenkins	100,000.00			

In addition, through the use of threaded discussions, departments and groups can further collaborate around objectives and initiatives, share insight and make informed decisions.

Manage Supporting Initiatives

Unlike other scorecards, Bitam provides the visibility not only into other key metrics that measure goals and objectives, but also into the progress made on the initiatives that support the achievement of goals.

Incorporating Gantt chart functionality, management and individuals can immediately identify the status of supporting initiatives, and take corrective action to ensure those initiatives and the overall goal stay on track.





Common Platform

All Bitam's products, including Stratego, are built with one idea in mind - deliver robust end user capability on a single integrated infrastructure for IT to support. Quick to implement and easy to maintain, the Bitam infrastructure provides a single place to manage data connectivity, user management, repository, security and system performance tools.

Stratego has a zero-foot print web based interface and integrates with Outlook, Pocket PC, Palm, MS Power Point, and provides portal integration capabilities. Stratego provides connectivity to fit your needs through support all leading OLAP Servers and database platforms such as Oracle, DB2, SQL Server, MS Analysis Services, Hyperion Essbase, and SAP/BW.



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