

### Transform Information into a Strategic Asset

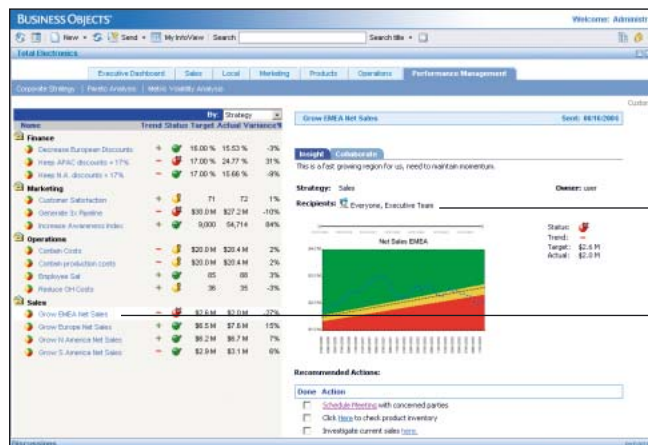
BusinessObjects Performance Manager helps organizations focus on key performance metrics and transform information into a strategic asset by providing:

- Goal management
- Scorecards
- Strategy maps
- Recommended actions
- Threaded discussions

### Align Actions with Strategy to Improve Organizational Performance

Many organizations struggle to provide focused information in a way that gives people insight into how they can make better business decisions. BusinessObjects™ Performance Manager helps your organization communicate strategy, manage performance, and provide users with the key information they need to make decisions and act with confidence. Through goal setting and performance scorecards, individuals and teams can track achievement, collaborate with others, and follow recommended actions to improve organizational performance.

Today, your organization probably uses dashboards to monitor metrics. Performance Manager takes this concept to the next level, leveraging existing investments in business intelligence (BI) dashboards, analytics, and enterprise reporting to provide advanced scorecards and goal management. Your users can set goals, track progress, monitor trends, and move rapidly to their next action—all in one easy-to-use interface. Most importantly, all activity can be tracked back to strategic goals, ensuring alignment and efficiency.



See who is responsible for achieving this goal

Highlight goals and metrics for more insight

Scorecards measure performance versus goals.

Different departments have different measures of success. The finance department wants to track sales performance against financial goals coming from financial systems. A sales manager wants to track quota attainment for district and individual reps. Performance Manager provides integration with leading financial systems through the open financial applications initiative (OFAI), so you can take advantage of existing investments and automate goal-setting as part of a broader performance management strategy. Performance Manager helps align actions with strategy to improve performance by helping your organization:

- ▶ Communicate strategy
- ▶ Manage performance
- ▶ Act with confidence

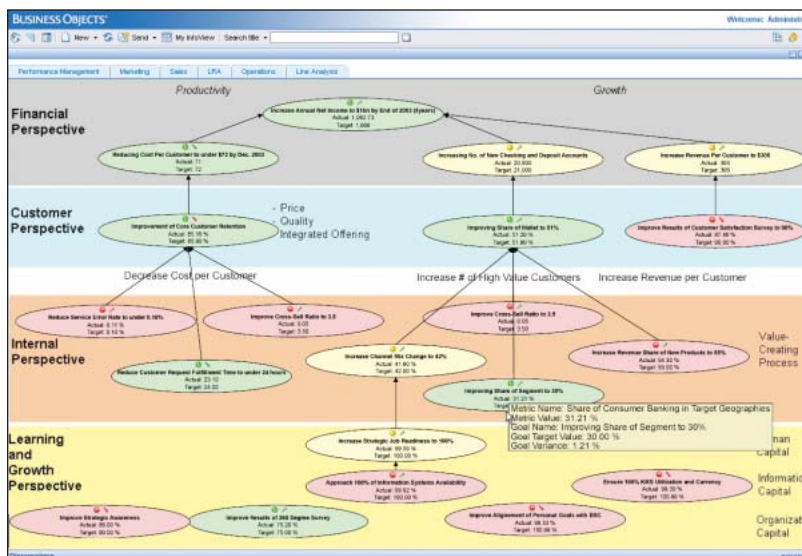
## Align Actions with Strategy to Improve Organizational Performance

### Communicate Strategy

Your organization has strategies and goals. Whether they exist in an annual report, financial plan, or other document, you need to know how you can align everyone's actions around these goals and plans to improve performance.

### Map Strategies for a Balanced View of Performance

The best strategy in the world is bound to fail if people can't see the relationship between key business drivers and how their decisions and actions affect performance. Performance Manager provides web-based strategy maps to visualize and communicate organizational objectives.



Performance Manager provides strategy maps to quickly communicate status on top-line strategic objectives.

### Create Goals and Assign Accountability

Performance Manager makes it possible for goals to be pushed from the most senior executive level across the entire organization and attached to individual owners and groups in all departments and functional areas. You can publish goals to individuals or groups, ensuring that everyone has a stake in the company's success.

### Better Group Decisions with Threaded Discussions

The idea that better decisions are made by groups of people is central to collaborative teamwork and effective decision making. Performance Manager dynamically connects teams of people to goals and metrics across many roles and functional areas. Through threaded discussions, teams collaborate around goals and metrics, sharing insight and making more informed decisions. Team members see when new comments have been added, who made them, and when they were made. This reduces guesswork and email overload because you can see who is taking action. By blending management intuition with hard facts, collaborative threaded discussions help you make more effective decisions faster.

To develop a strategic approach to improving performance, many organizations adopt management methodologies, such as Balanced Scorecard (BSC), Six Sigma, Total Quality Management (TQM), or a custom methodology. Performance Manager is certified for BSC, yet it's flexible enough to support other custom methodologies that you may be using to align and balance resources.



*“What impresses us the most is how there is a close-the-loop mechanism to identify problems, act upon them, and ensure goals are achieved.”* Paul Zanis, Director of Business Information Systems, Simon & Schuster

## Manage Performance

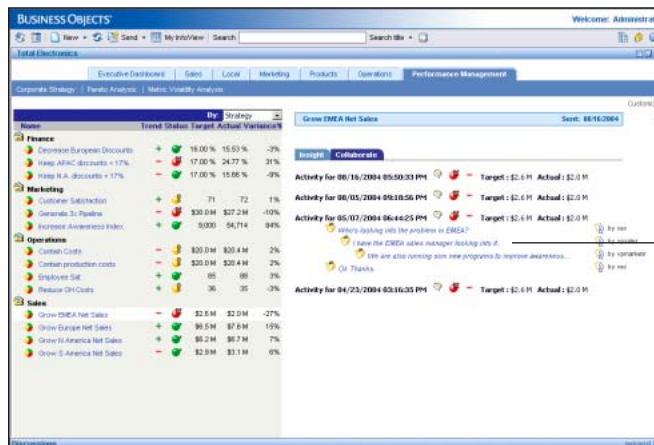
What gets measured gets managed. Giving users a scorecard to measure their performance helps them quickly see areas where they need to focus their attention to achieve success.

### Set Goals to Align Action with Strategy

Performance Manager goes beyond dashboards to take the next step. It provides you with an easy-to-use interface for defining and modifying goals, setting tolerances, and assigning goal ownership. So user actions become aligned with your organization’s strategy.

### Advanced Scorecards to Track Achievement

Scorecards provide an intuitive, visual way to quickly track achievement against your key performance targets with stoplights, trend arrows, and key metric values. An easy-to-use interface allows business users to sort goals and initiatives by type, owner, trend, or status, providing a quick read on current status.



*Threaded discussions help users make better decisions faster, blending management intuition together with trusted information*

*Users simply click on an area of interest to uncover more details, discuss with others, and take action.*

### Extreme Insight through Integrated Reporting and Analysis

Performance Manager helps diagnose the root-cause of a performance issue. Your users can view scorecards in their dashboards to check goal achievement status and performance trends. By clicking on a particular goal, users move immediately to a detailed view that shows trends, specific data points with performance thresholds, and a quick view of others connected to the goal. And users can do more analysis through integrated analytics and reports that are provided with context—all within their dashboard.

## Align Actions with Strategy to Improve Organizational Performance

### Act with Confidence

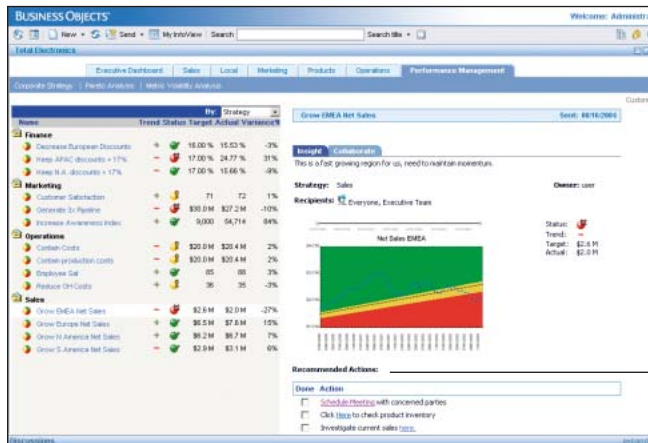
Achieving your goals requires having the right information to make sound decisions quickly. Performance Manager helps you steer through trouble and act with confidence.

### Distribute Actions to People with Workflow

Performance Manager allows you to assign new actions and owners. Owners may be individuals or groups of people, and each owner has the ability to choose all parameters surrounding the goal and associated groups. Users can make recommendations to analyze specific reports for more information, set up a meeting with key stakeholders, or any other customized action.

### Take Recommended Actions to Improve Performance

Performance Manager reduces time-to-action. When a goal or initiative is not being met, users are alerted with recommended actions based on a defined workflow. Users don't have to do custom analysis to get to root-cause. Performance Manager gives them a series of prompts and predefined steps for analysis. They are then guided to the right information so they can quickly make confident decisions. Best of all, different actions are recommended based on goal status. This guides users according to the severity of a problem.



*Workflow features provide recommended actions for users to help them achieve goals.*

### Build Trusted Best Practices to Optimize Performance

As workers find new ways to solve problems, these best practices can be built in, further optimizing organizational performance. Performance Manager enables you to go back and look at goals, discussion threads, and workflow. This allows you to capture lessons learned and translate them into day-to-day performance improvements.

### The Best Choice on the Market Today

BusinessObjects Performance Manager helps your organization align strategy with action to improve performance. Through goal setting and performance tracking in scorecards, Performance Manager provides you with the extreme insight you need to extend your competitive advantage. To learn more about Performance Manager or BusinessObjects XI, visit our website at [www.businessobjects.com](http://www.businessobjects.com).

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