

DISPLAY ON PROMINENTLY LOCATED SCREENS TO DRIVE BUSINESS PERFORMANCE

Dashboards Really Matter

We call them “Business SCOREboards” because having information quickly and easily available can be of tremendous help to a business. They provide core metrics at-a-glance by continuously monitoring key performance indicators (KPIs). This is becoming increasingly important and more organizations are recognizing their value.

The right questions to ask are:

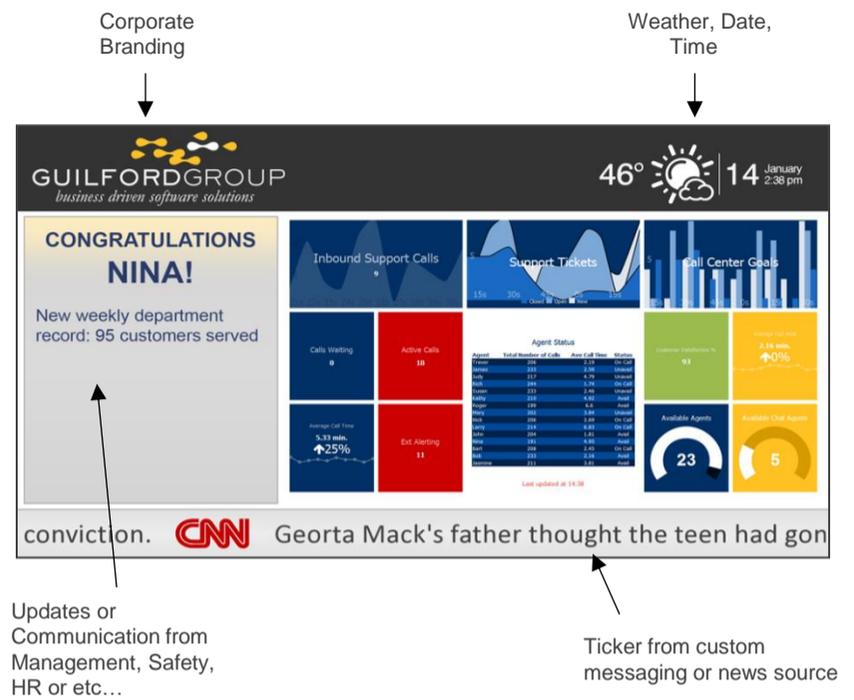
- Do you currently use performance metrics (KPI's) as a way to improve your business performance?
- Do you recognize value in performance feedback, such as unusual events or activities generated from KPI's, to improve efficiencies?

Then you should consider prominent display methods to provide continuous feedback in real time?

A digital “Business SCOREboards” consolidates information that can be pulled from multiple sources and systems. It transforms the information into interactive charts. Digital dashboards are designed to be easy to read and bring all your key business metrics data together in a familiar and easy to understand way. They are customized to suit your specific requirements and priorities. The framework is modular so you can incorporate the most important information into the dashboard.

Prominently displaying these motivates your team to strive for the goals, driving behavior. The management Guru Peter Drucker once observed: “What’s measured improves.” That’s never truer than when you want to improve your company’s operational efficiency. “Business SCOREboards” bring attention and focus on to what is really important.

A good solution allows users to customize dashboards, to access and analyze information for effective decision making and to answers questions that help you accomplish more. “Business SCOREboards” enable you to be data driven, can monitor trends to help you improve efficiencies, focusing on what is important and highlight unusual events so that you can take action quickly.



All-inclusive digital dashboard, metrics and communications solution

- Enables your organization to be **data-driven**
- **Continuously** measures processes and KPIs to improve results
- Monitors trends to **improve efficiencies**
- Focuses on what is important
- **Highlights** unusual events
- **Motivates** your team and drives behavior

Dashboards Support Continuous Improvement Processes



See more at:
<http://www.dashboardinsight.com/articles/business-performance-management/improve-operational-performance.aspx#sthash.5sUp9ui.dpuf>

Developing Key Performance Indicators

Developing the right Key Performance Indicators (KPIs) in today’s competitive environment helps companies and organizations improve their efficiency and effectiveness. They need visibility into relevant measures of performance that will yield the best results. The use of KPI metrics to support continuous operational performance improvement is essential.

The key steps in this approach are:

- Determine the most appropriate Key Performance Indicators (KPIs) that affect the outcome for each major business segment within a business or functional area.
- Ensure that the KPI objectives are aligned across functions and individual roles.
- Monitor and analyze KPI metrics in real-time to support operational decisions.
- Share knowledge as it is gained in the course of analyzing operational performance.
- Review and refine the KPIs and the alignment of these metrics across functions and roles.

Operational Intelligence should provide real-time metrics on business processes, activities and outcomes to support operational decision making. There are a number of performance improvement methodologies such as lean, six sigma, total quality management, etc. which are used to improve performance. In all of these cases, having appropriate KPIs is necessary to establish baselines, identify opportunity areas for improvement and track progress toward goals. KPIs provide the most relevant financial and non-financial measurements used to help an organization define and measure progress toward organizational goals. These tend to be outcome oriented to be most useful things like sales win rates, cost of goods sold (COGS), discount percentages, equipment availability, etc. These can be monitored and actions taken to improve each measure.

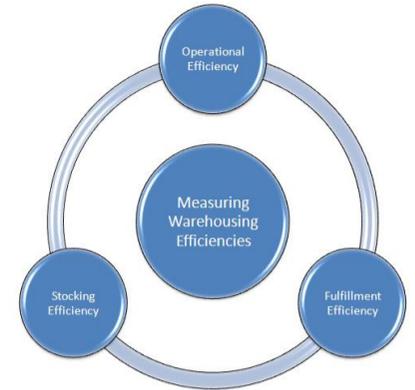
KPIs SHOULD BE ACTIONABLE, SIMPLE, LIMITED AND PROMINENTLY DISPLAYED FOR BEST RESULTS

What is Important For You

The KPIs have to be the right ones for your business based on what is important to you. Capturing base metrics and calculating the KPIs is necessary for understanding business performance and, by measuring performance in key areas, you can evaluate how you're doing compared to internal goals or benchmarks, such as industry averages. Then, you can get start improving your results.

Good examples of KPIs across a business are:

- Sales: leads (number, cost); qualification (lead conversion ratio); quote (gross margin, average discount); closing (win/loss ratio, time to close/sales cycle.)
- Order fulfillment: customer orders (number of new or open orders, number or orders with errors); distribution center and shipments (number of orders ready to pick, number of orders shipped on time or shipped complete); transport (number of order lines shipped by air vs. ground); customer satisfaction (number of units returned due to error or reject.)
- Invoicing: number and value of invoices created, sent and disputed; cash received or AR days outstanding.
- Procurement: POs (cost per unit); supplier (on time in full delivery, reject rate); transport (delivery time, freight costs); parts warehouse (inventory value, inventory days/turns.)
- Manufacturing: production plan (planned utilization or cost per unit); production (material handling time, changeover time); assembly (OEE); distribution center (inventory value, inventory days/turns.)
- Product development: concept (market opportunity, projected ROI); design (unit costs); prototype (revised unit cost); marketing (revised opportunity size, projected gross margin, revised ROI.)



IN WAREHOUSING

EXAMPLES OF KPIs FOR DIFFERENT BUSINESSES AND FUNCTIONS

Experts say "no more than four or five per department"

CALL CENTERS <ul style="list-style-type: none"> ✓ Call volume; over the day, week, etc. ✓ Service levels ✓ Abandon rate, ✓ Ave./ Maxi wait time ✓ Average call handle time ✓ Agent status, ✓ Data by agent ✓ Can link to cost data 	ORDER SHIPMENT <ul style="list-style-type: none"> ✓ Orders to Ship ✓ Overdue Shipments ✓ Open Purchase Orders ✓ Inventory ✓ Perfect Order rate; lines on-t ✓ Cycle Count ✓ Data by Agent or location ✓ Data by Customer 	FLEETS <ul style="list-style-type: none"> ✓ Vehicles in use ✓ Open reservations ✓ # Out of service ✓ Over due vehicles, late arriva ✓ Usage, revenue ✓ By vehicle: distance traveled, stops, safety stats, Engine on ✓ Customer notification ✓ Fleet Map 	MANUFACTURING <ul style="list-style-type: none"> ✓ Days without lost time accident ✓ Manufacturing units per line target vs. actuals ✓ Total Employees: per hour and Unit vs. target ✓ Quality: % rejects, cost per u ✓ Overhead over time. ✓ Percentage on-time ✓ Supplier rejects: percentage 	SALES <ul style="list-style-type: none"> ✓ % Quota Attainment ✓ Key New Opportunities in Pipeline ✓ Stack Rank for All Sales Teams or Divisions ✓ Amount and Close Date for Sales ✓ Customer Retention Rate ✓ # of Prospecting Activities ✓ # of Appointments Set ✓ # of Product Demonstrations
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What Really Works

- **Actionable Metrics:** You get better results
- **Limited to Four or Five KPIs Per Department:** People cannot handle more
- **Keep it Simplicity:** Presentation is important, should be easy to understand and meaningful
- **Prominent Display;** More motivating and drives performance

"Many smaller companies have no system for measuring operating performance on a regular basis", says BDC Business Consultant Stéphane Chrusten. "This hinders their ability to improve, or worse, exposes them to nasty surprises when things go seriously wrong." He says a good way to introduce a measurement system to your business is to select key performance indicators (KPIs) and then use them to create performance dashboards.

NUMEROUS EXAMPLES AND CASE STUDIES OF SUCCESS WITH “Business SCOREboards”



Some major studies have shown that dashboards have improved efficiency and business results

- A 2009 major study of 285 enterprises reported that companies using business dashboards experienced 24% year-over-year increase in operating profit, along with significant improvements in customer service and sales year-over-year (Aberdeen Group).
- A survey of 113 IT executives in 2005 reported improvements in decision-making and operational efficiencies through the use of business dashboards. 56% of respondents reported improvements as significant, and half reported full payback in less than 1 year (Hurwitz & Associates)
- In a 2012 study, “A full two-thirds of the 250 respondents surveyed claim to have seen clear financial benefits from their dashboards by improving operational efficiency (64 percent), uptime for critical services (51 percent) and company productivity (44 percent).

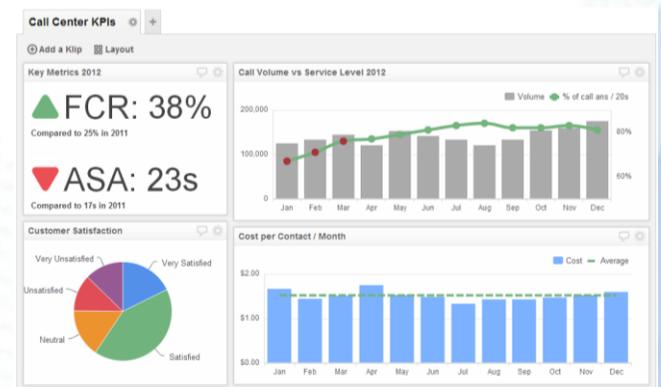
A few case studies as well

- S. Chrusten, a lean expert, offered an example of how a dashboard works in practice. One of his clients—a food processor—needed to increase production to meet demand. Management started to investigate production downtime and noticed it was taking 45 minutes to start production in the morning. By monitoring this KPI and working on improvements, the team was able to get start-up time down to 20 minutes. The company believes it can eventually bring it down to 10 minutes.
- A component supplier in Atlanta added prominently displayed dashboards for their order shipment post an acquisition and saw dramatic improvement in efficiency. (Icon Partners)
- A major financial institution developed near real-time insight into its statement processing (over 1 billion each year). Dashboards helped them dramatically improve efficiencies. (Knowledge Solutions).



CUSTOM DASHBOARDS ON LARGE SCREENS ARE HIGHLY EFFECTIVE

FOR A CALL CENTER



FOR MANUFACTURING



MANAGED CONTENT, CLOUD BASED, STANDARD DISPLAYS, CUSTOMER SERVICE, CUSTOMIZABLE

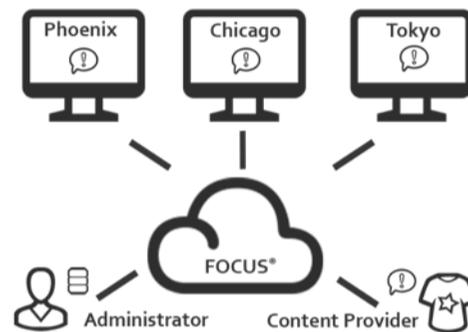
Guilford Group and Sensory Technologies have partnered to provide an all-inclusive digital dashboard, metrics and communications solution that:

- Can help you develop the KPIs and connect into your systems to provide real-time metrics which can be standard or customized to your needs.
- Additional information can be added such as local announcements, weather, stock prices, etc.
- Has the ability to manage the content, even allowing for unique programming to each screen
- Has cloud based centralized management control
- We provide 24X7 customer service

Focus Media Player Manages The Content



- Content is stored on player to safeguard against unforeseen interruptions that may occur with your internet connection
- Allows for unique programming to each screen
- High performance hardware for powerful graphics
- Owned, managed and maintained by Sensory Technologies



Cloud-based Management Provides Control

- Centralized control for message consistency from anywhere via we browser
- Instant updating of announcements and policy change messages
- Global content distribution with the click of a button
- Ability to schedule localized programming
- Multi-user platform with varying permissions

Experienced in an extensive array of technologies, along with partnerships to meet your needs.

Java

- JSF/Primefaces
- J2EE
- Spring / JSP
- Struts
- Hibernate / Websphere

Microsoft .NET

- VB.NET
- ASP.NET
- C#
- Web Services

Mobile Technologies

- Objective-C (iOS)
- Swift (iOS)
- Java (Android)
- Apple Watch
- jQuery Mobile

C Stack

- Full Range
- Multiple Platforms
- Objective-C
- C++

Web Technologies

- Ajax
- JavaScript
- CSS
- jQuery

Database Platforms

- Oracle
- Microsoft SQL Server
- MySQL
- DB2

Selecting the Right Supplier

Selecting the right is very important. Using technology to enable your business goals requires a committed team of professionals with a wide skill set. This team must possess the requisite knowledge and experience in order to bring about a successful outcome. Usually the team include employees and outside partners. These partners need

- Broad experience in highly, high-volume transaction processing, and network optimization.
- Knowledge and use of developmental best practices.
- Experience with state-of-the-art technologies.
- Experience with business intelligence, reporting systems, business metrics, key performance indicators (KPIs), and executive dashboards.
- Understanding of application integration and experience with integrating systems in a wide range of environments.



About Guilford Group

Guilford Group has over 20 years of experience providing expertise in custom developed software solutions for businesses, on-going maintenance & support and developing software products.

- Focused on business driven software solutions to generate revenue, contain costs and manage capital
- Deep capabilities in business improvement, mobile technologies and custom web applications
- Overall industry focus is Transportation/Trucking, Logistics/Warehousing, Industrial and Manufacturing
- Customer base includes Fortune 500 companies
- Nearly 30 associates in the USA with off-shore sourcing capabilities to flex resources as needed
- Headquartered in Carmel, Indiana (Indianapolis)

www.guilfordgroup.com

About Sensory Technologies

Sensory Technologies is a leading audio-visual, telepresence system, collaborative solutions and digital signage provider offering fully integrated, customized solutions consisting of system design and engineering, equipment procurement, system installation and integration, on-site service, and comprehensive Client Solution Center (CSC) support (Bridging & Cloud-Based Services, Hosted Digital Signage, Streaming & Archiving, Asset Management Service, Support & Warranties, On-Site & Remote Diagnostics).

- Solution Areas: Videoconferencing, Digital Signage, Immersive Collaboration Experiences, Situational Awareness/Command & Control, Auditoriums, Boardrooms, etc.
- Sensory Technologies' partners rely on them to infuse their culture with emergent visual technology to amplify collaboration and simplify life.

www.sensorytechnologies.com

For more information about Business SCOREboard, please contact:

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