



Rocket® CorVu CorStrategy

Communicate the business plan to those responsible for executing it

Link key performance indicators (KPIs) and key initiatives to strategic objectives

Enforce corporate governance through an automated performance management process that provides visibility, control, and accountability

Eliminate projects and redirect resources where initiatives are not aligned with strategic objectives

Manage key drivers of business performance with personalized dashboards, scorecards, briefing books, and interactive business analysis

Align employee behavior to strategy execution, and provide a clear line of sight from daily activities to organizational strategy

Tie Performance Metrics and Initiatives to Strategic Objectives

Efficiently executing the strategic plan of a complex modern enterprise is often a challenging task. Aligning day-to-day operational activities with the strategic objectives can be even harder.

There are a multitude of management frameworks that are frequently used to improve such performance – such as Balanced Scorecard, Six Sigma and a variety of quality management methodologies. In reality, many organizations utilize adaptations of one or more of these methods.

The challenge, however, is to manage this information within a scalable business application that can be readily adapted to the evolving management frameworks of each specific organization.

Rocket Software's widely acclaimed Rocket CorVu® CorStrategy solution is highly functional and highly scalable in automating methodologies such as the Balanced Scorecard, Six Sigma, etc. CorStrategy's comprehensive list of features includes interactive scorecards, strategy maps, strategy focused dashboards, automated workflows to gather performance data, pre-built reports and views, along with cause-and-effect modeling and forecasting of performance outcomes (lagging indicators such as the P&L) based on performance drivers (leading indicators).

Most importantly, CorStrategy ties performance metrics and initiatives to strategic objectives so that performance can be measured, accountabilities monitored, communication encouraged, and informed decisions made.

Key Benefits

- ❖ Communicate objectives and initiatives
- ❖ Drive performance improvements
- ❖ Ensure regulatory compliance
- ❖ Improve productivity
- ❖ Improve corporate visibility
- ❖ Drive cultural change

Key Features

Objective Management

- ❖ Communicate objectives within a strategic context, visually and with words
- ❖ Associate performance measures with individual objectives

- ❖ Scoring and color-coding of measures and objectives at all levels
- ❖ Cascade scorecards
- ❖ Measure progress toward objectives by combining the scores of any number of metrics (KPIs)

Initiative Management

- ❖ Link one or more initiatives to any strategic objective
- ❖ Track and manage the status of all initiatives and subordinate tasks
- ❖ Link to existing project management systems

Management Disciplines

- ❖ Support for ALL management methodologies and disciplines

Key Features

Data Collection and Consolidation

- ❖ Periodic metric data can be automatically loaded from other corporate information systems, or manually entered via web forms
- ❖ Provide web forms in periodic, automated email reminders

Metrics

- ❖ Central repository for all metrics, calculations, and commentary
- ❖ Control over the weighted contributions of underlying metrics to objectives
- ❖ Extended scoring allows users to see scores across different frequencies.

Analytics

- ❖ Cause-and-effect diagrams to highlight interdependencies
- ❖ Causal modeling and forecasting for predictive analysis

Workflow

- ❖ Automation of manual update process
- ❖ Reminders and escalations
- ❖ Approvals and authorizations

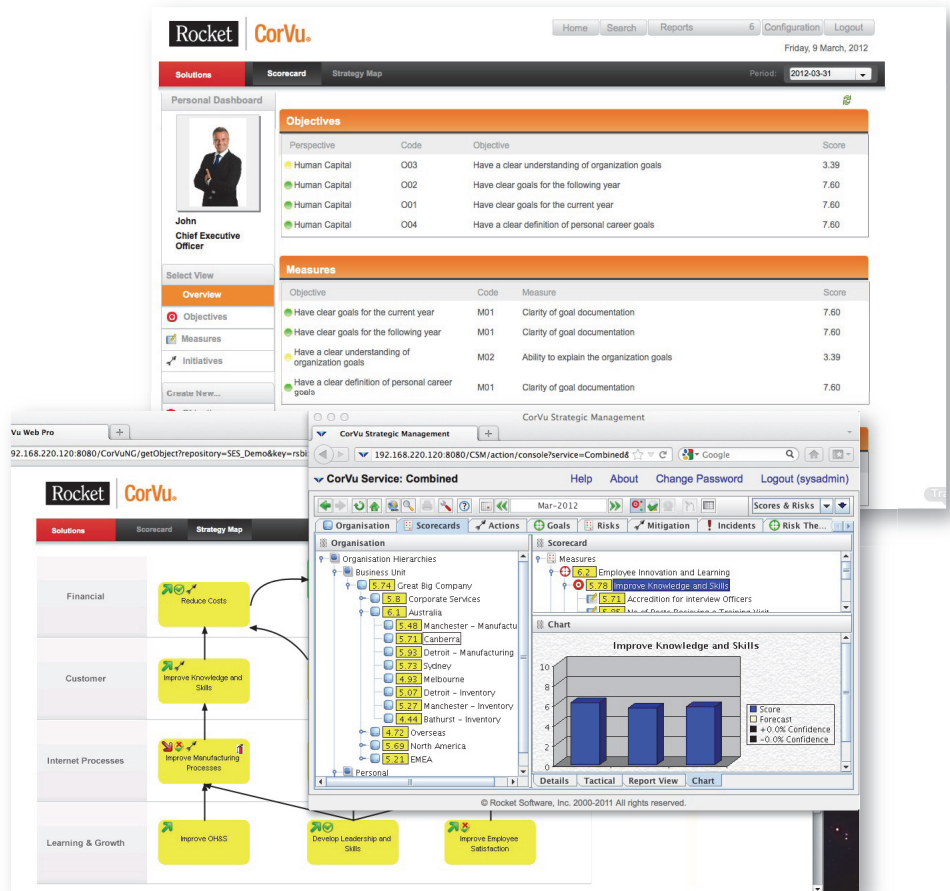
Communication and Collaboration

- ❖ Secure and consistent communication for all performance management content throughout the organization
- ❖ Commentary on objectives, measures, initiatives and actions shared with relevant stakeholders
- ❖ Link to supporting documents, hyperlinks and personal notes

Why CorStrategy?

Comprehensive Capabilities

- ❖ A structured performance management environment for a variety of management disciplines
- ❖ Management of objectives, initiatives and metrics



- ❖ Workflows, communication and collaboration
- ❖ Reporting, analysis, modeling, and forecasting
- ❖ Automated population of scorecard data from corporate data sources
- ❖ Sophisticated, role-based security with LDAP support
- ❖ Can be tied into other Rocket CorVu corporate strategy management modules for a more comprehensive view of company performance

Rapid Deployment

- ❖ Purpose-built application designed for rapid implementation
- ❖ Extend, automate, and enhance as required

Low Total Cost of Ownership

- ❖ Purpose-built application to minimize implementation, training, modification, and maintenance costs

- ❖ Easy to install, administer, view, and update via the web
- ❖ Out-of-the-box reports included
- ❖ Easy configuration with no programming required

Flexibility

- ❖ Easy to change/add measures, KPIs, objectives, initiatives, reports and organization structures
- ❖ Personalized dashboards, reports and scorecards

