

# Balanced Scorecard Services



## How Companies can benefit from Balanced Scorecard?

Forward thinking organizations are realizing the significance and potential of the Balanced Scorecard (BSC). Companies worldwide are already embarking on Balanced Scorecard and are achieving outstanding results in the strategic directions of their business.

Balanced Scorecard assist companies to implement Key Performance Indicators (KPI), realize business strategies and initiatives and achieve higher performance and global competitiveness.

Strategy-focused organizations are using the Balanced Scorecard as a strategic tool to:

- ✓ **IMPROVE** financial results through better use of resources and cost savings
- ✓ **ACHIEVE** Organizational Performance Excellence by ensuring focus on the key business priorities
- ✓ **ENHANCE** Corporate Governance & Accountability to Stakeholders
- ✓ **ACHIEVE** clarity on organization strategic direction
- ✓ **DRIVE** Business Results through Human Capital
- ✓ **IMPROVE** Customer Service and Satisfaction
- ✓ **IMPROVE** Organizational Alignment
- ✓ **ACHIEVE** Inter Departmental Synergy
- ✓ **PROVIDE** fact-based management by delivering a concrete base for planning, monitoring and control
- ✓ **MOTIVATE** employees by linking reward to Performance by implementing Performance-Linked Compensation (PLC)

The Balanced Scorecard is a powerful framework to help organizations rapidly implement strategy by translating the vision and strategy into a set of operational objectives that can drive behavior, and therefore, performance.

Balanced Scorecard strengthens an organization internal and external accountability by improving its internal processes, stakeholders-value creation, quality, organizational learning, and community relations. It encourages organizations to focus on setting measurable and to report on their success in achieving those objectives.

### Who are WE?

**KnowledgeBaze Sdn Bhd** has formed a unique joint collaboration with **Balanced Scorecard Collaborative (BSCol)** formed by the creators and founders of Balanced Scorecard, **Prof. Dr Robert Kaplan** and **Dr. David Norton**. BSCol is world renowned #1 BSC Consulting firm. KnowledgeBaze is the leader in automation of BSC application in Malaysia.

## Challenges Faced by Organizations

Following are some of the challenges faced in today's organizations:

- » Continually increasing customer/stakeholder demands with increasingly limited resources
- » Overcoming outdated and inflexible strategic planning frameworks create 'make work' without adding significant benefit
- » Creating positive image and building accountability and trust with customers
- » Difficulty in motivating staff - leading to migration of best talent to private sector organizations
- » Frequent turnover in upper ranks leading to confused priorities and constant policy changes
- » Unable to extract synergies from people, processes, and systems
- » Lack of performance oriented culture and work styles

## What BSC Services do we provide?

- » **BSC Training.** Customized and personalized BSC classroom training including design & development, strategy execution and etc.
- » **BSC Readiness Assessment.** Consulting Services to assess the readiness of an organization; provide recommendation and assistance in prioritizing BSC implementation, including education, strategic alignment and internal marketing
- » **BSC Study & Design Workshops.** Usually ranging from 8 to 12 weeks of design & development of 'top level' strategy maps, measures, targets and initiatives with agreed implementation and communication guidelines
- » **BSC Automation and Implementation.** Automation and integration of Balanced Scorecard using BSCol's certified software. Usually ranging from 12-16 weeks.
- » **BSC Health-Check.** Consulting Services to review the effectiveness; provide recommendation and perform gap analysis on original requirements versus what is implemented, including services to fine-tune and further optimize the BSC.

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## About KnowledgeBaze Sdn Bhd

KnowledgeBaze (M) Sdn Bhd was incorporated in 1998 with a charter of providing end-to-end Business Intelligence and Corporate Performance Management solution to Public and Private sectors in Malaysia. KnowledgeBaze was founded by experienced principals and professionals who have collectively more than 50 man-years of experience in IT and served some of the largest multi-national corporate in the Asia/Pacific region and United States of America. KnowledgeBaze received its MSC-status for its Business Intelligence solution. KnowledgeBaze is registered with Ministry of Finance, Malaysia

KnowledgeBaze provides end-to-end Balanced Scorecard, Data Warehouse, Business Intelligence and Analytical application solutions providing with an unbeatable total cost of ownership (TCO).

KnowledgeBaze has implemented several performance scorecard projects within Asia. It has formed a **unique joint collaboration with BSCol** to jointly market and provide BSC services exclusively to the Public Sector and Government Linked companies (GLC) in Malaysia. KnowledgeBaze has developed a proven BSC Automation Framework to assist companies to automate and integrate BSC application.

## About the Balanced Scorecard Collaborative

### Unmatched Experience

Balanced Scorecard Collaborative ([www.bscol.com](http://www.bscol.com)) is led by the creators of the BSC concept, **Drs Robert Kaplan and David Norton**, the BSCol professionals have unparalleled experience and expertise in strategic management. With over **five hundred** Balanced Scorecard implementations across the world BSCol can apply its know-how and best-practices with unmatched energy speed and dedication to tailor solutions based on client needs.

Balanced Scorecard Collaborative (BSCol) offers a wide variety of services for organizations at any stage of developing and using the Balanced Scorecard. Its consulting, educational, online and training services can be extensively customized to develop solutions for organizations small and large throughout the world.

## BSC Testimonials

"The Balanced Scorecard gave us focus. The BSC helped Defense Logistics Agency (DLA) define its strategy, restructure the organization, focus on customers as well as target the internal capabilities (processes and people) needed to deliver its promise -"Right Item, Right Time, Right Place, Right Price, Every Time....Best Value Solution for America's Warfighter. The bottom line results are beginning to come in. In FY 2002 DLA achieved \$130Million in savings while processing \$2.2Billion more in requisitions for its customers."

-- *Retired Admiral Ray Archer, Vice Commander, Defense Logistics Agency (DLA)* ■

"BSC has been implemented by EPF to strengthen its operating culture and make it performance-based. We are serious in our intention to achieve our vision to become a world-class organization. "We need to put in place a management system that will help us clearly translate our vision and strategy into achievable and measurable objectives. "Only when we are clear of our strategic direction and objectives, will we be in a better position to put in place plans and mechanisms that address our long term goals"

-- *Datuk Azlan Zainol, CEO, EPF Malaysia, Source: the Star 26, July 2004* ■

"Three years after launching its BSC effort, SMDC has garnered some significant results. In FY01, it achieved:

- A \$23 million increase in profitability, including an \$18 million turn-around the first year of implementation.
- Stabilized costs/adjusted discharge and cost/encounter despite increasing drug and salary costs.
- A continued decrease in days in Accounts Receivable of 10 days for its clinics and 8 days for its hospitals.
- A 13% improvement in appointment access availability for primary care clinics.
- A 15 % improvement in overall hospital patient satisfaction.
- An 11% improvement in overall clinic patient satisfaction.

--- *Dr. Peter Person, CEO of St. Mary's Duluth Health Clinic* ■

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