

Information Builders enables agile information solutions with business intelligence (BI) and integration technologies. Flexible, scalable, and secure, WebFOCUS – the most widely utilized BI platform – permeates every level of the extended enterprise through a simple and intuitive user experience.

# WebFOCUS Performance Metrics Manager

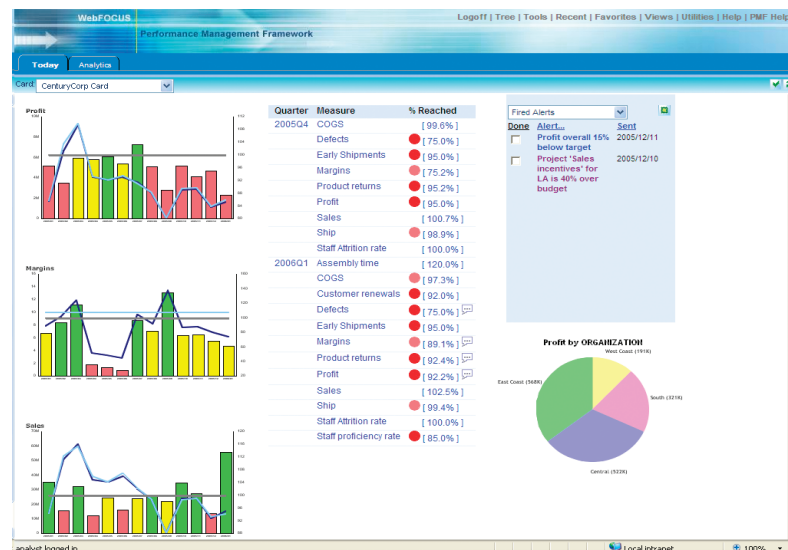
## Simple, Powerful Metrics Management for Everyone

A significant trend in business intelligence (BI) is the delivery of key performance indicator (KPI) dashboards to an organization’s operational staff. By accurately measuring and clearly communicating KPIs, businesses benefit from making a single version of the truth available to everyone. In this way, managers and staff can be reasonably held accountable for the activities revealed by the measurements, and issues can be clearly identified and acted upon.

One of the challenges of making this possible, is providing the ability to access, link, and correlate operational performance metrics with traditional financial metrics. Businesses need to be able to holistically capture leading or causal performance metrics across the enterprise, wherever they reside, and contextually combine them with the financial metrics they drive. To do this, the performance metrics system needs to have unencumbered data access and the ability to span different business units’ systems, processes, and user profiles.

Good examples of KPI dashboards go further than simply presenting a published grouping of KPIs. They do this by infusing dashboards with advanced and deep analytic capabilities, so managers and staff can drill into KPIs to discover and predict trends or pinpoint the root causes of problems and successes.

Truly exceptional KPI dashboards go even further by integrating alerts and collaborative capabilities, so stakeholders, managers, and staff can pinpoint issues, exceptions, and trends and tie them to actions.



As organizations become more mature in organizing and aligning KPIs, world-class dashboard solutions allow the organization to grow, add strategic goals, aggregate and align the metrics, and manage the cause/effect relationships.

Organizations need to align their business unit, business process, and human capital metrics to best model the way things work and their desired outcomes. This cannot be done with separate BI systems. It requires a central metrics management system to bring everything together and communicate it holistically.

As alignment of KPIs to overall organizational goals change over time, an organization could build upon an existing framework rather than having to start over again, incurring delays in executing changes. In the 21st century, organizations need to respond quickly to a myriad of external and internal factors and any method that reduces delays in responding to these factors would be the one to adopt.

#### **The Solution Is a Standard Framework**

WebFOCUS Performance Metrics Manager (PMM) provides a way to easily deliver an incremental performance management solution by solving these challenges. It allows for easy implementation of rich KPI-driven dashboards, using wizards, pre-built dashboards, and analytic tools. PMM allows a business to start by simply gathering financial and performance metrics into one system and then leveraging the KPIs that have been defined into a fully functional strategic management system.

Implementing PMM is a rapid-start exercise that delivers and maintains high ROI. The completeness of the solution combined with the ease of configuration and management allows business units, with little or no IT assistance, to be up and running in weeks, not months.

#### **A Managed Approach**

WebFOCUS Performance Metrics Manager takes a managed approach to metrics. Its architecture enables users to take measurement above the level of ad hoc reporting, making it a predictable and ordered process. Financial metrics can be captured and correlated along with the performance metrics that drive them.

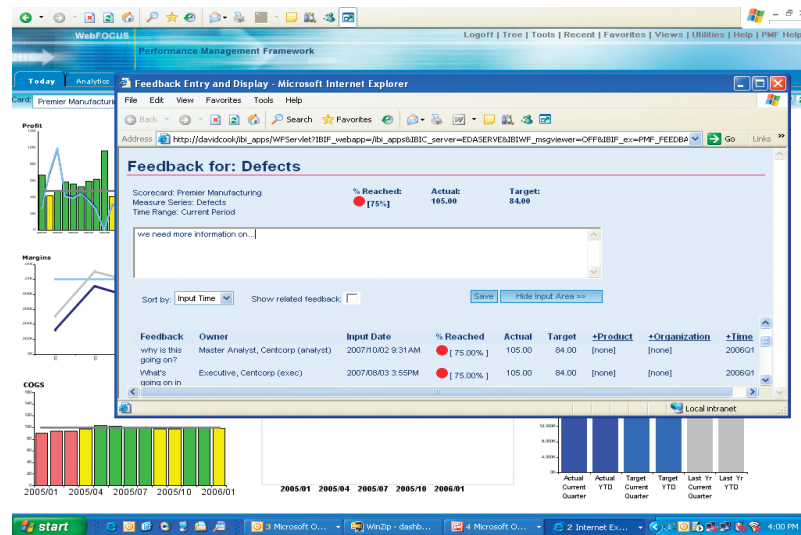
#### **Pre-Built Dashboards**

For fast and economical implementations, Performance Metrics Manager comes with a set of pre-built dashboards, including charts, graphs, and tabular reports. Also delivered are highly visual and interactive dashboards that allow users to easily discover trends or problem points. There is also a set of parameterized dashboards that allows the assembly of custom queries and reports to satisfy the analytic user.

#### **Closed-Loop Collaboration**

To make communication work both ways, Performance Metrics Manager provides an integrated alerting system, where individual stakeholders can create alerts that watch for predefined conditions or exceptions. Alerts can be configured to activate when thresholds are reached and can also be published to the dashboard or sent as e-mails that include fully independent analysis reports and graphs.

PMM also provides, out of the box, the ability for all users to comment on KPIs so that subjective information is considered and communicated. Any authorized user can see and enter comments on a KPI and pass these on to other users of the system.



### Rich Metric Attributes

When a KPI is published to a dashboard, many items go into producing it. Besides getting at the source data, users need to be able to back it up and systematize what can be done to change it, or to enrich it and make it more informative. Attributes such as thresholds and targets need to be updated by authorized owners and administrators. The actual units of measure and the formulas that create the KPI need to be standardized and auditable.

WebFOCUS Performance Metrics Manager provides a complete palette of attributes for organizations to create and manage KPIs. And, views that display these rich metric properties are one click away, so an organization's managers and staff can discover information about the attributes of any KPI in real time.

### Role-Based Access to Capabilities and Information

The concept of ownership and responsibility is intrinsic to the structure of Performance Metrics Manager. Every KPI in PMM has owners that can be designated as having special rights and capabilities regarding the managed metrics.

Any and all organizational authorization is automatically used when delivering dashboards. Some consumers can be designated as part of a management chain so managers see their own KPIs and those directed at their subordinates. Other users may have more functional (authorial) capabilities, so they can alter thresholds and targets. All of these capabilities are centrally managed by PMM's role-based facility. And, in one step you can allow all this to be controlled directly by your organization's single sign-on system.

## Find Out More

To find out how our solutions can help your company succeed, talk to an Information Builders representative today.

Contact your local Information Builders office, visit us at

**informationbuilders.com**,

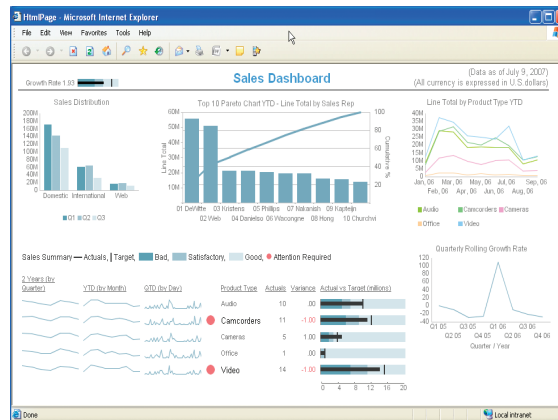
or in the U.S. and Canada,

call **(800) 969-4636**.

### Easily Customized and Extended

WebFOCUS Performance Metrics Manager is built using WebFOCUS enterprise business intelligence. All of your existing collateral – whether organizational reports, Web-based information portals, or documents – easily become intrinsic to your dashboards. Report and graphical content in PMM can also be easily customized and new versions created using the standard WebFOCUS end-user development tools.

PMM can be integrated and linked to any other operational systems within your organization because it benefits from WebFOCUS' ability to access virtually any source data with over 300 native adapters. PMM can also publish its KPI and analytic content via any portlet or JSR 168 standard portal, so there are no limits to the flexibility of the solution.



### One-Step Upgrade to a Strategic Metrics System

Besides being a rich, fully-functional way to deliver KPI dashboard to all of your stakeholders, Performance Metrics Manager is also an entry-level way into your using Information Builders' full-featured Performance Management Framework (PMF).

PMF provides an enterprise level scorecard system that allows all of the KPIs developed in PMM to be used strategically. By upgrading to PMF, you can link your PMM KPIs to strategic objectives, align and track projects and initiatives, create strategy maps for cause/effect relationships, and do additional analysis and discovery on these strategic components.

Performance Metrics Manager allows you to apply the amount and type of performance management that is right for your organization, and always be ready to move and change as your organization matures.

For more information about WebFOCUS Performance Management Framework, please refer to the WebFOCUS PMF fact sheet.



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