

Information Builders and  
Management Strategies

**WebFOCUS**

**iWay**  
Software



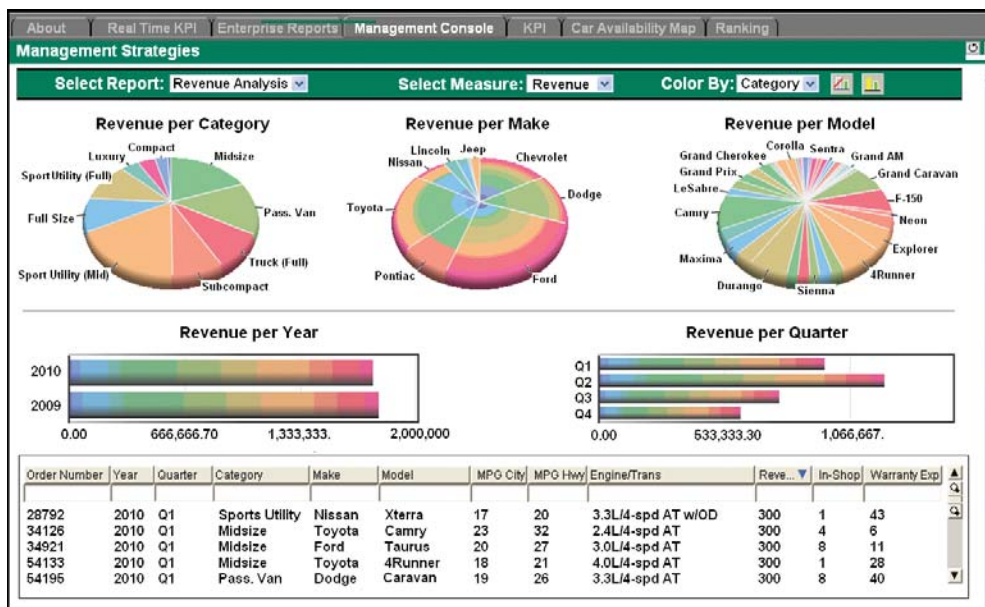
# Incorporating Intelligence into Strategic Management Methodologies

Today's companies are leveraging a variety of proven management methodologies – such as balanced scorecard (BSC), six sigma, just in time (JIT) inventory, and lean manufacturing – as a means of improving performance across the entire business.

Through these, and other, innovative strategies, businesses across all industries are overcoming their greatest obstacles, achieving their most important goals, and gaining a substantial competitive edge.

But, in order to be successful, these techniques require careful planning and implementation. Companies must effectively combine people, processes, and technologies to realize the desired results.

The WebFOCUS business intelligence platform provides a robust, full-featured environment that empowers companies to execute on their most vital business strategies.



Comprehensive enough to support even the most sophisticated plans, yet flexible enough to conform to nearly any management approach, WebFOCUS makes it easy for organizations to:

- Define mission-critical goals and related milestones
- Communicate objectives and associated tasks to employees across the business
- Allow workers at all levels to participate in performance measurement and improvement initiatives
- Gain insight into the factors that have the greatest impact on organizational performance
- Identify and correct breakdowns and inefficiencies in key business processes
- Strengthen business relationships by sharing performance-related data with partners and clients

WebFOCUS currently supports and enables a wide variety of important business strategies for companies of all types and sizes. These organizations count on WebFOCUS each day to facilitate the implementation of vital management techniques aimed at improving resource utilization, optimizing productivity, and maximizing profitability.



## Customer Successes

**Anglo Platinum** – The top producer of platinum metals, Anglo Platinum, had deployed WebFOCUS to support an environment that makes balanced scorecard (BSC) performance metrics and operational reports readily available to users via an easy-to-access portal. All information includes drill-down to more detailed source data, providing the company with even further advantage through superior strategic, operational, and tactical analysis. WebFOCUS has transformed the way Anglo Platinum is managed, guiding the company to stellar organizational performance.

**Brinker International** – WebFOCUS serves as the backbone of a Restaurant Performance Management (RPM) system at Brinker International, a premier casual dining company that owns popular chains like Chili's and On The Border. Through RPM, current and historical sales figures can be analyzed in great detail via dashboards and parameterized reports. This provides analysts with precise labor metrics that facilitate more efficient staff scheduling and workforce management. Additionally, executives can accurately evaluate the success of new business initiatives.

**Dollar General** – When poor decision-making was negatively impacting company growth and expansion, Dollar General implemented WebFOCUS. A new environment for sales, inventory, and store performance management has made it easier to generate the reports needed for successful decision-making, boosting the bottom line.

**Eastern Mountain Sports** – This leading outdoor specialty retailer relies on collaborative planning, forecasting, and replenishment (CPFR) techniques to facilitate efficient interactions with its suppliers. With WebFOCUS, the organization can immediately track data at the point of sale, to understand what's selling and how fast. It can then quickly re-stock items as needed in response to customer demand. This approach provides suppliers with the visibility they need to set production levels according to anticipated sales volumes, while helping Eastern Mountain Sports to minimize storage and handling costs.

**Maasstad Hospital** – Rotterdam-based Maasstad Hospital relies on the WebFOCUS Performance Management Framework to monitor critical metrics in a timely, accurate fashion. More than 100 key performance indicators (KPIs) for both technical and operational goals were established in four core areas – patient satisfaction, quality of care, costs, and market share. Monitoring progress towards these benchmarks, by providing related information to users in a way that is easy to access, analyze, and understand, has helped Maasstad provide superior health care at the lowest possible cost.

**Mount Sinai NYU Health** – This 1,200-bed care facility, located in Manhattan, built a powerful business intelligence and performance management environment with WebFOCUS. At the heart of that environment is an intuitive dashboard that delivers information about profitability, growth, and costs. Physicians use this dashboard to run their practices more productively, while managers and administrators leverage it to align operational objectives with corporate strategies. As a result, Mount Sinai has been able to ensure the highest quality of care, while adhering to institution-wide cost and performance standards.

**NASA** – The NASA Michoud Assembly Facility’s (MAF’s) Paperless Manufacturing Execution System (PMES) uses iWay integration technologies to eliminate shortcomings in labor, manufacturing, and engineering. MAF had no visibility in some areas, relied on paper-based processes in others, and lacked exposure to information outside of organizational silos. NASA implemented PMES using a third-party application to track labor, parts, rework, etc. iWay provided batch, transactional, and real-time integration, allowing them to reuse existing infrastructure, instead of taking a rip-and-replace approach, to gain insight into MAF manufacturing processes.

**NYU Medical Center** – When NYU Medical Center, one of the world’s premier academic medical centers, wanted to create a balanced scorecard to track important performance metrics, it chose WebFOCUS to support its strategy. Data from payroll, billing, budgeting, and other systems is collected and delivered to provide a holistic view of such global indicators as quality and satisfaction, growth, operations, and financials. This powerful and intuitive system has helped hospital department managers to better measure and monitor labor utilization in both fixed units such as HR and security, as well as variable units like nursing and radiology. Armed with this insight, they can now better control resource allocation, as well as associated budgets and costs.

**Plexus Medical Group** – WebFOCUS is helping Plexus Medical Group, a technology consulting firm operating in the healthcare sector in the Netherlands, empower its provider clients to improve facilities management, financial operations, and clinical processes through the use of the balanced scorecard approach. Plexus has created a robust analysis environment, built on the WebFOCUS business intelligence platform, which empowers facilities to track critical key performance indicators (KPIs) such as costs, reimbursement rates, physician profiles, and treatment success rates. This unhindered visibility into operations allows them to gain valuable, actionable insight into the quality and efficiency of their most critical primary care processes. As a result, Plexus clients have experienced cost savings of up to 10 percent, while realizing dramatic improvements in administrative processes, communication between providers and administrators, and overall quality of care.

**Premier Manufacturing** – This company supplies industrial services to the global automotive industry. Premier relied heavily on its manual scorecarding system as a means of realizing its vision to become the primary partner to the world’s leading manufacturers. In an effort to boost the effectiveness of performance management across the business, the company implemented WebFOCUS to update and automate related activities. Visual dashboards and graphical reports allow company management, as well as field staff in more than 270 locations and customers, to measure and track important business strategies and initiatives by closely monitoring key corporate objectives and related metrics. Since deploying WebFOCUS, Premier has gained greater visibility into its core operations, while helping customers to better understand cost-related data.

**ThyssenKrupp AG** – The Materials Division of ThyssenKrupp embarked on a crucial purchasing initiative designed to strengthen related activities across the business. Coordinating and standardizing purchasing procedures among multiple business segments proved to be a challenge. A web-based scorecard, built on WebFOCUS, allows the company to streamline and optimize processes, and create formal structures for purchasing-related reporting and control. This scorecard defines, records, summarizes, and presents strategic objectives and related performance indicators, increasing both visibility and accountability.

**Utz Quality Foods** – Leading snack food company Utz uses WebFOCUS to successfully support its vendor managed inventory (VMI) model, ensuring that the freshest products are stocked on the shelves of its retail grocery partners at all times. The company's delivery staff use WebFOCUS to collect store inventory data via their handheld devices. That information is then analyzed to more accurately assess product demand and synchronize supply accordingly. Utz has realized dramatic improvements in the way it tracks and manages stock with WebFOCUS, and considers the BI solution to be a major contributor to its growth.

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Printed in the U.S.A.  
on recycled paper