

ValuePerform® Fact Sheet

What is ValuePerform® ?

How does ValuePerform® work?

Benefits of using ValuePerform®

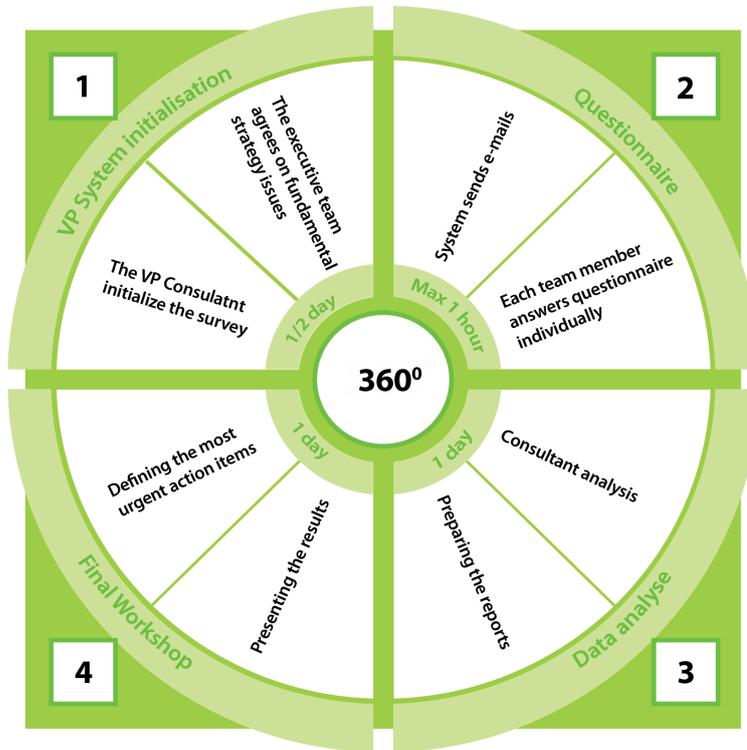
ValuePerform® is a unique, end-to-end strategy review and action plan development tool, which can be completed quickly and with minimal consulting support.

After completing a ValuePerform® strategy review your management team will be able to answer the following questions consistently:

- What is our Strategy?
- What is our Customer Value Proposition?
- How well are our priorities aligned with our strategy and our Customer Value Proposition?
- How well are we actually performing on the critical issues to enable us to execute our Strategy and our Customer Value Proposition?
- Which areas **MUST** we improve to execute our Strategy and our Customer Value Proposition successfully?

How does ValuePerform® work?

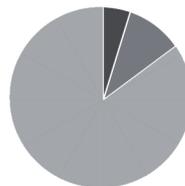
ValuePerform® (VP) includes an Internet browser-based data collection and analysis tool. This makes the process highly efficient, as participants can contribute independently, anywhere and anytime. Data collection and analysis follow a 4-step process:



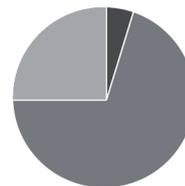
- 1** A client executive defines the strategic direction of the company according to Balanced Scorecard principles.
- 2** The VP system submits e-mails to all participants with individual links to their web based questionnaires.
- 3** When the last participant has completed the questionnaire, the VP system issues a notification to the VP consultant, who starts the analysis process.
- 4** The outcome of the strategy analysis is reviewed with a VP consultant in a workshop.

ValuePerform® reports

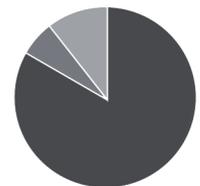
ValuePerform presents the results graphically for easy interpretation. The Value Proposition will be illustrated using the three basic value elements:



DELL



APPLE



SAP

	DELL	APPLE	SAP
Customer intimacy	5%	5%	85%
Product Leadership	10%	70%	5%
Operational Excellence	85%	25%	10%

Dell has a distinct predominance of "Operational Excellence"

Apple has an obvious predominance of "Product Leadership".

A SAP or Microsoft VAR will primarily drive a "Customer Intimacy" approach

Benefits of using ValuePerform®

ValuePerform® provides a series of attractive benefits compared to the traditional consulting approach

- 1** The ValuePerform® approach delivers a precise assessment of the strategy and reveals to which extent the strategy is fully supported and executed by the management team.
- 2** ValuePerform® is based on internationally proven and widely recognised methodology. It is not biased by the consultant managing the process.
- 3** ValuePerform® is cost efficient due to an automated and lean information gathering process. Average answering process time for the web-based questionnaire is 35 minutes.
- 4** ValuePerform® analyses and prepares comprehensive reports documenting the results of the analysis and presents a visual gap analysis between “Importance” and “Performance” i.e. the “Embedded Potential” in each of the management areas.
- 5** ValuePerform® ensures a consistently high quality process with a 360 degree perspective taking in all the contributing factors. Nothing is overlooked and nothing is randomised.
- 6** The ValuePerform® approach enables the strategy articulation process to be conducted with an efficiency and effectiveness far superior to traditional manually based, consultant intensive processes.
- 7** ValuePerform® is backed up by a network of accredited consultants. The ValuePerform® consultants ensure that each client experiences a strategy process which is consistent and thoroughly documented.

The 15 key management areas are divided in to **5 perspectives:**

	The Finance Perspective
	The Management Perspective
	The Customer Perspective
	The Internal Process Perspective
	The Learning/Growth Perspective

The ValuePerform® report is presented as highly visual spider webs. The spider web illustrates how well the management team is aligned on the 15 critical management areas and how well performance and priorities are matching the strategy. This approach allows for an immediate understanding of the situation and leaves time for finding solutions to improve performance.

