

Information Builders is one of the largest independent software companies in the world. We are committed to customer success, providing comprehensive business intelligence and integration solutions that help you grow your business through the power of information.

Performance Management Framework

A Complete Vision for Superior Operational Performance Management

After four years of focused research and development based on leading industry trends, customer feedback, and a forward-looking vision, WebFOCUS Performance Management Framework (PMF) delivers a new-generation platform for holistic and pervasive operational performance management.

PMF gives you a comprehensive platform for creating and managing your organization's culture of performance and accountability. With infinitely personalized end user dashboards, metric blogging, print-quality publishing, mobile alerts, deep analytics, strategy authoring, and easy-to-use set up wizards – PMF has it all. More than any other solution, PMF combines these key capabilities – and more – right out of the box. Managing and communicating strategies to all employees or partners, as well as presenting to the executive board, can all be handled without ever leaving your browser.

PMF is built on the solid foundation of Information Builders WebFOCUS business intelligence (BI) platform as well as its iWay Software integration solutions. And because it is built using Information Builders' world-class BI and integration fundamentals, PMF is easy to adapt and enhance, as well as integrate directly with other operational systems as business needs change.

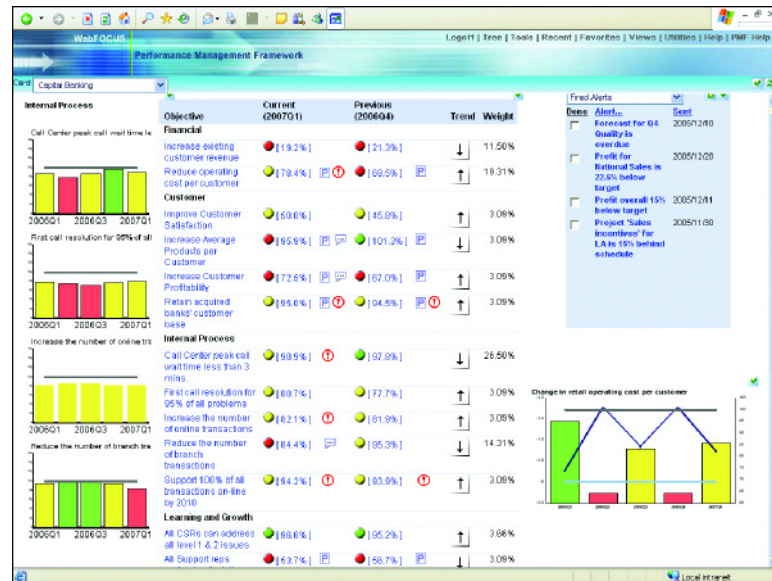
PMF provides business users and managers with:

- Better communication
- Collaboration
- Alignment
- Analytics
- Ease of use
- A complete solution
- Easy deployment
- Flexibility for change
- The most integration and data access options of any OPM solution

Better Communication

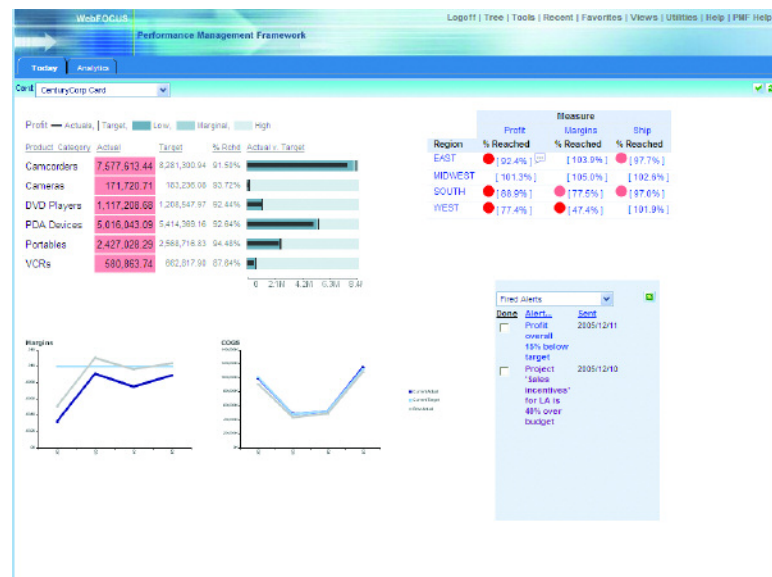
The most important driving force for a successful organization is good communication. PMF Dashboards provide a set of easily assembled information gadgets – pre-built grids, graphs, and tools that provide one-glance status on key performance metrics and strategies. With one click, end users can tell each gadget exactly what they need to know. PMF guides your consumers to what's important with standout icons that show when a project is aligned, an underlying metric is underperforming, or someone has entered a comment.

One click on any dashboard gadget provides direct access to alerts, manual metrics, or answers to any questions you may have. Dashboards can focus on strategic goals, showing high-level goals and perspectives. Plus, executives or stakeholders get a complete picture of the organization's performance.



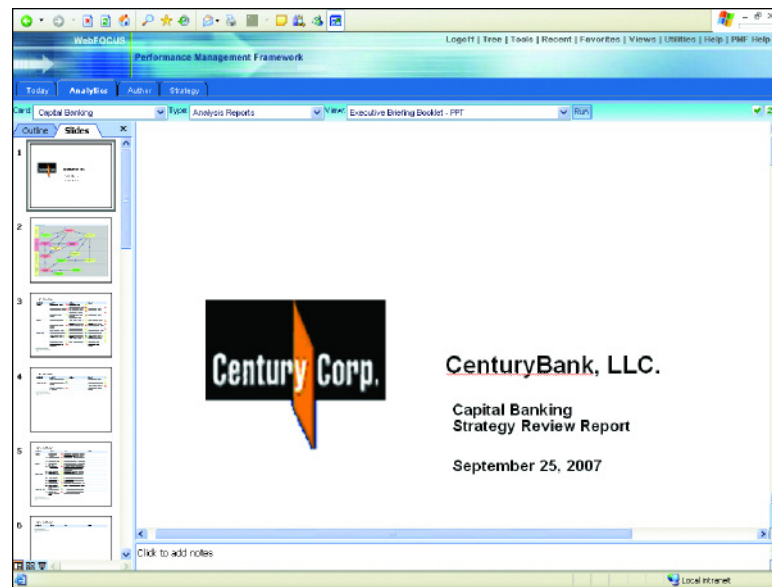
Business unit managers can choose to have a more operational dashboard, focusing on specific metrics and projects. Multi-drill capabilities allow users to get answers in only a few clicks. And extended enterprise users (vendors, suppliers, and citizens) get rich and rewarding dashboards with ease.

One-button publishing of compound PDF Executive Booklets creates a print-quality executive report for distribution. These multipage reports document the strategies, goals, and initiatives currently in place, alongside their key performance indicators (KPIs).



PDF Metric Booklets deliver detailed page-at-a-glance reports on each metric under measurement and can be used to communicate status easily in print form. The Metric Booklet can be combined with the Executive Booklet for a complete and comprehensive resource on a company's strategy and metrics.

With PMF's one-button creation of Microsoft PowerPoint decks for meetings, managers and executives no longer have to piece them together from source data. They can even run the PowerPoint right from the dashboard.



Users can also schedule any dashboard, report, or graph to be e-mailed with one click, providing the best way to make information available at the right time. This allows users to access any report and have it always available in their e-mail inbox without needing to login to a separate system and find it.

Mobile dashboards and remote analysis are built in, using Active Reports to deliver full payloads of data and analysis functions back to the performance system with no connection required.

Collaboration

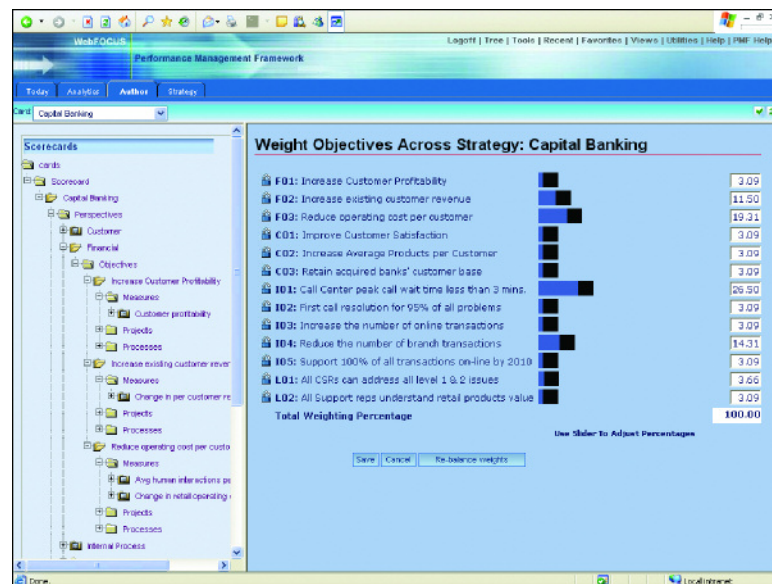
PMF applies the Web 2.0 concept of growing the value of an application through the collaboration and information flow generated by its users. Any KPI can be blogged so users at any level of accountability can participate in making the KPI clear. PMF tracks and stores blogger information and displays KPI status. Users can see related threads and branches easily to help them understand why or what is being done to assist with the KPI.

Another collaboration feature in PMF is the threading and forwarding of alerts. Alerts cause an action and engage others to change operational outcomes. Users can receive alerts to their dashboards or e-mail accounts. They can set up an alert to run automatically, and forward them on for action with comments.

Alignment

Authors can easily align metrics, processes, projects, cause/effect linkages, and owners to best represent the goals and strategic themes of the business. These alignments can be changed dynamically and graphically with the result being immediately available to every user and reflected in all dashboards and published documents – in real-time.

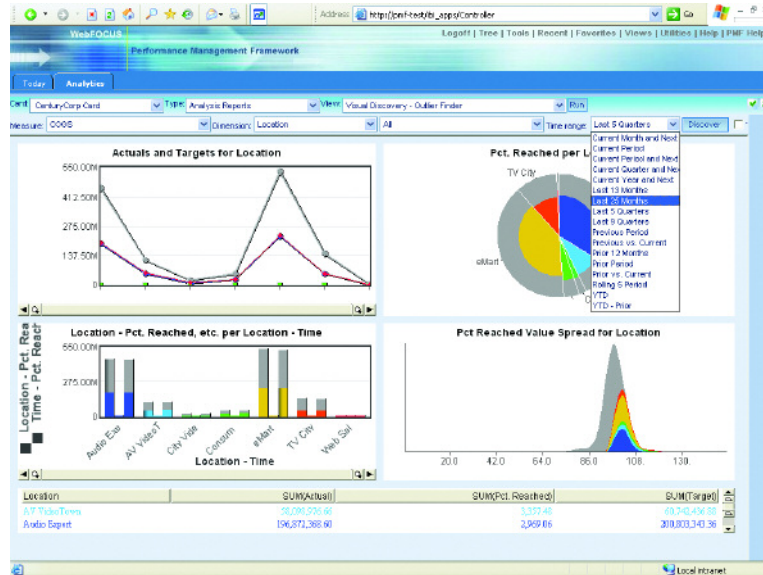
Adjusting the weights, thresholds, and tolerances is also easy for business users. This empowers business and strategy owners to manage performance and accountability and lets them prioritize their metrics.



By sliding the weights or thresholds, owners can quickly update these settings without any IT or administrative intervention. PMF supports unique ways to assign tolerances globally or at individual organizational levels. There is complete flexibility for managing a growing enterprise.

Analytics

For the more analytic user, PMF provides direct access to useful and powerful analytic and discovery tools. While many other solutions provide analysis tools that are designed for mathematicians or professional analysts, the tools in PMF are designed with the business user's specific responsibilities in mind.



PMF's analytic tools include customized trend analysis, what-ifs, traditional OLAP, and predictive analytics that always give you a view of the future. Correlation and Outlier views give you quick additional insight into information that other systems might hide.

And if the more than 100 pre-built dashboards, reports, and analytical tools are not enough, PMF provides an easy way to create custom queries, reports, and graphs. The output of the Analysis Designer can be saved and used as a dashboard, shared or scheduled to arrive in your e-mail. Simple selection of parameters and output formats deliver thousands of different possible reports and graphs.

The screenshot displays the WebFOCUS Performance Management Framework Analysis Designer interface. The main dashboard is titled 'analysis designer' and features several sections:

- Filters:** A section with dropdown menus for Time (Last 25 Months), Product (All), Supplier (All), Scorecard (CenturyCorp Card), Objective (All), Metrics (All metrics), Location (All), Organization (All), Perspective (All), and Measure (All).
- Content:** A section with dropdown menus for Report (Metrics Grid Report), Sort By (Quarter), and Address (Location).
- Show:** A section with radio buttons for Actual, Target & Indicator, and % Achieved & Indicator.
- Output:** A section with a text input for Report Title (New Report) and buttons for Run, Save, and Reload.

User Friendly

Out of the box, PMF delivers pre-set consumer, analyst, author, and administrator roles, more than 100 reports and graphs, hundreds of pre-built industry-standard metric rules, and a complete set of dashboards. It is ready to go from the start – just add your company's data.

Consumers can easily choose different dashboards and configure and customize them themselves.

Authors can define a pool of metrics and master data that underlie an unlimited number of scorecards, dashboards, users, departments, or extended enterprise consumers. They can also create any configuration of cascading hierarchies, franchise models, or individual employee scorecards. A wizard with more than 400 industry metrics and goals can be used to snap together a new scorecard in two minutes. The strategy designer uses a drag and drop metaphor for authors to create cause/effect linkages, project, theme, and other alignments. Once saved, this strategy is immediately available to all other parts of the system.

Administrators can create additional customized roles with complete granularity of capabilities, dashboards, or data access authorization. PMF can use existing LDAP or Active Directory systems, or you can provide and manage this security information right in PMF. Administrators define and schedule metric refreshes from any data source via wizards. They can also create custom time ranges, units of measure, and grant or revoke access authorizations.

A Complete Solution

By empowering all the different users, whether consumers, analysts, authors, or administrators, with easy access to everything they need, all the customization and configuration needs are delivered to the appropriate user type. Consumers can manage their dashboards, analysts can use or create new analytic tools, and authors and owners can manage strategies and KPI formulas.

By supporting KPI blogging and alert threading, PMF promotes the application values of growth and collaboration that these abilities have proven to deliver. The more it is used, the more valuable it becomes.

By delivering built-in analysis and reporting, there is no need to create new cubes or reports to do this.

Easy Deployment

One of PMF's key benefits is "Real Rapid Start." Implementations take weeks, not months or years.

PMF was designed from the ground up to be fully supportable and maintainable with little or no IT resources – the business unit or corporation that wants to manage its performance does the implementation, not IT. Instead of a lengthy, costly ETL project to acquire metrics and dimensions, PMF provides a simple wizard and schedule 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**.

The design of additional data warehouses or datamarts for reporting and analysis is no longer needed – PMF delivers all of this right out of the box. Instead of requiring individual scorecards, dashboards, and roles for every user, PMF provides templates and parameter-driven tools to let the data drive virtually every feature and function. Less to create means less to manage, reconfigure, and support. This allows tremendous agility and fast and consistent ROI.

And if you have more robust needs to audit for compliance to various standards, PMF gives IT the precise, managed approach needed to standardize your BI.

Flexibility for Change

Because PMF has been natively designed and built using the leading BI and enterprise application integration (EAI) technologies, the result is a truly purpose-built solution to promote and deliver operational performance management. This solution is infinitely customizable because each and every part of it is constructed with BI components. It was designed to manage, measure, and analyze anything, delivering a performance solution for any horizontal process (finance, human resource, information technology, call center, etc.) or in any vertical business (financial services, supply chain, health services, retail, etc.). This flexibility allows various meta-horizontal disciplines (risk management, project portfolio management, compliance, governance) to be managed and aligned with performance goals so you can assemble a complete management cockpit for your organization that links and aligns these various disciplines.

Integration and Data Access

PMF utilizes the integration and data access platform of Information Builders' iWay Software subsidiary, which provides access to more than 300 data and application sources. This ensures that any metric can be monitored and managed from PMF, no matter where it is or where it originated.

PMF can also integrate with existing applications. These include any industry portal, database, planning/budgeting system, process or project management system, and operating platform. PMF is designed to treat all of these systems holistically so you can be sure that your performance needs remain above operational differences and changes in systems, people, and processes.

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