

# Strategy, Control, Performance

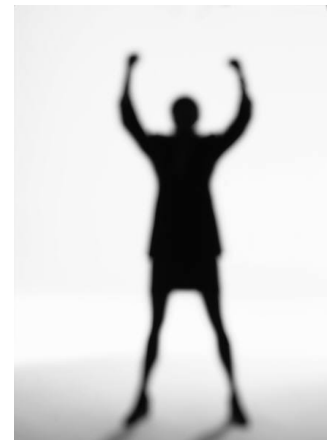
**MS2C** management  
scorecards.com

*If you're not keeping score, you're just practicing.*

## MS2C @ MANAGEMENTSCORECARDS.COM

Scorecards are enterprise performance management tools that combine strategic analysis, communication of the strategy, action planning and control of execution. MS2C is a powerful management tool designed for the agile and performance-hungry enterprise. Take advantage of MS2C by:

- Writing and communicating your strategy within your organization
- Setting clear objectives and quantitative targets
- Detecting and managing key initiatives
- Tracking and reporting Key Performance Indicators (KPIs)
- Defining an accountability framework
- Focusing your organization and maximizing your investments
- Performing.



MS2C MANAGEMENT  
SCORECARDS

117 Lakeshore Road East #403  
Mississauga, ON  
L5G 4T6

Phone: 905-486-0587  
Fax: 905-486-0588  
E-mail: [info@gem-up.com](mailto:info@gem-up.com)  
Web : [www.gem-up.com](http://www.gem-up.com)

**GU** GEMUP<sup>INC.</sup>  
CONSULTING  
Take the higher ground

# MS2C features and benefits

## Features

- Communicating Business Drivers and performing Strategic Analysis.
  - Creating a comprehensive list of business drivers and tracking their sources and life-cycle for easier maintenance
  - Detecting business drivers through SWOT, PESTEL, Porter's five forces methods for better coverage.
- Supporting the Scorecards implementation
  - Creating, communicating and sharing multiple scorecards within a single , easy to understand solution.
  - Using 4 and 6 perspective balanced scorecards or custom classifications to help reflect the nature of the organization.
- Managing business objectives
  - Setting objectives in-line with business drivers through enforced mapping.
- Managing key strategic initiatives
  - Associating multiple measurable metrics (e.g. KPI) to each objective for better performance monitoring and control.
  - Managing the lifecycle and status of each objective from inception to achievement to help priority management.
  - Creating RACI records for each objective to ensure that accountability is built-in and communicated fully.
- Detecting and selecting effective initiatives to meet business objectives and help improve the true performance of the organization.
- Prioritizing investments to favor projects with high return on the performance of the organization.
- Tracking each initiatives through EVM.



## MS2C features and benefits

### Features

- Taking educated decisions through Reports and Dashboards
  - Creating and sharing reports and dashboard to evaluate evolving situations in real-time
  - Watching and monitoring trends and results for better and timely corrective actions
  - Implementing practical analytics and understanding cause-effect relationships between various aspects and activities of the business.
- Running a Risk Management Framework
  - Registering business and other risks for better awareness
  - Assessing the criticality of known risks to help with active risk management
  - Acting on the risks through various risk-mitigation strategies
  - Tracking the status of the

risks and their possible impacts on the business

- Customizing and perfecting the solution through
  - additional database fields and rules
  - custom workflow or approval rules
  - practical email notifications of changes or updates on any of the data elements of interest
- High-availability and security, powered by the Force.com

