

# MS2C as a Balanced Scorecard Software

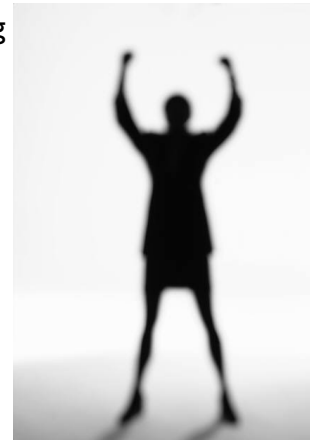
**MS2C** management  
scorecards.com

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

## M2SC @ MANAGEMENTSCORECARDS.COM

While MS2C is designed as a full business strategy and performance management system, MS2C implements all functions required by a balanced scorecard software. This document explains the balanced scorecard features of MS2C and addresses in particular:

- The native balanced scorecard functionalities such as categorization of objectives, measures and mapping to key initiatives.
- The deployment methodology of MS2C and its uptime.
- Essentials of user experience and usability elements.
- Security and role-based capability.
- The concepts of open API and customization capability.



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# MS2C balanced scorecard qualities

## Functionalities

MS2C supports the creation and maintenance of an unlimited number of *scorecards*. Users can therefore create *scorecards* for the whole organization but also specific scorecards such as IT scorecards, HR scorecards or even scorecards for their critical projects.

Each *scorecard* can be mapped to an unlimited number of business *ob-*

*jectives* and each business *objective* can be associated to several *targets*. *Targets* can be *measured* and monitored.

Users can also manage their key *initiatives* and associated them to their *objectives* to help them analyze causal-effect elements and make sure their *initiatives* deliver on the key *objectives* set by the organization.

MS2C comes with a first-class reporting engine that allows user to customize

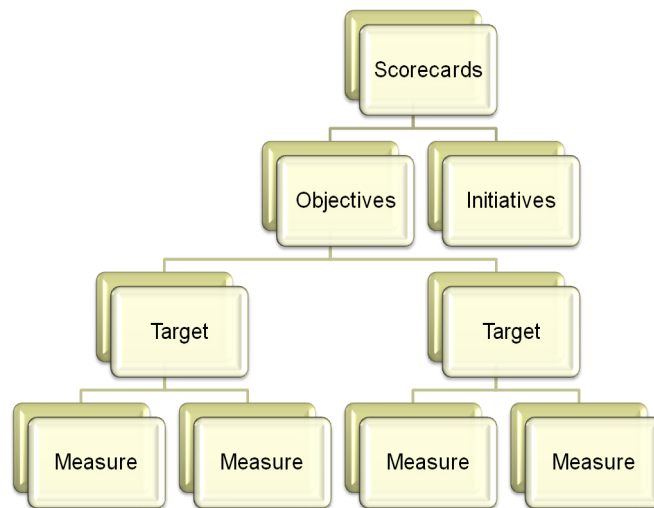
their reports through both simple and advanced data mining as well as dashboard capabilities. Reports can be private or shared with team members and support HTML, PDF. To help with just-in time information sharing , reports

can be processed through schedule tasks or real-time. Reports help visualize the status of each scorecards and enable trend analysis.

Users of

MS2C can defined email notification and workflow to notify their team or management when new objectives have been set or achieved, or when new measures of certain key targets are available.

Also, users can define workflows to help with the approval, communication and gating process of their strategy and strategic initiatives.



# MS2C balanced scorecard qualities

## Availability

A balanced scorecard software must be available to its users. The principle of the balanced scorecard is based on having strategic thinking and tactical execution as a constant reminder. The implication is that the scorecards must be available to be seen, updated and analyzed at any point of time during the day, in and out of the office.

MS2C offers a perfect answer to availability as the solution is offered as a service and not a software. Unlike software implemented in-house, users do not have to wait for IT to plan and install the solution, MS2C is available from the moment the service is ordered.

Also, unlike in-house implementation that may become unavailable for days because of a “glitch” in operation, MS2C is available 24/7. Based on years of experience, the Force.com and an impres-

sive infrastructure, MS2C has delivered a consistent 99.9% uptime over the years.

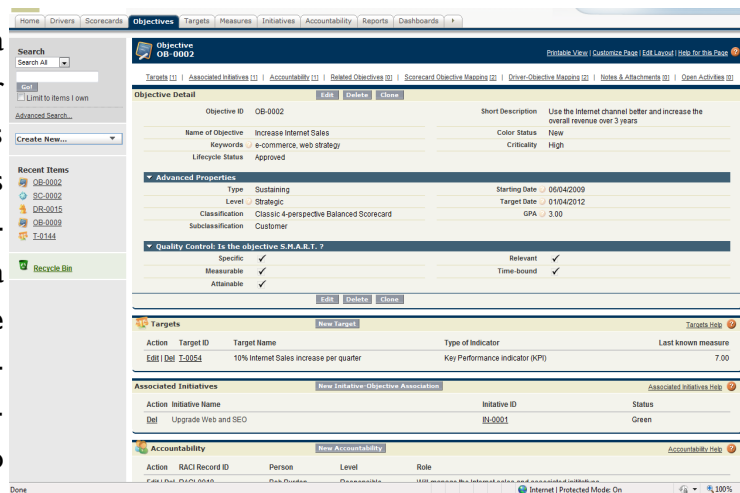
MS2C is hosted on the Internet with stringent security. The service is therefore available from anywhere, from all mainstream browsers and also from mobile solutions.

## Usability

The usability of a software package influences user adoption.

MS2C is based on an Internet look and feel that users will learn in no time. Easy to understand and navigate, MS2C has been designed to mini-

mize the learning curve so that users can focus on the content of their scorecard and not struggle with the administrative and clerical work, MS2C is based on the award-winning salesforce.com and years of usability research and best practices.



## MS2C balanced scorecard qualities

### **Security and Role-based security**

The information located in business scorecards must be easy to communicate yet controlled and secured. Often containing confidential information, business scorecards must be kept protected from unknown users. MS2C, through its world-class hosting facilities offer the most advanced technology for Internet security available today. When users access our site, Secure Socket Layer (SSL) protect the information with both server authentication and encryption. Your data is only available to registered Users and stay completely inaccessible to your competitors.

All users must enter a login and password to access the site. Sessions are protected by secure cookies as well as sophisticated security methods and encoded session IDs.

When logged-in, users are able to see data based on the profile and access

right. As the administrator of the system you may restrict access to only certain scorecards, measures, initiatives and reports.

### **API and Customization**

MS2C is a flexible solution that lets administrators and authorized users create new objects, fields, reports and dashboards at will. Users can leverage the powerful set of native features and add their own specifics to the solution to make it their own.

Also, MS2C can be interfaced through an Application Programming Interface (API) so that metrics collection can be automated through integration with other systems you may run. The open API lets use extend the solution and automate recurring measurement tasks and maintain up-to-date information on the business performance of your organization at the lowest possible cost.

