

# strategy management

## BUSINESS BENEFITS:

Improve strategy execution with a unified strategy management and planning platform.

### Consolidate KPI's and Measures.

KPI's and measures can be integrated from virtually any source system and linked to key strategies. Manual data collection activities can also be automated with input forms and workflow.

### Collaborate on New Initiatives.

Engage contributors with Initiatives templates that guide their inputs.

### Consolidate and Prioritize Initiatives.

Easily identify those initiatives that will have the greatest impact on strategy.

### Link to Financial Plans.

Reflect the impact that strategic initiatives might have on capital plans and operational budgets.

### Track and Monitor Progress.

Have visibility into the progress and achievement – both qualitative and commentary – of key initiatives and associated milestones.

## A UNIFIED APPROACH TO STRATEGY MANAGEMENT AND FINANCIAL PLANNING THAT IMPROVES BUSINESS OUTCOMES.

Businesses that are effective in defining and executing on strategic plans have a clear competitive advantage. However, according to Fortune Magazine “only 10% of strategies that are effectively formulated are effectively executed.” All too often, organizations lack the processes, frameworks and technology to effectively align organizational initiatives and financial plans to support strategy execution.

### Our Approach

With Axiom EPM, organizations benefit from a comprehensive view of business performance that provides visibility into key performance measures, tools that enable new initiatives, and tools that promote collaboration for managing on-going projects.

### Monitor KPI's

With Strategy Management from Axiom EPM, data that is typically locked in disparate systems and spreadsheets can be efficiently consolidated into a single, secure and trusted source. And with fully-featured ETL capabilities and built-in data collection tools, the steps to fully-integrate this data can be completely automated.

Axiom EPM's dynamic reporting also improves the effectiveness of monthly or quarterly performance reviews. With dynamic reports and scorecards, organizations can achieve a comprehensive view of performance across strategic perspectives – financial, customer, process and internal. Organizations can quickly identify areas where strategies are under-performing; drilling-into specific KPI's and measures to highlight actual performance trends and variances to established targets. With this insight, executives can focus their resources - both capital and human – in the areas that will have the greatest impact on strategy execution.

### Model and Prioritize Strategic Initiatives

Axiom EPM also helps organizations streamline the process of identifying, reviewing and approving new strategic initiatives. Users can collaborate with configurable templates which guide contributors thru required inputs that highlight the business issue, define the corrective course of action, quantify any human and capital resources needed, as well as provide a forward-looking view of expected business benefits.

## FEATURES:

### System Administration

**Built-in ETL Capabilities.** Easily configure and automate data imports from source data tables.

**Intuitive Table Maintenance.** Easily add or modify your data tables and attributes based on your needs.

**Roles Based Security.** Grant users access and permissions based on defined roles.

**Scheduler Services.** Automate and streamline data import as well as planning and reporting processes.

### Strategy Management

**A Unified Planning and Reporting Platform.** Fully integrates strategy management processes and financial planning activities in a single database and application.

**Data Collection Tools.** Streamlines manual data collection activities with simple input forms and workflow.

**Link KPI's to Strategies.** An intuitive interface for creating new strategies and associating the right KPI's.

**Configurable Initiatives Templates.** Tailor templates to the precise needs of your business; all business logic and modeling templates are designed in a true Excel interface, so Finance can own and manage future changes.

**Flexible Workflow.** Define workflows that automate the review and approval process associated with new and ongoing Initiatives.

### Reporting

**Drag & Drop Report Design.** Create reports using "drag & drop" functionality in a Microsoft front-end.

### Link Strategies to Financial Plans

In many cases, these process improvement efforts - and the costs and incremental benefits associated to the initiatives - are not effectively linked to the financial planning and budgeting processes. With Axiom EPM, these activities are intelligently linked with data that can be shared and incorporated into capital plans, forecasts and operational budgets. In turn, financial plans are more realistic and better aligned with both strategic and tactical plans.

### Track Initiatives and Milestones

Axiom EPM also provides complete visibility into the achievement associated with on-going initiatives. These performance reviews can be initiated at any time interval (typically monthly or quarterly). Flexible tracking templates can provide notifications or alerts to project owners which identify budget variances, highlight benefit achievement, and capture comments at any level. With workflow integrated into the process, key stakeholders across management levels have complete visibility into performance initiatives, improving organizational alignment.

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### Axiom EPM application offerings include:

- Budgeting
- Reporting
- Forecasting
- Capital Planning
- Strategic Planning
- Scorecards
- Dashboards

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