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# Does your company think like you?

Your vision and mission is the focus of your entire strategy. This strategy is the bridge that guides you to your ultimate goal. Challenges abound, both known and unforeseen!

What an incredible feat it must be when we accomplish what's seemingly impossible. Imagine building the Akashi Kaikyo suspension bridge, Japan, twice the suspended span of the Golden Gate. Envisage the force that impels us to such accomplishments!

All leaders of industry strive to succeed in their strategy. They inevitably must rely on people, processes and projects, all working in complete unison, towards one common goal.

Are your **People, Processes and Projects** aligned to your Business Strategy?



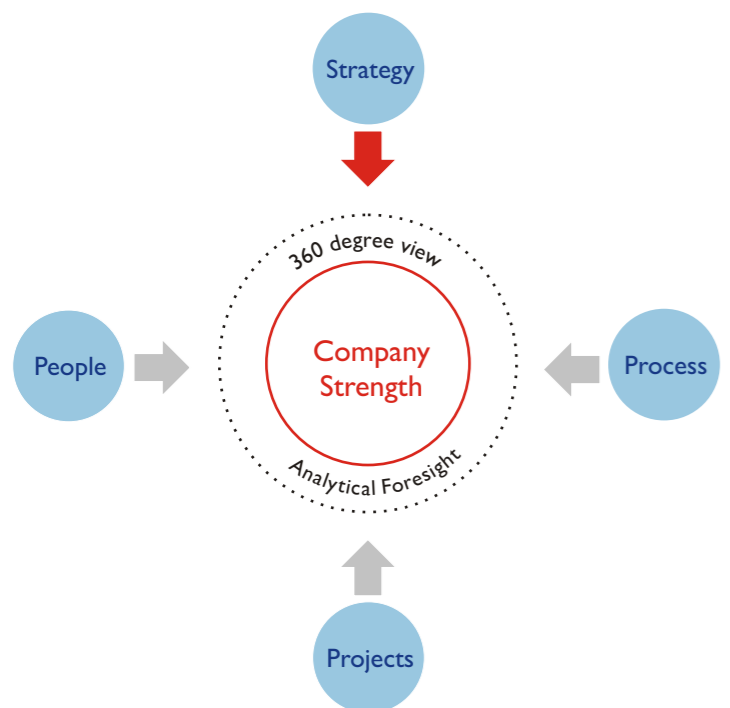


In a dynamic world such as ours, being prepared for the changes critically hinges on innovation put into action.

As a good leader, you must combine the strengths of your people, processes and projects, into a solid yet flexible framework; all aligned with your business strategy.

This will provide a 360° view of your organization backed by analytical foresight, empowering your business to create value for all its stakeholders.

**Bridge the gap**



**Strategy: Balanced Scorecard for “Strategy Deployment”**

*Execute your strategy.*

Research proves that less than one of ten companies manages to implement the strategy that it formulates for organizational growth.

The Balanced Scorecard, one of the most pragmatic management ideas of the century, ensures just that!

The BSC is a framework that aligns people and processes through a system of well defined objectives, measures, targets and initiatives, to focus on business strategy. It allows the company to build & execute strategy and monitor performance thereby empowering people to take decisions and realize the vision of the company.

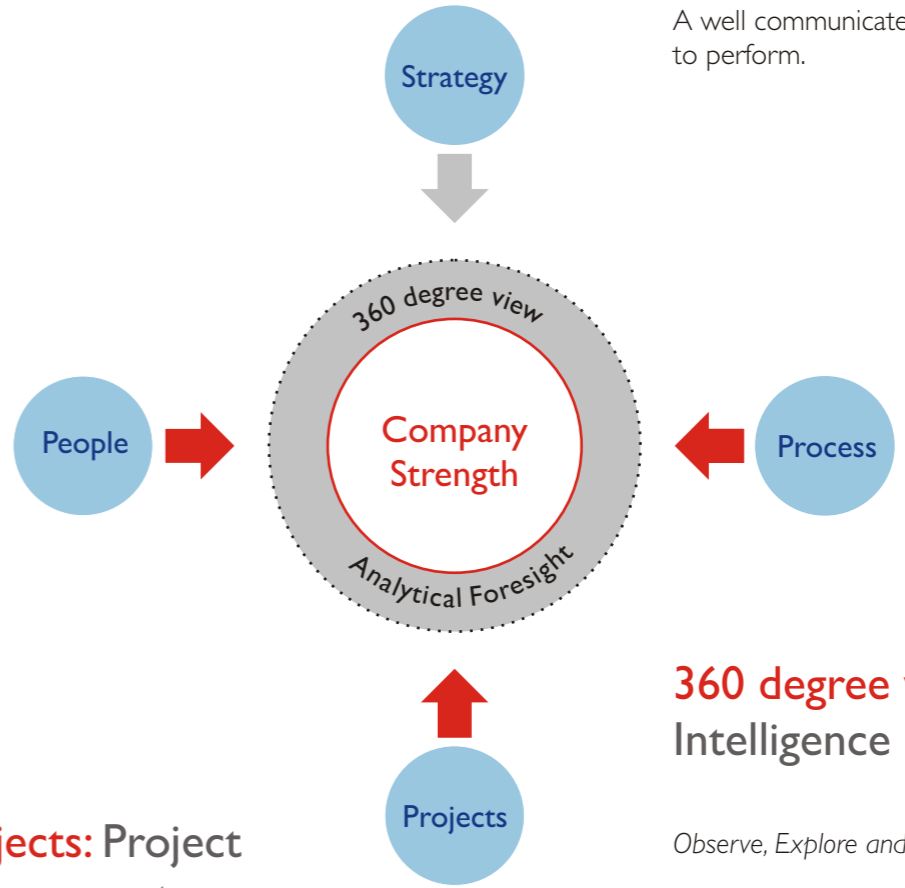
Ownership of cascaded scorecards across the organization ensures transparency.

**Processes: Operations Management**

*Measure well; manage well*

Every company focuses on creating business and process indicators. These indicators allow you to view where you are with respect to your targets and competition. Well articulated indicators enable diagnostic capabilities, leading to analytical foresight, prompting key managers to focus on action plans and process improvements.

Proactive monitoring leads to effective operations.



**Projects: Project Management**

*Take the initiative.*

Projects are action plans that you initiate, providing an impetus to your strategy and growth. They can be monitored for performance on cost, time and resource parameters by Initiating, Planning, Executing, Controlling and Closing tasks. Prioritizing these initiatives in a structured manner, aligned to strategy will keep your company on track.

Well managed projects help you achieve your goals.

**People: Individual Performance**

*Communication is the key.*

No matter how great your strategy, it is people who implement it. Everyone executing it should know their role down to the last detail. Operational performance is driven by individual performance through KPIs (Key Performance Indicators), which form a part of individual KRA (Key Result Areas).

A well communicated strategy motivates individuals to perform.

**360 degree view: Business Intelligence**

*Observe, Explore and Transform.*

Analytics highlight gaps. Your foresight, backed by pragmatic analysis of facts enhances business intelligence. A 360 degree view of graphs and charts highlight the pitfalls, triggering you to take intuitive decisions to bridge the gap.

Water tight alignment of these concepts will only be achieved using a strong back bone of technology, integrated into a seamless solution.

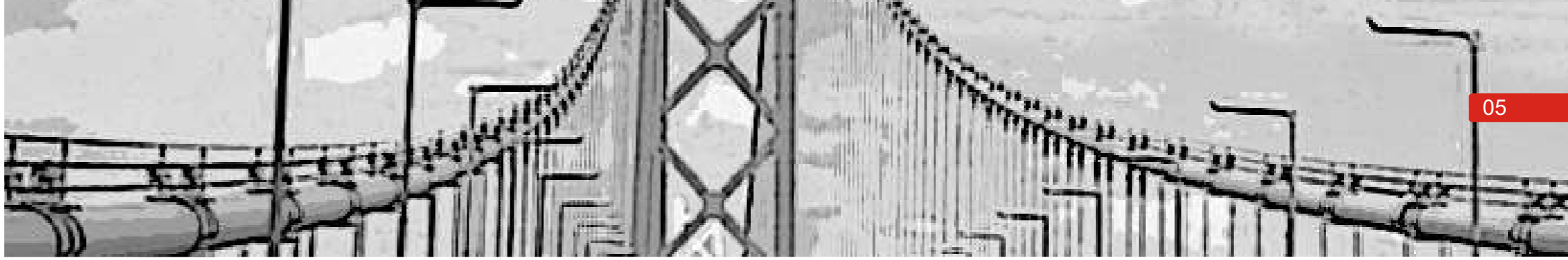
## About MPOWER

MPOWER Information Systems is a pioneer, with more than 10 years of experience in Balanced Scorecards, Performance Measurement Systems and Software Consulting. We work closely with our customers to provide solutions for executing strategy, automating BSC, measuring operational and individual performance, aligning processes and managing projects.

Our knowledge and expertise stem from continuous research and development complemented by a dedicated team who support all our customers.

We are architects who strive to be at the cutting edge of technology. Innovation is our driving force.

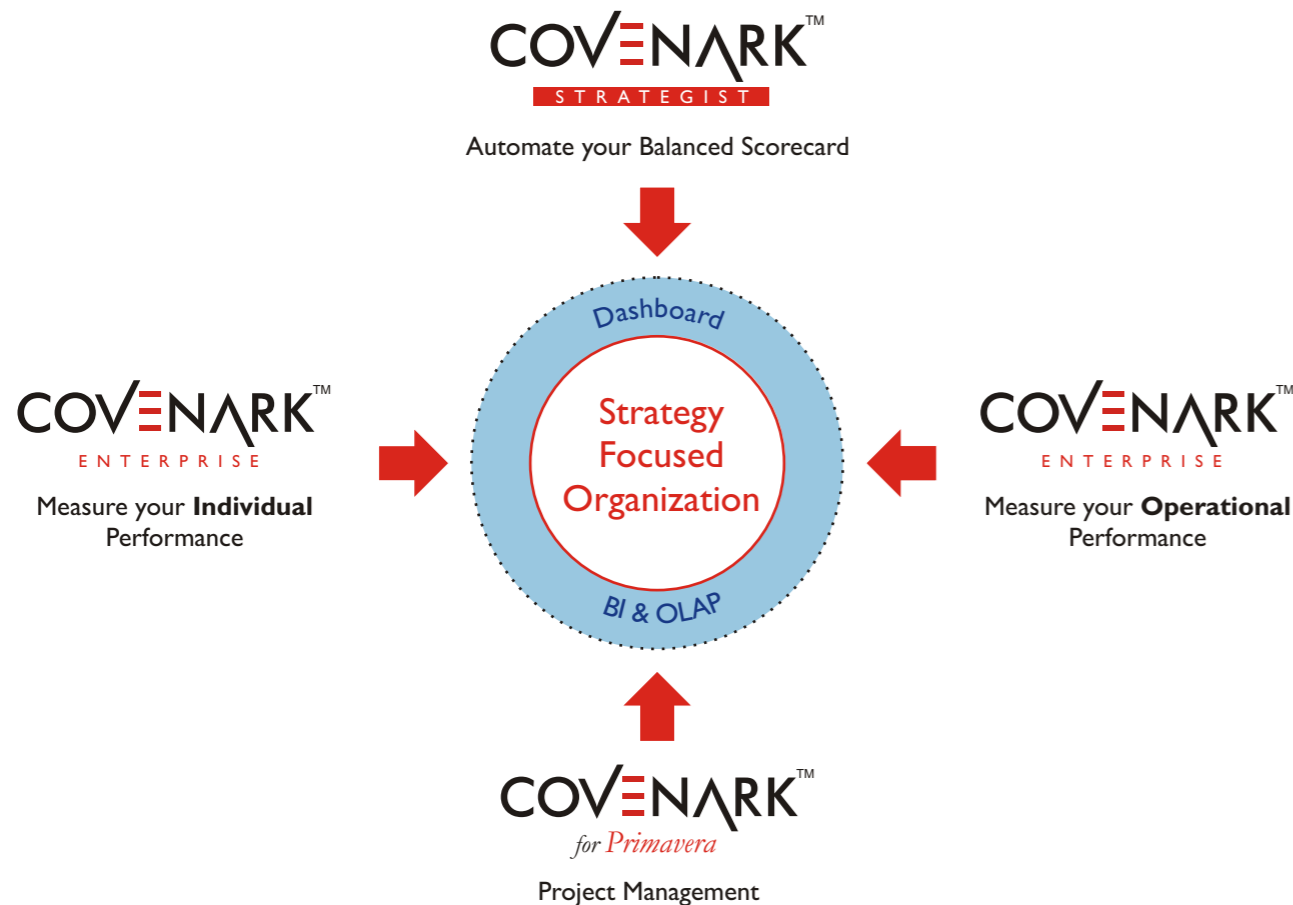
COVENARK™ has been created to MPOWER your Business by aligning your people, your processes and projects to your strategy.



## MPOWERed Solutions

With the proliferation of technology in every aspect of business and the pace at which most organizations are transforming themselves, the need to constantly monitor the key areas that impact your business, is now becoming critical. A set of well-defined, financial and non-financial indicators can highlight the changes taking place in your organization there by assisting your management in making intelligent, informed decisions.

Both COVENARK™ - STRATEGIST & ENTERPRISE have been uniquely designed to address the specific needs of your organization.



### COVENARK™ STRATEGIST

Designed to incorporate the Balanced Scorecard process to the tee, COVENARK™ - STRATEGIST very effectively automates this framework. The STRATEGIST integrates the entire BSC process across the organization, by simplifying data collection, dynamic information analysis, reporting and communication, in a web enabled environment.

COVENARK™ has been successfully implemented equally in large organizations as well as in small businesses, including giants of the Automotive, Telecom, Hospitality, International Trade, BPO, Manufacturing and Pharmaceutical industries.

#### STRATEGIST - Unique Features:

##### Strategy Map and Strategic Themes

Strategy Maps depict key objectives in the four perspectives, Finance, Customer, Internal Process and Learning & Growth, that focus on the Vision and Mission of the company.

Strategic Themes comprise of objectives that represent business drivers such as Growth, Efficiency, Alignment and Control.

##### The Scorecard

The BSC page is an interactive scorecard table that presents a single page view of all the measures and initiatives that drive the performance of each objective.

##### Initiatives and Projects

STRATEGIST helps you prioritize and monitor key initiatives and TQM and internal processes that must be focused on, to achieve specified goals.

### COVENARK™ ENTERPRISE

COVENARK™ - ENTERPRISE provides you a framework to define Business Indicators and evaluate the results of your business strategy with intuitive insight, to take immediate action.

COVENARK™ - ENTERPRISE is crafted for those organizations who would like to focus on Operational and Individual Performance and benefit from the best practices and transparency created through the BSC framework.

#### ENTERPRISE - Unique Features:

##### BI-Arena

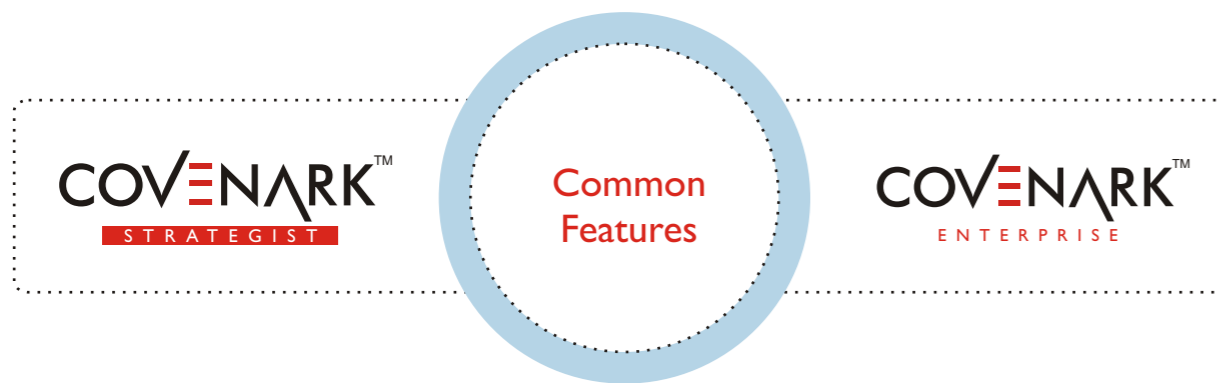
The BI-Arena presents a single table of BI-Indicators and highlights those areas that are not performing according to target. There are specially customized alert signals that caution you, when indicators reach their threshold points.

Each individual's targets and action plans can also form the drivers of their KRA.

### COVENARK™ for Primavera

MPOWER has introduced COVENARK™ for Primavera for both STRATEGIST and ENTERPRISE which seamlessly integrates project related information into the performance management and BSC framework. Objective owners can prioritize and view the status of critical projects by monitoring cost performance, schedule performance indices and cost and schedule variances.

## Common Features:



### Dashboards, Alerts & Triggers

COVENARK™ gives you the capability to monitor your organizational radar, anytime, anywhere. Dashboards provide a 360 degree view of the entire organization, customized to display the status of objectives, measures, indicators in variety of graphical forms.

Threshold points activate simple color-coded alerts and trigger auto-mails to the objective owners, initiating pro-active response. COVENARK™ also allows integration with specialized dashboard design software, suited to your individual preference.

### Decision Tree

COVENARK™ can be mapped according to the hierarchy and functional reporting structure of your organization to suit the way your business works. You can cascade through BI arenas that focus on a specific SBU, division and even a branch office within a region.

### Statometer:

The Statometer presents you the status of each measure, BI indicator and initiatives, at a glance.

### Analytics

COVENARK™ has powerful Cause-Effect, Business Modeling, What-if and Impact

Analysis tools that empower your key executives to make astute and informed decisions.

### Reports

COVENARK™ has an excellent reporting tool that bridges the information gap. It allows you to select specific measure elements and compare their performance using graphs, bar charts, pie charts and percentage variances.

### Drill Down

You can drill down each top level Measure or BI indicator, to its deepest sub- element that makes up the formulae enabling you to zero in on areas causing concern.

### Review Meeting Module:

COVENARK™ has a lucid meeting scheduler that enables you to record Agenda, MOM, Action plans and review their status.

### Corporate Communication

Communicate your vision and mission across the organization. Discover business intelligence through News, Events, and Meetings and find answers to frequently asked questions.

### Knowledge Gateway

Use COVENARK to build a repository of information on select subjects to support your decision making team. Share critical

business knowledge by storing links and URLs to your corporate intranet or to any relevant subject on the internet.

### Control and Security

COVENARK™'s robust security features provide controlled access to different categories of users. The "Matrix of Accessibility" has login ids and encrypted passwords with four levels of control.

### Ease of Implementation

MPOWER has a well tested methodology to deploy COVENARK™ in a very short period of time, supported by our team of expert business and technical consultants.

### Advanced Analytics: OLAP

COVENARK™ can be backed up by state-of-the-art OLAP functionality. Covenark allows integration with specialized BI and OLAP tools for multi dimensional analysis.

### Project Management- COVENARK™ for Primavera.

MPOWER has introduced COVENARK™ for Primavera for both STRATEGIST as well as ENTERPRISE to create specialized project Measures and BI indicators.



## ASEP Technologies Pte Ltd. Singapore

ASEP Technologies Pte Ltd. is a Joint Venture between Crown Systems Pte Ltd., Singapore and MPOWER.

Crown Systems' proven strengths are in project management consulting, project implementation and software integration, with operations in Singapore, Philippines, Brunei, Vietnam and Indonesia.

The purpose of establishing this joint venture is to provide the South East Asian region with the highest quality, yet affordable, Balanced Scorecard and Strategic Performance Management software solutions, incorporating wonders of modern technology for the benefit of businesses of all sizes.

## Nigel Penny, ClaritasAsia, Singapore

MPOWER has entered into a strategic partnership with ClaritasAsia, Singapore to provide management consultancy for strategic process design, strategic planning and Balanced Scorecards. Mr. Nigel Penny of ClaritasAsia along with the MPOWER team brings forth a vast experience in strategy formulation, balanced scorecard implementation and performance management.

We offer services in building your strategy using the Balanced Scorecard framework, validation of existing scorecards and cascading of KPIs, aligned with the BSC.

Understand you  
& the technology.

Meet the  
requirements & mould the solution.

Map, align  
& build the framework.

Train the team  
& implement the process.

Apply the  
knowledge & support your endeavor.

**W****W****e**

**mPOWER**  
your Business!!