

Panorama NovaView Scorecards

Optimizing business performance & strategic decision making

To achieve optimum performance, a company's actions must be aligned with its strategic goals. Without the right set of tools to articulate the strategy and communicate it throughout the organization, it can become disconnected from the people executing on it. To deliver on goals and objectives, organizations need a solution that guides and improves decision-making throughout the organization: from the strategic direction of the CEO and executive management through to middle management and front-line employees.

Panorama's comprehensive business intelligence and performance management solutions help align actions with business strategy while enabling:

- ▶ **Visibility** into business trends and performance metrics
- ▶ **Improved responsiveness** to business problems or opportunities
- ▶ **Performance tracking** against objectives
- ▶ Robust **reporting and analytics** using structured and unstructured contextual data
- ▶ Anytime, anywhere access to business data

What is a Scorecard?

Scorecards translate an organization's business strategy into specific, quantifiable goals, and provide tools for monitoring performance toward achieving those goals. Scorecards examine performance in key areas (**finance, sales, IT,**), and break down broad goals into an indefinite number of metrics, defined by **targets** (desired measurable outcome), **actuals** (actual measurable outcome), and **score** (performance score created by comparing targets to actual performance).



Organizations wanting to leverage the business advantages of scorecards and performance management tools can choose to apply an existing methodology or customize a scorecard strategy of their own.

Panorama NovaView Scorecards

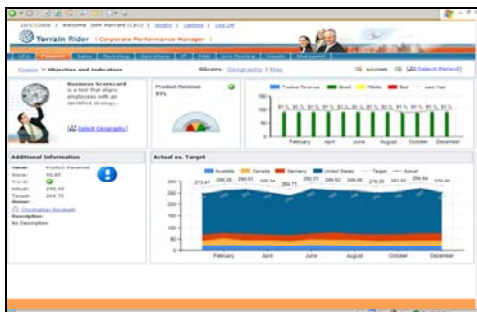
Panorama NovaView Scorecards is a comprehensive scorecard and integrated BI application suite that provides employees with deep contextual insight into business drivers. As an integral part of the Panorama NovaView BI suite, Panorama NovaView Scorecards empowers information workers and executives to define and articulate business strategy using simple to use tools. NovaView Scorecards automates the creation of back end data models, while enabling users to build, manage, and use customized scorecards, reports, and visual resources with familiar tools. With these tools, employees can analyze relationships between key performance indicators (KPIs) and tangible business objectives.



NovaView Scorecards integrates with operational databases in order to provide performance indicators based on actual business performance. Companies can define, visualize and aggregate business and individual performance metrics into an overall score and publish the results in a wide variety of front-end tools for easy monitoring, access, and utilization of the data.

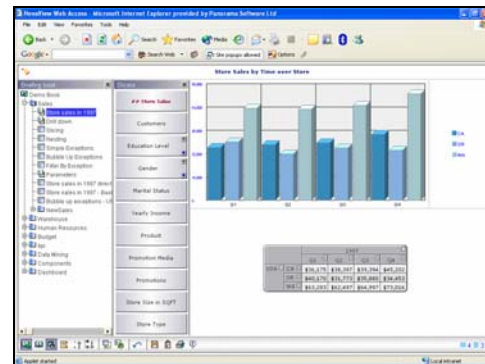
Business Value

Panorama NovaView Scorecard puts definition and modeling tools in the hands of end users, enabling them to define strategy as well as automate the creation of the supporting back-end models and cubes. The automated back-end support ensures that the application's decision-supporting tools continue to reflect corporate strategies throughout its development. Changes in strategy are immediately translated into changes of the back-end data models - without requiring IT resources to implement manual data changes.



Scorecard Analytics

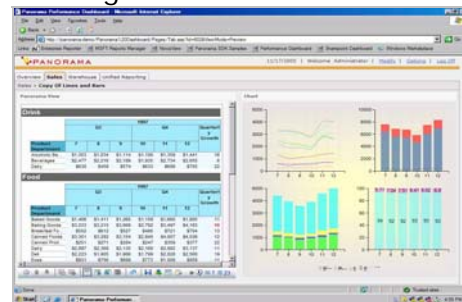
NovaView Scorecards provides integrated advanced Analytics capabilities that bridge the gap between the high level KPI data view and analysis of cause and effect.



Users can analyze information presented by the Scorecard application to understand operational cause-and-effect using a wide variety of drill-down and drill through capabilities. With NovaView Analytics, the actual operational transactions that comprise the Scorecard can be investigated to isolate specific organizational dynamics, trends, and events.

Advanced Scorecard Visualization

Panorama NovaView Scorecards go beyond standard visualization capabilities to provide more advanced visualization that helps articulate and present strategy in a powerful way. Using this capability, users can develop and present compelling data models and business summaries, enhancing effectiveness and promoting collaboration.



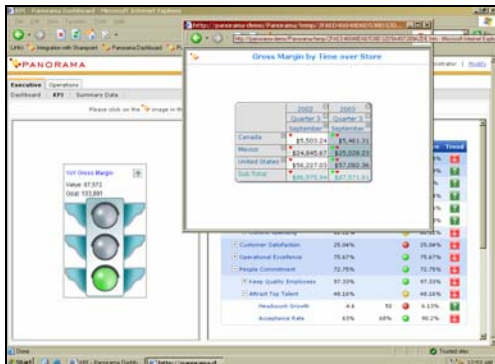
Scorecard Alerts & Exceptions

With a comprehensive scorecard solution, executives and business users can focus on areas that do not meet strategic goals. Panorama NovaView provides advanced Exceptions & Alerts functionality to inform users about difficult to track-and-view information and insights. Users can define visual cues and create complex business rules that track performance and generate ad-hoc alerts.

		2004					
		Qtr 1, 2004		Qtr 2, 2004			
		January, 2004	February, 2004	March, 2004	April, 2004	May, 2004	June, 2004
Accessory	Bike Racks	37.66%	37.56%	37.66%	36.63%	37.33%	37.36%
	Bottles & Cages	37.66%	37.54%	37.66%	36.65%	37.10%	37.23%
	Cleaners	37.66%	37.66%	37.53%	36.65%	37.36%	37.13%
	Helmet	37.66%	37.66%	37.62%	36.99%	37.10%	37.09%
	Hydration Pack	37.66%	37.48%	37.66%	37.19%	37.19%	37.30%
	Tires & Tubes	37.66%	37.66%	37.66%	37.66%	37.66%	37.66%
Bike	Mountain Bike	24.12%	24.00%				21.94%
	Road Bike	11.64%	11.62%				11.17%
	Touring Bike	13.59%	13.62%				13.63%
Clothing	Bib-Short						
	Cap	-18.60%	-18.40%	-19.27%	-19.76%	-19.41%	-19.26%
	Gloves	42.37%	42.18%	42.34%	42.36%	42.12%	42.35%
	Jersey	-19.11%	-18.50%	-18.97%	-19.41%	-18.96%	-19.59%
	Shorts	41.24%	41.93%	41.96%	39.47%	41.40%	41.60%

Scorecards & Dashboards

Panorama NovaView Scorecards integrates out-of-the-box with NovaView Dashboards, enabling users to create complex views taken from an unlimited number of data sources. With Dashboards, decision-makers of all levels have instant and comprehensive access to all relevant information, delivered in a rich visual interface including maps, charts, gauges, and more. Users get an instant view of the status of different areas of the business.



The integration of Dashboards with Scorecards enables companies to visually display, monitor, track, and analyze corporate performance. It also allows users to instantly view and understand individual strategy-implementation requirements, as well analyze individual or aggregated operational activities.

Panorama NovaView Scorecards Infrastructure

The Panorama NovaView Scorecard solution is a turnkey solution that implements all Scorecarding components in a single package, enabling users to:

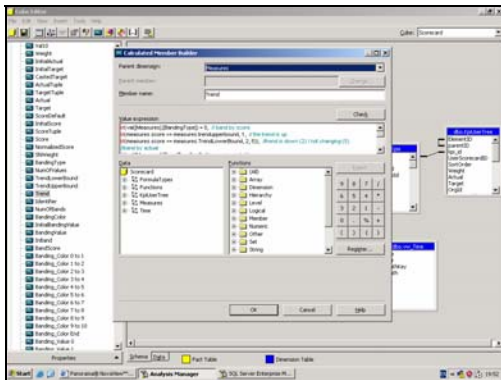
- ▶ Define business strategy step by step using Wizard functionality
- ▶ Define **multiple Scorecards**
- ▶ Define **data sources** and configure **automatic** and **manual uploads**
- ▶ Define **measures** and **dimensions**
- ▶ Define **KPIs**, as well as the **Actuals**, **Targets**, and **Scores** for each (the Panorama NovaView Scorecards solution supports up to 10 data sources for each KPI)
- ▶ Define Security and Permissions models

Scorecard Business Modeling

With Panorama NovaView Business Modeler, companies can create a concise and collated view of different organizational data elements; articulate the measurable metrics; and pull information from multiple data sources. The result is sophisticated, multi-dimensional models that incorporate historical performance metrics, and provide both front-end viewing and analysis tools, as well as automatically generating back-end data modeling support.

Panorama NovaView Scorecards' business modeling functionality takes the settings and configurations entered by the user and generates a MS Analysis Services OLAP cube supported by an SQL database, which contains all of the business logic, definitions, and calculations required for the scorecard.

Cube structure is dynamic – changing as the user modifies the cube logic and uploads data via the Business Modeler.



The NovaView Cube itself is capable of generating up to 32 dimensions. It also supports the creation of different dimensions for each measure, delivering performance and flexibility to support the needs of even the most dynamic and rapidly changing organizations.

Scorecard Security

Panorama NovaView Scorecards has a 4-tier security system, designed to ensure that the right information is presented to the right people at the right time, while protecting sensitive corporate data from leaks and breaches.

Each tier of the NovaView Scorecards security is set for a different system entity and functionality, in order to allow maximum flexibility when customizing Scorecards maintenance with organizational workflow and functionalities.

The Panorama NovaView Scorecard security tiers are set on the following levels: Scorecard & KPI level, System access and operations level, Data viewing level, and Data entry level.

MDX Support

Multidimensional Expressions (MDX) is a query language for OLAP databases. Panorama NovaView Scorecards makes extensive use of MDX, generating it automatically via user-operated Wizards, as well as allowing users direct access to MDX dialogs.

Using MDX as a query language with the cube offers many advantages, based on the inherent flexibility of the MDX interface. MDX enables users to:

- ▶ Use declarative query as input and set of structures as output
- ▶ Transfer more calculations and selections into the query from the client
- ▶ Use the same set of APIs for data and metadata queries
- ▶ Return cell properties and properties of the members in the same query
- ▶ Automate analysis with fewer steps

For more information about how you can use Panorama NovaView Scorecards to improve performance management in your organization, please contact us at info@panorama.com or +1 416 545 0990 (toll free +1 877 709 5848), or visit www.panorama.com