



The all-pervasive impact of the globalization combining with the stifling contemporary milieu of the recession have together engendered a new matrix of challenges in the market landscape confronting Corporate decision makers. To handle and manage a Business chemistry more complex than ever, CEO's need to grapple with a whole new world of parameters driving business fortunes in almost every realm, be it be the Business model, Economic cycles, Consumption patterns, Value systems, Global Financial flights & migrations and so on and so forth.

Conceiving of the right Business Decision today thus requires the ground of a larger longitude and latitude of strategically selected and organized Information.

In what is referred to as the Internet spawned e-economy Corporate, strategies are now overwhelmingly dictated by IT initiatives and investments for Business Process Automation, SCM, B2C etc. IT enabled evolution of the Enterprise business model is today more the rule than the exception.

YET

- How resiliently do IT enabled Enterprise processes and objectives, lend themselves to *Monitoring, Control* and *Maneuverability*?
- What coherence does the emerging business model afford of its International *efficiencies* and *Performance trajectories*?
- Do they really facilitate the CEO with deep *focus* and *flexibility*?
- What media does it provide for Corporate *Control* and *Command*? Moreover, at what resolution?
- Using a more common terminology, how are the invested processes **measured and corrected** in a scale of expected ROI?

THE ERA OF THE ERP

The ERP paradigm was deemed the most favored corporate choice for IT agenda and investments in the last two decades during which, it evolved in functional reach driven by the demand for more rigorous and streamlined Management of Enterprise Information and Processes. More lately, the proliferation of the Internet has also influenced the ERP concept vis-à-vis Business model and Functional constitution on one side and Technology architecture on the other.

Nevertheless, in the background of the contemporary challenges faced by the CEO and Executive management, ERP does experience some high level constraints. WHY?

THE CEO HOT SEAT

Formulating high-level Business Driver benchmarks, Monitoring strategic policy drives, tracking complex Financial and Non Financial Performance matrices, Rapidly revising corporate strategies and market stances...the level of innovation and maneuverability expected from contemporary business leaders is daunting and exacting.

An ERP cannot deliver in this context because, it is just not meant for that.

The ERP concept is fundamentally skewed, and dedicated to streamlining processes and maximizing operational efficiency rather than offering a strategic handle to design, measure or revise it.

ERP actualizes a process algorithm that drives people, but in the Corporate boardroom People drive processes.

More specifically the Corporate Business visionary has to

- Solicit, Unify and Interpret complex Information from within and outside the Enterprise
- Decipher Competition threats and React
- Articulate Missions and maneuvers
- Track and Gauge Strategy Fulfillment &
- Quantify, Reform, Correct and Revise.

EXECUTIVE OBJECTIVE LENS™

Leadership, A New Paradigm.



MULTIPLE ENVIRONMENTS, MULTIPLYING CHALLENGES

Contemporary Business leadership thus asks for a new paradigm and solution framework exceeding the limits of the regular operation centric solution models; a framework which augurs in **Business Intelligence** into the ambit of the I.T solution; as a thrust area to be addressed, nurtured and actualized in practice.

Huge enterprises with multiple companies / divisions with characteristically unique and diverse business realms offer greater challenges. With strategic Business Information trapped in diverse process, vistas represented by multiple MIS, MRP or ERP domains, themselves in a historical and transient mix of Legacy. First and Second generation systems; extracting, unifying and interpreting critical information to promote holistic business solutions offers a challenge both on Business and Technology fronts.

The enterprise helmsman now needs to sow, nurture and reap Visionary objectives among executive teams distributed across the Enterprise divisions.

- How can he aggregate performance matrices from these disparate environments into the coordinates of a *single Vision objective*?
- Would he have to spend a lot of time in *gathering information* from all the existing systems?
- Can he be helped to *identify, weigh and standardize Business drivers*?
- What should he *Monitor* and at *what Intervals*?
- Can he fix *Benchmark performance standards* for tangible and intangible deliverables from each domain?
- Can his key Business drivers be monitored from a *single control point* and visionary & strategic evaluation be shared with Executive legions across the Enterprise?
- Can he be *sensitized* to critical shifts in Performance patterns to invoke corrective strategic action?
- Can he *converge information* from within and out of the Enterprise in the same context for *Analysis and Strategy design* or purely routine management?

- **Are you looking for an assistant that would require only a minimal time, but lets streamline all these challenges?**
- **A tool that would help drives the organization's processes and functionalities based on vision and mission, rather than driving the vision with an existing functionality or application. A tool that would help explore purchased functionalities and improves their usage to hone best practices.**

WHAT DOES IT DO ?

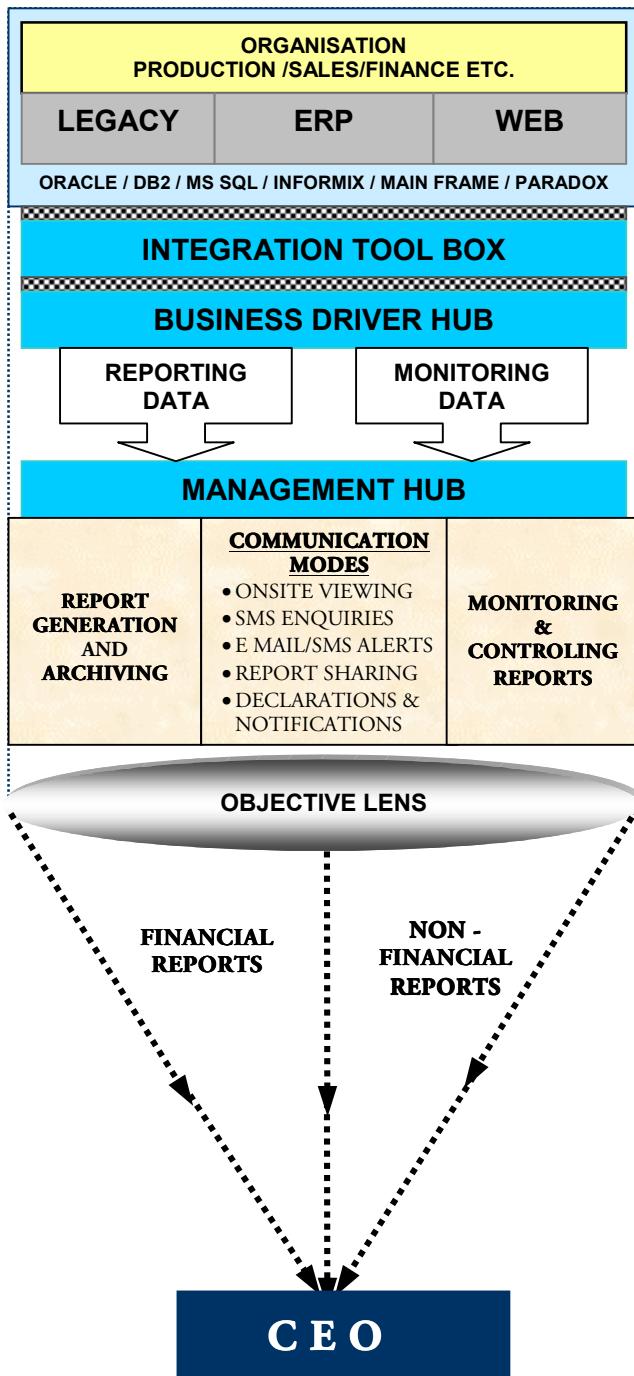
- Identifies your "Key Business Drivers".
- Links your Key Business Drivers to your existing systems.
- Captures data that focuses on your Key Success Factors.
- Provide regular On-line customized Reports on your Business Activities for your day-to-day tracking and monitoring.
- Alerts on vital activities - events or performance levels.
- Responds to your enquiries: E – mail or SMS enabled.

PRIME FEATURES

- A layered approach.
- Provides required tools at every layer, based on your existing infrastructure.
- Integrates to your existing systems, independent of application database and platform.
- Implements new systems in areas vital to your business.
- Reconciles / collaborates data between all your vital systems.
- Flexible architecture to accommodate new systems.
- Proven tools and technology for data collection, manipulation and reconciliation.
- Defined process model for quick implementation.

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The **Executive Objective Lens** identifies your Business Drivers, from an organization's mission-critical information technology systems and links it to your existing systems, (including any reporting systems) through a pre-defined implementation model. It then, displays the critical information's in tabular and graphical form, as EASY TO UNDERSTAND performance indicators.

- The *Report Generation Layer* in it provides you with user-friendly screens to setup your report requirements with respect to templates, formats, frequency and generates reports automatically.
- The *Report archiving tool* lets you set up ways to archive your reports, providing you with advanced search facility
- The *Communication Layer* lets you easily setup ways to receive reports and alerts for monitoring. It also helps you set up ways to communicate the reports on a regular basis.
- The *Monitoring layer* is a unique feature of Executive Objective Lens that lets you monitor the format, frequency and completeness of the received reports as per your definition of these parameters. *This layer can use the communication layer to alert you or identified users, on deviations, when key-performance-indicator-targets are not met, at a preset interval.*
- *The other salient features of the Executive Objective Lens include Business Drive Hub and Integration Toolkit. The Business Driver Hub handles the data collection, processing and transaction. The Integration Toolkit allows a simple way to integrate to your existing systems.*
- *A user-friendly information-capturing tool can also be provided for key functionalities that are identified as key to your business success.*

BUSINESS BENEFITS

- Proactive business decisions through strategic usage of business information.
- Standardized business rules to improve communication and performance management.
- Automated data collection, from diverse sources, into a centralized location.
- Alerts on critical or vital business information for a faster decision making on strategic issues.

The EXECUTIVE OBJECTIVE LENS helps to retrieve information in a systematic, timely and at high quality levels. It offers a customized single page real - time summarization of critical business information's pertaining to Key Business Drivers. Thus, it provides a customizable framework for analyzing, reporting and managing company's performance.

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