

# WebCEO™

- Find opportunities for improvement across your organization
- Determine and measure business activities that drive value
- Measure and view performance at any level across your enterprise
- Determine and communicate strategy and success metrics
- Clarify and build consensus; motivate and align behavior
- Capture, organize, view, track, analyze and communicate key performance indicators (KPIs)

## Empowering the Decision Maker

### WebCEO Features

- Deploy in days, not weeks or months
- Dynamic data grouping by KPIs and data dimensions
- Data export to common formats such as Excel
- Save sets of query results, with data and charts, into live slideshow presentations
- Monitor multiple indicators through dashboard alerts on desktop or PDA
- Small footprint and low bandwidth requirement – sustained performance even over 56K modem

WebCEO™ is a Java-based, Business Performance Management web application that delivers information to the decision-maker where and when it's needed. Turning mountains of data into highly visible and actionable information, WebCEO gives access to all data within the enterprise.

Once you have solved your complex networking problems, WebCEO provides a single access point and analytical capabilities for data from multiple, disparate data sources. WebCEO's Java technology leverages the power of the Internet by streamlining data analyses processes and raising productivity.

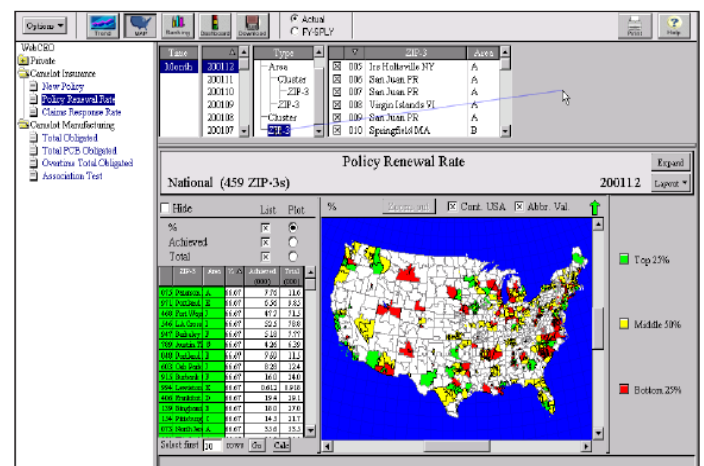
Decision-makers are empowered to answer questions they may have about performance at any level within their organization without requesting support from their IT departments. WebCEO places the power of information at an executive's fingertips, allowing him or her to address critical enterprise issues and find opportunities for improvement across the organization.

### Dynamic Features

WebCEO is a graphically rich tool with an interactive feel that includes linear, tabular, geographic, and columnar presentations. An easily implemented tool, WebCEO provides fast and efficient simultaneous access to any JDBC-compliant database.

The WebCEO screen is divided into four key areas as shown here:

- KPI Indicator Tree
- Data Display Area
- Data Dimension Panel
- Function Panel



The client-side applet allows ultra-fast response time avoiding delays associated with screen refresh. Users can create a slide show once, then the data on the slide automatically updates as the data is changed within the database. With a click of the mouse, users can have instant comparison to Same Period Last Year (SPLY) data.

Once WebCEO is implemented, data can be made available without additional screen development or training. WebCEO minimizes training time — it's easy to teach and easy to learn. With its small client footprint, ease-of-use, and interoperability with existing database systems, WebCEO has the lowest total-cost-of-ownership of any business intelligence application available.

WebCEO supports the needs of any Federal Government agency or commercial enterprise to meet Performance Management requirements. It also supports the President's Management Agenda (PMA), the Clinger-Cohen Act, GPRR and OMB Circular 300.

### Trends

Compare the performance of one or more organizational units across time using line charts. Performance of several organizational units over multiple indicators may be compared through aggregation or dynamic grouping.

### Ranking

Track one or more key indicators for a specific time period across organizational units using bar charts. Combine multiple organizations and compare to Same Period Last Year with just one click.

### Interactive Dashboards

Set up real-time alerts whenever one or more performance indicators cross a threshold value. You may monitor several indicators from a single desktop or display device.

### Maps

WebCEO has the most robust mapping facility of any product of its kind. Zoom in or out on maps to show data. Maps displayed over a modem line (or wireless connection) are just as responsive as they are over a LAN connection.

## Case Studies

### National Institute of Standards and Technology

National Institute of Standards and Technology's (NIST) Manufacturing Extension Partnership (MEP) organization chose WebCEO® to provide an automated solution for tracking and reporting thirty key economic indicators in real-time. NIST cited the following as compelling features:

- Minimal customization required
- Instantaneous response to queries
- Many of the high-end features are built-in, including geographic maps, slide shows, same period last year comparisons, dynamic grouping and comparisons
- More indicators can be added easily, even by local staff
- Ability to share data, results, and analysis nationwide as soon as providers release new indicators.

### Naval Facilities Engineering Command (NAVFAC)

NAVFAC uses WebCEO to support logistics management. WebCEO obtains data from the MAXIMO asset management application and provides immediate visibility into parameters such as: the number of calls for a particular item over time and across locations, and response times and times-to-repair among internal and external sources. NAVFAC is empowered to make quick decisions regarding changing repair and installation locations or retiring items with high failure rates.

### Consulting Solutions from TRM Powered by WebCEO

Performance management is much more than tracking data – it's part of your organizational transformation. Total Resource Management applies Measure Network – a proven process that determines how organizations create value for stakeholders and how they deliver that value – to help your company design and implement a complete performance measurement process that promotes continuous improvement throughout the organization.

Using the Measure Network, our management consultants will help your organization:

- Articulate its business strategy
- Identify the value that it delivers to stakeholders
- Identify the key processes that create that value
- Articulate the link between business processes and value creation
- Identify the KPIs that best measure business performance
- Implement a system to measure overall performance
- Analyze performance and track progress toward your goals