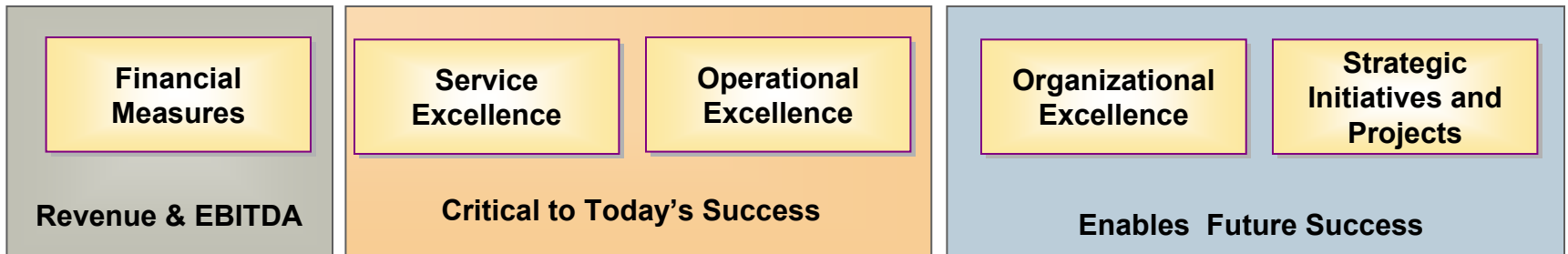


Understanding the Business – The Critical Link



- Revenue
- Direct Margin
- Direct Expense
- EBITDA

- Customer Retention
- Customer Satisfaction
- Customer Response Time

- Total System Availability
- System Response Time
- Revenue per FTE
- Asset Turnover

- Growth & Recruiting
- Retention
- Integration/Development

- Product Development
- Product Bundling
- Functional Strategies
- Acquisitions & Partnerships

Grounded in Market Realities

Accountability for Performance

Responsibility for Sustainability

Line of Sight Exercise

Draw a line from positions on the left to the measure on the right with the best line of sight

Position

- CEO
- Accounts payable clerk
- Sales person
- Account renewal exec
- HR generalist
- Operations manager
- Accounting manager
- AR collections rep
- Programming manager

Measure

- Employee turnover
- Cost of IT projects
- Speed of hire process
- Profits
- Revenue new clients
- Average days receivable
- Accuracy of accounting gov't filings
- Revenue existing clients
- Meeting vendor payment terms