

***“Just as water retains no constant shape,
so in business there are no constant conditions”***

SIMPEL SYSTEMS is a Conplacer company, a globally operating group that delivers shared services to Fortune 500 companies.

Our approach to the development of strategic management software is influenced by ancient theories developed by army generals like Sun Tzu and Von Clausewitz, but put into practice with the latest technology development. Our philosophy is that our software should enable organisations to implement strategies and fully utilize the knowledge within their organisations. This approach resulted in the SIMPEL® Scorecard, which enables our clients to make their specific knowledge and expertise available within their organisations.




SIMPEL® - an acronym for **S**trategy **I**mplementation, **M**easurement of **P**erformances and **E**valuation **L**inked – is a corporate wide continuous strategic management software tool, applicable at multiple management levels. SIMPEL Scorecard is the only Balanced Scorecard software that has an approach towards organisation and human aspects. It does not have a Data Warehouse or Business Intelligence history. SIMPEL Scorecard enables your organisation to successfully implement a continuous strategy, executed by people, to support them with the implementation, measurement and evaluation of this process. It makes the strategy available to all participants within these organisations.



SIMPEL scorecard has an open platform for all kind of ERP systems and is therefore very suited to bridge the gap between (internal & external) information and organisation.

SIMPEL systems will release the Web version of SIMPEL Scorecard in June 2000. In July 2000 interfaces for clients host systems, like ERP systems, Data Warehouse and Business Intelligence will become available.

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RESULTS

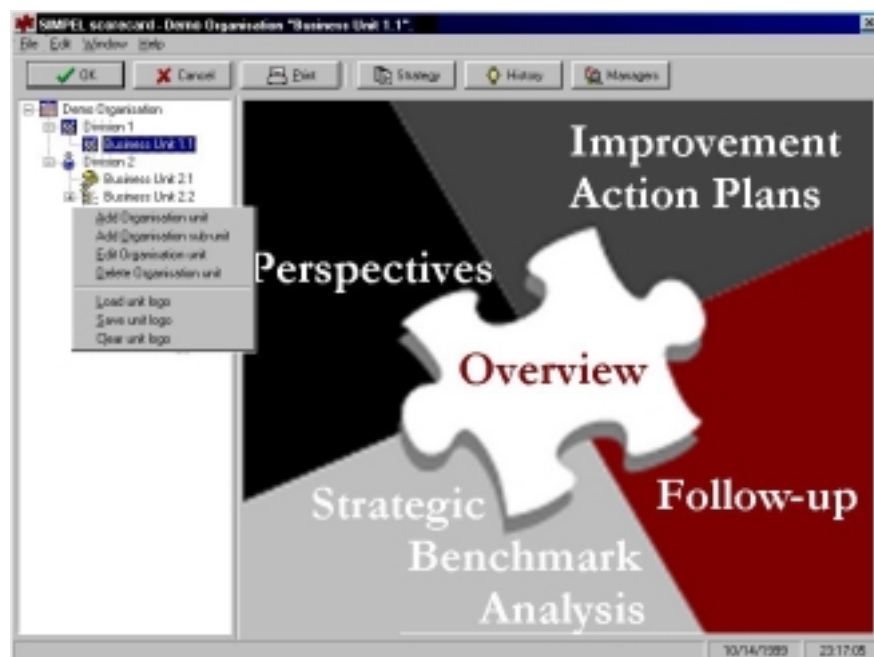
SIMPEL® scorecard realises the following:

1. Integration of a performance measurement process in a management control system.
2. Optimal use of business intelligence system
3. World-wide availability of the organisations implementation and effectiveness of their strategic objectives, related performances and activities
4. A continuous strategy process
5. A dynamic and user friendly tool which prevents the process of becoming a paper tiger.

How SIMPEL® WORKS

The bases for **SIMPEL® scorecard** are the four perspectives (Financial, Customer, Internal Business process and Innovation & Learning) introduced by Kaplan & Norton. The entire **SIMPEL®** process consists of five steps. The **SIMPEL® scorecard** software is easy to work with and guides the users through these steps.

To begin with, it is very important to define all participating organisational units. But **SIMPEL® scorecard** is extremely flexible towards adding or deleting an organisational unit.




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SIMPEL® scorecard supports the five SIMPEL® steps as follows:

Perspectives First, select one of the four Balanced Scorecard perspectives. All teams translate their mission and vision into clear strategic Key Objectives.

Key Objective	Performance Measure	Performance			Improvement Action Plan	Responsible Manager
		Current	T + 1	T + 2		
1. Improve relationship with major customers	% of sales by major customers	20%	25%	45%	World wide product and TS service	S. Cox
2. Maximize internal usage % by value	- Sales (as market value) per R.M. cost	20.5%	23.1%	26.4%	1. Identify excess capacity 2. Client segmentation 3. ICC strategies 4. Geographic strategies	D. McKay
	- % internal use	45.3%	48.5%	51.2%		J. Neuman
3. Maximize contribution to clients new product introductions	- # of new product introductions from clients with	16	22	28	1. Determine customer requirements Internal & external 2. Implement TQM in US and Netherlands 3. Match portfolio to customer requirements 4. Match portfolio to performance requirements	M. Saunders
						A. vd Weerd
4. Meet customer internal and external requirements on: - Quality - Delivery - Support	% quality compliant of total # shipments	7.5%	5%	3.5%	1. Establish incentive system for use of our own materials 2. Internal promotion strategy 3. Interactive palette development 4. Review Shell	P. Sherington
	% of Delivery on time	85%	92%	100%		M. Saunders
	% delivered support of total request for support	30%	37%	45%		S. Cox

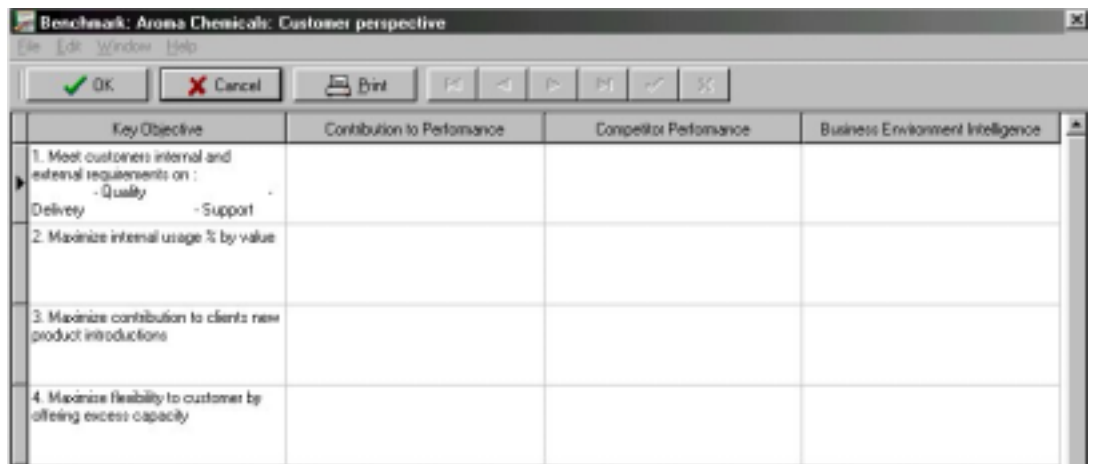
IAP Improvement Action Plans (IAP), which lead to realisation of a specific Key Objective, and their *responsible managers* are filled in. An IAP contains as many Action Steps as necessary to implement or realise the intended IAP.

World wide product and TS service							
Action Steps	Purpose	Responsible Manager	Initiated		Finished		Essentials
			Date	Performance	Date	Performance	
Create budget for world wide TS service		S. Cox	12/1/1998	Budget=\$0.00	1/5/1999	Budget=\$250.000	Approval by Board of Directors because of
Setup organization in Europe	Test area before world wide rollout	D. McKay	1/5/1999	No physical service centre	3/31/1999	Physical service centre	
Create training program for sales and TS personnel	To serve our customer	A. vd Weerd	2/15/1999	0 employees trained	3/31/1999	First 25 employees finished training successfully	
Customer briefing & survey on service system	To check if service is satisfying	A. Bradbury	4/10/1999	No briefing & customer survey	6/1/1999	75% response of major customers to questionnaire	To adjust & optimize service before final & global introduction

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- Follow up** Follow-up requires the involved managers to fill in internal contributions or constraints that come along with the implementation of the strategic actions.
- Strategic Benchmark** The Strategic Benchmark compares the contribution of the IAP's in accomplishing the Key Objective with the actions taken and the performances of the competition.









Key Objective	Contribution to Performance	Competitor Performance	Business Environment Intelligence
1. Meet customer's internal and external requirements on : - Quality - Support Delivery			
2. Maximize internal usage % by value			
3. Maximize contribution to clients new product introductions			
4. Maximize flexibility to customer by offering excess capacity			

Overview The Overview is filled with all performances related to Key Objectives.

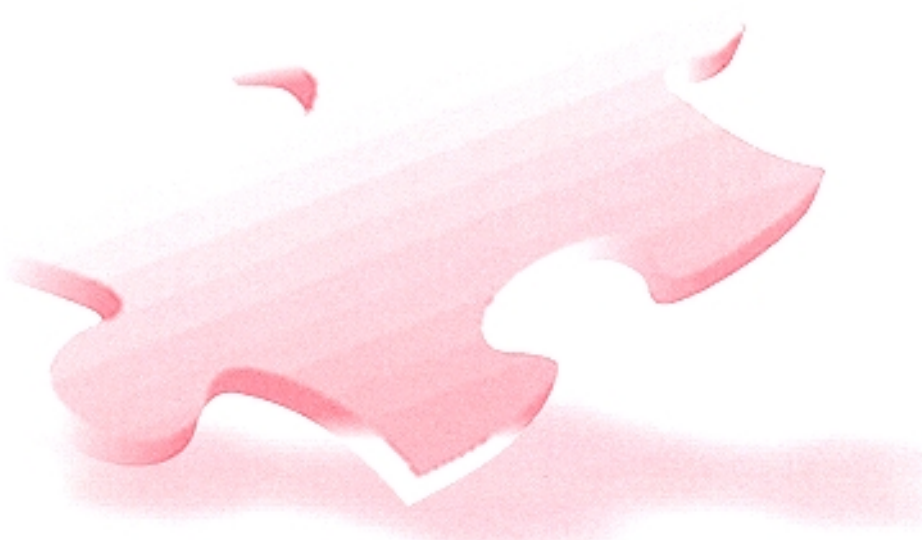
Together with the information from the strategic benchmark process, management is now able to determine which performances and Key Objectives they have to adjust.

The adjustments are then entered in the first step of the process.

The **SIMPEL®** cycle starts again!

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FEATURES

SIMPEL® SCORECARD has the following features:

Easy to use, multi-user environment

- Unrestricted amount of simultaneous users, users can be in dispersed locations
- Changes in organisation structure are immediately visual to other users
- User rights can be individually defined and set

Flexible system

- Free choice of company hierarchy, perspectives, measures and initiatives
- Can be used with all different performance measurement methodologies
- Enables benchmarking between different companies or business units

Enterprise-wide enabled

- Completely network-enabled, supports information deployment
- Enhances communication of company vision and strategy to every employee and vitalises the SIMPEL® process
- Application can be used for data input and analysing the strategy

Cause and effect

- SIMPEL® SCORECARD visualises the link between company strategy and individual measures
- Identify relationships between different objectives,
- Drill-down capability leads you to the heart of your business performance, knowledge and challenges

Integrative solution

- Enables automation of your company scorecard - file input or SQL input
- Can leverage existing Data Warehouse solutions

Sophisticated reporting

- SIMPEL® SCORECARD enables user-defined reporting
- Supports on-line reporting

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TECHNICAL REQUIREMENTS

SIMPEL® SCORECARD is a software package, composed of database and application server (a Delphi-based 32-bit Windows-client).

SIMPEL® SCORECARD System Requirements

	Client	Server
CPU	Intel 486	Pentium 300 Mhz, Dual Processor*
Memory	16 MB	256 MB
Hard Drive	20 MB	17GB
Operating System	Windows 95/98, NT	Microsoft Windows NT 4.0, running IIS 3.0 with ASP
Database		Database independent, server is provided with Interbase 6.0

*Size dependant on number and complexity of measures, frequency of update, and size of data sets.

**Other Relational Database Management Systems may be supported based on custom professional services.

The module is primarily not integrated or connected to existing information management systems to allow implementation in any organisation. If requested, we can provide the required professional services to realise tailor made real-time performance indicators. Our team will perform a quick scan of your organisation and perform an information technology assessment to collect the necessary data. The specially build interfaces for **SIMPEL® SCORECARD** are integrated into your existing information management system. The integration results in data feeding from any of your internal sources into the measures displayed on the **SIMPEL® SCORECARD**.

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PROFESSIONAL SERVICES

Implements SIMPEL scorecard within organisations.

Organisational scan

To collect data that enables us to design and implement the organisational functions of SIMPEL® SCORECARD interviews with participating managers are held. Information that must be retrieved is:

- Who is going to participate?
- What kind of staff support is needed and available?
- Determine individual user rights and unit level access?

Design layout

Design the desired organisation based on the data collected during the scan, include which units and / or teams at which levels are going to participate. Determine security levels and access levels

Implementation

The desired organisational structure is entered into the software. Then information like corporate strategy, business unit strategy, participating managers and personal information is entered into the software. Last but not least the users access levels are entered into the program.

Test

After the implementation, the designed and implemented structure is tested if it measures up to the expected design layout. The SIMPEL® process steps are fixed variables of the software and are not tested.

Roll-out

Like the delivery, roll-out will take place on basis of mutual agreement. SIMPEL SYSTEMS does the installation on the network. When SIMPEL® SCORECARD becomes operational, it is possible to enter this into a service contract.

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