

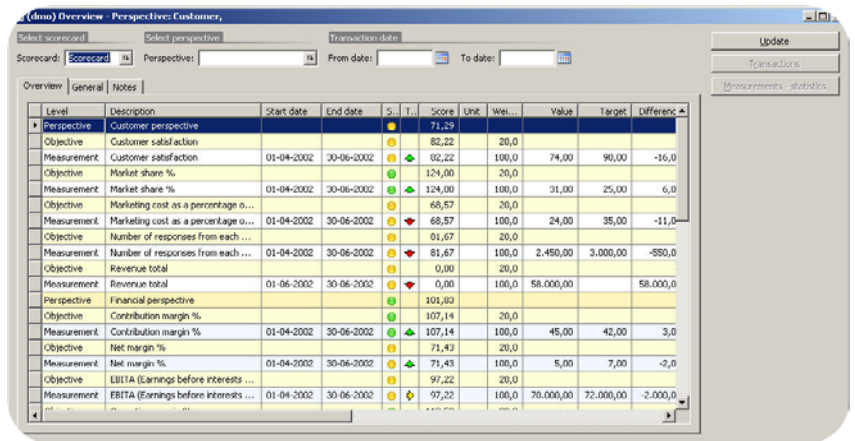
Balanced Scorecard

Balanced Scorecard in Microsoft Dynamics AX

BENEFITS:

- Reflect and communicate your organization's business strategies, objectives, and measurements
- Automate the collection and summarization of performance data
- Evaluate your overall business performance according to your strategy
- Track performance and measure fulfillment of business goals
- Obtain real-time overviews of objectives and measures, allowing you to take immediate action

Balanced Scorecard in Microsoft Dynamics™ AX is a tool that can help translate your visions and strategies into an integrated set of performance and action measures that cascade down through the organization from divisions to departments, through operational units down to the individual employees. Balanced Scorecard Dynamics AX can help you monitor and optimize your business performance.



The screenshot shows the 'Overview' window for a Balanced Scorecard in Microsoft Dynamics AX. The window title is '(dino) Overview - Perspective: Customer'. It features a table with columns for Level, Description, Start date, End date, S, T, Score, Unit, Wts..., Value, Target, and Difference. The table is organized into perspectives: Customer perspective, Financial perspective, and Operational perspective. Each perspective contains objectives and measurements with their respective scores and targets.

Level	Description	Start date	End date	S	T	Score	Unit	Wts...	Value	Target	Difference
Perspective	Customer perspective					71,29					
Objective	Customer satisfaction					82,22	20,0				
Measurement	Customer satisfaction	01-04-2002	30-06-2002			82,22	100,0		74,00	90,00	-16,0
Objective	Market share %					124,00	20,0				
Measurement	Market share %	01-04-2002	30-06-2002			124,00	100,0		31,00	25,00	6,0
Objective	Marketing cost as a percentage o...					68,57	20,0				
Measurement	Marketing cost as a percentage o...	01-04-2002	30-06-2002			68,57	100,0		24,00	35,00	-11,0
Objective	Number of responses from each ...					01,67	20,0				
Measurement	Number of responses from each ...	01-04-2002	30-06-2002			81,67	100,0		2.450,00	3.000,00	-550,0
Objective	Revenue total					0,00	20,0				
Measurement	Revenue total	01-06-2002	30-06-2002			0,00	100,0		58.000,00	58.000,00	
Perspective	Financial perspective					101,03					
Objective	Contribution margin %					107,14	20,0				
Measurement	Contribution margin %	01-04-2002	30-06-2002			107,14	100,0		45,00	42,00	3,0
Objective	Net margin %					71,43	20,0				
Measurement	Net margin %	01-04-2002	30-06-2002			71,43	100,0		5,00	7,00	-2,0
Objective	EBITA (Earnings before interests ...					97,22	20,0				
Measurement	EBITA (Earnings before interests ...	01-04-2002	30-06-2002			97,22	100,0		70.000,00	72.000,00	-2.000,0

With the Balanced Scorecard functionality you can measure how well you are realizing the strategy of your company. The overview inquiry provides you with a quickly view of the current performance values in a selected scorecard.

Reaching your Goals Requires Attention and Monitoring of Your Business

Balanced Scorecard in Microsoft Dynamics AX helps you keep your business moving in the right direction by turning your strategic goals into tangible targets based on objectives and measures.

Great Advantages can be Obtained

Balanced Scorecard exchanges information with other functional areas in Microsoft Dynamics AX to deliver in-depth analyses of key areas of your business. You can quickly and simply monitor progress towards your goals and react quickly to performance trends.

Track your Business Performance

Your goals can be broken down into measurable targets for each organizational unit—right down to the individual employee. Once these targets are entered into Microsoft Dynamics AX, progress towards achieving them is continually tracked using a range of data such as financial and operational measures, customer satisfaction data, and overall growth.

Get a Real-time Overview

All automatic and manual measurements are recorded as transactions within time periods that coincide with selected KPIs. As a result, your budget and the actual numbers in the form of transactions can be compared both online and in real-time.

Support for External Measurement

Work in a goal-oriented and balanced way with performance-related information pulled from different IT systems such as Microsoft® Access, Microsoft SQL Server® and Oracle data dictionaries, or Microsoft Excel® spreadsheets that provide you with direct access to the most relevant, business-critical information.

FEATURES:

Scorecard	Create and maintain many scorecards on different levels of the organization, for example a corporate scorecard, division scorecards, team scorecards and individual employee scorecards.
Objectives and Measurements	Identify objectives for each scorecard and create the measures used to make a quantitative calculation of performance, so you can use your overall goals and measures to determine how the objectives are calculated.
Perspectives	View the strategy from different perspectives such as financial, customer, internal, and learning & growth and identify strategic objectives for each perspective.
Data Link	The data link function makes it possible to measure data from non- Microsoft Dynamics AX sources.
Administration	Optimized administration like copy from one scorecard, objective or measure setup to another.
Calculations	Normalized score function and define and consistency-control your methods/formulas for calculations.
Periodic Measurements	Indicate periods for automatic measurements or manually adjust measurements. Simulate and/or update measures with pre-defined periods or open periods.
Reporting and Statistical Analysis	Identify business performance, and support actual results vs. targets, difference, benchmark and drill down functionality in order to make better and faster decisions and control processes in the organization.
Enterprise Portal integration	Scorecard overview, graphical statistics and drill down facilities in the Enterprise Portal in Microsoft Dynamics AX lets you open Balanced Scorecard capabilities to a wider audience inside your company.
Cockpits	Make individual scorecards and/or objectives available for selected users or user groups with cockpits.

For more information about **Balanced Scorecard for Microsoft Dynamics AX**, visit www.microsoft.com/dynamics/ax.

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