Put strategies into practice.

Every enterprise has strategic goals and visions. With CP-BSC, the strategic goals of an enterprise can be visualised, quantified and communicated to every employee. Incorporate vision and strategy in the operational business process. Combine strategic goals, measurements and actions into a complete, self-contained system with CP-BSC.
Specification

**Definition of organisational structures**
- Incorporation of vision and strategy in the operational business process
- Definition of an organisational hierarchy with reference to business units, departments and staff
- Linking of each goal to the company strategy
- Assignment of the goals to the perspectives and organisational units
- Full description of each goal to inform the staff involved in the Balanced Scorecard process

**Perspectives**
- Four standard perspectives for realising strategic goals: financial perspective, customer perspective, process perspective and learning and growth perspective
- Any number of custom perspectives possible
- Assignment of perspectives to strategic goals, measurements, key figures, target values and action plans
- Cause-effect matrix clearly illustrates interdependencies
- Horizontal and vertical drill-down analysis for tracing causes and impacts on other strategic goals

**Warning limits / traffic lights**
- Traffic-light colours and web graphics to visualise the current degree of target achievement
- Warning signals indicating further need for action and measures to be introduced
- Trend arrows showing target achievement compared with the previous period
- Definition and assignment of measurement parameters to strategic goals within perspectives and organisational units

**Definition and documentation of strategic goals**
- Definition of the individual strategic goals as the basis of the Balanced Scorecard
- Definition and assignment of measurement parameters to strategic goals within perspectives and organisational units
- Concrete measures, projects and initiatives to advance the achievement of the company's strategic goals can be scheduled and reviewed (e.g. customer questionnaires or telephone interviews)

**Strategically relevant cause/effect relationships**

**Definition of measurement parameters**
- Designation of measurement parameters for determining target achievement
- Qualitative indicators (satisfaction indices) and quantities (sales figures, number of complaints) supported
- Definition and assignment of measurement parameters to strategic goals within perspectives and organisational units

**Measures and strategic action plans**

**At a glance**
- Strategic goals, measurements and actions combined into an entire system
- Integration in corporate performance management via link with operational management
- Monitoring and control of strategic and financial success factors
- Tool of modern enterprise management
- Transparency in internal processes and increased staff motivation
The Corporate Planning Suite.

CP-BSC is a module of the CP-Suite. In the CP-Suite you will find all the Corporate Planning software modules in one place. The consistent user interface design and the familiar "look & feel" of the CP-Suite make your day-to-day work in corporate performance management easy, quick and effective.

The Corporate Planning Suite forms the technological framework for comprehensive enterprise management and the technical platform for planning, reporting and analysis in operational management, integrated financial planning, consolidation, risk management and strategic planning. The CP-Suite is an extremely safe investment. Companies are able to respond flexibly to all aspects of corporate performance management according to their own respective requirements. Inconsistencies, redundant data storage and the inconvenience of performing the same tasks repeatedly are a thing of the past. Continuous development has now been demonstrated for over 25 years.
Modular design for flexible use

From a large number of ready-to-use modules, the user quite simply puts together a complete solution for the tasks in hand. The software thus always provides what is currently needed. It has all the functions which are useful but none which are not. One complete solution – for companies of all sizes and every industry sector. If ever the given requirements increase or change, the Corporate Planning solution will simply grow to fit.

In-memory computing

The Corporate Planning Suite is based on sequential in-memory technology. Through the efficient use of this technology combined with benefits of a back-end relational database model, maximum processing speed can be achieved for planning, analysis and reporting applications without having to accept restrictions in multi-user operation.

Some call it corporate performance management or management by results, some call it business planning, analysis and reporting or management accounting. We bring it all together in the CP-Suite.

<table>
<thead>
<tr>
<th>All modules united in the CP-Suite</th>
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<tbody>
<tr>
<td><strong>Corporate Planner</strong></td>
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<td><strong>CP-Air</strong></td>
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<td><strong>CP-BSC</strong></td>
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Whether you are installing the software or working in the application, our experienced staff in the Support Team are here to respond promptly and efficiently to all your enquiries – over the phone or online. We are represented by our own Competence Centres and qualified partner companies throughout Germany and around the world. Through this network, we can guarantee specialist industry knowledge, wide-ranging business administration know-how, IT expertise, comprehensive product knowledge and local support. From the initial contact to the full consultancy on your premises, you can expect to receive the optimum level of support.

Training and education
To get you off to a flying start and to enhance your skills, there are a large number of training courses in our extensive programme. Many of these courses are offered in several levels and can be held in Hamburg, at one of our Competence Centres, on your company premises or online.

Consultancy and support
You are able to implement the CP-Suite in your company unassisted. However, we will of course provide you with full consultancy and support on request. From guidance during the roll-out of the CP-Suite or on specific topics like integrated financial planning and consolidation through to consultancy regarding more general corporate performance management questions, you can count on us.

Continuous development
We guarantee the continuous development and maintenance of all the CP-Suite modules. You will be routinely informed about new product versions and technical innovations as part of our Customer Support and also in our Customer Portal.

Excellently looked after right from the start.
We are looking forward to meeting you.

CP Corporate Planning AG from Hamburg has been setting standards for software for enterprise management in the medium-sized business sector with proven and innovative solutions for more than 25 years. True to its motto: "corporate performance management can be so easy!" Corporate Planning develops simple and flexible solutions with built-in business administration know-how for operational management, financial planning and consolidation as well as strategic planning.

Today, Corporate Planning is one of the leading corporate performance management software vendors in Europe and offers, in the Corporate Planning Suite, versatile planning, reporting and analysis methods on an integrated technological platform with a uniform "look & feel". More than 4,000 SMEs of various sizes and different industry sectors rely on our software solutions.

We will be happy to assist and advise you if you would like to see the CP-Software in action, to speak to a contact person in your area or to have a word with a reference customer in your sector of industry. See for yourself how quick, easy and effective corporate performance management can be with the right software.