



## What is a Business Dashboard?

A business dashboard gathers business performance information from various sources and provides a concise summary or “snapshot” of Key Performance Indicators (KPIs). KPIs are “key” because they are the measures required to make informed management decisions.

## What’s the Problem?

Today’s businesses are increasingly reliant on a variety of software systems for their daily operations. These systems greatly enhance efficiency of daily operations. Indeed, many of today’s businesses would not exist were it not for these tools.

In an ideal world, these same systems would also enhance our ability to monitor business activities. In the real world, businesses often manually gather data from numerous incompatible systems in an effort to gain a coherent view. This is an expensive and error-prone approach to getting the information needed to effectively manage a business.

## Spreadsheets – The Partial Solution

The most commonly used tool for gathering and manipulating business data is the spreadsheet. Used correctly, spreadsheets are a powerful tool; but fall short in several important areas.

## Spreadsheet Pros and Cons

### The Pros:

- Spreadsheets are familiar to most computer users.
- Many proprietary programs and databases can export data in a format that is easily read by a spreadsheet.
- Numbers can be further manipulated using spreadsheet formulas.

### The Cons:

- Getting numbers from others is time consuming and often insecure, e.g., via email.
- Most spreadsheets tend to be snapshots in time making it difficult track trends over multiple snapshots.
- They are difficult to share while retaining security.
- It is difficult to “publish” portions of spreadsheets suitable for the many possible interested parties.

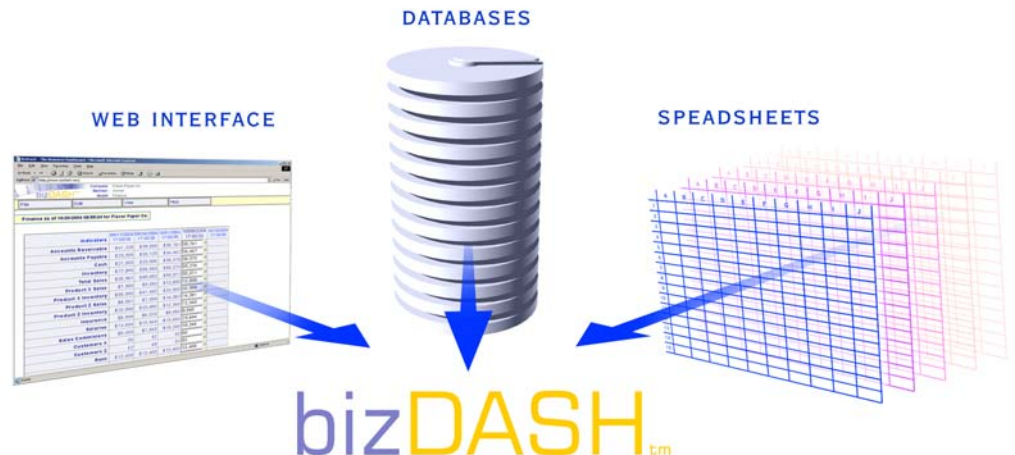
## BizDash™ – Completing the Solution

The BizDash™ System was specifically created to enhance the use of spreadsheets and to remove the “Cons”.

BizDash™ filters spreadsheets (via web upload), gathers key business data (KPIs) and tracks them over time. KPIs are grouped and organized into a BizDash™ Model, providing a model of business operations that is easy to monitor and share.

Data may also be directly entered using the BizDash™ web interface. Alternatively, BizDash™ may be installed on a company computer to automatically gather data from a variety of databases.

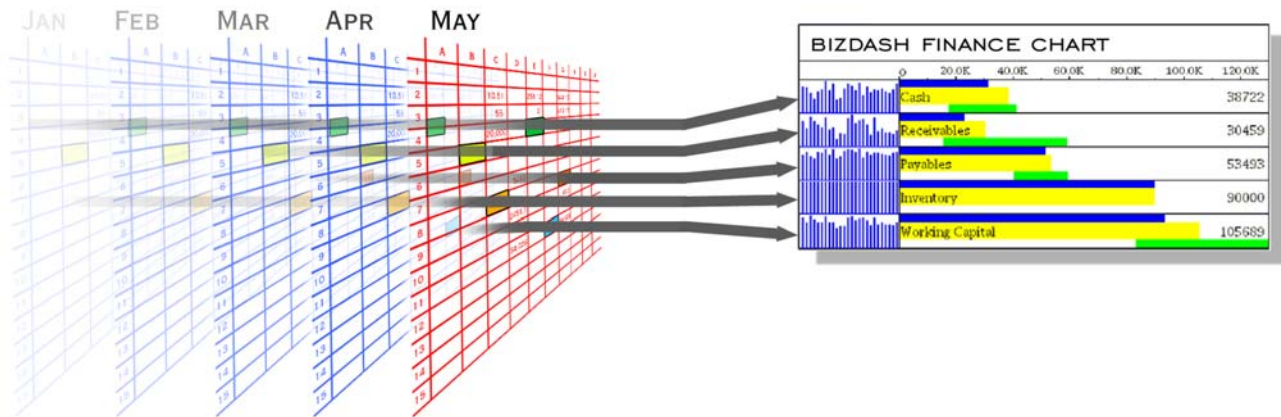
Using BizDash™, it is easy to collect data from the best source, whether it is from an individual, an existing spreadsheet, directly from a database, or from all three. This allows companies to easily take advantage of existing data with a minimal change in current operations while allowing for “as needed” automation and improvements.



## More Than a Snapshot

Because BizDash™ periodically collects KPI data, it is able to clearly show their range and trends. Consistent periodic collection provides a more consistent view of the data, providing a clear sense of where you have been and where you are headed.

BizDash™ models may be defined to collect data hourly, daily, weekly, or monthly. A daily model can easily be consolidated into a weekly or monthly model.



## Sharing BizDash™ Models

BizDash™ allows for complete control over who can enter model data and who can view model data. The model owner can select which indicators are visible to each model member and can separately select members for data entry.

Models can very easily be shared over the web, in whole or in part. Each model member has their report matched to their needs and responsibilities.

All transactions, entering data or viewing reports, are performed over encrypted connections and protected by individual user identification and password.

## Community Spreadsheet

BizDash™ becomes your community spreadsheet, simplifying the collection of key business information and sharing this information safely with the appropriate people.

For more about community spreadsheets, please see our white paper entitled "The 21<sup>st</sup> Century Spreadsheet" on the BizDash™ website at <http://www.BizDash.com>.