The KPI Institute

Celebrating 10 Years of PERFORMANCE

Corporate Presentation







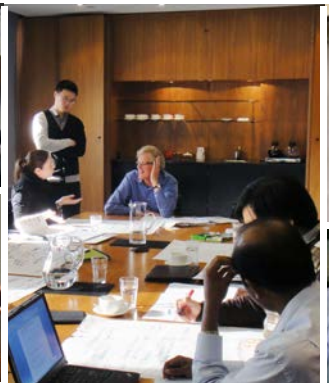


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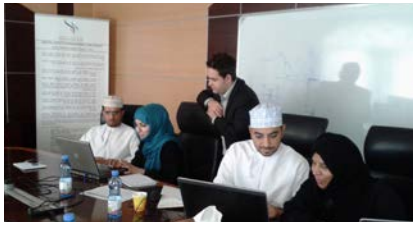
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About The KPI Institute

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The KPI Institute is the global authority on performance through Key Performance Indicators(KPIs) research and education. It developed the first KPI Management Framework and operates several research programs dedicated to performance management, strategy, Balanced Scorecard and Key Performance Indicators.

smartKPIs.com
The *smart* choice in performance management

The KPI Institute also operates smartKPIs.com, the result of an extensive research program dedicated to documenting and cataloging how KPIs are used in practice, an online portal containing the largest collection of properly documented KPI examples, supported by a community of tens of thousands of members.

Over the last eleven years, the team has:

- Assisted over **28,000** organizations in finding solutions to their KPI needs;
- Documented **7,000+** KPIs with Premium documentation from 16 functional areas and 25 industries;
- Reviewed **1,000+** performance reports from 125 countries;
- Referenced **30,000+** resources (books, articles, performance reports) as part of the documentation process;
- Developed over **150** KPI Dashboards and Balanced Scorecards;
- Delivered training courses in **25** countries on 6 continents;
- Trained over **3,400** participants from 40 countries on how to work rigorously with KPIs.

Our Pillars

Research Programs



The KPI Institute is dedicated to identifying the issues, trends and best practices impacting the field of performance management today and shaping the way in which we are going to experience it in the future. Driven by the belief that progress in the science of management emerged from practice, the research programs are grounded on reviewing KPI and performance management examples as used in various countries, functional areas and industries.

The KPI Institute's research programs are focused on five directions:

- **Strategic planning** – best practices in developing organizational strategies;
- **Performance management** – best practices in building and maintaining a performance management architecture;
- **Balanced Scorecard** – designing and implementing performance scorecards on the BSC methodology;
- **KPIs and Analytics** – best practices in selecting KPIs and maximizing the value of using them in organizations;
- **Commissioned research** – providing high quality benchmarking studies or environmental scan analyses.

Publications



In order to facilitate the identification and usage of KPIs in practice, The KPI Institute developed the suite of Top KPIs Reports. Also, to help organizations design or improve their performance management architecture, The KPI Institute offers the Toolkit series, containing editable templates, customized for specific industries and functional areas. The KPI Institute also makes available a set of dictionaries relevant to practitioners in the realm of performance management and KPIs, The KPI Compendium and The KPI Dictionary.

Educational Programs

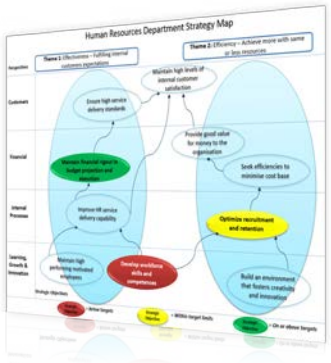


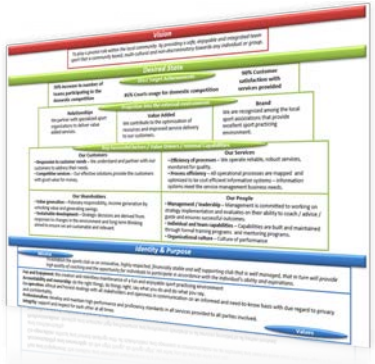
The KPI Institute provides a broad set of education services, from certification to customized training courses. The certification programs represent a unique combination of cutting-edge research and proven techniques from best-practice organizations, offering professionals essential insights and practical tools to improve business performance. The specialized training courses are customized to specific functional areas, industries and address topics related to performance management.

Research Programs

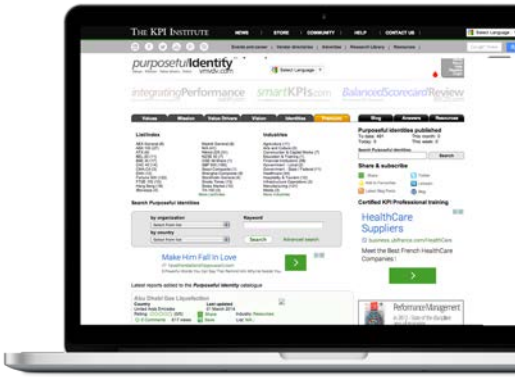
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The KPI Institute's research focuses on revealing unique insights into key issues and trends affecting the field of performance management today. To support and help you assess your business impact and improve performance, we provide you with a set of analyses, tools and services.



The KPI Institute defines itself as a pioneer in performance management, not only by establishing this approach as a fundamental way of having things done within the company, but also by offering clients valuable advice and tools, directing them towards performance management.

The KPI Institute research team has documented over 20.000 KPIs and released over 100 Top KPIs reports containing the most popular Key Performance Indicators from different industries and functional areas, as well as over 50 Toolkits with pre-populated scorecards and dashboards. Other tools consist of the Performance Management Maturity Model and the Performance Measurement Maturity Model.

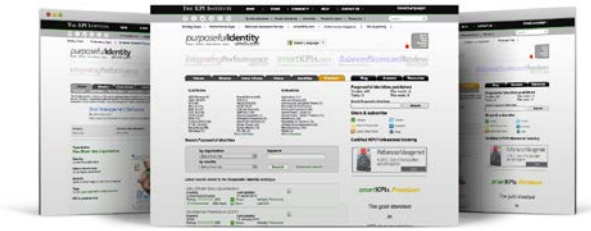
The KPI Institute also develops Environmental Scan Analyses reports and Benchmarking studies at client requests.

Strategic Planning

The KPI Institute promotes a clear framework for strategic planning, by providing the adequate tools and assisting clients through specialized workshops. The added value of our services emerges from the critical approach towards methodologies. Templates like the Desired State of Evolution and Strategy Map are designed to provide guidelines in the process of strategic planning, as they offer an example of how these tools can be used in practice.



The KPI Institute also provides specialized workshops in this area. The agenda of such a workshop covers the most important aspects of formulating strategy, such as defining vision, mission and values, identifying value drivers and initiatives, establishing objectives and Key Performance Indicators.



purposefulIdentity
Values . Mission . Value drivers . Vision
vmvdv.com

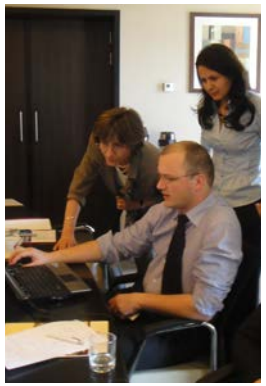
To support organizations in defining and improving their vision statements and organizational identities, The KPI Institute developed a reliable source of practical examples: **purposefulIdentity.com** - an online platform that contains a free online catalogue illustrating the use of organizational values, missions, value drivers and vision statements in practice by organizations from around the world. You can explore, bookmark and comment on hundreds of referenced online resources that contain examples of companies' corporate identity used in actual business context.

We encourage you to exchange best practices, as you have the option to see and search through examples submitted by other members of The KPI Institute and to submit your own.

Research Programs

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Performance Management

The KPI Institute defines itself as a pioneer in performance management, not only by establishing an integrated, standardized approach on the discipline, but also assisting clients by providing valuable advice and tools.

Examples of strategy maps, scorecards, dashboards, employee satisfaction or engagement surveys from worldwide companies are analyzed by The KPI Institute's research team on a weekly basis and the articles are published on smartkpis.com blog. These examples from practice represent a sound source of information for The KPI Institute's community members or other professionals interested in performance management.

By combining the most relevant academic literature with the knowledge of practitioners, The KPI Institute has developed two models for assessing an organization's performance management and measurement capabilities:

- The Performance Management Maturity Model;
- The Performance Measurement Maturity Model.

The models represent the result of an academic research project supported by further insights from practice. They are structured on key dimensions each describing an important characteristic or step of a performance measurement or measurement process.



integratingPerformance
All about Performance Management
eablP.com

In line with The KPI Institutes' position, that emphasizes the importance of performance integration, The KPI Institute developed **integratingPerformance.com** - an online platform which highlights key theories, tool, models and practices used in performance management across the strategic, operational and individual levels of an organization. It offers access to a great variety of resources, enabling visitors to get informed and gain insights regarding performance management.

IntegratingPerformance.com provides a broad perspective over Performance Management, its confluence with other disciplines and its implementation at three different levels. Relevant viewpoints about how performance is defined and further information about the levels of performance management implementation and its key benefits can also be available.

Balanced Scorecard

The KPI Institute has a history of tens of Balanced Scorecard implementations at different companies in various industries. This practical experience combined with the theoretical understanding of the concept has led to the development of the Balanced Scorecard Review website.



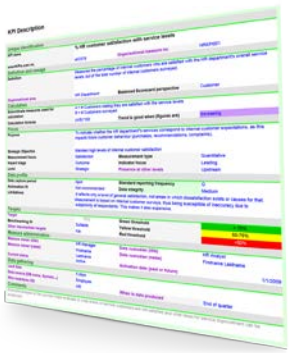
BalancedScorecardReview
Reviewing the BSC (r)evolution
BSC20.com

BalancedScorecardReview.com is the most comprehensive online resource dedicated to the Balanced Scorecard (BSC). It contains a review of this popular management concept following its evolution and use around the world in various industries or companies. It presents its various interpretations, compares it to other concepts and explores its impact on organizations, as well as the opinions of critics.

Research Programs

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KPIs and Analytics

After 5 years spent on researching Key Performance Indicators (KPIs) best practices, The KPI Institute has developed a database of more than 20,000 KPIs, out of which more than 7,000 are documented in detail. The documentation form consists of 40 fields, out of which the definition, the formula and the target are of a particular interest. We have released more than 100 Top KPIs reports, which are a collection of the most popular Key Performance Indicators in different industries and functional areas.



The latest of our release, 'The KPI Compendium", is another proof of The KPI Institute's interest in offering its clients relevant tools to assist them in using KPIs.

Mastering predictive analytics can be an important competitive advantage, as it helps the company predict the course of events and take actions to better adapt to the environment. The KPI Institute provides specialized advice on predictive analytics, in order to help companies maximize the value of working with KPIs and analytics.



smartKPIs.com
The *smart* choice in performance management

The KPI Institute developed **smartKPIs.com** platform, as a result of a research program dedicated to documenting and cataloguing how KPIs are used in practice.

smartKPIs.com provides comprehensive in-depth research into the use of Key Performance Indicators in a wide variety of functional areas and industries. It offers high quality resources and collaboration functionality for the community of registered members, enabling them to make smart decisions regarding their performance management initiatives.

smartKPIs Premium is the prime section of the database, consisting of over 1,000 KPI examples preselected by The KPI Institute's research team as the most relevant for practice across multiple functional areas and industries. They were thoroughly documented in over 40 fields, 10 times more than the number of fields used by most other lists of KPI examples.

Commissioned Research

Environmental Scan Analysis

By developing high quality Environmental Scan Reports, The KPI Institute offers companies a clear picture of the environment in which they operate. Understanding the challenges and opportunities around them, our clients benefit of a pro-active approach that helps them take better decisions.

The methodologies used by the KPI Institute for environmental scans are PESTEL analysis and Industry analysis. Among the scanning techniques used, we can mention: database literature review, essays/reports/articles on issues by experts, online searches and conferencing monitoring.

Benchmarking

Benchmarking helps to identify and understand the state of a specific industry. By adapting practices and processes to industry standards, companies can improve their performance. Benchmarking focuses on the improvement of any given business process by exploiting "best practices" rather than merely measuring the best performance.

The KPI Institute develops benchmarking studies at client requests.

Publications

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The KPI Institute offers a variety of in-depth publications that enable you to keep up to date with industry trends and leaders and offers you thorough analysis of KPIs used in practice.



Along with its research and educational projects, The KPI Institute is at the forefront of innovation in performance management, balancing its focus on popular concepts and tools with an increased attention on capturing emerging trends in the global market.

Through its publications, The KPI Institute aims to provide valuable insights to professionals interested in reviewing the most popular KPIs across major functional areas and industries or improving their performance management architecture. The KPI Institute's publications are also of great relevance to practitioners interested in the realm of performance management.

Top KPIs series

The Top KPIs series is an extensive annual collection of reports dedicated to analyzing the most popular KPIs across major functional areas and industries, containing thorough analysis of each KPI example, according with The KPI Institute's documentation standards. By combining input from the online community with analysis and insights from the Institute's research team, this series offers an overview of how KPIs are used in practice today.

The KPI Institute developed the following four types of Top KPIs series:



- **Top 20 KPIs of the year** - the collection of the most popular 20 KPIs across all functional areas and industries;
- **Top 10 KPIs of the year** - a free complimentary resource containing the most popular 10 KPIs of the year;
- **Top 25 KPIs of the year for Functional Areas** - reports containing the most popular 25 KPIs of the year by functional areas;
- **Top 25 KPIs of the year for Industries** - reports containing the most popular 25 KPIs of the year by industries.

Toolkit series

The Toolkit series represent pre-packaged performance management and measurement solutions based on The KPI Institutes experience in working with KPIs, designed to assist organizations in their performance management initiatives. The toolkits represent templates filled in with relevant data, requiring limited effort for adapting to the organization's specific needs.

Each toolkit typically contains the following editable template, customized for the organizational level, industry and functional area for which it was developed:



- **Performance Management System Architecture**
- **Organizational Desired State of Evolution**
- **Organizational Strategy Map**
- **Organizational Performance Scorecard**
- **Departmental Performance Dashboards**
- **Organizational Portfolio of Initiatives**
- **Monthly Performance Management Process**

Publications

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Book series

The KPI Compendium



The Compendium is a concise, but comprehensive work that summarizes thousands of Key Performance Indicators (KPIs) available on the smartKPIs.com platform. By assembling the largest collection of KPIs in printed format, it provides professionals and practitioners with a powerful tool to weight together or to compare practical examples of KPIs coming from hundreds of business areas. One of the most important benefits that this Compendium brings is the abundance of options that will assist you in identifying and selecting the most relevant KPIs.

KPI Dictionary

This publication is an innovative tool that facilitates the understanding and implementation of a performance management system. The KPI Dictionary is an original work in this field. It differentiates itself from the classical structure of a dictionary, as it shows performance indicators grouped into more than 15 functional areas. KPI Dictionary + 2,000 Key Performance Indicator Definitions complements the KPI Compendium, by defining each indicator and explicitly presenting its calculation formula.

Performance Management series

At The KPI Institute, we believe that the knowledge base of each discipline is expanded by the combined efforts of practitioners, academic researchers and consultants. This triangulation of views represents a blueprint of this series. Performance Management series represent annual publications which provide an overview of the state of the discipline. The report represents the result of a qualitative research study conducted in the assessed year by reviewing both primary collected data and secondary sources.

The magazine covers a broad range of topics, such as interviews, countries reviewed for performance related legislation, relevant events, Performance Manager and Strategy Manager jobs and salaries, performance related bestselling books, latest published books, journal articles, portals and communities, software solutions for Corporate Performance Management, Business Intelligence, Employee Performance Management and more.





PERFORMANCE MAGAZINE

Performance Magazine is a publication dedicated to strategy and performance, which provides articles, news, interviews, editorials and multimedia content on performance management at all levels.

Performance Magazine marks a new step towards maturing the discipline of performance measurement and management towards performance integration. The KPI Institute looks forward to nurturing its growth in collaboration with practitioners, researchers and consultants as passionate about performance as the editorial team is.

Access the magazine online at **performancemagazine.org**. It also contains directories of educational opportunities, vendor directories and a section dedicated to relevant resources (glossary, templates and recommended books).

Educational Programs

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At The KPI Institute, we are continually driven towards innovation. Our programs apply a unique research-based approach. You will join professionals from around the globe and across industries to analyze challenges encountered by today's leaders, as well as solutions for enhancing performance.

We understand that business success starts with competent people and we have assessed thousands of businesses, so we can genuinely train professionals in developing new skills.

In an effort to improve the ways in which KPIs are understood and employed in organizations worldwide, The KPI Institute provides a broad set of education services.

The training portfolio currently contains 40 training courses, which provide a combination of practical solutions and theoretical concepts for improving organizational performance.

The courses are designed in a comprehensive manner to facilitate experiential learning and ensure a high level of interactivity, achieved through a wide range of exercises that enhance the development of competencies.

The theoretical and practical knowledge achieved during our training courses is bound to enrich the business culture in your organization and guarantees an outcome that establishes a well-structured working system that you can rely on for existing and future projects.

Specialized Courses

The KPI Institute offers specialized training courses customized to specific functional areas, industries or topics related to performance management. Each of these courses is developed based on The KPI Institute's research and aims to provide practical solutions, while also reviewing the latest theoretical advancement in regards to the topic discussed.

The KPI Institute training courses are divided into the following categories:

- KPI Framework
- KPI by Industries
- KPI by Functional Areas
- Balanced Scorecard
- Strategy and Performance
- Performance Through People
- Systems Thinking Business Simulations
- Procurement and Logistics

In-house Training Courses

Designed, developed, delivered for you

The courses offered by The KPI Institute can also be accessed also as in-house training solutions. Any of the topics and subjects covered in this catalogue can be adapted to suit your business needs.



We will take the time to understand your company's learning needs so that we can develop a tailored training solution that satisfies your business objectives. Working with you, we will help to develop your people, improve processes and enhance your systems. By choosing The KPI Institute as your educational partner, you can be sure that you will be trained by an experienced facilitator who understands your marketplace.

New training programs on topics related to KPIs, performance management, business strategy, risk management and business intelligence can also be designed at your organization's request.

Educational Programs

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The KPI Institute offers extended knowledge in the field of performance management through ten certification courses designed to provide a strong foundation to deploying business management systems and BI software.

Delivered by our skillful trainers, the certification courses are meant to address individual and organizational needs within various areas of business management. The uniqueness of these certification programs arises from the customized and research based content in the field of performance management and measurement.

These certification courses generate value by offering first class in depth business insights, from key concepts, methodologies, techniques and best practices to decision making, strategic planning and performance measurement tools. In addition, the interactive practice-based learning environment contributes to the overall success of the training experience.

Completing one of our courses and receiving The KPI Institute's credentials represents not only a differentiator against the competition, but it also sets you apart as an expert in your field, enables better job performance and gives you access to a top professional network.

The KPI Institute certification courses are based on an advanced body of knowledge that is continuously reviewed and updated to ensure it reflects the relevant trends and core competencies needed by today's top professionals.

Certified Strategy and Business Planning Professional

Ensure business excellence and achieve your desired goals by improving long-term organizational performance and developing forward-looking strategies.

Certified KPI Professional and Practitioner

Learn how to build a sound framework for measuring KPIs, starting from the moment they are selected, until results are collected and centralized in performance reports.

Certified Performance Improvement Professional

Boost performance by managing current situations in a sustainable, measurable and effective manner, through corrective actions and initiative management.

Certified Employee Performance Management Professional

Use key, specific, detailed concepts and practical tools and techniques for implementing, improving or maintaining the company's employee performance management.

Certified Benchmarking Professional

Grab the opportunity to drive superior business performance at lower costs, by embracing benchmarking methodologies and best practices.

Certified Data Analysis Professional

Gain a competitive edge by learning how to effectively collect, analyze and interpret data for a better decision making process, based on historical statistics and trend analysis.

Certified Data Visualization Professional

Successfully work with challenging data sets by using visual representations to analyze information in an accessible and effective manner.

Certified Customer Service Performance Professional

Gain the recognition, loyalty and advocacy of your external and internal customers by implementing, sustaining and evaluating a culture of Customer Service Performance.

Certified Supply Chain Performance Professional

Consolidate your competitive advantage by developing the ability to address in real time, the challenges in supply chain performance planning and execution.

Certified Personal Performance Professional

Complete a unique international learning program and understand the benefits, process and means to boost your performance outside working hours.

Advisory Solutions

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The KPI Institute helps organizations and professionals successfully develop and implement performance management systems.

THE KPI INSTITUTE

Our dedicated advisory team brings in-depth experience, specialized skill sets, and the power of our global capabilities to our clients by offering training and consultancy services in the field of performance management.

In order to keep in touch with the latest trends in the industry our team members are frequently present at international conferences, both as participants and speakers. They are also involved in a Training Community of Practice within the organization that ensures constant improvement of current practices in terms of training delivery and advisory services.

Through this industry-focused approach and worldwide reach, we help clients maximize their immediate and long-term business objectives.

The KPI Institute's training courses have been redesigned in line with the latest thinking from The American Society for Training & Development and we have developed a suite of services that can be customized to fit each client's business needs.

Advisory Services

The KPI Institute provides assistance to companies faced with challenges related to KPIs, Performance Management System, Business Strategy and Business Intelligence.

Our methodology, grounded in industry-specific experience and dedicated to delivering measurable, sustainable results, can help you acquire a rigorous standardised approach to satisfy your business objectives.



The KPI Institute consulting areas

Solutions for Performance Management at Strategic Level

- Strategic and Operational Planning
- Implementing and Organizational Performance Management System
- Key Performance Indicators Advice

Solutions for Performance Management at Operational Level

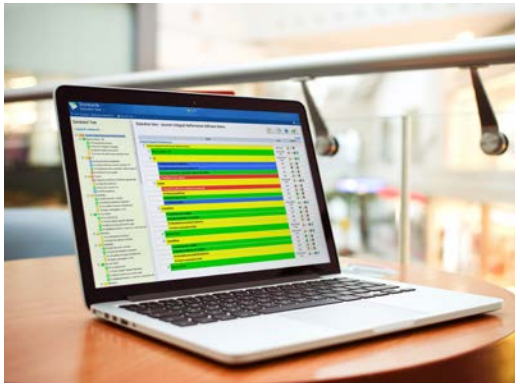
- Performance Management for the Supply Chain
- Benefits Management
- Performance Management for Project Portfolio
- Alliance Performance Management
- Assessment / Audit / Review

Solutions for Performance Management at Individual Level

- Workforce Planning
- Employee Engagement
- Learning and Development
- Talent Acquisition
- Compensation and Benefits
- Organizational Culture

Software Solutions

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Business Software Solutions

The KPI Insitute offers two easy ways to use business software solutions that provide your organization with all the tools it needs to join the performance revolution.

Powered by the latest cutting edge web technologies, the two applications give you real-time access to the data you need, when you need it.

Choose the perfect tool for measuring performance

QuickScore Performance Information System

Quickscore is recommended for the Balanced Scorecard system automation at organizational level. Also, it enables the configuration, visualization and alignment of strategic performance, and it is fully integrated with the Balanced Scorecard Institute's Nine Steps to Success Framework. Quickscore is the only Balanced Scorecard software officially recommended by the Balanced Scorecard Institute.

Scoreboard Performance Management Dashboard

Scoreboard is designed for any type of Performance Management Initiative and it offers scorecards and dashboards to monitor performance, graphical visualization options of KPIs and real-time update of data. It is ideal for performance management at operational level.

Free Online Training

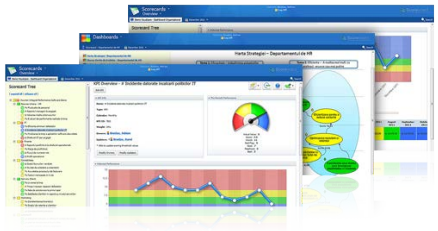


To get you started with using Spider Strategies' Scoreboard and Quickscore, 19 videos have been created, which teach you how to use our software. The trainings are available online, free of charge and are based on different levels.

To access them online or download visit:
http://www.integerperform.com/kpi-dashboard-balanced-scorecard-software/online-training/

More details are available at:
www.software.integerperform.com
Log in with the username **demo** and the password **view**.

If you are interested in a more personalized approach, there are several live training options, available at competitive rates. These allow personal online sessions with our trainers.



Compatibility and Support

It's 100% web-based, so there's no software to install or servers to manage. Just use the web browser on a computer or mobile device to access your performance data from anywhere. The company takes care of all hosting, software updates and data backups.

The application works great on all mobile browsers, including iPad, iPhone and Android devices. Regardless of what device you choose, we make sure you can get your latest performance information even when you're on the go.



We offer consultancy services regarding:

- Software automation;
- In-cloud configuration with no software installation or on-site server administration;
- Internal administration of software on organizations' servers, in order to maintain the safety of classified materials.

Clients

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We have the privilege of working with some of the most well-known companies in the world and assist them in the process of identifying issues affecting their business success, as well as working with them to shape and implement effective performance management systems.

Aviation

TAROM
السعودية SAUDIA
South African Airways
EUROCONTROL

Banking

ANZ
ING
BISB
samba سامبا World Class Banking
مصرف الإنماء alinma bank

Chemicals

سابك sabic
QAFAC Qatar Fuel Additives Company Limited
Sahara Petrochemicals
قافكو QAFCO Qatar Fertiliser Company

Construction

CRH
مجموعة بن لادن السعودية Saudi Binladin Group

Energy

RAWEC
هيئة كهرباء ومياه دبي Dubai Electricity & Water Authority
Eskom
sarawak energy

Government Administration

SFDA Saudi Food & Drug Authority
Ministry of Labor Kingdom of Saudi Arabia
BRISBANE CITY
European Data Protection Supervisor
CITY OF MELBOURNE

Healthcare

Saudi German Hospitals Group
كليفلاند كلينك أبوظبي Cleveland Clinic Abu Dhabi
Brought to you by Mubadala Healthcare
DUBAI HEALTH AUTHORITY
Prince Sultan Medical Military City

Manufacturing

HONDA
TOYOTA
ŞİŞECAM
Nestlé
PEPSICO

Oil and Gas

GZROCO
RasGas
OXY
bp
Qatar Petroleum
ارامكو السعودية Saudi Aramco

Pharmaceuticals

bioFarma
BAYER
Takeda
MERCK SERONO
ZERIA GROUP TILLOTTS PHARMA

Professional Services

SAP
KPMG cutting through complexity
CRESTCOM Trainers to the World Management & Leadership Development
EDARAGROUP
EY Building a better working world
LOGIC Management Consulting

Telecommunications

বাবি
du
cellcard Cambodia's No.1
STC الاتصالات السعودية
vodafone

Testimonials

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The KPI Institute is consistently cited as one of the most innovative organization in the performance management field. We are committed to providing cutting-edge research, while offering distinctive learning experiences through intensive educational programs.

Our customers entrusted us to deliver the best products, services and quality solutions every time. From small business organizations to large multinational companies, from private to public sector, The KPI Institute has helped customers all over the world. We are proud to share some of our experiences with you.

Here's a selection of what our clients have to say:

On our research

"Particularly adept at building and sharing knowledge. Creativity, research and exemplary stakeholder management skills were essential to success."

Gavin Haberfield, Australia

"Original research work on systems based planning is perhaps ahead of its time."

Charles Reis, Australia

On our publications

"The Top 25 Call Center KPIs of 2010 helps in understanding all the performance measures which should be taken into account to optimize performance Scorecards with grading is another vital tool."

Jacob Brown, United States

"The KPI Institute provided a simple yet powerful Scorecard and Dashboard model to start building our own with our business intelligence tools."

Humberto E. Della Torre, El Salvador

"I am very pleased with the Top 25 Human resources KPIs report. The KPIs help me in my daily work. I use the recommended KPIs in my work as a human resource consultant too. My clients are very satisfied."

Miroslava Peicheva, Bulgaria

On open and in-house training

"I found the course very beneficial and informative in terms of standardizing terminologies, definitions, documentations and other aspects of performance measurement. Since we have limited performance measures in our organization, the course was a very good start to initiate a program for building a comprehensive performance measurement system in our bank. It's highly recommended for startup initiatives and for those who want to brush up their systems."

Faiqa Janahi, Bahrain

"I would rate the training 10 out of 10 and would highly recommend to others. The facilitator managed to get excellent group interaction right from the beginning, the KPI course was interesting, informative and very well presented."

Mohamed Salah, Saudi Arabia





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Celebrating 10 Years of PERFORMANCE

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