

# **BALANCE SCORECARD SIMULATIONS**

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YEAR 3

## Sentra Control Panel

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### Financial

? Ann Revenue \$M	Rp5.69	? Ann Profit \$M	-Rp1.17
? Revenue Gap %	-44%	? Profit Gap %	-31%

### Customer

? Sentra's Unit Sales	1286	? Service Appeal Techie	128
? Cust Sat Techie	64	? Product Appeal Techie	155
? Market Share Techie	96%	? Market Share	15%

### Internal Business Process

? Cust Svc Backlog	148	? Release Readiness	63%
? Avg Dev Cycletime	4	? Power Features Index	181

### Learning & Growth

? Revenue/Person	Rp44	? IT in Pipeline/Emp	Rp11
? Avg Qual Power Ideas	100	? IT Online/Emp	Rp41
? Cust Svc Productivity ...	76	? Avg Skill Cust Svc Rep	66

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### THE HIRING/FIRING OF:

**Consultants**

(total) 2

-10  10

? 0

**Customer Svc. Reps.**

(total) 20

-10  10

? 0

Attempt No. 9

Year 3

Quarter 11.75

Run

Reset

### IT Spending/Employee (\$K/Q)

0.0  10.0

U ? 5.3

### Training/Employee (\$K/Q)

0.0  5.0

U ? 2.4

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? **Competitor Data:**

	Price	Sales
DataDigger	Rp1.000	83
ExecuData	Rp650	5.871

**Price of Software (\$)**

400  1200

U ? 1090

**Software Release Version**

3

**PD Effort Allocation**

EoU  Power

U ? 90

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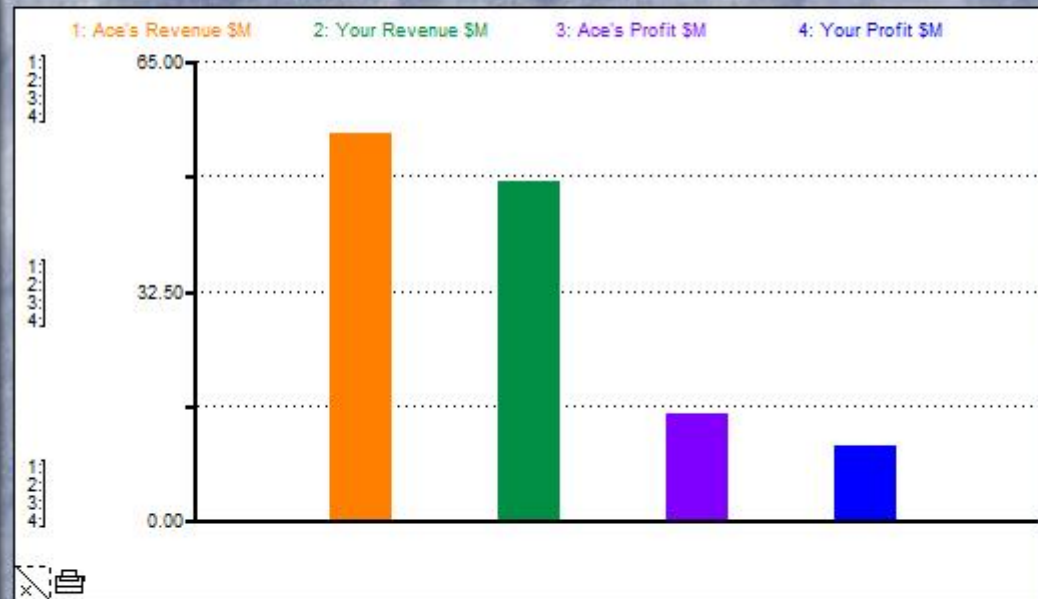
Decision Log
Performance Details
Custom Detail

**Congratulations on successfully piloting  
Sentra Software!**

Print This  
Page 

*Here's how you did relative to "Ace" pilots...*

**Cumulative Revenue and Profit**



**View Additional  
Results**

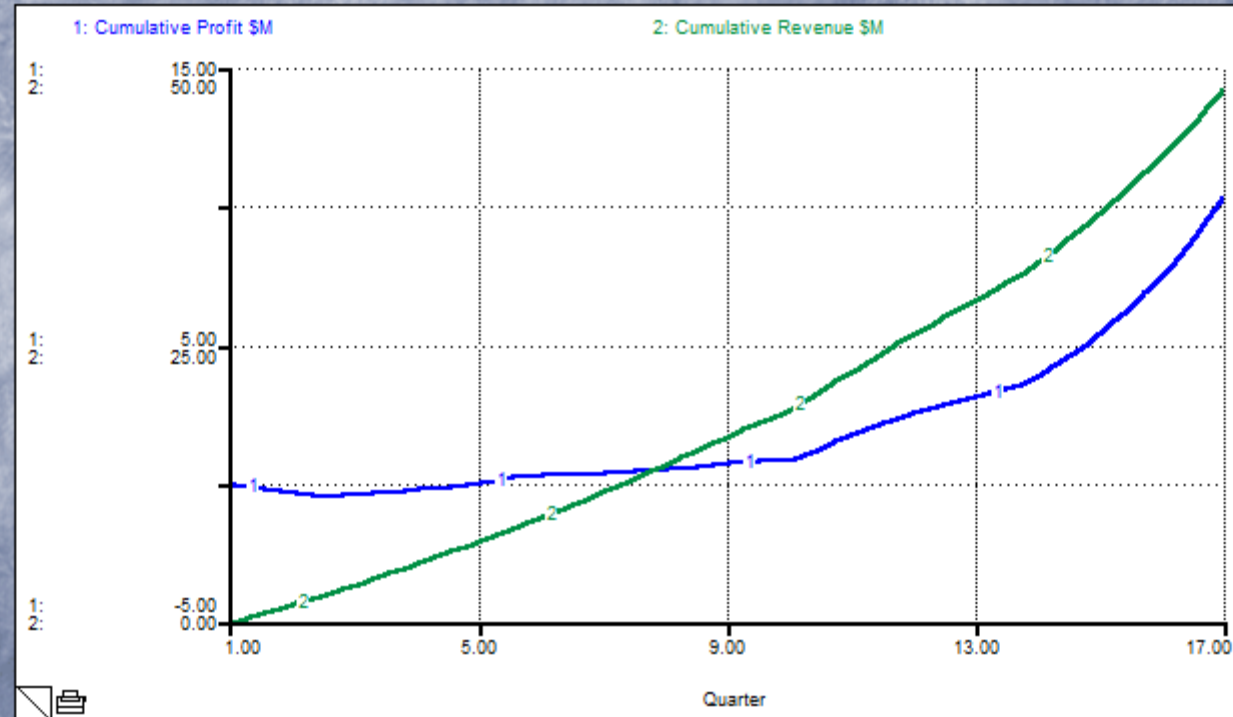
**Try Again**

**Proceed to  
Debrief**

**YEAR 5:  
RESULT**

## Additional Results

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YEAR 5:  
RESULT