

PERVACIO INC

ANALYSIS OF THE REQUIREMENTS OF PERVACIO CUSTOMERS AND FINDING KEY PERFORMANCE INDICATORS

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ROAD MAP

Introduction and Approach

Information Technology Enterprises – KPI's and measurement

Recommerce companies or Refurbishers - KPI's and
measurement

Retailers - KPI's and measurement

Dashboard

Recommendations



INTRODUCTION AND APPROACH

Explore the unexplored!!

Pervacio has clients from OEM and Retailers but not from Enterprises and Re-commerce companies. Hence, problems faced by IT Enterprises and Re-commerce companies are studied and research was focused on those areas.

Huge potential in Enterprises and Re-commerce sectors is found and hence research was started on these sectors.

Findings and Analysis are based on Secondary research.

INFORMATION TECHNOLOGY ENTERPRISES

Expected market
value – US \$18.18
billion by 2024

Expected CAGR –
7% between 2016
and 2024

3 things!!

- Retain
- Refurbish
- Recycle



KEY PERFORMANCE INDICATORS

PRODUCT SCOPE: Pervacio DataWipe

KPI I: Cyber Attack Resilience:

Enterprise's ability to recover from the cyber attack

KPI II: Data Breach cost:

Cost incurred as a result of data theft

MEASUREMENT

KPI I: Cyber Attack Resilience Cyber Resilience Review

- It is a no cost, voluntary, non-technical assessment
- It is a structured one day facilitated session
- It consists of a total of 297 questions



DOMAINS

- Asset Management
- Controls Management
- Configuration and Change Management
- Vulnerability Management
- Incident Management
- Service Continuity Management
- Risk Management
- External Dependencies Management
- Training and Awareness
- Situational Awareness

1 Asset Management

The purpose of Asset Management is to identify, document, and manage assets during their life cycle to ensure sustained productivity to support critical services.

Goal 1 - Services are identified and prioritized.

		Yes	Incomplete	No	
1.	Are services identified? [SC:SG2.SP1]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Are services prioritized based on analysis of the potential impact if the services are disrupted? [SC:SG2.SP1]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Is the organization's mission, vision, values and purpose, including the organization's place in critical infrastructure, identified, and communicated? [EF:SG1.SP1]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Are the organization's mission, objectives, and activities prioritized? [EF:SG1.SP3]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Goal 2 - Assets are inventoried, and the authority and responsibility for these assets is established.

		Yes	Incomplete	No	
1.	Are the assets that directly support the critical service inventoried (technology includes hardware, software, and external information systems)? [ADM:SG1.SP1]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Do asset descriptions include protection and sustainment requirements? [ADM:SG1.SP2]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Are both owners and custodians of assets documented in asset descriptions? [ADM:SG1.SP3]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Goal 1 - Services are identified and prioritized.

Yes Incomplete No

1. Are services identified? [SC:SG2.SP1]



Question Intent: To determine if services are identified.



- A service is a set of activities that the organization carries out in the performance of a duty or in the production of a product.
- Services can be externally or internally focused. Examples can include:
 - a customer-facing website such as an online payment system
 - human resources transactions
- A fundamental operational resilience objective is to focus on activities to protect and sustain the identified services and assets that most directly affect the organization's ability to achieve its mission.



Criteria for "Yes" Response:

- The organization has identified all services.

Criteria for "Incomplete" Response:

- The organization has identified some services.



Technology



Facilities



CRR Performance Summary

Domain Summary

MIL-1 Performed
Domain practices are being performed.

MIL-2 Planned:
Domain practices are supported by planning, policy, stakeholders, and standards.

MIL-3 Managed:
Domain practices are supported by governance and adequate resources.

MIL-4 Measured:
Domain practices are supported by measurement, monitoring, and executive oversight.

MIL-5 Defined:
Domain practices are supported by enterprise standardization and analysis of lessons learned.

Asset Management



Controls Management



Configuration and Change Management



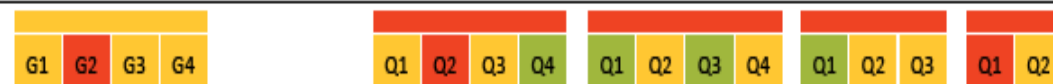
Vulnerability Management



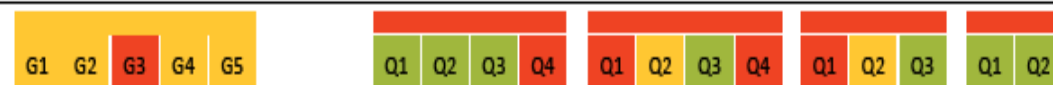
Incident Management



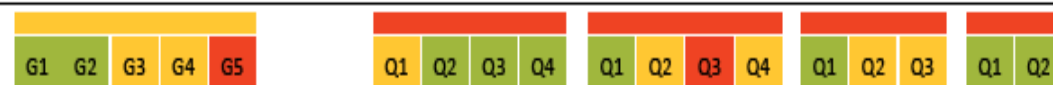
Service Continuity Management



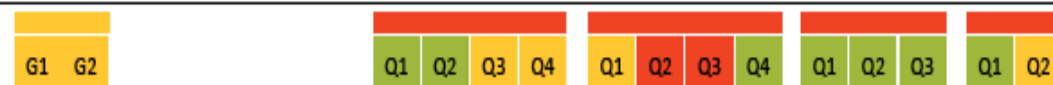
Risk Management



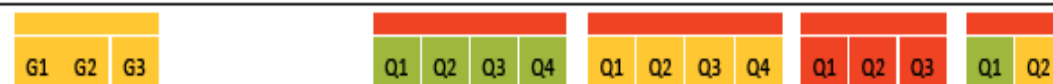
External Dependencies Management



Training and Awareness



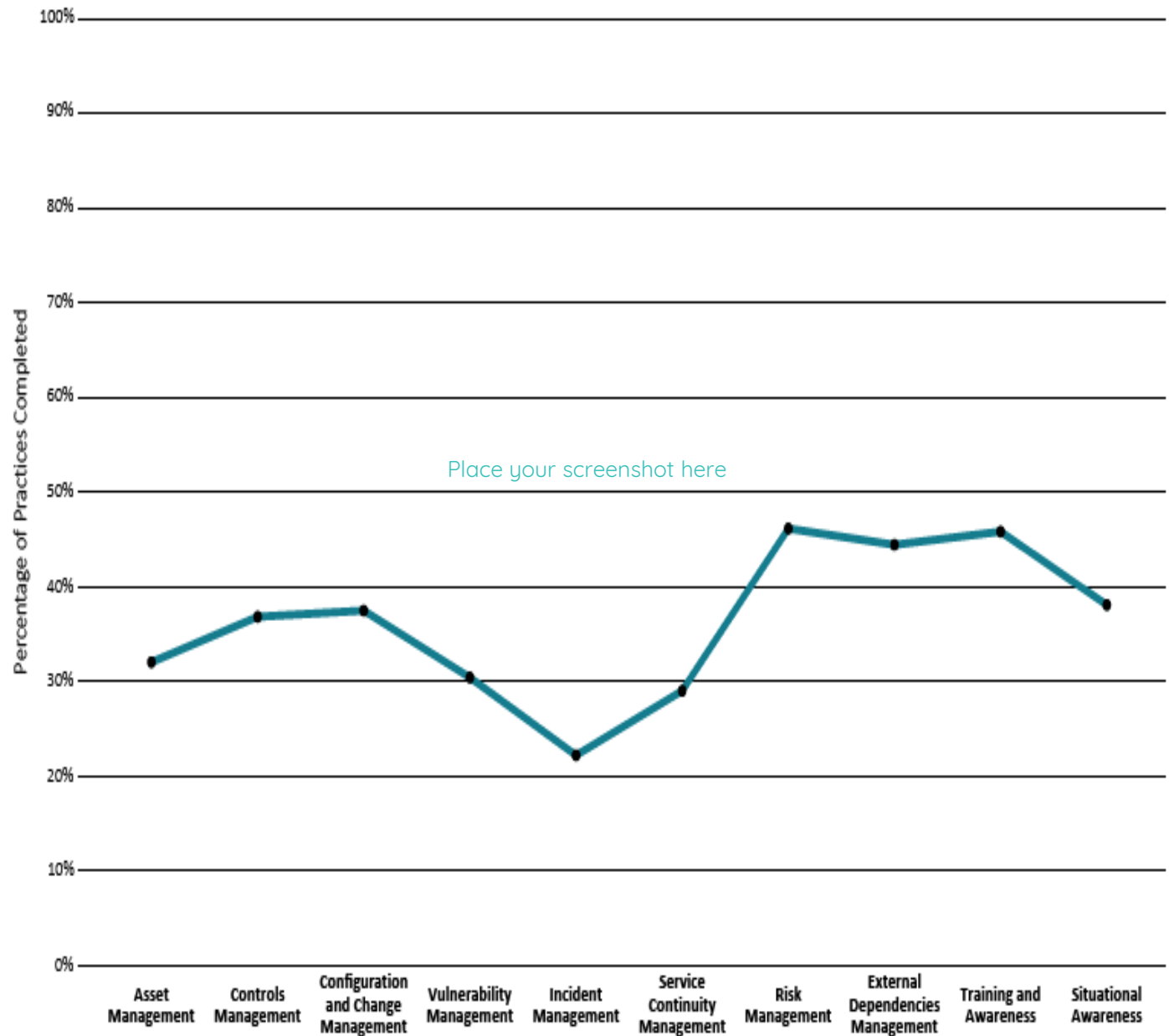
Situational Awareness



Legend: ■ = Performed ■ = Incompletely Performed ■ = Not Performed
Q1 = Question Number G1 = Goal Number

Percentage of Practices Completed by Domain

Legend ■ Your Results



● KPI II: Data Breach Cost

○ Cost incurred per record of data breach in Information Technology sector is \$145.

Calculation of Data Breach falls under two main categories.

- Short term
- Long term

Direct costs: Reputation cost, Detection, Escalation

Indirect costs: Days lost, Value lost, turnover of existing customers, loss of future customers

Days lost = $\text{Hrs spent away from normal work} / \text{No. of work hours per day}$

Value lost = $(\text{Days lost} / \text{Number of work days per year}) * \text{Average salary}$

Eventually, Pervacio should decrease Data breach Cost



RE-COMMERCE COMPANIES OR REFURBISHERS

Expected market
value of used
smart phones – US
\$4billion by 2020

Main issue faced
by them is
Technology
Obsolescence

Research on Budli
– Manual 40 tests

KEY PERFORMANCE INDICATORS

PRODUCT SCOPE: Pervacio Data diagnostics and Trade-in

KPI I: Inventory Write-off:

Devices that are no longer valuable and cannot be sold

KPI II: Inventory Write-down:

Devices whose value is depreciated but still can be sold for a marginal price

KPI III: Manufacturing Cycle Time:

Time interval between Receipt to Refurbishment

MEASUREMENT

KPI I&II: Inventory Write-off and Inventory Write-Down

Cycle counting

Counting at specified days.

If same level of inventory is maintained, Pervacio has seen success

KPI III: Manufacturing Cycle Time

Measurement by traditional methods

Pervacio should be able to decrease the Manufacturing cycle time



RETAILERS

KEY PERFORMANCE INDICATORS

KPI I: CSAT score:

Measures the satisfaction level of consumers

KPI II: Net Promoter Score(NPS):

Measures the willingness of a customer to recommend a product or a service

MEASUREMENT

PRODUCT SCOPE: Pervacio Diagnostics, Trade-in and Wipe

Responses can be collected from consumers using different forms of questionnaire.

KPI I: CSAT score:

$(\text{No. of satisfied customers} / \text{No. of responses}) * 100$

- Scale of 0-100 percent
- “Top-2-box” method

KPI II: Net Promoter Score (NPS):

$\text{NPS} = \% \text{ of promoters} - \% \text{ of Detractors}$

Pervacio should increase both CSAT and NPS score.

DASHBOARD

Key Performance Indicators can be represented in the form of an actionable dashboard for continuous monitoring

Either Bar chart, Pie chart, Gauge scale or any other appropriate graphical representation can be used

Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) tools are built around an Inventory Management Systems which help them to track the inventory data in their warehouse. This can also be integrated for inventory measurements.

Dashboards will help us in assorting information and data. We can appreciate this more when there is a multitude of data and information and when accuracy is our utmost importance.



RECOMMENDATIONS

NTF Savings Calculator

A tool to determine the cost needlessly incurred by OEM's and Retailers due to improper diagnosis and NTF returns processing

Estimate of total cost(Annual/Monthly) incurred as a result of improper diagnosis.

INPUTS

- The total number of retail locations run by the Mobile Network Operator or the Original Equipment Manufacturers
- The average number of mobile devices returned every month/year.
- The average cost incurred in processing each returned device.

REFERENCES

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Thank You !!!