WE HELP YOU
EXECUTE YOUR STRATEGY
BETTER
FASTER
SMARTER

SimpleStrata

A Performance Management and Execution Solution

exceeders

Why Are We Here?

To demonstrate how **SimpleStrata** can help you manage your organization's strategy, performance and operations.

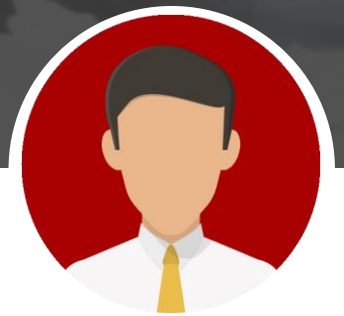
Corporate Strategy Challenges

Strategy Team

Strategy managers find it difficult to communicate the strategy across the organization and engage teams in strategy and make team members accountable.

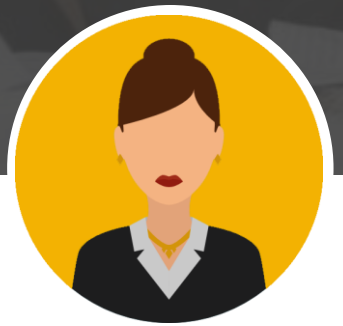
Directors

Quarterly and annual updates leave directors in the dark for significant periods. Critical performance information should always be available.



Managers

About 87% of managers struggle to track employee activities and how well these activities were completed or which of them need to be modified.



Employees

Around 90% of employees do not clearly know what their objectives are, how well they are doing, or how their work contributes to the strategy.

The Problem

1. Lack of visibility on performance on the corporate and individual levels
2. Versioning and multiple files' copies
3. Lack of ownership and accountability
4. Scattered and de-centralized data sources
5. Out-dated performance reports
6. Inefficient and time consuming process of reporting
7. Non-clarity of responsibilities and assignments

WHY NOW?

Digital Transformation Era

70% of global companies have digital transformation as the central focus of their corporate strategies. Companies which don't transform will lose the competitive edge.

Agile Performance Management

In this fast-paced era, agility is critical and must be built into the initiation, development and implementation of strategic initiatives. Frequent reporting and continuous feedback are vital to business.

Data-Driven Decision Making

With the availability of data analytics and interpretation, many companies are moving towards data-informed cultures and data-driven decision making.

THE SOLUTION

STRATEGY MANAGEMENT

Organizational strategy is visible to everyone, every employee knows their objectives.

PROJECTS MONITORING

Track & monitor the progress of all organizational projects & initiatives.

EMPLOYEE PERFORMANCE

Allows managers & employees to view and track objectives to monitor & enhance performance.

WHY SIMPLESTRATA

WHY SIMPLESTRATA?

Flexibility

Because of its high flexibility, SimpleStrata can fit to any strategy structure.

Organizations don't have to adjust their strategy structure or terminology to fit into the system.

WHY SIMPLESTRATA?

Bi-Lingual Support

SimpleStrata is one of the only strategy and performance management tools that had Arabic users in mind.

Arabic user experience is at the core of SimpleStrata's development. Arabic isn't just an option amongst many to choose from.

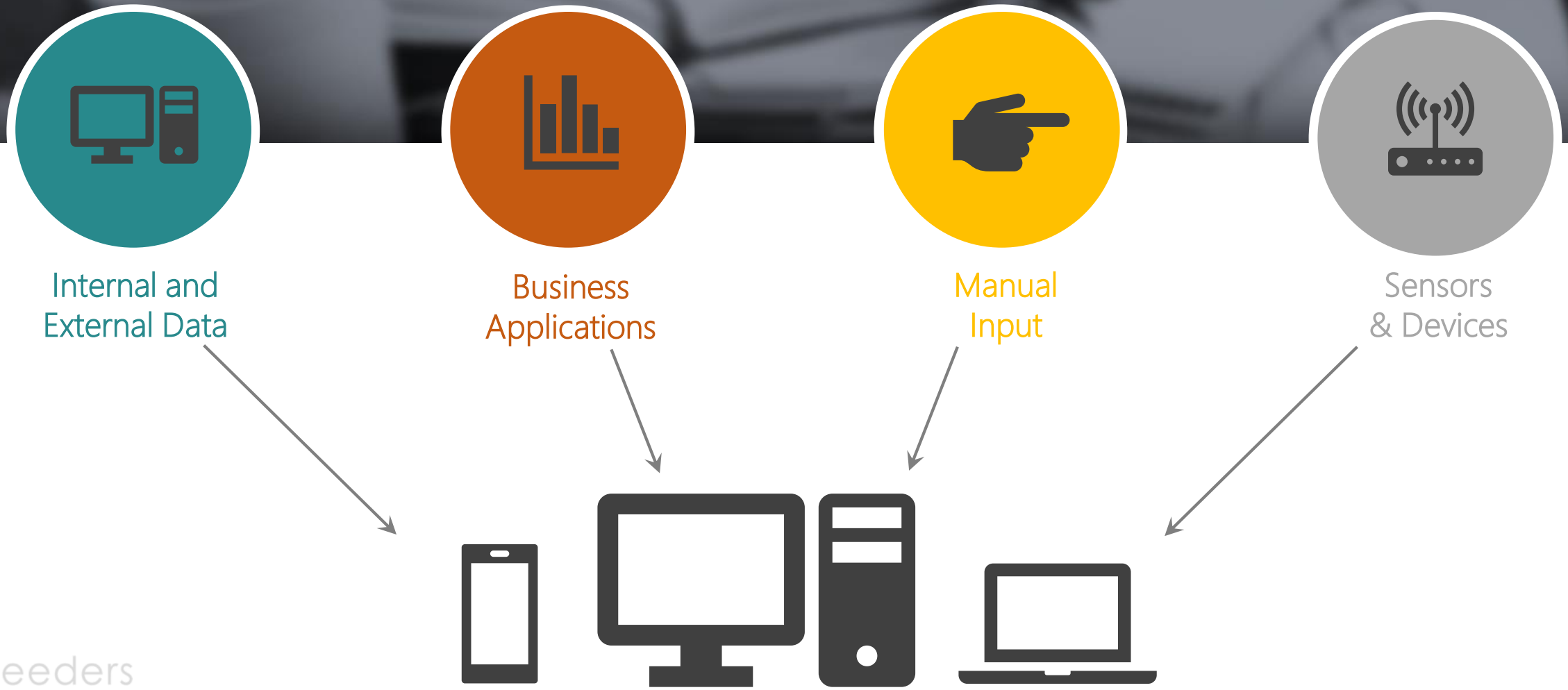
Multiple Channels of Interaction

Instant access everywhere with mobile application

Web-based access with a friendly user interface

Voice functionality through integration with Alexa

Multiple Data Input Channels



HOW ARE WE DIFFERENT

OUR Differentiators

Different Personas

SimpleStrata targets all personas involved in strategy execution and performance management.

It comes with multiple features, designed and tailored specifically to fit the needs of each type of user groups.

SimpleStrata will create value for Strategy Team, Directors, Managers and Employees.

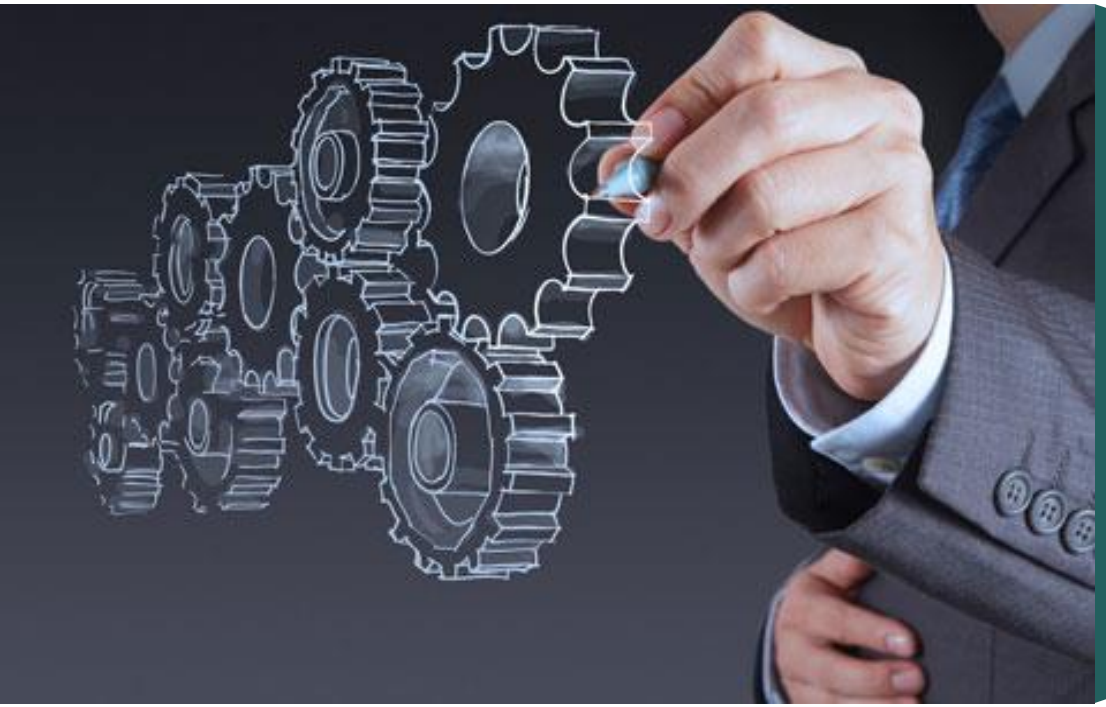
OUR Differentiators

Fast Deployment

When minimal customization is required, the system can be deployed and usable within 15 working days.

OUR Differentiators

Flexible Configuration



SimpleStrata is configurable at the board level to fit the organizations' culture and terminology.

Organizations don't have to adjust their common terms to fit into SimpleStrata, since it will adapt to each organization's culture, thereby increasing adoption rates and familiarity among users.

OUR Differentiators

Drive Human Focus

SimpleStrata combines a set of features creates human focus and increase commitment and engagement levels.

This includes scoring, triggers and visibility.

OUR Differentiators

Different Connected Trees

SimpleStrata allows creating and connecting hierarchies of different types, including: Strategy, Employee Performance, Task and Activity Management

This allows tracking and controlling all elements of execution from one place.

OUR Differentiators

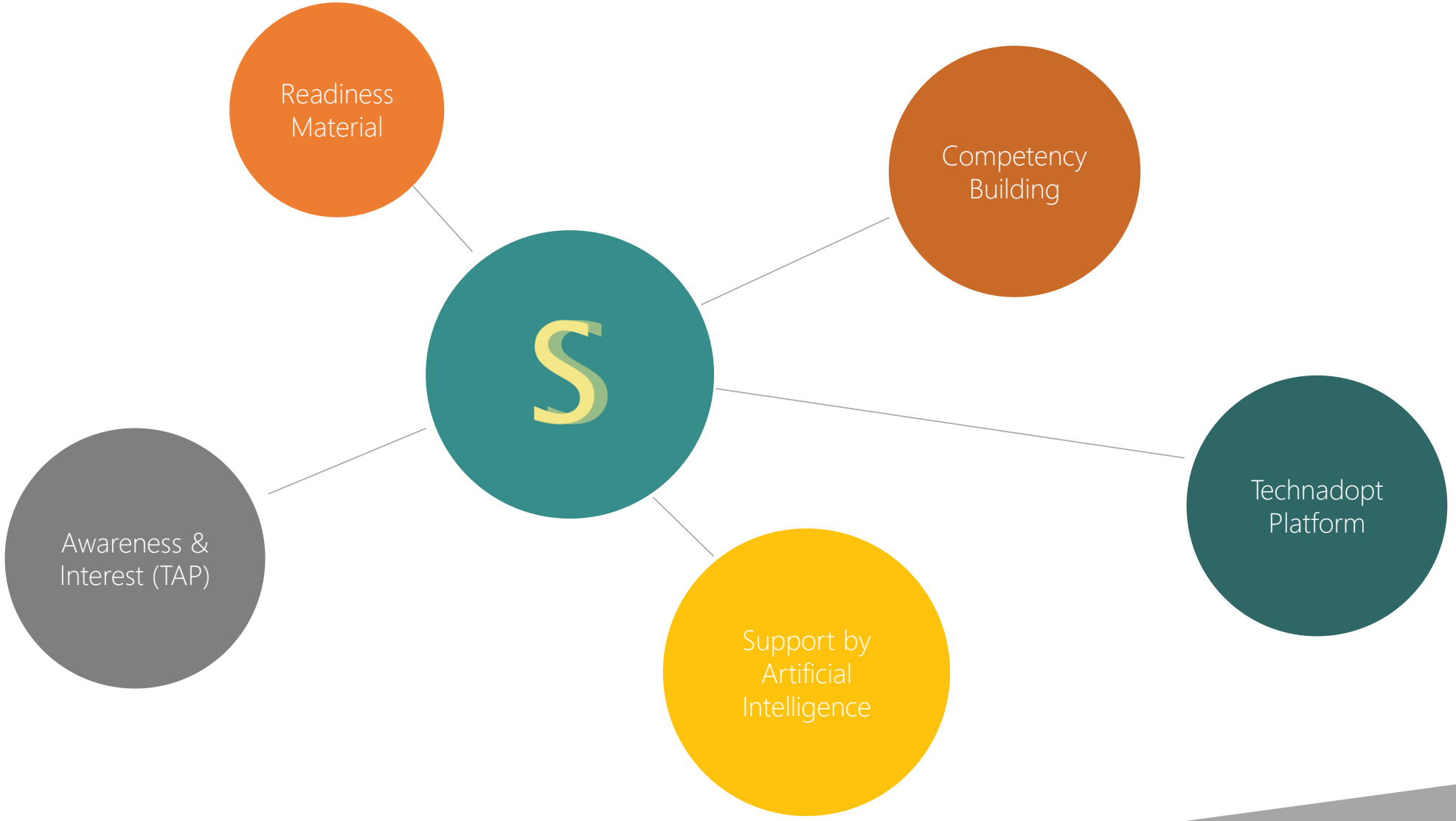
Artificial Intelligence

SimpleStrata is designed to encourage all users to log more valuable information that will be the base for SimpleStrata add-on AI module.

It will help in identifying the most effective team members and the actions leading to their high performance.

WHAT DO YOU GET?

KEY Contribution



STRATEGY BEFORE

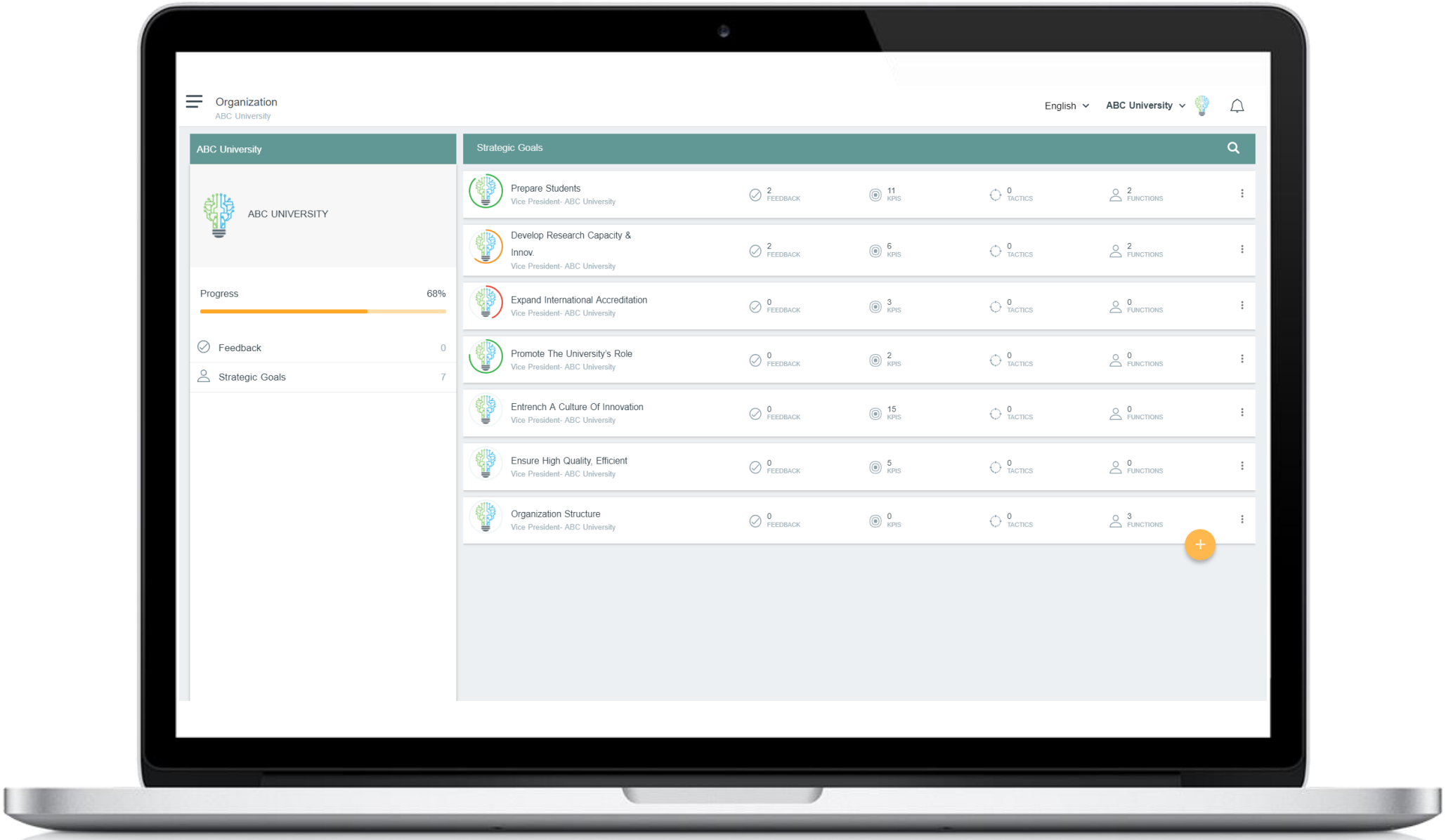
VISION To be the city of choice in Northeast Ohio for residents, businesses, and students seeking enriching community experiences that will last a lifetime.

MISSION To create social, economic, and lifestyle opportunities in a safe, vibrant and diverse environment that connects people to their community in a personal way.

Strategic Values	Financial Health	Economic Growth and Development	Natural Resources	Exceptional Quality of Life	Safe Community	Strong Distinct Neighborhoods	City/University Synergy	Government Performanc
Key Results	1. Balanced Budget 2. Diversified Revenue Base 3. Good Bond Rating 4. Adequate Reserve Funds	1. New Job Creation 2. Vibrant Downtown 3. Effective Network Of Entrepreneurship 4. Consistent Private Reinvestment	1. Preserve Natural Resources 2. Promote Eco-Friendly Activities 3. Good Park /Trail System	1. Modern Urban Amenities With Small Town Conveniences 2. Entertainment, Arts & Culture Opportunities 3. Shopping/Dining Choices	1. People Feel Safe 2. Help Arrives Fast 3. First Rate Talent & Tech	1. Increasing Rate of Owner Occupied Housing 2. Promote Property Mtce. & Reinvestment 3. Neighborhoods Are Engaged	1. Frequent Collaboration 2. Joint Planning 3. Leverage Assets & Resources	1. Cost Saving Innovations 2. Service Improvement Initiatives 3. Citizen Friendly
Key Measures	1. Revenues > Expenses 2. maintain 65% Income tax Share from private sector 3. Minimum $7 million Reserve Balance	1. Income Tax Growth 2. Number of New Business Starts 3. Target $750,000 Private Reinvestment Per Year	1. Energy Saving/Yr 2. % Sidewalks Repaired / Year 3. River Clean Up	1. Commute Time 2. No. of Rec Program Participants 3. No. of arts & culture Events downtown	1. Low Incidence Of Crime 2. Fast Response Times	1. Increasing % of Owner Occupied 2. Number of Housing Citations Issued	1. Number of Joint Initiatives 2. Percent of Collaborative Objectives Met	1. Citizen Satisfaction with city services 2. Savings/Year 3. New Service Initiatives/Yr

Strategic Focus 2011	Downtown Revitalization	Fiscal Health	Neighborhood Enrichment
Key Action Steps	1. Negotiate a deal for the new County Courthouse in Kent. 2. Negotiate a deal for the old hotel renovation. 3. Construct Alley 4 upgrades 4. Finalize terms for downtown redevelopment. 5. Secure additional anchor tenants. 6. Create a favorable climate to encourage private investment.	1. Develop a utility rate stabilization plan 2. Leverage grant dollars for city projects 3. Complete the PAFERS fire district study. 4. Improve efficiency and productivity to drive operational savings 5. Develop financial scenario policies and contingency action plans. 6. Evaluate options for a new financial computer System technology.	1. Sustain the Community liaison position 2. Explore methods to stabilize housing values. 3. Take legal action and/or demo "worst case" vacant & blighted properties where affordable. 4. Promote investment in quality housing projects. 5. Expand community policing in City neighborhoods. 6. Strengthen neighborhood identity, pride and local leadership.

STRATEGY AFTER



VISUALIZATION & ANALYTICS

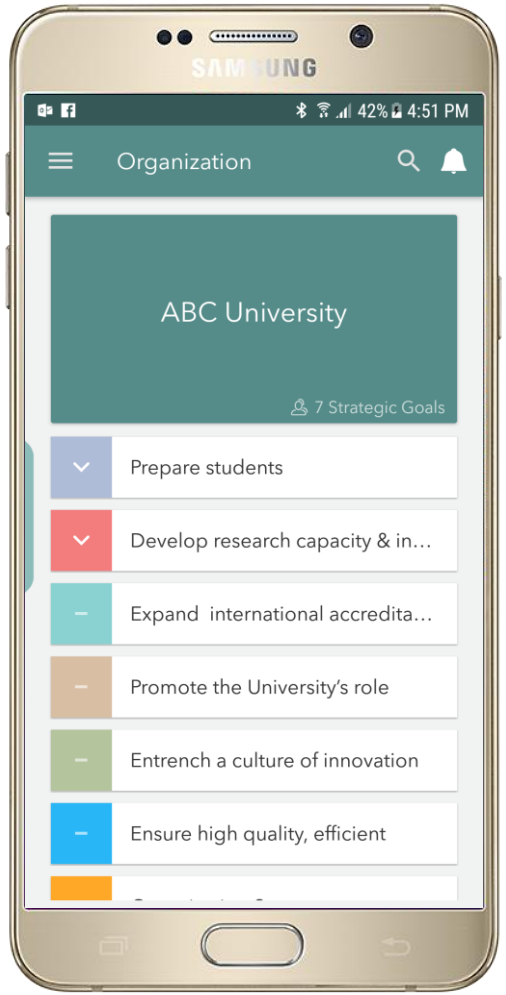
Project Progress By Year

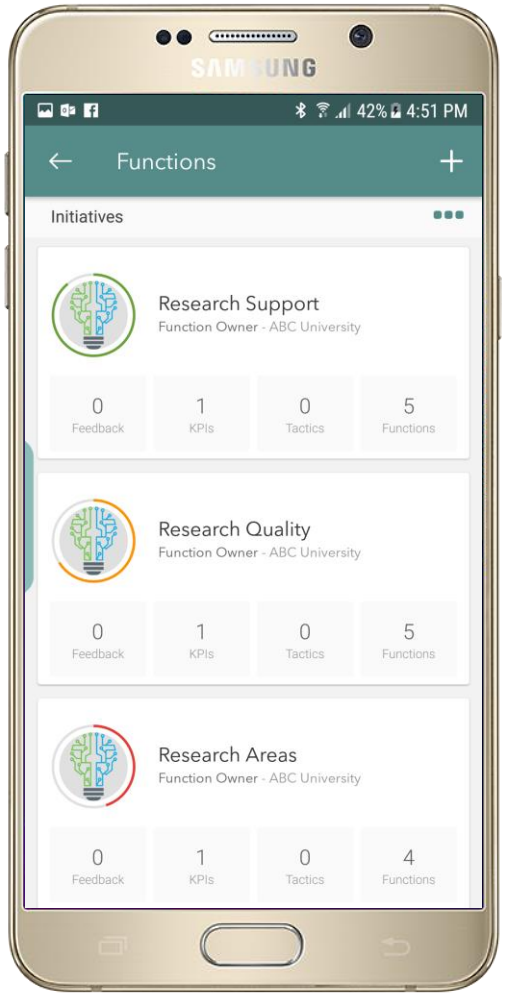
Projects	2016	2017	2018
Awareness Events	43%	63%	73%
Desktop Deployment	33%	57%	58%
E-Transformation	17%	33%	53%
Event Sponsorship	50%	100%	100%
IT Rangers Program	25%	100%	100%
Jump Start Training	24%	61%	75%
Najeh For Employees	0%	50%	100%
Najeh For Job Seekers	33%	67%	92%
Specialized Training	40%	93%	100%

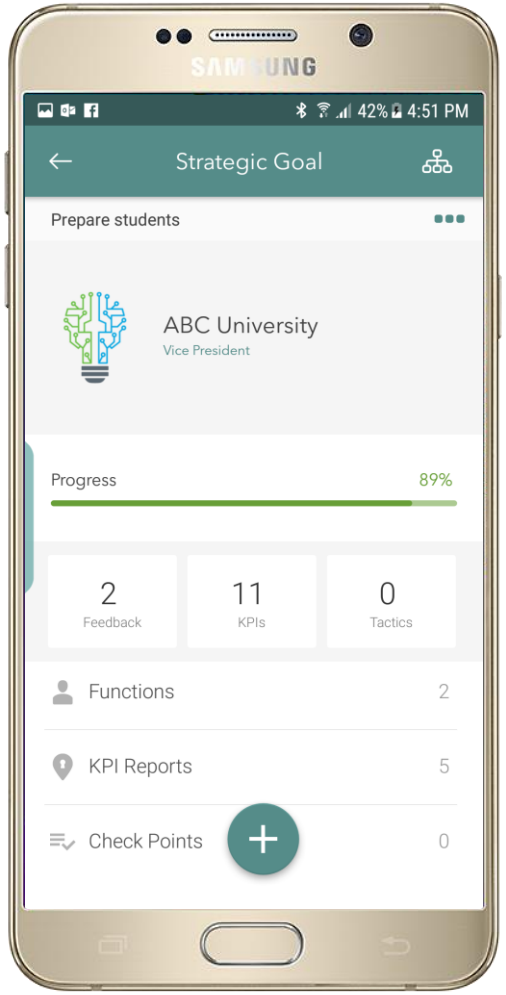
Deliverables

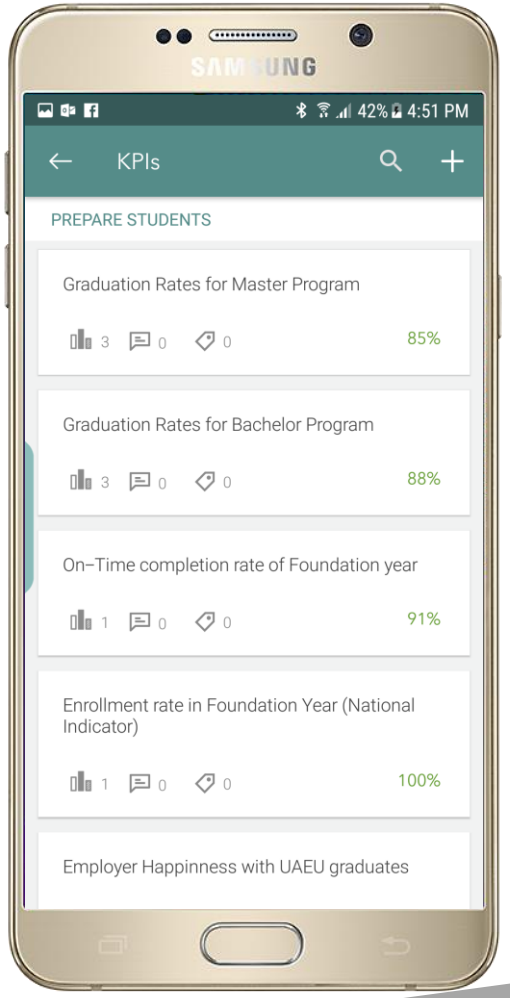
Deliverable	Score
Count of Students Registered in the Progr...	92%
Count of Awareness Events	73%
Count of enrolled students	75%
Count of Registered Candidates	100%
Count of Students Registered in the Progr...	100%
Count of Successfully Deployed Machines	58%
Count of Trained Students	100%
Money value of the projects to be executed	77%

INSTANT Accessibility

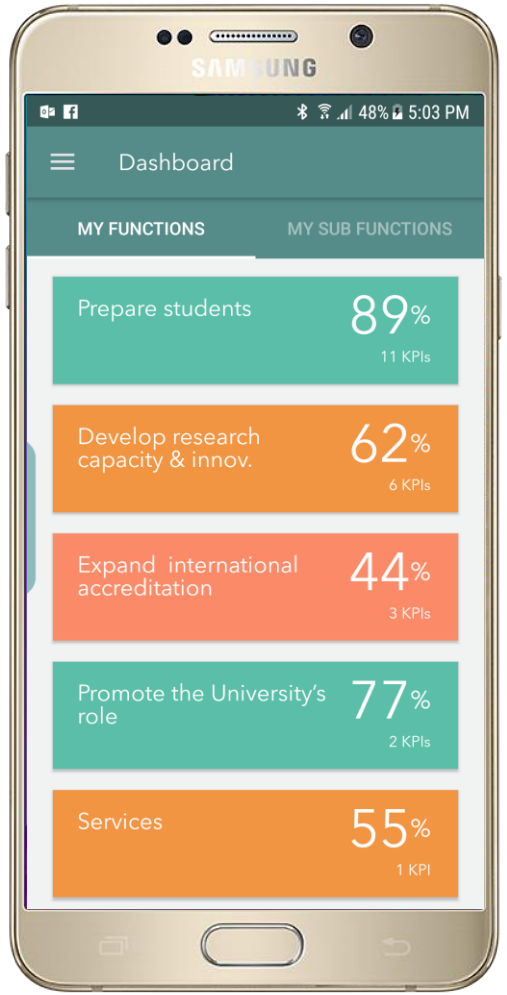


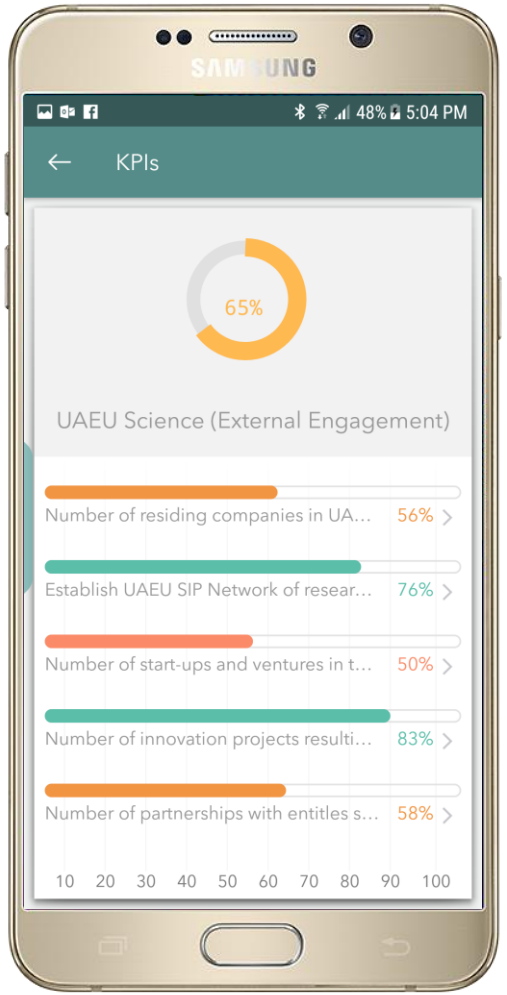


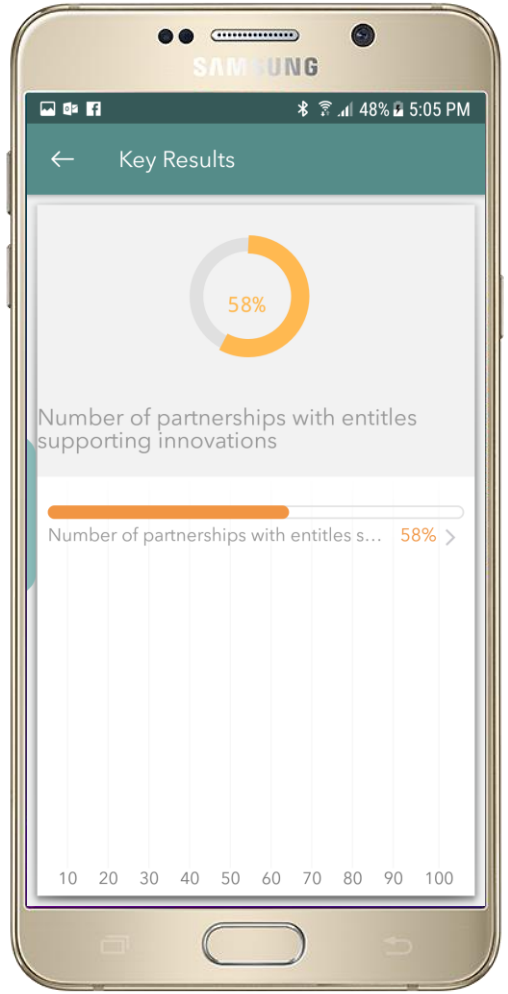




INSTANT Visibility

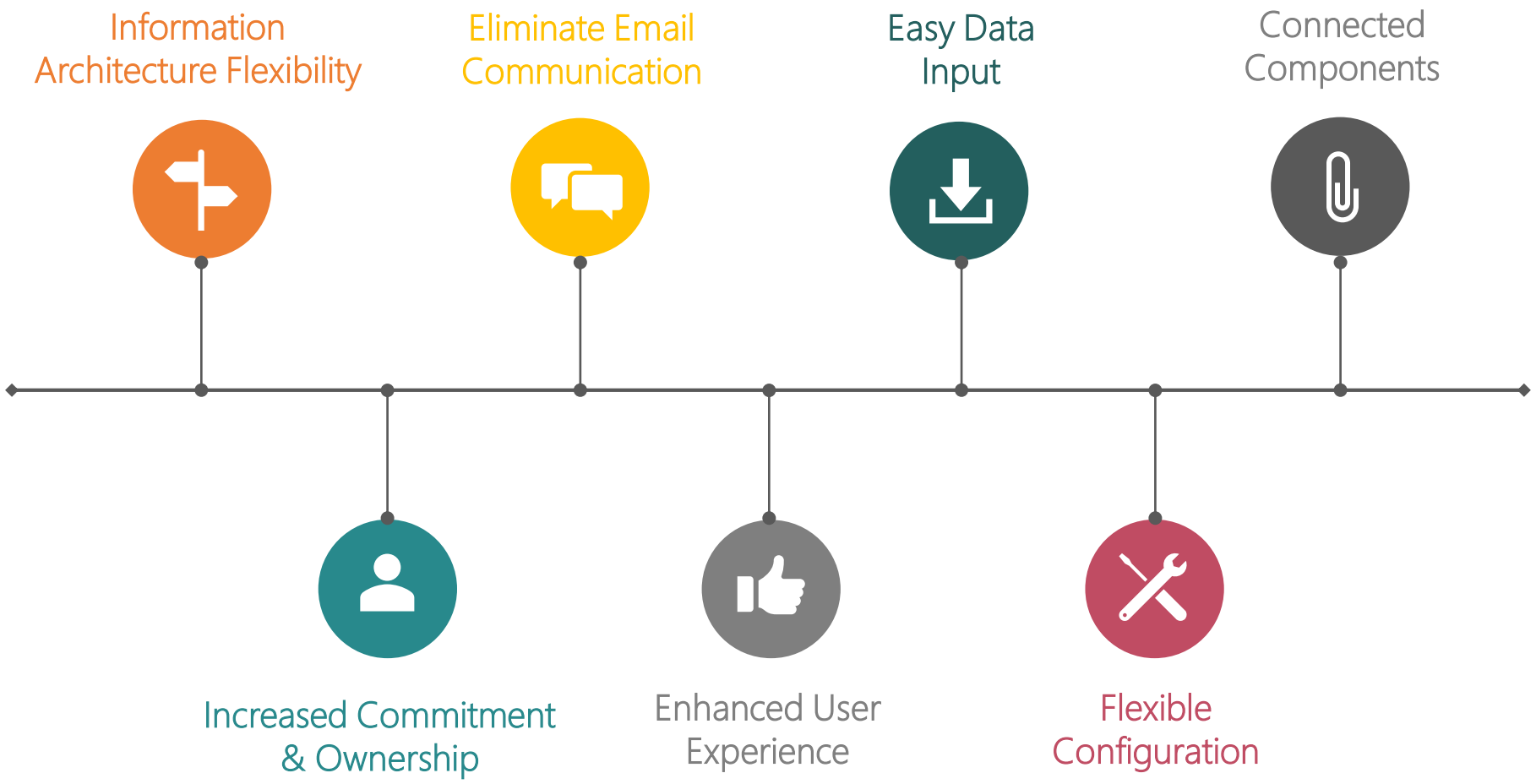






SYSTEM FEATURES

SYSTEM FEATURES



SYSTEM FEATURES

Information Architecture Flexibility

- Navigation Flexibility
- Multiple Hierarchies
- Boards
- Lists
- Inheritance
- Cascading
- Boards Nesting
- Linked Boards
- Board Sharing

SYSTEM FEATURES

Increased Commitment and Ownership

- Owner Assignment
- Results
- Efforts
- Weight
- Reporting
- Scoring
- Attachments
- Signature
- My Space

SYSTEM FEATURES

Eliminate Email Communication

Comments

Notifications

Open Lists

Live Chat

Reminders & Alerts

SYSTEM FEATURES

Enhanced User Experience

- Bulk Import
- Tags
- Filters
- Search
- Multiple Views
- Categories

SYSTEM FEATURES

Easy Data Input

Comments

Recurrence

Sorting

Card Moving

Swipe

SYSTEM FEATURES

Flexible Configuration

- Field Flexibility
- Additional Fields
- Multiple Years Plan
- Label Editing
- Board Templates
- User Roles

SYSTEM FEATURES

Connected Components

- Relations
- Links
- Navigation Boards
- Multiple Organizations
- Child Lists
- Roll Up Rules

HOW WE DO IT?

Managing Strategy with SIMPLESTRATA

DEFINE KPIS
Set KPIs for each objectives within the strategic plan.

ASSIGN OWNERS
Assign an owner to each objective, KPI & initiative.

MONITOR & CONTROL STRATEGY
Monitor the progress of each strategic objective and determine negative trends to apply corrective actions.

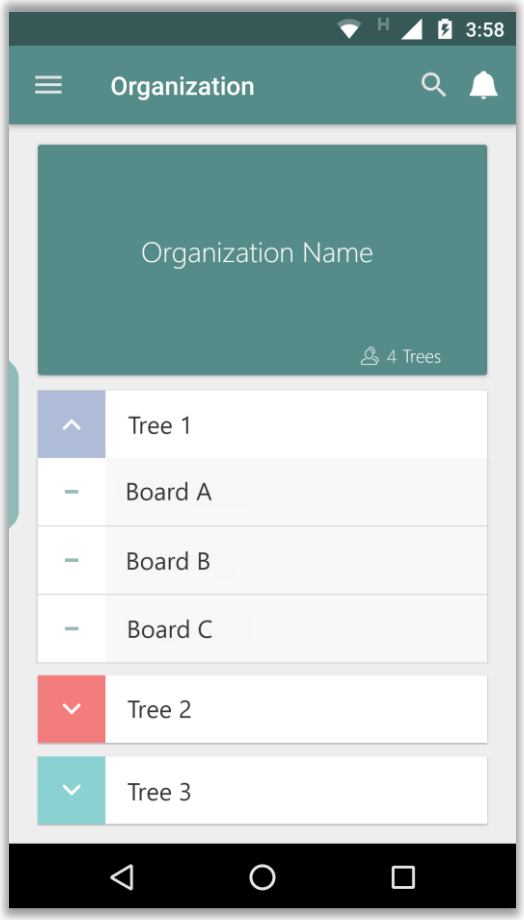
DEFINE STRATEGIC PLAN
List down strategic & operational objectives that align with the organization's vision.

DEFINE INITIATIVES
Define which KPIs will be achieved by each initiative. Review initiatives that serve no KPIs or strategic objectives.

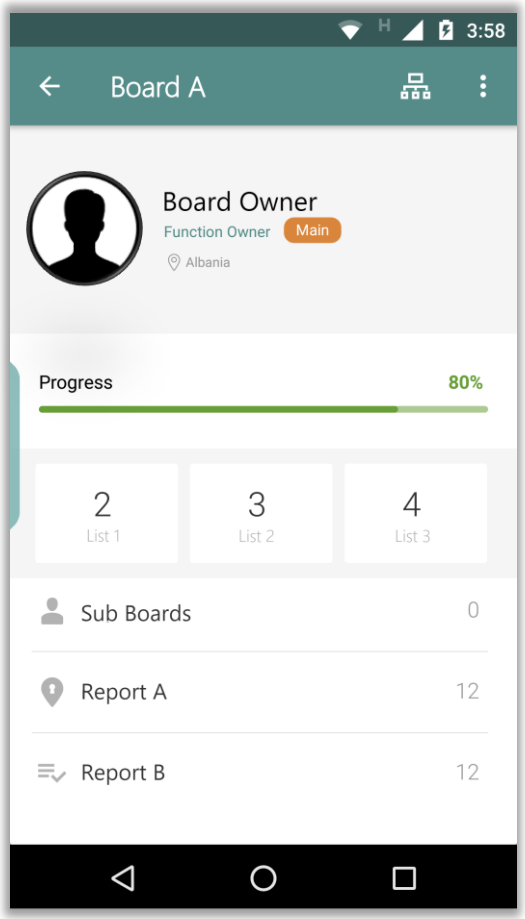
DEFINE TRACKING FREQUENCY
Determine how often you need to track the progress of each KPI and initiative and create time periods to report results.

SIMPLESTRATA ELEMENTS

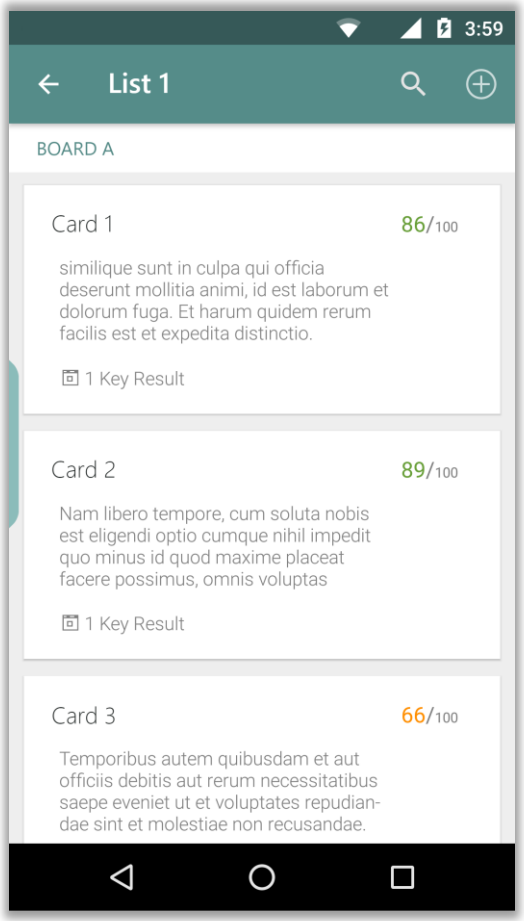
SIMPLESTRATA ELEMENTS



A **Tree** is a collection of Boards



A **Board** is a collection of Lists



A **List** is a collection of Cards

OUR APPROACH

Our Approach

SimpleStrata 9-State value Approach

1 Digital Strategy

- Data ready for migration
- Limited dashboards
- Immediate access from anywhere

- Eliminate Excel sheets
- Clear view of the strategy structure
- Keep track of Changes

2 Visibility and Analysis

- Automatic generation of BI dashboards
- View progress Immediately
- Custom Views

3 End-User Awareness & Readiness

- Communicate strategy using system (browsing users)
- Avoid versioning, search and out of date data
- Approve assigned strategy elements
- Avoid debate and increase awareness

4 End-User Engagement

- End user web access to system
- Users can log their results
- Save strategy team effort
- Reduce debate around logged data
- Automate reminders to log results

5 Mobility

- End user mobile access to system (additional to web)
- Users can log their results
- Out-of-box dashboards

6 Advanced TAP

- Premium TAP Services including workshops, marketing campaigns, promotional videos
- One-to-one coaching

7 Technadopt

- Online Tutorials
- Live Online Training
- Chatbots and Online Support

8 Artificial Intelligence

- Provide visibility on correlations, circumstances and causality
- Improve strategy refinement
- Directions for corrective actions

9 In- App Communication

- Real-time In-Application chatting around strategy and execution
- More effective collaboration and increased engagement

THANK YOU!

WE HELP YOU
EXECUTE YOUR STRATEGY
BETTER
FASTER
SMARTER

SimpleStrata

A Performance Management and Execution Solution

exceeders