Product Name

SimpleStrata

Webpage

www.simplestrata.com
www.exceeders.com/store/simplestrata

Elevator Pitch

SimpleStrata is a platform for strategy execution and performance management.

Extended Pitch

SimpleStrata is a platform for strategy execution and management, as well as performance and initiative management. SimpleStrata is for organizations wanting to link employee job activities to organizational strategy.

Platforms

SimpleStrata is available as:

- On premise, stand-alone application (can be installed at customer site)
- Web based (on the cloud)
- Mobile (for Android & iOS)

Customer Pain Points

What should you be listening or looking for when promoting SimpleStrata?

- Customer complaints about strategy execution, performance management, or achievement;
- Look for customers tracking activities and initiatives on Excel sheets, or other non-dynamic means;
- Listen for customers talking about five year plans and other long-term requirements;

Listen for customers complaining about project visibility or initiative visibility and reporting;

Key Words

Strategy, performance management, objectives, key results, strategy planning, employee assessments, productivity, execution, initiatives, etc.

Features to Point Out

1- Customizable dashboards
2- Integration with advanced tools such as Amazon's Alexa.
3- Mobility (available on mobile and tablet)
4- Arabic interface
5- Easy to use
6- Individual cards.

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Questions to ask customers that can open the door for selling SimpleStrata

Question	Answers We Like	Reason SimpleStrata Can Help
How do you track organizational strategy?	- We use Excel - We don't track it - I'm not sure - We use a complicated system	SimpleStrata gives organizations a way to track strategy that is dynamic and simple to use. No more Excel sheets that are a headache to update and share.
How do you assign tasks or activities to employees?	- Through email - Through meetings - Verbally	SimpleStrata can help managers consolidate and keep track of task assignments and activities so none of them are dropped.
How do you assess employees?	- Through 360 surveys - We don't - We ask their managers	SimpleStrata allows objective assessment of employees through continuously grading their performance. There is no need to do assessments at the end of the year because their score on SS speaks for itself. It is objective.
How do you notify all employees of organizational strategy?	- Through an event - Through email - On the website	SS provides a way for all employees to view the SS at any time and from anywhere. This is important in reminding them of organizational goals and keeping everyone aligned.
How do employees update managers on whether they've finished a task or an activity?	- Through email - Verbally - Through meetings	SS provides a simple way to update everyone on whether or not a task is finished
How do you get feedback from employees about their current jobs or activities?	- Verbally - Through periodic meetings - Through emails - Through surveys	SS provides a way to get continuous feedback on everything from activities to objectives. It also offers a way to ensure this feedback is logged and not lost.

How do you get feedback from employees about activities of other departments?	- Verbally - Meetings - Emails - Surveys	SS allows employees to add expectations to other departments and teams which acts as something like a suggestion wall.

Packages

Name	Included	Cost
Cloud Edition	- Setup - Strategy logging - Training - Support	AED 30,000 one-time setup fee + 20 AED/user/month
Enterprise Edition	- Setup instance - Customization & integration* - Strategy logging - Training - Support	AED 150,000 one-time fee + 1200/user/month
Ultimate Edition	- Setup instance - Customization & integration* - Strategy logging - Training - Support	AED 500,000

**Priced on top of the licensing cost.*

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Competition

Name	Disadvantages	How SS is Better
SAP Strategy Management	- Complicated - Performance issues reported - Expensive	SS is: - Simple to use - Bilingual – available in English and Arabic - Relatively inexpensive
Cascade	- Complicated interface - More into project management than strategy	SS is: - Simpler to use - Better designed for enterprises - Bilingual – available in English and Arabic
Oracle Enterprise Performance Management Platform	- Expensive - Not flexible - Requires extensive training	SS is: - Much more cost-effective - Much more flexible - Easier to use
Corporator Business Management Platform	- Very expensive - Very complicated	SS is: - More cost-effective - Easier to use

SimpleStrata Pre-Sales Process

Step 1	Ask specific questions about strategy, performance management, etc. and try to engage the customer's interest in knowing more about SimpleStrata.

Possible tools to use:

- SimpleStrata introduction video in English (https://youtu.be/3NxPTV-fv_Y)
- SimpleStrata introduction video in Arabic (https://youtu.be/i_qoVhffOLo)
- SimpleStrata features document: https://1drv.ms/b/s!AjM7cufhak1VgoV57cp59c4q7jcu2g
- SimpleStrata datasheet: https://1drv.ms/f/s!AjM7cufhak1VgocVlOcebSkPh3kLew

Goal	**To book a meeting to present SimpleStrata to the customer.**

Step 2	Have a success manager or SimpleStrata team member present about SimpleStrata to the customer.

Presentation to use:

- https://1drv.ms/p/s!AjM7cufhak1VgoZaalGDb0uIVedqLw

Also demo the integration with Alexa.

Goal	**Have customer agree to provide their strategy for mapping to SimpleStrata.**

| **Step 3** | Map the customers strategy to SimpleStrata. |

Mapped strategy will be presented to the customer.

| **Goal** | **Have customer approve the proposed mapping to the app.** |

| **Step 4** | Map the customers strategy to SimpleStrata. |

Mapped strategy will be presented to the customer. Sometimes different options will be provided for the customer. Customer should select one option.

| **Goal** | **Have customer approve an option of mapping the information.** |

| **Step 5** | Close the deal! |

Decide on the final package which fits the customer needs and is most cost-effective for them.

| **Goal** | **Receive a PO from the customer** ☺ |

1- **Our organizational strategy is based on the framework of Balanced Score Card/OKRs/Stakeholder Model/Value Disciplines/McKinsey's Strategic Horizons, how will that work with SimpleStrata?**

   SimpleStrata can be easily customized and adjusted to work with just about any strategy or objective management system adopted within organizations.

2- **Our organization does not use the same terminology or naming as you do in SS.**

   This is fine – all names and terms are just labels that can easily be changed.

3- **Can you integrate SS with other systems.**

   Yes SimpleStrata can be integrated with just about any system available. However, integration takes some time and will incur additional costs.

4- **How long does it take to implement SimpleStrata?**

   A basic SimpleStrata implementation will take around two days, with around five business days to migrate already available strategy information.
   Customizations take longer and depend on the amount of customization required.

5- **What sort of training do you provide for the system?**

   We provide live, onsite training for strategy managers. We also provide customized video tutorials accessible at any time for other employees.

6- Can SimpleStrata be used for intitiative management?

Yes, with some slight tweaks SimpleStrata can be used for initiative and project management.

7- Will all users have access to all data?

No – user access can be given in accordance with administrative requirements for this access.

8- Can we use our Microsoft credentials?

Yes – your instance of SimpleStrata can be configured to allow single sign on using your Active Directory credentials. In other words, any AD users will have access using their same Microsoft username and password.

9- Will SimpleStrata notify users about due dates?
Yes SimpleStrata can be configured to notify users about due dates.

10- Can data be logged in bulk?

Yes strategy information can be imported into the system in bulk.

11- Is entering the information into SimpleStrata easy?

Yes, entering data is extremely easy. For most users, its as easy as posting a message on their mobile phones which is something everyone knows how to do these days.

12- I don't see value in the mobile version – is it useful?

The mobile version is extremely useful. It allows easy and quick access to employee activities, key results, etc. This continuous access helps employees remain focused on the most important tasks.