



BALANCE SCORECARD

SISTEM INFORMASI

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What's Kaplan & Norton's BSC model ?

A strategic planning & management system that organization use to :

- Communicate what they are trying accomplish
- Align the day-to-day work that everyone is doing with strategy
- Prioritize projects, products, and services
- Measure and monitoring progress towards strategic targets

Four Perspectives of BSC

Financial or Stewardship

- Financial Performance
- Effective Resource Use



Customer & Stakeholder

- Customer Value
- Satisfaction and/or Retention



Internal Process

- Efficiency
- Quality



Organizational Capacity or Learning & Growth

- Human Capital
- Infrastructure & Technology
- Culture



Perspective

- **Financial:** views organizational financial performance and the use of financial resources
- **Customer/Stakeholder:** views organizational performance from the point of view the customer or other key stakeholders that the organization is designed to serve
- **Internal Process:** views organizational performance through the lenses of the quality and efficiency related to our product or services or other key business processes
- **Organizational Capacity (originally called Learning and Growth):** views organizational performance through the lenses of human capital, infrastructure, technology, culture and other capacities that are key to breakthrough performance

Strategy Map of BSC & Various Elements in The Strategic Management System

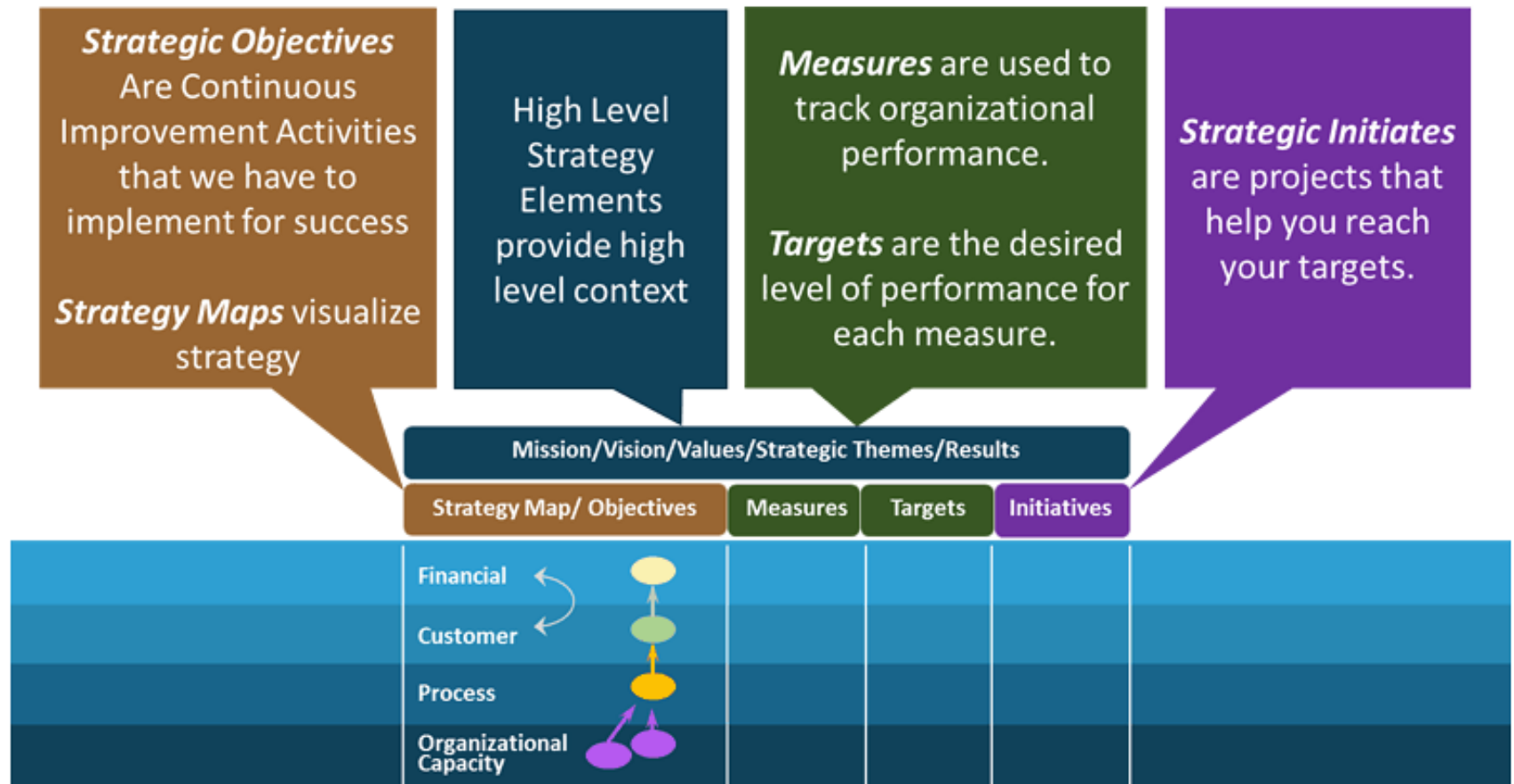


Figure 2 The BSC connects the dots between various elements in your strategic management system.

Key Performance Indicators (KPI's)

- **A tool to measure** the performance of any organization they only indicate what the success rate or level is
- Strategic KPI's monitor the implementation and effectiveness of an organization's strategies, determine the gap between actual and targeted performance and determine organization effectiveness and operational efficiency.
- Good KPI's :
 - Provide an objective way to see if strategy is working
 - Offer a comparison that gauges the degree of performance change over time
 - Focus employees attention on what matters most to success
 - Allow measurement of accomplishments, not just of the work that is performed
 - Provide a common language for communication
 - Help reduce intangible uncertainty