NORTH HIGHLAND

BENEFITS REALIZATION/ OUTCOME MANAGEMENT

Get the strategic project portfolio management capabilities you need, quickly and easily.

Every NH360 Accelerator is designed to be implemented quickly with a minimum amount of consulting or configuration. Leveraging best practices garnered from years of successful client engagements, these powerful Accelerators provide precisely the capabilities you need, without weeks or months of configuration.



NH360° – Benefits Realization/Outcome Management Accelerator

Benefits realization management, sometimes referred to as outcome management, is critical to the success of your projects, products, portfolios and even your entire enterprise. NH360 Benefits Realization & Outcome Management Accelerator helps you define and communicate business strategy and track results across the enterprise.

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Strategic Obje	ectives									-	✓ Search	
Strategic Obj	ective ↑	Strategy L	Perspective	Status	Organizati	Start Date	End Date	Priority	Owner	Progress	Parent Stra	Departm
✓ Be a custo	omer-centric organization	Enterprise	Customer	Active		1/1/2020	12/31/2029	High	Gatis Ozolins	82%		
Grow	high-level customer relationships	Business Unit	Customer	Active		1/1/2020	12/31/2021	High	Bonnie Kearne	63%	Be a customer	Marketing
Impro	ove digital security of customer data	Business Unit	Customer	Completed		1/1/2020	6/15/2021	High	Paul Lenehan	100%	Be a customer	IT
✓ Foster co	rporate culture	Enterprise	Internal Proce	Active		1/1/2021	12/31/2024	High	Paul Shakespe	70%		
Creat	e a high-performance corporate culture	Business Unit	Internal Proce	Active		1/1/2021	12/31/2023	Medium	Adam Barr	70%	Foster corpor	HR
✓ Grow rev	enue from existing customers	Enterprise	Financial	Active		1/1/2020	12/31/2029	Medium	Garth Fort	22%		
Accel	erate transformation initiatives in APAC	Business Unit	Financial	Cancelled		1/1/2020	12/31/2020	Low	Peter Brehm	12%	Grow revenue	Sales
Sell n	ew product lines to existing accounts	Business Unit	Customer	Active		1/1/2020	12/31/2025	High	Sara Davis	35%	Grow revenue	Sales
Upse	l premium SKUs	Business Unit	Customer	Active		1/1/2022	12/31/2024	High	Brent Davis	20%	Grow revenue	Marketing
✓ Grow rev	enue from new customers	Enterprise	Financial	Active		1/1/2020	12/31/2030	High	Sara Davis	32%		
Accel	erate product innovation	Business Unit	Innovation an	Active		1/1/2020	6/30/2022	High	Sara Davis	78%	Grow revenue	IT
Incre	ase APAC revenue	Business Unit	Financial	Draft		1/1/2025	12/31/2029	Medium	David Pelton	0%	Grow revenue	Sales
Incre	ase EMEA revenue	Business Unit	Financial	Active		1/1/2020	12/31/2024	Medium	Brian Perry	23%	Grow revenue	Sales
Incre	ase US revenue	Business Unit	Financial	Active		1/1/2020	12/31/2029	High	Willis Johnson	28%	Grow revenue	Sales
Improve :	hareholder value	Enterprise	Financial	Active		1/1/2020	12/31/2025	High	Alex Simmons	43%		
✓ Reduce c	osts	Enterprise	Financial	Active		1/1/2020	12/31/2030	Medium	Adam Barr	39%		
Impro	ove operating quality and efficiency	Business Unit	Internal Proce	Active		1/1/2020	12/31/2022	High	Hatim Aiad	48%	Reduce costs	Operation

Key Features

Benefits Realization Management is essential for aligning all execution with strategy. This Accelerator makes it easy to derive all initiatives from strategy through a powerful hub that standardizes metrics & assesses and tracks performance across all initiatives.

Strategic Objectives										,0 Search	
Strategic Objective 1	Strategy L	Perspective	Status	Organizati	Start Date	Ervd Date	Priority	Owner	Progress	Parent Stra	Departmen
 Be a customer-centric organization 	Enterprise	Customer	Active		1/1/2020	12/31/2029	High	Gats Opplies	- 425		
Grow high-level customer relationships	Business Unit	Customer	Active		1/1/2020	12/31/2021	High	Bonnie Kearne	635	Be a customer	Marketing
Improve digital security of customer data	Business Unit	Customer	Completed		1/1/2020	6/15/2021	High	Paul Lenehan	100%	Be a customer.	IT .
\sim . Foster corporate culture	Enterprise	Internal Proce	Active		1/1/2021	12/31/2024	High	Paul Shakespe	705		
Create a high-performance corporate culture	Business Unit	Internal Proce-	Active		1/1/2021	12/31/2023	Medium	Adam Barr	705	Foster corpor	HR
\sim Grow revenue from existing customers	Enterprise	Financial	Active		1/1/2020	12/31/2029	Medium	Garth Fort	1 275		
Accelerate transformation initiatives in ARAC	Business Unit	Financial	Cancelled		1/1/2020	12/31/2020	Low	Peter Brehm	- 125	Grow revenue	Sales
Sell new product lines to existing accounts	Essiness Unit	Customer	Active		1/1/2020	12/81/2025	High	Sara Davis	1 2%	Grow revenue	Sales
Upsell premium SKUs	Business Unit	Customer	Active		1/1/2022	12/31/2024	High	Brent Davis	22%	Grow revenue	Marketing
 Grow revenue from new oustomers 	Enterprise	Financial	Active		1/1/2020	12/31/2030	High	Sara Davis	12%		
Accelerate product innevation	Business Unit	innovation an	Active		1/1/2020	6/30/2022	High	Sara Davia	- 785	Grow revenue	17
Increase AFAC revenue	Business Unit	Financial	Draft		1/1/2025	12/31/2029	Medium	David Pelton		Grow revenue	Sales
Increase EMEA revenue	Business Unit	Financial	Active		1/1/2020	12/31/2024	Medium	Brian Perry	22%	Grow revenue	Sales
Increase US revenue	Business Unit	Financial	Active		1/1/2020	12/31/2029	High	Willia Johnson	- 285	Grow revenue	Sales
Improve shareholder value	Enterprise	Financial	Active		1/1/2020	12/31/2025	High	Alex Simmons	425		
 Reduce costs 	Enterprise	Financial	Active		1/1/2020	12/31/2030	Medium	Adam Barr	1 95		
Improve operating quality and efficiency	Business Unit	Internal Proce-	Active		1/1/2020	12/31/2022	High	Hatim Alad	45	Reduce costs	Operations

Provides a Powerful Hub for All Strategy

NH360's Benefits Realization Accelerator provides organizations with one centralized hub that helps them define and effectively communicate business strategy across the enterprise.

- Decompose strategy by managing a hierarchy of strategic objectives (enterprise, business unit, department, etc.)
- Set timelines for achieving each Strategic Objective.
- Assign priorities, ownership and segment all Strategic Objectives.
- Provide stakeholders with visibility into the real-time progress of each objective

5	Increase revenue from paten	ts/intellectual prope	rt Progr	ess Tracking					×	P Search
ietric †	Target	Foreca	ot		Actuals			6 Complete		Due D
Accelerate p	\$26,000,000.00	\$15.0	50,000.00		\$15.050,000	0.00		\$5%		
Increase inves										4/15/20
ncrease new (Select Year All								a.	2/17/2
ncrease rever	Royalty and Licensing Income	Outcome Status	Owner	Status Comments	Q1 2020	Q2 2020	03 2020	Q4 2020		5/19/2
ncrease rever		Optome status	Owner	Jaus comments	\$0.00	\$5,200,000,00	57.800.000.00	54.500.000.00		4/14/2
Accelerate t	Tarpet									
enetrate APA	V Forecast				\$2,700,000.00	\$2,950,000.00	\$2,400,000.00	\$2,700,000.00		12/15/
reate a hig	Digital Security				\$2,400,000,00	\$2,500,000,00	\$1.000.000.00	\$1,900,000,00		
xpand and b	Global Innovation	On Track	Bonnie		\$300,000.00	\$450,000.00	\$600,000.00	\$800,000.00		11/17
	V Actuals				\$2,700,000.00	\$2,950,000.00	\$2,400,000.00	\$2,700,000.00		9/16/2
screase empl	Digital Security				\$2,400,000.00	\$2,500,000,00	\$1,800,000,00	\$1,900,000.00		
educe emplo	Global Innovation	On Track	Bonnie		\$300,000.00	\$450.000.00	\$600,000,00	\$800.000.00		10/21/
nterprise A										
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Standardize Key Metrics and Set Targets

Establish and define the right financial & non-financial metrics for each strategy and set targets to ensure that outcomes can be measured.

- Define key financial and non-financial metrics associated with each Strategic Objective.
- Control which metrics drive the progress of each objective to completion
- Configure an appropriate measure for each metric
- Manage time-phased targets on a monthly, guarterly, or annual basis

All	Initiatives										<u>^</u>
	Name 1	Owner	Capability	Department	Start Date	Finish Date	Strategic S	Risk Score	Initiative 8	Project 8u	Actual Cost
	 Improve Customer Profitability (2) 										
	Predictive Data Analytics	Bonnie Keam		Finance	1/1/2020	12/3/2022	78	68	\$14,090,000		
	Spending Analysis	Brent Davis		Operations	1/1/2020	4/10/2022	27	96	\$8,100,000		
	 Improve Customer Retention (3) 										
	Digital Security	Timothy Kims	Client Servicin	Finance	2/1/2021	3/10/2022	39	52	\$1,450,000		
	Gobal Innovation	Adam Barr	Client Servicin	п	1/1/2020	2/3/2023	26	62	\$55,475,858	\$37,004,646	\$4,597,321
	Social Enterprise	Amy Alberts	Client Servicin	MR	1/1/2020	1/4/2023	12	72	\$12,000,000	\$2.305.582	\$629.84
	✓ Increase Investment in Transformation	Initiatives (1)									
	Environmental Training	Robin Counts		Operations	1/1/2020	9/10/2022	83	43	\$21,761,918		
	✓ Increase Revenue from New Customers	(2)									
	Al Integration	Pavel Bansky		п	1/1/2020	7/10/2022	85	74	\$2.160.000	\$1.531.200	\$414.00
	Vendor Quality Management	Christof Spre		Operations	6/1/2020	2/13/2021	65	37	\$18,900,000		
	 Reduce Employee Turnover (2) 										
	HR Recruitment	TiAnna Jones		HR	1/1/2020	1/4/2023	76	81	\$5.600.000		
	Knowledge Sharing	Alex Darrow		Marketing	1/1/2020	6/10/2022	93	49	\$23,640,000		

Derive All Initiatives Directly from Strategy

Quickly decompose strategy into the right initiatives needed to drive transformation, and assess portfolio sufficiency to ensure that outcome targets can be met or exceeded

- Create new initiatives and align them to your Strategic Objective.
- Understand the value of each initiative by forecasting their impact on one or more metrics
- Categorize and describe initiatives using configurable attributes
- Standardize scorecards to better prioritize all initiatives
- Define key milestones and manage inter-dependencies with other initiatives



All Initi

Name 1	Level	Start Date	End Date	Measure	Target	Actuals	Gap
Grow revenue from new customers	Enterprise	1/1/2020	12/31/2030				
 Accelerate product innovation 	Business Unit	1/1/2020	6/30/2022				
Increase investment in transformation initiatives				Percentage of Innovation Projec	30.00%	58.00%	28.005
Increase new product launches				No. of New Products per Year	10	11	1
Increase revenue from patents/intellectual property				Royalty and Licensing Income	\$29,500,000.00	\$15,050,000.00	\$14,45
Increase revenue share from new products				New Product vs. Recurring Reve	50.00%	0.00%	50.005
Increase APAC revenue	Business Unit	1/1/2025	12/31/2029				
V Increase BMBA revenue	Business Unit	1/1/2020	12/31/2024				
Add \$58 in EMEA revenue by 2027				Revenue in EMEA	\$5,700,000,000.00	\$1,665.000.000.00	\$4,035
V Increase US revenue	Business Unit	1/1/2020	12/31/2029				
Add \$208 in US revenue by 2030				Revenue in US	\$11,950,000,000,00	\$2,722,000,000.00	\$9,22

Track Progress Against Desired Outcomes

Easily track key initiatives and dynamically assess the benefits realization and performance of each metric

- Track the value realized by each initiative, using time-phased actuals on each metric
- Re-forecast expected benefits throughout the life of your initiatives
- Track a wide variety of metrics on different granularities (monthly, quarterly, or annually)
- Roll-up initiative-level forecasts and actuals to the metric-level
- Assess real-time variance between targets and actuals



Visualize the Performance and Completion of Strategies

Track objectives across the lifetime of all initiatives to gain a clearer understanding of progress and gauge the probability of success.

- Gain visibility into which objectives may be lagging relative to original expectations
- Drive the progress of objectives based on the completion of their underlying metrics
- Visualize the alignment of your execution with strategy, using portfolio-level roadmapping tools
- Communicate valuable strategic insights to stakeholders, using powerful dashboards

