



## Case Study One

### Strategic Performance Management and Analytics

#### Introduction

Business leaders strive to produce the highest profits by generating high revenue and keeping expenses as low as possible without sacrificing quality. Consistently bringing in the highest revenues at the lowest rates creates long-term efficiency. Managing businesses with the greatest skill, most productive and reliable technology and least amount of waste means increasing business performance by optimizing utilization of existing resources. Regardless of business size, type, product or service, the ability to measure performance is the key to understanding the costs, processes and results of any product, strategy or marketing campaign. Doing more of what's proven successful, getting the best in class performance from sales teams, or collecting the highest dollars outstanding with a specific accounts receivable processing group is critical for developing cost-saving efficiencies.

Mined Systems develops Strategic Performance Management (SPM) software and Integrated Performance Analytics (PA) for:

- Financial Services and Accounts Receivable companies;
- CFOs at Enterprise-level businesses;
- CFOs, Controllers and Business Officers within Educational Institutions; and
- C-level Leaders in Sales Organizations and their direct reports.

The company has been developing performance management software and metrics since 2011 and is a leader within the financial services, institutional, compliance and sales industries for excellent results that move clients to highly competitive positions. Thousands of companies have brought business intelligence into their product offerings, but the short list includes firms that have experience to accompany the resulting metrics. Mined Systems' provides industry-relevant KPIs to its clients, but also has the first-hand expertise to understand, explain and guide clients on how to interpret the metrics and what action steps are required to move company or team performance to a higher level. Then, when initial objectives are met; re-fining goals to even higher levels to take the winning position.

Collecting and processing relevant information in Mined System's software is critical to providing meaningful information to our clients. The company's software and analytics bring intelligence, strategy and process improvement results together to identify specific process areas that make the greatest impact to improve workflows and bottom line profitability. Depending on the Mined Systems application, the software and analytics drive performance improvement. Portfolio gains, increased revenue, optimized efficiency and reduced risk and reserve requirement expense are results Mined Systems anticipates when we on-board a new client. After a process review and plan to optimize performance through implementation of a combined database of client data and blended third-party data and management dashboards, Mined Systems works with clients to set the path, objectives, action steps and metrics that when combined, become the formula to achieving goals, improving organizational performance and producing a healthier bottom-line.

The company's data collection software, workflow management systems, reporting and predictive analytics methods have been developed exclusively within our firm. We've worked with industry data and market leaders such as TransUnion and integrate expert data from to create models with strong drivers and relevant, industry measurements. Mined Systems' data synthesis and project resume has grown along with our levels of expertise and menu of analytics and statistical tests proven and accumulated in-house and with clients over a five-year period. The models we've developed are based on experimental and actual data using statistical analysis of project models, testing of changes, regression analysis and machine learning to measure strategic and tactical results.

Through education, experience in tactical and C-Level positions, implementation of strategic programs and excellent results at leading organizations, Mined Systems' management team has a roster of clients at some of the most formidable organizations in North America. The principals have served as consultants, board members, C-level officers and purchaser of systems and analytics during their careers. Together with a team of industry experts and expert technologists the company has emerged as a top Strategic Performance Management and Analytics firm working with large financial, institutional and sales organizations in North America.

### **Client Engagement**

When working with a new client Mined Systems first explores the challenges and pain points the prospect or client is facing. Then the team seeks to understand the root causes of the problem or issue. Mined Systems works with clients with a strong probability of success. In the company's experience, the projects of clients that are unwilling to commit to a process

review and capabilities inventory are, in many cases, poor candidates for implementation of Mined Systems' Performance Analytics and data collection systems.

Clients that have realized the greatest success from implementation of Mined Systems applications are organizations with four key factors in common:

1. Desire to increase revenue and reduce expense by automating processes and improving performance to create sustainable process efficiency;
2. Strong leadership that understands the value of the “analytics, metrics and accountability process triangle” and embraces changes to enable success through “top-down leadership”;
3. Determination to incorporate a management strategy that includes daily analytics and KPIs for improved decision-making at its core; and
4. Clear vision of success that incorporates performance management and analytics into its strategic plan as well as management's compensation goals.