

## CUSTOMER SUCCESS STORY

### Petroleum Institute

The Petroleum Institute University and Research Center (PI) was established in Abu Dhabi, capital of the United Arab Emirates in 2001 with a goal of becoming a world-class institution in both engineering education and energy industry research. PI currently has over 1200 undergraduate and graduate students, 200 faculty, and has quickly become a leading teaching and research institution in the Middle East region.

### Problem Statement

FERTIL decided to embark upon adopting a Balanced Scorecard approach for monitoring and managing various performing units across the enterprise and partnered with Inseyab to achieve the objective. The Strategy & Corporate Development Division envisioned a requirement to build an automated Business Performance Management platform to facilitate its Balanced Scorecard (BSC) process. The Strategy & Corporate Development Division maintains Balance Scorecards for its Corporate, POD, IT and HR divisions.

### Solution

In order for FERTIL to realize this goal, Inseyab built an automated Business Performance Management platform to facilitate its Balanced Scorecard (BSC) process. FERTIL's Strategy & Corporate Development Division maintains BSCs for its Corporate, POD, IT and HR divisions. The solution provided FERTIL's executive management with consistent, complete and high quality balanced scorecards for in-depth analysis. Data for BSCs was collected from sources driving the current process.

Manual data entry via web-based forms was consolidated to build and automate the BSC workflow in conjunction with existing processes. The system incorporated the capability to view scorecards with different business aspects to enable better decision making. The system is also aimed at developing Corporate Dashboards, allowing management to monitor KPIs & trends entered into BSC, view historical analysis in addition to drill-down and Ad hoc capabilities