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|  | **Objective** | **Metrics** | **Initiatives** |
| **Financial Contribution** | * Increase revenue * Reduce operating costs * Increase return on investment | * Cash flow * Net income * ROA | * The cost of maintain IT infrastructures * Reduction of consultant |
| **Customer Orientation** | * Increase customer satisfaction * Maintain service quality | * Customer retention rate * Customer satisfaction rating * Service quality rating | * IS quality support * Satisfaction surveys |
| **Operational Excellence** | * Increase operational performance * Improve IT supporting infrastructure * Establish project planning | * Respond time compared with benchmark * System down time * Level of IT process | * Standardize operating process * IT control activities * Project management office |
| **Future/Innovation Orientation** | * Motivate and empower employee * Define employee role * Develop IS department | * Employee productivity * Employee turnover rate * Increase of IS projects | * Empowerment for IT employee * Skill and competency development |