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| **The Star Ambulance Case:** |  |
| IT Balance Score Card |  |
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| **CORPORATE PERSPECTIVE** |  |
| Strategic Objectives | Metrics and Targets |
| Financial Efficiency   * Increase profitability * Unify processes * Cost reduction | Metrics   * Monitor and review financial performance quarterly * Streamline IT Infrastructure * Eliminate unnecessary tasks |
|  | Targets |
|  | * 15% * IT investment budget * 20% |
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| **CUSTOMER PERSPECTIVE** |  |
| Strategic Objectives | Metrics and Targets |
| Services   * Improve service efficiency * Facilitate service delivery | Metrics   * Reduce time spent on customer problem resolution * Improve systems availability * After service program |
|  | Targets |
|  | * 20% * Study surveys * 1 month after recovery |
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| **OPERATIONS PERSPECTIVE** |  |
| Strategic Objectives | Metrics and Targets |
| Improvement of business processes   * Modernize communication means * One point reference for IT help desk * Improve training mechanism | Metrics   * Identify old equipment to retire * Find single/reliable technology platform * Number of IT staff trained on the customer business functions |
|  | Targets |
|  | * 75% * 3 personnel every 3 months |
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| **INNOVATION PERSPECTIVE** |  |
| Strategic Objectives | Metrics and Targets |
| Development   * R&D * Implement IT Architecture * Expand nationally | Metrics   * Social statistic studies * Strategic development programs |
|  | Targets |
|  | * Data documentation * 3 additional states |
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