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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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