

## Data-Driven Management

The primary objective of every Sippel Glidden client engagement is the improvement of business function, across the full spectrum of operational and administrative process. The concept of continuous improvement is paramount, and dictates that adequate, accurate performance data is available for executive analysis and decision making.

In addition to Continuous Process Improvement, the practice of ***Data-Driven Management*** directly ties to a number of other processes critical to business success. These include:

- Strategic Planning
- Cash-Flow Analysis
- Product/Service Quality and Development
- Customer Satisfaction and Relationship Marketing
- Employee Communication and Motivation
- Compensation Policy
- And many others

Enterprise Resource Planning (ERP) Systems are application suites specifically designed to support data-driven management across an organization, and are increasingly becoming THE key driver of business management today. ERP system value/effectiveness however varies widely, and may in some situations become a problem area in its own right. Sippel Glidden Assessments specifically focus on the several key drivers of our client's potential growth and profitability, and confirm whether/how those drivers are being monitored and improved. The recommendations which flow from our Assessment(s) may be especially useful in the specification of ERP system requirements and vendor selection or even replacement.

