



DECEMBER 2008

MANAGEMENT COCKPIT PROPOSAL  
**DO-IT-YOURSELF**  
*For your company*



Grégoire Talbot, CEO – Cockpit Group

## 1 Cockpit Group presentation

Cockpit Group is **expert** in the **selection** and **automation** of **ergonomic Key Performance Indicators (KPI's)** using the **Management Cockpit method**. Our mission is to provide Companies' Management with a modern and ergonomic Management Cockpit to support Executives making better and faster decisions based on visual, quantitative and qualitative KPI's related to both strategic and operating targets.

A typical project team involves the so called **Cockpit Experts** who are skilled at understanding our customer strategy and business model to then translate them into operational and ergonomic KPI's. Our IT professionals **Cockpit Engineers** assess our customer IT infrastructure and propose the most efficient technical solution to implement the Management Cockpit enabling automatic data collection and reporting.

In the past few years, Cockpit Group has become a European reference in the field of **Key Performance Indicators selection and automation**. This leading position was built thanks to our simple and pragmatic approach.

The **output** that we offer provides our **customers** with a set of structured KPI's allowing a simple but effective process for data collection, aggregation and flexible means to distribute them on standard supported formats.

Our **references** include more than 200 international companies and SME's. The resulting expertise acquired by our teams allows Cockpit Group to propose indicators adapted to most sectors and strategies. Our latest references are AGC Flat Glass Europe (ex-Glaverbel), l'Inspection Sociale, Accor Group, UCB, Crédit Agricole, Suez, Siemens, ING, Fondation Contre le Cancer, Sara Lee, Légo, BIA, Electrabel, Chiquita Europe,...

The Management Cockpit approach will provide you with a decision-making tool including the following characteristics:

- A **synthetic and ergonomic presentation of key performance indicators** aligned to your strategy and available in a personalized way to an extended number of users.
- A **quick access to information** thanks to an automated data collection from your existing databases.
- **Higher accountability and commitment from people** related to clear and measurable objectives based on visual performance indicators.

For further information about Cockpit Group, please do not hesitate to contact us or visit our website: [www.cockpit-group.com](http://www.cockpit-group.com)

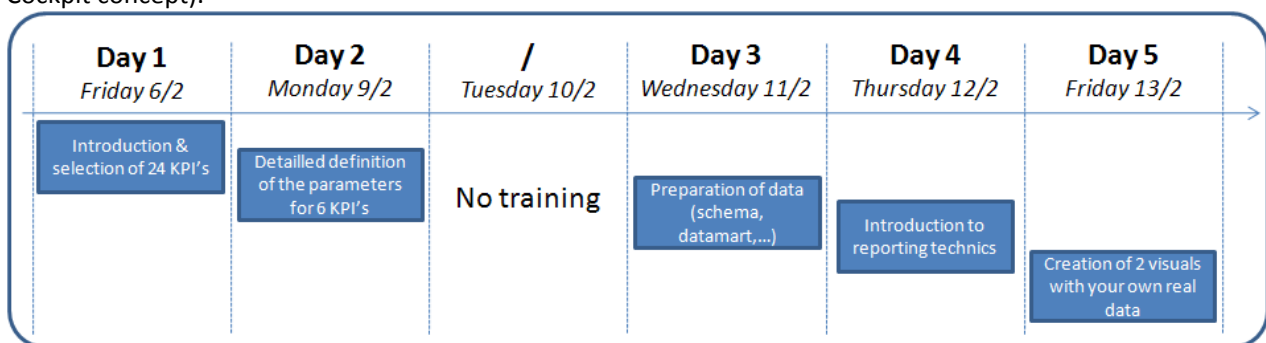
## 2 Description of the proposal

### ✓ OBJECTIVES

- Train your team to the **best practices** of definition and implementation of performance dashboards.
- Define together the **24 key performance indicators** to pilot your company.
- **Create a prototype (2 visuals) of your dashboard** which you can extend by yourself to other defined KPI's.

### ✓ APPROACH

The training takes place during 5 days during which participants will be coached by our business and IT experts. The 1<sup>st</sup> day will be animated by the professor P.M. Georges (MBA Professor and creator of the Management Cockpit concept).



The training can be provided in two different ways:

- **Option 1** : in a public session with other companies
  - Place : Seminar room to be defined (Brussels)
  - Date : from Friday 6/02 to Friday 13/02
  - Participants : Max 3 participants per company
  - Price : 5000 € (excluding VAT)
- **Option 2** : in a private session by personalizing the approach to your company
  - Place : In your company
  - Date : To be defined with you
  - Participants : Max 4 participants
  - Price : 8000 € (excluding VAT)

### ✓ DELIVERABLES

The deliverables at the end of the training will be the following:

- Structure of your dashboard ; selection and definition of your KPI's (24 indicators)
- Training on the preparation of the KPI ID cards, as well as 6 KPI ID cards realized in detail.
- Technical training on the tool for visual creation and on the creation of datamarts.
- 2 ergonomic visuals created with Excel or Xcelsius 2008 (based on an evaluation license)
- Support for the presentation of the results to your management committee

### ✓ REQUIREMENTS

- Good vision about the strategy of the company
- Make structured data available
- Team participating is including business and IT competences (good knowledge about MS Office tools as well as notions of database management (table schema and SQL)).

## Appendix 1: Order form

By the signature of this document, .....orders Cockpit Group s.a. the following "Cockpit Do-It-Yourself" training (*show your selection*):

- In a public session from 6 to 13 February 2009 : 5.000€ (excluding VAT)
- In a private session (date to be chosen by your company): 8000€ (excluding VAT)

Payable 15 days before training.

This order form can be faxed to the attention of Mr. Grégoire Talbot to +32.2.275.09.95.

### *Company general information*

<b>Company:</b>	.....
<b>Address:</b>	..... ..... .....
<b>VAT Number:</b>	.....
<b>Invoice information:</b>	..... .....

### *Contact Person details*

<b>Name:</b>	.....
<b>Phone Number:</b>	.....
<b>E-Mail:</b>	.....
<b>FAX Number:</b>	.....

### *Signatures*

<b>Company:</b>	
<b>Name :</b>	
<b>Date :</b>	
<b>Signature :</b>	
<b>Company:</b>	Cockpit Group
<b>Name:</b>	Grégoire Talbot
<b>Date :</b>	
<b>Signature:</b>	