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PHELCO BRIEF:

DIGITAL DASHBOARD MANAGEMENT

DEFINED: Digital Dashboard Management, is the process of collecting vital facts and information – all sharing a common denominator – and posting it within a portal for viewing.

Dashboard portals are often created so that information on team-driven projects and initiatives can be centralized for congruency. Businesses, for example, have been strategically using Dashboard *philosophies* to manage the vitals of the executive team: Human Resources, Information Technology, and Finance. Some may draw similarities of dashboard management to an INTRANET (an internal website for company staff use). The one difference between an intranet and a digital dashboard, is an intranet is typically designed to share general information about the company / staff, whereas a dashboard will provide METRICS on how well a company is performing.

A corporate dashboard could be designed to give managers and decision makers statistics on various activities at any given point in time. Sales, marketing, financial, and operational statistics are all metrics that are critical to a corporate environment. Independently they affect decisions made in their respective departments, but comprehensively, they provide an organization with the ability to make informed decisions.

Continuous improvement is always at the root of any business evolution, and digital dashboard development has certainly put new life into the process for doing it. Beyond defining the data that is critical to a company, dashboards are a tactical way to share the information. Phelco's P.I.M. process (Planning, Implementing, Managing) has been used for more than a decade to help clients achieve results and experience a significant return on investment.

Digital Dashboards are the evolution of journaling and note-taking. Digital Dashboards have a much longer life expectancy than tangible assets, because (when done properly), digital documentation is protected, secure, and backed up.