



# PrimaPlus

Excellence With Ease



Strategy Collaboration Platform

Transforming the big ideas, and plans for success, for your organization, delivering extraordinary results



# Business Plan Deployment

Discover how PrimaPlus helps you build and deploy Business strategy in a unique way in your organization



## BUSINESS PLAN

Design, build and implement a compelling strategy for your Enterprise, Organization, Business units, Department,.



## STRATEGIC OBJECTIVE

Set Priorities, Strategic direction for teams.  
Have quick access to status information to manage your strategy, results, and outcomes proactively.



## INITIATIVE / ACTION PLAN

Be able to stay on top of all action plans underway across your organization. Track at individual level  
Engaging Top to bottom, Hoshin Kanri approach.



## KPI TRACKER

Create a set of KPI's to help measure and manage your strategy & track function level, individual level to manage their parts of the strategy.



# + Features



**Balance Score Card**



**Easy to configure for any Industry**



**Real-time Tracking (Desktop & Mobile)**



**Engagement at all levels in Hierarchy**



**Multi location/ Multi plant tracking**

## REAL-TIME TRACKING

- Dashboard on RADAR
- Status at a glance
- Governance Structure
- Escalations and Reminders
- Function level tracking

## BUSINESS PLAN

- Strategic Objectives to Initiative/ Action Plan Link
- KPI/ projects/ Task Dashboard
- KPI Comparison (e.g. compare profit v/s expenses)
- SWOT Analysis to make Business Plan

## HOSIN KANRI

- Top to Bottom Accountability
- Individual KRA setting
- Upward integration

## Others

- Multi location
- Multiple units/ offices
- Easy to configure for any Industry
- Business Analytics with comparison

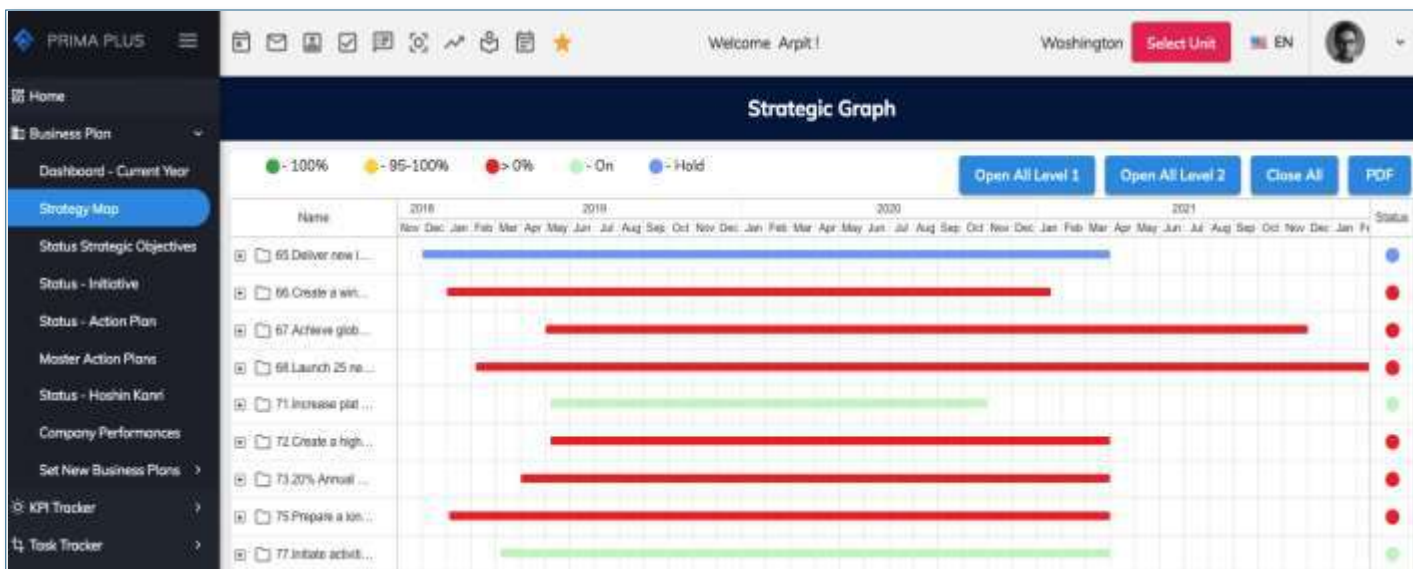


# Dashboard



Quick and easy access to vital information helps people monitoring the status and delivering results.

Making real-time results, data available to need to know basis all employees in hierarchy on finger tips any time any where on desktop/ mobile. The real time data makes monitoring easy, helps engaging organization achieving results.



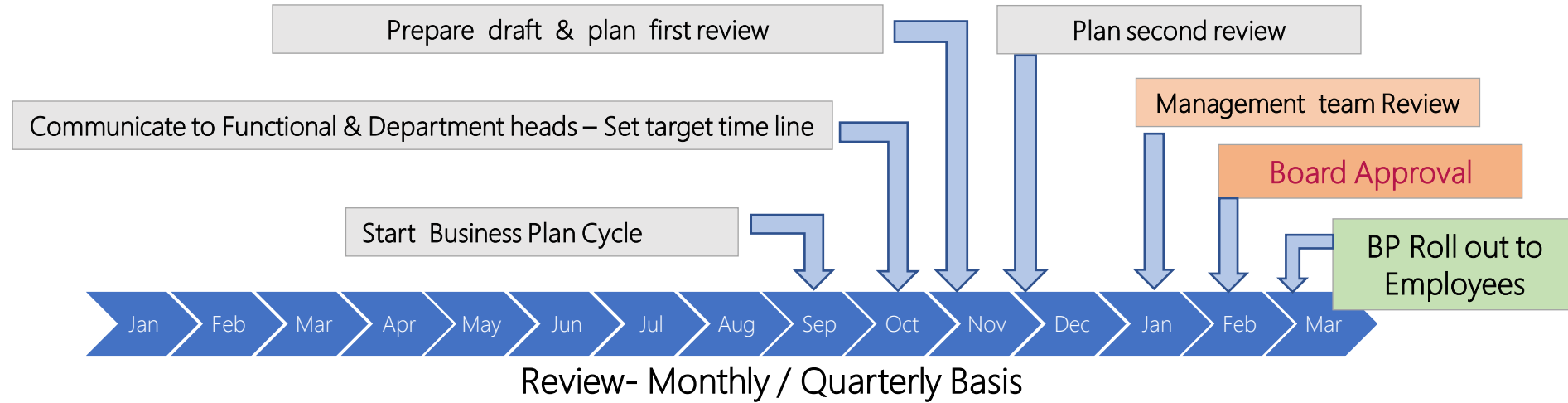
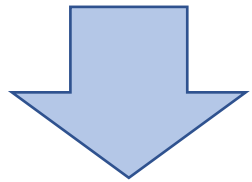
# Strategy Map

Strategy Map integrates Strategic Objectives, initiatives and action plans. Effective tool for management to make crucial decision. All information and analytics puts together in one place. Status at a glance.

# + Business Plan Cycle- April-March Cycle

## INPUT

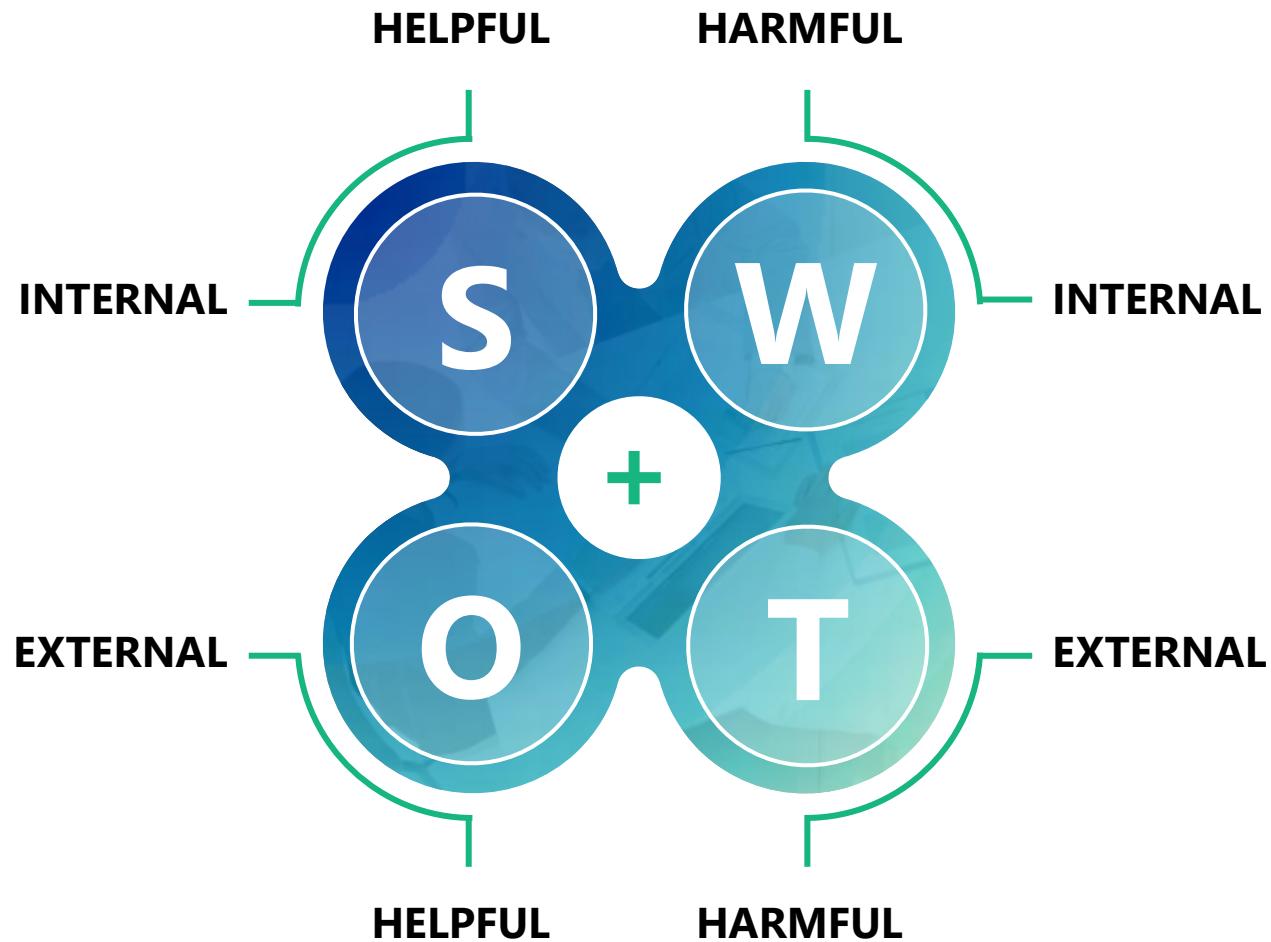
- Vision-Mission Goals
- Past Year Reflection
- Company Performance
- Priorities
- SWOT Analysis



**Strategic Objectives :-** Setting expectation and direction for team in line with Vision and Mission – long term and short term Goals

## Business-Plan Challenges

S. No	Business	Department	Responsibility	Past 3 years Actuals			Business Plan for next 3 years		
				16-17	17-18	18-19	19-20	20-21	21-22
1	Sales Number	S & M	XYZ	7000	8300	9000	11000	13000	16500
2	Cost Saving Target	Finance	ABC	12%	13%	13%	13.5%	14%	14%



# SWOT

## ANALYSIS



Add Strength		Search	
Sr.No.	Strength	Keywords	Action
1	Location in Central India - Approachable	Location Indore	
2	We are doing business in the sunrise domain area now	Presence in Domain	
3	We have strong technical team and skill sets to execute	Team and skill available	

Add Weaknesses		Search	
Sr.No.	Weaknesses	Keywords	Action
1	Comparatively new organization	New Organization	
2	test11	test111	
3	test update	test keywords update	

Add Opportunities		Search	
Sr.No.	Opportunities	Keywords	Action
1	Investments in Infrastructure	Investment in Infrastructure	
2	GST Implementation	GST	
3	Govt Business reforms with declaring incentive	Govt incentive	

Add Threats		Search	
Sr.No.	Threats	Keywords	Action
1	Talent retention	Attrition	
2	Many companies providing similar service	Too many service providers	
3	New Environmental and Safety regulation compliance have serious consequences	Regulatory compliance	
4	test	test	



# Set New Strategic Objectives

Create Strategic Objective factoring SWOT, Business Priorities

Strategic Objective

Filter Add Strategic Objective Search

100% 95-100% 0-95% On track Hold

<b>Strength</b> 1 Location Indore 2 Presence in Domain 3 Team and skill available	<b>Vision</b> Digiprima's vision is to create smart and sustainable IT solutions for wellbeing of society and growth of industries	<b>Mission</b> Achieving 25% CAGR by providing smart solutions to Fintech, Healthcare and Manufacturing Industries	<b>Emerging Trend</b> 1 Young generation 2 Social Media
<b>Weaknesses</b> 1 New Organisation 2 test111 3 test keywords update	<b>Add Strategic Objective</b> Description: <input type="text"/> Target (Current Year): <input type="text"/> Unit of Measurement: <input type="text"/> Start: <input type="text"/> End: <input type="text"/> Department: <input type="text"/> Frequency: <input type="text"/> <input type="button" value="Submit"/> <input type="button" value="Cancel"/>		<b>Priority</b> 1 IoT 4.0 2 Connected device
<b>Opportunities</b> 1 Investment in Infrastructure 2 GST 3 Govt Incentive			test test
<b>Threats</b> 1 Automation 2 Too many service providers 3 Regulatory compliance 4 test			Test2 Test3

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## LEVEL 1

Board  
MD / CEO

MANAGEMENT TEAM

STRATEGIC OBJECTIVES

BUSINESS GOALS

Goals and directions set  
by Top Management

## LEVEL 2

Business Vertical /  
Department wise

VP | SVP | HEADS

STRATEGIC INITIATIVES

STRATEGIC PROJECTS

Strategic objective drilled  
down to Multiple initiatives  
assigned to function heads.

## LEVEL 3

Area / Department  
wise

DEPARTMENT / AREA HEAD

ACTION ITEM

ACTION PLANS

Initiatives are converted into  
action plans and action  
items and assigned to  
individuals

## LEVEL 4

Section wise/ Area  
wise

MANAGER /  
SECTION HEAD

KEY PERFORMANCE  
INDICATORS

INDIVIDUAL PERFORMANCE

KPIs will be a measurable element  
linked to multiple Objectives /  
Initiatives / Action items

## LEVEL 5

Individual level

KRA - INDIVIDUAL  
RESPONSIBILITY

HOSHIN KANRI

ACCOUNTABILITY AND  
RESPONSIBILITY MATRIX

Set accountability/ Closure of actions  
and KPIs at individual levels/ Drive  
progress and action at every level

PLAN

Do

CHECK

ACTION



# Strategic Objectives – L1

Define long-term organizational goals to convert a mission statement into specific plans and projects.

The screenshot displays the PRIMA PLUS Strategic Objectives dashboard. The interface includes a sidebar with navigation options: Home, Business Plan, Dashboard - Current Year, Strategy Map, Status Strategic Objectives (selected), Status - Initiative, Status - Action Plan, Master Action Plans, Status - Hashin Kart, Company Performance, Set New Business Plans, Reflection Past Years, Priorities, SWOT, Emerging Trend, Get Started, KPI Tracker, Task Tracker, and Administration.

The main content area is titled "Strategic Objective" and features a summary table and a detailed list of objectives.

**Summary Table:**

Name	Total	Red	Green	Yellow	Blue	Grey
Strategic Objectives	11	0	0	0	1	0
Initiatives	24	0	0	0	0	0
Action Plans	20	0	0	0	0	0

**Legend:** 100% (Green), 95-100% (Yellow), > 0% (Red), On track (Green), Hold (Blue).

**Objectives Table:**

ID No.	Description	Target	UoM	Start	Finish	Department	Frequency	Percentage	Status	Comment	Action
T7	Initiate activities to make Company a Great Place to work	Next 2 years	Time	06-03-2018	31-03-2021	Human Resource	Quarterly	0%	On track		
65	Deliver new launches, tools and services considering Quality as top priority in entire value chain	Next 3 years	Time	01-12-2018	31-03-2021	Quality	Monthly	0%	Hold		
66	Create a winning NE global culture focused on high performance and high engagement	SOP new launches on site	Time	01-01-2018	18-01-2021	Manufacturing	Quarterly	0%	Red		
67	Achieve global leadership in initial, long term and perceptive quality, product and processes utilizing QMS and empowered teams	No 1 in Quality Survey	%	01-05-2018	01-12-2021	Quality	Quarterly	0%	Red		
68	Launch 25 new product with New technology	SOP on time	Dot	05-02-2018	31-03-2022	Research & Development	Quarterly	0%	Red		
T1	Increase plant capacity to achieve 200000 units per annum	Dec 2019	Time	07-05-2018	31-03-2020	Manufacturing	Quarterly	0%	On track		
T2	Create a high performing organization	Lean organization	Time	07-05-2018	31-03-2021	Human Resource	Monthly	0%	Red		
T3	20% Annual Growth in Top line with CAGR 15 % plus	20%	Time	01-04-2018	31-03-2021	Finance	Monthly	0%	Red		
T5	Prepare a long term plan for penetrating the rural and urban market with new product portfolio	Business plan and execution	Time	03-01-2018	31-03-2021	Business Planning	Quarterly	0%	Red		
91	Achieve 15% Market share in mobile application technology	10%	%	06-03-2018	31-03-2020	Sales & Marketing	Monthly	0%	On track		
93	Ensure Safe and Healthy work place with complete regulatory compliances	100	%	06-07-2018	31-03-2020	Manufacturing	Monthly	0%	On track		

Items per page: 15 | 1 - 11 of 11



# Initiative – L2

Translate your vision into practice, monitoring day-to-day operational activities, that are designed to help the organization achieve its target

The screenshot displays the PRIMA PLUS Initiative L2 dashboard. The interface includes a sidebar with navigation options: Home, Business Plan, Dashboard - Current Year, Strategy Map, Status Strategic Objectives, Status - Initiative (selected), Status - Action Plan, Master Action Plans, Status - Hoshin Kanri, Company Performances, Set New Business Plans, KPI Tracker, Task Tracker, and Administration. The main content area is titled 'Initiative' and features a filter, 'Add Initiative' button, and a search bar. A legend indicates status colors: Green for 100%, Yellow for 95-100%, Red for > 0%, Green for On track, and Blue for Hold. A summary table shows counts for Strategic Objectives, Initiatives, and Action Plans across various status categories. Below this is a detailed table of initiatives with columns for S.O.No., Initiative, Strategic Objectives, Start, Finish, Department, Section, Percentage, Status, Comment, and Action.

Name	Total	Red	Green	Yellow	Blue	Gray
Strategic Objectives	11	3	0	0	1	4
Initiatives	24	3	0	0	2	15
Action Plan	20	3	0	0	0	15

S.O.No.	Initiative	Strategic Objectives	Start	Finish	Department	Section	Percentage	Status	Comment	Action
65.4	Establish a new Metrology lab	Deliver new launches, tools and services considering Quality as top priority in entire value chain	02-01-2019	04-01-2021	Quality	Metrology	0%	Blue		...
65.5	Prepare ISO manual including new product launch Quality systems and procedures	Deliver new launches, tools and services considering Quality as top priority in entire value chain	05-06-2019	30-09-2019	Quality	Line Quality	0%	Blue		...
56.1	Focus on developing next generation of ME leaders across all regions. Develop and grow bench strengths.	Create a winning ME global culture focused on high performance and high engagement.	03-01-2019	30-12-2020	Manufacturing	Manufacturing Engineering	50%	Red		...
67.1	Develop Mediz add and Promotion plan and release	Achieve 15% Market share in mobile application technology	08-08-2019	31-10-2019	Sales & Marketing	Branding	75%	Red		...
67.5	Build Product Quality standards and Process controls and audit process as per global norms	Achieve global leadership in initial, long term and perceptual quality, product and processes utilizing QMS and empowered teams	01-07-2019	01-09-2019	Quality	Line Quality	0%	Green		...
67.5	Build Product Quality standards for domestic and international market	Achieve global leadership in initial, long term and perceptual quality, product and processes utilizing QMS and empowered teams	05-06-2019	30-11-2019	Quality	Testing	0%	Green		...
68.1	Created Detailed Product development road map and launch plan for all 25 products	Launch 25 new product with New technology	06-05-2019	01-01-2021	Research & Development	Design	0%	Red		...
68.2	Develop market for low end and high end and premium segment and distinguish USP and value proposition for all products	Launch 25 new product with New technology	22-06-2019	30-09-2019	Research & Development	Design	0%	Green		...
71.1	Initiate project report and finalize the plant location	Increase plant capacity to achieve 200000 units per annum	05-06-2019	31-08-2019	Manufacturing	production Engineering	0%	Green		...
71.2	Release all LLT on time	Increase plant capacity to achieve 200000 units per annum	01-07-2019	31-12-2019	Manufacturing	production Engineering	0%	Green		...
71.3	The new Plant and infrastructure to comply Industry 4.0 status	Increase plant capacity to achieve 200000 units per annum	16-06-2019	30-03-2020	Manufacturing	Maintenance	0%	Green		...
71.4	Install the best available production tooling for the new line set up	Increase plant capacity to achieve 200000 units per annum	01-07-2019	31-12-2019	Manufacturing	production Engineering	0%	Green		...
72.1	Prepare People Appraisal Process	Create a high performing organization	07-05-2019	31-08-2019	Human Resource	Performance Management	50%	Red		...
72.2	Map Leadership competency, Functional competency and Technical competency of all employees and make a part of joining process	Create a high performing organization	22-06-2019	31-10-2019	Human Resource	Performance Management	0%	Green		...



# Action Plan – L3

Roadmap that will show you how you'll reach your objective

PRIMA PLUS

Home

Business Plan

Dashboard - Current Year

Strategy Map

Status Strategic Objectives

Status - Initiative

Status - Action Plan

Master Action Plans

Status - Hashin Konri

Company Performances

Set New Business Plans

KPI Tracker

Task Tracker

Administration

Welcome Arpit!

Washington

Select Location

EN

Action Plan

Filter Add - New Action Plan Search

100% 95-100% > 0% On track Hold

Excel Print

S. No.	Initiative	Action Plan	Related KPI	Owner Or Resp.	Target Value	Start	Finish	Department	Completion	Status	Comment	Action
65.4.7	Establish a new Metrology lab	Identify Equipment, order and set up the laboratory		satam	Establish Metrology lab	01-07-2019	30-11-2019	Quality	0%	Hold		—
65.5.2	Prepare ISO manual including new product launch Quality systems and procedures	Hire a Certification agency and set the time plan		Test	Hire a consultant	01-07-2019	31-08-2019	Quality	0%	Hold		—
67.1.2	Develop Media add and Promotion plan and release	Train the organization in F2B, Process Capability and Red X		satam	3333	19-03-2019	29-01-2020	Sales & Marketing	0%	> 0%		—
67.5.1	Build Product Quality standards for domestic and international market	Develop training plan and skill competency matrix for all employees to meet Quality standard and build culture as well		satam	Employees skill matrix	03-07-2019	21-11-2019	Quality	0%	On track		—
68.1.1	Created Detailed Product development road map and launch plan for all 25 products	Test My Action Plan		rajesh, test	2222	04-08-2019	31-12-2020	Research & Development	0%	> 0%		—
68.2.1	Develop market for low end and high end and premium segment and distinguish USP and value proposition for all products		New Product Introduction	satam, pradeep	88	28-06-2019	18-07-2019	Research & Development	0%	95-100%		—
68.1.2	Develop market for low end and high end and premium segment and distinguish USP and value proposition for all products		New Product Introduction	satam, pradeep	88	28-06-2019	22-06-2019	Research & Development	0%	> 0%		—
72.1.1	Prepare People Appraisal Process	Higher a consultant for Performance Management System	Testing KPI	Arpit	Complete Process	07-05-2019	31-07-2019	Human Resource	0%	100%		—



# Master Action Plan Tracking

Define long-term organizational goals to convert a mission statement into specific plans and projects.

The screenshot displays the PRIMA PLUS Master Action Plan Tracking interface. The left sidebar contains a navigation menu with options: Home, Business Plan, Dashboard - Current Year, Strategy Map, Status Strategic Objectives, Status - Initiative, Status - Action Plan, Master Action Plans (highlighted), Status - Hoshin Kanri, Company Performances, Set New Business Plans, KPI Tracker, Task Tracker, and Administration. The main content area is titled 'Initiative Data' and features a filter bar with 'Department', 'Target Date', 'Status', and a 'Reset' button. Below the filter bar, there are several data rows. The first row shows 'S.O.No. Strategic Objectives' with columns for Department, Target, UoM, Status, %, and Target Date. The second row shows '91 Achieve 15% Market share in mobile application technology' with Department 'Sales & Marketing', Target '10%', UoM '%', Status '0%', and Target Date '31-03-2020'. The third row shows '65 Deliver new launches, tools and services considering Quality as top priority in entire value chain' with Department 'Quality', Target 'Next 3 years', UoM 'Time', Status '0%', and Target Date '31-03-2021'. The fourth row shows '65.4 Initiative: Establish a new Metrology lab' with a 'Finish: 04-01-2021' date. The fifth row shows '65.4.7' with a 'Finish: 30-11-2019' date. The sixth row shows '65.5 Initiative: Prepare ISO manual including new product launch Quality systems and procedures' with a 'Finish: 30-09-2019' date. The seventh row shows '65.5.2' with a 'Finish: 31-08-2019' date. The eighth row shows '67 Achieve global leadership in initial, long term and perceptual quality, product and processes utilizing QMS and empowered teams' with Department 'Quality', Target 'No 1 in Quality Survey', UoM '%', Status '0%', and Target Date '01-12-2021'. The ninth row shows '68 Launch 25 new product with New technology' with Department 'Research & Development', Target 'SOP on time', UoM 'Date', Status '0%', and Target Date '31-03-2022'. The tenth row shows '73 20% Annual Growth in Top line with CAGR 15 % plus' with Department 'Finance', Target '20%', UoM 'Time', Status '0%', and Target Date '31-03-2022'. Each row has a 'Status' column with a green dot, a 'Comment' column with a green dot, and a 'Target Date' column with a dropdown arrow. The interface also includes a 'Select Unit' button and a user profile icon in the top right corner.

S.O.No.	Strategic Objectives	Department	Target	UoM	Status	%	Target Date
91	Achieve 15% Market share in mobile application technology	Sales & Marketing	10%	%	0%	0%	31-03-2020
65	Deliver new launches, tools and services considering Quality as top priority in entire value chain	Quality	Next 3 years	Time	0%	0%	31-03-2021
65.4	Initiative: Establish a new Metrology lab						Finish: 04-01-2021
65.4.7							Finish: 30-11-2019
65.5	Initiative: Prepare ISO manual including new product launch Quality systems and procedures						Finish: 30-09-2019
65.5.2							Finish: 31-08-2019
67	Achieve global leadership in initial, long term and perceptual quality, product and processes utilizing QMS and empowered teams	Quality	No 1 in Quality Survey	%	0%	0%	01-12-2021
68	Launch 25 new product with New technology	Research & Development	SOP on time	Date	0%	0%	31-03-2022
73	20% Annual Growth in Top line with CAGR 15 % plus	Finance	20%	Time	0%	0%	31-03-2022





# KPI Tracker – L4

Measurable value that demonstrates how effectively a company is achieving key business objectives.





# KPI Tracker – L4

Measurable value that demonstrates how effectively a company is achieving key business objectives.



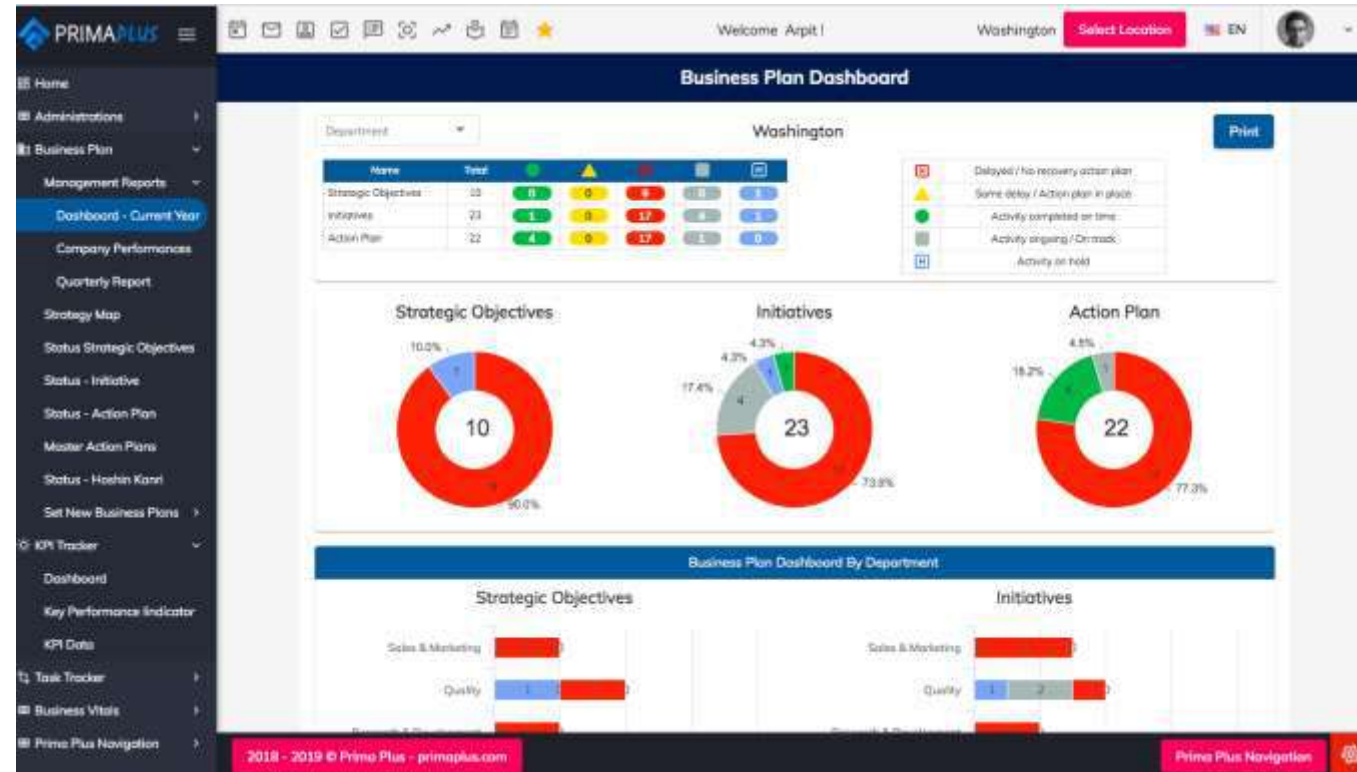
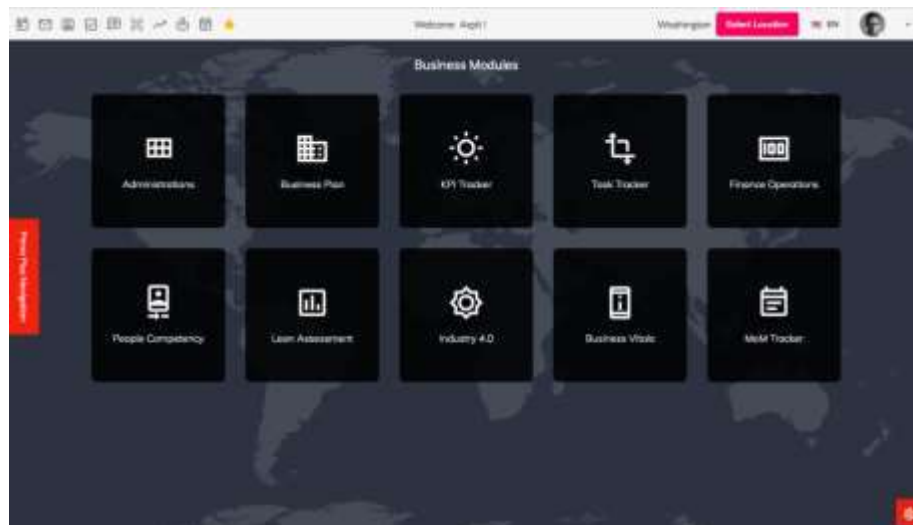
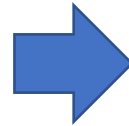


# View Super Admin

Create data, profile, access control for employees, master data up-dation.

Support senior Management

Can see complete data base,  
write and edit based on Senior  
Management direction

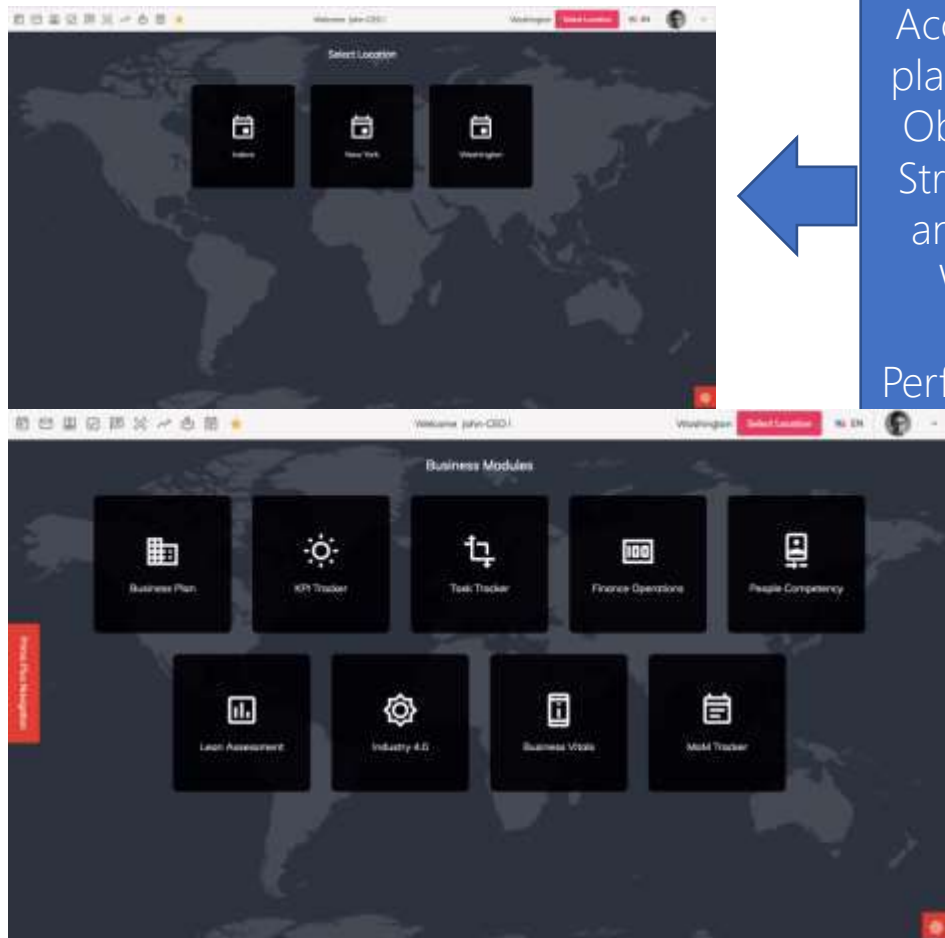




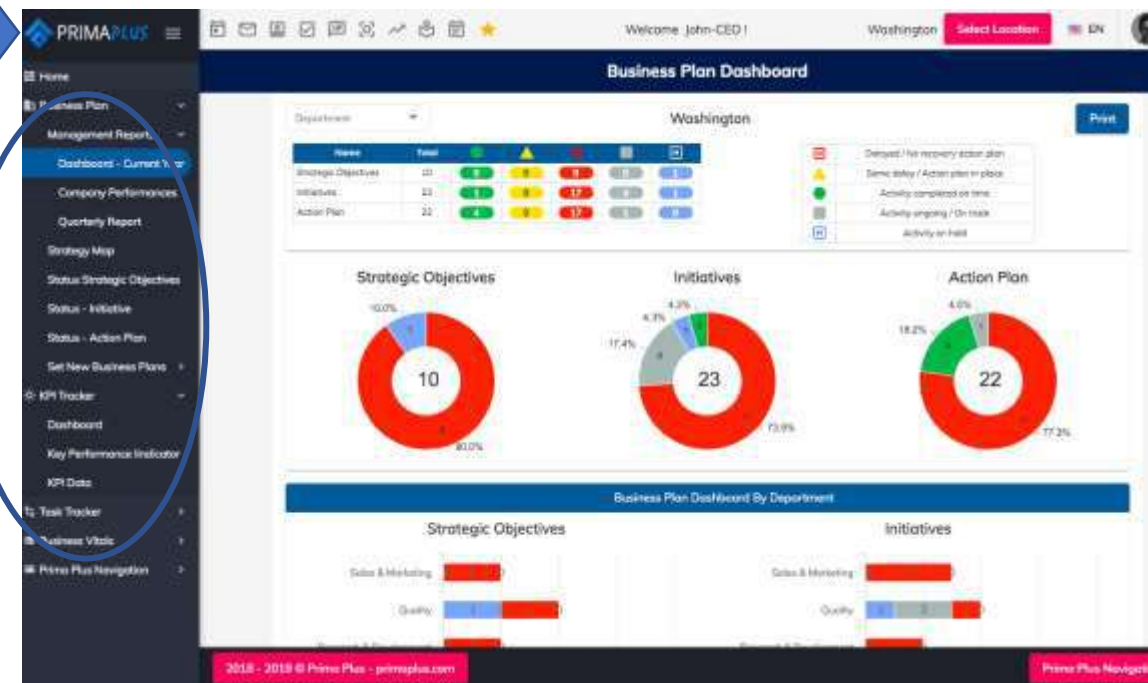
# View L1 – CEO/ MD

Sets- up Direction and Goal for teams through Strategic Objectives. Reviews Strategic Initiatives and Action plans.

Prepare Company Performance Report. Access Quarterly reports



Access all/ Multiple plants. Set Strategic Objectives. Access Strategic Objective and Action plans. Write and Edit Management Performance reports





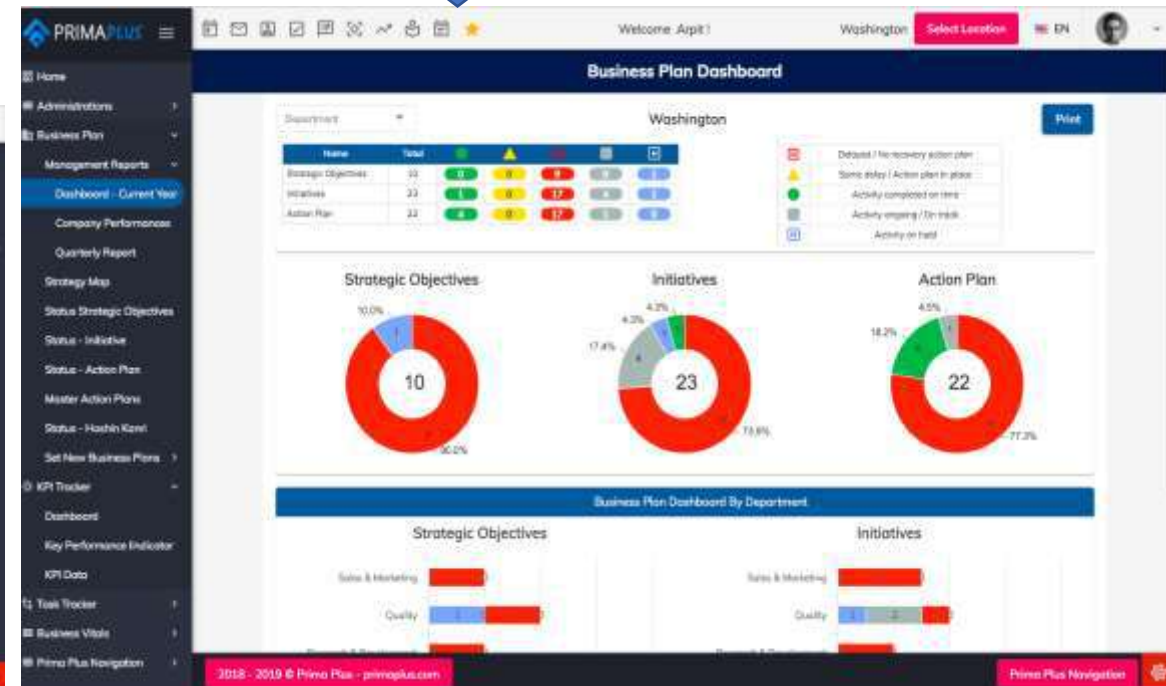
# View L2 – Function or Department Head - VP

Part of Management team, Set Strategic Initiatives and Action Plan for the department. Responsible for progress on action and KPI's.

Can create and Edit... Access to one plant

Prepare Strategic Objective, Action plan. Review KPIs for function. Can see complete data base, write and edit for own function.

One plant access



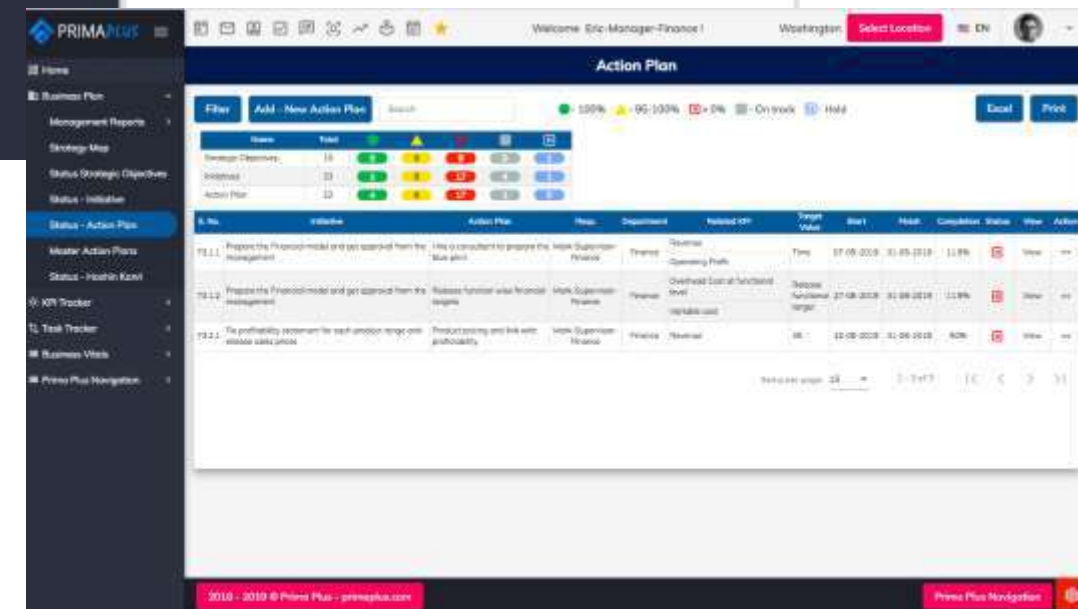
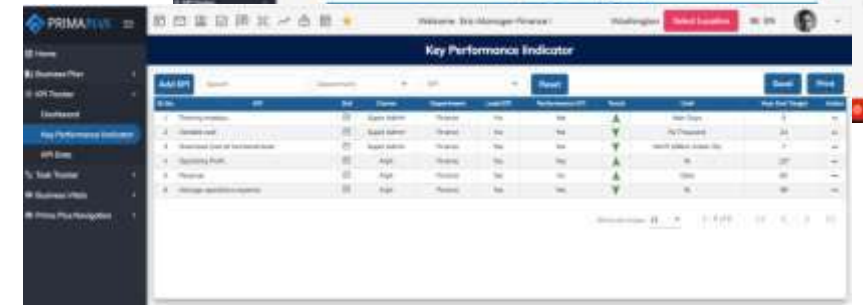


# View L3 – Area Managers/ General Managers

Create action plans for Strategic Initiatives of own functions, Updates KPI's, Gap analysiss and recovery plan. Fix responsibility, Accountability through Hoshin-Kanri.



Can see only own function specific Objective and Action plan. Can Edit as well



Can see own functions KPI and status.





# View L4 –Supervisor

Access data of own unit, function and area. Can enter KPI's actual status

The first screenshot shows the 'Strategic Objective' view with a table of objectives and their status. The second screenshot shows the 'Action Plan' view with a table of action plans and their status. The third screenshot shows the 'Initiative Data' view with a table of initiatives and their status. Blue circles highlight specific data points in each screenshot.

Can access own location, department specific Objectives, Initiatives, Action plan and KPI's



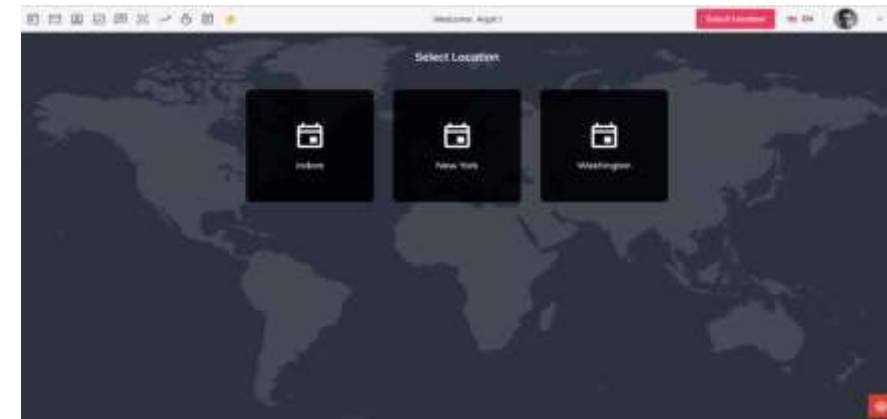
The screenshot shows the 'Key Performance Indicator Data' view with a table of KPIs and their status. A blue circle highlights the 'KPI Data' table.

# + Operating Instructions

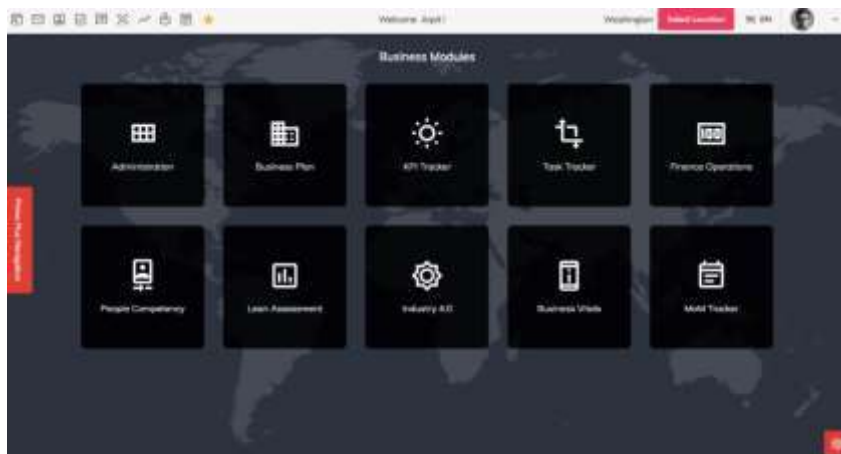
## 1. Login



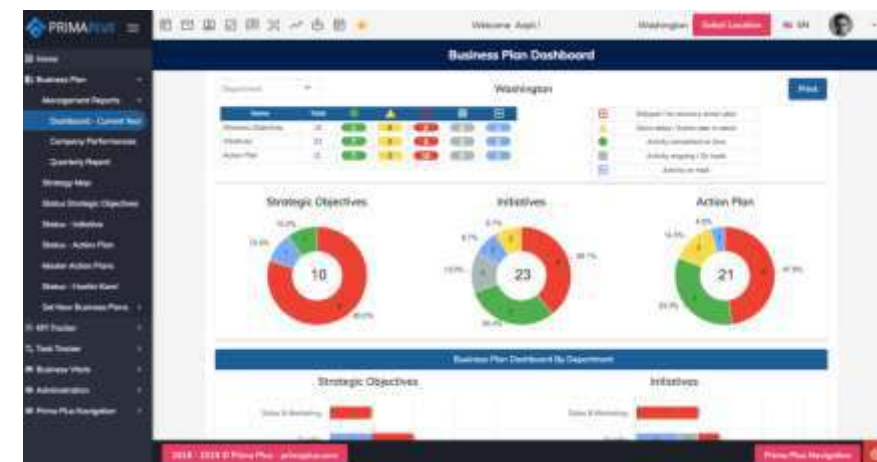
## 2. Select Unit



## 3. Select Business Plan



## 4. Review Business Plan Module





# PrimaPlus Modules



Administration



Business Plan



KPI Tracker



Task Tracker



Finance Operations



People Competency



Lean Assessment



Industry 4.0



Business Vitals



MoM Tracker



# Thanks

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info@digiprima.com

+91 975 557 0042 | +1 (347) 973 9732

