

## NEWS RELEASE

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### **BALANCED SCORECARD COLLABORATIVE ANNOUNCES CERTIFICATION PROGRAM**

#### *Customers And Vendors Able To Identify Balanced Scorecard Applications That Support Balanced Scorecard Functional Standards*

**Lincoln, MA—October 11, 1999**—Balanced Scorecard Collaborative, Inc. ([www.bscol.com](http://www.bscol.com)), today announced the Balanced Scorecard Collaborative Certified™ Program. Under the terms of the program, software applications that are submitted for review and meet the Balanced Scorecard Functional Standards as announced last month will be designated Balanced Scorecard Collaborative Certified. The certification is designed to eliminate confusion in the marketplace through educating suppliers and buyers as to the important elements of a Balanced Scorecard management system.

Dr. David P. Norton, president of Balanced Scorecard Collaborative said, “We have developed the Balanced Scorecard Collaborative Certified Program based on Balanced Scorecard Functional Standards to ensure that the Balanced Scorecard name maintains meaning, and that any investment made in associated software retains its value.”

Certification will allow software vendors to promote their products as certified by the creators of the Balanced Scorecard and will give them the right to include the Balanced Scorecard Collaborative Certified logo on the product and associated material. Further, the Balanced Scorecard Collaborative web site will highlight certified applications with links to vendor web sites.

Users of certified Balanced Scorecard applications are assured that those applications are compliant with Balanced Scorecard Functional Standards, and can thus be used as the foundation of a strategic management system based on the Balanced Scorecard.

The certification process will consist of a product demonstration by the vendor, a documentation review, customer interviews and a Balanced Scorecard Collaborative lab test. Vendors of applications certified as a result of this process will have the right to use the Balanced Scorecard Collaborative Certified logomark.

Balanced Scorecard Functional Standards were announced on September 30, 1999 by the Balanced Scorecard Collaborative, Inc., the organization that facilitates the worldwide awareness, use, enhancement and integrity of the Balanced Scorecard as a value-added

management process. The standards form the basis for certifying software from suppliers seeking to comply with the methodology of Dr. Robert S. Kaplan and Dr. David P. Norton, creators of the Balanced Scorecard concept. The full set of standards can be viewed at [www.bscoll.com](http://www.bscoll.com)

**About Balanced Scorecard Collaborative, Inc.**

Balanced Scorecard Collaborative, Inc. is an education, training, advisory, research, and development organization that facilitates the worldwide awareness, use, enhancement, and integrity of the Balanced Scorecard as a value-added management process. Founded and managed by the creators of the Balanced Scorecard concept, Drs. Robert Kaplan and David Norton, the Collaborative provides to organizations and individuals a global center of excellence and expertise on all things related to Balanced Scorecards. These include management advisory services, conferences, publications, training, software product development, and user implementation support. The Collaborative's web site can be found at [www.bscoll.com](http://www.bscoll.com), or call 781.259.3737.

**About the Balanced Scorecard**

The Balanced Scorecard is an organizational framework for implementing and managing strategy at all levels of an enterprise by linking objectives, initiatives, and measures to an organization's strategy. The scorecard provides an enterprise view of an organization's overall performance by integrating financial measures with other key performance indicators around customer perspectives, internal business processes, and organizational growth, learning, and innovation. Since the concept was introduced in 1992, Balanced Scorecards have been implemented at corporate, strategic business unit, shared service functions, and even individual levels at hundreds of organizations—in both the private and public sectors—worldwide.

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