

CASE STUDY

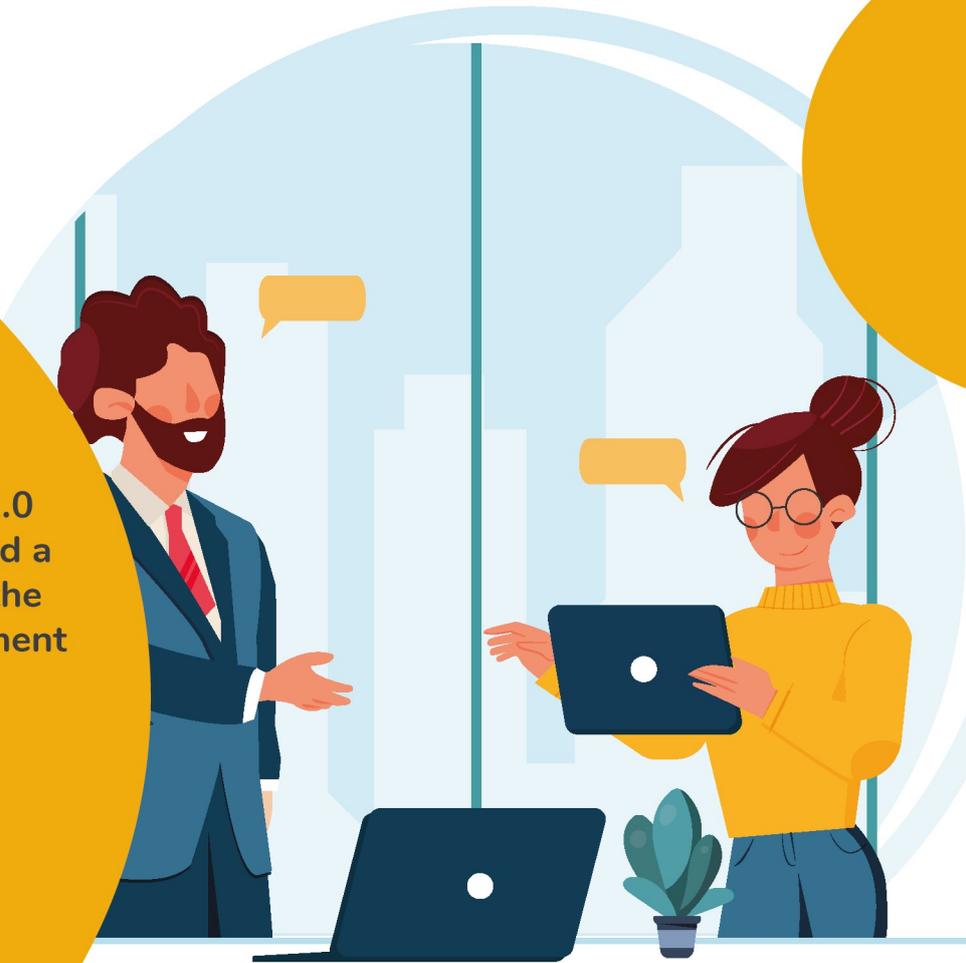
How we established the OKR 2.0 method at Vroozi and developed a 100% alignment of OKRs and the KPIs of the Controlling department

At SaaS-spend management platform

Company Name
Vroozi

Type of company
SaaS-spend management platform

Location
Walnut Creek, United States



ABSTRACT

Most modern companies have already accepted that a well-informed decision-making process relies on high levels of data quality, as well as the quantity of available data. This is particularly true for internet companies such as Subscription-as-a-Service (SaaS) companies, as many of their processes are digitalized by default and thus produce a large inflow of data.

However, generating insights from data is not necessarily what differentiates a successful company from an unsuccessful. A key differentiator is the definition of actionable measures and the subsequent tracking of the progress of such measures. For many companies, the implementation of new measures and strategies is supported by an Objective & Key Results (OKR) process.

With the help of OKRs, strategies are not only defined, but also broken down into actionable goals, clearly communicated, and optimally tracked over the course of the year.

3h

EFFORT

Time invested by Vroozi to set up ValueWorks Executive Management Suite

100%

ALIGNMENT OF OKRS & KPIS

All OKRs can be linked now to the KPI-set of the Controlling department granting number accuracy

2 days

SAVINGS

Data-Science & BI-resources are freeing up 2 working days a month now for value-add activities

CASE

Spend-management platform Vroozi offers a cloud-based procurement and catalog management solution for handling enterprise purchasing needs. Clients in the government, GPO, healthcare, media and entertainment, oil and gas, retail, and technology industries can enable spend management, compliance, and process efficiency in their businesses. Vroozi was founded by Shaz Khan and Rich Chala in August 2011 and is based in California.

Vroozi approached ValueWorks, as they wanted to establish a fully integrated OKR-solution in one executive management platform for their agile management.

The Vroozi executive management wanted to overcome a situation, where they deployed many standalone software tools and solutions resulting especially in a disconnect and high alignment effort between Controlling and OKR. As many other companies they have very limited data-science resources and wanted to rather allocate them on value-adding activities than a basic spreadsheet-based execution support for their OKR-Management.

In the status quo analysis of Vroozi's OKR-Management approach the following challenges became evident:

- No integration between Management reporting and the OKRs led to a mismatch of numbers in the OKR system and financial numbers
- The limited integration of planning and implementation in standalone systems didn't allow for a direct comparison of planning numbers and actual reporting numbers
- No guidance of the different stages of the OKR-Management set-up process was available to be followed as a guard-rail

ValueWorks suggested the adaptation of the OKR 2.0 approach powered by ValueWorks. The ValueWorks' Executive Management Suite facilitates a next generation agile management approach by leveraging Vroozi's existing integrations to their operational systems and linking them to the ValueWorks standard KPI library and the ValueWorks OKR module. To measure "key results" now also KPIs from the ValueWorks Reporting module can be selected. As effect, actuals are reported automatically and on an ongoing basis – without the need to verify the numbers. In addition, Vroozi still has the option to define custom "Key Results" with the possibility to convert them into KPIs later.

OKR 2.0 - powered by ValueWorks

The ValueWorks OKR 2.0 methodology overcomes the significant shortcomings of the current OKR approach in terms of quantitative measurement of OKRs and their linkage to the controlling KPI set.



KPI library

The ValueWorks OKR 2.0 methodology leverages existing integrations to operational systems and the associated standard KPI library within the ValueWorks OKR 2.0 module



Automatic update

KPIs can now also be selected from the reporting module to measure "key results". As a result, actual values are reported automatically and continuously - without the need to check the figures.



Customization

In addition, users still have the option to define custom "Key Results" that they can later convert into KPIs.

SOLUTION

We set up the ValueWorks Executive Management Suite in a two step approach.

1

VALUEWORKS REPORTING MODULE

- Setting up integrations of operational tools for KPI automation
- Managing of non-integrated KPIs that require some manual data processing via Google Sheet integration

2

VALUEWORKS OKR MODULE

- Direct integration of goal setting and reporting via KPI-integrations from the ValueWorks Reporting module
- Definition of actionable next steps in form of milestones

OUTCOME AND INVESTMENT

For Vroozi

Vroozi is using the ValueWorks Executive Management Suite now as company-wide single source of truth. A common understanding of KPIs and business priorities is now granted and the management team is truly aligned. The new ValueWorks interface is now the basis for weekly leadership meetings for planning, progress discussion and re-priorization



ValueWorks is the intelligent operating system for executives. Our cloud-based and industry-specific software solution for intelligent corporate management supports all management tasks from planning to reporting to implementation using OKRs with one system and their information base from a single source. Our customers create added value through data-driven management on the basis of ValueWorks. It is the first solution for management or executives.

Test ValueWorks now for free:

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OKR Module

With valueWorks' OKR module, a user can easily get an overview of existing KPIs by report category and select from the KPI library. Because ValueWorks comes with a pre-built industry solution, a broad collection of over 100 industry-specific KPIs is available, which can be complemented by customer-specific KPIs.



OKR-Scheduler

Another important innovation from ValueWorks is the OKR Scheduler. The OKR scheduling and check-in process can be mapped here so that the system automatically sends emails to the right audience with a link to the OKRs that need to be updated. Using the defined calendar, ValueWorks automatically manages the OKR process, eliminating the need for the administrator to remind employees to update their OKRs. The OKR planning and check-in process can be mapped here, so that the system automatically sends emails to the right target group with a link to the OKRs to be updated. Based on the defined calendar, ValueWorks automatically manages the OKR process and eliminates the need for the administrator to remind employees to update their OKRs.



SOURCES

Source: <https://www.statista.com/statistics/551501/worldwide-big-data-business-analytics-revenue/>