

Strategic Consulting Associates provides training and consulting services in implementation of IT Balanced Scorecard for insurance cost containment service provider.

The Client

Accent, a nationwide provider of health insurance cost containment services, makes use of the Balanced Scorecard at the corporate level and was looking to use BSC concepts to improve strategic thinking and performance management within the Information Technology organization.

The Situation

As a leader in developing data-mining and recovery solutions for the health insurance market, Accent was looking to improve the overall performance of its IT operations and as well

“Strategic Consulting Associates did a great job of helping us to build a cross-functional team to tackle the issue of strategic planning... We knew we needed a way to prioritize our issues and objectives and SCA’s assistance and methodology made a real difference in bringing it all together. The facilitation was key to the effectiveness of this project. In some of our internal sessions, we often had trouble keeping focused and producing results, but with SCA’s facilitation, we were able to focus on the most important objectives and define effective measures and initiatives.”

“When it came to scheduling, SCA was extremely flexible... we even worked through NewYear’s Eve, and SCA was right there conducting just in time training”

Roger Van Epps
Director, Information Technology
Accent, Inc.

improve the strategic thinking of their IT staff members. The corporation is a Balanced Scorecard (BSC) driven organization, and has reaped great rewards from the use of the BSC in creating break through performance in non-IT areas of the business. Accent was looking for equally

significant performance breakthroughs in its technology organization.

The Challenges

- Creating buy-in for the Balanced Scorecard concept.
- Obtaining cross-functional team participation.
- IT Balanced Scorecard methodology training.
- Creating a draft strategy map.

The Solution

Strategic Consulting Associates was retained to provide training and consulting services in the use and implementation of the IT Balanced Scorecard. Bringing together team members from IT, sales and operations, SCA provided detailed training sessions that focused on performance measurement basics, the importance of strategy mapping, how to identify and select appropriate measures, and creating alignment to business strategy. After completing training in the IT BSC methodology, SCA was retained to provide on-going advice to the IT BSC team.

The Benefit

Accent’s IT organization developed a greater understanding of Accent’s overall business strategy and was able to make a significant contribution in its overall development. Additionally, participation by sales and operations personnel, in the development of IT strategy ensured a strategy that was expressed in terms of the business as well as having buy-in from the senior executive team.

ABOUT STRATEGIC CONSULTING ASSOCIATES

Strategic Consulting Associates is a regional provider of integrated business and technology consulting in the areas of strategy, solutions, IT architecture and professional services. SCA is committed to providing a seamless approach to these services by combining excellence in execution with continuous innovation to help its clients effectively compete in the 21st Century. SCA is in the business of helping organizations develop breakthrough performance in their IT organizations by implementing technology-enabled solutions to deliver new products and services, streamline business processes, and develop mission-critical applications. SCA has access to best-in-class technology and management professionals to help achieve your organization’s goals.