



**CORPORATER HELPS  
STEPS UP PERFORMANCE  
MANAGEMENT AT E.ON ROMANIA**

**INDUSTRY: ENERGY**

E.ON Romania is a supplier of natural gas and electricity in northern Romania and serves approximately 3 million customers.



# Corporater Business Management Platform sets up Performance Management at E.ON Romania

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## The Customer

E.ON Romania reported in 2015 revenue of 1.1 billion euros. It is a subsidiary of Germany-based E.ON SE, one of the world's largest investor-owned electric utility service providers. E.ON SE is a component of the EURO STOXX SO stock market index.

## Client Statistics



**6**  
Subsidiaries



**6000**  
Employees



**20,000** kilometers of  
gas distribution lines



**81,000**  
kilometers of power grid

*"We strongly recommend the team and the solution for any business looking to take the next step in performance management and strategy execution monitoring."*

Anamaria Acristini-Georgescu  
Balanced Scorecard program coordinator,  
E.ON Romania

## The Challenge

### Upgrading the Company's Balanced Scorecard

E.ON Romania wanted to step up its performance management by enhancing its Balanced Scorecard (BSC) approach. This upgrade would factor in complex performance relationships among different areas of the company. As is standard practice with the Balanced Scorecard, E.ON Romania would drive a core set of companywide objectives down through the business. These objectives would be causally linked to each other, balancing short-term results with long-term, sustainable development. The objectives would be spread across the four standard BSC perspectives.

## The Solution

When compared to other BSC and similar solutions, the Corporater Business Management Platform offered several appealing benefits:

- The credibility of a certified solution that has been approved by BSC pioneers Robert Kaplan and David Norton
- An exceptionally user-friendly interface. Employees do not need to work in IT to be able to manage the platform. They can add scorecards, strategy maps, objectives, and initiatives all with minimal support
- Scalability to multiple layers of scorecards within the business. Each team can have its own objectives and measures that support a companywide strategy
- An optimal mix of price and quality that delivers high value

## Corporater Business Management Platform at E.ON Romania

During implementation, the Corporater team provided constant support for E.ON Romania. Staff at the utility found the Corporater team to be committed and keenly interested in their business. Requirements shifted as the implementation progressed, but Corporater was able to flexibly respond.

*A dedicated project manager, together with her team, supported us on a daily basis - sometimes even on weekends - and committed to deliver to our standards.*

**Anamaria Acristini-Georgescu**

Once training and implementation were completed, employees across the company were able to use the platform for everyday management of the business, with little support required.

### Results

#### Strategic, Proactive Business Management

E.ON Romania now uses the Corporater Business Management Platform to manage its core strategic objectives, as well as linked objectives at various levels of the company. The platform provides a forward-looking view of current and planned performance. E.ON Romania can identify emerging trends and discrepancies, and it can take corrective action when needed - before there is an impact on financial KPIs.

#### Ease of Use

Across all levels of the company, E.ON Romania can use the platform to easily visualize and analyze performance data.

#### Clear Data Visualization

With its user-friendly design, the platform lets E.ON Romania to easily add scorecards and strategy maps. It can then fine-tune the details of specific objectives and initiatives. Non-technical employees can easily manage the platform and keep data current. With the Corporater Business Management Platform, E.ON Romania now has a tool that meets its requirements and can be used throughout the company. It has become an integrated part of how E.ON Romania does business.

### Business in Control

The Corporater Business Management Platform places strategy at the heart of enterprise performance management, ensuring that customers have everything they need to execute strategy and manage performance.

Our web-based business strategy software interface creates balanced scorecards, operational dashboards, strategy maps, strategic initiatives, enterprise reports, risk models, and related performance management disciplines, including quality improvements, financial resources, human resources, and others.

## Global Locations

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Corporater is a global software company that empowers medium and large organizations worldwide to manage their entire business on a rapid solution configuration business management platform that adapts to their unique business model. We use our gains to make a social impact.

Contact us for demo at  
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