

Palladium Group Announces Launch of Executive Strategy Manager 5.0

New Release of Balanced Scorecard Tool Centralizes Strategic Planning and Execution; Provides Visibility to Address Market Changes Rapidly for Increased Competitiveness

BOSTON, MA – July 13, 2009 – [Palladium Group, Inc.](#), the global leader in helping organizations execute their strategies by making better decisions, today announced the introduction of Executive Strategy Manager (ESM)[™] 5.0, a software application for the Balanced Scorecard (BSC) performance management framework that enables organizations to accelerate the planning and execution of their strategies. The BSC is the world's predominant strategy execution framework that links planning to operations.

Designed to infuse effective strategic decision making into the heart of businesses, ESM 5.0 facilitates efficient strategy execution by providing a single, centralized view of key BSC indicators – such as sales forecasting – that senior managers use to inform future business decisions and communicate business priorities throughout an organization. ESM 5.0 enables users to present the right level of information to each management-level audience, while also providing user permissions to restrict access to sensitive information.

“Palladium Group’s ESM software serves as an excellent tool to allow our company to better manage its strategic planning and execution process,” said Dana Rice, Human Resource Generalist, Merchants Distributors. “It has allowed for greater visibility of our scorecard throughout our company, facilitated communication, and helped foster truly cross-functional initiatives. I would highly recommend ESM to anyone thinking of, or who already has implemented a Balanced Scorecard.”

ESM 5.0 uses the software-as-a-service (SaaS) model to simplify global access to its features by eliminating cumbersome installation and management requirements. This enables organizations to be up and running with ESM within hours, trained within days, and reporting on its strategy quickly.

“Before moving our data to the ESM 5.0 system, our department spent more time working on formatting the data and contacting people via many, many emails to get their data in,” said Kristin J. Leandro, Manager of Strategic Planning, Hawaii Medical Service Association, Blue Cross Blue Shield of Hawaii. “ESM 5.0 has allowed us to fulfill the stated goals of our positions – to analyze and affect strategy, rather than simply manage the planning process itself. Now that we have our organization on track, we are able to push for a richer and more meaningful strategy through our analyses, while also having less hassle with the process.”

The ESM 5.0 enables organizations to monitor, test, and adapt their strategies to address market shifts and continue to achieve their performance goals. Further, ESM 5.0 supports managers as they rapidly build and refresh scorecards, improve organizational alignment by measuring multiple business indicators easily, and facilitate strategy review meetings through a meeting management interface. Other

enhancements include action item integration to ensure that review meetings are actionable, an expanded resource library, 18 hours of integrated eLearning, as well as enhanced charting/reporting capabilities.

“Palladium’s comprehensive body of knowledge on strategic performance management led to the development of ESM 5.0,” said Dr. Robert Kaplan, Founder and Chairman of Professional practice at Palladium Group. “The streamlined design of ESM 5.0 was based on Palladium’s intimate work with enterprises who sought out a simple and flexible software tool to visualize, communicate, and update strategy maps and Balanced Scorecards.”

The ESM is just one of many solutions that Palladium Group offers to support organizations’ strategy management goals. In addition to ESM and related applications, Palladium Group also provides a broad array of consulting, training, and workshops/conferences globally that provide senior managers with the knowledge and tools that they require to achieve an execution premium in their organizations. For more ESM 5.0 information please visit: <http://www.executivestrategymanager.com/>.

About Palladium Group, Inc.

Palladium Group is the global leader in helping organizations execute their strategies by making better decisions. Our expertise in strategy, risk, corporate performance management, and business intelligence helps clients achieve an execution premium. Our services include consulting, conferences, communities, training, and technology. Palladium’s Balanced Scorecard Hall of Fame for Executing Strategy™ recognizes 124 organizations worldwide that have achieved outstanding execution premiums. Visit www.thepalladiumgroup.com for additional information.

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