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# Capturing & Leveraging Content Centric KPI's With Technology

Articulating, an effective strategy for leveraging Key Performance Indicators

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Key Performance Indicators, also known as KPI's or Key Success Indicators (KSI), help organizations define and measure progress toward organizational, brand and production goals.

In today's dynamic business environment where brand control, consistency and production workflow process are key's to brand management and ROI, organizations need a way to measure progress in relation to their brand initiatives. Key Performance Indicators are those measurements.

By implementing and utilizing an enterprise software solution like an Enterprise Digital Asset Management system with workflow or Enterprise Content Management, or better yet a Dynamic Content Lifecycle Management™ (DCLM) solution, organizations are able to deploy an enterprise software solution that synergistically lives within an ecosystem of brand centric solutions (ECM, PLM, etc.), processes and work-flows while being able to manage and capture a variety of data points including KPI's.

Using a solution like this, you decide what KPI's are important for your business and the system is configured to automatically track these metrics. This information is then available to you in real-time giving you up-to-the-minute consistent measurements across a brand, a project and throughout the organization.

Why are KPI's critical to today's brand leaders? Because Key Performance Indicators (KPI) are quantifiable measurements, agreed to beforehand by the brand owner that reflect the critical success factors of a brand, process and organization. Of course, they may differ depending on the brand or organization's business needs but the ability to create, manage and track critical brand/business process has become mission critical for today's business's to leverage and manage critical data and process.

Having access to real-time KPI information enables continual process improvement leading to measurable cost savings in productivity, efficiencies and accuracy in the brand's lifecycle, which results in demonstrable ROI. In today's complex business environment, an organization has many things that are measurable throughout a brand or packaging lifecycle. That in and of itself does not make them key to the organization's success.

In selecting and leveraging Key Performance Indicators particularly around brand and packaging initiatives, it is critical to limit them to those factors that are essential to the organization, process or brand reaching its goals. In order to capture and track those factors, it is critical to have a system in place that acts as a synergistic tool that is flexible enough to automatically deliver accurate KPI's.

More importantly, when looking at a complex brand or process landscape and determining what solution can act as an enabling tool and not a disrupter, a solution like the above mentioned can usually co-exist with your existing architecture and simultaneously provide KPI's across the entire brand and packaging spectrum thus driving efficiencies, cost savings and demonstrable ROI across all associated business units.

### **About the Author**

Frederick is the Founder, Principal Consultant and CEO of iAIR | The Institute For Advanced Innovation Research. He is a seasoned senior business executive, technologist, and visionary with over 25 years experience in the global technology, strategic management, consulting, integrated marketing, innovation, media and interactive business industries. Throughout his career, he has worked with organizations of all shapes, industries and sizes from global Fortune 100 to early stage start ups.

He is a recognized leader on strategic management, innovation, the convergence of interactive media, interactive marketing and branding, and has been a key speaker on numerous industry round tables.

Frederick is also a recognized author on such topics as innovation, strategy, IP monetization, management, marketing, business process and content development. He pioneered the first digital musical keyboard instrument based solely on a Windows Operating System, as well as pioneered the HPX- Hierarchal Platform Xchange and the follow on MPX - Media Platform Xchange, a SOA based software architecture used in managing and sharing voluminous amounts of associated meta data, digital content and rich media.

In addition to his executive background, Frederick also serves as the Program Chair for Strategic Technology & Innovation at the University of Advancing Technology, sits on the University of Advanced Technology Advisory Board, and served as Adjunct Professor of Strategic Management, Advanced Executive MBA Program for Norwich University. He is a member of and contributor to the Management Round Table, The Institute of Management Consultants, IEEE, Harvard Law School - Program on Negotiation, MIT Enterprise Forum, MIT Innovation Club, APS American Physical Society - American Physics, United States Naval Institute, IGDA (International Game Developers Association) Intellectual Property Rights Committee, as well as a member of the Council of Communications Advisers, Media and Entertainment.

His experience in VC, M&A and PE has included raising venture funding of over \$30M and M&A activity of over \$36M. Frederick earned a BS in International Business and an MBA from Weston Reserve University and conducted graduate work at MIT Sloan School of Management and Harvard Law School. He is currently working towards his PhD in Behavioral and Policy Sciences with a specialty in Innovation from Atlantic International University. He also holds executive certificates from Harvard Law School and MIT Sloan School of Management (Massachusetts Institute of Technology). Mr. Frederick is also an EMMY nominated and multi-award winning composer, sound designer and producer for motion picture, television, interactive games and broadcast advertising, having won the Chick Corea Jazz Masters Scholarship to Berklee College of Music. He is also a proud veteran of the United States Navy.

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