



A COMPREHENSIVE REVIEW OF BUSINESS PERFORMANCE.

Looking across the balanced scorecard, benchmarkindex™ is designed so you can objectively review how a business is performing compared with their peers. The full colour Output report is designed so you can see at a glance the areas of strengths and weakness in the business and use this to inform the development of a strategic action plan for growth and improvement.

Comparisons can be made on the basis of business turnover, number of employees, geographical location, business sector and/or NACE codes\*. This means you can define a peer group that is fit for purpose and that challenges your clients to achieve best practice standards.

The system can be customised to meet your needs including full branding of the system interface, Output report and questionnaire.

benchmarkindex™ is more than a piece of software – it's an approach that we've trained over 5,000 business advisers to apply successfully. Our comprehensive training programme teaches our tried and tested methodology so that you can get maximum economic impact from benchmarkindex™.

\*NACE is the European equivalent of the UK Standard Industry Classification codes (SIC)

## Our package for support organizations includes:

- > System set up and branding
- > Comprehensive training programme for advisers
- > Licence and system access
- > Ongoing support



“In its fifteenth year of growth, benchmarkindex™ is an internationally renowned methodology used in 18 countries across the world”

## Generate an Output report in 3 easy steps:

- > **Input data**  
Gather details about the business across the 4 areas of the balanced scorecard – finances, customers, processes and internal learning & growth. Accessible online, benchmarkindex™ is available at a time and place to suit you.
- > **Define peer group**  
Using our database of 100,000 companies, create a tailored peer group against which to compare your client business. Comparator groups can be defined on the basis of turnover, number of employees, location and business sector/NACE code
- > **Generate output report**  
The full colour, detailed Output report is personalised to you and your client and details areas of strengths and weakness. You can use this to objectively identify where your clients should invest their resources and to broker in additional support

## Benefits:

- > An international system that enables business development and economic growth
- > Proven, measurable impact and reduced engagement costs
- > White labeling capability – complete customization
- > Full adviser development leading to increased client satisfaction
- > Become part of an international community involved in supporting SMEs
- > Demonstrate the impact of interventions upon businesses
- > Suitable for use in different size programmes and cross-sectorally

## To find out more:

If you want to learn more about benchmarkindex™ or would like a system demonstration, please contact at Winning Moves on 01785 827600; [info@winningmoves.com](mailto:info@winningmoves.com)