



User Guide
Sterna BPS Version 1.1

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I. Sterna: The Ultimate Business GPS™

Revolutionary Business Positioning System™ (BPS) that gives managers central and real-time visibility into their deviations from target performance –

II. Entering the Sterna Environment

The following document will help you quickly understand your new Sterna User Interface and guide you through the navigation possibilities.

Users can access Sterna at the address provide by their IT.

We recommend using a full screen view. Pressing the **F11** key will allow a full screen view of the system and pressing **F11** again will return the system to the regular browser view.

III. Sterna Main Screen



Business Communities

The **Business Communities** represents a directory of the various network societies' areas that have been defined for the company and provides a centralized structure to the many operational analysis activities initiated from the Business Views. You can navigate between the different Business communities by pressing the Business community of interest.

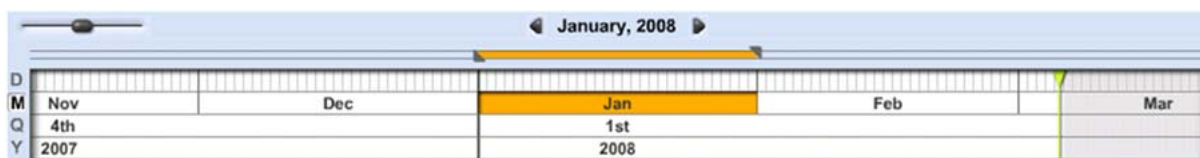
SC Executive	SC Logistics	SC Planning	SC Procurement
Executive	Finance	Manufacturing	Sales Marketing

Time Mediator™

The Time Mediator allows for navigating along the time-axis. It allows for selecting and shifting between time periods and resolutions as follows:

Selecting a Single Time Unit

Selecting a single time **unit** – i.e. selecting a specific day, month, quarter or a year.



Selecting a Range

Selecting a **range** by selecting its start date and its end date – i.e. selecting 10 days, 2 months, 3 quarters, etc.



Sterna BPS recalculates the data each time a change is made to the selected time period. To switch between distinct time periods simply click the desired time period.

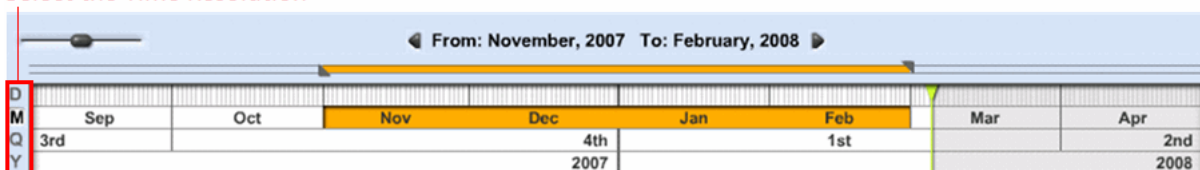
There are also two ways to select a range of multiple time periods:

- You can **extend the range** by holding <Shift> and then clicking on the day, month, quarter, or year to which you would like to extend. This will select the whole continuous time period from your starting point to the date where you click.
- You can also **specify the range start and end** by dragging the gray triangles on the edges of the yellow bar just above the “days” row of the Time Mediator. You have the ability to move both forward and backward in one step by holding <Shift> while dragging the left and right edges separately (note that the system will automatically recalculate one and a half seconds after you start dragging in the second direction).

Selecting the Time Resolution

Click the Time Resolution buttons at the left of the Time Mediator.

Select the Time Resolution



You may also move forward or backward by the amount of the selected time interval simply by clicking the ◀ or ▶ button above the Time Mediator. For example, if you choose the 7 days between Jan-08 and Jan-14, clicking the ◀ button will move the Time Mediator to the 7 days preceding that period (Jan-01 to Jan-07).

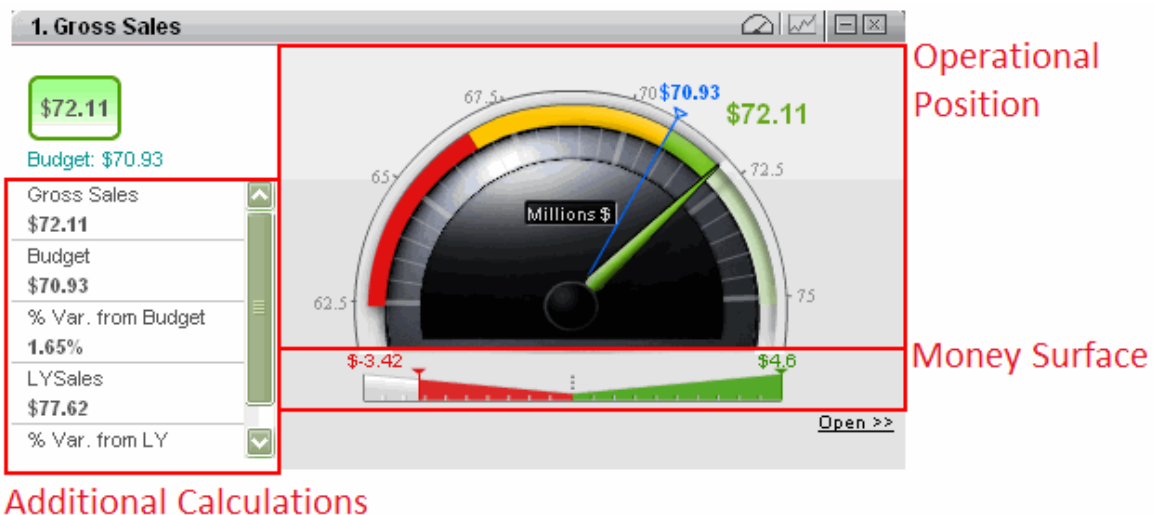
Sliding on the Time Mediator

Use the **Slider** to slide across the Time Mediator.



Sterna Business View (BV)™

- Each BV portrays an operational activity and its financial impact on the organization.
- BV examine the business from a variety of angles, and enable drill down analysis and exploration capabilities such as filtering and sorting.
- The BV is either extracted from raw data or comprised of an arithmetic operation between two or more variables that are updated and calculated in real time.
- Each Business View is comprised of: Operational Position, Money Surface™ and Additional Calculations:



Operational Position

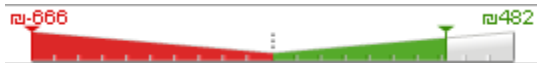
Operational Position: The business performance within the operational activity defining the BV is seen via the Operational Position.

- The **actual** operational result (e.g. the yellow line in the dial above) is based on the organization's real time results.
- The **target** operational result (e.g. the blue line in the dial above) as defined by the organization.

Money Surface™

Through the use of mathematical models, Sterna BPS calculates, in real time, financial gains or losses as a result of every operational activity. Gains and losses are both displayed on the Money Surface™, pointing at areas of the business that are exceeding targets and those that are incurring losses, with a clear call for corrective action. The Money Surface™ is therefore a “Money Search Engine” for the business. Money Surface results are aggregated from the lowest level of raw data extracted.

- **Red money surfaces** indicate results below target (formula result is negative).
- **Green money surfaces** indicate results above target (formula result is positive).



Additional Calculations

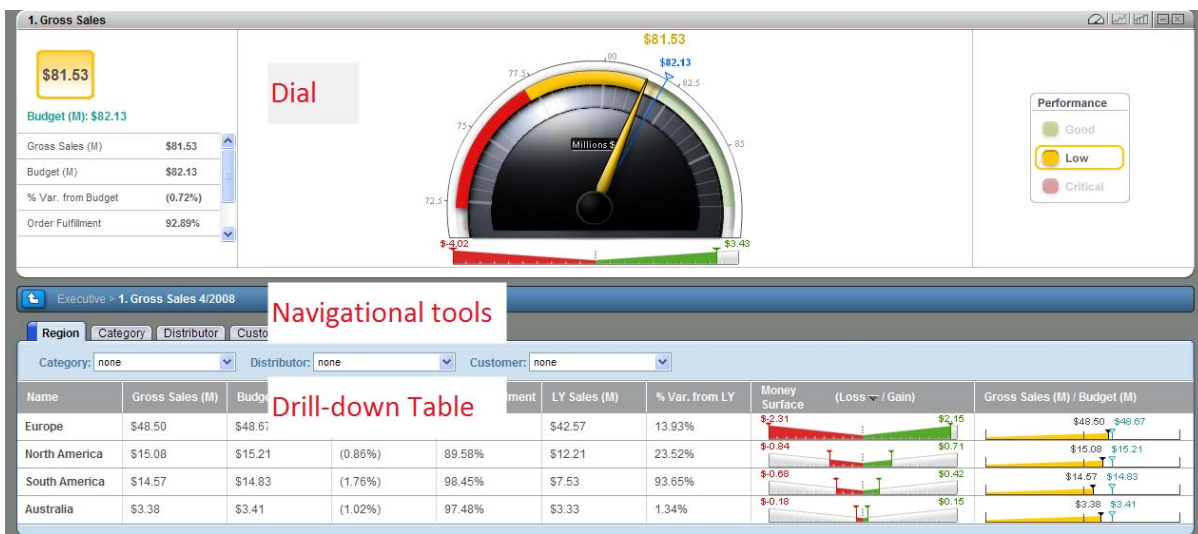
Calculations selected to provide greater insight and context related to the operational position (e.g. sales from the same period last year).

*****Clicking on the *Operational Position* or pressing Open>> allows a detailed view of the BV**

IV. Sterna Detailed Business View

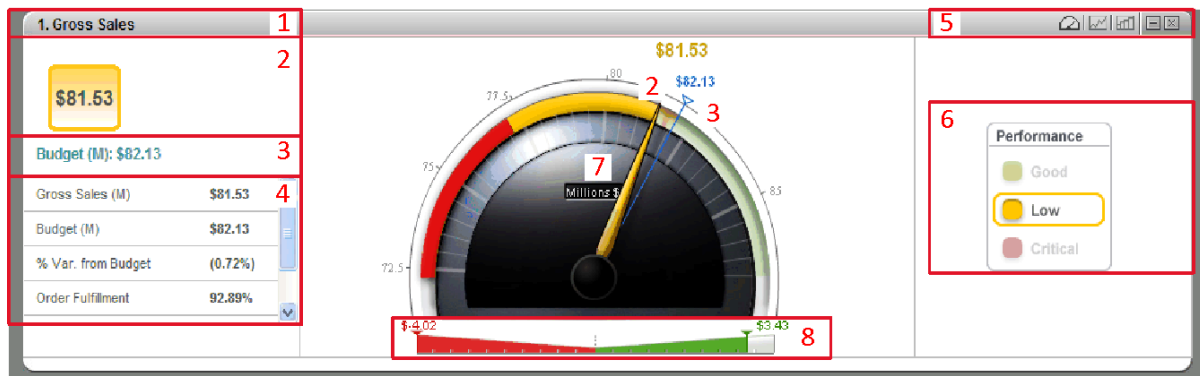
The Business View is comprised of:

- Dial
- Navigation tool
- Drill-down Table



The following sections specify the components of each section.

Summary Level



1 **Name** of the BV.

2 **Actual Operational Result.** Actual results are displayed twice; on the operational position and on the top left corner above the yellow "actual" indicator.

3 **Target Operational Result.** Target results are displayed twice; on the operational position and on the top left corner above the blue "target" indicator.

4 **Additional Calculations** of the BV. These appear at summary level in the top, and at drill down level in the bottom. Note that data in parenthesis indicates a negative value.

5 Window Operations:



Close the Summary Level to display only the Drill-down Table.
To display BV after it has been closed press F5 or Refresh in Internet Explorer.



Hide the Summary Level to display only the Drill-down Table.



Select the Chart view.



Select the Trends view.



Select the Dial view.

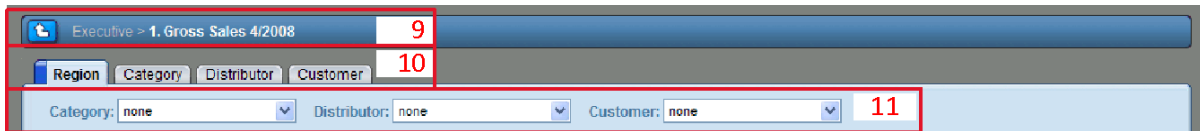
6 **Operational Performance** in relation to target. The color of the Actual Operational Result is set according to the performance. Operational performance results quickly indicate whether the results are:

- Green – good
- Yellow – Low
- Red - Critical


7 Indicates the **Units** of the Operational Position.

8 **Money Surface**. As mentioned above, Money Surface results are aggregated from the lowest level of raw data extracted. Correspondingly, the money surface of the operational position is aggregated from all rows of the drill down table below it.

Navigational Tools



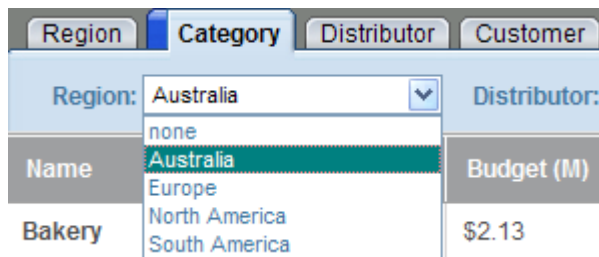
9 The **Navigation Bar** indicates the business navigation path and time selection of the current view and allows navigating back to different levels in the path.

Clicking  will take you one step back in the path.

10 The Data is filtered and sorted according to predefined **Property Types** (dimensions). You can navigate between property types by pressing the property type of interest.

11 Filter

Property Type Values can be filtered by property types using the **Filter** dropdown menu. To filter, select a value from the dropdown menu. To display all select “none”. For example, to view product sales in Europe, choose “Europe” from the Regions dropdown menu and the current view results will be updated to display only those sales made in Europe.



Drill-Down Table

The drill down table displays the additional breakdown of the BV and allows deeper analysis. The drill down table enables you to analyze the data by different hierarchical levels and by different dimensions such as, products, region, supplier or customer. Each row represents a specific component of the overall dimension.

In the below figure the specific components are the product names: Bakery, Beverages, Dairy Products, Grains Cereals, etc.

Name	12	Gross Sales (M)	Budget (M)	% Var. from Budget	Order Fulfillment	LY Sales (M)	% Var. from LY	Money Surface (Loss / Gain)	Gross Sales (M) / Budget (M)
Transport & More		\$21.55	\$21.72	(0.81%)	96.44%	\$14.34	50.27%	\$-1.1 / \$0.92	\$21.55 / \$21.72
Global Suppliers		\$8.81	\$9.11	(3.29%)	84.74%	\$11.37	(22.52%)	\$-0.65 / \$0.26	\$8.81 / \$9.11
National Suppliers		\$10.34	\$10.32	0.13%	88.35%	\$1.55	568.51%	\$-0.5 / \$0.62	\$10.32 / \$10.34
Mass & More		\$12.64	\$12.76	(0.93%)	96.53%	\$15.23	(16.99%)	\$-0.49 / \$0.37	\$12.64 / \$12.76
G&L Inc.		\$13.41	\$13.16	1.84%	97.04%	\$9.49	41.26%	\$-0.42 / \$0.66	\$13.16 / \$13.41
Ronald Inc.		\$2.41	\$2.74	(12.13%)	100.00%	\$0.99	142.63%	\$-0.33 / \$0.66	\$2.41 / \$2.74
Top Suppliers		\$1.39	\$1.59	(12.20%)	92.19%	\$2.04	(31.89%)	\$-0.19 / \$0.62	\$1.39 / \$1.59
Wholesale Supplier		\$1.58	\$1.69	(6.78%)	82.37%	\$3.52	(55.15%)	\$-0.15 / \$0.03	\$1.58 / \$1.69
Tomer Inc.		\$2.05	\$2.09	(1.75%)	85.16%	\$1.22	68.86%	\$-0.11 / \$0.07	\$2.05 / \$2.09
Mac & Co.	13	\$0.83	\$0.93	(10.15%)	100.00%	\$0.42	96.07%	\$-0.09 / \$0.07	\$0.83 / \$0.93

4 9 14 15

<< First < Previous 1 2 Next > >>
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4 See above.

9 See above.

12 **Sort**

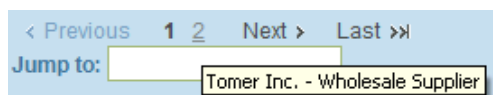
All columns can be sorted simply by clicking on the heading of the column. Clicking once will sort the values in ascending order and clicking again will sort values descending order. The column the data is being sorted by is represented with either ▲ or ▼.

13 Pressing the property type will display the **Property Type Values**. For example in the display above, the “Product” property type was chosen, resulting in a display of products. To view a further breakdown, press the **Property Type Value** of interest and a lower level of the hierarchy will be calculated in real time.

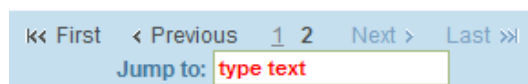
14 **Graphic Display** of the Operational Results in relation to target. The display is identical to that of the main Operational Position, but is related to the specific row of property type value.

15 **Paging** Across the Drill-down Table: to look for an item on a Drill-down Table that spans over more than one page, you may:

- Click a page number to jump to it.
- Sort the Drill-down Table by alpha-numeric content and mouse-over the page numbers to see a tooltip with their range of values (Sorting the table by a numeric content (say, Gross Sales) disables the mouse-over feature).



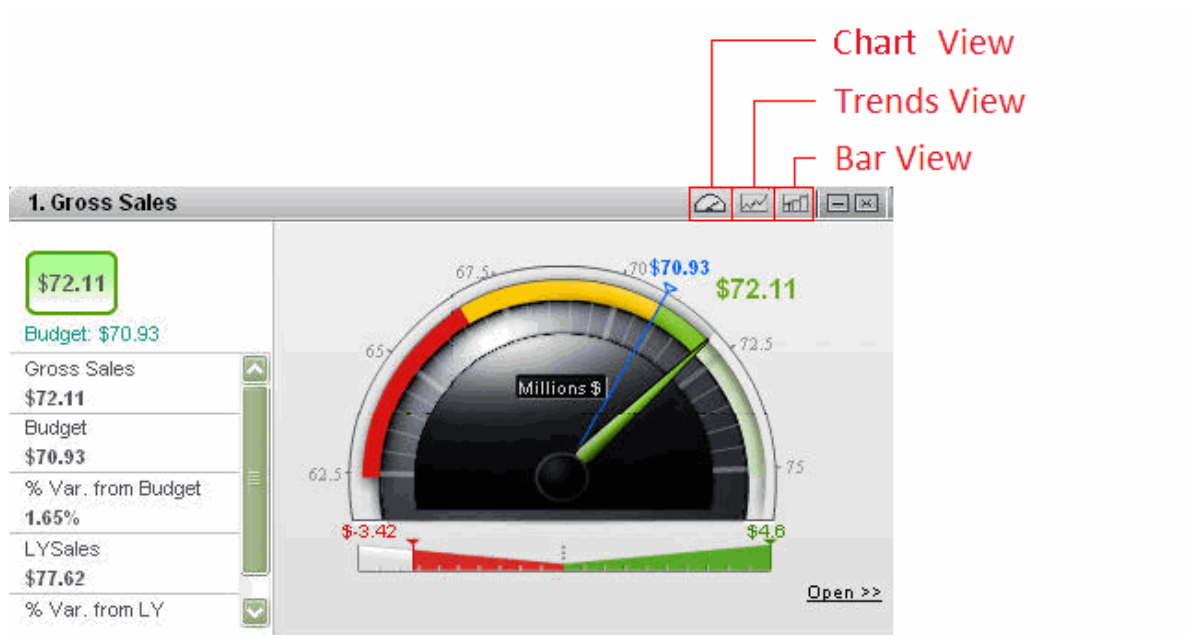
- Type text to **Page** to a page that contains an item that starts with this text.



V. Sterna BV Visualizations

In addition to the standard dial for visualizing the operational result, users can also select to view charts as an alternate visual perspective on the data.

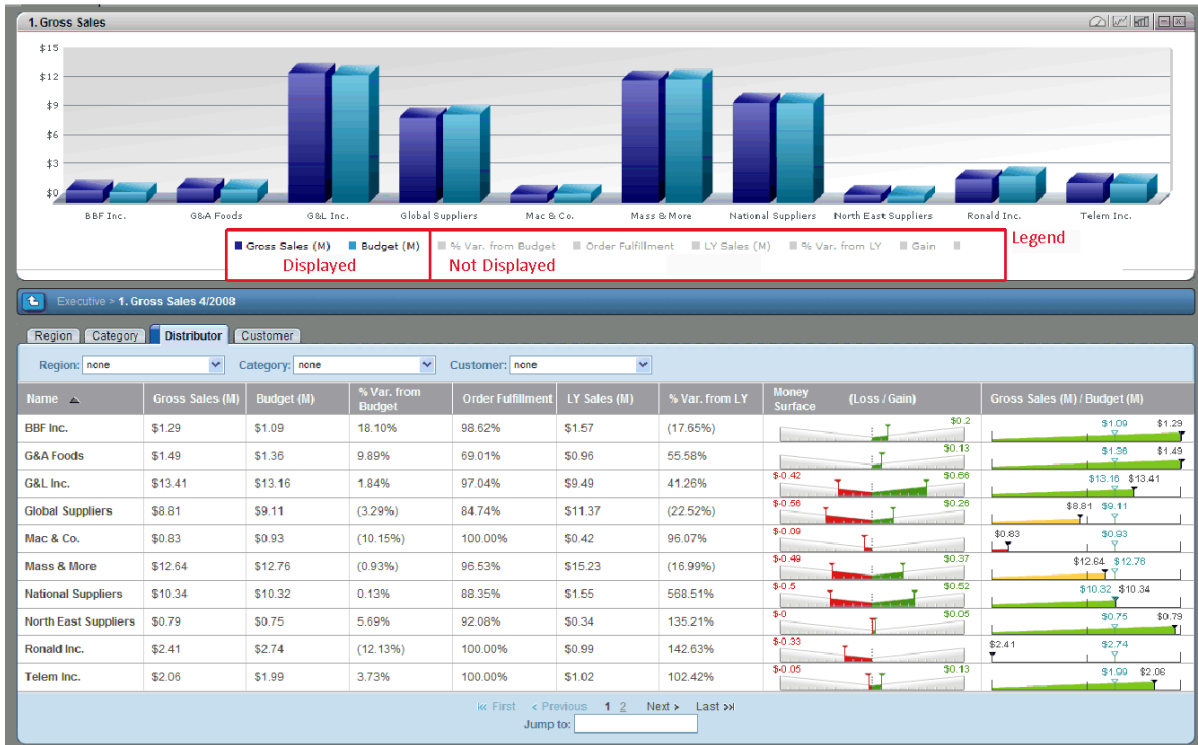
To select charts, click the Chart View icon:



Displaying Bars on the View

The Chart view displays bars for any calculation from the Drill-down Table. You may display bars simply by clicking on the column name in the chart legend, and hide the bar by clicking again on the name. You may add additional bars to the display as long as they use the same scale (e.g. displaying a bar whose scale is percentage will turn off those whose scale is \$). The bars in the chart will appear in order of the sorted column in the Drill-down Table – even if the sorted column is not present as a bar in the chart.

Note: The greyed-out bars are available for display. Click the bars to display them on the View.



VI. Sterna BV Trend Visualizations:

In addition to the standard dial for visualizing the operational result, users can also select to view trends as an alternate visual perspective on the data.

To select trends, click the Trend View icon:



Selecting Range and Time Resolution

The Trend View displays how the selected values change over a specified time range. To view trends, first specify a time range on the Time Mediator (as explained previously), then specify the resolution in which you want to view the trend by clicking on the resolution of interest (D/M/Q/Y) on the left side on the Time Mediator. Note that selecting one time unit and an identical resolution will not display a trend (i.e. one month in a monthly resolution).

Displaying columns on the Trends View

The Trend View displays trend lines for any calculation from the Drill-down Table. You may add a trend line simply by clicking on the column name from the Trend View legend, and hide the trend line

by clicking again. You may add additional trend lines that use a second scale (e.g. if there is already a single trend line in dollars, adding a second trend line in percent will add a second scale on the right hand side of the Trend View).

Selecting the Resolution

From: Tuesday, 1, April, 2008 To: Wednesday, 30, April, 2008

Selecting the Time Range

D	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
W	Mar															Apr															May																													
G	1st															2nd																																												
Y	2008																																																											

Executive Finance Manufacturing Sales Marketing SC Executive SC Logistics SC Planning SC Procurement

1. Gross Sales

Executive > 1. Gross Sales 1/4/2008 - 30/4/2008

Region: none Category: none Distributor: none Customer: none

Name	Gross Sales (M)	Budget (M)	% Var. from Budget	Order Fulfillment	LY Sales (M)	% Var. from LY	Money Surface (Loss / Gain)	Gross Sales (M) / Budget (M)
BBF Inc.	\$1.29	\$1.09	18.10%	98.62%	\$1.57	(17.65%)	\$0.2	\$1.09 \$1.29
G&A Foods	\$1.49	\$1.36	9.89%	69.01%	\$0.96	55.58%	\$0.13	\$1.26 \$1.49
G&L Inc.	\$13.41	\$13.16	1.84%	97.04%	\$9.49	41.26%	\$-0.42	\$13.16 \$13.41
Global Suppliers	\$8.81	\$9.11	(3.29%)	84.74%	\$11.37	(22.52%)	\$-0.56	\$8.81 \$9.11
Mac & Co.	\$0.83	\$0.93	(10.15%)	100.00%	\$0.42	96.07%	\$-0.09	\$0.83 \$0.93
Mass & More	\$12.64	\$12.76	(0.93%)	96.53%	\$15.23	(16.99%)	\$-0.49	\$12.64 \$12.76
National Suppliers	\$10.34	\$10.32	0.13%	88.35%	\$1.55	568.51%	\$-0.5	\$10.32 \$10.34
North East Suppliers	\$0.79	\$0.75	5.69%	92.08%	\$0.34	135.21%	\$0	\$0.75 \$0.79
Ronald Inc.	\$2.41	\$2.74	(12.13%)	100.00%	\$0.99	142.63%	\$-0.33	\$2.41 \$2.74
Telem Inc.	\$2.06	\$1.99	3.73%	100.00%	\$1.02	102.42%	\$-0.05	\$1.99 \$2.06

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VII. Bookmarks

Sterna BPS allows you to save a specific view, including its specified time period and all relevant drill down selections. You may keep this view's settings as a bookmark, which allows for both quick retrieval as well as the emailing of that bookmark to others as a link.

To save a view as a bookmark:

- From the Browser's menu, click Favorites > Add to Favorites.
The display is saved as a Favorite.

To retrieve the Display:

- Select the Favorite from the Browser's list.
The Display appears on screen.