Strategy: Give our customers the best IT experience	Goal: What we want to accomplish	Objective: How we are going to accomplish the goal	Measure	Target
Financial — Allote the budget to support the business goals and objectives. Use smart, transparent financial interactions.	Show cost savings.	Maintain IT cost efficiency	Expenses as a % of budget	5% per employee
		Use process value analysis on initiatives.	% initiatives with cost savings	80%
	Develop staff awareness of costs and benefits of new processes.	Use CBA to make SMART decisions.	% initiatives with cost benefit	60%
Customer — Collaborate with customers to identify and understand their needs and expectations. Achieve satisfaction through service and product delivery.	Identify customer needs and inefficiencies and implement solutions.	Provide time-sensitive and effective technical support.	# service calls closed per time to reach	30 per 5 days
	Build better customer relationships.	Ensure software products are stable.	# reports of software-specific issues	<5 per month
Internal Processes — Use innovation to improve internal processes. Maximize the resources by implementing new strategies.	Improve process delivery.	Provide a reliable IT architecture.	% service calls related to architecture	<5%
		Improve user experience.	% improvement on user survey	>10% per quarter
	Improve service delivery.	Act as a software training and knowledge base.	# trainings and information requests	20 per month
Learning & Growth — Achieve a culture of growth and development to develop our employees to improve employee engagement and satisfaction.	Prepared and trained workforce.	Provide quality assurance.	# staff per call necessary	1 per call
		Provide proactive security.	# security trainings staff attending	2 per month
	Accomplish goals and finish projects.	Analyze user issues.	# user groups led	4 per month
		Search out training opportunities.	# identified per quarter	5 per quarter