



Business Solutions

Accelerating Goal Attainment

To accelerate mission readiness and increase technical relevance, organizations are investing in new innovative approaches and technologies. Improving productivity, efficiency and effectiveness in a manner that is measurable can be a real challenge. Traditional methods such as Performance Management technologies and approaches are failing to provide a comprehensive solution that results in significant increases in performance. As the leader in Organizational Goal Attainment, our team overcomes these challenges with our revolutionary way of integrating data from various sources, structuring data collection, and measuring & visualizing performance.

The Directed Analytics (DA) Advantage

Our team employs its proprietary framework & software, 4SightGPS to identify & analyze the “factors that matter” enabling organizations to understand how their actions contribute to the attainment of goals. Our holistic approach enables our team to quickly integrate & implement Goal Attainment solutions that scale across organizations with minimal impact to operations. Our Goal Attainment solution is an investment that yields substantial benefits, to include:

Performance Optimization

Ability to manage workforce performance and accurately measure progress toward goals. Performance optimization achieved by understanding and building upon the factors that matter.

Increased ROI

Reduction in labor costs associated with inefficient operational factors such as ramp-up times, workflows, processes and redundant tasks. Reduction in costs due to schedule slips and system redesigns.

Effectiveness at Scale

Alignment of strategic goals across an organization. Tie-in of data from different data systems. The ability to substantiate the impact of efforts and visualize performance from one intuitive dashboard.

Use Cases

Use Case 1: Increased Marketing Activity ROI

Challenge

Agencies invest time and money into many marketing activities and have little insight into how those investments contribute to the attainment of their goals.

4SightGPS Solution

Understand the relationship between marketing activities and sales. The 4SightGPS software enables the visualization of progress toward Goals, informing decision-makers on the investments needed to reach goals.

Use Case 2: Increased Workforce Proficiency

Challenge

Medical equipment, field service organizations require Field Service Engineer (FSE) proficiencies to be at levels adequate to independently perform service calls and preventive maintenances to increase utilization rates and ROI.

4SightGPS Solution

With the 4SightGPS framework, the factors affecting FSE proficiency levels are understood, aligned and can be measured. 4SightGPS software is easy to use, scales solutions across an Enterprise and enables stakeholders to visualize and optimize performance.

Use Case 3: Increased Operational Efficiency

Challenge

Agencies invest in internal programs to support the attainment of critical strategic goals. Many teams do not work cohesively, and decision makers do not have an understanding about impeding factors.

4SightGPS Solution

Alignment of strategic goals across workforce, processes and systems. Establishment of workforce momentum and visualization of performance toward goals, enabling decision-makers to control performance.

Customer Success Stories

GDIT Improved Operational Performance

DA employed 4SightGPS framework to agilely deliver an integrated master schedule that enabled executive leadership to provide adequate oversight and governance of 20+ critical projects and implemented a leadership dashboard that enabled leadership to visualize performance data and control progress toward the attainment of Enterprise-Level goals.

BRCC PSE Develops Employability Skills for Adults

DA employed 4SightGPS framework & software to enable BRCC PSE to develop the employability skills of adults with cognitive learning disorders. DA's approach enabled BRCC PSE program manager to routinely measure success toward preestablished criteria, rapidly apply corrections and optimize performance toward employability goals.

Prince William County Improves Small Business Outcomes

DA increased Prince William County small business SEO scores, website speeds and developed websites to attain small business goals. DA employed 4SightGPS framework to align sales goals to marketing activities, enabling small businesses to understand marketing activity ROI and optimize performance.



Certifications

- HUBZone
- MBE
- SWaM
- 8(a) - Pending

NAICS Codes

- 511210 - Software Publishers
- 541511 - Custom Computer Programming Services
- 541512 - Computer Systems Design Services
- 541611 - Administrative Management and General Management Consulting Services
- 541613 - Marketing Consulting Services

Past Performance

Local Government & Education

- Prince William County, VA
- Baton Rouge Community College

Corporate

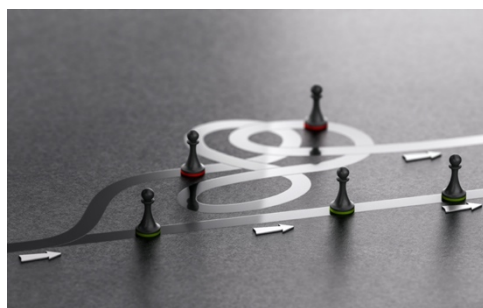
- Philips Healthcare
- GDIT

Goal Attainment Offerings



Business Process Optimization

- Alignment of organizational goals, across systems, tools, processes and workflows allowing decision makers to understand what matters
- Reduction in costs associated with inefficiencies and unproductivity
- Ability to accurately measure organization's progress toward goals and optimize performance
- Evaluation of operational milestones with real-time performance data for strategy and implementation adjustments
- Comprehensive and easy-to-use leadership dashboard



Workforce Optimization

- Quantitative insight into the relationship between the workforce, and development and their connection to increased proficiency and ROI
- Accelerated mission readiness and increased technical relevance
- Ability to track, measure and analyze workforce performance data and its individual and collective impact on achieving strategic goals
- Evaluation of workforce milestones with real-time performance data for corrective action adjustments
- Comprehensive and easy-to-use leadership dashboard



Digital Marketing Optimization

- Quantitative insight into the marketing/sales relationship and its connection to maximizing ROI
- Ability to track, measure and analyze campaign performance data and its individual and collective impact on achieving the overall goal
- Evaluation of campaign milestones with real-time performance data for strategy and implementation adjustments
- Comprehensive management page with easy-to-use client dashboard



Contact Us To Learn More About Our Services



Contact Our Business Solution Team

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