

Best Practices for Industry Related Dashboard Use

Objective

To identify the best practices related to key metrics identification and dashboard development for organizations within vertical industries, specifically manufacturing, retail, and healthcare.

Project Overview

To get the most out of a dashboard solution, organizations need the proper tools to help them develop and maintain that dashboard over time. General best practices may exist for metrics development but do not target industry specific dashboard development and use on a broad level.

This project identifies and walks end users through a series of best practices for industry specific dashboards with the goal of giving organizations within these vertical markets the tools necessary to identify important metrics and tie them to overall business initiatives. This will be achieved by:

- identifying how organizations are currently defining and developing their key metrics,
- looking at the unique requirements that exist within manufacturing, retail, and healthcare, and
- considering what steps organizations can follow to ensure the development of dashboards and metrics that add business value to their overall dashboard initiatives.

A report and distribution package includes a final report that identifies best practices for dashboard design within manufacturing, retail, and healthcare. In addition, Web seminars will be created for each vertical market. Sponsors will receive distribution access to their customized report (individualized report based on customized case studies, or targeted vertical market) and a general marketing package that includes a lead generation component.

Research Methodology

Information will be gathered through:

1. Expert interviews to identify general best practices for dashboard development within manufacturing, retail, and healthcare
2. End user survey to look at what process organizations follow when building their industry specific dashboards, and what gaps exist in relation to getting the most business value out of their dashboard use
3. End user case studies and interviews
4. Secondary research related to industry specific requirements and the use of dashboards

Deliverables

Project deliverables include:

1. 15 – 20 page report/white paper
2. 10 – 12 page customized report
3. Recorded Webinar/tutorial for each vertical
4. General distribution and lead generation program

