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# Capturing & Leveraging Content Centric KPI's With Technology

Articulating, an effective strategy for leveraging Key Performance Indicators

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Key Performance Indicators, also known as KPI's or Key Success Indicators (KSI), help organizations define and measure progress toward organizational, brand and production goals.

In today's dynamic business environment where brand control, consistency and production workflow process are key's to brand management and ROI, organizations need a way to measure progress in relation to their brand initiatives. Key Performance Indicators are those measurements.

By implementing and utilizing an enterprise software solution like an Enterprise Digital Asset Management system with workflow or Enterprise Content Management, or better yet a Dynamic Content Lifecycle Management™ (DCLM) solution, organizations are able to deploy an enterprise software solution that synergistically lives within an ecosystem of brand centric solutions (ECM, PLM, etc.), processes and work-flows while being able to manage and capture a variety of data points including KPI's.

Using a solution like this, you decide what KPI's are important for your business and the system is configured to automatically track these metrics. This information is then available to you in real-time giving you up-to-the-minute consistent measurements across a brand, a project and throughout the organization.

Why are KPI's critical to today's brand leaders? Because Key Performance Indicators (KPI) are quantifiable measurements, agreed to beforehand by the brand owner that reflect the critical success factors of a brand, process and organization. Of course, they may differ depending on the brand or organization's business needs but the ability to create, manage and track critical brand/business process has become mission critical for today's business's to leverage and manage critical data and process.

Having access to real-time KPI information enables continual process improvement leading to measurable cost savings in productivity, efficiencies and accuracy in the brand's lifecycle which results in demonstrable ROI. In today's complex business environment, an organization has many things that are measurable throughout a brand or packaging lifecycle. That in and of itself does not make them key to the organization's success.

In selecting and leveraging Key Performance Indicators particularly around brand and packaging initiatives, it is critical to limit them to those factors that are essential to the organization, process or brand reaching its goals. In order to capture and track those factors, it is critical to have a system in place that acts as a synergistic tool that is flexible enough to automatically deliver accurate KPI's.

More importantly, when looking at a complex brand or process landscape and determining what solution can act as an enabling tool and not a disrupter, a solution like the above mentioned can usually co-exist with your existing architecture and simultaneously provide KPI's across the entire brand and packaging spectrum thus driving efficiencies, cost savings and demonstrable ROI across all associated business units.

## About the Author

David Frederick is the Principal Consultant at df|Management Group and is a seasoned senior executive with over 25 years in the global technology, media and interactive business industries. In addition to being a seasoned senior executive, Frederick is a multi-award-winning and EMMY nominated musician and content author for motion picture, interactive, media and broadcast advertising. He is a recognized leader on the convergence of interactive media, interactive marketing and branding, adver-gaming, and content development and has been a key speaker on numerous industry round tables.

In addition to his executive and creative experiences, Frederick currently serves as Adjunct Professor, Advanced Executive MBA Program for Norwich University, sits on the Piedmont Community College Interactive Gaming Program Advisory Board, is a member of and contributor to the IGDA (International Game Developers Association) Intellectual Property Rights Committee and their released IPR White Paper, a member G-SAM (Global Society of Asset Management), as well as a member of the Council of Communications Advisors – Media and Entertainment. Frederick earned a BS in International Business and an MBA from Weston Reserve University and holds certificates in Strategic Technology Marketing, Reinventing Your Business Strategy, Developing and Managing Strategic Technology, and Building, Leading & Sustaining the Innovative Organization as well as an Executive Certificate in Strategy and Innovation from the MIT Sloan School of Management (Massachusetts Institute of Technology).

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