



Narrow Your Focus in 2009

At iBusiness Solutions we talk about “narrowing the focus”, the principle of prioritizing what we do and say with the end in mind. In the midst of uncertain economic times, we believe this principle applies to every organization’s business plans for 2009. Organizations must stay focused on what they do best, prioritize business initiatives based on strategic goals and objectives, and continue to evaluate how they are progressing toward those goals. Business performance management plays a key role in this process in several ways, as our clients can attest:

1. **Greater cohesion between strategy and execution.** A statewide education system is now at the national forefront of driving greater accountability by making its performance to goals transparent to policy makers, administrators, educators, and the public.
2. **Improve customer retention.** After losing their largest customer, a division of a Fortune 50 company retained 100% of its customers the following fiscal year by creating a more transparent relationship and proving cost savings of \$56 million to their customers.
3. **Drive bottom line results.** A wireless telecommunications company grew year-over-year quarterly service revenue by 32%, driving the company’s best ever net subscriber additions, and delivering higher average monthly revenue per subscriber, all while reducing its call center labor expense by 15,000 hours per month.
4. **Reduce operational cost.** A government agency cut time to engagement of new recruits by up to 75% while also providing new insights into future marketing campaigns.

If you would like to discuss how business performance management can help you address challenges and opportunities in 2009, please [email us](#) or call us at 651-307-4802.

New Offices

We moved into new offices the beginning of December. Please update your address books with our new address:

**7300 Metro Blvd
Suite 590
Edina, MN 55439**

Our phone and fax numbers have remained unchanged.

New Faces

Recent months have also seen several new people join the team at iBusiness Solutions:

Kristie Nord, Executive Assistant

Bruce Turek, Director of Strategy and Architecture

Jimmie Young, Performance Management Consultant

Angelia Brekke, Director of Business Development

The Larger Focus: Making an Impact

I have shared in past newsletters our company’s initiative to introduce computer technology into schools in the Lake Atitlán region of Guatemala. We are currently preparing to equip the first two schools at the end of February. In addition to a generous donation of 25 laptops from a Minneapolis-area hospital, iBusiness Solutions has made a cash donation in honor of our clients, partners, and employees to cover the cost of the needed software and additional hardware (printers, routers). Again this year, we have been privileged and blessed to work with so many fine people and we are privileged to make this contribution in your honor to make an impact in the lives of Guatemalan children. All of us at iBusiness Solutions trust you had a wonderful Christmas and wish you all the blessings of the new year.