

eab group launches **smartKPIs.com**:
The Free Online Database of Key Performance Indicators

Melbourne, Australia, 4 November 2009 - eab group announced the launch of smartKPIs.com, a free online database of Key Performance Indicators (KPIs), supported by a Performance Management knowledge base and a community of users.

smartKPIs.com currently contains over 600 KPIs (performance measures), from a variety of Functional Areas, such as Finance, HR, IT, Marketing and Industries, such as Retail, Hospitality, Agriculture and the Public Service. Navigation through the database is facilitated by a user friendly web interface allowing visitors to either browse or search for relevant performance measures. Each measure is documented in a structured template, containing fields such as: definition, variations, subordinate measures and calculation formula among others. To ensure the quality of the content, 3 Subject Matter Experts review each KPI page before being published. As new performance measures are documented and posted daily, the database is expected to gradually grow to several thousand records.

In addition to a comprehensive list of performance measures, smartKPIs.com also contains a variety of Performance Management resources to support the understanding and use of performance indicators: recommended articles, relevant links, templates as well as an introductory eLearning course in Performance Management and Measurement.

smartKPIs.com is designed for executives, managers, consultants, analysts and other professionals from organizations from around the globe with an interest in Strategy, Performance Management and Measurement. Over 100 registered members from around the world provided valuable feedback during the beta testing of the site, participating in defining the desired content and the interaction model. All registered members can now use the website as a platform for interaction, as they can comment on KPIs, save KPIs to their personal list and propose new ones.

"The value added by smartKPIs.com is represented by the streamlined access to a rich database of well defined performance measures, along with a comprehensive set of resources to guide the users in how to select and work with KPIs", said Aurel Brudan, founder and director of eab group. *"By using the resources available on the website and tapping in the collective experience of the community of users, everyone registered on smartKPIs.com will have the opportunity to learn more and improve the outcome of their performance management efforts."*

New visitors can explore the website contents or register for free to access more content and join the community of users.

About eab group

eab group is a leading provider of integrated performance management solutions, assisting organisations to achieve results by architecting performance. Our expertise in strategy, organisational performance management, business intelligence and project management helps clients in sustainably delivering value for their stakeholders. Our services include, consulting, training, research, technology and online communities, such as smartKPIs.com. For more details, visit www.eabgroup.com.au

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