



“With Baxon PMS we found significant and realistic opportunities to increase our profits, tangible action plans with clear ownership, and a flexible system to monitor if those opportunities are being achieved”

Kevin Watters  
Managing Director  
TRACKER Network UK Ltd



## Baxon PMS focused TRACKER Management Team on achieving a 20% improvement in EBIT margin

### The Challenge

Focus management on a few strategic & high-impact performance improvement goals, and provide a tool that allows on-going ability to monitor results and progress of action plans.

**The challenge was to focus TRACKER on a few key priorities with strong impact on bottom-line and improve understanding of value drivers**

Although the company was very profitable, and had experienced significant growth, top management believed that there were additional opportunities for increasing profits.

Baxon would need to identify the opportunities, measure their potential impact and provide a tool that would allow the organization to monitor results, assign ownership and keep track of the progress of the action plans.

Additionally, management wanted to increase their understanding of the evolution of the main drivers of the business. Accounting information had limited visibility, and was not linked with operational figures. As a result, management had a limited ability to determine the cause of deviations over budget.

### The Solution

In 3 months TRACKER had goals, metrics, action plans, and a 100% web based application running, with no IT integration and no need to install any additional software.

**Implemented a “turn-key” solution in 3 months, with no requirement of TRACKER’s IT department**

The business consulting project took 2 months, and the implementation of the PMS application less than four weeks. With Baxon PMS deployed and running smoothly, management can now access 40 key metrics that can be drilled down to more than 300 indicators, and over 20 action plans, classified by owners and goals, from any PC, anywhere in the world.

TRACKER’s IT team didn’t have to spend any time in the integration with the wide array of in-house & package legacy systems, which was a major concern, in light of the long list of requirements that the IT department was already facing.

**The Results**

An organization focused on agreed goals, aligned with the strategy, and with a better understanding of what is really happening with revenues and costs.

**As a result the organization is focused on implementing goals that will improve EBIT margin in at least 20%**

The entire company is now focused on achieving four groups of goals, that range from marketing/customer service oriented such as customer retention, to detailed process driven priorities such as reducing cancellations of installations. Each of these goals was identified with the management team, and ranked according to incidence and feasibility. With partial achievement of them, the impact on profit will be equivalent to 20% of current EBIT.

Additionally each senior & middle manager has now increased the visibility of its achievements, which are reviewed on a monthly basis in the management meetings, increasing motivation and alignment with TRACKER strategy. Management can now understand the evolution of the business drivers, looking at a drillable set of metrics that combine accounting figures with their day-to-day operational indicators.



“Baxon PMS can quickly grasp local business practice & can clearly show how process improvements will result in increased margins”

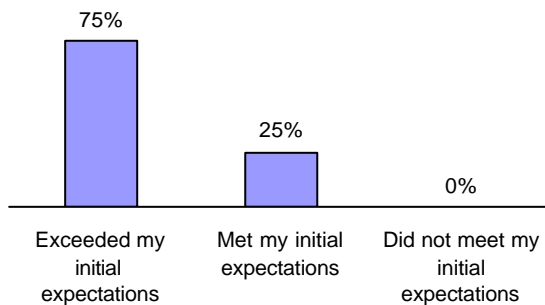
Denis Murphy  
Corporate Systems Manager  
TRACKER Network UK Ltd



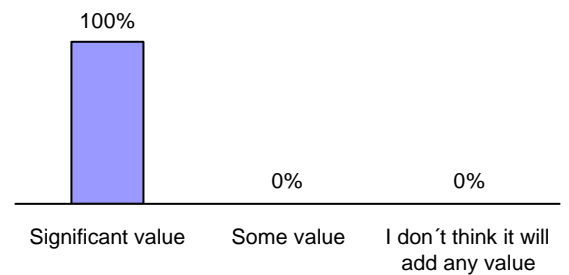
“Baxon PMS identified our strengths and weaknesses, and made us re-focus. Allowed us to see we could identify realistic and achievable goals, which will have significant cost benefit for the company”

Ann Francis  
Customer Service Manager  
TRACKER Network UK Ltd

These are the results of a survey to Senior Management team after the project was finished.



**Did the project and system meet your expectations?**



**How much impact do you expect that embracing Baxon PMS will have on the creation of value to the company?**

**About Baxon**

Baxon PMS is a global provider of software-as-a-service for Performance Management. Baxon Consulting is a management consulting firm specialized in Performance Management. See [www.baxon.net](http://www.baxon.net)

**About TRACKER**

TRACKER Network UK is the leading Stolen Vehicle Recovery operator in the UK, and one of the leading providers of Vehicle Asset Management in Europe. See [www.tracker.co.uk](http://www.tracker.co.uk)