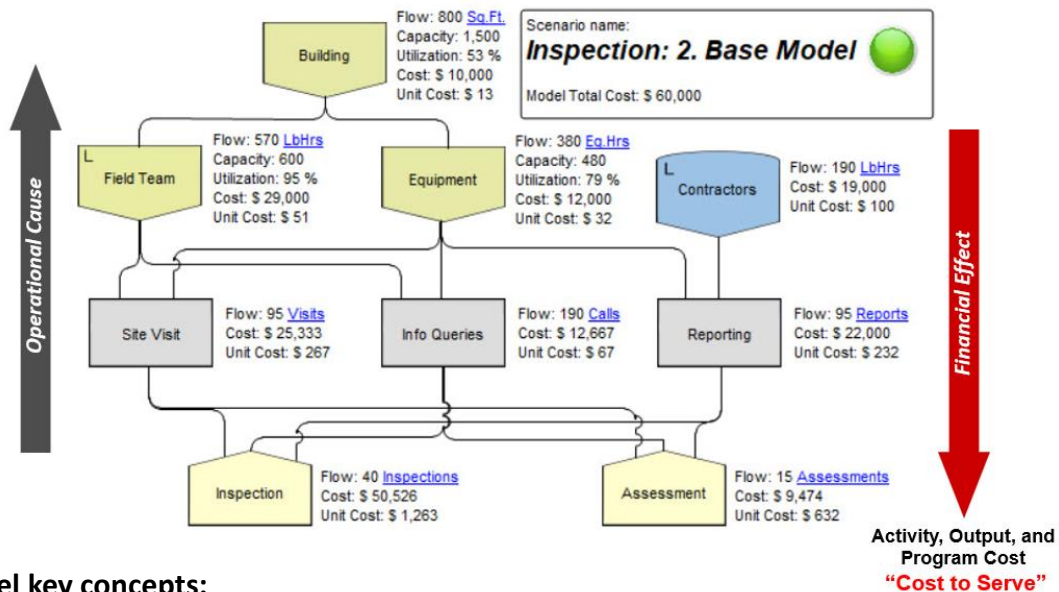


**Tired of trying to get people to understand your spreadsheet?  
Build a visual model that everyone can understand and work with!**



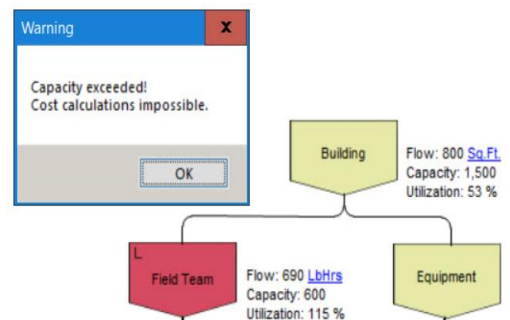
**CBP model key concepts:**

1. Visual model of Outputs (Services/Products), Activities and Resources
2. Operational flow calculation is “bottom up” based on output volumes and consumption rates
3. Resource capacity constraints are modeled to validate utilization levels and identify bottlenecks
4. Financial calculations are “top-down” based on operational flows to establish fully loaded costs

**CBP illustrative model above:**

1. The visual model consist of:
  - 2 Service Outputs (Inspection, Assessment)
  - 3 Activities (Site Visit, Info Queries, Reporting)
  - 3 Fixed Resources (Field Team, Equipment, Building) and 1 Variable Resource (Contractors)
2. The results of one scenario shown above include:
  - Operational flows based on established or forecasted output levels
  - Resultant utilization level of the 3 fixed resources
  - Total and unit costs for all resources, activities and outputs

Evaluate how resource constraints impact your ability to deliver on forecasted operational demands, business process changes, and/or new program and service outputs. CBP flags operational bottlenecks that are present in any organization and provides a means to quickly evaluate options for resolving broken constraints (including the cost impact of these options).



## CBP is an integrated solution for enhanced resource planning, operational costing and business process optimization.

CBP-Software is a powerful adjunct to the QualiWare Business Process Management technology which enables organizations to truly understand and manage the impacts of organizational transformation. CBP follows CAM-I's<sup>1</sup> well established "Closed Loop" approach to Activity-Based Planning where the emphasis is on developing an operational view of the business which ultimately lead to more accurate costs and budgets.

CBP models are used collaboratively to test and validate "what-if" scenarios for understanding both the operational and financial impacts across the organization. CBP provides business stakeholders valuable insights into a wide variety of business management issues such as:

### OPERATIONS MANAGEMENT

- Resource Allocations & Work Planning
- Capacity Analysis
- Efficiency Improvements (LEAN)

### CLIENT MANAGEMENT

- Cost to Serve / Cost Recovery
- Service Fee Rationalization/Planning
- Support for Service Standards



### FINANCIAL MANAGEMENT

- Costing, Planning & Budgeting
- Transfer Pricing
- Demonstrating "Value for Money"

### STRATEGIC MANAGEMENT

- Internal Services
- Program Rationalization
- Capital Investment

## via Collaborative Scenario Playing – "What-if?"

**Build a CBP model to test business scenarios and cost key outputs and services before committing resources!**

**Test Drive CBP with our Quick Start Program:** In as little as 4-6 weeks, CBP-Software and Landmark Decisions can get you up and running with a proven methodology, specialized training and coaching, access to CBP software, as well as modeling support and facilitation by subject matter experts. For more details contact: **Mike Haley** at mhaley@landmark.ca or **Bob Boisvert** at Bob.Boisvert@cbp-software.com