

CUSTOMER CASE:



The Helsinki School of Economics (HSE) is Finland's leading university in economics and business administration. There are more than 3000 active students and the number of staff measured in man-years was 408 in year 2001.

Helsinki School of Economics Uses QPR ScoreCard as an ASP Solution Provided by Proha Plc



Teemu Malmi (middle), Raimo Vaalasranta (right) and Matti Kanninen (left) shake hands for the new QPR ScoreCard as an ASP Service to Universities agreement.

*"We have used QPR ScoreCard now for 2 years and the response from users has been excellent. The tool helps students to really understand the concrete power of Performance Measurement and Balanced Scorecard to any organization."
Teemu Malmi, Professor*

"Application Service Provider (ASP) solution makes it easy for the university and for the students to utilize modern Balanced Scorecard software in management courses" says professor Teemu Malmi from HSE. "Proha group integrated QPR ScoreCard to its Product suite in early 2001. The tool is very flexible and well suited to ASP usage. We have now selected the global University markets as our focus segment and are delighted to see Helsinki School of Economics as our customer.", says Raimo Vaalasranta, the CEO of Intellisoft, a Proha group company specializing in ASP solutions.

"QPR is committed to support its partners in developing focused concepts for any market area, customer industry and offering segment. The Global QPR ScoreCard ASP solution for Universities is a clear win/win concept for our Partner, University, Students and

QPR" says Matti Kanninen, Senior Vice President, QPR Software.

"We use QPR ScoreCard because it is easy-to-use, visual and gives a very good overview of Balanced Scorecard to every user. QPR provides excellent learning material which ensures the satisfaction and motivation of individual students. As we are able to use the software from any computer connected to internet, the students may work at home and we may even present the results of our industry client cases directly to the management teams as a ready made scorecard application", says Teemu Malmi