Acme Corporation Technology

	Organization Goals	Measurements	Targets	YTD	Jan. 2012	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Financial	1.1 Generate sales of $1 million by the end of the year. (Source:Quick Books)	$ in sales	$1,000,000	$175,000	$45,000	$60,000	$70,000									
	1.2 Increase average billable hour factor. (Source: Time-tracking Program)	$ per billable hour.	$200	$125	$120	$120	$135									
Customer	3.1 Licensing: Acquire 1,000 total licenses by the end of the year. Eor	# of new licenses	1,000	271	69	94	108									
	3.2 Maintenance Contracts: Acquire an average of 5 new maintenance contracts per month	# of new maintenance contracts	5	6	7	5	6									
	3.4 Develop understanding of technological issues had by existing customers.	% complete	100%	85.50%	80%	85%	85.50%									
	4.1 Reach a 15% annual increase in new customers over the next 2 years.	% increase in customer base annually	15%	9%	5%	7%	9%									
	4.2 Professional Service: Acquire 3 new consulting clients (of $5K+) per month.	# of consulting clients	36	12	5	4	3									
Internal / Operational	6.1 Attract: Increase the overall traffic to website by 20% (ended 2011 at 145,000 monthly unique visits).	Total visits	174,000	169,000	169,000	165,000	168,000									
	6.2 Convert: Increase the number of leads who become customers from 20% to 25%.	# of leads who become custoemrs (Performable)	25%	24.05%	23.10%	23.90%	24.05%									
People / Learning																