KPIs for non−financial data

Internal   **Reporting for communication on shared framework**

KPI Concept

Internally Used KPIs

interdependent

**Financial
Non-financial
Quantitative
Qualitative**

**For
Internal
Management
& Control**

<telecommunications>

<automobile>

<retail>

<electronic devices>

<oil & gas>

Industry specific
KPIs
<Pharmaceutical>
20-25KPIs

**For
• Comparability
• Credibility
• Relevancy**

Core KPIs on Business
10-15 KPIs
(extracted from the Industry specific KPIs)

Company Specific
KPIs
No-limit

**For
• Strategic intent
• Differentiation**

Indicate value drivers for future cash flow

Mixture of Financial & Non-financial

Mixture of Internal & External

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