



MARROCOTM
PRODUCTS

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CER[®]
CONTROL AND EVALUATION OF
RESULTS



Profitability:

Organizational condition in which profits or benefits are greater than costs.

Organizational profitability is jeopardized by recurrent problems without permanent solutions.

There is consensus on the fact that the human factor is the main source, 80%, of internal obstacles and problems in Organizations.

CER® known by the Spanish acronym of Control and Assessment of Profitability, is a technological solution (software and coaching) that offers precise assistance in the development of human generic competences of the personnel to approach and solve specific and recurrent problems.

CER® identifies the nature of the problems and promotes the improvement or selected change process in the affected area.

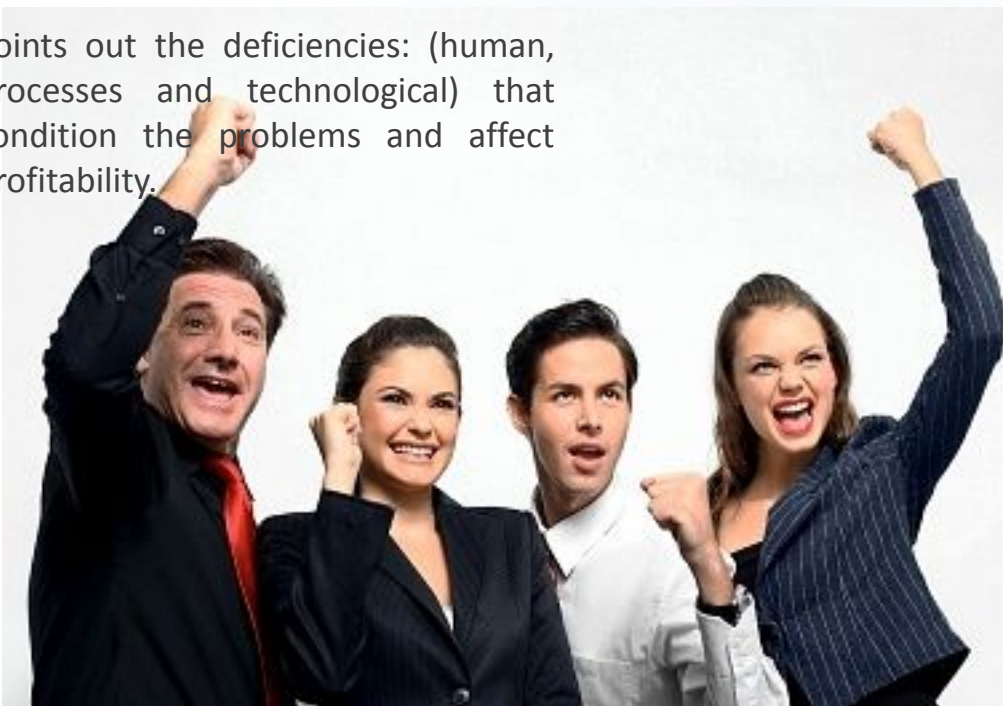


CER® Contributions:

- Allows the Organization to identify the source of problems and relates them to the level of development of personnel's generic competencies such as: leadership, systemic thinking, innovation, among others.
- Specifies the area or department affected with the problem and its economic impact.
- Identifies the persons responsible of contributing solutions.
- Points out the objectives affected by the creative solutions and the indicators to measure their economic impact.
- Points out the deficiencies: (human, processes and technological) that condition the problems and affect profitability.

Technological Approach

Web-based developed Software with a Service Oriented Architecture (SOA) model, allowing the easy adaptation to special connection requirements, reporting, and operational tools required by clients.



CER[®] HELPS TO SOLVE THOSE SPECIFIC PROBLEMS RECURRENTLY AFFECTING YOUR ORGANIZATION.

What do you obtain with CER[®]?

- Improvement Plan: includes problem's analysis and action strategies.
- Indicator's tracking report: provides a close monitoring to the problem related indicators.



IT IS GOOD TO IMPROVE, BUT IT'S BETTER TO LEARN HOW TO CHANGE

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