

ARB ARENDAL is a Mexican company founded in 1997, formed by Mexican company ARENDAL and American company ARB. ARB ARENDAL specializes in constructing pipelines and related facilities, water and wastewater treatment plants, power plants, compressor stations. It provides a wide range of engineering, construction, fabrication, maintenance and replacement services to major energy, petrochemical, refining and mining companies, developers, utilities, public agencies and other customers. ARB ARENDAL has 2,000 employees and is based in Monterrey, Mexico.

## ARB ARENDAL Aligns its Strategic Plan with its Operative Processes Using QPR ScoreCard and QPR ProcessGuide

### CUSTOMER CASE:



*"Our Management Team can now make better informed decisions by accessing all information related to our construction sites when needed through QPR ScoreCard."*

*Jesús García Pons,  
Operations Director,  
ARB ARENDAL*

Strategy and quality management in construction industry.

Methodology frameworks used:

- Strategy management (Balanced Scorecard)
- Quality management (ISO 9000)

QPR Products used:

- QPR ScoreCard
- QPR ProcessGuide

**After one year of usage and development of its QPR management suite, ARB ARENDAL has managed to align all work teams' efforts, make better decisions thanks to the information available and identify the existing bottle necks in each project in order to erase them accordingly.**

The division of Operations, lead by **Jesús García Pons**, was in the need for an integrated tool that would be focused on strategic planning and Balanced Scorecard and would meet the functionality requirements set by the Balanced Scorecard Collaborative (a Palladium Company), while allowing ARB ARENDAL to measure and follow

the various indicators of his projects spread throughout a large geographic area.

### QPR ScoreCard: aligning the Strategic Plan

The system has been designed so that ARB ARENDAL has one scorecard per construction site, all of them running on QPR ScoreCard. On a regular basis and determined by the nature of each indicator, each project manager feeds the data remotely, and by using the web-browser QPR Portal, the management team is able make better informed decisions by having access to last minute information when needed.

## Quick implementation

The first step for ARB ARENDAL was to define the strategy based on the Balanced Scorecard methodology.

Perspectives, strategic targets and indicators were defined to build the first scorecard. This was all based on one of the projects ARB ARENDAL was working on at that time, the Burgos Project. This allowed them to understand the potential of the Balanced Scorecard methodology and QPR ScoreCard.

In only 40 days ARB ARENDAL implemented the tool and configured each of the perspectives, strategic targets and indicators, as well as alerts and responsibilities. After that, the management team and employees responsible for the different scorecards were trained.

This first model was then replicated and improved, to be used in other projects and as the number of scorecards increased, it was decided to develop the corporate model which implied creating more hierarchies, advanced consolidating functions, personalized periods, three generation graphs and forecasts calculations. The number of users had to be increased as well, making use of one of the benefits of QPR ScoreCard: scalability.

Additional to this ARB ARENDAL implemented QPR ProcessGuide, the process management tool provide by QPR, in order to its processes and certified ISO systems.

By using QPR ProcessGuide ARB ARENDAL is able to streamline their operations in order to improve productivity, customer satisfaction, reduce costs and ensure compliance with regulatory requirements.

## Aligned efforts towards common goals

After a year of usage and development of the system, ARB ARENDAL has managed to align all work teams' efforts, make better decisions thanks to the information available and identify the



existing bottle necks in each project in order to erase them accordingly.

QPR ScoreCard allows ARB ARENDAL's employees to easily access all information and thus see everybody's impact on results, leading to increased commitment and motivation.

## QPR Software's robust management tools

The fact that QPR is a certified tool by Balanced Scorecard Collaborative and posses features like easy maintenance and quick implementation made it easy for ARB ARENDAL to choose QPR Software's products, acquired through BIQ, QPR partner in Mexico.

Other reasons for ARB ARENDAL to choose QPR where the fast learning curve, since QPR ScoreCard is a very intuitive and easy-to-use software's product, scalability and multi-user functionalities.

QPR Software is considered a leading strategic planning and process software producer, fulfilling functional and technical standards with all its products.

## Future Actions: reaching strategic goals by linking metrics and processes

ARB ARENDAL has started using QPR ProcessGuide recently and is integrating QPR ProcessGuide with the company's current scorecard in order to link their processes to indicators.

By linking QPR ScoreCard and QPR ProcessGuide organizations can have a direct connection between actual performance metrics and business processes in order to monitor and improve progress towards reaching the strategic goals.

