

BSC

CPM sub

2005. 07 . 14 .

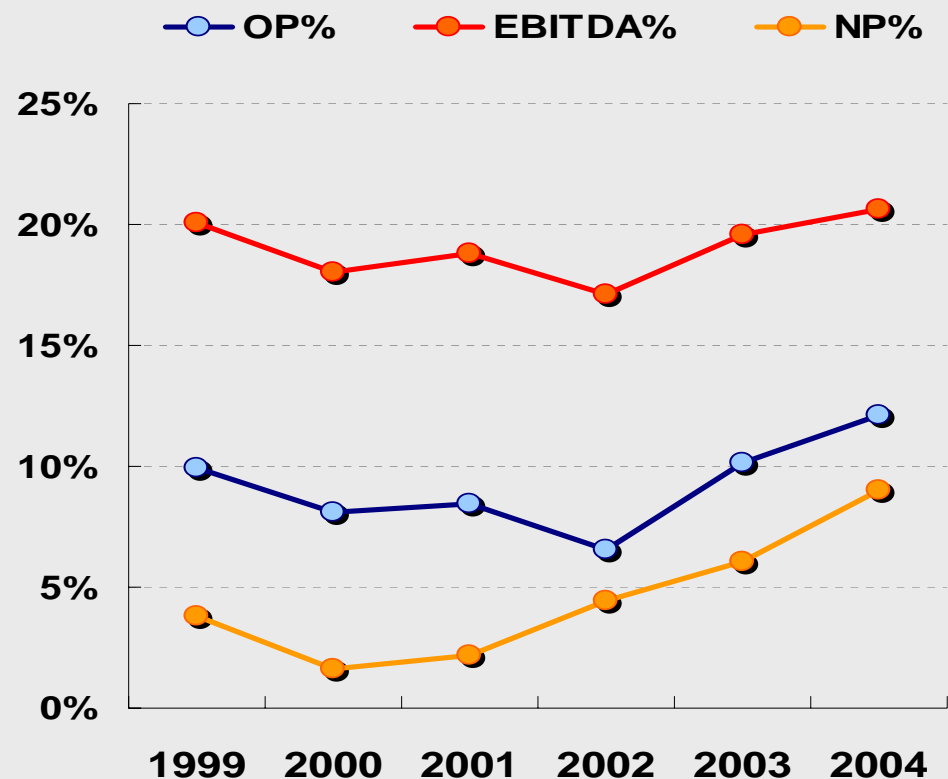




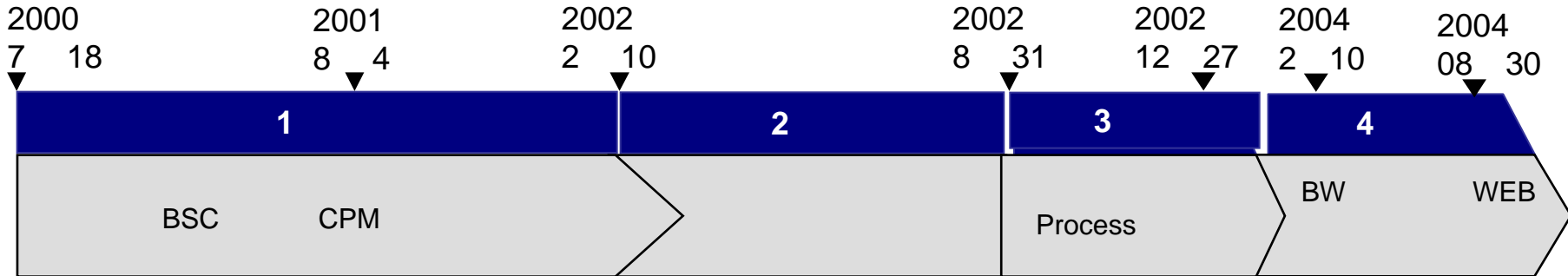
2004 Results

(W bn)	2003	2004	2005(T)	04/03	05/04
	1,676.9	1,855.8	2,006.6	10.7%	8.1%
	612.5	564.6	631.4	-7.8%	11.8%
	1,064.4	1,291.2	1,375.2	21.3%	6.5%
(OP)	170.4	225.2	246.9	32.2%	9.6%
	143.6	243.0	260.5	69.2%	7.2%
(NP)	101.5	166.0	183.2	63.6%	10.3%
UHPT sales	130.4	208.4	307.0	59.8%	47.3%

EBITDA trends





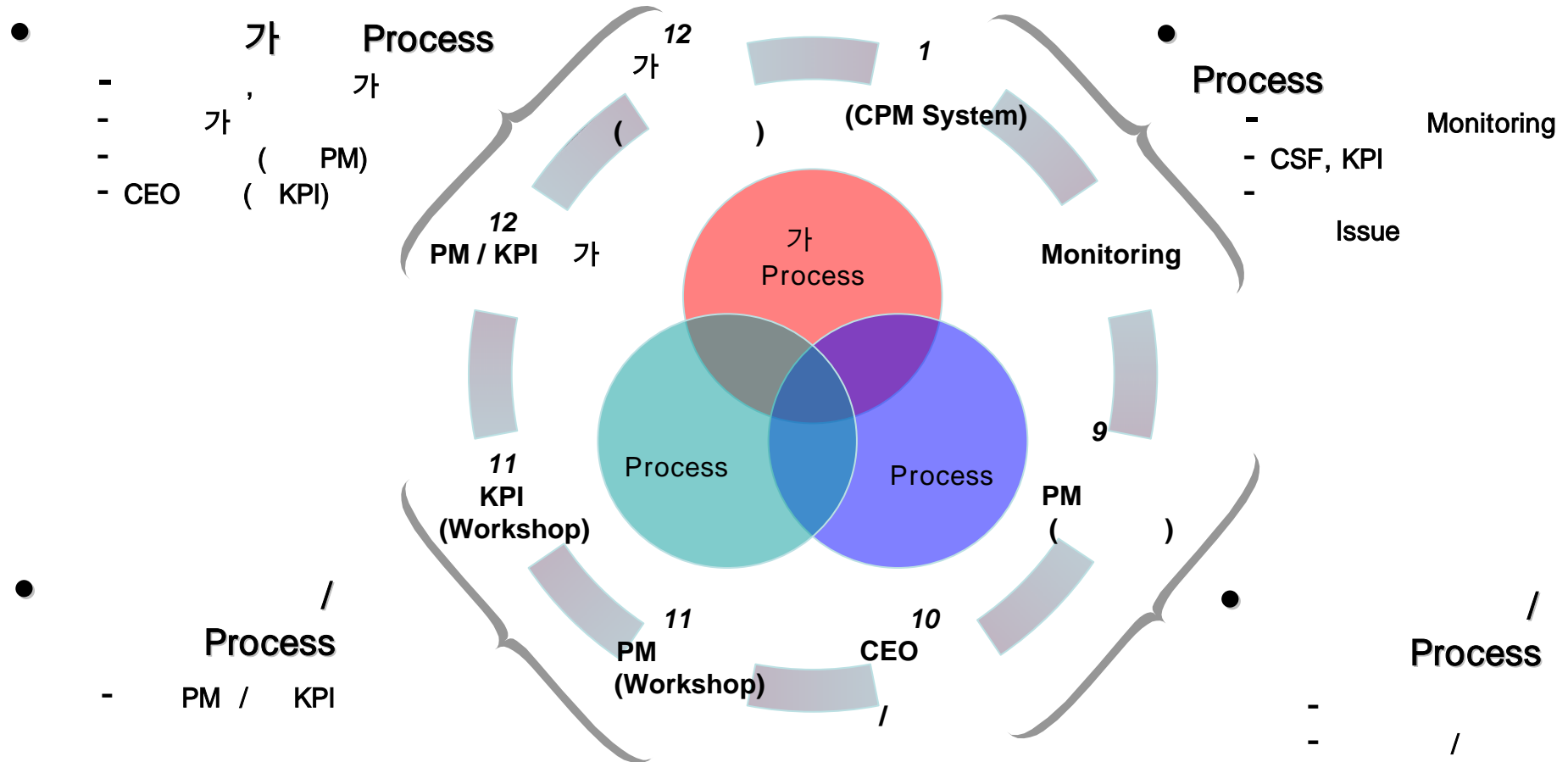


- BSC
- 가/ (2000.8)
- BSC (12)
- CPM/BW System (2001.7)
 - CPM Configuration
 - BW Data Mining
- Data Quality Check (2001.10)
- Issue

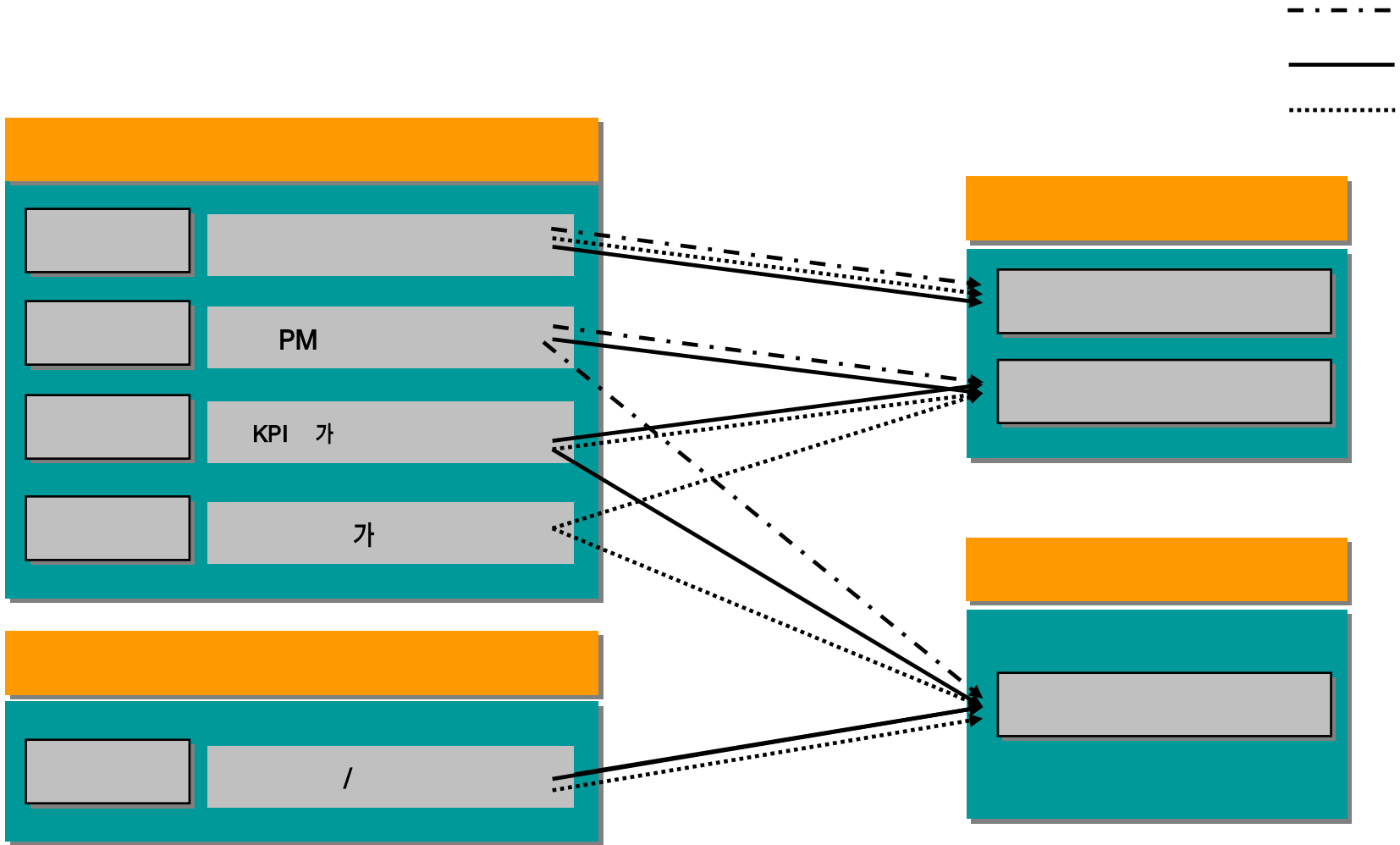
- BSC
- KPI Consensus Workshop (가 (Performance Measure))
- 가
- Incentive
- CPM System

- 2003 Process Down (Top-Down)
- KPI
- (2002.10)
- BW
- WEB
- 가

CPM Process Process Process, Process, 가 Process 3 Process PM, KPI Workshop



- - (EVA,)
- - : BSC (KPI)



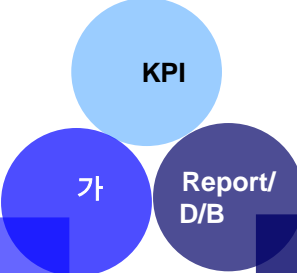


가 Web Up Grade 가 BW Report

Up grade : , Web , ,
 (149 Scorecard) : , /Comment

'04 4 ~8

'04 7 ~8



'04 7 ~9

가 Report 가

Report / BW Report