


## OTTIMA plus Sp. z o.o..

Name of the organisation :	OTTIMA plus Sp. z o.o..	
Address:	ul. Gallusa 12, 41-594 Katowice, Poland	
Tel:	0048 606 364 500	
Fax:	0048 32 700 31 48	
Web site:	<a href="http://www.ottima-plus.com.pl">www.ottima-plus.com.pl</a>	

Name of the contact person :	<i>Marek Jabłoński</i>	
Function:	<i>President of the board</i>	
Address:	<i>ul. Gallusa 12, 41-594 Katowice, Poland</i>	
Tel:	<i>0048 604 538 566</i>	
Fax:	<i>0048 32 700 31 48</i>	
E-mail:	<a href="mailto:marek.jablonski@ottima-plus.com.pl"><i>marek.jablonski@ottima-plus.com.pl</i></a>	

Name of the contact person :	<i>Adam Jabłoński</i>	
Function:	<i>Vice-President of the board</i>	
Address:	<i>ul. Gallusa 12, 41-594 Katowice, Poland</i>	
Tel:	<i>0048 606 364 500</i>	
Fax:	<i>0048 32 700 31 48</i>	
E-mail:	<a href="mailto:adam.jablonski@ottima-plus.com.pl"><i>adam.jablonski@ottima-plus.com.pl</i></a>	

**Type of organisation:**

SME     School     University     Public Authority   
 Training     No Profit     NGO

Other (Specify) *private company*

**Fields of action :**

SMEs     Youth     Universities     Public Authorities   
 Equal opportunities     Schools     Unemployed

Other (Specify)

## Description of the organisation

OTIMA plus Sp. z o.o. for several years indicates business trends in the economic and technical issues. We have gained the trust of our clients at the end of many years of consulting and expert activities to solidify the brand Ottima plus as an effective and reliable business partner. We help our clients to achieve better efficiency by using innovative solutions, often characterized by a high level of innovation, through which our customers may open a new business space and overcome barriers to its development.

OTTIMA plus is above all a team of several dozen employees - experts in the field of railway transport, management, economics and marketing. Focus on the purpose, the dynamics of work and unbridled enthusiasm are the main team. Allowing favorable conditions for the professional development we get what is most desirable - high-quality work for our clients.

We are a company of creating technological solutions for its clients in the areas of innovation: process technology, product, organizational.

We create space for the business by creating new methods and concepts in the field of technology and management.

Our mission is to create space for the business through partnerships and support Polish companies to identify, create and improve effective business solutions.

## Experience of the organization in previous European projects

LP.	CUSTOMERS	SCOPE OF SERVICES
<b>BALANCED SCORECARD</b>		
1.	Górnślaskie Przedsiębiorstwo Wodociągów S.A	Implementation of BSC
2.	Grupa Hoteli WAM Sp .z o. o.	Implementation of BSC
3.	Warszawski Ośrodek Sportu i Rekreacji	Implementation of BSC
4.	Mostostal Zabrze Holding S.A	Implementation of BSC
5.	Gealan Polska S . Z o. o	Training in BSC
6.	ORLEN	Training in BSC
7.	Zarząd Morskich Portów Szczecin i Świnoujście S.A	Training in BSC
8.	Przedsiębiorstwo Energetyki Ciepłej Katowice	Training in BSC
9.	Uniwersytet Śląski	Training in BSC
10.	Saint- Gobain HanGlas Polska Sp. Z o. o	Training in BSC
11.	Agencja Rozwoju Przemysłu S.A	Implementation of BSC
12.	PCC Rail S.A	Implementation of BSC
13.	Przedsiębiorstwo Wodociągów i Kanalizacji Sp. z o. o	Implementation of BSC
14.	PWM Edition	Implementation of BSC
15.	Wyższa Szkoła Ekonomiczno – Humanistyczna w Bielsku Białej	Implementation of BSC
16.	Wodociągi Siemianowickie AQUA-SPRINT Sp. z o.o	Implementation of BSC
<b>RESULT SC RECARD –BUSINESS INTELIGENCE SOFTWARE</b>		
17.	Uniwersytet Technologiczno-Przyrodniczy Bydgoszcz	Software of business intelligence
18.	Final S.A	Software of business intelligence

19.	GRUPA HOTELI WAM SA	Software of business intelligence
20.	WOSIR WARSZAWA	Software of business intelligence
21.	Górnślaskie Przedsiębiorstwo Wodociągów SA w Katowicach	Software of business intelligence
22.	CONBELTS BYTOM	Software of business intelligence
23.	Wodociągi Siemianowickie AQUA-SPRINT Sp. z o.o	Software of business intelligence
<b>THE BENCHMARKING EXERCISE</b>		
24.	Wojskowe Zakłady Łączności Nr 2 SA w Czernicy	The benchmarking exercise
25.	Final SA Dąbrowa Górnicza	The benchmarking exercise
26.	Grupa Kęty SA	The benchmarking exercise
27.	Górnślaskie Przedsiębiorstwo Wodociągów SA w Katowicach	The benchmarking exercise
28.	Grupa Hoteli WAM w Krakowie	The benchmarking exercise
29.	PARP	Assessment of the current approach to benchmarking technology parks, together with recommendations for the future
<b>STRATEGIC EXPERTISE</b>		
30.	Final S.A	The company's development strategy for 2008-2011
31.	Górnślaskie Przedsiębiorstwo Wodociągów S.A	The current assessment of the condition of the Company's business from the competition.
32.	ThyssenKrupp Stal Serwis Polska	To measure customer satisfaction and employee motivation survey
33.	Śląski Klaster Wodny	Consultancy in the formulation of development strategies Silesian Cluster Water
34.	GPW S.A	Expert opinions on the water sector Silesian province
35.	TUV NORD	The study in the field of analysis of the functioning SMBs in the Polish economy in terms of the industry on the basis of quantitative research dedicated to the SME sector Benchmark Index tool.
36.	Przedsiębiorstwo Wodociągów i Kanalizacji Sp. z o. o	Quantitative and qualitative research
37.	PARP	Approval of the various stages arising from the implementation of the pilot project concerning. Benchmarking of technology parks in Poland
38.	TAURON Polska Energia	Training on "Value Management Companies"
39.	PARP	Organization and carrying out benchmarking Technology Parks in Poland
40.	Ecorys Polska Sp. z o. o	Develop and deliver a presentation on "Innovation in enterprises - club innovative companies"

41.	Katowicki Holding Węglowy S.A	Audit of soft skills and hard workers
42.	Fundacja „Unia Bracka”	Develop strategies for the Foundation "Bracka Union" for the period 2013 - 2018
43.	Tramwaje Śląskie SA	Analysis of the organizational structure of the Company Silesian Trams
44.	Urząd Transportu Kolejowego	Develop a quality management system manual for Passenger rail operators
45.	Urząd Miasta Dąbrowa Górnicza	Develop strategies for urban development in 2020 for Dąbrowa Górnicza City
46.	Urząd Miasta Sosnowiec	develop a strategy for the creation of educational centers in Sosnowiec based on the concept of smart specialization of the region. Model of vocational and continuing education in the city of Sosnowiec
47.	Powiatowy Urząd Pracy w Sosnowcu	Implementation of the survey and an analysis of the local labor market and diagnosis County Sosnowiec demand for qualifications and skills of the unemployed
48.	Wojewódzki Urząd Pracy w Katowicach	<p>“Research and analysis of the trend of the SME sector Dabrowski Basin subregion in the context of the labor market”</p> <p>Project co-funded by the EU under the Human Capital Operational Programme for 2007-2013 Agreement Number UDA-POKL.08.01.02-24-0549/11-00</p> <p>The project is realized in the period December 2011-February 2013</p>

**Result Scorecard** is a software designed to the monitor strategy of which the main aim is to maintain the business management.

**Result Scorecard** functions as a tool which allows to monitor the rates worked out in order to assess the realization of organization strategies.

Thanks to the function which allows to generate the reports resulted from the standard monitoring (indicator) and strategy, the tool of total control under all aspects concerning functioning of the company was created. It allows to conduct the wide analysis of the market which facilitates the optimization of further development strategy.

**Result Scorecard** is a programme which consists of four modules responsible for different functions of the programme. The most important of them is monitoring module. The early detection of the areas which do not fulfil the norm of the particular strategy may be prevented by the rates of the monitoring module.

Balanced Scorecard is an instrument of strategic management which enables to locate a long-term organization strategy in the organization management system by a measurement mechanism. In a sense, it is an alternative proposition to traditional financial systems which describes and explains what should be measured in an organization to most suitably assess the effectiveness of a (pursued) strategy as well as its accuracy. Balanced Scorecard gives the opportunity to use the strategy and vision in action according to four criteria:

- financial
- client
- internal processes
- infrastructure and development

It defines the business aims of the organization which go beyond the area of financial aims and indicates the

actions which are crucial in creation of value. Balanced Scorecard significantly emphasizes the short-term effectiveness as well as the factors which determine a long-term financial and market success.

## ACADEMY OF BALANCED SCORECARD

We invite you to see our virtual Academy of Balanced Scorecard containing the compendium of Balanced Scorecard. Its theoretical and practical issues may be an inspiration of development and implementation of strategic business management systems.

We present an innovating approach to the Balanced Scorecard issues which may be the source of development of your company and it serves as a platform which builds the competitive advantage of the company on the market. The content you find on the following website is constantly updated and widened to entirely satisfy your expectations. We present the newest forms in a friendly and accessible way.

We do not only intend to create the knowledge base but also the public place for the exchange of experience in the field of the new management phenomenon issues which is for sure Balanced Scorecard.

Our business includes consulting in range of e.g.:

Balanced Scorecard including :

- quantitative and qualitative research (including evaluation ) including the market environment in terms of economic, social and technological ;
- economic, financial and strategic diagnosis of entities;
- strategic analysis:
  - Assessment of the competitive position of the entity ;
  - Assessment of the maturity of sector;
  - Study and analysis of the competitive environment;
  - Study and analysis of the macro;
  - Mapping of strategic groups for selected strategic factors;
- risks identification and risk management systems;
- strategy monitoring and assessment indicator system ;
- implementation of the strategy monitoring by indicators .

DEVELOPMENT STRATEGIES:

- analysis of the market and strategic analysis ;
- diagnosis of the current state of the enterprise;
- marketing strategy and strategy services;
- investment strategy;
- innovation strategy;
- management of assets strategy;
- financial strategy;
- financial projections and sensitivity analysis;
- risk diagnosis and analysis;
- mapping the goals and objectives to implement and monitor the implementation of the strategy;
- other areas.

DEVELOPMENT STRATEGIES OF CITIES AND MUNICIPALITIES DEVELOPMENT:

- Diagnosis of the current status of the community;
- Defining the mission, vision and strategic objectives;
- Functional strategies;
- Projection of financing sources;
- Assumptions implementation strategy;
- To control for implementation of strategy;

ANALYSIS, RESEARCH STUDY AND STRATEGIC PLANS FOR THE DEVELOPMENT OF LOCAL LABOUR MARKET:

- business characteristics of the region;
- analysis of the local potential of entrepreneurship;
- analysis of local economy;
- analysis of human capital and education system;
- analysis of the population in the county;
- analysis of the county population;
- analysis of economic activity;
- analysis of the work;
- analysis of the unemployed;
- analysis of economically inactive;
- analysis of labor demand;
- others.

### **Contributions that can be provided to the project**

Creating new approach to the designing of business models, performance management systems for modern companies, start-ups.

### **Reasons of involvement in the project**

Big experience in creating modern solutions for companies in early stage of development, own approach for creating of value for customers, new knowledge for business activities in network economy.

### **Contact Person's Experience and Expertise**

Marek Jabłoński is associated professor in The Department of Management in the University of Dąbrowa Górnicza (Wyższa Szkoła Biznesu w Dąbrowie Górniczej), Zygmunta Cieplaka Str. 1c, 41-300, Poland, e-mail: adam.jablonski@ottima-plus.com.pl.

Is also President of the Board of a well reputable management consulting company company "OTTIMA plus" Ltd. Katowice and President of the Association "Southern Railway Cluster" Katowice which supports development in railway transport and innovation transfer, also towards cooperation with european railway clusters (European Railway Clusters Initiative member).

He holds a PhD in Economic Sciences, specializing in Management Science.

Working as a management consultant since 1997, his experience and expertise has grown through his contact with a number of leading companies in Poland and abroad. He is the author of a variety of studies and business analyses in the value management, risk management, balanced scorecard and corporate social responsibility fields. He has also written and co-written several monographs and over 100 scientific articles in the field of management, published both in Poland and in abroad.

The scientific interests of Marek focuses on the issues of modern and efficient business model design, Value Based Management and Performance Management Systems.

Marek Jabłoński scientific interests are focused also on business models and their key attributes. He explores also various features of business models, especially focusing on the design and operationalization of business models in a network environment. He studies the mechanisms shaping business models in a network environment, searching for universal principles, which are a source of further scientific exploration in this area.

Currently, He is also a member of Scientific Boards of International Journals and/or he is the Scientific Reviewer in ten entities (Canada, USA, India) and in Scientific Boards of National Journals.

Adam Jabłoński is a assistant profesor in The Department of Management in the University of Dąbrowa Górnicza (Wyższa Szkoła Biznesu w Dąbrowie Górniczej), Zygmunta Cieplaka Str. 1c, 41-300, Poland, e-mail: adam.jablonski@ottima-plus.com.pl.

Is also Vice-President of the Board of a well reputable management consulting company company "OTTIMA plus" Ltd. Katowice and President of the Association "Southern Railway Cluster" Katowice which supports development in railway transport and innovation transfer, also towards cooperation with European railway clusters (European Railway Clusters Initiative member).

He holds a PhD in Economic Sciences, specializing in Management Science.

Working as a management consultant since 1997, his experience and expertise has grown through his contact with a number of leading companies in Poland and abroad. He is the author of a variety of studies and business analyses in the value management, risk management, balanced scorecard and corporate social responsibility fields. He has also written and co-written several monographs and over 100 scientific articles in the field of management, published both in Poland and in abroad.

The scientific interests of Adam focus on the issues of modern and efficient business model design, including Sustainable Business Models and the principles of company value building strategy that includes the rules of Corporate Social Responsibility.

Adam Jabłoński scientific interest are focused also on business models and their key attributes. He explore also various features of business models, especially focusing on the design and operationalization of business models in a network environment. He study the mechanisms shaping business models in a network environment, searching for universal principles, which are a source of further scientific exploration in this area.

Currently, He is also a member of Scientific Boards of International Journals and/or he is the Scientific Reviewer in ten entities (USA, India, Denmark, Germany) and in Scientific Boards of National Journals and He is a Scientific Reviewer in nine entities. He is inter alia a constant reviewer of the Journal of Business & Industrial Marketing ( impact factor – 0,750), the Journal of Organizational Change Management (impact factor – 0,462), the Journal of Management Development (indexed in Scopus), the Journal of Business Models published by Aalborg University, Center for Research Excellence in Business Models (CREBS), Denmark. He is also a member of the Editorial Board in International Journal of Enterprise Network Management (indexed in Scopus). He is also a member of the Editorial Council and permanent reviewer of Open Journal of Business Model Innovation published by the Institute of Technology and Process Management, University of Ulm, Germany.

He is also a member of the Business Model Community. Business Model Community (BMC) has been created in 2008 to share theoretical arguments and empirical research on business models.