



BBMRI-ERIC[®]

Biobanking and
BioMolecular resources
Research Infrastructure

ERIC Forum – Key Performance Indicators

Erik Steinfeld

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A reason to buy, cooperate, or co-create. But why would they?

Strength that, in a given segment, influences the customer decision process in favour of the organization

Competitive Advantage

Balanced Scorecard

Kaplan and Norton *Using the Balanced Scorecard as a Strategic Management System*

- 1992 – introduced
- 1997 – 64% of companies using
- 2005 - update



Simple Balanced Scorecard Indicators Dashboard



Startpage visitors June - October

11.137

 + 14 %

Website Access

Users  - 3%

Sessions  + 12%

Page Views  - 4%

Bounce rate  + 6%

New Website Users

54,80%

 - 1,27%

Twitter followers

669

 +12%

LinkedIn Followers

456

 +29%

Top visiting countries website

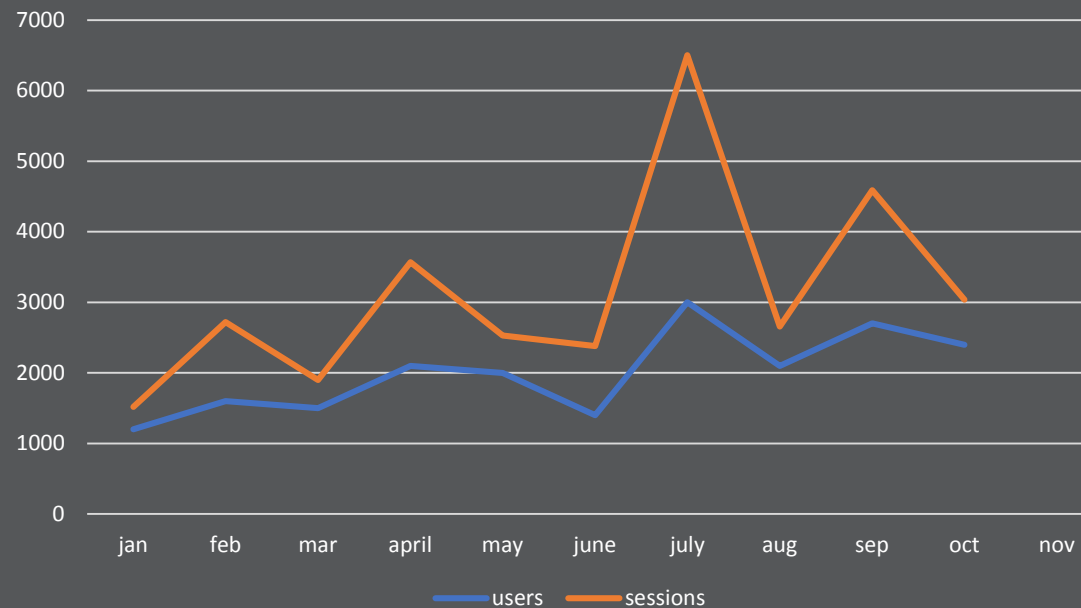
Austria 11,7%

Germany 8,8%

Italy 7,5%


United States 7,3%

User Distribution website



Twitter impressions

77,7K

 +243%

Twitter Retweets

311

 +308%

Key nex steps

New tartgets in Google Analytics

Implement event tracking in website

Conversion tracking

Filter Company IP and Robots IP addresses

Summary 2018	Goal	Actual	Difference
Ratio between number of samples delivered to requesters and the total number of samples stored by the biobank			
Number of biobanks connected to core CS IT services			
Number of biobanks that filled out Self Assessment Survey			
Number of biobanks supported for certification and accreditation			
Ratio between number of ELSI requests accomplished and total number of ELSI requests			
Number of followers on Social Media			
Number of projects on track > 80%			
Total number of member states and observers			
Total Revenue			© BMRF-ERIC
Total Expenses			



That's all Folks!

Thank you for your attention!