







Desired Business Outcomes

Category	Business Objectives	Priority	Objective Owner	Resourced	Target Achievement Date
Revenue					
Operational costs					
Productivity enhancements					
Customer experience					
Competitive differentiation					
Technology support					

Desired Business Outcomes

Category	Business Objectives	Comparable Example
Revenue	<ul style="list-style-type: none"> Increase revenue by at least 25% YoY for the next three years 	 Titan Brands grew 10x over five years automating processes with Celigo
Operational costs	<ul style="list-style-type: none"> Decrease opex by 10% by the end of 2022 	 Imbema Holland saves 500+ hours a month in order-processing with Celigo
Productivity enhancements	<ul style="list-style-type: none"> Increase fulfillment efficiency to 3 person-hours/order 	 OZNaturals achieves two-touch fulfillment with the help of Celigo
Customer experience	<ul style="list-style-type: none"> Improve time to process returns by 50% 	 eyeBobs introduces risk-free returns with processing efficiencies gained with Celigo
Competitive differentiation	<ul style="list-style-type: none"> Roll out product in greenfield APAC market 	 Lights4Fun opens webstores and warehouses in 4 new countries within 3 months with Celigo
Technology support	<ul style="list-style-type: none"> Redirect two IT headcount to storefront development 	 MOTIS Brands manages 15 brands with 3-person operational team.