

Balanced Scorecard as a Driver to the Corporative Database Use on Product Development Processes.

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Abstract: Nowadays, the productive sector works in a scenario of constant technological innovation, improvement of information resources and access, new purposes of organizational structures, global competition and so on. The main problem to be faced is how to get advantages to the organization through opportunities identification inside this scenario. This text suggests the use of the Balanced Scorecard tool to identify and analyze enterprise information in a holistic way and, paradoxically, specifically enough to turn information useful to local applications such as in the product development process

Keywords: Product Development, Balanced Scorecard, and Knowledge Management

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