

NEWS

KPIs on the wall, not in the inbox

An introduction for anyone who has only encountered key metrics in spreadsheets and reports so far.

28 August 2026, Tobias Engl



The spreadsheet arrives without fail. Every week, someone at the company sends it out: sales, scrap, on-time delivery all neatly organized into columns. A few people open it; most don't. By Wednesday, it's forgotten. The numbers were there; hardly anyone saw them.

There's another way. The numbers don't have to be stored in a file. You can display them right where the work is happening on a screen on the wall. KPI is just a short word for a key metric that matters: the day's unit count, open tickets, and the week's on-time delivery rate. Displayed on the wall, it's visible to everyone, permanently, without anyone having to open a file.

The next question is usually the same: Who maintains this? The answer is: no one. The numbers are already in a system in the ERP, in production control, or in a spreadsheet that's maintained anyway. ScreenWay retrieves them from there and displays them on the screen. You can think of it like a faucet that's connected to an existing pipe. The pipe has been there for a long time; the only thing that's new is that something comes out at the right spot.

The effect is subtle but noticeable. A team can see where it stands first thing in the morning without having to ask. A bottleneck is spotted as it arises, rather than only in the following week's report. A key metric is displayed for everyone to see, which is more effective than an email that gets lost in the inbox.

The step is smaller than it sounds. It doesn't require a new mountain of data or a months-long project just a screen, a connection to what's already there, and the decision to make the numbers visible. Anyone who has ever seen a team glance at the board in the morning to see where they stand will no longer question its value.