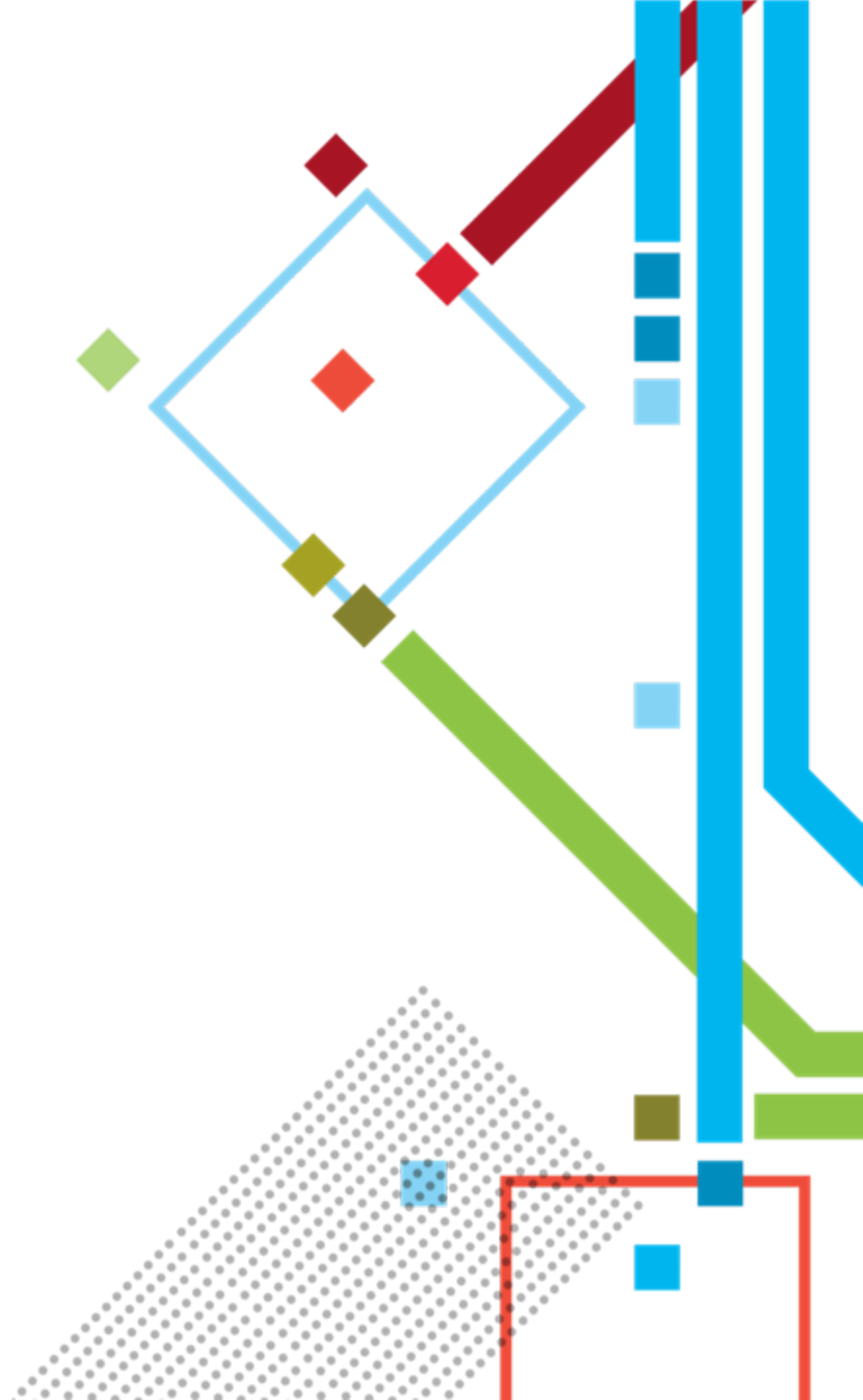
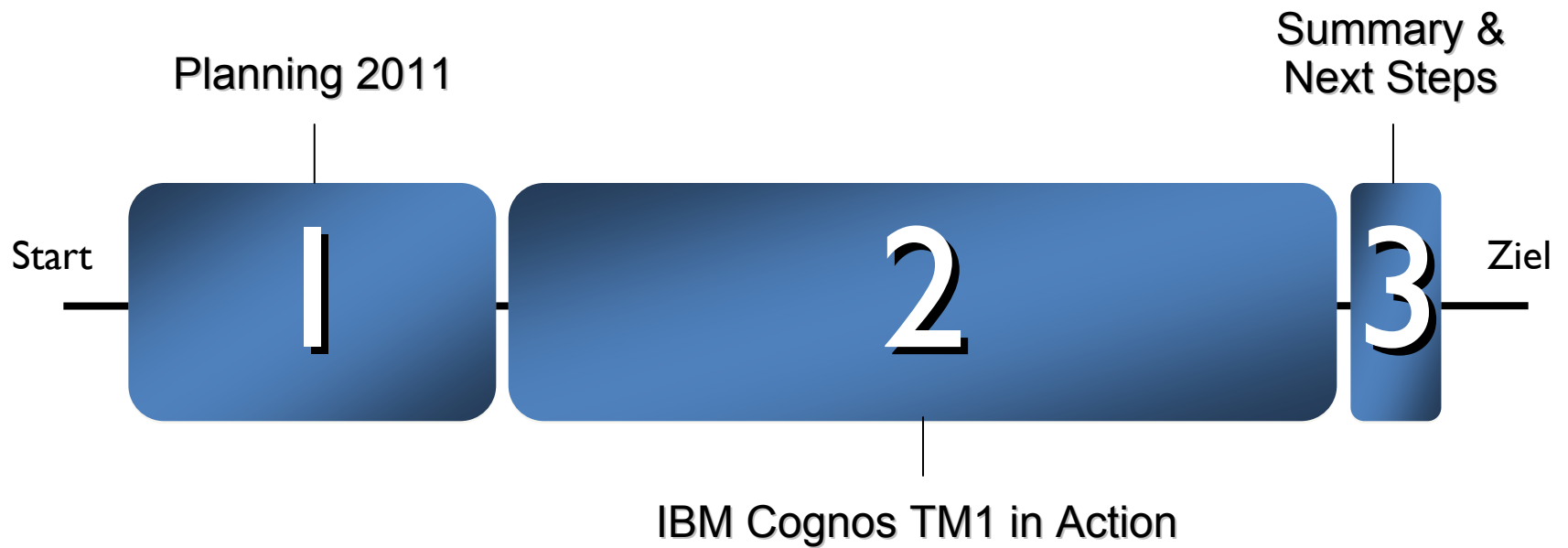


Integrated Planning & Advanced Analytics Solutions

Christoph Papenfuss
Global Best Practices Leader
IBM Business Analytics

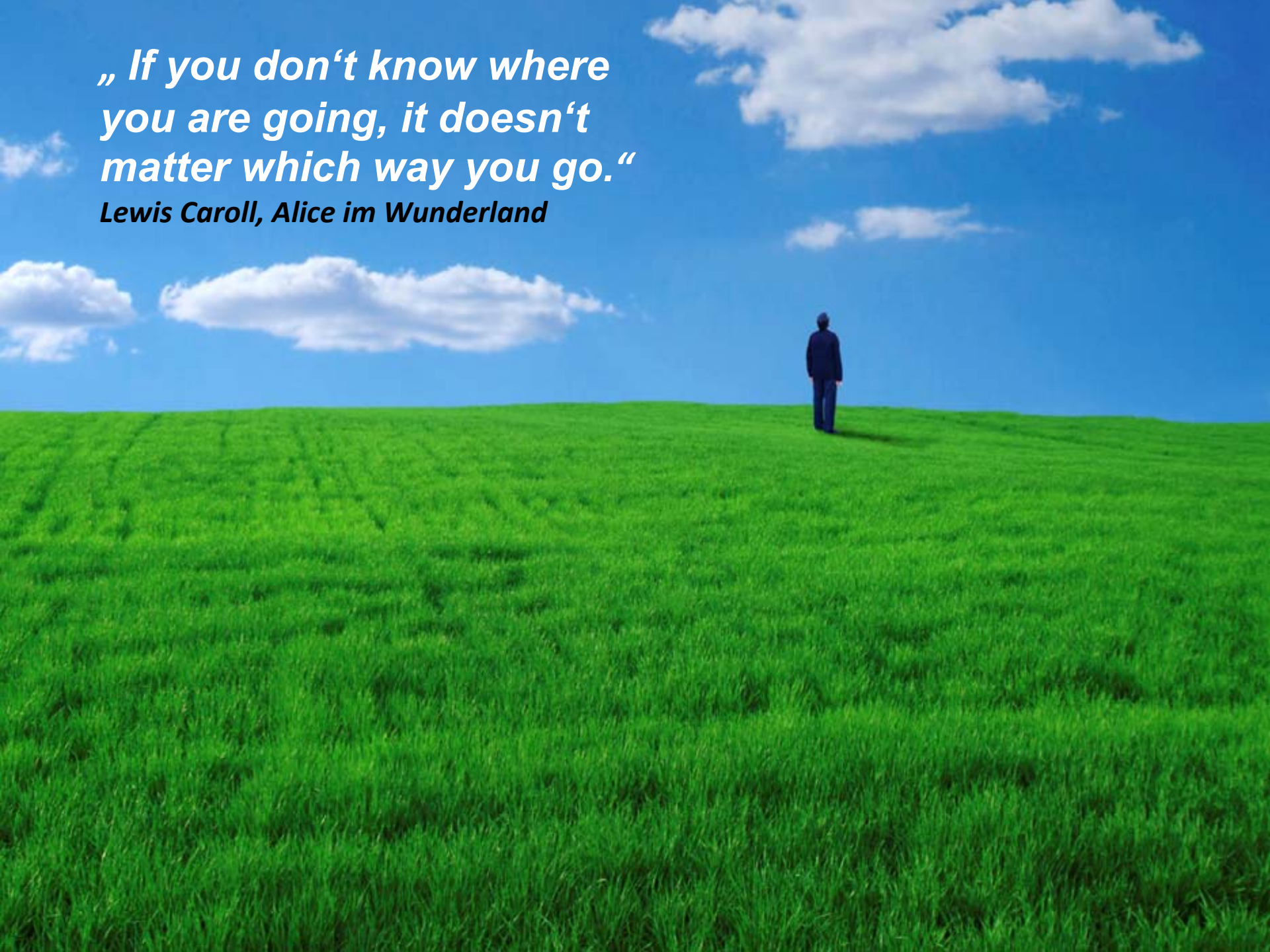


Agenda



***„ If you don't know where
you are going, it doesn't
matter which way you go.“***

Lewis Carroll, Alice im Wunderland

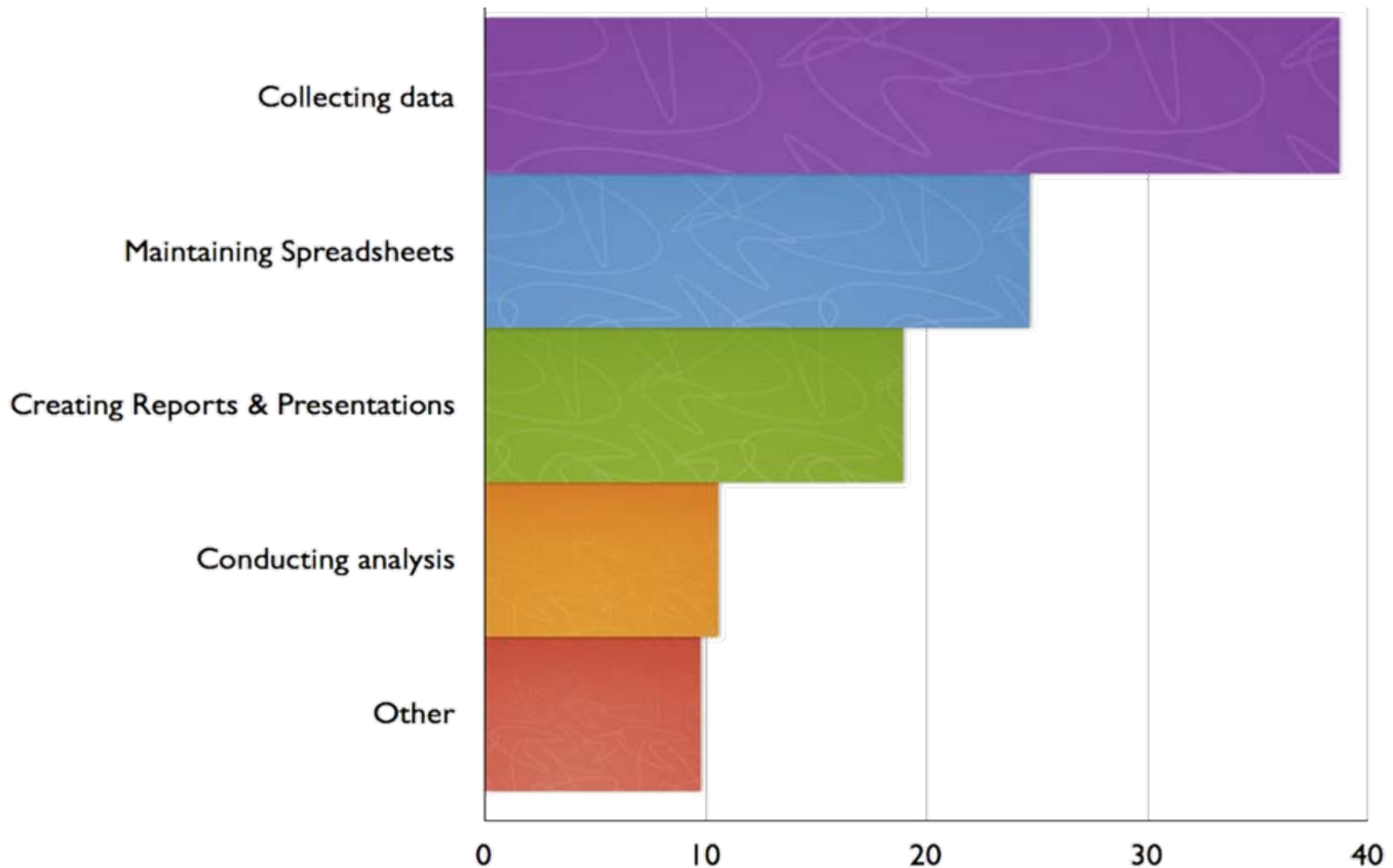


„By 1925 virtually all **management accounting** practices used today had been developed.“

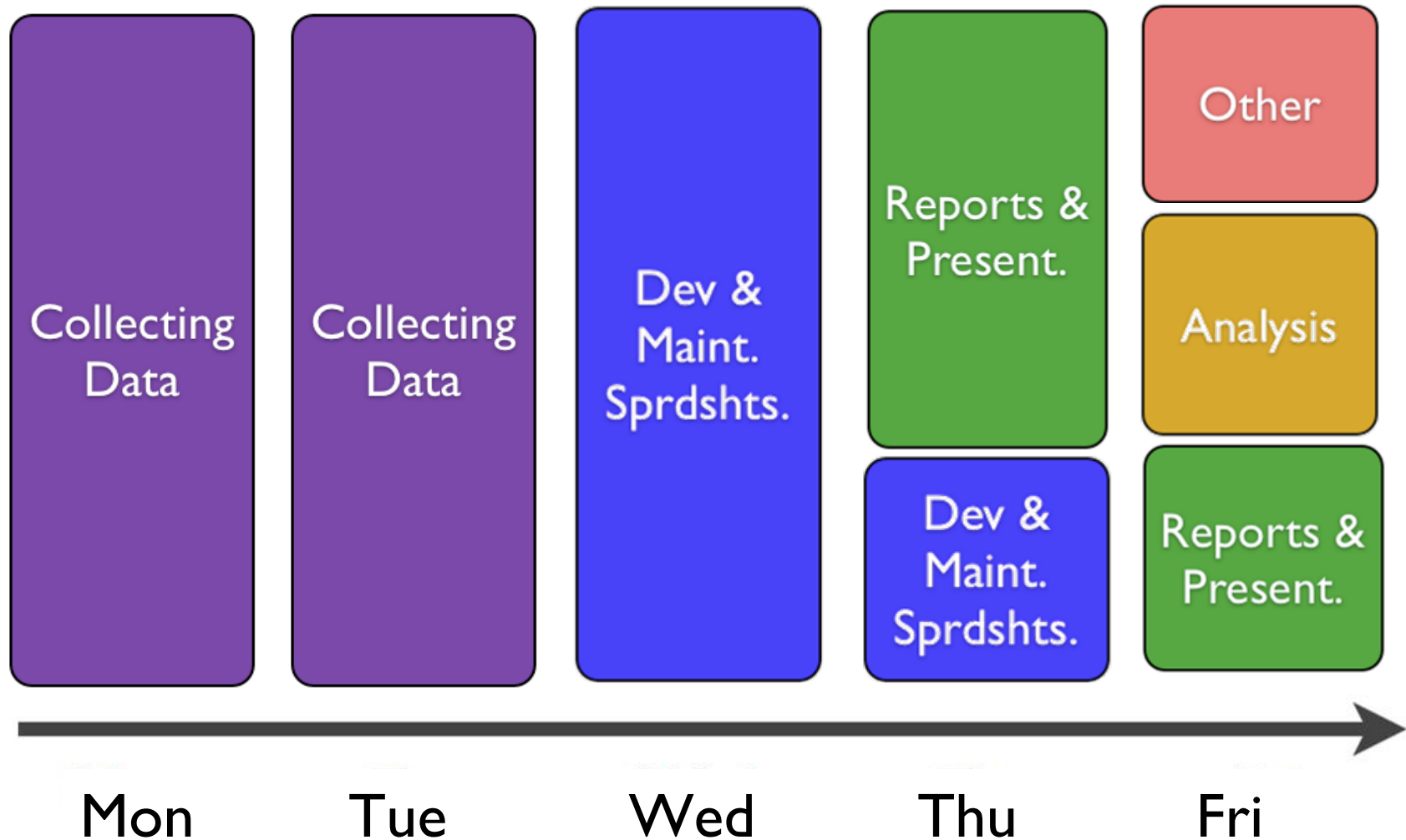
Kaplan & Johnson, Relevance Lost



How do we spend our time?



Same data – different perspective



There are three main problem areas

Modelling

Data Collection

Reporting &
Analysis

IBM Cognos TM1



64-bit In-Memory OLAP

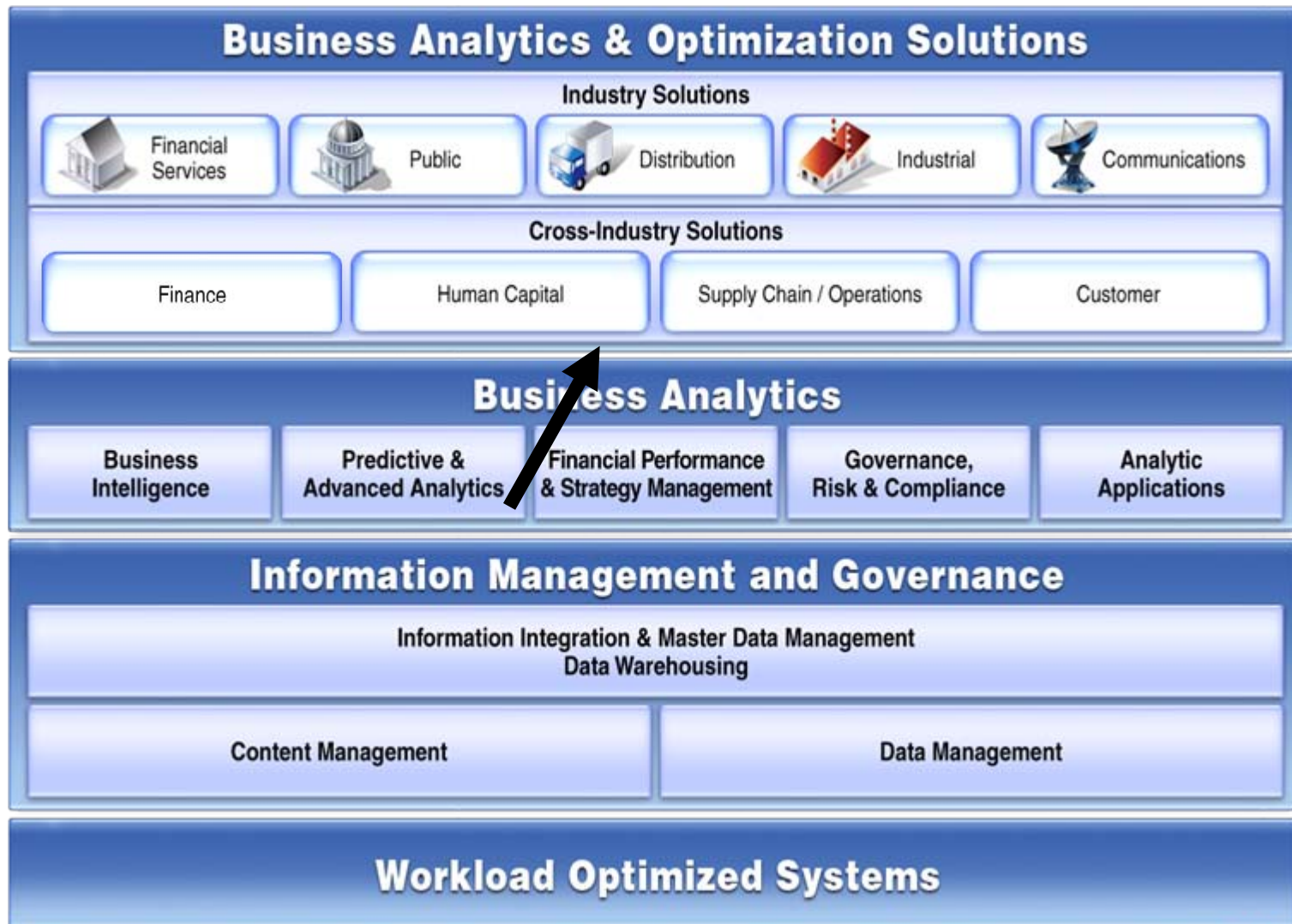
Read & Write

High Performance

Flexible

Intuitive Maintenance

The IBM Cognos Platform



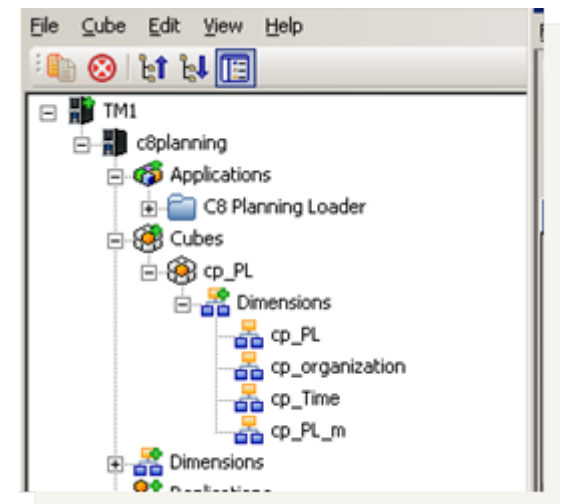
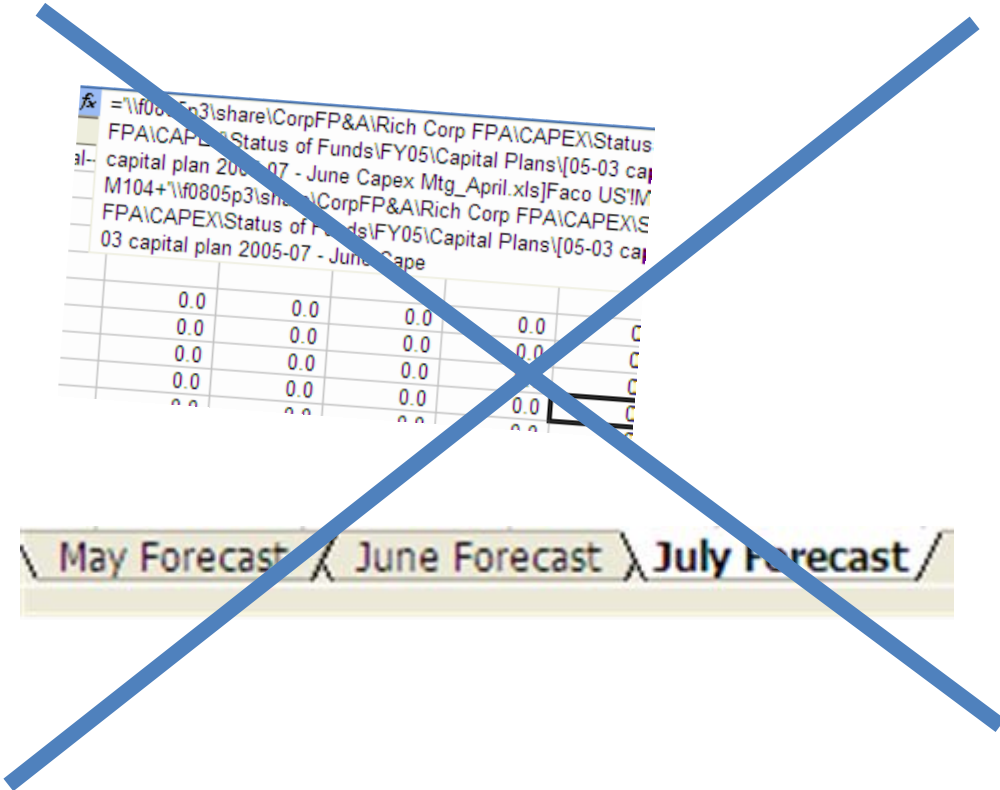
The IBM Cognos TM1 Solution

Modelling

Data Collection

Reporting &
Analysis

Centralized Model maintenance drives efficiencies





DEMO

A simple model
change?



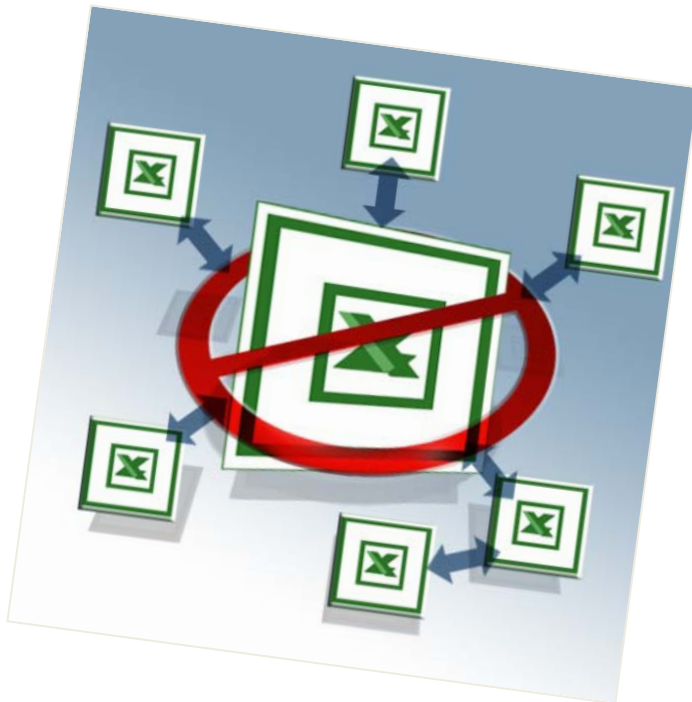
The IBM Cognos TM1 solution

Modelling

Data Collection

Reporting &
Analysis

Automate the data collection process



Data Collection capabilities with TM1



Capabilities:

- Familiar Web & Excel Deployment
- Rich Workflow
- Provides statistical base line personal scenarios
- Application linkage
 - Start small and expand enterprise wide





DEMO

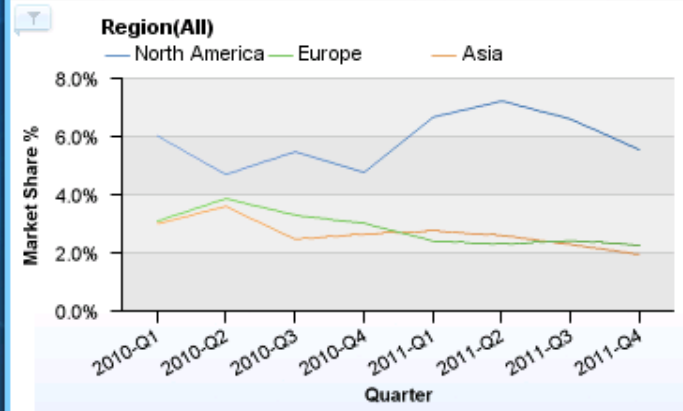
The efficient plan
update



Regional Performance

Win/Loss Trend	Region(All)	KPP	Rep Days	Win / Loss %	Win / Loss Target
	North America		654	29.6%	
	Europe		140	34.5%	
	Asia		361	19.3%	

Regional Market Share



Product Performance

Customer Region	Product Line	Win / Loss %	Shipping Cost	Shipping Cost * 1.1
Asia	Alpha	7.9%	7,452,443.76	8,197,688.13600001
	Charger	21.3%	2,296,551.34	2,526,206.474
	Nova	25.3%	1,933,774.47	2,127,151.917
Asia - Summary				
Europe	Charger	28.3%	1,373,320.20	1,510,652.22
	Alpha	32.3%	1,174,967.38	1,292,464.118
	Nova	47.1%	529,174.20	582,091.62
Europe - Summary				

Market Share Forecast

Rows: Segments [Segments] >> 1 | Columns: Market Strategy Calc [Market Strategy Calc] | Context: 2011 [Years] >> 2

		Market Size
TOTAL PRODUCT LINES		2,664,602,181
TOTAL SEGMENTS	Alpha	1,398,852,657
	Charger	765,355,876
	Nova	500,393,648
TOTAL PRODUCT LINES		838,252,449

Hidden

Select Quarters



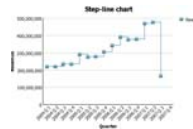
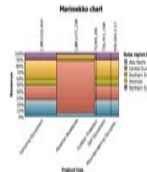
The IBM Cognos TM1 solution

Modelling

Data Collection

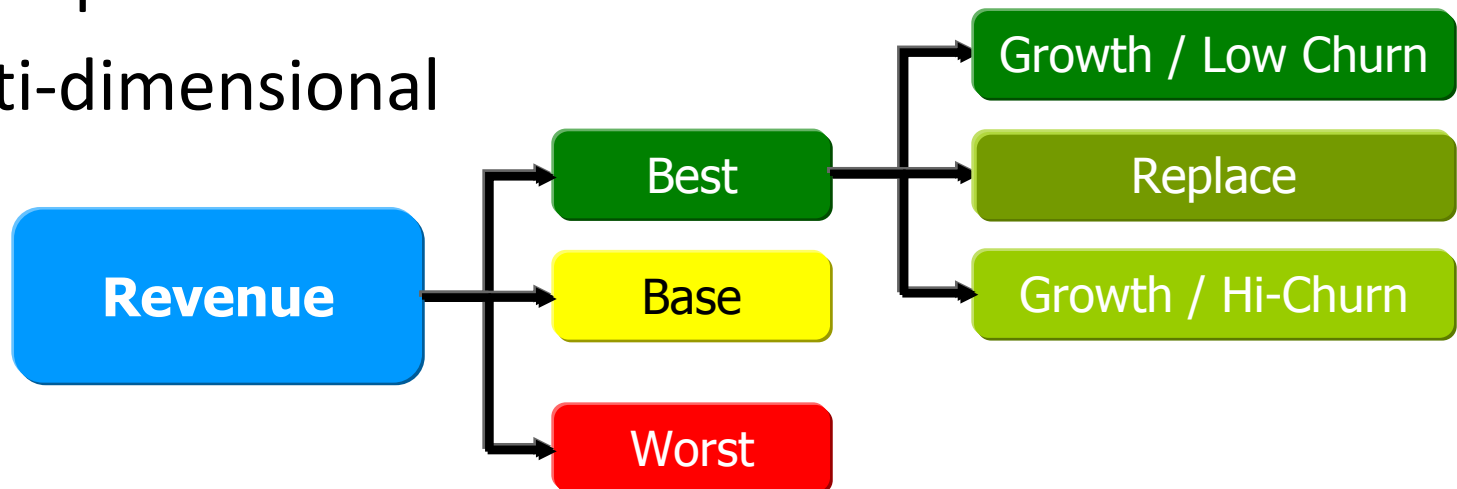
Reporting &
Analysis

A direct link between planning & analysis



Instant & compelling analytics

- What-if
- Scenarios
- Real-time
- Assumptions
- Multi-dimensional





DEMO

Scenario Analysis



Margin Analysis



Total Stores

FreshFcstVersions Fresh Measures 1

Feb 08 Fcst

FreshProducts

	Qty	Cost of Goods Sold	Revenue	Gross Margin	Gross Margin %
Total Products	1,821,368	4,663,902	15,999,083	11,335,180	70.8%
Prepared Salads	137,625	142,421	753,401	610,979	81.1%
Prepared Meats	347,535	1,104,252	3,714,615	2,610,363	70.3%
Baked Goods	249,022	361,406	1,996,263	1,634,857	81.9%
Prepared Whole Meals	171,452	711,526	2,102,243	1,390,718	66.2%
Prepared Frozen Meals	269,927	1,102,352	2,907,730	1,805,377	62.1%
Prepared Fruit and Cheese	228,111	467,628	1,822,607	1,354,979	74.3%
Prepared Organic	105,163	405,528	1,455,217	1,049,689	72.1%
Prepared Side Dishes and Soups	312,533	368,789	1,247,007	878,218	70.4%

Hidden

Marketing Costs

Brand Contribution Chart

Gross Margin Chart

IBM Cognos TM1



64-bit In-Memory OLAP

Read & Write

High Performance

Flexible

Intuitive Maintenance

Workflow	Net Sales	Month -3	Month -2	Last Month
		Oct-08	Nov-08	Dec-08
Submit	Current Forecast - Upside	4,620	4,630	4,498
Work in Pr	Current Forecast	4,620	4,630	4,498
Incomp	Current Forecast - Downside	4,620	4,630	4,498
Not Sta				

Net Sales Movement Analysis

Reconciles movement in Net Sales between any two date sets

Category	Value
Net Sales - Start	28,000
PVH - Volume Effect	-2,000
PVH - Price Effect	-2,000
PVH - Mix Effect	2,000
PVH - FX Effect	2,000
Net Sales - Ending	24,000

Centralized Updates

Workflow

Real-time, automatic aggregation

What-if



Simple Versioning

Automatic Interface

Easy and safe Interface

Report & Analyze

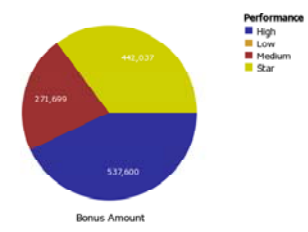
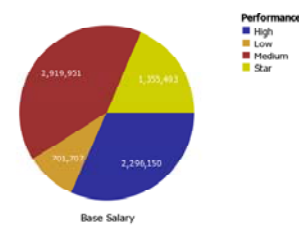
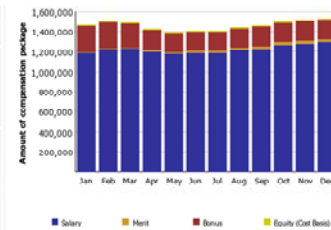
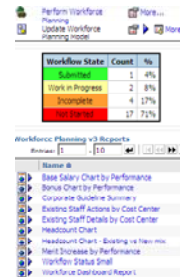


TM1 is very powerful

- Strategic, operational and financial planning
- Analysis of financial close internal & external
- Cost calculation
- Production calculation
- GPK
- Process costing
- Internal order calculation
- Management of the target costing process
- Productivity Analysis
- ROI Analysis
- Project costing
- Profitability Management
- Workforce Planning
- Intercompany Matching
- Contribution Margin analysis & planning
- Local chart of accounts consolidation
- Management Consolidation
- Impairment-Test
- Budgeting
- Rolling Forecast
- Steuer- and Abgaben-Analyse
- Marketanalysis
- Inventory and Logistics
- Manufacturing Resource Planning
- Management-Informations-Systeme
- „Excel-based“ Dashboards
- Liquiditymanagement, CashFlow Analyses
- Working Capital Management
- Scorecarding, Cause/ Impact Analyis, Initiatives
- Risk-Management
- Scenario-Planning / Monte-Carlo Simulation
- Goalseek
- Rule-based pricing pricing
- Initiatives- & Project Controlling
- CO2 Management
-

Do you know the Blueprints?

Pre-configured processes and models ...



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Salary	49,475	53,500	55,666	57,333	52,867	53,784	53,784	56,284
Merit	167	361	537	630	724	747	747	3,365
Merit %	0.34%	0.67%	0.96%	1.10%	1.37%	1.39%	1.39%	5.98%
Total Salary	49,641	53,860	56,203	57,963	53,591	54,531	54,531	59,649
Commission Earned	0	0	0	0	0	0	0	0
Recoverable Draw	0	0	0	0	0	0	0	0
Minimum Guarantee Draw	0	0	0	0	0	0	0	0
Bonus	6,641	6,641	6,641	6,641	6,641	6,641	6,641	6,939
Equity (Cost Basis)	287	288	289	290	267	267	267	281
Severance	0	0	0	0	0	0	0	0
Total Employee Comp (less Equity)	56,282	60,501	62,843	64,604	60,232	61,171	61,171	66,588
Total Employee Comp (Including Equity)	56,569	60,789	63,133	64,893	60,499	61,439	61,439	66,869
Headcount	16.00	18.75	19.75	20.75	19.75	20.25	20.25	21.25
Headcount Change	0.00	2.75	1.00	1.00	(1.00)	0.50	0.00	1.00
Bonus %	13.38%	12.33%	11.82%	11.46%	12.39%	12.18%	12.18%	11.63%

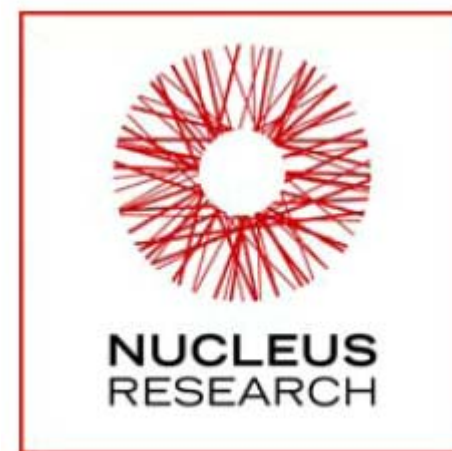
... providing Best Practices in action.

October 2006

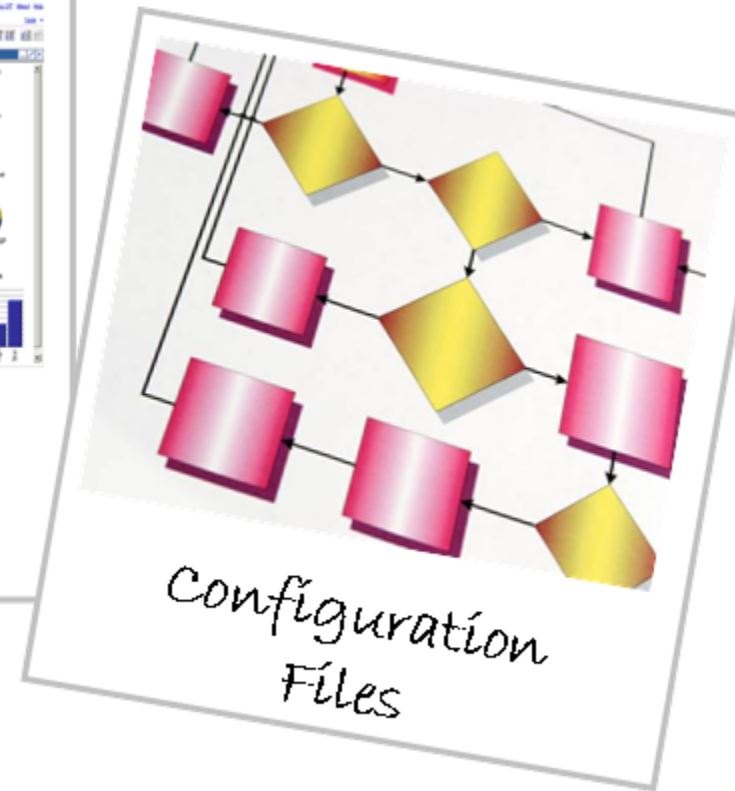
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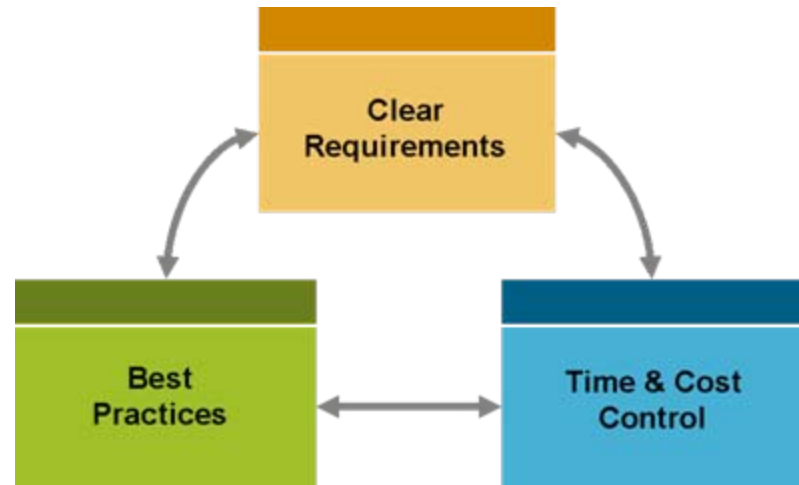
RESEARCH NOTE
COGNOS PERFORMANCE BLUEPRINTS: ROI
OUT OF THE BOX

Customers **love** them.
Analysts **confirm** the value.



Indeed: ROI in a box





Value in less than 20 minutes

www.ibm.com/cognos/innovation-center



**Download
Blueprint**

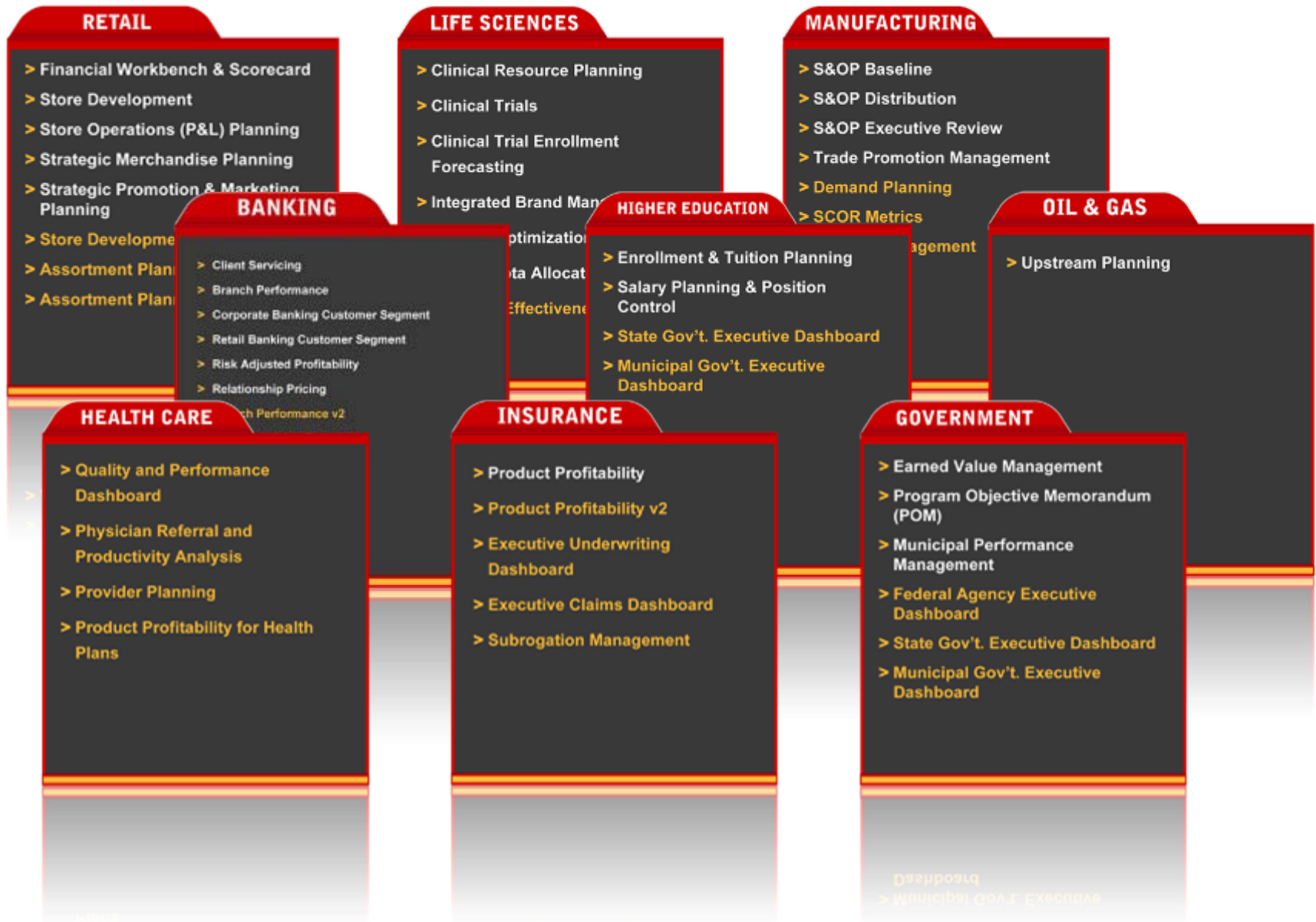
5 minutes

**Upload
Configuration**

15 minutes

**Inspect
&
Get Inspired**

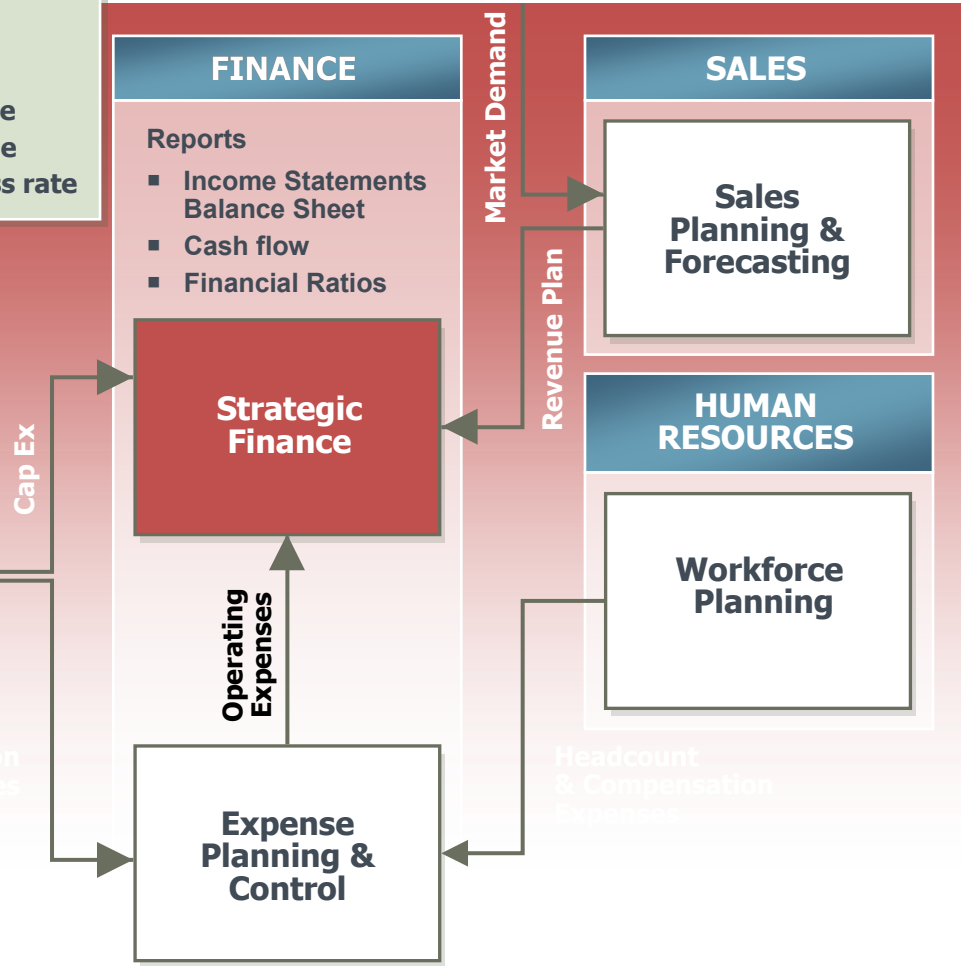
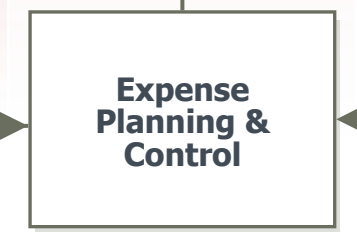
Unlimited



The functional Blueprints

Pre-configured solution building blocks that:

- Pool collective best-practice knowledge
- Accelerate time-to-value
- Increase project success rate



FUNCTIONAL SOLUTIONS

- Strategic Finance
- Integrated Financial Statements
- Strategic Long Range Planning
- Sales Planning & Forecasting
- Workforce Planning
- Expense Planning & Control
- Allocations
- Capital Project Planning
- Discretionary Capital Expenditure
- Initiative Planning

Next Steps...

- **Evaluate** your current planning & analysis processes
- **Look** for efficiency & effectiveness gains
- **Speak** to us about IBM Cognos TM1

„It is always amazing how many things we do will never be missed.“

Peter Drucker, Management Guru



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