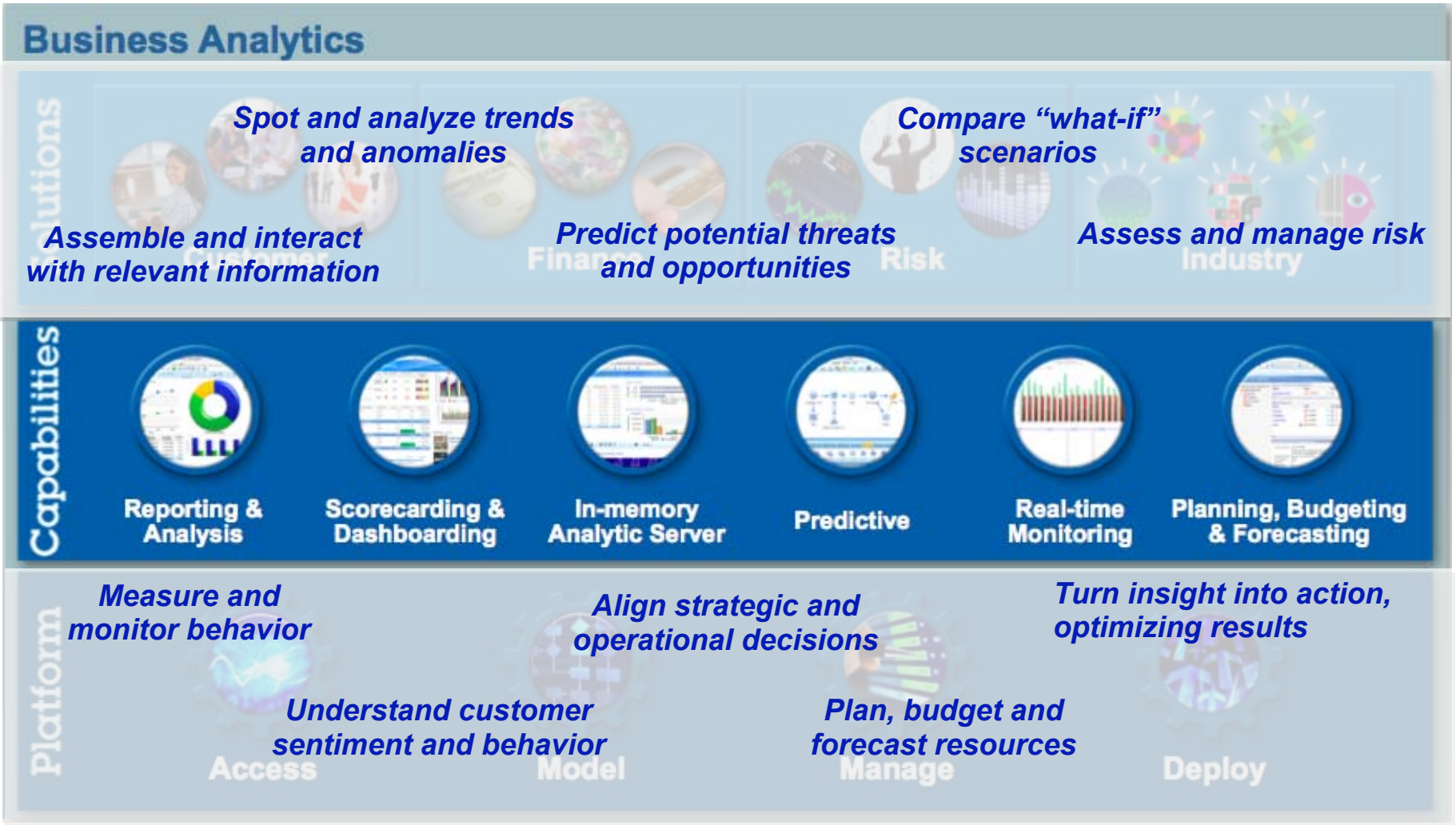


IBM Business Analytics

Business Analytics



IBM Business Analytics



Coordinating business definitions

“I need different product hierarchies for programs and revenue.”

Marketing Manager

“I wish the sales hierarchy reflected the latest re-organization.”

Operations Manager

“I want to realign my cost centers so I have plan and actual views.”

Financial Analyst

“When will the data warehouse reflect the customer loyalty index?”

Brand Manager

**Every department in every organization manages dimensions –
How can your organization do it more efficiently and timely?**

Classic Business Challenges

Cost Centers

Cost center roll-ups changing daily, weekly, monthly.
Out of sync with core finance systems.
Different cost center hierarchies and accounting for plan, and for future years.
Knowledge base in finance team.

Product Hierarchies

Product hierarchies changing constantly by brand, family, geography.
Out of sync with reporting & planning systems
Scenario and planning hierarchies differ by product, brand
Knowledge base in product management

Sales Hierarchies

Sales teams, account ownership and geographic/product responsibility changing frequently
Out of sync with most systems due to the dynamic nature of sales organizations
Many unique and different sales structures and methodologies
Knowledge base in sales organization

Account Standardization

Many views of measures and accounts across different systems.
Account relationships different for planning and actuals, as well as management reporting
Many measures and ratios “outside” standard systems
Knowledge base in accounting

Standard challenges & current state

Cost Center Management & Accountability



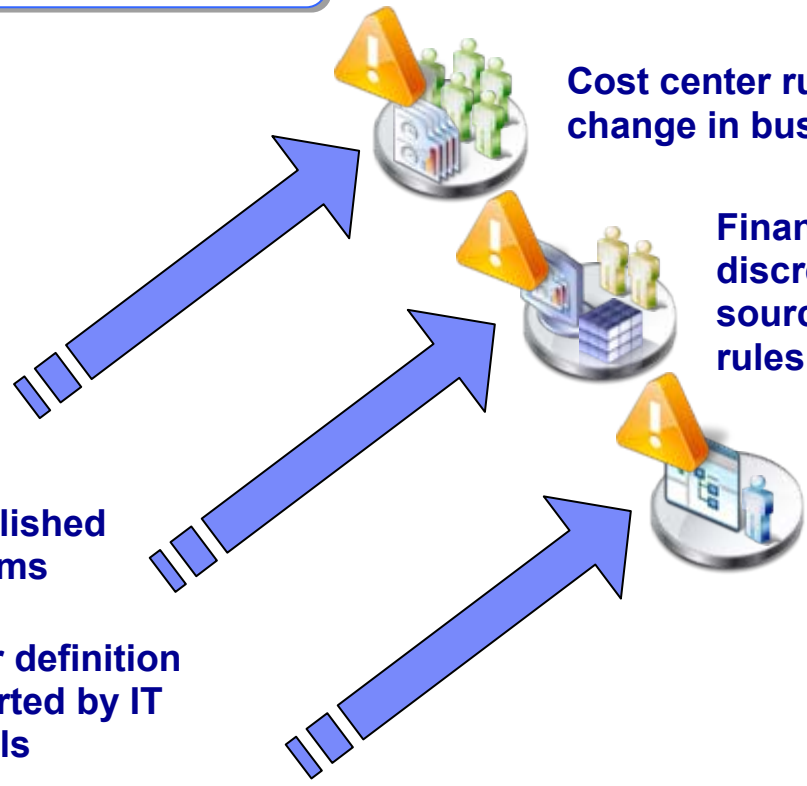
Cost centre structures and hierarchy established in source systems



Master definition supported by IT controls



Infrequent updates from business users reflected in source systems



Cost center rules and accountability change in business ecosystem weekly



Finance stewards manage discrepancy between source systems and new rules in spreadsheets



Finance stewards and IT analysts manipulate processed information to support new cost center alignment



The impact of dimension management

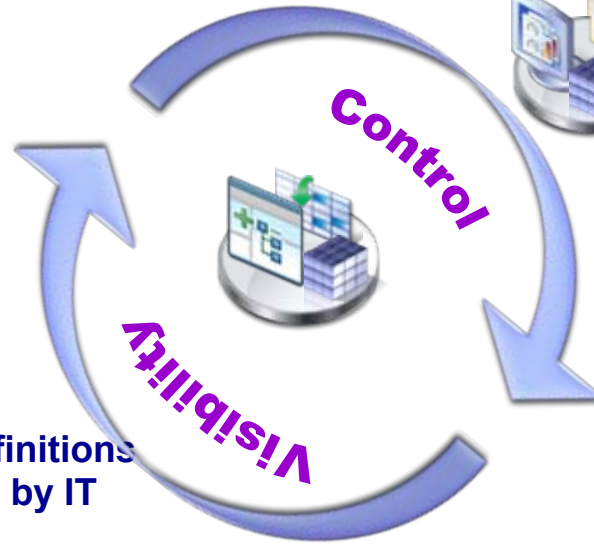
Cost Center Management & Accountability



Cost center rules and accountability change in business ecosystem *managed in coordinated system*



Cost centre structures *coordinated from user community*



Finance stewards and business users manage cost center alignment directly



Finance stewards and IT analysts *feed processed information to support transaction systems & controls*



Master definitions supported by IT controls



Timely updates from business users reflected in source systems



Business & IT Partnership



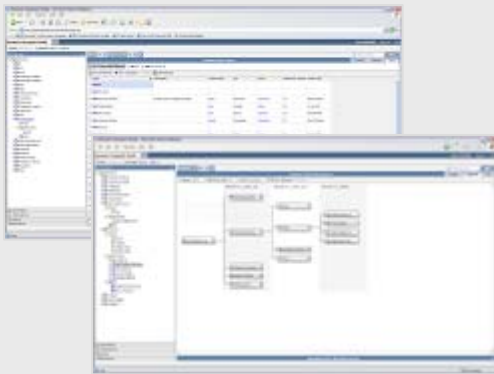
- **Freedom to own dimension structures**, relationships and attributes in a shared view
- **Replacement of manual, error-prone efforts** with fully transparent, automated and auditable processes
- **Approved shared viewpoints** for use across BI and Performance Management, and provide those approved structures to IT for other systems



- **Embrace business ownership of dimensions** while maintaining oversight of their work
- **Retain control** of how approved versions are published and used with minimal disruption to downstream systems
- Ensure organization can **respond to business change** with minimal delay

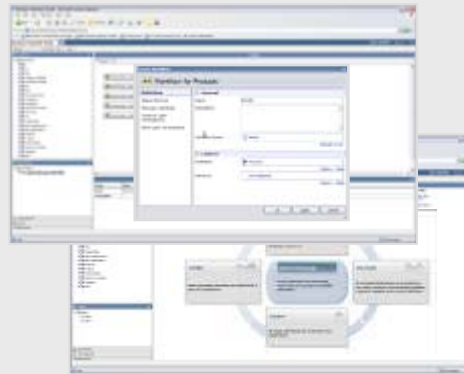
Create and Maintain

Enable the business to capture their own current and future viewpoints



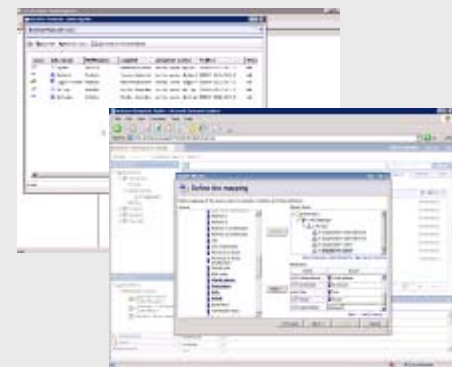
Govern and Collaborate

Replace manual, error-prone efforts with fully transparent, automated and auditable processes



Share and Synchronize

Share approved viewpoints across the decision-making process and systems



Business Viewpoint Impact

Cost Centers

- Manage dimension member attributes, aggregation and security.

Product Hierarchies

- Manage changing rollups and additions/subtractions.

Sales Hierarchies

- Maintain unique versions for history, actual, plan.

Sales Hierarchies

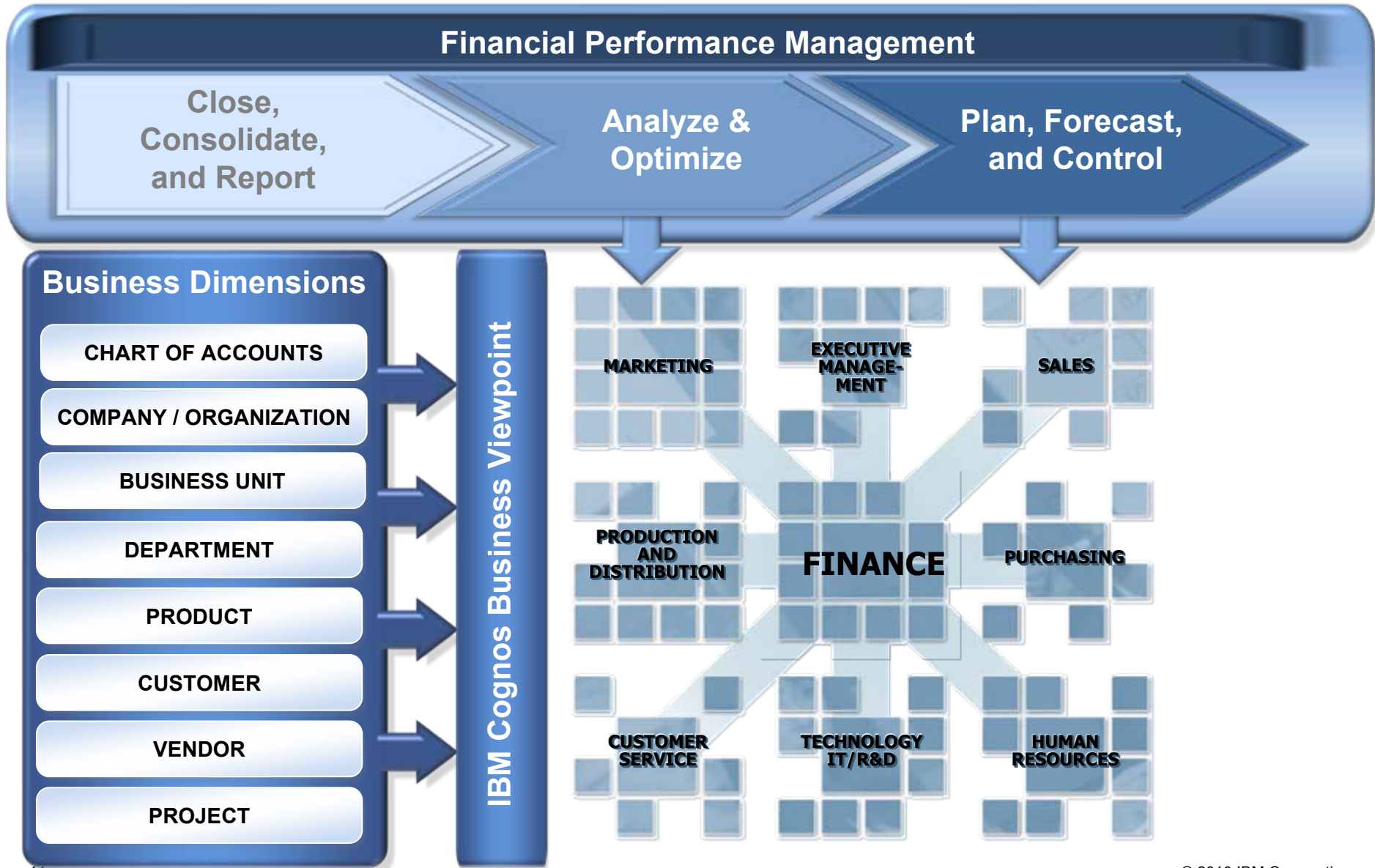
- Maintain unique ownership by month, year, quarter.

Account Standardization

- Assign ownership to business managers.

- Coordinate different views for planning, reporting, consolidations.

A common platform for managing shared dimensions



The Many Faces of Business Viewpoint

Pension Investment Plan

- **Problem:** Had a core problem to manage different versions of key structures from Oracle Financials, needed to revert to previous versions, needed history of change for audit and compliance.
- **Products:** TM1, Oracle Financials
- **Solution:** Used Business Viewpoint to manage all updated to TM1 dimensions

Financial Services

- **Problem:** Manage rapidly changing business, regulatory controls and provide transparency, map business structures across acquired entities.
- **Products:** TM1, Enterprise Planning, BI Reporting
- **Solution:** Needed Business Viewpoint to create standardized and versioned hierarchies that update their plans, analysis cubes and reporting databases.

Pharmaceutical Manufacturer

- **Problem:** Needed to provide flexibility for business users to manage brands and consumer packaging business structures
- **Products:** Business Intelligence
- **Solution:** Provided Business Viewpoint to their business user to create hierarchies from managed / golden lists of products and customers

Multiple Customers with Excel

- **Problem:** Manage and update important business dimensions in Excel, circulate spreadsheets for update by multiple people, correct errors.
- **Products:** Using spreadsheets to manage constantly changing sales territories, customers and business units structures.
- **Solution:** Needed Business Viewpoint to reorganize dimensions based on business need and change

DEMO



DEMO



Create and Maintain
Enable the business to capture their own current and future viewpoints

- ✓ Build dimensions from various data sources
- ✓ Demonstrate the use of List as reference data
- ✓ Creating multiple hierarchies the reference data
- ✓ Maintaining reference data, attributes and validation
- ✓ Advanced features – relationship table, key management
- ✓ Build dimensions from various data sources

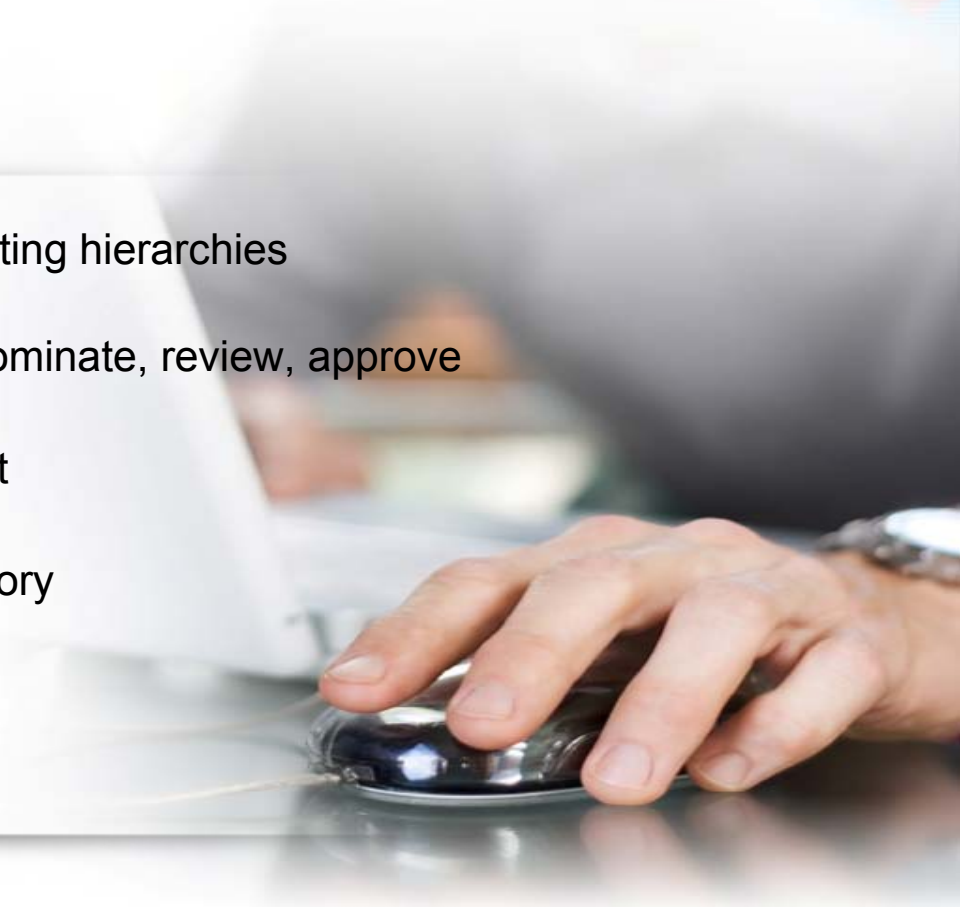


DEMO



Govern and Collaborate
Replace manual, error-prone efforts with fully transparent, automated and auditable processes

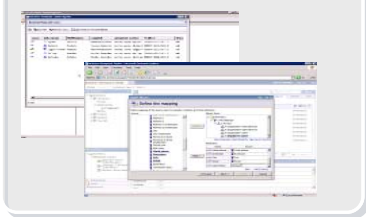
- ✓ Business users updating hierarchies
- ✓ Workflow review – nominate, review, approve
- ✓ Version management
- ✓ Track and report history



DEMO



Share and Synchronize
Share approved viewpoints across the decision-making process and systems



Sharing dimension information across systems



Report structure update



Business Viewpoint 10,1

**Advanced
hierarchy
modeling and
collaboration**

New **Relationship Tables** allow business modelers to create advanced hierarchies using simple tables and even other hierarchies

**Improved
coordination with
enterprise
reporting**

Streamlined wizard and guided user interface for **importing and updating dimensions** in databases and reporting datamarts.

**Enhanced TM1
Dimension
Management**

Manage alternate hierarchies in TM1 by subscribing to multiple Business Viewpoint hierarchies in a single TM1 dimension

Business Viewpoint 10.1

**Business user
data management**

Coordinate the **data flow** of business information in Performance Management system

**Packaged
Dimension
Templates**

Save dimension structures (lists, hierarchies, sets, and optionally members) as a template and **package key dimensions for re-use** by others

**Governing
through Business
Rules**

Establish important **validation rules**, including flexibility to enforce business rules including default values and custom messages

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