IBM Cognos Forum for Finance 2011

Der Zeit voraus – neue Lösungen für Finanzen & Controlling

5. April im «The Dolder Grand» in Zürich

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ibm.com/cognos/ch/de/forumforfinance2011

Agenda

- Company introduction
- Project motivation / new business org.
- Project team
- Finance Systems Process
  - Missing link (between SAP and Hyperion)
  - Centralisation of data flow
  - Decentralisation of reporting
- Project summary
  - Focusing on the strength / challenge
- Live Stream

A differentiated portfolio of branded medicines

~12.000 products

Nycomed at a glance – A global company with strong emerging market focus

28th
largest pharmaceutical company

12,000
associates worldwide

€ 3.2 bn
turnover in 2009

16th
biggest provider of OTC medicines

>70
markets where Nycomed subsidiaries are present

Project motivation

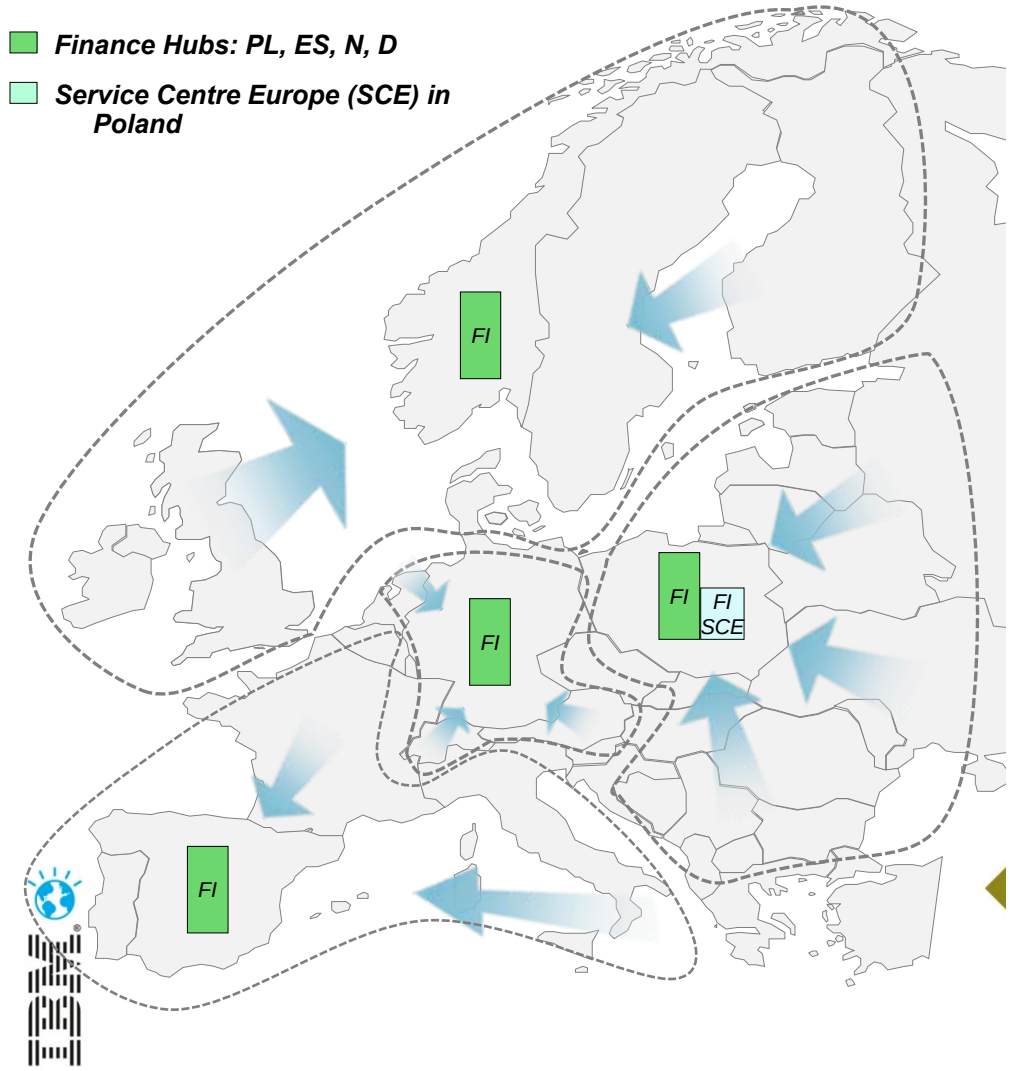
- *Stagnating market in Europe, cost pressure*
- *Expanding business to new emerging markets (China, Latin Am.)*
- *New product launches Daxas ®*
- *Adjust the downside of blockbuster Pantozol®*

Diverse portfolio

- ***Calcium D_3 as top driver***
- ***Common cold***
- ***Gastroenterology***
- ***Vitamins/mineral supplements***
- ***Analgesics***
- ***Allergy medications***

**** Source: IMS 2009***

New business organization
Implementing of 4 HUBs for Europe (Admin, Finance, Controlling)



Requirements for the future

- *Elimination of redundant structures in countries and standardization of transactional tasks*
- *Combining process improvement with implementing state-of-the-art technology*

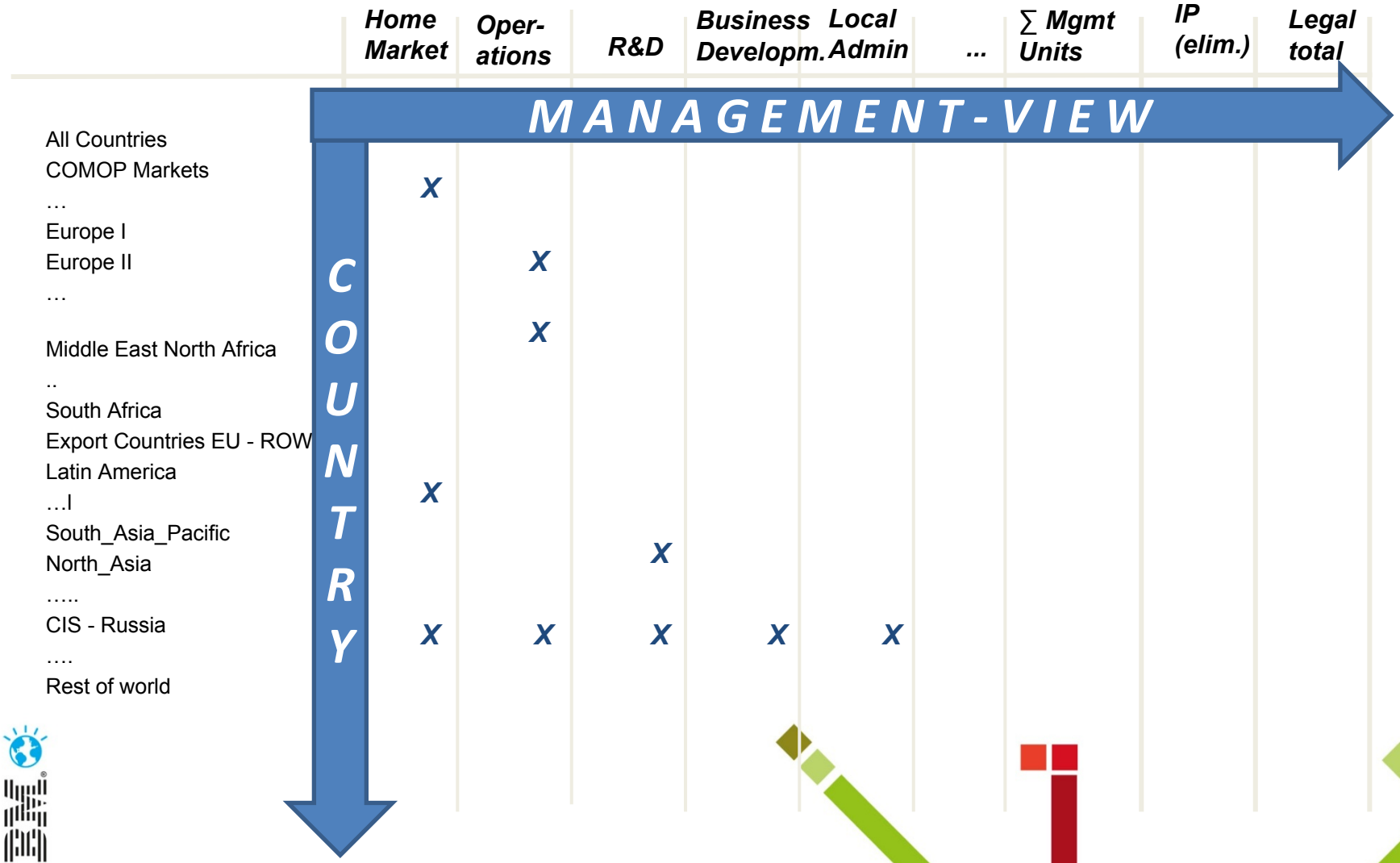
Regions / Hub structure

- *All transactional processes and reporting centralized within 4 hubs*
- *Accounts payable to be centralized in Poland*

Impact on non-hub countries

- *1- 4 FTE's - depending on size - within controlling are retained locally for activities close to business*

Vertical and horizontal – Management Responsibility



Project team

Nycomed - 4 internals

- Reporting TM1 / Excel
- Business Controller
- Project Lead / TM1 Cube Modelling
- SAP BW

4 external consultans

1 Consultant

avantum

Report design
TM1 Web

1-2 Consultant

ontrix
the business intelligence company

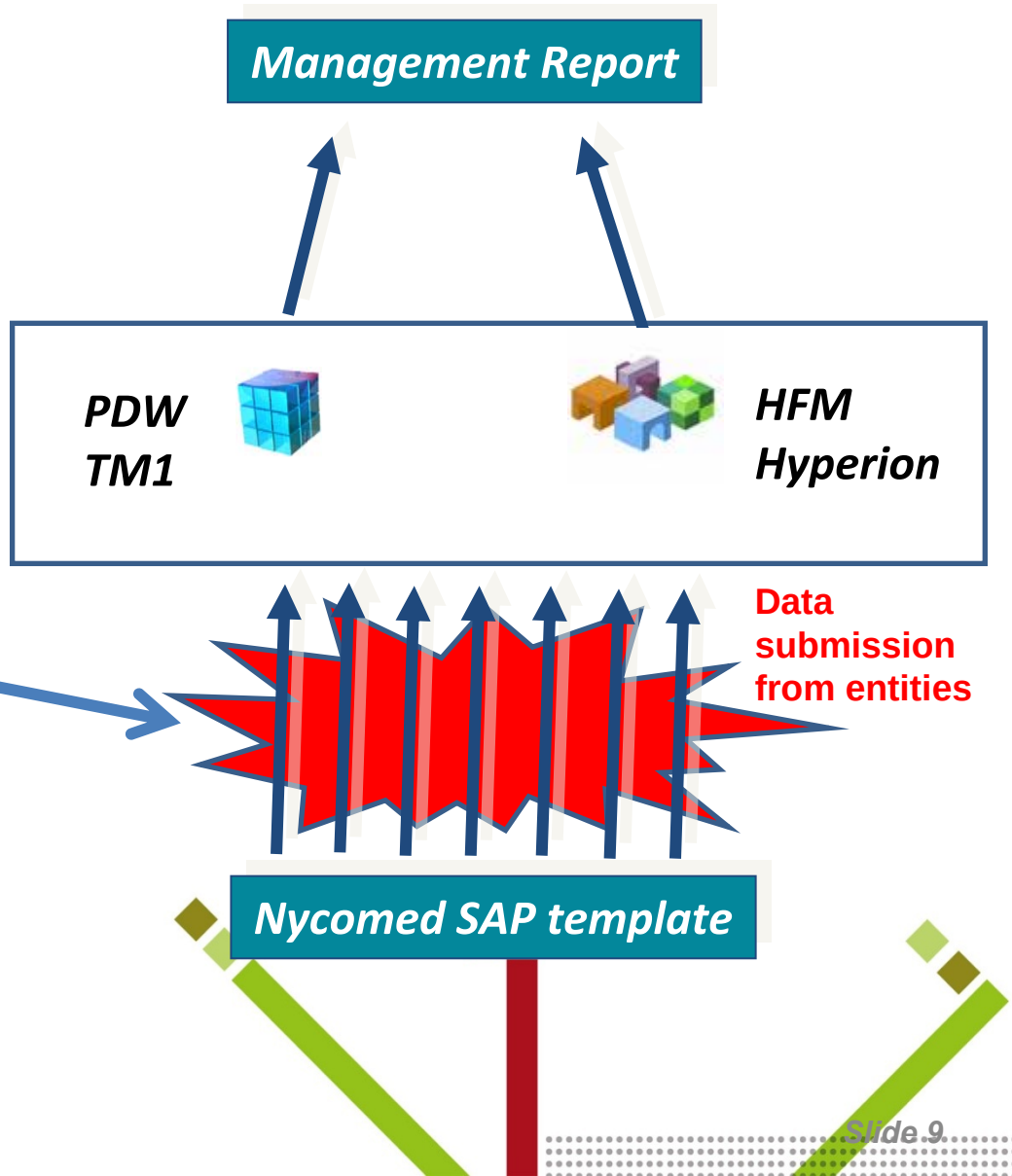
ETL - SAP BW to TM1
Modelling / Rules
Installation / Technical setup

1 Consultant

SAP BW support

Finance Systems Process – Missing Link

- **HFM (Hyperion):**
  - HFM (Hyperion Financial Management)
  - Consolidation System used for all Nycomed sites
  - Reporting pr entity P&L, B/S and CF
- **PDW (TM1):**
  - PDW (Product Data Warehouse)
  - Information pr sold product item (Sales, Cogs, Units, etc)
- **FIT4SAP (SAP BW) :**
  - Mapping transactional data to Management structures.
- **Nycomed SAP template:**
  - One template across majority of sites
  - Aligned processes across Nycomed
  - The Nycomed SAP Template is a key part of the Group Management Reporting Concept and is as such designed and updated according to our corporate guidelines and principles



HFM Consolidation / TM1 Reporting Systems

SAP BW Transformation

WW Account Hierarchy

P&L with Account / Mgt Unit / Country

FI Special Ledger Balance Sheet Assets Provisions

FI General Ledger (Fin. Result)

CO (Cogs / M&S / R&D / Admin)

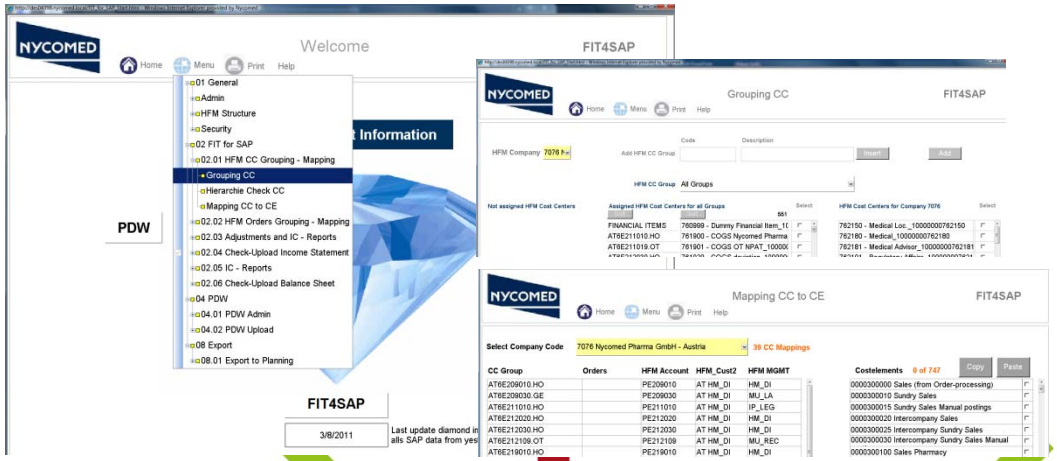
COPA (Sales / Cogs)

Common Financial Statement

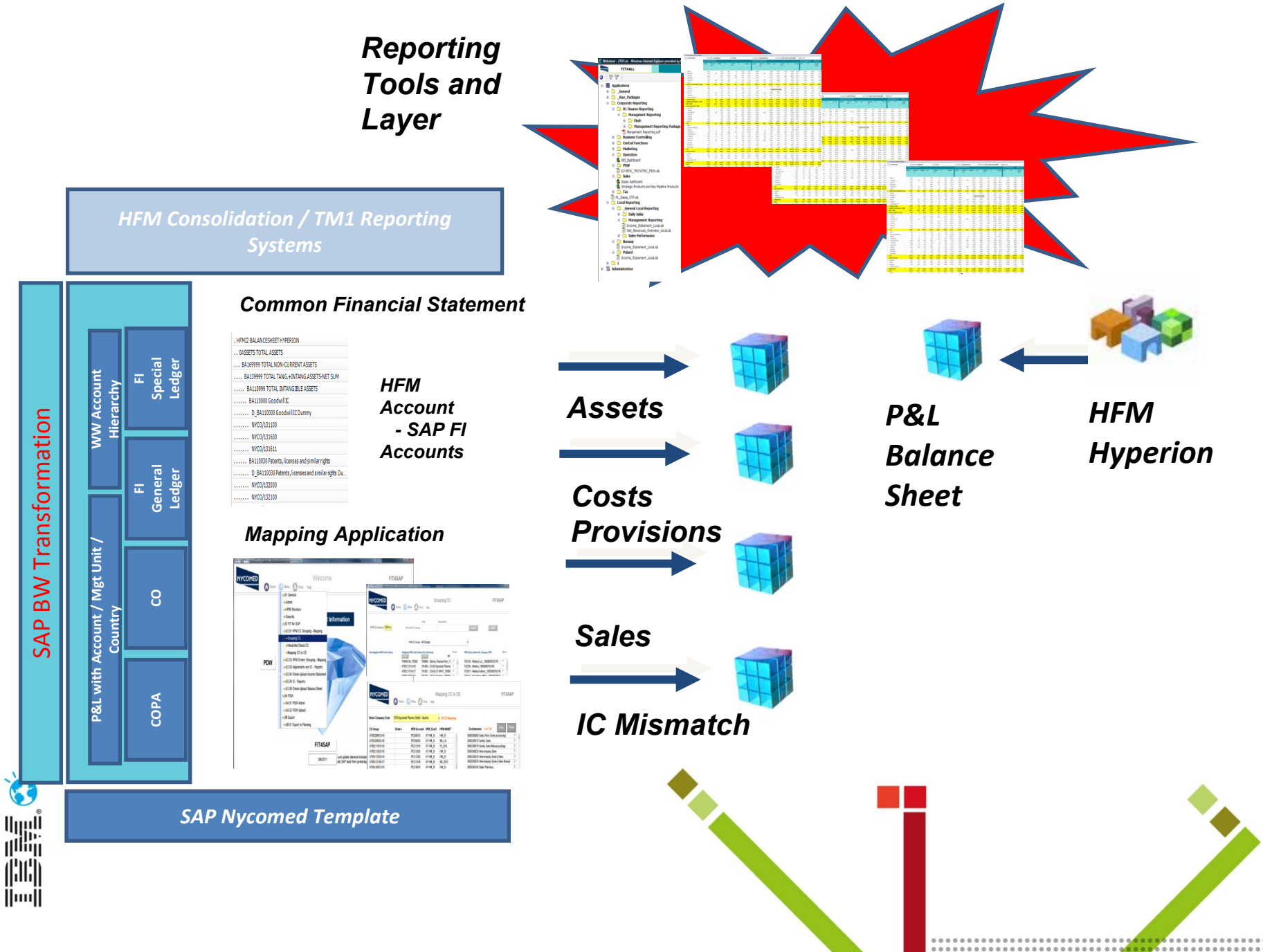
. HFMI2 BALANCESHEET HYPERION
.. 0ASSETS TOTAL ASSETS
... BA169999 TOTAL NON-CURRENT ASSETS
.... BA139999 TOTAL TANG.+INTANG.ASSETS-NET SUM
..... BA110999 TOTAL INTANGIBLE ASSETS
..... BA110000 Goodwill IC
..... D_BA110000 Goodwill IC Dummy
..... NYCO/131100
..... NYCO/131600
..... NYCO/131611
..... BA110030 Patents, licenses and similar rights
..... D_BA110030 Patents, licenses and similar rights Du...
..... NYCO/132000
..... NYCO/132100

HFM Account
- SAP FI Accounts

Mapping Application



SAP Nycomed Template

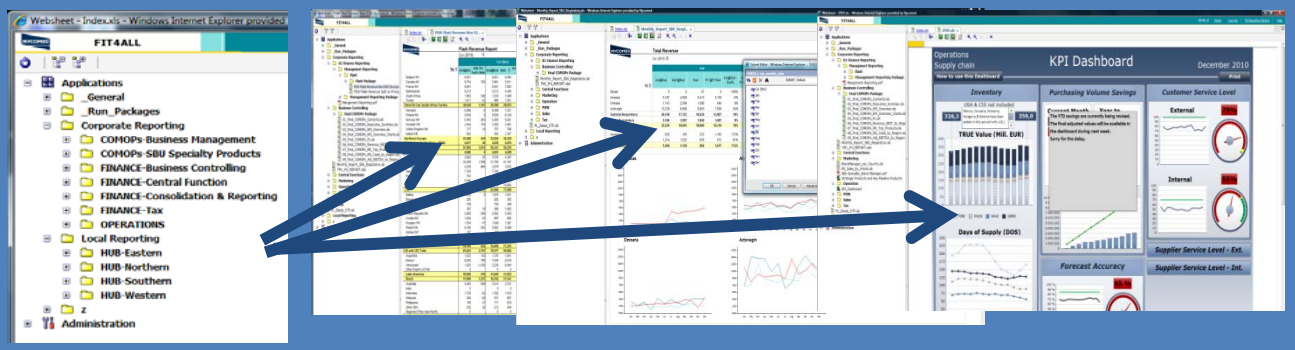

Reporting Tools and Layer
HFM Consolidation / TM1 Reporting Systems
SAP BW Transformation
WW Account Hierarchy
FI Special Ledger
FI General Ledger
P&L with Account / Mgt Unit / Country
CO
COPA
Common Financial Statement
HFM Account - SAP FI Accounts
Mapping Application
Assets
Costs Provisions
Sales
IC Mismatch
P&L Balance Sheet
HFM Hyperion
SAP Nycomed Template

Reporting – Tools and Presentation Layers

END USERS

Presentation Layer

TM1 Web (Excel)



CONTROLLERS

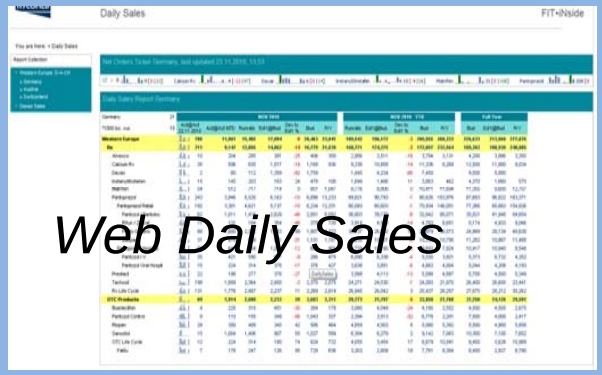
Analysis

Executive Viewer

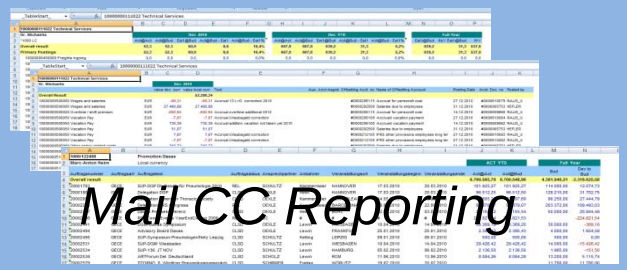
STANDARD - REPORTING

Report distribution

Delta Master



Web Daily Sales



Mail CC Reporting

Collaboration & Presentation

Excel Add in Expert

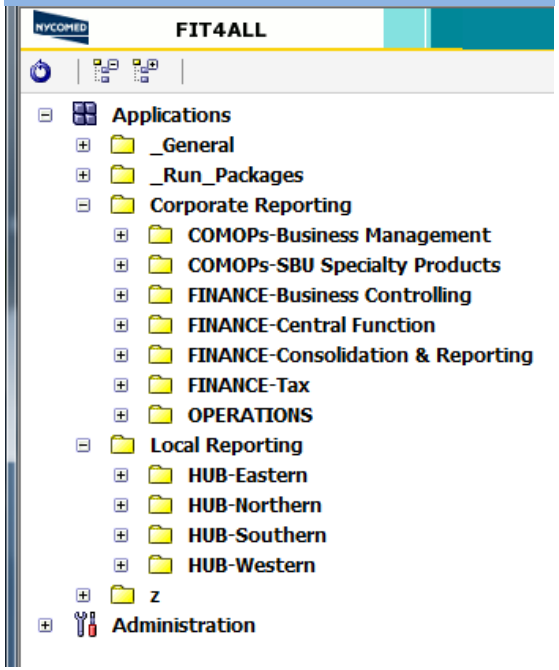
Excel Add in Advanced

Excel Add in Basic

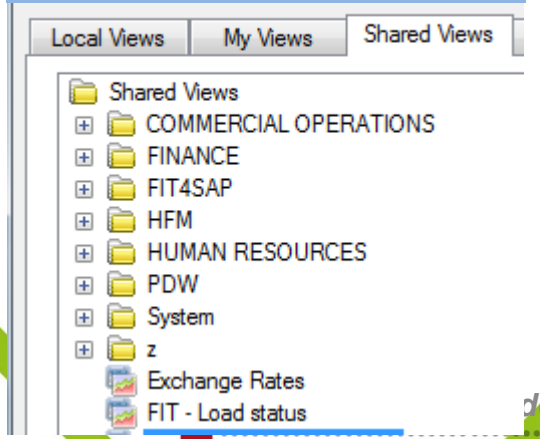
Publishing Via Central Coordination

TM1 - Executive Viewer

TM1 Web



Executive Viewer



Focusing on strengths and challenges

SAP BW

- ETL extraction on SAP/R3
- BI Content extraction

Calls / Update
Closed HUB
Missing interfaces

TM1

- Fast rebuild / import / update
- Online / complex calculations

Blockading Cubes by frequently updates

Executive Viewer

- Intuitive Analytical Reporting Tool
- From Standard Reports to individual

No message by updates

TM1 Excel / Web

- Intuitive Analytical Reporting Tool
- From Standard Reports to individual

Missing functions
- Package Generator
- super user role to Publish

Und nun …

… LIVE