IBM WHITE GLOVES EVENTS

Moderator: Tim O'Bryan
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can chat to the event manager or tech support or you can press star zero on your touchtone phone.

Again today's session is being recorded. We will standby for our recording to initialize. We would like to welcome everyone to today's Web event titled Making the Most Out of Your Cognos 8 Planning 8.4. At this time it is my pleasure to turn the floor over to Mr. Tim O'Bryan. Mr. O'Bryan, you have the floor.

Tim O'Bryan: Thank you and welcome everyone to this Installment of the Financial Performance Insider Monthly Web cast series featuring Making the Most Out of Your Cognos 8 Planning 8.4. This will be presented by Chris Ilacqua, Director of Product Marketing for IBM. Before I pass the microphone and slide deck over to Chris Ilacqua, I wanted to quickly tell you about the Innovation Center and Business Analytics at IBM.

The IBM Cognos Innovation Center is a membership based community where global community consisting of over 6,000 customers and third party thought leaders who get together to talk about the business practices that are technology enabled. And this community we also have an online community, we also deliver Web cast which you're participating in right now.

We also have IBM Cognos Performance Blueprints which are solutions built in our Business Analytic technologies which represent these business best practices which we discuss in these workshops, which are reviewed in the thought leadership articles and research studies that we make available to our global customer community and we also deliver live workshops as well.

And a lot of assets we make available to our community can easily be navigated to and found via what we call the IBM Cognos Innovation Center Widgets and this can be downloaded from our Website. We'll make sure you all get information on how to find this widget and you can stay connected to the Innovation Center, our online community, our LinkedIn group, our Twitter account and stay connected to with, all to be a part of that online community, some great stuff there.

So just real quickly about the Innovation Center and some of the learning's that we've had coming out of the Innovation Center is that, I think we'll agree in today's business climate that the world becomes smaller and flatter, riskier and smarter, smaller and flatter in the sense that pervasive connections and communications, emerging markets and the open trade and riskier in the sense of like systems level complexity, a vital spread of information, the widening gap between information available and information needs to be effectively managed.

And smarter because we're more instrumented interconnected and intelligent and what its allowing us to do is more with less and this new environment though that we're in this say we'll call it a turbulent economy and turbulent environment is that organizations we're seeing are focusing on value exploiting opportunities and acting with speed. And as such when focusing on value, they're doing more with less.

They're focusing on the core and realigning relationships in the sense of financial (solidity) of suppliers and partners and customers and the revisiting and renegotiating agreements. We talk about exploiting opportunities, capturing share, building future capabilities and changing their industry and of course the last of the pillars of acting with speed to managing change, leadership and risk and transparency and all this kind of wrapped around what we call IBM Smarter Planet of new intelligence, smarter work, dynamic infrastructure and green and beyond.

And in this new economy if you will, if we just take a quick look back that all the world is tangible assets, you look at the old world balance sheets and the industrial economies comprised of inventory property plan and equipment and money it was pretty easy to gauge the market value of a business. And if you look at this Brookings Institute study of S&P 500 companies based on market cap in 1982, you can see that 62 percent of the market cap of six S&P 500 companies, 62 percent of it was based on tangible value.

Now springboard 2006 and its only 10 percent. Well what does tell you? That tells you that so much of the value of an organization is based on its intangible assets and that is its people. And it's so important to arm those

people with the right information to make better decisions faster and as Jim Collins have said, you got to get the right people on the bus and you've got to get the wrong people off the bus. You got to know where the bus is going and you got to know where the bus is going and why of course.

And effective decision making is in critical in order to drive monitor and understand your business. And I think in today's economy it's a little different because you're not driving a bus anymore. You're really trying to lead a squadron and everyone is in their own jet but you got to keep everyone aligned, but you also got to ensure that each decision maker across the organization regardless of region, regardless of level in the organization, regardless of geography, they're able to not only know the top line strategy and how they contribute to that top line strategy but they've also got to be able to make decisions every day that are going to contribute to business performance and be able to have on target information that's reliable, that's easy to consume which is going to of course contributive they are making decisions off of good information.

It's going to contribute to better business performance. And they're not only driving along the road. They're landing on a moving target. So the economy is different today. And IBM has solutions that we call Business Analytics solutions that comprise of package of applications, that we call IBM Business Analytics software. And it comprises business intelligence, advanced analytics, financial performance and strategy management, advanced analytics, and analytic application.

So I think there is a little latency there, hopefully you all were able to see that slide as I was walking through it. And so just real quickly before I transfer microphone over to Chris, just to walk you through what is Business Analytics. Well, really it's just answering three simple questions that anyone is going to be asking as they go through that decision making process. First you want to know what's happening in the business and this is something you do through measuring and monitoring your business.

And it's typically done through a score card, maybe looking at a set of key performance indicators through a score card or dashboard or through reports

real time monitoring, maybe you're looking at one time customer shipments. Are we on target, are we above target, are we below target and then you want to be able to answer that next question of why, why are we on target, why are we off target, why are we above target. And you want to be able to drill through in context.

And you want to be able to do ad hoc queries. I want to drill through and understand why we're above target? What are we doing well here? What do I need to understand more clearly and you want to be able to potentially do trends (physical) analysis. Maybe you want to do some content analytics for deeper analysis of trends and pattern. You want to be able to answer that next question of why based off of the measuring or monitoring you're doing from that first question and then lastly you want to ask that question of what's likely to happen.

And this is around scenario planning; you know your what-if analysis, your planning, budgeting and forecasting, predictive modeling. And those three questions tags it together well that's what makes up what we call Business Analytics. You might have also heard a phrase throwing around called performance management. So that's just a quick explanation of the Innovation Center and Business Analytics. To find more information on the Innovation Center you can go to ibm.com/cognos/innovation-center.

Thanks for your time everyone. Before I hand the mike over to Chris Ilacqua, I want ask you all just a quick polling question. And it's simply to understand what products you're all using today. What IBM Cognos solutions are you using today? Is it Cognos Planning, is it TM1, is it Cognos BI, is it a blend of all of the above. Is it Cognos Finance even or Controller? Then we'll get on with the show.

So while they are doing that Chris, why don't I pass the microphone over to you? Thanks everyone for your time and I introduce to you Chris Ilacqua, Director of Product Marketing for IBM. Chris?

Chris Ilacqua: Thanks so much Tim, but I think we have a number of other polling questions we need to follow-up on.

Tim O'Bryan: You're going to do those right away. OK.

Chris Ilacqua: So wanted to do them right away.

Tim O'Bryan: OK.

Chris Ilacqua: So as to help ground our presentation today and give me some feedback to highlight, because we've got a lot to talk about today. We're going to ask a number of questions on the products you're using and the solutions you're looking for. So if I could ask what is the current version of Cognos Planning you're running today? If you can answer that, that would be great in the polling.

There will be a number of other questions, so we can highlight certain areas more in this presentation. Well, great, we have a large number of 8 that's (work) and it's excellent. Next question please. What do you currently use for reporting or for your plan? This will give me some insights on how you're extending Cognos Planning. We've got a rich history of extending Cognos Planning with a number of different products and this will help me better understand anything point you in the right direction today.

So if I can ask you to select your response? Excellent, we still have a large number of Excel users, our best friend in finance as well Cognos 8 BI, excellent. And next question please. The next question really centers on do you currently own Cognos TM1? Whether it'd be for planning, analysis, TM1 plays a -- can play a number of roles within the organization. And if you could post your answer now I appreciate it.

We have a large amount 36 percent, excellent and we have a large that of 64 percent, those do not. Excellent, well with that, let's begin our presentation today and I appreciate your feedback today.

So again thank you for joining us today. We're going to start off our agenda and I hope this meets your requirements today. I'm really just keeping to overview with some of the challenges that Tim mentioned early in a little more detail, point you some rich assets that are available at IBM has helped generate based on feedback from practitioners like yourself, then we'll go into

our (extended) portfolio. Just give you an overview where Cognos Planning fits, how does it interact with our other options. Then we're going to actually drill into enterprise planning solution to do a quick review of 8.4 Planning with (that brought) to as well as the release of 8.4.1, the latest version that has came out last month.

And to light brush over some blueprints that maybe help you extend your solutions value. And then talk a little bit about our contribution extension rights that are all available to all of you under maintenance at this point. And just at least review that and see if that has some value to you. And then we'll walk through how we can extend Cognos Planning with an overview of both TM1, some solution areas where TM1 may fit and some assets to help you along your journey.

So let's start off. We're just talking about a little bit about the uncertainty, we're all living through, what we like to call this a normal velocity and volatility and these days. If you take a look at CFO Magazine, over 60 percent of finance executives believe that when recovery takes hold, maintenance on security or still going to be continuing. So even though we may get a bounce out of this recession the dynamics of business has changed, and we need to be a lot more agile to be able to allocate resources correctly within an organization and to take advantage of identifying opportunities within our marketplace.

To help with that, IBM through Business Analytics is driving a smarter enterprise. Seventy five percent of CFOs believe that they have an advisory or decision making role in the enterprise agenda. Our role is financial practice at specific standing. I highly recommend if you haven't downloaded yet, the 2010 IBM Global CFO Study. It was the largest study ever done to CFOs over 1,900 CFOs participated in it. And the three top areas that were highlighted in it was that the expanding nature of finance both providing inputs and supply strategy, measuring and monitoring the business and the third one was driving enterprise cost reductions, no surprise there.

So as we look through this study, there are number of areas where we see finance planning. One is the demands of finance are expanding whether it be

to drive cost reduction, improve access to and reduce cost of capital, supporting risk management, providing risk management as you can see based on the volatility of the marketplace is become the high priorities as financial profession.

Providing performance insight and anticipating how do we better anticipate (good place) and for probably be a partner in strategy in value creation. So we see this going into two accesses or two main drivers. Hoping (inaudible) efficiency but also a growing area of providing business insights. How do we get there? It's really through this information transformation and as Tim mentioned earlier around those three questions that we are trying to help organizations worldwide, we really center around predicting that, provide real time factors and processes within your organization, make this broaden up for everyone to participate this.

And really push this from a back office to a point of impact. So push out the decision process across the organization, no longer a back office process. And also move from automating your process, to create an environment where you're optimizing your processes and powering everyone with in that process to optimize the decision process.

So with that again I highly recommend you download the CFO study it's a great document to help you within your organization, provide value to your office. So let's now let's take a look at an overview of our performance management portfolio. And it really there is a number of products. We see our Cognos Planning is an important part of this as analyst but there is also Express which is our mid-market product. Analytic application that Tim mentioned earlier.

There is Controller for our consolidation and close processes. We have TM1 which is a wonderful on-demand analytical engine, and that be used both the support or planning process as well as advanced analytics and what-if analysis within the organization. We have the full BI suite to help with your both your reporting analysis and score carding dashboard needs. Business view point to help meet this all together in terms of business rules and dimension

management and a new one (FPMS) around predictive capabilities that Tim mentioned earlier around Advanced Analytics.

A quick retrospect so you can see yourself here I'm part of our evolving FPM system. Starting off with the acquisition of these products, the integration of these products as well as continue to enrich them along this path to really drive innovation within your organization. So let's talk about financial performance management as a process. Today we're going to focus on the plan, forecast, and control process. What we realize that this is, these are not hard and fast segregated processes but they are all centered around help molding and directing your strategy across the organization.

With that let's drive into a little bit into our enterprise planning solutions area. So given the turbulent nature of the marketplace, we see an evolving customer requirements. So when we talk about planning and forecasting they are not discrete processes, where you analyze first and you start a planning process but they're all need to be melted together, all right. So this is a continuum around analyze, modeling the future and then ask people to contribute to this process and their insights into it.

So when we talk about analyzing, it's really starting off any planning process, starts off with well first do I need to re-cash the forecast. What is some analysis processes that I need to explore in terms of performance gap? Do we need to validate or corporate drivers? What about some what-if scenarios around organizational product channel mix? And really test a confidence level of what-if scenario and validate our planning assumption.

Once we've got an understanding of our current state of our business then we move into modeling the future, all right. What should this organization look like, right? Supporting both driver base planning and rolling forecast. Once that model is put together, how do we push that out to the organization to contribute to that model, their insight as a framework around driving a more accurate forecast?

So a remainder on Cognos Planning 8.4 some of themes was really the enhancement of performance management journey, really the improvements

around the user experience and personalization (latency), reduced IT administration maintenance for broader deployments as well as integration across all Cognos 8 products.

Just a quick highlight around some of those user controls and flexibility. We introduced some new control for nesting both adding Cube and model level. User defined Cube order. We had new user defined views, right, providing and pushing out more of the ability slicing dicing at the end user level also support for the word wrap and there is (date picker) we've expanded that supporting up hierarchies, the ability to zoom, freeze panes, sorting and hiding.

So you can see here a fusion happening between not only contributing your information into a planning process, but also providing more context system analysis within that process. We've also expanded our disc supports in the longer hard line between what you can develop an analyst as also what will be supporting and contributed. So we now support a full range of our disc longer difference between the two.

We've also improved publishing and (deploy an option). So the ability to do publish, we've made our publishing and incremental publishing smarter, so you no longer multiple hours of waiting for a published. So as soon as information is available you can publish it immediately and to start as well as we've reduced the ActiveX Control. You can push it out further as well as table and view and management induction.

So within improvement deployment options as well as our ability to publish information. This would become more important and later in the presentation we're going to talk about extending Cognos Planning. So and the last topic really around 8.4 was really this integration with Cognos 8.4 in terms of Cognos 8 BI, right. So now as part of broader, this information would be shared across both our score carding applications as well as part of any additional analysis or combining planning with actual to provide a broad information agenda for reporting across your organization.

One with the release of 8.4.1 which is conforming to our latest version Cognos 8 BI, we introduced something called Contributor extended rights. What that is, is the ability now to take advantage of TM1 Contributor as well? So this is a pathway or glide path for people who are looking extend the Cognos Planning with TM1, right. This is no different than in the past when we introduced PowerCubes to extending Cognos Planning or as well as using Cognos 8 BI or for older customers ReportNet which involves Cognos 8 BI.

So this is in part of that tradition is extending Cognos Planning and really not penalizing our customers and have access to this new technology within TM1. So with this extended rights requires as you must be on enterprise planning licenses that is the licensing rule. If you're on earlier licensing then you can trade up to this new upgrade, right. You must have tried to take advantage with the TM1 Contributor.

So if you have a TM1, or you have a Cognos Planning Contributor, you upgraded it license you can also now use TM1 Contributor as well, all right. No additional contributor license, right. So it's on a name by name user capability. So think of it (still use) for that user or that particular role. Now to catch of this is that for that Contributor license to work you must be able to, you need to purchase the Cognos Analytics server which is TM1 server and at least one model will role so that you can create and create models.

And I'm actually going to do a demonstration of how do you create a new model within TM1 from an existing Cognos Planning application. Now the ton of questions I'm sure on this, but this information is all available in IBM Passport. So if you go onto the IBM site, you'll be able to take a look and see what you're current rights are and how you can extend it, all right?

So with that, let's take a look at an overview of TM1. So if you're interested in those extended rights, TM1 can now extend your current planning application with TM1 and where does TM1 fit in this, right. Well think of TM1 as what-if analysis engine, right. It's an OLAP technology. It was not purposely designed for planning but rather is a broad analysis engine that happens to support right back, right. And what we're doing is surrounding that with additional capabilities over time.

So what it can support is what-if analysis, slicing and dicing, modeling a different scenario, right. Also the support and financial analytics as well as profitability analysis. So what is under the covers? As I mentioned early it's the patented 64 bit read-write in-memory OLAP. Why are those buzz words so important, because its in-memory that's what gives you the responses, right. All that information is derived, once you load base level information everything else is derived based on business rules, or your dimensional logic.

64 bit tells you that it can scale to large volumes of data, right. And it handles scarcity very well. So it's optimized the large data volumes. It can handle simultaneous updates you can stream the latest data to it and recount on demand. It also allows to drill through the transactions for deeper analysis. So it supports the multidimensional analysis. It supports write back so that is helpful and has some key features that I'll be going through just shortly, that really help support and pushing this what-if analysis down to the end user.

Some of those features sends around personal hierarchy. Mentioned earlier the ability to take a look at product family and change that hierarchy. Again this is not somebody modeling; this is somebody as an end user is able to change a product hierarchy on the fly, all right. It also supports the advanced filtering, right, like any analytical engine there is large volumes of data, so you need to get a particular view that you want to work with it. So we support advanced filtering around hierarchical, spelling pattern, attribute value, attributes around product families, all the way down from the (inaudible) few item number, element name and expressions.

We also support (various support) as well. One of the key features on top of that is what we call personal scenario. This does not require predetermined model for these scenario, right. In the past when you're modeling this within analyst you would created dimension, would had no (full) scenarios, the scenarios then will pushed out and people would contribute to the different scenarios where those scenarios would be used within (variance report fractals and stuff).

This is different. This is a scenario that's built by the end user and I'll be doing a demonstration of that. So it is unlimited flexibility of end user scenario and it's available not just in the Contributor clients but all TM1 clients. So that's Excel, TM1 (inaudible) as Contributor, but also within Cognos 8 BI and when I say Cognos 8 BI, it's actually taking the TM1 Web Cube Viewer and embedding that as a widget within Cognos 8.

So this can be embedded both in the TM1 native clients as well as within Cognos 8 BI in a dashboard. When we talk about TM1's modeling capability very similar to analyst. It's an expression based model. It can seemly integrate with Contributor for new planning and applications. It also provides online simulation to test or undo, redo so (enter date) and to back it out.

It also provides responsiveness to largest specificated model. So areas where within Cognos Planning you'd be concerned about the large volume of data that's where TM1 can help extend your application. So for skew level planning TM1 is an ideal fit. And the nice part about it is the contribution screen is very similar. We purposely design the Contributor client to look and feel like this so you can blend both Cognos Planning Contributor application and TM1 Contributor with seamless applications.

And so moving onto the client had supported, once you've got your model setup is this TM1 supports 2 base contribution, right. One is the Excel and when we talk about Excel it really is an Excel add-in (for final) write back but it also wants you to publish from Excel to the Web or we call TM1 Web. So within Excel, you can build your new model, you can now create rich planning templates that you can distribute to the self spread sheet with rich formatting that only Excel can bring to the table or that Excel sheet can be published to a Web called TM1 Web and then embedded within Cognos 8 BI or within your own internal portal.

So the nice thing about TM1 is that because it's part of the Cognos 8 platform now it supports Framework Manager. So the same Framework Manager using to write your reports, models your building TM1 could take advantage and for reporting of the TM1. And today TM1 9.1 shipped, so you guys are getting the scoop. It's going to be -- it's actually been announced earlier this morning,

is that the next version which is launched today with TM1 (9.5) is understands Cognos packages.

So the same Cognos packages that you're using on Cognos planning to build reports can be used to import into the TM1 what is known as TurboIntegrator the integration product for TM1 server and we'll also demonstration that later. Will now point to those packages that you built and to pull information so with same reporting mechanism could be also used as an ETL part of your ETL process to creating a financial data warehouse, I'm sorry a data mart within TM1.

We also have a TM1 managed contribution which has the look and feel of our Cognos Planning contribution with the couple of exceptions because the TM1's native capabilities. We've also introduced some charting within that. So think about everything within Cognos Contributor for Planning. We've tried to map that to TM1 so things like workflow, (take list), you have the ability to undo, redo and use the docking that we introduced in 8.4, but some of the new features that really help facilitate what-if analysis like personal scenario, personal hierarchy, charting and go about support as available as well.

And we have a rich demonstration later on in this presentation. So let's take a look at what are some of the solution areas that TM1 can help you extend the value of your process. So if you take a look at 8.4 evaluate the extended rights that we've offered you, all right. And then now we're marching into how we can help you extend them, right. So if you think of Cognos Planning extending Cognos Planning, taking that incremental publish TM1 to help you with semi operational planning or requirement, financial reporting, all right.

TM1 understands financial intelligence, help you with the reporting portion as well. Extend Cognos Planning solutions or operational planning as well as well as extending dashboard with on-demand write back. Also around profitability analysis. So with that, let's take a look at what TM1 brings to the table. So this is a demonstration around integration within TM1.

So here within TM1 server and before I kick it out let me get your oriented, it has the same similar notion that Cognos Planning has, all right. And the notion of a Cube, it's called Cube instead of (de-cube). There is dimensions which are very similar to (de-link) within Cognos Planning and we have what we call processes which is our integration, right. So think of these as (de-links) in the Cognos Planning world. So let's start off and create a process that will go out to the (inaudible) of Cognos Planning, that will pull in key information to build or modeled within TM1.

So let's take this off. So here we're going to create a brand new plan, this is TurboIntegrator using ODBC connector. And we're going to login and first grab the (E list), all right. So this should look familiar for our Cognos Planning customers looking at level one to level three so looking (inaudible) entire higher levels within the (E list). You see, here you see a preview of that, of all the fields and the next step is to map that into some variables.

Now what is a (inaudible), are they an element, are they a consolidated rental for mapping the hierarchy. And we're going to create a new dimension. And we're going to call the dimension approval hierarchy that kind of makes sense given that this is the list that's going to be coming over. And we can create brand new ones; we can also update an existing one think of all the permutations here for creating a brand new hierarchy.

And we're going to find the parent child relationship between these. And there is the (inaudible). Now we're going to save this as a new process and this is import of the approval hierarchy. So what we are going is do is walkthrough pulling in and we've got annual import. Now let's just run a quick thankfully it ran fine and you'll see a brand new dimension within TM1. Now we have our best practice guide that's available if you're interested in doing this, it has been put together with our engineering team and our product management team.

So I recommend you to give a holler to your account rep and they'll give the access to that if this is interest to you. Now let's take a look at some additional table, because that's only one of that dimensions we'll pull in and we're going to be building a cube around the revenue in this forecast and you

were reporting in our channel and again with the finding the contents and the hierarchy, creating a new one (called channel), as our import.

Now all these processes that are being defined can all be bound together in what we call a (inaudible) where you can set the order of operation, you can set up any control or reporting you would want to kick off from there as well. So here we're going to write another query. You could see and once again we're bringing our products dimension.

And then defining the relationships between each of these standard child (inaudible). In the process very similar. And we're getting there; we've got a couple of more dimensions here. Again this is coming off your published table. And you were bringing our time dimension now. And we're creating a new dimension called month and defining that relationship as well.

Now what has changed as of today is that here we're creating the query here, this could run off a package. So if you have a Cognos package that's already been defined you're using for reporting that is what we call a DMR, dimensionally modeled relational package, then we'll be able to actually take advantage of a Cognos package that is available. So that is something as of today is available in the marketplace, (based on amount of) query you can centralize all your queries there and just actually select the package and just go to the second half of this demonstration.

So we've created now our products and we're getting there. (Version), this is a simple one, this is no hierarchy, it's just small version. Now that we have our six dimensions you can see here, let's create a new cube in order they came. Now this could all have been created in one path but we did it slowly here so you can see each one in a small sets but you can actually create a one process that creates not only dimensions but also the cube and then loads the cube too but we broke it onto small queries here.

And you can see this consolidated revenue, and of course there is no data in there yet but we need to create a process to pull the data in it as well. So unless you can see here we've got a lot of products this can be scheduled to what we call (inaudible). So let's create one more process actually proving

actual data and here we're taking in a very simple use case but they can be all kinds of error checking this and built into this as well. A lot of our customers what they do, is they pull the data in and then what they do is they put into to a cube and then administrate it runs a couple of reports off just to make sure that the things are thick and tight they are with no problems, no new elements were added where there is a problem with a logic.

So a lot of our customers pre stages into TM1 and then administrator then we'll test the information before releasing it into a production cube for reporting in and out of the organization. So here you can see, we're defining our elements and matching up our elements to going to the product table. Now that here you can create a cube, recreate a cube, update a cube and that will depend on your strategy, when they refresh the cube all night, every day or you just stream new data in.

Right here you can see mapping of the data to the dimension and the enrichment you'd like to do to the data you can do it here as well by creating new analysis and here we're mapping it to the dimension analysis. And again this can all be automated with the sake of this demonstration. We'll show you step by step. (Save it) that's the important data; we're importing North America into our revenue.

Thankfully it ran without a problem and there is our data. Alrighty, so that's a quick example of what is available within and then how to integrate within TM1, how to see depending on what your requirements are you can -- it becomes more complex. But we have a number of customers that are actively integrated both TM1 and Cognos Planning into a solution for their customers in general customers, alrighty.

And from here we can actually run it right into the Contributor application and update that as well. The area you're looking at TM1 Web and later I'll show you an application which is resulted within TM1 Contributor as well. All right, let's move on to our next topic. Operational planning, so you got a little sense of how to extend Cognos Planning and how to integrate it and we did a little TM1 Web demonstration.

Let's take a look and operational planning and view this to the TM1 Contributor clients. You can see the differences within Cognos Planning Contributor as well as the TM1 Contributor. Cognos Planning Contributor still has a number of advantages over the TM1 contributor. So I want to make sure that you're fully grounded and like printed attached documents, data validation input is not available as in TM1 Contributor.

But we do have the same look and feel and rich analysis that's been embedded here. So let's take a look at it. Let's start off this as a regional sales manager and there is our friendly Contributor screen. We're going to drill into Massachusetts. And the first thing we're going to do is create a Sandbox a new feature within TM1 for any analysis we're going to be doing it. So you can create unlimited number of Sandbox and only submit the one that best meets the goal. So you only submit one.

Let's take a look at revenue. And we're going to do based on units sold, right here let's take a hold of January to April as well as hold our (total status revenue), alrighty from August to October. Now let's increase for the year by five percent. Next step is we can take a revenue view between the two versions here, got us some new charting capabilities within the contributed clients.

And again you have access to this through your extended license. Within here, within total electronics we're going to increase that by 6,000 August through the end of the year now that we can now reset the view, reset tat. Let's take a look at our employee plan support of that, let's add a new position for sales, pull down the help that execute our drivers are supported adding a cell phone and you see the annual salary being calculated based on that and what months we want to face in these costs based on the hiring thing.

We also have the ability to what is an explanation in this the TM1 that (supports the strength). We're going to actually put in the new gross revenue number as well, all right. Unless this is all part of our baseline as well as our, at this point let's submit this - our upside based on our contribution.

To tackle between the Sandboxes what determines what's being submitted. So we've made a submission and you should see this in our flow update. That just gives you a little sense of what this Contributor client can do for you, notice the widgets of the analysis that was placed in this in the Sandbox and that could be placed in it as well as that the ability in the charting capability.

Now let's take a look at some financial reporting capabilities where TM1 has timed it well because of the stability to embed a financial logic within that. So think of TM1 as this analytical engine that creates financial state and meets this requirement whether it be multiple forecast in-house there, (inaudible) at the same times meets the requirements of your financial reporting. Yes, let's do a quick out view, here we're looking at express part of Express which is Studio that's in the Report Studio specifically designed for financial reporting.

And we're looking at multidimensional models which is based on TM1 and we're going to build a variance report with internals like total assets, liabilities and (inaudible) the ability to move around elements and totals so that the totals are at the bottom. All the things that are required for our financial reporting. So (starting rows), ability to format lines within that double lines, the ability to format based on hierarchy in terms of here the total of imbalance we'd like to bowled the total assets what I would like it we have a (turkey baster) that allow us to share that across multiple items, elements in terms of so that they are consistent with their format and the ability to create capillary columns as well.

So we can get our variance in here, we were looking at percentage growth adding a new title, our annual growth and then adding some conditional formatting based on the percentage growth.

So we're here setting a threshold for that can easily been default, what it's excellent it was good, we're hard charting but (inaudible) based on numbers or fields within TM1. And then here were we publish it at a little additional formatting, we love our underlines within finance and let's run that report and it's available on multiple format in terms of PDF. That's gives you share the Cognos 8 BI.

And finally our last solution area, because I know we're running a little late here is profitability analysis. Another area where TM1 really shines combined with our BI. So BI to profitability usually drives large volumes of data based usually at a skew level that allows us to build complex profitability links between operational drivers, financial drivers and they are really bringing to give us some of the value proposition of TM1. This also TM1 now can extend you'll see this in the actual demonstration combining this here where we've got extending our dashboards with TM1 with write back capability.

So let's kick off this profitability dashboard. So here we're taking a look at a model so we want to do a scenario work sheet around our products and here you notice that we've got actual and multiple versions here. So what we want to do is do a best case, worst case and most likely case scenario.

So let's create a brand new, that's our baseline that's been loaded from actual since TM1. Let's create a brand new Sandbox called discounts and we'll explore a different use cases around discounting. So let's talk our best case and use what we call within TM1 proportional spreading. What that does is allows us to take prior actual and seed our what-if analysis for best case, that will also get seasonality figures that will be our baseline.

Now within that we can then allows us to play with these numbers and create different scenarios using data spreading. So let's take a look at our percentage change of 20 percent in terms of our sale price. And here in some time you can see the impact immediately. Now let's take our (camping) equipment and do another percentage change just on our base (camping).

Here you can see the impact both on best case, worst case and most likely case. Now let's take a look at our quantity. These are all the different leverage you can play with again the same notions, the driver based planning, it's a driver based profitability analysis, right. Same technology only being used in what-if analysis for profitability. Let's do a 75 percent change in our quantity based on in (inaudible) equipment.

And again another percentage change in our best case for (camping) equipment and add that as well. So now we've knocked out our discount

scenario we can see the margin and the margin impact on both best case, worst case as well as most likely case. Well let's now take a look at our discounted scenario and its impacts and where we can see here our margin percentage.

And our most likely case in terms of equipment we've got a margin problem. This all thing gets updated immediately within Cognos 8 and you can see this analysis within our dashboard comparison by scenario, sales volume as well as sales volume by resellers and that impact. That's what TM1 brings to the table, its just data mart that allows us to do real time analysis, feeding both the latest plans, actuals together to provide with the scenario.

We also provide a number of assets to help you along your journey, so I wanted to remind you about Cognos Planning assets that are available as well as TM1 blueprint assets as Tim mentioned earlier around both functional and industry.

At this time, I'd like to turn it back to our host Tim and see if we have some questions available.

Tim O'Bryan: You know unfortunately Chris; we're just out of time here.

Chris Ilacqua: My goodness, I'm sorry.

Tim O'Bryan: But you know a lot of the questions that came in are questions I believe that are going to be covered in future materials. They came out around migrations, upgrades and migrations from Cognos Planning to TM1 and upgrades within the Cognos Planning Suite and I believe a lot of that is covered in different materials that's already available. Chris is there anything you can point people to or perhaps in our follow-up communication coming out of this Web cast there is some links we can provide anyone. Any thoughts you want to add to that.

Chris Ilacqua: Absolutely sure, so around the extension that's available, remember that is available based on your maintenance agreement. So there is an upgrade to the enterprise planning that will get you to the extension right. So that's fine. The only thing you need to remember about that is you just hit (buy us) over,

but one model it. But you were -- the largest portion we see out in the marketplace is people who pay for the contribution rights, right. So that is protected from either product.

So I employ to talk to you rep about that but also go to Passport within IBM its all available there within IBM under service and support, look at license and maintenance its all spelled out there.

Tim O'Bryan: OK. So questions around compatibility for TM1 Web whether it be Internet Explorer or Firefox.

Chris Ilacqua: That's all available as well. That's all online.

Tim O'Bryan: Fantastic.

Chris Ilacqua: Absolutely. That's all available and then you will see a table based on the release and what versions are these products all available yes sir.

Tim O'Bryan: Super. I want to thank our lead presenter Chris Ilacqua, Director of Product Marketing for IBM. I want to thank you all for attending this Installment of the Financial Performance Insider Monthly Web cast taking place the third Tuesday of every month at 11:00 AM Eastern Standard Time. This one being Making the Most Out of Your Cognos 8 Planning 8.4 Application.

We will have a recorded version of this Web cast available no later than I'm going to say about a week from today typically it would come out a little more quickly than that but let's say no later than a week from today. Thanks everyone, enjoy the rest of your day. I appreciate your time.

Operator: That concludes today's presentation. You may now disconnect. Do you want to listen to another conference? Press one for yes or two for no.

END