

Business Analytics **Forum**

See The Future Of Decision Making

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Diagnosis for Growth with Cognos 8

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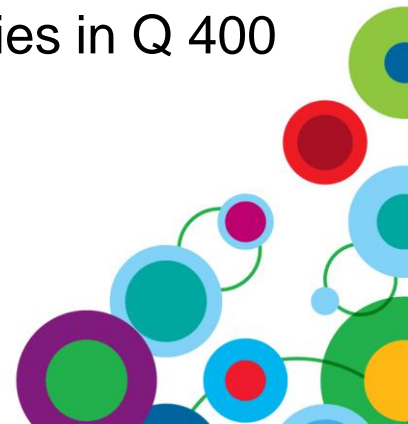
Agenda

- About Us
- The needs of senior management
- The Starting State
- The Journey
- The Solution
- What it Looks Like
- The Role of Cognos 8
- Growing the Solution



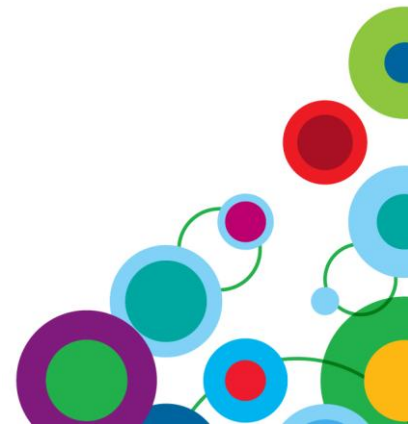
About Abacus ALS

- One of Australia and New Zealand's largest privately owned companies
- Serving Customers in supply of *in vitro* diagnostic reagents and instruments and research reagents.
- Dedicated to offering superior solutions in the areas of:
 - Critical Care
 - Allergy and autoimmunity
 - Bone and Mineral Testing
 - Infectious Serology
 - Life Science Products
- **2010 Telstra Queensland Business of the Year**
- # 145 largest Queensland based privately owned companies in Q 400



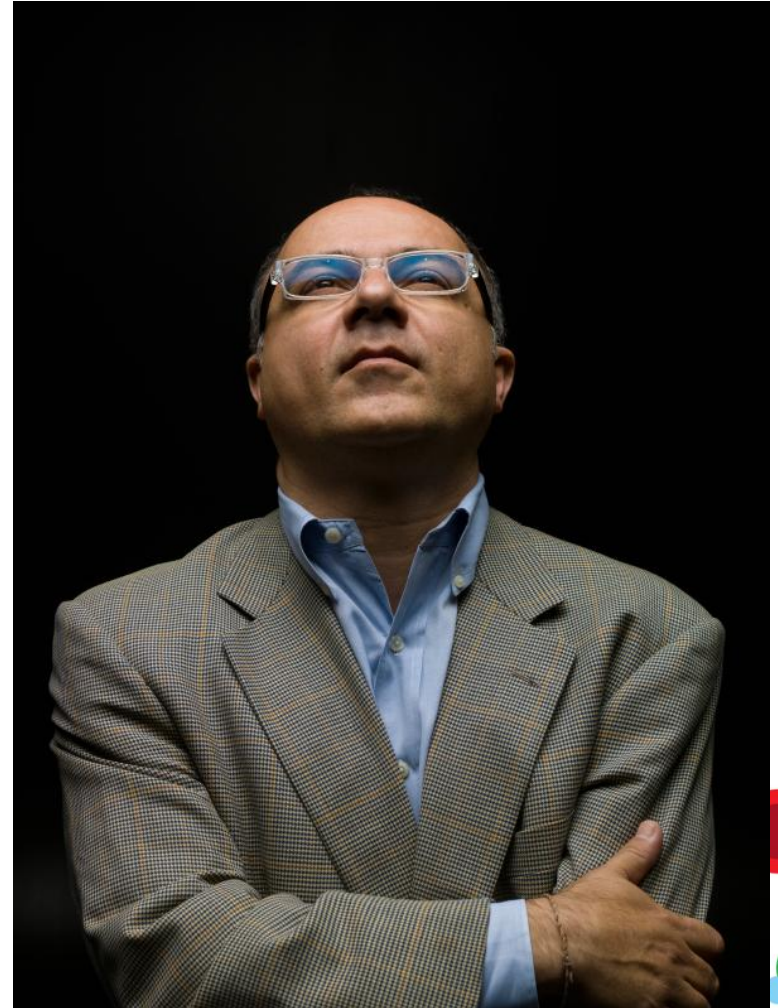
About Catapult BI

- Specialise solely in business intelligence, data warehousing and performance management at the enterprise level
- 4th largest privately owned IT services company in Queensland (Q400)
- 2008 Cognos Partner of the Year (Qld / NT)
- On-time on-budget record
- Focus on delivering business value
- Focus on growing customer BI maturity
- Esteemed BI consultants



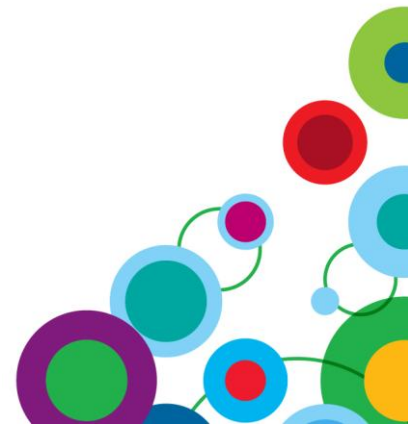
The Needs of Senior Management

- MD
- Finance
- Operations
- Sales & Marketing
- The board



The Starting Position

- Sage AccPac (ERP)
- MS Excel & Access
- High data volumes – low information



The Journey

- Business alignment
- Data to information
- Adding value add data
- Building capability
- Supporting growth

With

- Cognos 8 BI
- A data warehouse



The Solution

Business alignment

Analytical driven
decisions

Data to information

Strong insight into the
business

Including value add data

Building capability

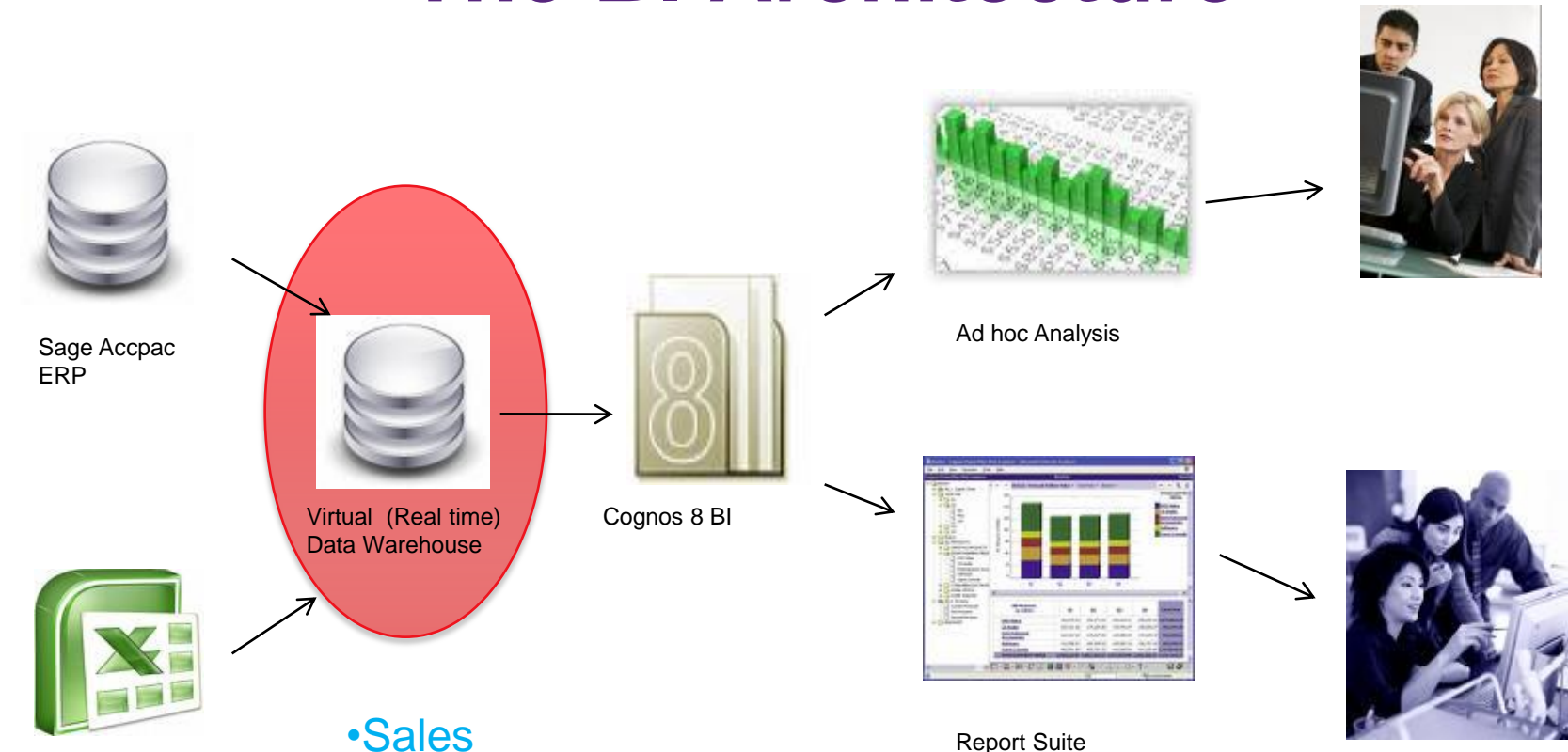
Analytically empowered
workforce

Supporting growth

Partnering model for
growth



The BI Architecture



Reference Data

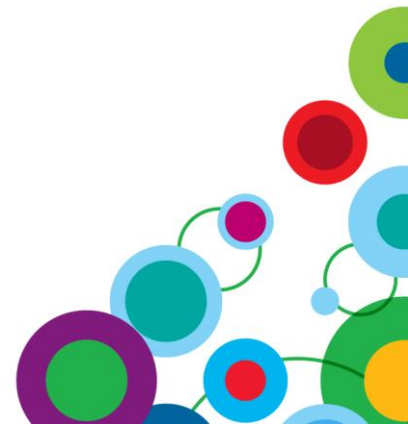
- Sales
- Product profitability
- Supplier management
- Inventory management
- Budgets
- Actuals (target)



The Importance of Cognos 8 to Success

- Strong self service capability
- Intuitive toolset
- Ease of getting to source data
- Adapt to different user analytical needs & capabilities
- Generates excitement and high interest levels with user community

Neville gets his day back



Growing the Analytical Capability

- Planning the journey
- Moving with the business needs
- Understanding your own capabilities and when to partner
- BI leadership within the organisation
- Analytics to enhance data quality
- Enhance business functions through stronger analytical capability
- Add new data sources (internal & external)
- Promote the positive uses of analytics
- Be opportunistic in expanding BI capability

