Insight to Action: BI and Planning for Midsize Companies

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Information On Demand 2010
The Premier Forum for Information & Analytics

Gain Insight. Optimize Results.

Agenda

- Unique Requirements of Midsize Companies
- Introducing IBM Cognos Express
- Customer Case Studies by Cubewise Consulting – A Premier IBM Cognos Partner
- Q&A

Cognos. software

Threats and Opportunities for a Midsize Company

- Midsize companies are more resilient in a tough economy
- 53% are in a cost-cutting focus
- 47% have a strategic focus
- Deliver innovation to support an accelerating rate of change

Adaptability Delivers Competitive Edge

- Change business model
- Align resources quickly
- Capitalize on new opportunities

(*IBM's Midmarket Trends IT Survey)

The Top Challenges of Midsize Companies

- Improve efficiency, reduce costs
- Strengthen customer relationships, acquisition, sell more
- Predict and respond to trends, optimizing business models

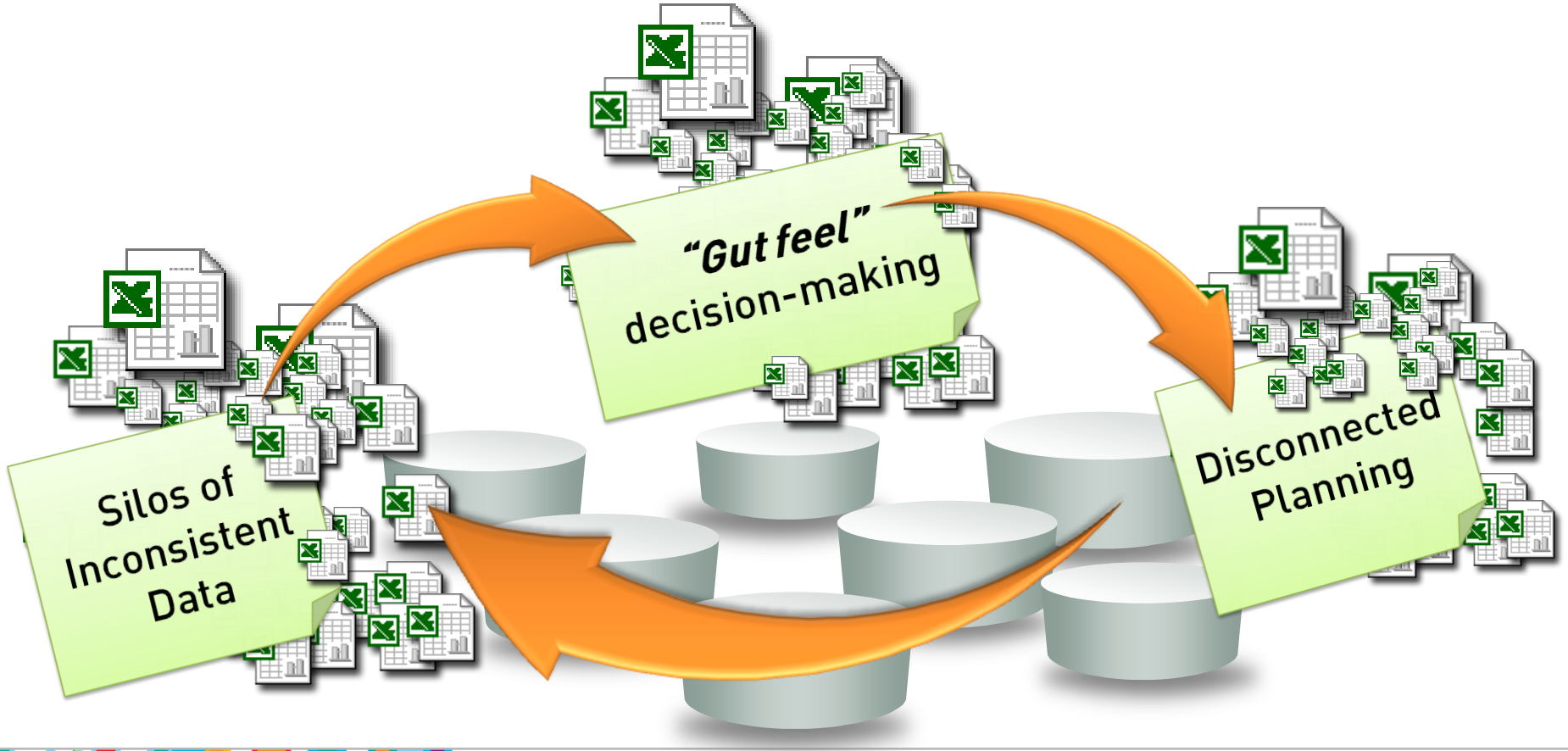
- The highest-priority technology solution chosen by 75 percent of respondents…

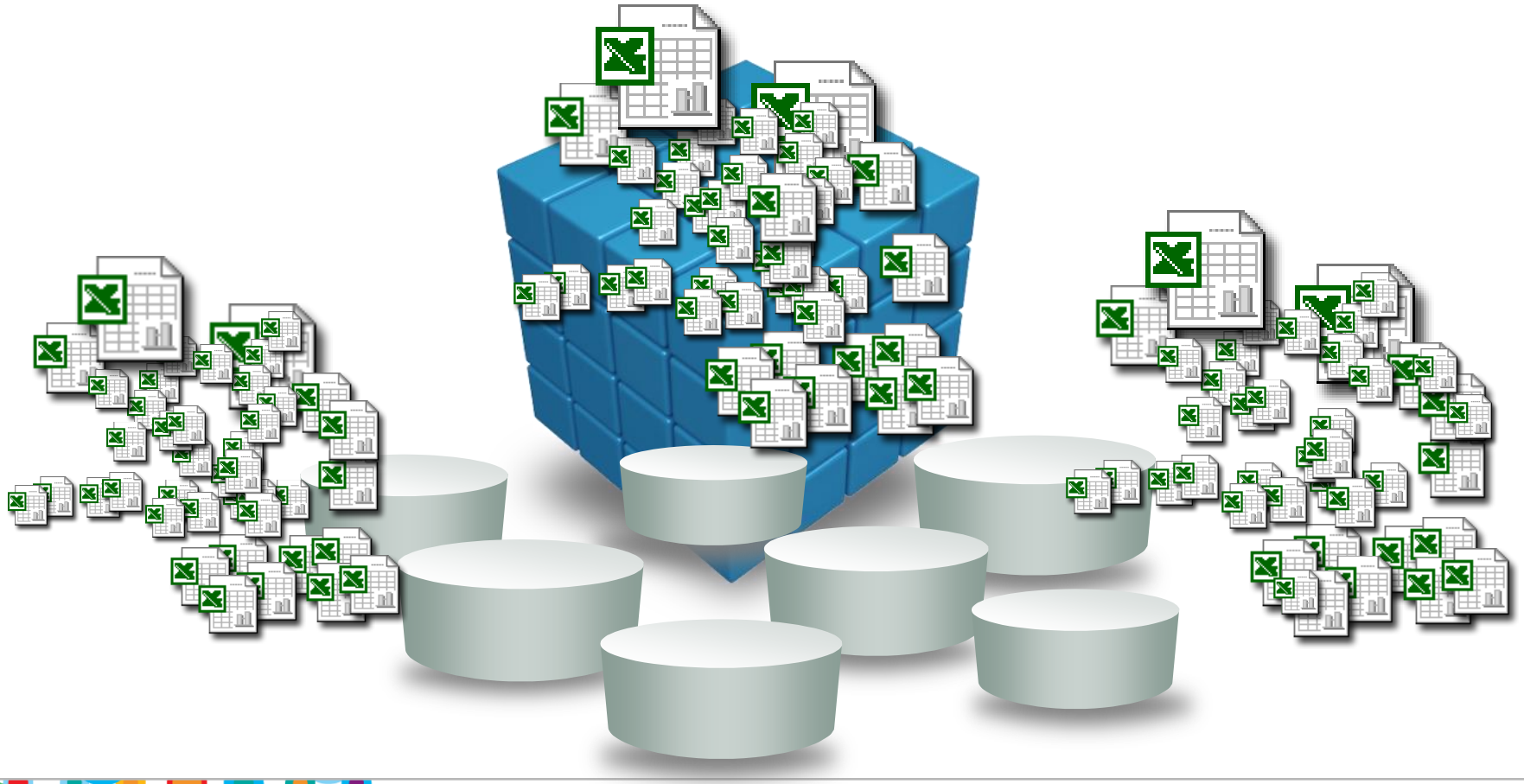
  “Turn mountains of data into meaningful insights”

“Inside the Midmarket: A 2009 Perspective”
IBM Survey

HOPE

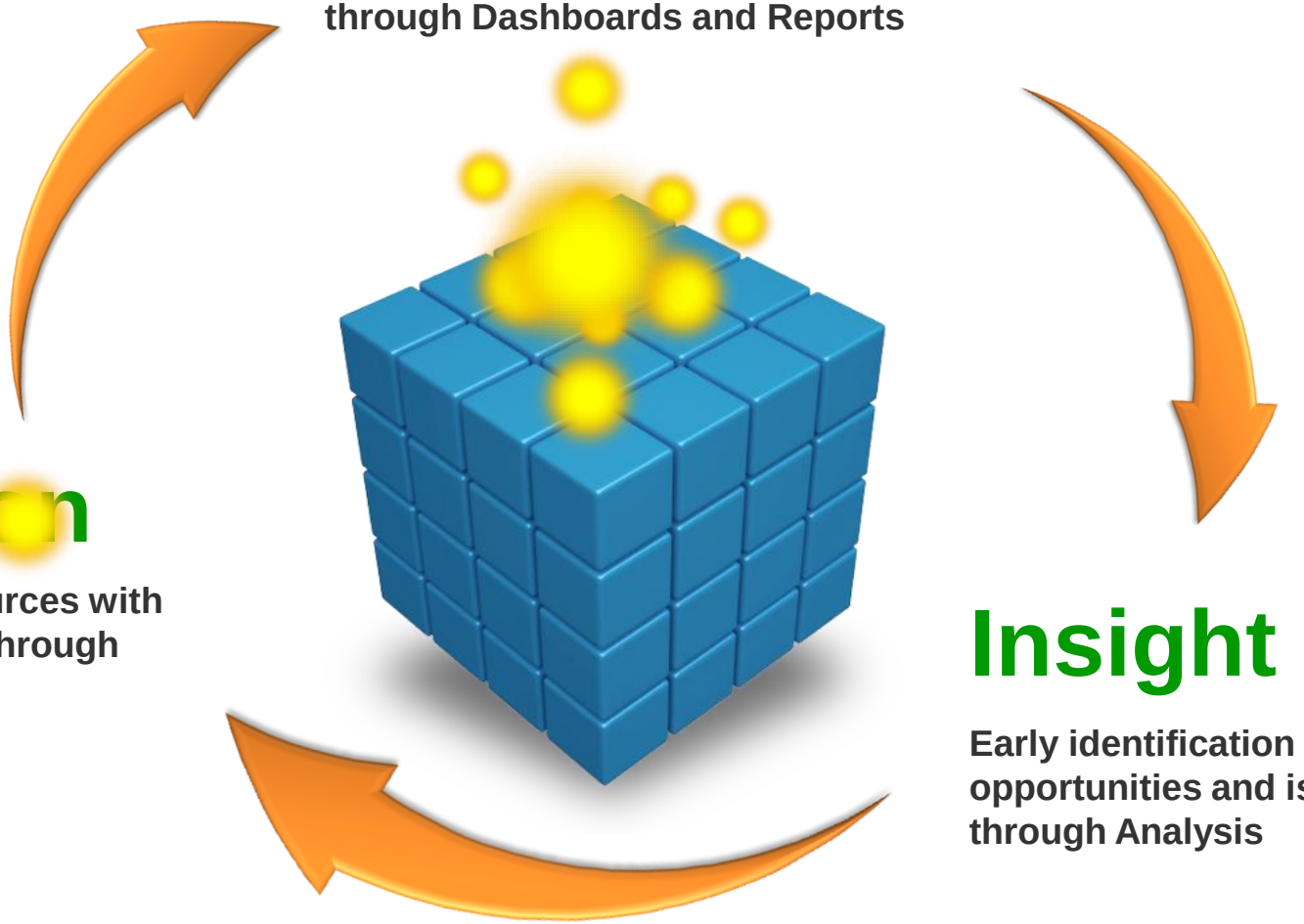
IS NOT A STRATEGY





Information

Information-driven and accountable culture through Dashboards and Reports



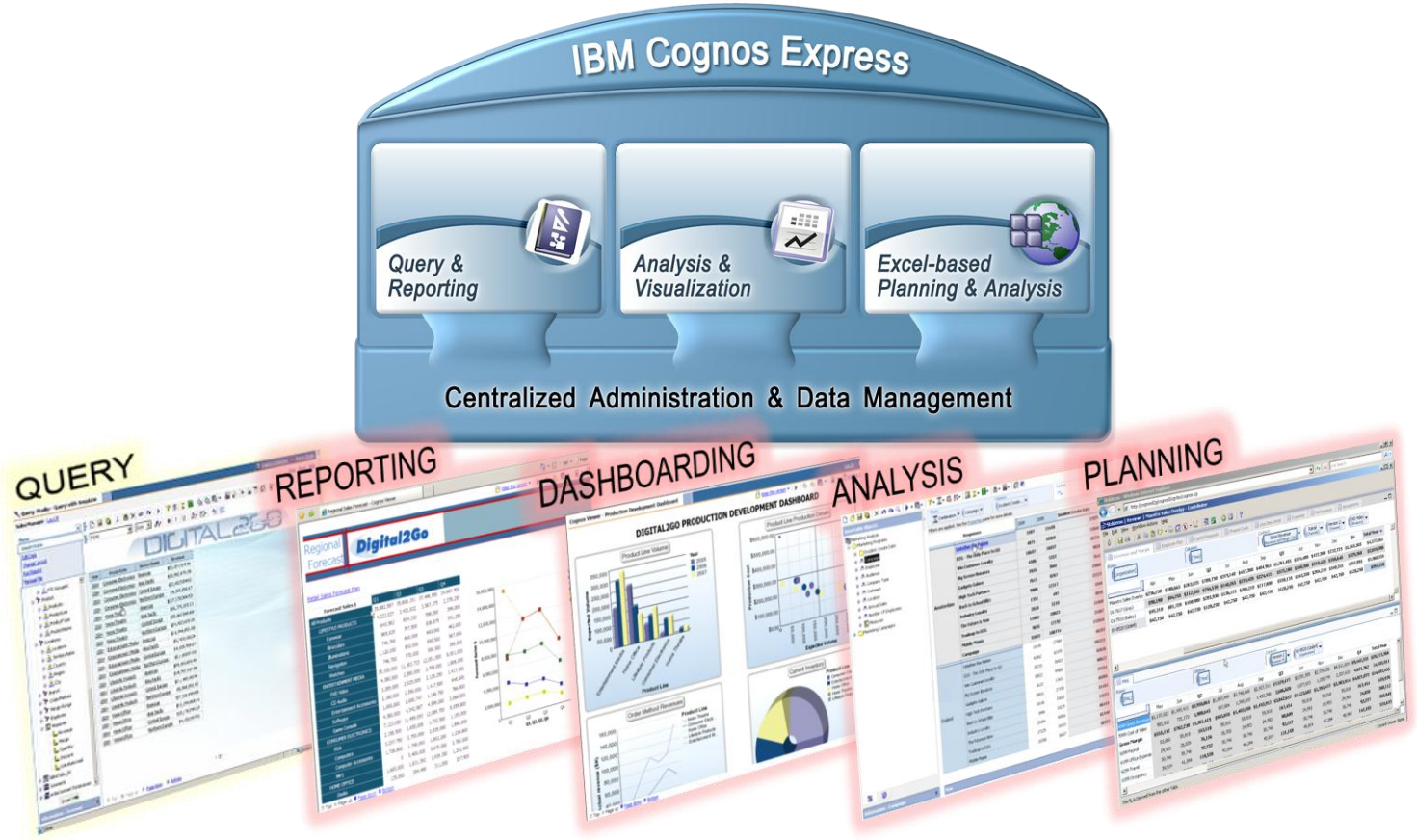
Insight

Early identification of opportunities and issues through Analysis

Action

Align resources with decisions through Planning

Introducing IBM Cognos Express



Removing the Barriers

Easy to Install

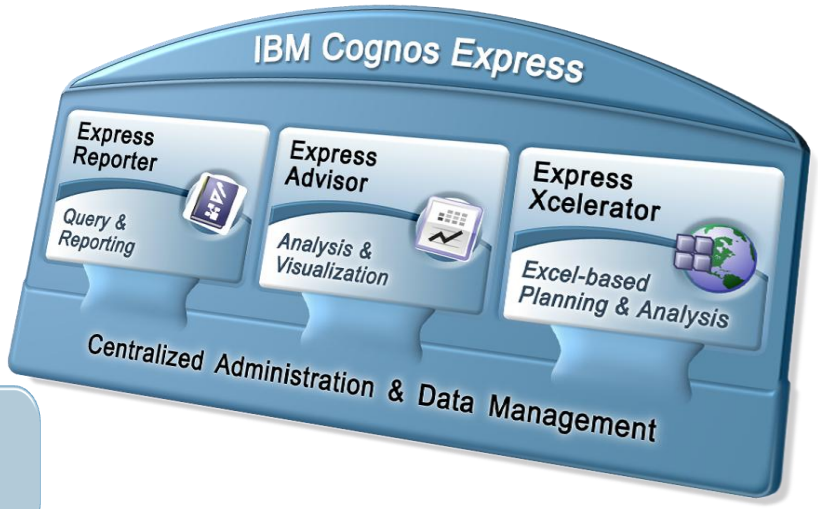
Pre-configured solution includes everything required for simple deployment and management

Easy to Use

Self-service access empowers business users and removes the burden from IT

Easy to Buy

Packaged and priced right… Start small, start anywhere, deliver immediate value, and grow



The <u>only</u> midmarket product that delivers integrated Reporting, Analysis and Planning

- ✓ Purpose-built for midsize companies
- ✓ Modular with complete growth path
- ✓ Empowers all users with self-service
- ✓ Easy to install, use and buy!

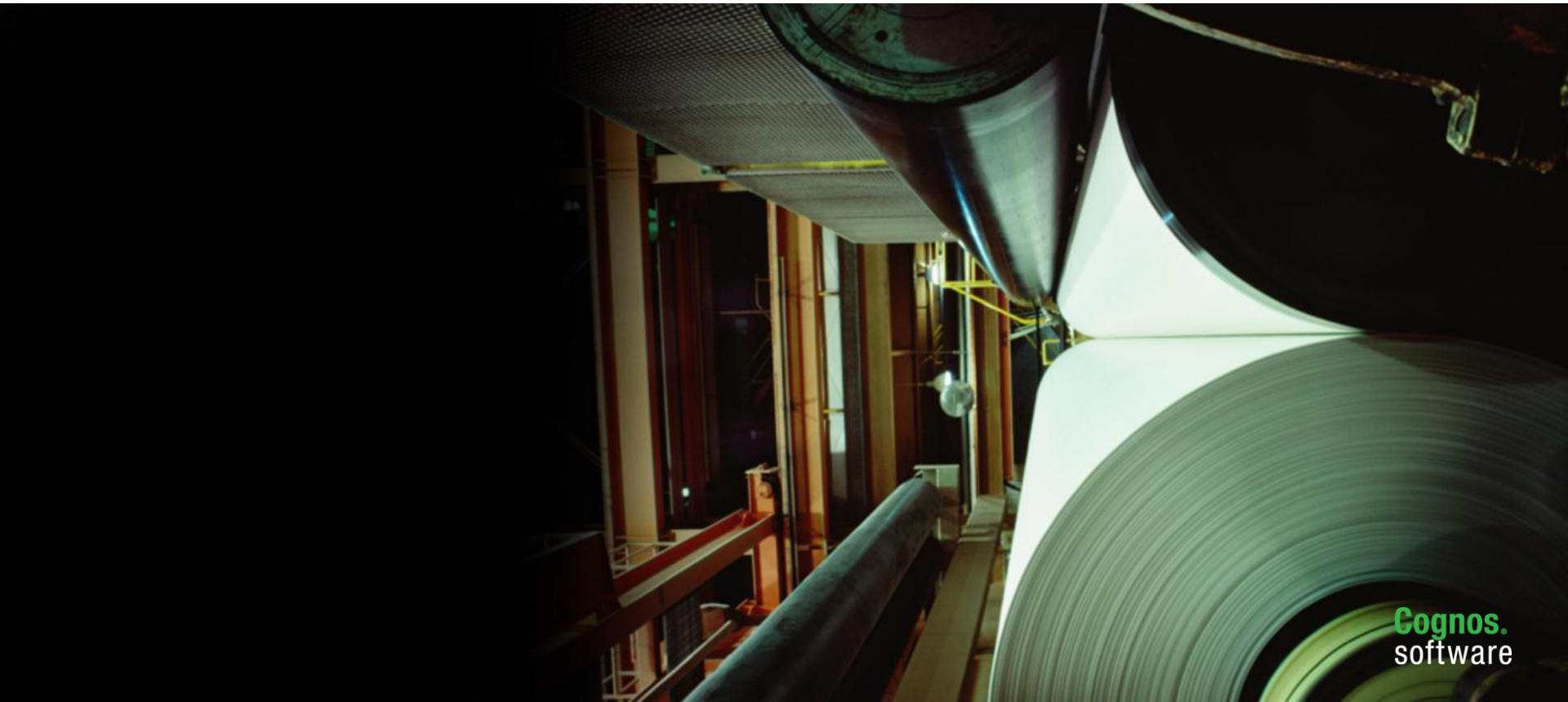
Insight to make smart decisions and take action

Cubewise – Who we are…

- Established in 2004
- Focused BPM consultancy and Premier IBM Cognos Partner
- Unique expertise in large scale Enterprise-wide solutions as well as mid market companies
- 23 Business Consultants with skills in TM1, Cognos 8 and Cognos Express
- Over 140 Customers across Australia, Asia and Europe
- IBM Business Analytics Global Business Partner of the Year for the Mid Market (Current)
- Offices in Sydney, Melbourne, London,

cubewise

Customer Success Stories



Mid Market Companies…

… have many of the same challenges as enterprise clients

- Multiple GLs
- Would like to do operational planning
- Have a reliance on operational system reports
- Have multiple, “point” solutions
- Multiple countries and currencies are normal

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The Challenge

- Decisions made were more “Art” than “Science”
- Transactional reporting was very cumbersome
- No vision of Retail Analytics
- Massive cost in “dormant” inventory

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The Solution

- Huge ROI and business turnaround from:
  - Product Range Optimisation
  - Ideal Labour Model
  - Inventory Management
- Understanding Retail Analytics is at least as important as having the right technology.

Weight Loss Retailer

The Challenge

- Different levels of data thru the value chain
  - Manufacturer
  - 3PL
  - Retail (majority franchise)
- Don’t own the data – reliance on business partners
- Need to stay lean and agile

Weight Loss Retailer

The Solution

- Xcelerator for financial reporting / planning
- Xcelerator Information Warehouse for full flow of product / margins thru the value chain.

Insurance

The Challenge

- Financial Reporting & Planning
  - 3 reporting standards
  - Complex modeling for planning
- Operational reporting
  - Large data volumes
  - Claims triangulation in massive XL models

The Solution

- Integrated Xcelerator Information Warehouse from DW – now by Product & Class
- Xcelerator for financial reporting / planning
- Advisor for Operational reporting
- Fast / Accurate / XL replacement for accountants / actuaries / management

Gerard Lighting

GERARD LIGHTING

The Challenge

- Acquisitions over the years have led to fragmented and complex reporting
- Forecasting and Budgeting clunky and error prone
- Data Warehouse solution is a “sledgehammer”

The Solution

- Drive accountability through a reliable and accurate Excelerator solution
- Consolidate multiple GL systems into a single view of the business
- Develop a centralised, managed forecast

SDN Children's Services

The Challenge

- Very cost conscious
- Ease of use is key
- Data Warehouse is out of the question

SDN Children's Services

The Solution

- Xcelerator for financial reporting
- Xcelerator for analysis of rosters / sizes and profiling of child care centres

MSS Security

The Challenge

- Very tight margins
- Need for a highly flexible tool
- Avoidance of a data warehouse
- Ease for end users to create reports

The Solution

- Unlocking dormant data
- KPI reporting on 70,000 security shifts each month by company, state, customer and site
- Incorporating operational information as part of the forecasting has had immense business benefit.

Q&A

IBM Cognos Express

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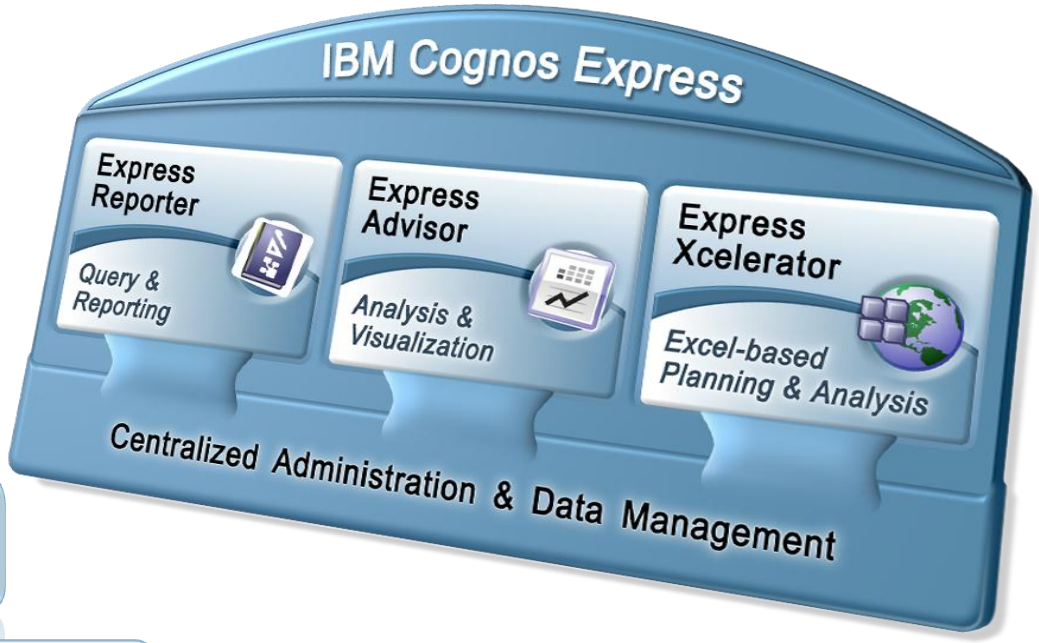

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