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## Challenge

Bugaboo wanted to reduce the time necessary to generate accurate financial and sales forecasts and broaden the scope of reporting to meet the needs of the business better. The company also wanted to reduce its management load.

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## Solution

IBM Cognos TM1 provides Bugaboo with an easy to manage platform for enterprise planning that enables it to meet the different information needs of departments.

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*IBM Cognos TM1 makes enterprise planning manageable*

# Bugaboo: faster and more accurate forecasting

**Trendy Bugaboo pushchairs are a global hit: this Dutch company has grown dramatically in recent years. This success has seen changes to planning and forecasting requirements too. Bugaboo wanted more financial flexibility, speed and ease of management and the ability to plan and forecast at a broader level. IBM Cognos TM1 was the ideal solution.**

The Bugaboo success story starts in 1999. Headed by Dutch designer Max Barenbrug and his business partner Eduard Zanen, the company rapidly conquered the market. Today, Bugaboo has 15 branches worldwide and a factory in China. The head office is in Amsterdam. This is the operational base for Krzysztof Pabich, the business intelligence specialist at Bugaboo. He helped the organisation to take a major step forward in its planning and forecasting activities with the introduction of IBM Cognos TM1.

Pabich: "Our rapid growth meant that we were reaching the limits of IBM Cognos Planning, our previous planning and forecasting solution. We had performance-related problems and were forced to bring the entire planning model to a halt for functionality-related changes. To facilitate management outside office hours, we had split the model into four geographic regions. Unfortunately, each change then had to be implemented four times." Bugaboo also wanted to broaden its planning and forecasting. Before, we had focused primarily on financial and sales forecasts. Pabich: "For example, the Innovation Department wanted to monitor costs at every stage of a project, from development through to production. We needed a separate model for this."

## All planning information in just one place

IBM Cognos TM1 was the perfect solution and could be implemented quickly: within three months, the solution was live, following extensive user testing. Pabich headed the implementation process, with minimal support from an automation partner. Bugaboo now has a worldwide financial planning and forecasting model again. It contains everything required, from profit and loss data, investments and exchange rates through to employee data.





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## The advantages

- Faster and better planning, with extensive options for 'what if' scenarios and an insight into the planning history so that future forecasts can be fine-tuned.
- A proactive response to the information need of the business with accurate, 'near real-time' reports.
- The easy, quick implementation of changes in models, without affecting users.

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## Solution Components

### Software

- IBM Cognos TM1
  - IBM Cognos Business Intelligence
  - IBM Cognos Analysis for Microsoft Excel
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Pabich: "TM1 is a scaleable solution that can handle huge amounts of data. Despite being bigger than all four of the old models taken together, we haven't encountered any performance or management problems." A number of models have been derived from the original; these include models for Innovation and ICT, enabling the departments to generate various detailed reports on estimated and actual costs.

### Major time savings and up-to-date reports

Bugaboo spends a lot less time on management activities because of IBM Cognos TM1. Pabich: "With one overarching planning model, functional changes are implemented just once. This process is much faster now too: an update takes minutes not hours." Also changes are made real-time, without affecting users.

Data preparation and report generation take much less time as well. Pabich: "Before, an external consultant would come in to manage our data warehouse and generate financial and sales forecasts every week. Now, we generate these reports very quickly ourselves from the data warehouse. This is updated every day and reports are 'near real-time'.



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*“We have one easy to manage planning model containing all of the data we need to generate our financial and sales forecasts and also a wide range of other reports for the business”*

— Krzysztof Pabich, business intelligence specialist at Bugaboo

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### Responding proactively to the needs of the business

The development of new models for various Bugaboo departments takes less time too. Also it is now possible to respond proactively to information needs because of the time savings achieved for management and development. Pabich: “The pace of business is not determined by ICT, but by the business itself.” Another important advantage of IBM Cognos TM1 is that users can easily create various ‘what if’ scenarios. The software offers a number of ready-made options for these scenarios and the company has gained a better insight into its planning history too. Pabich: “We can see how accurate past forecasts were and improve the accuracy of future planning”.

In the immediate future, IBM Cognos TM1 will increasingly play a more central role in information provision at Bugaboo. Today, the solution is already being used to guarantee the consistency of important data throughout the organisation (master data management). Pabich will add even more data in TM1 and is preparing to implement IBM Cognos Analysis for Excel. This solution links Excel sheets to the data warehouse, avoiding a number of versions of the truth.



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