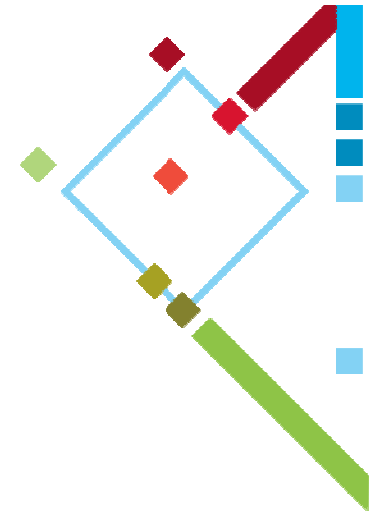


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Smarter Spreadsheets *Survival Strategies for Midsize Companies*

Bora Jankovic

IBM Business Analytics

Sales Leader South East Europe



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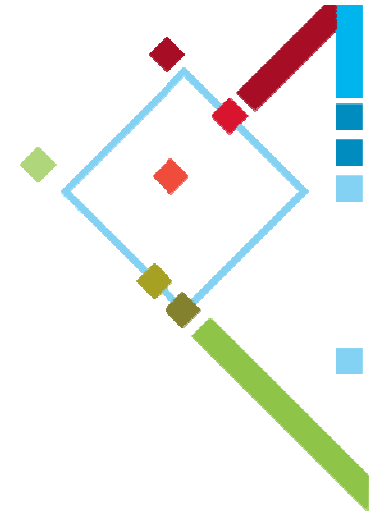


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Agenda

- **The potential of Business Analytics**
- **Planning challenges for midsize companies**
- **A blueprint for success**
- **IBM Cognos Express**

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Business Analytics delivers insights to drive better outcomes

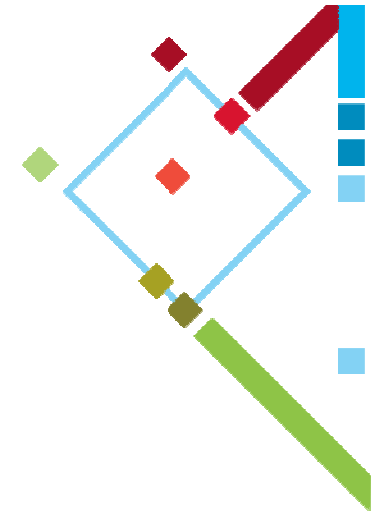


**Better
Outcomes**

**Smarter
Decisions**

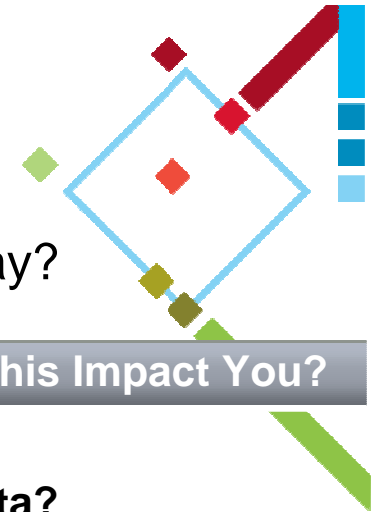
**Actionable
Insights**

**Relevant
Information**

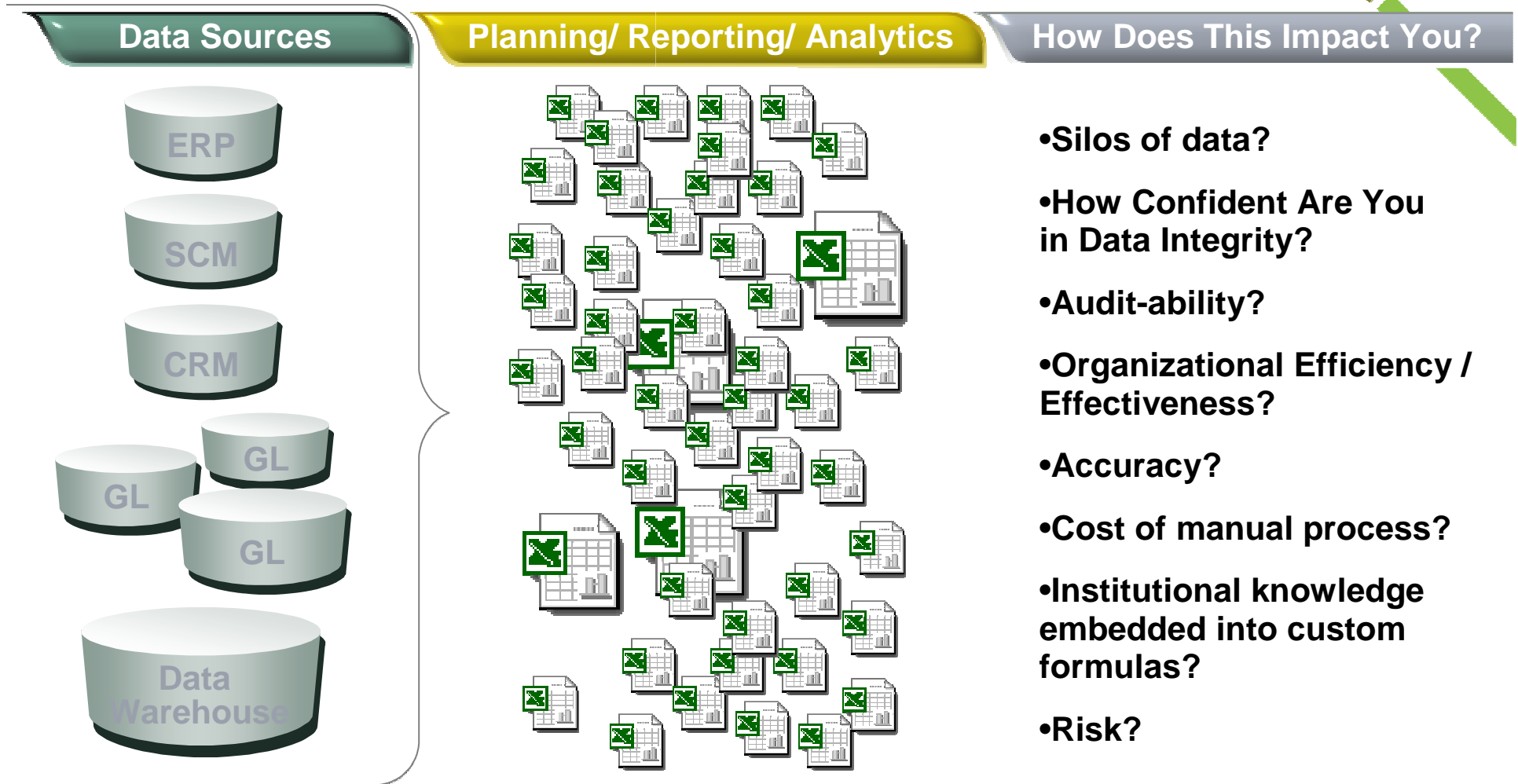


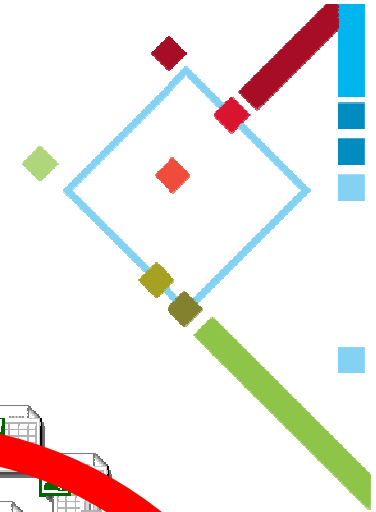
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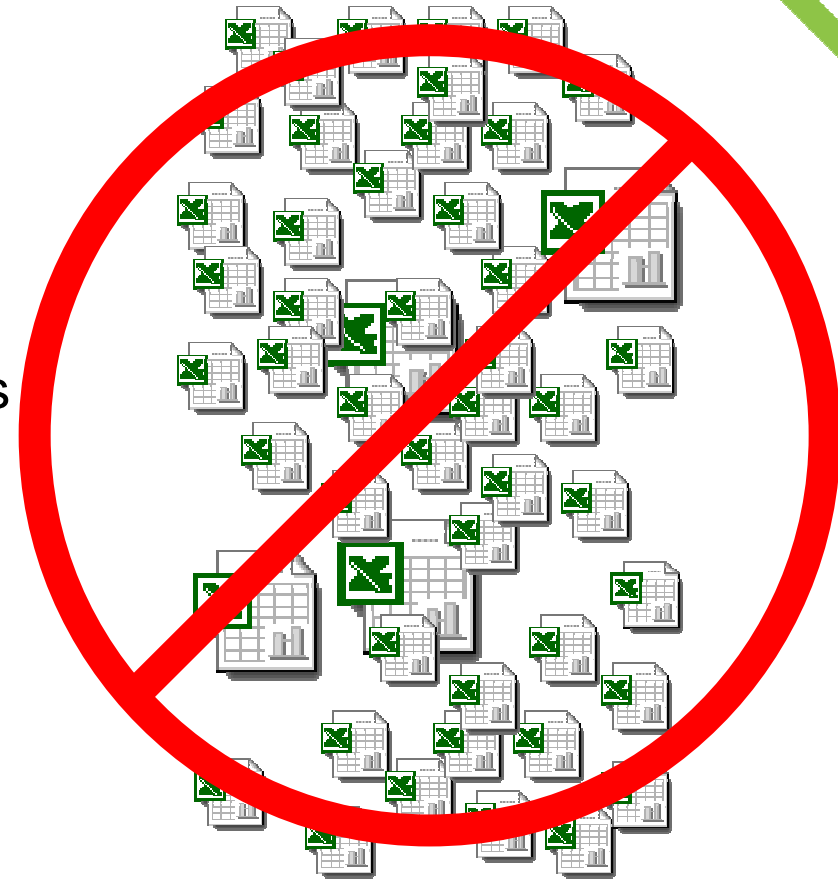
How most (midsize) companies do Performance Management today?





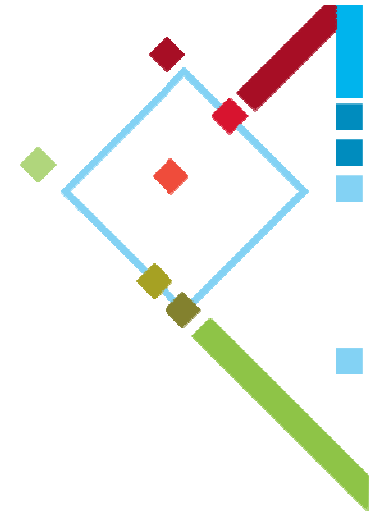
The hazards of running your business on spreadsheets

- Design and development issues
 - Complex macros and formulas used to manipulate and derive calculation
- Data integration and quality issues
 - Wrong data or wrong time
- Manually intensive and slow processes
 - Data integration, error checking, progress checking, aggregation
- Invalid access and fraudulent usage
 - Limited auditing and controls
 - “hidden cells”



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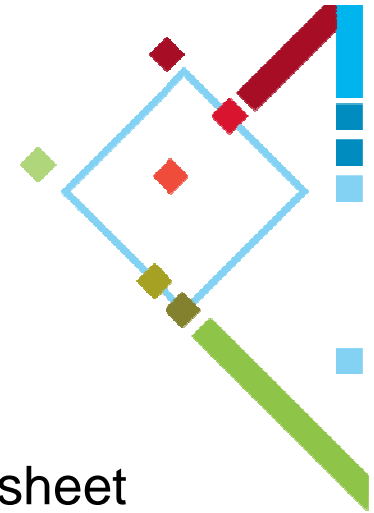
It happens to the best of us...

“After releasing its 2009 report, the US Navy discovered a [spreadsheet] error that caused the costs initially reported in the 2009 plan to be about 10 percent higher than the Navy now expects them to be.”

- *Chairman, Committee on Armed Services*

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... and the worst of us

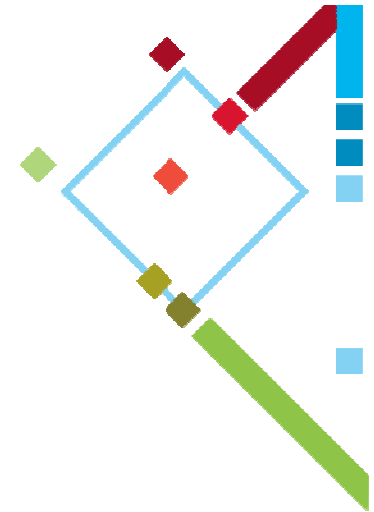
“ The regulator alleged that [CFO] had covered up his spreadsheet manipulation by **using hidden rows and entries** in white text on a white background.

In another spreadsheet, the SEC claimed, the company’s running tally of expenditure on commissions was distorted by a \$4.1M **cell entry located well away** from the other figures. Because it was in white font on a white background, this entry - which had no basis, according to the SEC - could not be seen when a hard copy of the spreadsheet was printed.”

- *Financial Times, July 23, 2008*

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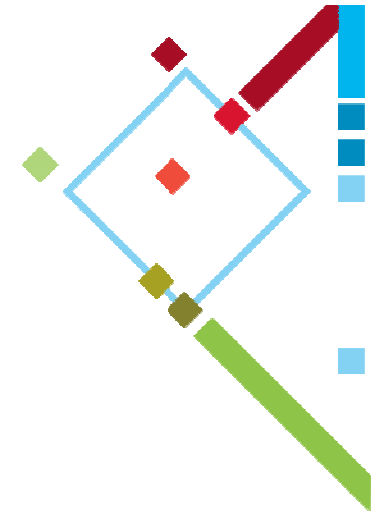


Spreadsheets aren't bad

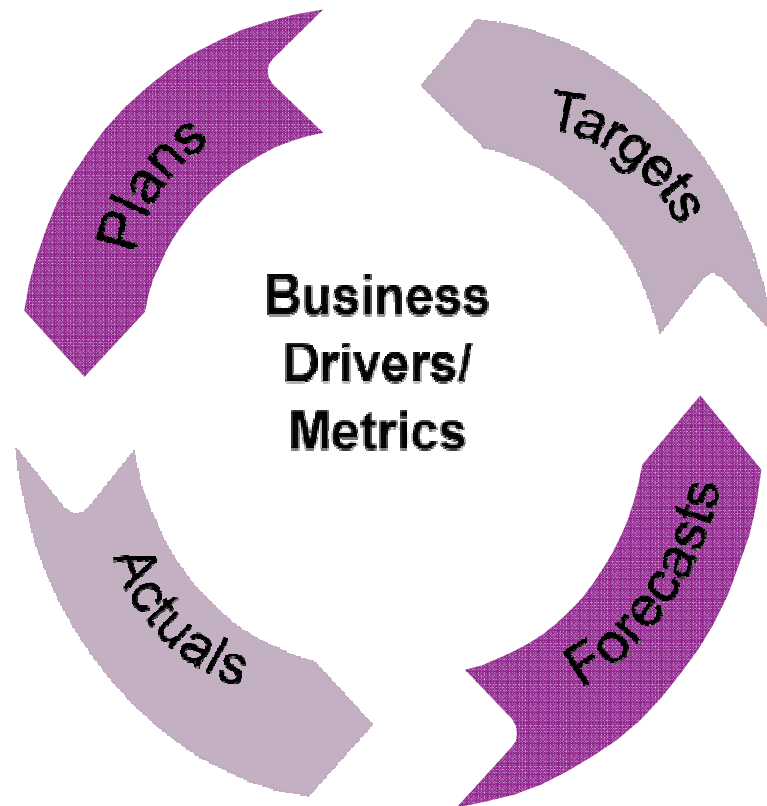
- **Comfort Factors**
 - Pervasive, Powerful, Personal, Familiar, Flexible
- **A numerical “Swiss Army Knife” for many companies:**
 - Data Collection, Business Modeling, Analysis, Reporting
- **But...** Spreadsheet-only performance management is not the answer

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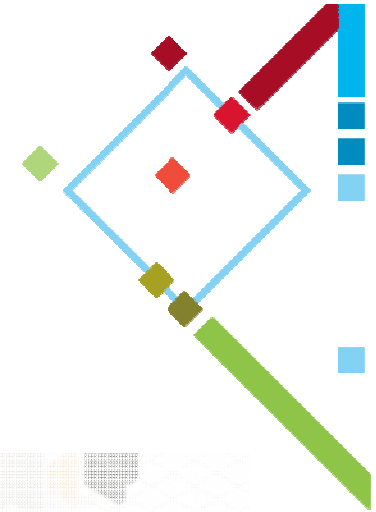
A blueprint for success:
Common Planning Helps Organizations Outperform



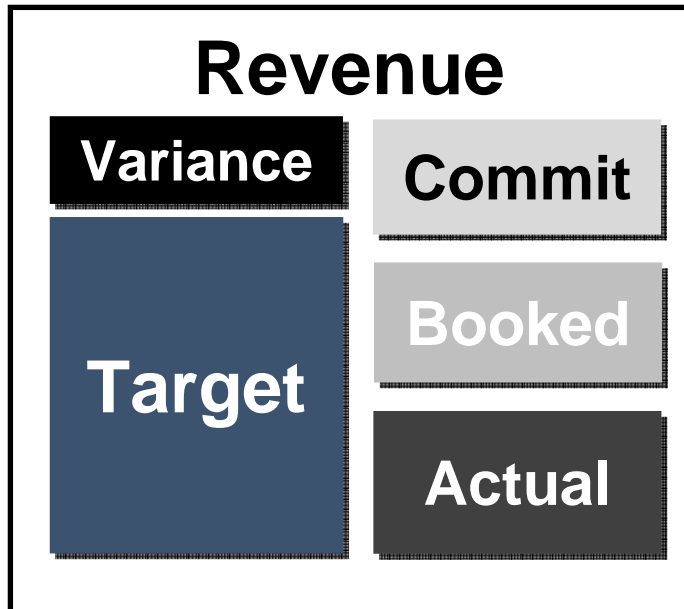
- **Coordinated business drivers**
- **Shared global assumptions**
- **Rolling time horizons**

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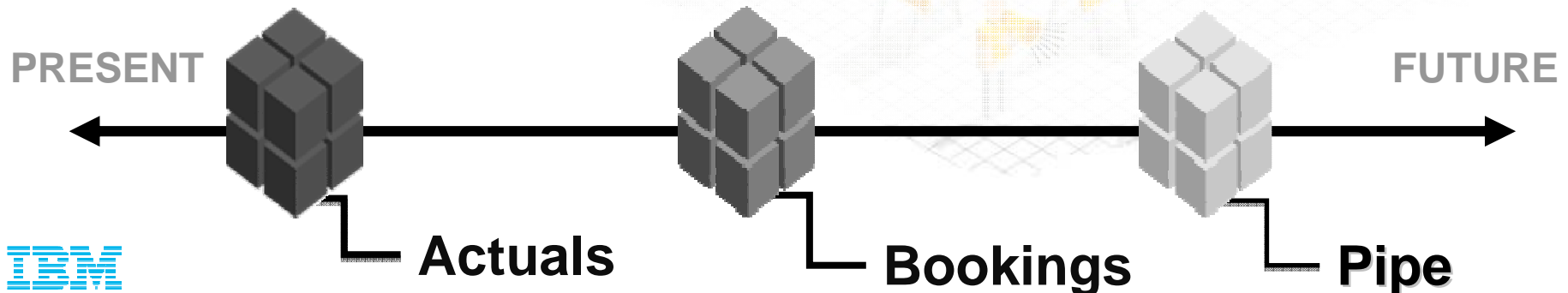
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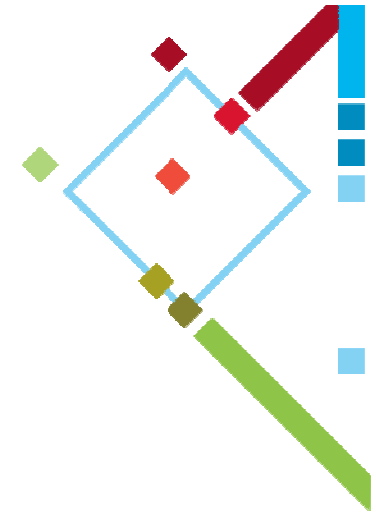


Connect Financial and Operational Planning and Forecasting



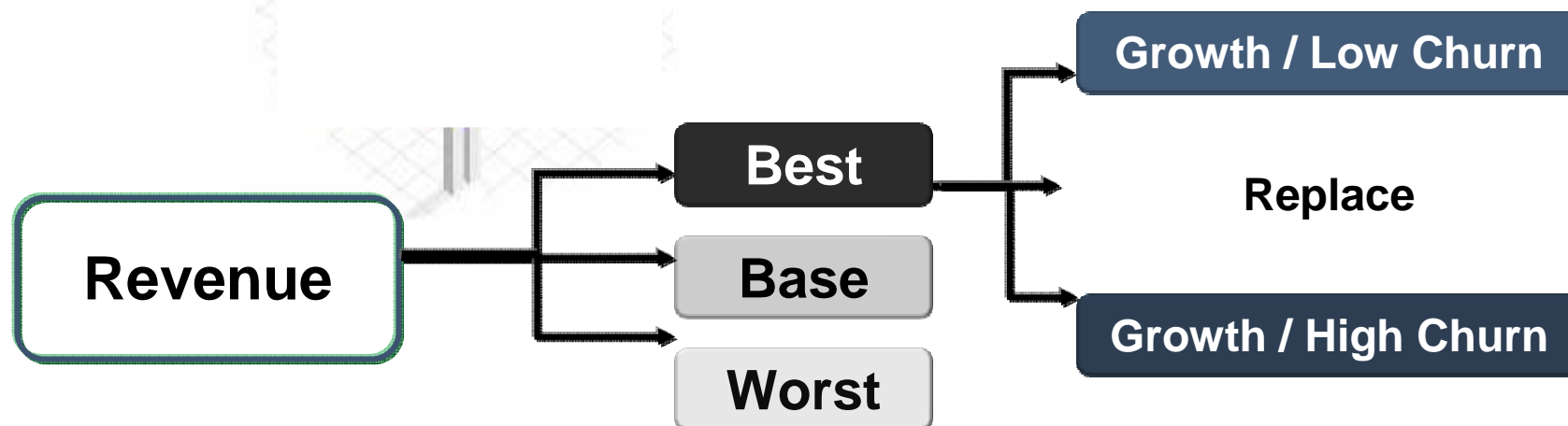
- Anticipate the future
- Maximize lead time
- Take coordination action





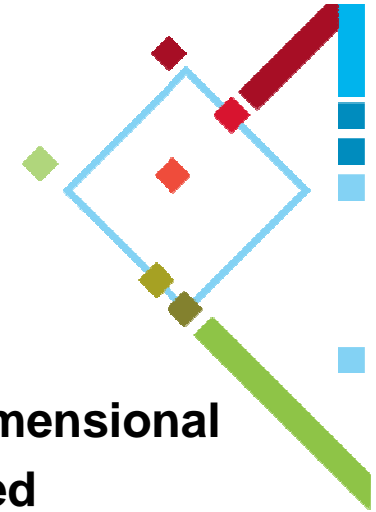
Identify Risks & Opportunities with Scenario Planning

- Test alternatives
- Respond with speed and precision



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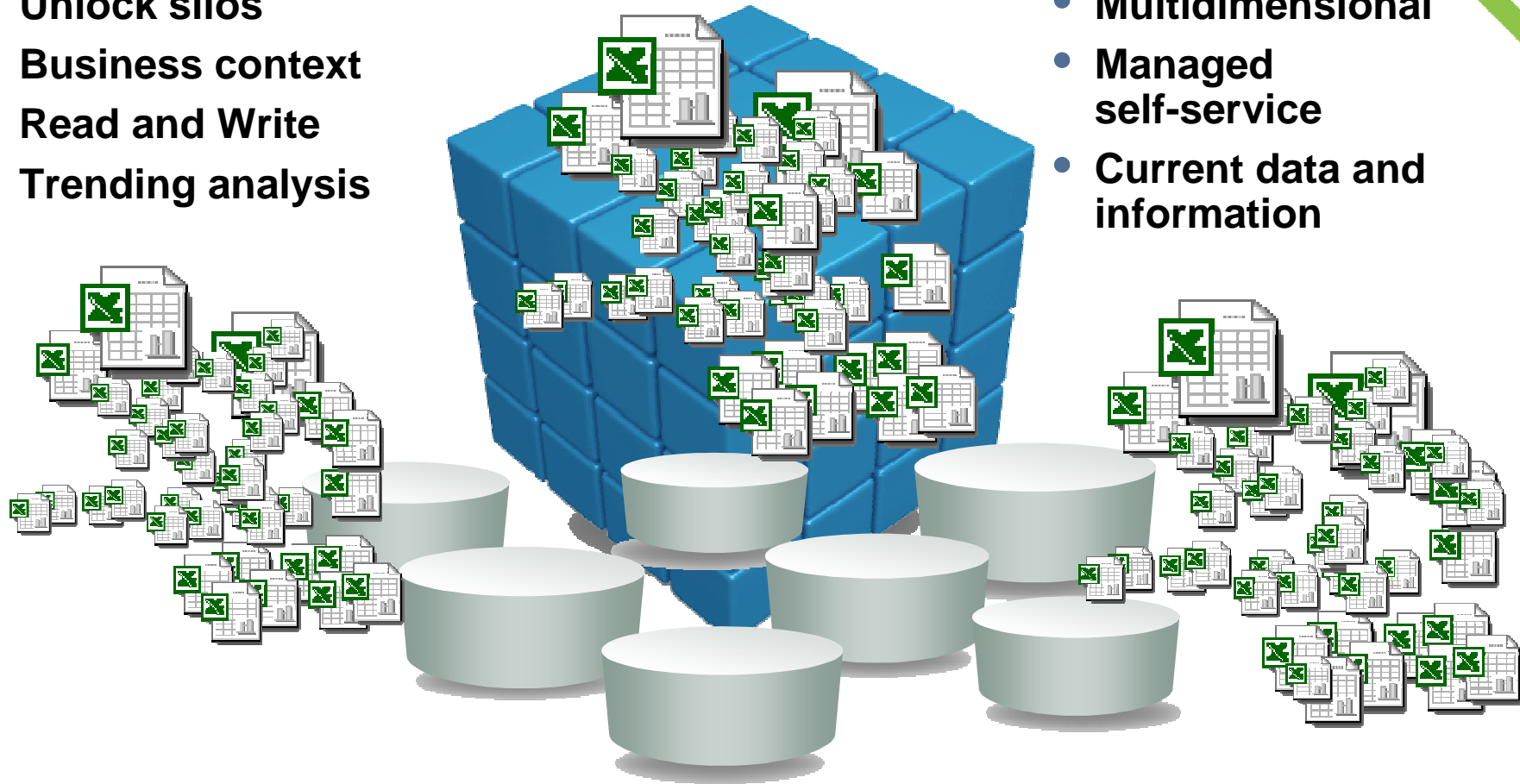
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Getting control of your data!

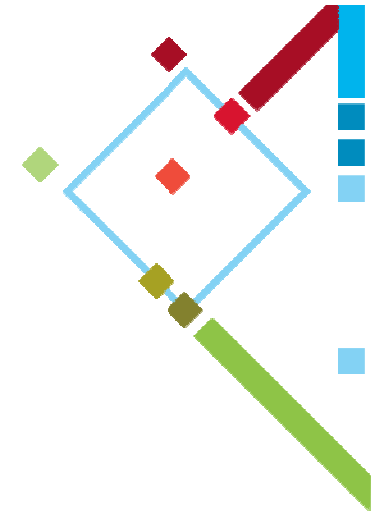
- **Unlock silos**
- **Business context**
- **Read and Write**
- **Trending analysis**

- **Multidimensional**
- **Managed self-service**
- **Current data and information**



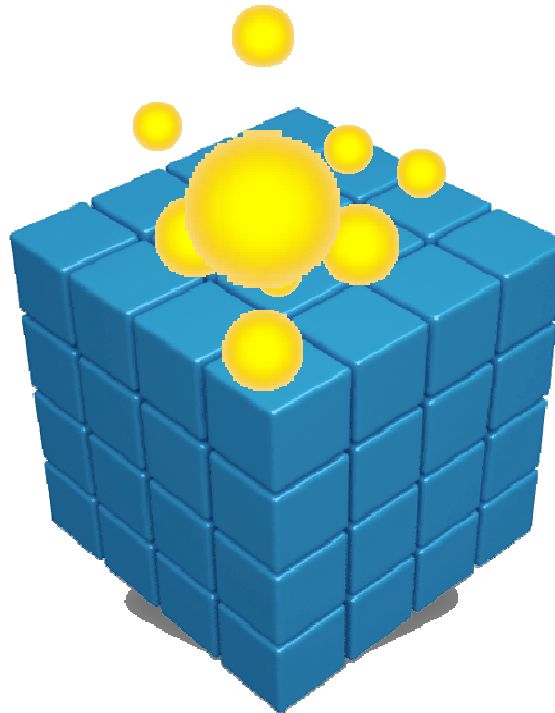
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Information

Information-driven and accountable culture through Dashboards and Reports



Action

Align resources with decisions through Planning

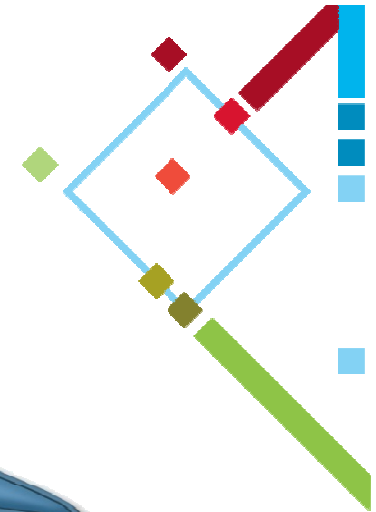
Insight

Early identification of opportunities and issues through Analysis



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IBM Cognos Express

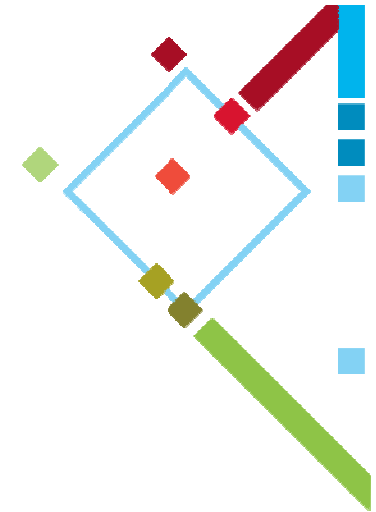


The **only** integrated Reporting, Analysis and Planning solution purpose built for midsize companies

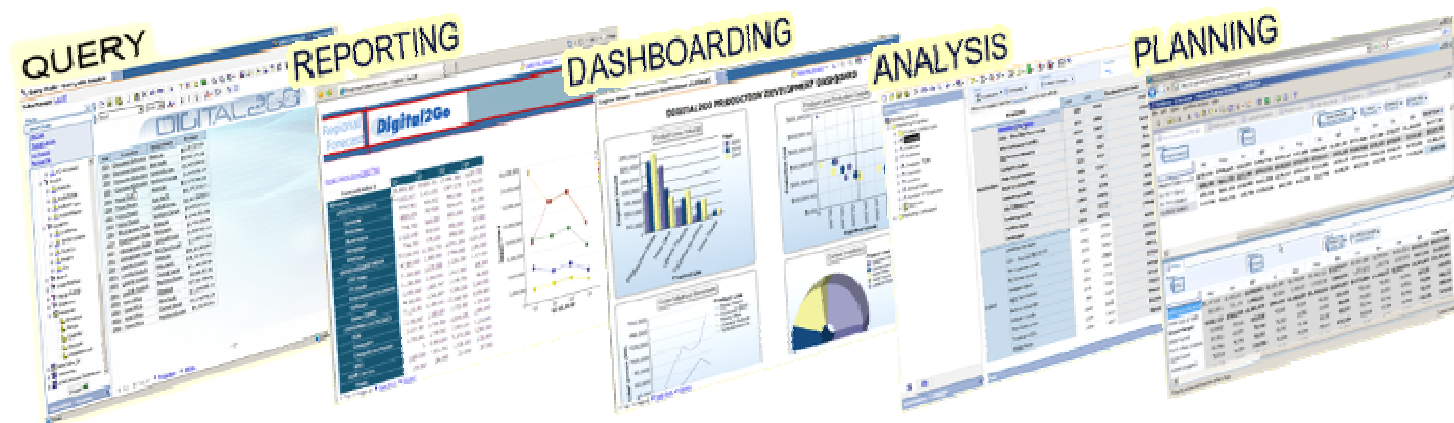


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Solving the Business Need



Information

Insight

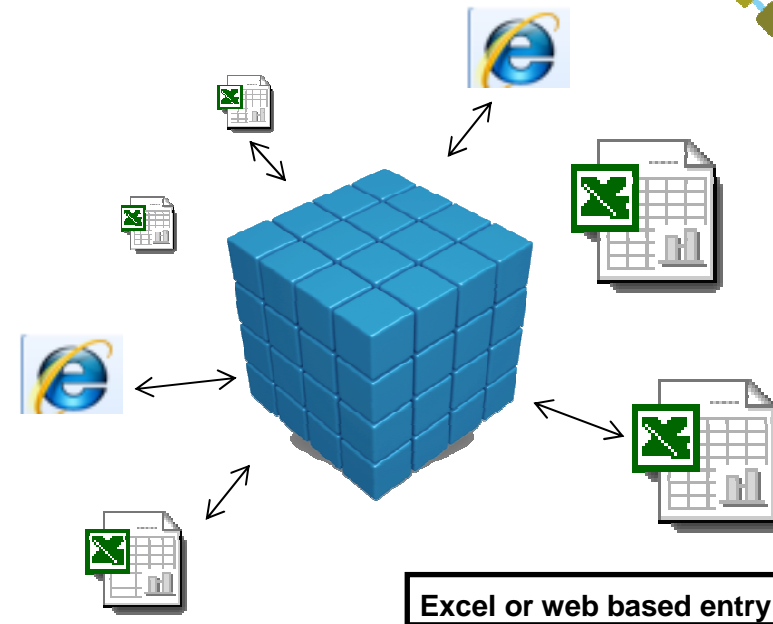
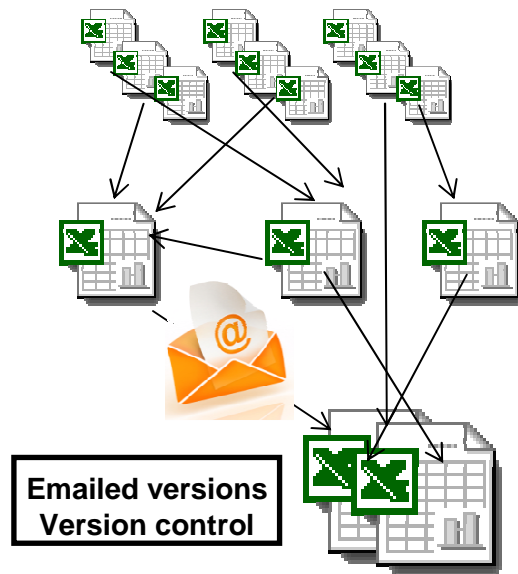
Action



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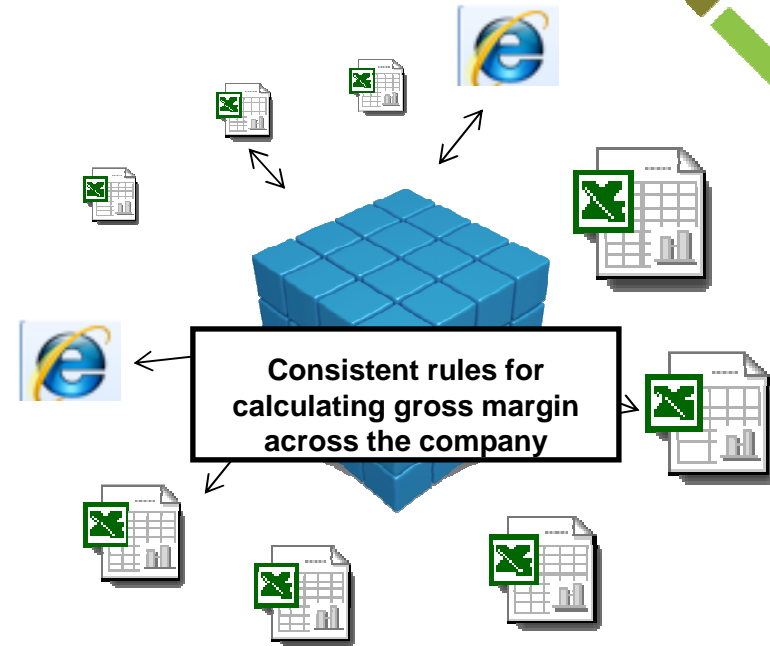
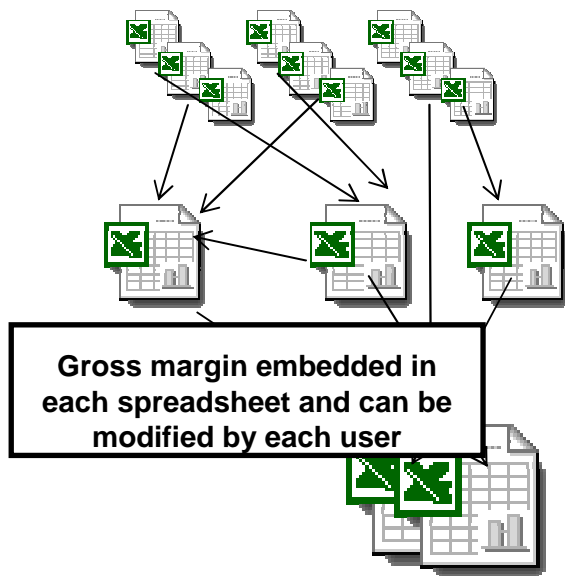
Easier, more accurate consolidations



- Operational and strategic plans from individuals, to sub-groups, to larger entities must often be consolidated by hand – an error prone process

- With Xcelerator, the information is stored centrally and consolidated automatically

Centrally managed business rules and calculations

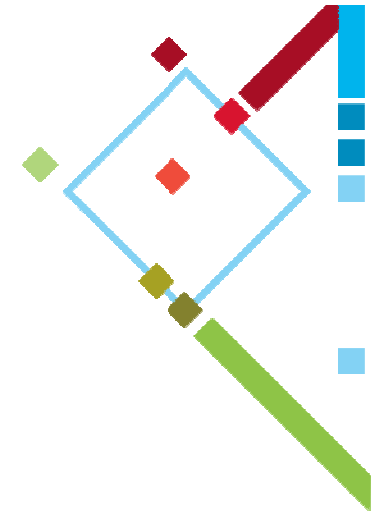


- Having business logic and calculations in multiple spreadsheets is error prone especially when changes are needed

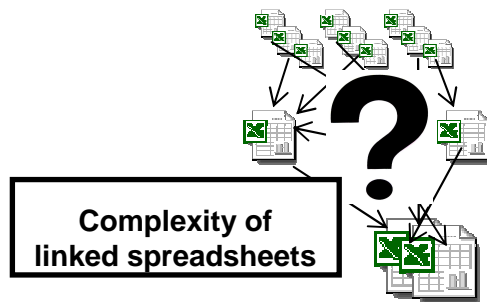
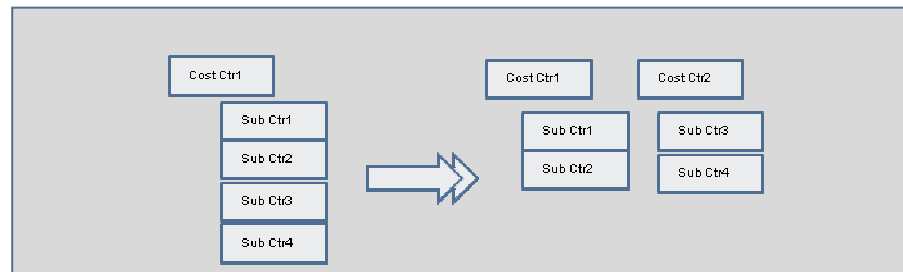
- With Xcelerator, the business data, rules, and logic are stored centrally – increasing accuracy and making updates much easier to manage

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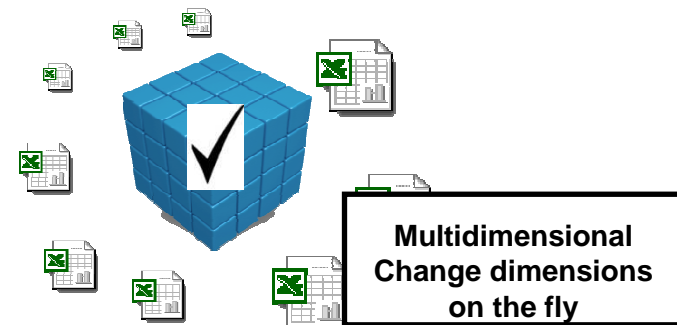
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Centrally managed dimensions and hierarchies



Complexity of linked spreadsheets

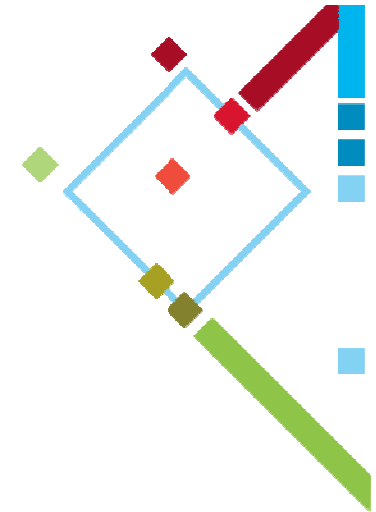


Multidimensional Change dimensions on the fly

- When hierarchies for employee reporting relationships, or charts of accounts are stored in spreadsheets, they are difficult to update and maintain
- With Xcelerator, the hierarchies are stored centrally – increasing accuracy and making updates much easier to manage

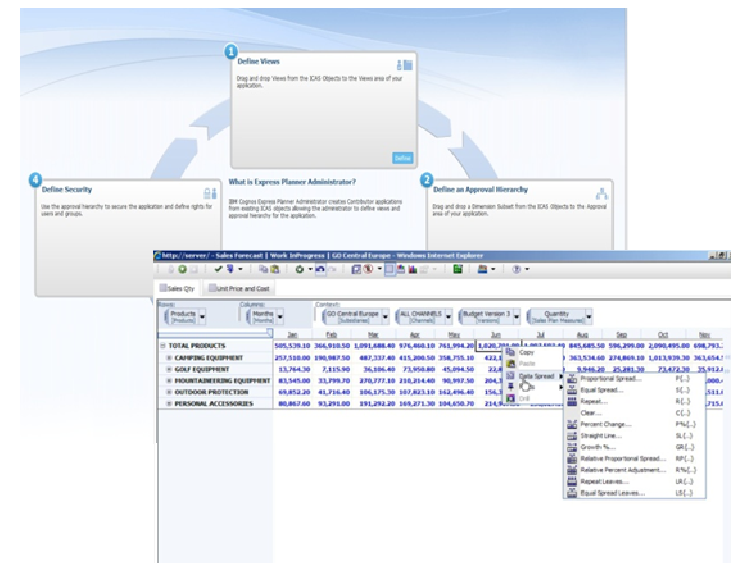
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Integrated Planning, budgeting and forecasting

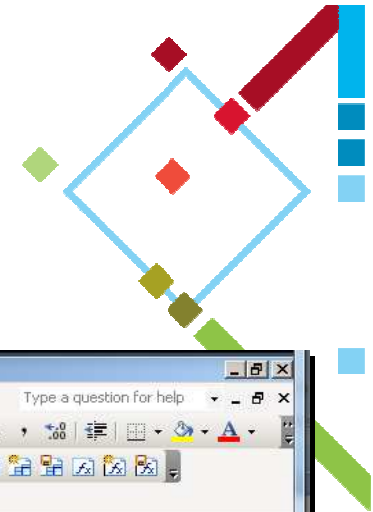
- Workflow – Auditing – Journaling – Web based
- Align decisions to operational and strategic plans
- Transforms Excel with a powerful in-memory analytics server for multi-dimensional analysis and planning
- Centrally managed data, business hierarchies, rules, calculations
- Continuous planning, aggregation, analysis
- Excel or Web Interface
- “What if” scenario modeling & write-back
- Role-based security and clear audit trails
- Managed contribution and Workflow management



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DEMO



Microsoft Excel - Sheet1

File Edit View Insert Format Tools Data Window CXL Help

Tahoma 9 B I U

Q17 =C17/\$C\$17

	Full Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	%Total
10 Scenarios	Revised Plan													
12 Years	2011													
13 Overheads	Total Overheads													
17 - Central Europe	103113898	7627249	9138783	8905088	8006855	8249906	8049867	8793599	8833255	8394534	9055225	8575184	9484353	100.0%
18 Austria	19937785	1693097	2052118	2002231	1598241	1157171	1353958	1887451	1497989	1742841	1810599	1530971	1611118	19.3%
19 Belgium	19721351	1578074	1614705	1472407	1329									19.1%
20 Germany	20425222	1245491	1883447	2161809	1192									19.8%
21 Netherlands	20949764	1520061	1778739	1406823	2041									20.3%
22 Switzerland	22079776	1590526	1809774	1861818	1846									21.4%

IBM Cognos Express Xcelerator

Scenarios Revised Plan

Years 2012

Overheads Total Overheads

	Full Year	Jan	Feb	Mar	Apr	May	Jun
Central Europe	12	100	10745550	10514515	9349911	9676508	9526287
Austria	2	39	2466447	2406488	1920931	1390807	1627326
Belgium	2	92	1940719	1769691	1597377	2018432	1982496
Germany	2	100	10000000	10000000	1432687	2117542	1907596
Netherlands	2	100	10000000	10000000	2179746	1905054	1186262
Switzerland	2	100	10000000	10000000	2219171	2244673	2822607

Context Menu:

- Copy
- Paste
- Data Spread
- Proportional Spread...
- Equal Spread...
- Repeat...
- Clear...
- Percent Change...
- Straight Line...
- Growth %...
- Relative Proportional Spread...
- Relative Percent Adjustment...
- Repeat Leaves...
- Equal Spread Leaves...

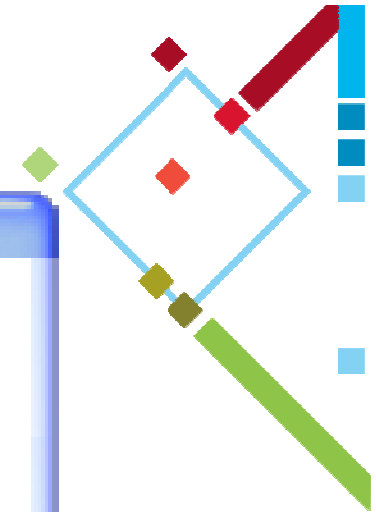
•A business user securely accesses and revises information from within Microsoft Excel.

•Then deploys that securely over the web – so others can access and update the information from within Excel or thru a browser.

•All updates are auditable and reversible.

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IBM Cognos Express Customer



Central National-Gottesman Inc.

Lindenmeyr Book Publishing
Lindenmeyr Central
Lindenmeyr Munroe
CNG Specialty Papers
CN Division



▪ Key Business Requirement

- Needed a low-cost, easily installed solution that was integrated, easy to use and accessed by the Web.

▪ Approach

- To implement a solution that could consolidate data, streamline reporting and improve business performance.

Challenge

- All reporting from ERP or spreadsheets, with limited reporting capabilities
- Data was pushed to users (e.g., sales force) via spreadsheets and email
- IT had backlog of user requests

Solution

- IBM Cognos Express

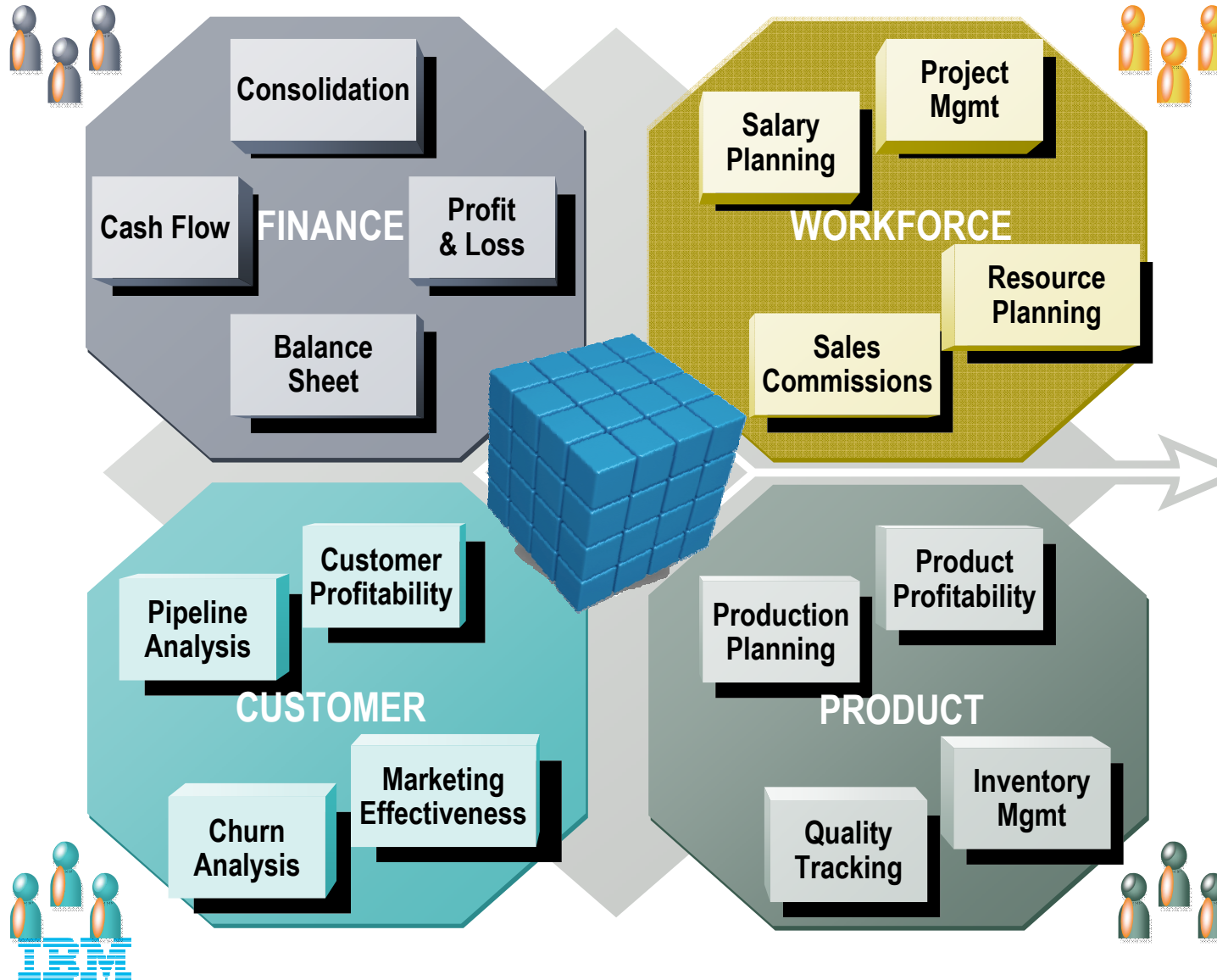
Results

- Process improvement efficiencies in the Comptrollers Office (time, gained three days every month)
- Ease of use over the Web
- Improved structure and format of data
- One data set – one version of the truth
- Ease of deployment
- Structured formats for data entry and reporting

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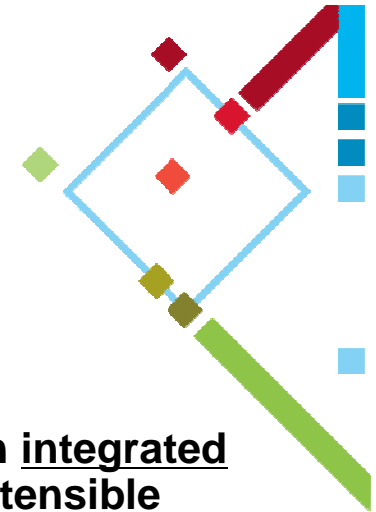
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Start small and extend ...



An integrated extensible application for all users and business functions, with common:

- architecture
- fact data
- reference data
- scenarios
- business rules
- workflow
- presentation
- security



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IBM Cognos Express

Easy to Install

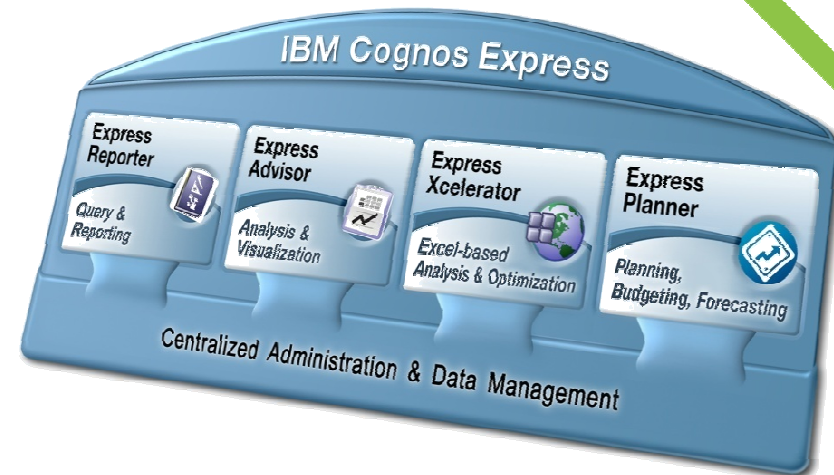
Pre-configured solution includes everything required for simple deployment and management

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



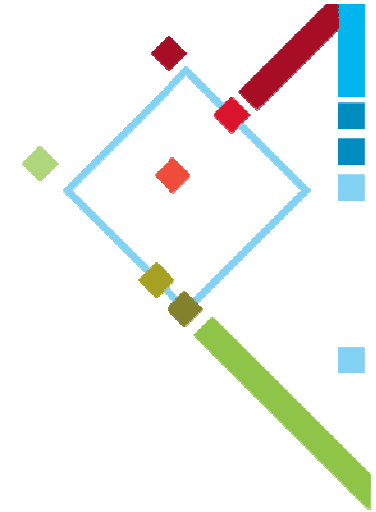
The only midmarket product that delivers integrated Reporting, Analysis and Planning

- ✓ Purpose-built for midsize companies
- ✓ Prepackaged – everything you need in the box
- ✓ Modular with complete growth path
- ✓ Empowers all users with self-service
- ✓ Easy to install, use and buy!



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Information

Information-driven and accountable culture through Dashboards and Reports



Action

Align resources with decisions through Planning

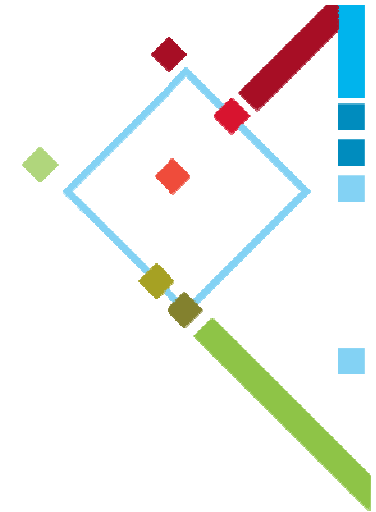
Insight

Early identification of opportunities and issues through Analysis



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www.ibm.com/cognos/express/demos

The screenshot shows the IBM Cognos Express website. The main heading is "Cognos Express Trials and Demos". Below this, there are three main sections:

- Online Product Demo:** "IBM Cognos Express Online Demo" - See how IBM Cognos Express delivers breakthrough reporting, analysis, dashboard, scorecard, planning, budgeting and forecasting capabilities for midsize companies. Choose from six chapters, each about 4 minutes long. Read the [transcript](#). [View the demo](#) | [View online product demo](#)
- Online Trial:** "IBM Cognos Express Online Trial" - Check out this easy online trial of IBM Cognos Express. Take a closer look at selected reporting, analysis and planning capabilities – without installing any software on your system. You can access the trial online for up to four hours and repeat the trial as often as you like. [Go to the online trial](#)
- Software Trial:** "IBM Cognos Express 30-day Free Trial" - Download a free trial of IBM Cognos® Express and test its full range of features and capabilities for 30 days. See how Cognos Express delivers the essential reporting, analysis, dashboard, scorecard, planning, budgeting and forecasting capabilities that midsize companies need at a price they can afford. [Download the trial](#)

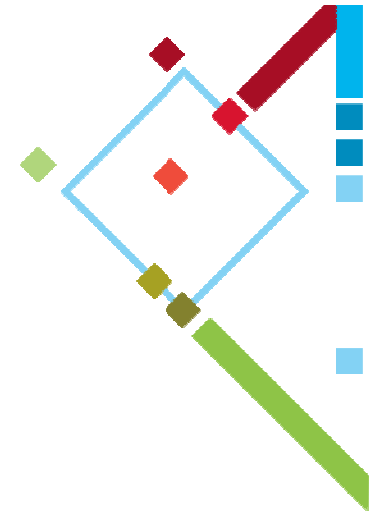
On the right side of the page, there is a "We're here to help" section with a "Call me" button and a phone number: 866-601-1934.

Free TRIAL



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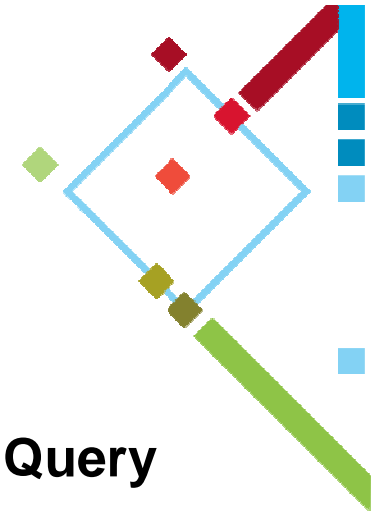


Thank you



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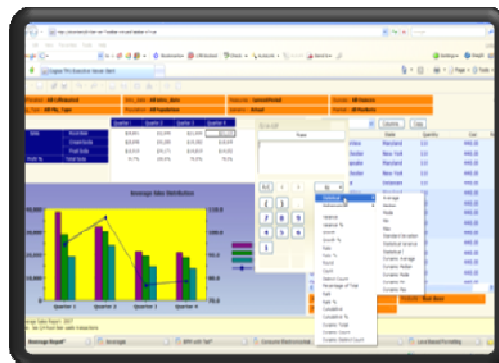
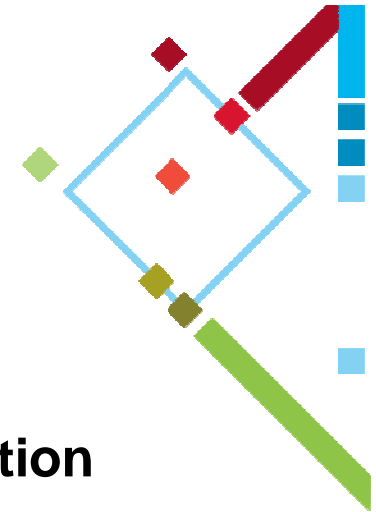


Reporting and Ad Hoc Query

- Simple, intuitive authoring for novice to experts
- Reports and dashboards to meet the needs of different users
- Breadth of report coverage – operational, transactional, managed, dashboards, ad hoc
- Connect to any type of data and in any combination – relational, OLAP, desktop files
- Flexible report delivery via web interface, PDF, Excel, email or Portal

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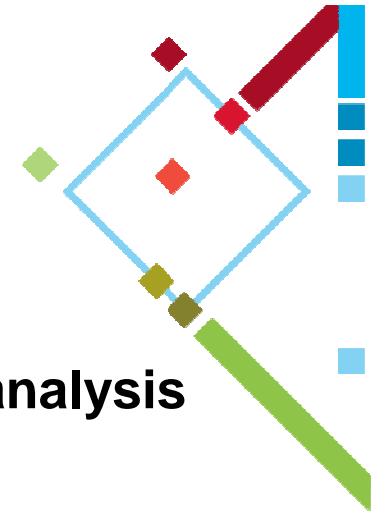


Analysis and Visualization

- Real-time analysis with in-memory multidimensional capability
- Slice and dice, drill down/through capabilities
- High impact data visualizations
- Simplified business view creation and building
- On-the-fly business view changes
- 'What if' scenarios with write-back
- Embed live content into MS Office applications

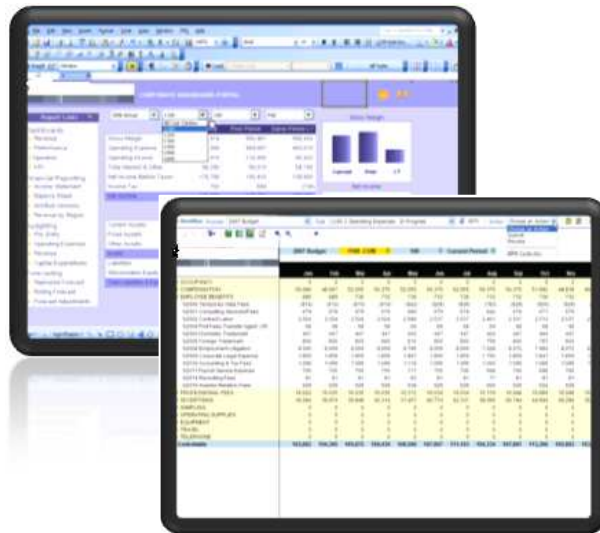
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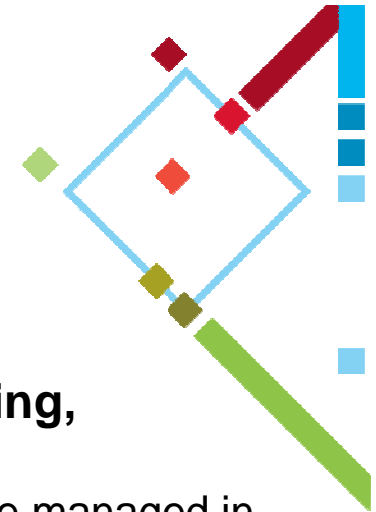
Excel-based business analysis and optimization

- Extends and transforms common spreadsheets for real-time business analysis and optimization
- Uses a familiar Excel or Web-based interface to quickly and easily create custom analysis and build "what-if" business scenarios using a powerful in-memory analytics server
- Enables immediate write-back to plans so business users can instantly apply insights to critical operational areas
- Transforms Excel with a powerful in-memory analytics server for multi-dimensional analysis and optimization
- Centrally managed data, business hierarchies, rules, calculations
- "What if" scenario modeling & write-back
- Role-based security and clear audit trails



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Web-based Planning, Budgeting, Forecasting

- Enables web-based plans that are managed in a work-flow process from creation through contribution, review and approval.
- Streamlines information gathering, aggregation and analysis for continuous planning, budgeting and forecasting.
- Uses a flexible managed contribution model to collect input from systems and staff with an easy-to-use Web-based interface.
- Enables planners to quickly assemble and deploy planning solutions while monitoring the status of every participant in the planning process.
- Centrally managed data, business hierarchies, rules, calculations
- Continuous planning, aggregation, analysis
- Role-based security and clear audit trails
- Workflow management

