



IBM Cognos Forum

Ignite knowledge, ideas, connections

Goodman Group – Self Service with TM1 A case study on how minimal IT staff can deliver Maximum business reporting needs with IBM Cognos TM1

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Information Management

Cognos.
software

Agenda

- > **Why is this session interesting?**
 - Self service reporting tool for the Business
 - Minimal IT resources

- > **Cubewise and Goodman – who we are and what we do**
- > **A typical beginning – rapid business growth and spreadsheet hell**
- > **Coaching and Mentoring as an implementation approach**
- > **The decision to make IBM Cognos TM1 a global, strategic platform at Goodman**
- > **Best Practice IBM Cognos TM1 Implementation Tips**



Why is this Session Interesting?

How to support your finance teams reporting needs and still leave work at 5:30!

Goodman IT support our regional and group finance reporting needs with 1 partially allocated resource working a 40 hour week



About Cubewise

> Currently

- IBM Cognos Financial Performance Management Partner of the Year (2 years running)
- NSW / ACT Overall IBM Cognos Software Partner of the Year

> Focused Cognos delivery in Sydney, Melbourne, London and Brussels

> Experience across many industries

Companies that have presented at recent Conferences with Cubewise:

- Australian Geographic
- Lockheed Martin
- Downtown Duty Free / Nuance Group
- Oil Search
- Moran Health Care
- NineMSN
- Insurance Australia Group
- Gloria Jeans



About Goodman

- + Superior customer service is the foundation of Goodman's success
- + Goodman's integrated own+develop+manage customer service offering is at the heart its business
 - **Own:** Goodman buys property for the long-term, providing ongoing relationships with customers and investment opportunities for its funds
 - **Develop:** Goodman's tailor-made developments across Asia Pacific and Europe are designed to meet the individual needs of its customers
 - **Manage:** Goodman's in-house property services teams ensure the operational needs of its customers are met and its assets are maintained to an exceptional standard. This generates increased customer satisfaction, higher retention rates and, in turn, secure returns for investors
- + Goodman is focused on building long-term relationships with its 1,400 customers and ensuring they receive high quality service and the best solutions for their business space requirements
- + Its customer service offering of owning, developing and managing its properties for the long-term has built long-lasting relationships with repeat customers such as Amazon, Brambles, Coca-Cola Amatil, Deutsche Post, Kuehne+Nagel, Linfox, Toll, Unilever and Woolworths



** Figures as at 31 December 2008

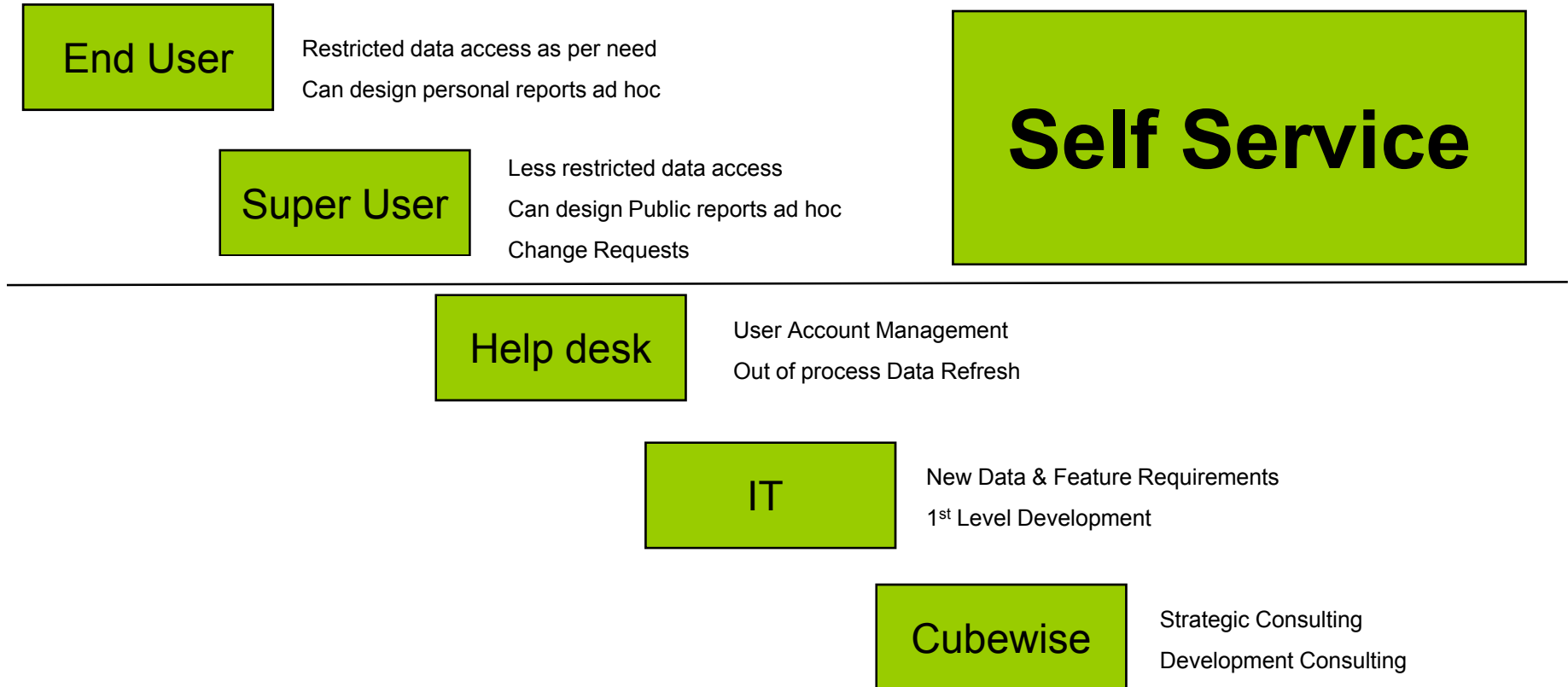


The Situation in the Beginning

- Goodman had just gone through a rapid growth phase (including significant acquisitions)
- Manually Intensive Excel Models
- Lack of timely, accurate information
- Multiple data sources
- Impaired accuracy – Validating figures manually
- Limited Scalability of spreadsheets
- Small IT Team 1 Head of Apps, 1 BA + Cubewise



TM1 Self Service Model



The Solution

> Proof of Concept

- Pull in all the data possible from GL & Development Apps
- Modeled key financial reports for the Australian business
- Reports were TM1'ised by the Business with help from Cubewise
 - Like for like reports developed using key users and Cubewise consultants

> IBM Cognos TM1 – why we bought it

- Flexibility provided by the tool
- Integration with Excel
- Addressed Goodman's key needs
- +• Cubewise's unique method of deployment (knowledge transfer)
- Provides a centralised repository of business rules



Goodman



How was it done? Part I

> Knowledge Transfer

- System developed by Goodman Business “Super Users” with coaching and mentoring from Cubewise
- **Benefits:**
 - Complete ownership of the system by Goodman
 - Finalise and refine requirements
 - Self-reliance for further adjustments / development
 - Super user support model



How was it done? Part II

- > Knowledge Transfer**
 - Workshops + Documentation
 - Best Practice TM1 Reporting Tips
- > IT as project facilitator and mentors for using the technology**
- > Consultants (Cubewise) enabled Goodman to own the technology**
- > Access to the right business resources is key**



Self Service

Self Service =

- **Put all the Data in a Cube (or two)**
- **Restrict access via TM1 security**
 - **Data Related User Groups**
 - **Cubes, Dimensions**
- **Train users on how to get it themselves**
 - **Excel Integration + TM1 UI helps a lot as well**



Taking it Global

> Success of initial implementation lead to the strategic decision to deploy globally

- **Benefits :**

- **Single view of Global Data with respect to regional reporting**
- **Utilise existing inhouse skills instead of increasing multiple skill sets Globally**

- **How we did it :**

- **Global Enterprise License**
- **Global support partner (Cubewise) with local presence**
- **Global Deployment Consolidation project**

+ Europe
\$6.3b in assets
137 properties
395 people

+ Japan
\$2.0b in assets
108 people

+ United
Emirates
3 people

+ Total
\$21.3b in assets
391 properties
1,046 people

+ Australia
\$7.3b in assets
166 properties
296 people

+ New Zealand
\$1.4b in assets
24 properties
54 people

Further Developments / Considerations

- > Global Cube Synchronisation

- > Migration path for complex excel models in multi user environment
 - Feasibility Models
 - Global Arrears model etc

- > Budget & Forecast Modeling



Best Practice Tips

- > Data refreshes as per source database constraints
 - Incremental
 - Periodic
- > TM1 over wide area network
 - TM1 web
 - Citrix
- > Parameter based data refreshes

THANK YOU

Questions?

