



Say cheese!
Business Analytics at Bega Cheese

IBM Business Connect

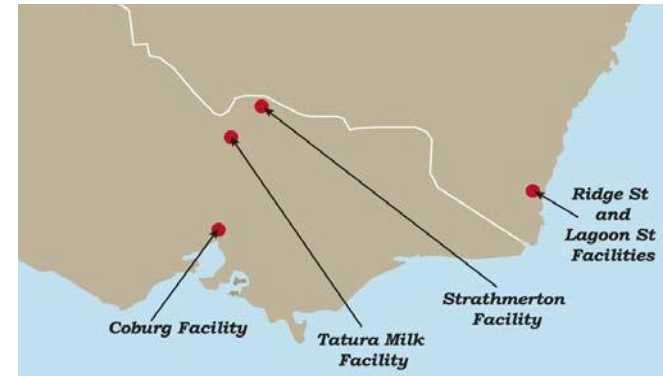
Sydney

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About Bega Cheese

- One of the oldest and largest manufacturers of dairy products in Australia
- Listed on the ASX in August 2011 and now in the top 200
- Turnover of over \$1 billion in annual sales
- Employs around 1,500 employees at sites across NSW and Victoria
- Key products are cheddar cheese, cream cheese, milk and nutritional powders, infant formula



Project Globe - Goals

- Consistent Group data
- High quality reporting tools
- Remote/mobile report delivery
- Alignment of core systems across the group
- Transition strategy for reporting with different ERP systems

Vendor Selection Process

- RFI to:
 - Identify the reporting platform(s) and reporting tool(s)
 - Identify a vendor to provide the tools and solution
- The process included
 - Technical alignment and larger IT strategy
 - Cost assessment
 - Capability to support desired business processes

About PMSquare – Company overview

Key Partnerships



Company Overview

Strategic Business Partner:

- PMSquare is an award winning Premier IBM Business Analytics Partner & Certified Solutions Provider with offices in Sydney (AU), Singapore and USA

PMSquare Business Analytics Capabilities:

- IBM Cognos Business Intelligence
- IBM Cognos TM1 & Enterprise Planning
- IBM Cognos Data Manager
- IBM Cognos Express 10
- IBM Cognos Sales Performance Management
- IBM Cognos Disclosure Management
- IBM Cognos SPSS
- 2 * IBM Information Champions (4 years in a row)

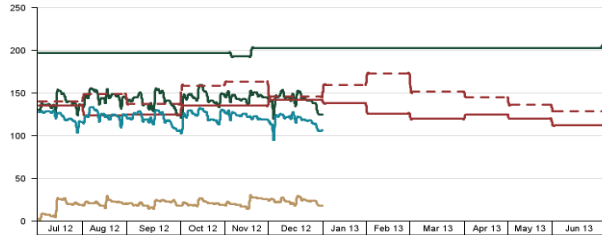
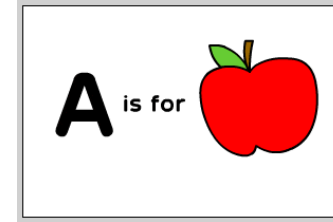
Customer Summary:

- More than 50 customers
- Deployed in 20+ countries



Project Overview – Executive Dashboard

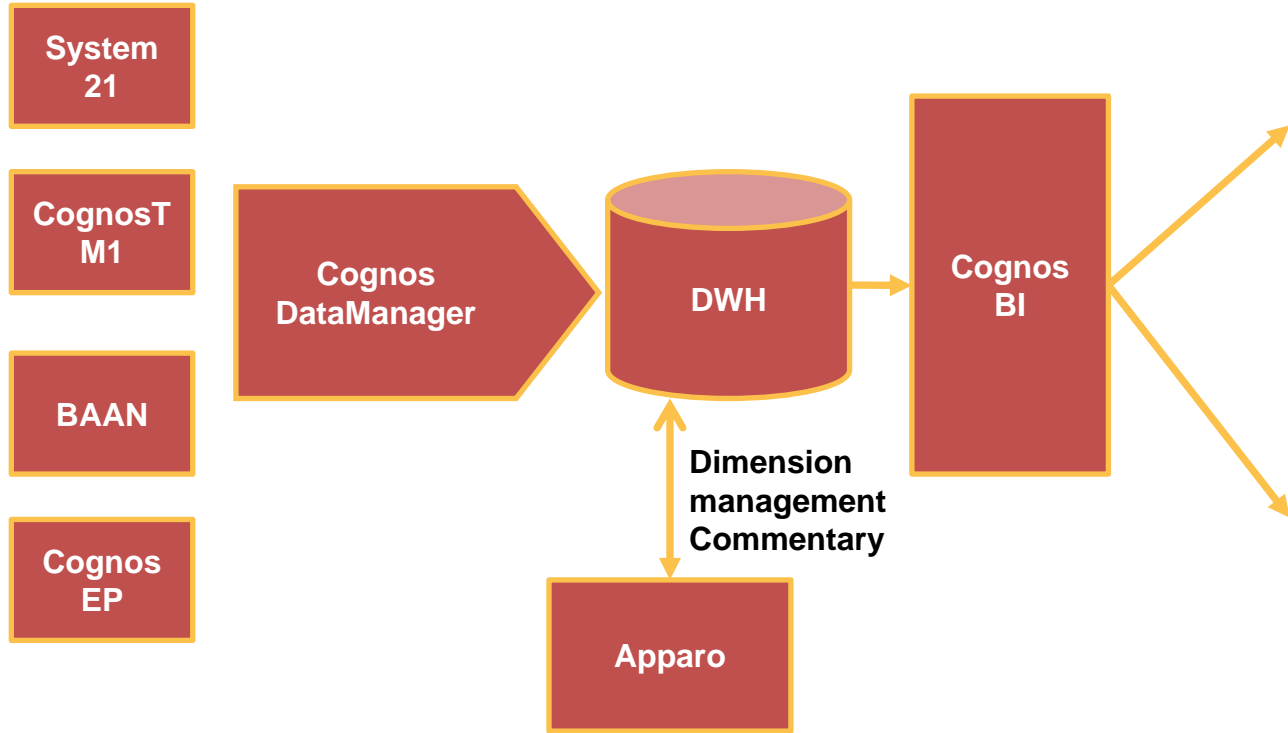
- Online
- Historical Data
- Glossary
- Trust the data



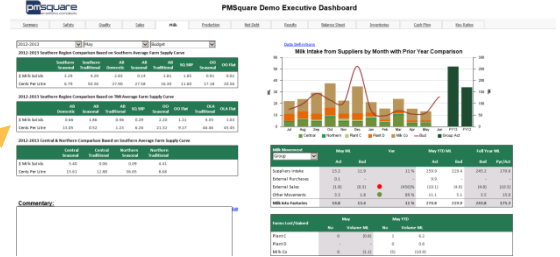
Project Overview – Active Reports for Board Meeting

- Tablets instead of stacks of paper
- Offline report to carry around the globe
- Executive comments

Project Overview – ETL & DWH



Executive Dashboard



Board Reports



See it in action

Project Challenges

- Agreement on key data definitions
- 4 different data source systems
- Resourcing
- Changes to the Board process

Project Results

- New Group reporting approach
- DWH and drill down capabilities
- 21st century Board reporting
- Executive team involvement

Key Learnings

- Resource Commitment
- Scope the work
- Lock the scope
- Work the work
- In time & on budget
- Effective Steering Committee

**TRUST
THE PROCESS**



Thank you!

Backup slides

Project Overview – Commentary and dimension management

Apparo Fast Edit is an add-on to Cognos, allowing:

- Adding report commentary
- Managing dimensions
- Mapping tables
- Any additional data (glossaries)

