Information Management

IBM

Enterprise Analysis & Reporting Solutions Powered by IBM Cognos TM1

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Agenda

- Business Challenges
- **IBM Cognos Performance Management Platform**
- **IBM Cognos TM1 9.5**
- **Q&A**

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With this change comes an explosion in information …

Volume of Digital Data

Variety of Information

Velocity of Decision Making

… Yet organizations are operating with blind spots

Lack of Insight

1 in 3 managers frequently make critical decisions without the information they need

Inefficient Access

1 in 2 don't have access to the information across their organization needed to do their jobs

Inability to Predict

3 in 4 business leaders say more predictive information would drive better decisions

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Source: IBM Institute for Business Value

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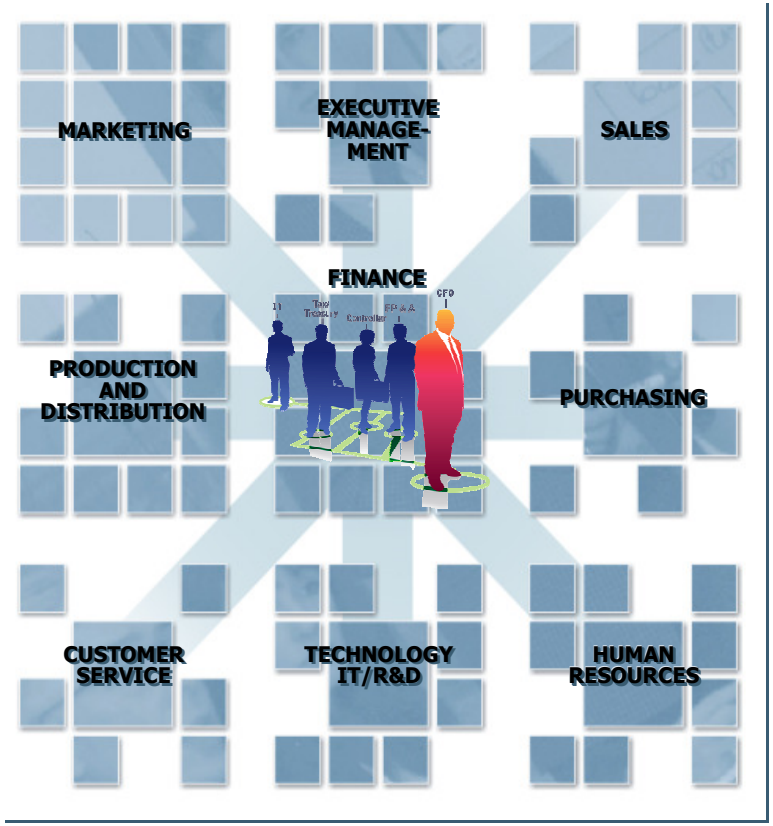
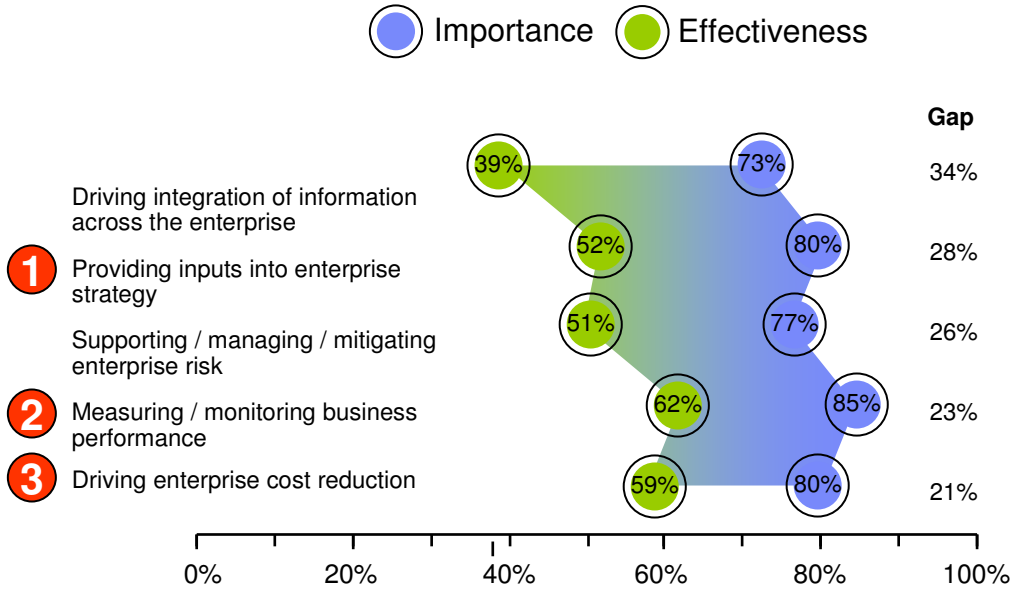
Driving a Smarter Enterprise



- **70% of CFOs believe they have an advisory or decision making role on an Enterprise Agenda**
- **Finance needs to improve its effectiveness in order to deliver on the Enterprise Agenda**



Source: 2010 IBM Global CFO study

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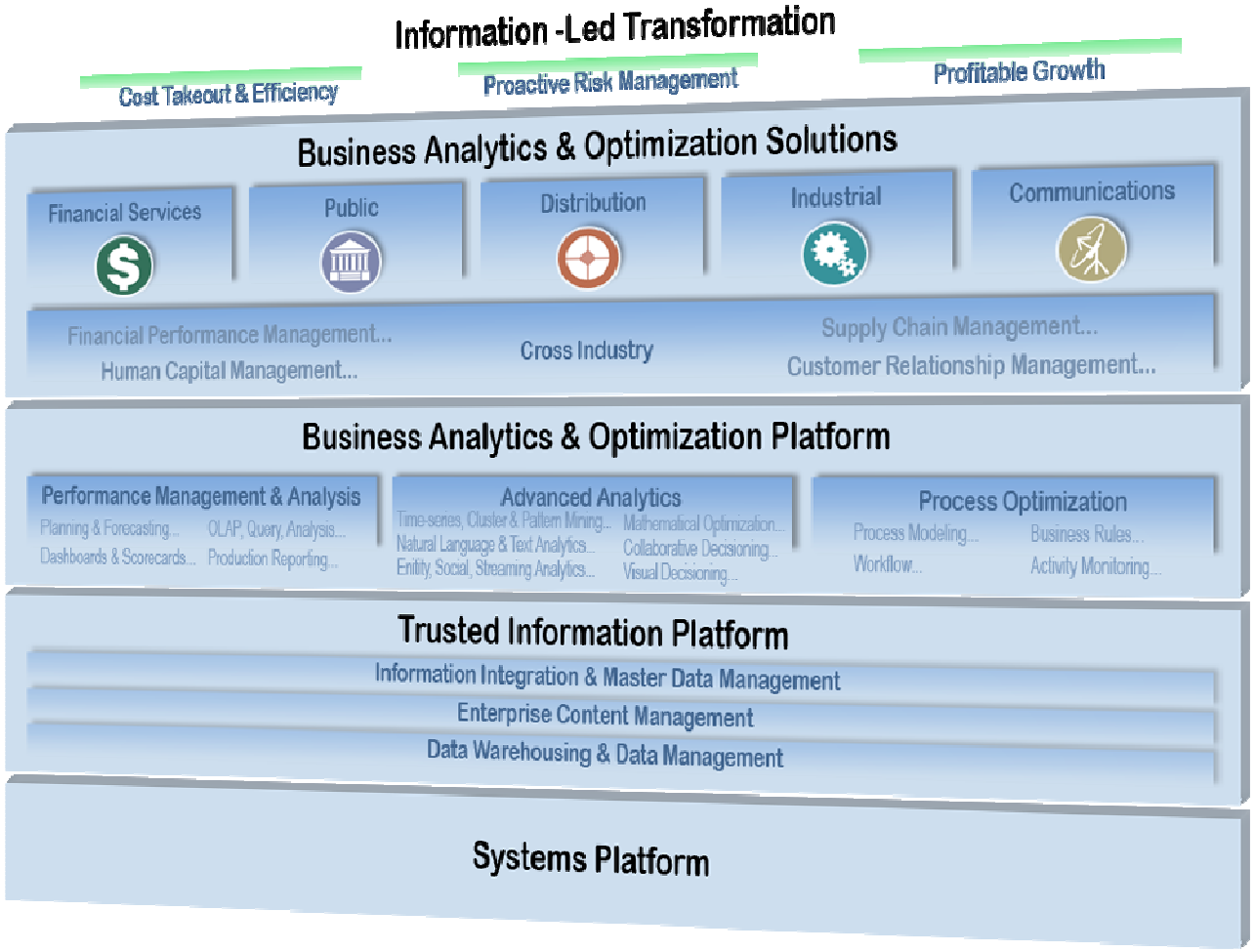
IBM Cognos solutions – Enabling Finance to drive PM



Day-to -day	• IBM Cognos Financial Performance Analytics • IBM Cognos BI
First Mile	• IBM Cognos Controller • IBM Cognos Financial Performance Analytics
Consolidation	• IBM Cognos Controller
Financial Reporting	• IBM Cognos Controller/ FAP • IBM Cognos 8 TM1/ Business Intelligence
Management Reporting	• IBM Cognos Controller/ FAP • IBM Cognos 8 TM1/ BI • IBM Cognos Financial Performance Analytics
Analytics/ Planning/ Modelling	• IBM Cognos TM1 • IBM Cognos 8 Business Intelligence

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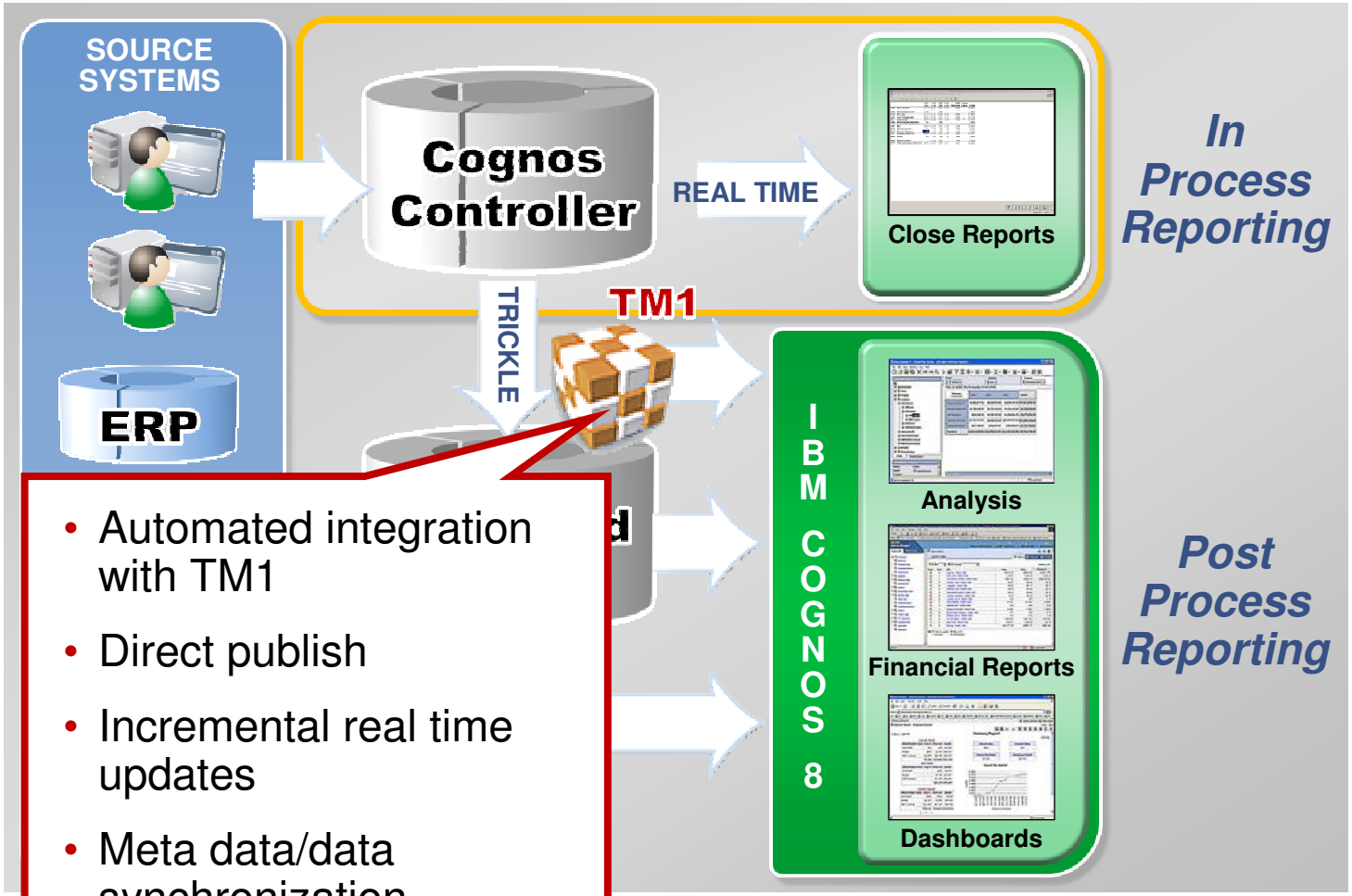
Extending reporting capabilities – Controller 8.5 architecture



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Agenda

- **Business Challenges**
- **IBM Cognos Performance Management Platform**
- **IBM Cognos TM1 9.5**
- **Q&A**

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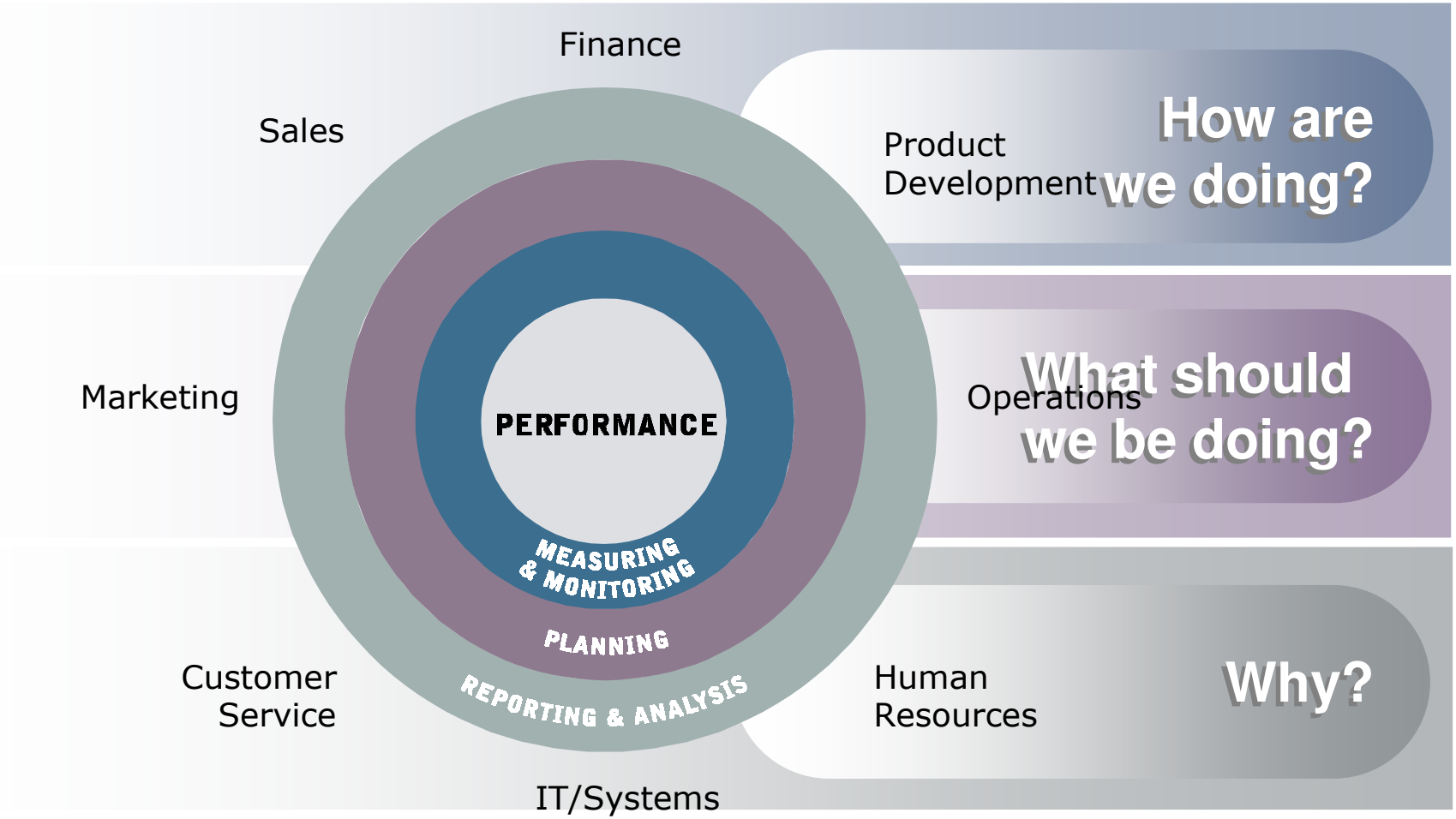
BI and Performance Management

Plan, Understand and Optimize Performance



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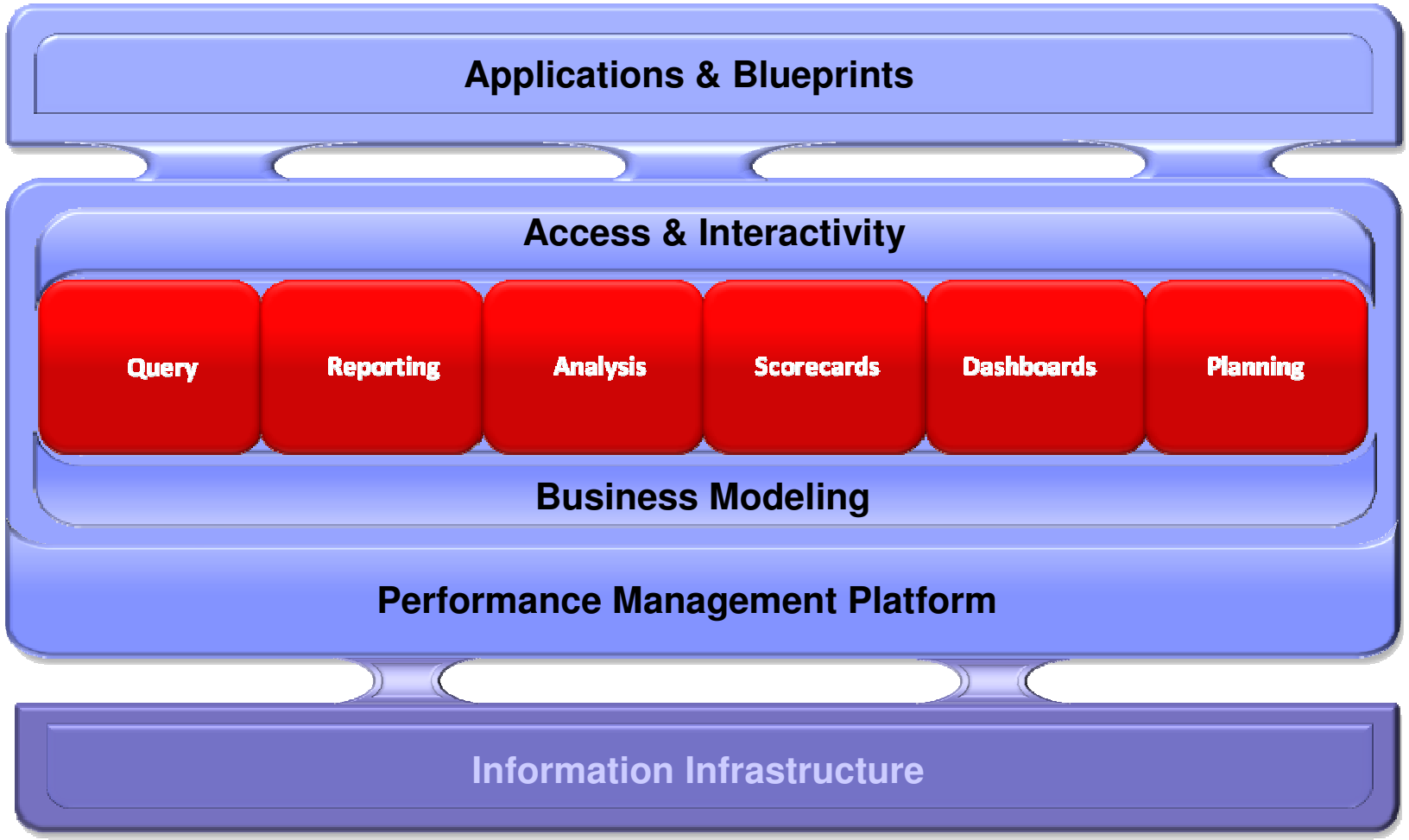
IBM Cognos 8 Performance Management System Universal Capabilities



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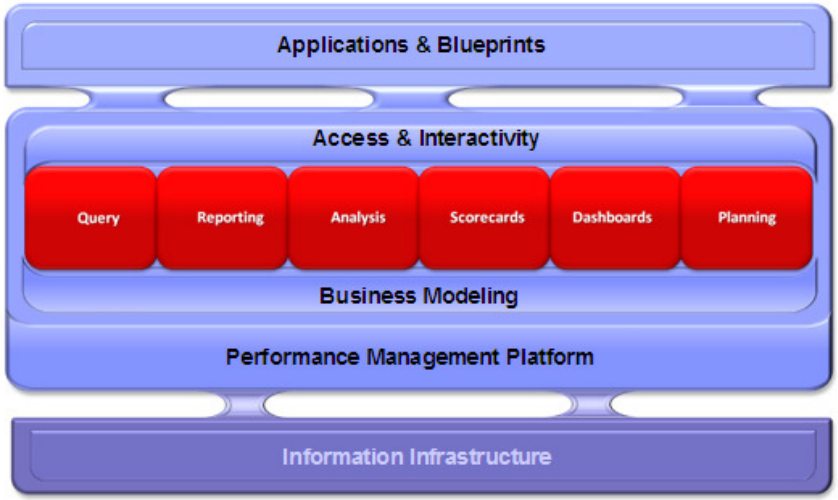
IBM Cognos TM1

- **A patented 64-bit read-write in-memory OLAP engine that provides** compact data storage **and exceptionally** fast performance
- **Model design and data access that presents business information in** familiar formats
- Ease of use**, thanks to a development environment that enables users to create sophisticated applications with no need for programming or traditional IT skills**
- An intuitive, flexible approach**, which enables users to easily express complex, multi-dimensional business rules**
- Fuses Analysis & Analysis **together to provide greater accuracy**
- **A component of** Cognos 8 Performance Management Platform



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Planning Aspects

Analyze	Model	Contribution

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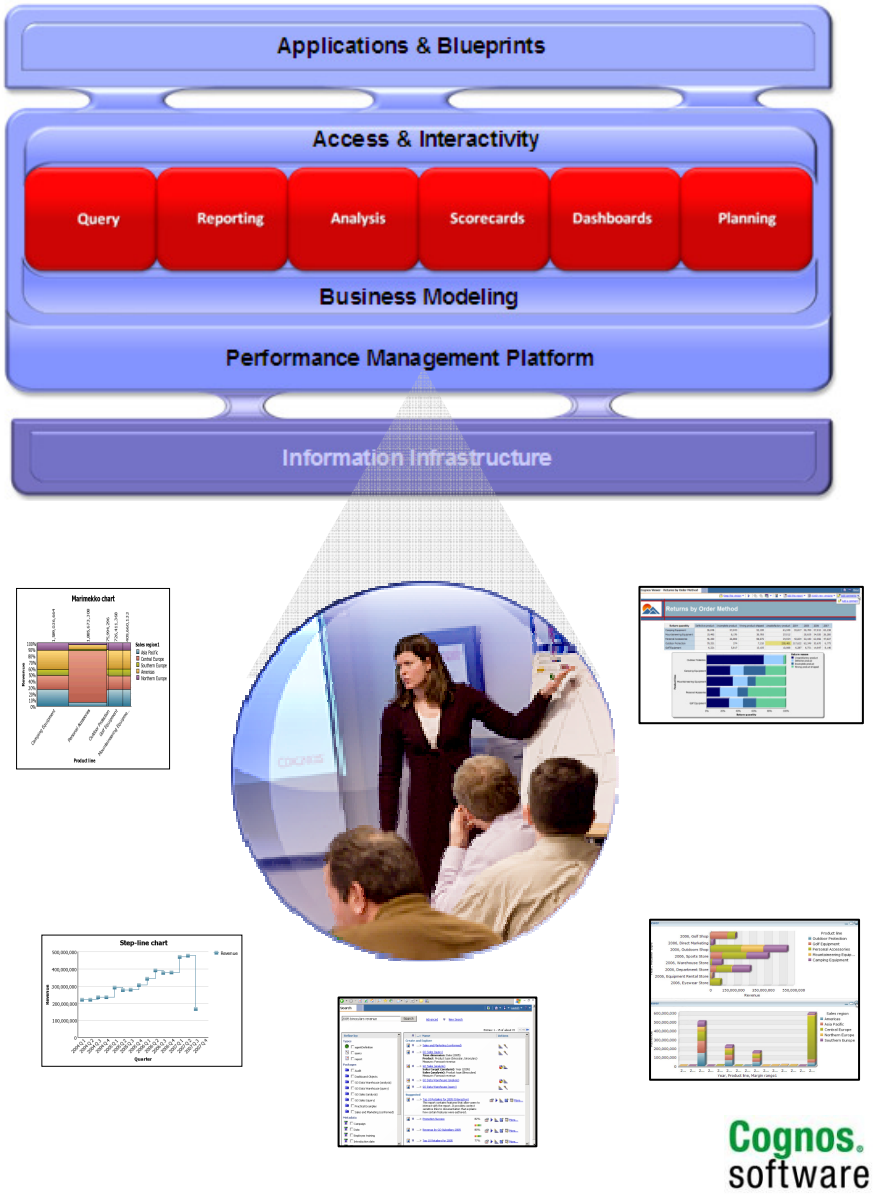
Analyze

Capabilities:

- Explore Performance Gaps
- Validate Corporate Drivers
- Define "What If" Scenarios
  - Organizational, Product Family, Product/Channel Mix
- Validate Planning Assumptions

Benefits:

- Ability to meet the dynamic needs of the organization…..
- Provide a fact based approach planning processes



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IBM Cognos TM1

- A patented 64-bit read-write in-memory OLAP engine:
  - Optimized for **large data** volumes
  - Instantaneous updates from streamed data
  - Drill through to transaction systems for greater detailed analysis
- Supports multi-dimensional analysis
- Advanced Sorting and Ranking
- Public and Personal Views
- Familiar Excel & Web interfaces

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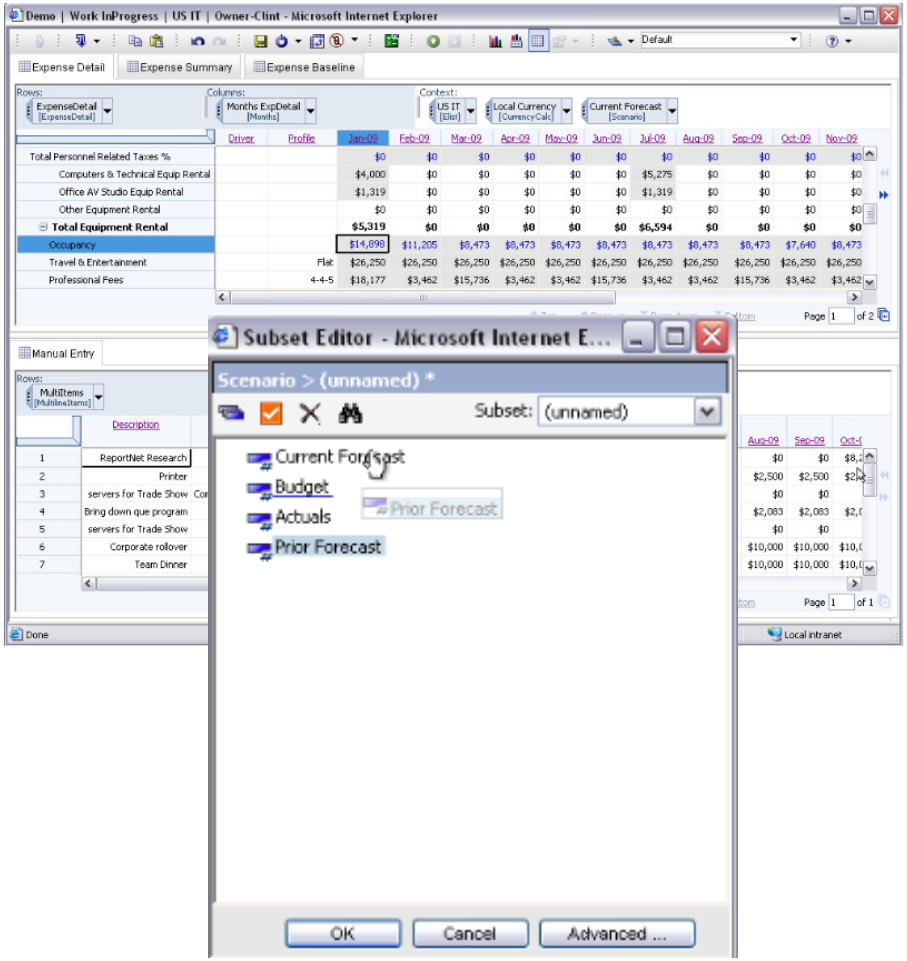
Personalized Hierarchies

- **Create customized consolidations**
- **Advanced filtering:**
  - Hierarchical level
  - Spelling pattern
  - Attribute value
  - Element name
  - Expression
- **Alias support**



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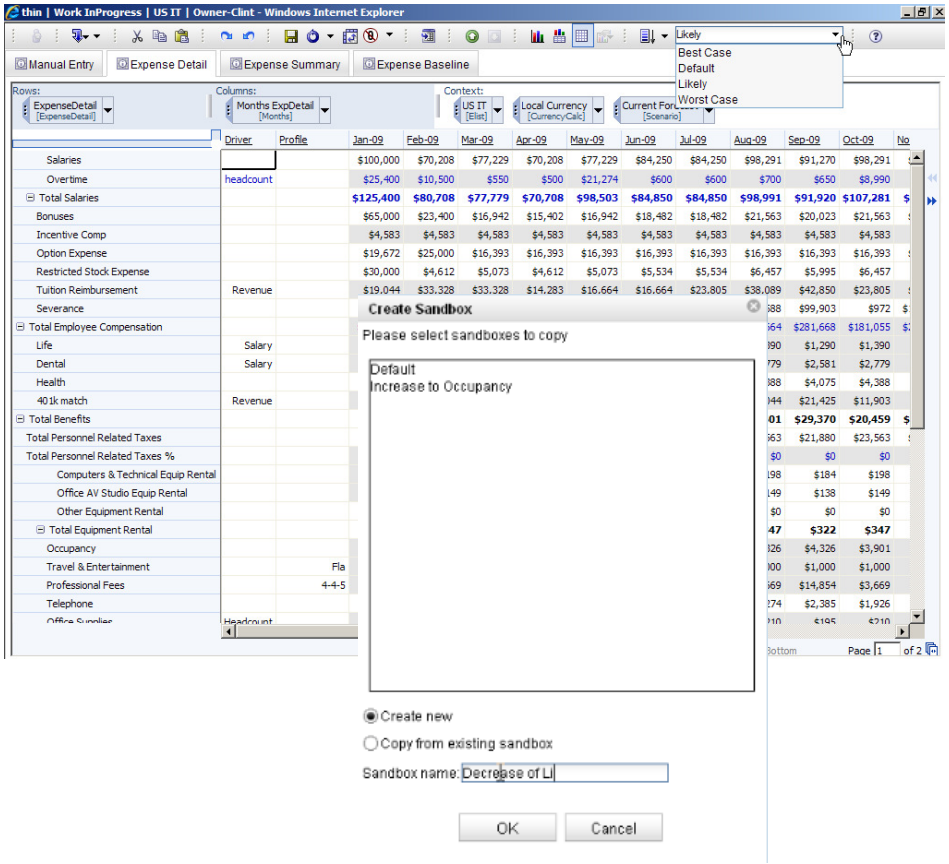
Personal Scenarios

- **No predetermined model requirements for scenarios**
- **Unlimited flexibility for end user scenario building**
- **Available in all TM1 clients (Excel, TM1 Web, Contributor, & Cognos 8 BI)**



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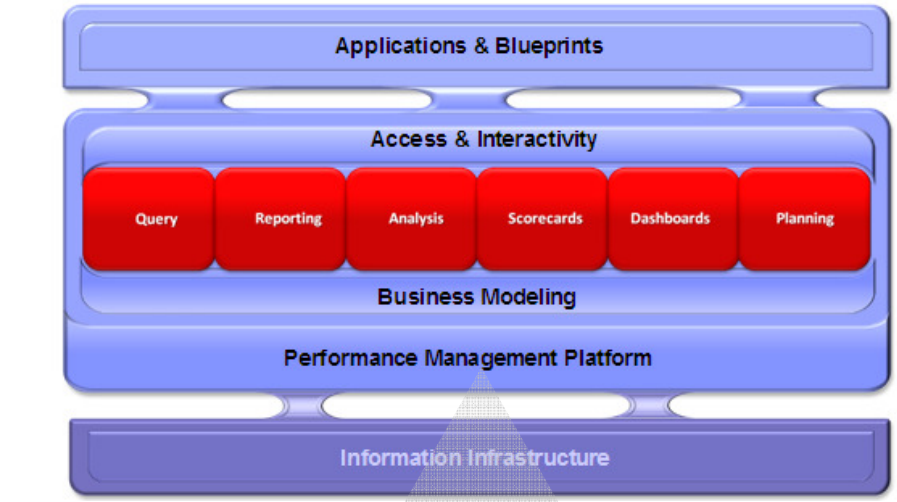
Model

Capabilities:

- Centralized meta-data, data and business rule definitions
- Certified connectors to SAP BW & R3
- Owned by Office of Finance
- Support of Planning Best Practices
  - Driver based Planning
  - Rolling Forecasts

Benefits:

- Ability to meet the dynamic needs of the organization
- Flexible to meet the broad requirements of financial & operational planning solutions
- Adapts to your business process
- Single version of the truth for all planning processes



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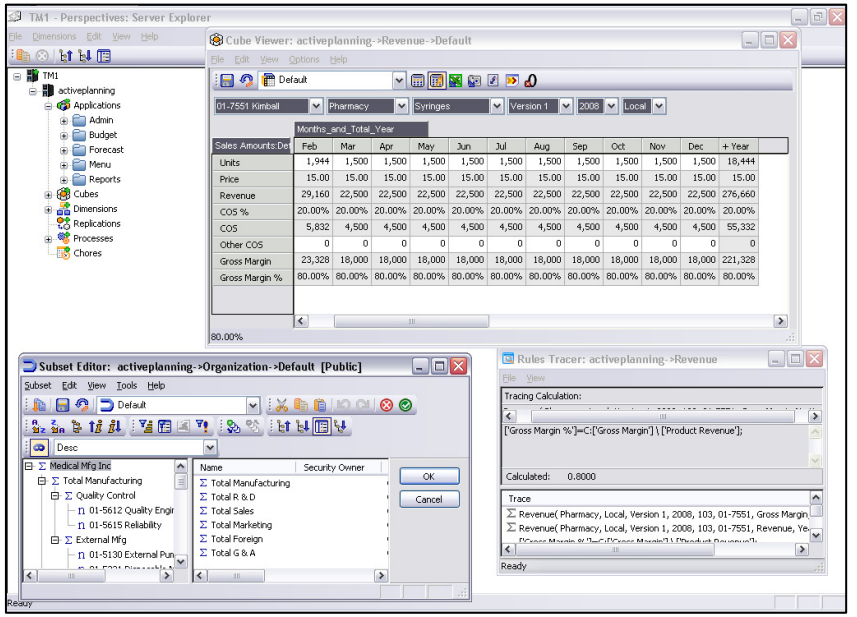
IBM Cognos TM1 Modeling

- Expression based modeling environment to define planning and analysis assumptions
- Can seamlessly integrate with Contributor for new planning and analysis applications
- On demand interactive simulation to test business scenarios
- Provides real time responsiveness for large and sophisticated models
- An extension of the analysis process
- Owned by finance/business user



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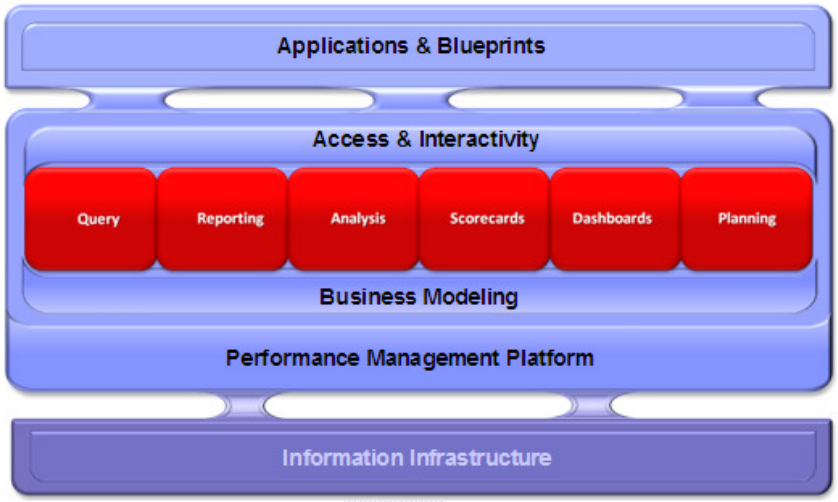
Contribution

Capabilities:

- Familiar Web & Excel Deployment
- Rich Workflow
- Application linkage
  - Start small and expand enterprise wide
- A component of Cognos 8 Performance Platform



Benefits:

- Timeframe-appropriate Plans
- High Participation & Data Volumes
- A Wider / Deeper View
- Increased accuracy

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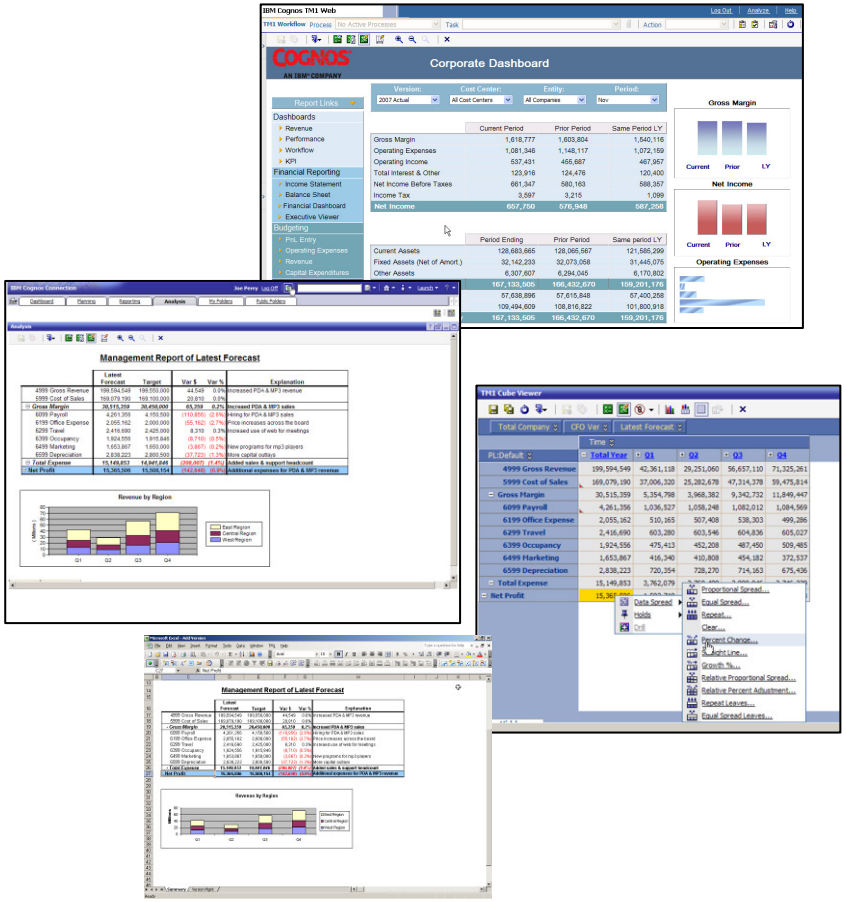
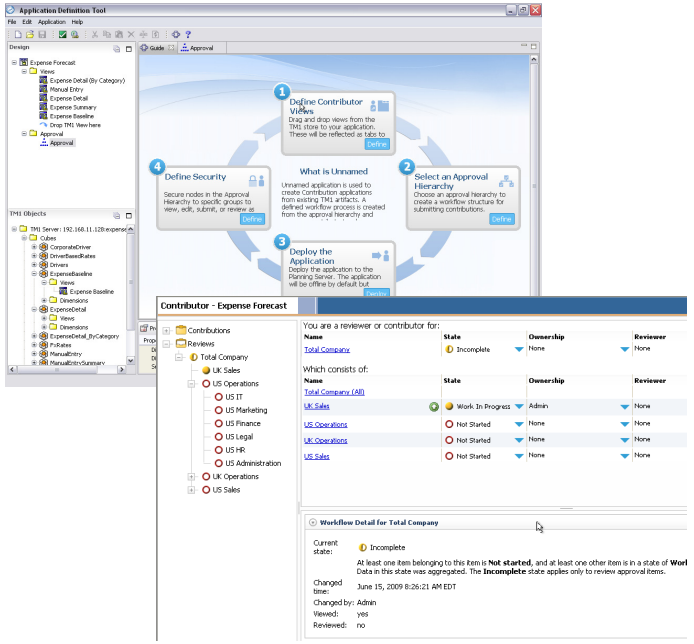
Two Enriched Contribution Environments

Microsoft Excel Based



Managed Contribution



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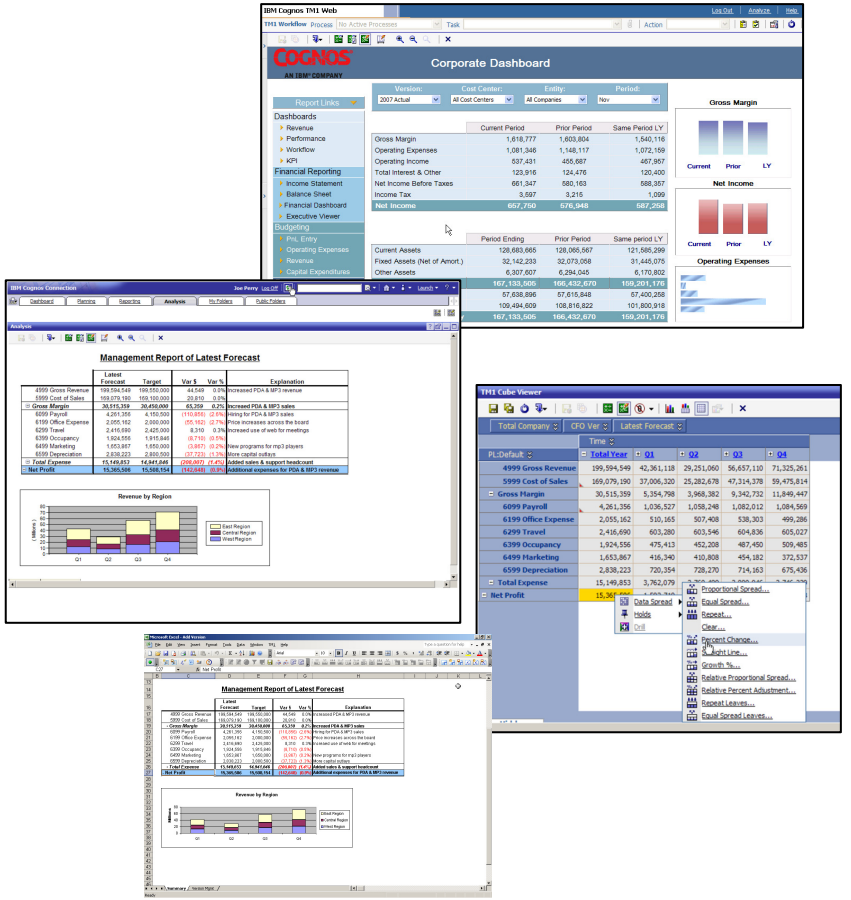
IBM Cognos TM1 Excel Based Contribution

Enterprise Ready Excel Based Contribution

- **TM1 Server Explorer for power users to maintain dimensions, cubes, rules, and integration**
- **TM1 Excel to create rich planning and analysis solutions**
- **TM1 Web to deploy TM1 based Excel applications across the organization**
- **IBM Cognos 8 Business Intelligence for enterprise level analysis, scorecarding and financial & production reporting.**



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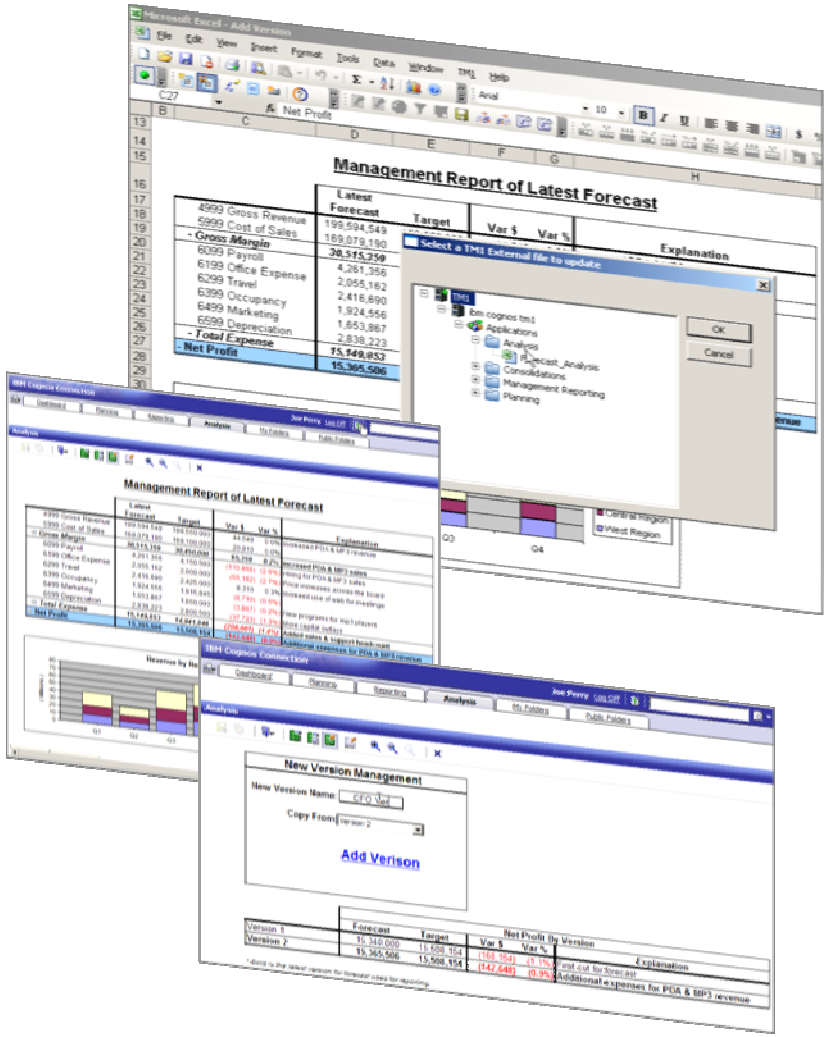
Cognos TM1 Active Forms

- **Drill down**
- **Self-managing reports**
- **Server-side zero suppression**
- **Top count filtering**
- **In-sheet dynamic formatting**
- **‘On the Fly’ row content configuration**
- **Stacked rows / independently drillable sections**
- **Active reports from multiple cubes in one sheet**



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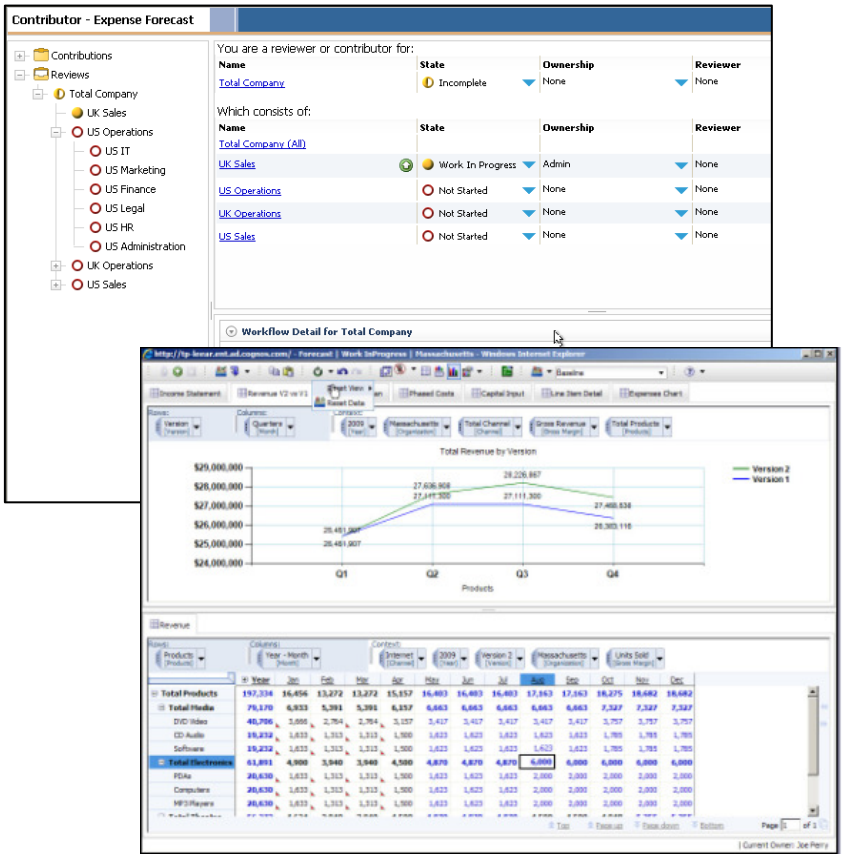
IBM Cognos TM1 Managed Contribution

- Workflow
- Pick lists (driver execution)
- Undo/Redo feature
- End User Personalization (Multi pane docking)
- Personalized Scenarios
- Personalized Hierarchies)
- Color code data changes
- Charting
- Drill down Support



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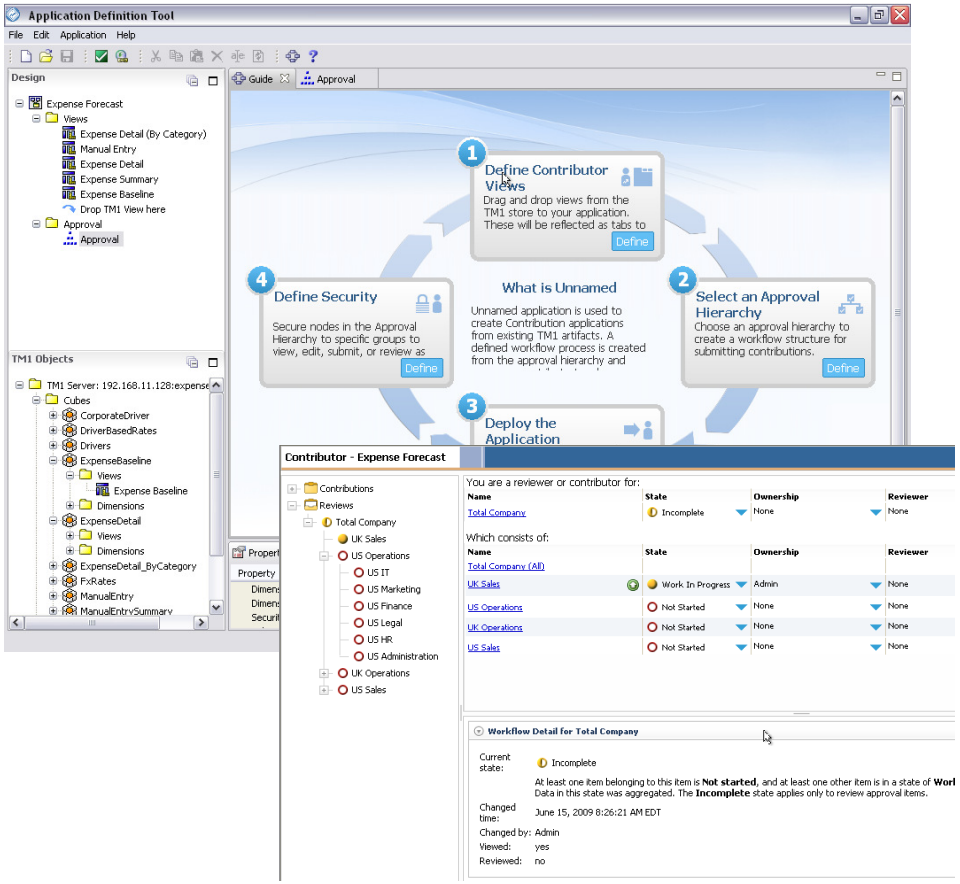
Managed Contribution

- **Deployment of TM1 Model Objects**
  - Quickly Turn TM1 Objects into Managed Applications
- **Planning Workflow**
  - Structured Planning Process Approvals



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