



Enterprise Analysis & Reporting Solutions Powered by IBM Cognos TM1

Cognos.
software



Agenda

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

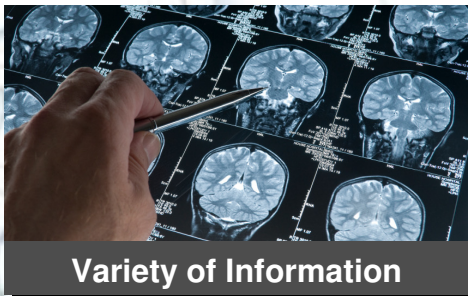


With this change comes an explosion in information ...

... Yet organizations are operating with blind spots



Volume of Digital Data



Variety of Information



Velocity of Decision Making

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

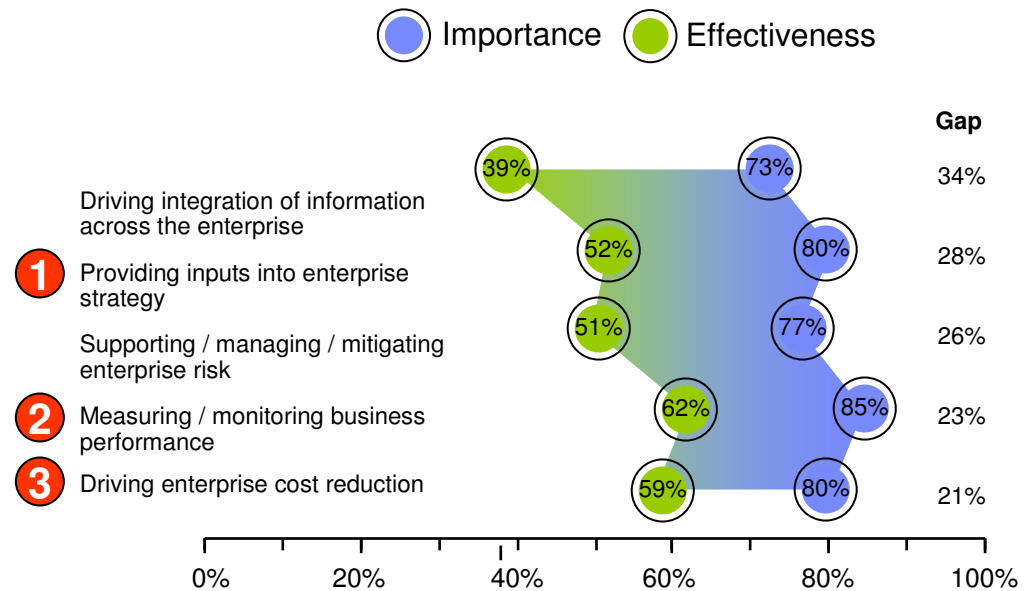
Inability to Predict

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

Driving a Smarter Enterprise



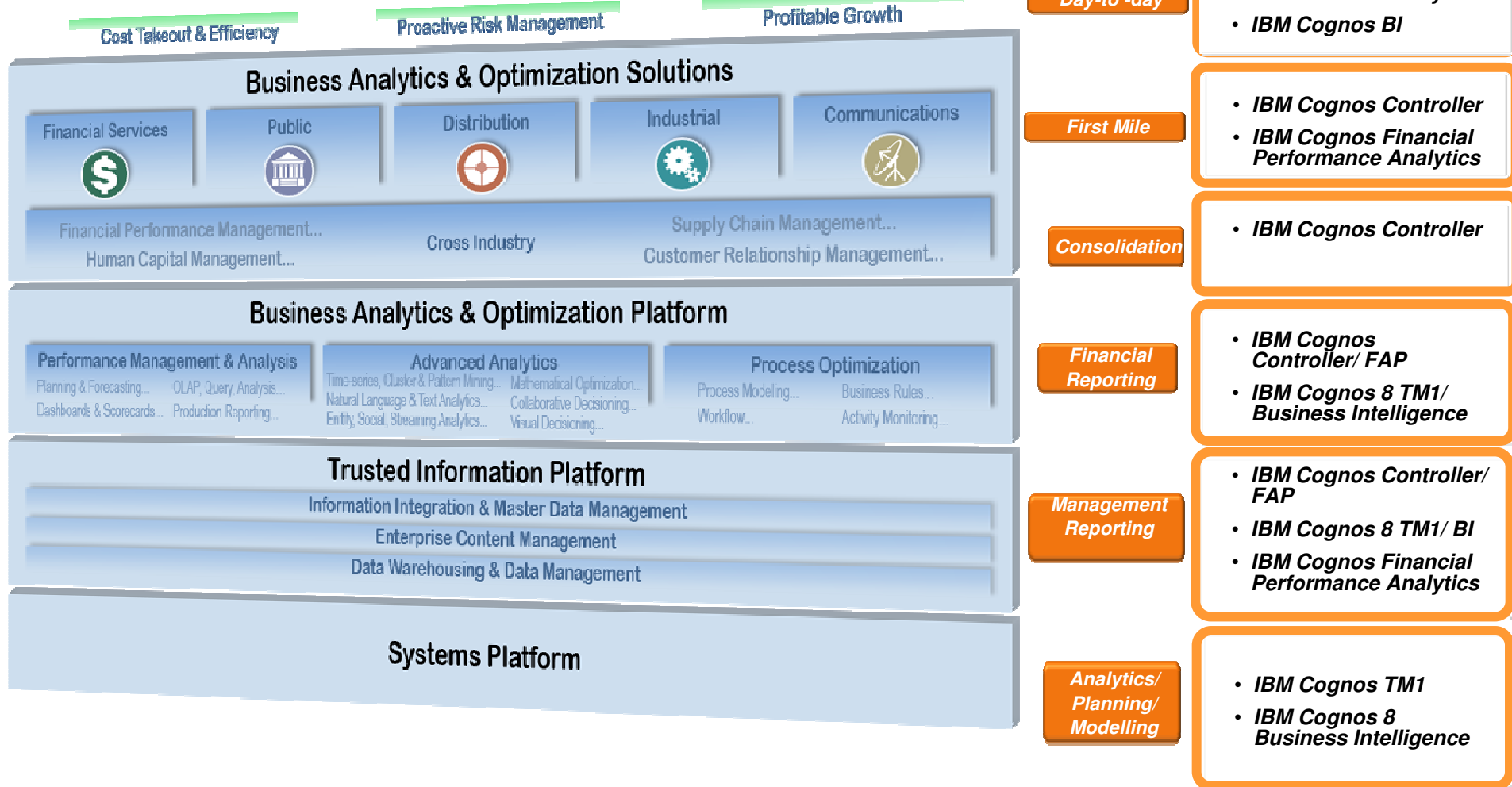
- 70% of CFOs believe they have an advisory or decision making role on an Enterprise Agenda
- Finance needs to improve its effectiveness in order to deliver on the Enterprise Agenda



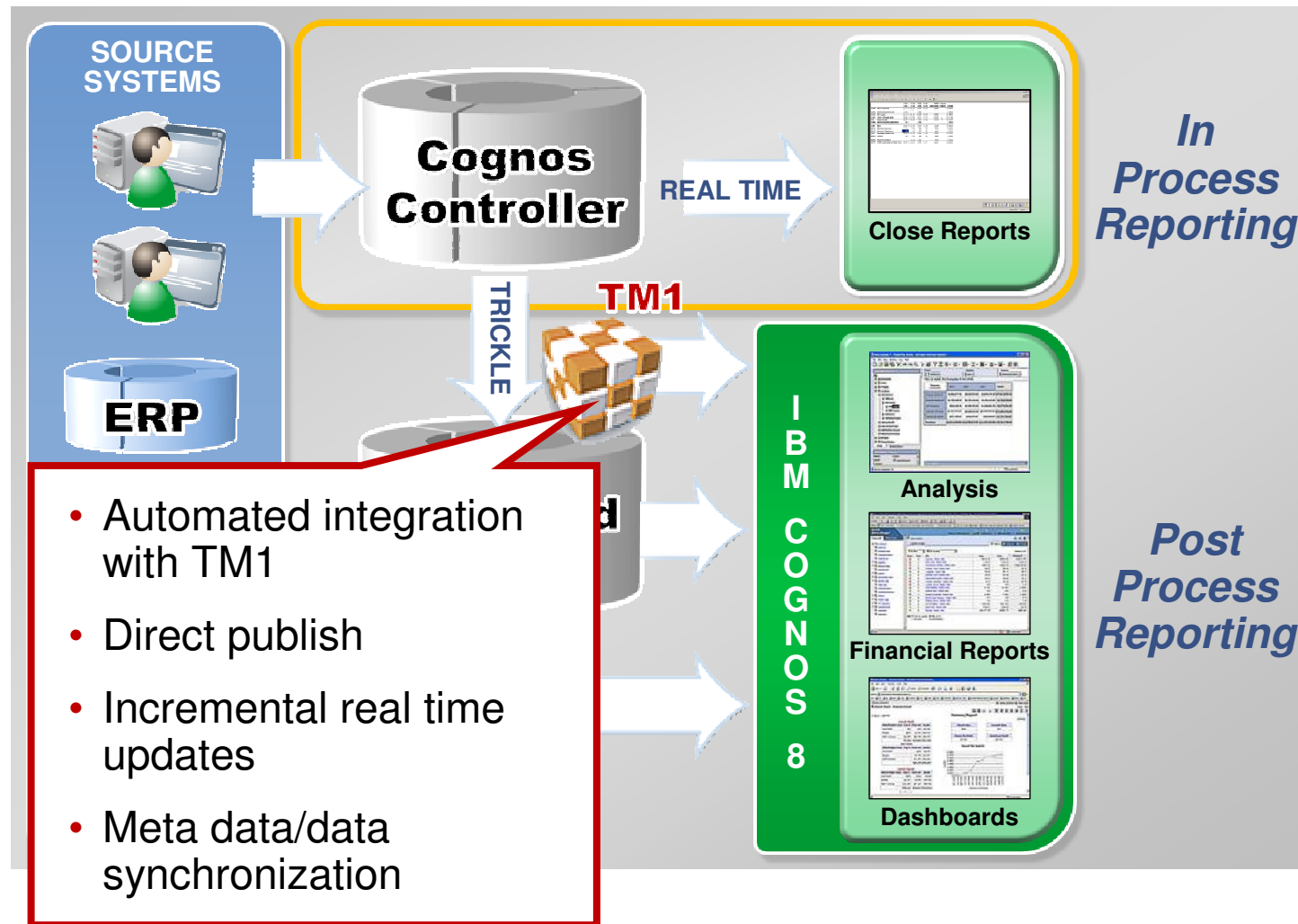
Source: 2010 IBM Global CFO study

IBM Cognos solutions – Enabling Finance to drive PM

Information -Led Transformation



Extending reporting capabilities – Controller 8.5 architecture



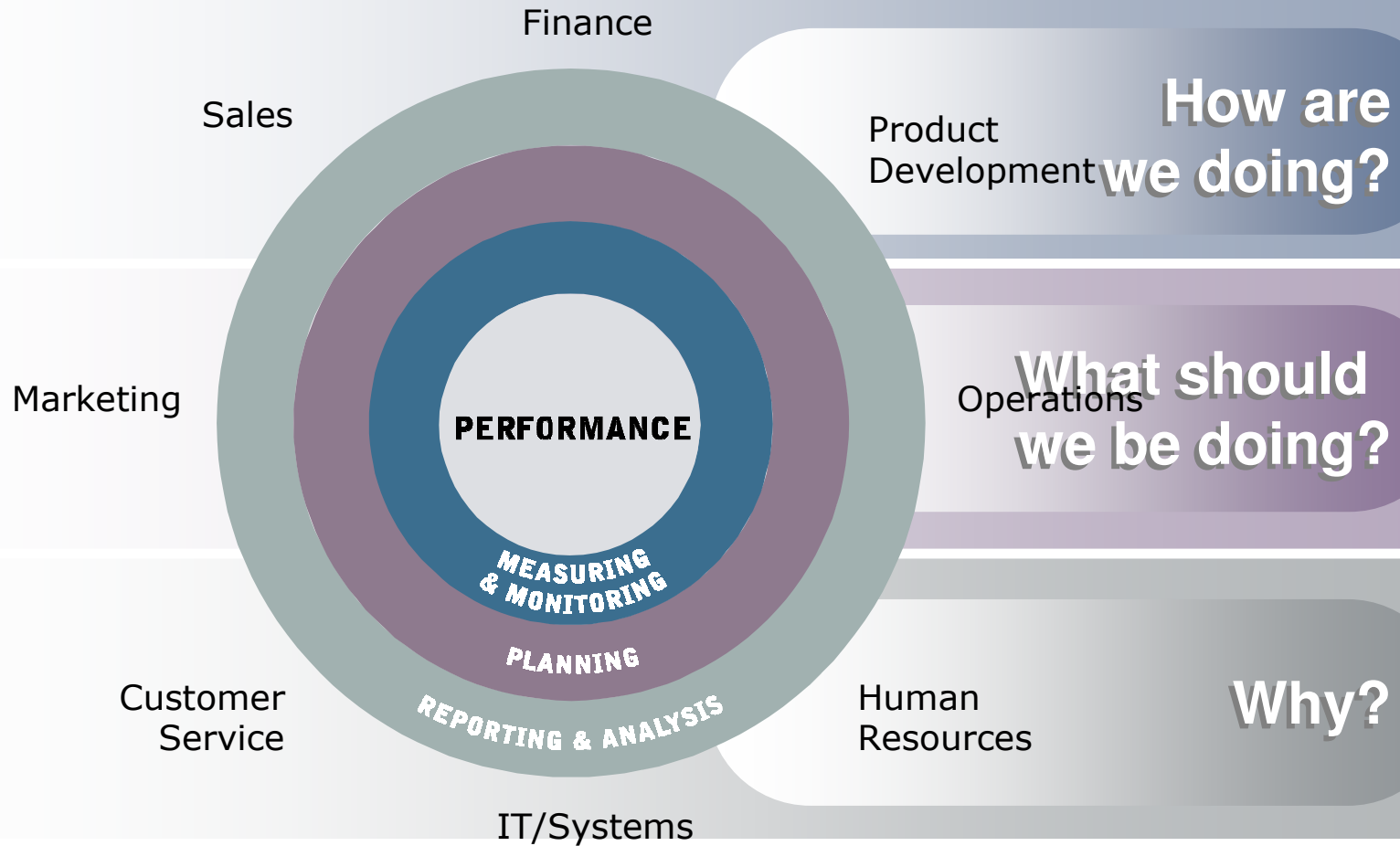
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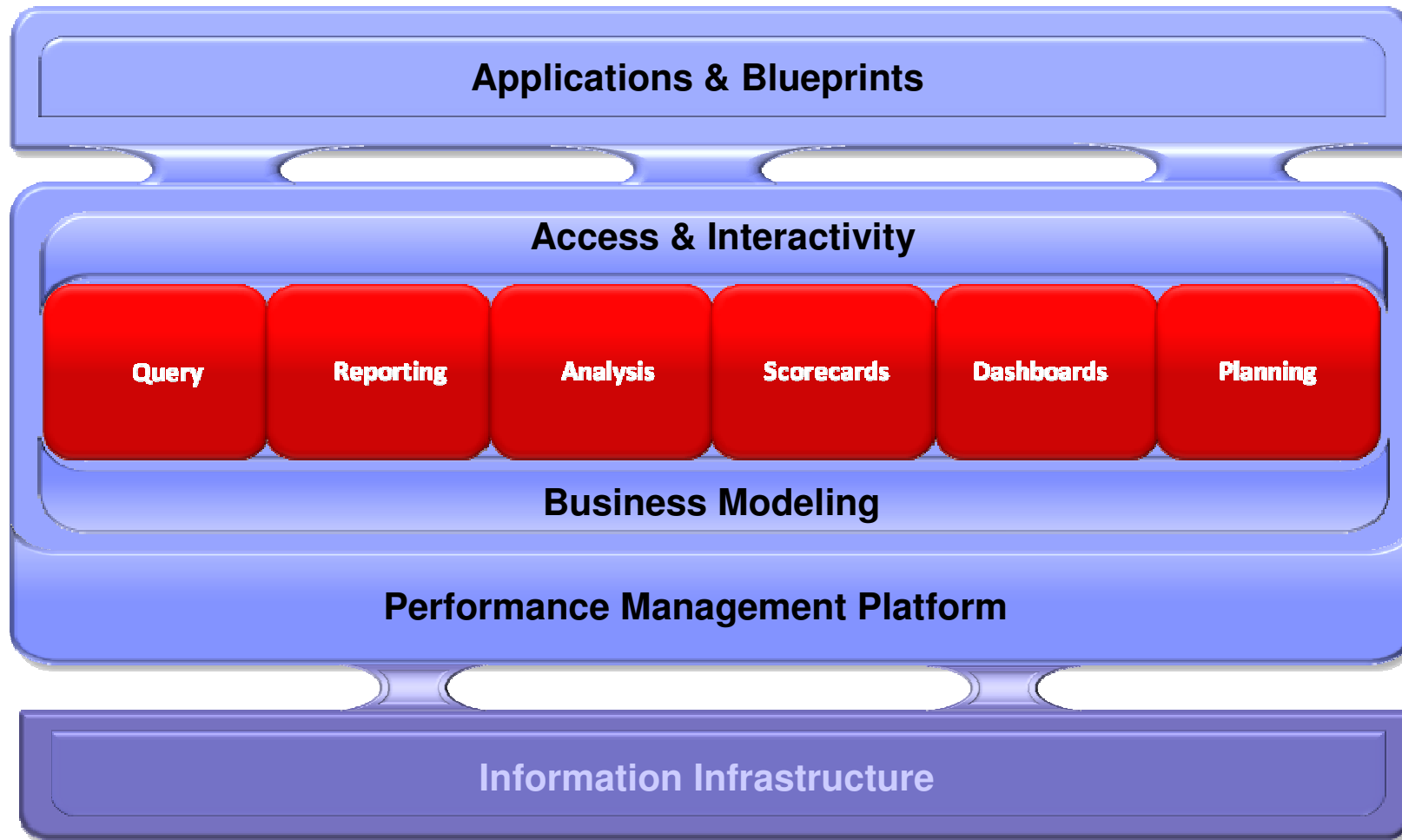


BI and Performance Management

Plan, Understand and Optimize Performance



IBM Cognos 8 Performance Management System Universal Capabilities



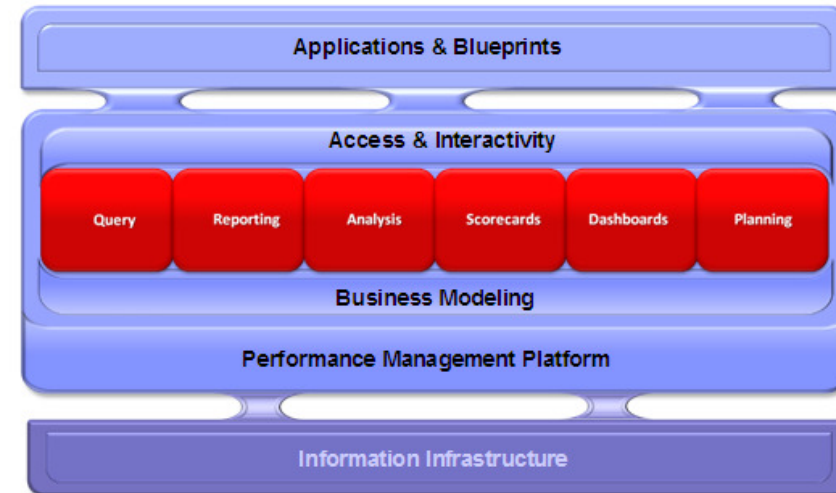
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IBM Cognos TM1

- **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**



Planning Aspects

Analyze

Model

Contribution



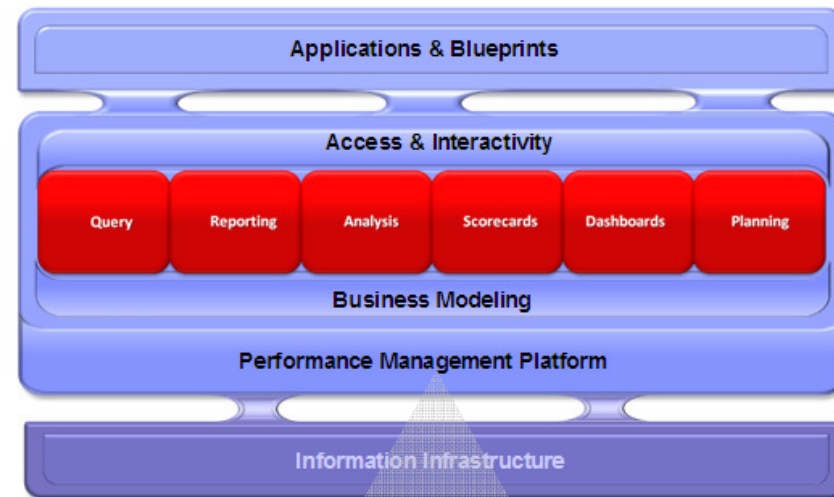
Analyze

Capabilities:

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

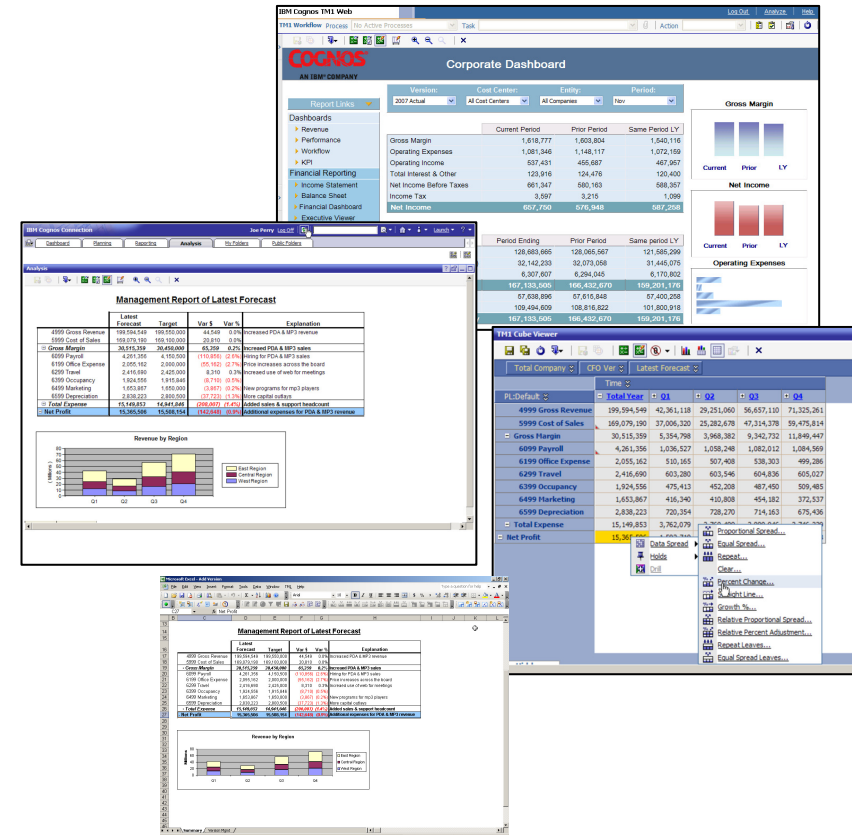
Benefits:

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



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



Personalized Hierarchies

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

The screenshot displays the Cognos software interface. The main window shows a financial report with columns for months from Jan-09 to Nov-09. The report includes categories like 'Total Personnel Related Taxes %', 'Computers & Technical Equip Rental', 'Office AV Studio Equip Rental', 'Other Equipment Rental', 'Total Equipment Rental', 'Occupancy', 'Travel & Entertainment', and 'Professional Fees'. A 'Subset Editor' dialog box is open in the foreground, showing a list of items to be included in a subset: 'Current Forecast', 'Budget', 'Actuals', and 'Prior Forecast'. The 'Current Forecast' item is selected. The dialog box also shows a 'Scenario > (unnamed) *' and a 'Subset: (unnamed)' dropdown. The 'OK', 'Cancel', and 'Advanced ...' buttons are visible at the bottom of the dialog box.

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)

The screenshot displays a Cognos 8 BI application window titled "thin | WorkInProgress | US IT | Owner-Client - Windows Internet Explorer". The application shows a financial data table with columns for months from Jan-09 to Oct-09. A "Create Sandbox" dialog box is open, prompting the user to select sandboxes to copy. The dialog includes a list of sandboxes with their values and a "Sandbox name" field containing "Decrease of L".

Driver	Profile	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	No
Salaries		\$100,000	\$70,208	\$77,229	\$70,208	\$77,229	\$84,250	\$84,250	\$98,291	\$91,270	\$98,291	
Overtime		\$25,400	\$10,500	\$550	\$500	\$21,274	\$600	\$700	\$650	\$8,990		
Total Salaries		\$125,400	\$80,708	\$77,779	\$70,708	\$98,503	\$84,850	\$84,850	\$98,991	\$91,920	\$107,281	
Bonuses		\$65,000	\$23,400	\$16,942	\$15,402	\$16,942	\$18,482	\$18,482	\$21,563	\$20,023	\$21,563	
Incentive Comp		\$4,583	\$4,583	\$4,583	\$4,583	\$4,583	\$4,583	\$4,583	\$4,583	\$4,583	\$4,583	
Option Expense		\$19,672	\$25,000	\$16,393	\$16,393	\$16,393	\$16,393	\$16,393	\$16,393	\$16,393	\$16,393	
Restricted Stock Expense		\$30,000	\$4,612	\$5,073	\$4,612	\$5,073	\$5,534	\$5,534	\$6,457	\$5,995	\$6,457	
Tuition Reimbursement	Revenue	\$19,044	\$33,328	\$33,328	\$14,283	\$16,664	\$16,664	\$23,805	\$38,089	\$42,850	\$23,805	
Severance									\$38,089	\$42,850	\$23,805	
Total Employee Compensation									\$99,903	\$972	\$	
Life	Salary								\$64	\$281,668	\$181,055	
Dental	Salary								\$90	\$1,290	\$1,390	
Health									\$79	\$2,581	\$2,779	
401k match	Revenue								\$88	\$4,075	\$4,388	
Total Benefits									\$144	\$21,425	\$11,903	
Total Personnel Related Taxes									\$01	\$29,370	\$20,459	
Total Personnel Related Taxes %									\$63	\$21,880	\$23,563	
Computers & Technical Equip Rental									\$98	\$184	\$198	
Office AV Studio Equip Rental									\$49	\$138	\$149	
Other Equipment Rental									\$0	\$0	\$0	
Total Equipment Rental									\$47	\$322	\$347	
Occupancy									\$26	\$4,326	\$3,901	
Travel & Entertainment	Fla								\$00	\$1,000	\$1,000	
Professional Fees	4+4S								\$69	\$14,854	\$3,669	
Telephone									\$74	\$2,385	\$1,926	
Office Supplies	Headcount								\$10	\$105	\$70	

Create Sandbox
Please select sandboxes to copy

- Create new
- Copy from existing sandbox

Sandbox name:

OK Cancel

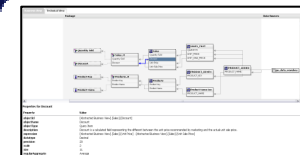
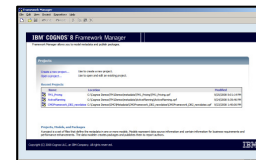
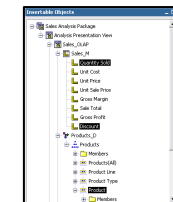
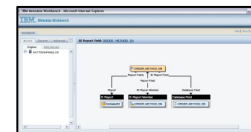
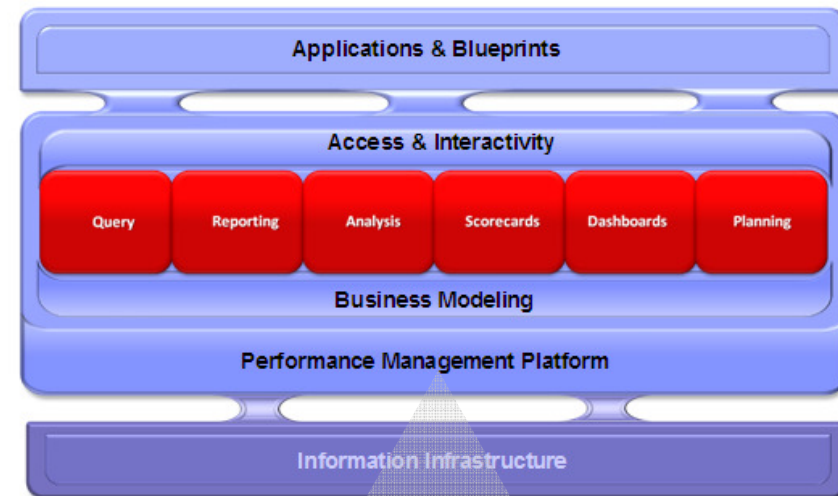
Model

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



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

The screenshot displays the IBM Cognos TM1 interface with three main windows:

- TM1 - Perspectives: Server Explorer:** Shows a tree view of the model structure including activeplanning, Applications, Admin, Budget, Forecast, Menu, Reports, Cubes, Dimensions, Replications, Processes, and Chores.
- Cube Viewer: activeplanning->Revenue->Default:** Displays a data table for 'Morfins_and_Total_Year' with columns for months (Feb to Dec) and a '+Year' column. The table includes rows for Units, Price, Revenue, Revenue, COS %, COS, Other COS, Gross Margin, and Gross Margin %.
- Subset Editor: activeplanning->Organization->Default [Public]:** Shows a list of dimensions and their values, including Medical Mfg Inc, Total Manufacturing, Quality Control, and various product lines.
- Rules Tracer: activeplanning->Revenue:** Shows a tracing calculation for '[Gross Margin %]' with a calculated value of 0.8000.

Sales Amounts Dis	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	+Year
Units	1,944	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,444
Price	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00
Revenue	29,160	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,500	276,660
COS %	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
COS	5,832	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	55,332
Other COS	0	0	0	0	0	0	0	0	0	0	0	0
Gross Margin	23,328	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	221,328
Gross Margin %	80.00%	80.00%	80.00%	80.00%	80.00%	80.00%	80.00%	80.00%	80.00%	80.00%	80.00%	80.00%

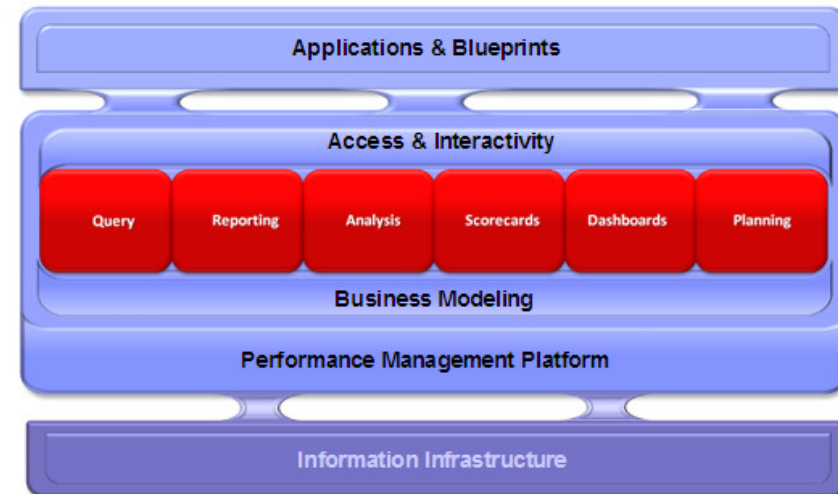
Contribution

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



Cognos.
software

Two Enriched Contribution Environments

Microsoft Excel Based

Managed Contribution

The screenshots show the Cognos TM1 Web interface with a Corporate Dashboard and a Management Report of Latest Forecast. The dashboard includes a table for Key Performance Indicators (KPIs) and a bar chart for Revenue by Region. The Management Report provides a detailed breakdown of financial metrics.

Version	Cost Center	Entity	Period
2007 Actual	All Cost Centers	All Companies	Nov

Item	Current Period	Prior Period	Same Period LY
Gross Margin	1,618,777	1,603,804	1,540,116
Operating Expenses	1,081,346	1,148,117	1,072,159
Operating Income	537,431	455,687	467,957
Total Interest & Other	120,916	124,478	120,460
Net Income Before Taxes	661,347	580,163	588,357
Income Tax	3,897	3,215	1,099
Net Income	657,450	576,948	587,258

Item	Latest Forecast	Target	Variance	Explanation	
4999 Gross Revenue	189,524,524	189,500,000	24,524	0.01%	Increased PDA & SP revenue
5999 Cost of Sales	189,573,378	189,100,000	473,378	0.25%	Increased PDA & SP sales
6199 Office Expense	2,055,162	2,000,000	55,162	2.76%	Price increases across the board
6299 Travel	2,416,690	2,420,000	(3,310)	(0.14%)	Increased size of web for meetings
6399 Occupancy	1,924,556	1,915,000	9,556	0.50%	Price increases across the board
6499 Marketing	1,653,867	1,610,000	43,867	2.72%	New programs for new products
6599 Depreciation	2,828,223	2,800,000	28,223	1.01%	Price increases across the board
6999 Total Expense	15,149,853	14,940,000	209,853	1.41%	Increased sales & support revenue
Net Profit	15,360,000	15,000,000	360,000	2.40%	Increased sales & support revenue

The Application Definition Tool interface shows a workflow diagram for 'Contributor - Expense Forecast'. The workflow includes steps: Define Contributor Views, Select an Approval Hierarchy, Define Security, and Deploy the Application. Below the diagram, there is a table for Contributor details and a section for workflow details.

Name	State	Ownership	Reviewer
Total Company	Incomplete	None	None
US IT	Work In Progress	Admin	None
US Finance	Not Started	None	None
US Legal	Not Started	None	None
US HR	Not Started	None	None
US Administration	Not Started	None	None
UK Operations	Not Started	None	None
US Sales	Not Started	None	None

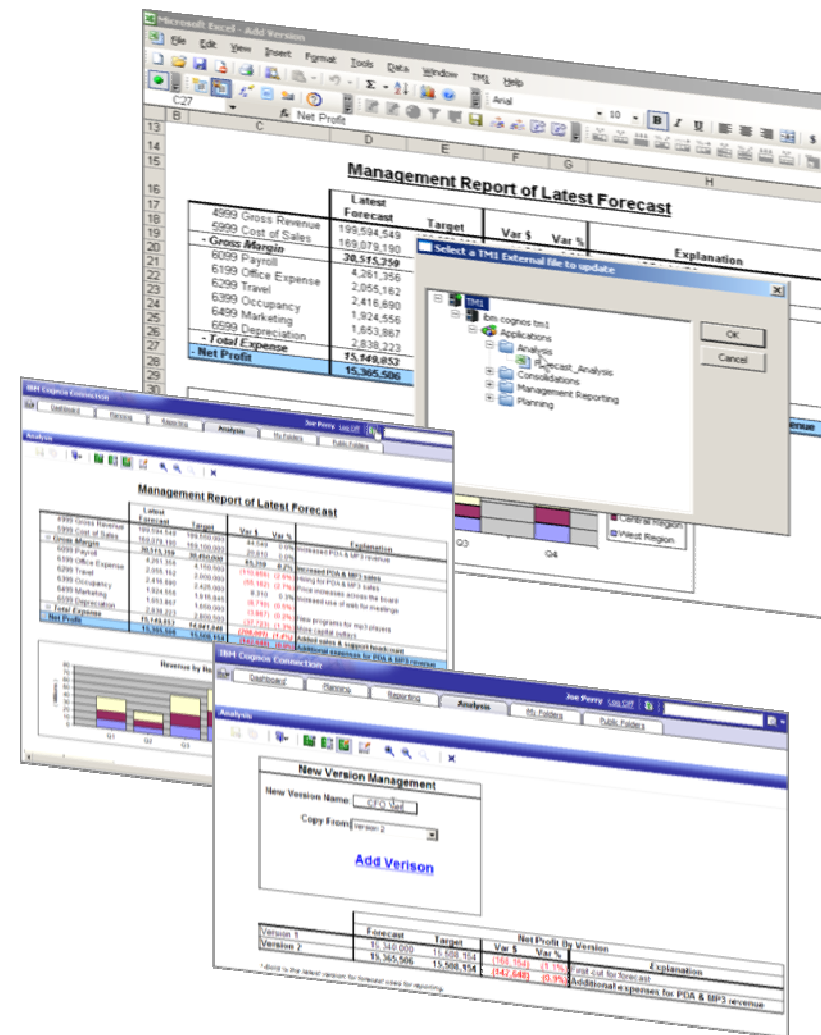
IBM Cognos TM1 Excel Based Contribution

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.

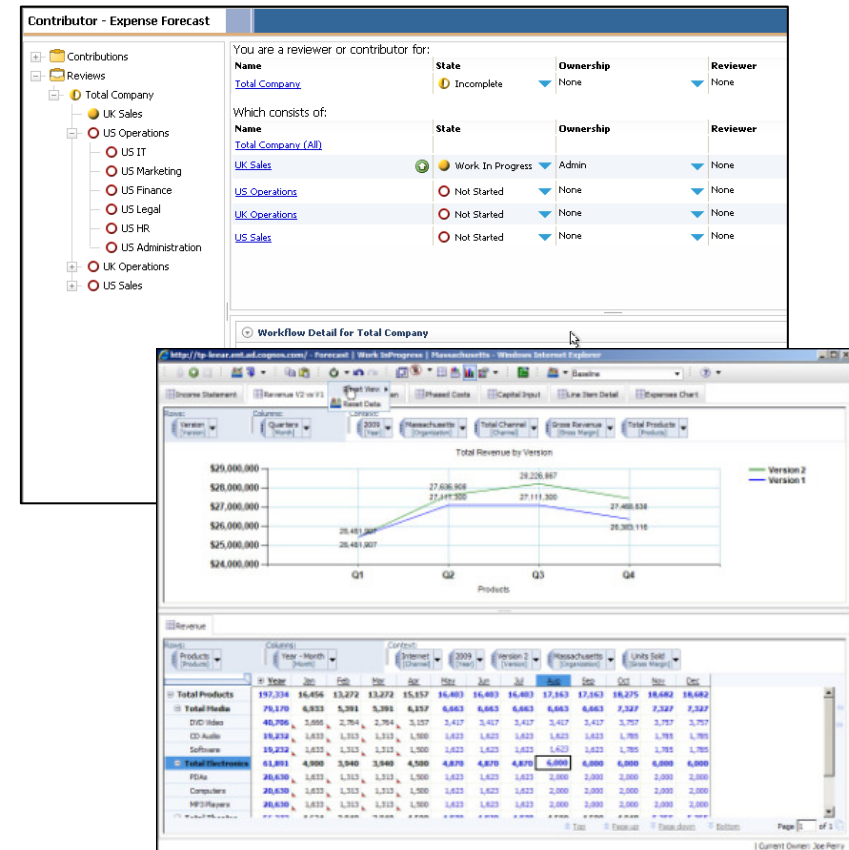
Cognos TM1 Active Forms

- 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



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



Managed Contribution

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

The screenshot displays the 'Application Definition Tool' interface. The main window shows a workflow with four numbered steps: 1. Define Contributor Views, 2. Select an Approval Hierarchy, 3. Deploy the Application, and 4. Define Security. The 'Design' pane on the left shows a tree structure of TM1 objects, including 'Expense Forecast' and 'Approval'. The 'TM1 Objects' pane shows a list of objects from a TM1 Server. The 'Contributor - Expense Forecast' pane shows a table of contributors and their states.

Name	State	Ownership	Reviewer
Total Company	Incomplete	None	None
Which consists of:			
Name	State	Ownership	Reviewer
Total Company (All)	Work In Progress	Admin	None
UK Sales	Not Started	None	None
US Operations	Not Started	None	None
UK Operations	Not Started	None	None
US Sales	Not Started	None	None

Workflow Detail for Total Company

Current state: Incomplete

At least one item belonging to this item is **Not started**, and at least one other item is in a state of **Work In Progress**. Data in this state was aggregated. The **Incomplete** state applies only to review approval items.

Changed time: June 15, 2009 8:26:21 AM EDT
 Changed by: Admin
 Viewed: yes
 Reviewed: no

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Thank YOU

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