

*Male:* Welcome to an IBM Cognos Express Midsized Analytic Success Story Video. In this video, IBM and PREDICTif Solutions an IBM Premier Business Partner speak with Jay Krishnamurthy, Vice President of IT in J.B. Poindexter Company, Incorporated, a diversified global manufacturing company with subsidiaries engaged in transportation and industrial products. Recently J.B. Poindexter decided to upgrade their diverse and separate business intelligence systems by implementing IBM Cognos Express and utilizing PREDICTif's services and have already seen remarkable results including annual hardware and software savings of \$75,000.00, over 100 percent productivity increases from their businesses and 200 percent reduction in report and giving management at J.B. Poindexter & Company more time more time to make critical business decisions regarding product-line costs and margins and forecasting. Let's listen as Jay candidly describes the company's challenges.

*Jay Krishnamurthy:* You know, this company, J.B. Poindexter & Co has grown through aggressive acquisitions over the past several years and in addition to our organic internal growth. We have a pretty decentralized organizational structure. We have six different business units and a corporate team and the six different business units pretty much operate autonomously and they're in very different industrial verticals dealing with very different product lines and customers and all of that so gaining the detailed insight into the financial and operational conditions of the business units is a very big challenge right now because they're also using different ERP systems as well. You know we had a pretty manual and laborious consolidation of budgeting process, you know, hundreds of spreadsheets, extremely time-consuming and laborious and comparisons to actuals versus prior years, et cetera, you know? It was very difficult.

*Male:* J.B. Poindexter purchased IBM Cognos Express Software and Services from PREDICTif Solutions. Let's hear why.

*Jay Krishnamurthy:* And that goes a long way. You don't really need a technical background or a technical expertise to use Cognos. Hey, it's got great financial performance management tools; it's got great dashboarding solutions. The reporting in Cognos Express is awesome, you know, the score-carding, the planning, the budgeting process, you know? All four processes have worked very well with Cognos and I think from a general perspective after being an industry and using a lot of **BI Solutions**, you know the total cost of ownership of Cognos Express, in terms of just the

purchase, the installation and the implementation is probably one of the lowest I've seen.

*Male:* IBM Cognos Express has also lead to other business improvements, including empowering end users with reporting abilities as well as allowing management to forecast risks and react accordingly.

*Jay Krishnamurthy:* They are now able to feel the pulse of their business in near real-time, you know? Look at good performers, look at under performers, look at where there are major issues, risks and address them in a timely manner than they've ever been able to in the past and so, actually, if you're winding up having a part of the reason we're going to wind up having a fantastic year this year is our ability to look at information in the future and act today.

*Male:* In fact not only is J.B. Poindexter saving significantly by reducing unnecessary yearly hardware fees, they are also significantly increasing productivity.

*Jay Krishnamurthy:* So if you see an increased cost savings, you know, at least 50 to 75k just in hardware and software. We've seen, you know, at least 100 to 125 percent increase in productivity and we've been able to cut down the times that we used to spend in manual and laborious processes because now we have automated calculations, automated consolidations and automated flash reports and so on, we're able to deliver a better application to end users. I think that the percent increase there is easily over 200 percent.

*Male:* The story gets particularly interesting here as Jay describes J.B. Poindexter's positive relationship with PREDICTif, including helpful guidance and wealth of technology expertise.

*Jay Krishnamurthy:* Predictive Solutions has been known for its strong expertise in delivering capabilities in business intelligence solutions and services. You know in our case, PREDICTif employed well-tenured professional and knowledgeable Cognos consultants who worked with our internal team and delivered a solution that we're all quite pleased with. In fact the project ended up, at least the Phase 1 of the project has ended up being both ahead of the planned schedule and right on budget. Now from a customer-service standpoint, I should tell you their customer service has been exemplary. You know their leadership was involved in the project from Day 1 and they participated in every key project management meeting and, in short, the resource quality was high,

performance was high and they made every effort to make sure that we received the appropriate delivery team.

*Male:* That wraps up today's video. Thank you to Jay Krishnamurthy, J.D. Poindexter & Company and PREDICTif Solutions, an IBM Premier Business Partner.

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