

Special Message to IBM Cognos Planning Customers

Welcome to the Champions Kit for customers who use any or all of our planning and financial analytics solutions. For those of you focused on increasing the value of your investment, this offering on the IBM Cognos® website is just the ticket to achieving greater success and value with your existing IBM Cognos planning deployments and related initiatives.

The past two years have been challenging as organizations try to manage their businesses in a period of uncertainty, facing ebbing external forces and internal obstacles to resource deployments to maximize top and bottom-line performance. From IBM's recent 2010 CFO study, we find that 70 percent of CFOs claim to be taking a more prominent role in decision making beyond the traditional financial role, including strategy development, risk management and other enterprise-level areas.¹ Yet these same CFOs admit to significant gaps in their ability to deliver on this expanded strategic enterprise agenda, particularly in their ability to measure and monitor business performance. The study also found that companies that invest in business insight capabilities are better able to anticipate and react to external forces. These capabilities include the need for deep financial analytics capabilities, greater effectiveness of their people and the deployment of common analytical platforms, such as a common planning system.

Enterprise cost reduction management



Selection of key performance indicators



Capital asset management



Risk management



Prioritization of resource allocation



Strategic revenue planning



Business model innovation



Information management strategy



● Advisor (provides analysis and insight) ● Decision maker (creates the plan)

The Cognos Planning evolution

Consider the capabilities in these Cognos Planning releases, especially the latest version, 8.4.1, that can help you close gaps in your planning process and business performance:

- **Cognos Planning Series 7 Version 3** includes *distributed administration capabilities*, *component-based planning* and *a uniform user experience* so that users can capitalize on their expertise in planning, reporting and analysis and scorecarding.
- The threshold release **Cognos 8 Planning Version 8.2** eases the way to more complex planning applications by *integrating with Cognos 8 Business Intelligence*, enabling *data import from multiple sources*, including the SAP® Business Information Warehouse application, and providing improved security. It allows for shared infrastructure with *a single interface* and provides additional *process accelerators* for finance and line of business operations.
- **Cognos 8 Planning Version 8.4** includes *a new contributor client* with drill-down capabilities and slicing and dicing of cubes for analysis, sophisticated modeling, *a publish process*, *performance improvements* and reduced deployment effort. With native integration with Cognos 8 Business Intelligence, plans are accessible in real time to accelerate reporting, analysis and dashboarding.
- **And now today: [Cognos 8 Planning Version 8.4.1](#)**, which was just made available on April 27, 2010, adds the following value:
 - IBM Cognos 8 Mashup Service
 - Expansion of Enterprise Planning Licensing. Customers with the Enterprise Planning Licensing can now enhance their current planning environment with:
 - On-demand what-if scenario analysis
 - A data mart for financial analytics and reporting
 - Extended planning and analysis in operations
 - The ability to model with significantly higher data volumes
 - Conformance updates for Firefox 3.5 and 3.6, Microsoft® Internet Explorer® 8 and Windows® 7

To make the most of your Cognos Planning solution and educate your colleagues about the importance of your initiatives:

- Consider the processes that you could improve using the Value Impact Profiles for Planning and Financial Analytics
- Complete an assessment of the current state of your planning.
- Examine the more than 70 [Performance Blueprints](#) created by the [IBM Cognos Innovation Center for Performance Management](#) to help you better integrate planning, forecasting and financial analytics/profitability analysis into functions in your organization—all at no additional charge to existing Cognos Planning customers.
- Take a [PM Experience Workshop](#) to discover the potential of performance management for your organization.

Thank you for visiting and if you have any questions or content suggestions, please contact us at champkit@ca.ibm.com.



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¹ The 2010 IBM Global CFO study surveyed more than 1,900 senior finance worldwide.

