



---

## Highlights:

Time and time again, Enterprise Planning and Analysis solutions powered by IBM Cognos® provide greater business performance transparency with specific results such as:

- Planning, reporting, forecasting cycles reduced by 75% on the average
  - Reporting times collapsed from days to minutes or seconds
  - ROIs in months
  - Cost reductions in accounting and shared services
  - Labor costs reduced by millions a year
- 

# What are you waiting for?

*Achieve first-rate business results and ROI with enterprise planning, budgeting and analytics solutions*

If you have any doubt about moving forward today with a planning and analysis solution, pause for a moment to ponder the lost opportunities and profitability by not doing so. And conversely, if your planning processes drain resources and are inefficient, does waiting to acquire a solution help alleviate loss or exacerbate it, driving your results further and further into the vortex of red ink?

Now consider this:

APQC and the Beyond Budgeting Round Table recently reported that organizations using commercial or internal applications are 59% more likely than spreadsheet users to land within 5% of planned targets.<sup>1</sup>

According to a 2008 report from The Hackett Group, to survive tough economic times, it is imperative that companies have reliable forecasting mechanisms that anticipate future demand and sales.

Hackett stated that their research indicates that “Effective enterprise planning is highly correlated to overall financial performance. The ability to anticipate demand not only facilitates the forecasting of sales-generated operating cash, it also allows for appropriate adjustment of underlying cost structures to businesses’ activity levels.”<sup>2</sup>

When you can fix your planning, budgeting and forecasting problems, you realize not only gains in efficiencies but also enhanced strategy decision-making and best practice behaviors. With driver-based plans for continued insight and the ability to plan business strategy and tactics, you can anticipate change, opportunities and trends. Business leaders can quickly analyze and forecast the impact of changes as they occur, counteracting the effects of a difficult economy and competitive challenges.

1 “Charting the Course in Stormy Seas: Planning and Forecasting in Turbulent Times,” by APQC and Beyond the Budgeting Round Table, 2009, p. 3.

2 Wayne Mincey, Michel Janssen and Karlo Bustos, “Urgent and Precise Action Will Determine Winners and Losers in Today’s Economic Turmoil.” The Hackett Group, 2008.



Specific immediate benefits include efficiencies in planning time, a single source for planning-related data and greater time available for analysis. Higher order paybacks are:

- Greater insight into KPIs for all business departments or units
- Visibility into strategic profit-improving actions
- Improved forecasting
- Effective use of resources
- Reductions in expenses
- Improved working capital.

By expanding effective planning and analysis beyond finance to sales, operations, HR, IT and service, companies continue to find efficiencies and improve profitability, the recipe necessary for long-term success.

Enterprise Planning and Analysis solutions powered by IBM Cognos 8 are uniquely suited to supporting timely, reliable forecasts and plans with key analysis, modeling, and contribution capabilities, paving the way to intelligent choices and optimized business.

Some of the successes realized by customers using IBM Cognos planning and analysis solutions are summarized here.

---

*IBM business analytics and performance management customers report reductions in planning cycles by 75% on the average and reporting dropping from days to minutes.*

---

Blue Mountain Ski Resort:

- ROI: 1822%
- Payback: 1 month
- Reduced labor costs by \$2.5 million per year
- Eliminated excess inventory

Source: “i65 - ROI Case Study - IBM Cognos TM1: Blue Mountain Resorts,” Nucleus Research, May 2008

Envision Credit Union:

- ROI: 178%
- Payback: 7 months
- Improved productivity
- Reduced accounting costs

Source: “j46 - ROI Case Study - IBM Cognos TM1: Envision Credit Union,” Nucleus Research, December 2008

Kansas City Southern:

- DSOs down to 30 from 70 days with \$100 million cash in hand
- Quarterly month-end closing reduced from 30 to 5 days
- Reduction in external auditing fees

Metcash:

- Twenty percent reduction weekly in shared services
- Budgeting cycle reduced by two weeks for Campbell’s Cash and Carry division
- Estimated reduction in reporting time from 10 minutes to seconds

Becker Underwood:

- Forecasting rates improved by 10% to 15%
- Forecasting now on a rolling 12-month basis
- Reduction in inventory
- Elimination of hundreds of redundant reports

Guinness Anchor Bhd:

- Reduced planning cycle; reports in less than one day versus five
- Planning cycle time significantly reduced from three months to two weeks
- More time for revenue-generating work such as special promotions, new product branding

Ryerson, a steel products distributor:

- Annual ROI of 63% on investment with 1.6 years payback
- Company accountants are 20% more productive
- Daily sales and monthly financial reports for finance, sales and marketing

Denver Water:

- On a daily basis, an engineer can adjust the timing of the dollars and finance can get a real-time forecast at any time.
- Eight weeks to the Phase 1 rollout

CiCi's Pizza:

- Budgeting tasks in minutes rather than days; forecasts in fraction of previous time
- “We can now run through a few ‘what-if’ budget scenarios in a day and be prepared for questions we think management and investors will ask”

DHL Global Forwarding:

- Top-to-bottom budget completed now in one month versus three.
- Every hour 100,000+ records automatically downloaded to produce a consolidated view of KPIs in less than two minutes versus previous three hours to complete.

For more information, visit:

<http://www-01.ibm.com/software/data/cognos/financial-performance-management.html>



---

© Copyright IBM Corporation 2010

IBM Canada  
3755 Riverside Drive  
Ottawa, ON, Canada K1G 4K9

Produced in Canada  
February 2010  
All Rights Reserved.

IBM, the IBM logo, [ibm.com](http://ibm.com) and Cognos are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at: [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml).

Other product, company or service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.



Please Recycle

---