

# IBM Finance Forum 2011

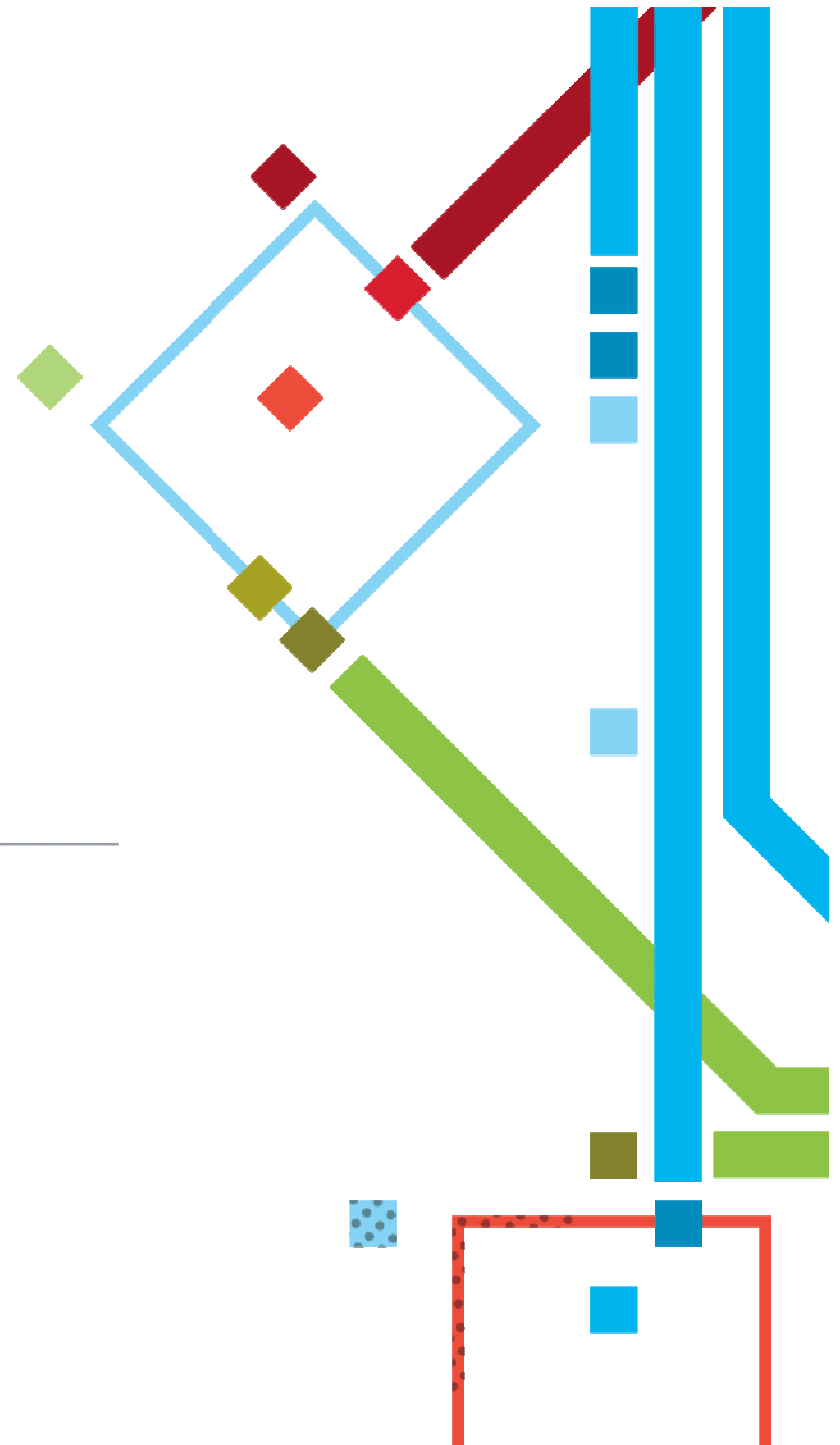
Anticipate and shape business outcomes

## Transforming finance through analytics

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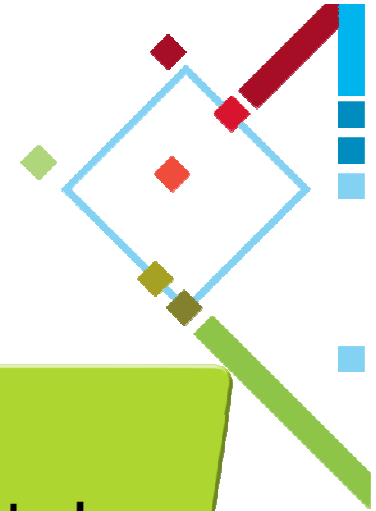
Nick Anderson

IBM Business Analytics



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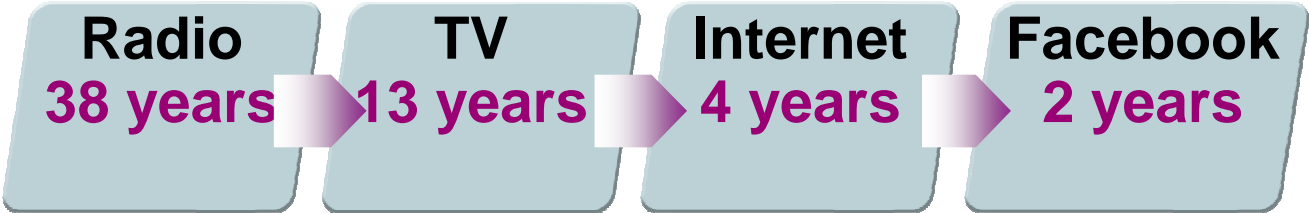
## Businesses are challenged by rapid change

**2 out of 10** of the largest companies in the world in 2000 remain on that list today

Supplier lead time is **62% faster** than just two years ago

Today's online business cycles are **3 - 7 times shorter**

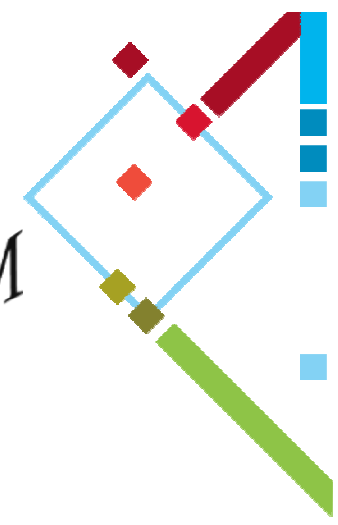
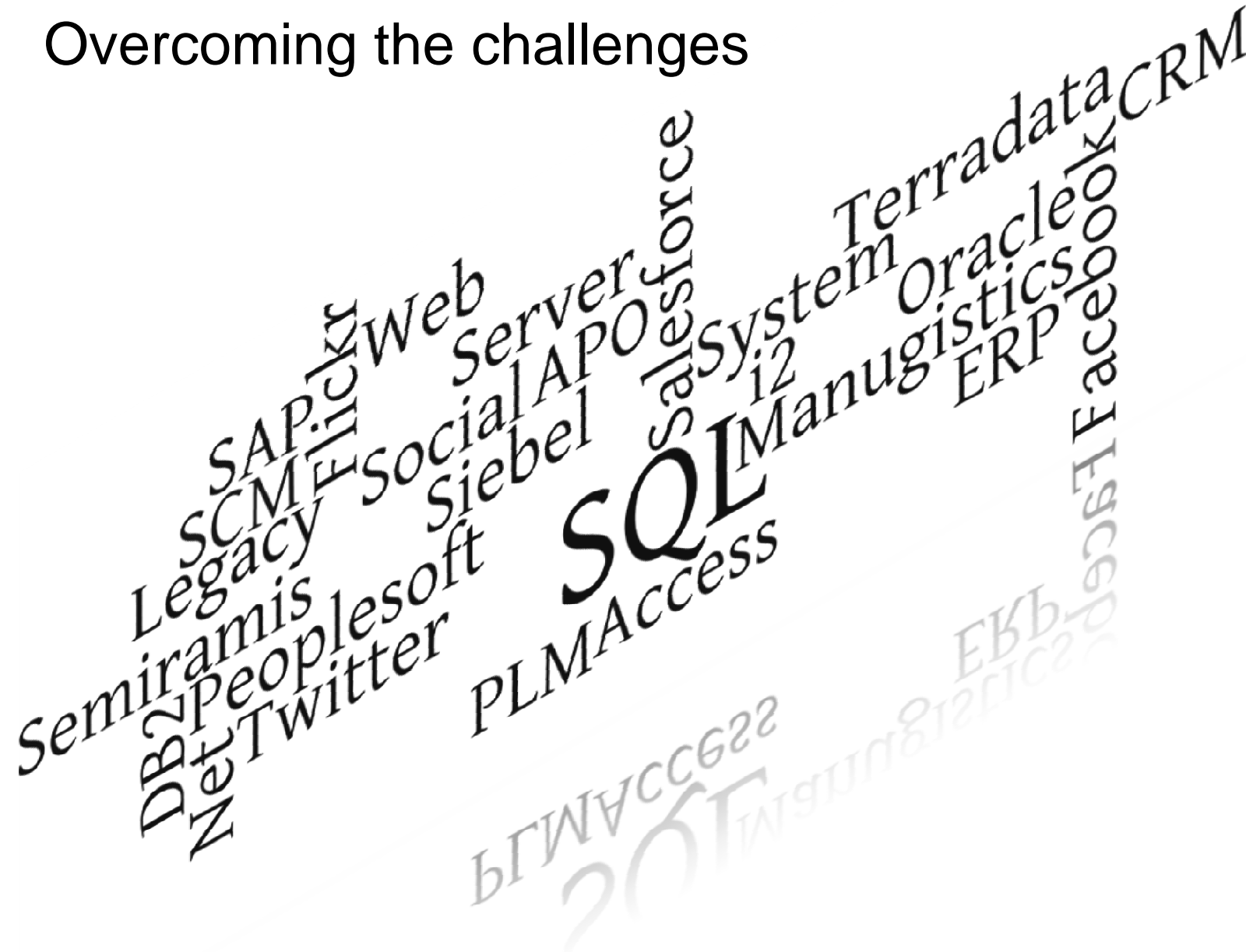
Years to reach 50M users:



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## Overcoming the challenges

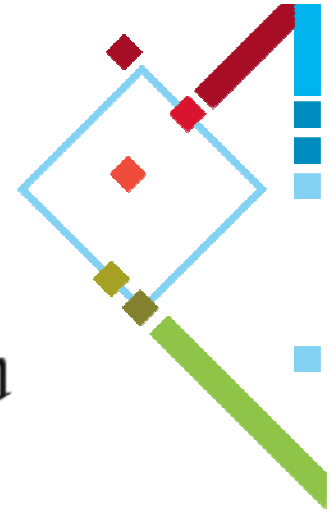


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## Overcoming the challenges

Process Sales  
Financial Statements  
Budget  
Strategic Plan  
Forecast Initiatives  
Monthly Package  
Demand  
Close Process  
Profitability Analysis  
Headcount Plan  
Operational



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**Better**  
**outcomes**



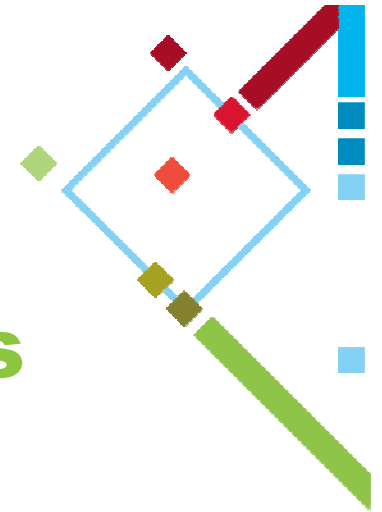
**Smarter**  
**decisions**

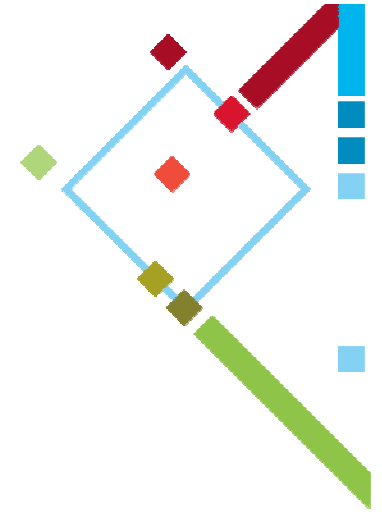


**Actionable**  
**insights**

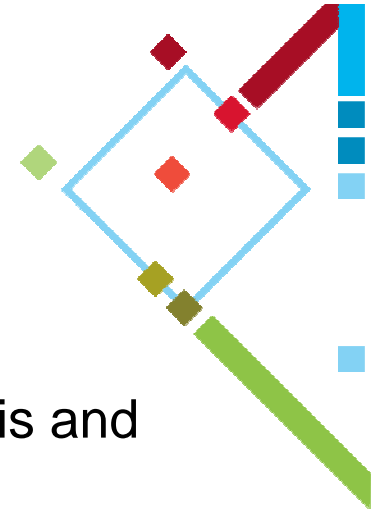


**Relevant**  
**information**

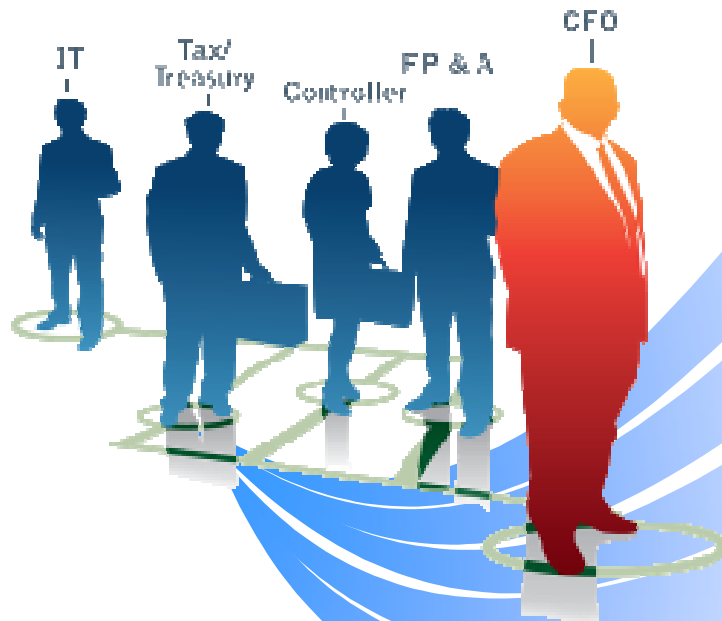




The more you infuse  
**analytics** into all areas of  
your business, the more  
**your business can**  
**outperform** its competitors.



## Addressing critical processes in finance



Planning, Analysis and Forecasting

Profitability Modeling and Optimization

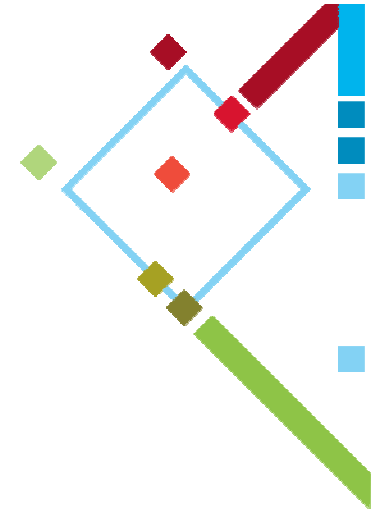
Close, Consolidation, and Reporting

Performance Reporting and Scorecarding

Governance, Risk, and Compliance

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Common  
reporting &  
planning

# ANOTHER MEETING ?



# IBM Cognos Business Insight


 Create New

 Open Existing



## Favorites



To add a favorite, use the add to favorites button  in the application bar, or use the right-click menu on items in the content pane.

## How-to Videos

[Show all videos](#)



**Customize your Dashboard**  
How to easily customize your dashboard style



**Set your Preferences**  
How to easily set your preferences

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Scenario &  
predictive  
analytics

## How can we

...improve profit?

## What strategies

...maximize revenue growth?

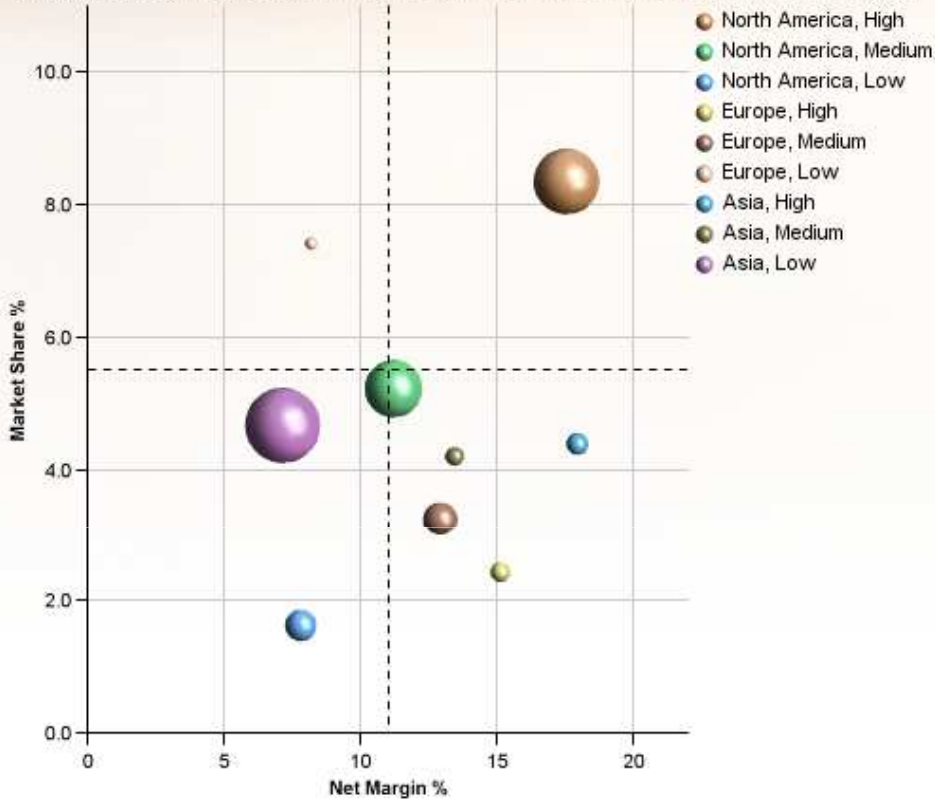
## What's our

...best investment strategy?



# Worldwide Market Segmentation

Market Size, Margin % & Share by Customer Segments & Geography



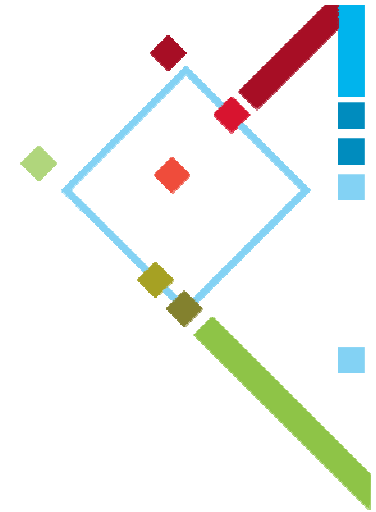
Rows: Segments [Segments] 1 Columns: Market Strategy Calc [Market Strategy Calc] Context: 2011 [Years] 2

		Market Size	Market Share	REVENUE
High	TOTAL PRODUCT LINES	838,252,449	6.8	57,2
	Alpha	220,436,346	5.1	11,2
	Charger	386,834,811	6.8	26,3
Medium	TOTAL PRODUCT LINES	872,920,086	4.5	39,2
	Alpha	355,072,464	3.6	12,4
	Charger	324,773,871	5.9	19,0
	TOTAL PRODUCT LINES	953,429,646	4.1	38,2
	Alpha	823,343,847	3.2	26,1

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## New IBM Business Analytics Acquisitions



Leading Provider of Enterprise GRC Platforms\*

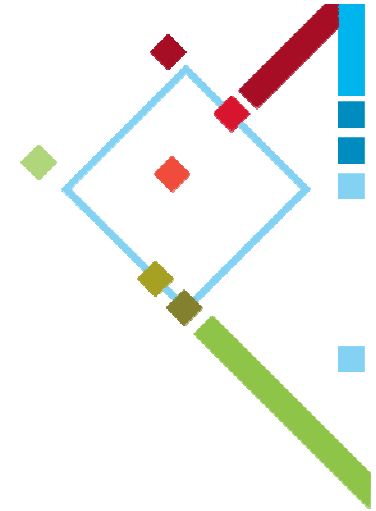
*plus*



Fastest Growing CPM Vendor\*

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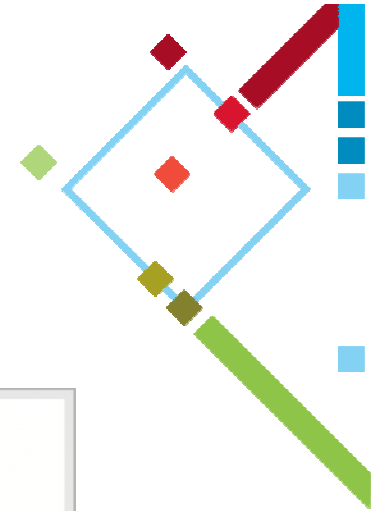
## Manual processes dominate financial close



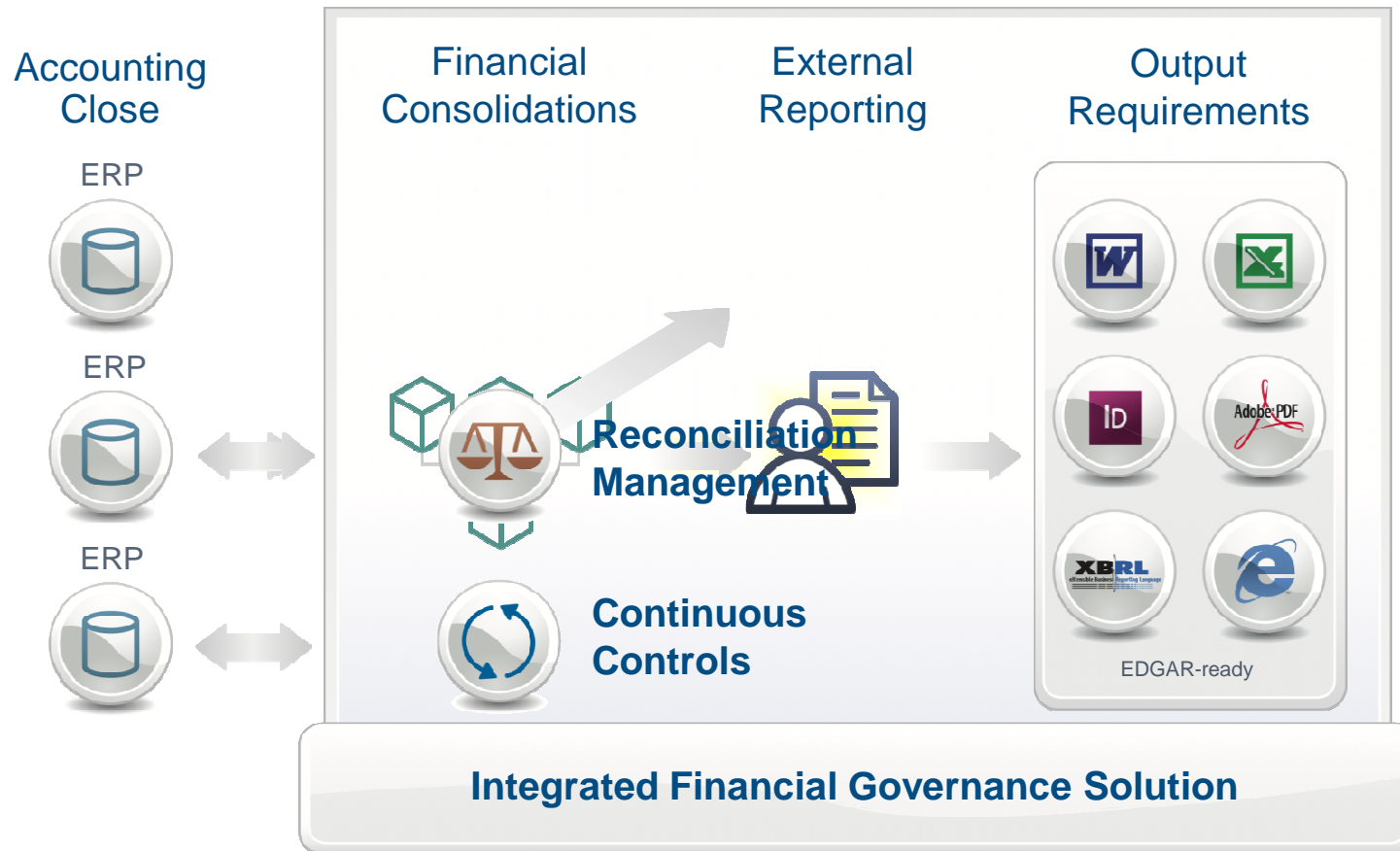
Risk of errors, late filing, insider leaks, noncompliance

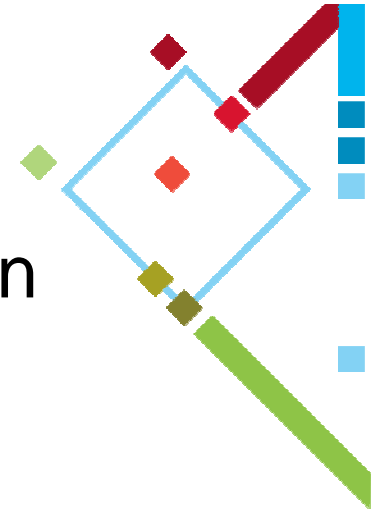
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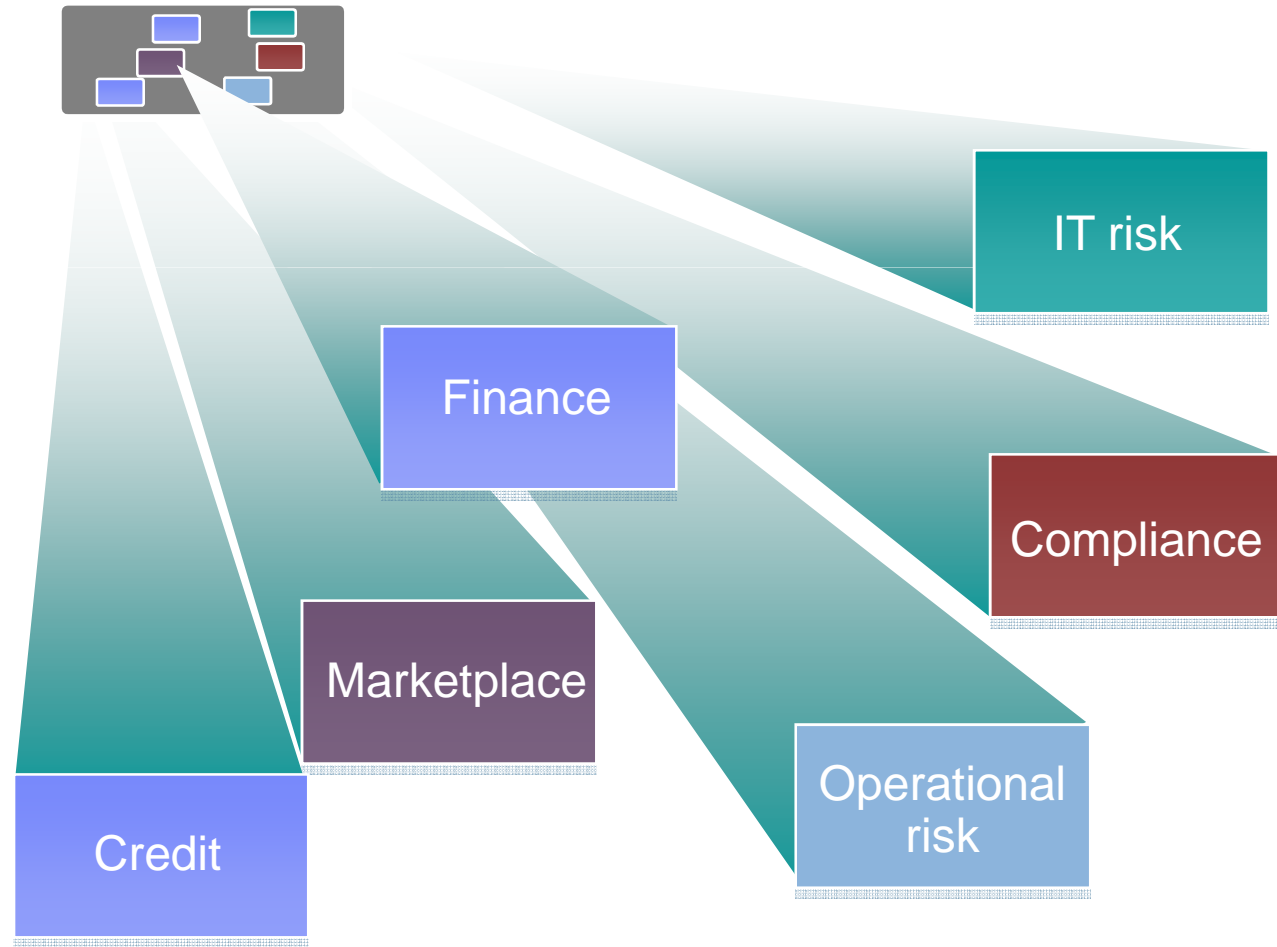
## Integrated financial governance





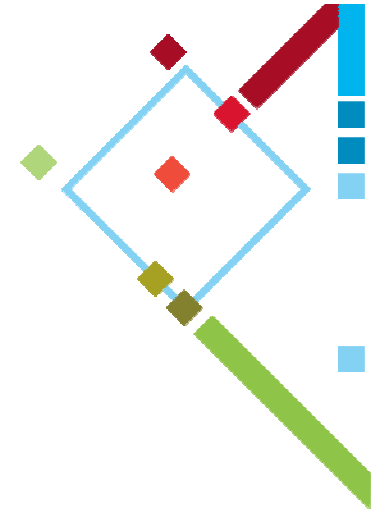
## Struggle with fragmentation of risk information

**CEO, CRO, CFO**



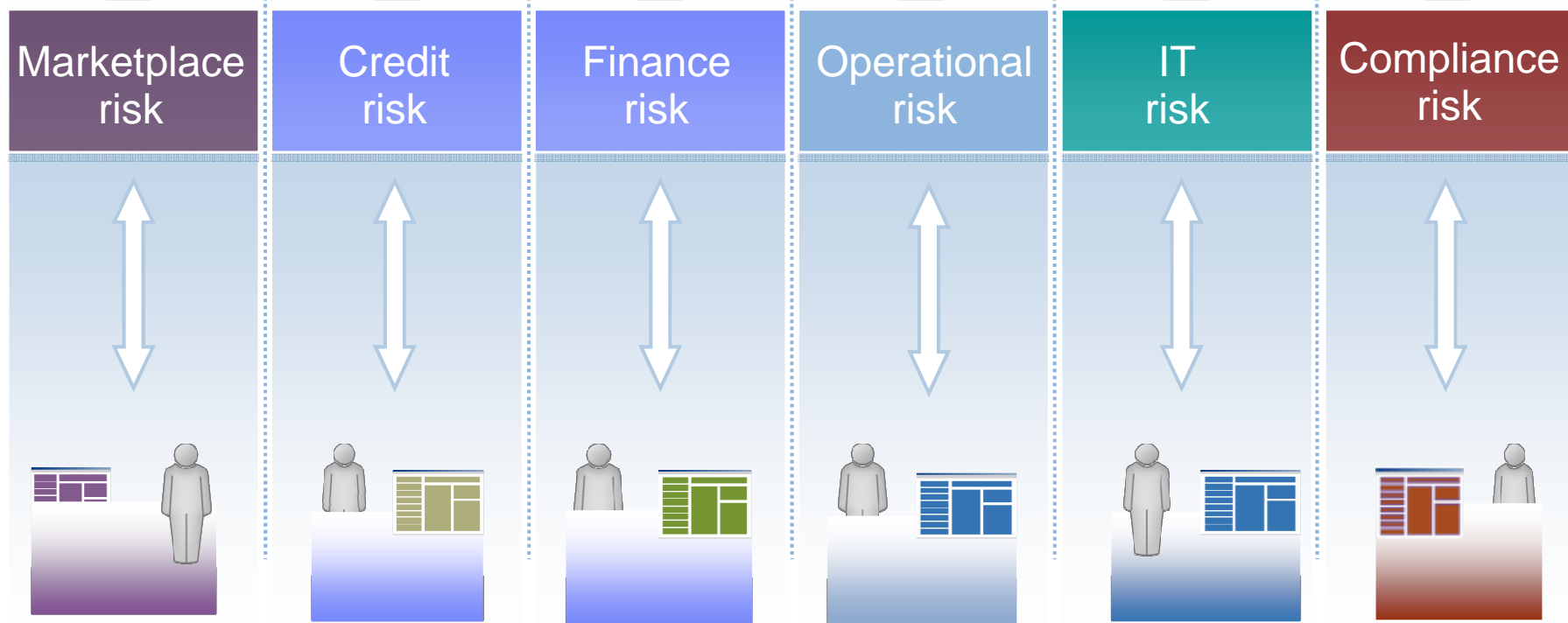
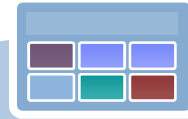
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## Integrated approach facilitates transparency

**CEO, CRO, CFO**





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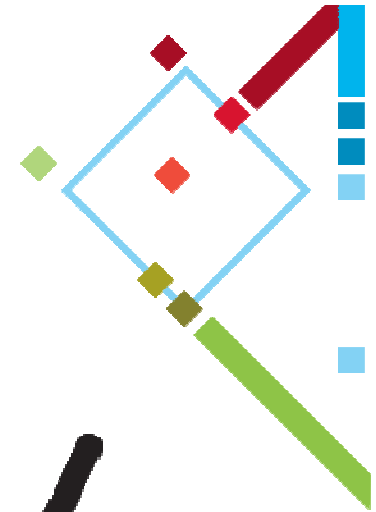
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## An exceptional business analytics partner



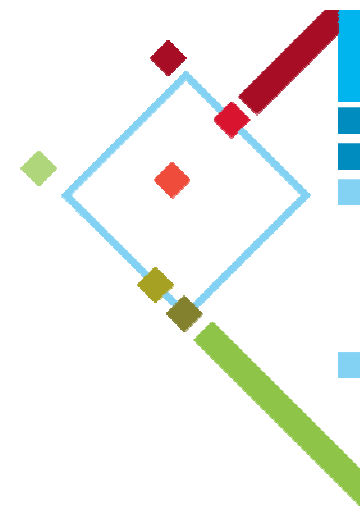
## Transforming finance through analytics

- Analytics-driven organizations outperform
- Finance is a catalyst for higher performance
- Count on IBM to be your ultimate provider:
  - Software and systems
  - Services
  - Global financing



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# Thank you

