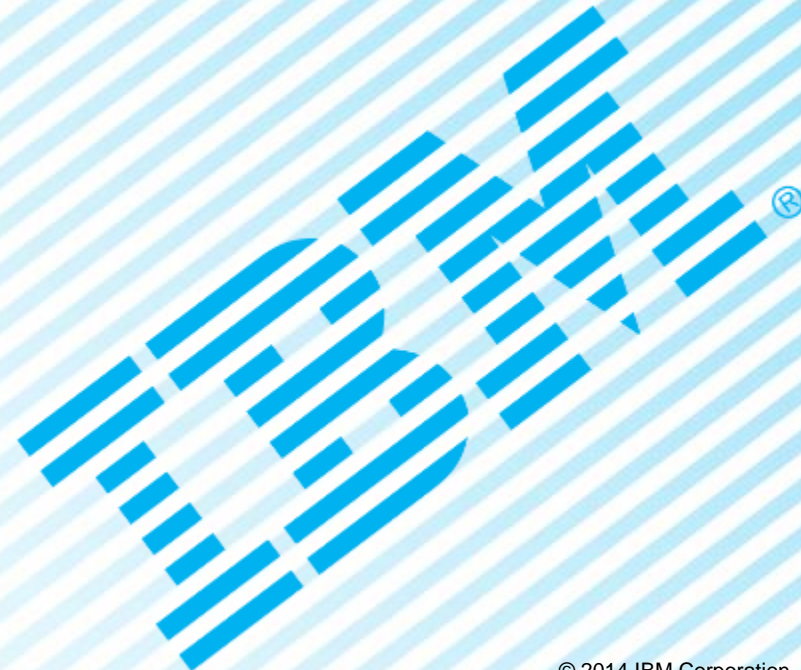


# New innovations in IBM Cognos TM1 for Planning, Analysis & Scorecarding

Enabling better decisions to drive better outcomes  
with performance management

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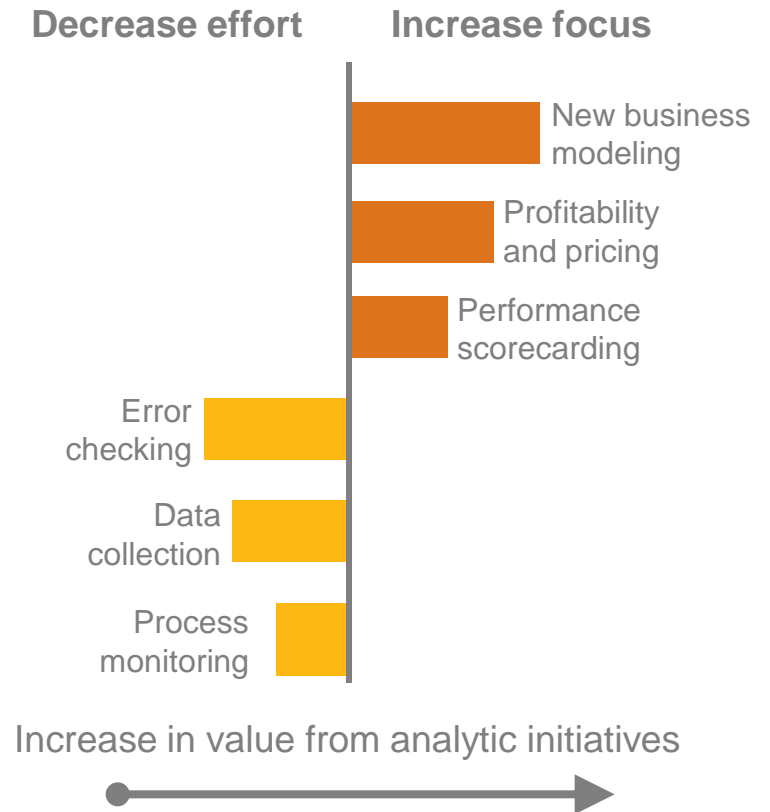


# 1994



## What we've heard

- Organizations need a performance management solution that provides a line of sight to improve outcomes.



# Financial and operational performance management



Transform the system of engagement



Integrate finance and operations performance management



Infuse scenario and predictive intelligence

## Guided business processes, mobile, collaboration



Planning, budgeting and forecasting



Profitability modeling and optimization



Scorecarding and strategy management



Management and performance reporting

## Predictive intelligence and scenario analytics

## How do we do this?

### 1 Transform the system of engagement



- Drive participation and greater frequency in performance management processes
- Support continual, dynamic collaboration with social and mobile advances
- Guide business process engagement with task lists to help reduce alert overload

### 2 Integrate finance and operations performance management



- Link operational models and plans with financial forecasts
- Monitor strategy execution to more quickly identify performance gaps
- Assemble performance reports more quickly to drive understanding

### 3 Infuse scenario and predictive intelligence



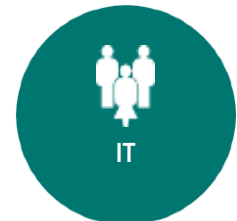
- Leverage available data to drive predictive intelligence into forecasts and profitability models
- Enable more rapid simulation and scenario analytics across the enterprise

# Transform the system of engagement



Help ensure tailored user experiences and keep people in the loop, even when on the go

- User experiences support a variety of user needs across the web, desktop and spreadsheet.
- Drive participation and greater frequency in performance management processes
- Guide business process engagement with task lists to help reduce alert overload
- Blend social collaboration and guided business processes with mobile devices into a collaborative performance management process evolution



# Support continual, dynamic collaboration with social and mobile advances—virtually anytime, anywhere

## Guided business processes

Personalized task lists highlight priorities and walk users through processes step by step to highlight important, time-sensitive tasks and help improve efficiency

## Focus on collaboration

Act upon insights by more easily collaborating and sharing data analysis with almost anyone, almost anywhere to build consensus around business decisions

## Mobile enabled, cloud deployable

Activity streams alert you to changes and collaborative insights as they occur across the enterprise; prioritized tasks can be acted upon sooner



<http://www.youtube.com/watch?v=FqORBjtaRtY>

# IBM redefines the workspace for task-based navigation, activities, collaboration and metrics

The screenshot displays the IBM Concert interface for 'SG&A Expense Planning'. The main area features a data table with columns for 'ACCOUNT', 'Trend', and 'Base Plan Y2008' for months Jan, Feb, Mar, and Apr. The table is categorized into Compensation, Employee Expense Drivers, Operating Expenses, and Allocated Expenses. A sidebar on the right contains a 'Conversations' panel with user avatars and messages, and a 'Where should we focus?' poll with a bar chart showing 20 votes for Financial Services, 8 for Healthcare, and 4 for Manufacturing.

ACCOUNT	Trend	Base Plan Y2008 Total	Base Plan Y2008 Jan	Base Plan Y2008 Feb	Base Plan Y2008 Mar	Base Plan Y2008 Apr
<b>Compensation</b>						
#Employees		9	7	7	7	8
Salary		748,475	59,558	59,558	59,558	65,808
Other Payroll		185,412	12,764	12,764	12,764	15,149
Payroll Taxes		76,074	76,074	76,074	76,074	8,397
<b>Compensation Sub-Total</b>		<b>1,010,961</b>	<b>78,906</b>	<b>78,906</b>	<b>78,906</b>	<b>89,355</b>
<b>Employee Expense Drivers</b>						
<b>Employee Expense Sub-Total</b>		<b>14,524</b>	<b>1,001</b>	<b>967</b>	<b>987</b>	<b>1,128</b>
<b>Operating Expenses</b>						
Advertising		25,890	850	775	575	4,522
Public Relations		30,090	2,800	2,600	2,500	2,600
<b>Promotional Goods</b>		<b>25,000</b>	<b>2,083</b>	<b>2,083</b>	<b>2,083</b>	<b>2,083</b>
<b>Promotional Materials</b>		<b>8,850</b>	<b>4,000</b>	<b>4,000</b>	<b>234</b>	<b>550</b>
Computer Supplies		4,670	1,175	1,150	1,275	445
Consulting		35,050	12,170	12,170	3,421	1,784
Phones		5,500	542	542	542	542
Travel		6,090	500	500	500	500
Rent		25,000	2,083	2,083	2,083	2,083
<b>Operating Expense Sub-Total</b>		<b>171,900</b>	<b>27,216</b>	<b>27,216</b>	<b>14,689</b>	<b>16,104</b>
<b>Allocated Expenses</b>						
Allocated Finance Expense		275,443	25,058	24,886	25,072	26,028
Allocated Manufacturing Expense		91,088	5,781	8,437	6,438	7,599
Allocated Distribution Expense		356,061	32,407	32,183	32,410	32,353
Allocated IT Expense		176,888	16,090	16,090	16,090	16,091
Allocated Admin Expense		345,584	27,217	27,217	27,217	28,829
<b>Allocated Expense Sub-Total</b>		<b>1,245,075</b>	<b>106,564</b>	<b>108,823</b>	<b>107,225</b>	<b>109,300</b>
<b>TOTAL EXPENSES</b>		<b>2,442,529</b>	<b>214,687</b>	<b>216,769</b>	<b>202,807</b>	<b>216,487</b>



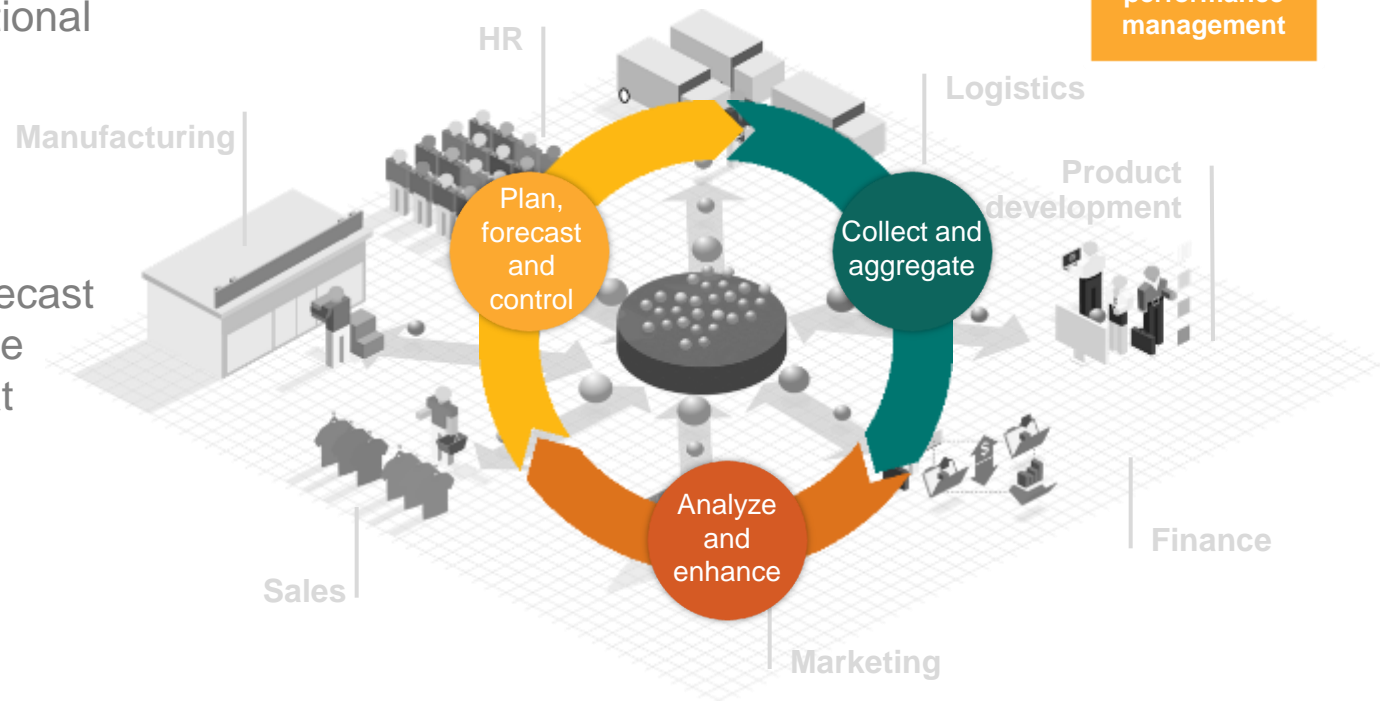
# Integrating financial and operational planning is the bedrock of performance management excellence



Integrate  
finance and  
operations  
performance  
management

## IBM advantage

- Financial and operational planning in a single application
- Dynamic, real-time forecasting
- Ability to capture forecast data from virtually the entire organization at required levels
- Integrated reports, dashboards and scorecards



# Integrate finance and operations performance management

**Planning, analysis, forecasting and scorecarding in one platform to span finance and operations**

## Strategy and activity driver-aligned organization

- Campaign scorecards
- Promotion plans
- Customer and product profitability
- Revenue plans

- Sales dashboards
- Sales forecasts
- Incentive compensation
- Quota plans
- Territories
- Sales channels

- Operational KPIs
- Strategy and operations plans
- Capacity and inventory plans
- Product allocation
- New products

- Workforce KPIs
- Headcount plans
- Salary and compensation
- Staffing plans
- Training and development

- Enterprise scorecards
- Strategic financial plans
- Profit and loss
- Balance sheets
- Cash flow



Marketing



Sales



Operations



HR



Finance

## Predictive analytics enables organizations to better understand their data, surfacing insights that drive better results

- Traditionally, Predictive Analytics has been restricted to organizations with advanced statistical and/or programming skills
- Lack of integration with financial models
- Enable the discovery of key insights, patterns and trends in data that can be used to enhance business decisions
- More accurate forecasts

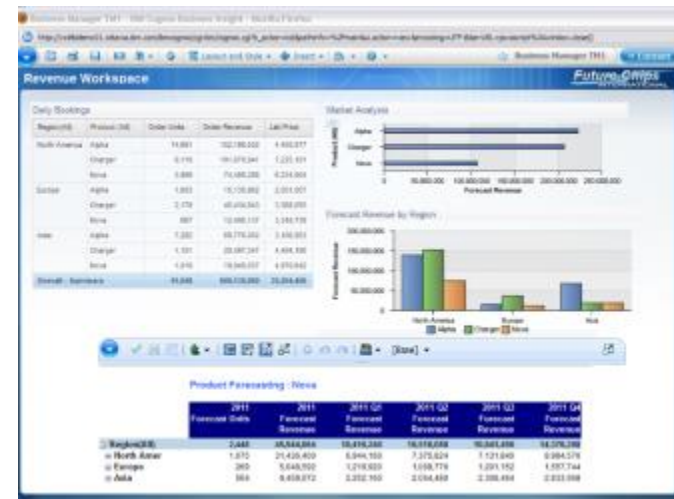


# Scenario analytics

- Best case/worst case
- Multiple scenarios
- Large data sets – real-time response
- Update data and structures



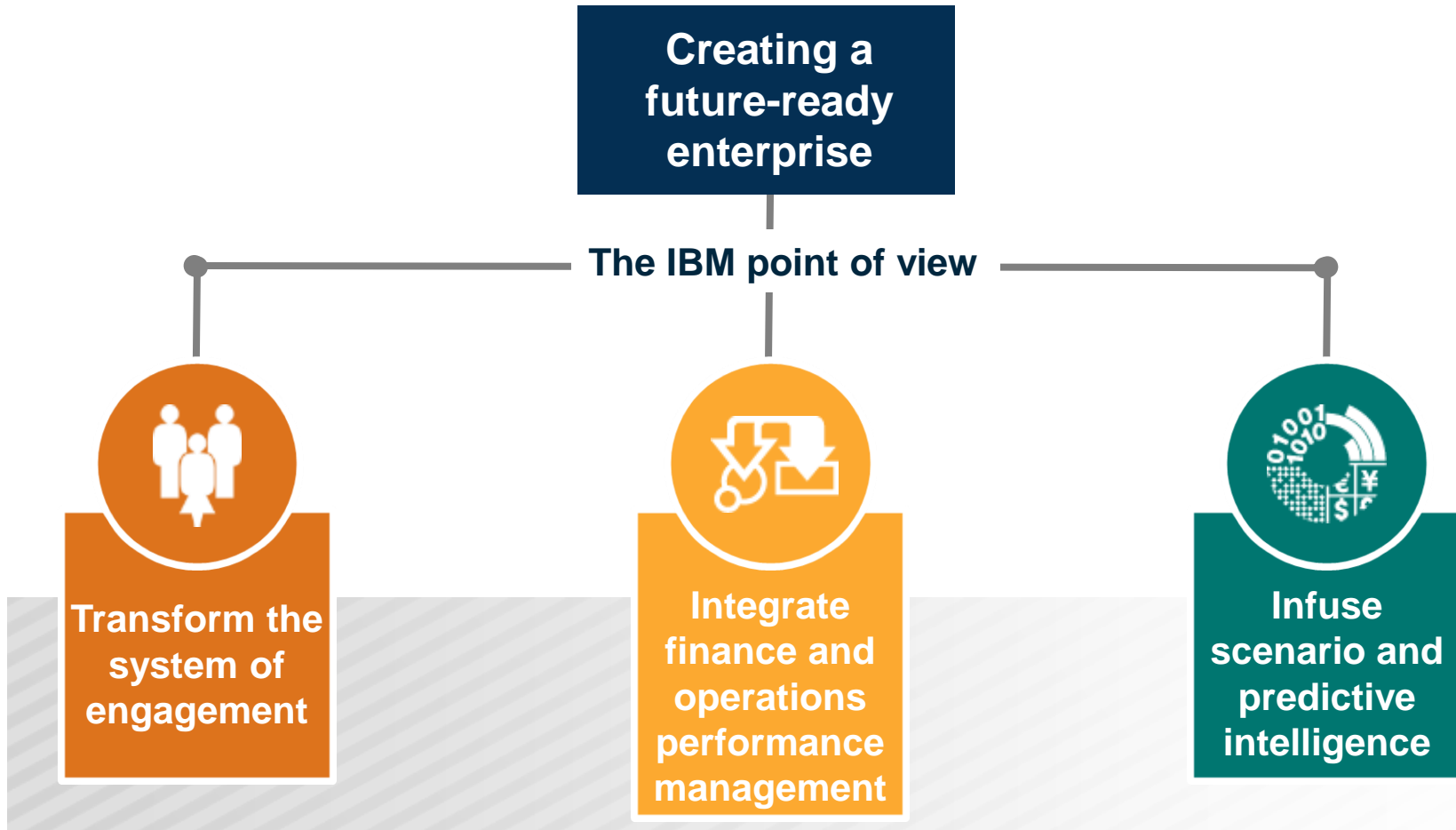
Infuse  
scenario and  
predictive  
intelligence



# Demonstration



# Three imperatives for improving performance management outcomes



**Thank you.**

