

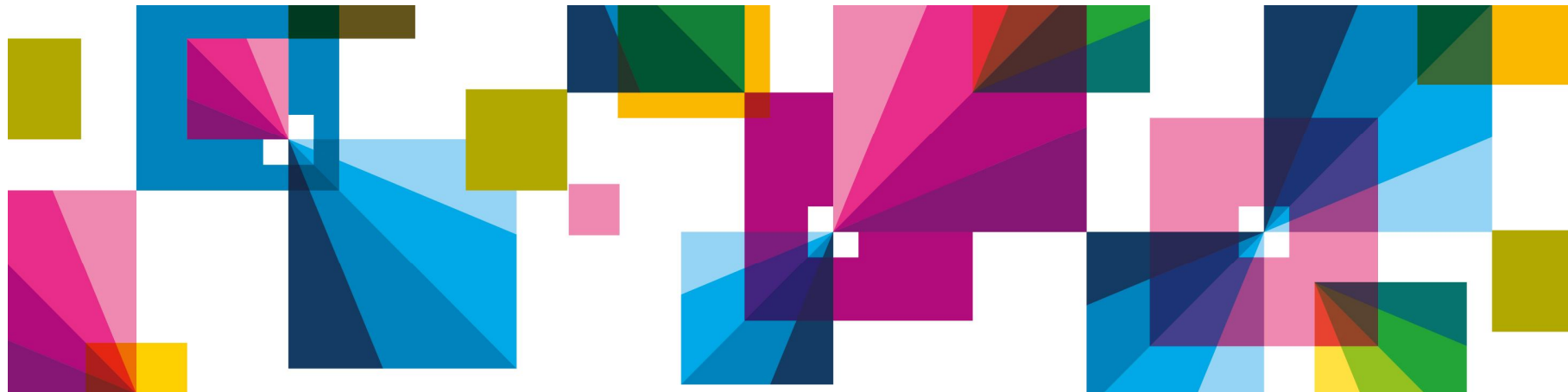
Disclosure Management – Why The Fuss!



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June 2013

Cognos Disclosure Management Narrative Reporting



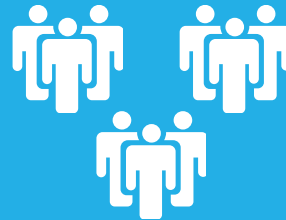
Today's organizations are facing many **NEW CHALLENGES** with primitive tools and practices

1 Abundance of Financial Applications



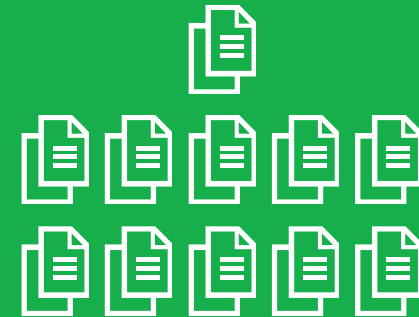
44 Financial Applications per \$B in Revenue
(1 = 10 apps)

2 Labor Intensive Processes



91 Finance Staff per \$B in Revenue
(1 = 10 FTEs)

3 Abundance of Reports



1552 Reports per \$B in Revenue
(1 = 100 reports)

82% of financial managers surveyed cite the “primary business application for generating management reports” as spreadsheets.

What Customers Struggle With

Lack Of Time, Limited Control, Lower Confidence

▪ Long time to complete

- Manual processes to identify and organize data dominate most narrative reports
- Limited visibility in to the progress
- Highly paid intelligent people doing low value, time-consuming tasks and checks

Little to no time to perform analysis and improve performance of the organisation

▪ Challenges with data management (control)

- Error-prone activities repeated over and over again that involve re-keying information into different forms and reports
- Inability to easily compare reporting versions
- Slow response to changing requirements

Have to compromise on volume/velocity of reports

Decisions are made on incorrect data

What's the value of a Narrative Reporting Platform?

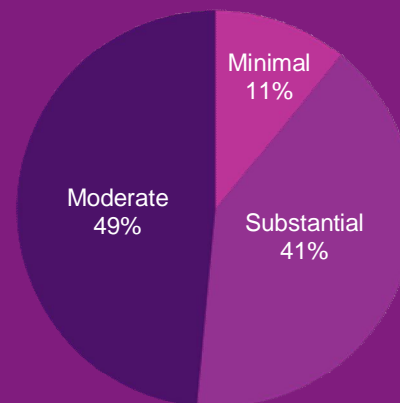
Reporting Beyond Charts & Graphs

Decisions can no longer just be made based on numbers alone

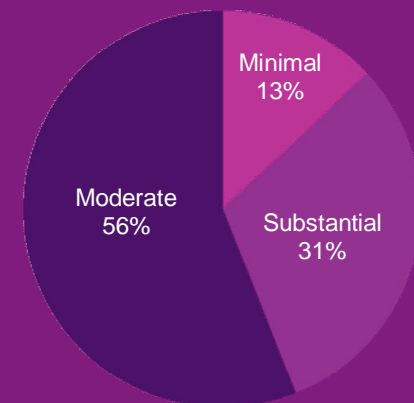
Executives and managers want **detailed analysis (narrative)** to support the data before making **critical business decisions**

Need to join **financial, operational, and statistical** data with detailed **qualitative analysis** in a **fluid and dynamic** environment

Many finance executives say that narrative portions of financial reports consume a substantial amount of their staff and management time.



How much staff time is required to collect, consolidate, and prepare the narrative portions of your financial reports?



How much management time is required to analyze, approve, and review the narrative portions of your financial reports?

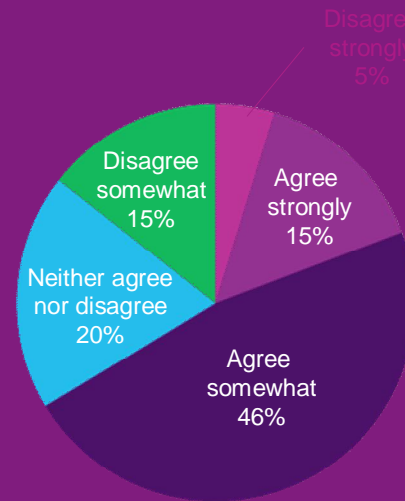


Poor Practices—Directly Impact Performance

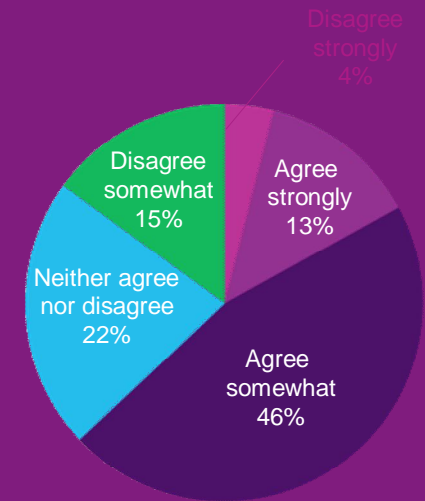
Finance organizations must run efficiently and effectively but there are many challenges:

Non-integrated close relating to narrative reporting is negatively impacting organizations

Companies are spending more time developing narrative discussions of financial results.



"My company now spends more time developing narrative discussions of financial results than it has in the past."



"Checking, correcting, and updating data references in narrative discussions takes more time than it should."

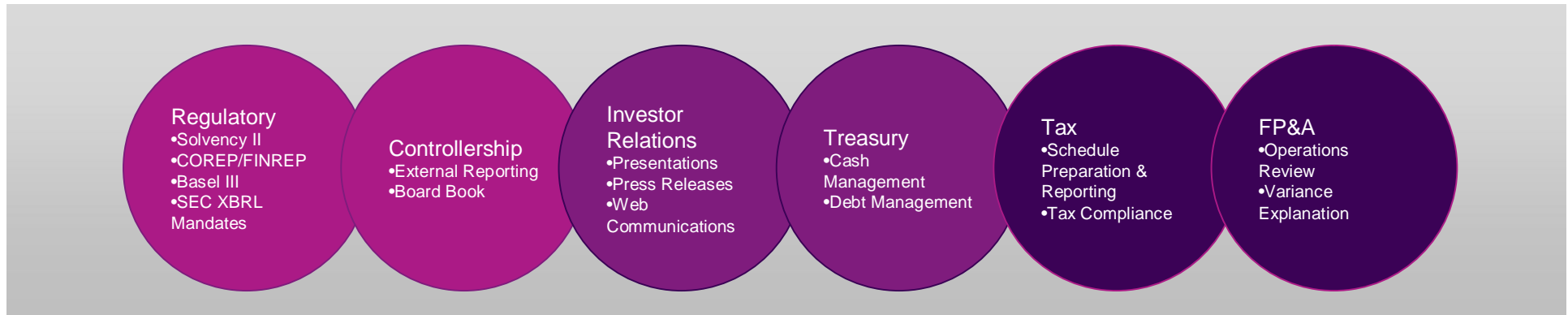
How do the existing processes and tools used to manage and support critical management reporting activities impact your organization's ability to access, analyze and present insights to drive value?

Lack of Confidence in the Process, Reports, & Data



CFO: This is **not** the data that we have... why is your data different? And where is the analysis I asked for?

Gaps are Pervasive & Have Direct Impact on Performance

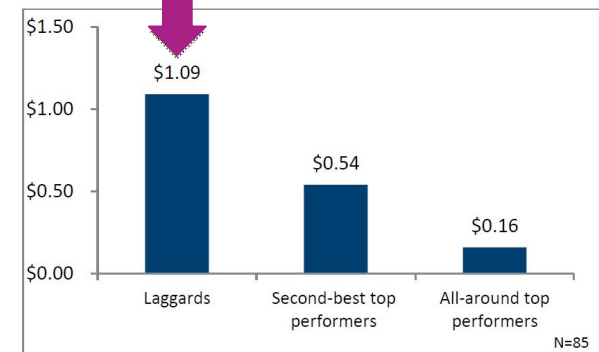


- The challenges associated with manual processes and gaps in existing technology are not just in External Reporting—they are pervasive throughout the Finance organization
- All this extra work on low value activities steals time from higher value analysis

Laggards not effective or efficient...

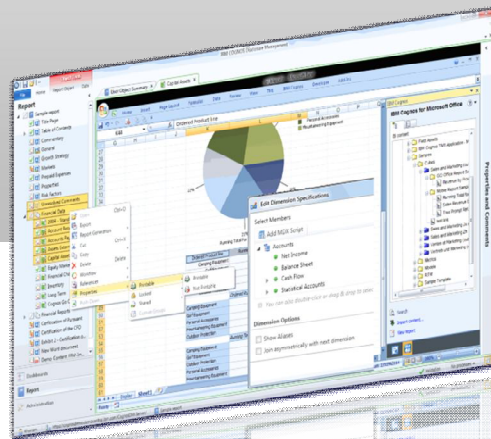
- Too much time spent on manual data collection & creating reports by hand—causing delays in critical reports and analysis
- Over-reliance on personal productivity tools & email lead to longer cycle times and less accuracy in reports
- Execution, data accuracy & control challenges are pervasive

Total Cost of Financial Reporting per \$1,000 in Revenue

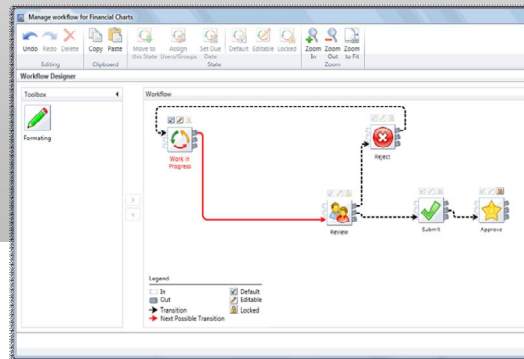


Automate Narrative and Collaborative Intensive Performance Reporting

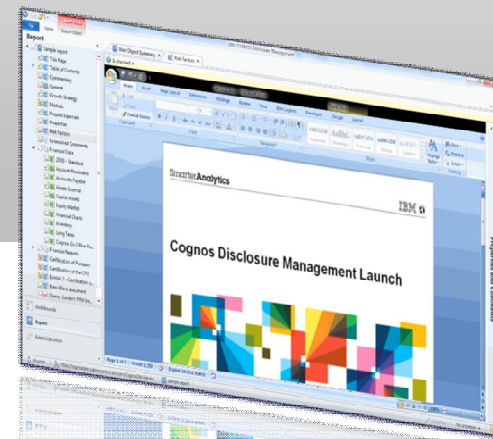
Only IBM delivers an innovative, collaborative reporting platform leveraging BI/PM data



Load and leverage
spreadsheets



Connect easily
to all data

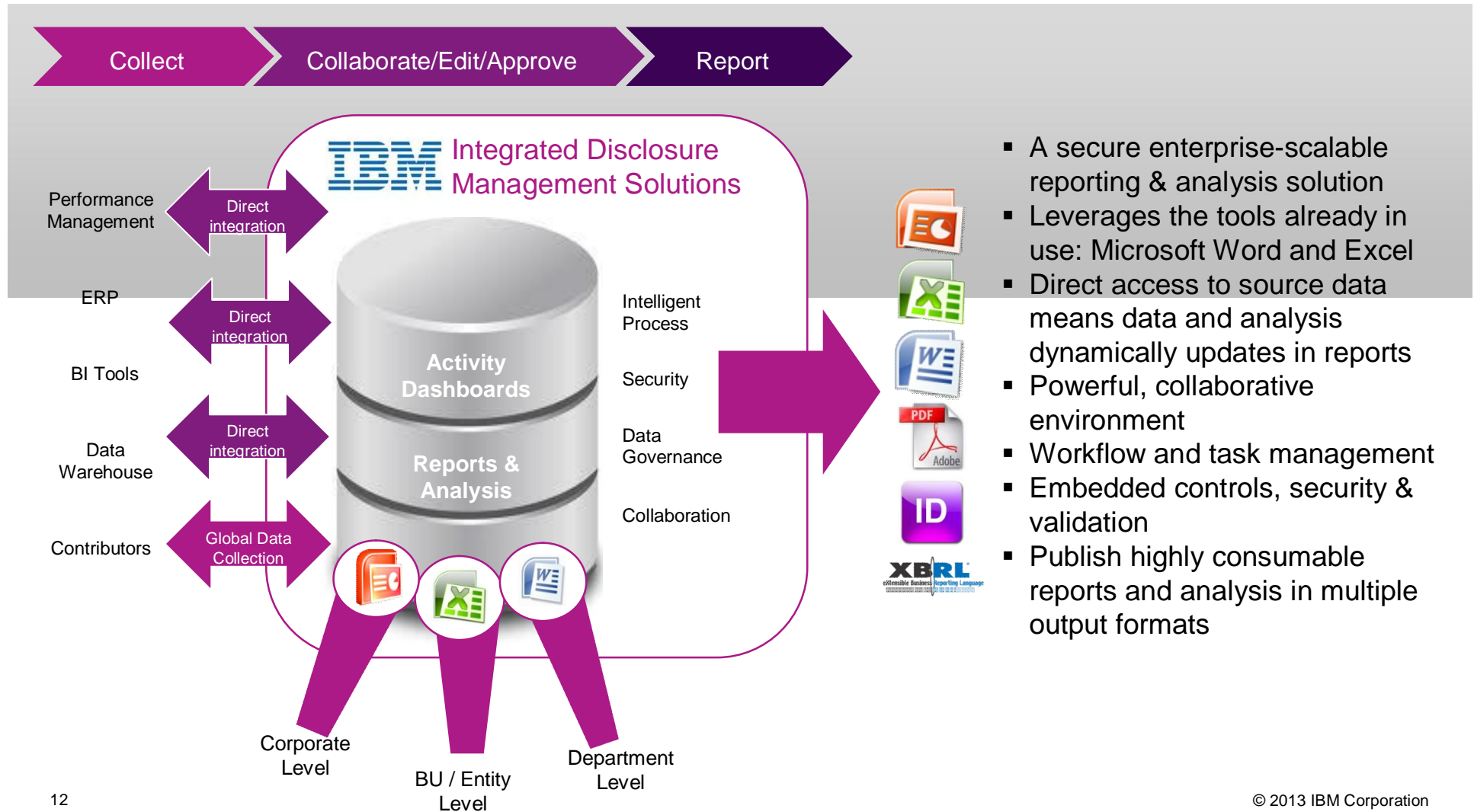


Integrate numbers
with narratives



A secure, reliable reporting and analysis solution that converges performance data and BI reports with robust narrative analysis in a collaborative and controlled environment

IBM Disclosure Management Solutions — How It Works



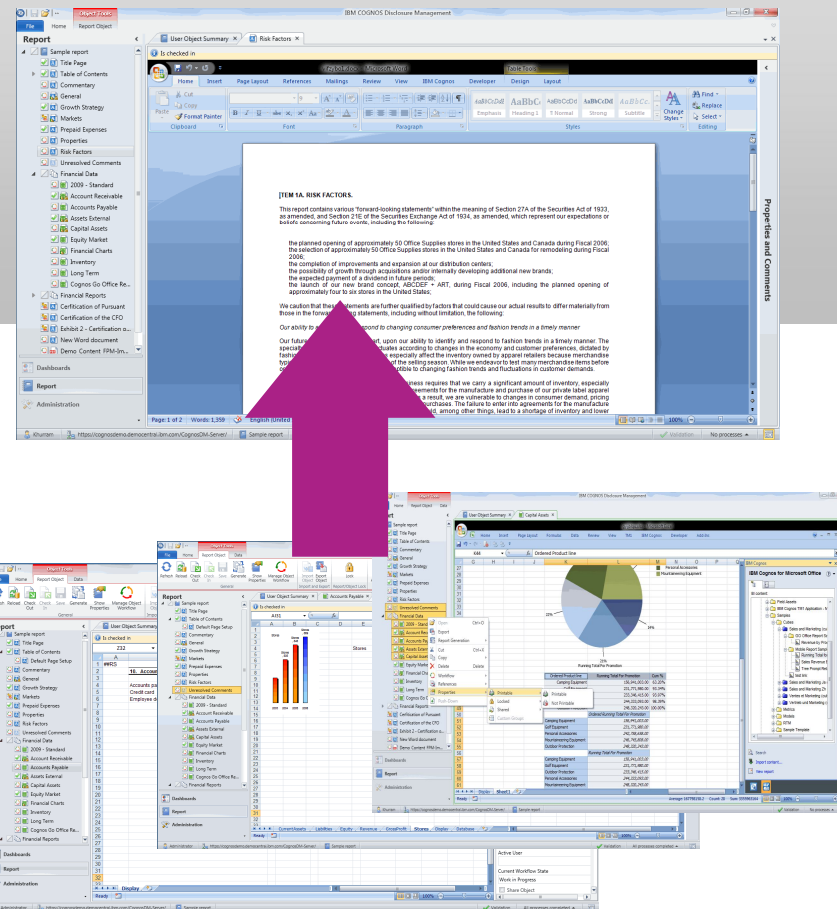
- A secure enterprise-scalable reporting & analysis solution
- Leverages the tools already in use: Microsoft Word and Excel
- Direct access to source data means data and analysis dynamically updates in reports
- Powerful, collaborative environment
- Workflow and task management
- Embedded controls, security & validation
- Publish highly consumable reports and analysis in multiple output formats

Integrate Authentic Enterprise Data with Narrative Analysis

Cognos Disclosure Management marries financial, operational, and statistical data with detailed qualitative analysis in a fluid and dynamic environment

Tell The Story Behind the Numbers:

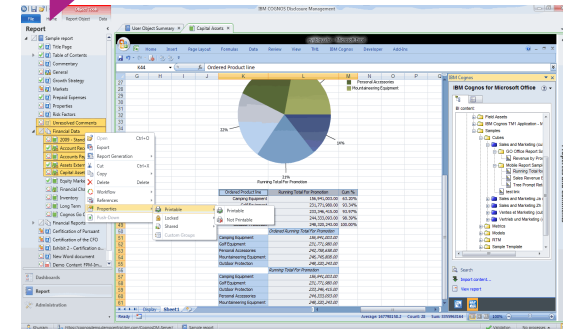
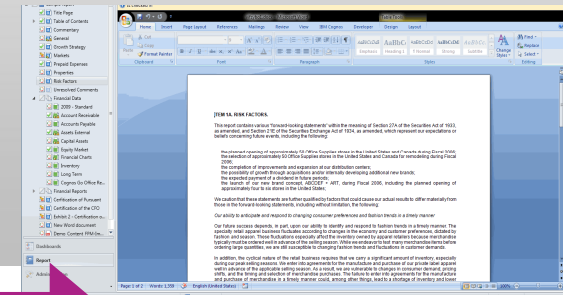
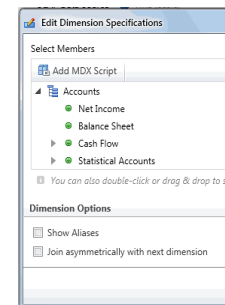
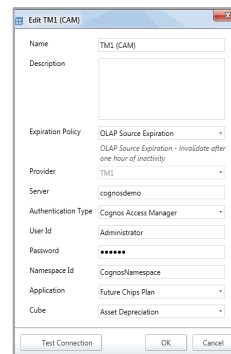
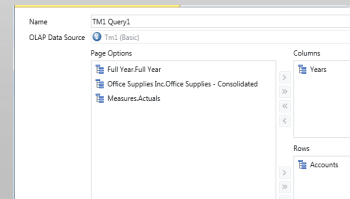
- Leverage familiar tools already in use: MS Word and Excel
- Dynamic reports are integrated directly to source data meaning schedules and narratives automatically update
- Create/update content once and automatically update that content across multiple reports
- Powerful, collaborative environment
- Multiple output formats



Converge BI & PM Data into Process Driven Business Reporting

Cognos Disclosure Management can correlate PM and BI data with narrative analysis will allow organizations to better handle the growing volumes of structured and unstructured data

- A single, reliable, dynamic reporting and analysis system
- Drive financial and non-financial data commonality
- Interweave BI with valuable performance management data and insights
- Facilitate analysis and decision making

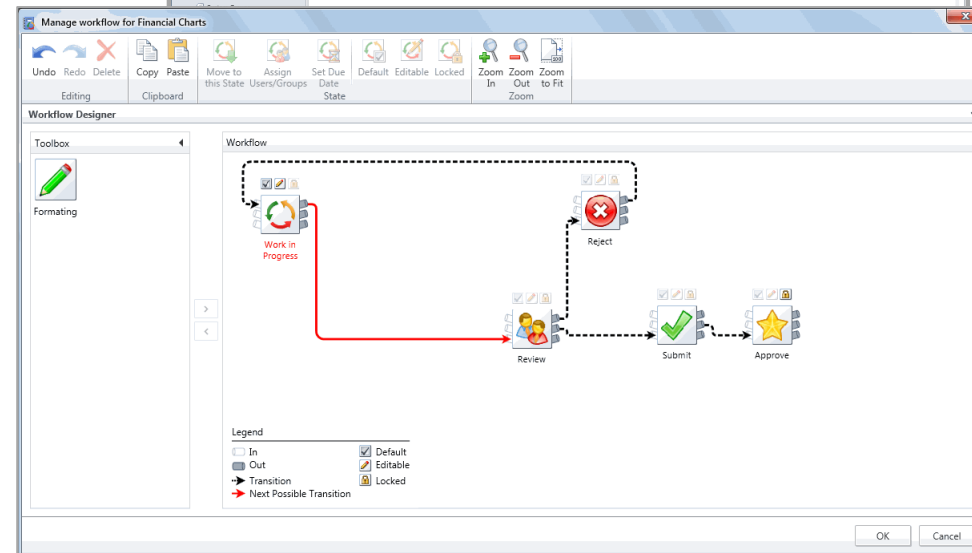


Intelligent Process Design & Automation

Cognos Disclosure Management allows organizations to create and enforce intelligent processes—standard, fast, and efficient

- Structure & standardize intelligent processes across Finance to increase efficiency and enhance effectiveness
- Drive process ownership and ability to measure and continuously improve
- Accelerate time to consensus, decision making and action
- Task management and process dashboards enable managers to align resources with opportunities to drive growth & profit
- Less time in preparation and checking = more value for the company

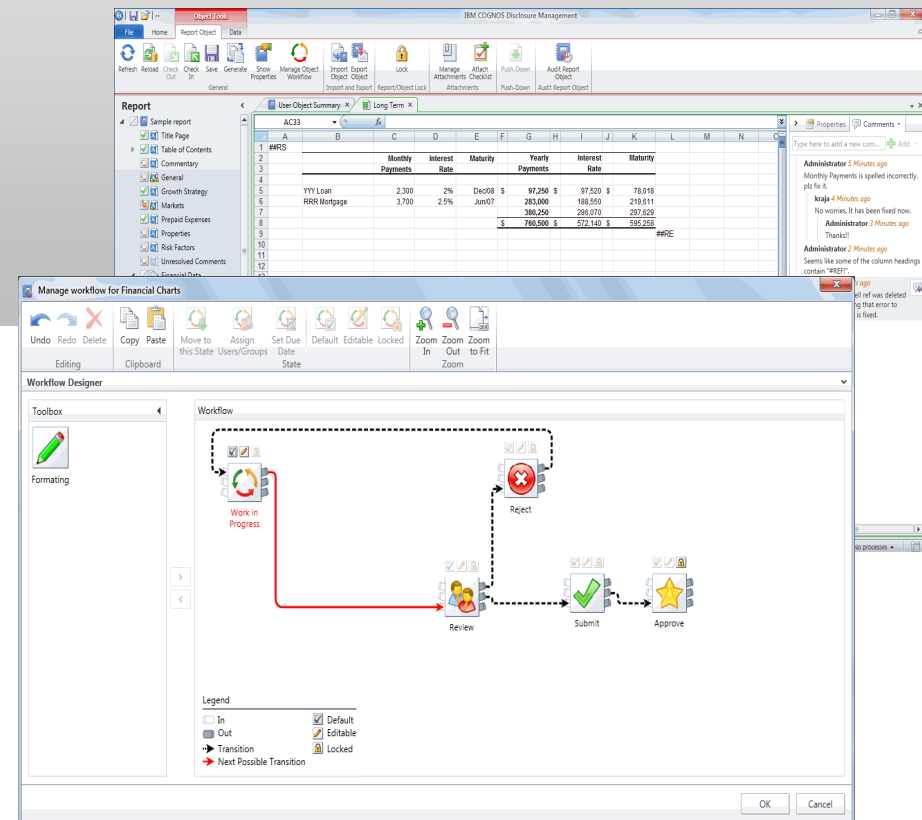
Name	Report	Checked out by	Checked Out Date	Session State	Is checked out to	Last Saved Date	Current Workfl...	Is Printable	Content Type
2009 - Standard	Sample report	Administrator	03/09/2012	Active		03/09/2012	Work in Progress	✓	Unknown
Inventory	Sample report	Administrator	03/09/2012	Active		03/09/2012	Work in Progress	✓	Unknown
IBM	Sample report	Administrator	04/09/2012	Active	✓	04/09/2012	Work in Progress	✓	Unknown



Spreadsheet Control with Cognos Disclosure Management

Cognos Disclosure Management changes the balance of the work that users do within Excel and addresses many of the inherent limitations of spreadsheets by offering:

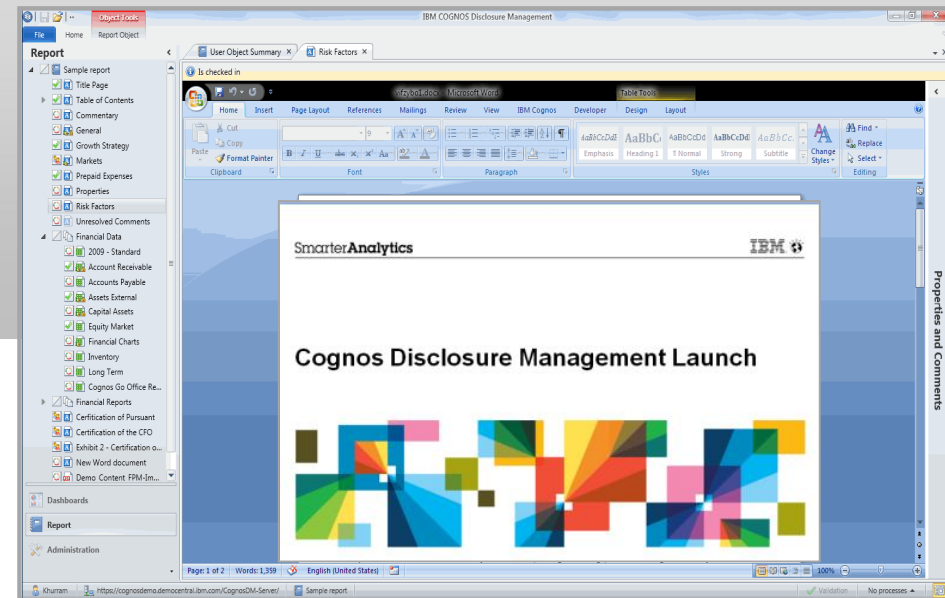
- Direct data access from a central, secure database
- Powerful collaborative environment with workflow and task management
- Embedded controls, security & validation
- Check-In/Check-Out capability eliminates risks of multiple versions
- Business rules and automated validations



PowerPoint Integration with Cognos Disclosure Management

Cognos Disclosure Management automates the creation of various management and executive PowerPoint presentations

- Data and financial data in slides update from the same central, secure database used for other MS Word and Excel based reports
- Powerful collaborative environment with workflow and task management
- Embedded controls, security & validation
- Business rules and automated validations



Why Customers Choose IBM Business Analytics

Finance Can Perform Analysis Quickly And Easily

Owned By Finance

- Easy-to-use, centralized administration
- Minimal maintenance required
- Reduced need for specialized IT resources

Power & Scalability

- Responsive
- Not limited on data scale

Part of a wider, integrated Business Analytics Platform.



