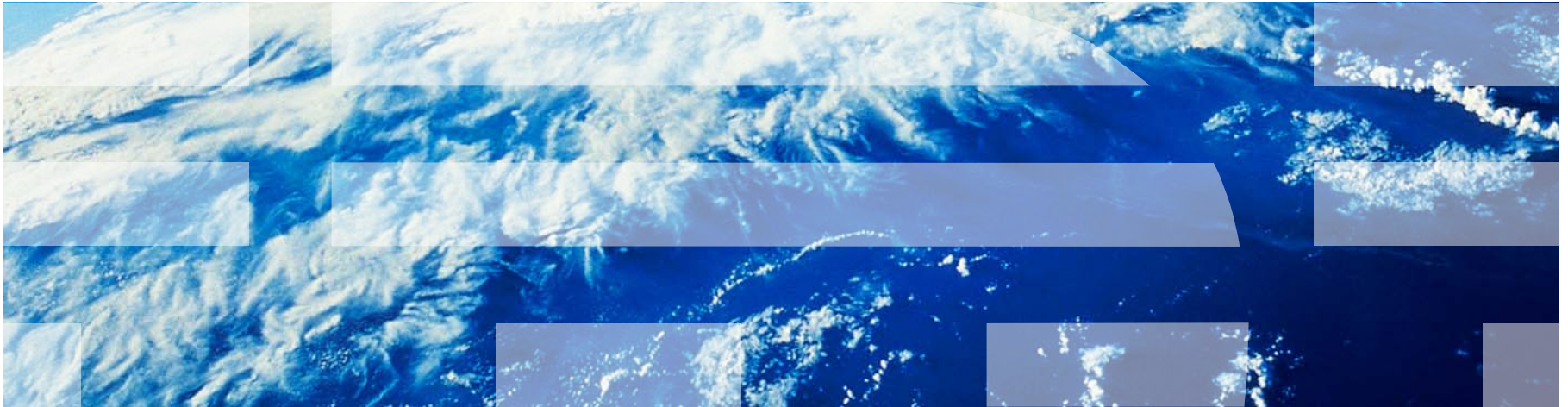


# TM1 Information Applications

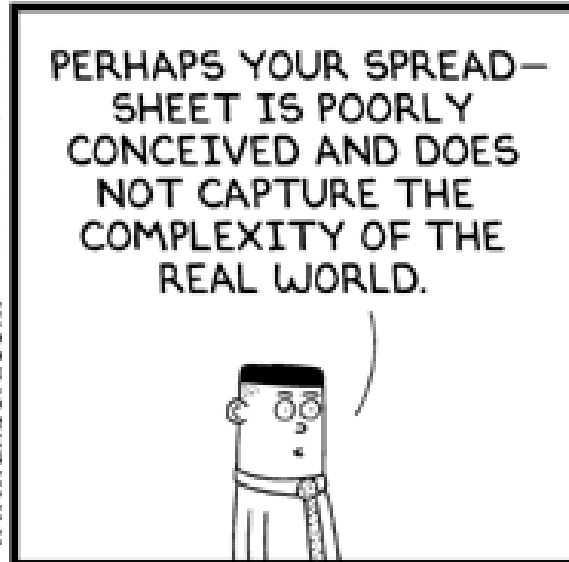


## Agenda

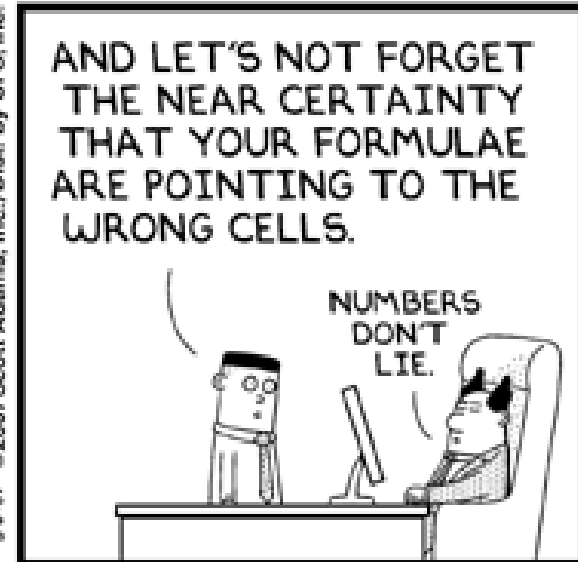
- Business Requirements
- TM1 Solution Overview
- TM1 New Features and Differentiators
- Demonstration (?)
- Customer Case Studies (?)
- Blueprints
- Strategy & Summary



www.dilbert.com scottadams@aol.com



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# The IBM Smarter Planet Initiative in Action



A Smarter Planet  Work

## Smart Work

If our processes can become more predictive, agile and collaborative, we can increase our business productivity



Employees work over **90,000 hours in their lifetime**; small improvements in productivity management result in long-term benefits.

Agile businesses have **29% higher earnings per share**.

**If today is an average workday, you could lose about an hour of time trying to get something done.**

But you won't be able to accomplish the task because you can't find the right information, access the right tool or reach the right person due to inefficient processes. Employees spend 25% of their time just looking for information. Every week, 42% of people use the wrong information to make decisions, requiring rework. And with the economic downturn, there is an even greater urgency to improving the way businesses manage productivity.

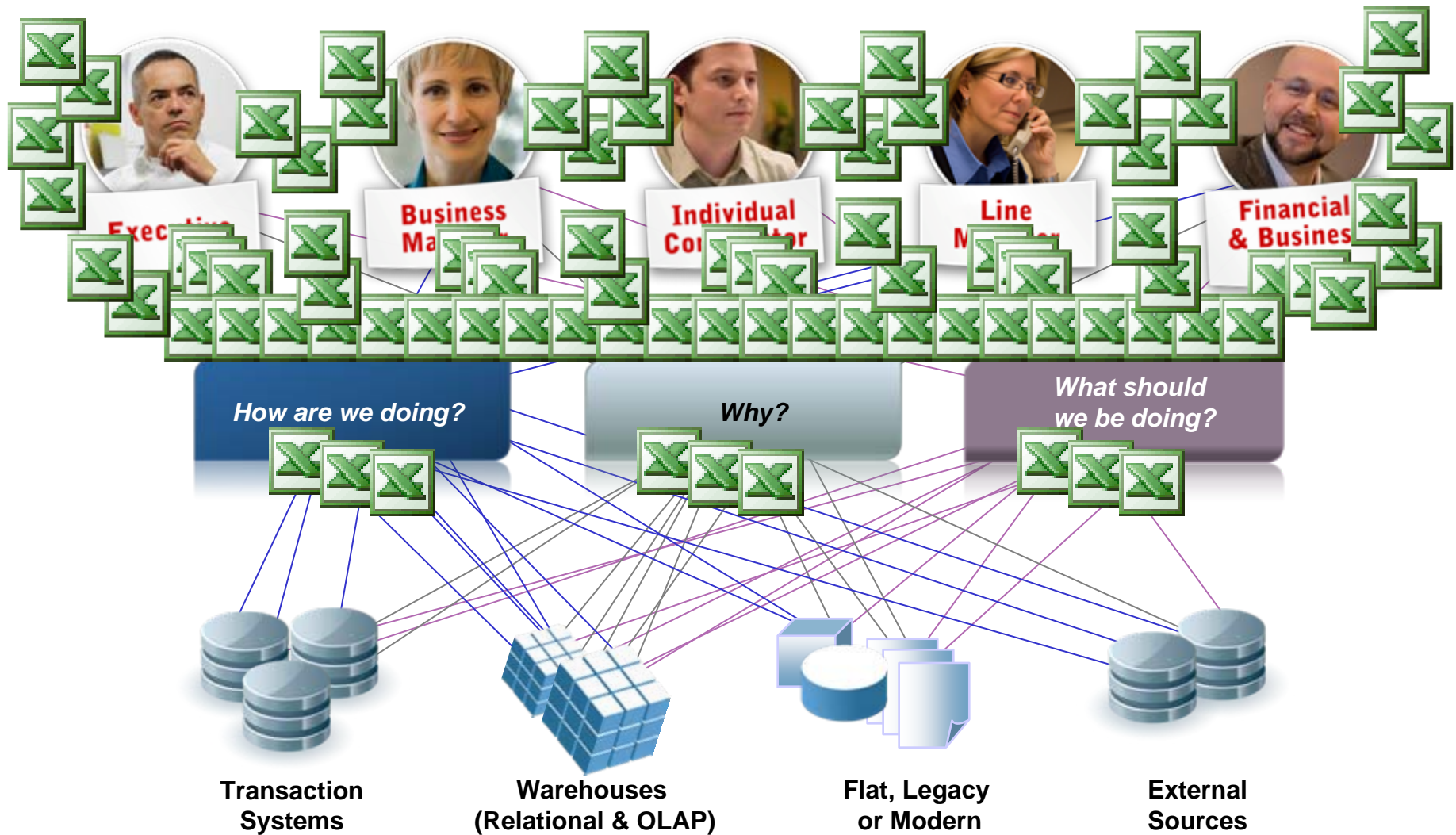
Yet, you probably work smarter today than you did a few years ago—or even last year. Technology has the potential to significantly increase productivity management as well as reduce costs. The rise in globalization has opened access to new talent, expertise and resources that have energized businesses...in fact, two thirds of workers are now located in growth markets. Social networking capabilities allow us to tap into partner and customer thinking. And people increasingly have "anytime, anywhere" access to their applications, information and resources.

Employees are ready, they know their jobs and have valuable ideas...it's the processes that haven't kept up. Organizations and businesses around the world are recognizing that they need to reinvent their infrastructures and processes to allow their people to collaborate with each other, their customers and their partners; to foster creativity and problem-solving and to enable the very act of enterprise. If we can create businesses as smart as our employees, we can make more informed decisions, leverage deeper relationships and develop more connected, agile and effective processes.

*“We thought we already purchased Performance Management...!”*



# Performance Management: how decisions are made

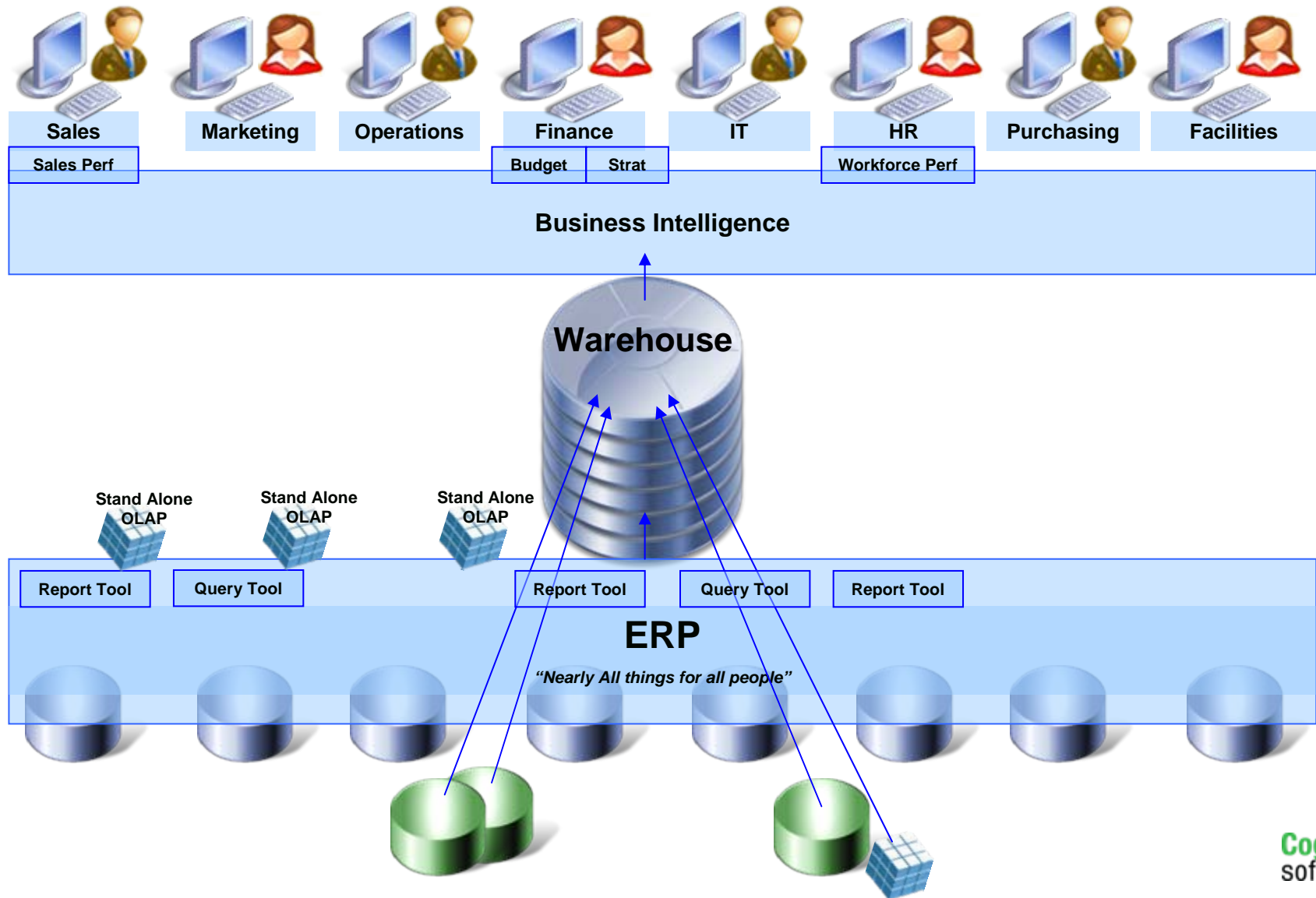




# Spreadmarts are everywhere!



# The ERP based solution for Performance Management





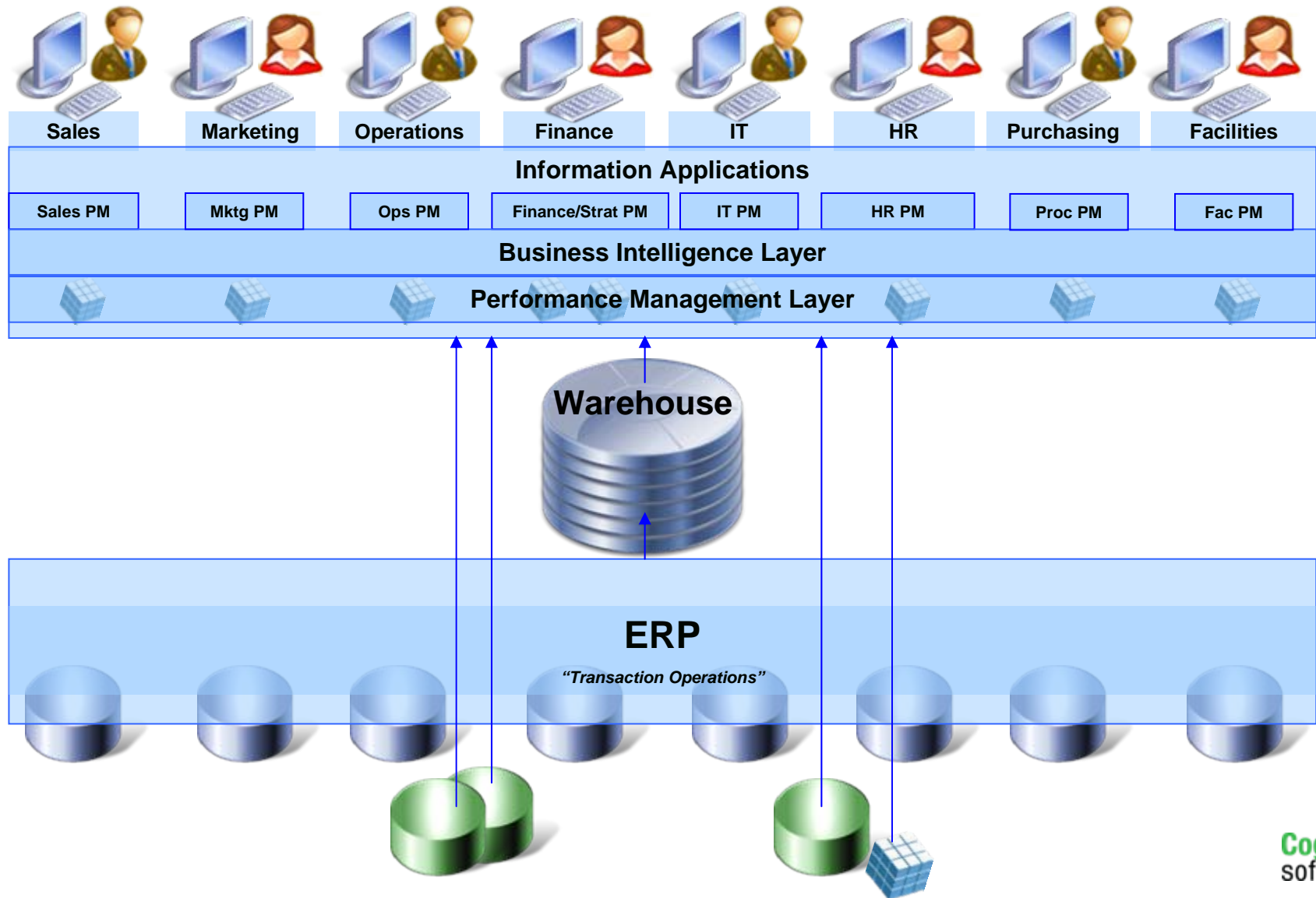
We need a smarter way...



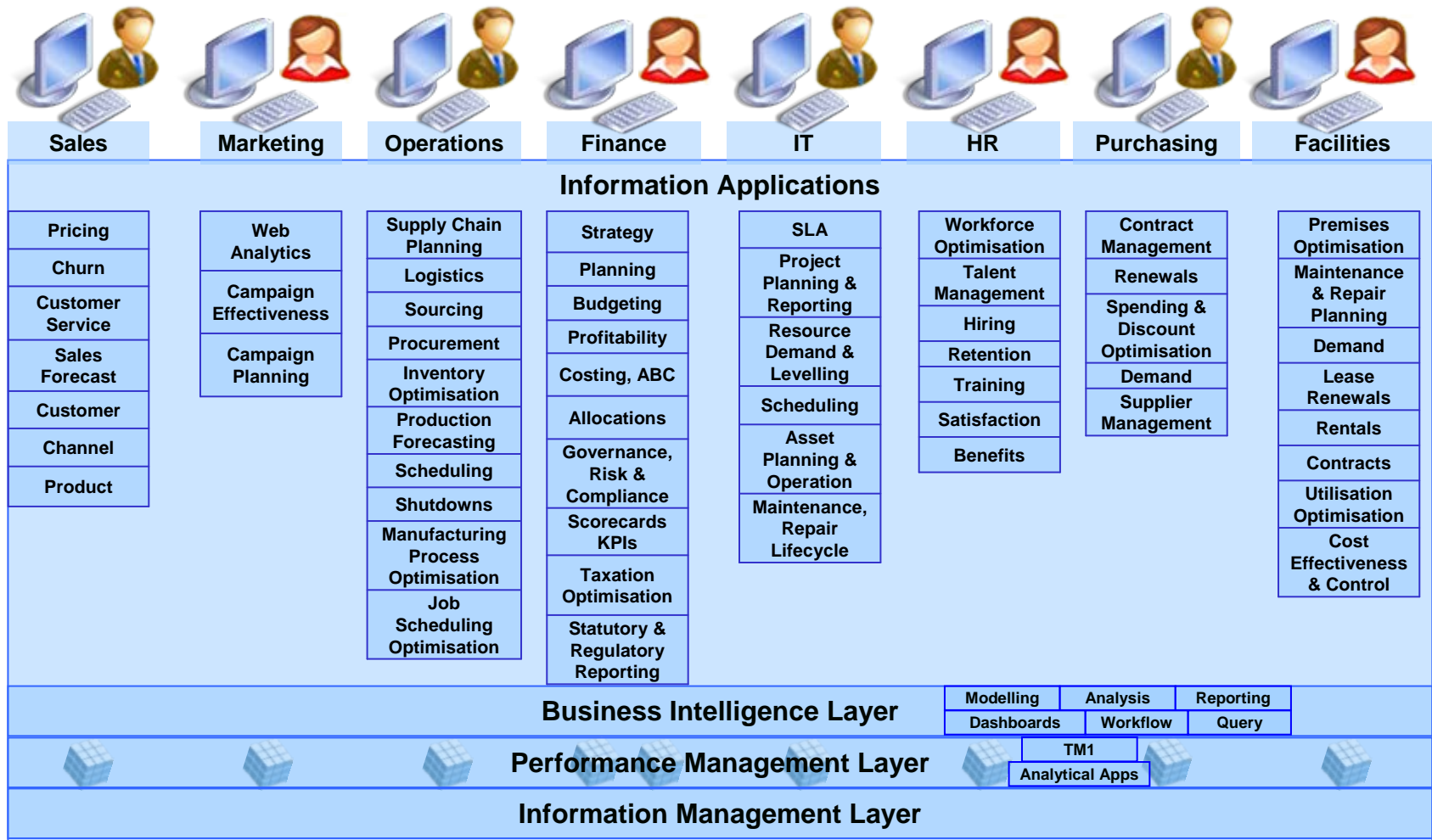
## Smart Work

If our processes can become more predictive, agile and collaborative, we can increase our business productivity

# How TM1 Delivers the Single Platform of Performance Management

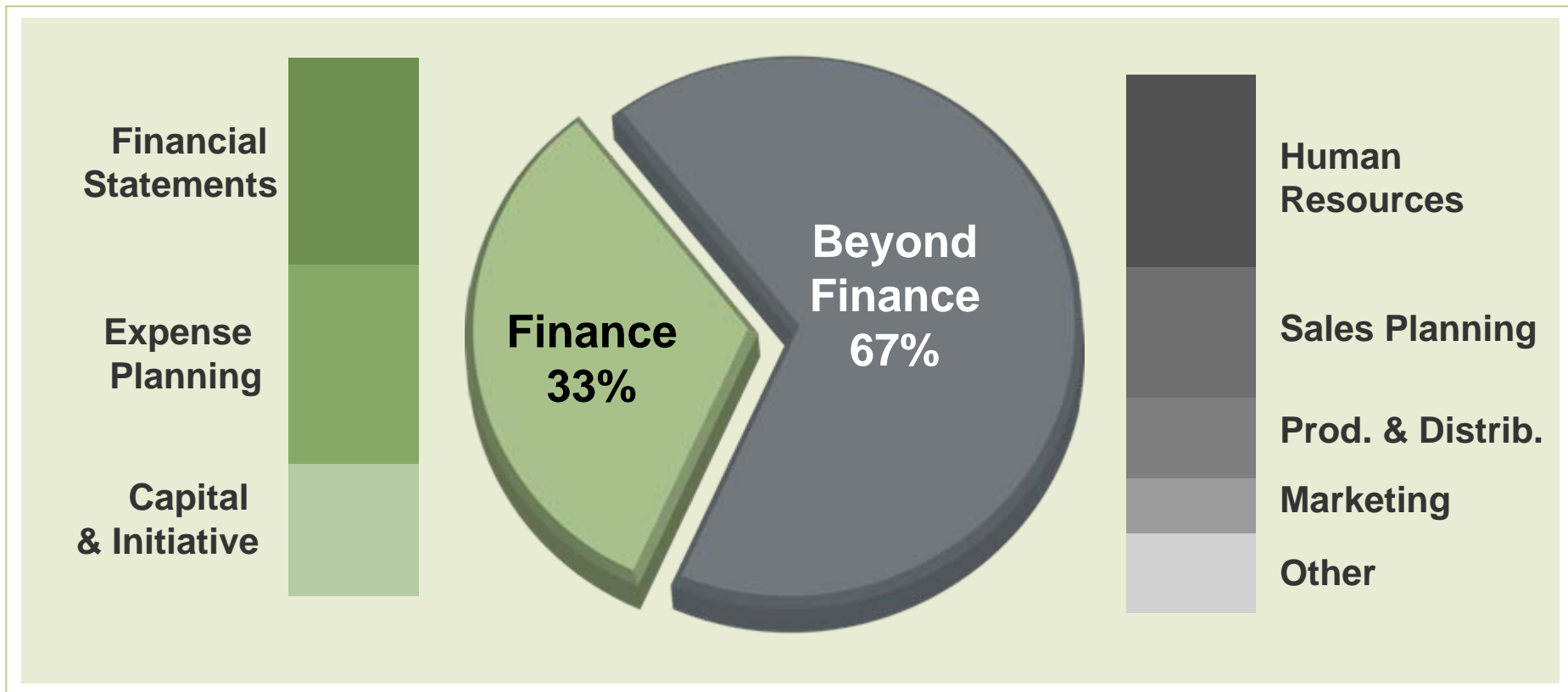


# TM1 Information Applications – 1000s of solutions



Extend **enterprise** wide

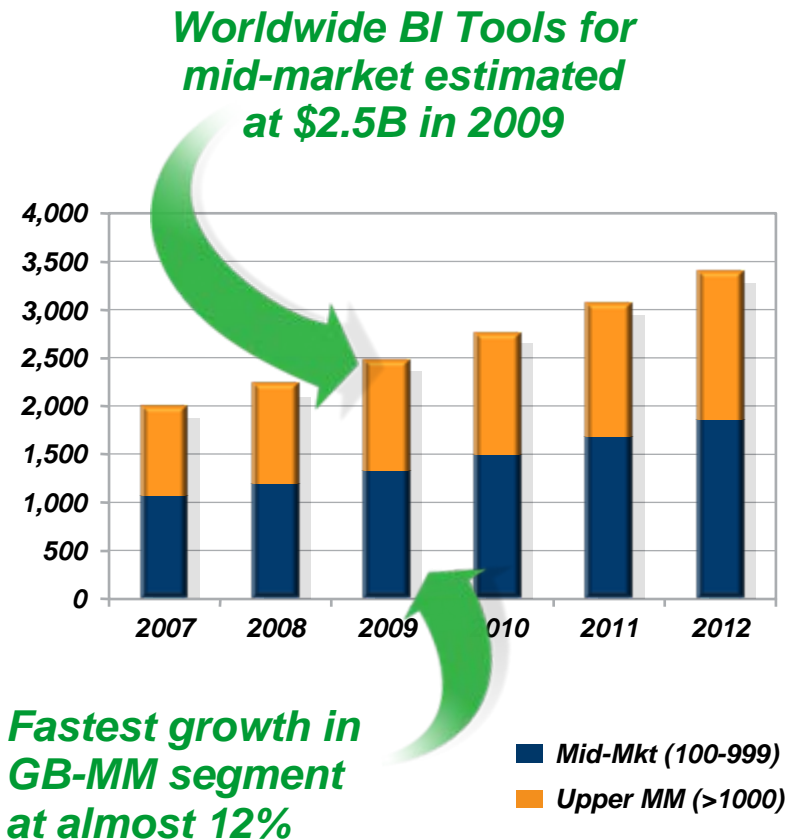
## Top Performance Management Solution Areas From A 2003 Survey of 75 Cognos Customers



## IBM Cognos Express for Mid-Market

- Important product line for IBM Cognos segment
- Growth engine for IBM Cognos in mid-markets
- Partners take the lead role in selling and delivery of IBM Cognos Express

## The Exploding Opportunity in Mid-Market (100-999 Employees)



Source: IDC, Gartner

## GLOBAL OPPORTUNITY

### In NA and Europe

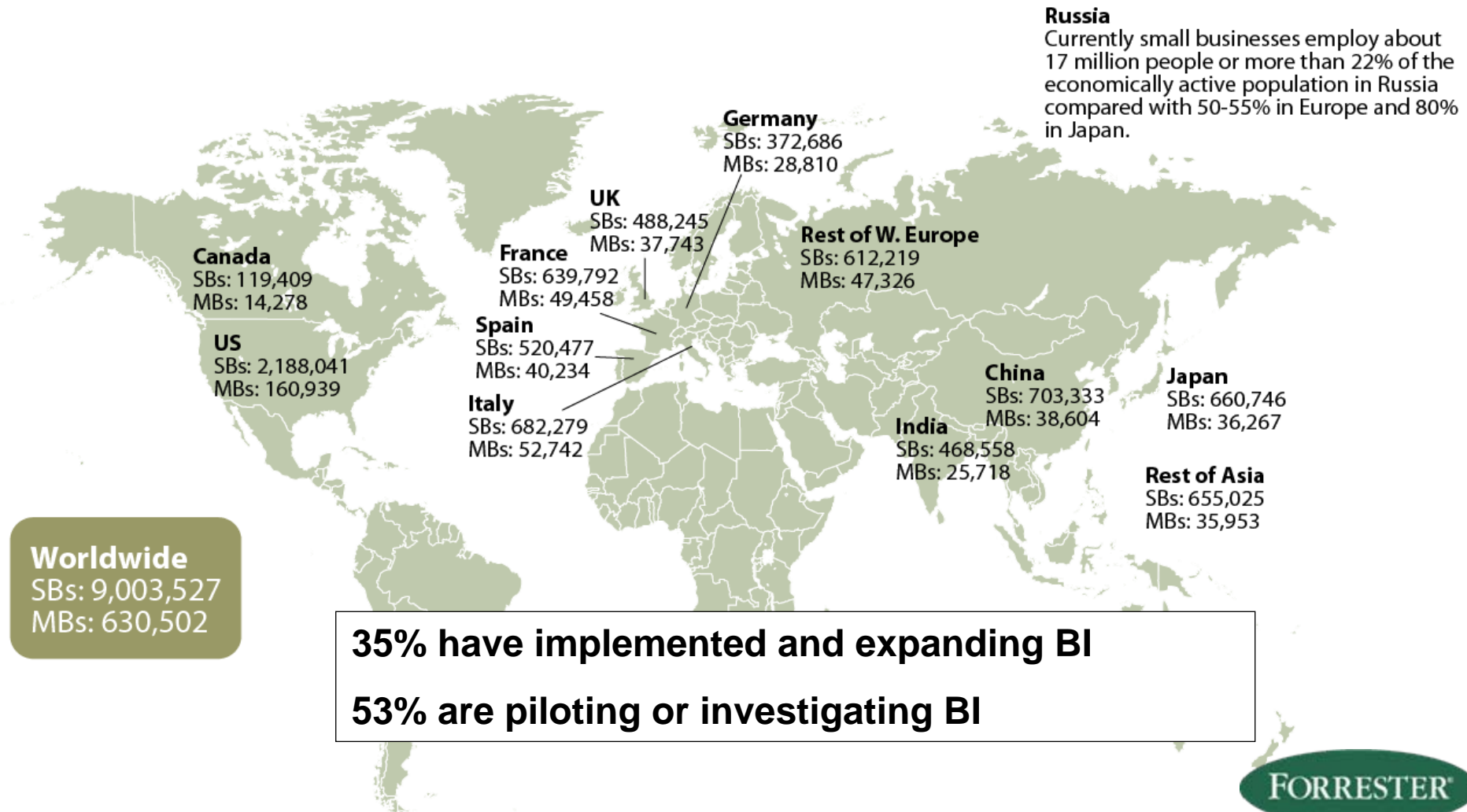
- 19% are using BI
- 19% will purchase or upgrade in 2008

### In AsiaPac (excluding Japan)

- Adoption increased over 40% in last 12 months

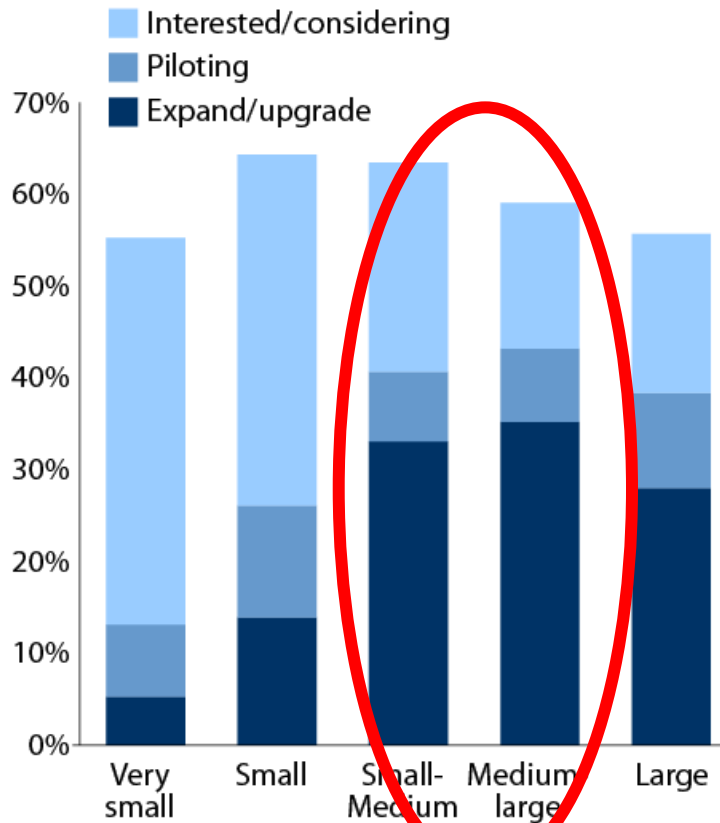
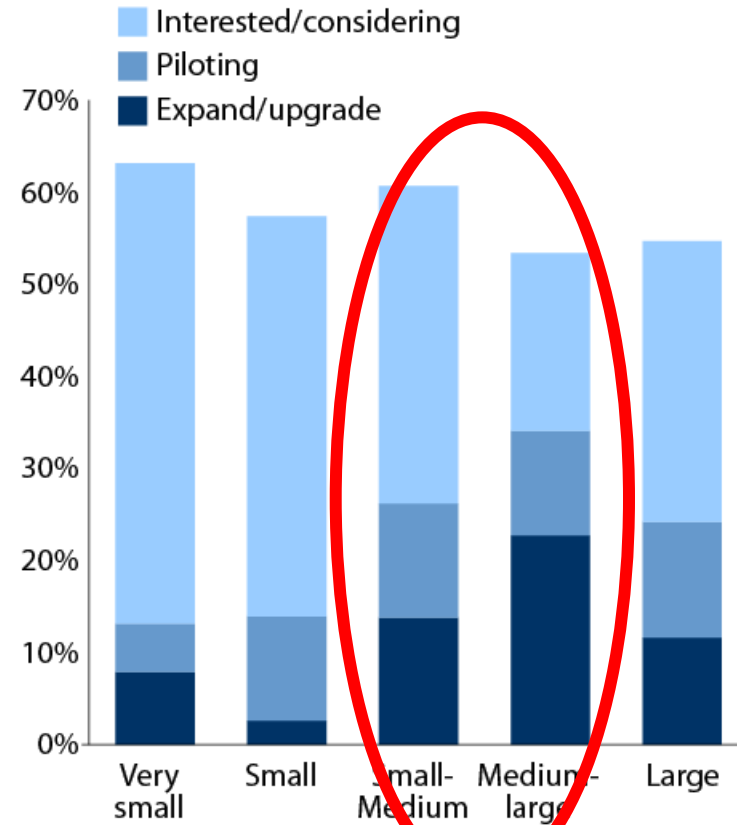


## Huge Opportunity : More than 630,000 Midsize Businesses Worldwide

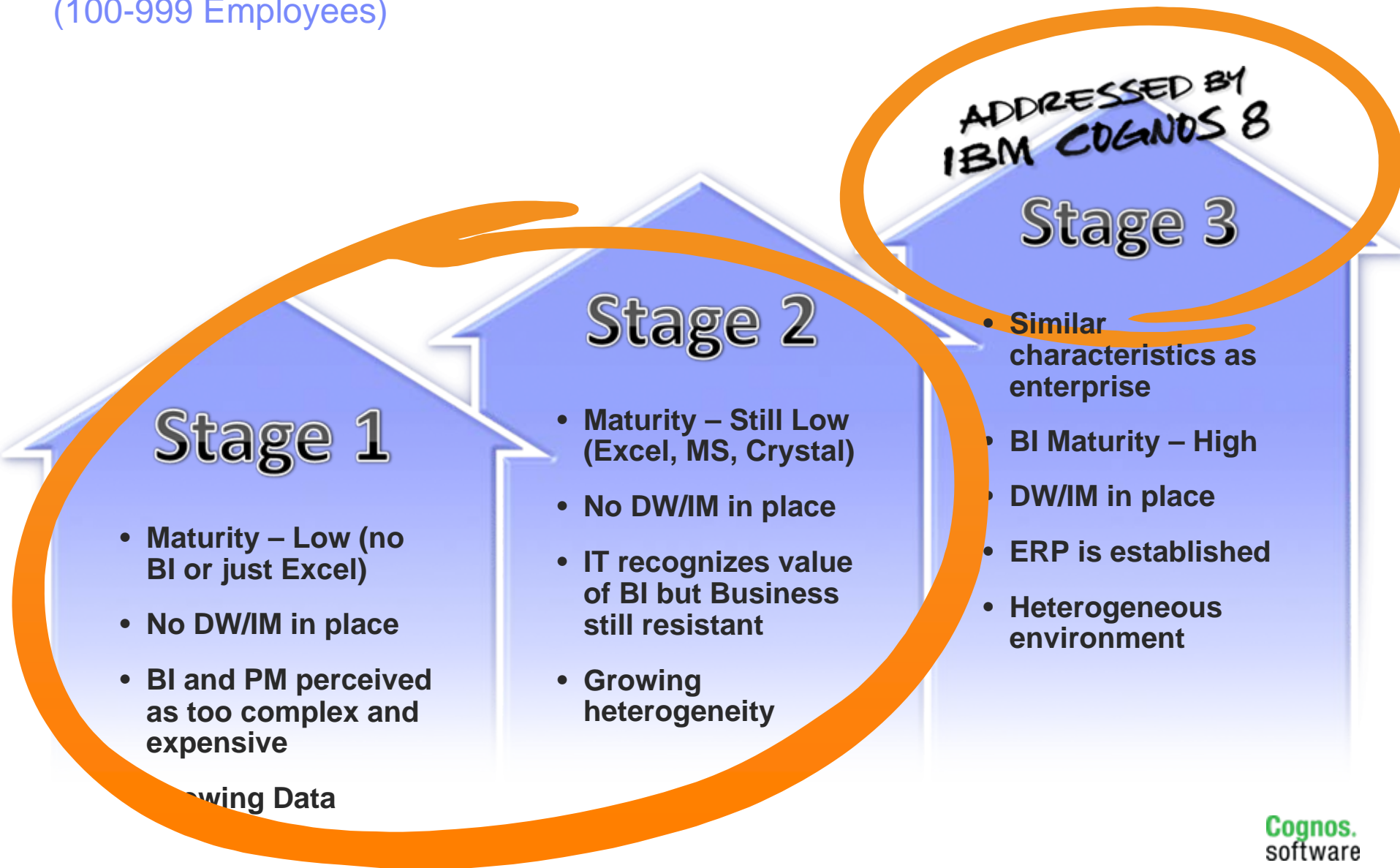


**35% have implemented and expanding BI**  
**53% are piloting or investigating BI**

## Highest Growth in Mid-Market

ReportingPerformance Management

## Stages of Maturity in Mid-Market (100-999 Employees)



## Mid-Market Opportunity

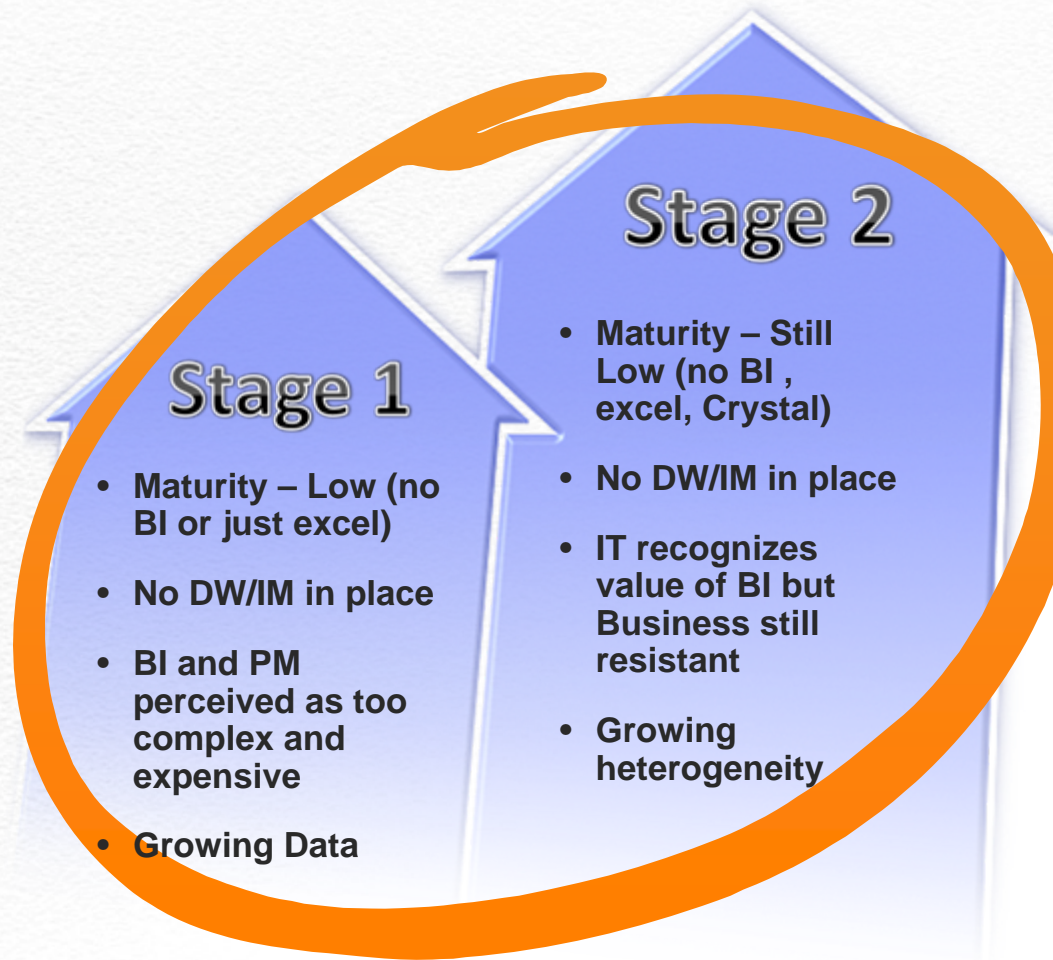
LOW PENETRATION OF BI  
+  
HIGH BI GROWTH  

---

**BIG  
OPPORTUNITY!**  

---

---

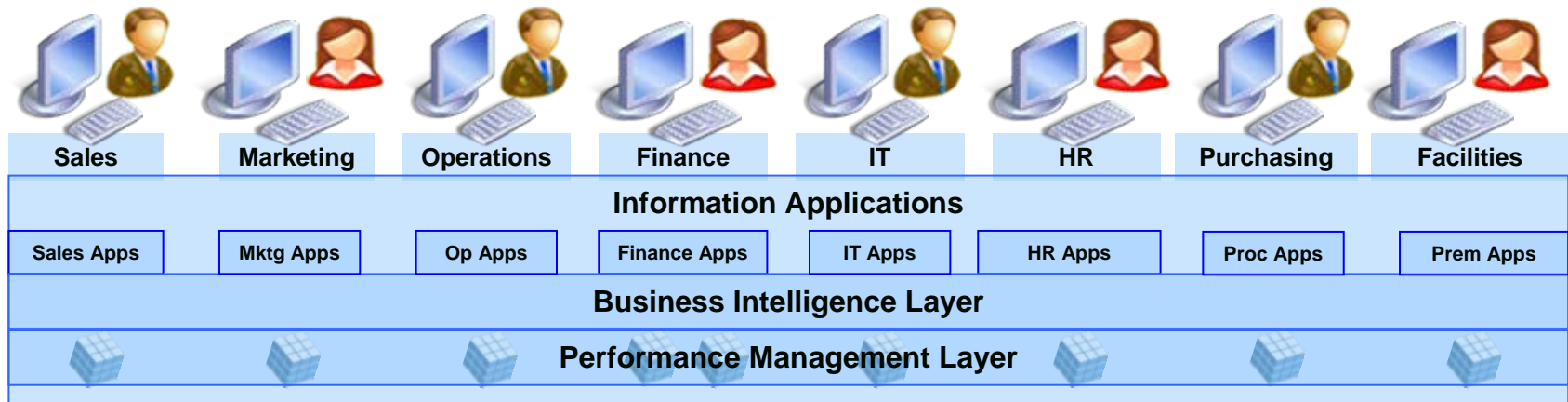


## Agenda

- Business Requirements
- TM1 Solution Overview
- TM1 New Features and Differentiators
- Demonstration (?)
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# What Makes TM1 Unique for Performance Management



- **Linked Cubes:** sharing data and rules across organisation
- **Fast:** Real-time calculations, real-time updates
- **Flexibility:** complete control over front end look and functionality
- **Ease of Use:** Business User owned and maintained
- **Multiple Interfaces:** all users catered for
- **Scalability:** huge data volumes, no speed compromise
- **Without all these, users go back to spreadsheets!**



## TM1's unique advantages

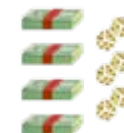
- **FAST:** Results at the **Speed of Thought**, intelligent calc engine, direct write to cubes, no need to run batch processes, allocations possible in near real-time
- **SCALABLE:** no limits on size, incredibly efficient storage of data, operates across multiple cubes & multiple servers (if required)
- **FLEXIBLE:** What-if Analysis, Modelling, make changes in realtime with system online
- **SPREADING:** top down, unlimited flexibility, extremely fast
- **BUSINESS OWNED:** single architecture, business modelling rules not programming, no need for MDX, SQL, VBA, etc
- **USER SELF SERVICE:** end users can create own reports, analysis, views, do own top-down changes (where allowed)
- **BEST BUSINESS INTELLIGENCE:** Cognos BI fully integrated
- **LARGEST R&D OF ALL PM VENDORS:** security & investment of IBM

→ **These are all unique to TM1!**

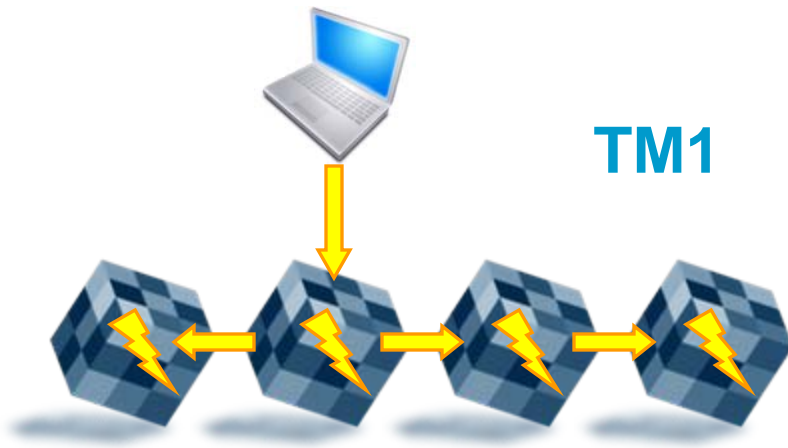
→ **Don't go back to Spreadsheets!**



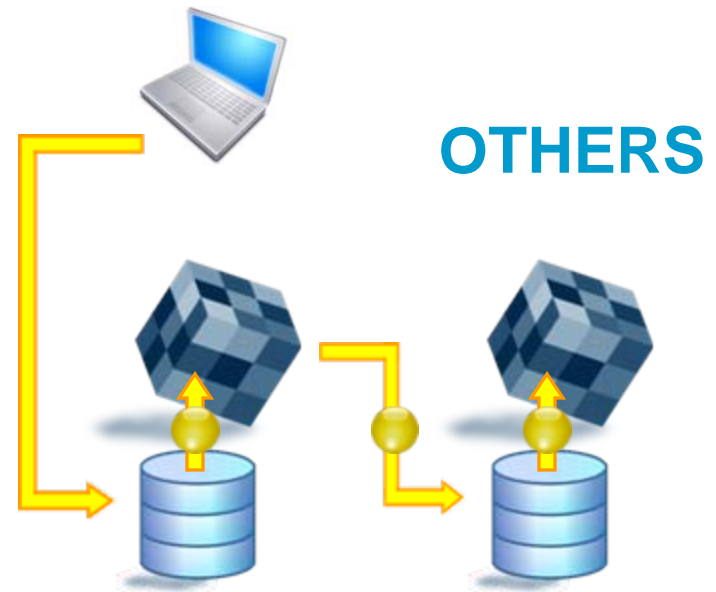
→ **Don't risk cost of ill-informed decisions**



# TM1 Platform Architecture advantage

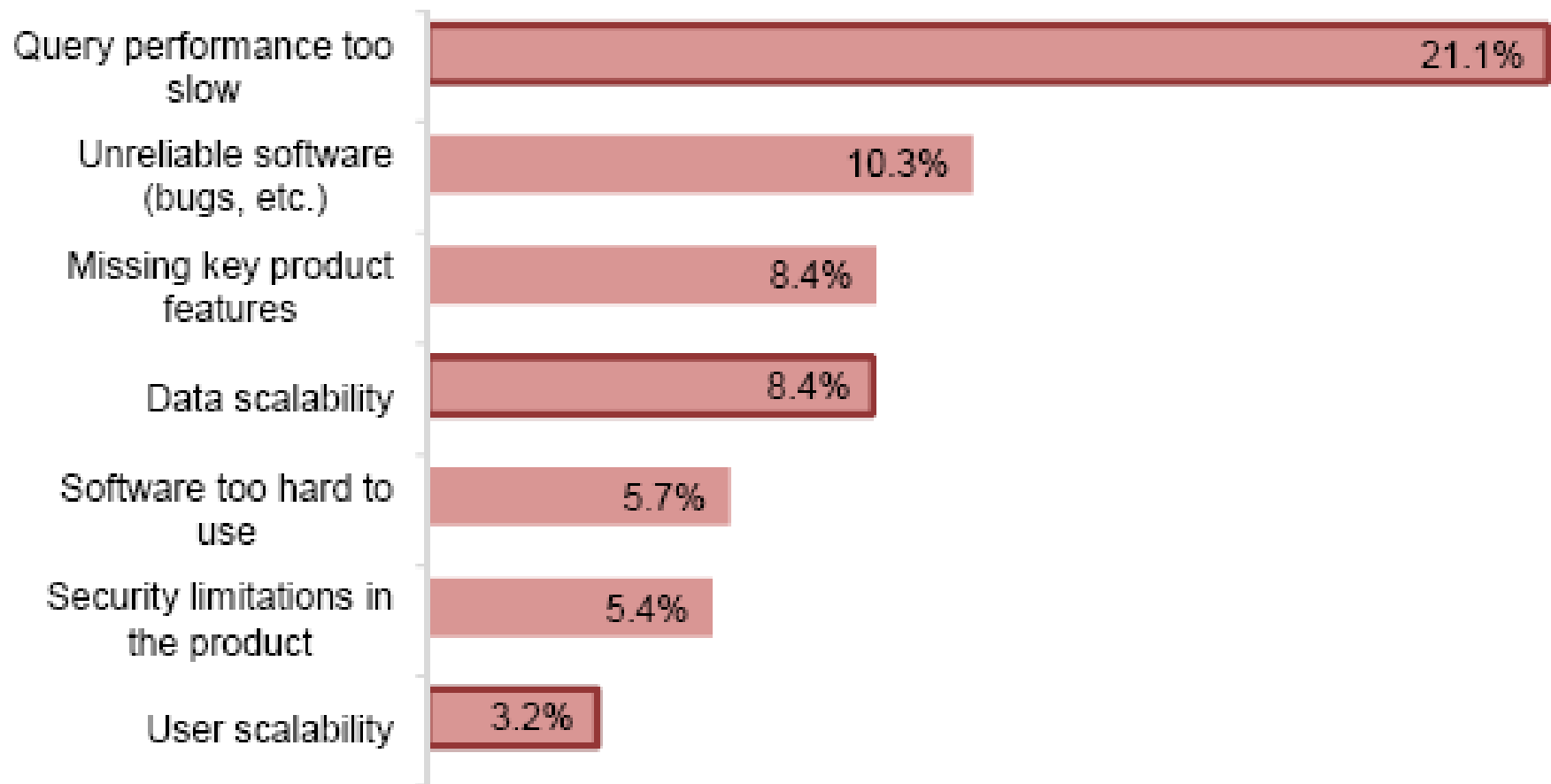


- Data triggers calcs automatically
- Calcs operate across cubes automatically
- Only the Calculations that are needed are run: **FAST & EFFICIENT!**



- Data updates to Relational StoreUpdate to OLAP store must be initiated
- Update jobs can be large & **SLOW** (esp in production)
- Data must be extracted to pass to other cubes: **single cube architecture!**

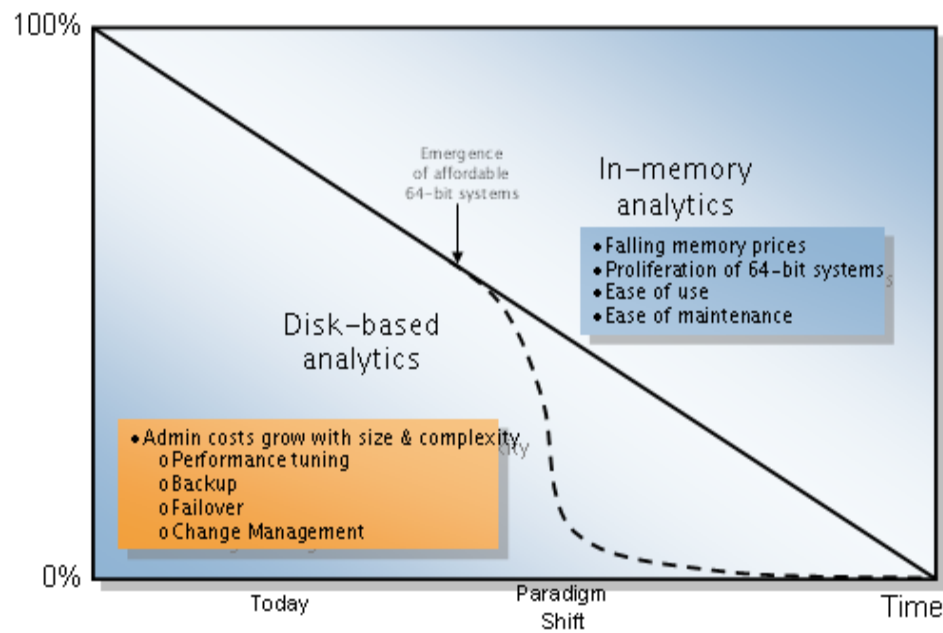
## Speed is paramount to success



**Figure 231 – Performance problems compared to other product-related problems**

*(Based on data from 1813 respondents)*

# TM1's speed secret: "In-Memory" RAM based architecture



- **1,000,000 times faster than disk**
- **64 bit addressability: no limits!**
- **Ultra fast loads; queries; calcs.**
- **Big models; data volumes**

## BI Applications Benefit From In-Memory Technology Improvements

**Gartner**

Gartner RAS Core Research Note G00141540, Kurt Schlegel, Mark A. Beyer, Andreas Bitterer, Bill Hostmann, 2 October 2006 R2037 4/19/2007

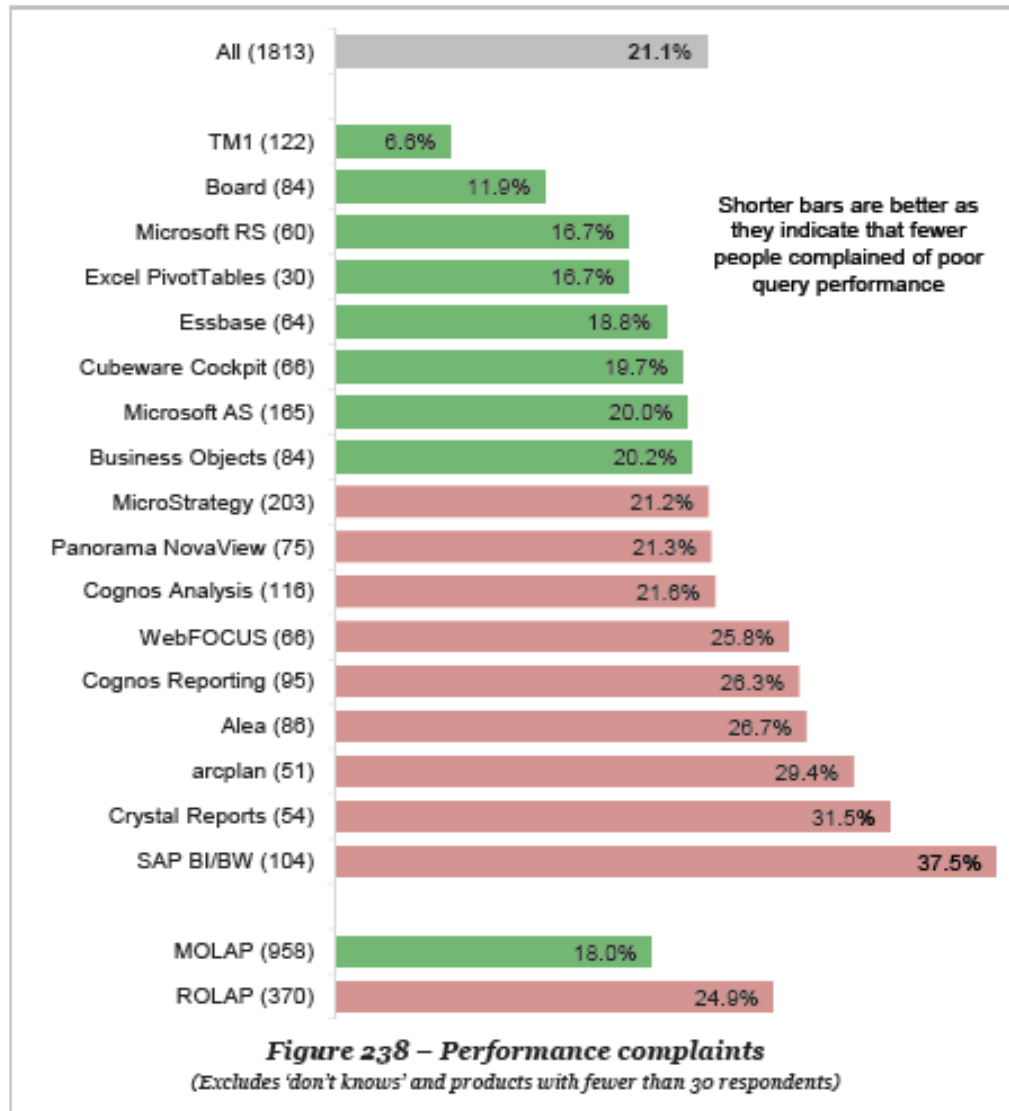
### STRATEGIC PLANNING ASSUMPTION(S)

By 2012, 70% of Global 1000 organizations will load detailed data into memory as the primary method to optimize BI application performance (0.7 probability).

### ANALYSIS

embraced a different architecture to optimize BI application performance. Instead of building an aggregate layer, detailed data is loaded into memory where calculations are performed "on the fly" at query time. Our research indicates that query performance using this in-memory method is often just as fast as or faster than traditional aggregate-based

# TM1's performance in the real world



Times in minutes	1st quartile	Median	3rd quartile	Median
All (1638)	7.38	47.60	183.25	47.6
<b>Products</b>				
Cognos TM1 Server (48)	0.80	3.57	13.75	3.6
TM1+ (54)	0.84	3.93	13.64	3.9
Infor PM OLAP+ (134)	1.18	5.56	47.73	5.6
Infor PM OLAP (114)	1.48	6.76	49.50	6.8
Crystal Reports (34)	2.64	7.50	142.50	7.5
Actuate Platform (28)	2.60	15.00	150.00	15
Cubeware Cockpit (60)	3.18	18.00	90.00	18
QlikView (120)	6.25	25.00	68.57	25
Microsoft RS (41)	5.36	25.50	215.00	25.5
Bissantz (43)	5.94	28.13	145.00	28.1
arcplan (44)	5.00	30.00	150.00	30
WebFOCUS (65)	10.83	34.50	118.13	34.5
Targit (34)	13.75	42.00	127.50	42
Board (121)	7.92	43.93	116.88	43.9
Panorama (40)	7.00	45.00	120.00	45
Microsoft AS+ (239)	10.88	47.73	152.37	47.7
Microsoft AS (109)	16.10	51.56	140.45	51.6
SAP BI/BW+ (80)	19.09	78.00	273.33	78
Hyperion Essbase (40)	25.00	90.00	240.00	90
Essbase+ (52)	23.57	93.33	240.00	93.3
SAP BI/BW (61)	28.39	126.00	506.25	126
Cognos Reporting (83)	45.83	156.67	562.50	156.7
Cognos Analysis (33)	92.50	161.25	431.25	161.3
Cognos PowerCubes+ (42)	98.57	163.64	412.50	163.6
Oracle BIEE/BIEO (35)	29.06	165.00	279.00	165
MicroStrategy (192)	56.25	167.65	600.00	167.6
BusinessObjects (66)	76.67	207.69	578.57	207.7
<b>Suite</b>				
SQL Server (150)	12.38	44.29	154.62	44.3
Hyperion (58)	20.36	90.00	210.00	90
Oracle classic (30)	41.25	97.50	158.57	97.5
Business Objects (107)	8.13	117.27	294.38	117.3
Cognos BI (116)	57.27	158.82	510.00	158.8

**Figure 292 – Data latency by product and suite**

# Amazing SCALABILITY

## Example 1: 2.141 Duodecillion Phillips Lighting data points

Scenario	
Version	21
Year	84
Month	2,436
Days	77,952
BillingDoc	3,707,864,832
BillType	22,247,188,992
ShipTo	23,826,739,410,432
Customer	27,924,938,589,026,300
Plant	418,874,078,835,395,000
Material	1,808,279,398,332,400,000,000
BillingCurrencyType	5,424,838,194,997,190,000,000
BG	21,699,352,779,988,800,000,000
MAG	1,280,261,814,019,340,000,000,000
AG	364,874,616,995,511,000,000,000,000
Source	58,744,813,336,277,300,000,000,000,000
KeyMAG	2,467,282,160,123,650,000,000,000,000,000
Channel	101,158,568,565,070,000,000,000,000,000,000
TOPTD	5,867,196,976,774,040,000,000,000,000,000,000
Region	82,140,757,674,836,500,000,000,000,000,000,000
MaterialType	821,407,576,748,365,000,000,000,000,000,000,000
ProgramName	64,891,198,563,120,800,000,000,000,000,000,000,000
Sales_M	2,141,409,552,582,990,000,000,000,000,000,000,000,000



# Amazing SCALABILITY

## Example 2: 420.933 Duodecillion World Bank data points

PlanCommitmentItem	8	40776
WPA	5097	1,304,832
Version	32	6,157,502,208
ResponsibleFundCntr	4719	29,038,780,412,928
RequestingFundCntr	4716	756,256,958,293,884,000
Fund	26043	19,695,199,964,847,600,000,000
PartnerFund	26043	91,996,279,035,803,200,000,000,000
FundCntr	4671	76,724,896,715,859,900,000,000,000,000
BusinessProcess	834	2,378,471,798,191,660,000,000,000,000,000
CrossSupport	31	11,109,841,769,353,200,000,000,000,000,000,000
PartnerFundCntr	4671	698,064,687,893,772,000,000,000,000,000,000,000,000
Project-IO-CC	62833	420,933,006,799,944,000,000,000,000,000,000,000,000,000,000
Time	603	

## Agenda

- Business Requirements
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## IBM Cognos TM1 9.5 Release:

*Best in Class “What If” Analysis & Planning Engine*

- **Personal Hierarchies:** As a proximate effect of our in-memory analytic architecture, we support dynamic modeling of hierarchies and dimensions that are often the basis of better business decisions.
- **Personal Scenarios:** This ability drawn from the server-side virtualization supports an unlimited number of ad-hoc alternatives that allow individuals, teams, divisions and whole companies to respond to fast changing conditions.
- **Manage Contribution:** The best decisions are those where relevant data are collected from systems and people alike, Contributor for TM1 extends our commitment for higher participation analytic processing so that contributions to performance management decision making can engage people in a structured, automated, and auditable way.



# Personalized Hierarchies

- Create customized consolidations
- Advanced filtering:
  - Hierarchical level
  - Spelling pattern
  - Attribute value
  - Element name
  - Expression
- Alias support

The screenshot displays the IBM Business Analytics interface, specifically the 'Expense Detail' view. The main window shows a table with columns for months (Jan-09 to Nov-09) and rows for various expense categories. A 'Subset Editor' dialog box is open in the foreground, showing a list of items and their associated expense accounts.

**Expense Detail Table (Approximate Data):**

Category	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09
Total Personnel Related Taxes %	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Computers & Technical Equip Rental	\$4,000	\$0	\$0	\$0	\$0	\$0	\$5,275	\$0	\$0	\$0	\$0
Office AV Studio Equip Rental	\$1,319	\$0	\$0	\$0	\$0	\$0	\$1,319	\$0	\$0	\$0	\$0
Other Equipment Rental	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Equipment Rental</b>	<b>\$5,319</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6,594</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Occupancy	\$14,698	\$11,205	\$8,473	\$8,473	\$8,473	\$8,473	\$8,473	\$8,473	\$8,473	\$7,640	\$8,473
Travel & Entertainment	\$26,250	\$26,250	\$26,250	\$26,250	\$26,250	\$26,250	\$26,250	\$26,250	\$26,250	\$26,250	\$26,250
Professional Fees	\$18,177	\$3,462	\$15,736	\$3,462	\$3,462	\$15,736	\$3,462	\$3,462	\$15,736	\$3,462	\$3,462

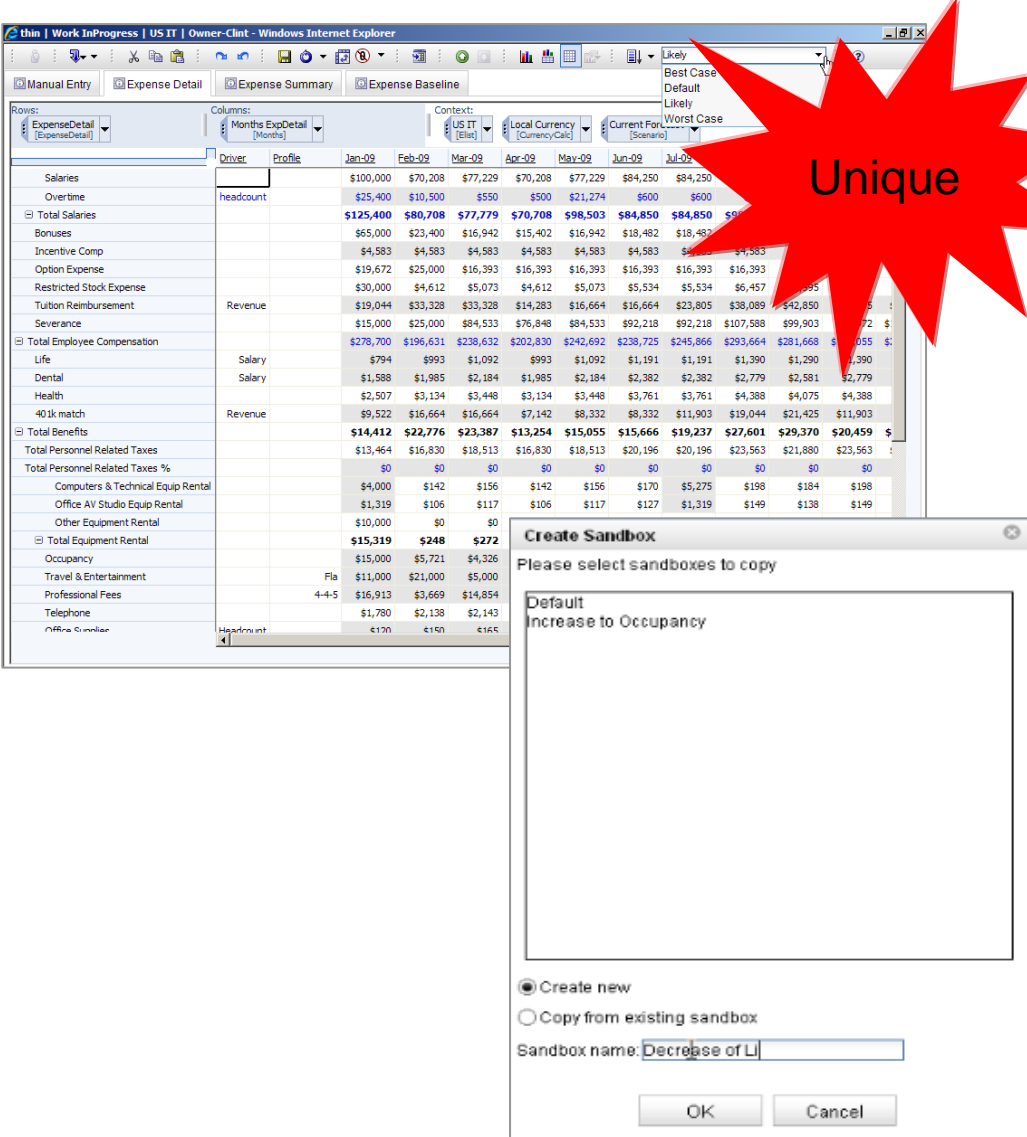
**Subset Editor - Scenario > (unnamed) \***

Description	Expense Account	Total 2009	Jan-09	Feb-09
1 ReportNet Research	Overtime	\$64,014	\$25,000	\$0
2 Printer	Incentive Comp	\$30,000	\$2,500	\$0
3 servers for Trade Show	Computers & Technical Equip Rental	\$9,275	\$4,000	\$0
4 Bring down que program	Incentive Comp	\$25,000	\$2,083	\$0
5 servers for Trade Show	Office AV Studio Equip Rental	\$3,693	\$1,319	\$0
6 Corporate rollover	Travel & Entertainment	\$120,000	\$10,000	\$0
7 Team Dinner	Travel & Entertainment	\$120,000	\$10,000	\$0

The Subset Editor dialog box also includes a 'Scenario' dropdown set to '(unnamed) \*', a 'Subset' dropdown set to '(unnamed)', and a list of items to include: Current Forecast, Budget, Actuals, and Prior Forecast. The 'Prior Forecast' item is currently selected.

# Personal Scenarios

- No predetermined model requirements for scenarios
- Unlimited flexibility for end user scenario building
- Available in all TM1 clients (Excel, TM1 Web, Contributor, Fragment for Cognos 8 BI)



The screenshot displays the IBM TM1 software interface. The main window shows a financial model with columns for months (Jan-02 to Jul-02) and rows for various expenses. A red starburst with the word "Unique" is overlaid on the right side of the screenshot.

The "Create Sandbox" dialog box is open, showing the following options:

- ☒ Create new
- ☐ Copy from existing sandbox

The "Sandbox name" field is set to "Decrease of LI". The "Default" section shows "Increase to Occupancy".

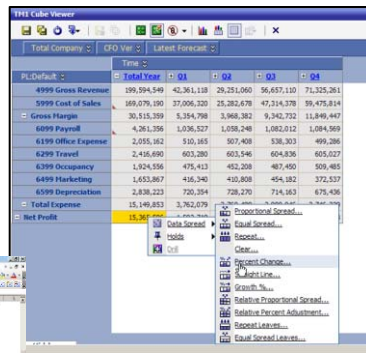
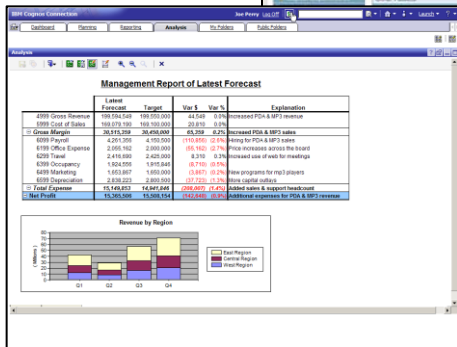
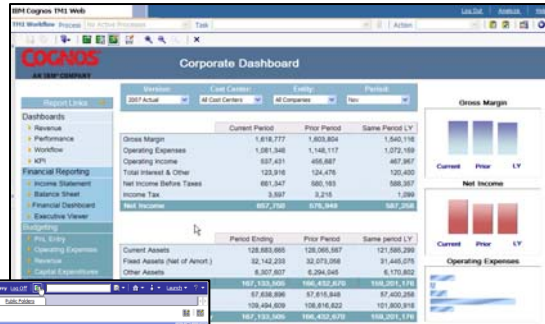
Columns:	Jan-02	Feb-02	Mar-02	Apr-02	May-02	Jun-02	Jul-02
Salaries	\$100,000	\$70,208	\$77,229	\$70,208	\$77,229	\$84,250	\$84,250
Overtime	\$25,400	\$10,500	\$550	\$500	\$21,274	\$600	\$600
<b>Total Salaries</b>	<b>\$125,400</b>	<b>\$80,708</b>	<b>\$77,779</b>	<b>\$70,708</b>	<b>\$98,503</b>	<b>\$84,850</b>	<b>\$84,850</b>
Bonuses	\$65,000	\$23,400	\$16,942	\$15,402	\$16,942	\$18,482	\$18,482
Incentive Comp	\$4,583	\$4,583	\$4,583	\$4,583	\$4,583	\$4,583	\$4,583
Option Expense	\$19,672	\$25,000	\$16,393	\$16,393	\$16,393	\$16,393	\$16,393
Restricted Stock Expense	\$30,000	\$4,612	\$5,073	\$4,612	\$5,073	\$5,534	\$5,534
Tuition Reimbursement	\$19,044	\$33,328	\$33,328	\$14,283	\$16,664	\$23,805	\$38,089
Severance	\$15,000	\$25,000	\$84,533	\$76,848	\$84,533	\$92,218	\$107,588
<b>Total Employee Compensation</b>	<b>\$278,700</b>	<b>\$196,631</b>	<b>\$238,632</b>	<b>\$202,830</b>	<b>\$242,692</b>	<b>\$245,866</b>	<b>\$293,664</b>
Life	\$794	\$993	\$1,092	\$993	\$1,092	\$1,191	\$1,191
Dental	\$1,588	\$1,985	\$2,184	\$1,985	\$2,184	\$2,382	\$2,382
Health	\$2,507	\$3,134	\$3,448	\$3,134	\$3,448	\$3,761	\$3,761
401k match	\$9,522	\$16,664	\$16,664	\$7,142	\$8,332	\$11,903	\$19,044
<b>Total Benefits</b>	<b>\$14,412</b>	<b>\$22,776</b>	<b>\$23,387</b>	<b>\$13,254</b>	<b>\$15,055</b>	<b>\$19,237</b>	<b>\$27,601</b>
<b>Total Personnel Related Taxes</b>	<b>\$13,464</b>	<b>\$16,830</b>	<b>\$18,513</b>	<b>\$16,830</b>	<b>\$18,513</b>	<b>\$20,196</b>	<b>\$23,563</b>
<b>Total Personnel Related Taxes %</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Computers & Technical Equip Rental	\$4,000	\$142	\$156	\$142	\$156	\$170	\$198
Office AV Studio Equip Rental	\$1,319	\$106	\$117	\$106	\$117	\$127	\$149
Other Equipment Rental	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Equipment Rental</b>	<b>\$15,319</b>	<b>\$248</b>	<b>\$272</b>	<b>\$248</b>	<b>\$272</b>	<b>\$307</b>	<b>\$347</b>
Occupancy	\$15,000	\$5,721	\$4,326	\$5,721	\$4,326	\$5,721	\$4,326
Travel & Entertainment	\$11,000	\$21,000	\$5,000	\$21,000	\$5,000	\$21,000	\$5,000
Professional Fees	\$16,913	\$3,669	\$14,854	\$3,669	\$14,854	\$3,669	\$14,854
Telephone	\$1,780	\$2,138	\$2,143	\$2,138	\$2,143	\$2,138	\$2,143
Office Supplies	\$120	\$140	\$146	\$140	\$146	\$149	\$156

## New Features in all Client Interfaces

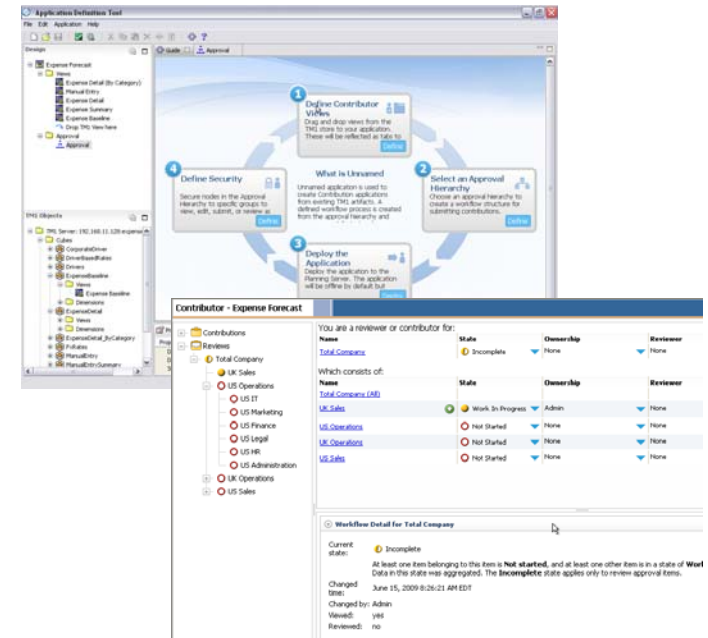
- In cell picklists (driven by server-based logic)
- Redo/Undo
  - Back out impact of data spreading transactions
  - Session level activity tracking
- Sandbox Change **cell** coloring
  - Color tracking for all cells impacted by data maintenance
- Enhanced data spreading shortcut keys
  - **K** (thousands) and **M** (million) entry ..... 10.5M = 10,500,000

# Two Enriched Contribution Environments

## Microsoft Excel Based

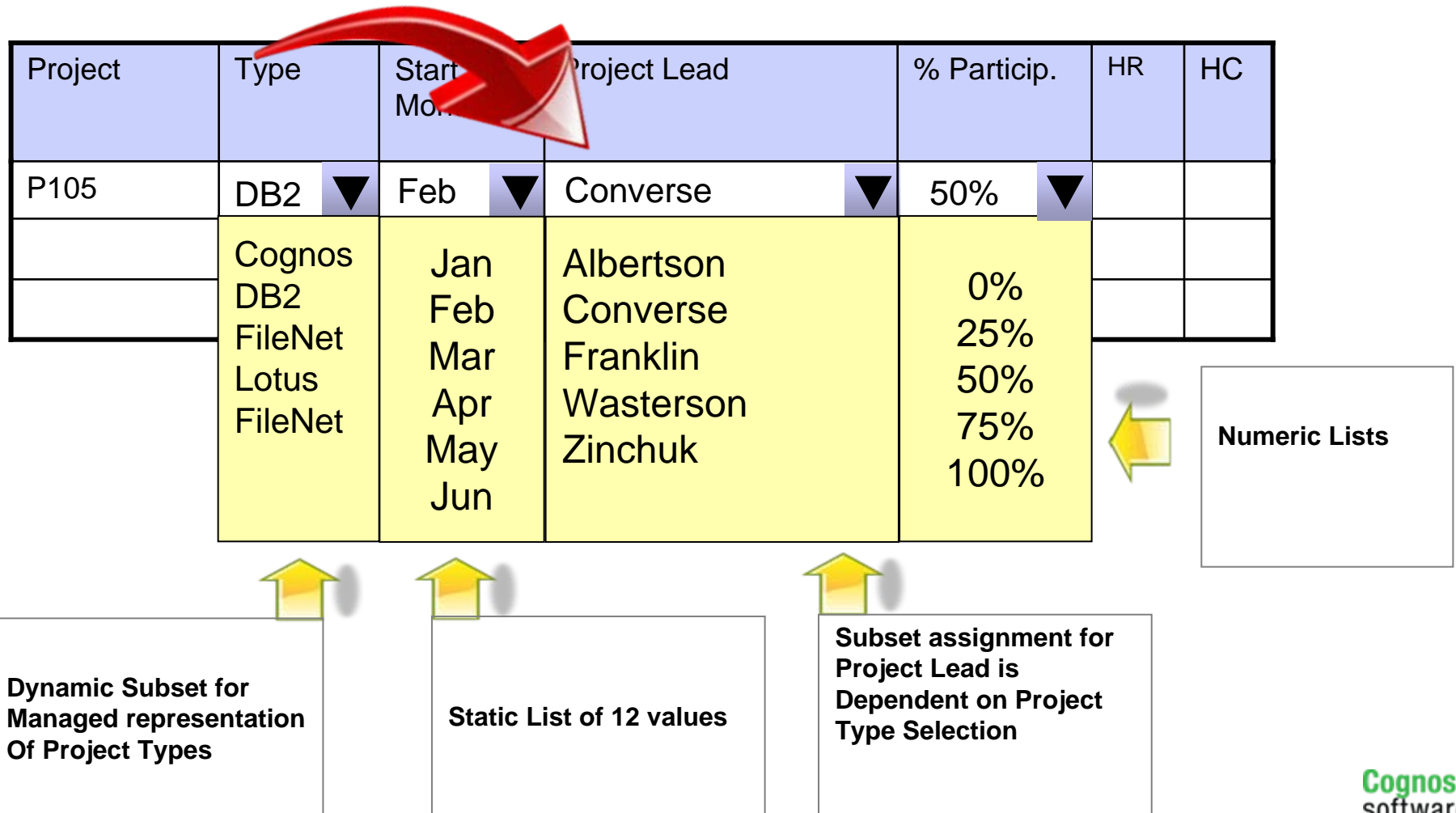


## Managed Contribution





## Cell Pick Lists – Conditional Lists





# Managed Contribution

- Workflow
- Pick lists (driver execution)
- Undo/Redo feature
- End User Personalization (Multi pane docking)
- Personal Scenarios
- Personal Hierarchies (advanced filtering and user defined hierarchies)
- Color code data changes
- Charting
- Hierarchy Support

**Contributor - Demo**

You are a reviewer or contributor for:

Name: US IT State: Not Started Ownership: None Reviewer: US Operations Last Data Save: Never saved

**Expense Detail** | Expense Summary | Expense Baseline

Rows: ExpenseDetail (ExpenseDetail) Columns: Months ExpDetail (Months) Context: US IT (Edit) Local Currency (Currency Calc) Current Forecast (Scenario)

Driver	Profile	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09
Total Personnel Related Taxes %		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Computers & Technical Equip Rental		\$4,000	\$0	\$0	\$0	\$0	\$0	\$5,275	\$0	\$0	\$0	\$0
Office AV Studio Equip Rental		\$1,319	\$0	\$0	\$0	\$0	\$0	\$1,319	\$0	\$0	\$0	\$0
Other Equipment Rental		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Equipment Rental</b>		<b>\$5,319</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6,594</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Occupancy		\$14,090	\$11,205	\$0,473	\$0,473	\$0,473	\$0,473	\$0,473	\$0,473	\$0,473	\$7,640	\$0,473
Travel & Entertainment	Flat	\$26,250	\$26,250	\$26,250	\$26,250	\$26,250	\$26,250	\$26,250	\$26,250	\$26,250	\$26,250	\$26,250
Professional Fees	4-4-S	\$18,177	\$3,462	\$15,736	\$3,462	\$3,462	\$15,736	\$3,462	\$3,462	\$15,736	\$3,462	\$3,462

**Manual Entry**

Rows: MultiItems (MultiItems) Columns: Months (Months) Context: US IT (Edit) Current Forecast (Scenario)

Description	Expense Account	Total 2009	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09
1 ReportNet Research	Overtime	\$64,014	\$25,000	\$10,000	\$0	\$0	\$20,724	\$0	\$0	\$0	\$0	\$8,290
2 Printer	Incentive Comp	\$30,000	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
3 servers for Trade Show	Computers & Technical Equip Rental	\$9,275	\$4,000	\$0	\$0	\$0	\$0	\$5,275	\$0	\$0	\$0	\$0
4 Bring down que program	Incentive Comp	\$25,000	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083
5 servers for Trade Show	Office AV Studio Equip Rental	\$3,693	\$1,319	\$0	\$0	\$0	\$0	\$1,319	\$0	\$0	\$0	\$0
6 Corporate rollover	Travel & Entertainment	\$120,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
7 Team Dinner	Travel & Entertainment	\$120,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000

# Managed Contribution

- Deployment of Model Objects
  - Quickly Turn TM1 Objects into Managed Applications
- Planning Workflow
  - Structured Planning Process Approvals

The screenshot shows the Application Definition Tool interface. The main window displays a workflow with four steps: 1. Define Contributor Views, 2. Select an Approval Hierarchy, 3. Deploy the Application, and 4. Define Security. The workflow is titled 'What is Unnamed'. The left pane shows the 'Expense Forecast' application structure, including 'Views' and 'Approval' objects. The bottom pane shows the 'Contributor - Expense Forecast' window, which displays a tree view of contributions and a table of reviewer/contributor information.

**Contributor - Expense Forecast**

You are a reviewer or contributor for:

Name	State	Ownership	Reviewer
<a href="#">Total Company</a>	Incomplete	None	None

Which consists of:

Name	State	Ownership	Reviewer
<a href="#">Total Company (All)</a>	Work In Progress	Admin	None
<a href="#">UK Sales</a>	Not Started	None	None
<a href="#">US Operations</a>	Not Started	None	None
<a href="#">UK Operations</a>	Not Started	None	None
<a href="#">US Sales</a>	Not Started	None	None

**Workflow Detail for Total Company**

Current state: Incomplete

At least one item belonging to this item is **Not started**, and at least one other item is in a state of **Work**. Data in this state was aggregated. The **Incomplete** state applies only to review approval items.

Changed time: June 15, 2009 8:26:21 AM EDT

Changed by: Admin

Viewed: yes

Reviewed: no

- + Contributions
- Reviews
  - ! Total Company
    - Eastern Region
      - 🔒 Maryland
      - 🔒 Georgia
      - 🟡 Massachusetts
    - + Central Region
    - + 🏠 Western Region
    - + 🇨🇦 Canada

## You are a reviewer or contributor for:

Name	State	Ownership	Reviewer	Last Data Commit
<a href="#">Eastern Region</a>	🟡 Work In Progress	None	Sophia Lee	Never committed

## Which consists of:

Name	State	Ownership	Reviewer	Last Data Commit
<a href="#">Eastern Region (All)</a>	🟡 Work In Progress		Sophia Lee	
<a href="#">Maryland</a>	🔒 Locked	Joe Perry	Sophia Lee	October 4, 2009 3:19:54 PM EDT
<a href="#">Georgia</a>	🔒 Locked	Joe Perry	Sophia Lee	October 4, 2009 3:19:33 PM EDT
<a href="#">Massachusetts</a>	🟡 Work In Progress	Joe Perry	Sophia Lee	October 4, 2009 10:46:10 PM EDT

## Workflow Detail for Eastern Region

**Current state:** 🟡 Work In Progress

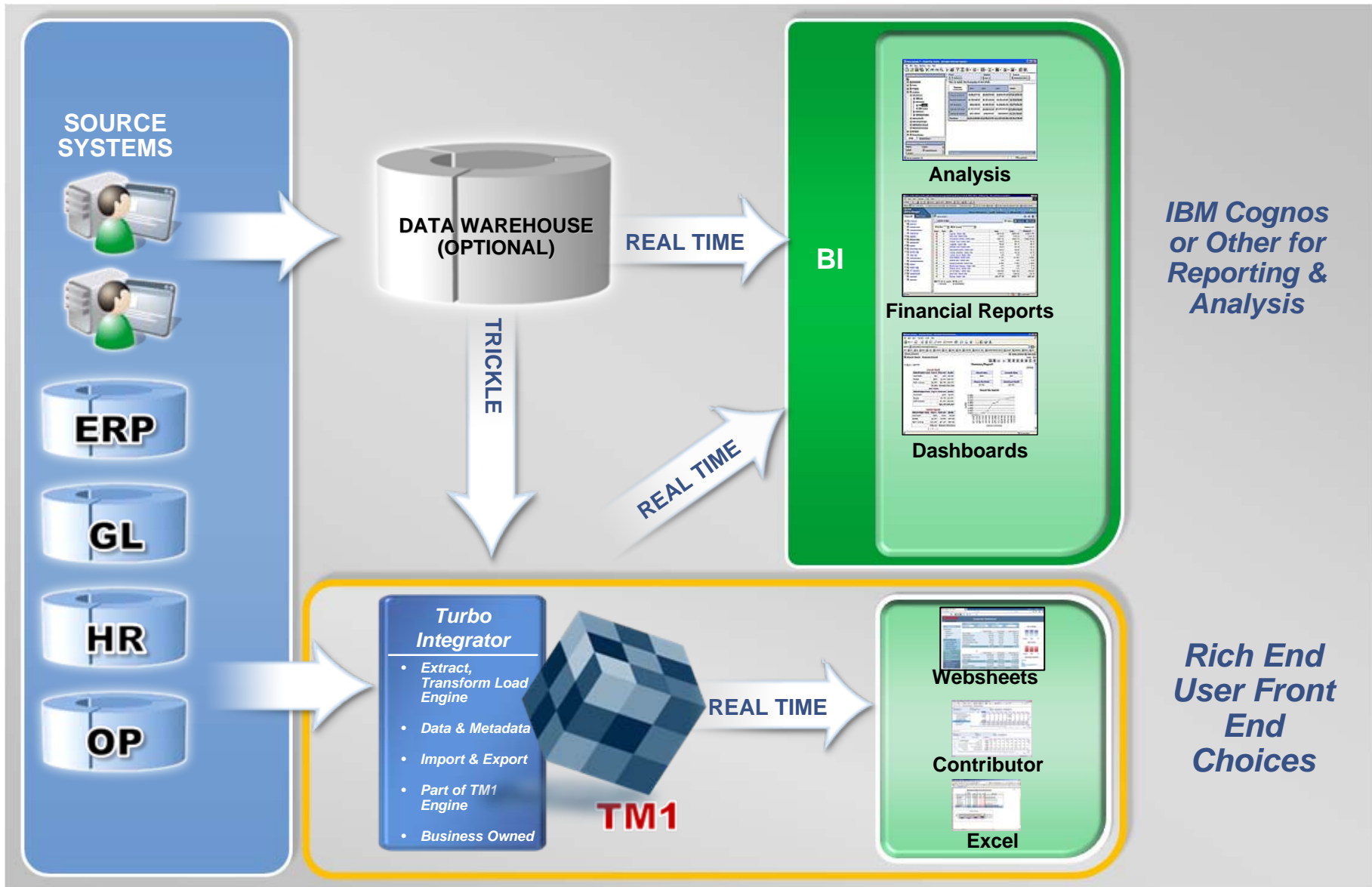
Data has been committed for this node, but has not been submitted. The owner can edit or submit a node in this state.

**Changed time:** October 4, 2009 3:19:50 PM EDT**Changed by:** Joe Perry**Viewed:** no**Reviewed:** no

## Agenda

- Business Requirements
- TM1 Solution Overview
- TM1 New Features and Differentiators
- Demonstration (?)
- Customer Case Studies (?)
- Blueprints
- Strategy & Summary

# Cognos TM1 Solution Overview







**DEMONSTRATION**

## Agenda

- Business Requirements
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## A Few of the 4500 Global TM1 Customers



## A Few of the 4500 Global TM1 Customers



# Budgeting and Planning at IAG



## BACKGROUND

Largest Insurer in Australia

Subsidiaries in Europe & Asia

13,500 Employees



## TM1 SOLUTION

Budgeting and Planning conducted in:

- Expense Budgeting and Planning
  - 1500 cost centre managers
  - Driver based HR modelling
  - Shared service recharges modelling (allocations)
- Underwriting Budgeting and Planning
  - 100 P&L budgeting users
  - Top Down Revenue (Premium) Modelling
  - Full allocation from Expenses to P&L by product



# Real-time Customer/Channel/Product profitability



## BACKGROUND

- Major Telecommunications & Network provider: 2nd largest GSM operator in Indonesia
- Dual listed in Jakarta & NYSE
- Provides fixed, mobile (GSM, 3G, CDMA) , IP broadband & internet services

## TM1 SOLUTION

- Very large profitability solution:
  - 340 KPI's
  - 80 Dimensions
  - 36,000,000+ customers
  - A single 64bit server – 20 CPUs, 100 GB RAM, 20 terabytes disk space
  - 100+ standard KPI Reports
  - Web-based KPI dashboards
  - 150 million records processed daily from 35 different source systems
- Customer, Channel, Product Profitability
- Real-time scenario modelling & decision capability
  - Customer Plan, Pricing, and Discount
- Result: gaining 900,000 new customers a month due to competitive edge in customer pricing!

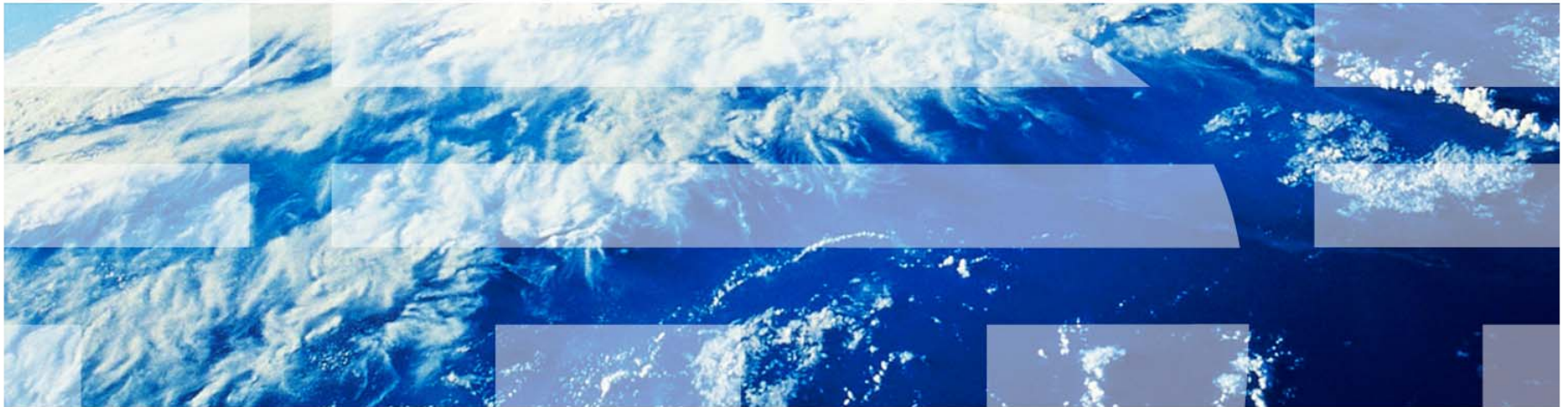
## Canon Information Systems



- Research and Development for Canon
- Ongoing Management of large number of complex projects
- Required to simultaneously manage projects by
  - Cost Center
  - Resource
  - Time
- Continuous Top Down Adjustments over multiple dimensions

# Cognos@IBM

IBM's Performance Management Journey



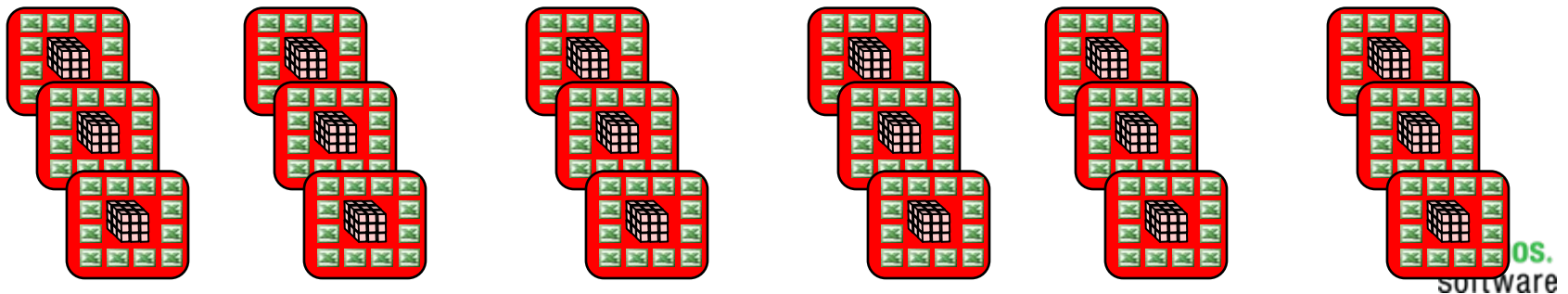
## IBM Internal Finance – Previous Pain Points

- Over 200,000 users
- Global Deployment

### ***Essbase Based Implementation***

- ***Hundreds of Essbase Cubes = Maintenance costs***
- ***Spreadmarts = manual errors***
- ***Many servers around the globe = infrastructure costs***
- ***Different processes to meet divisional variances = added complexity***
- ***Inconsistent across different cubes = variability risk across geographies***
- ***Significant load and recalculation times = Delayed access to timely data***

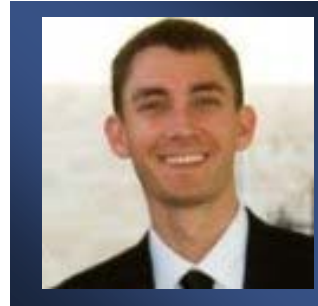
### ***Multiple Essbase Cubes each with many associated Excel workbooks***





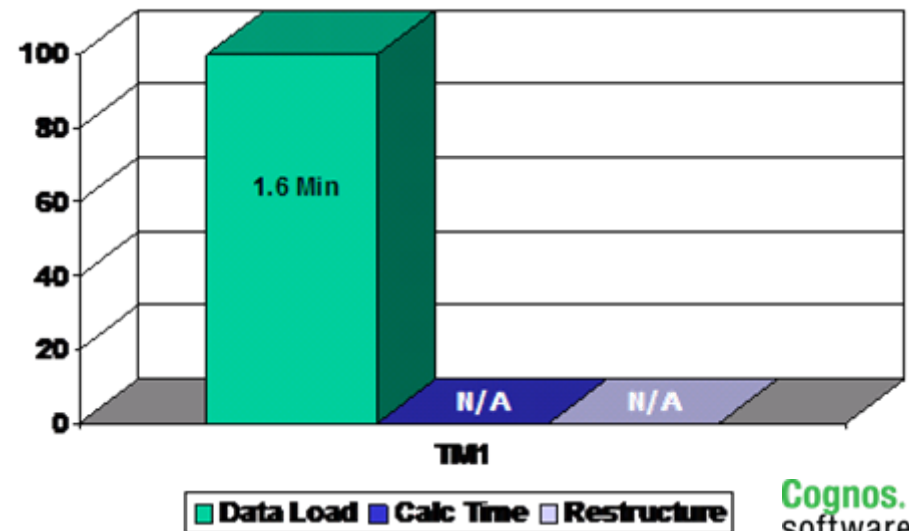
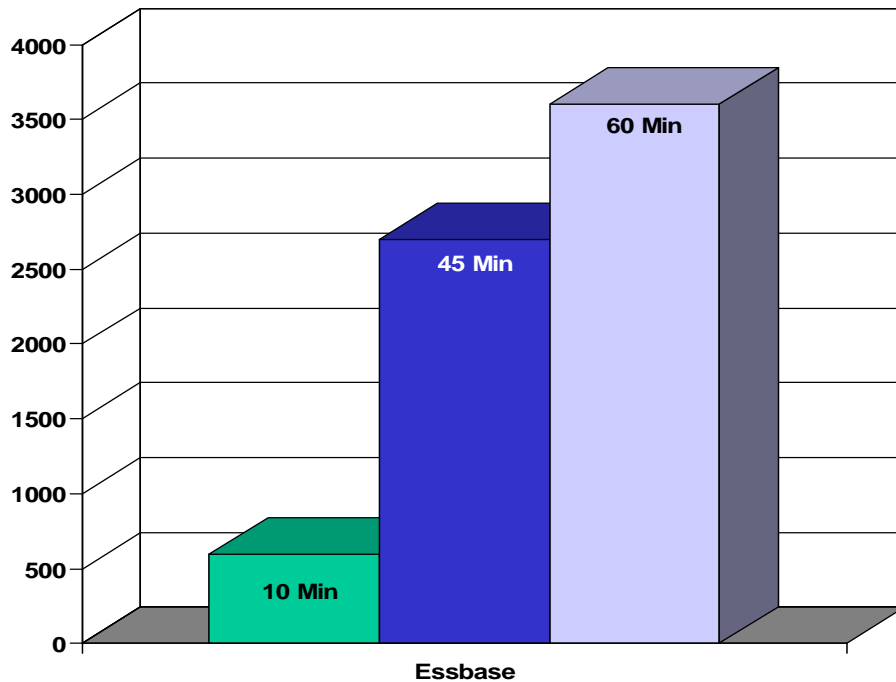
## IBM Finance Benchmark Example: Essbase to TM1

- . 1 Months Data Load
- . Calc Time Average
- . Monthly Restructure Average



“With TM1, we were able to accelerate our pursuit of globally integrated processes and systems thru data/model scalability not previously available to us”

Director, Performance Management, IBM



## Summary of TM1 Implementation

- 20 Global Financial Applications delivered by year end 2009
- Single shared architecture for all IBM Brands/Geographies and LOB using Cognos
- Using the same software and versions commercially available

### Revenue Application After Cognos

- Insight gained with a discrete view of revenue for each deal under contract as well as a portfolio of contracts.
- Automatic generation
- Consistent view across all analysts of backlog run out
- Reduced need for in depended spreadsheets and reducing the risk of data loss
- Consistent versioning of data
- Lower maintenance costs with increased reliability

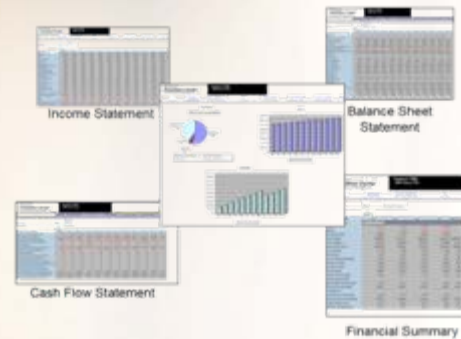
### Expense Application After Cognos

- Single worldwide application for Spend Analysis and tracking on one TM1 Cube
- Increased visibility across geographies and brands allowed for cost control optimizations
- Common processes increase career options of financial analysts across IBM

## Agenda

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# IBM Cognos Blueprints Roadmap



**BLUEPRINT MODELS**



**BUSINESS VALUE GUIDES**



**APPLICATION BRIEFS**

# TM1 Performance Blueprints

- Pre-defined data, process and policy models
  - Developed by IBM Cognos Innovation Center
  - ...In conjunction with leading customers
- Enables best practices
  - Driver-based
  - High Participation
  - High Frequency
- Delivers value out-of-the-box
  - A head-start for implementation
  - Based on best practices
  - Reduces implementation project time and risk
  - Improves project success rate



# New Product Profitability Blueprint

## The IBM Cognos Solution

Optimize business decisions based on insight gained from product profitability

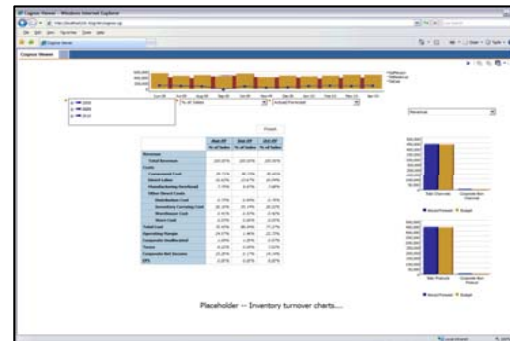
- Product Attributes (e.g., profit maximization across color, size, style (retail garments))
- Inventory (e.g., optimizing inventory management in the context of profitable products (hi-tech manufacturing))
- Seasonal Trends (e.g., profit maximization across fashion trends (retail), ad-hoc purchase trends (industrial supplies))
- Channels (e.g., profit based product-channel distribution mix (retail banking and insurance))
- Vendors (e.g., profit based vendor-input mix (health care))
- Input Cost Allocation — “what-if” analysis on the impact of input costs on product level profitability
- Commit – Ability to product level profitability to planning

## Who is the Customer?

- Alfred Angelo (AA) one of the largest wedding gown manufacturer and retailer worldwide
- IBM Cognos TM1 customer with financial planning and consolidation solution built by Breakaway Technologies (partner).

alfred angelo

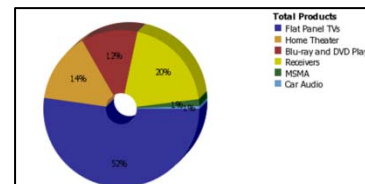
+



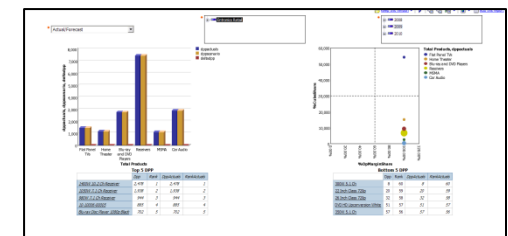
CFO – Product Profitability Impact



Direct Product Profitability



Inventory Mix



Product Profit View



# New Strategic Finance Blueprint

## Functionality



- Evaluate “what if” impact of multiple strategies
- Baseline + growth scenarios
- Organic Growth – Initiative strategies
- External Growth – Merger & Acquisition modeling
- Portfolio assessment – Divestiture analysis
- Full financial analysis – cash flow, P&L, balance sheet, financial return (ROI)
- Treasury
- Cash management, Debt Management
- What is the best way of utilizing surplus cash?
- Tax strategy & optimisation
- Risk Management
- EPS / shareholder value scenario modelling
- Benchmarking against analyst / industry predictions
- Credit rating impact
- Sensitivity analysis
- Contingency planning
- Evaluate key business drivers – internal and external
- Complex business development scenarios

## Overview

- Strategy Tool for Senior Finance, Treasury and Executives
- Offers Direct Value to CFO and C level audience
- Blueprint is fully TM1 based – totally flexible
- Direct access to other TM1 models
- Blueprint validated with IBM Cognos Customers and leading global experts

### REVENUE



### DEBT MODELLING



### MERGERS & ACQUISITIONS



### KPIs



### FINANCIAL POSITION



### CREDIT RATING



### EXPENSES





## Other TM1 Blueprints Coming Soon

- **IT Cost Transparency** - provide more granular understanding of shared service centre/ cost concentrations and ability to allocate costs more accurately to profit centres
- **Risk Modelling** – Operational, Credit Risk Modelling, What-if, Scenario Analysis, etc
- **Demand Planning** – SKU Level Demand Planning
- **Assortment Management** – SKU Level Planning



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## Strategy and Direction

- Platform Completed: no risk of product withdrawal, changing strategy, legacy products or architecture change
- Major Ongoing IBM Focus & Investment: massively increased investment in Solution R&D resources

## Themes

- Extend all Cognos solutions with TM1 infusion
- Information Applications on TM1 Platform
- More tightly integrated business processes
- Provide best practices in performance management.
- Bring customer value every step of the way

TM1 Information Applications – 1000s of solutions



## Solution Summary:

*How Your Requirements are met by TM1*

### **Your Requirements**

- ✓ Powerful and easy to use
- ✓ Tracking Changes
- ✓ Analyzing & Tracking Performance
- ✓ Efficient and Fast
  
- ✓ Base for Performance Management
- ✓ Support for Future Growth
- ✓ Secure Platform for the Future
  
- ✓ Collaboration and process management
- ✓ Streamline Existing Processes
  
- ✓ Link Bottom Up budgeting matched with high level simulation and strategic analytics
- ✓ Real Time decision making process

### **TM1 Unique Advantages**

- ❖ Fast
- ❖ Flexible
- ❖ Business Owned
- ❖ User Self Service
  
- ❖ Scalable
- ❖ Largest R&D of all PM Vendors
- ❖ Best Business Intelligence
  
- ❖ Built in Workflow and Approval Process
- ❖ One Platform to develop future applications
  
- ❖ Built in Modeling and Analysis
- ❖ Real time calculation Engine

## Why IBM?

- Global support and local coverage
- Business and Finance expertise matched with technical know how
- Global Services and Support to ensure customer success
- Leader in Performance Management
- Global Innovation Center for Performance Management
- Functional and Industry Performance Blueprints



## Leading the transition to a smarter planet

Today, IBM is helping our clients to **change the way the world literally works** – and to make the planet not just smaller and “flatter,” but **smarter**. IBM is applying its expertise, global scope and creativity to build the backbone of 21st century industries and public institutions.



Our world is becoming  
**INSTRUMENTED**



Our world is becoming  
**INTERCONNECTED**



Virtually all things, processes and ways of working are becoming  
**INTELLIGENT**

For Smarter Business Cognos TM1 Plays a Central Role





IBM



IBM

# Questions & Answers

The image features a large, three-dimensional green question mark on the left side. To its right, the words "Questions & Answers" are written in a large, three-dimensional, dark green serif font. The text is arranged diagonally, with "Questions" at the top, "&" in the middle, and "Answers" at the bottom. The entire scene is set against a light green background with a subtle gradient and a soft shadow cast by the question mark and text.