



Financial Performance Management Buying Agenda

Ed Gromann – Global FPM Solutions Executive



Agenda

- Introduction
- Market Opportunity
- Opportunity Identification Basics
 - Customer Challenges
 - Cognos Advantages
- Q&A and Wrap Up



Finance Function Faces Challenges

Spreadsheets Failing

“there have been well-documented cases of errors and losses resulting from spreadsheet manipulation errors and accidents.”

Source: Gartner, August 2007

Disparate Systems

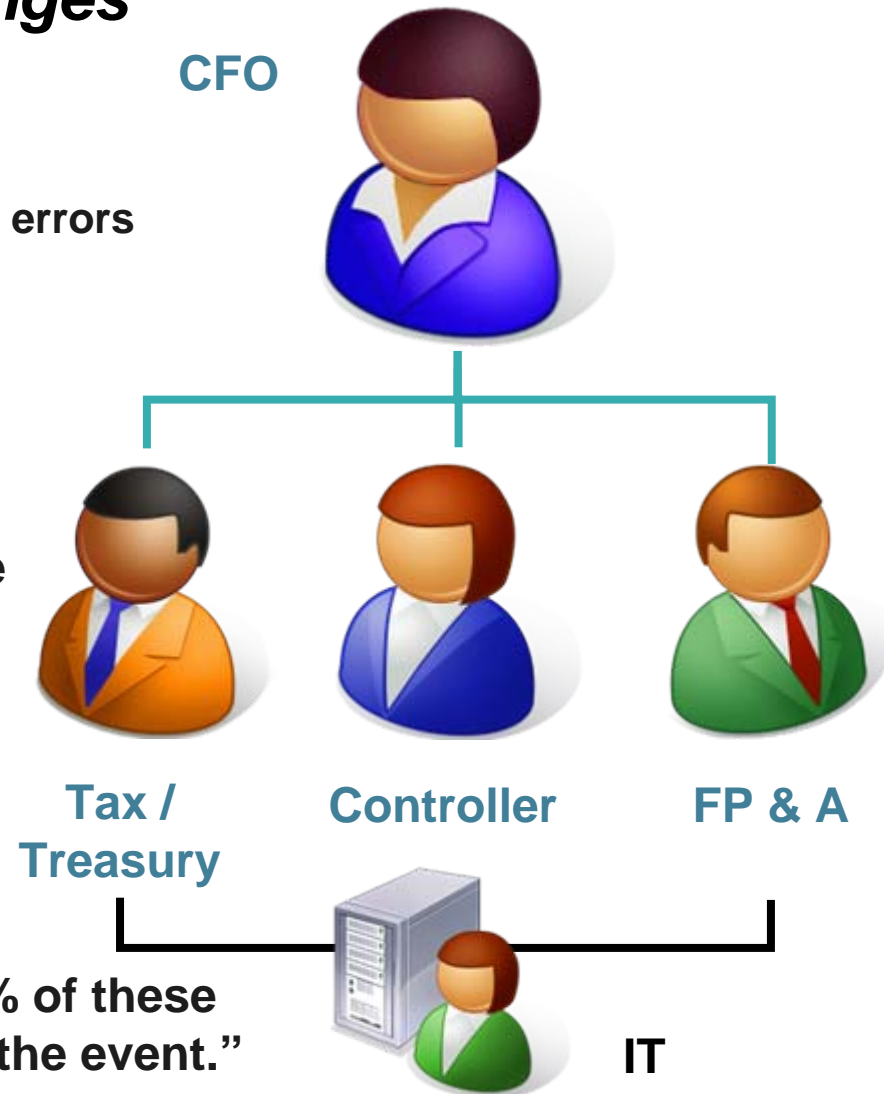
“Average finance organizations operate 11 finance systems per billion dollars of revenue.”

Source: Hackett Group, 2007

Business Risks

“62 percent of enterprises ... encountered a major risk event ... 42 % of these enterprises were not well prepared for the event.”

Source: IBM Global CFO Study 2008



Finance Function Makes a Difference

CFO



**Tax /
Treasury**



Controller



FP & A



IT



Driving Performance

“68% anticipate serving as the performance management experts for the rest of the company.”

Source: CFO Research, Feb 2008

...Enterprise Rewards

“ World-class EPM organizations deliver 2.4 times the equity market returns of industry-peers companies.”

Source: Hackett Group, 2008

...with Professional Upside

“Corporate performance and CFO performance are inextricably linked; CFOs that deliver shareholder value are most likely to achieve the next career step they desire.”

Source: CFO Executive Board, Strategies for Inflecting CFO Performance, 2004

Enterprise Planning, Budgeting, and Forecasting

FP & A

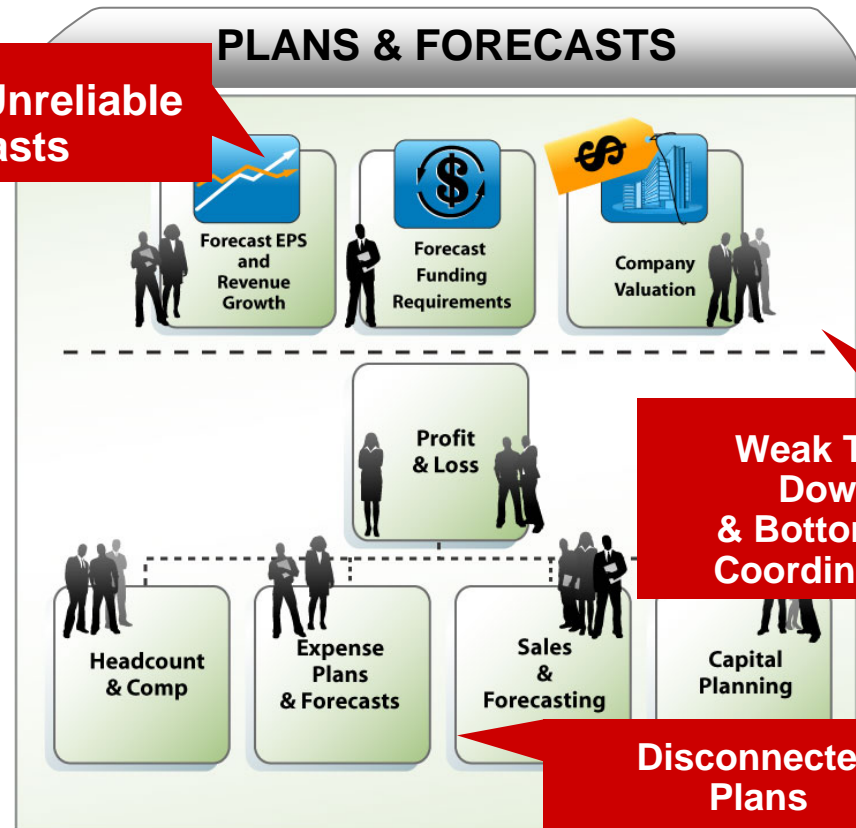


Infrequent Unreliable Forecasts

High Yield Questions

- How long does the budgeting process take?
- Are you using spreadsheets to manage the planning process?
- Are your budgets and forecasts as reliable for decision-making as you would like?

PLANS & FORECASTS



PAIN: Inability to deliver timely, reliable forecasts & plans that align operational tactics with financial targets

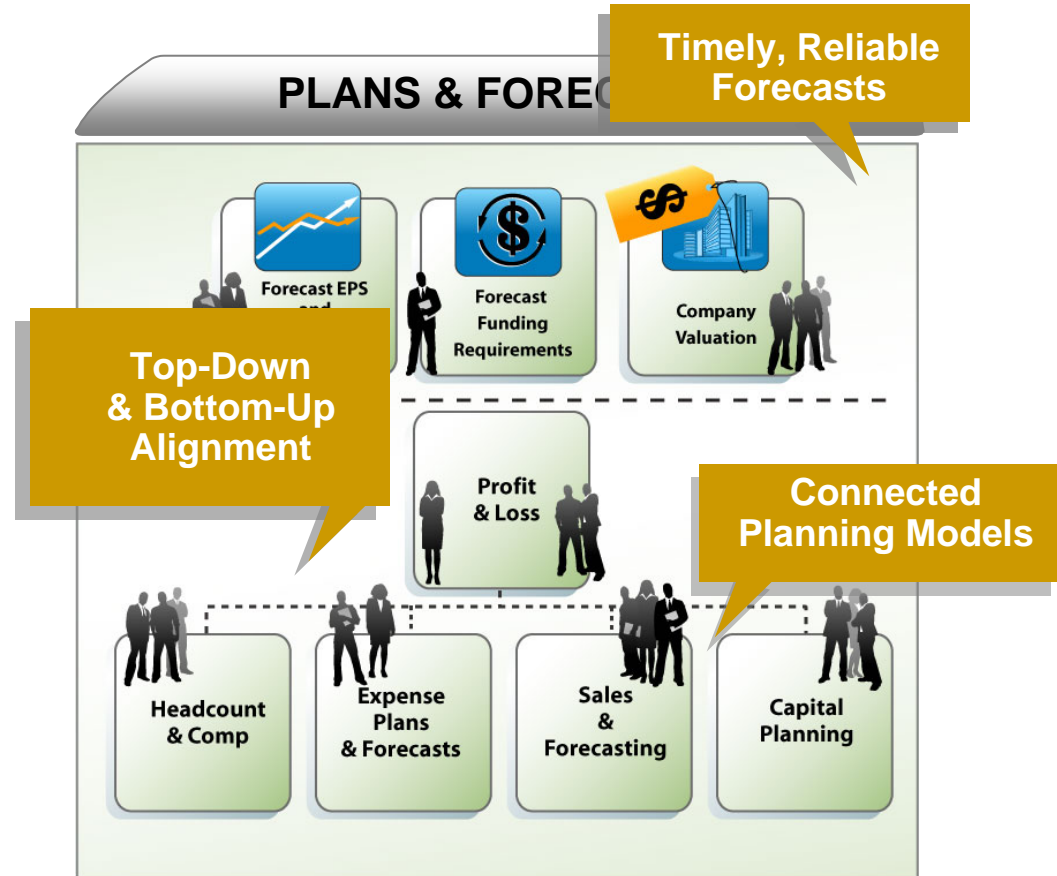
Benefits of IBM Cognos Solutions

FP & A



Why We Win

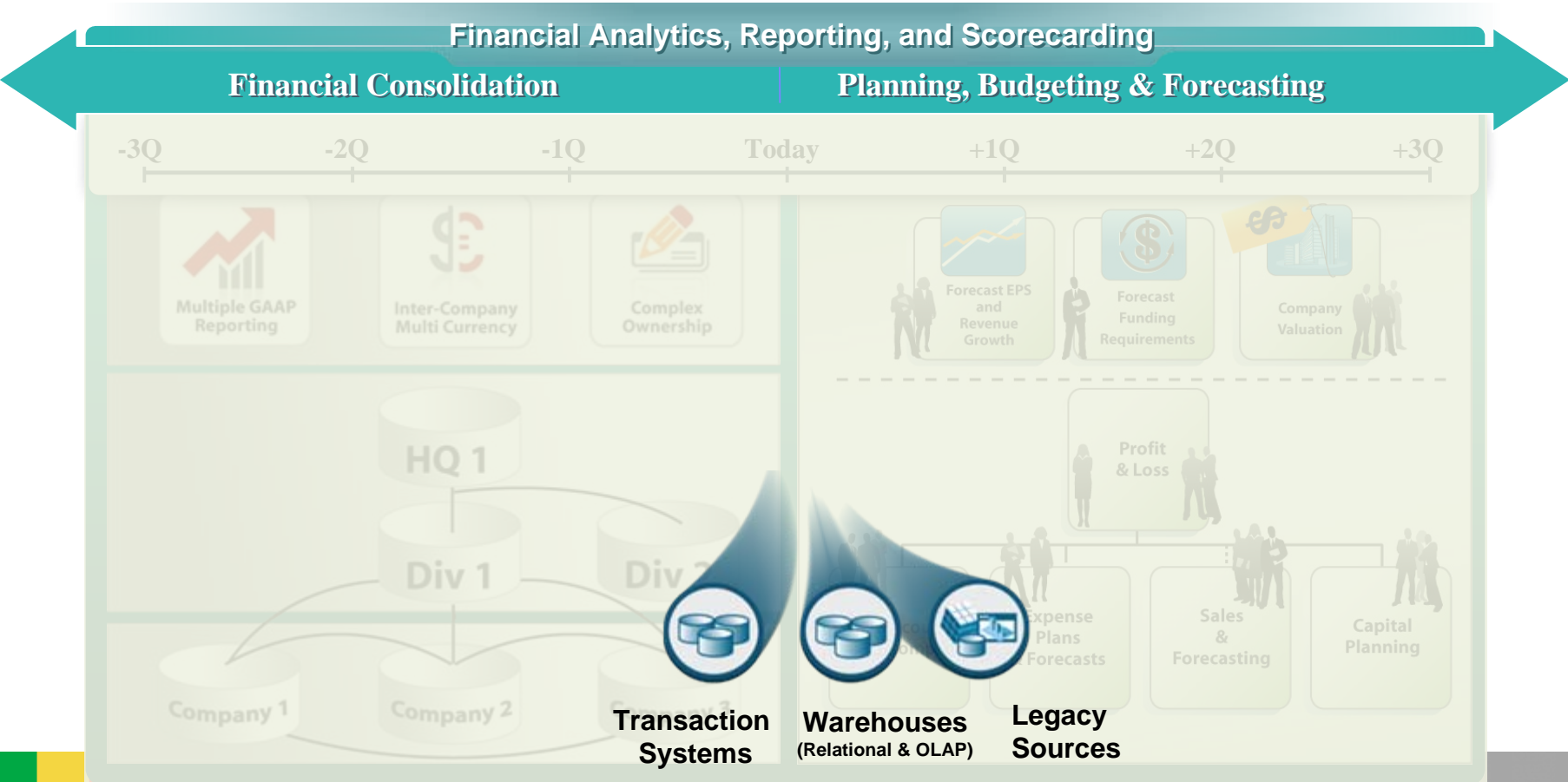
- Understands the value of finance managed solutions.
- Buys into the vision of “Beyond Finance”
- Sees the value of the Innovation Center and Blueprints



IMPACT: Timely, reliable forecasts & plans that align operational tactics with financial targets. Bette, confident resource allocation decision-making.

Financial Analytics & Reporting

“Finance”



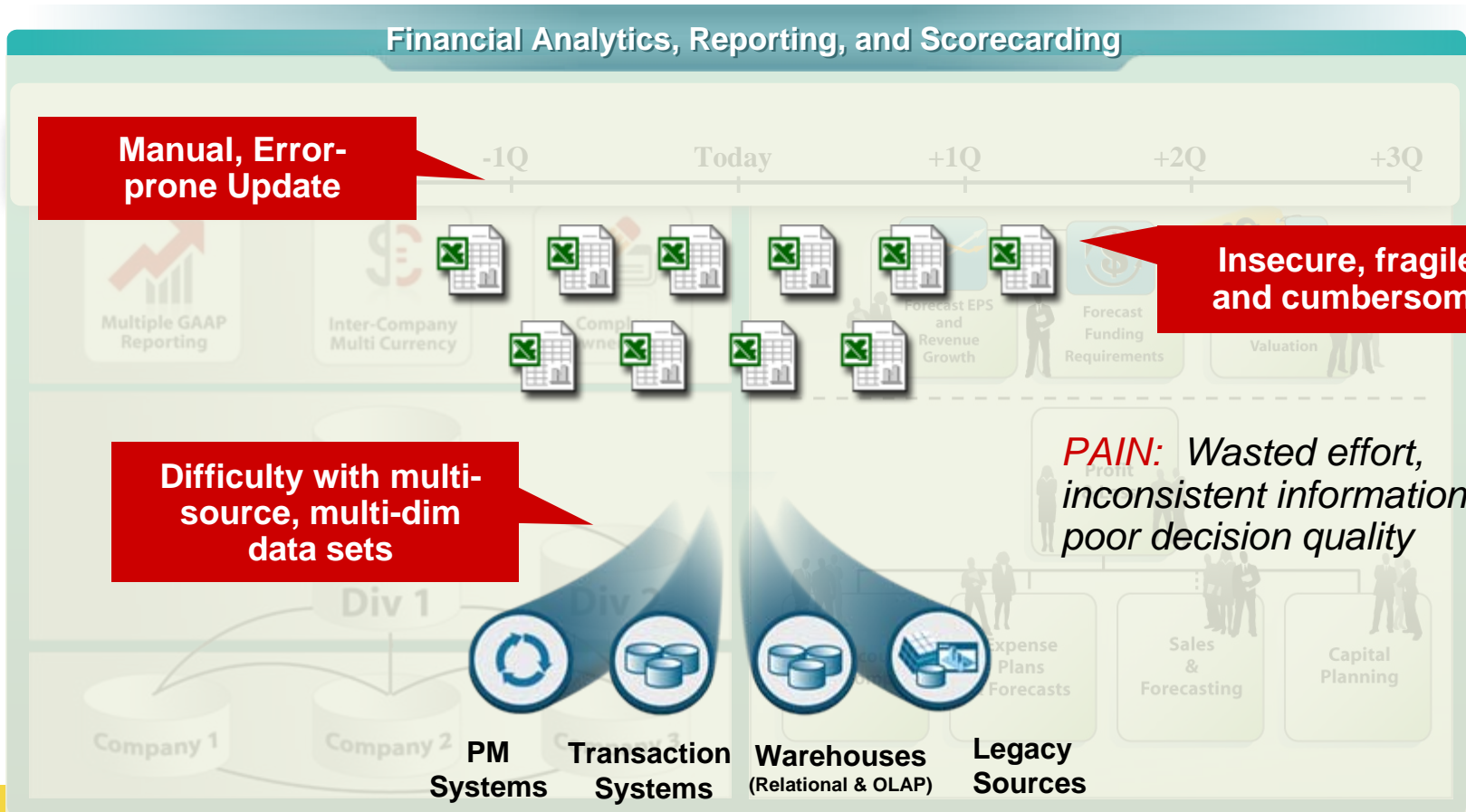
Financial Analytics & Reporting

“Finance”



- Who are your most profitable business units, products, customers, or channels?
- Are you using spreadsheets to manage large multi-dimensional data and logic?

High Yield Questions



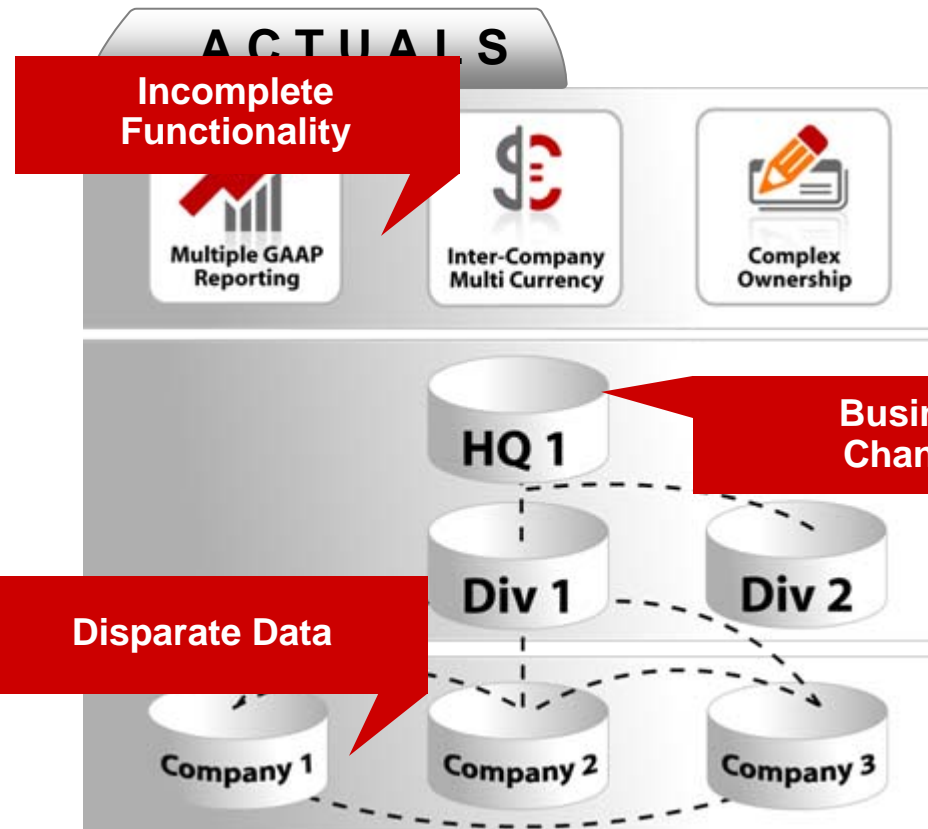
Consolidation and Corporate Reporting

Controller



High Yield Questions

- Is it taking too long to close the books?
- Is your current process meeting compliance requirements?
- What are you using for your current close process?



PAIN: Inability to ensure regulatory compliance, and deliver timely reliable financial and management reporting

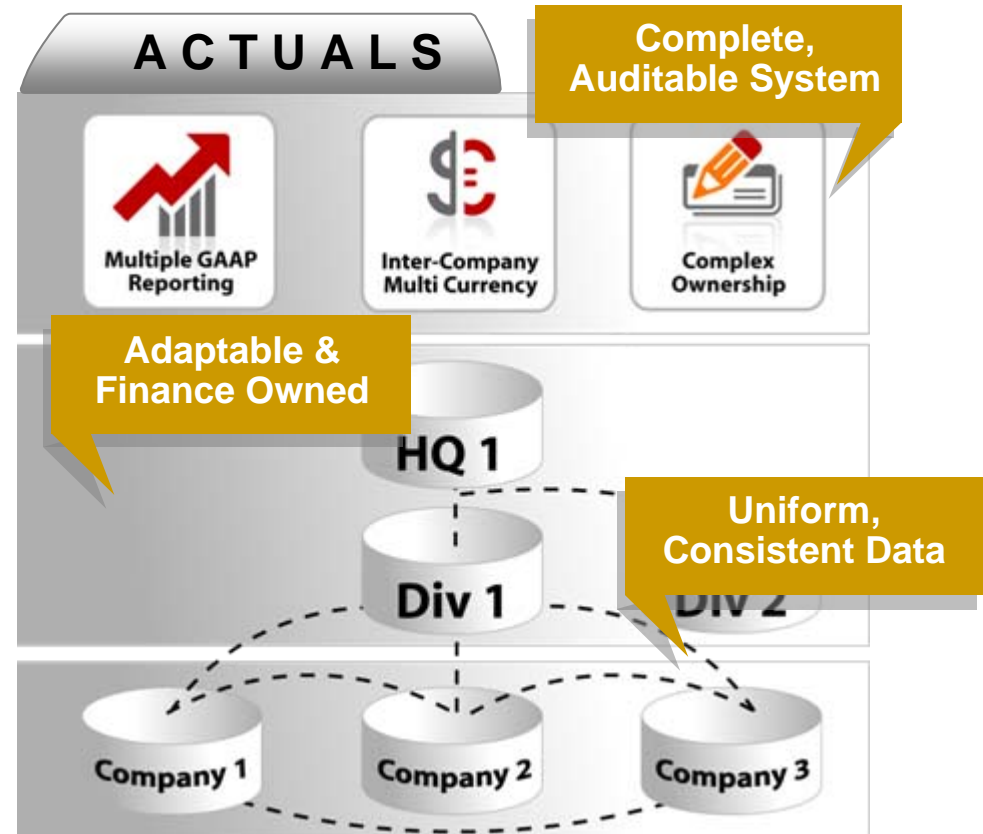
Benefits of IBM Cognos Solutions

Controller



Why We Win

- Wants to have an application approach vs. coding
- Out of the box best practice functionality
- Understands the value of performance management



IMPACT: Cost efficient and effective compliance and faster cycles of performance feedback. Confidence in reporting to external stakeholders.

Scorecarding & Strategy Management

CFO



High Yield Questions

- How do you monitor, measure & communicate strategy?
- How do you link strategy to operations?
- How do you ensure accountability of strategic initiatives?



PAIN: Inability to link strategy to execution. Can't communicate, monitor and manage strategy effectively resulting in lackluster performance.

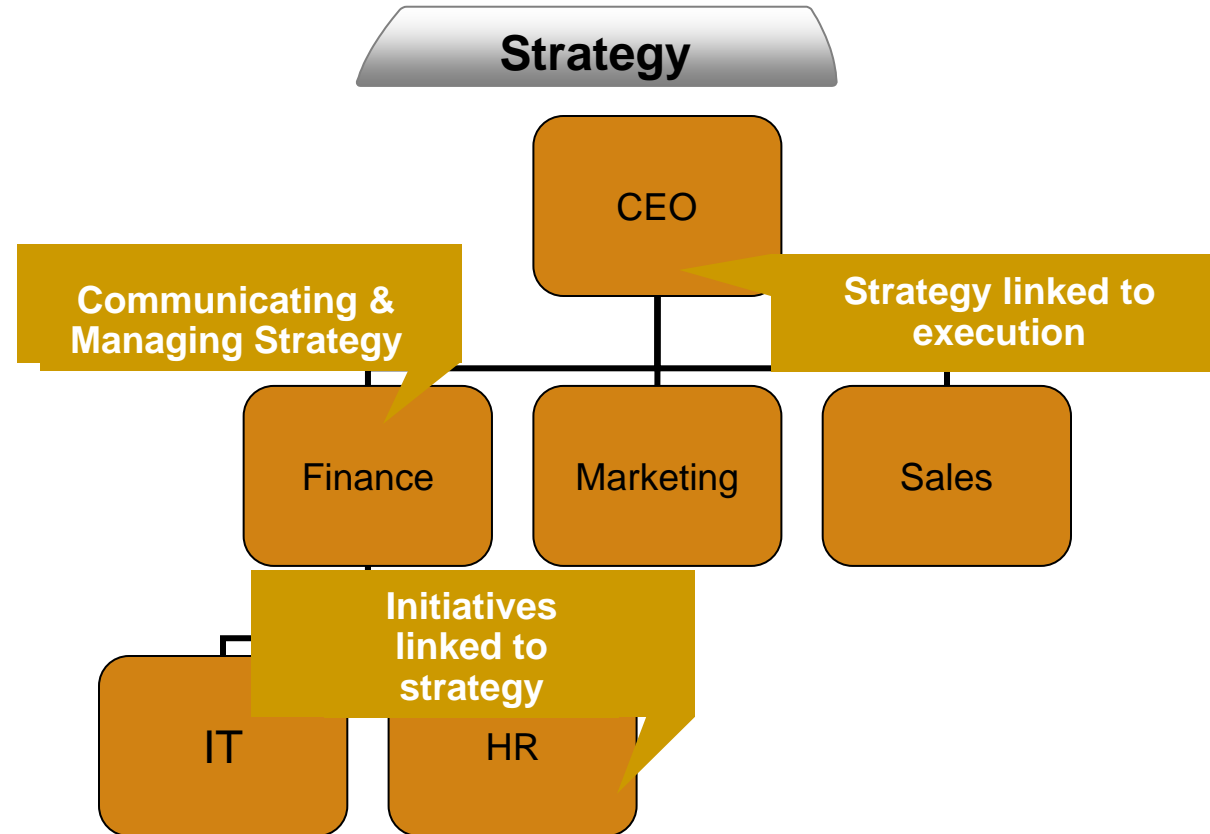
Benefits of IBM Cognos Solutions

CFO



Why We Win

- Part of an independent performance management platform
- Seamless linkage to diagnostic details in BI reports & analysis
- Market leading functionality



IMPACT: Strategy is monitored and communicated. Employees, initiatives & budgets are aligned to strategy.

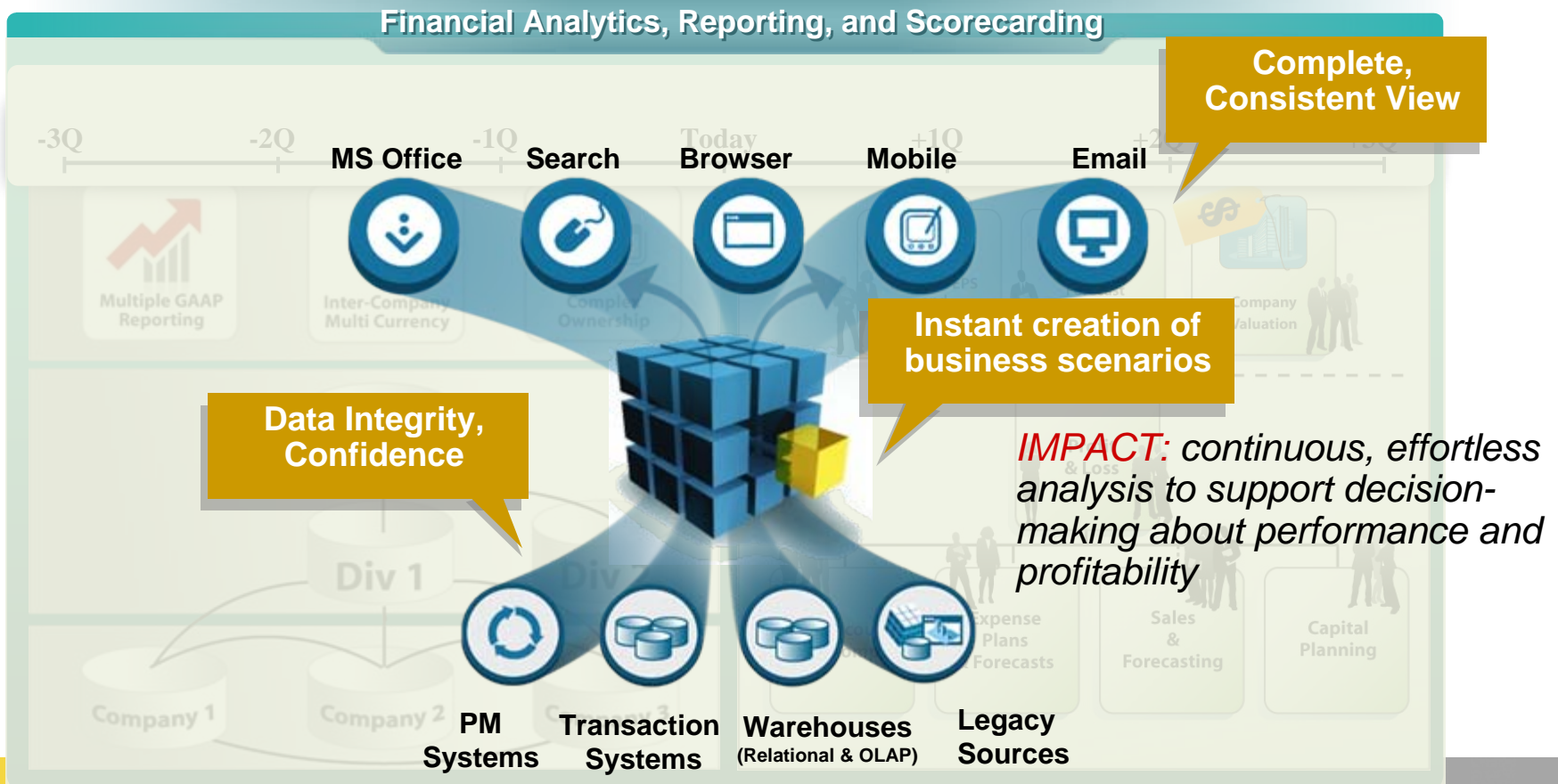
Benefits of IBM Cognos Solutions

Why We Win

"Finance"



- Sees the value of finance ownership of applications
- Appreciates data scalability, interactivity, and flexible, real-time calculation performance



IT Staff and FPM Systems

IT



Why We Win

- Leverage of “BI” data assets
- Strong self-service solution values with IT conformance

Active Projects ...

- Compliance
- SOX 404 or IFRS
- Budget Systems
- Planning Systems
- Sales Forecasting
- Performance Management
- Profitability
- ...



Competitive Radar ...

“I am replacing” or “I am talking with”...

- Hyperion (now Oracle)
- Oracle Financial Analyzer
- Cartesis (now Business Objects)
- Comshare (now Infor)
- Microsoft (PerformancePoint)
- ...

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Thank
You

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