

## Cognos 10 for the Office of Finance

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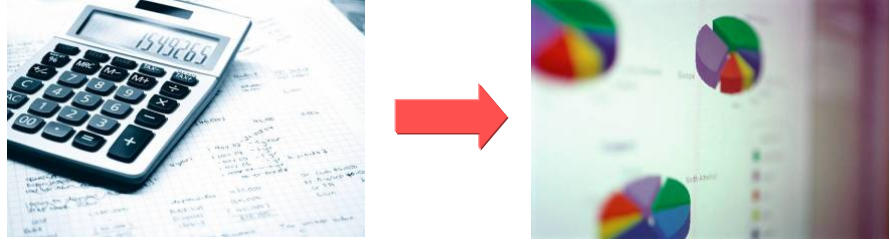
## Agenda

- The **role & challenges** of the modern Finance organization
- IBM **Cognos 10** for Finance
- **Examples** of how **successful** Finance departments leverage IBM Cognos

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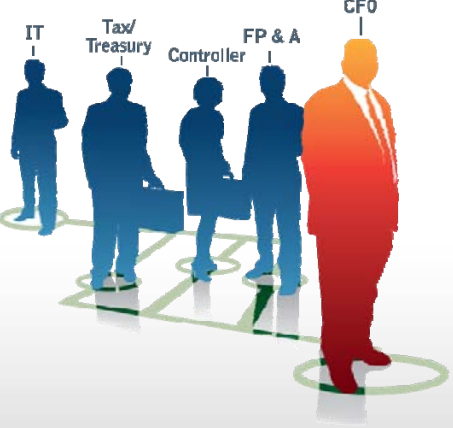
## Finance has gone through a transformation



**Transactional**                      **Analytical**

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„In an era marked by historic levels of volatility, **finance organizations must seize the moment** to help the enterprise become stronger through increased agility.“  
The Hackett Group, 2009



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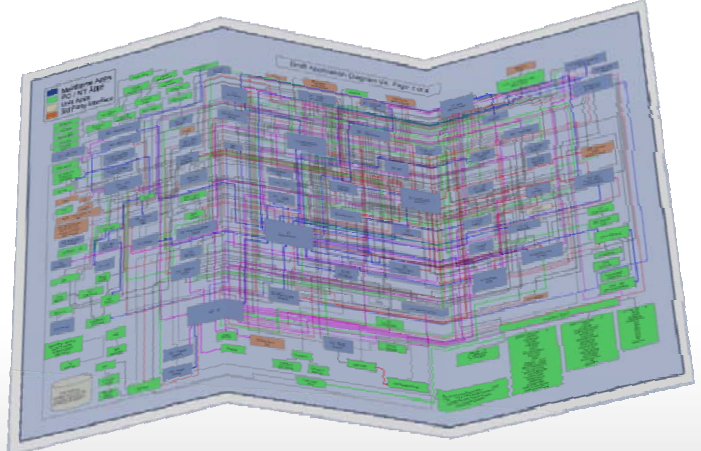


„By 1925 virtually all **management accounting** practices used today had been developed.“  
*Kaplan & Johnson*



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**And what about our finance systems?**



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# 10

**COGNOS**

## How to drive a **successful Finance Department** with IBM Cognos 10



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**Business Analytics & Optimization Solutions**

**Industry Solutions**

- Financial Services
- Public
- Distribution
- Industrial
- Communications

**Cross Industry**

- Financial Performance Optimization
- Customer Relationship Optimization
- Human Capital Optimization
- Advanced Case Management
- Supply Chain Optimization
- Asset Optimization


**Business Analytics**

- Business Intelligence
- Predictive & Advanced Analytics
- Financial Performance & Strategy Management**
- Governance, Risk & Compliance
- Analytic Applications


**Information Management and Governance**

- Information Integration & Master Data Management
- Data Warehousing
- Content Management
- Data Management

**Workload Optimized Systems**



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### Business Analytics & Optimization Solutions

**Industry Solutions**

- Financial Services
- Public
- Distribution
- Industrial
- Communications

**Cross-Industry Solutions**

- Finance
- Human Capital
- Supply Chain / Operations
- Customer


### Business Analytics

- Business Intelligence
- Predictive & Advanced Analytics
- Financial Performance & Strategy Management
- Governance, Risk & Compliance
- Analytic Applications

### Information Management and Governance


Information Integration & Master Data Management  
Data Warehousing

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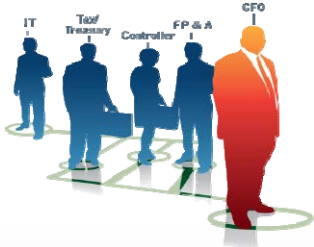
**OpenPages software helps businesses establish and maintain a comprehensive compliance and risk management process across a variety of risk domains including operational risk, financial controls management, IT risk, compliance and internal audits.**

**Clarity software enables organizations to automate the process of collecting, preparing, certifying and controlling financial statements for electronic filing, in support of mandates by the SEC (including XBRL) and other financial regulatory agencies.**

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## All the capabilities Finance needs



- Close & Consolidation
- Planning & Budgeting
- Forecasting
- Reporting & Analysis
- Financial Analytics

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Gain efficiencies      Communicate & Engage      Plan, Budget & Forecast

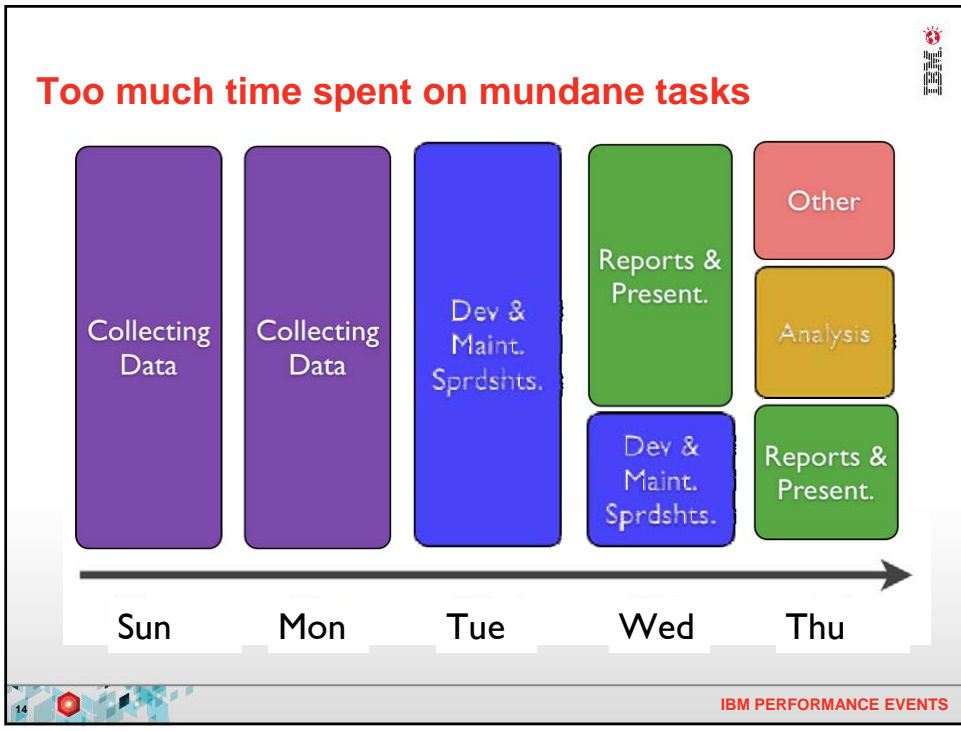
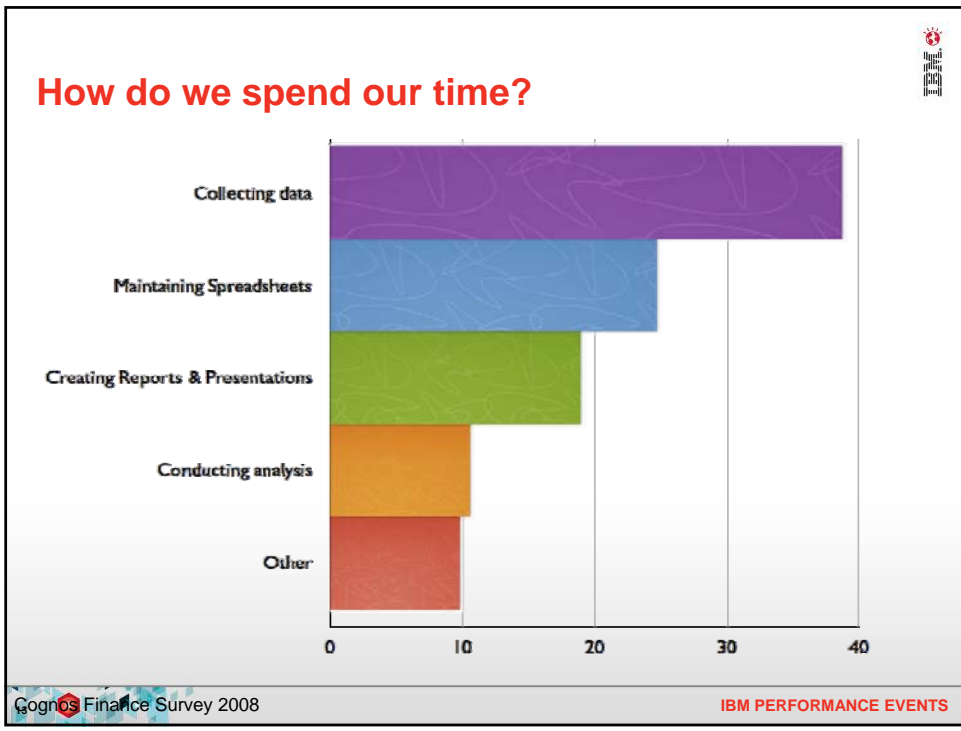
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Gain efficiencies      Communicate & Engage      Plan, Budget & Forecast

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Is this the **best** usage of our valuable resources?

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IBM PERFORMANCE EVENTS

### IBM Cognos 8 for an efficient Finance department




REPORTING   DASHBOARDING   ANALYSIS   SCORECARDING   PLANNING   CONSOLIDATION

Complete Performance Management Capabilities

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Gain efficiencies      Communicate & Engage      Plan, Budget & Forecast

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This slide features a central photograph of three business professionals in a meeting, looking at documents on a table. Below the photo is a horizontal red line with three blue circular markers. Underneath the line are three text boxes: 'Gain efficiencies' on the left, 'Communicate & Engage' in the center, and 'Plan, Budget & Forecast' on the right. The IBM logo is in the top right corner, and the footer contains the number '17' and 'IBM PERFORMANCE EVENTS'.

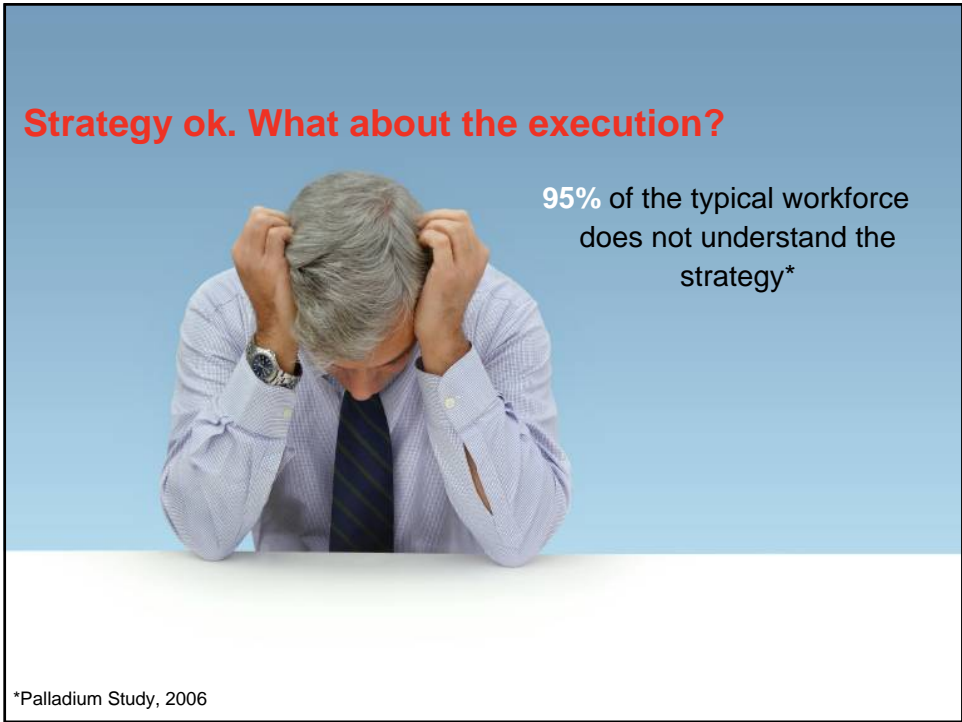
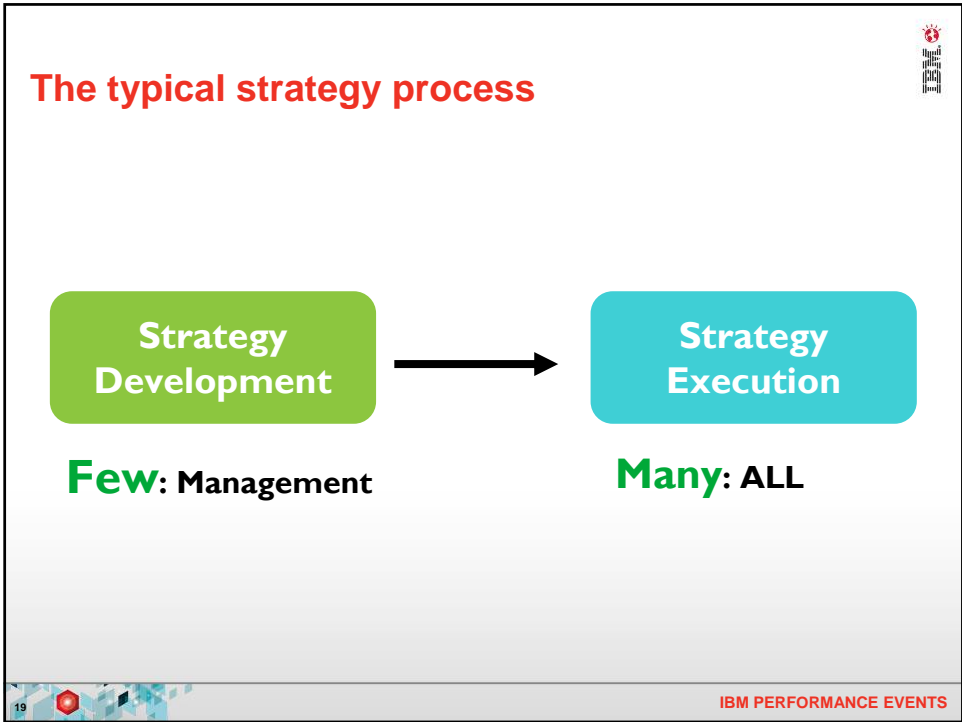
„In a performance-oriented society, what you measure affects what you do.“  
Joseph Stiglitz, September 25th, 2009



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This slide features a quote by Joseph Stiglitz from September 25th, 2009. Below the text is a photograph of a soccer player in a white jersey and red shorts, kicking a soccer ball against a blue sky with clouds. The IBM logo is in the top right corner, and the footer contains the number '18' and 'IBM PERFORMANCE EVENTS'.


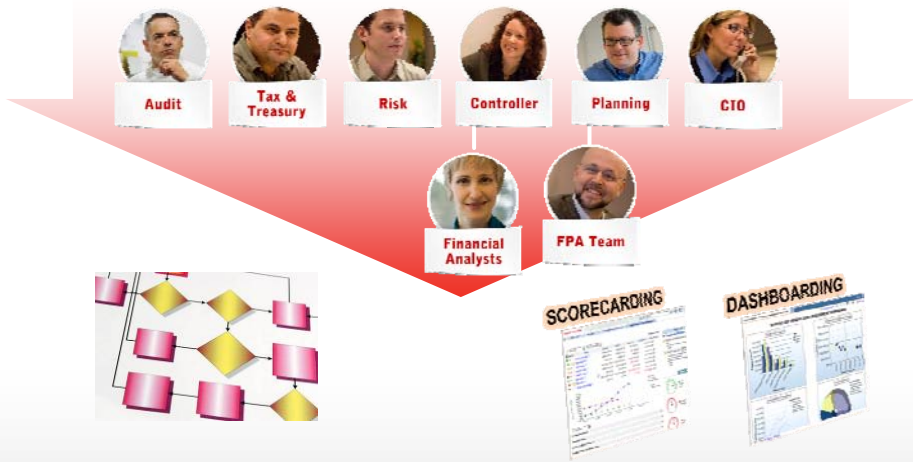



### It starts with a simple thing



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### Relevant & Engaging



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Gain efficiencies      Communicate & Engage      Plans & Forecasts

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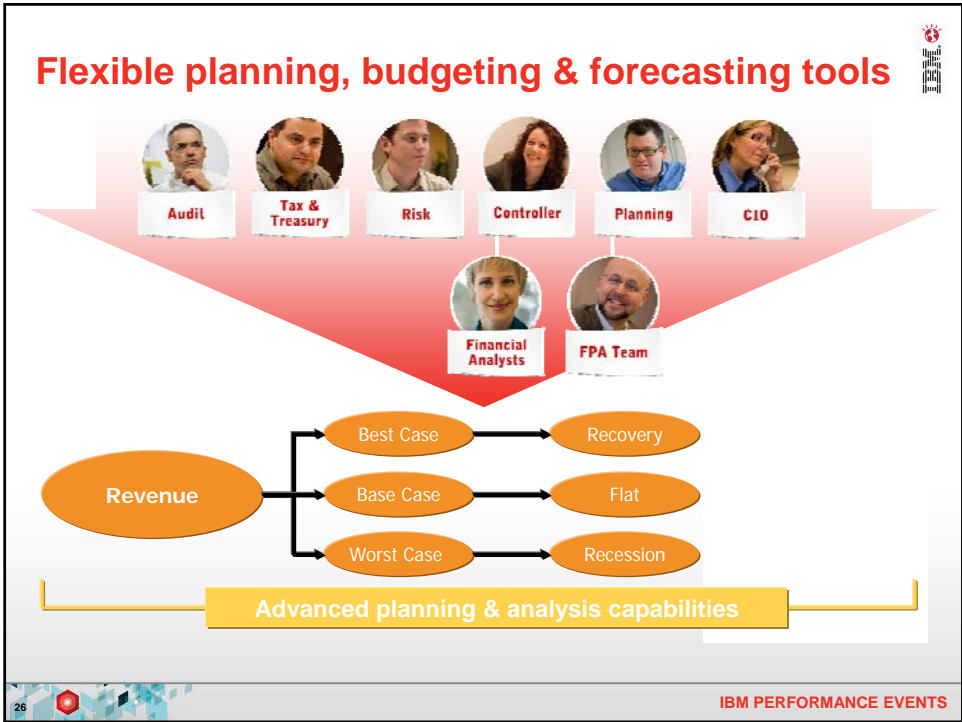
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**Do you love your plans, budgets & forecasts**

"90% of the spreadsheets analyzed contained significant errors."  
PriceWaterhouseCoopers

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## Summary

- The significance of the Finance department is growing
- IBM Cognos provides a complete solution for Finance
- IBM Cognos 10 offers new opportunities

