

*Narrator:* Welcome to an IBM Cognos Express mid-sized business analytics success story video.

In this video IBM and Applied Analytix, an IBM premier business partner, speak to Dan Adler, CFO with LitePoint, a global company that delivers innovative solutions for testing wireless devices such as smartphones, tablets, and personal electronics. LitePoint recently became a subsidiary of Teradyne Incorporated. LitePoint decided to upgrade their financial reporting systems by implementing IBM Cognos Express and have already seen great results; obtaining financial data faster while using fewer resources, saving the company \$300,000.00 to \$500,000.00 per year. Let's hear why.

*Dan Adler:* An ERP that had very good information on our historical data, but the data was very flat and it didn't give us a good ability to analyze even the historical data. The second, we're really trying to look at our business going forward and manage our business. We were using spreadsheets, and the spreadsheets gave us some information about how to grow the company and how to manage our expenses. But we wanted a deep analysis and real business analytics of that business was very difficult to do. And many times we end up with changes; we're going to add headcounts here, add different departments, do this change, do another change. We weren't able to analyze those changes quickly and we were just going from the seat of our pants.

When we added a tool that could give us multiple dimensions and look at different currencies, look at different organizations, that's what we're looking for to do, and then tie it back to historical information.

*Narrator:* Dan explains why LitePoint chose IBM Cognos Express and Applied Analytix.

*Dan Adler:* We were looking at two things. For the business analytics tool we were looking for a tool that was real-time and basically a relatively reasonable cost. We're a relatively small company, less than 500 employees, and we were looking for a tool that we could implement in a very short period of time and be able to use it easily without experts and a whole IT/IS department. And we chose the Applied Analytix, two things; their knowledge about Cognos. In my past experience they were extremely knowledgeable on how to use Cognos and the current revisions, how to interact with the latest of Microsoft softwares, both their OSs as well as their Excel softwares and other tools.

Plus the thing that really excited me about working with them is that they're understanding of our business. You know, while we were doing the implementation our business kept changing and kept growing and we ended up with new needs during the middle of the implementation. One of the major items is that we changed business units; we added a whole new business structure to our company. And while we're in the process of doing the implementation we had to consider what the impact of that additional business unit would be for a company and we expand it into a different location in the world; we added another country. Working with Applied Analytix we're able to make those changes relatively quickly and stay on schedule.

*Narrator:* The IBM Cognos Express implementation provides LitePoint with financial data faster while using less resources, saving the company over \$300,000.00 per year. Let's hear more.

*Dan Adler:* We had 25 different departments. We ran our business in four or five – in five different currencies. And due to the nature of our business and the way we're holding board meetings and business reports we needed to get reports out quickly. We had less than two days before the end of a particular reporting period to go and prepare packages for the board reports. We were able to do that; we met those goals and objectives.

The most important thing, though, in not only just saving the time, is that we were able to do that without adding resources. Typically for a company this size we would usually see two or three financial analysts working in the company. But we definitely had less FP&A people, running the company with one FP&A person as opposed to three or four, that cost savings alone is in the \$300,000.00 to \$400,000.00 or \$500,000.00 range.

*Narrator:* Dan provides candid comments on the benefits of IBM Cognos Express and the expertise provided by Applied Analytix.

*Dan Adler:* In our experience with IBM Cognos is a very positive experience, not just from the finance team, but from our sales team, our marketing team, and the upper executive management team. They're very pleased to be able to get results and an analysis on a relatively quick basis. They are pleased with the flexibility and the ability to say, "Can I look at it this way? Can I look at the information a different way?" and be able to look at their detailed expenses in a variety of different methods, from a sub-department manager to the executive vice president of our sales group to the CEO of the company; each person was able to get information that they needed on a relatively quick basis with a short number – a few number of people of headcount.

Applied Analytix was extremely helpful for us. The part that really sets them apart from other consultants that I've used in the past is their ability to anticipate what some of our business needs are. And they were forthright in helping us get into a very low-cost, efficient implementation, and one that's done on time.

*Narrator:* That wraps up today's video. Thank you to Dan Adler, LitePoint, and Applied Analytix, an IBM premier business partner.

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