



IBM PERFORMANCE EVENTS

Smarter Decisions. Better Results.



Business Analytics en Financial Performance Management – Advanced Planning & Analytics

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Uncertainty – The New Normal Velocity and Volatility



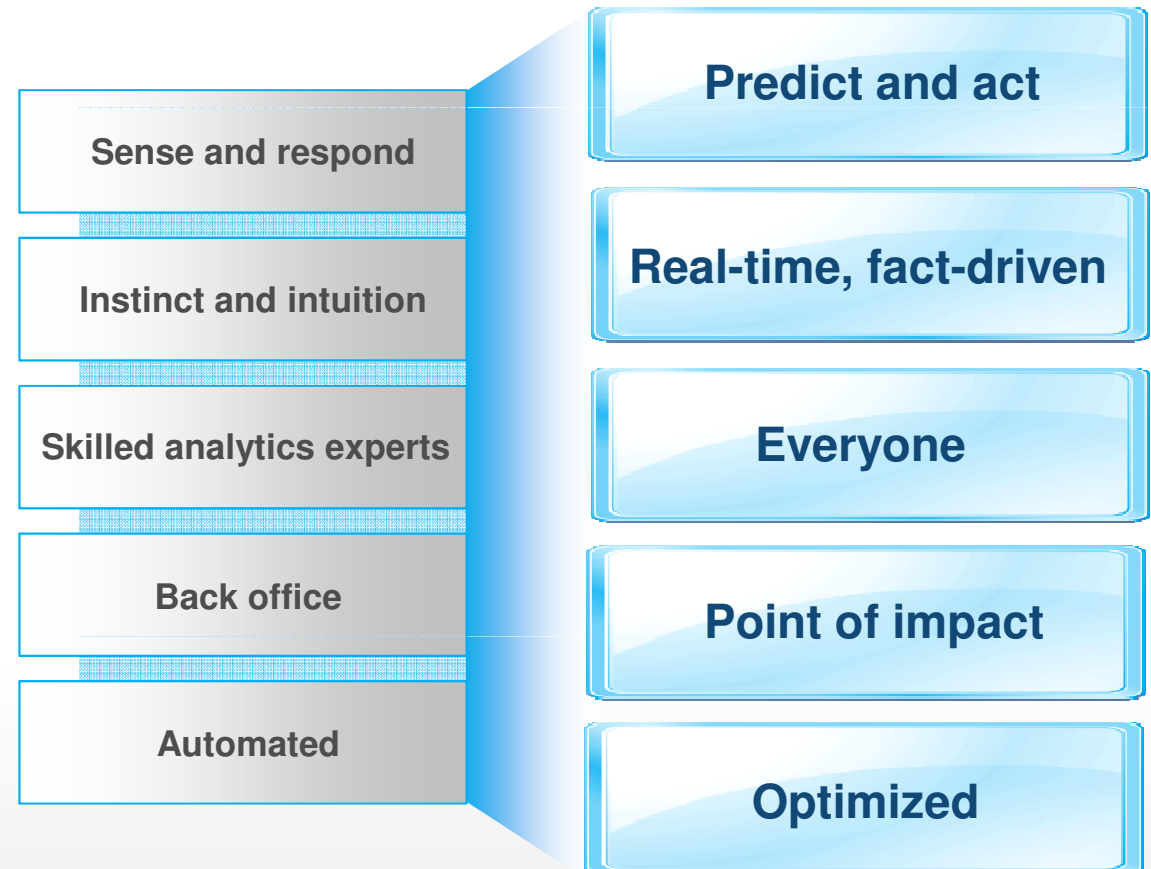
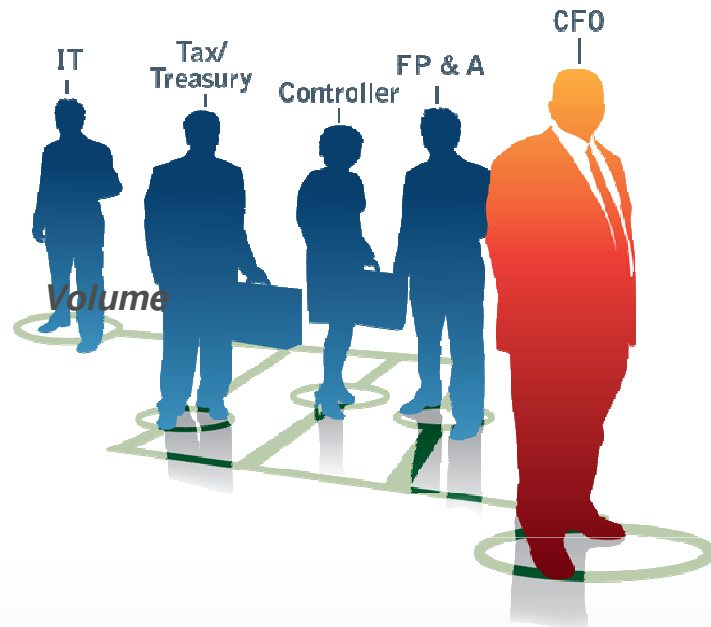
“Over 60% of Finance executives believe that when the recovery takes hold, the heightened uncertainty in the business will remain”

CFO Magazine/Duke University Business Outlook, September 2009

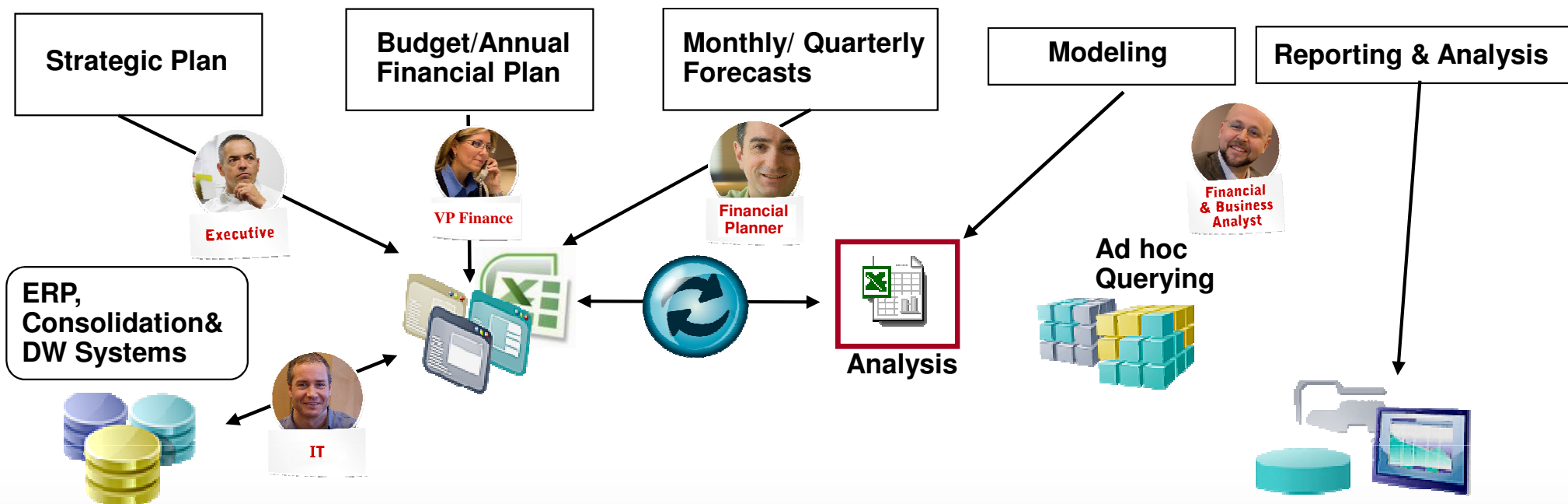
“~60% of Finance organizations believe that they have to make major changes to respond [to growing industry/sector pressures]...”

2010 IBM CFO Study

How do we get there? Information Led-Transformation



Scope of Responsibilities in the Office of Finance



Typical Processes and Areas of Financial Analytics



Objectives – Partner with the Business to enable strategic profit improving actions through efficient and effective analysis

Collaboration & Decision Making



Executive

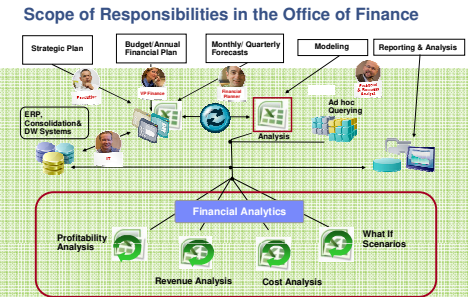


VP Finance



Line Manager

Financial Analytics



Financial Analytic Areas



Financial & Business Analyst

Profitability Analysis



Revenue Analysis



Cost Analysis



What If Scenario Modeling



Models, Apps & Data Sources



Financial & Business Analyst



IT

Customer Service



Marketing & Products



Sales & Channels



Mergers & Acquisitions



Operations & Capacity



IT & SLAs



HR & Workforce



ERP



DW



Budgets & Forecasts



OLAP



Sales & HR Systems

IBM Cognos TM1 Gives our Customers a Better Way for Financial Analytics



Executive



VP Finance



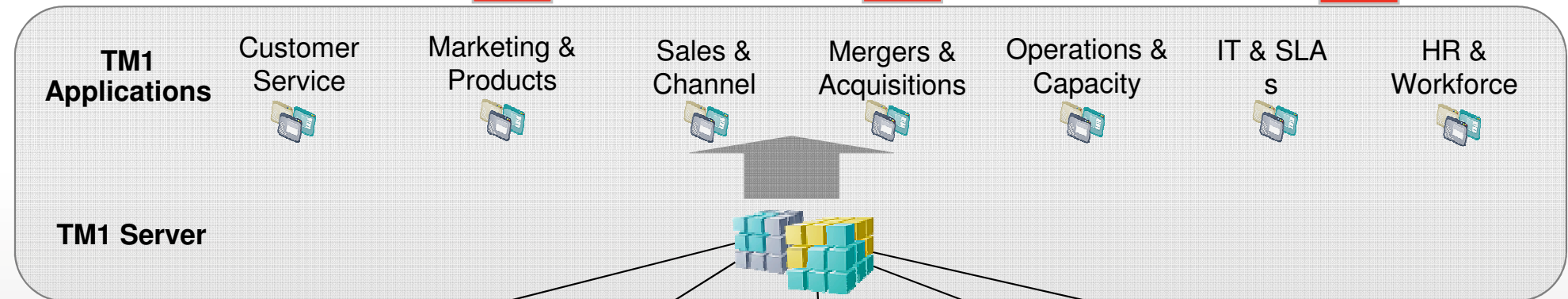
Individual Contributor



Line Manager



Financial & Business Analyst



ERP



DW



Budgets & Forecasts

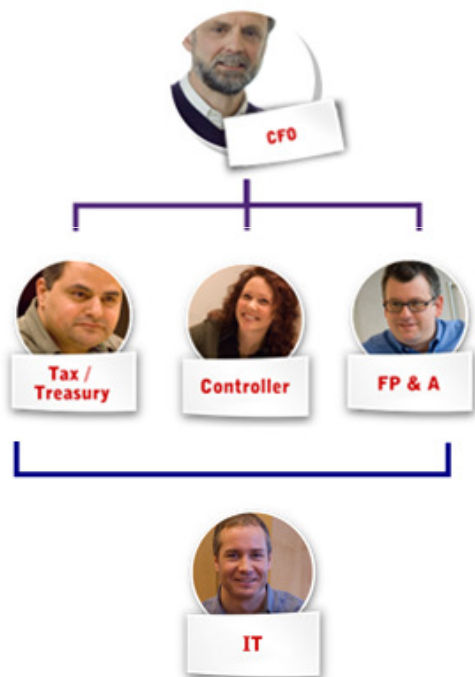


OLAP

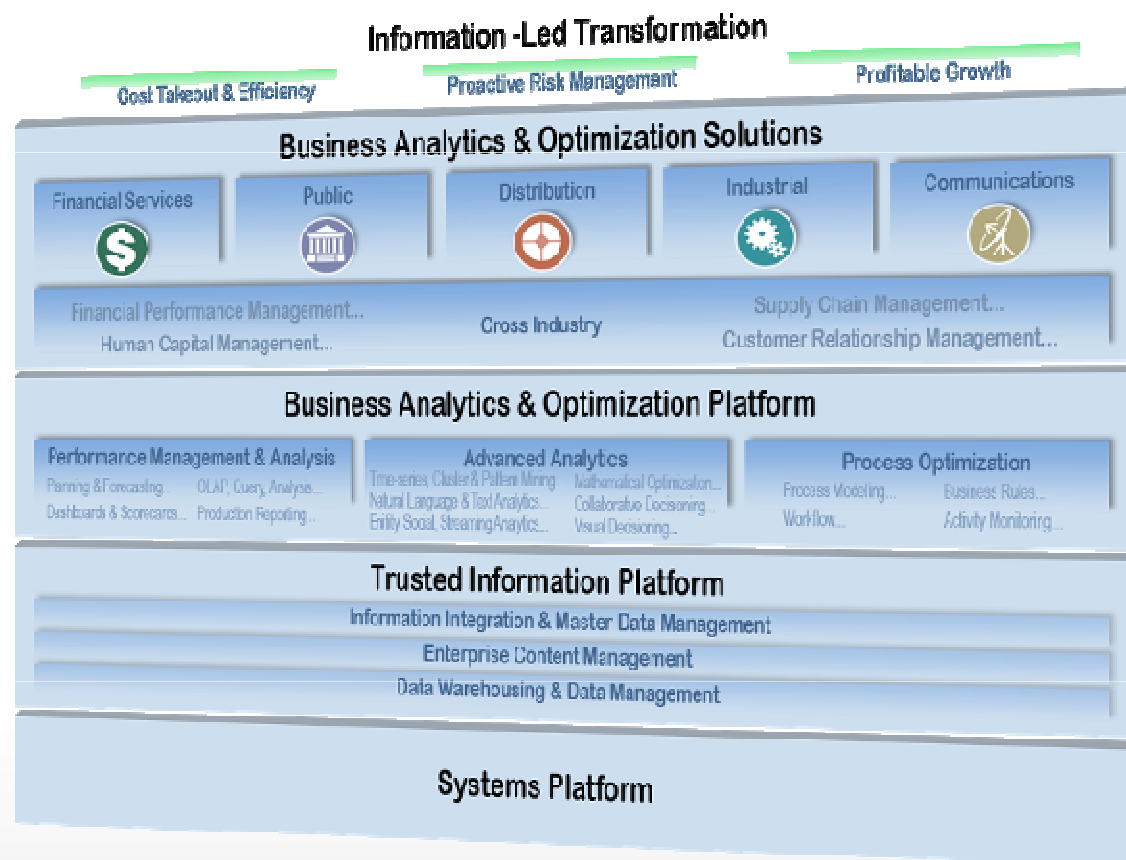


Business Apps

IBM Cognos Performance Management System



Our Mission: Help Finance drive performance management process excellence and better business outcomes; report with confidence, accelerate alignment of resources with opportunity.



IBM Business Analytics Software Addresses Key Customer Needs



Business Intelligence

Query, reporting, analysis, scorecards and dashboards to enable decision makers across the organization to easily find, analyze and share the information they need to improve decision making

Advanced Analytics

Data mining, predictive modeling, 'what if' simulation, statistics, and text analytics to identify meaningful patterns and correlations in data sets to predict future events and assess the attractiveness of various courses of action

Financial Performance & Strategy Management

Budgeting and planning, financial consolidation, scorecarding and strategy management, financial analytics and related reporting capabilities to help simplify, structure, and automate dynamic and sustainable financial performance and strategy management practices

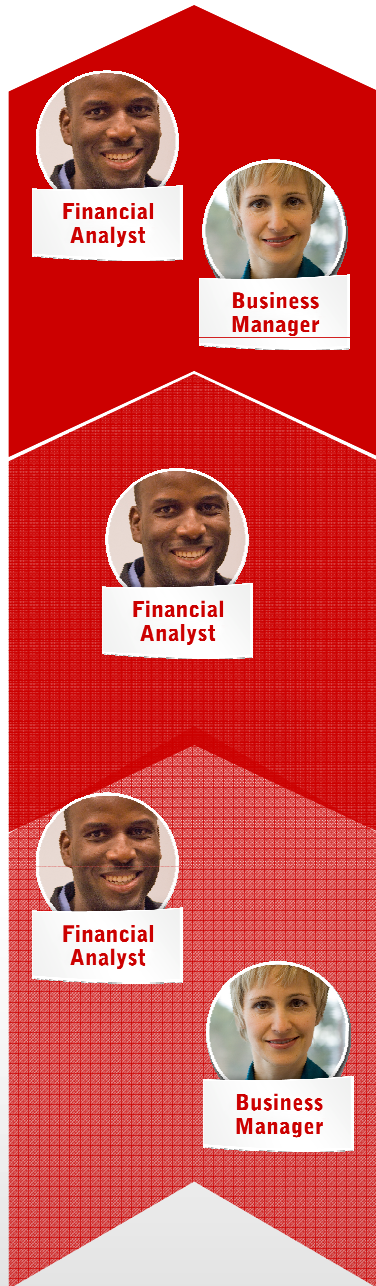
Analytic Applications

Applications that package business analytics capabilities, data models, process workflows and reports to address a particular domain or business problem (e.g. customer, workforce, supply chain and financial performance management)

Optimize Business Performance through.....

- ✓ Actionable insights for decision makers
- ✓ Consistent, accurate and trusted information
- ✓ Rich industry solutions, proven practices and professional services

Evolving Customer Requirements



Contribute

- Familiar Web & Excel Deployment
- Rich Workflow
- Enterprise in scope with Application linkage
- Start small and expand enterprise wide
- Analysis Embedded in Contribution Process

Model

- Centralized meta-data, data and business rule definitions
- Owned by Office of Finance
- Support of Planning Best Practices
 - Driver based Planning
 - Rolling Forecasts

Analyze

- Explore Performance Gaps
- Validate Corporate Drivers
- Define “What If” Scenarios
 - Organizational, Product Family, Product/Channel Mix
 - Test confidence levels of What If scenarios
- Validate Planning Assumptions



FP & A



IBM Cognos Addresses Broad Analysis Needs

Trending *Slice and Dice*

- Personal exploration
- Compare & contrast
- Rotate and nest
- Work disconnected
- **Sales trend analysis**
- **Market analysis**

Analytical Reporting *Drill*

- Top down view
- Drillable reports
- Sort top & bottom
- Review then query
- **Market shifts**
- **Product ranking**

Scenario Modeling *What-if*

- Model scenarios
- Reorganize, reshape
- Compare scenarios
- Save versions
- **Financial analysis**
- **Profitability analysis**

Predictive Modeling *What might be*

- Uncover patterns
- Apply algorithms
- Mine data and text
- Predict outcomes
- **Fraud prevention**
- **Churn analysis**



EXECUTIVE



BUSINESS MANAGER



**FINANCIAL &
BUSINESS ANALYST**

Additional Information & Assets



Welcome to the world of championship high performance.

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The IBM Cognos® Innovation Center for Performance Management is a forum and resource center that was created to assist organizations seeking innovative concepts, functions and business practices that they can use to achieve higher levels of performance.

The Innovation Center brings together technology experts, finance professionals and performance management thought leaders to promote proven techniques, technologies and best practices in performance management. Connect with peers and industry leaders as you learn from their experience.

Desktop Widget

The Cognos Innovation Center desktop widget enables delivery of the latest resources, news and events directly to

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Join us in a city near you for workshops that will discuss best practices and strategy:

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