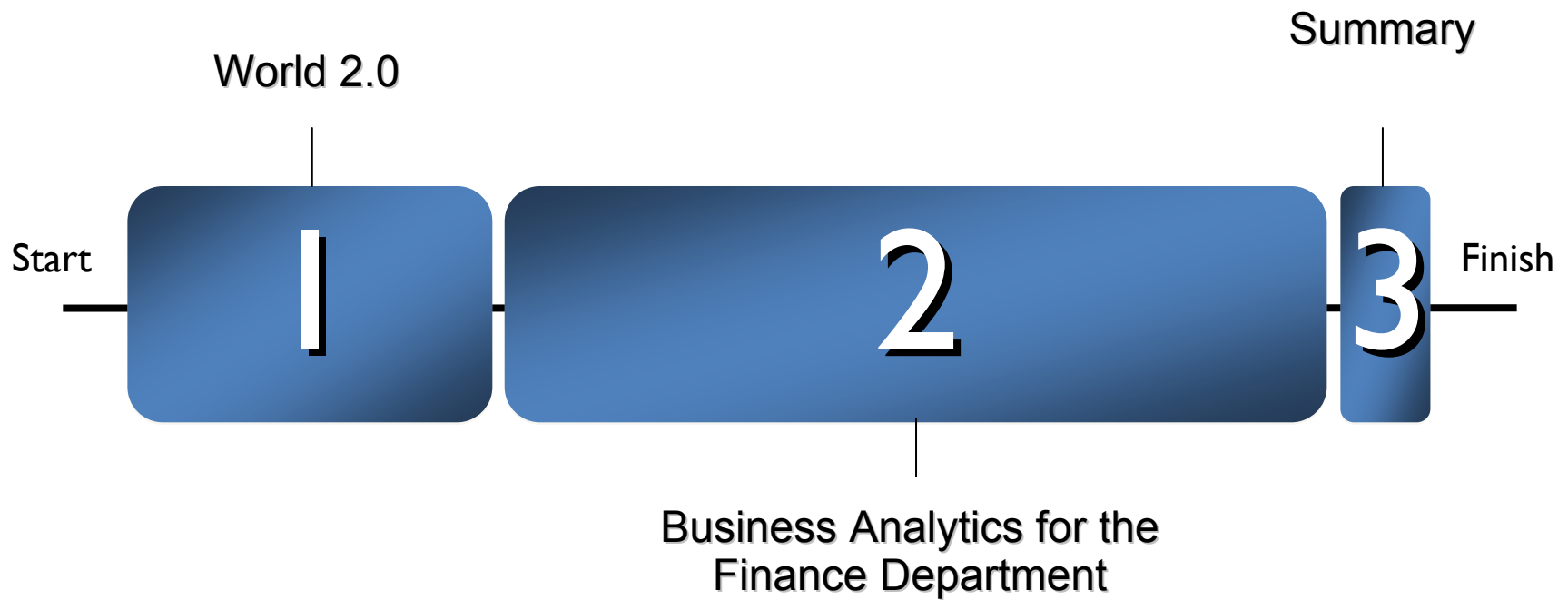


Transforming Finance with Analytics

Christoph Papenfuss
Global Best Practices Leader
IBM Business Analytics



Agenda



Businesses are challenged by rapid change

2 out of 10 of the largest companies in the world in 2000 remain on that list today

Supplier lead time is **62% faster** than just two years ago

Today's online business cycles are **3 - 7 times shorter**

Years to reach 50M users:

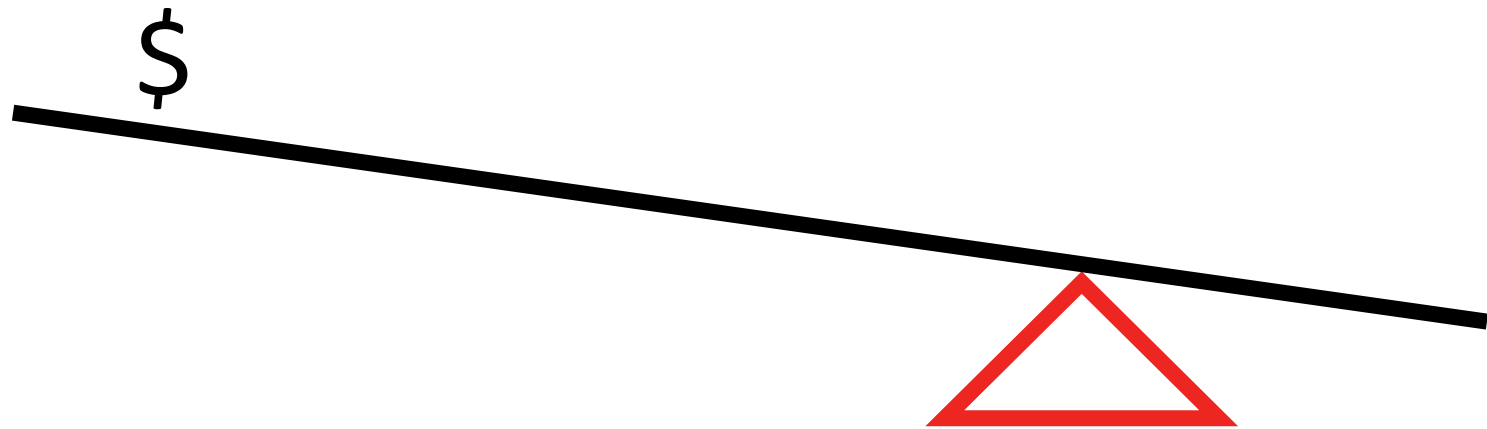
Radio
38 years

TV
13 years

Internet
4 years

Facebook
2 years

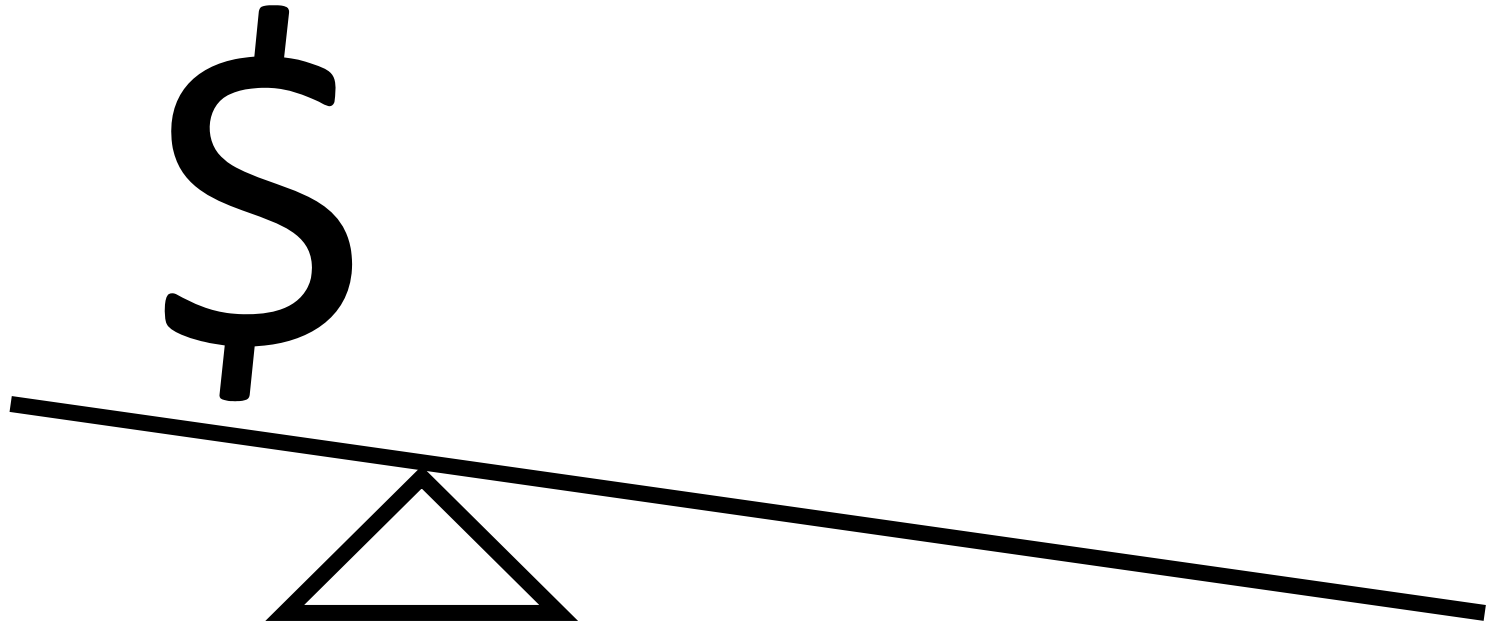
Some companies react



Data Knowledge is powerful!



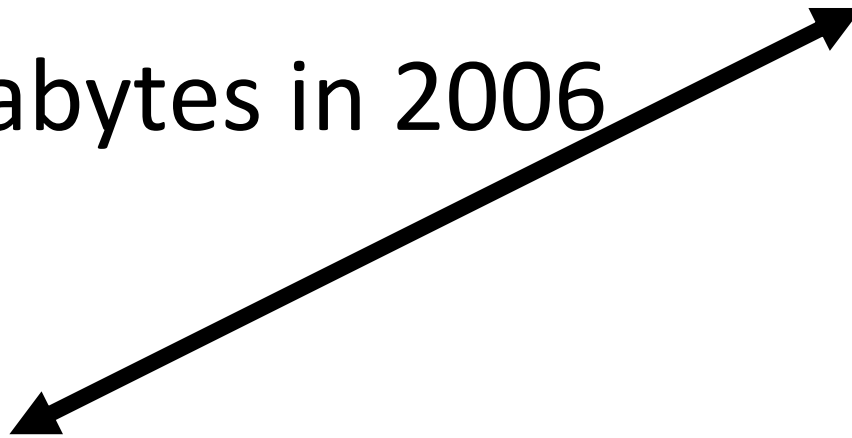
Better: Anticipate & shape outcomes



Easier said than done



152 Mio km
161 Exabytes in 2006



2.2%

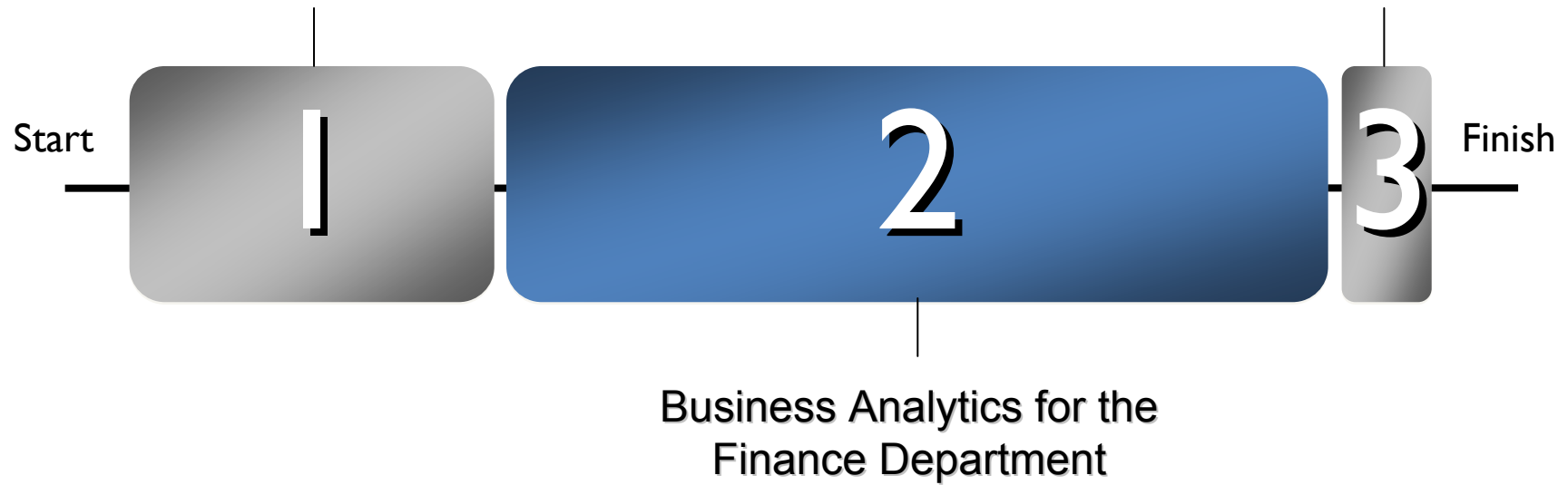
< 1%

Do we use the right tools?

```
=100*(Sheet2!B$29+'[Northern  
Region.xls]Frcst'!$B$3+'[Southern  
Region.xls]Forecast'!$B$3+'[Southe  
rn Region.xls]-Frcst'[Northern  
Region.xls]Sheet2'!$B$3)
```

World 2.0

Summary





Better
outcomes



Smarter
decisions



Actionable
insights



Relevant
information

Analytics correlates to performance



Organizations that lead in analytics outperform those who are just beginning to adopt analytics



Top Performers are more likely to use an analytic approach over intuition*

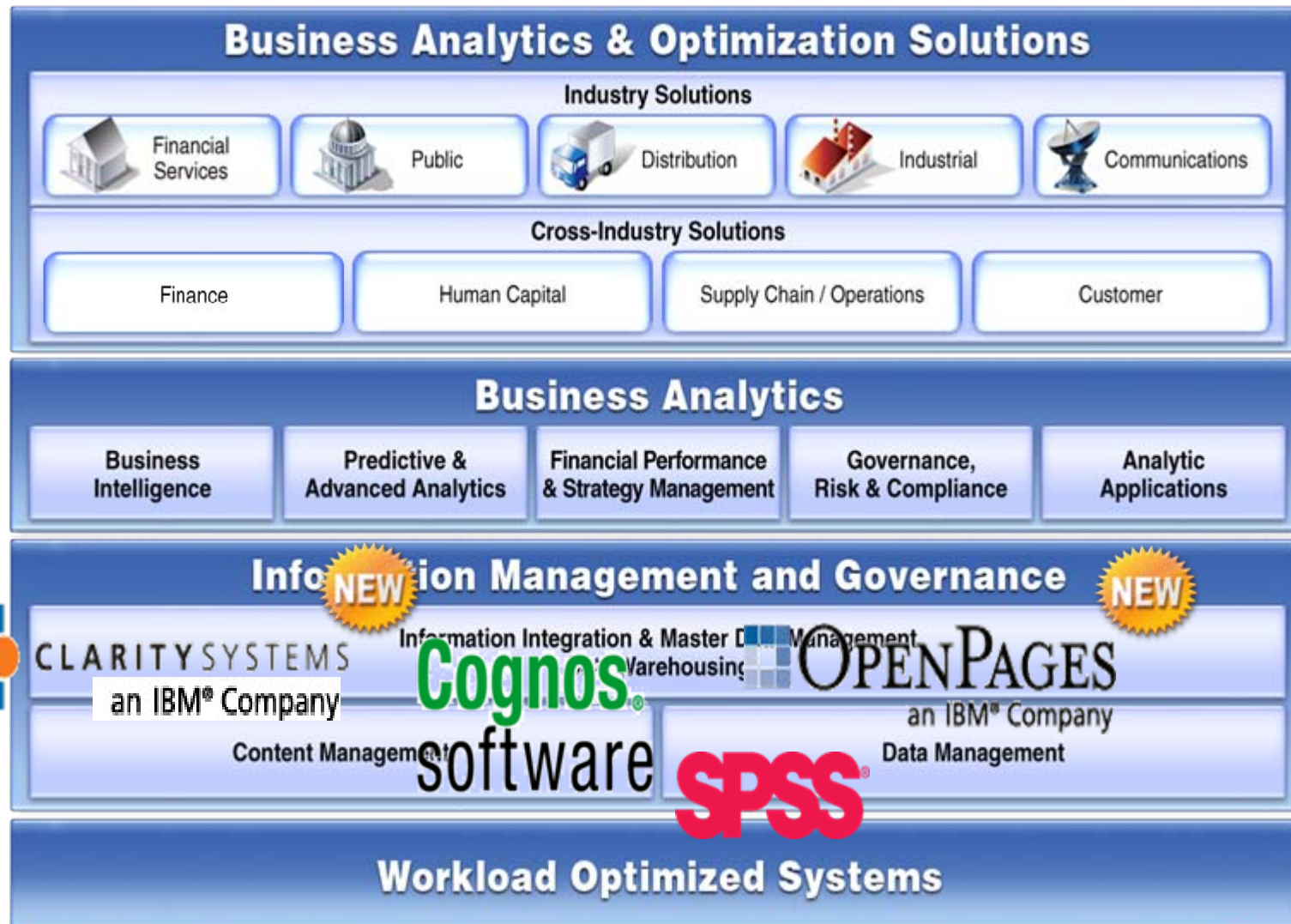
*within business processes

Lessons from the Leaders – rely on Analytics



Source: IBM Institute for Business Value, 2010 IBM Global CFO Study (Adapted)

The IBM Cognos Platform



A day in the life of Future Chips

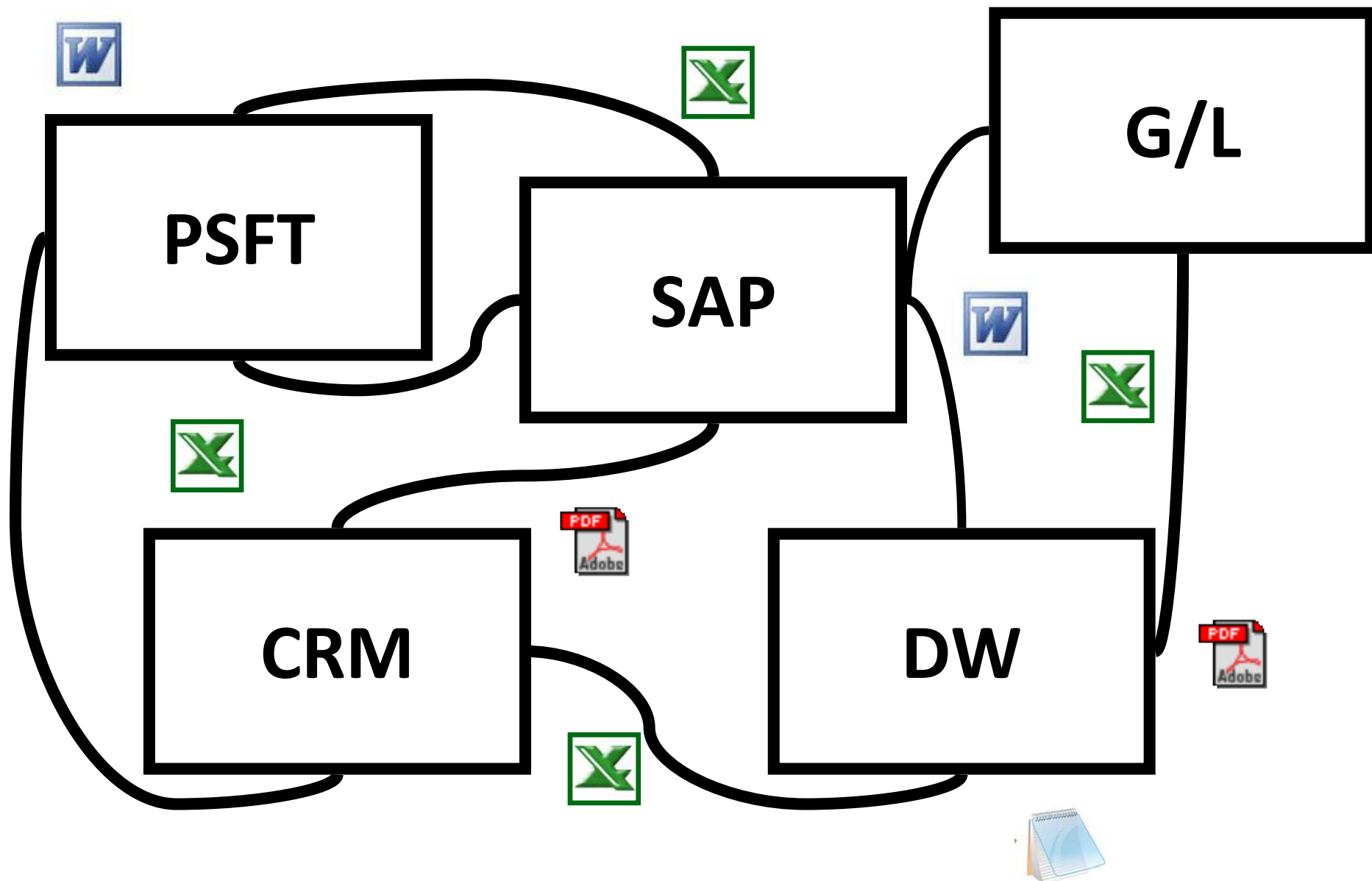
Reporting & Analysis

Planning & Forecasting

Mobile working



10
COGNOS





DEMO




Freedom to
Think



IBM Cognos Business Insight

 **Create New**

 **Open Existing**



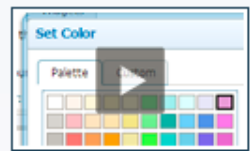
Favorites



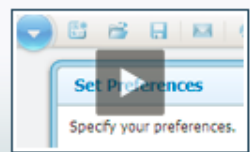
To add a favorite, use the add to favorites button  in the application bar, or use the right-click menu on items in the content pane.

How-to Videos

[Show all videos](#)



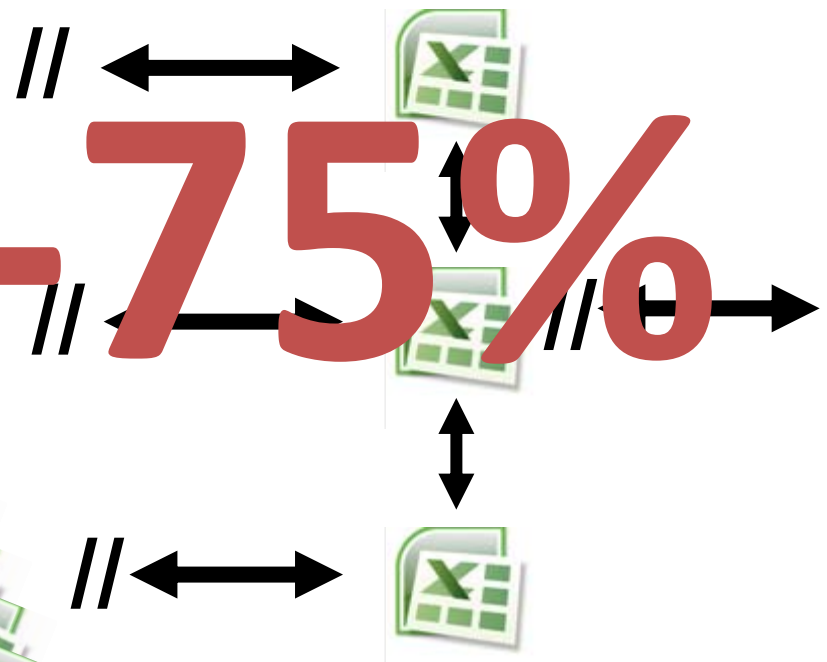
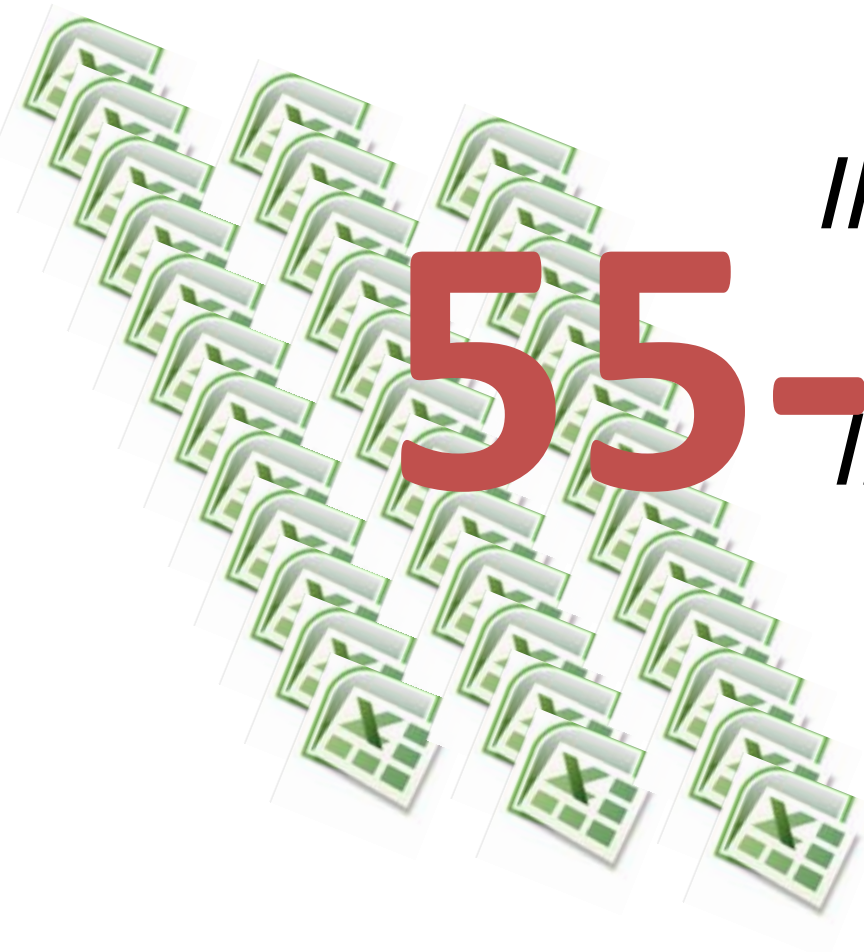
Customize your Dashboard
How to easily customize your dashboard style



Set your Preferences
How to easily set your preferences

I ♥ BUDGETS & FORECASTS?

55-75%





DEMO

Interactive
Scenario
Planning



IBM Cognos Business Insight


 Create New

 Open Existing



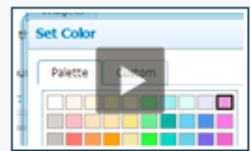
Favorites



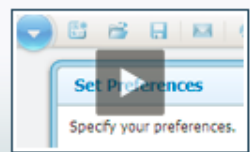
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How-to Videos

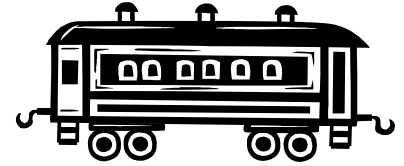
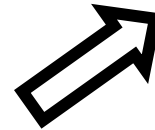
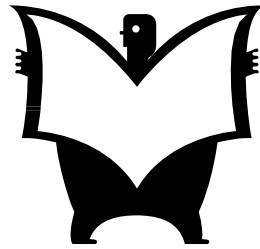
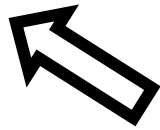
[Show all videos](#)



Customize your Dashboard
How to easily customize your dashboard style



Set your Preferences
How to easily set your preferences





DEMO



Active Reports
Anywhere





Addressing critical processes in finance



Planning, Analysis & Forecasting

Profitability Modeling & Optimization

Close, Consolidation, & Reporting

Performance Reporting, & Scorecarding

Governance, Risk & Compliance

Valuable resources for you

- www.ibm.com/cognos
- www.ibm.com/software/analytics
- Best practices, white papers, insights
- Events, demos, ideas

Best Practice Workshops



- Business Simulation
- Rolling Forecasts
- Dashboards
- Working Capital Mgmt
- Scenario Planning
- Champions Workshop
- Etc...

Better business decisions

- **Take advantage** of this Finance Forum
- **Talk** to our local team and business partners
- **Evaluate** your processes and solutions

Let's connect!

Christoph Papenfuss



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Blog: www.performanceideas.wordpress.com

Twitter: [@cpapenfuss](https://twitter.com/cpapenfuss)