

# The Accenture-IBM Cognos Alliance

## Elevate Your Performance

---

### Overview

---

***High-performance businesses outperform their peers regardless of trends in their industry. One of the key capabilities common to these companies is strong performance management practice. So how do high-performing businesses differentiate themselves in the area of performance management?***

***Accenture's extensive consulting experience has resulted in deep industry knowledge and a strong understanding of what it takes to elevate performance. The IBM Cognos® performance management technology platform provides the means. Together, the Accenture and IBM Cognos alliance helps you see and understand your company's past, present, and future performance.***

### The Accenture and IBM Cognos Alliance

The combination of technology expertise, methodology, tools, and techniques with a practical blend of industry-specific knowledge helps you identify, harness, and share your intellectual capital. As two market leaders with decades of success worldwide, the Accenture and IBM Cognos partnership can help you sharpen your strategic focus and overcome barriers to success.”

Accenture partnered with IBM Cognos solutions in 1999. Since that time, IBM Cognos solutions have grown to be Accenture's top partner in financial performance management, and a preferred partner in enterprise performance management. In return, Accenture is an IBM Cognos Certified Solution Provider and a user. Currently, both companies are focused on developing joint industry-specific solutions, with particular emphasis on financial services, aerospace, retail, consumer and packaged goods, and semiconductors.

What really unifies the two companies, however, is a shared commitment to corporate performance management.

With a vision to create a new “Performance World,” the Accenture and IBM Cognos alliance combines best practices, proven methodologies, and groundbreaking technology to further CPM in leading companies.

### Technical Specifications

The IBM Cognos CPM platform integrates easily into existing environments, with zero footprint and scalability to hundreds of thousands of users. Accenture customers can also augment visual display and achieve richer graphical formats.

### Features and Benefits

#### *Corporate performance management*

Most organizations track their transactions well. But to manage performance, you must be able to use this information for higher-level decision-making and planning. Data from many points in the company must be compiled to form one version of the truth.

Corporate Performance Management aligns tactics with strategy by letting plans, metrics, and information drive better decisions enterprise-wide. While CPM has enterprise-scale

## The Accenture-IBM Cognos Alliance

potential, it doesn't require enterprise-scale investment. One winning approach to CPM is incremental: think big, start small, be strategic.

CPM is not just about technology. Creating a culture of fact-based agility requires a change in attitude. Managing your direction based on accurate, real-time information means the information must be continuously accessible and easily usable. People from the CEO on down must have a single point of access to organizational metrics to make incisive, informed decisions that support strategy and create valuable efficiencies. Technology

simply eases the way to this goal. Expert consulting helps you with the culture change CPM will entail.

### Feature Overview

#### *The IBM Cognos CPM platform*

IBM Cognos solutions provide all of the technology pieces you need to implement CPM. The software is uniformly easy to use, implement, and manage.

#### *Reporting*

IBM Cognos ReportNet is the first all-in-one reporting software that lets you create, modify, and distribute any type of report: invoices, statements,

weekly sales, and inventory reports. You can standardize all enterprise reporting not simply with one vendor, but with one architecture as well. IBM Cognos ReportNet eliminates the need for multiple reporting tools and the resulting costs from duplicated training, maintenance, administration, servers, support, and lack of consistency in the information users need. The software is easy to use and simple to manage, with zero-footprint deployment, scalability to hundreds of thousands of users, and integration with any application or environment.

#### *Analysis and exploration*

Using OLAP cubes for reporting and analysis, users can track changes in business metrics to uncover trends, risks, and opportunities. Users can explore and analyze information to make effective tactical or strategic decisions. They can look at a part of their organization from a variety of business perspectives, such as revenue, geography, product, or time.

#### *Scorecarding and advanced visualization*

Accenture customers can augment reporting and analysis to view data in rich graphical formats. The data underlying key performance indicators can be aggregated and represented by traffic lights or other visual displays, focusing users quickly on the critical issues.



*Corporate performance management depends on three interlinked capabilities: enterprise planning to drive performance; enterprise scorecarding to monitor the performance of this plan; and enterprise business intelligence to report and analyze issues for maximum efficiency.*

## *The Accenture-IBM Cognos Alliance*

### ***Planning***

Enterprise planning combines people, process, and technology in a continuous and collaborative budgeting and planning cycle. This provides insight into past, current, and future operating performance, enabling managers to spot trends, identify opportunities, and affect outcomes. IBM Cognos 8 Planning offers Accenture customers an integrated, state-of-the-art solution for planning, budgeting, forecasting, modeling, consolidation, and financial reporting.

### ***Business Activity Monitoring***

IBM Cognos solutions can automatically deliver time-critical BI to decision-makers through email and wireless technologies. In concert with powerful reporting and analysis, IBM Cognos event notification pushes information to users, allowing them to focus quickly on what needs

immediate attention. It delivers personalized, high-value information based on defined events. Any user, anywhere across the organization or value chain, can monitor key events using email notifications and alerts.

### ***Success in your industry***

The partnership between Accenture and IBM Cognos solutions has been successful in all industries. Whether it's a deployment for health care, public sector, financial services, manufacturing, or any other realm, this partnership brings our outstanding trust and partnership to every opportunity and provide our customers with a solution that creates a competitive advantage in the market.

Both companies will continue to invest in this industry-leading relationship so that we can deliver to our joint customers solutions that let

them lead in their market segment. With a joint mandate to continually improve technologies, products, and processes, we will make certain that we bring to each of our customers dependable, industry-specific, cost-effective solutions that match our customer's expectations.

### ***About Accenture***

Accenture is a global management consulting, technology services and outsourcing company. Committed to delivering innovation, Accenture collaborates with its clients to help them become high-performance businesses and governments. With deep industry and business process expertise, broad global resources and a proven track record, Accenture can mobilize the right people, skills, and technologies to help clients improve their performance.

## About IBM Cognos BI and Performance Management:

IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

For further information or to reach a representative: [www.ibm.com/cognos](http://www.ibm.com/cognos)

### Request a call

To request a call or to ask a question, go to [www.ibm.com/cognos/contactus](http://www.ibm.com/cognos/contactus). An IBM Cognos representative will respond to your enquiry within two business days.



© Copyright IBM Corporation 2009

IBM Canada  
3755 Riverside Drive  
Ottawa, ON, Canada K1G 4K9

Produced in Canada  
April 2009  
All Rights Reserved.

IBM, and the IBM logo are trademarks of International Business Machines Corporation in the United States, other countries or both. For a complete list of IBM trademarks, see [www.ibm.com/legal/copytrade.shtml](http://www.ibm.com/legal/copytrade.shtml).

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

Any reference in this information to non-IBM Web sites are provided for convenience only and do not in any manner serve as an endorsement of those Web sites. The materials at those Web sites are not part of the materials for this IBM product and use of those Web sites is at your own risk.