



FINANCE FORUM

2009

Embrace, Enhance & Extend the Value of Your SAP Investments

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SAP Market Evangelist – Asia Pacific



Information Management

Coenos.
software

Content

- Operating Principles
- The Value of IBM Cognos 8 to Finance
- Customer Example: The Art of the Possible
- Common Business Symptoms
- Cognos Customers Create Unique SAP Value
- Additional Information



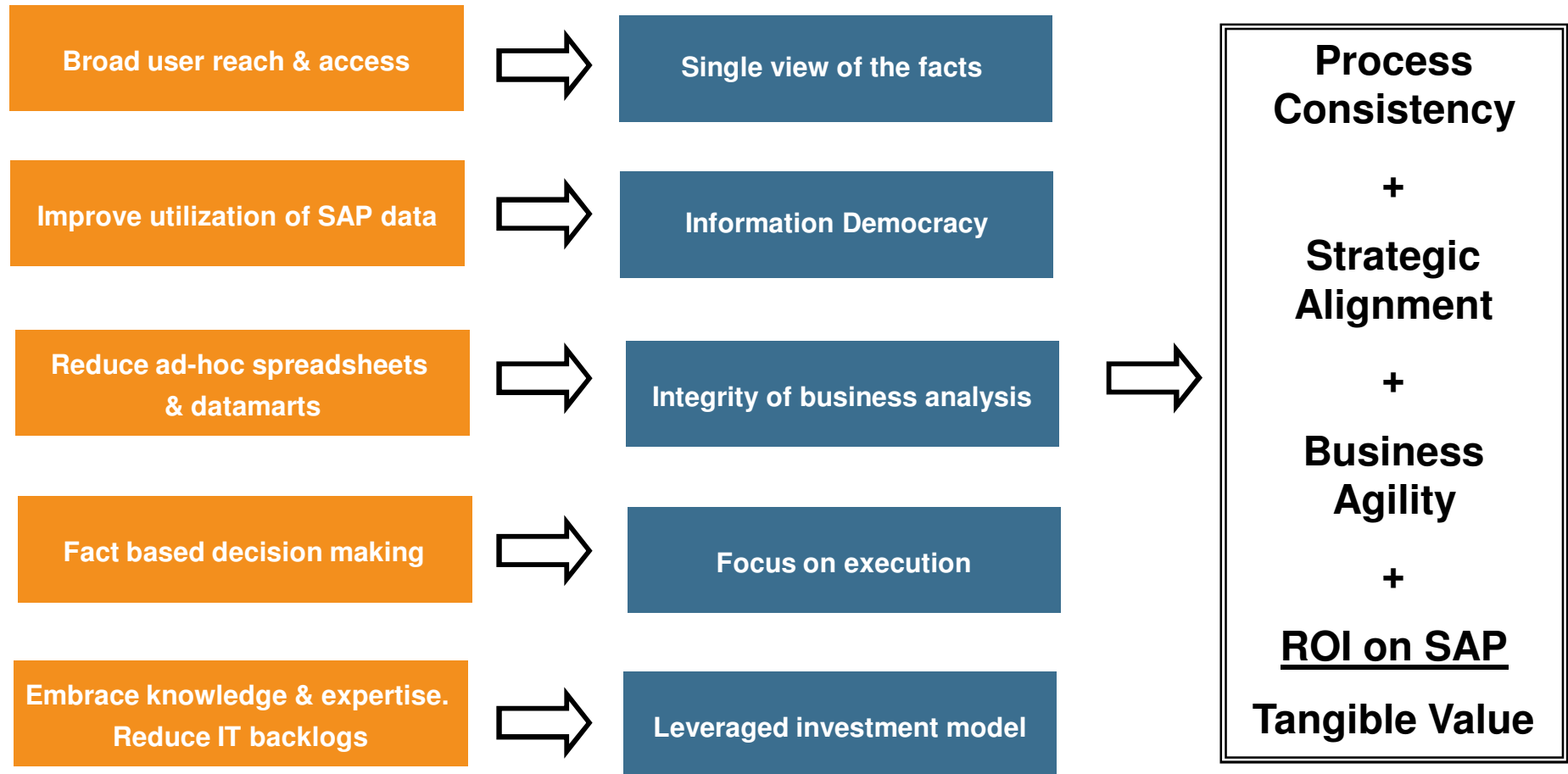
Operating Principles

- Investments in SAP are made with expectations of tangible returns.
- Implementing the SAP Business Warehouse typically includes the costs of technology (software and hardware), skills, knowledge, expertise and training, data migration, as well as process, IT governance and administration.
- Given the breadth of expense, and the nature of the investment, using IBM Cognos 8 to unlock hidden value from the SAP Business Warehouse can be realized in the form of:
 1. Broader user reach and frequency of access
 2. Improved utilization of SAP data
 3. Reduction in stranded spreadsheets and ad-hoc data marts
 4. Fact based decision making using trusted data from the Business Warehouse
 5. Embrace skills, knowledge & expertise while reducing IT backlogs

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The Value of IBM Cognos 8 to Finance



The all to familiar challenges

- Reports, reports, reports – everyone is an analyst
- Numbers, numbers, numbers – costly debates & wasted time
- Effectively & proactively managing revenue & expenses
- Establishing a single view of the facts
- Emotionally centric decisions

RBOC Summary
as of: 2/25/2008 09:40:43

| | Revenue | Backlog (includes Billing Block) | Backlog Past Due (includes BB) | LOI | SNYB | Total Possible Revenue |
|---------------------|------------|----------------------------------|--------------------------------|----------|----------|------------------------|
| RBOC | \$ 179,607 | \$ 92,097 | \$ 30,958 | \$ 1,359 | \$ 4,373 | \$ 6,863 |
| Core | \$ 83,728 | \$ 44,634 | \$ 22,895 | \$ 1,288 | \$ 4,373 | \$ 79,065 |
| Access | \$ 95,012 | \$ 46,934 | \$ 13,063 | \$ 71 | \$ - | \$ 60,076 |
| Data | \$ 867 | \$ 530 | \$ - | \$ - | \$ - | \$ 530 |
| VERIZON | \$ 150,377 | \$ 71,626 | \$ 25,402 | \$ 1,319 | \$ 3,830 | \$ 5,014 |
| Core | \$ 69,259 | \$ 35,779 | \$ 19,177 | \$ 1,261 | \$ 3,635 | \$ 5,006 |
| Access | \$ 80,251 | \$ 35,817 | \$ 6,225 | \$ 56 | \$ - | \$ 41,606 |
| Data | \$ 867 | \$ 530 | \$ - | \$ - | \$ - | \$ 530 |
| ATT | \$ 29,229 | \$ 20,472 | \$ 10,557 | \$ 40 | \$ 738 | \$ 863 |
| Core | \$ 14,469 | \$ 8,954 | \$ 3,718 | \$ 26 | \$ 738 | \$ 869 |
| Access | \$ 14,761 | \$ 11,617 | \$ 6,838 | \$ 13 | \$ - | \$ 14,469 |
| Data | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| AT&T | \$ 19,286 | \$ 13,314 | \$ 7,505 | \$ 9 | \$ 738 | \$ 822 |
| Core | \$ 8,104 | \$ 3,920 | \$ 1,636 | \$ 9 | \$ 738 | \$ 822 |
| Access | \$ 11,183 | \$ 9,394 | \$ 5,869 | \$ 0 | \$ - | \$ 15,263 |
| Data | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| AT&T New | \$ 9,943 | \$ 7,107 | \$ 3,052 | \$ 31 | \$ - | \$ 10,287 |
| Core | \$ 6,365 | \$ 4,934 | \$ 2,083 | \$ 17 | \$ - | \$ 7,081 |
| Access | \$ 3,578 | \$ 2,220 | \$ 969 | \$ 13 | \$ - | \$ 3,206 |
| Data | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |

NA Sales Revenue Forecast Gap Reports - March 5, 2008
SUMMARY REPORT
later 2008 (\$000's)

| Product | Revenue | Backlog | Backlog Past Due | LOI | SNYB | Total Possible Revenue |
|---------------|----------|---------|------------------|--------|--------|------------------------|
| Core | \$ 1,234 | \$ 567 | \$ 234 | \$ 123 | \$ 456 | \$ 1,494 |
| Access | \$ 567 | \$ 234 | \$ 123 | \$ 56 | \$ 789 | \$ 1,234 |
| Data | \$ 123 | \$ 56 | \$ 23 | \$ 12 | \$ 34 | \$ 123 |

ILEC Revenue Gap Supplemental Summary Report
February 29, 2008
1st Quarter 2008 (\$000's)

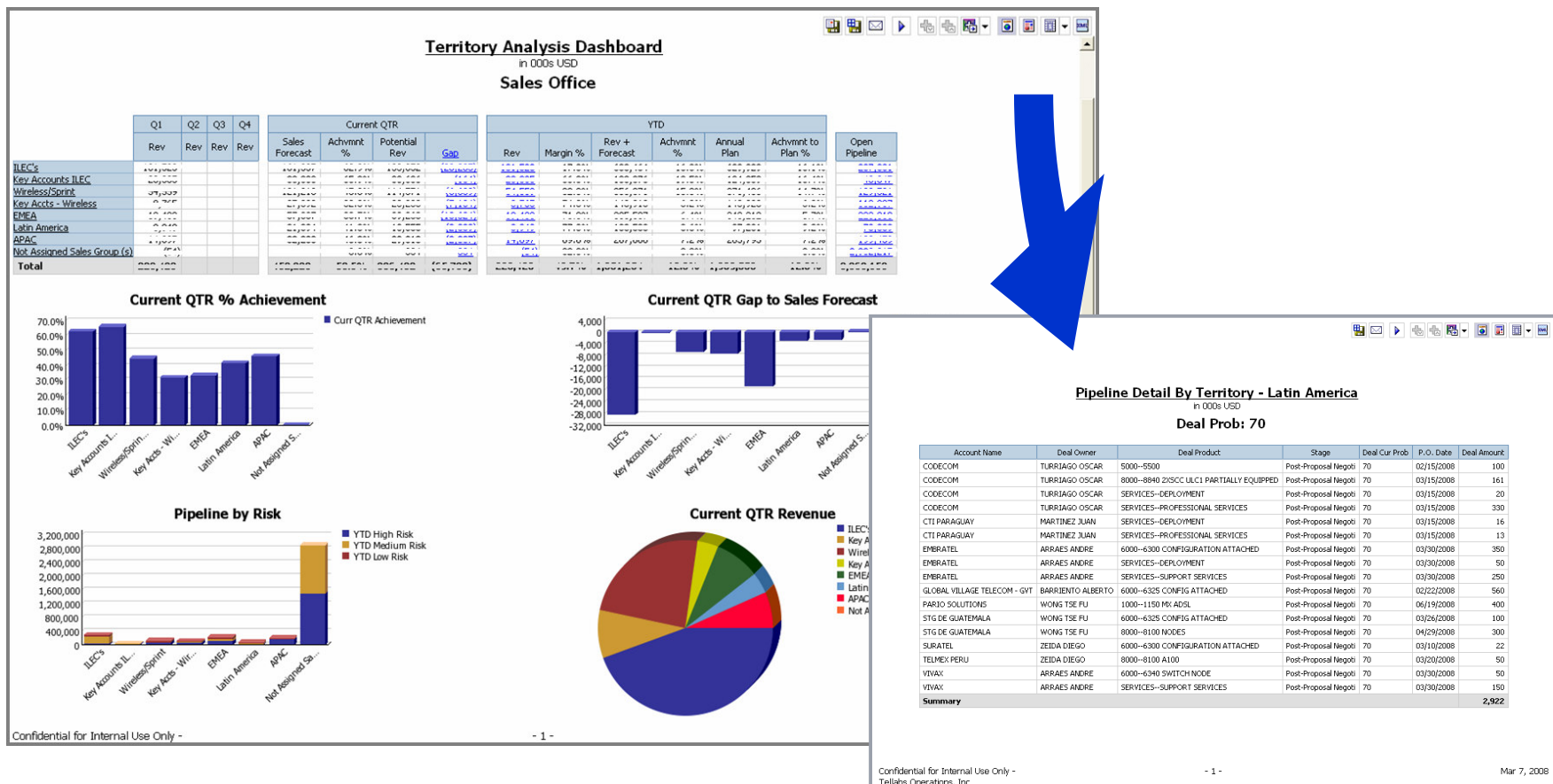
| Product Line | Revenue | Backlog | Backlog Past Due | LOI | SNYB | Total Possible Revenue |
|---------------|----------|---------|------------------|--------|--------|------------------------|
| Core | \$ 1,234 | \$ 567 | \$ 234 | \$ 123 | \$ 456 | \$ 1,494 |
| Access | \$ 567 | \$ 234 | \$ 123 | \$ 56 | \$ 789 | \$ 1,234 |
| Data | \$ 123 | \$ 56 | \$ 23 | \$ 12 | \$ 34 | \$ 123 |

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Integrity of Analysis & Focus on Execution



Broad User Access & Utilization of SAP Data



Fact Based Decision Making

Results from Tellabs:

- Eliminate the 19+ reports used today
- Increased visibility
- Synchronized view of Sales performance from the EVP down to Sales managers
- Faster more precise decision making and quarter-end nimbleness
- Better coordination between Supply Chain and Sales to work the issues
- Highlighted growth businesses as well as problem areas

Tellabs Annual Report

Q. What is Tellabs doing to make business processes more efficient?

A. Jean K. Holley, executive vice president and chief information officer: To improve our visibility of revenue and gross profit margins, last year we deployed a tool that enables us to forecast revenue and gross profit margins in a more granular way. Now we can manage the business more effectively.



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Common Business Symptoms

- Current tools and methods are incompatible, offer limited capability, are complex and/or ineffective
- Business users population are small, they lack information they need and rely on specialized resources to obtain it
- Long decision cycle & decisions are being made using incomplete and/or inaccurate data

The Cure: IBM Cognos 8 for SAP

- ***Unified experience across all PM capabilities***
- ***Information inclusive for SAP and non-SAP data***
- ***Business & Finance self service model that extends IT governance & knowledge investments***

Quick

Largest Fast Food Chain in Europe

“We have diminished the number of applications we use for data, and the ones we have left all communicate to each other through Cognos. **This is the dream of all CFOs in the world.** And we’re proof that this is actually feasible in real life.”

Nicolas Van Brandt
Chief Financial Officer

Information Needs:

- Accelerated annual analysis of franchise performance
- Elegant IAS 36 rule compliance
- Simplified planning that saves time on an ongoing basis
- A single reporting interface
- One solution usable by all members of the company - from CEO to restaurant manager
- Integration of SAP and non-SAP data sources
- Reporting that functions regardless of ERP releases and changes

Benefits:

- Self-serve reporting, analysis, and planning for technical and non-technical users at all levels
- Consistent information for a single version of the truth
- More management time focused on expansion rather than data management

http://www.cognos.com/pdfs/success_stories/ss_quick.pdf

Common Finance Objectives

- Fast, efficient access to relevant information
- Ability to update, customize or change business scenarios, plans, budgets and forecasts data without reliance on specialized resources
- Reach new levels of process efficiencies and participation levels inhibited by “spread marts”
- Predictable measurement and management against an organizationally aligned strategic vision

Folksam Insurance

One of Sweden's largest insurance companies

“With Cognos we have a simple and quick environment which can handle all our needs. **We've increased our reliability and reduced the time spent on certain operations from 66 to 3 hours.** In the long term, this means we'll save masses of time and money thanks to this solution.”

*George Janson, Business
Intelligence Coordinator, Controller
Division*

Information Needs

- Unite disparate data across the organization
- Better capabilities for reporting, analysis, planning, budgeting, consolidation
- Reduced costs/ provide more concise information by standardizing

Benefits:

- 45 percent reduction in time spent collecting and consolidating data
- Fast, accurate information from reports, scorecards, dashboards, plans, budgets, and more
- Significant savings now and in the future through standardization

http://www.cognos.com/pdfs/success_stories/ss_folksam.pdf

Common IT Objectives

- Embrace and extend investments in SAP technology stack
- Increase utilization of data within the SAP Business Warehouse
- Leverage existing skills, resources and knowledge without draining scarce bandwidth
- Establish a stable, cost efficient and proven Performance Management platform which compliments all SAP, and non-SAP, investments

Mölnlycke Health Care

Leading provider of single-use surgical and wound care products and services

“The success of our BI strategy is based on sailing on SAP BW and driving performance with Cognos 8 BI. Leveraging the tight integration between SAP and Cognos, we have been able to consolidate all the information from our offices worldwide, and for the first time, provide users with a single version of the truth. As a result, **we have increased overall visibility into the organization, enabling management to make more informed decisions.”**

*Roderick Mooren
IT Director*

Information Needs:

- Ease of use
- Seamless integration across multiple data sources
- Tight integration with SAP
- Robust functionality including self-service capabilities
- High performance

Benefits:

- Better decision-making due to single version of the truth
- Quick and easy access to real-time information
- Standardized reporting
- Gain of reporting efficiencies resulting from self-service capabilities
- Tight integration with SAP and Oracle

http://www.cognos.com/pdfs/success_stories/ss_molnlycke.pdf

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IBM Cognos 8 - Differentiators

- **Industry's Only Unified Platform for Performance Management**
 - Lower TCO for development and maintenance
 - One solution to learn, one place to go for any Performance Management capability
- **Consistent Solution Roadmap Focused on Innovation**
 - Develop today without fear of future redevelopment requirement
- **Patent-Pending Integration with SAP NetWeaver**
 - Optimized access to SAP BW
 - Maximized leverage of existing structures and
 - BEx queries
- **Data Source Agnostic**
 - Broad heterogeneous application and data support
 - Flexibility to adapt to evolving infrastructure landscape
- **Business User Self-Service**
 - Increases business agility
 - Reduces time to decision

IBM Cognos 8 BI & Planning for SAP

Efficient, Single Self-Service Platform

Cognos 8 BI: is the only BI product to deliver the complete range of BI capabilities: reporting, analysis, scorecarding, dashboards, business event management as well as data integration, on a single, proven architecture.

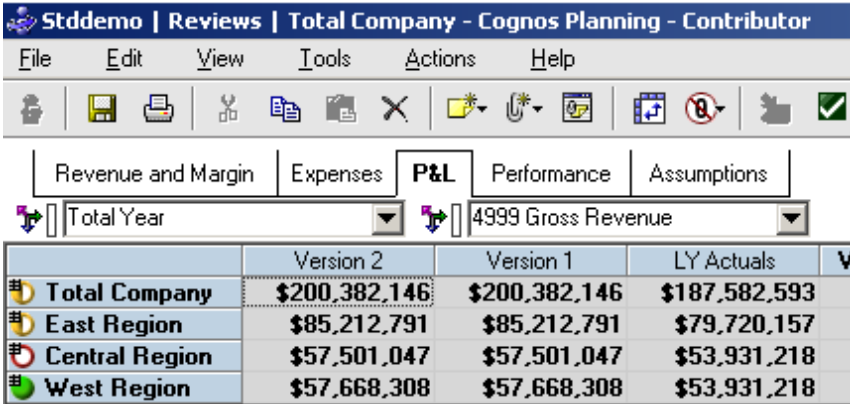
- Robust Reporting and Dashboards
- Ad-hoc Query and Formatting
- Enriched Function Set for Enterprise Reporting
- Content Bursting and Scheduling
- Events: Delivers alerts and notifications containing timely, relevant information



Cognos 8 & SAP NetWeaver Portal

IBM Cognos 8 BI & Planning for SAP ***Efficient, Single Self-Service Platform***

- **Cognos 8 Planning:** a finance-managed planning, budgeting, and forecasting solution that supports driver-based plans, rolling forecasts, involving all the right people as frequently as needed.
- Flexible Driver-based Planning
- High Participation/High Frequency
- Modular
- Distributed Global Administration
- Real-time workflow - enables superior collection, control & collaboration



The screenshot displays the IBM Cognos 8 Planning interface. At the top, the title bar reads 'Stddemo | Reviews | Total Company - Cognos Planning - Contributor'. Below this is a menu bar with 'File', 'Edit', 'View', 'Tools', 'Actions', and 'Help'. A toolbar with various icons is positioned below the menu bar. The main area shows a tabbed interface with 'Revenue and Margin', 'Expenses', 'P&L' (selected), 'Performance', and 'Assumptions'. Below the tabs, there are two dropdown menus: 'Total Year' and '4999 Gross Revenue'. The data is presented in a table with columns for 'Version 2', 'Version 1', and 'LY Actuals'. The rows include 'Total Company', 'East Region', 'Central Region', and 'West Region'.

| | Version 2 | Version 1 | LY Actuals |
|----------------|---------------|---------------|---------------|
| Total Company | \$200,382,146 | \$200,382,146 | \$187,582,593 |
| East Region | \$85,212,791 | \$85,212,791 | \$79,720,157 |
| Central Region | \$57,501,047 | \$57,501,047 | \$53,931,218 |
| West Region | \$57,668,308 | \$57,668,308 | \$53,931,218 |

IBM Cognos Performance Management for SAP Value to the Office of Finance

Efficiency: Make better decisions faster

- Faster more effective decisions from business user self service

Flexibility: 24/7 Performance Management

- Faster reaction to change, less reliance on specialized resources.

Agility: Timely and cost effective execution

- Instant on the fly modifications, alterations, and changes to reports, plans and financial models without growing IT service backlogs.

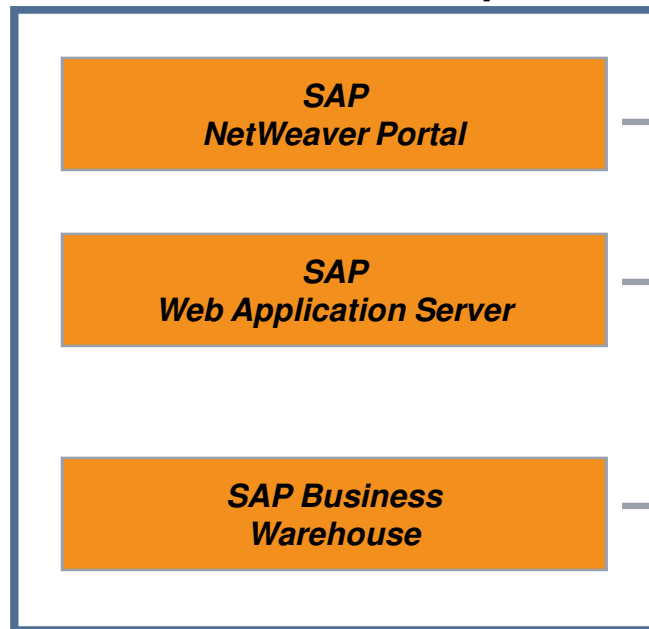
Proven Capabilities: Performance Management today

- Turn your SAP infrastructure into a competitive weapon by embracing and extending SAP data to all business users.

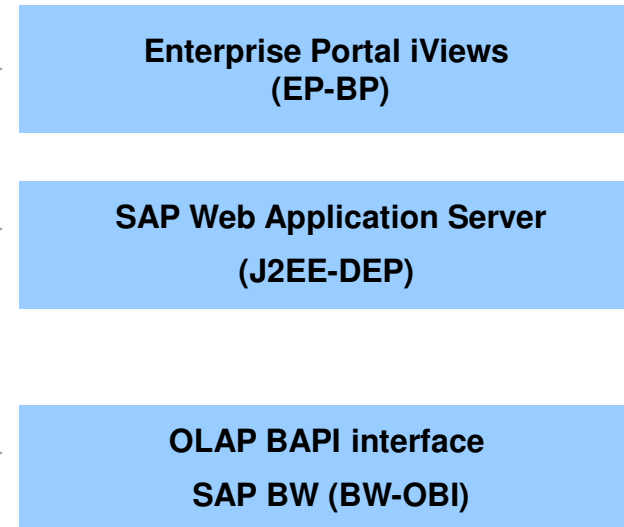
Predictable: High value without hidden costs

- Avoid ongoing custom development, data migrations, management and administration of multiple incompatible tools. Leverage your investment in SAP as a competitive weapon.

SAP NetWeaver Components



IBM Cognos 8 SAP Certifications



Summary of Capabilities

- Display Cognos BI content within an SAP NetWeaver Portal
- Single sign on and authorization using SAP security
- Option to run IBM Cognos 8 on the SAP web application server
- Use multiple versions, instances and all structures within the SAP Business Warehouse as a data source for IBM Cognos 8 content. (Patent Pending Next Generation Engine)

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Additional Information

- Cognos Website
 - BI & Planning Solution Overviews
 - Customer Case Studies
 - Analyst Whitepapers
 - Demonstrations
 - Webinars: Tech Target (Nov 2008 through April 2009)
- Conferences & User Groups
 - SAP HR & Finance: March 17-20 Las Vegas, Nevada
 - SAP BI & Portals: March 24 – 27, 2009 Orlando Florida
 - SAP Sapphire - Orlando: May 11-14, 2009 Orlando, Florida
 - Cognos Forum - Orlando: May 12-15, 2009 Orlando, Florida
 - Cognos for SAP User Group





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