# CNH

## 2011 - Facts and Figures

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# This is CNH

**CNH Global N.V.,**

a public company whose stock is listed on the New York Stock Exchange *(NYSE: CNH)*, as of January 1, 2011, is majority-owned by **Fiat Industrial S.p.A.,**

a public company whose capital stock is listed on the Milan Stock Exchange *(FI.MI).*

**CNH is a world leader**

in the agricultural and construction equipment businesses, with strong and leading positions in most significant geographic and product categories.

# This is CNH

**Each brand provides** a full line of parts and service to support its products and customers.

**Financial Services** provides innovative financing solutions for dealers and customers around the world.

**Brands' products** are sold in approximately

170 countries through about

11,300 dealers and distributors

# This is CNH

**2011 Consolidated financial highlights** (U.S. GAAP):

- Total Revenues 19,185 **mln** (US$)
- Net Income attributable to CNH Global N.V. 939 **mln** (US$)
- Total Assets 34,093 **mln** (US$)

**Total number of employees** (Dec. ’11)

~32,700

# An ordinary revolution

## The Enterprise DataWarehouse in CNH

# The complexity

## ONE SINGLE PLATFORM BUT:

- **Geographical Coverage:** North America, Europe, International
- **Stakeholders:** Supply Chain, Manufacturing, Logistics, Sales, Aftersales
- **16 Source systems**
- **6 brands managed:** CNH has a history of mergers, buyouts, alliances:

CASE IH AGRICULTURE · NEW HOLLAND AGRICULTURE · STEYR

CASE CONSTRUCTION · NEW HOLLAND CONSTRUCTION · KOBELCO

- **Each supported by its own reporting application**

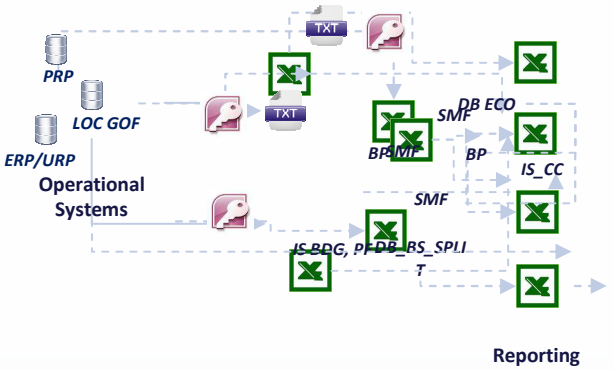
**The need of consolidating data and reporting was very strong.**

**KPMG Advisory** was asked to start up a Business Intelligence program at **CNH.**

# New BI in CNH
## Scenarios

First initiative started in **2008**, aiming to solve limits of existing reporting solutions.

Reporting was usually based on extractions directly performed on transactional systems by specific business users.

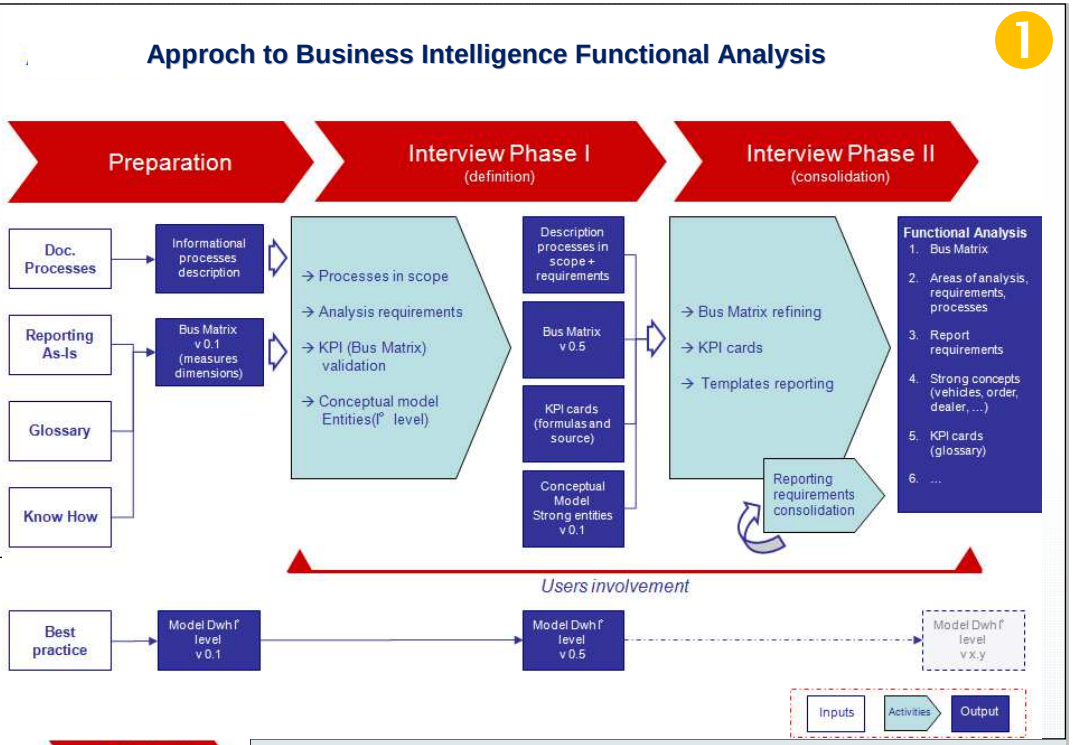


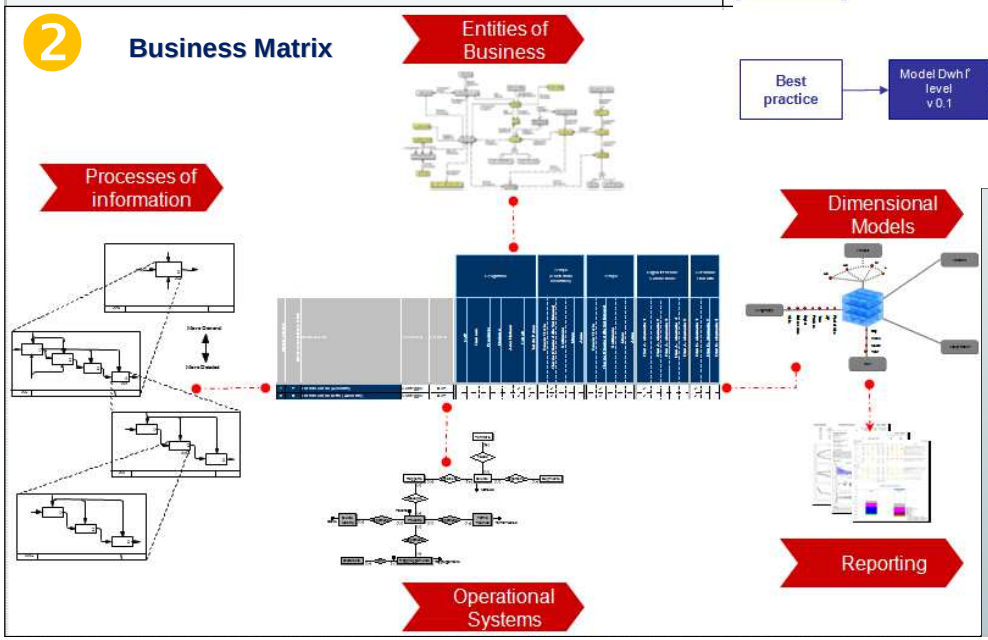

***Main challenges:***

- Ad hoc solutions non standard popping up with limited ICT control;
- Lack of data-model defined at Enterprise level;
- Duplication and redundancy of tools and activities;
- Inconsistencies on KPIs (different business rules).

# New BI in CNH
## Approach

In order to face an ambitious BI project involving critical business areas, it was necessary to adopt a strict methodology (1) to map and define the user's requirements (*business matrix*) (2).

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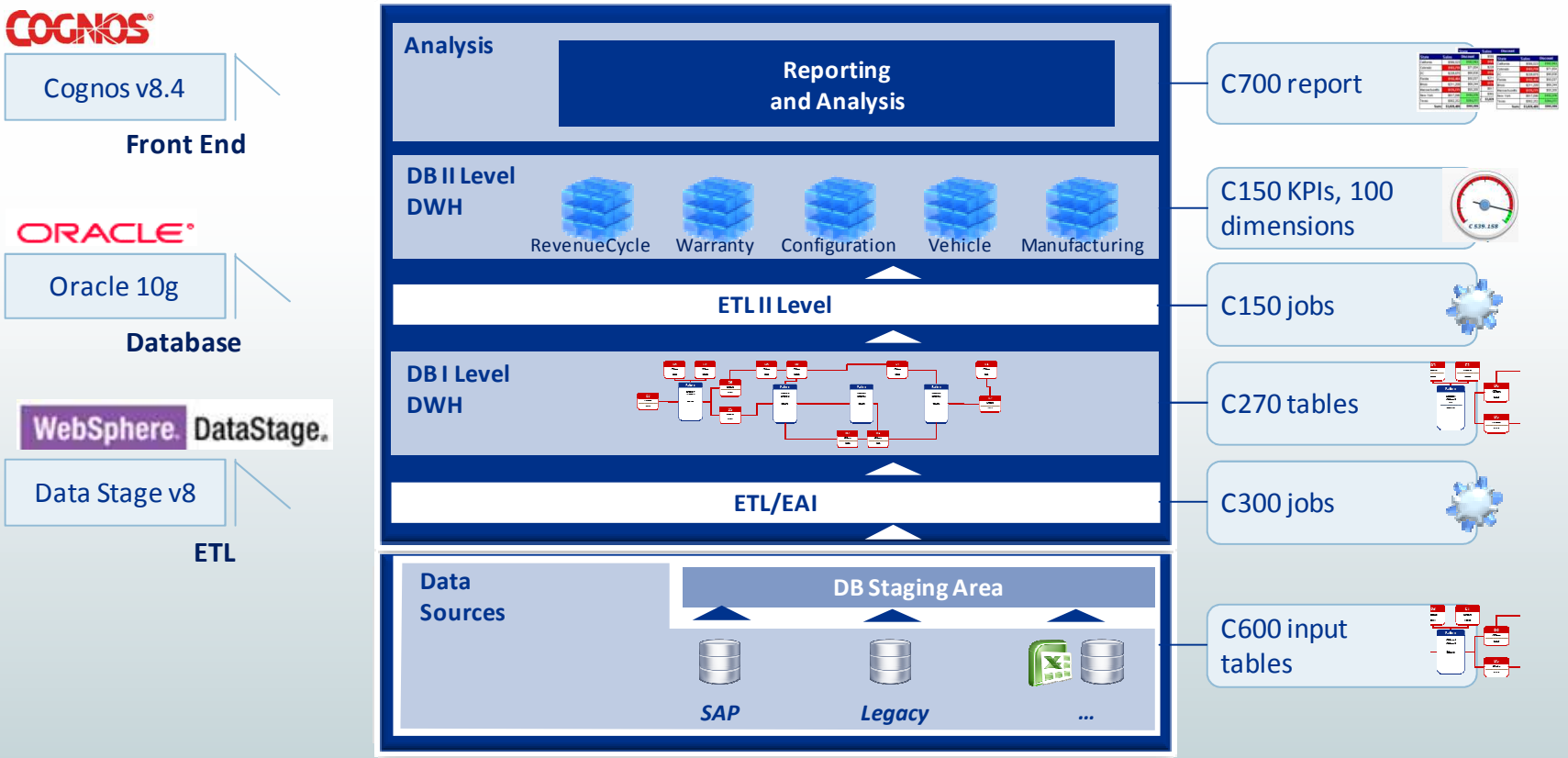
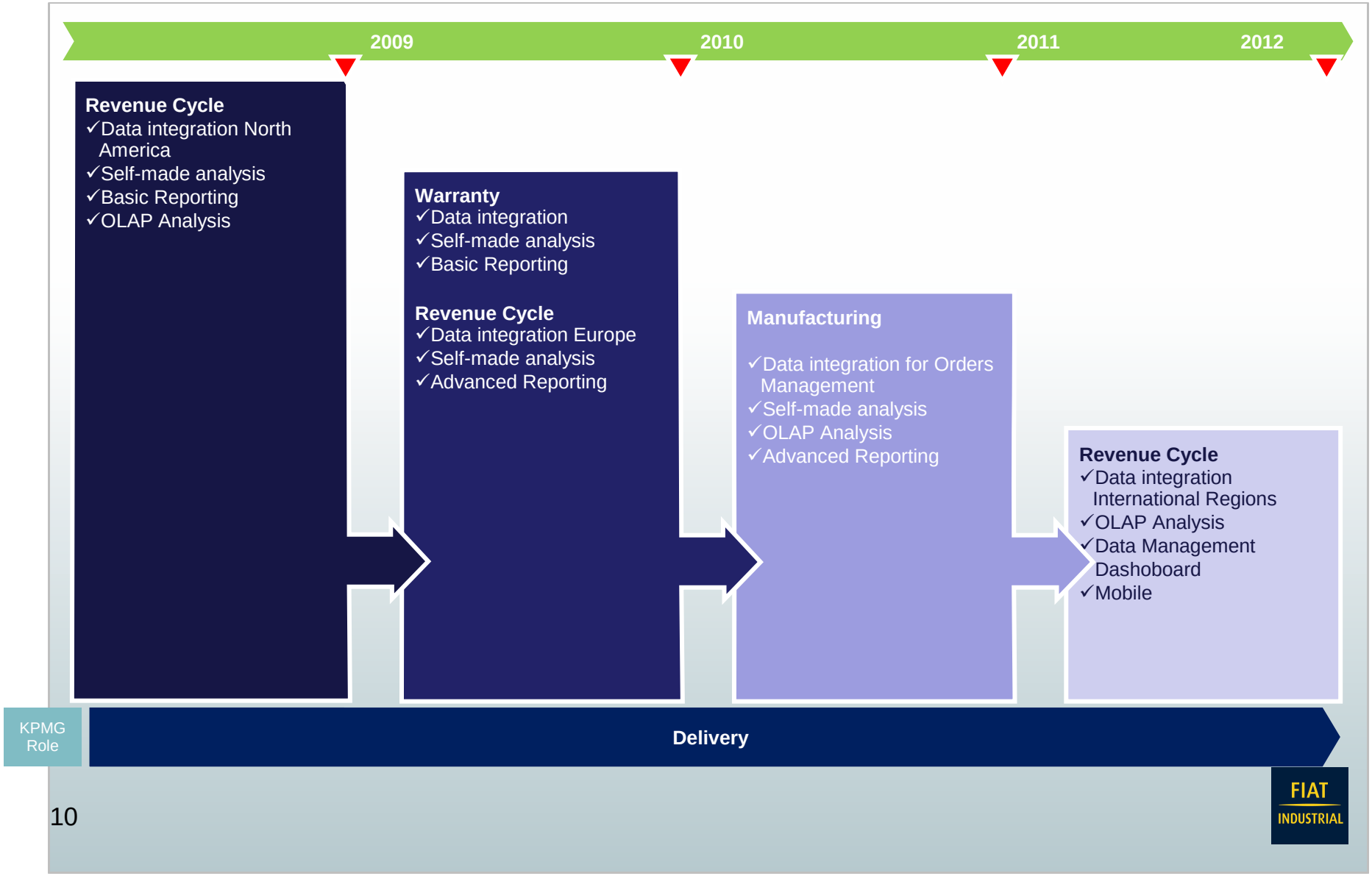
# New BI in CNH

## System architecture chosen



# New BI in CNH

## “Terranovus BI” Milestones



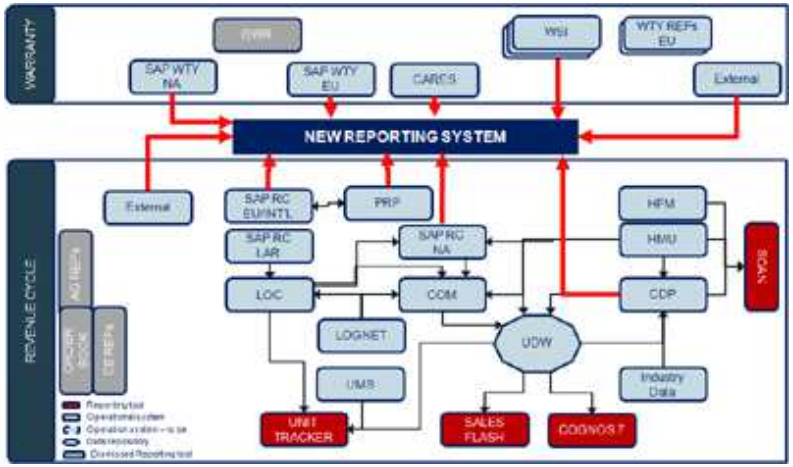
# New BI in CNH
## Implementation

2009: Start the Business Intelligence program to release a new Enterprise BI platform to address challenges and be the starting point for further BI implementations.

Reporting built with Cognos tools.

In some cases external applications extract data from the BI environment.

In both cases the data is consistent.

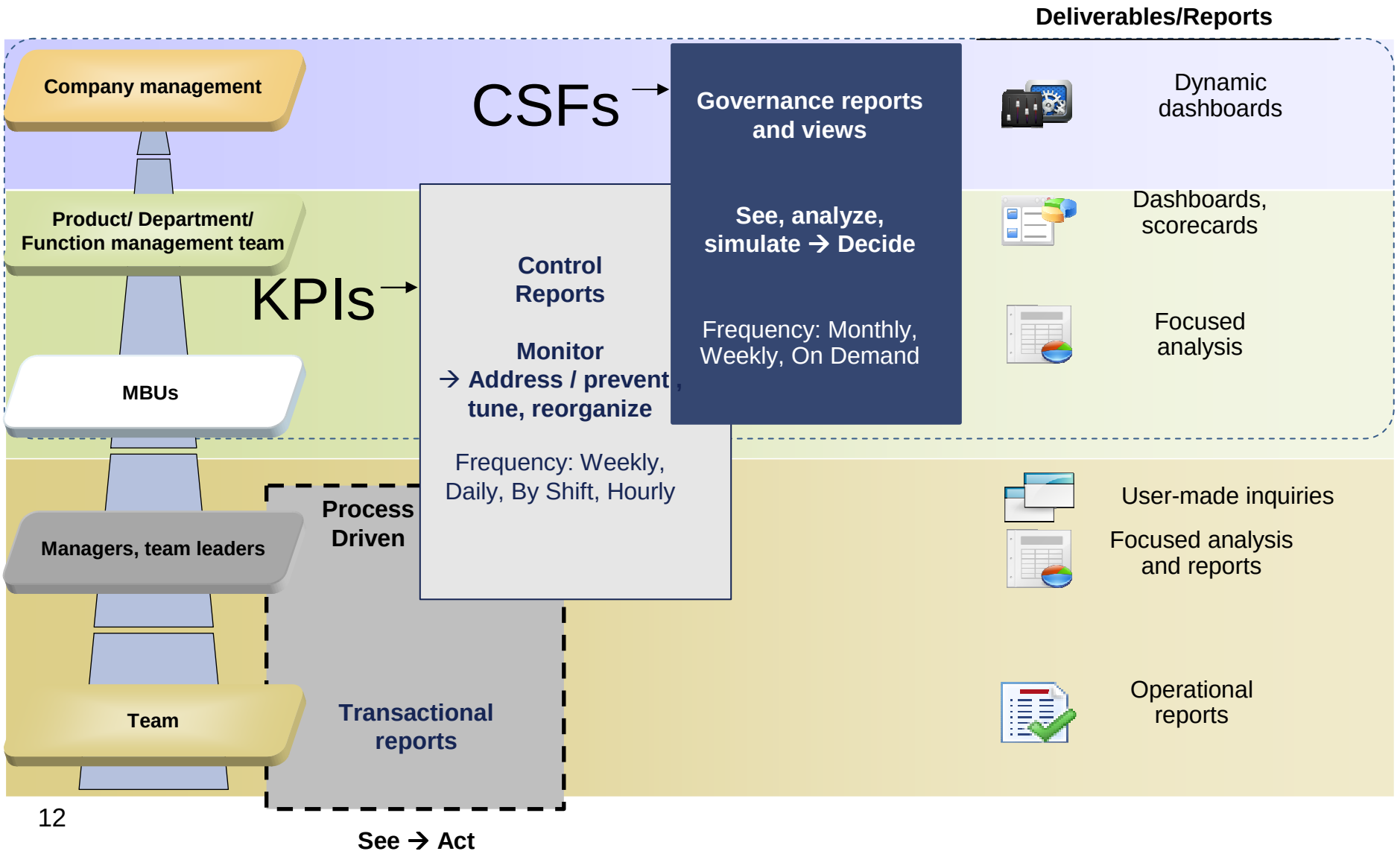



***Main benefits***

- Standardize company attributes and metrics;
- Availability in an integrated way of all information;
- Single point of access having a single BI platform;
- Time-zones management.

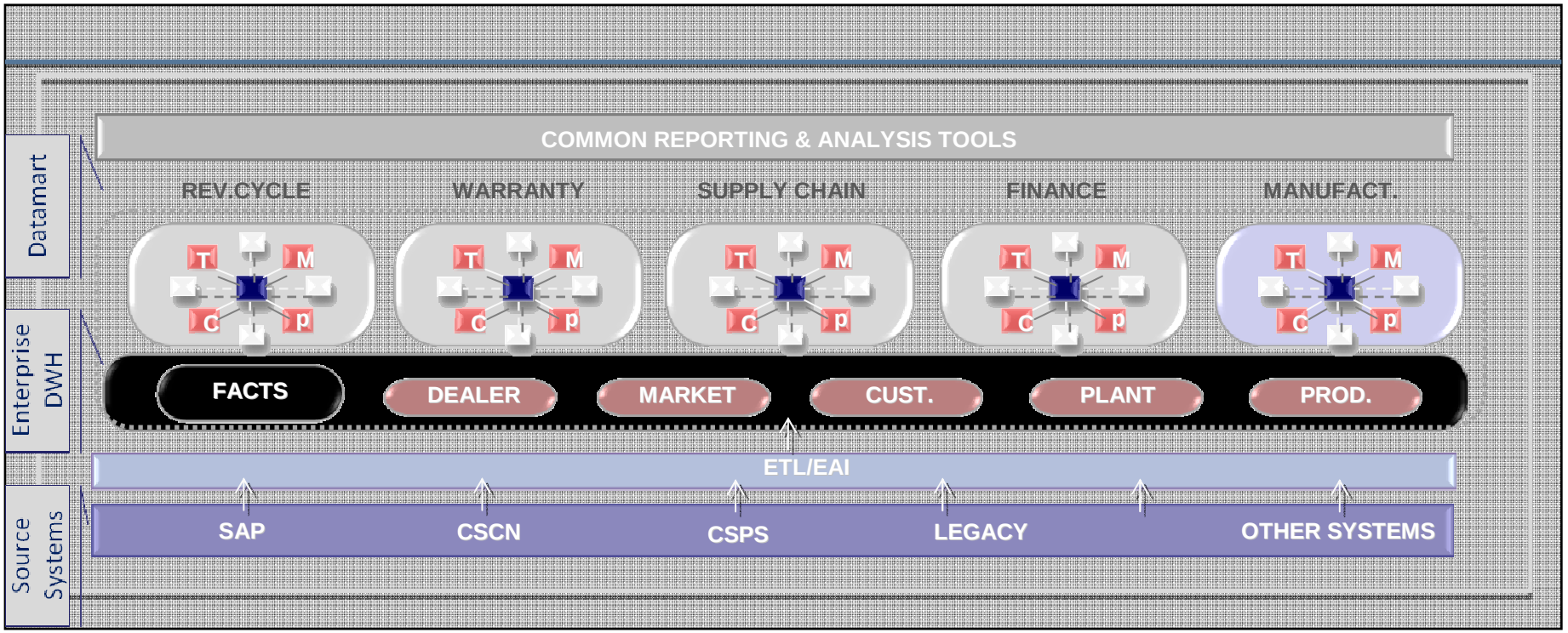
# CNH “Terranovus BI”

## Roles



# CNH “Terranovus BI”

## Vision




- ✓ Data Refresh multiple times a day
- ✓ Upgrade to Cognos 10 (8 Reporting Applications)
- ✓ Set-up a BI Competency Center (Strong governance for maintenance, usage, enhancements);
- ✓ Ensure the quality and uniqueness of the data as well as homogeneous approach for developments;
- ✓ Increase the performance being easy of access, fast and self-service.

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