

A new era of thinking.

#BizCoMaroc

La gestion de la performance financière et opérationnelle

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New dynamics & pressures on Performance Management practices

Insight Deficit

- **Only 0.5%** of all the world's data is analyzed
- **Banks struggle** to apply analytics to that data
- **Finance needs to be trusted** advisors of business insight



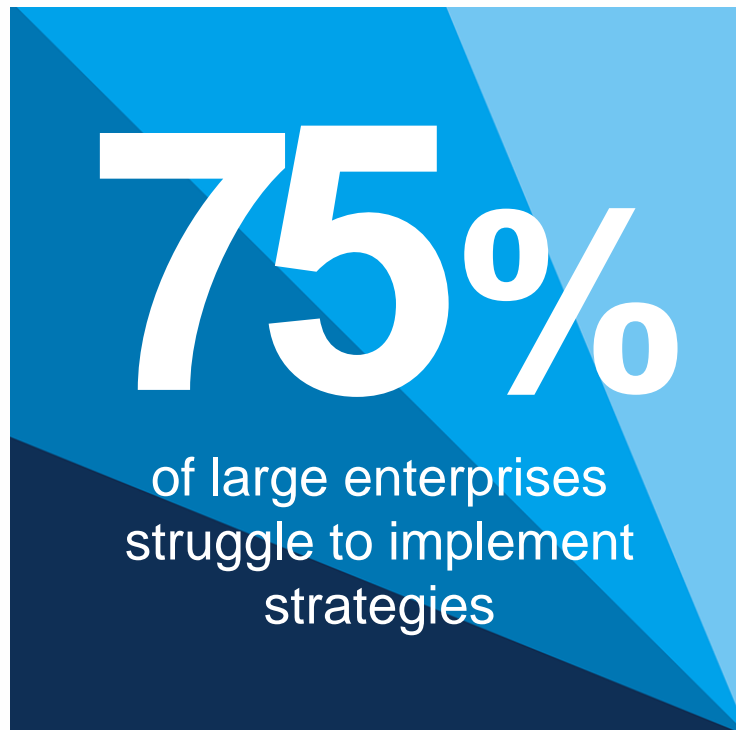
Agility Deficit

- Rising global measures of **volatility, uncertainty, and risk**
- **New demands** on governance, risk and compliance
- **Banks struggle** to coordinate, align and adapt

Technology Deficit

- Problem of a **continued reliance on inadequate technology and approaches**
- **Spreadsheets and intuition** account for 2/3 of decision support activities – *IBM CFO Study*
- Need for **enterprise analytic applications**

Agility deficit | Majority struggle to coordinate, align and adapt



30% cite failure to
coordinate across units

40% cite failure to align

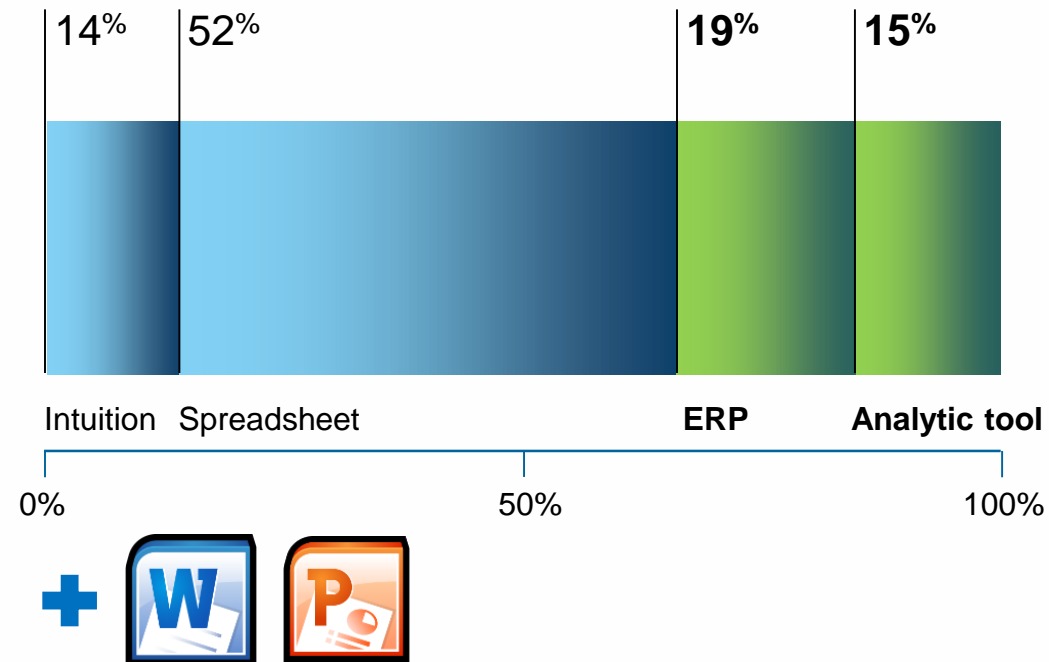
One-third of
managers cite difficulties adapting
to changing market circumstances

Technology deficit | Majority over-rely on spreadsheets and intuition for two-thirds of decision support activities

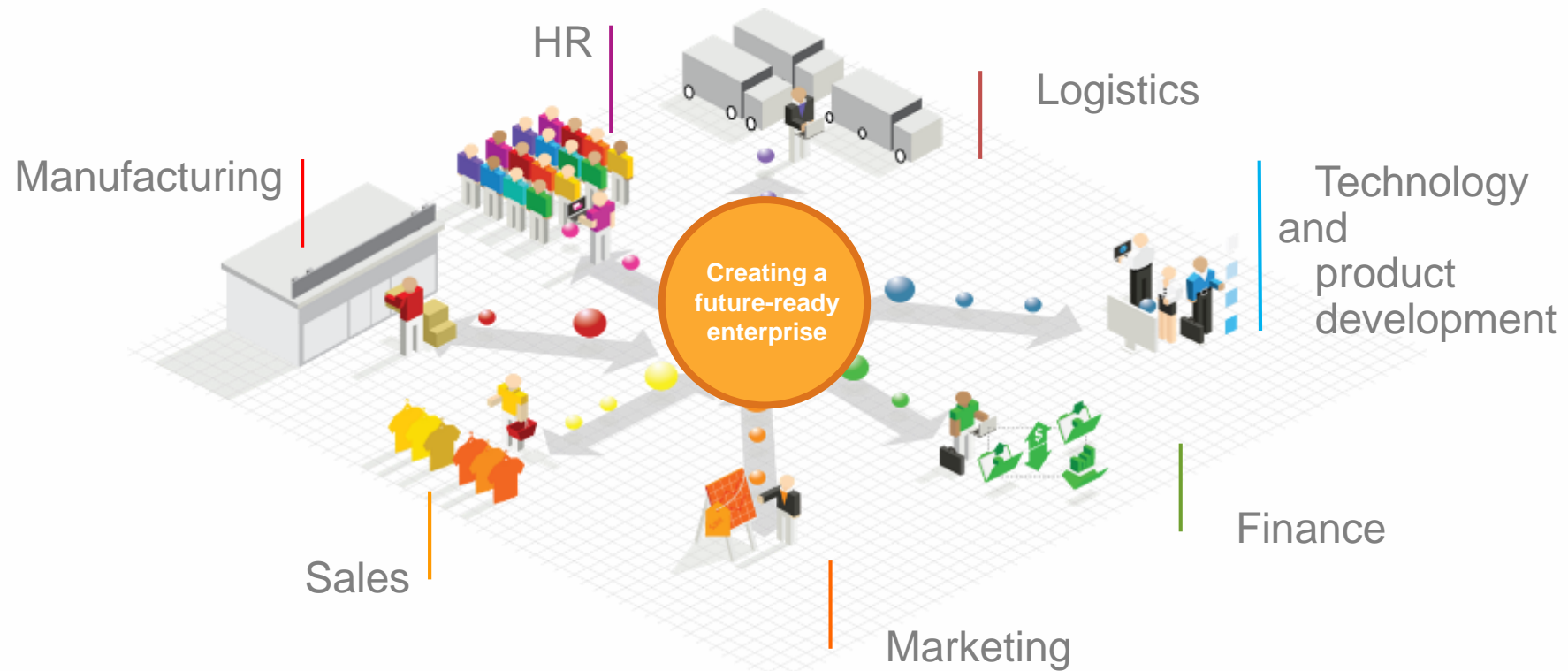
“ We need to ensure we deliver value through changing technology versus being a slave to our systems.”

CFO, Insurance, United Kingdom

Capabilities/tools used to support finance



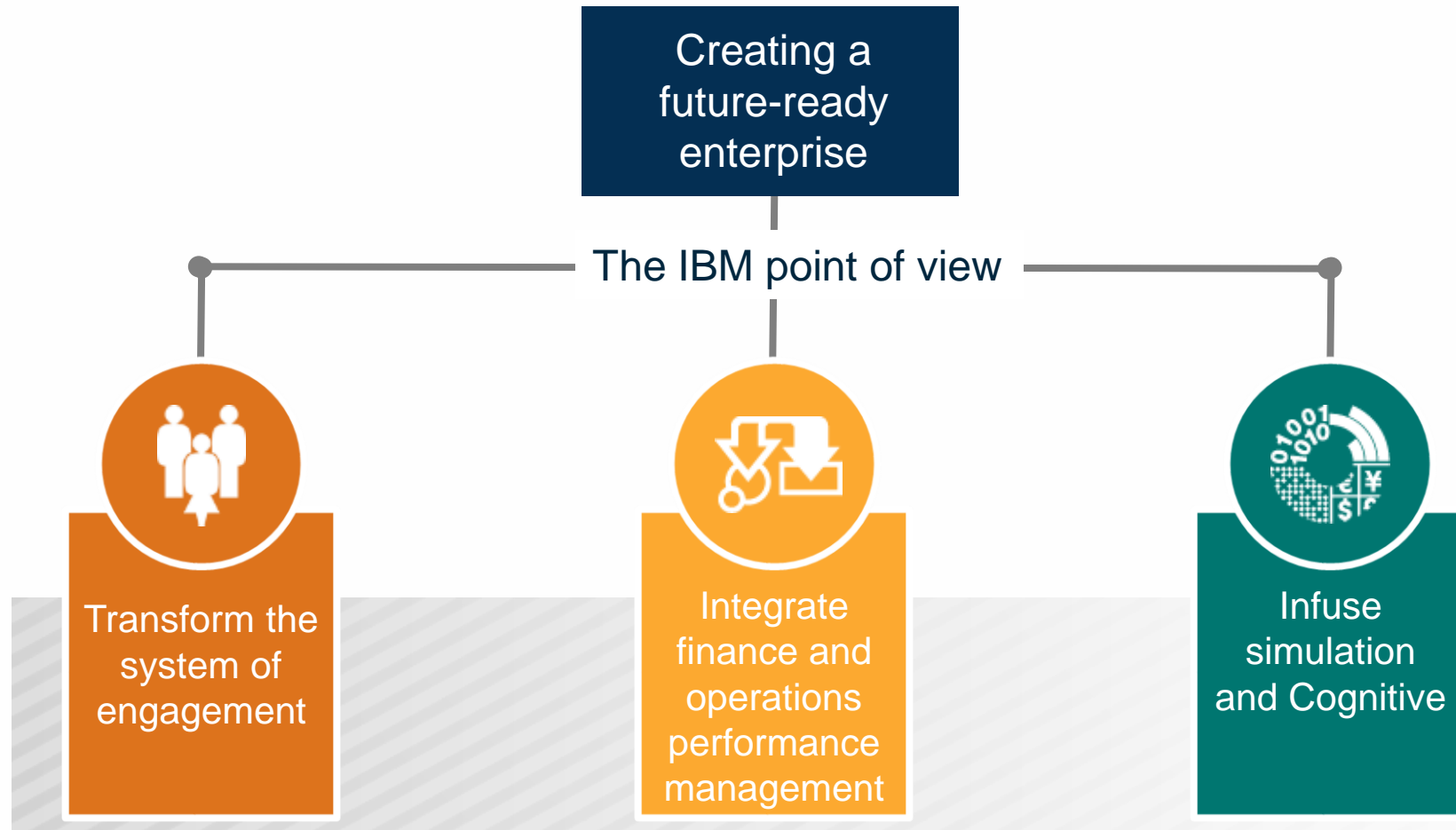
IBM is helping clients weave business modeling and predictive intelligence into cross-enterprise performance management processes



“ The flexibility of IBM [Cognos® TM1® software] for all these different applications and the ability to view data in different layers and at different resolutions really make it an ideal solution, not only for our office of finance, but increasingly for users in other areas of the business. ”

—Laura Smith, director of corporate finance analysis and support, BBVA Compass

Three imperatives for improving performance management outcomes



Financial and operational performance management



Transform the system of engagement



Integrate finance and operations performance management



Infuse simulation and Cognitive

Guided business processes, mobile, collaboration



Planning, budgeting and forecasting



Profitability modeling and optimization



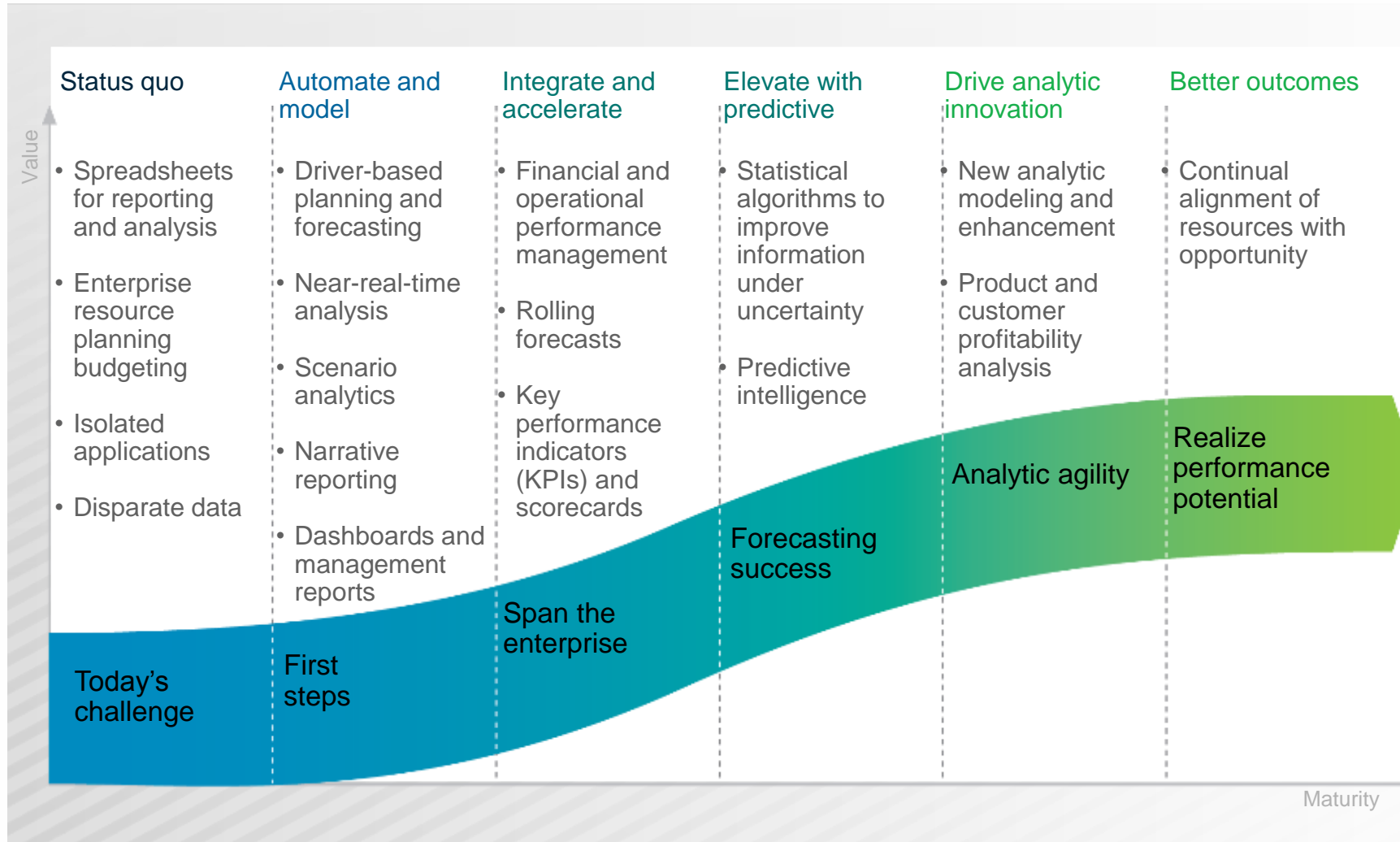
Scorecarding and strategy management



Management and performance reporting

Proven Platform

IBM is a world-class ally for this journey

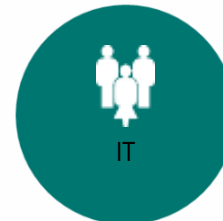


Transform the system of engagement



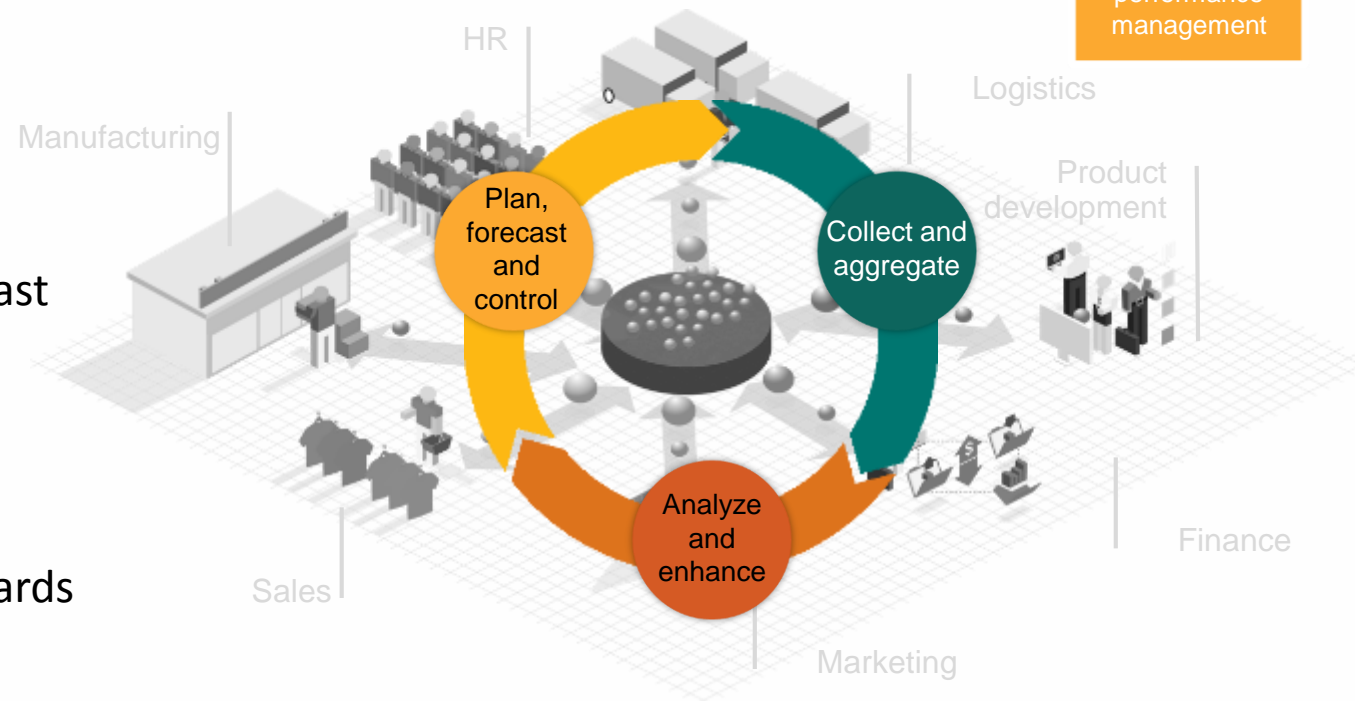
Help ensure tailored user experiences and keep people in the loop, even when on the go

- User experiences support a variety of user needs across the web, desktop and spreadsheet.
- Drive participation and greater frequency in performance management processes
- Guide business process engagement with task lists to help reduce alert overload
- Blend social collaboration and guided business processes with mobile devices into a collaborative performance management process evolution



Integrating financial and operational planning is the bedrock of performance management excellence

- Financial and operational planning in a single application
- Dynamic, near-real-time forecasting
- Ability to capture forecast data from virtually the entire organization at required levels
- Integrated reports, dashboards and scorecards



Integrate finance and operations performance management

Planning, analysis, forecasting and scorecarding in one platform to span finance and operations

Strategy and activity driver-aligned organization

- Campaign scorecards
- Promotion plans
- Customer and product profitability
- Revenue plans

- Sales dashboards
- Sales forecasts
- Incentive compensation
- Quota plans
- Territories
- Sales channels

- Operational KPIs
- Strategy and operations plans
- Capacity and inventory plans
- Product allocation
- New products

- Workforce KPIs
- Headcount plans
- Salary and compensation
- Staffing plans
- Training and development

- Enterprise scorecards
- Strategic financial plans
- Profit and loss
- Balance sheets
- Cash flow



Marketing



Sales



Operations



HR

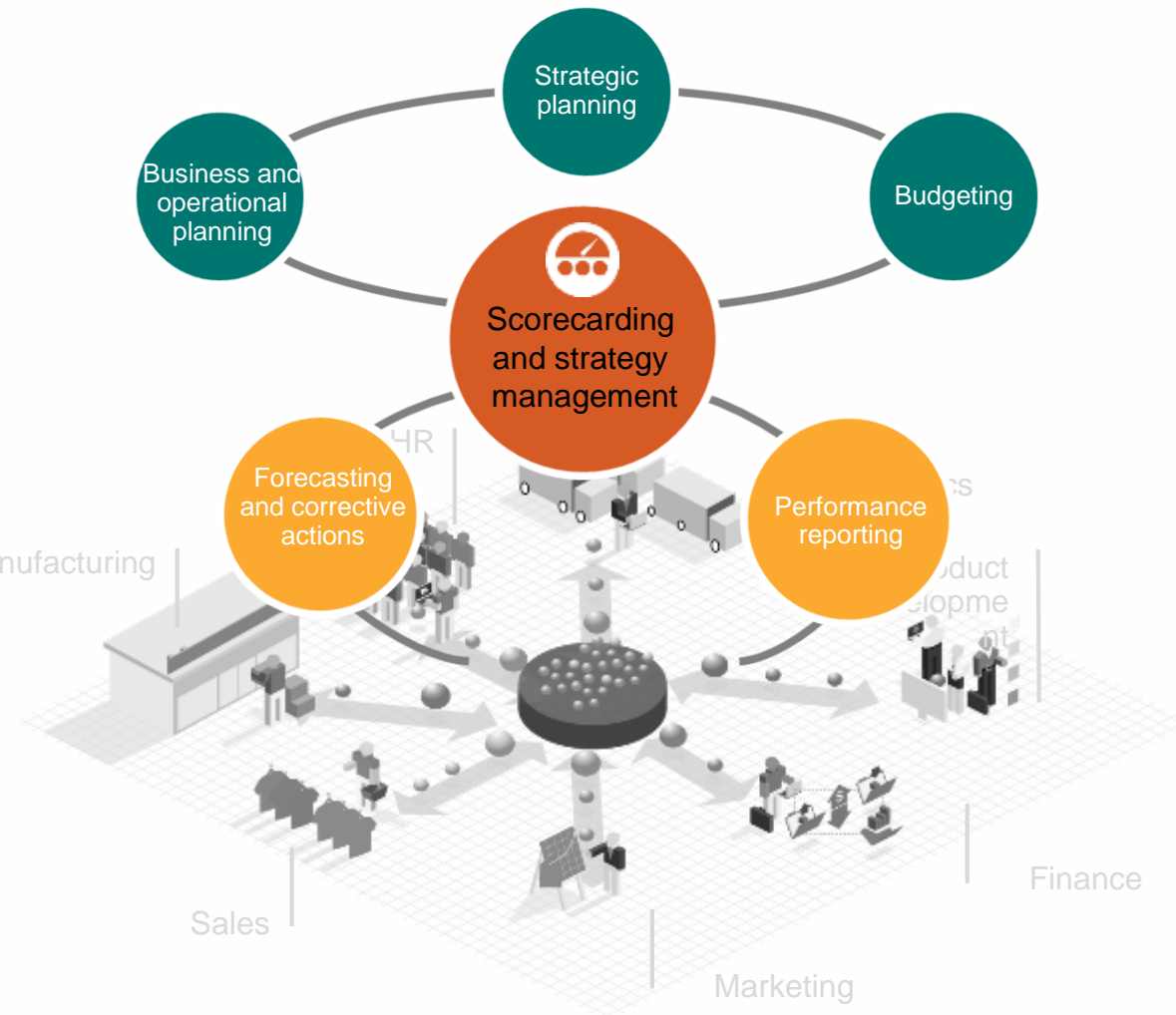


Finance

Monitor strategy execution to quickly recognize performance gaps

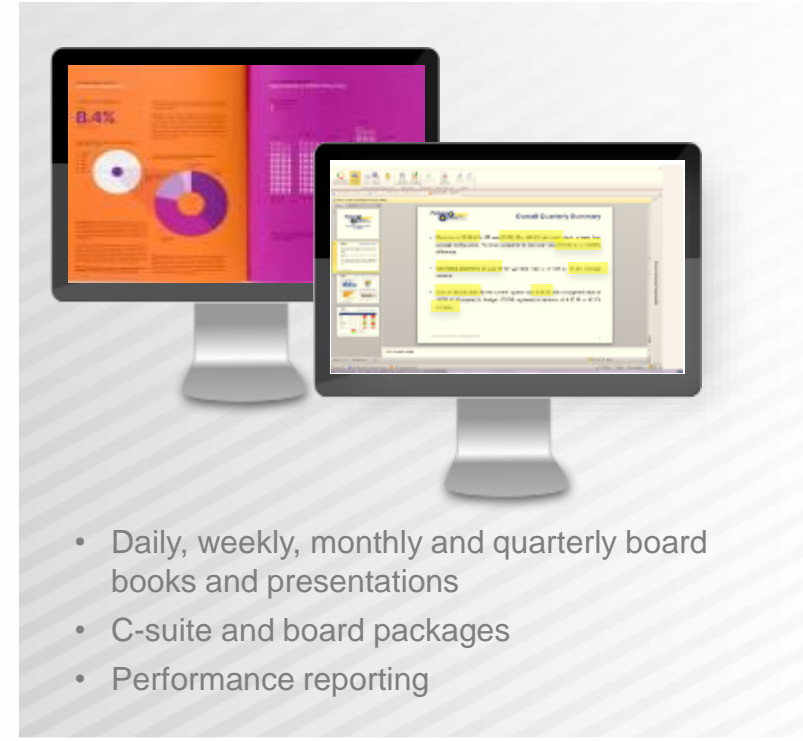
Integrated scorecards highlight KPI and metric variances

- Communication of strategy and vision to support success
- Visual classification of the results, outcomes and impacts
- Ability to tie strategic plans to forecasting data



Rapidly assemble management and performance reports to drive understanding

Narrative reporting



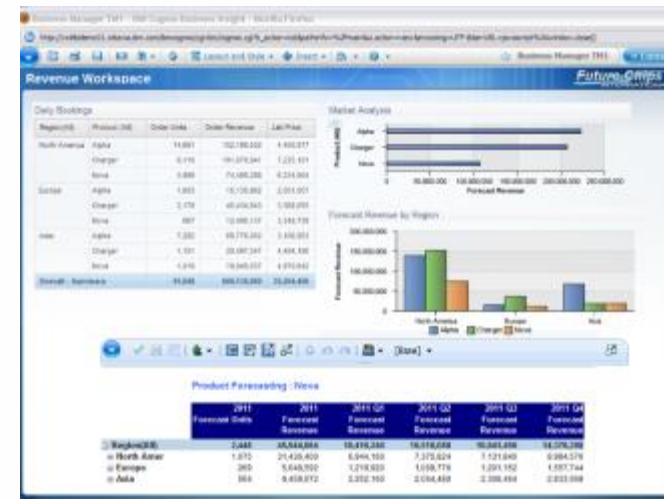
- Save potentially hundreds of hours per year
- Reduce errors
- Accelerate understanding

Simulation and What If

- A patented 64-bit, read-write, in-memory, online analytical processing (OLAP) engine provides analysis beyond the financial planning process to:
 - Profitability modeling
 - Detailed customer analysis
 - Marketing campaign analysis
 - Sales forecasting
 - Headcount analysis
 - Almost anywhere there are large amounts of disparate data
- Supports multidimensional analysis
- Advanced sorting and ranking
- Familiar Microsoft Excel and web interfaces



Infuse
Simulation and
Cognitive



Watson Analytics : infuse Cognitive computing

Natural language and guided discovery

What do you want to explore in "bike_sharing"?

What are the number of riders per hour during humidity

Very relevant

What is the relationship between Humidity and Riders by Hour?

Somewhat relevant

What is the trend of Humidity over Hour?

Somewhat relevant

How do the values of Humidity compare by Hour?

Somewhat relevant

What is the contribution of Riders over Hour by Workday?

Somewhat relevant

How do the values of Riders compare by Hour and Workday?

Somewhat relevant

What is the breakdown of Riders by Workday?

Somewhat relevant

What is the grouping of Workday by Season and Holiday?

Easy access to external data

Select the Twitter data you want

#energy #wind #green #climate #kyoto

And Or

Create data set

You can also select a different date period.

Start date and time: 2015-03-20 00:00

End date and time: 2015-03-27 00:00

Predictive analysis and discovery

More Predictive

- Combination
- Two Field
- One Field

Easier to Understand

Riders

Bicycle Sharing Overview for year end

Riders (Average)

Month

Riders (Average)

Hour

Riders (Average)

Temperature (Average)

Season

Riders (Average)

Humidity (Average)

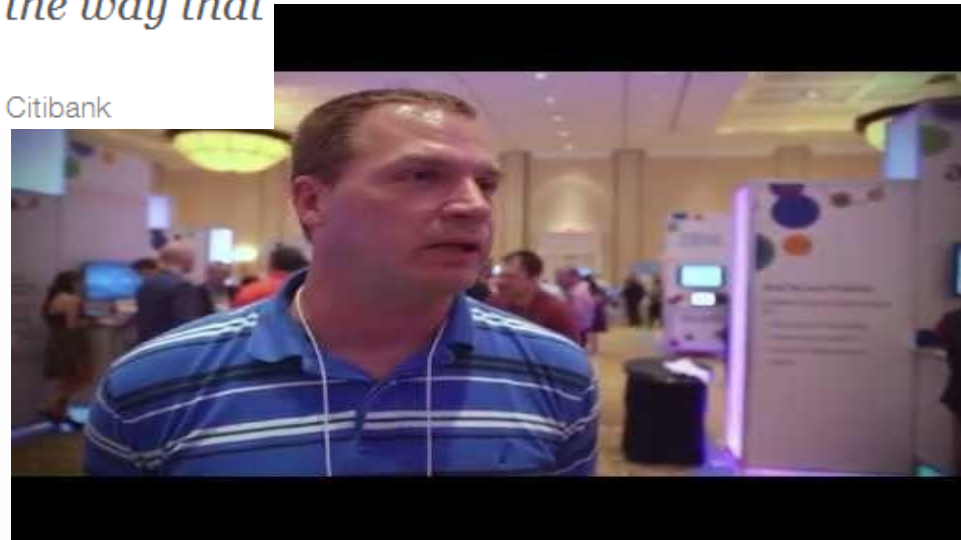
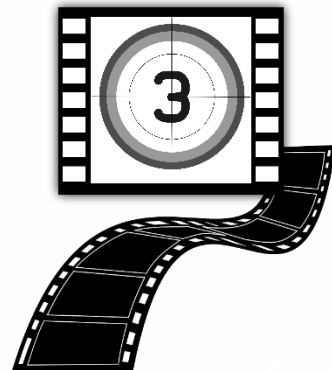
Collaborate and share
Tell a story

Citibank implements Cognos TM1

To improve productivity and ROI

“Previously we were on a different OLAP solution, which was not as readily user friendly as what Cognos TM1 is. Primarily what we were looking to do is implement a solution for our financial reporting needs. And we looked at Cognos TM1 and found that the flexibility of the tool, and the ability to multi-dimension the data that we were looking at, gave us the ability to cut the data the way that we needed.”

Eric Schanzenbacher, Senior Vice President, Strategic Planning & Analysis, Citibank





Company Background

- One of the nation's largest not-for-profit health plans, serving 10.1 million members, headquartered in Oakland

Problem

- Inconsistent Budgeting and Planning processes and systems across the organization
- Reduce IT Costs and Time to Value

Solution

- TM1 on Cloud

Why IBM?

- Leverage existing TM1 implementation and skills
- Deployed TM1 for some units on Premise, move to TM1 Cloud made sense
- Known solution, successful partnership with IBM

Results

- Integrated Financial planning on a single system across a diverse organization
- Transition from on premise to Cloud as roll out expanded to more business unites



Company Background

Problem

Solution

Why IBM?

Results

- Recognized as a standout performer among domestic air carriers, sixth largest U.S. airline. 13,000 employees
- Needed a way to remain competitive by becoming efficiently lean, yet improve service levels of all units
- Finance team spending too much time in data aggregation, quality, and reporting rather than analysis
- TM1 on Cloud
- Speed of deployment
- Eliminated internal IT version compliance workloads
- Allow for long-term scalability
- Ability to consume disparate data across enterprise
- Reduced processing time for annual budgeting process by half
- Quickly performing scenario analysis on request
- Transition from annual models to rolling forecast

Démo Video