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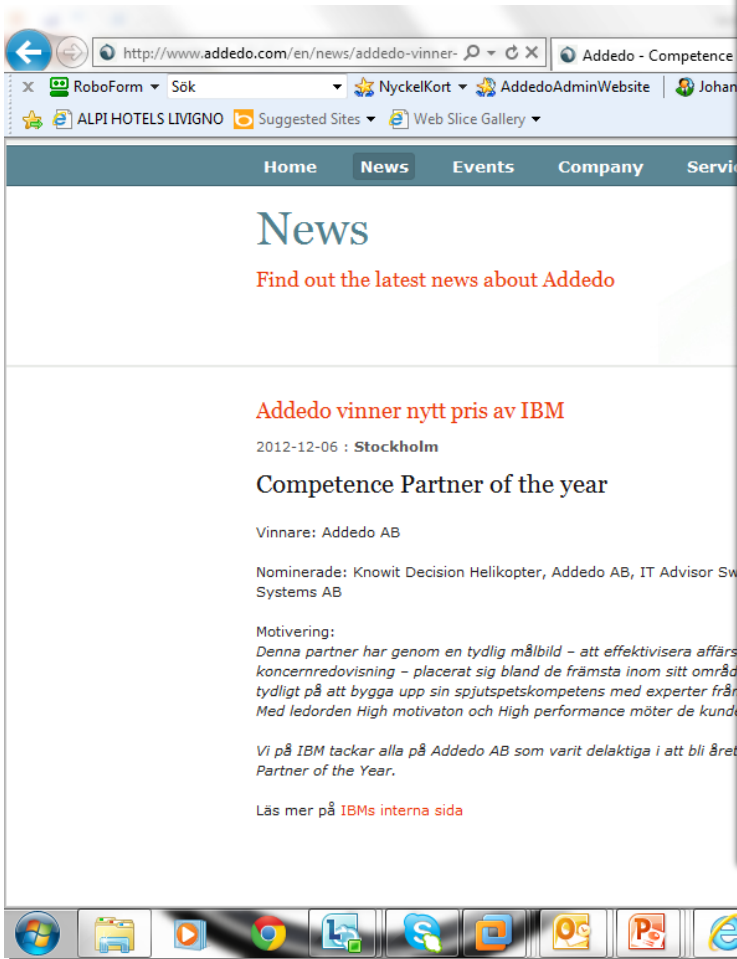
# Modernare distribution och publicering av ledningsrapporter

**IBM, Smartare Analys**  
**22 maj 2013, Waterfront. Stockholm**

**Johannes Westergården**  
Founding Partner



# Vilka Addedo är



http://www.addedo.com/en/news/addedo-vinner-... Addedo - Competence

RoboForm Sök NyckelKort AddedoAdminWebsite Johan

ALPI HOTELS LIVIGNO Suggested Sites Web Slice Gallery

Home News Events Company Service

## News

Find out the latest news about Addedo

### Addedo vinner nytt pris av IBM

2012-12-06 : Stockholm

#### Competence Partner of the year

Vinnare: Addedo AB

Nominerade: Knowit Decision Helikopter, Addedo AB, IT Advisor Sw Systems AB

Motivering:  
*Denna partner har genom en tydlig målbild – att effektivisera affärs koncernredovisning – placerat sig bland de främsta inom sitt område tydligt på att bygga upp sin spjutspetskompetens med experter från Med ledorden High motivaton och High performance möter de kund*

Vi på IBM tackar alla på Addedo AB som varit delaktiga i att bli året Partner of the Year.

Läs mer på [IBMs interna sida](#)

consolidation.

Robert Luks

SV 11:11 2012-12-12

## Addedo awarded by IBM as the Best Business Analytics Partner in Europe

2012-10-22 : Las Vegas, Nevada, USA



Over 2,400 IBM Business Partners gathered in Las Vegas, Nevada, for the two-day Business Partner Summit at Information On Demand, October 20-21 2012.

Below is an extract from the following site:

[Link to IBM website](#)

### IBM Business Partner Award Winners

These awards recognize Business Partners who have demonstrated excellence in delivering business value with Business Analytics, Predictive Analytics, Enterprise Content Management and Information Management software.

Winners were selected from among those Business Partners who have provided ingenious solutions and exceptional client value in 2012. Winners were announced during the Business Partner Summit at Information On Demand 2012 and will be recognized throughout the week of the conference.

# Vilka Addedo är

- Addedo är en internationell oberoende konsultorganisation med dotterbolag i Sverige, Schweiz och England.
  - I Sverige har vi kontor i Malmö och Stockholm
- Fokus på ekonomifunktionen
- Våra kunder återfinns från mindre familjeägda företag till Fortune 500.
- Nära partner till IBM Cognos

PHAROS









# Management Pack

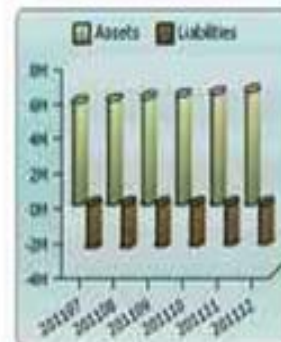
Group / Company : 100 - FCI Global Profit & Loss

Company / Group / Consolidation

100 - FCI Global

U.S. \$ / Company / Analysis

	YearToDate			Period/Monthly			Prior Year
	Actual	Budget	Var	Actual	Budget	Var	Actual
<b>P10030 - REV</b>	<b>11,302,564</b>	<b>11,675,405</b>	<b>-372,842</b>	<b>926,887</b>	<b>972,950</b>	<b>-44,064</b>	<b>0</b>
P10040 - Direct materials	-7,502,491	-7,502,382	892	-625,208	-625,202	74	0
P10050 - Direct Labour	-1,423,213	-1,504,961	81,747	-118,601	-125,413	6,812	0
P10060 - Expenses	0	0	0	0	0	0	0
Direct Interest	112,827	112,848	8,379	8,402	8,654	746	0
<b>Cost of Sales</b>	<b>8,812,877</b>	<b>8,904,495</b>	<b>91,618</b>	<b>-734,406</b>	<b>-742,041</b>	<b>7,635</b>	<b>0</b>
<b>P10999 - Gross Profit</b>	<b>2,489,687</b>	<b>2,770,911</b>	<b>-281,224</b>	<b>194,481</b>	<b>230,909</b>	<b>-36,429</b>	<b>0</b>
P11010 - Int Inc	1,177,448	1,118,241	61,207	97,870	92,020	4,950	0
P11020 - Realized Gains	176,566	160,035	16,531	14,214	11,326	2,878	0
Deposit Income	-162,246	-149,797	-12,452	-11,804	-12,483	-1,121	0
P11040 - Inter Company Income	1,453	0	1,453	1,453	0	1,453	0
<b>Investment Result</b>	<b>1,186,220</b>	<b>1,136,479</b>	<b>59,741</b>	<b>106,034</b>	<b>93,873</b>	<b>6,161</b>	<b>0</b>
<b>P11999 - GPBV</b>	<b>3,675,907</b>	<b>3,897,390</b>	<b>-221,483</b>	<b>294,515</b>	<b>324,782</b>	<b>-30,268</b>	<b>0</b>
P20010 - Staff Costs	-1,047,454	-5,517	-1,041,937	-87,111	-493	-86,618	0
P20020 - Expenses	-122,594	-122,005	-589	-10,275	-10,167	-108	0
P20030 - Inter Company Expense	-1,483	0	-1,483	-1,483	0	-1,483	0
Overheads	-295,215	-48,426	-246,789	-24,935	-4,036	-20,899	0
P20040 - Finance Department	0	0	0	0	0	0	0
<b>P20999 - Operating Results</b>	<b>2,304,758</b>	<b>3,721,041</b>	<b>-1,516,284</b>	<b>170,711</b>	<b>310,687</b>	<b>-139,376</b>	<b>0</b>
Interest	-197,304	-183,798	-13,506	-16,450	-15,318	-1,134	0
P21020 - Amortisation	-24,105	-32,670	8,565	-2,842	-2,723	-119	0
P21030 - Lease Costs	0	0	0	0	0	0	0



Navigator Shortcuts

- Actual Y Target
- Annual Report
- Budget and Forecast - students
- Corporate Plan
- Full Profit & Loss Report
- Future Cash Plan - Cognos Invoic
- Performance Dashboard
- Profit & Loss Analysis
- Revenue Analysis
- Revenue Analysis YF
- Sales Analysis
- Working Capital Book

Office Documents

- Board Presentation.ppt
- Management Report.doc
- Craft and Loss.xls

Online demo

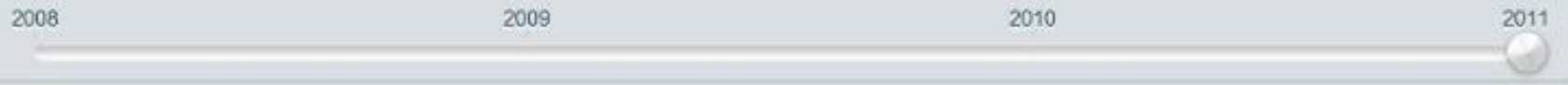
**What's New in IBM Business Intelligence**

See how Cognos 10 revolutionizes the organizations use business intelligence

# Financial Overview



Welcome **Net Income** Working Capital Profit



**Net Income**  
8,942,171.17

**Budget**  
20,890,728.17

**Variance**  
-11,948,557.00

## Percentage of Variance



Sales Europe



Sales NA



Sales EMEA

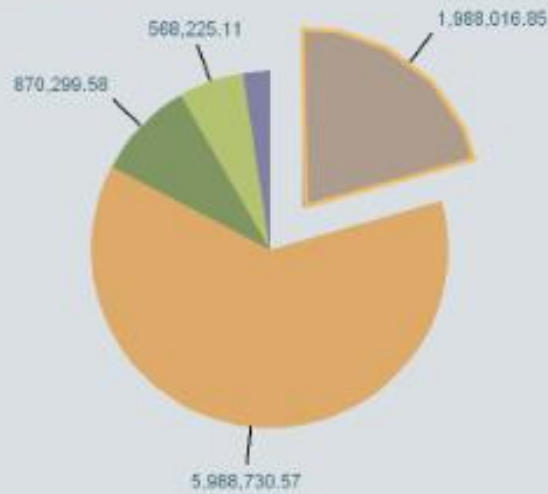


Internet Sales



Branded Store

## Gross Profit



## Gross Profit Break Down



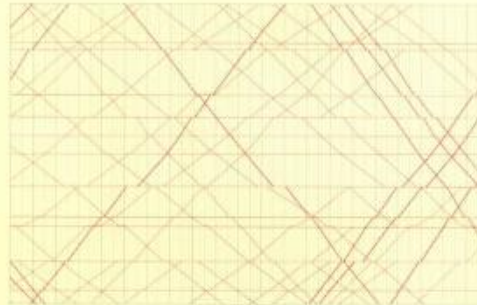
## Variance Trend Over Time





# Bra böcker

Copyrighted Material



SECOND EDITION

## The Visual Display of Quantitative Information

EDWARD R. TUFTE

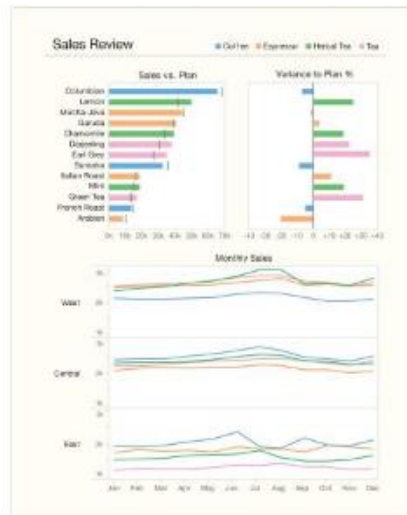
Copyrighted Material

Copyrighted Material

Second Edition

## Show Me the Numbers

Designing Tables and Graphs to Enlighten



Stephen Few

Copyrighted Material

Copyrighted Material

Simple Visualization Techniques  
for Quantitative Analysis

# Now you see it

STEPHEN FEW

Copyrighted Material

# Simplicity

Edward R Tufte speaks of minimizing, or removing all “chart junk”

- Use a minimal design **exposing only the most needed functions** and hiding less-often used features in menus.
- **Minimize noise** and other “frills” or “bells and whistles” so that the content of reports can be clearly read and stand out.
- **Designing reports that are simple** makes report consumption an easier task for users, enabling them to quickly find the pertinent information to make decisions.

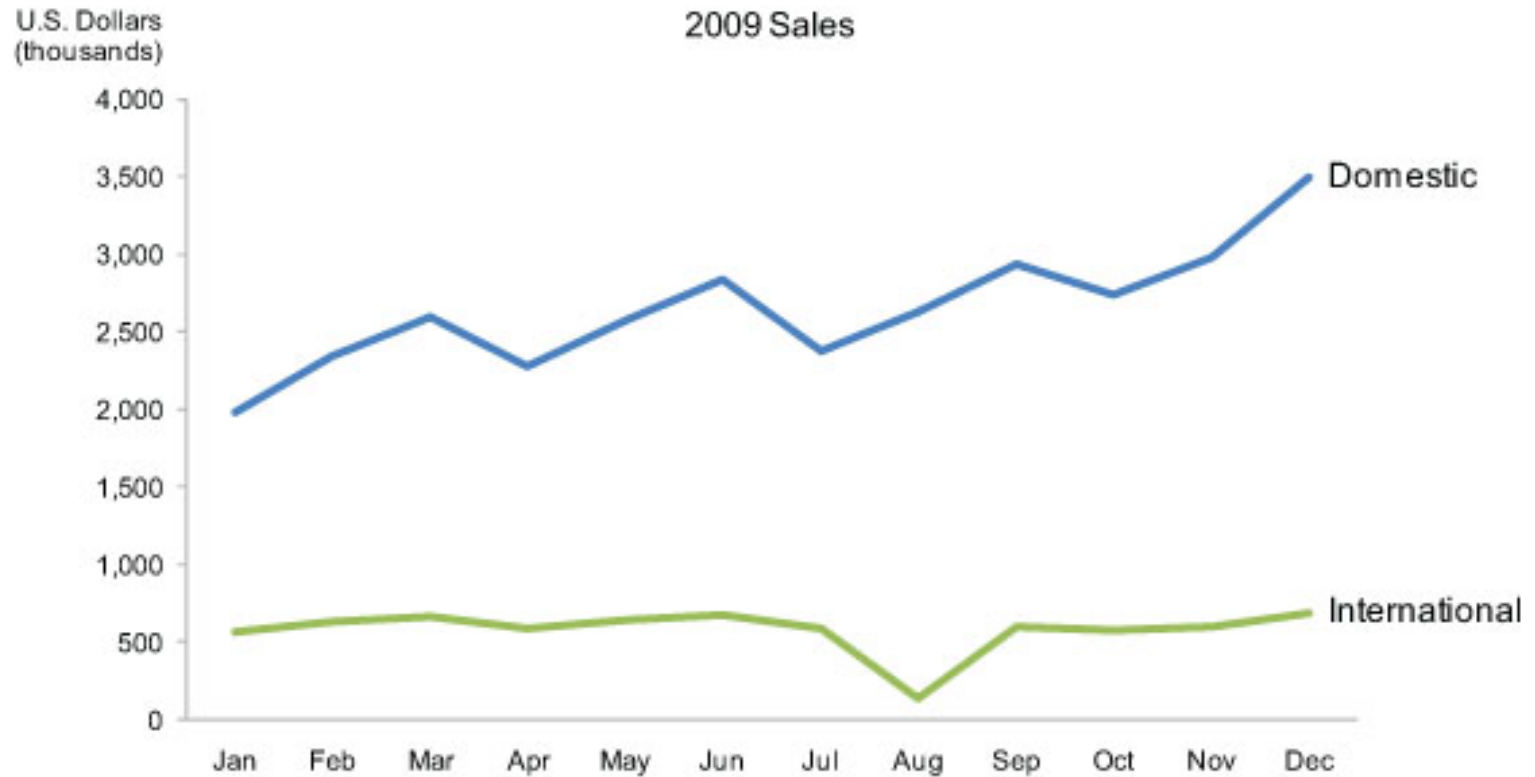
# Visualisera data

## 2009 Sales (thousands of U.S. \$)

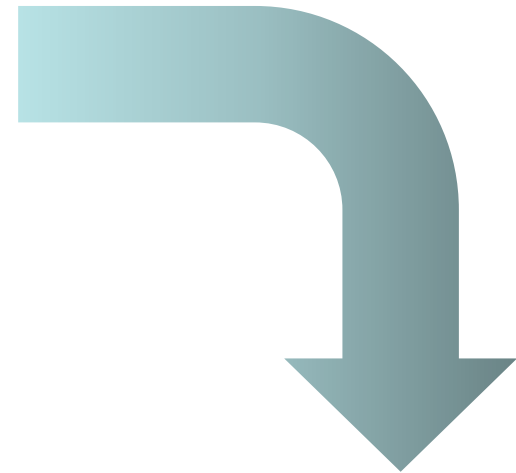
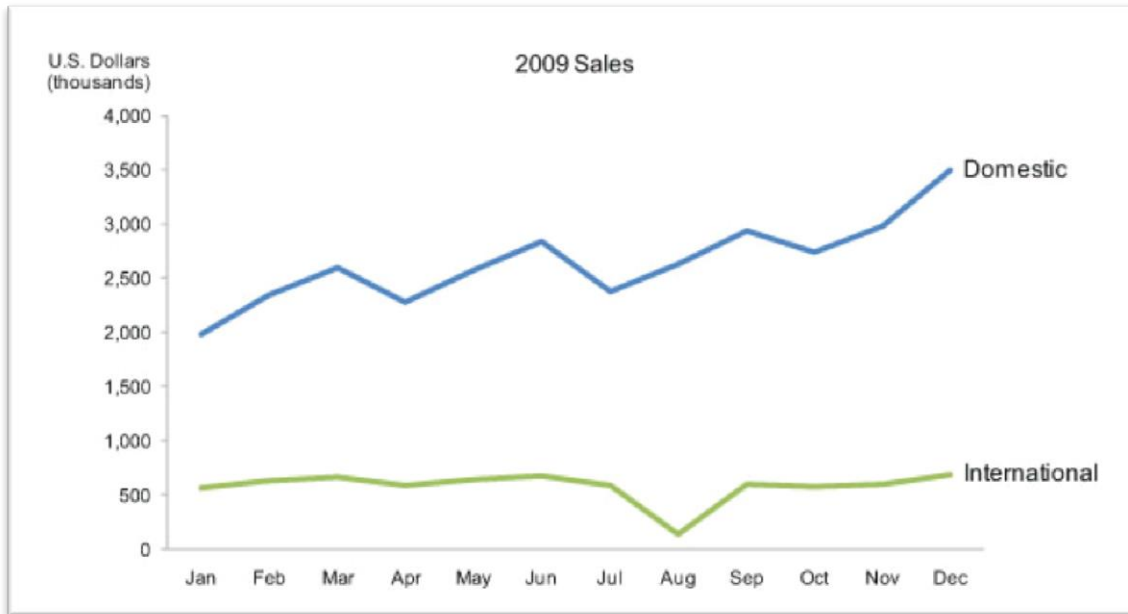
Region	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Domestic	1,983	2,343	2,593	2,283	2,574	2,838	2,382	2,634	2,938	2,739	2,983	3,493	31,783
International	574	636	673	593	644	679	593	139	599	583	602	690	7,005
Total	2,557	2,979	3,266	2,876	3,218	3,517	2,975	2,773	3,537	3,322	3,585	4,183	38,788

Copyright status: Unknown (pending investigation). See section "Exceptions" in the copyright terms below.

# Visualisera data



# Visualisera data



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<b>Total</b>	<b>2,557</b>	<b>2,979</b>	<b>3,266</b>	<b>2,876</b>	<b>3,218</b>	<b>3,517</b>	<b>2,975</b>	<b>2,773</b>	<b>3,537</b>	<b>3,322</b>	<b>3,585</b>	<b>4,183</b>	<b>38,788</b>

Copyright status: Unknown (pending investigation). See section "Exceptions" in the copyright terms below.

**Handfasta råd!**

**“Less is More”**

*Mies van de Rohe*

# Tydlighet

Ger ett exklusivt och seriöst intryck.  
Hjälper betraktaren.



# **Rena ytor**

Skapar ett lugn.  
Inga onödiga element.  
Lätt att avläsa.

# Linjera

Skapar lugn och harmoni.

**Var inte rädd  
för tomma ytor**

# Färger

Nedtonade färger.

Om du har flera färger ska du ha en anledning.

Vad signalerar den valda färger?

# Undvik skuggor och effekter

Rörigt.

Ser amatörmässigt ut.

**Typsnitt**

VILDA VÄSTERN

*Lite romantiskt*

ARMIE

VILDA VÄSTERN

*Lite romantiskt*

ARMIE



VILDA VÄSTERN

*Lite romantiskt*

ARMIE

Seriffer

A

Sans  
seriffer

A

Sans serif

Verdana

Serif

Times

# **Ekonomiska rapporter**

# CFO DASHBOARD



Entity/Market  
Austria

Business Unit  
Total Legal Entity

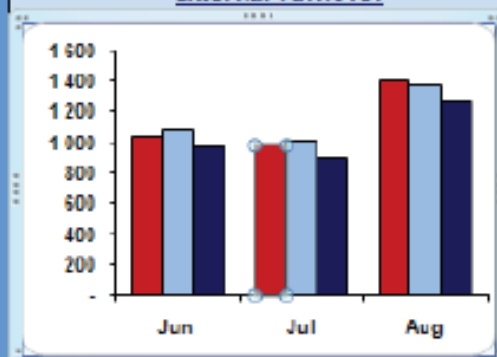
Month  
August

Year  
2010

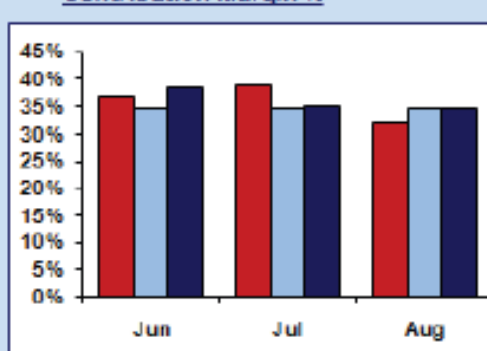
Currency  
EUR

## Key Financials

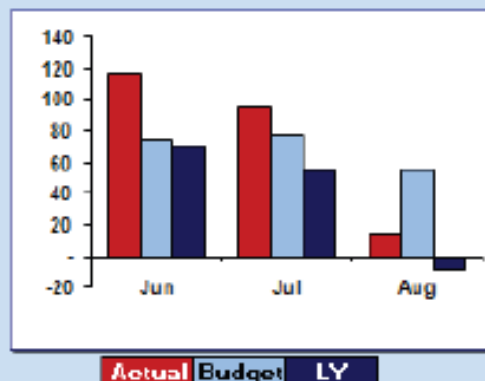
External Turnover



Contribution Margin %



EBITDA



KPI's Current Month

	Actual	Budget
Sales Growth	11,0%	8,2%
CM%	32,0%	34,8%
OPEX%	30,9%	30,2%
Stock Days	16	58
Debtor Days	49	39
WC %	19,2%	16,7%

	Month				
	AB	BU	LY	AB vs BU	AB vs LY
Ext Turnover	1407	1371	1267	+36	-140
Net Turnover	1252	1220	1151	+32	+101
CM%	32,0%	34,8%	34,8%	-2,7%	-2,8%
OPEX	-387	-369	-410	-18	+23
<b>EBITDA</b>	<b>14</b>	<b>55</b>	<b>-9</b>	<b>-41</b>	<b>+23</b>
Stocks	-6	-4	+27	-2	-33
Debtors	-100	-100	-307	-291	-124
Creditors	+17	+52	-24	-35	+41
<b>Working Cap.</b>	<b>-160</b>	<b>-164</b>	<b>+358</b>	<b>+324</b>	<b>-198</b>

	YTD				
	AB	BU	LY	AB vs BU	AB vs LY
Ext. Turnover	3 285	3 363	3 290	+322	+355
Net Turnover	3 155	3 180	3 031	+275	+824
CM%	34,0%	34,8%	34,2%	-0,5%	-0,1%
OPEX	-2 211	-2 313	-2 416	+102	+205
<b>EBITDA</b>	<b>564</b>	<b>404</b>	<b>88</b>	<b>+160</b>	<b>+476</b>
Stocks	+395	+630	+672	-303	-277
Debtors	-1845	-1260	-1731	-585	+114
Creditors	+35	+279	+47	-244	-12
<b>Working Cap.</b>	<b>-2 205</b>	<b>-1 679</b>	<b>-2 356</b>	<b>-626</b>	<b>-161</b>



# CFO Dashboard



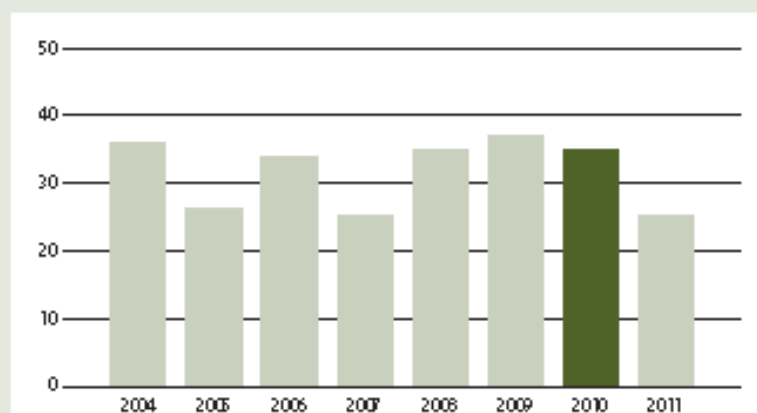
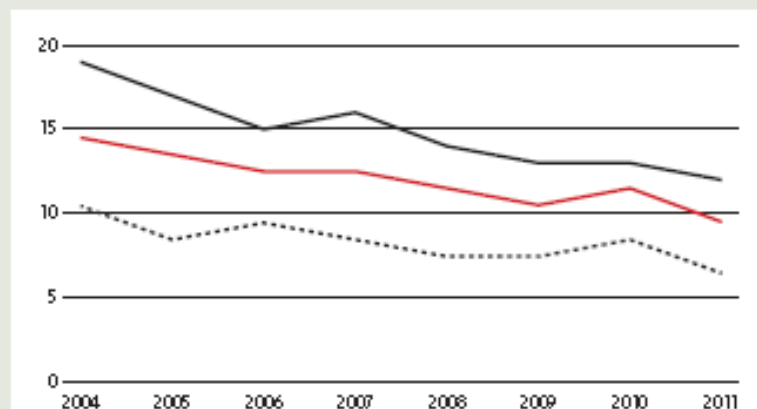
Austria

Total Legal Entity

August 2010

EUR

## HEADING



## KEY FINANCIALS

	MONTH			AB vs BU	AB vs LY
	AB	BU	LY		
Ext Turnover	1 020	-510	255	0,50	0,25
Net Turnover	580	58	116	0,10	0,20
CM %	25	32	12	22	88
OPEX	4	1	8	4	2
EBITDA	<b>1 804</b>	<b>601</b>	<b>391</b>	<b>1 804</b>	<b>1 804</b>
Stocks	1 000	500	150	2,00	6,67
Debtors	20	30	18	0,67	1,11
Creditors	69	69	69	1,00	1,00
WORKING CAP.	<b>1 089</b>	<b>599</b>	<b>187</b>	<b>1 000</b>	<b>1 000</b>

	YTD			AB vs BU	AB vs LY
	AB	BU	LY		
Ext Turnover	12 240	6 120	3 060	0,50	0,25
Net Turnover	568	46	1 392	0,10	0,20
CM %	300	384	144	-22	88
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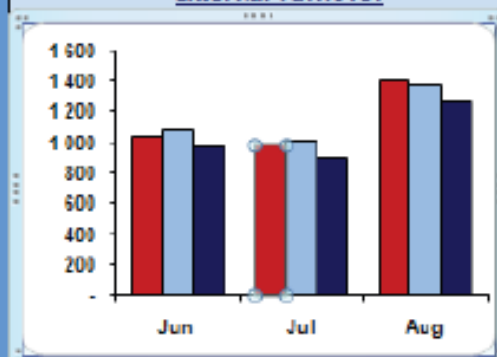
Month  
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Year  
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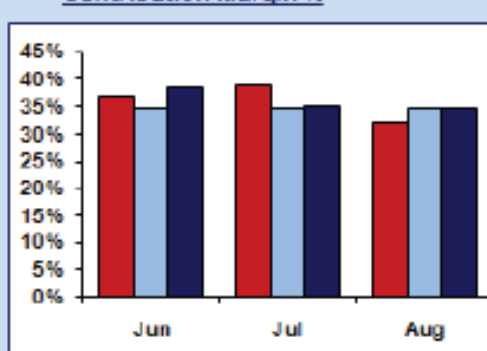
Currency  
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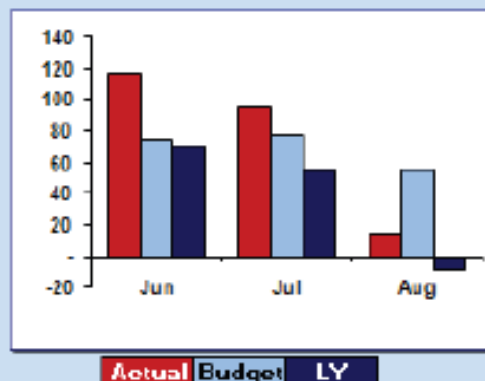
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# CFO Dashboard



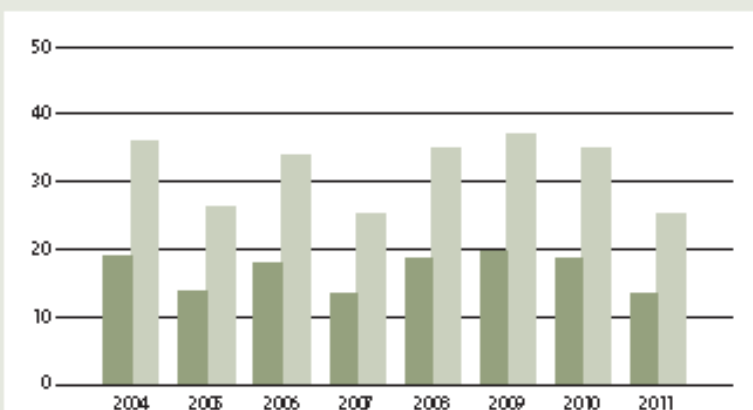
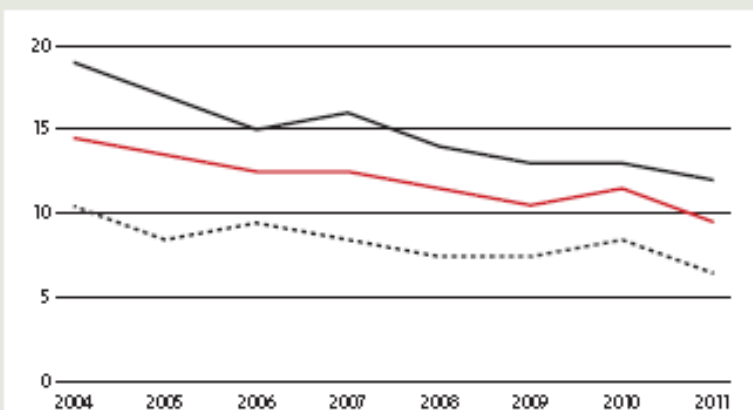
Austria

Total Legal Entity

August 2010

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# Cognos Mobile

- Rapporter skapas i **Report Studio**
- Publiceras till **Cognos Mobile** för iPad
- Håller data i **offline mode**.
- **Krypterade** och säkra
- Optimerad för **mobilitet**
- Stödjer **interaktivitet**

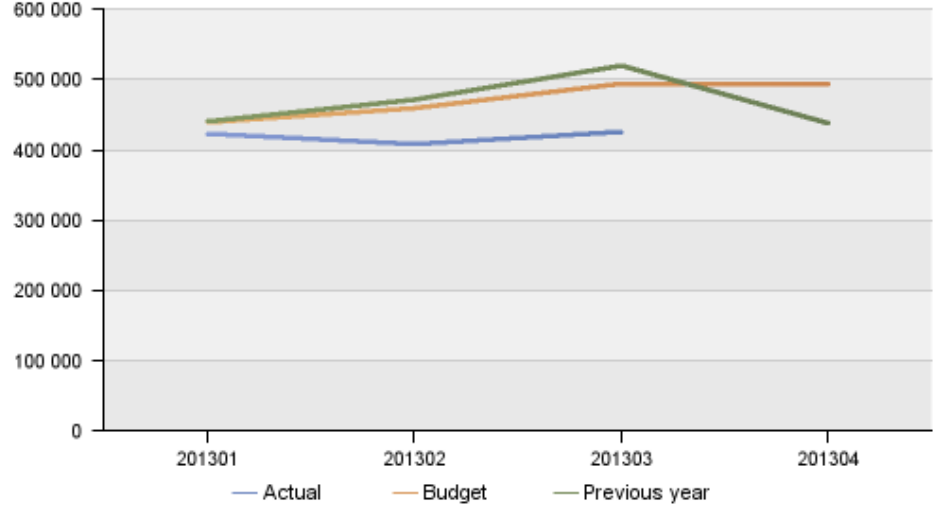


Stäng

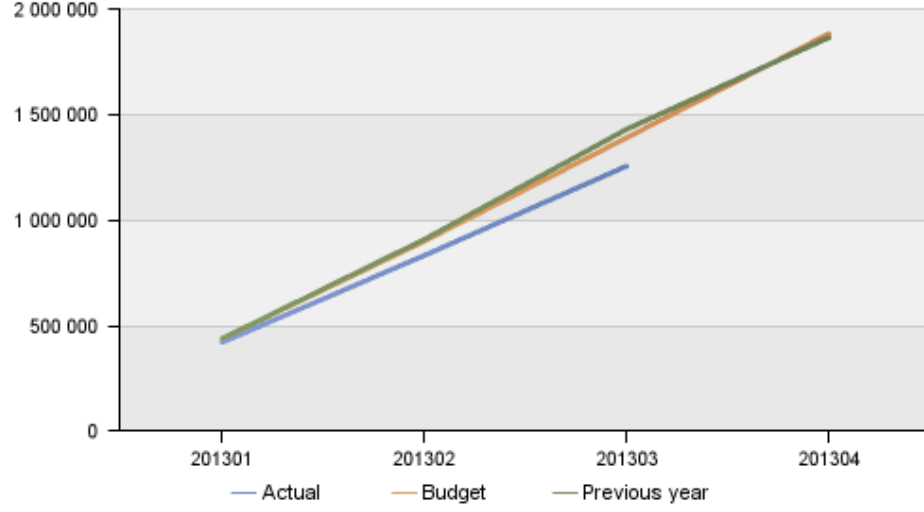


Start Overview Details KPI

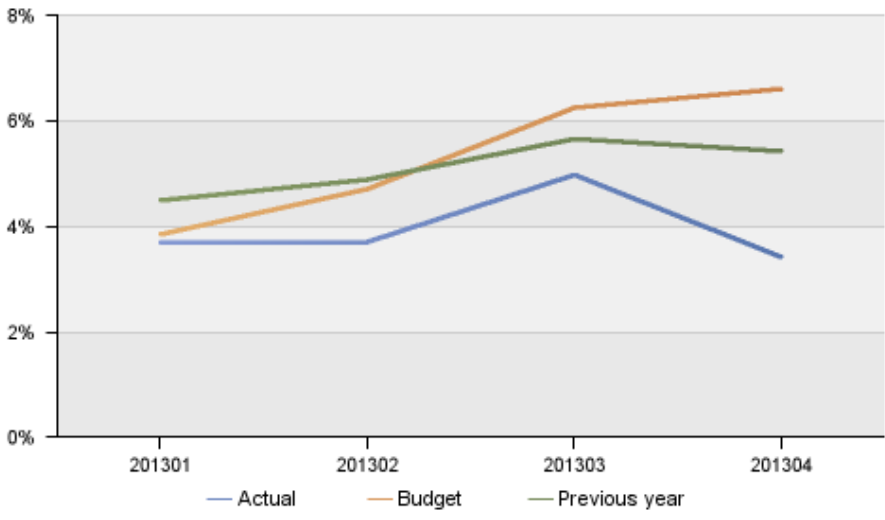
### Net Sales monthly



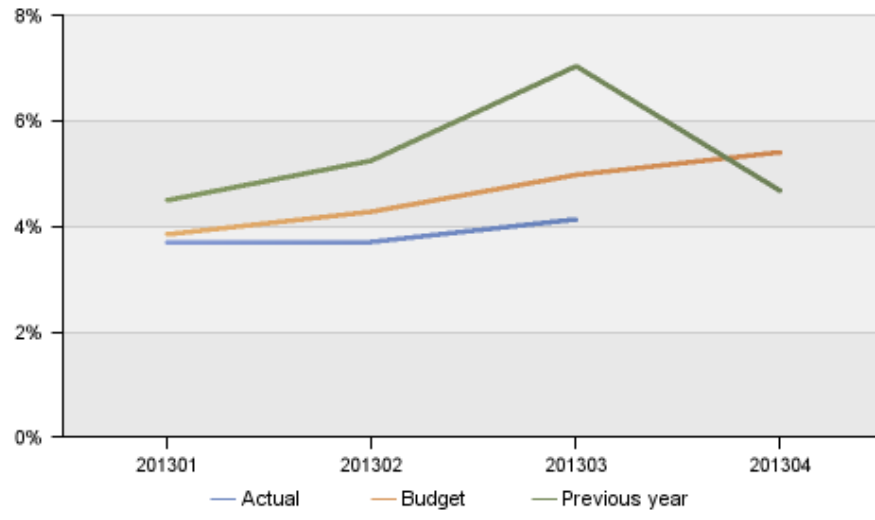
### Net Sales acc.



### Return of Sales monthly



### Return of Sales acc.





Stäng

Start

Overview

Details

KPI

South Europe

Scandinavia

Central Europe

Africa

United Kingdom &amp; Ireland

Eastern Europe

Asia

	Actual 1301	Budget 1301	Prev Year 1301	Actual 1301 acc.	Budget 1301 acc.	Prev Year 1301 acc.
Net Sales	158	158	166	158	158	166
Net Sales Group	14	10	12	14	10	12
Cost of Sales	-113	-113	-119	-113	-113	-119
<b>Gross Profit</b>	<b>-605</b>	<b>45</b>	<b>-537</b>	<b>45</b>	<b>45</b>	<b>47</b>
Cost Variance						
Personnel in prod	-2	-1	-2	-2	-1	-2
Cost of prod	0	0	0	0	0	0
<b>Gross profit 2</b>	<b>-583</b>	<b>43</b>	<b>-512</b>	<b>43</b>	<b>43</b>	<b>46</b>
Commissions	-1	-1	-1	-1	-1	-1
Other inc/exp	-1	-1	-2	-1	-1	-2
<b>Gross profit 3</b>	<b>-555</b>	<b>41</b>	<b>-496</b>	<b>41</b>	<b>41</b>	<b>43</b>
Cost of personnel	-23	-23	-23	-23	-23	-23
Selling expenses	-4	-3	-4	-4	-3	-4
Costs for premises	-5	-5	-5	-5	-5	-5
Administration exp	-5	-5	-5	-5	-5	-5
<b>Total expenses</b>	<b>416</b>	<b>-36</b>	<b>359</b>	<b>-37</b>	<b>-36</b>	<b>-38</b>
<b>Profit bef deprec</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>5</b>	<b>6</b>
Deprec acc to plan	-1	-1	-1	-1	-1	-1
<b>Profit bef int&amp;tax</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>5</b>
Operating interest -	-6	-4	-4	-6	-4	-4

Net Income

Working Capital

Profit







# Säkerhet



# IBM Cognos Mobile

- **Data transmission**
  - Standard VPN protokoll eller SSL
- **Data access**
  - Användare ser bara data de har access till
- **Data storage**
  - Data sparas krypterat
- **Device security**
  - Remote wipe
  - Local wipe

**TACK!**