

Nigel Sutton – Solution Specialist, Performance Management

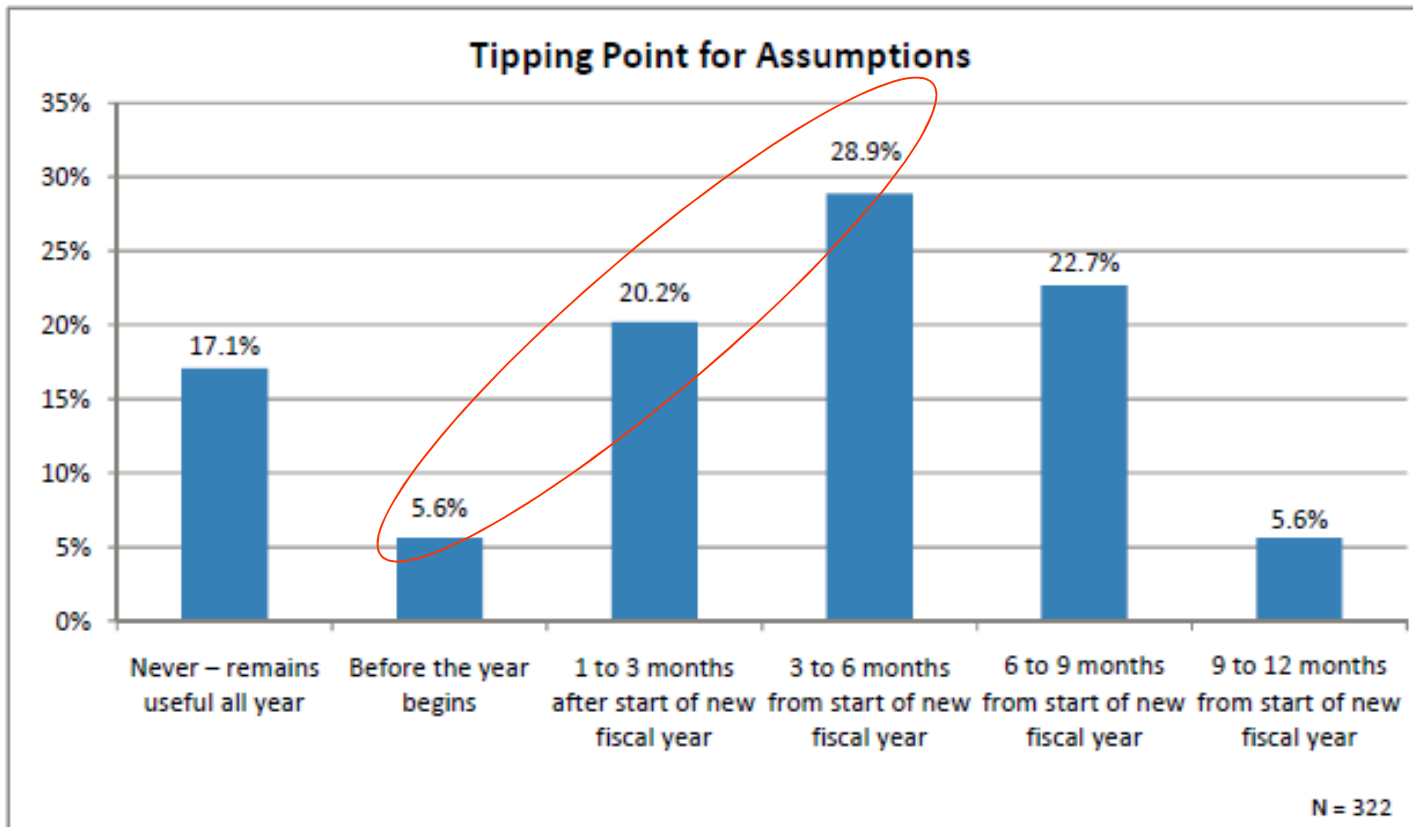
Colm Kenneally – Solution Specialist, Performance Management

Track 3 - Ease of deployment



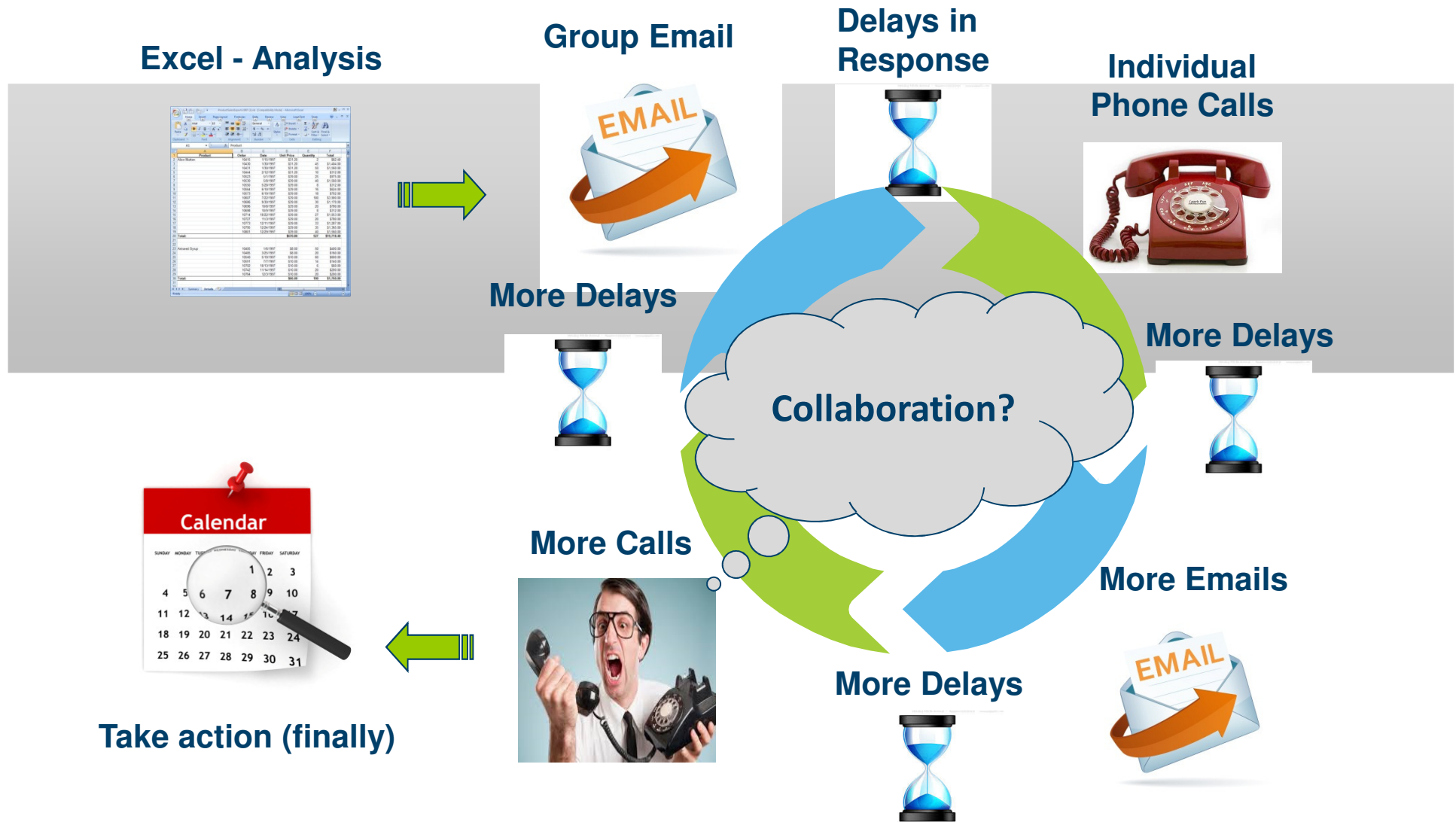
For 55% of companies, their budget assumptions are useless by 2nd quarter in the new year.

At what point in the year do the assumptions used become so materially different that the budget loses its usefulness?



Source: APQC Planning and Forecasting Research

A budget/forecast process example

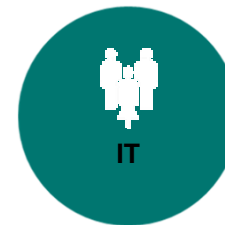
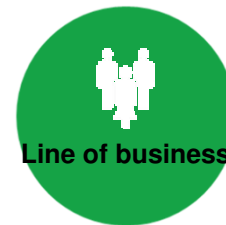
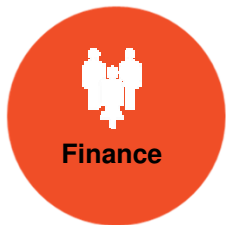


Transform the system of engagement

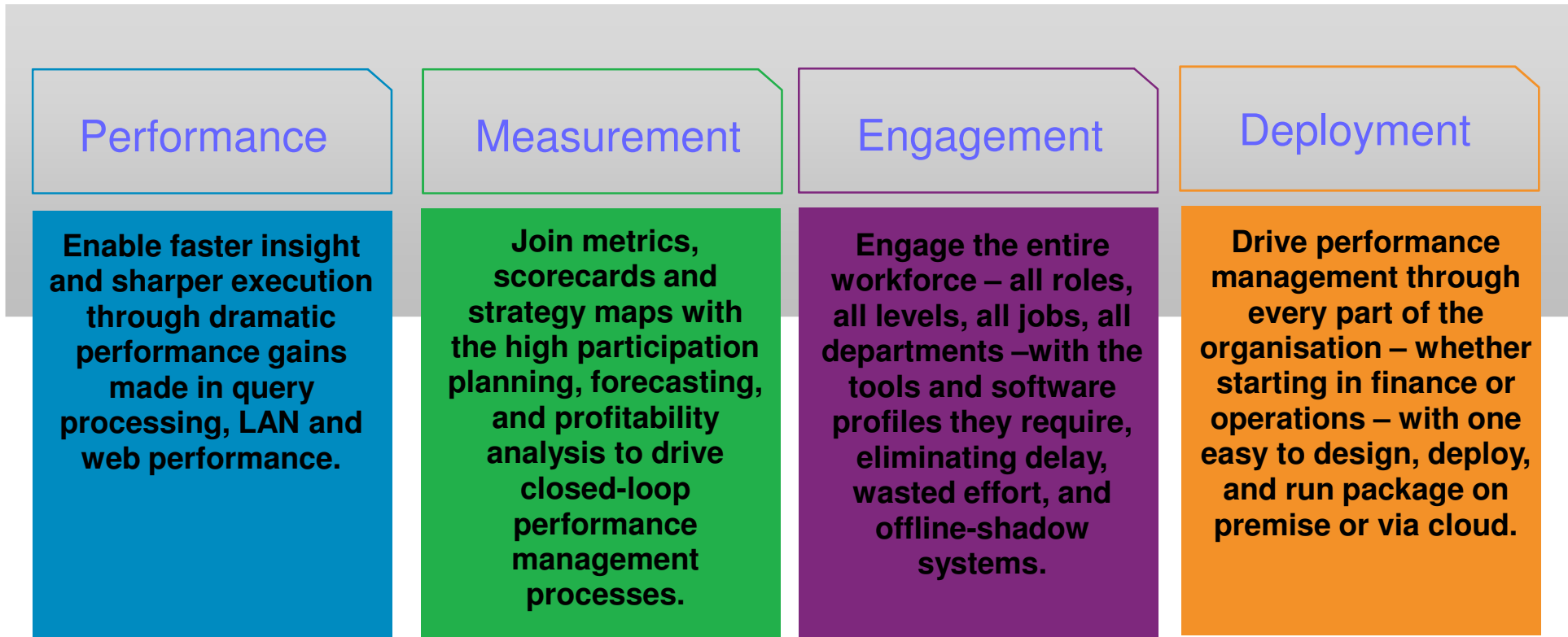


Engage all
the right
people
when
needed

- Model changing business conditions in real time
- High participation and greater frequency
- Flexible deployment options



IBM Cognos TM1 – Four pillars of innovation



Modelling your business

Planning, Analysis, Forecasting, and Scorecarding in one platform to span finance and operations

	Status	Trend	Actual	Target	Tolerance	Variance	Variance Percent
New Customers	■	▼	12	15	1.00%	-3	-0.20
Discount %	■	▼	22%	25%	10.00%	-3%	-0.12
Lost Accounts	●	▲	0	3	0.00%	-3	-1.00
Sales Calls	●	▲	30	21	0.00%	9	0.43
Revenue Per Product	●	▲	\$100.00	\$98.00	0.00%	\$2.00	0.02

- Drive alignment and monitor execution with scorecarding integrated in plans & forecasts
- Engage end-users in web, mobile and desktop experiences
- Performance gains in query processing and web performance

Available on premise and on cloud

Benefits of an on Cloud deployment

Lower Cost of Ownership

- Reduce IT overhead without sacrificing business revenue
- Increased utilisation rates on less hardware

Time-to-Value

- Rapid delivery of an environment using best practices
- End to end deployment in hours rather than weeks
- Bypass IT backlog

Cost Accounting

- The ability to shift costs from capital to operating expenses
- Eliminate up front capital expenditures

Scalability

- Organisations can add or subtract users as needed without worrying about procuring new hardware and other infrastructure components, reducing capital expenditures

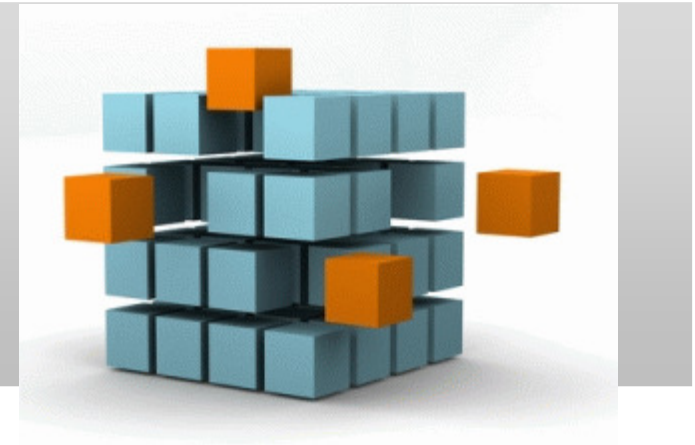
IBM Cognos TM1 model building blocks

Dimensions

Products, Cost Centres, Employees, Chart of Accounts, Time, Versions, Projects, etc....

Cubes

P & L, Cash flow, Sales, Payroll, etc



Rules

Example of business logic

Excel : **= sum(d34:d40)/e4*sheet1!e28+50000**

Variations of this formula are repeated thousands of times

TM1 : **Margin % = Margin / Sales**

This is a single formula that scales across all time, products, versions, etc

Inbuilt ETL (Extract Transform and Load)

Import and export data with external sources

TM1 Mobile Contributor

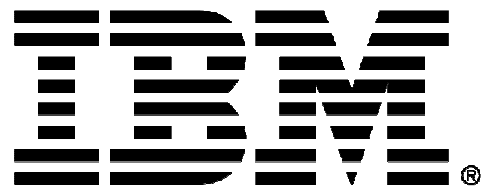
Mobile connection to TM1 Application Web via mobile device such as iPad

The image displays two overlapping screenshots of the TM1 mobile application interface. The background screenshot shows the 'Sales Forecasting' screen for 'Northern Europe'. It features a sidebar with regional navigation options: Asia Pacific, Central Europe, Middle East, North America, Northern Europe (selected), South America, and Southern Europe. The main content area includes three 3D bar charts for 'Month', 'Forecast', and 'SKU Level', along with 'Metric Indicators' and 'Metrics' sections. A bottom panel shows user settings for Owner, Last Commit, Changed By, Reviewers, and Permissions.

The foreground screenshot shows the 'KPI Summary' screen for 'United Kingdom' in 'Feb'. It contains a table with the following data:

	Status	Trend	Actual	Target	Tolerance
Delivery Drivers	Green Circle	Green Triangle Up	900	853	0.03
Vehicles in Service	Yellow Diamond	Red Triangle Down	730	732	0.03
On Time Deliveries	Red Square	Red Triangle Down	141	492	0.03
Discount %	Green Circle	Green Triangle Up	4%	5%	0.03
Customer Satisfaction	Green Circle	Green Triangle Up	100%	95%	0.03
Units Sold	Red Square	Grey Dash	15	689	0.03

Below the table is a causal loop diagram showing the relationships between these KPIs. Delivery Drivers, Vehicles in Service, and Discount % all have positive arrows pointing to On Time Deliveries. On Time Deliveries has a positive arrow to Average Selling Price and a negative arrow to Customer Satisfaction. Customer Satisfaction has a positive arrow to Sales Revenue. Average Selling Price has a positive arrow to Sales Revenue. Sales Revenue has a negative arrow back to On Time Deliveries, indicating a feedback loop.



Financial and operational performance management



Transform the system of engagement

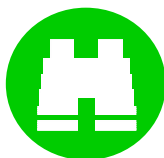


Integrate finance and operations performance management

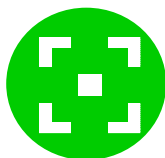


Infuse scenario and predictive intelligence

Guided business processes, mobile, collaboration



Planning, budgeting and forecasting



Profitability modeling and optimization



Scorecarding and strategy management



Management and performance reporting

Predictive intelligence and scenario analytics

Trademarks and notes

IBM Corporation 2014

- IBM, the IBM logo, ibm.com, [insert IBM brand that materials relate to ONLY IF it appears on our [trademark Web site](#)], and [insert IBM product name that materials relate to ONLY IF it appears on our [trademark Web site](#)], are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with the appropriate symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at “[Copyright and trademark information](#)” at www.ibm.com/legal/copytrade.shtml.
- [Insert the required special attribution content for each other IBM company (one bullet for each). See http://www.ibm.com/legal/us/en/copytrade.shtml#section_5]
- [Insert the required special attribution content for each non-IBM company whose trademarks appear in this presentation, and with whom IBM has a contract (one bullet for each). See <http://www.ibm.com/legal/copytrade.shtml#section-special>]
- 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.