

---

# ATEA Cognos & TM1 Solution

Business Analysis Manager  
Anders J. Mikkelsen

# Agenda

---

- **Introduction & History**

- The history of BI in ATEA

- **The Solution**

- Introduction to the implemented solution
- Masterdata application
- Update flow and the meaning of live data
- Frontend fokus on user experiences

- **Report package**

- Flipping the reporting strategy
- Dashboard – Sharing the primary fokus
- Sales & P&L

- **Forecasting**

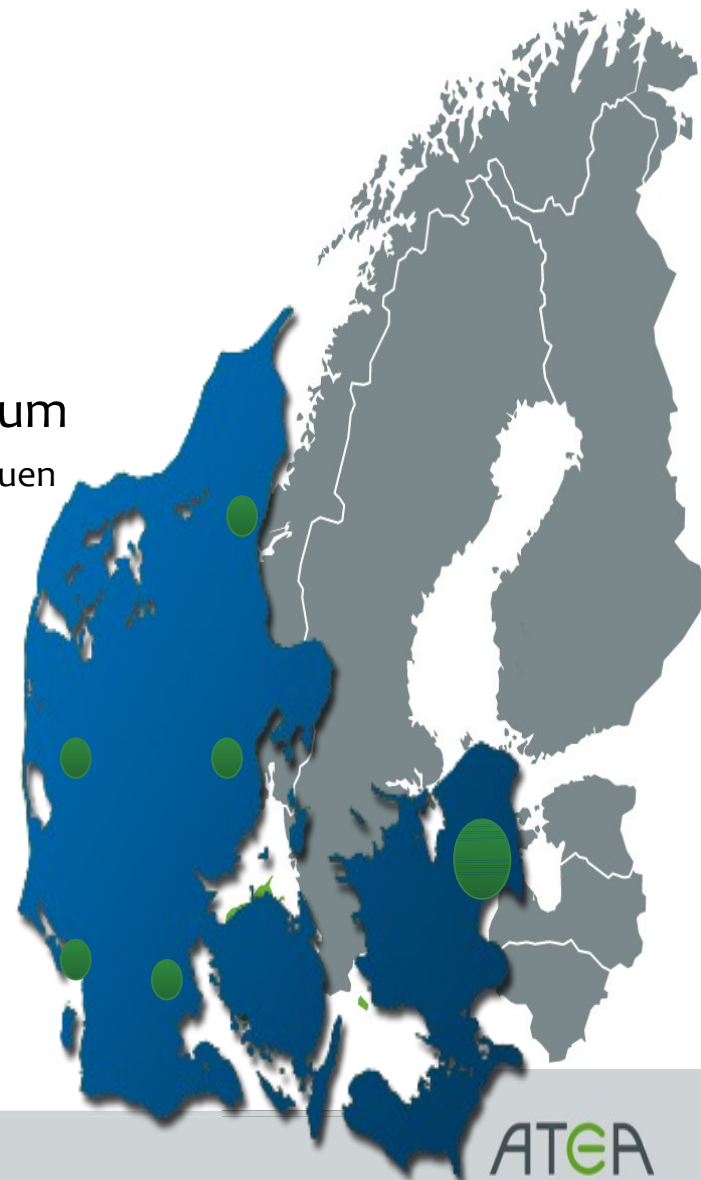
- Using TM1 as primary tool in forecasting and the road ahead

- **Usage & Conclusion**



# Atea Overview

- Børsnoteret på Oslo børs
- Samlet omsætning på mere end 20 mia. NOK
  - heraf 5,7 mia. DKK i Danmark (2012)
- Koncernen er i 7 lande i hele Norden og Baltikum
  - Danmark, Norge, Sverige, Finland, Estland, Letland og Litauen
- Mere end 5.800 ansatte
  - heraf næsten 1.500 i Danmark på 6 lokationer
- Leverandør af it-infrastruktur
  - til virksomheder i den private og offentlige sektor
- Miljø & CSR
  - ISO 14001 certificeret og Intern Co2 fokus



# History

# History....

## A little history on BI in Atea:

- Started in 2007/2008 with a selfbuild QV solution
- 2008-2011 Continued development of the BI environment with expanding amount of users and new demands...

The screenshot shows the ATEA software interface. At the top, it displays 'ATEA' and '1 of 1 QV's is running'. Below this, there are filters for 'Category: All documents (0/0)', 'Sort by: Name', and 'View: Details'. A list of reports is shown with columns for 'Name', 'Category', and 'Last Reloaded'. The reports include various financial and operational metrics for different departments and time periods.

OrgLevel	Actual	Target	Forecast	RealPC	last year
<b>Division - Actual vs Budget</b>					
Hardware	210.495	0	339.620	339.620	324.403
Software	211.198	0	72.320	72.320	50.107
Telecom Services	2.864	0	1.700	1.700	3.951
Time & Projects	16.009	0	65.786	65.786	66.293
Contract	30.807	0	40.095	40.095	24.213
Financial revenues	5.069	0	1.750	1.750	1.583
IC revenue	-15.000	0	-15.000	-15.000	-12.637
<b>Total Revenue</b>	<b>275.640</b>	<b>0</b>	<b>514.232</b>	<b>514.232</b>	<b>467.668</b>
GP: Hardware	13.190	0	29.682	29.682	27.652
GP: Software	935	0	8.046	8.046	6.217
GP: Telecom/Contract	25.281	0	64.183	64.183	59.282
GP: Finance	3.999	0	1.750	1.750	1.530
GP: Telecom Services	-1.605	0	-1.600	-1.600	510
GP: Internal mg.	0	0	0	0	0
<b>Total Gross Profit</b>	<b>43.800</b>	<b>0</b>	<b>104.021</b>	<b>104.021</b>	<b>94.302</b>
Wages and salaries	-69.642	0	-22.329	-22.329	-29.877
Other Personal Cost	-1.931	0	-1.204	-1.204	-1.668
<b>Total Personnel Cost</b>	<b>-71.573</b>	<b>0</b>	<b>-23.534</b>	<b>-23.534</b>	<b>-31.545</b>
Travel & Communication	-5.129	0	-4.307	-4.307	-7.262
Office	-3.368	0	-3.495	-3.495	-4.618
Premises	-4.582	0	-5.963	-5.963	-4.015
Marketing	-1.612	0	-1.094	-1.094	-1.109
Bad Debt	1	0	-20	-20	-651
<b>Total Operating Cost</b>	<b>-114.659</b>	<b>0</b>	<b>-112.229</b>	<b>-112.229</b>	<b>-118.156</b>
<b>Total Costs</b>	<b>-86.232</b>	<b>0</b>	<b>-90.763</b>	<b>-90.763</b>	<b>-79.719</b>
<b>EBITDA</b>	<b>-44.432</b>	<b>0</b>	<b>13.258</b>	<b>13.258</b>	<b>14.583</b>
Depreciation	-200	0	-4.566	-4.566	-6.255
<b>EBIT</b>	<b>-44.722</b>	<b>0</b>	<b>6.693</b>	<b>6.693</b>	<b>8.328</b>
Finance	-1.251	0	-93	-93	-9.777
Tax and other	-469	0	0	0	0
<b>Net result</b>	<b>-46.443</b>	<b>0</b>	<b>6.599</b>	<b>6.599</b>	<b>2.551</b>
	0	0	1	1	0

The screenshot shows a detailed financial report in the ATEA software. It includes a header with 'Kontingensstatistik' and various filters. The main table displays financial data for different categories, with columns for 'Source', 'Company', 'Oms', 'DE', 'DG', and 'Total'. The data is organized into sections like 'Faktureret salg', 'Odrebeholdning', and 'Service'. The bottom of the report shows a summary of the total results.

- End of 2011 DK needed a more stable solution, to many issues on performance

# Cognos solution

---

The shift from QV to Cognos.....

## Pro's:

- Redesign of all previously build report (blue ocean)
- Planning solution (TM1)
- Data Warehouse (Microsoft solution)
- Portal solution for distributing report
- Real-Time solution
- Increased stability

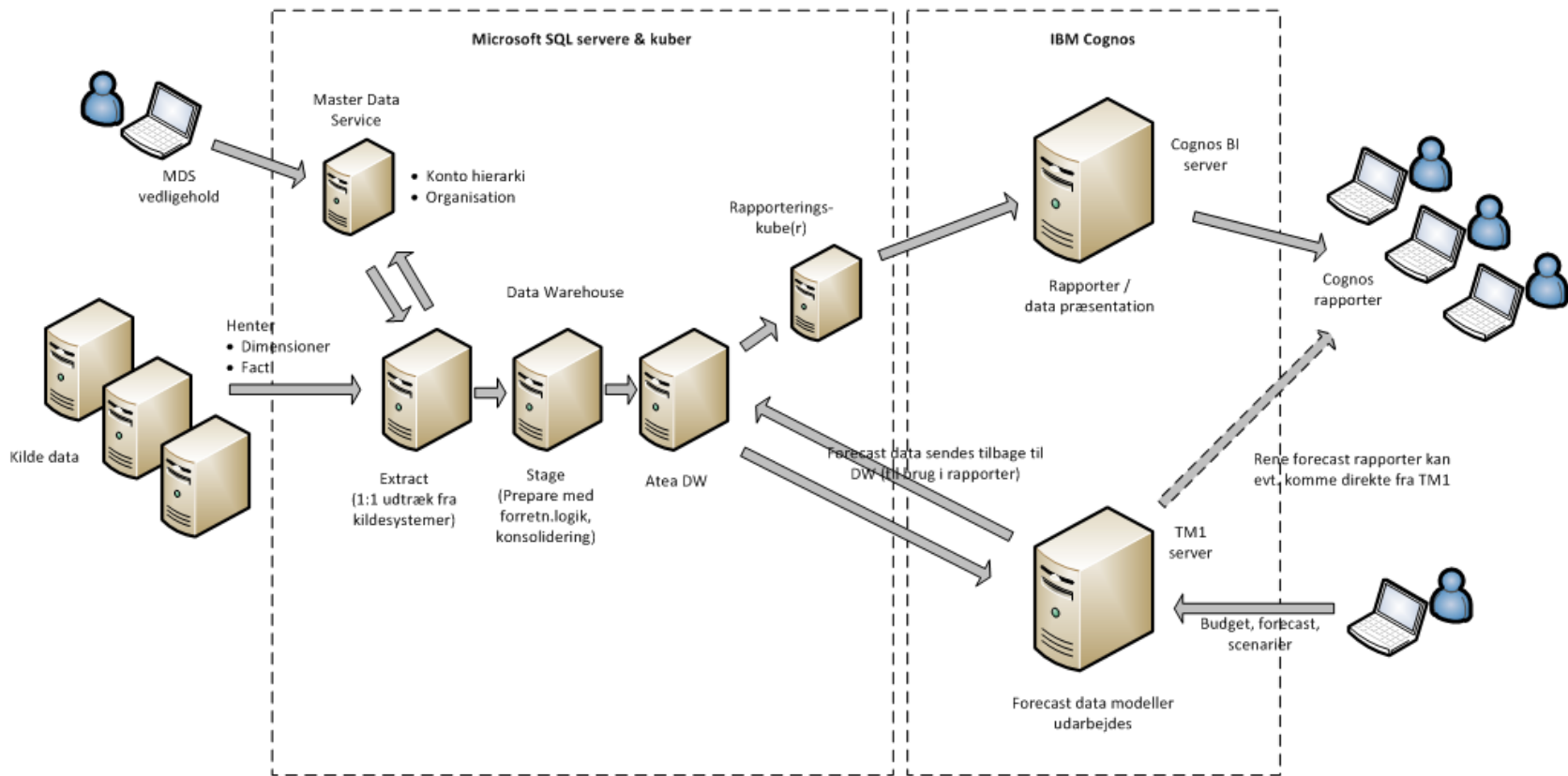
## Con's:

- Cube technology.... Want the detailed data in every report
- Different tehcnology -> new mindset needed....
- Paying to develop today's QV report
- More depend on external consultants



# The Solution

# The Solution



Ud over de nuv. kontohierarki (Chart Of Accounts) og org. kan man forestille sig andre "stam" oplysninger lagt i MDS: Sikkerhed, medarbejdere mm.)

- Lokale konti skabt i kildesystemerne – samles op af DW og beriges med de globale kontonumre
- Sendes "beriget" tilbage til MDS, hvor de lokale konti assignes til de globale konti

- I TM1 kan man indtaste forecast på eks. laveste niveau (eks. antal stk. solgt)
- Eller eks. Direktionen kan vælge at sige, at helt overordnet skal Atea i samlet salg sælge for x kr. (og så fordeler TM1 selv beløbet afh. af fordelingsnøglerne – break back)

- Kuberne er gode til at aggregere fact på relevante dimensioner på en smart måde (så de ligger aggregeret og "klar til brug")
- Det er en éngangsopgave at aggregere (kun første gang)
- Kuberne er altså gode på det aggregerede niveau → hvis man ønsker at "se tallene bagved" (drill thru), så skal man ned i DW (relationelle db)



# Masterdata application – LOB in Control

Simple and easy control of Account Hierarchy, Organization Hierarchy & Security, managed by drag and drop to reorganize.....

## Explicit Hierarchy: Global Account Hierarchy (mandatory)

Press CTRL to paste as sibling

Root

- bs(Balance Sheet)
- pl(Profit & Loss)
- 3(Revenue)
  - 31(Hardware)
    - 31110(Hardware)
  - 32(Software)
  - 33(Time Projects)
  - 34(Contract)
  - 35(Financed revenues)
  - 36(Telco)
  - 37(IC revenue)
- 4(COGS)
- 5(Personnel Cost)
- 6(Other Operating Cost)
- 7(Depreciation)
- 8(Financials, Tax & other)
- 225(Other financial liabilities)
- 227(Trade payables)
- 241(Interest-bearing long-term liabilities)

## Explicit Hierarchy: Finance Security Global Org Hierarchy (mandatory)

Finance Security Global Org Hierarchy

- P&S(Products & Software)
- ISS(Infrastructure Services & Solutions)
- FB(Flexible Benefits)
- crm(Customer Relationship Management)
  - crm-co(CRM Common)
  - cc(Supply Chain Services)
  - CRM-MM-E(Mid Market East)
  - CRM-SMB(SMB)
  - CRM-P-E(Public East)
  - CRM-E-E(Enterprise East)
  - CRM-E-W(Enterprise West)
  - CRM-P-W(Public West)
  - CRM-MM-W(Mid Market West)
  - cc-8c(Salg Vest)
- Cost(Cost Centers)
  - dir(Direktion)
  - poc(People Culture)
  - fac(Facilities)
  - fin(Finance)
  - gs(General Service)
  - IT(IT)
  - mkt(Marketing)
  - legal(Legal)
  - SCM(Supply Chain Management)
  - e-com(E-Commerce)

## Finance Security Global Org

Display: Code Code {Name} Name {Code}

[All Attributes]

X	Name	Code	Description	Owner_ID	TM1 Input User
<input type="checkbox"/>	Arif Beg	ONE\ABEG		ONE\casn	
<input type="checkbox"/>	Annette Lading	ONE\ALAD		ONE\casn	
<input type="checkbox"/>	Alan Zindel	ONE\ALZI		ONE\casn	
<input type="checkbox"/>	Anders Osborn	ONE\AMPE		ONE\casn	
<input type="checkbox"/>	Ask Rossau	ONE\AMTH		ONE\casn	
<input type="checkbox"/>	Bent Greve	ONE\ANCT		ONE\casn	
<input type="checkbox"/>	Birger Christoffersen	ONE\ANLE		ONE\casn	
<input type="checkbox"/>	Bo Michel Frederiksen	ONE\ASRO		ONE\casn	
<input type="checkbox"/>	Bent Ole Jonson	ONE\BEGR		ONE\casn	
<input type="checkbox"/>	Brian Christensen	ONE\BOFR		ONE\casn	Yes
<input type="checkbox"/>	Brian Gadeberg Buur	ONE\BOJO		ONE\casn	
<input type="checkbox"/>	Brian Møller	ONE\BRCH		ONE\casn	
<input type="checkbox"/>	Bent Østergaard	ONE\BRIB		ONE\LIVN	
<input type="checkbox"/>	Brian Trolle	ONE\BRMO		ONE\casn	Yes
<input type="checkbox"/>	Carsten Bank Nielsen	ONE\BTOS		ONE\casn	
<input type="checkbox"/>	Carsten Bank Nielsen	ONE\BTRO		ONE\casn	Yes
<input type="checkbox"/>	Carsten Bank Nielsen	ONE\CABN		ONE\casn	

50 1-50 of 215

# Updateflow - Closing in on Realtime

15 Seconds



Finance

10 minutes



Sales

Twice a day

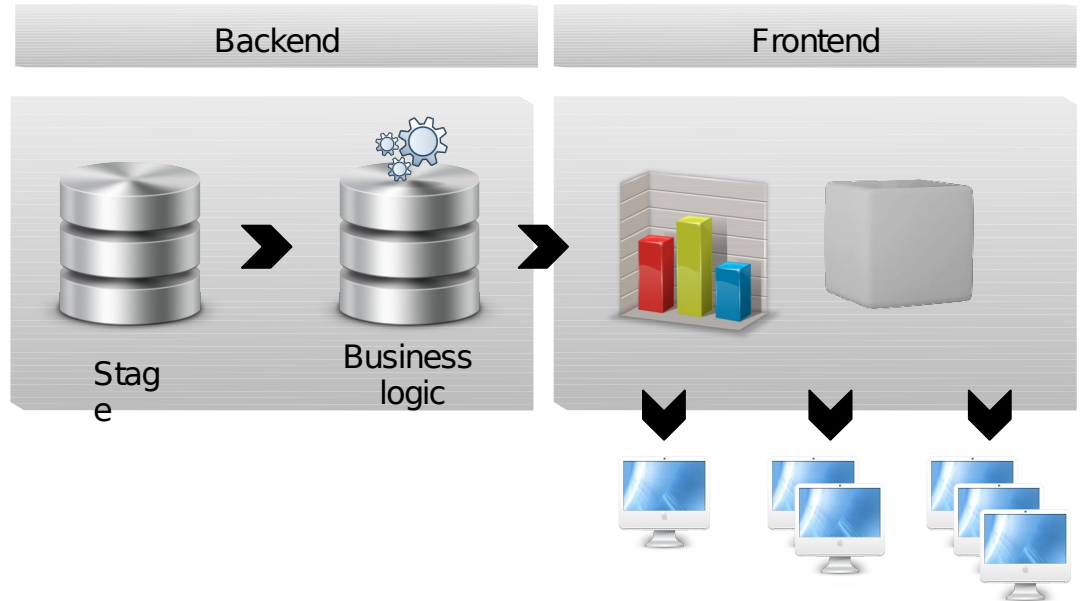


Security

Daily Fullload



Navision  
Lessor  
CRM  
Excel  
Contract  
Project  
TM1  
Sharepoint



# Frontend BI Server

**ATEA** IBM Cognos Connection



Welcome

P&L

OPTIC BU

OPTIC Sales

Management

OPI

Customer

Balance

Salary

TM1

P&L Target



Velkommen til Atea's BI portal

Hvis du har spørgsmål er du altid velkommen til at kontakte C&P.  
Til højre kan du se status på opdatering af datakilderne.

Actual <> Target    Actual <> Target - Analysis    Months    Forecast - Version    FTE Overview    Customer    Vendor

**P&L Detail**

1000 DKK	Act	FC	TGT	Act/FC	Act (LY)
Hardware (+)	271.435	291.233	271.435	253.399	
Software (+)	43.194	50.634	43.194	33.837	
Telecom Services (+)	2.215	1.700	2.215	5.603	
Time & Projects (+)	51.382	63.379	51.382	56.825	
Contracts (+)	45.062	44.040	45.062	33.252	
Financed revenues (+)	3.827	3.500	3.827	2.294	
IC Revenue (+)	-7.976	-15.000	-7.976	-10.622	
<b>Total Revenue</b>	<b>409.128</b>	<b>439.486</b>	<b>409.128</b>	<b>374.586</b>	
GP, Hardware (+)	18.781	20.881	18.781	23.260	
GP, Software (+)	5.632	6.735	5.632	4.875	
GP, Time/Projects/Contract (+)	56.753	62.879	56.753	51.231	
GP, Finance (+)	3.827	3.500	3.827	2.085	
GP, Telecom Services (+)	-1.740	-1.560	-1.740	791	
GP, Internal reg. (+)	-80	0	-80	0	
<b>Gross Profit</b>	<b>83.173</b>	<b>92.435</b>	<b>83.173</b>	<b>82.342</b>	
Wages and Salaries (+)	-56.134	-57.755	-56.134	-50.295	
Other Personnel Cost (+)	-2.235	-1.868	-2.235	-1.948	
<b>Total Personnel Cost</b>	<b>-58.368</b>	<b>-59.623</b>	<b>-58.368</b>	<b>-52.243</b>	
Travel & Communication (+)	-7.047	-6.752	-7.047	-6.963	
Office (+)	-4.244	-3.494	-4.244	-4.313	
Premises (+)	-5.358	-6.062	-5.358	-4.954	
Marketing (+)	-791	-879	-791	-1.045	
Bad Debt (+)	-54	20	-54	-30	
<b>Total Operating Cost</b>	<b>-17.494</b>	<b>-17.209</b>	<b>-17.494</b>	<b>-17.305</b>	
<b>Total Costs</b>	<b>-75.862</b>	<b>-76.832</b>	<b>-75.862</b>	<b>-69.549</b>	
<b>EBITDA</b>	<b>7.311</b>	<b>15.603</b>	<b>7.311</b>	<b>12.793</b>	
Depreciation (+)	-8.513	-6.569	-8.513	-6.308	
EBITA	-1.202	9.034	-1.202	6.486	
EBIT	-1.202	9.034	-1.202	6.486	
Finance (+)	-4.392	-96	-4.392	-3.208	
<b>Net Result</b>	<b>-5.595</b>	<b>8.938</b>	<b>-5.595</b>	<b>3.278</b>	
Unknown (+)					
<b>FTE</b>	<b>1.418</b>		<b>1.322</b>		

**Update selection**

Division: All

Organisation:  Cost Centers,  Customer Relationship Management,  Flexible Benefits,  Infrastructure Services & Solutions,  Products & Software

Period: 2007-2015, Mar-Dec

Forecast: All None

Current selection: All, Year: 2012, Month: Oct, Forecast version: FC10-2012 (Closed)

FY - Target    FY - Quarters    FY - FTE    2013 - 2015

Show prompts

(mdsk)	2012				Index	2011			2010		
	YTD	FC	Act/FC	TGT		FY	FC	TGT	FY	FC	TGT
Total Revenue	2.777	2.148	5.906	5.931	100	5.500	7.663	7.350			
Gross Profit	597	679	1.276	1.236	103	1.160	1.787	1.602			
Total Costs	-488	-490	-988	-939	105	-897	-1.194	-1.102			
EBITDA	99	189	288	297	97	272	593	500			
Gross Margin %	21,5%	21,6%	21,5%	20,8%	103	21,1%	22,7%	21,8%			
EBITDA %	3,6%	6,0%	4,9%	5,0%	97	5,0%	7,5%	6,8%			

(mdsk)

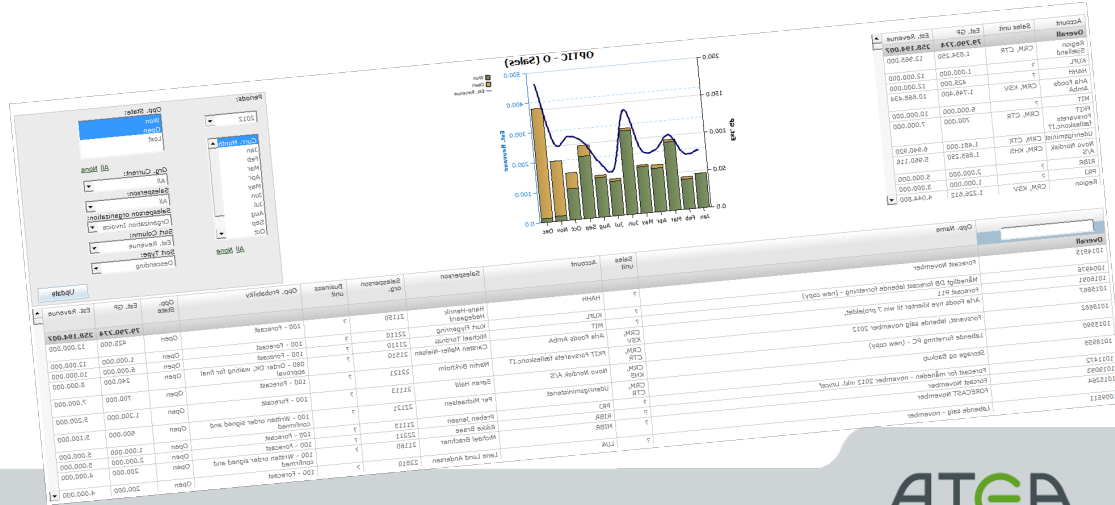
	Revenue				Gross Profit				Gross Margin			
	Ad/FC	FC	2011 FY	YOY	Ad/FC	FC	2011 FY	YOY	Ad/FC	FC	2011 FY	YOY
<b>Total</b>	<b>5.926</b>		<b>5.500</b>	<b>108</b>	<b>1.276</b>		<b>1.160</b>	<b>110</b>	<b>21,5%</b>		<b>21,1%</b>	
Hardware	3.844		3.592	107	405		393	103	10,5%		10,9%	
Software	953		881	108	100		90	110	10,4%		10,3%	
Time/Projects/Contracts	1.218		1.115	109	747		651	115	61,3%		58,4%	
Financial revenues	23		21	108	22		19	118	97,1%		99,1%	
Telecom Services	43		50	87	5		7	68	10,9%		14,0%	
IC Revenue	-154		-150	97	-2		0	16+15	1,1%		0,3%	

(mdsk)

	Revenue				Gross Profit				Cost				EBITDA			
	Ad/FC	TGT	Ad/FC	Ad/FC	TGT	Ad/FC	Ad/FC	TGT	Ad/FC	TGT	Ad/FC	TGT	Ad/FC	TGT	Ad/FC	
<b>Total</b>	<b>5.926</b>	<b>5.931</b>	<b>5.500</b>	<b>1.276</b>	<b>1.236</b>	<b>1.160</b>	<b>-985</b>	<b>-939</b>	<b>-687</b>	<b>288</b>	<b>297</b>	<b>272</b>				
Cost Centers	0	0	0	0	0	0	0	0	0	0	0	0				
Customer Relationship Management	36	-47	-36	-29	-84	-32	-203	-296	-195	-232	-380	-227				
Flexible Benefits	93	113	81	21	28	23	-19	-25	-25	2	3	-2				
Infrastructure Services & Solutions	2.443	2.584	2.406	929	928	836	-574	-550	-489	355	378	347				
Products & Software	3.354	3.301	3.048	353	364	335	-68	-68	-66	287	296	269				

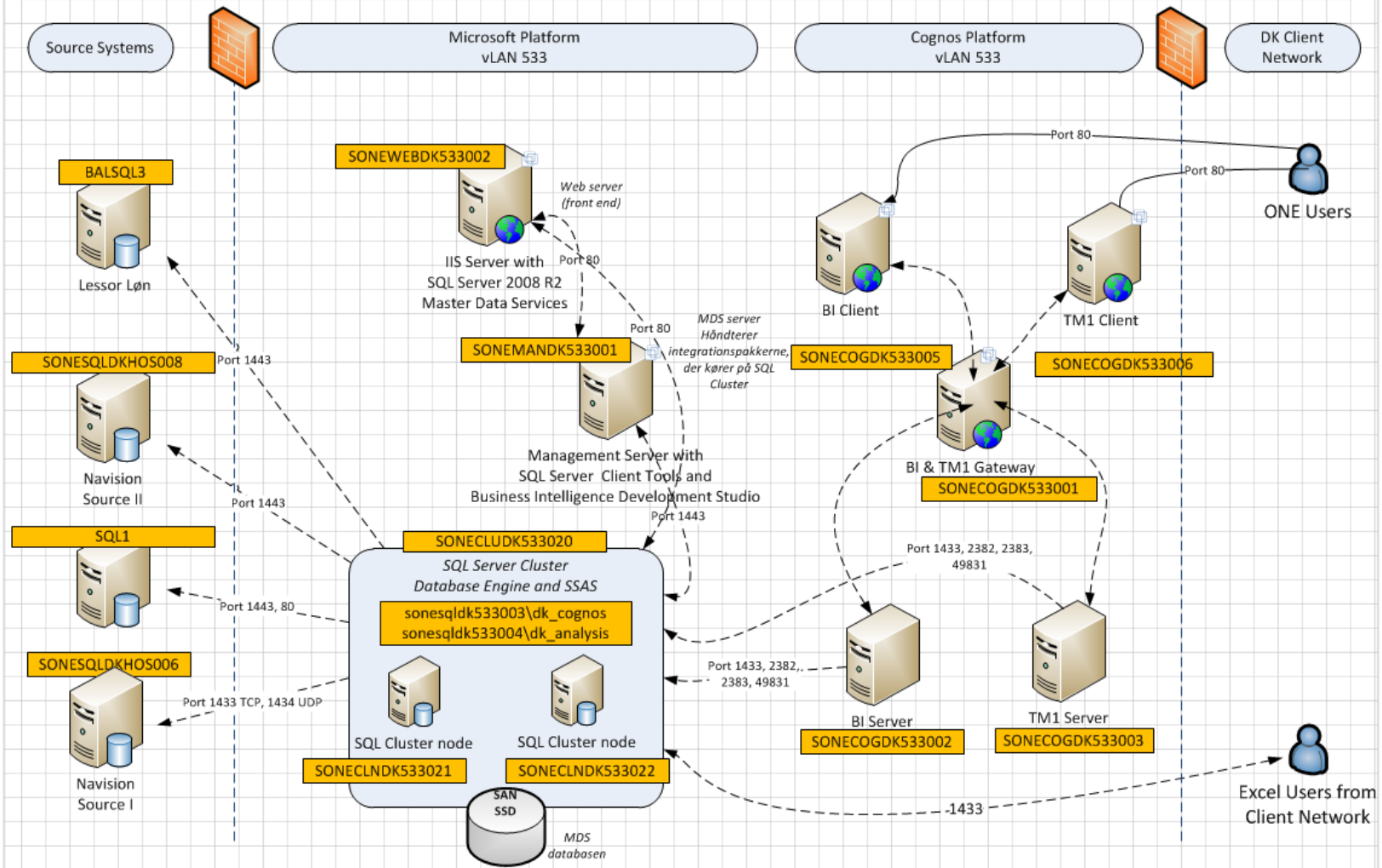
(mdsk)

	Q1, 2012			Q2, 2012			Q3, 2012			Q4, 2012			2012	
	Ad/FC	TGT	Ad/FC	TGT	Ad/FC	TGT	Ad/FC	TGT	Ad/FC	TGT	Act/FC	TGT	FTE	TGT
Total Revenue	1.283	1.280	1.494	1.526	1.188	1.307	1.763	1.818	5.708	5.931				
Gross Profit	291	285	306	304	275	278	364	369	1.236	1.236				
Total Costs	-235	-230	-263	-294	-218	-211	-249	-245	-965	-939				
EBITDA	56	55	43	50	57	67	114	125	270	297				
Gross Margin %	22,7%	22,3%	20,5%	19,9%	23,5%	21,2%	20,6%	20,3%	21,6%	20,8%				
EBITDA %	4,4%	4,3%	2,9%	3,3%	4,8%	5,1%	6,5%	6,9%	4,7%	5,0%				



# The Solution

## Overall Overview – To-Be



# Report Package

# Flipping The Reporting Strategy

---

Ad-Hoc Analysis: 90%



Reporting: 10%

# Flipping The Reporting Strategy

---

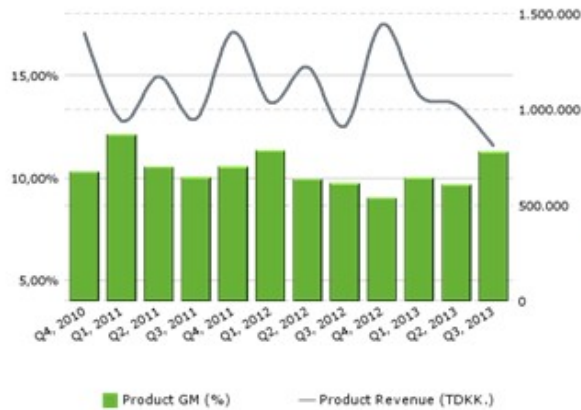
Ad-Hoc Analysis: 10%



Reporting: 90%

# Dashboard – Sharing the primary fokus

**Product GM (%) & Revenue Atea DK (Product = HW + SW)**



**Revenue & GP Growth Performers Atea DK**

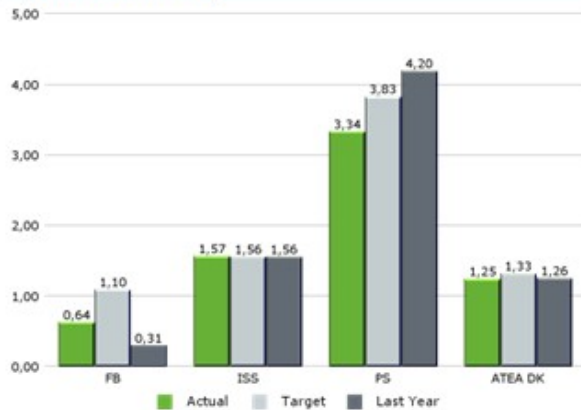
YTD Top Performers:

Category	Rev. YTD YoY	Category	GP YTD YoY
Atea Network & Security	28,24%	ISS Sales & Operations	20,48%
Atea Data Center & Cloud Services	17,69%	Atea Finans	19,90%
Atea Finans	16,26%	Kompetencecenteret	17,78%
Kompetencecenteret	8,84%	Atea Network & Security	17,07%
Mobility	1,00%	Atea Data Center & Cloud Services	10,66%

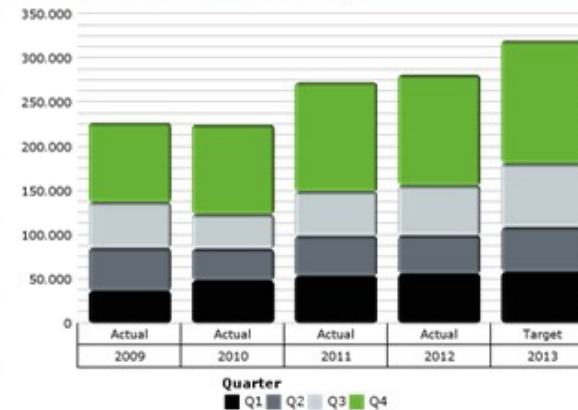
Last Month (LM) Top Performers:

Category	Rev. LM YoY	Category	GP LM YoY
Atea Finans	62,24%	Det Frie Valg	205,03%
Mobility	47,03%	Atea Finans	62,09%
Det Frie Valg	45,06%	Atea Collaboration Solution	59,43%
Atea Data Center & Cloud Services	19,79%	Kompetencecenteret	50,14%
Atea Network & Security	14,51%	Mobility	46,90%

**Cost Coverage last quarter**



**EBITDA development & Target 2013 Atea DK**





# Dashboard – Sharing the primary fokus



IBM Cognos Connection

Anders Jørgen Mikkelsen [Log Off](#)

- [Welcome](#)
- [P&L](#)
- [Management](#)
- [OPI](#)
- [Customer](#)
- [Financial Controlling](#)
- [Salary](#)
- [TM1](#)
- [P&L Target](#)
- [P&L Comments](#)

## Opportunities (prob. 0-80%) - TOP 3 Sales Person within each Segment (GP & Count)

### Enterprise

	Q4, 2013	Q1, 2014	Total
Michael Tordrup	18.770	5.342	<b>24.112</b>
Klaus Jensen	5.921	3.148	<b>9.068</b>
Niels Henrik Kufall Nielsen	5.879	2.198	<b>8.077</b>

### Public

	Q4, 2013	Q1, 2014	Total
Niels Henrik Kufall Nielsen	5.879	2.198	<b>8.077</b>
Johnny Hove	5.224	2.000	<b>7.224</b>
Rikke Braae	2.348	1.211	<b>3.558</b>

### MidMarket

	Q4, 2013	Q1, 2014	Total
Carsten Pedersen Anthonisen	3.022	139	<b>3.161</b>
Line Olfert	1.624	718	<b>2.342</b>
Charlotte Nygaard	1.480	750	<b>2.230</b>

### SMB

	Q4, 2013	Q1, 2014	Total
Masis Sarkis	699	61	<b>760</b>
Christoffer Krogh	602	123	<b>725</b>
Sami Bødker	602	82	<b>683</b>

### Enterprise

	Q4, 2013	Q1, 2014	Total
Jesper Madsen	47	31	<b>78</b>
Klaus Jensen	60	9	<b>69</b>
Michael Aagaard Jølver	39	28	<b>67</b>

### Public

	Q4, 2013	Q1, 2014	Total
Robert Kjær Madsen	74	8	<b>82</b>
Lorette Bagi Pedersen	57	16	<b>73</b>
Helle Zitouni	60	2	<b>62</b>

### MidMarket

	Q4, 2013	Q1, 2014	Total
Henrik Ziegler	66	7	<b>73</b>
Carsten Pedersen Anthonisen	66	7	<b>73</b>
Line Olfert	46	19	<b>65</b>

### SMB

	Q4, 2013	Q1, 2014	Total
Hans-Henrik Hedegaard	62	4	<b>66</b>
Christoffer Krogh	47	6	<b>53</b>
Tim Højris	41	3	<b>44</b>

## Atea service share per Region (based on Group Customer)



# The Portal – Focus on Business Roles

## Opportunities (prob. 0-80%) - TOP 3 Sales Person within each Segment (GP & Count)

### Enterprise

	Q4, 2013	Q1, 2014	Total
Michael Tordrup	18.770	5.342	24.112
Klaus Jensen	5.921	3.148	9.068
Niels Henrik Kufall Nielsen	5.879	2.198	8.077

### Public

	Q4, 2013	Q1, 2014	Total
Niels Henrik Kufall Nielsen	5.879	2.198	8.077
Johnny Hove	5.224	2.000	7.224
Rikke Braae	2.348	1.211	3.558

### MidMarket

	Q4, 2013	Q1, 2014	Total
Carsten Pedersen Anthonisen	3.022	139	3.161
Line Olfert	1.624	718	2.342
Charlotte Nygaard	1.480	750	2.230

### SMB

	Q4, 2013	Q1, 2014	Total
Masis Sarkis	699	61	760
Christoffer Krogh	602	123	725
Sami Bødker	602	82	683

### Enterprise

	Q4, 2013	Q1, 2014	Total
Jesper Madsen	47	31	78
Klaus Jensen	60	9	69
Michael Aagaard Jølver	39	28	67

### Public

	Q4, 2013	Q1, 2014	Total
Robert Kjær Madsen	74	8	82
Lorette Bagi Pedersen	57	16	73
Helle Zitouni	60	2	62

### MidMarket

	Q4, 2013	Q1, 2014	Total
Henrik Ziegler	66	7	73
Carsten Pedersen Anthonisen	66	7	73
Line Olfert	46	19	65

### SMB

	Q4, 2013	Q1, 2014	Total
Hans-Henrik Hedegaard	62	4	66
Christoffer Krogh	47	6	53
Tim Hejris	41	3	44

## Atea service share per Region (based on Group Customer)



## Sales CRM

Sales CRM rapporterne åbnes via links nedenfor.

- Sales CRM
- Name
  - Portal\_Content
  - CC-Stat
  - Contract - Sales
  - Opportunities
  - Sales Analysis
  - Sales Performance Management
  - Sales Productivity
  - Sales Target Report
  - Sales Transactions
  - Sales Transactions - Drill Target
  - Sales Transactions C&P

All users granted access in accordance with function and level / area

# The Report Packages

Business Unit Customer Opportunities Organization Sales person Drill to Sales Analysis Report

## Sales Performance Management

### Update selection

Period:  Month  Quarter  Year

Sales Segment: CRM Common, Enterprise East, Enterprise West, Mid Market East, Mid Market West

Sales Person: \*N/A\* - ?, AD - Ateadirect (fælles), AD2 - Ateadirect 2, ADP - ADPersonalekøb, AHAA - Annbritt Haahr, ANMO - Annika Maria Mortensen, BGKR - Brian Grøngaard Kristenser, BJK - Bjarne Kristensen, BRIC - Brian Christiansen, BRNO - Brian Jensen Nonbo, BVJ - Brian Vang Jensen

Customer group (by invoice): List, \*N/A\* - ?, 100428 - Damcos A/S, 100952 - There4You, 101192 - Beskæftigelse og Integrat, 101200 - Optica A/S, 101576 - Favrskov Kommune, 101630 - Stark Ca, 101687 - IT-Center Fyn, 101691 - Horsens kommune, 101731 - Skandinavisk Distribution, 101752 - Parkskolen

Measure (Description):  Sales Revenue,  GP %,  Delivered Not Invoiced Revenue,  Backorder Revenue,  Backorder GP

Sales Department: Oct, 2013, ?

20000 - CRM Common, 20100 - CRM Enterprise finance, 21110 - CRM Enterprise KHS, 21111 - CRM Enterprise THSC

Buttons: Deselect, All, None, Update

1.000 DKK	Oct, 2013			
	GP	TGT GP	Index TGT GP	Sales Revenue
Cost Centers	-22			178
CRM	0			0
Flexible Benefits	Consumer	120		
	Det Frie Valg	7	1.172	1
	<b>Flexible Benefits</b>	<b>7</b>	<b>1.292</b>	<b>1</b>
Infrastructure Services & Solutions	Atea Collaboration Solution	268	4.347	6
	Atea Data Center & Cloud Services	198	13.636	1
	Atea End-user Services	1.167	28.208	4
	Atea Infrastructure Solutions	3.035	6.462	47
	Atea Network & Security	252	6.032	4
	ISS Sales & Operations	165	1.153	14
	<b>Infrastructure Services &amp; Solutions</b>	<b>5.085</b>	<b>59.838</b>	<b>8</b>

# Sales - Combining Analysis & Reporting

**Sales overview**
[Hide prompts](#)
**Sales specification**

**Sales Segment**

- Enterprise East
- Mid Market East
- SMB
- Mid Market West
- Enterprise West
- Public East
- Public West
- Salg Vest

All None

**Sales Department**

- 20100 - CRM Enterprise finan
- 21110 - CRM Enterprise KHS
- 21111 - CRM Enterprise THSC
- 21112 - Enterprise, Team 3
- 21113 - CRM Enterprise PRJ

All None

**Sales Person**

- CBC - Claus Balchen
- MIAJ - Michael Aagaard Jo
- KHS - Kim Holtum Schouw
- KJE - Klaus Jensen
- MIT - Michael Tordrup
- ANMO - Annika Maria Mort
- JEMA - Jesper Madsen
- JETH - Jens Thinggaard

All None

First set of rows: Sales Person  
Second set of rows: Customer Group

Update

**First set of rows**

- Customer Group
- Sales Person
- Sales Department
- Source System
- Item Posting Group Invoice
- Business Unit
- Supplier Code
- Delivery Department
- Segment
- Item Product Category

**Second set of rows**

- none
- Customer Group
- Sales Person
- Sales Department
- Source System
- Item Posting Group Invoice
- Business Unit
- Supplier Code
- Delivery Department
- Segment
- Item Product Category

Area End-User Services		57,747 / 55,4%
162378 - TDC CRAD		10.906.588
17497 - DSV Road A/S		215.388
19556 - Codan Forsikring A/S		2.853.778
20769 - Nordea Bank Danmark A/S		2.443.399
21170 - Radiometer Medical ApS		19.041
23882 - Deloitte - KBH		669.419
52000 - BRFKredit A/S		98.990
79553 - TDC IT		7.816.460
92066 - Realdania		16.613
<b>KJE - Klaus Jensen</b>		<b>26.065.321</b>
SOH - Søren Hald		
111515 - Folketinget / Privatsalg		343
111517 - NovoNordisk Pharma Gulf FZ LLC		42.790
124841 - Novo Nordisk Inc.		18.561

**Specification Dimension**

Supplier Code

- [Atea DW Sales].[Item].[E
- APPLE
- ATEA
- CISCO
- EET
- ESTUFF
- HP
- LENOVO
- LOGITECH
- MATTING
- NETGEAR

All None

First set of rows for spec: Competence Group  
Second set of rows spec: Department Delivery

Update

		Current Period Sales Revenue
Products	16010 - Inventory & Distribution	99
	24002 - Hardware Sales	126.530
	24005 - Apple	5.190
	24050 - Mobility	5.310
	41110 - Network Sales East	26.090
<b>Products</b>		<b>163.219</b>
Software	31519 - Security SW	127.940
<b>Software</b>		<b>127.940</b>
Services	41110 - Network Sales East	1.404
	41150 - Network Service East	97.138
	48180 - UC Consulting - Cisco	16.700
<b>Services</b>		<b>115.242</b>
<b>Total for Top 20</b>		<b>406.401</b>
<b>Total</b>		<b>406.401</b>

# Finance – Transparency in the numbers

## P&L Detail

1000 DKK	Act	FC	TGT	Act/FC	Act (LY)
Hardware (+)	255.599	272.107	776.181	272.107	305.137
Software (+)	50.313	41.000	136.513	41.000	61.325
Telecom Services (+)	2.649	3.002	21.785	3.002	1.607
Time & Projects (+)	47.202	48.897	157.044	48.897	58.824
Contracts (+)	50.671	46.464	145.069	46.464	47.531
Financed revenues (+)	3.191	3.170	5.565	3.170	1.956
IC Revenue (+)			-35.577		-15.532
<b>Total Revenue</b>	<b>409.624</b>	<b>414.639</b>	<b>1.206.580</b>	<b>414.639</b>	<b>460.849</b>
GP, Hardware (+)	32.369	30.191	75.910	30.191	28.469
GP, Software (+)	6.934	5.000	22.296	5.000	8.169
GP, Time/Projects/Contract (+)	70.482	68.503	187.587	68.503	75.067
GP, Finance (+)	3.191	3.170	5.565	3.170	1.956
GP, Telecom Services (+)	256	370	2.395	370	-1.607
GP, Internal reg. (+)	0	-480	-969	-480	0
<b>Gross Profit</b>	<b>113.233</b>	<b>106.753</b>	<b>292.784</b>	<b>106.753</b>	<b>112.055</b>
Wages and Salaries (+)	-70.434	-70.055	-174.391	-70.055	-66.417
Other Personal Cost (+)	-1.097	-2.878	-2.878	-2.878	-1.755
<b>Total Personal Cost</b>	<b>-71.532</b>	<b>-72.932</b>	<b>-174.391</b>	<b>-72.932</b>	<b>-68.172</b>
Travel & Communication (+)	-6.033	-6.966	-46.404	-6.966	-6.645
Office (+)	1.173	801		801	-1.755
Premises (+)	-5.284	-4.797		-4.797	-5.000
Marketing (+)	-1.022	-654		-654	-1.048
Bad Debt (+)					-100
<b>Total Operating Cost</b>	<b>-11.167</b>	<b>-11.615</b>	<b>-46.404</b>	<b>-11.615</b>	<b>-14.547</b>
<b>Total Costs</b>	<b>-82.699</b>	<b>-84.547</b>	<b>-220.795</b>	<b>-84.547</b>	<b>-82.720</b>
<b>EBITDA</b>	<b>30.534</b>	<b>22.206</b>	<b>71.989</b>	<b>22.206</b>	<b>29.335</b>



Periods | Forecast - Version | FTE Overview | Customer | Vendor

tail

		Act	FC	TGT	Act/FC	Act (LY)
1110 - Hardware (-)	3110 - Omsætning HW (+)	2.343.618	272.107	2.518.622	2.360.552	2.529.081
	3111 - Manuelle korrektioner oms HW (+)	-30.949	272.107	2.518.622	229.136	-27.324
	3150 - Omsætning reservedele (+)	3.915	272.107	2.518.622	275.621	4.281
	3170 - Faktureret fragt HW (+)	5.845	272.107	2.518.622	277.335	8.035
	3180 - Rabat og gebyr HW (+)	-30	272.107	2.518.622	272.078	-14
	3811 - Faktura rabat og afgifter (+)	-1	272.107	2.518.622	272.106	4
	3815 - Faktureringsgebyr (+)	229	272.107	2.518.622	272.313	694
	3871 - ... (+)	-62.029	272.107	2.518.622	222.713	0



Data For Excel | P&L General Ledger | Selected period: 01-09-2013 to 30-09-2013

Division: 7 | Business unit: Atea Collaboration Solu... | Org level: Apple | Department: Facilities - Tangen 4

P&L account: Hardware | P&L account level 1: 311 - Hardware | P&L account level 2: 31 - Hardware | P&L account level 3: 311 - Hardware | P&L account level 4: 31110 - Hardware | P&L account level 5: 31110 - Hardware

Year: 2013 | Month: August | Date interval: From: To: | Sort by: Amount | Sort order: Ascending

Source	Source Type	Doc Text	Doc Num	Dept Num	Company	Local Account	Activity	Resource	Project	Contract	Doc Date	Amount
79553 - TDC IT	Customer	kreditnota 852637	852637	24002	0 TopNordic	3110	*N/A* - ?	.. (Fratr&dt)	*N/A*	*N/A*	20-09-2013	-10.906.587,50
	Customer	kreditnota 852644	852644	24002	0 TopNordic	3110	*N/A* - ?	.. (Fratr&dt)	*N/A*	*N/A*	20-09-2013	-10.906.587,50



basware

Basware ImageViewer

Select view

- Invoice data
- Postings
- History
- First page
- All pages
- All

# Forecasting

# TM1 planning in real time

- TM1 Forecasting in a predefined workflow
- Selfservice >> less time in front of Excel models and more time analyzing
- Live update on forecast in all Cognos report
- Basic model to get going fast, fase 2 on the drawing board
- TM1 will be used for all planing needs fx vendor, projects, customerforecasting etc...

The screenshot displays the AT&A IBM Cognos TM1 Application interface. On the left, a tree view shows the 'Profit and Loss Workflow' with various categories like 'All', 'Cost Centers', 'Customer Relationship Management', etc. The main area shows a workflow for 'Products & Software' with a table of items and their states.

You are a reviewer or contributor for:							
Name	State	Permissions	Owner	Ownership Mode	Reviewer	Last Data Commit	Commentary Status
Products & Software	Work In Progress		None	None	None	Never committed	
Which consists of:							
Name	State	Permissions	Owner	Ownership Mode	Reviewer	Last Data Commit	Commentary Status
Altea Telecom	Ready		None	None	None	Never committed	
Kompetencecenteret	Ready		None	None	None	Never committed	
Mobility	Locked		None	None	None	Never committed	
PC forrebringen	Work In Progress		None	None	None	Never committed	
Altea Document Solutions	Work In Progress		None	None	None	Never committed	
Software	Locked		None	None	None	Never committed	
Altea Finans	Work In Progress		None	None	None	Never committed	

**Workflow Detail for Products & Software**

Current state: ■ Work In Progress

Changed time: No items belonging to this item are Available but not all are Locked. Data in this state was aggregated. The Work In Progress state applies only to review approval items.

Changed by: Attea Michael Lehmann Petersen Controlling

Viewed: No

Reviewed: No

# Salesforecasting – bringing information together

---

## TM1 Forecast

Opportunities



Contracts



Actuals



Calculated Runrate



- Qualified starting point
- Maintain business logic by Department - Runrate
- Automated rolling forecast
- Focus on adjustment & commitment by salesperson

## Cognos Reporting

- Integrated reporting on precision & workflow



**Using TM1 to improve quality of forecasting and minimizing time consumption for sales related employees**



# Salesforecasting – Precision & Status



IBM Cognos Viewer - Sales FC by salesperson

Esben W. Damlund (extadm) Log Off

Keep this version Add this rep

**Organisation:**

- 10100 - Temp
- 15040 - Proces & projekt
- 11050 - Elever
- 16010 - Inventory & Distribution
- 20100 - CRM Enterprise finance
- 21110 - CRM Enterprise KHS
- 21111 - CRM Enterprise THSC

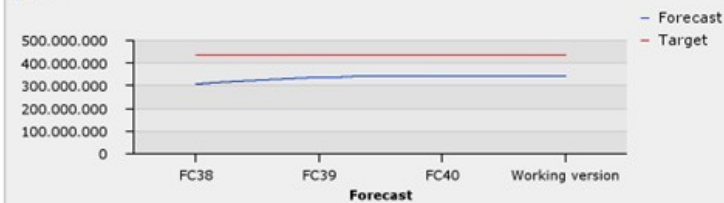
All None

**Period:**

Current quarter

Update

**ATEA**



		2013							Q4			Last FC status
		FC38	FC39	FC40	Working version	Actuals	Target	Δ TGT	FC vs. TGT	Trend		
15040 - Proces & projekt	ROR - Rodger Rajovic	246	246	246	246			246	●	-	-	
	<b>15040 - Proces &amp; projekt</b>	<b>246</b>	<b>246</b>	<b>246</b>	<b>246</b>			<b>246</b>	●	-	-	
11050 - Elever	TOHS - Tobias Hoffmann Sloth		451.754	634.421	544.463	4.120	750.000	-205.537	●	↓	🔒	
	<b>11050 - Elever</b>		<b>451.754</b>	<b>634.421</b>	<b>544.463</b>	<b>4.120</b>	<b>750.000</b>	<b>-205.537</b>	●	↓	🔒	
20100 - CRM Enterprise finance	CBC - Claus Balchen	9.093.040	9.140.833	9.375.787	9.375.787	31.048	7.849.588	1.526.199	●	-	-	
	MIAJ - Michael Aagaard Jølver	8.768.388	9.806.009	10.789.948	10.792.168	41.285	5.366.504	5.425.664	●	↑	-	
	<b>20100 - CRM Enterprise finance</b>	<b>17.861.427</b>	<b>18.946.842</b>	<b>20.165.736</b>	<b>20.167.956</b>	<b>72.333</b>	<b>13.216.093</b>	<b>6.951.863</b>	●	↑	-	
21110 - CRM Enterprise KHS	KHS - Kim Holtum Schouw	1.099.439	1.099.439	1.201.236	1.201.236		1.660.672	-459.437	●	-	-	
	KJE - Klaus Jensen	16.709.249	19.107.681	21.320.486	21.325.267	-187.829	28.272.774	-6.947.507	●	↑	-	
	MIT - Michael Tordrup	9.715.261	26.732.798	13.360.447	13.360.447	75.372	24.701.220	-11.340.773	●	↑	-	
	<b>21110 - CRM Enterprise KHS</b>	<b>27.523.949</b>	<b>46.939.918</b>	<b>35.882.168</b>	<b>35.886.950</b>	<b>-112.457</b>	<b>54.634.666</b>	<b>-18.747.716</b>	●	↑	-	
21111 - CRM Enterprise THSC	ANMO - Annika Maria Mortensen	1.626.160	1.625.304	7.832.721	7.832.202	50.935	10.177.023	-2.344.822	●	↓	-	
	CHAM - Carsten Hammer	3.279.490	3.429.490						-	-	🔒	
	JETH - Jens Thinggaard	5.905.077	6.005.077	752	752	-1.108		752	●	-	🔒	
	JEMA - Jesper Madsen	5.858.978	5.858.981	7.804.065	7.804.081	175.325	9.661.248	-1.857.167	●	↑	-	
	KUFL - Kurt Flygnering	10.592.005	10.045.282	10.273.049	10.355.706	89.280	8.117.006	2.238.700	●	↑	-	
	LNO - Lene Noreen	5.710.391	5.844.791	6.137.522	6.135.300	127.366	8.149.541	-2.014.241	●	↓	-	
	SOCO - Søren Cortsen	5.651.345	6.054.178						-	-	🔒	
	TSCH - Thomas Schmidt	629.509	628.081	1.388.489	1.395.209	180.086	1.552.326	-157.117	●	↑	-	
<b>21111 - CRM Enterprise THSC</b>	<b>39.252.955</b>	<b>39.491.184</b>	<b>33.436.598</b>	<b>33.523.249</b>	<b>621.886</b>	<b>37.657.145</b>	<b>-4.133.896</b>	●	↑	-		

# Forecasting– Handling comments

Another example, using TM1 to define commenting needs on financial deviations...

Rows: AccountReporting:Default [AccountReporting]

Columns: Measure comment assumpt [Measure comment assumpt]

	Deviation amount	Deviation percent
Hardware	0	%
Software	0	%
Telecom Services	0	%
Time & Projects	0	%
Contracts	0	%
Financed revenues	0	%
IC Revenue	0	%
Total Revenue	1,000,000	
GP, Hardware	0	
GP, Software	0	
GP, Time/Projects/Contract	0	
GP, Finance	0	
GP, Telecom Services	0	
GP, Internal reg.	0	
Gross Profit	200,000	
Wages and Salaries	0	
Other Personnel Cost	0	
Total Personnel Cost	150,000	
Travel & Communication	0	
Office	0	
Premises	0	
Marketing	0	
Bad Debt	0	
Total Operating Cost	150,000	
Total Costs	0	%
EBITDA	0	%
Depreciation	0	%
EBITA	0	%
EBIT	0	%

TM1 Worksheet Viewer

Version: FC5-2013

Organisation BU: Infrastructure Services & Solutions

	Act	FC	Deviation	Deviation %	Comment
Hardware	22,560	20,000	2,560	-7%	Kommentar -
Software	16,669	13,100	3,569	54%	
Time & Projects	6,998	7,995	(997)	-77%	
Contracts	18,083	16,532	1,551	-9%	
GP, Hardware	2,220	1,900	320	27%	
GP, Software	2,185	850	1,335	157%	
GP, Time/Projects/Contract	9,812	11,806	(1,994)	-58%	
Gross Profit	3,122	3,721	(600)	-16%	
Total Personnel Cost	(4,011)	(3,626)	(385)	11%	
Total Operating Cost	(1,453)	(1,460)	7	-28%	

# Forecast – Precision Matters

Browser: http://sonecogdl533001.one.local/ibm/cognos/cgi-bin/cognosisapi.dll?b\_actions=cognosViewer&ui.action=run&ui.object=%2fcontent%2ffolder%2f... Forecast Analysis - IBM Co...

ATEA IBM Cognos Viewer - Forecast Analysis Esben W. Damlund (extadm) Log Off Home Add this report

Show prompt **Forecast Analysis**

Revenue - Mar, 2013

	Mar, 2013						Mar, 2012	YOY	Jan, 2013	Feb, 2013	Mar, 2013
	FC1-2013	FC2-2013	FC3-2013	Δ FC	Actual	Δ Act-FC					
<b>Total</b>	<b>466.545</b>	<b>461.142</b>	<b>427.212</b>	<b>-33.929</b>	<b>476.434</b>	<b>49.222</b>	<b>504.997</b>	<b>94</b>	●	●	●
31 - Hardware	309.195	303.717	267.764	-35.953	226.931	-40.834	324.987	70	●	●	●
32 - Software	56.812	56.812	65.000	8.188	151.778	86.778	79.654	191	●	●	●
33 - Time & Projects	55.879	56.307	52.920	-3.387	54.511	1.591	59.150	92	●	●	●
34 - Contract	47.197	45.868	45.329	-539	46.329	1.000	45.672	101	●	●	●
35 - Financed revenues	2.643	3.617	3.379	-238	3.313	-66	2.724	122	●	●	●
36 - Telco	3.760	3.760	3.760	0	4.917	1.157	3.967	124	●	●	●
37 - IC revenue	-8.940	-8.940	-10.940	-2.000	-11.344	-404	-11.157	102	●	●	●

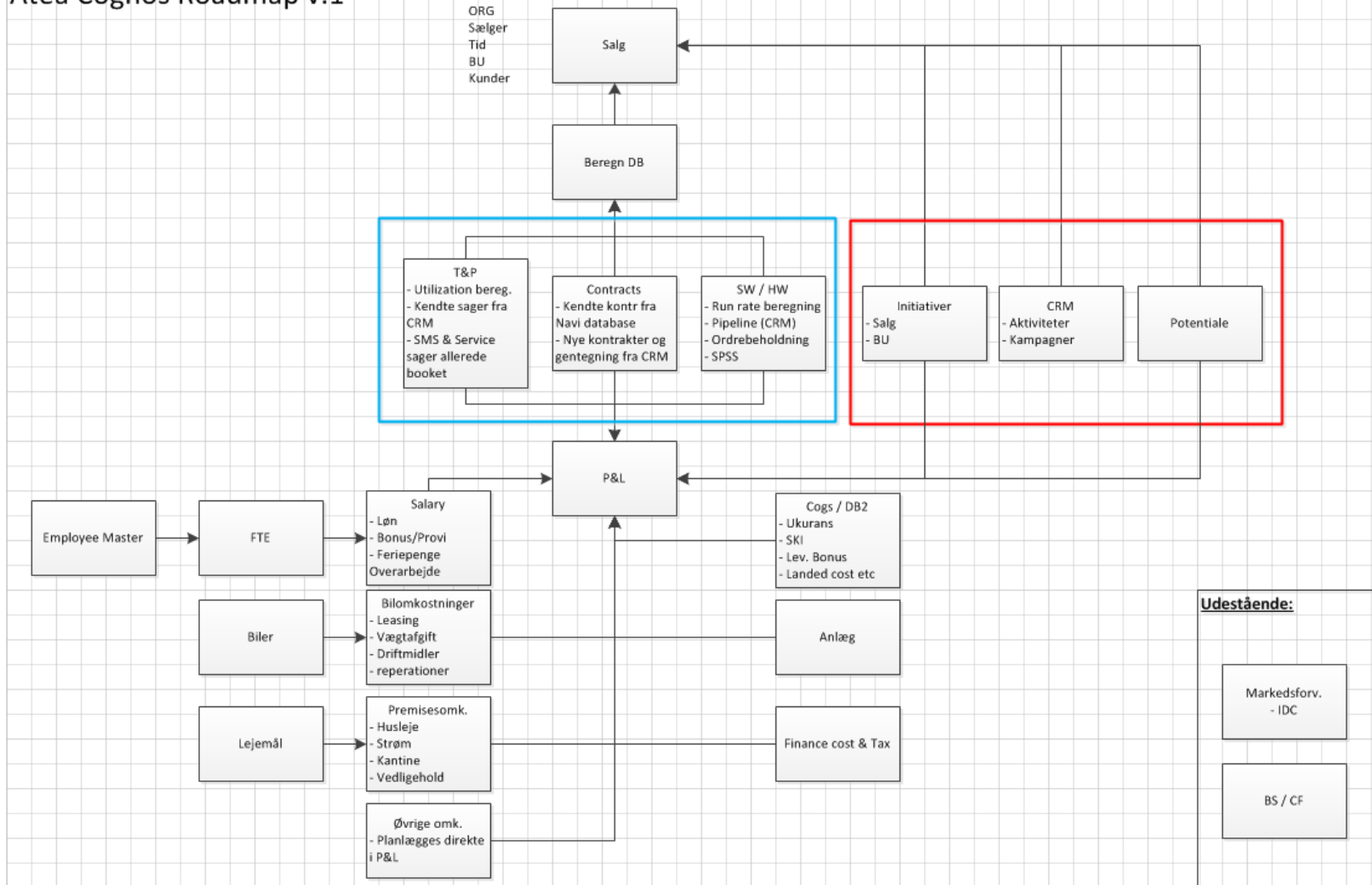
Division/Business Unit: Revenue - Mar, 2013

	Mar, 2013						Mar, 2012	YOY	Jan, 2013	Feb, 2013	Mar, 2013
	FC1-2013	FC2-2013	FC3-2013	Δ FC	Actual	Δ Act-FC					
<b>Total</b>	<b>466.545</b>	<b>461.142</b>	<b>427.212</b>	<b>-33.929</b>	<b>476.434</b>	<b>49.222</b>	<b>504.997</b>	<b>94</b>	●	●	●
Cost Centers	-3.917	-4.083	-13.474	-9.391	-4.970	8.504	32.454	-15	●	●	●
Customer Relationship Management					22	22	50	44	●	●	●
Flexible Benefits									●	●	●
Consumer									●	●	●
Det Frie Valg	6.800	6.000	6.000	0	7.013	1.013	7.638	92	●	●	●
Flexible Benefits	6.800	6.000	6.000	0	7.013	1.013	7.638	92	●	●	●
Infrastructure Services & Solutions									●	●	●
Atea Collaboration Solution	26.460	25.700	28.848	3.148	29.561	713	31.608	94	●	●	●
Atea Data Center & Cloud Services	24.823	23.266	23.266	0	22.641	-625	19.037	119	●	●	●
Atea End-user Services	49.975	51.692	48.295	-3.397	48.523	228	52.610	92	●	●	●
Atea Infrastructure Solutions	68.996	66.953	53.507	-13.447	55.760	2.253	67.920	82	●	●	●
Atea Network & Security	33.299	33.299	37.919	4.620	26.888	-11.031	32.147	84	●	●	●
ISS Sales & Operations	2.165	2.365	2.523	158	2.260	-263	1.956	116	●	●	●
Infrastructure Services & Solutions	205.718	203.275	194.358	-8.917	185.633	-8.725	205.278	90	●	●	●
Products & Software									●	●	●
Atea Document Solutions	28.011	28.011	28.011	0	23.341	-4.670	29.330	80	●	●	●
Atea Finans	2.643	3.617	3.379	-238	3.550	171	2.724	130	●	●	●
Atea Software & Licens	31.936	31.936	35.722	3.786	124.615	88.893	54.466	229	●	●	●
Atea Telecom	20	20	20	0	54	34	/0	●	●	●	
Kompetencecenteret	2.584	2.584	2.415	-169	2.419	4	2.365	102	●	●	●
Mobility	32.750	29.782	29.782	0	19.755	-10.027	28.038	70	●	●	●
PC forretningen	160.000	160.000	141.000	-19.000	115.001	-25.999	142.653	81	●	●	●
Products & Software	257.944	255.950	240.329	-15.621	288.736	48.407	259.576	111	●	●	●

Best way to improve quality is to measure it....

# TM1 next step....

## Atea Cognos Roadmap v.1



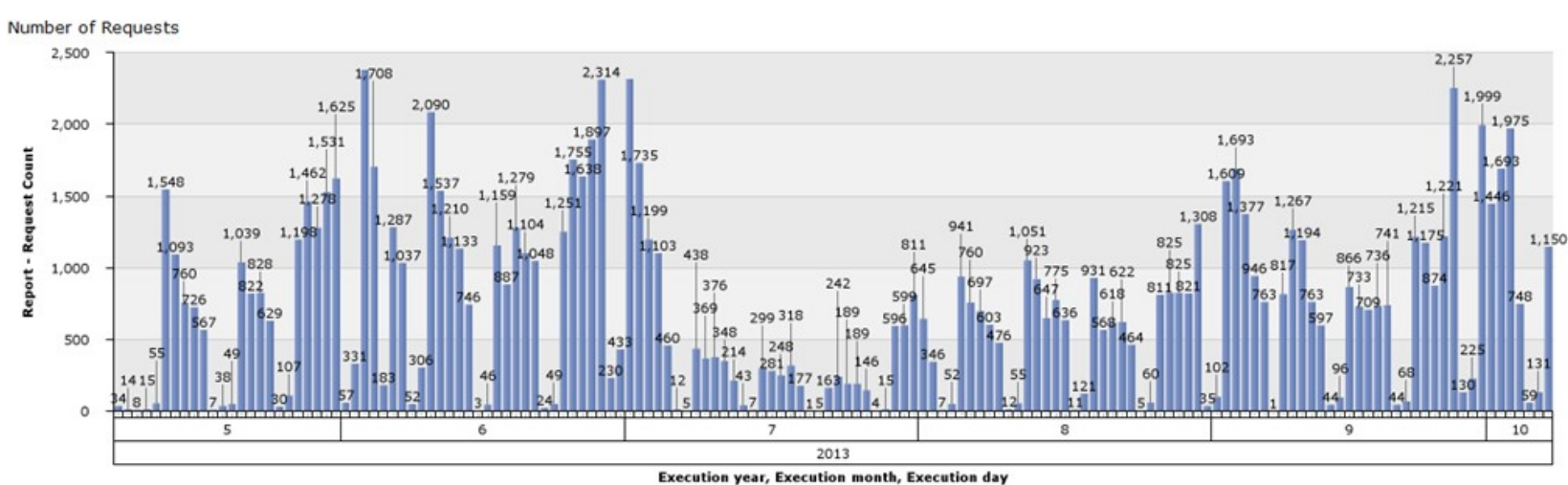
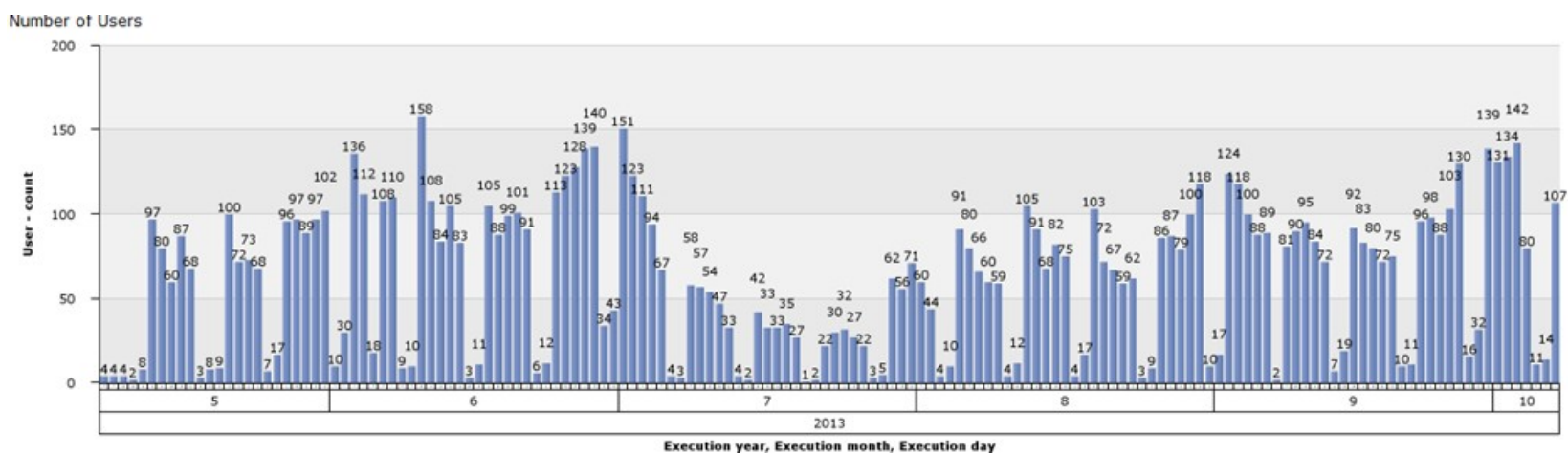
# Usage & Conclusion

# More than 300 users and 17.000 sessions....

Total No of Users: 397

Total No of Sessions: 17,642

Total No of Report Request: 114,988



---

Tak for jeres opmærksomhed

