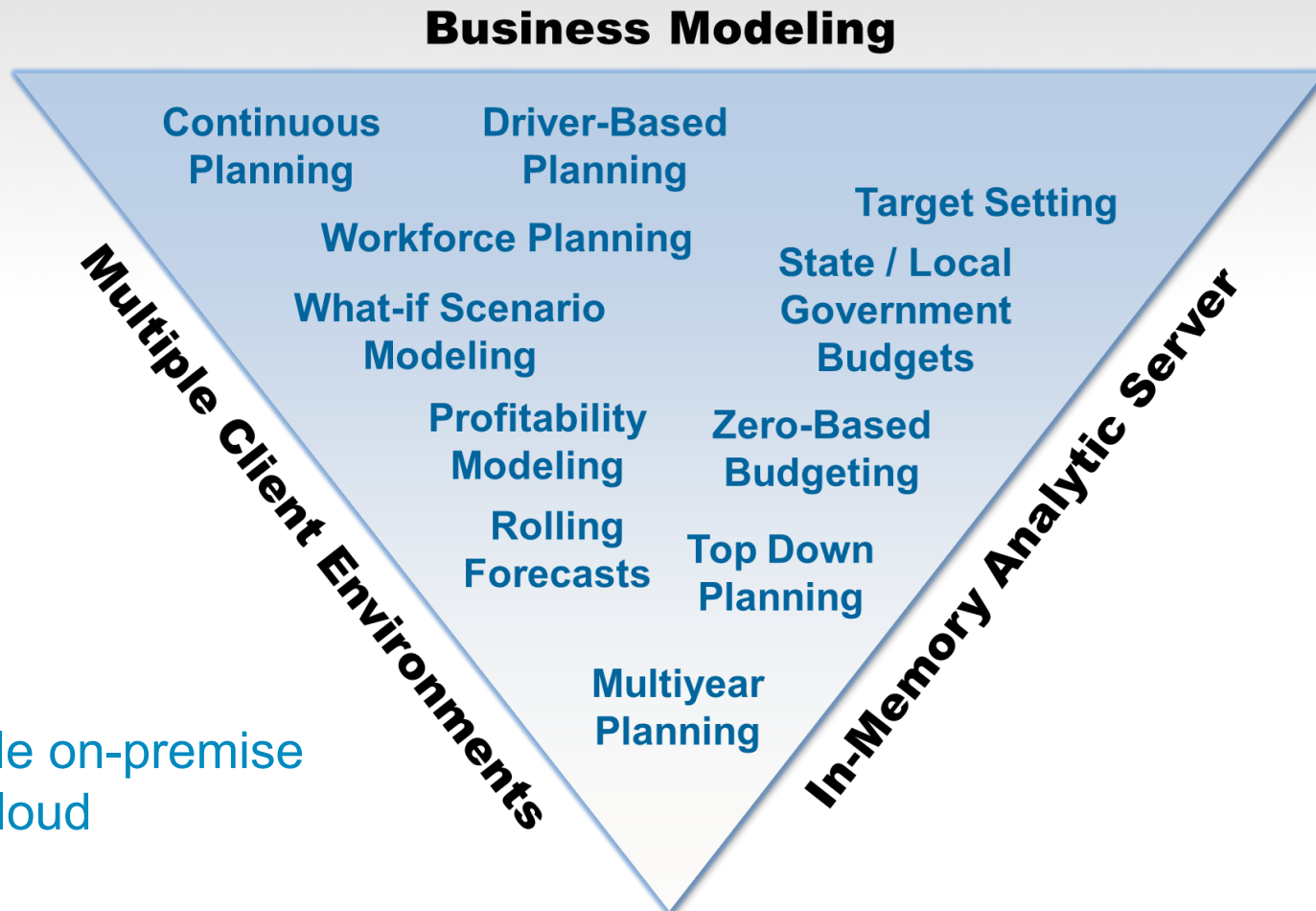


# New Innovations in IBM Cognos TM1 for Planning, Analysis and Scorecarding

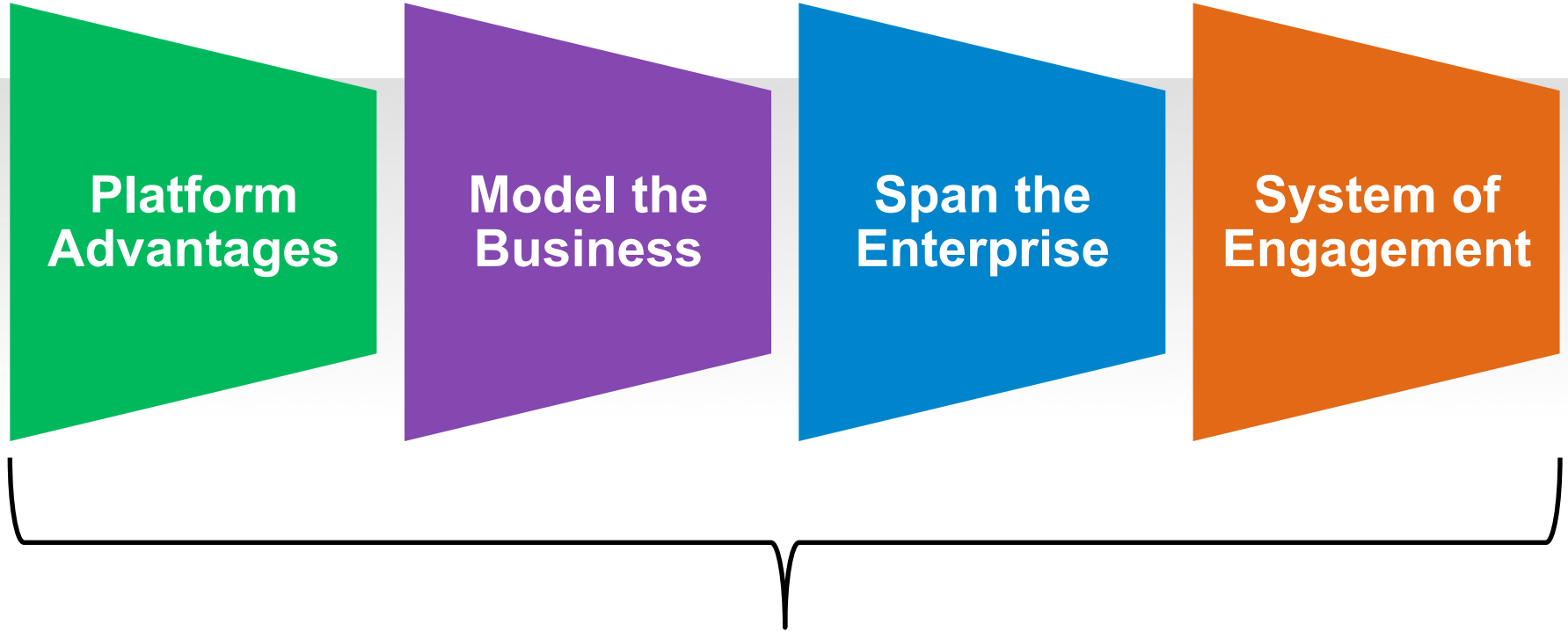


## Cognos TM1: Planning, Analysis, Modeling, and Scorecarding in one platform to span finance and operations



Available on-premise  
or on Cloud

## Cognos TM1 – 4 Powerful Advantages



**Capabilities + Innovation + Advancements  
that deliver on the**

***needs of the business***

## Cognos TM1 Advantages

### Platform Advantages

*Connect performance management processes for improved alignment and coordination*

- **Fuse and align otherwise disparate** performance management processes
- The Platform drives effective **re-use and agility** in solution design and management
- Lower learning curve for solution **design, adoption, and use** through common components and experience
- All processes and components leverage the single powerful analytic server

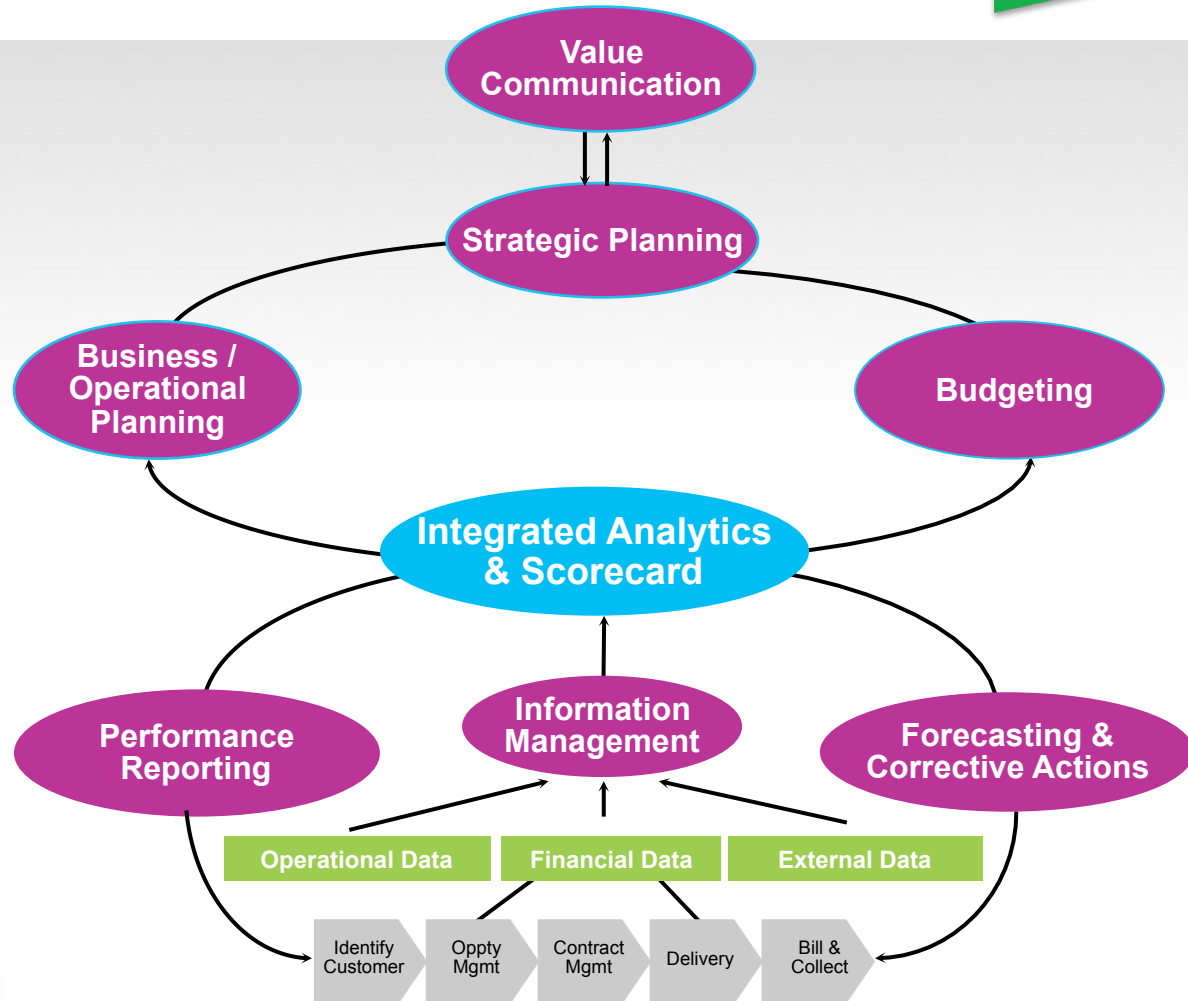
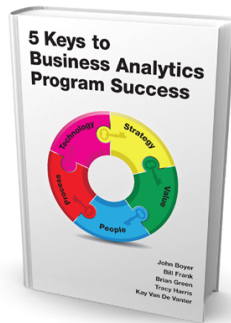
1

# Fuse and align otherwise disparate PM processes



Alignment means that organizations **do the right things** and not simply, do things right

Daimler Trucks: A Case Study<sup>1</sup>



## Cognos TM1 – Platform Advantages Reflected in Powerful Analytic Server



- In-Memory
- Aggregates and Calculates On-Demand
- Leverages Modern Technology
- Fast, Efficient Processing
- Support for Extremely Large Planning Models (i.e. SKU, employee part)
- Zero Maintenance – No DBA

## Cognos TM1 Version 10.2: Platform and Performance Improvements

Enable faster insight and sharper execution through dramatic performance gains made in query processing, work in WAN configurations, and browser performance.

New  
Multi-  
Threaded  
Queries

- *Take advantage of modern hardware*
- *All reports, dashboards, charts update faster than ever before, sometimes many times faster*

High-speed  
Architecture

- *Faster experience for TM1 Web users*
- *Less screen flashing*
- *Shorter wait for updated values*
- *Only changed data is refreshed*

Improvements  
in Core  
Architecture

- *WAN Excel performance now comparable to LAN performance*
- *Faster response in Performance Modeler*

## Cognos TM1 Advantages

### Model Advantages

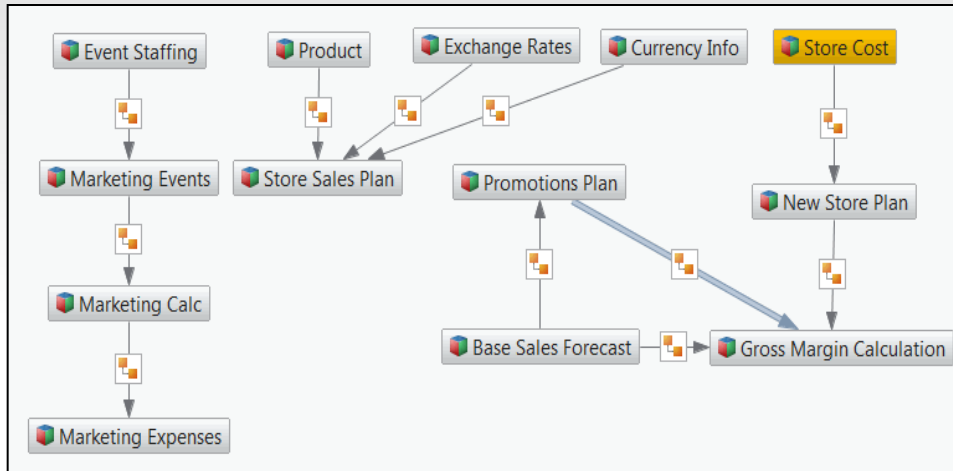
*Represent your business and processes with a model to create planning applications and manage strategy everyday*

- **Leverage** a model to document business environment, identify opportunities, and **adjust** to market and business shifts
- **Test** assumptions, **perform** what-if analysis, **explore** business scenarios, **prototype** new ideas, all with no programming
- Generate and **deploy planning applications** from a single source of metadata and assumptions

2



## Leverage a model to document business environment



The screenshot shows a mapping tool interface. On the left, the 'Product' model is expanded to show dimensions: Products, Budget version, and Price and Cost. On the right, the 'Store Sales Plan' model is expanded to show dimensions: Products, Budget version, Store Sales Plan, Retailers, Countries\_Currency, and Month. Arrows indicate the mapping: 'Products' maps to 'Products', 'Budget version' maps to 'Budget version', and 'Price and Cost' maps to 'Store Sales Plan'. Below the dimensions, there is a 'Members' table and a 'Mappings' table.

Name	Links
Unit sale	1
Unit cost	1

Mapped Source	Mapped Tar...
Unit sale price	Price_USD
Unit cost	Cost_USD

On the right side, the 'Store Sales Plan' model's 'Members' list includes: Currency, Quantity, Unit sale, Commission, Other Sales, GROSS, Volume, Cash, Sales Returns, and TOTAL.

The screenshot shows a 'File Details' section with the following information:

- Column delimiter: Comma
- Format: English (United States)
- First row: 1
- Data contains column labels:  Yes  No
- Location of the file accessible from the Cognos TM1 server: ../sourcefiles/common/existing\_store\_rev.csv

Below this is a 'Columns' section with a table:

Import	Name
<input checked="" type="checkbox"/>	Regions
<input checked="" type="checkbox"/>	Existing Stores Revenue
<input checked="" type="checkbox"/>	Store Type
<input checked="" type="checkbox"/>	Budget Version
<input checked="" type="checkbox"/>	Retailers
<input checked="" type="checkbox"/>	Tax

Below the columns is a 'Data Preview' section with a table:

Regions	Existing Stores Revenue	Store Type
1	Regions	Existing Stores Revenue
2	Americas	Existing Stores Revenue
3	Americas	Existing Stores Revenue
4	Americas	Existing Stores Revenue
5	Americas	Existing Stores Revenue
6	Americas	Existing Stores Revenue

# Easy Design Process Yields Sophisticated Models



- **Easy mapping schemes** links disparate PM processes and functions
- **Reuse of lists, dimensions, views,** speeds development and increases consistency
- **Customize workspace** to help focus on key objectives and reduce complexity for new users
- **Create alternate hierarchies** for approval flows (e.g. detailed approvals for budgets; simplified approvals for forecasts)

The screenshot displays a software interface for mapping data models. It features two main panels: 'Product' on the left and 'Store Sales Plan' on the right. A central 'Mappings' window shows the relationship between the two models.

**Product Dimensions:**

- Products
- Budget version
- Price and Cost

**Store Sales Plan Dimensions:**

- Products
- Budget version
- Store Sales Plan
- Retailers
- Countries\_Currency
- Month

**Mappings Table:**

Mapped Source	Mapped Tar...
Unit sale price	Price_USD
Unit cost	Cost_USD

**Product Members Table:**

Name	Links
Unit sale	1
Unit cost	1

**Store Sales Plan Members Table:**

Name	Links
Currency	
Quantity	
Unit sale	
Commission	
Other Sales	
GROSS	
Volume	
Cash	
Sales Returns	
TOTAL	

## Cognos TM1 Advantages

### Span the Enterprise

*Drive insight and agility by linking across financial and operational domains*

- Activity drivers connect operational cause and financial effect
- Built-in scorecards and metrics elevate key performance and risk indicators
- Unique templates and business logic for each area of the business
- Create detailed budgets integrated with high-level forecasts in one system

3

## Drive insight and agility by linking across domains



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



## Drive insight and agility by linking across domains



### Easily Link Operational Drivers to Financial Plans

	1	2	3	4
Retailer Type	Direct Marketing	Department Store	Equipment Rental Store	Department Store
Franchise/Corporate	Franchise Store	Franchise Store	Corporate Store	Corporate Store
Asset Type	Leasehold	Leasehold	Freehold	Freehold
Size	Full Size Store	Full Size Store	Full Size Store	Mini Size Store
Month of Opening	May	Feb	Jul	Jul
Months Remaining this year		8	11	6
Number of New Stores	4	1	2	1

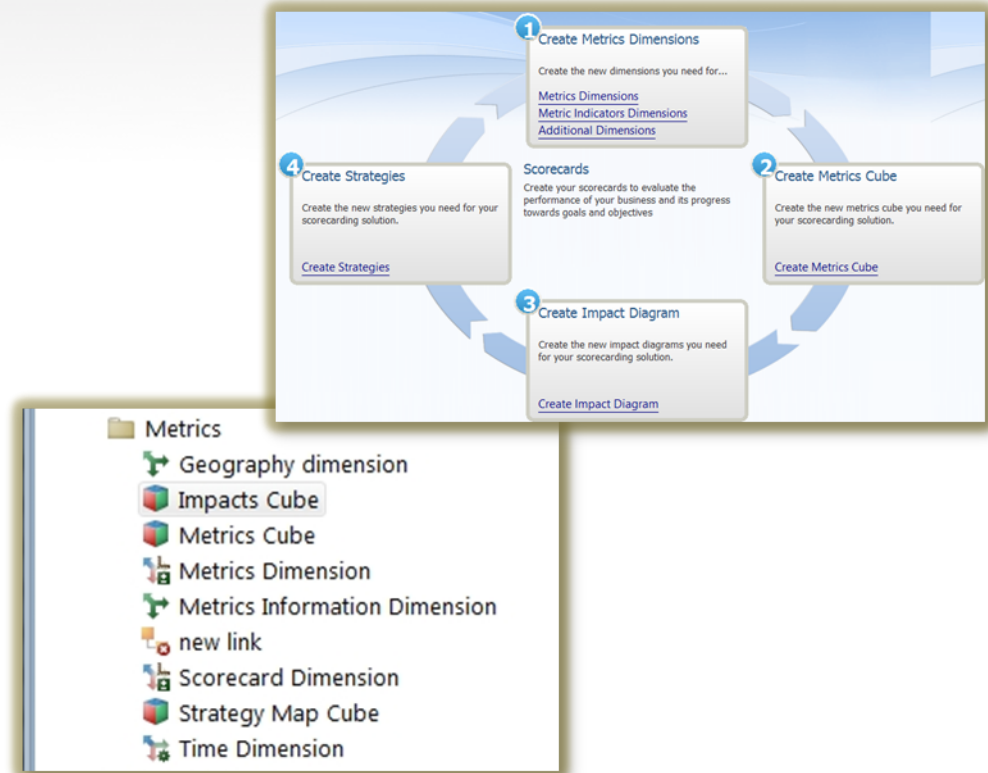
	Jan	Feb	Mar	Apr	May	Jun
Existing Stores Revenue	200,000	210,000	300,000	300,000	400,000	425,000
New Stores revenue	0	0	0	0	328,967	328,967
<b>GROSS REVENUE</b>	<b>200,000</b>	<b>210,000</b>	<b>300,000</b>	<b>300,000</b>	<b>728,967</b>	<b>753,967</b>

## Cognos TM1 Version 10.2: Improvements in Measuring the Enterprise



Join metrics, scorecards and strategy maps with the high participation planning, forecasting, and profitability analysis to drive closed-loop performance management processes

- Create a culture of metrics pursuit and achievement
- FAST ADOPTION - RAPID ROI  
Scorecards appear in the same interfaces used today
- Metrics are modeled in the same Performance Modeler environment used today
- Leverage same data and metadata sources used to build planning models
- Status, Trend, and Variances updated in real-time



## Cognos TM1 Scorecarding In Pictures



Metric Indicators

Name	Renderer
Status	trafficLight
Trend	metricTrend
Actual	
Target	
Tolerance	
Variance	
Variance Percent	
Score	

Scorecard

Rows:	Columns:	Context:	Status	Trend	Actual	Target	Tolerance	Variance	Variance Percent
All Members Marketing Metrics	All Members Marketing Events Metrics Indicators	Mar 2014 Marketing Months Everywhere Marketing Department							
Employee Expenses			■	—	44,344	18,300		26044	142.3%
New Heads			■	—	4	3		1	27.8%
Travel Costs			⊕		361			361	0.0%
Events			●	▲	2	2		0	-20.8%
Expense Per Event Ratio			⊕						0.0%
Event Revenue			■	▼	40,611	1,040,000		-999389	-96.1%

Metrics

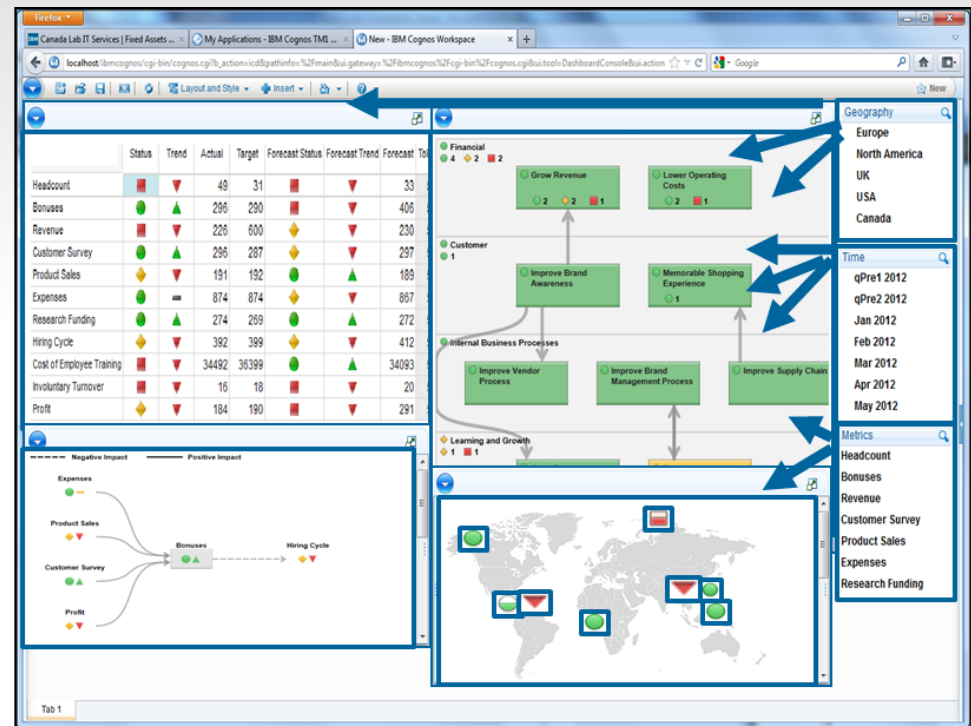
Name	Performance Pattern	Tolerance Type	Index
Employee Expenses	Below target is favorable	Percent	1
New Heads	On target is favorable	Percent	2
Travel Costs	Below target is favorable	Percent	3
Events	Below target is favorable	Absolute	4
Expense Per Event Ratio	Below target is favorable	Percent	5
Event Revenue	Above target is favorable	Percent	6
<Enter new member>			

Other Dimensions  
(Used In Other Planning Templates)

## Integrated Metrics, Scorecards, and Strategy Maps



- Easily create metrics, scorecards, strategy maps in the same modeling environment used for plans and analytics
- Create simple or sophisticated metrics. Leverage any measure stored in analytic server.
- Scorecards updated in real-time
- Status, trend indicators, diagrams, tables auto-generated





## Cognos TM1 Advantages

### System of Engagement

*Ensure user experiences that fit the users.  
Keep everyone in the loop even when on the go.*

- Deploy user experiences that **support wide variety of end user needs** across web, desktop, and spreadsheet
- Extend capabilities for review, visualization, input, and approval for **participants on the go**
- **Connect Microsoft Excel** to an advanced planning and analytic server
- **Provide Microsoft Excel experts and analysts** with the tools to leverage Excel with planning and analytics data

4

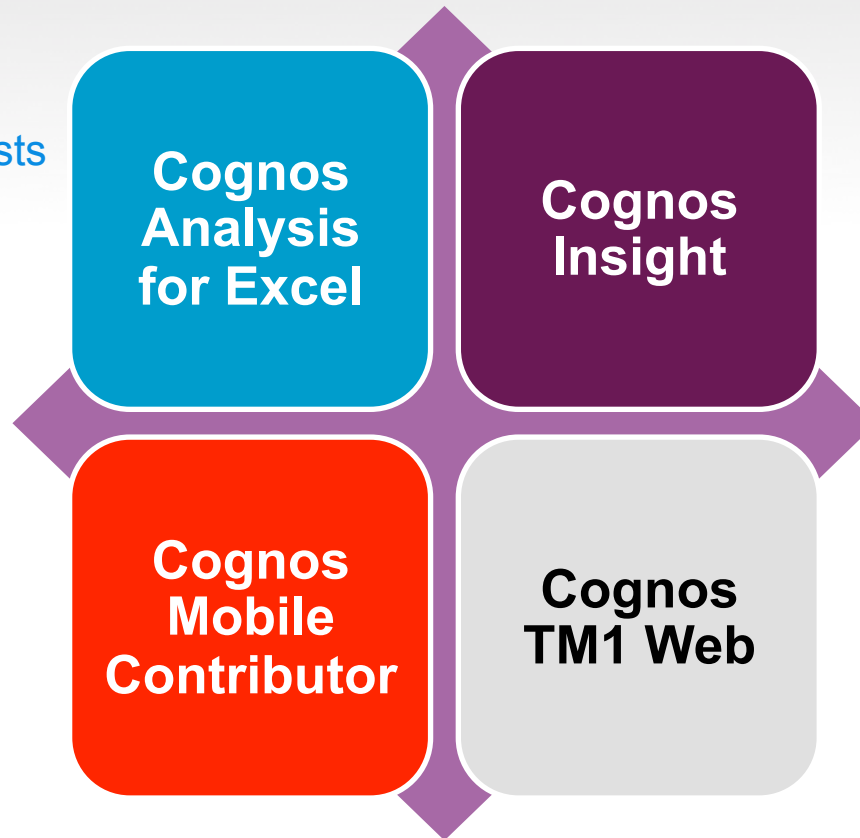
## Cognos TM1 Version 10.2: Improvements in Engaging the Enterprise



Engage the entire workforce – all roles, all levels, all jobs, all departments –with the tools and software profiles they require, eliminating delay, wasted effort, and offline-shadow systems.

- Engage the Excel power-users & analysts
- Build reports in seconds
- Access entire TM1 planning model – no rekeying or import

- Collect insights and plans from mobile, remote users.
- Powerful options for Approvers – easy environment for Contributors



- Engage the desktop modeler and planner
- Modeling, offline planning, what-if exploring, visualize
- Extend with Local Data
- Powerful planning and modeling in familiar environment
- Design sheets quickly in Excel
- Fast performance

## Deploy user experiences that support end users on the go (but not out-of-the-loop)



### IBM Cognos Mobile Contributor

- Users enter and submit plan data
  - Summary figures updated in real-time as if at desktop
- Approvers may view status of all plans plus approve, reject, annotate, and take ownership.
- Same model and application, deployment package as used by connected and web users
  - No multi-work to support iPad screen real estate.



## Connect Microsoft Excel to an Advanced Planning and Analytic Server



Use Cognos Analysis for Microsoft Excel with in-memory analytic and planning server for fast and flexible multidimensional performance management

The image displays two Microsoft Excel spreadsheets and a Cognos 'Edit Subset' dialog box. The left spreadsheet, titled 'Book2 - Microsoft Excel', shows a budget table with columns for 2004, Q1-2004, Q2-2004, Q3-2004, and Q4-2004. The right spreadsheet, titled 'Example PowerSheet.xlsx - Microsoft Excel', shows an 'Income Statement' table with columns for Department, 2004, Q1-2004, Q2-2004, Q3-2004, and Q4-2004. The 'Edit Subset' dialog box shows a tree view of 'plan\_chart\_of\_accounts' with 'Revenue' selected, and a list of 'Selected Members' including 41101, 42201, Revenue, COS, Operating Expense, and Net Operating Income.

Department:	105	2004	Budget		
	2004	Q1-2004	Q2-2004	Q3-2004	Q4-2004
Revenue	8,070,251	2,014,916	2,024,116	2,037,657	1,993,563
COS	1,827,043	348,045	527,929	525,324	425,745
Other Expenses	427,544	107,197	105,469	106,449	108,428
Payroll	1,350,664	354,537	315,991	328,364	351,772
Travel	24,520	9,328	5,974	4,635	4,583
Depr & Amort	43,466	10,262	10,894	11,416	10,894
Adv & Marketing	159,258	39,964	41,742	38,662	38,889
Operating Expense	2,005,452	521,289	480,071	489,526	514,567
Gross Margin	6,064,799	1,493,627	1,544,045	1,548,131	1,478,996
Income	4,237,757	1,145,582	1,016,116	1,022,807	1,053,252

## Leverage Microsoft Excel for its unique analytical and reporting capabilities



- Blazing fast reports, charts, and analysis in both WAN and LAN environments
- Leverage all Excel capabilities
- Reuse Cognos TM1 objects, including views, sets, and attributes
- Easy exploration and analysis

		2004	Q1-2004	Jan-2004	Feb-2004	Mar-2004	Q2-2004	Q3-2004	Q4-2004
1000	Revenue	69,266,027	16,873,143	5,260,839	5,838,359	5,773,944	17,373,786	17,619,450	17,619,450
	COS	21,611,657	5,141,249	1,633,854	1,779,812	1,707,584	5,330,434	5,465,372	5,465,372
	Operating Expense	12,372,699	2,910,183	957,087	997,421	955,675	3,165,136	3,087,989	3,087,989
	Net Operating Income	35,281,671	8,821,711	3,670,008	3,060,726	3,110,685	8,878,216	9,066,081	9,066,081
100	Revenue	18,618,254	4,678,502	1,517,775	1,564,173	1,596,554	4,653,800	4,671,097	4,671,097
	COS	6,270,068	1,529,040	443,199	468,392	473,896	1,375,516	1,375,516	1,375,516
	Operating Expense	2,801,042	624,193	230,641	212,777	180,775	773,766	757,628	757,628
	Net Operating Income	9,547,144	2,525,269	843,935	883,004	941,983	2,504,518	2,545,853	2,545,853
105	Revenue	8,070,251	2,014,916	674,948	671,503	668,464	2,024,116	2,037,657	2,037,657
	COS	1,827,043	348,045	98,870	136,561	112,614	527,929	525,324	525,324
	Operating Expense	2,005,452	521,289	148,774	182,311	190,204	480,071	489,526	489,526
	Net Operating Income	4,237,757	1,145,582	427,304	428,631	465,647	1,016,116	1,022,807	1,022,807
110	Revenue	14,475,949	3,610,617	1,192,032	1,219,023	1,199,562	3,612,562	3,628,901	3,628,901
	COS	2,972,505	745,987	235,559	266,147	244,281	719,438	754,245	754,245
	Operating Expense	2,024,942	508,071	150,558	188,930	168,583	488,437	514,849	514,849
	Net Operating Income	9,478,502	2,356,559	795,915	763,946	786,299	2,404,687	2,359,807	2,359,807
115	Revenue	8,182,741	2,047,276	705,557	667,285	674,435	2,038,265	2,080,360	2,080,360
	COS	1,920,519	435,008	108,770	178,461	147,777	549,206	458,311	458,311
	Operating Expense	9,357,546	2,345,481	773,003	792,290	780,188	2,329,261	2,330,683	2,330,683
	Net Operating Income	-3,095,324	-733,213	-171,216	-203,466	-203,530	-821,142	-708,624	-708,624

		2004	Q1-2004	Jan-2004	Feb-2004	Mar-2004	Q2-2004	Q3-2004	Q4-2004
112	Revenue	1,000,000	250,000	75,000	75,000	75,000	225,000	225,000	225,000
	COS	1,000,000	250,000	75,000	75,000	75,000	225,000	225,000	225,000
	Operating Expense	1,000,000	250,000	75,000	75,000	75,000	225,000	225,000	225,000
	Net Operating Income	0	0	0	0	0	0	0	0
110	Revenue	1,000,000	250,000	75,000	75,000	75,000	225,000	225,000	225,000
	COS	1,000,000	250,000	75,000	75,000	75,000	225,000	225,000	225,000
	Operating Expense	1,000,000	250,000	75,000	75,000	75,000	225,000	225,000	225,000
	Net Operating Income	0	0	0	0	0	0	0	0

## Cognos TM1 on Cloud

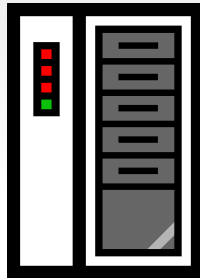
### Why Cloud?

- Low cost of entry and a lower total cost of ownership compared to the on premise version of Cognos TM1
- Elimination of capital expenditures
- Tuning and maintenance not required by customers
- Dramatic reduction in IT expense needed to support enterprise planning, analysis, and forecasting processes compared to any on premise solution
- Upgrades and patches managed by cloud provider

## Cognos TM1 on Cloud

### “On-Premise”

Installed on computers at  
your offices



- Traditional environment for deploying Cognos TM1
- Provides greatest level of control
- Apply fixes, patches, new versions on your schedule
- Optimal environment for deploying custom solutions

### Cognos TM1 on Cloud

Software runs on computers  
in IBM data centers



- IBM professionals set up and monitor Cognos TM1 application(s)
- Hardware / Software project managed and executed by IBM
- Risks normally associated with installation eliminated
- Customer retains flexibility to design and build solutions as required
- Single, Private Tenant Available
- Additional Production Instance Available
- Dev Environment included

