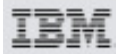


Estée Lauder GmbH is relying on IBM Cognos TM1 Financial Performance Management Software



Software Group



Welcome to the podcast on IBM Cognos TM1 Financial Performance Management Software. In the discussion is Claudia Engeli, CFO of Estée Lauder. The interview was conducted by Manuela Kerker.

Manuela Kerker: „Ms Engeli, could you provide us with some information about yourself and your function at Estée Lauder?“

Claudia Engeli: „My name is Claudia Engeli. I have been the Chief Financial Officer at Estée Lauder in Switzerland for 6 years.“

Manuela Kerker: „What are the requirements that need to be fulfilled by an SMB for successful financial performance management?“

Claudia Engeli: „Although we are not an SMB, as we belong to an international corporation, I am of the opinion that specific criteria apply to all companies, independent of their size. These are: simple and well structured processes, rapid availability of the most important control key data, the same information for all, as well as a software solution that can be flexibly adapted to the changing business and market situations.“

Manuela Kerker: „Which concrete targets do you want to achieve through the introduction of the IBM Cognos TM1 Financial Performance Management Software solution?“

Claudia Engeli: „The aim is that all decision makers work with the same information and data. Even previous versions of budgets should be accessible at all times so that they can be consulted for comparisons. Redundant work, such as the repeated copying and transferring of data to various programs should be eliminated where possible.“

Manuela Kerker: „Which factors speak in favor of implementing the IBM Cognos TM1 Software?“

Claudia Engeli: „The user interface looks exactly like Excel, i.e. users have fewer qualms to use it than with a completely new program interface. With IBM Cognos TM1, applications for budgets or other business processes can be created in a relatively short time. The applications can be flexibly adapted to growing and changing requirements. Other factors are certainly the costs; sensible solutions which can be implemented immediately can be developed with relatively few consultancy days.“

Moreover, everyone works with the same database and not with various versions of an Excel file. This means there is one correct version, and not various “true versions”.

Manuela Kerker: „Today it is important to have the latest and most reliable data available. How do you support the IBM Cognos TM1 software in this respect?“

Claudia Engeli: „With IBM Cognos TM1, it surprisingly takes just a matter of minutes to load the latest information, even large amounts of data. Therefore, the most current information is available to everyone in a very short time.“

Manuela Kerker: „To what extent does the IBM Cognos TM1 software enable more efficient employee collaboration?“

Claudia Engeli: „With the hitherto Excel planning solutions there were continuous bottlenecks, as the file could only be processed by one person at a time. With budget processes, several persons are involved, i.e. employees are blocked, or they block each other, as one person can not begin before the predecessor is finished. IBM Cognos TM1 enables several people to process the data at the same time. By the same token, all users have the same data available at the same time.“

Manuela Kerker: „How does the TM1 software assist the company in its future development?“

Claudia Engeli: „Specifically, we use less effort for the transfer of data from one system to the other. The error sources are also correspondingly less. The data transfer is faster, and the time gained can now be used more efficiently for the company. We have a better quality of analyses and reports available for business decisions.“

Manuela Kerker: Many thanks for your comprehensive answers Ms Engeli.“



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