

Performance Reporting & Analysis For Finance

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Driving **Smarter Decisions** for better business outcomes



Planning, Analysis & Forecasting

Profitability Modeling & Optimization

Close, Consolidation, and Reporting

Performance Reporting & Scorecarding

Governance, Risk and Compliance

10
COGNOS

■ Performance Management Solution Excellence

- Best in Class and Owned by Finance Solutions
- Connect Financial & Operational Performance Enterprise-wide, Enterprise-deep
- Independent Performance Management System that span all data, transaction systems and enterprise investments
- Infused with world class Business Intelligence and Cognos 10

Lessons from the Leaders

The “Best” Rely on Common Reporting & Planning



Source: IBM Institute for Business Value, 2010 IBM Global CFO Study (Adapted)



Delivering reporting quality and assurance for all finance stakeholders

...confidence in the quality and accuracy of financial & management results

...comfort in the integration of relevant information for performance management

...control and audit ability reporting processes

...solutions and systems supporting self service and business insight



CFO



VP Finance



**Controllers
Finance Directors**

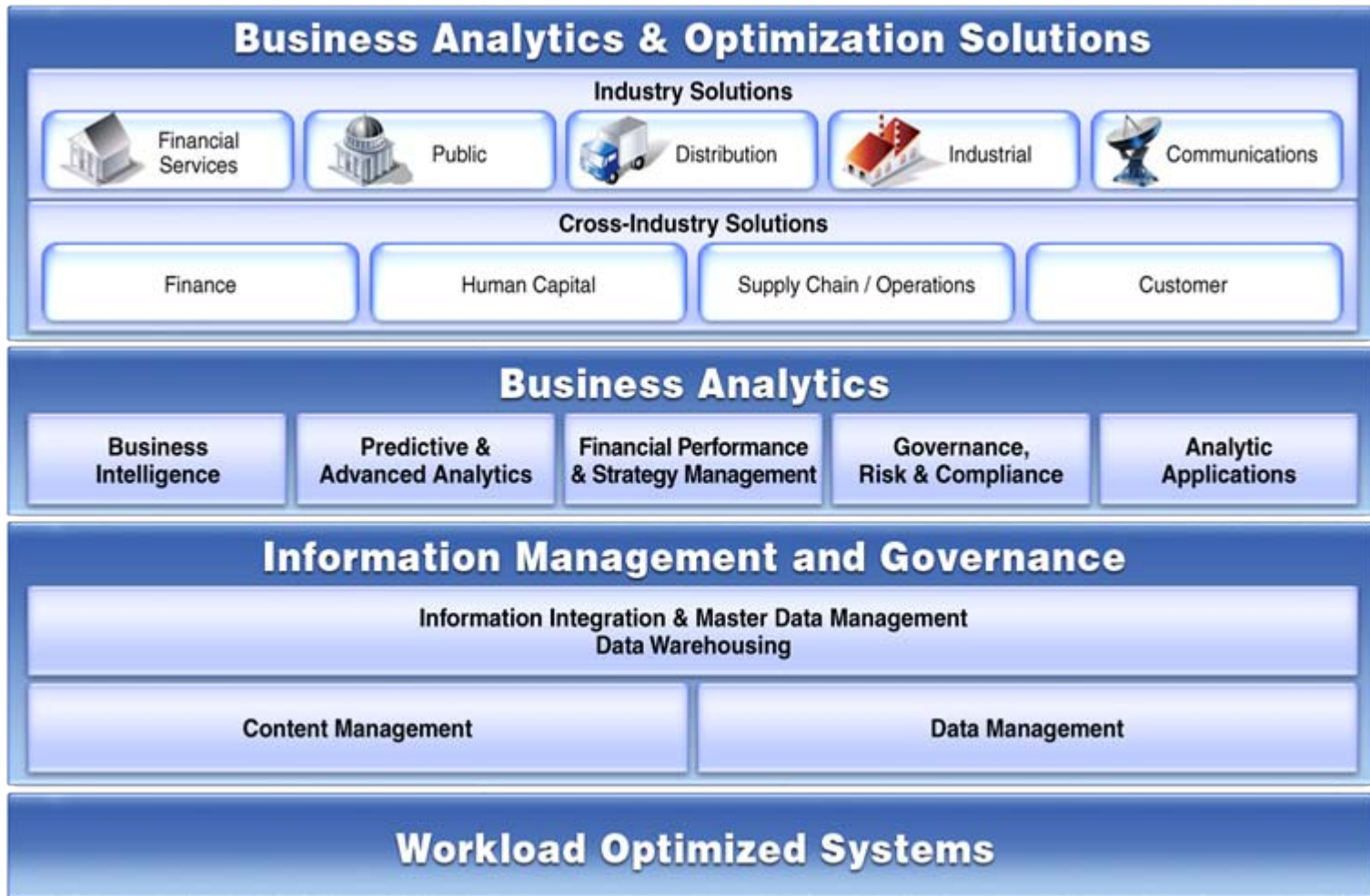


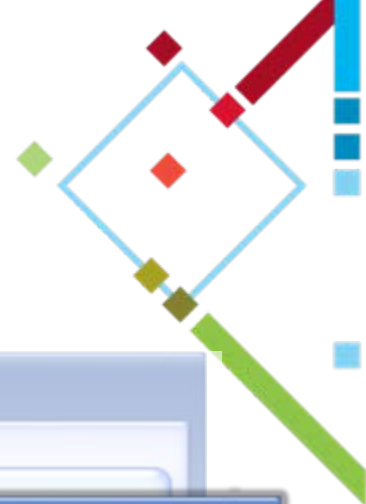
**Accounting &
finance analysts**

...ensure financial & performance results are certified, auditable and available for external and internal decision makers

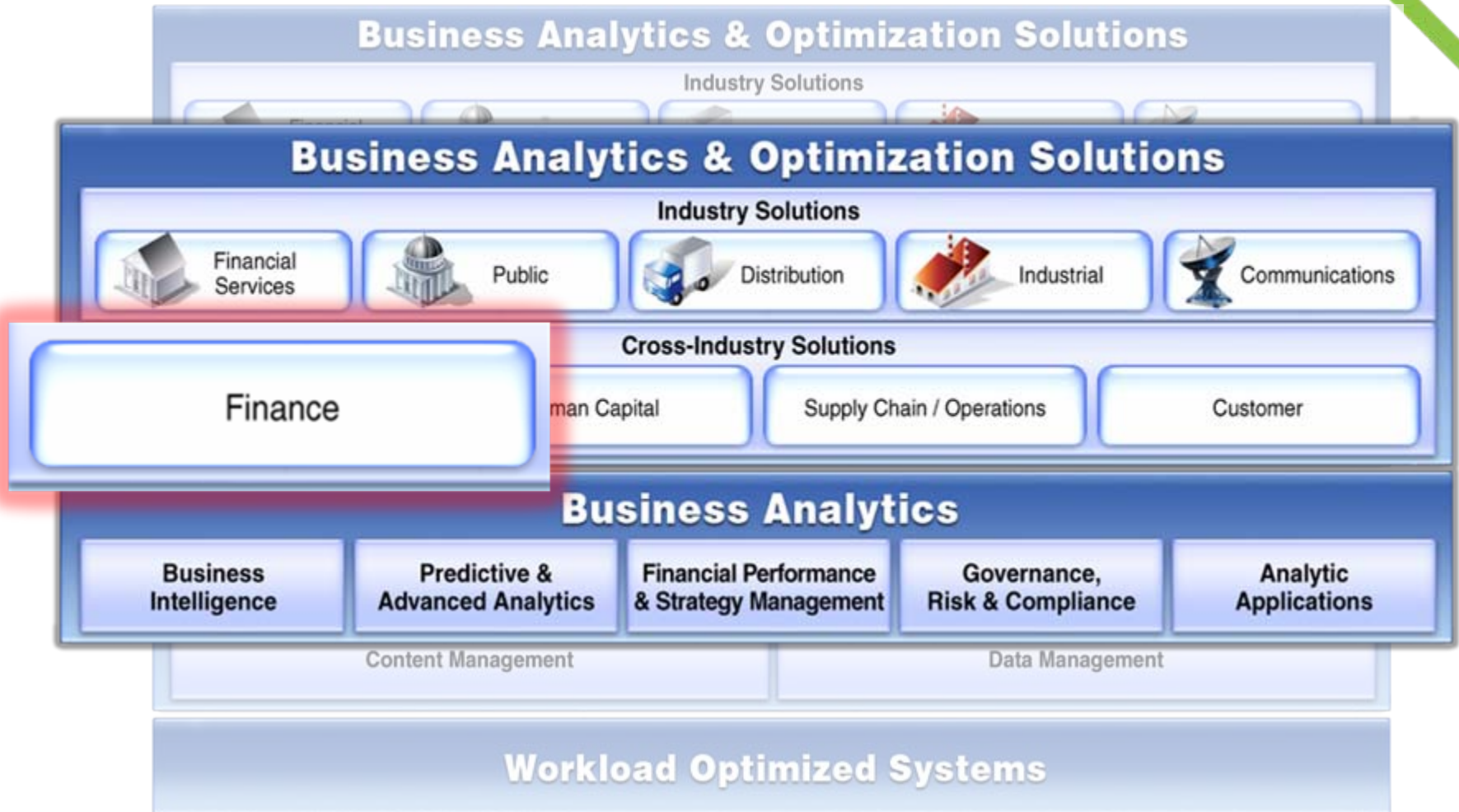


IBM Business Analytics and Optimization

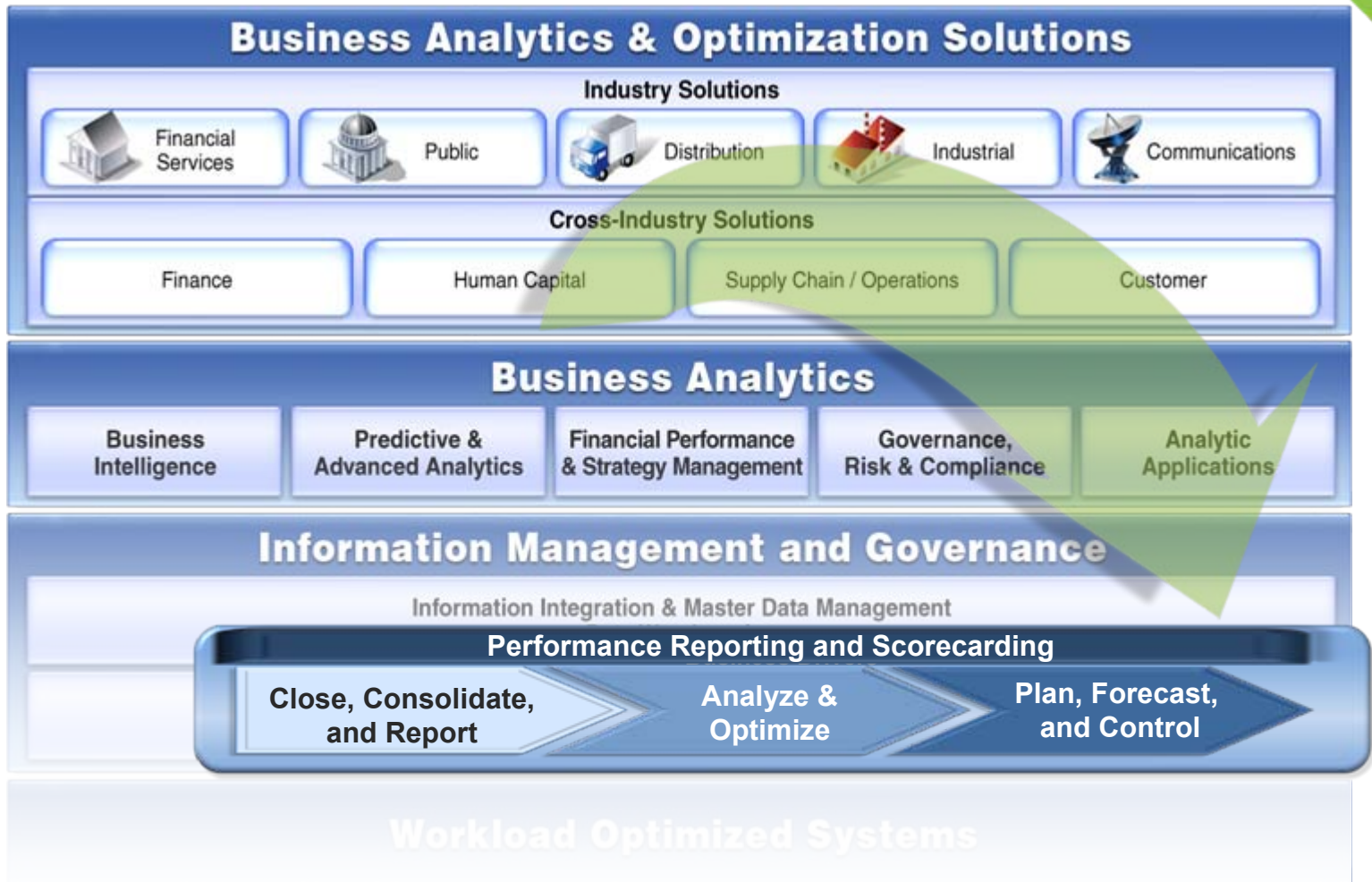




Finance as a Strategic Entry Point



Addressing core financial processes





Performance Reporting & Scorecarding

Close, Consolidation, and Reporting

- Account Analysis
- Consolidation
- Financial Controls
- Corporate Reporting
- Regulatory Filing (e.g. XBRL)
- ...

Profitability Modeling & Optimization

- Financial Analytics
- Spend Analytics
- Profitability Analytics
- Product, Market, Channel Analysis
- ...

Planning, Analysis, & Forecasting

Com

- Strategic Finance
- Revenue Planning and Forecasting
- Expense Planning & Control
- Workforce Planning
- Capital and Initiative Planning
- ...



Performance Reporting & Scorecarding

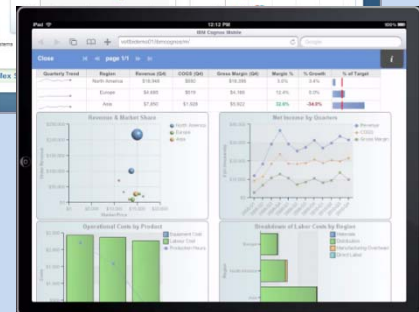
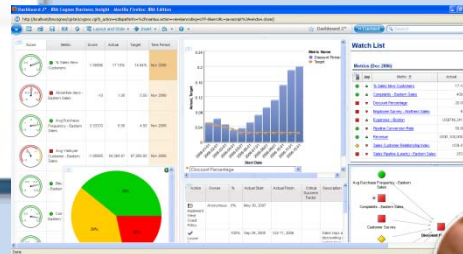
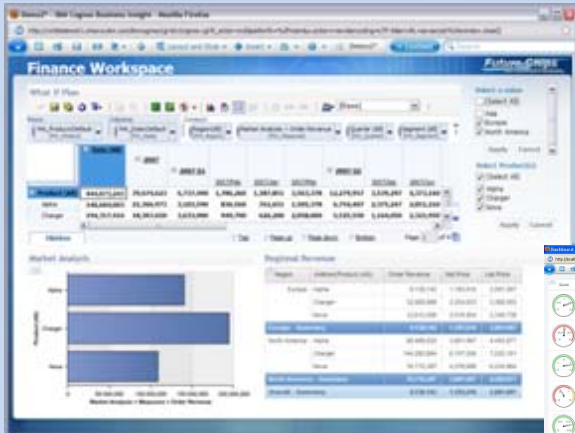
Close,
Consolidation,
and Reporting

Profitability
Modeling &
Optimization

Planning,
Analysis,
& Forecasting

Active Reports

Metrics & Scorecards



Business Insight



CFO



Controller



Accounting
Manager



Financial
Analyst



FP & A



Executive



Business
Manager

Governance Risk and Compliance

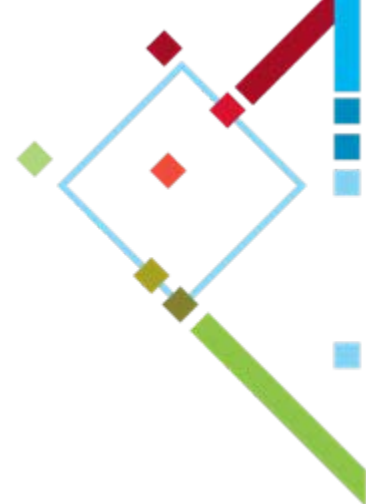
iPad



Executive Summary – Key Observations

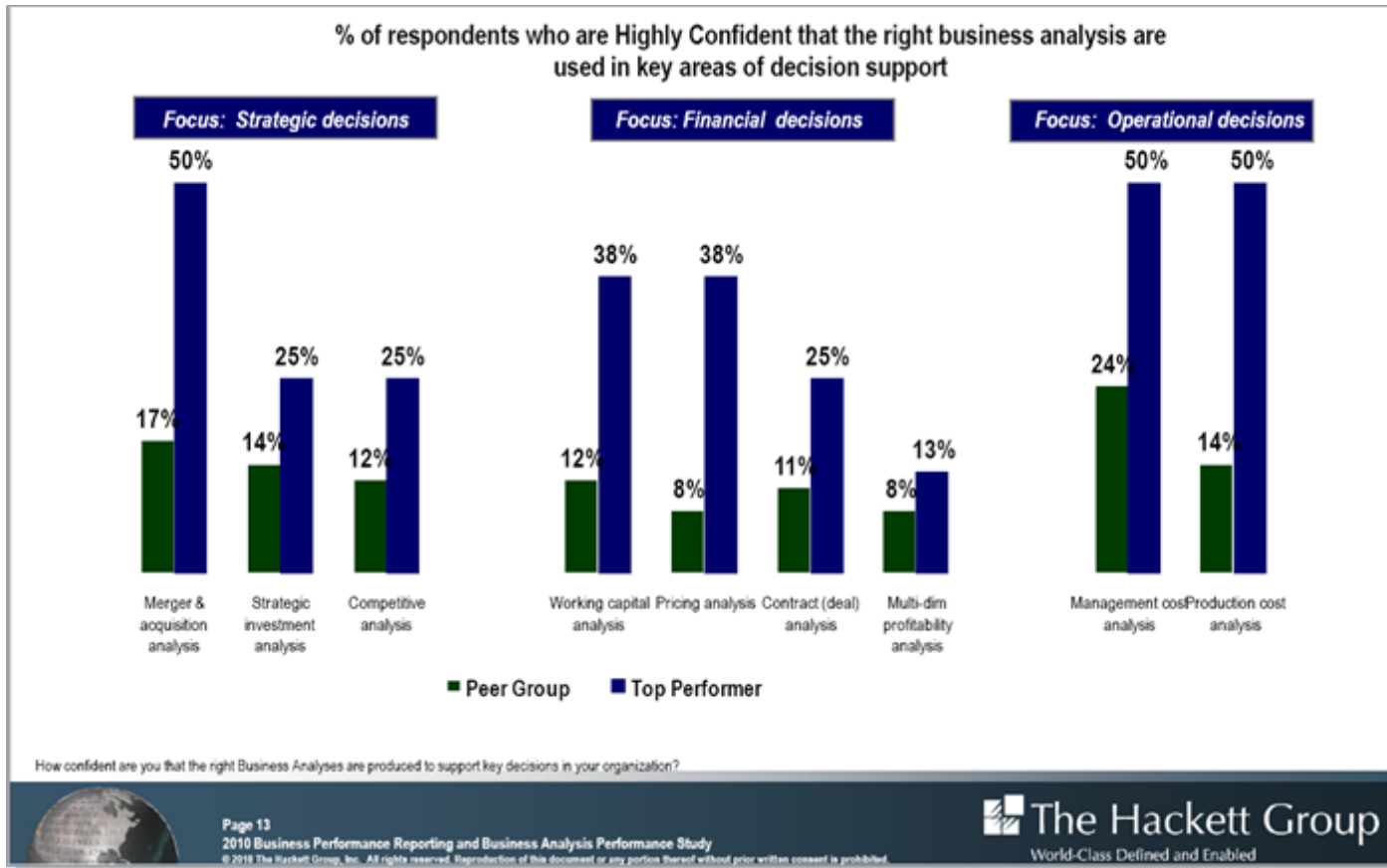
- The 2010 Business Performance Reporting and Analysis study, **covers general aspects of the Controlling/FP&A service delivery model**, with a particular **focus on key practices and challenges in Business Performance Reporting and Business Analysis**.
- **Top Performers use almost 2/3 less staff than their peers** in the Controlling/FP&A organization relative to the management community they support (“budget holders”).
- **Top Performers also better leverage their Controlling/FP&A professionals** by focusing most of their resources on high value adding activities. Controlling/FP&A professionals at Top Performers spend 66% of time on value-added analysis vs. only 35% at peers.
- **Top Performers are much more confident in the KPIs used in their reporting and the business analysis used for decision support.**
- **Top Performers deliver results to management faster than their peers** allowing management more time to analyze business performance and make better informed, more timely decisions on future actions.
- Key practices that differentiate Top Performers from their peers include **strong process ownership and governance over data and reporting standards, integrated technology extending to self-service and greater alignment around a rationalized library of standard reports.**

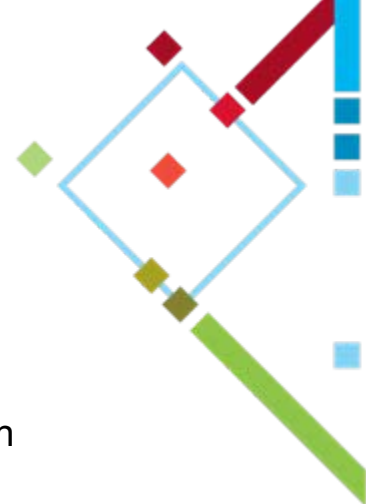




#1 Confidence in access to the right analytics

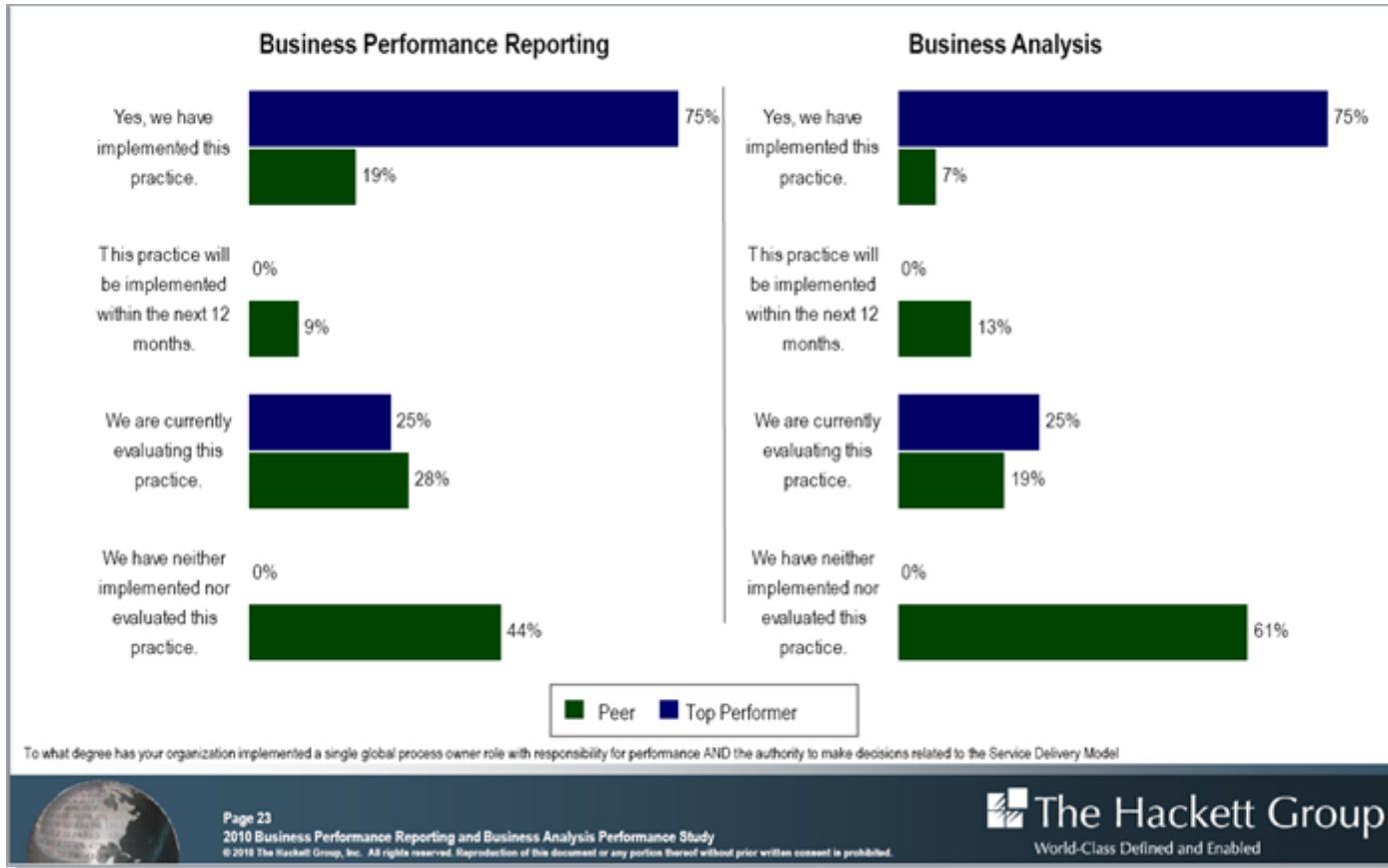
High degree of confidence in the business analysis driving decisions

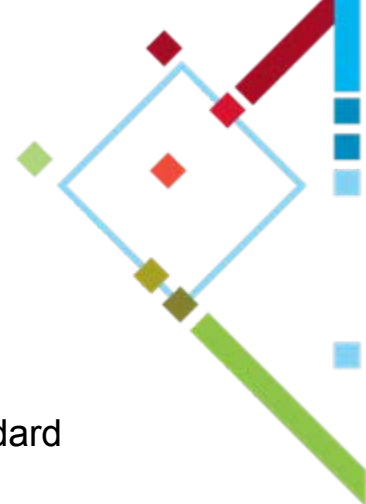




#2 Process control & management

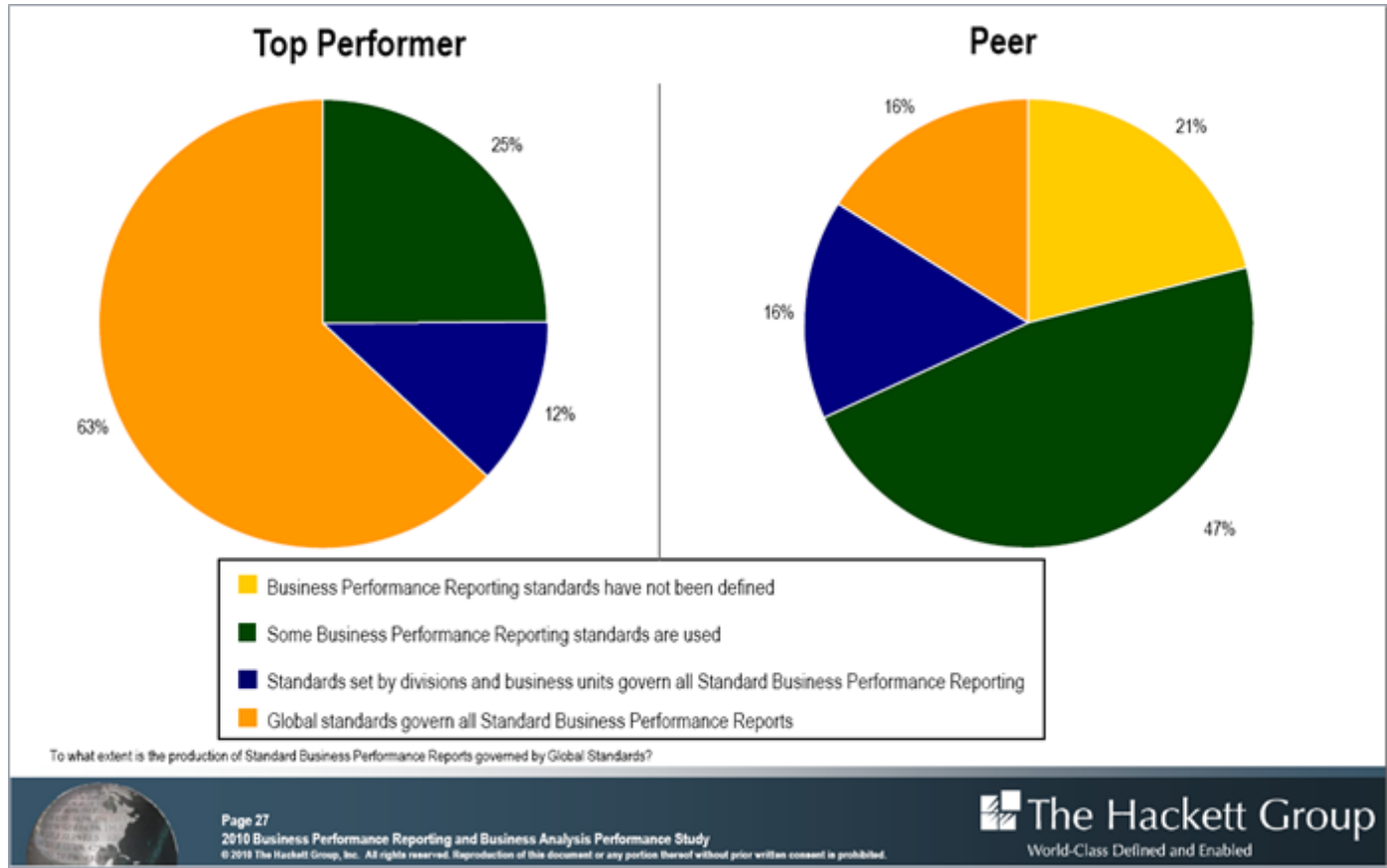
Global process ownership is a clear differentiator for top 10 performers in Business Performance Reporting and Business Analysis

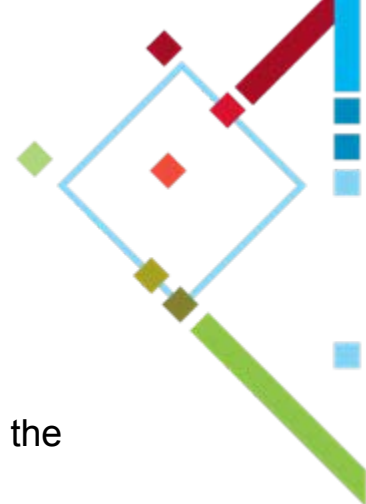




#3 Standardization

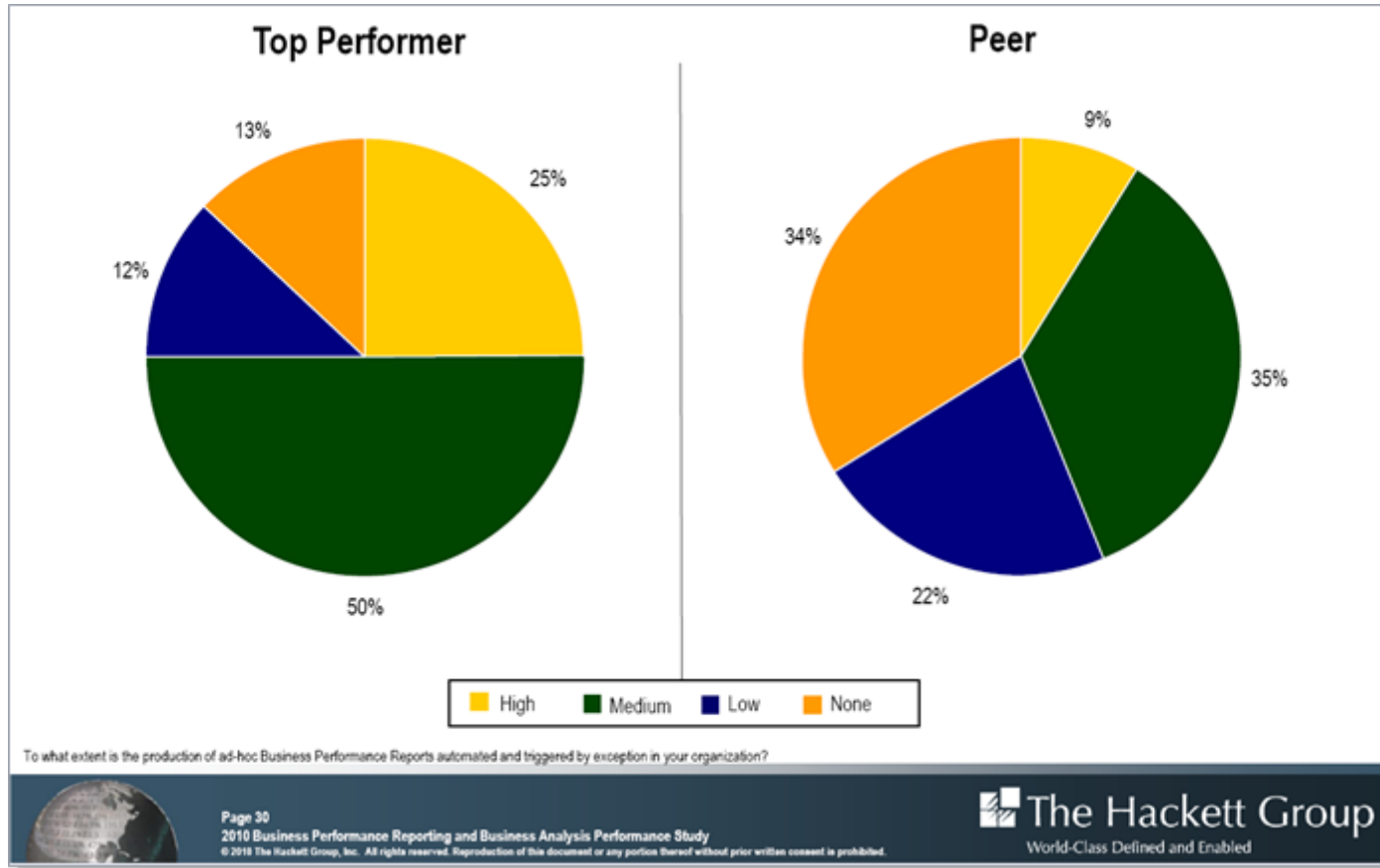
63% of the Top Performers have established Global Standards for all Standard Reports vs. only 16% of the peer group.





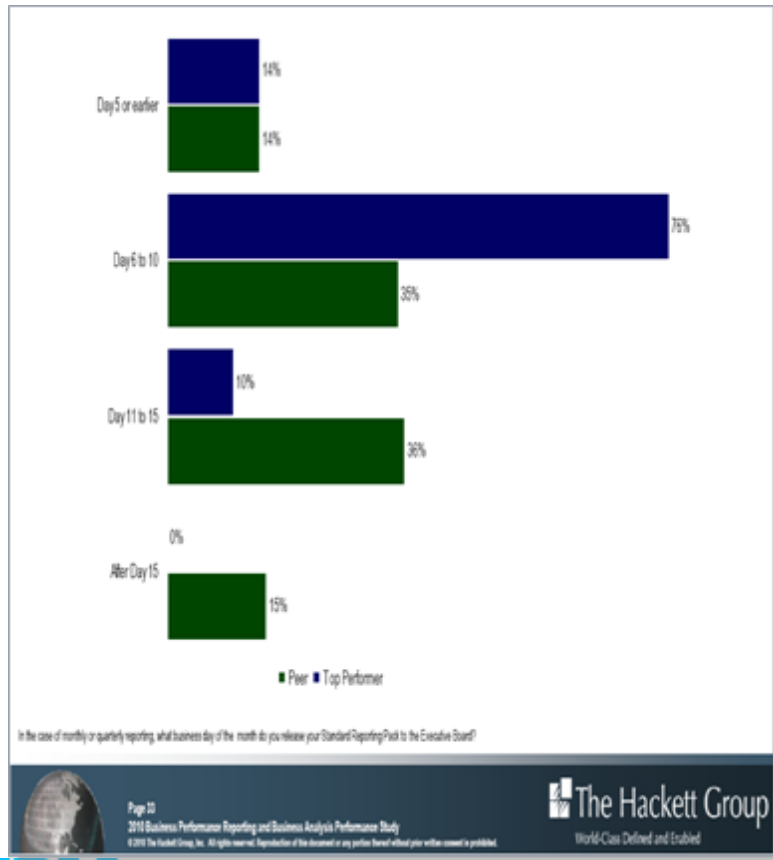
#4 Simplify ad-hoc strategies

75% of the Top Performers have a medium to high degree of automation in the production of exception based ad-hoc reports vs 44% of peers.



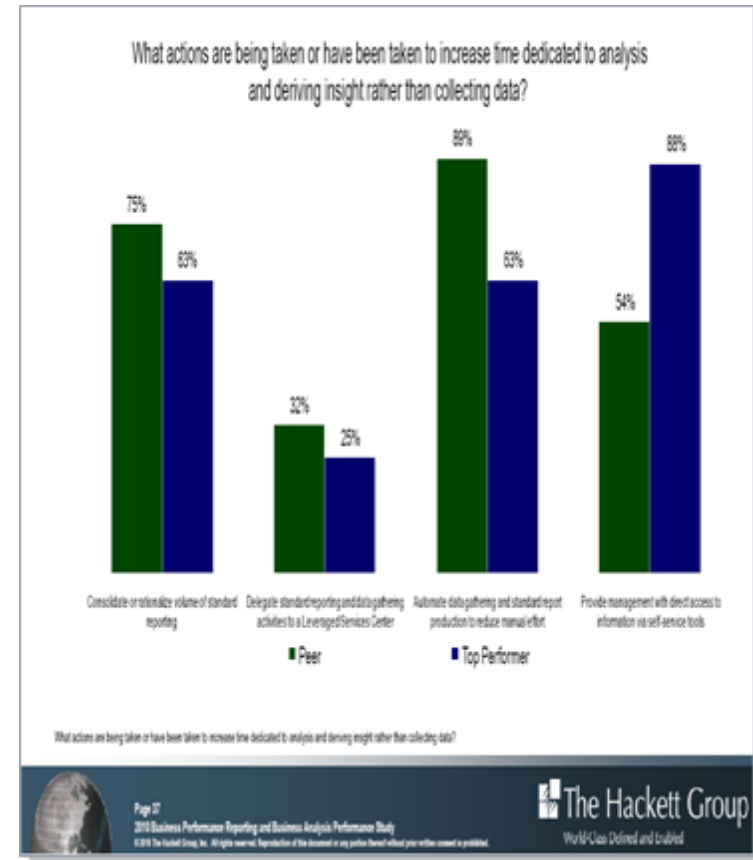
#5 Speed of access

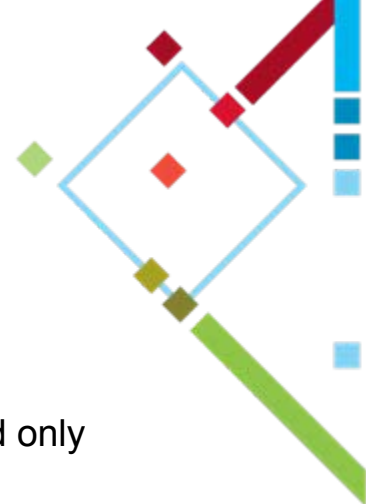
Top Performers generally report faster with 90% reporting to their Executive Board by day 10 vs. 49% at Peers



#6 Automation and self service

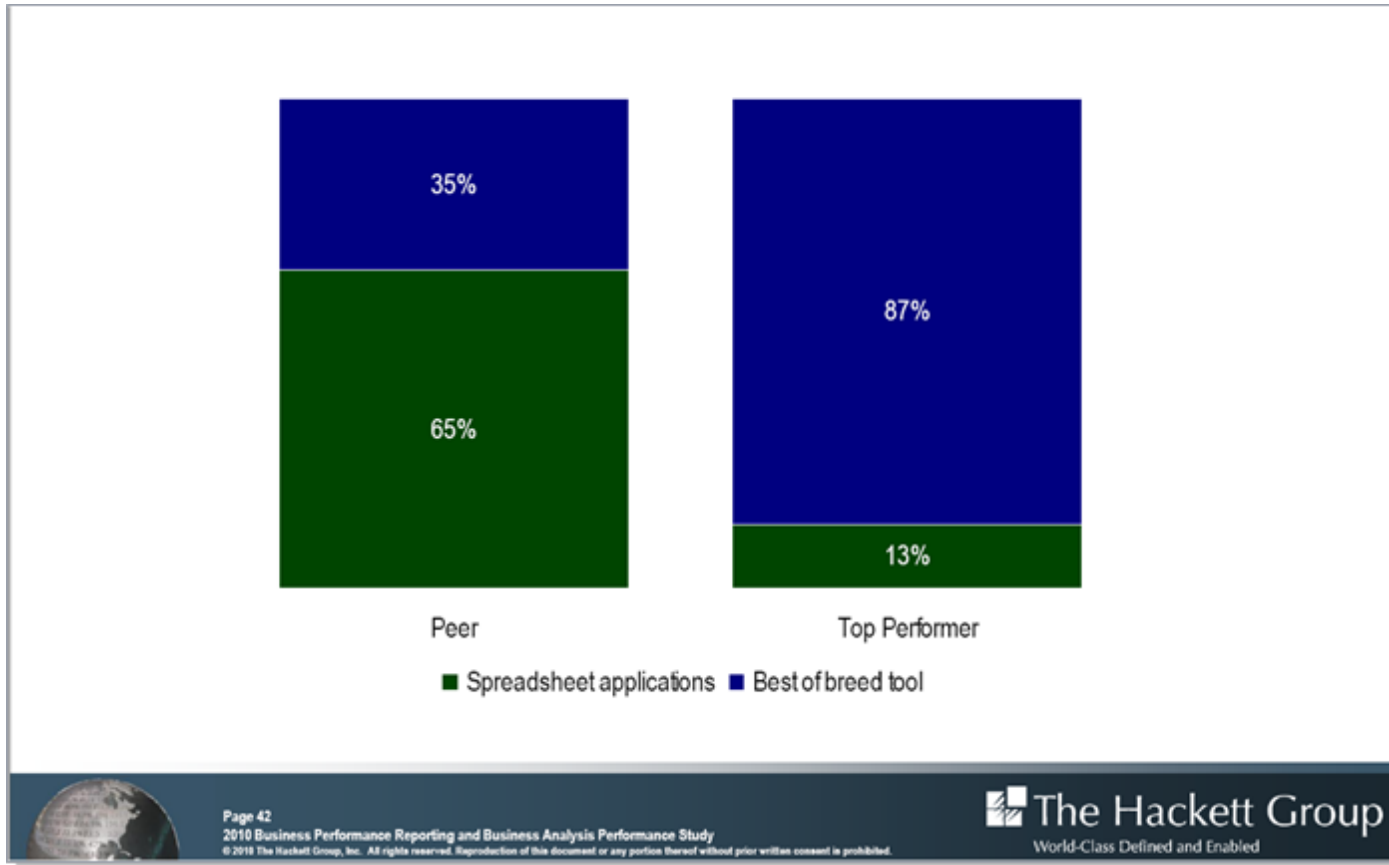
Automation and self service are the two most often cited actions that organizations are taking to improve focus and time spent on analysis





#9 Best in class reporting platform

87% of Top Performers use Best of Breed EPS as their Primary Solution and only 13% is Excel based





Key Drivers for Our Next Wave of Innovation



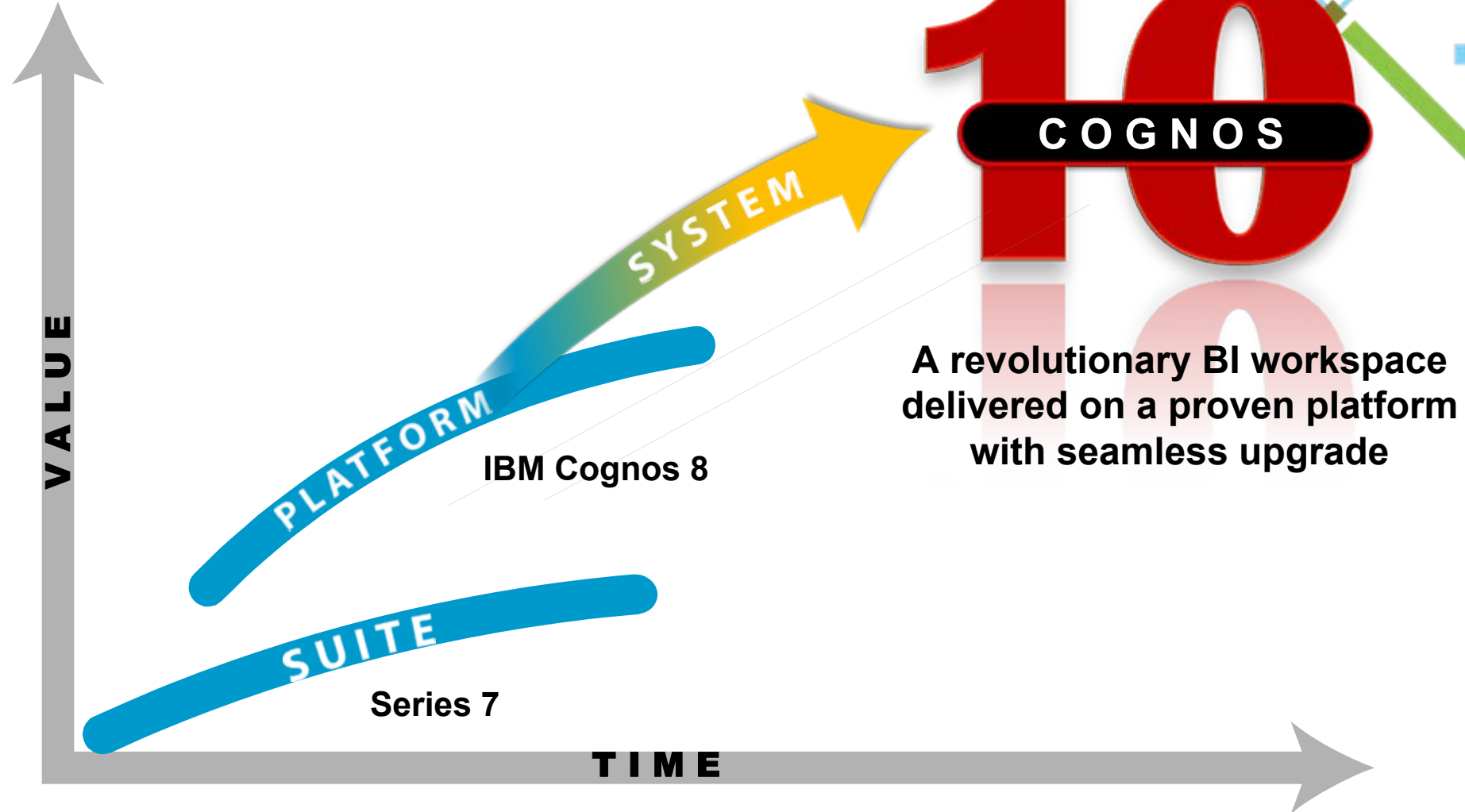
- ...*enable an evolving workforce* to become more analytics-savvy
- ...*expand perspective* on the business for a more complete view
- ...*balance needs* of business for creativity and IT for control
- ...*facilitate collaboration* about the information to fuel insight and alignment
- ...*respond to growing user communities* and ever growing demands for faster performance to more data

“What makes companies stand out from one another is the ability to use analytics across the end-to-end business model.”

IBM CFO study (1)

(1) The New Value Integrator: Insights from the Global Chief Financial Officer Study, IBM Institute for Business Value, March 2010.

Deliver Innovation and Sustained Value



Cognos 10: Intelligence Unleashed Smarter Decisions. Better Results.

Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction

Connect with Others

- Decision networks
- Business context
- Accountability

and Simply Do

- Mobile and Disconnected
- Integrated
- Real-time



**A revolutionary BI workspace
delivered on a proven platform
with seamless upgrade**

Freedom to Think

Analytics everyone can use to answer key business questions

■ Cognos 10 Advances

- Explore data from any perspective without limitation ensuring a *complete perspective of your business*
- Search and assemble any amount of BI content from any source to *quickly gain insight*
- Seamless progressing from viewing to advanced analytics allowing users to *see more and do more*



The new unlimited workspace supports the way you think, so you don't have to interrupt your train of thought to fit the software



DEMO

Business Insight



Connect with Others

Collective intelligence to share insights and gain alignment

■ Cognos 10 Advances

- Engage others in decision networks to discuss issues, share insights and align to *make smarter decisions*
- Attach comments/annotations to BI content, build a repository of decision history to *raise knowledge capital in the organization*
- Support workflow to establish accountability and *engage the right people at the right time*



Built-in collaboration and social networking fuels the exchange of ideas and knowledge that naturally occurs in the decision-making process

and Simply Do

Actionable insight everywhere at the point of impact

▪ Cognos 10 advances

- Adopt mobile to *accelerate delivery of interactive analytics* to executives and the frontlines
- *Address challenges of compressed decision cycles* with real-time analytics
- Integrate analytics in everyday work and in workflow to *inform business processes*



Mobile, real-time, and portable BI transforms BI from a separate task, to BI informing everything you do



DEMO

Mobile Analytics





DEMO

Active Reports





Performance Reporting & Scorecarding

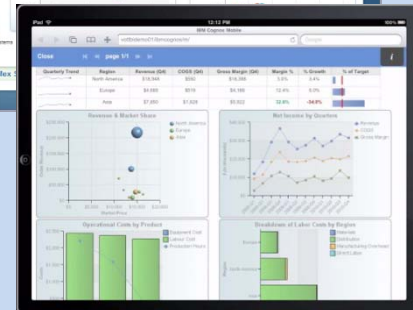
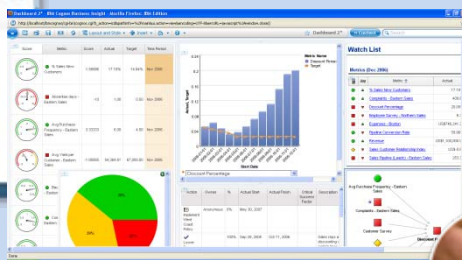
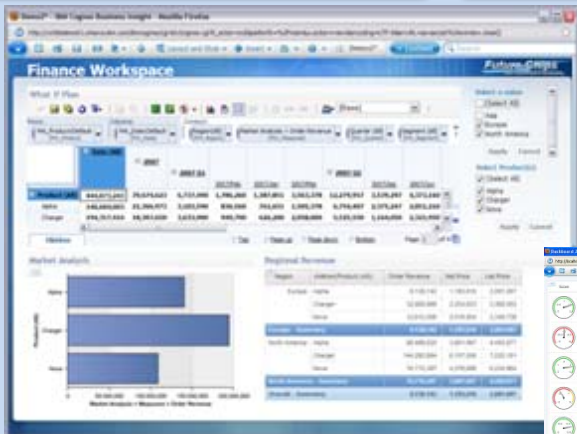
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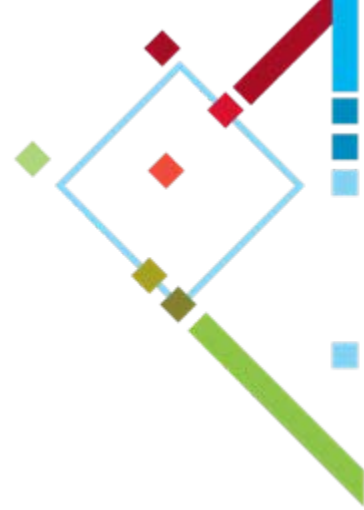


Executive

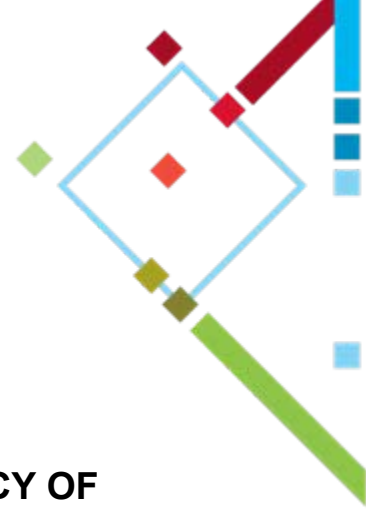


Business
Manager

Governance Risk and Compliance



Thank you



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