

IBM

Moderator: (Tim O'Bryan)
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Operator: We'd like to welcome everyone to today's webcast titled Unleash your IBM Cognos Planning Solutions with IBM Cognos 10. My name is Erica and I'll be your event specialist today. Following the presentation, we will have a short Q&A session. You can ask questions at any time during the presentation, click the question -- at the question button type your question into the open area and click ask question to submit. This presentation does include demonstrations so please make sure your speaker controls are turned up for optimum audio experience.

If you should need technical assistance please type your inquiry into the text support box on the left hand side of your screen and click the send button. At this time, it is now my pleasure to turn the webcast over to your first speaker Mr. (Tim O'Bryan). Mr. O'Bryan you have the floor.

(Tim O'Bryan): Thank you and welcome everyone to this installment of the financial performance insider webcast series featuring unleash your IBM Cognos Planning Solutions with IBM Cognos 10. This webcast series is brought to you by the innovation center for business and analytics. We're really excited to be bringing this webcast to you today. We got a lot of feedback from our global customer community to bring this content to you so we want you to know that we listen to your requests and are excited to be delivering this to you today.

I'll just real briefly for those that are unaware of the Innovation Center for Business Analytics we are a membership based community, a global community of customers. You can see some of the names on that list, many

others. We've got over 7,000 members of the Global Innovation Center in our customer community that are members. We also partner with third party thought leaders that are considered subject matter experts across all other practice areas that comprise business analytics and when I say practice areas of business analytics that seems like strategy management and scorecarding, plan budgeting and forecasting, financial consolidation and financial reporting.

Also reporting and analytics, financial analytics, predictive analytics, practice areas like that and we partner with these third party thought leaders who author research articles on our behalf and we release them to the community. They also speak at our events. We run a number of other webcasts in addition to the financial performance insider in which they speak and bring that thought leadership to you so we partner with them and we also connect them with a lot of our customers too to kind of help them with the business practice side of deploying our business analytic solutions.

And a lot of this work that we do with our customers and our thought leaders benefits our community in many different ways and we produce a number of different aspects that we make available to our community. We do a number of live best practice workshops literally around the globe. You know, about the webcast I just told you about those.

We also create something called the IBM Cognos Performance Blueprint. These are basically pre-built solutions around different functional practice areas in the organization like capital project planning. It could be like workforce planning, head count and compensation planning, many others and then we also create some along industry lines, so you think retail like store operations planning, merchandise planning. These are pre-built models that are free to our customers. They're highly customizable, they're a great way to get started and get that implementation going versus starting from scratch. We also have a number of best practice articles available to you all, excess podcast and a number of customers talking about how they were able to deploy our solutions in their environment, the challenges they face, they get into the kind of political and cultural changes that they had to go through and how they accomplished that so a lot of great stuff there.

We've got an online community. We host a Customer Advisory Board, their benchmarking tools, a lot of great, great stuff that comes to you and we're constantly delivering more and more content to this community and a great way to stay up-to-date is through a multimedia widget that we have. We'll make sure in the follow-up communications that everyone gets the link on how to download that widget so you can stay connected with the innovation center and find out what's going on all the time and when events are coming to you.

So just real quickly, business analytics. I talked to you about those different practice areas that comprise business analytics. A different way of looking at it is just quite simply, you know, when you're looking to make a decision about the future direction in your business whether you're a sales manager, an accounting manager, someone in procurement, HR it doesn't matter; you're essentially trying to do the same thing and trying to make decisions about your piece of the business. And it starts with measuring and monitoring the business typically through dashboards and scorecards and you're trying to understand what's happening in the business and that's accomplished through as I mentioned dashboard, scorecards, reports and real time monitoring and for that first question of what's happening?

How are we doing today? Once you understand how we're doing you want to be able to drill through in context from your, say it's your scorecard and you're looking at a number in KPI. You want to be able to look at it if you're on target or you're off target and then drill through on that number and ensure you're dealing with an integrated platform instead of logging in and out of different applications sometimes coming up with different answers. The numbers don't tick and tie. Just wait for an integrated platform of business analytics, you can drill through on how are we doing into that why, what's the reason that we're on target or off target, it's (red hot) query trying a statistical analysis or content analytics that's typically how it's done.

You drill through in content for that deeper analysis of trends and patterns. And then lastly you want to answer that last question, OK, what's likely to happen, you know, I want to do my scenario planning, I want to do the

predictive modeling, what is analysis and the planning and budgeting influencing the forward direction of the (inaudible) business and all of this against an integrated platform (first) foresight to plan and allocate resources.

In summary, that is what we're talking about when we talk about business analytics so just real briefly wanted to bring up finance form coming in 2011 and performance. I'm sure you all will get communications on that. And these are different events coming in early 2011 that are focused on what's typically IT would be interested in coming from a business analytics vendor and also the office of finance. Certainly our finance form I'll be hearing more about that; got a lot of great things coming through those events that are sure coming to a city near you.

If you want to become a member of the Innovation Center, you can just simply go to ibm.com/cognos/innovation-center or just contact me directly and I can provide you information on how to act at all the different resources that IBM and the business analytics segment has available to you to help you on your business analytics journey. So that's just a brief introduction to business analytics and the innovation center. I hope that was helpful to you.

Now I'm excited to bring you the featured content for this webcast on Unleash your IBM Cognos Planning Solutions with IBM Cognos 10. Our two presenters today are (Fanula Barnes) Senior Product Manager for Cognos Planning and (Charlotte Locks) who is Business Unit Executive for Cognos Planning. So first of we'll bring on (Charlotte Locks) who is going to talk to you a bit about our subject matter today. (Charlotte), you have the floor.

(Charlotte Locks): Thanks Tim. Hello everyone. To get to know who is out there today, we wanted to ask you two questions so we're going to pop up some survey questions here. The first one is in what department do you work? Do you work in finance, IT or other? And we're watching these answers coming in right now. Just a few more seconds on this. OK, so it looks as if we have, you know, about 30 percent or more in finance and about 40 or so in the IT Department and then about 20 percent in other.

The second question for all of you is, what is your role in planning? Are you modeler? Are you in administration? Are you a decision maker or other? Here it seems we see a preponderance of participants are in the modeling area. Thank you for doing this and let's now go to the next slide. This is our disclaimer. We're just pausing so you can take a look at this. Now the next slide please. So what we're going to cover very briefly are the kind of business demands, next slide.

Back in the early years of this decade we all had to be very quick and smart and now we know it's even tougher than that. IBM conducted a CFO study early this year that highlights the expectations of nearly 2000 senior executives around the world. Most see enormous gaps. They've been managing in the new normal and over 60 percent of them plan major changes to respond to growing industry or sector pressure. More than 70 percent of the survey respondents are clear that its finances overlaid either directly or in an advisory capacity or in initiatives based on enterprise agendas; not just finance back office agendas.

In addition, finance needs to improve its effectiveness in order to deliver on the enterprise agenda so look at the right hand bottom of the slide and you're going to see some interesting study findings that identified the gap between how important an agenda is versus the company's belief that they can execute effectively against that agenda. These items that we see are driving integration of information, that's the widest gap, providing inputs to energies of strategy – enterprise strategy, I'm sorry, which is ranked number one when it (first ranked), supporting and managing enterprise risk, measuring and monitoring business performance, which is ranked number two in (first ranked) and finally driving enterprise cost reduction ranked number three when (first ranked).

In general, these gaps are widening, not narrowing since we started asking this question almost seven years ago. The best news though is that IBM is in synch with addressing the priorities and challenges that CFOs face. Another point to note from the study is the best of the best companies called value integrators, and follow me here, they outperform on all financial measures 20 times on EBITDA growth, 50 percent greater revenue and almost 30 percent

greater return on invested capital. So these companies really exhibit a high degree of satisfaction in three important areas; operational planning and forecasting, common planning platform and the analytic IQ of people. Now these areas can be regarded as the proven premiere accelerators to business insight transformation so that's what these business value integrators excel at.

Next slide please. Now let's look briefly at IBM complete leadership offerings. On a single planning platform that simplify an automated processes to be dynamic and sustainable in this environment for the close consolidate and report processes on the left side there there's controller and now we have clarities financial statement reporting that helps organizations address challenges in creating and inspiring their external financial documents that's a key reporting process connected to close consolidate and report processes and this is a leading solution to support companies in meeting electronic filing mandates and XBRL initiatives.

For analysis and optimization of your resources in that middle column, we offer financial analytic capabilities for what is analysis dashboards and scorecards and then when you plan after new – after consolidation and analysis you can do so with strategic planning and more robust planning for revenue, expense, workforce and CapEx plans and you see those in that third column and let's net this all out. This means best in class and solutions owned by finance. Connected financial and operational performance that is enterprise wide and enterprise deep and it's an independent performance management system that expands all data, your transaction systems and enterprise investment.

Additionally, as Tim mentioned too, you have our performance management partnership in journey, our expertise, our resources to help you at every step such as those great blue prints that Tim pointed out and the champion's tip for planning and analytics which we'll cover briefly at the end today.

Next slide please. So remember that planning and analytics with IBM Cognos gives you a number of advantages. A connected financial and operational planning system, not separate sets of data. Both high participations and deep analytics for planning, blue prints for understanding your model, tailoring

your needs, don't forget to look at those great blue prints. And today, as I mentioned earlier, we're excited to share with you the new offerings of IBM Cognos planning version 10.1 that will help you extend and or make more effective your planning cycle. (Fanula) will walk you through these in a moment.

But to summarize, first there is significant improvements to performance, stability and scalability. Second, Cognos Planning version 10.1 confirms to IBM Cognos BI version 10.1 via Business Viewpoint. This means increased analysis, improved reporting and scorecarding capabilities and with Cognos 10 release Cognos planning customers to use new capabilities such as extending your business baseline for testing. Your plans can be pre-populated with statistical forecast data for more proactive decision making. (Fanula) you are now at the helm.

(Fanula Barnes): Thank you very much indeed (Charlotte). Next slide please. Right, so I'm really excited to be here and talk to you about Cognos Planning 10.1 but before I do so one more poll for you. I just like to find out what version you're currently using. Are the poll questions coming up? Thank you very much.

So basically, it's right there to select the version that you're currently on just to give us an idea of where we are and it looks like a very large percentage of you on 8.4 or 8.4.1 and nobody yet is on 10.1, that's not surprising since it's just been released and obviously if you have downloaded it I'm assuming are at this point testing to see are they happy with it and then we'll forward on it. So I'm assuming that the majority of you have come here to this session to find out more about 10.1. So let's move into it.

Next slide please. So before we actually get there let's see where we've come from. So within this Cognos 8 world, we have all the SPM elements, controller business view point, Café, planning, scorecarding and TM1 then coming in after that. And then now we're moving on with an output into the Cognos 10 world and planning 10.1. So, we've got some major improvements here, significant performance, scalability and stability improvement and let's start taking a look at those so next slide please.

So, we've heard a few times already, the key thing about this release is that there are major improvements in performance, stability and scalability but along with that we've done a lot of work to help improve the uses of hardware resources, reconcile performance in the (dub) side of things, more predictable storage volumes and better job system resilience and also we've worked on a publish processing and optimizing those types and of course performance with the I10.1. So let's take a little bit look -- more of a detailed look into those and move into the next slide please.

Right, first of all let's take a look at the web client improvement. So the first thing that we've done is we've improved the provisioning so that you can now have automatic updates of the rich client component from secured web server. Additionally, you can select whether you want people to be able to pull down a new release or a six pack so that you can push it to them so you have that granular console within the admin console to determine how you want your end users to receive the product.

A couple of little changes that have been much requested. First of all you can see that some of the values contained in itself you select and we'll take a quick look at that in a minute and also the time and date stamp on the printed output. We made significant performance improvement on the workflow page and the open note and this is again the rich client and this is partially because we have deprecated the classic clients in its release so you have the (web client), the rich client and so therefore obviously we had to do some work to make (technical) performances up to that of the classic client. And additionally, we have done some additional performance improvements in the grid to large models. Particularly those with self-access and long (e-list) and complex models with many links. So a lot of work has been done on the performance of the web client.

We're now going to move into a demo of those web client improvements and so please make certain that your sound is up in your speakers so that you can hear. Next slide please.

Thank you very much, next slide please. OK so the next area where we've done quite a bit of improvement is on the macro side of things. So the first thing is that macros will now run in parallel and kind of improve these (server) resources. Obviously you have to be careful with this and make certain your model logic is maintained and that you don't overwhelm your servers but that is now possible. Additionally, a (step) that again has been much requested and that is if you can start or restart a macro in specific steps; I'm sure your minds are now racing over time to sort of think you can do with that but we're going to take a quick look at another demonstration to show you a particular example that I feel will be useful and we've done some work in terms of improving resilience that should mean you don't have macro sighting but if you do then again, this will obviously be useful there.

Additionally another much requested feature is we now have macros to import and export translations so whether you use as a language or translations or for business terminology translations that feature is now available to you. And the final change in terms of the macro side of things is we now have a new model doctor macro. Some of you may be aware of the model reviews that was previously available as a download from the support website and continues to be available as a download from the support website so that version is before 10.1 but now it's very easy to run and it is available say as part of the macros. So if we can move into that next demo please and please make certain you have your volume turned up.

OK thank you next slide please. OK, so let's move on and take a look at the improvement we've made in the administration console. A key change here is that what we have done is we have removed the cut down models option that you had previously and replaced it with access block creation. Now, what we recognize is a lot of people weren't using cut down models because of the amount of time it took to DTP. This issue is now gone away. We are finding DTPs are 60-70 percent faster although obviously it will depend on your model and the level of no data that you actually have within that model and that actually is a key thing to remember is that if you haven't been using cut down models and therefore have just been making (self-hidden) rather than no data then you won't be able to benefit from these improvements and you will need to use no data setting to have those DTPs go lovely and fast.

Along with that we have an option to – well it's not an option sorry – only the nodes are affected by the model changes will be reconciled. So if you just have one node affected then that's all that will be reconciled. And again synchronize will only force (reconcile) if the model changes so in other words if you claim to have global assumptions or something like that and do synchronize them that will not force a reconcile. So again, a lot of work has been done to speed the processing time and make it much, much more efficient.

Along with that, the manual job server testing that – sorry there used to be a if you test – want to test your job servers, you have to test all the job servers in a cluster. Now you can just go in and select atest that one particular one that you want to. Key benefit of this is that before – because you tested the whole cluster is some servers were offline then it could take some time to go through the whole cluster so that is a major improvement in terms of speed for testing service.

Next slide please. Then moving onto the end of the run time improvement. A lot of work has been done with this new lighter run time model definition and that will quite considerably decrease the downloading time for your end users. Along with that we've done quite a bit of work to control the node access improvements and also (caching) of the planning service. So a great bit of work has been done to improve the speed to your end users as they open the work flow and open the model.

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Additionally, the planning service is now a non-administrative account so that will improve the security for your computers running planning. And also we are aggregating our data more efficiently which again will result in a reduction of the memory used and provide that as a compression of the data due to reconcile.

Next slide please. So then moving on to the publish side of things. We've done a lot of work to improve the performance of incremental public for DB2 and Oracle and that timing is now a lot closer to the sequel timing. Previously, when I (inaudible) planning regarded all the data as being changed

and so therefore required and incremental publish. What It does now is it looks at the actual number that that cell has in it and only if the number itself has changed is an incremental publish required so that again is going to make incremental publish this much smaller and therefore faster. It can keep your data much more up-to-date.

Your annotations in your tests document table were no longer used as an (inaudible) to publish so if you have got public tables with those then you will need to just take a look at them and maybe do a little bit of work on that. We've added some new views to the published table Schema looking more and more to help people make certain they have everything they need so that publishing requirements so now we have expert tables and annotation tables and we've done a bit of work to use more efficient data types for IBM DB2 for text purposes.

On the job system side of things we've done a lot of work to improve job resilience so those sort of odd situations, which maybe happened sort of intermittently and had a network blip or something like that the system, if it was running a macro fell over that no longer happens. Those will retry automatically three times and along with the improvement of the job resilience should give you far better stability to your system. Along with that where you had multiple jobs being processed on multiple threads and when it came to the job end phase, the (inaudible) had been working on the jobs, which just didn't wait for the job end to finish, that's no longer the case those threads are released so that they can carry on and do other work.

Another thing that it does as well in terms of the job is that it looks at those jobs which are in a better (comment) "more deserving" jobs that are running on full – less than full thread. And if say you are running a long publish and somebody has a DTP that they just wanted to run the job – when the threads will, that are necessary, will come off the published job, do the DTP and then return to the longer published job and then return to the longer published job. So again, improving the performance for users as they go.

Next slide please. I don't want you to just pick our word for this, this is some of the feedback that we got from our beta customers. Obviously I'm not

going to read through every item but I think you'll be able to see that the beta customers were extremely impressed with the improvement in the release and they were greatly looking forward to it.

So next slide please and I'll hand it over back to (Charlotte).

(Charlotte Locks): (Fanula) great job, thank you very much. Folks, now let's look at another recent announcement regarding Cognos Planning; next slide please. Simultaneously to the release of Cognos Planning 8.4.1 in the spring we announced a change in an expansion to the enterprise licensing for Cognos Planning. All the customers under Enterprise Planning Licensing are granted the equivalent to Enterprise Planning Team, one contributor rights. When you purchase an IBM Cognos Analytics server and at least one TM1 modeler role, those customers who are not on enterprise planning licensing can trade up their licenses to the current version of enterprise planning licenses if they want to participate in the expansion.

So what's the value here? If you're seeking to add IBM Cognos TM1 capabilities you, can realize what is scenario analysis, a great visibility into your profitability, your financial data (margin) that gives you analysis in departmental financial reporting and the extension of Cognos planning solutions to operational levels for a higher data volumes. For additional information on these changes please contact your IBM Account Representative. Next slide please.

Now you may also be interested in the capabilities of publishing to TM1 so let's go to the next slide and we'll cover that briefly. First, when you do publish to TM1, if you do, there is a greater understanding of profitability, customer product and channel that you can realize and has an improved ability to minimize your risks. You have deeper hierarchy for profitability analysis from the company level down to the individual skills. You can build alternate scenarios for profitability and your profitability can be linked to operational drivers of course and these models can be tied back into other MPM processes. Another point is that you can adopt managerial reporting which brings complex measure dimensions for say balance sheet cash flow statement

of earnings, alternative scenarios, financial intelligence and very rich formatting.

Third, you get deeper planning and forecasting with the ability to see your operational details from all the business functions. So this is support of your plannings proven best practices such as driver based planning, rolling forecasting if you're doing this, a fusion of planning and analysis for greater accuracy, rich excel and manage contribution clients, high data scalability to support skew based planning and a component of the IBM Cognos Platform Management, I'm sorry, Cognos Performance Management Platform.

Fourth, TM1s connection to IBM Cognos 10 dashboards provides right back objects, financial intelligence, support of complex measured dimensions and on demand upgrades. This is an option for you to complement your current planning capabilities.

Now let's turn to one more survey question please. The question is, are you interested in statistical analysis to support your planning processes; highly interested somewhat, not interested, we are already running some statistical analysis in conjunction with planning and we are seeing results here. Most of you seem to be somewhat interested. About a third of you are showing high interest. Some are not and, let's see if I can scroll down here, I see that small percentage about five percent are doing some statistical analysis in conjunction with planning already.

OK let's go to the next slide, good so predictive analysis. Many of you have heard about IBM's announcement of the acquisition of SPSS last year. SPSS also helps to improve a thoroughness of your planning process with analytics. It provides the fusion, a statistical and judgment based forecasting so that sophisticated statistical capabilities to help you generate a statistical baseline forecast right from your historical data validates current forecast assumptions and drivers for you and then it also helps to identify if you have any inaccurate planning.

Next slide please. Just briefly the SPSS modeler has three types of models that augment the planning process. First there are classifications. This is

where algorithms are used to make predictions or forecasts based on historical data so you generated statistical baseline forecast and you can answer questions such as; what predicts which region will require more resources, what predicts which employee will meet his or her quota? How many products will we sell in the next three months in Chicago?

The association model validates your forecast assumptions in your current drivers. These are algorithms from the model that it used to discover associations or sequences such as a priority (karma) and sequence and you get answers to questions like what products are purchased together and then with segmentation models the algorithms are used to group or classify as well as detect anomalies so you get the answers to what or who doesn't fit. So what kind of customers do I have? What makes them similar? What might make them different?

Next slide please. Last, I wanted to point out, if you are looking to expand on your planning perhaps with deeper workforce plans or CapEx don't miss the IBM Cognos Planning and Analytics Champions Kit. It's complementary to the innovation center. It's a new site with tools to help you grow your planning. It has some self-assessment documents in it such as a current state analysis tool and it has lists of common planning issues and initiatives and the ingredients to help you start off on those initiatives.

Now we're going to go to the Q&A.

(Tim O'Bryan): Thanks (Charlotte), you know, I think, you know, number one a lot of great stuff that's been communicated to everyone on this webcast and certainly this will be available on demand everyone so don't feel like this is your last chance to hear all of this so if there are some things that maybe you wanted to go back to and hear again, we'll have this available on demand most likely the week after the thanksgiving break here in the United States. I think for everyone else (Fanula) and (Charlotte) I think a question would be, you know, where can they go -- I would assume most in all this but maybe not everyone. Where can they go to get these updates on what this new functionality in Cognos Planning, more deeper, more technical information as well, is there a

particular place they can go and always get the most recent re-communicated information.

(Fanula Barnes): Can I just take that first of all?

(Charlotte Locks): Yes.

(Fanula Barnes): Certainly on the IBM customer website there is full documentation and what new documents and things like that. The one thing that you do need to do is if you have your selected products and as I had you have Cognos 8 Planning selected you need to make certain you go in and add Cognos 10, just a little thing to do but then you have access to all the Cognos 10 information, (supported) environment everything that you could possibly need. Anything else you want to add (Charlotte)?

(Charlotte Locks): No I think that's pretty comprehensive.

(Tim O'Bryan): OK then there are certainly a few questions out there. The first one is, can we upgrade the Cognos Planning working 10.1 without having to upgrade our BI installation.

(Fanula Barnes): Right it is possible to do that provided you use a separate content tool but if you want your BI and planning to work together and to report from it then you do have to have the numbers consistent but of course one thing you can do is that you can upgrade your planning applications as you wish so you can have some on 10.1 and others on 8.4 or if they are on different servers and end users will have access to both of the clients so that they can have access to both at the same time.

(Tim O'Bryan): Great another question, let's see. What is required to move our planning running with Windows 2003 to Windows 2008 what do they need to be aware of?

(Fanula Barnes): I think you mean 2005 and 2008 there? Basically, we do anticipate that customers will be wanting to move from 2005 to 2008 and what you would need to do is to have your job servers that are on 2005 in one of more clusters and the ones that are in 2008 in different clusters. We do anticipate that there

may be some issues in terms of just getting correct drivers being used but certainly as long as you keep them in the same clusters then that is probably possible to do.

(Tim O'Bryan): OK and question, I want to upgrade my model to Cognos Planning 10.1 gradually. Can my users have both the 10.1 and 8.4 client on their machine?

(Fanula Barnes): I think I just answered that one, didn't I. Basically yes you can as you can with previous releases. You can have multiple versions of clients as is appropriate you can move applications up to 10.1.

(Tim O'Bryan): OK and slightly more technical question here for (Fanula) and (Charlotte). What is the purpose of the new views added to the published people Schema i.e., do we not already have (et_table).

(Fanula Barnes): I saw that question coming in and I have to say I think I need to do a little bit more research on that so we can certainly to everybody with that.

(Tim O'Bryan): OK great and does Cognos Planning 10.1 support MS Office 2010?

(Fanula Barnes): Unfortunately it doesn't. Office 2010 was released too late for our deadlines to be able to look at the implications of it. We are obviously looking to do that in a future release as soon as possible.

(Tim O'Bryan): OK. You might have answered this one actually since I've pulled it up here just to make sure. Is there a migration path for existing applications for 8.4 to 10.1?

(Fanula Barnes): Absolutely. Certainly we would recommend that (deployments) are used to do that but you can also do the in place upgrade as well. Models will just move straight up so no issues there at all. So the key focus to this release has been on performance and stability and scalability so there are no changes in terms of the underlying structures apart from the publish ones I mentioned so just move it straight up, no problem.

(Tim O'Bryan): OK. You know, this is a question that's often asked especially of existing Cognos Planning users and I think it's the reason why we're trying to make

that migration path so easy from Cognos Planning to TM1 but the question is what's the difference between TM1 and Cognos Planning as it relates to planning and forecasting purposes.

(Fanula Barnes): I think it's very much model specific as to which is the best tool and that's one of the reasons why we have the licensing as we do so that customers can chose to use whichever tool they wish but basically planning is best for when you have large numbers that contributors probably all over the world who I see putting into the model. It's also best if you've got business users who are actually creating the models and creating (various) structures behind them because planning (inaudible) people who are well used to it know is very easy to use and you don't feel like you're programming.

Whereas within TM1 you have a little bit more flexibility in terms of how many things you can do but it is a little bit more complicated to actually create the models. So, it is model specific on what you're trying to achieve as to what's the best tool for the job.

(Tim O'Bryan): I think that answers the next question of what are the advantages of planning over TM1, it's so specific based on your particular needs, it's hard to really answer that question without planning an extended weekend to go through all the different reasons so it's really situational specific. I bring this up because I'm not sure (Charlotte) or (Fanula) if you can answer this on this call, but it might be a reason to or an indicator as to where to send people with these types of questions.

The question is the best development practice in other versions was 1.5 million (cells) for an item (e-list) and that was sort of the best practice if you had to pick one of course the size of the model isn't just the only indicator but it also depends on the complexity of the Cognos model. How many calculations are going on, if it's a simple input template it can certainly go much, much higher than the recommended model size because of the simplicity of it but questions like that. You know, (Fanula) and (Charlotte) I think of the proven practices site maybe because that maybe a good place to send people and make them aware of on this call.

(Fanula Barnes): Absolutely. We haven't done any huge amounts of work in terms of actually extending those numbers. What we do believe is that what we've done will improve the performance on existing sizes though as you say, I mean 1.5 million is not a large model for some of the models that we do see but it does depend on the hardware that you have as to what is an acceptable model size. So this is one of the reasons why we haven't changed these numbers for so many years because it is so dependent on the hardware that the customer has and the complexity of the model that really -- although we'd love to be able to give sort of simple answers and say is that it does so much depend on what the customer actually is trying to do.

(Tim O'Bryan): Yes. Well, you know, I think that's just about all of the questions. I want to thank our presenters today (Charlotte Locks) and (Fanula Barnes) from IBM in the Business Analytics Segment both in product management and product marketing for Cognos Planning. So you are talking to the experts that are specifically working with Cognos Planning. So we're excited to have had them present today, so thank you to you two and thank you to everyone for coming today.

Hopefully, you found this a valuable use of your time. A lot of the things we talked about during this webcast we'll make sure is included in the follow-up that we'll send to you all in the next week or so and certainly we'll include a link to this on demand version in case you want to go back and hear anything over. So thank you everyone for your time and enjoy the rest of the evening.

Operator: This concludes today conference call. You may all now disconnect.

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