



Cognos.
software

Supply Chain Visibility and Intelligence

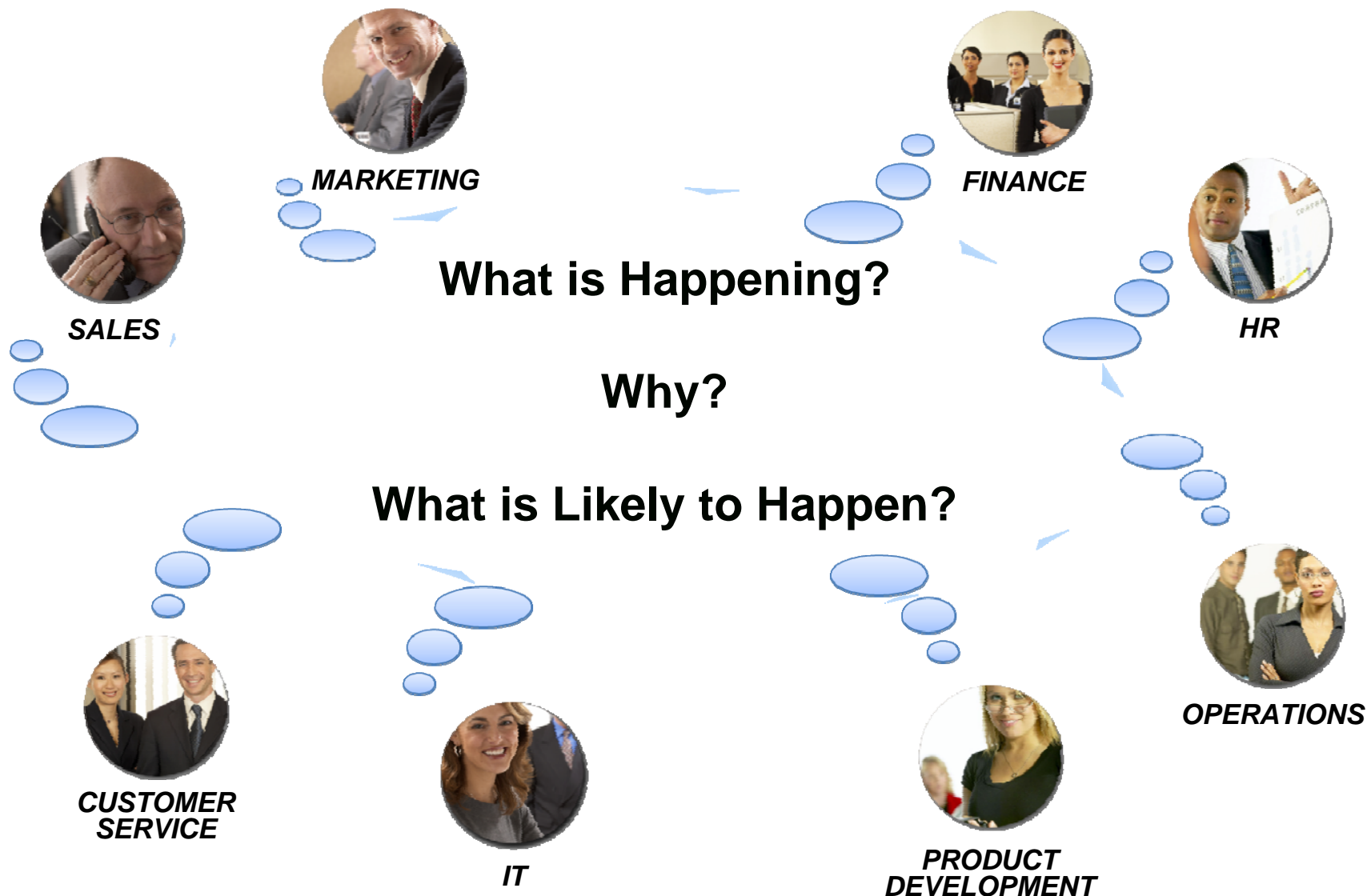
Jochen Bremshey, VP IS&T Arvato

Paul Hoy, Industrial Sector Executive, Business Analytics

Business Analytics

Business Analytics delivers
actionable insights for
decision makers at all levels of your
organization, enabling them to
optimize business performance

Informed, Aligned Actions to Optimize Performance

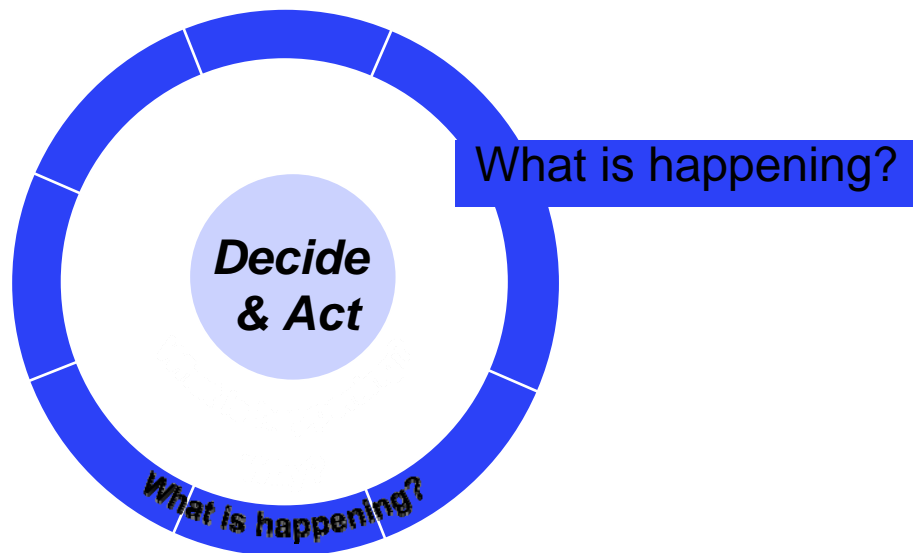


Scorecards & Dashboards

Reports

Real Time Monitoring

[Inventory Management](#)



[Inventory -](#)

[Operations](#) →

[Operations](#) →

5



Immediate insights into business health

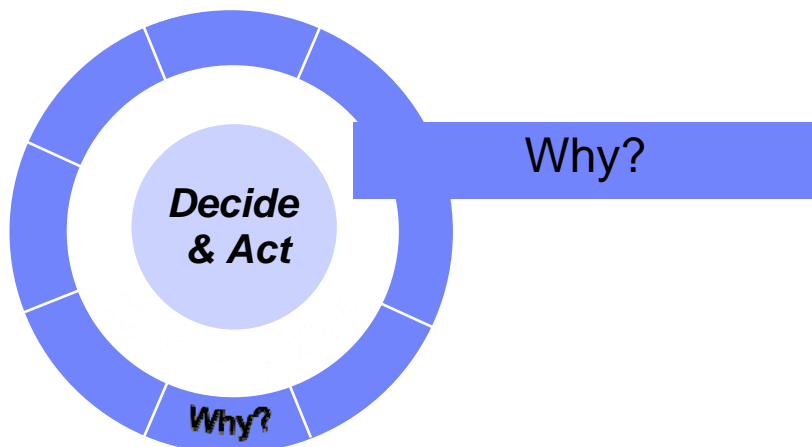


Cognos.
software

Ad Hoc Query

Trend & Statistical Analysis

Content Analytics



db2adm

Product Type

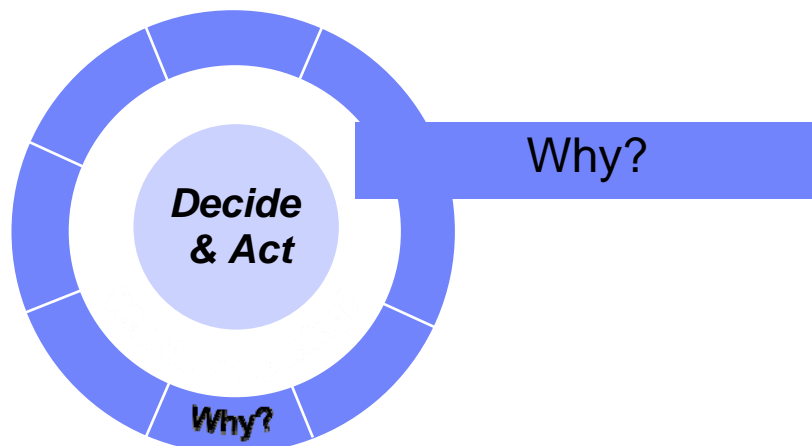
turn quantity	% Returned	Lost revenue
2,282	1.43%	\$211,268
988	1.20%	\$49,798
1,946	1.13%	\$77,840
1,220	1.09%	\$114,826
2,531	0.85%	\$180,182
2,082	0.83%	\$175,235
11,049	1.03%	\$809,148
3,863	1.28%	\$86,377
14,769	1.11%	\$46,522
33,811	1.07%	\$66,270
4,189	1.06%	\$76,868
2,695	1.04%	\$92,897
1,689	0.79%	\$36,428
831	0.41%	\$7,088
61,847	1.06%	\$412,450
10,808	1.33%	\$371,888
3,229	1.31%	\$242,175
23,007	1.27%	\$19,611
10,356	1.19%	\$163,459
26,794	1.15%	\$135,799
10,446	1.13%	\$101,162
1,419	1.11%	\$38,244
1,162	0.92%	\$109,621

Drill deeper and analyze why things are on- or off-track

Ad Hoc Query

Trend & Statistical Analysis

Content Analytics

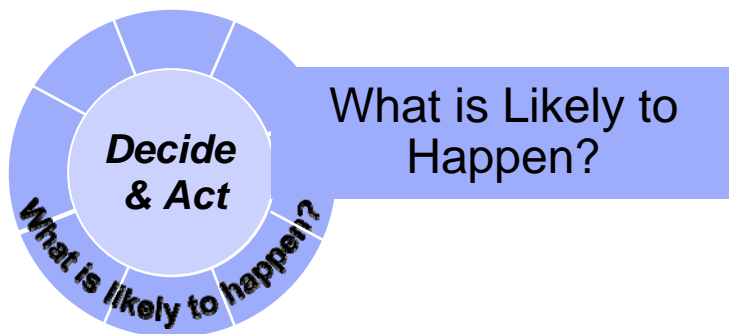


Drill deeper and analyze why things are on- or off-track

What if

Predictive Modeling

Planning & Budgeting



straints | Contractor

	Jul-07	Aug
6	7,956	
%	20.00%	
%	20.00%	
%	20.00%	
%	20.00%	
%	20.00%	
%	0.00%	
%	100.00%	100
%	0.00%	
%	0.00%	
%	0.00%	
%	(20.00)%	(2
%	0.00%	
%	20.00%	
%	0.00%	
%	20.00%	20
%	20.00%	20
%	20.00%	20
%	0.00%	
%	20.00%	20
%	20.00%	20
%	100.00%	100
3	1,591	
3	1,591	
3	1,591	
0	0	
3	1,591	
3	1,591	
6	7,956	

The foresight to intervene:
allocate resources and set targets

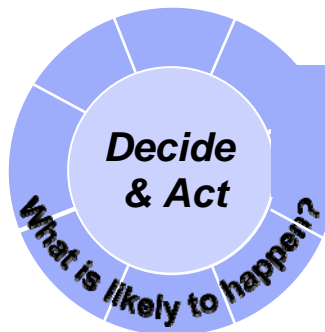


MBARetail® - PASW@ Modeler 13

What if

Predictive Modeling

Planning & Budgeting



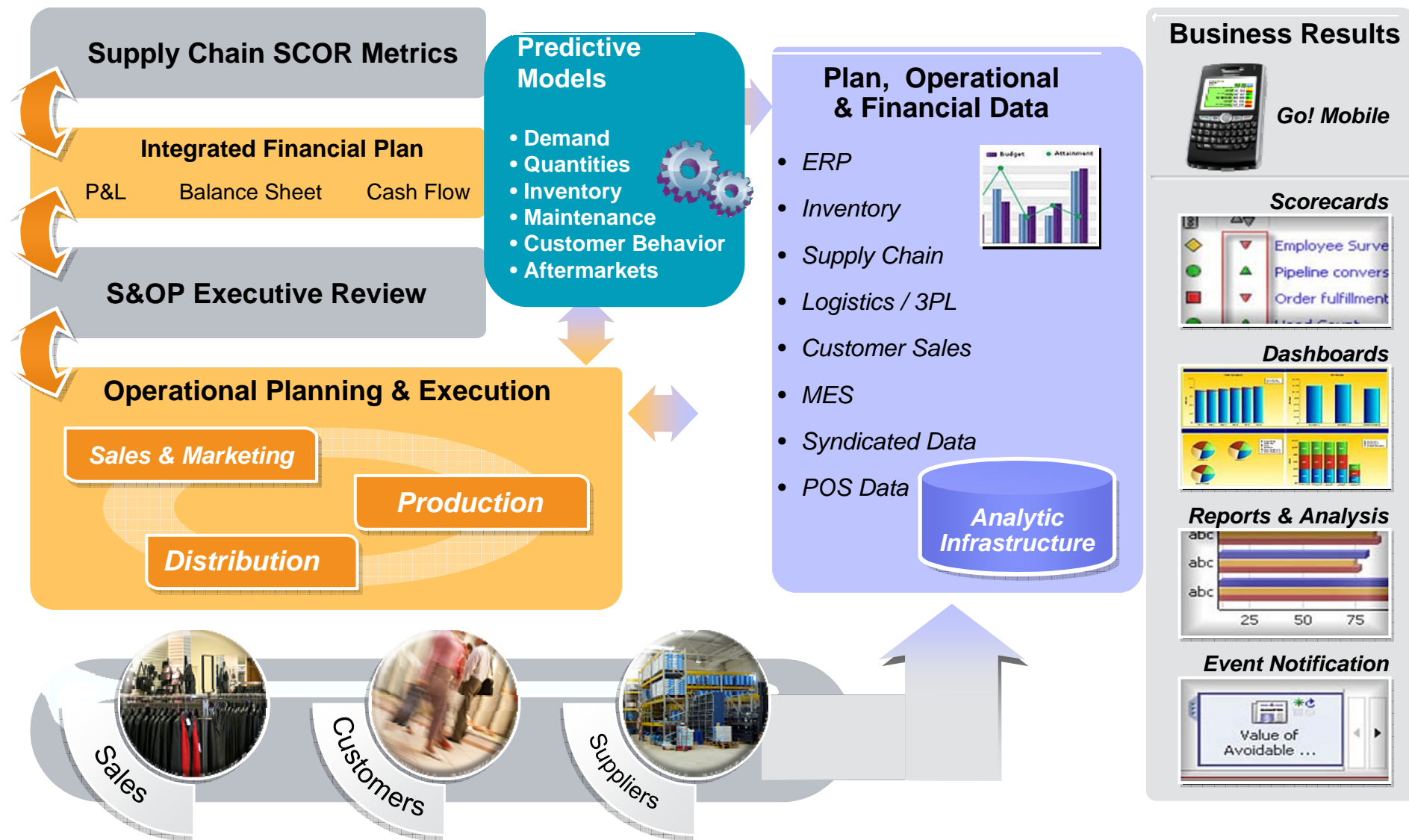
What is Likely to Happen?

ort %	Confidence %
	15.834
	35.244
	9.58
	53.291
	13.628
	32.08
	20.885
	24.126
	22.195
	22.257
	8.246
	50.89
	28.038
	16.615

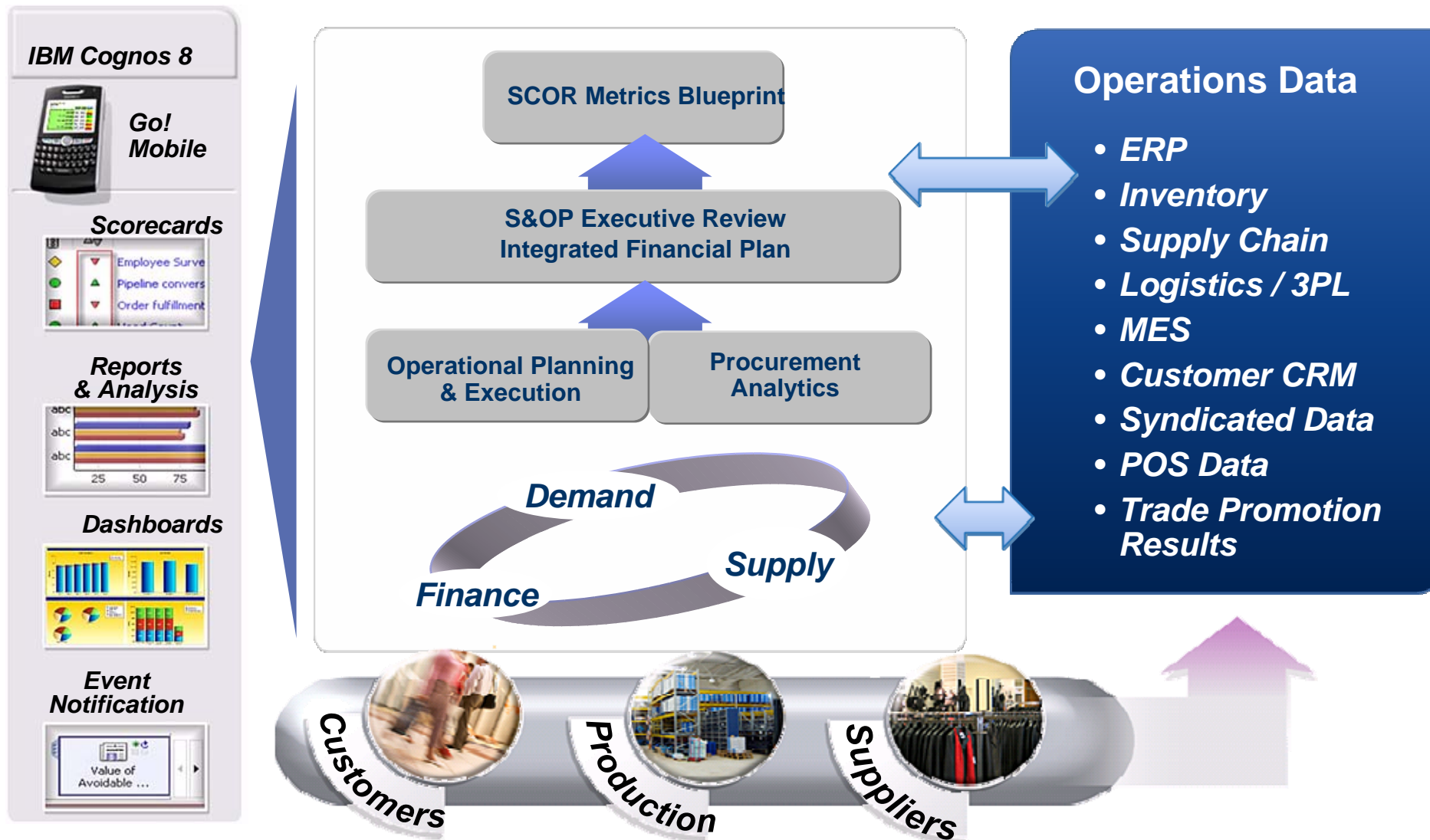
The foresight to intervene:
allocate resources and set targets



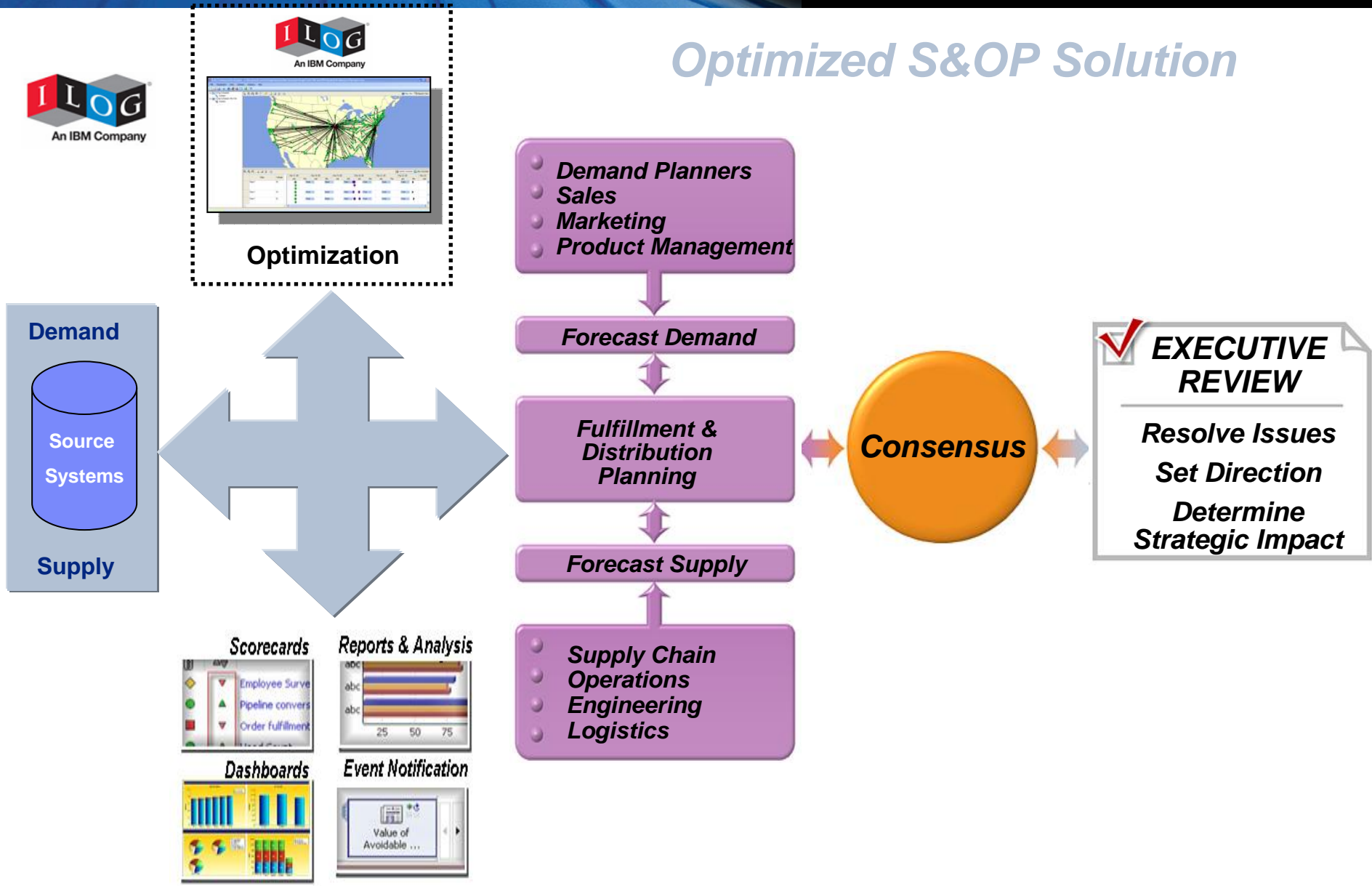
Supply Chain Performance Management



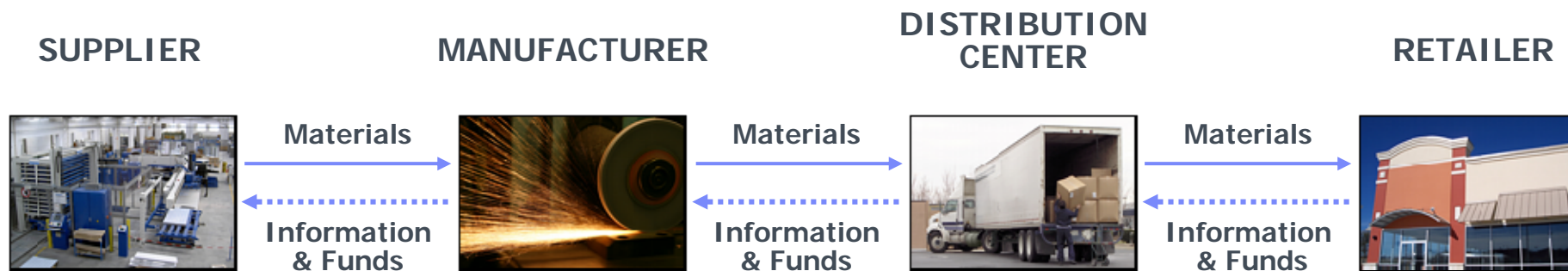
Supply Chain Performance Management



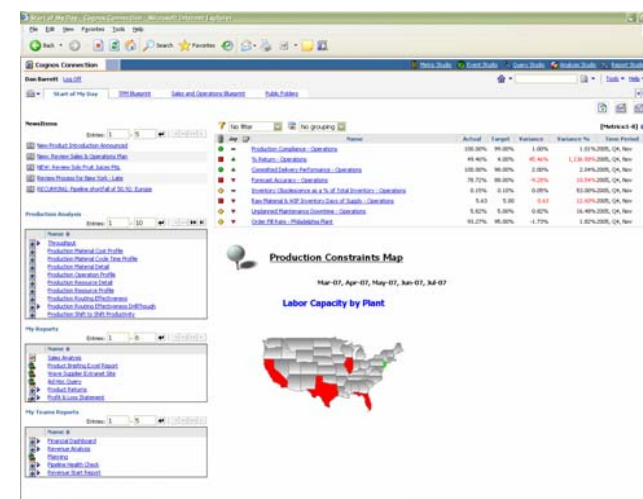
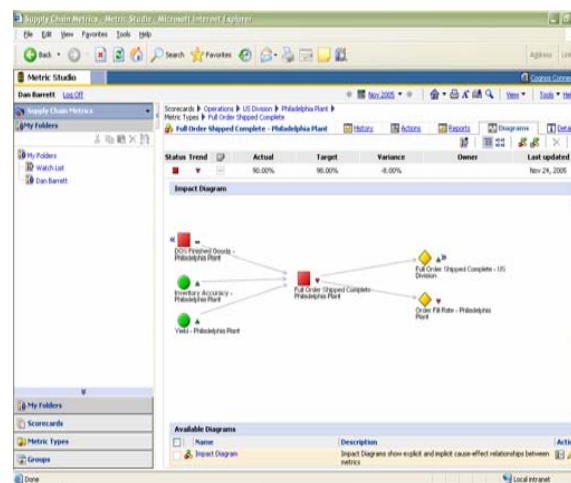
Optimized S&OP Solution



Supply Chain Visibility



Daily, Weekly, and Real Time dashboards





r.i.m.

Performance Management in the Entertainment Retail Sector

XX.YY.ZZZZ

Cognos®
software


arvato services

BERTELSMANN