IBM Software Group

IBM Cognos 績效管理系統介紹

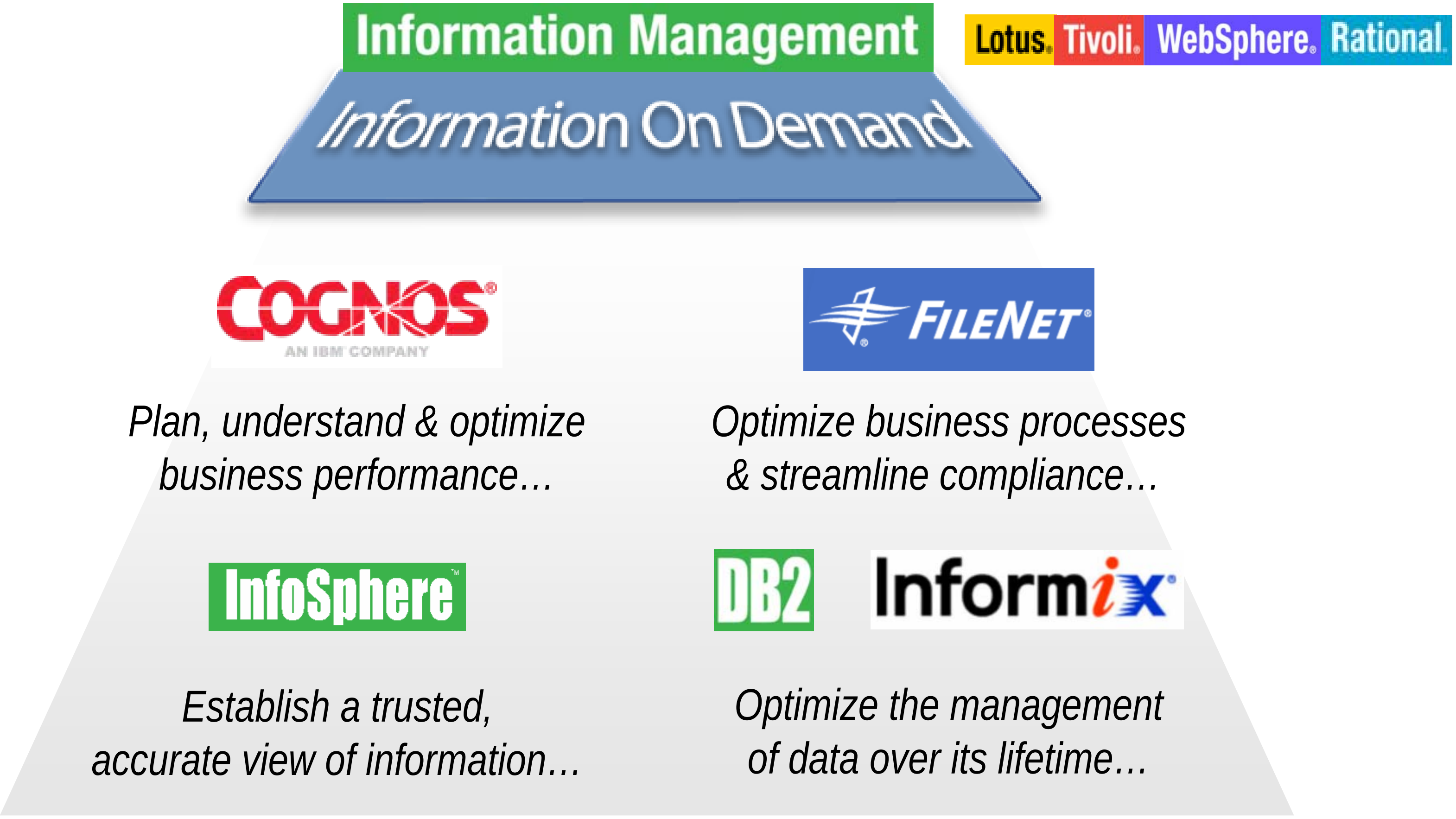
浦建東　Steven Pu

簡報大綱

- 績效管理(PM)簡介
- **IBM COGNOS 8 BI** 商業智慧簡介
- **IBM COGNOS FPM** 財務績效管理簡介
- 產品功能展示

IBM Information Management Software

Major Product Brands



Information Management

Lotus. Tivoli. WebSphere. Rational.

Information On Demand

COGNOS AN IBM COMPANY

Plan, understand & optimize business performance…

FILENET

Optimize business processes & streamline compliance…

InfoSphere

Establish a trusted, accurate view of information…

DB2 **Informix**

Optimize the management of data over its lifetime…

Cognos Positioned in Leaders Quadrants BI Platforms and CPM Suites Magic Quadrants

Figure 1. Magic Quadrant for Business Intelligence Platforms,

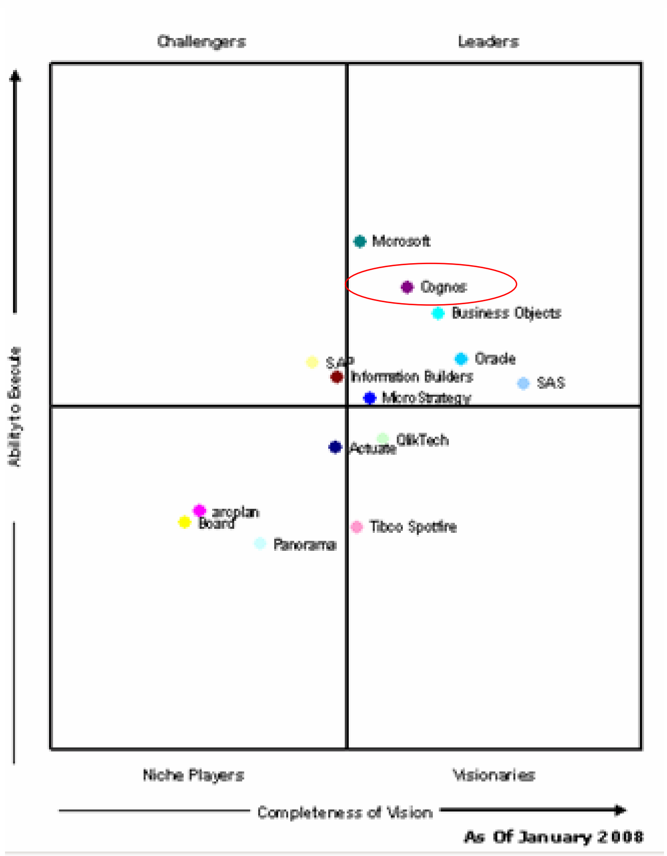
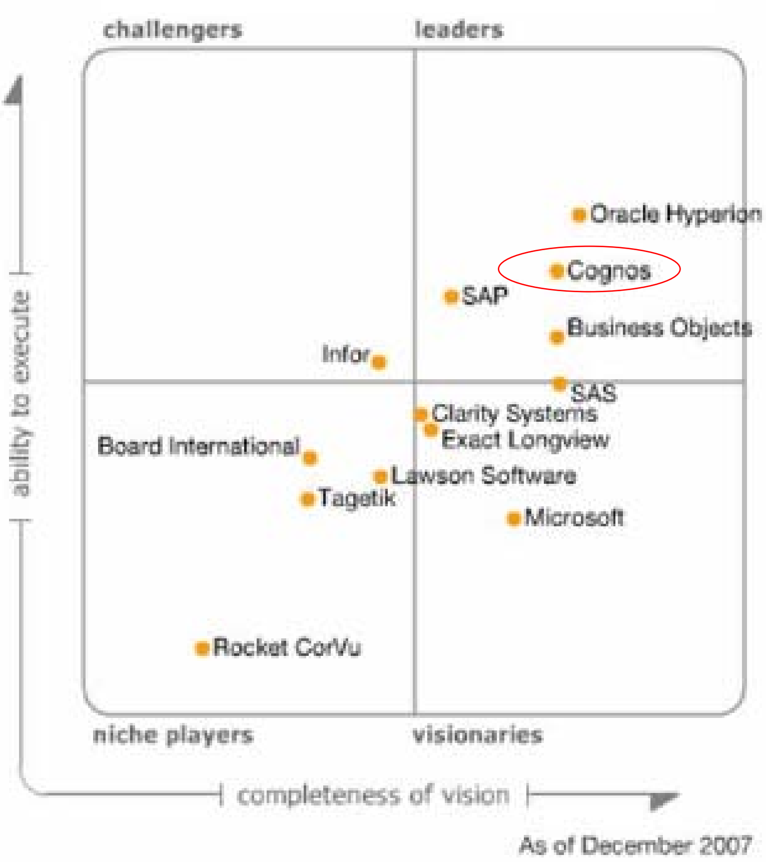


Figure 1. Magic Quadrant for CPM Suites, 2007



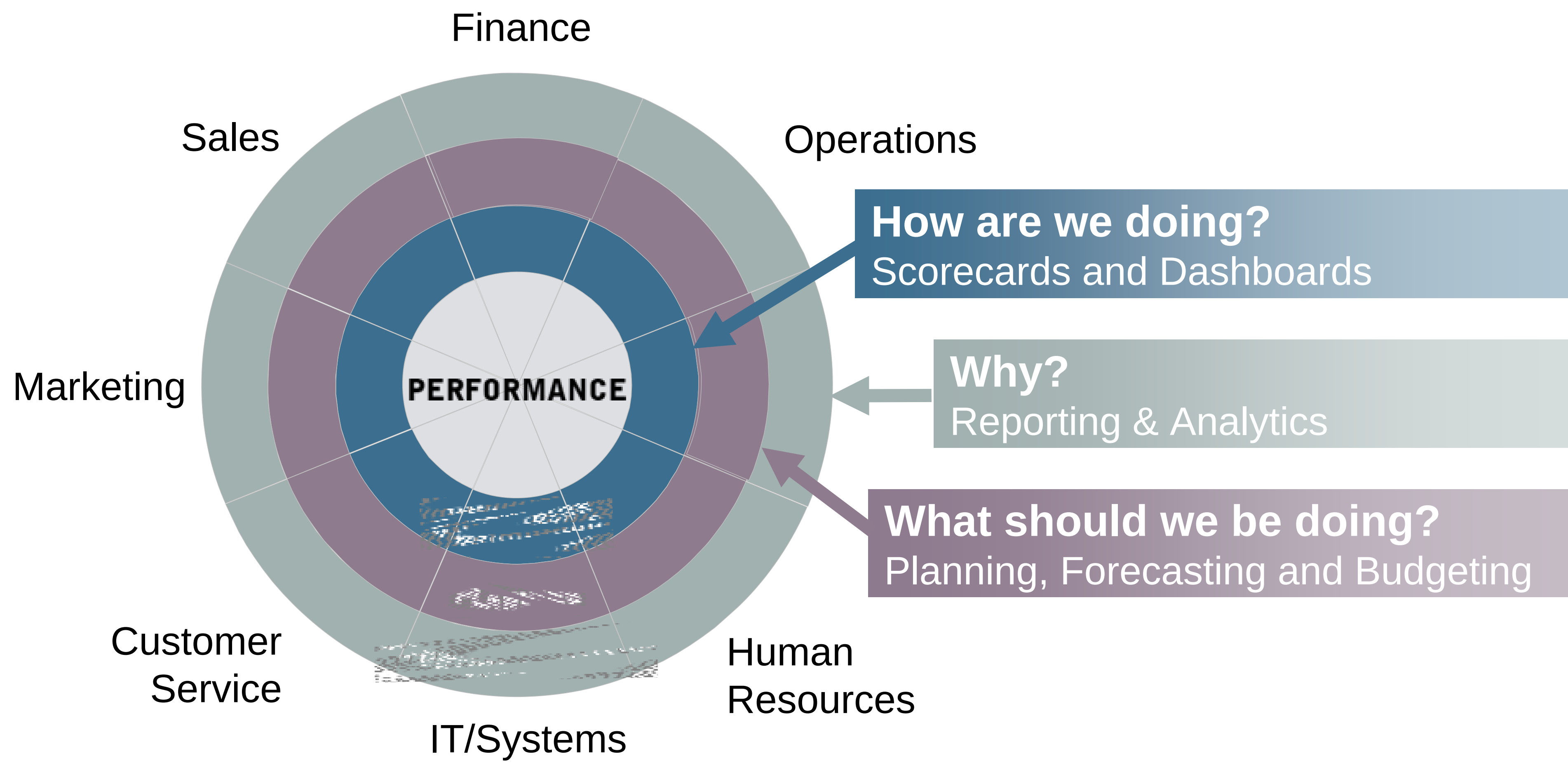
Source: Gartner "Magic Quadrant for CPM Suites, 2007, Nigel Rayner, Neil Chandler, John E. Van Decker, December 19, 2007
"Magic Quadrants for Business Intelligence Platforms, 1Q08", K. Schlegel, B. Hostmann, A. Bitterer, J, Richardson, January 31, 2008

This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available upon request from Cognos. The Magic Quadrant is copyrighted December 2006 by Gartner, Inc. and is reused with permission, which permission should not be deemed to be an endorsement of any company or product depicted in the quadrant. The Magic Quadrant is Gartner, Inc.'s opinion and is an analytical representation of a marketplace at and for a specific time period. It measures vendors against Gartner defined criteria for a marketplace. The positioning of vendors within a Magic Quadrant is based on the complex interplay of many factors. Gartner does not advise enterprises to select only those firms in the "Leaders" quadrant. In some situations, firms in the Visionary, Challenger, or Niche Player quadrants may be the right matches for an enterprise's requirements. Well-informed vendor selection decisions should rely on more than a Magic Quadrant. Gartner research is intended to be one of many information sources including other published information and direct analyst interaction. Gartner, Inc. expressly disclaims all warranties, express or implied, of fitness of this research for a particular purpose. **This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available upon request from Cognos.**

簡報大綱

- **績效管理(PM)簡介**
- **IBM COGNOS 8 BI** 商業智慧簡介
- **IBM COGNOS FPM** 財務績效管理簡介
- 產品功能展示

Performance Management is Relevant Across the Enterprise

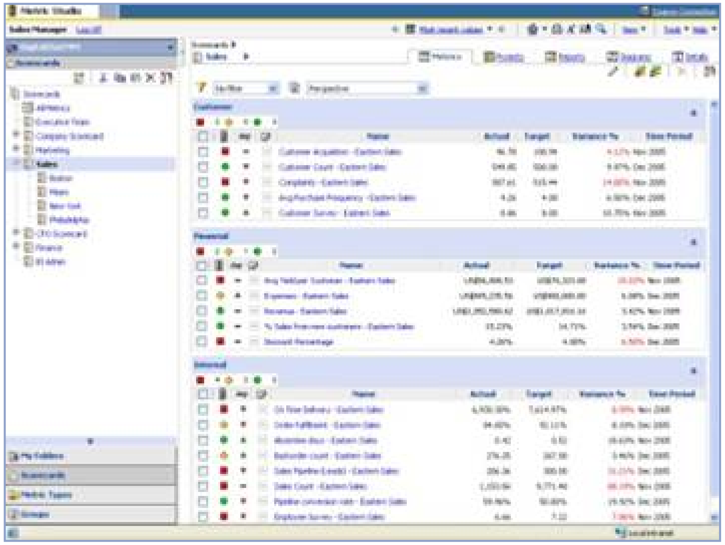

Finance
Sales
Operations
Marketing
PERFORMANCE
Customer Service
IT/Systems
Human Resources

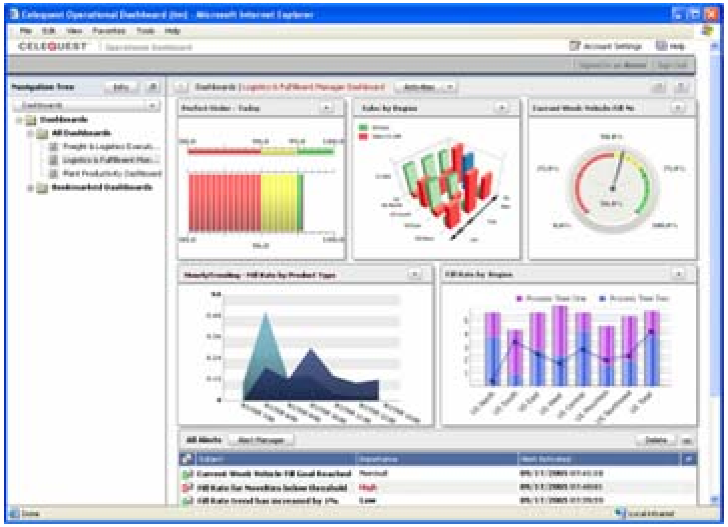
How are we doing?
Scorecards and Dashboards

Why?
Reporting & Analytics

What should we be doing?
Planning, Forecasting and Budgeting

How Are We Doing?





- Scorecards
  - Deliver at-a-glance information
  - Show how the organization performs against targets - immediately
  - Communicate strategy and targets
  - Increase accountability
  - Connect departments

- Dashboards
  - Translate complex information into high-impact presentations
  - Allow you to spot changes
  - Are highly intuitive
  - Align decision makers

Why?

- Enterprise Reporting
  - Supports multiple report types: Production, Managed, Ad-hoc, Financial, etc
  - Is adaptable to any data source
  - Operates from a single metadata layer
  - Can be personalized and targeted
  - Can be distributed via email, portal, MS-Office applications, search application and mobile device
- Analysis
  - Enables the guided exploration of information that pertains to all dimensions of your business
  - Performs complex analysis and scenario modeling easily and quickly
  - Gets to the “why” behind an event or action to improve business performance.
  - Moves from summary level to detail levels of information effortlessly

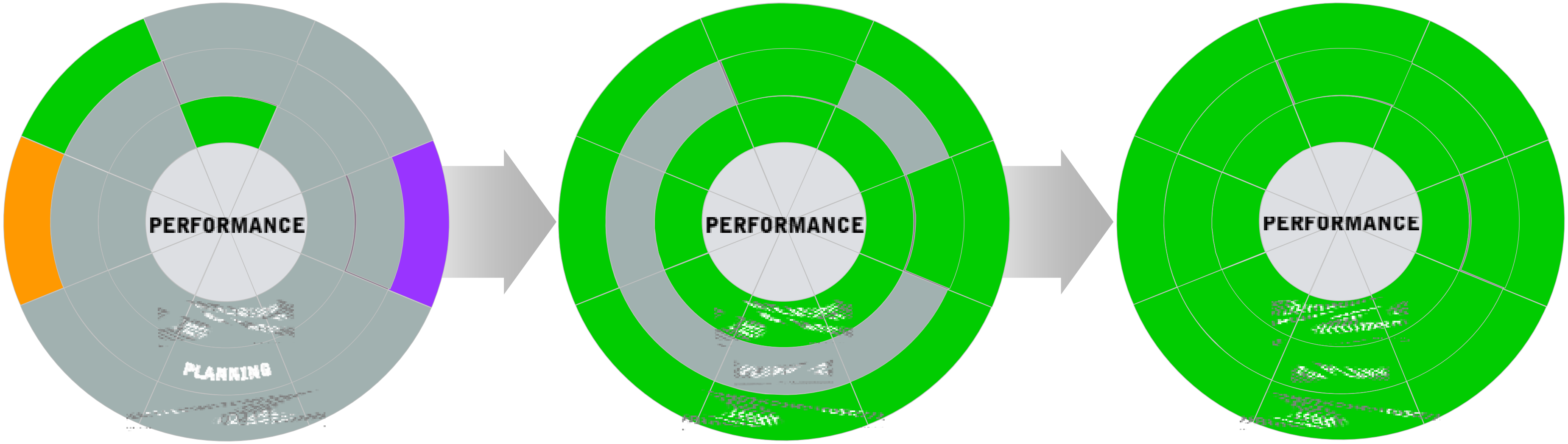
The Performance Management Journey

Typical Customer Phases

Departmental BI Applications

Enterprise BI Capabilities Independent Planning

Coordinated Decision Making


PERFORMANCE
PLANNING
PERFORMANCE
PERFORMANCE

What Do Customers Need To Support their Performance Management Journey?

IBM Cognos 8 Performance Management System

Open, enterprise-class platform to optimize business performance

PERFORMANCE SOLUTIONS

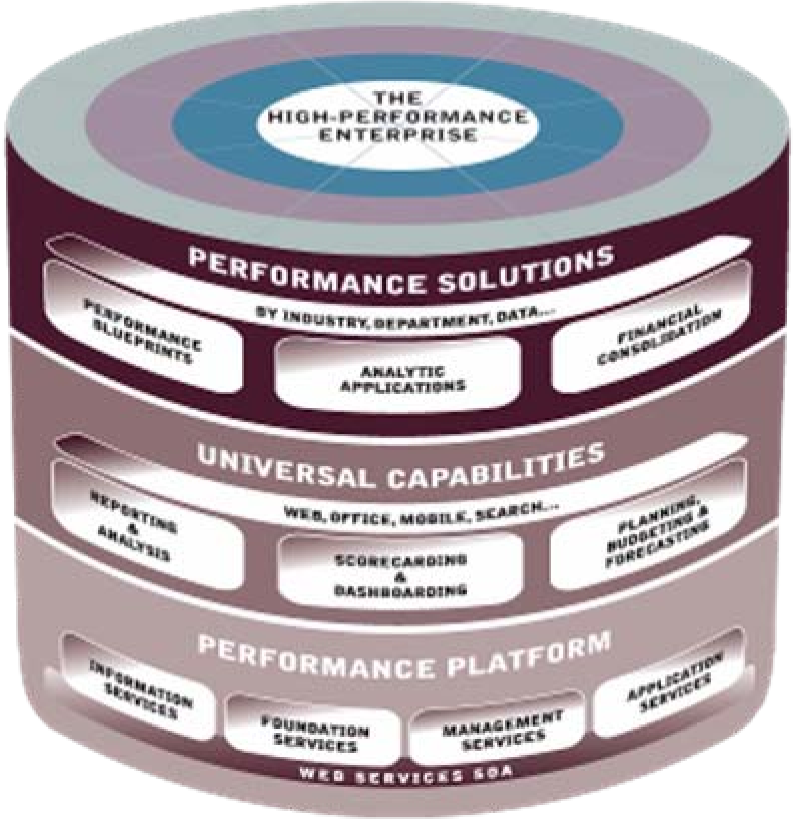
Solutions Based on Best Practices

UNIVERSAL CAPABILITIES

Complete, Consistent View Anytime, Anywhere

PERFORMANCE SYSTEM PLATFORM

Enterprise-Class Platform


THE HIGH-PERFORMANCE ENTERPRISE
PERFORMANCE SOLUTIONS
BY INDUSTRY, DEPARTMENT, DATA...
PERFORMANCE BLUEPRINTS
ANALYTIC APPLICATIONS
FINANCIAL CONSOLIDATION
UNIVERSAL CAPABILITIES
WEB, OFFICE, MOBILE, SEARCH...
REPORTING & ANALYSIS
SCORECARDING & DASHBOARDING
PLANNING, BUDGETING & FORECASTING
PERFORMANCE PLATFORM
INFORMATION SERVICES
FOUNDATION SERVICES
MANAGEMENT SERVICES
APPLICATION SERVICES
WEB SERVICES SOA

Understanding Performance Management Capabilities

- **The IBM Cognos 8 Performance Management System consists of**
  - Business Intelligence (BI) Capabilities
  - Financial Performance Management (FPM) Capabilities
  - Analytical Applications and Performance Blueprints that leverage BI and FPM capabilities
  - A Web Services SOA Platform for common infrastructure
- **BI Capabilities:**
  - Reporting, Analysis, Dashboards, Scorecards, Event Management
- **FPM Capabilities**
  - Planning, Consolidation, Business Analytics
- **We offer customers these capabilities in role based packaging allowing customers to start with one or more capabilities and add incremental capabilities over time as needed**

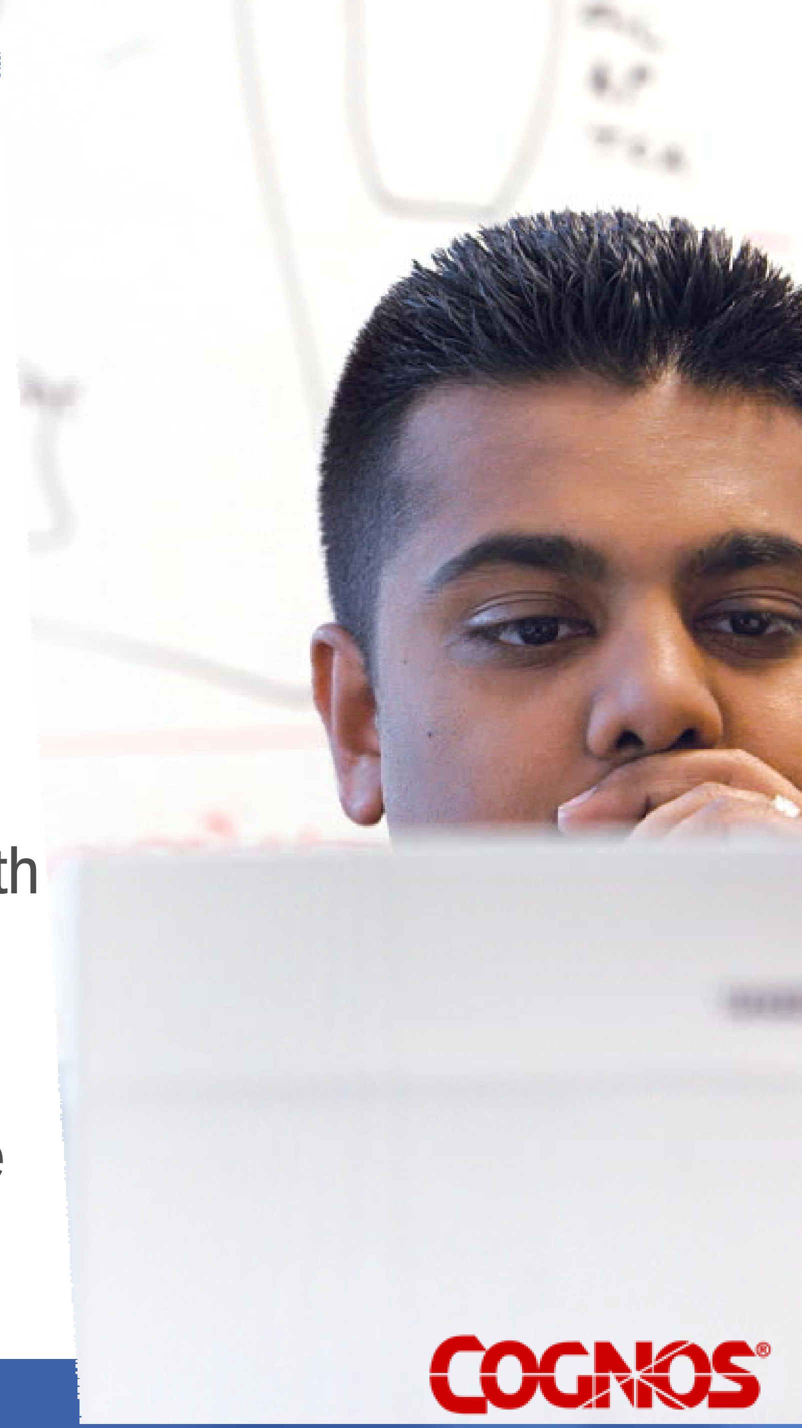
簡報大綱

- 績效管理(PM)簡介
- **IBM COGNOS 8 BI 商業智慧簡介**
- IBM COGNOS FPM 財務績效管理簡介
- 產品功能展示

Traditional BI Challenges

- **Users with different needs**
- **Multiple data sources**
- **Diverse platforms and security systems**
- **Global deployment, multilingual support**
- **Many BI technologies deployed**

What is Needed?



Environment

- Product that is open, flexible, and can leverage existing investments

Coverage and Consistency

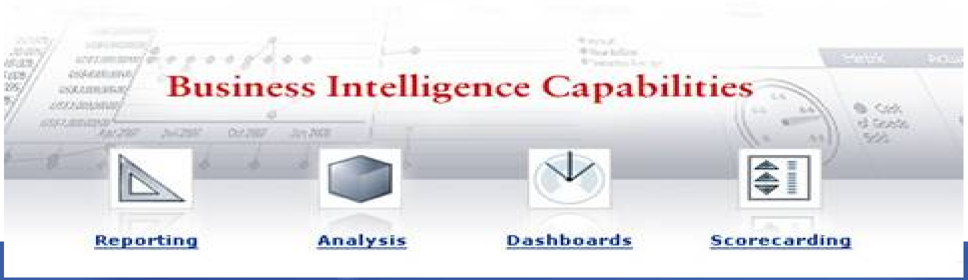
- Ability to meet the needs of *all* the business users and administrators with a *single* product

Enterprise Class

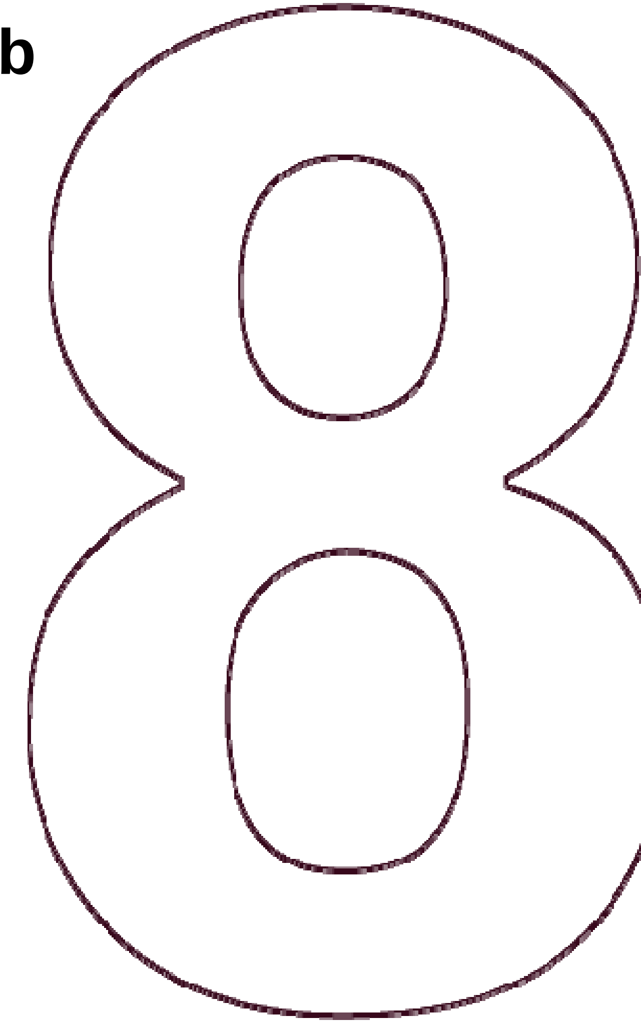
- Robust, reliable and scalable software that can be deployed globally

IBM Cognos Business Intelligence

- **IBM Cognos Business Intelligence software delivers the information that drives better business decisions to optimize your organization's performance:**
  - **Leverage your existing data investment**
  - **Understand the why behind results**
  - **Align everyone with one, reliable version of business issues**
  - **Shorten the time to make the right decision**
  - **Meet the information needs of all users**


Business Intelligence Capabilities
Reporting
Analysis
Dashboards
Scorecarding

What is Cognos 8 Business Intelligence?



- **Complete range of BI capabilities in a single product, on a single proven Web services architecture**
- **Single query engine with a single metadata layer**
- **Zero-footprint, Web interface for all users**
- **Standardizes the delivery of information to accelerate and improve decision-making**
- **Foundation for performance management**

Cognos 8 Business Intelligence

Simple

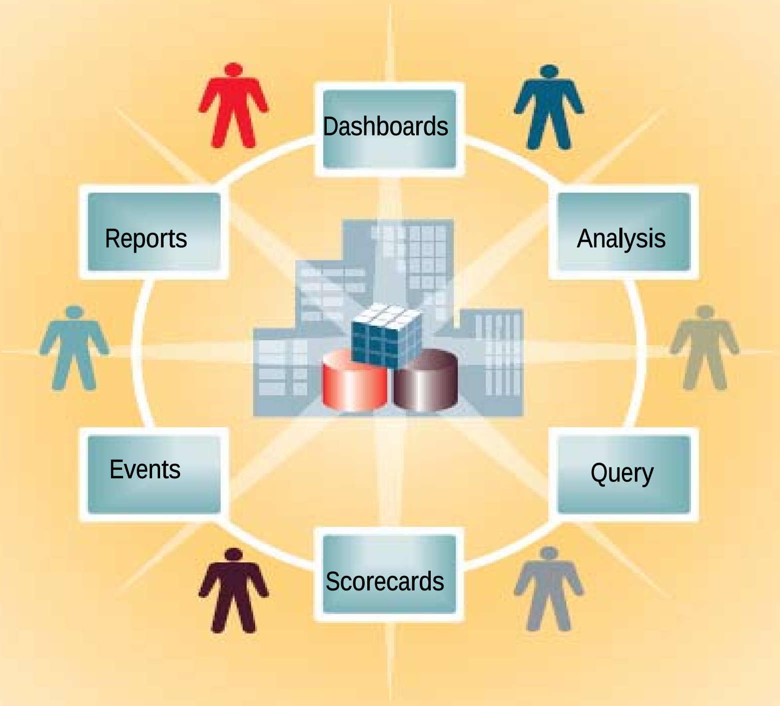
one product,
one architecture

Complete

all capabilities,
all users, all data

Proven

proven
technology from
the leader in BI


Dashboards
Reports
Analysis
Events
Query
Scorecards

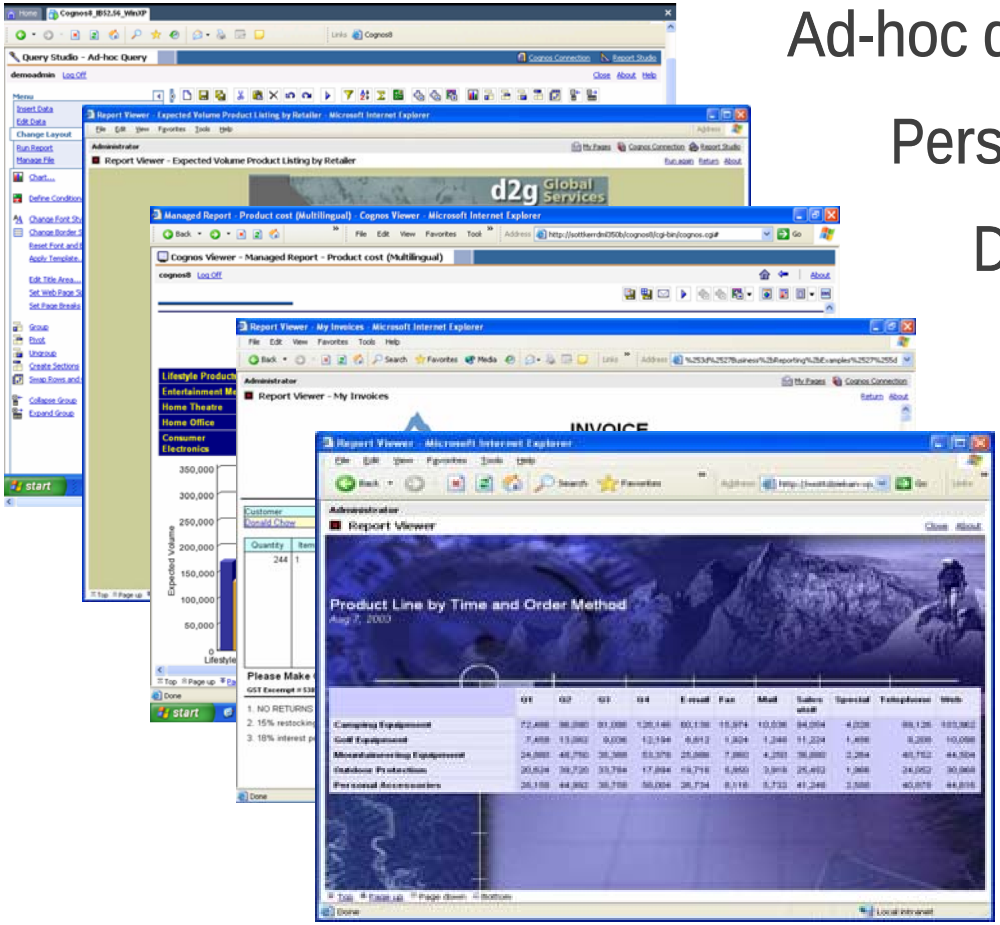
Zero Footprint Task-Based Interfaces

Full range of BI capabilities needed to improve decision-making and manage performance

- **Reporting**
- **Dashboarding**
- **Ad-hoc Query**
- **Analysis**
- **Portal**
- **Scorecarding**
- **Office Connection**
- **Event Management**
- **Search**

Eliminates need for multiple BI tools, lowering costs and easing standardization

Complete Report Coverage


Query Studio - Ad-hoc Query
Report Viewer - Expected Volume Product Listing by Retailer
Managed Report - Product cost (Multilingual) - Cognos Viewer - Microsoft Internet Explorer
Report Viewer - My Invoices - Microsoft Internet Explorer
INVOICE
Report Viewer - Microsoft Internet Explorer
Product Line by Time and Order Method

Ad-hoc query

Personalized

Dashboard

Production

Managed

All reporting needs with a single product

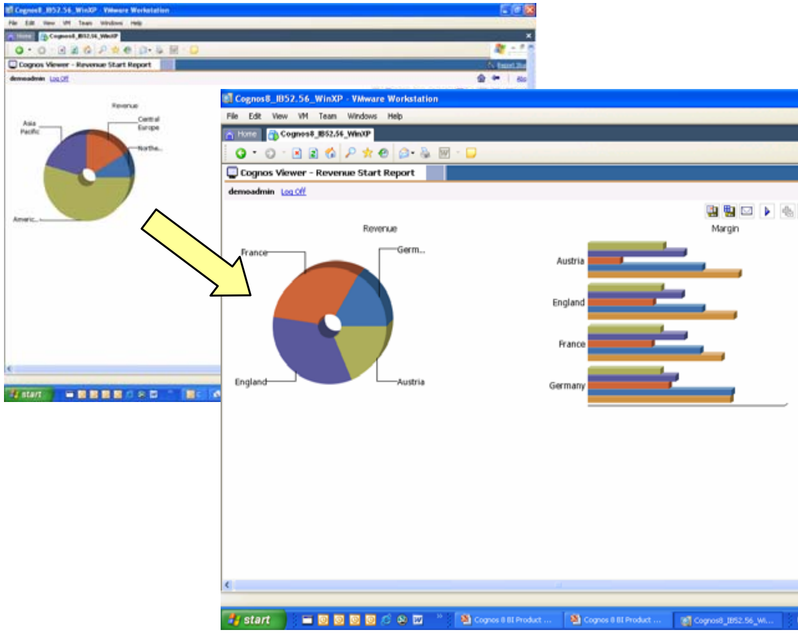
Dynamic Dashboards

- **Simply an extension of reporting**
  - No dedicated tool required
- **High levels of graphic design control**
  - Rich chart styles well-suited for dashboards
  - Gauges, maps, 3D charts...

Single authoring and viewing for reports and dashboards simplifies dashboard creation and distribution

Dimensional Reporting

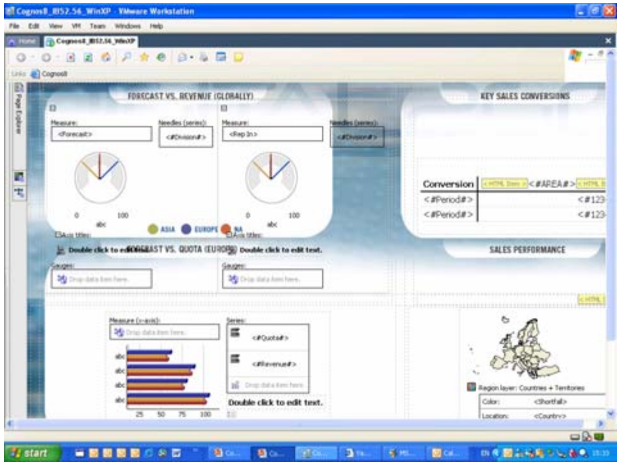
- **Leveraging dimensional awareness:**
  - Out-of-the-box dimensional awareness
  - Automatic drill capabilities
  - Select and filter by metadata, member, or dimensional level to personalize information

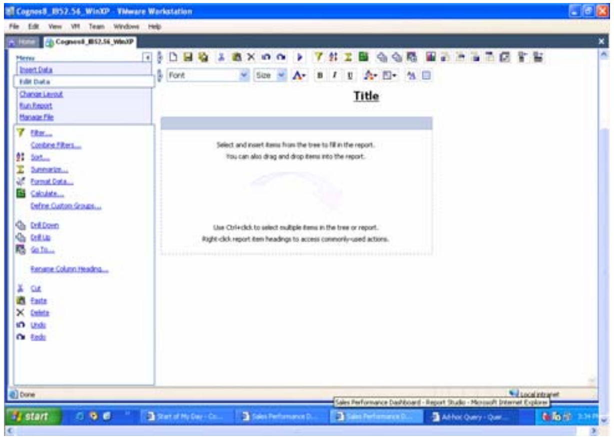

Cognos8_IB52.56_WinXP - VMware Workstation
File Edit View VM Team Windows Help
Cognos Viewer - Revenue Start Report
demoadmin Log Off
Revenue
Asia Pacific
Central Europe
Northe...
Americ...
Margin
France
Germ...
England
Austria
Germany
start

Users can access the right level of information and complexity is hidden

Web-based Authoring

- **100% Web-based**
- **Adaptive**
  - Layout automatically adapts
  - Group properties to reduce work
  - Improves time to create/modify reports
- **Report lifecycle**
  - Enables user and IT collaboration
- **Flexibility**
  - Extensive chart styles and powerful graphic design
  - Multi-page, multi-query, multi-source
  - Bursting, scheduling and event based deployment


Cognos8_IBS2.56_WinXP - VMware Workstation
FORECAST VS. REVENUE (GLOBALLY)
KEY SALES CONVERSIONS
Conversion
SALES PERFORMANCE
Double click to edit text.
start

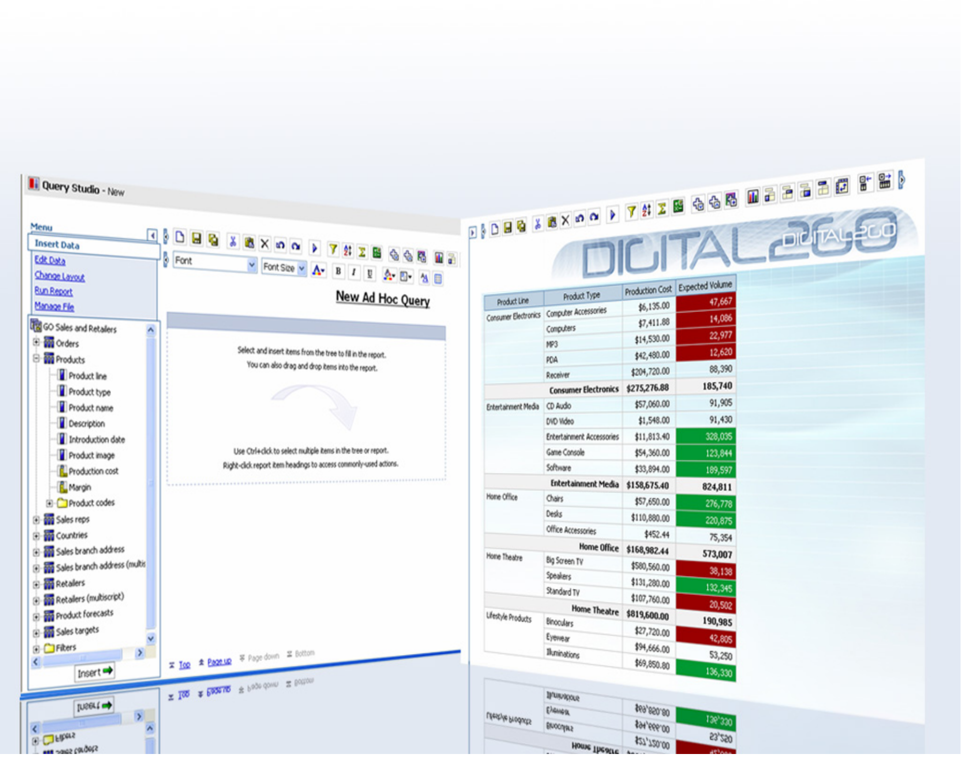

Cognos8_IBS2.56_WinXP - VMware Workstation
File
Edit
View
VM
Team
Windows
Help
Menu
Insert Data
Edit Data
Change Layout
Run Report
Manage File
Filter...
Combine Filters...
Sort...
Summarize...
Format Data...
Calculate...
Define Custom Groups...
Drill Down
Drill Up
Go To...
Rename Column Heading...
Cut
Paste
Delete
Undo
Redo
Font
Size
Title
start

Select and insert items from the tree to fill in the report.
You can also drag and drop items into the report.

Use Ctrl+click to select multiple items in the tree or report.
Right-click report item headings to access commonly-used actions.

Self-Service and Ad-hoc Reporting

- **Flexible formatting**
- **Templates**
- **Conditional Formatting**
- **Multiple calculations in group and footer summaries**
- **Compound filters**
- **Dimensional awareness**


Query Studio - New
Menu
Insert Data
Edit Data
Change Layout
Run Report
Manage File
GO Sales and Retailers
Orders
Products
Product line
Product type
Product name
Description
Introduction date
Product image
Production cost
Margin
Product codes
Sales reps
Countries
Sales branch address
Sales branch address (multis
Retailers
Retailers (multiscript)
Product forecasts
Sales targets
Filters
Insert
Font
Font Size
Top
Page up
Page down
Bottom
DIGITAL2GO

New Ad Hoc Query

Select and insert items from the tree to fill in the report.
You can also drag and drop items into the report.

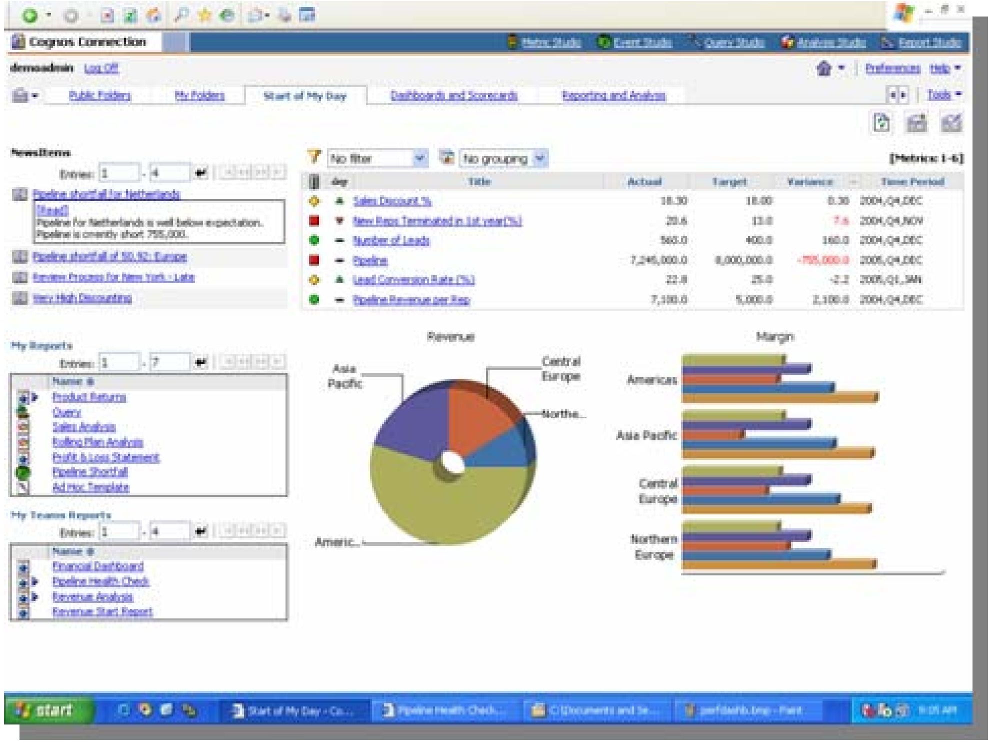
Use Ctrl+click to select multiple items in the tree or report.
Right-click report item headings to access commonly-used actions.

Product Line	Product Type	Production Cost	Expected Volume
Consumer Electronics	Computer Accessories	$6,135.00	47,667
	Computers	$7,411.88	14,086
	MP3	$14,530.00	22,977
	PDA	$42,480.00	12,620
	Receiver	$204,720.00	88,390
	Consumer Electronics	**$275,276.88**	**185,740**
Entertainment Media	CD Audio	$57,060.00	91,905
	DVD Video	$1,548.00	91,430
	Entertainment Accessories	$11,813.40	328,035
	Game Console	$54,360.00	123,844
	Software	$33,894.00	189,597
	Entertainment Media	**$158,675.40**	**824,811**
Home Office	Chairs	$57,650.00	276,778
	Desks	$110,880.00	220,875
	Office Accessories	$452.44	75,354
	Home Office	**$168,982.44**	**573,007**
Home Theatre	Big Screen TV	$580,560.00	38,138
	Speakers	$131,280.00	132,345
	Standard TV	$107,760.00	20,502
	Home Theatre	**$819,600.00**	**190,985**
Lifestyle Products	Binoculars	$27,720.00	42,805
	Eyewear	$94,666.00	53,250
	Illuminations	$69,850.80	136,330

Web based interface for ease of use and broad user access

Flexible Portal Creation and Support

- **Single, personalized view to all BI information**
  - – Centralized deployment of MyPages
- **Easy integration of:**
  - – Dynamic BI headline showing latest status
  - – Key metrics
  - – Search & navigate
  - – WSRP portlets
  - – Images


Cognos Connection
Metric Studio
Event Studio
Query Studio
Analysis Studio
Report Studio
demoadmin
Log Off
Preferences
Help
Public Folders
My Folders
Start of My Day
Dashboards and Scorecards
Reporting and Analysis
Tools
NewsItems
Entries: 1 - 4
My Reports
Entries: 1 - 7
Name
My Teams Reports
Entries: 1 - 4
Name
No filter
No grouping
[Metrics: 1-6]
Revenue
Asia Pacific
Central Europe
Northe...
Americ...
Margin
Americas
Asia Pacific
Central Europe
Northern Europe
start
Start of My Day - Co...
Pipeline Health Check...
C:\Documents and Se...
perfdashb.bmp - Paint
9:05 AM

Pipeline shortfall for Netherlands

[Read]
Pipeline for Netherlands is well below expectation.
Pipeline is crrently short 755,000.

Pipeline shortfall of 50.92: Europe

Review Process for New York - Late

Very High Discounting

My Reports:
- Product Returns
- Query
- Sales Analysis
- Rolling Plan Analysis
- Profit & Loss Statement
- Pipeline Shortfall
- Ad Hoc Template

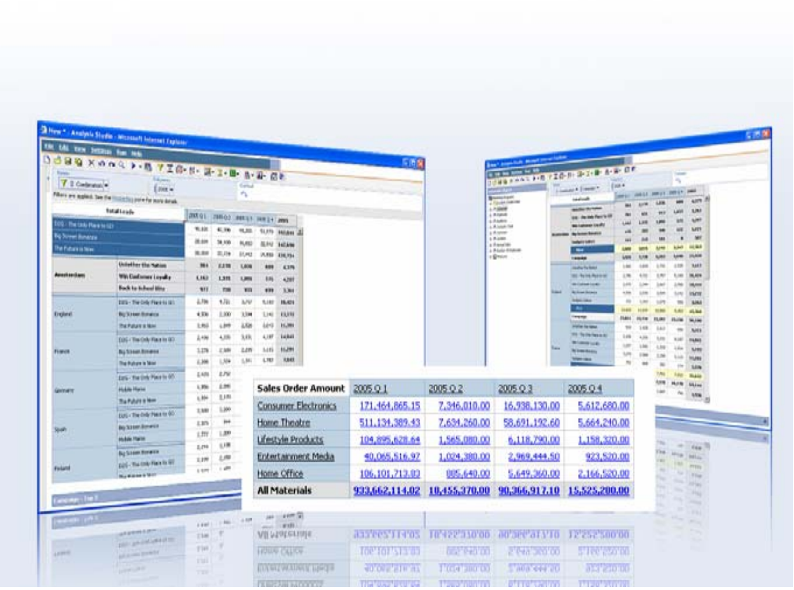
My Teams Reports:
- Financial Dashboard
- Pipeline Health Check
- Revenue Analysis
- Revenue Start Report

	Arr	Title	Actual	Target	Variance	Time Period
◆	▲	Sales Discount %	18.30	18.00	0.30	2004,Q4,DEC
■	▼	New Reps Terminated in 1st year(%)	20.6	13.0	7.6	2004,Q4,NOV
●	−	Number of Leads	560.0	400.0	160.0	2004,Q4,DEC
■	−	Pipeline	7,245,000.0	8,000,000.0	-755,000.0	2005,Q4,DEC
◆	▲	Lead Conversion Rate (%)	22.8	25.0	-2.2	2005,Q1,JAN
●	−	Pipeline Revenue per Rep	7,100.0	5,000.0	2,100.0	2004,Q4,DEC

Users can get immediate access to information *they* need; increased self-service alleviates IT backlog

Comparative Analysis

- **Top down exploration** **and analysis by key business drivers**
  - Automatic intelligent time trending
- **Designed for** **large data** **volumes**
  - OLAP or relational data sources
- **Powerful** **comparative analysis**
  - Mixed grain analysis
  - Simple or compound filters
  - Nested top and bottom reports
  - Custom sets

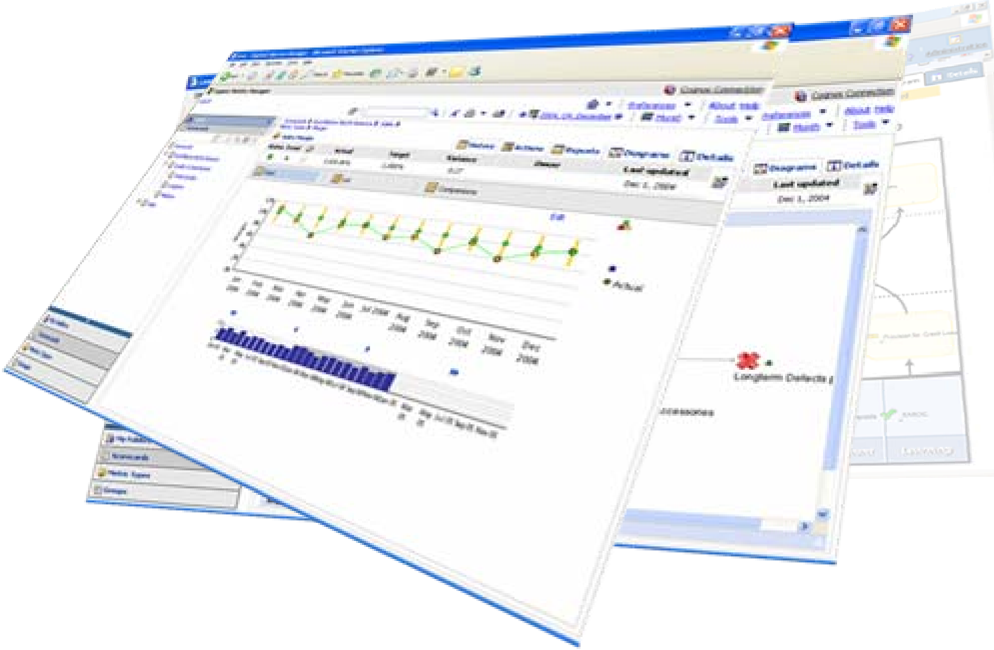


Sales Order Amount	2005 Q 1	2005 Q 2	2005 Q 3	2005 Q 4
Consumer Electronics	171,464,865.15	7,346,010.00	16,938,130.00	5,612,680.00
Home Theatre	511,134,389.43	7,634,260.00	58,691,192.60	5,664,240.00
Lifestyle Products	104,895,628.64	1,565,080.00	6,118,790.00	1,158,320.00
Entertainment Media	40,065,516.97	1,024,380.00	2,969,444.50	923,520.00
Home Office	106,101,713.83	885,640.00	5,649,360.00	2,166,520.00
All Materials	**933,662,114.02**	**10,455,370.00**	**90,366,917.10**	**15,525,200.00**

Makes exploration and discovery simple and accessible

Actionable Scorecards and Metrics

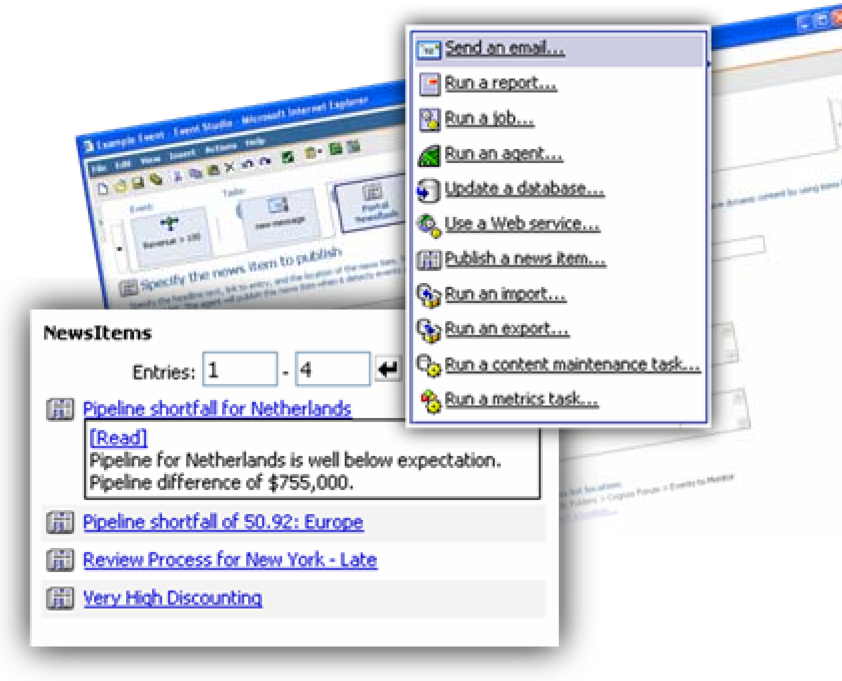
- **At a glance performance with interactive scorecard**
- **Centralized pool of metrics organizational alignment**
- **Projects and initiatives for collaboration on actions**
- **Impact analysis to determine root cause**
- **Reporting and analysis to understand performance**



Improves performance management by connecting strategy to individuals

Advanced Business Event Management

- **Automated monitoring and management**
- **Real Time Alerts**
  - Within Portal or email
- **Automatic launching of business processes**
- **Qualify events, Escalate actions, close the loop**
- **Integration with BPM applications**



Send an email...
Run a report...
Run a job...
Run an agent...
Update a database...
Use a Web service...
Publish a news item...
Run an import...
Run an export...
Run a content maintenance task...
Run a metrics task...

NewsItems

Entries: 1 - 4

Pipeline shortfall for Netherlands

[Read]
Pipeline for Netherlands is well below expectation.
Pipeline difference of $755,000.

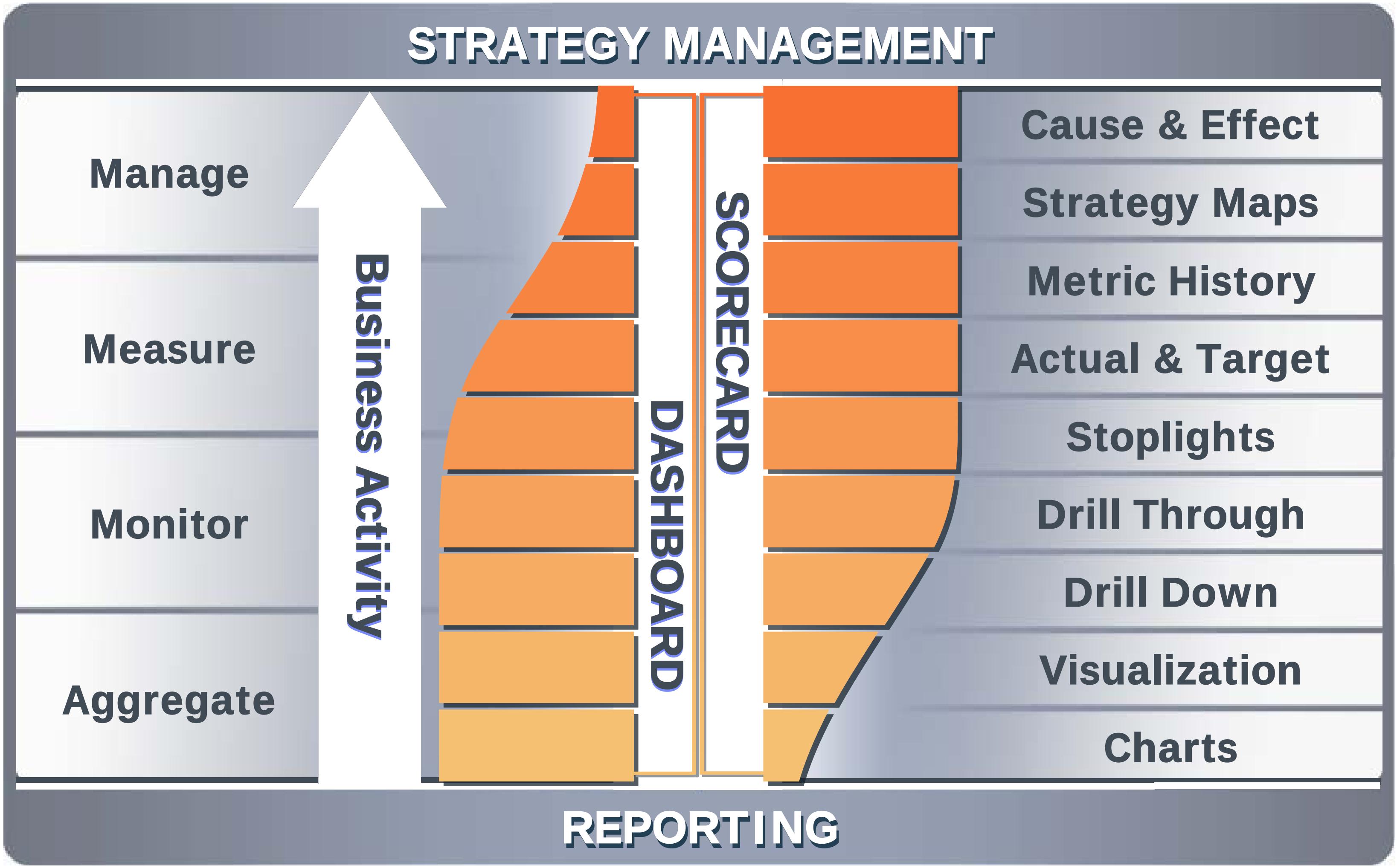
Pipeline shortfall of 50.92: Europe

Review Process for New York - Late

Very High Discounting

Provides focus and accelerates time to action

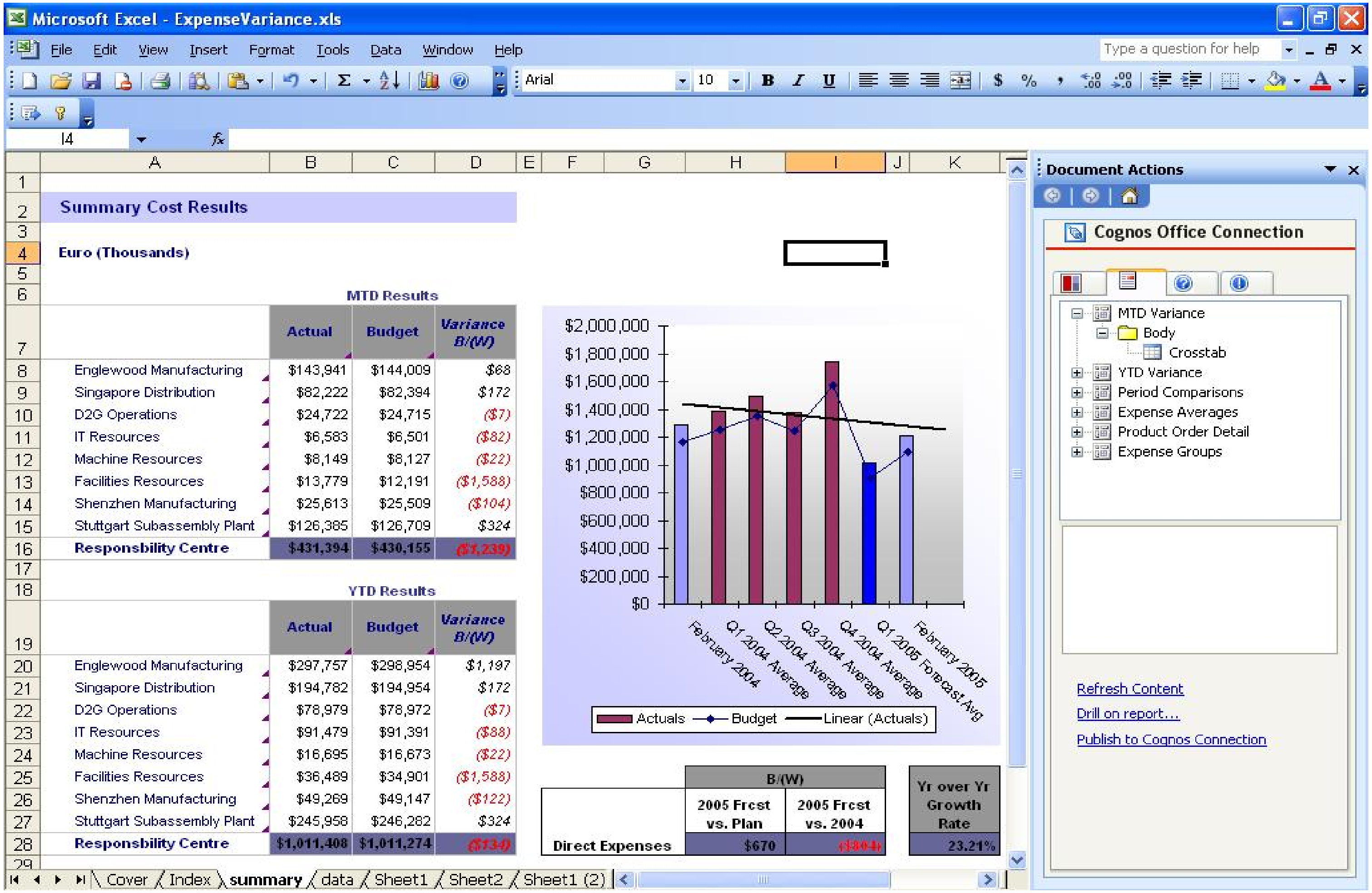
Scorecard and DashBoard


STRATEGY MANAGEMENT
Manage
Measure
Monitor
Aggregate
Business Activity
DASHBOARD
SCORECARD
Cause & Effect
Strategy Maps
Metric History
Actual & Target
Stoplights
Drill Through
Drill Down
Visualization
Charts
REPORTING

Cognos 8 Go! Mobile

Query Stu
Menu
Insert Data
Edit Data
Change Layout
Run Report
Manage File
GO Sales and Reta
Orders
Products
Product line
Product type
Product name
Description
Introduction d
Product image
Production cost
Margin
Product codes
Sales reps
Countries
Sales branch address
Sales branch address (
Retailers
Retailers (multiscript)
Product forecasts
Sales targets
Filters
Insert
BlackBerry
Product line
Camping Equipment
Golf Equipment
Mountaineering Equipment
Outdoor Protection
Personal Accessories
Top Revenue (Conditional)
Page 1 of 2
Hoc Query
Product Line
Consumer Electronics
Computers
MP3
PDA
Receiver
Entertainment Media
CD Audio
Home Office
Chairs
Home Theatre
Lifestyle Products
Binoculars
Eyewear
Illuminations
BlackBerry
PRODUCT LINE: VOLUME
1,200,000
1,000,000
800,000
600,000
400,000
200,000
0
Quantity
2004
2005
Year
Product line
Consumer Ele...
Home Theatre
Entertainment...
Lifestyle Produ...
Home Office
+1 Std Dev
Mean
-1 Std Dev
Chart Focus
ROGERS
SPACE
SYM
ALT
DEL
CAP
NUM

Cognos 8 Go! Office for Cognos 8 BI


Microsoft Excel - ExpenseVariance.xls
File
Edit
View
Insert
Format
Tools
Data
Window
Help
Type a question for help
Arial
10
I4
A
B
C
D
E
F
G
H
I
J
K
$2,000,000
$1,800,000
$1,600,000
$1,400,000
$1,200,000
$1,000,000
$800,000
$600,000
$400,000
$200,000
$0
February 2004
Q1 2004 Average
Q2 2004 Average
Q3 2004 Average
Q4 2004 Average
Q1 2005 Forecast Avg
February 2005
Actuals
Budget
Linear (Actuals)
Cover
Index
summary
data
Sheet1
Sheet2
Sheet1 (2)
Document Actions
Cognos Office Connection
MTD Variance
Body
Crosstab
YTD Variance
Period Comparisons
Expense Averages
Product Order Detail
Expense Groups
Refresh Content
Drill on report...
Publish to Cognos Connection

Summary Cost Results

Euro (Thousands)

MTD Results

	Actual	Budget	Variance B/(W)
Englewood Manufacturing	$143,941	$144,009	$68
Singapore Distribution	$82,222	$82,394	$172
D2G Operations	$24,722	$24,715	($7)
IT Resources	$6,583	$6,501	($82)
Machine Resources	$8,149	$8,127	($22)
Facilities Resources	$13,779	$12,191	($1,588)
Shenzhen Manufacturing	$25,613	$25,509	($104)
Stuttgart Subassembly Plant	$126,385	$126,709	$324
Responsbility Centre	$431,394	$430,155	($1,239)

YTD Results

	Actual	Budget	Variance B/(W)
Englewood Manufacturing	$297,757	$298,954	$1,197
Singapore Distribution	$194,782	$194,954	$172
D2G Operations	$78,979	$78,972	($7)
IT Resources	$91,479	$91,391	($88)
Machine Resources	$16,695	$16,673	($22)
Facilities Resources	$36,489	$34,901	($1,588)
Shenzhen Manufacturing	$49,269	$49,147	($122)
Stuttgart Subassembly Plant	$245,958	$246,282	$324
Responsbility Centre	$1,011,408	$1,011,274	($134)

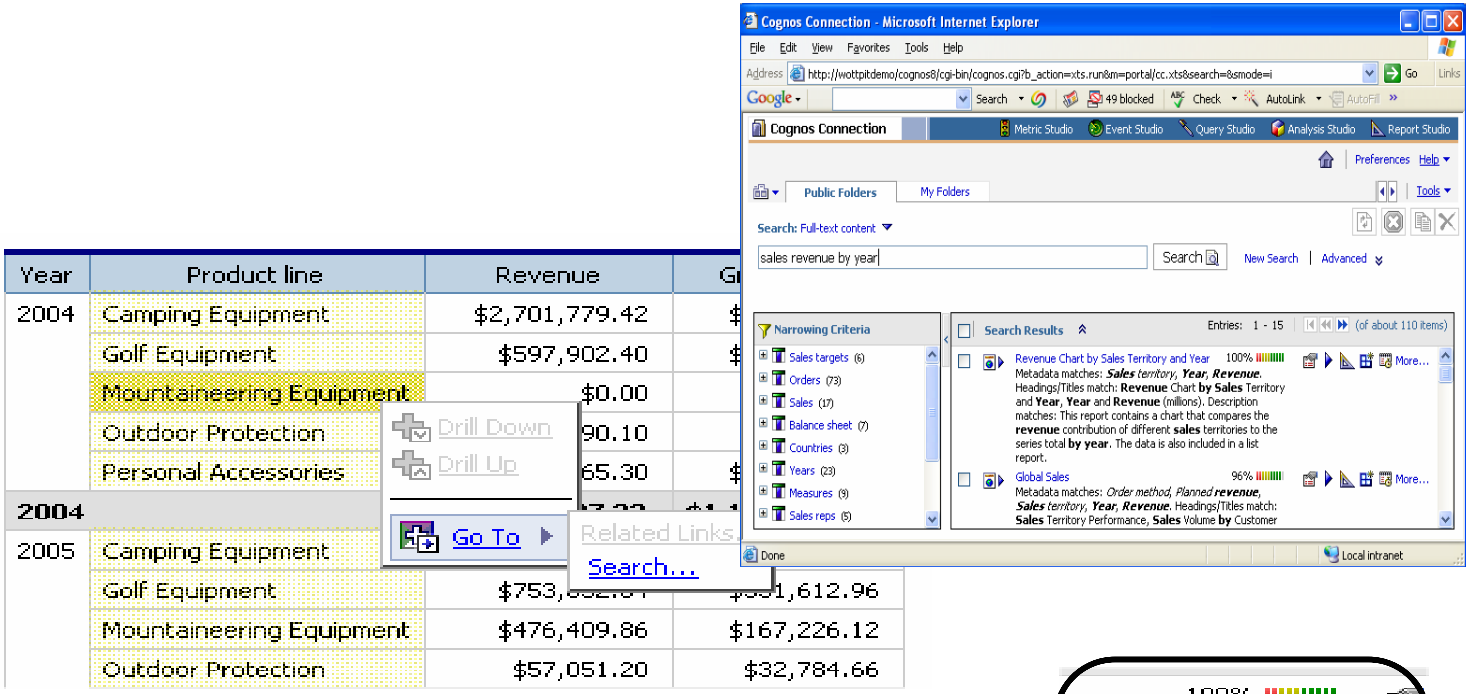
	B/(W)		
	2005 Frcst vs. Plan	2005 Frcst vs. 2004	Yr over Yr Growth Rate
Direct Expenses	$670	($304)	23.21%

Cognos Office Connection

Profit Comparison
$200
$100
Year 1
Year 2
Year 3

- **Extend the reach of the Cognos BI value to business users who live in Office (Word, Excel & PowerPoint)**
- **Enhance and automate Office**
  - Easy access to “trusted” Cognos Business Intelligence
  - Data context and ability to refresh query
  - Publish reports back to Cognos Content Manager
- **Cognos provides centrally managed data access and spreadsheet report administration**
  - “Single Version of the Truth”

Cognos 8 Go! Search


Drill Down
Drill Up
Go To
Related Links...
Search...

Year	Product line	Revenue	Gr
2004	Camping Equipment	$2,701,779.42	$
	Golf Equipment	$597,902.40	$
	Mountaineering Equipment	$0.00	
	Outdoor Protection	90.10	
	Personal Accessories	65.30	$
2004			
2005	Camping Equipment		
	Golf Equipment	$753,	1,612.96
	Mountaineering Equipment	$476,409.86	$167,226.12
	Outdoor Protection	$57,051.20	$32,784.66

Cognos Connection - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address
Go
Links
Google
Search
49 blocked
Check
AutoLink
AutoFill
Cognos Connection
Metric Studio
Event Studio
Query Studio
Analysis Studio
Report Studio
Preferences
Help
Public Folders
My Folders
Tools
Search
New Search
Advanced
Done
Local intranet

http://wottpitdemo/cognos8/cgi-bin/cognos.cgi?b_action=xts.run&m=portal/cc.xts&search=&smode=i

Search: Full-text content

sales revenue by year

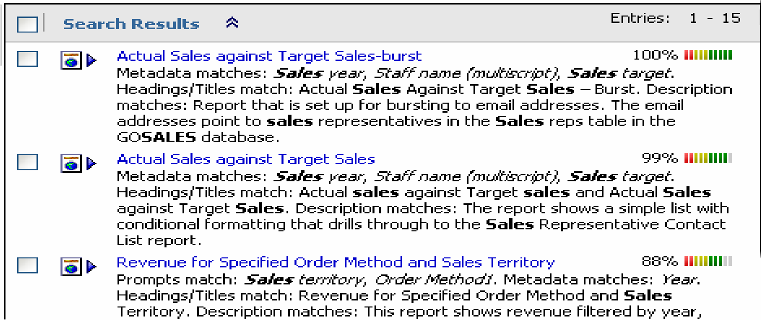
Narrowing Criteria

- Sales targets (6)
- Orders (73)
- Sales (17)
- Balance sheet (7)
- Countries (3)
- Years (23)
- Measures (9)
- Sales reps (5)

☐ **Search Results** Entries: 1 - 15 (of about 110 items)

☐ Revenue Chart by Sales Territory and Year 100% More...
Metadata matches: ***Sales** territory*, ***Year***, ***Revenue***. Headings/Titles match: **Revenue** Chart **by Sales** Territory and **Year**, **Year** and **Revenue** (millions). Description matches: This report contains a chart that compares the **revenue** contribution of different **sales** territories to the series total **by year**. The data is also included in a list report.

☐ Global Sales 96% More...
Metadata matches: *Order method*, *Planned **revenue***, ***Sales** territory*, ***Year***, ***Revenue***. Headings/Titles match: **Sales** Territory Performance, **Sales** Volume **by** Customer

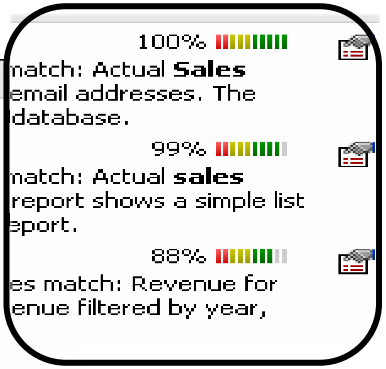


☐ **Search Results** Entries: 1 - 15

☐ Actual Sales against Target Sales-burst 100%
Metadata matches: ***Sales** year*, *Staff name (multiscript)*, ***Sales** target*. Headings/Titles match: Actual **Sales** Against Target **Sales** – Burst. Description matches: Report that is set up for bursting to email addresses. The email addresses point to **sales** representatives in the **Sales** reps table in the GO**SALES** database.

☐ Actual Sales against Target Sales 99%
Metadata matches: ***Sales** year*, *Staff name (multiscript)*, ***Sales** target*. Headings/Titles match: Actual **sales** against Target **sales** and Actual **Sales** against Target **Sales**. Description matches: The report shows a simple list with conditional formatting that drills through to the **Sales** Representative Contact List report.

☐ Revenue for Specified Order Method and Sales Territory 88%
Prompts match: ***Sales** territory*, *Order Method?*. Metadata matches: *Year*. Headings/Titles match: Revenue for Specified Order Method and **Sales** Territory. Description matches: This report shows revenue filtered by year,



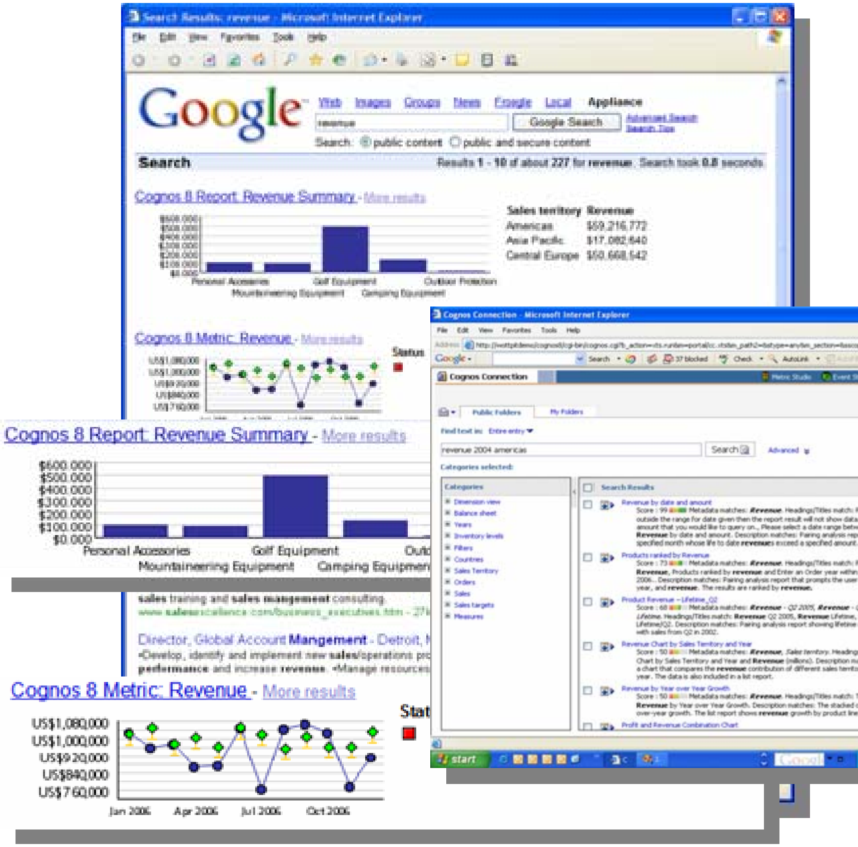
100%
match: Actual **Sales**
email addresses. The
database.

99%
match: Actual **sales**
report shows a simple list
eport.

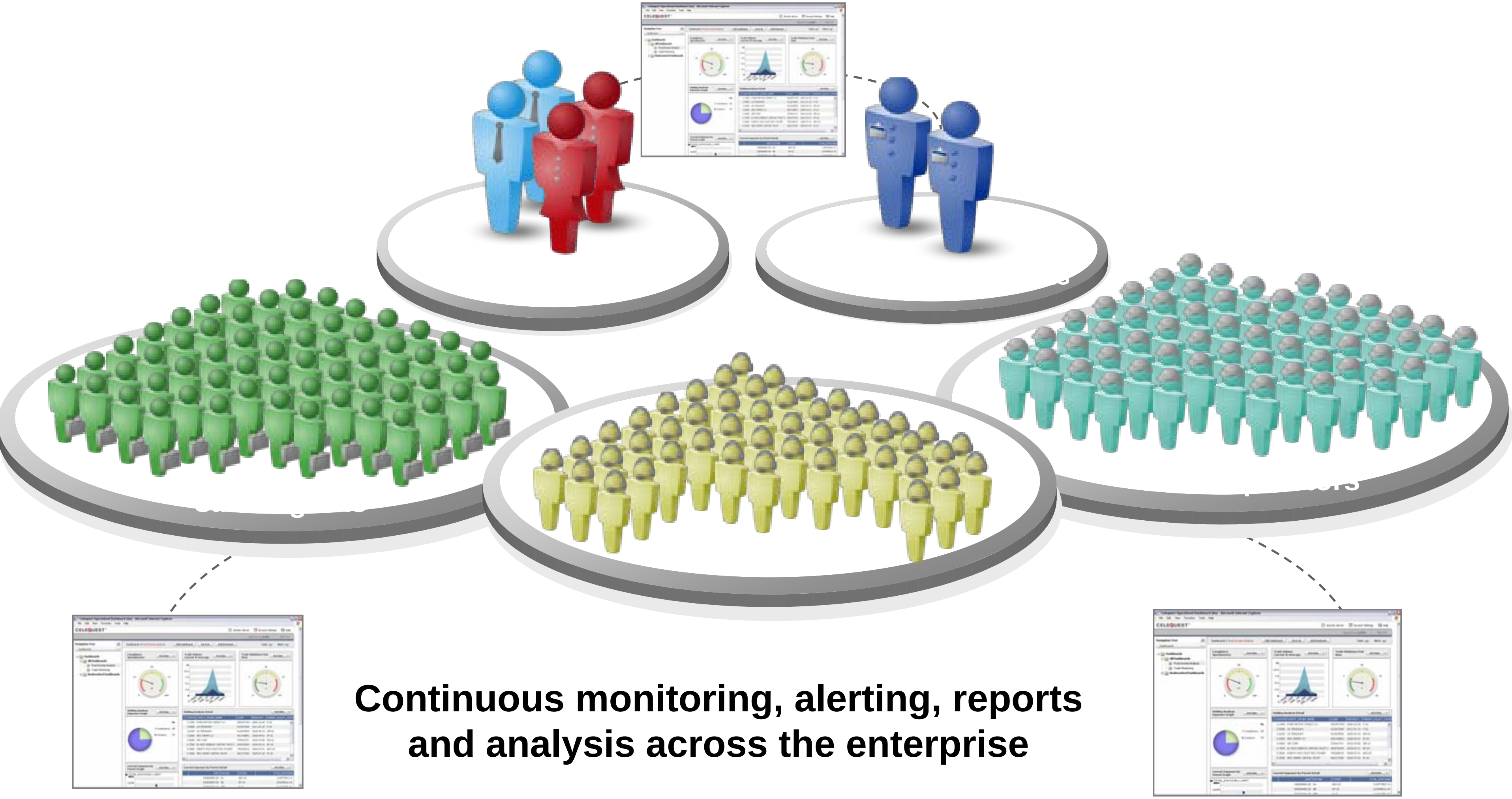
88%
es match: Revenue for
enue filtered by year,

Search for the Enterprise

- **Enables faster, easier, and more informed decision-making**
    - Presents BI information alongside other enterprise documents
- **Encourages broad user adoption; allows average user to access business intelligence**
- **Extends the value of both the enterprise search and Cognos BI investments**


Search Results: revenue - Microsoft Internet Explorer
Google
Web Images Groups News Froogle Local Appliance
Google Search
Search: public content public and secure content
Search
Results 1 - 10 of about 227 for revenue. Search took 0.8 seconds
Cognos 8 Report: Revenue Summary - More results
Sales territory Revenue
Americas $59,216,772
Asia Pacific $17,082,640
Central Europe $50,668,542
$600,000
$500,000
$400,000
$300,000
$200,000
$100,000
$0,000
Personal Accessories
Golf Equipment
Mountaineering Equipment
Camping Equipment
Outdoor Protection
Cognos 8 Metric: Revenue - More results
Status
US$1,080,000
US$1,000,000
US$920,000
US$840,000
US$760,000
Jan 2006
Apr 2006
Jul 2006
Oct 2006
Cognos Connection - Microsoft Internet Explorer
Cognos Connection
Public Folders
My Folders
Find text in: Entire entry
revenue 2004 americas
Search
Advanced
Categories selected:
Categories
Search Results
Revenue by date and amount
Products ranked by Revenue
Revenue Chart by Sales Territory and Year
Revenue by Year over Year Growth
Profit and Revenue Combination Chart
Director, Global Account Mangement - Detroit
start

Operational Business Intelligence (BI): Providing Continuous Visibility Across the Organization



Continuous monitoring, alerting, reports and analysis across the enterprise

IBM Cognos Now!

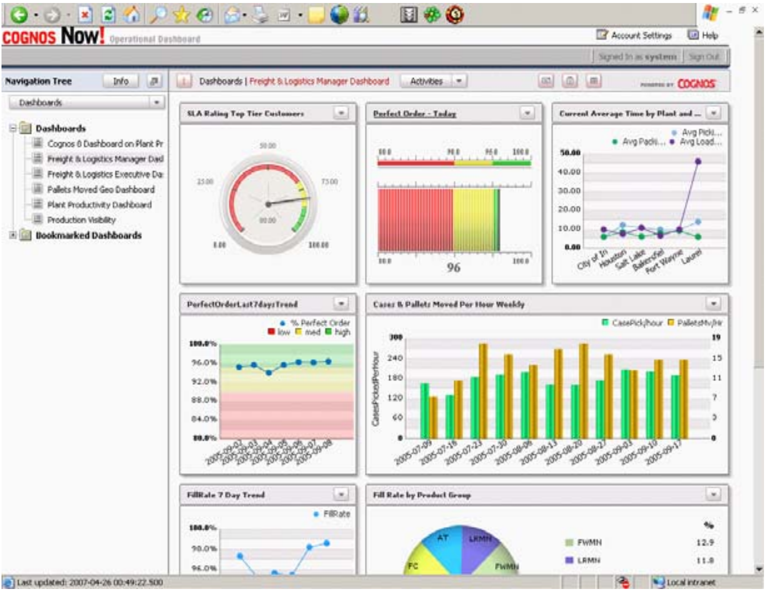
Continuous business monitoring of operational KPIs and metrics

For critical, intra-day monitoring

- Aggregated across multiple transactional systems
- Data and process views

Closed loop business optimization

- Complete loop from monitor to insight to corrective action
- Identify, customize operational KPIs and metrics
- Understand and perform root cause analysis
- Drive rapid, effective decision-making


COGNOS Now! Operational Dashboard
Account Settings
Help
Signed In as system
Sign Out
Navigation Tree
Info
Dashboards | Freight & Logistics Manager Dashboard
Activities
POWERED BY COGNOS
Dashboards
Dashboards
Cognos 8 Dashboard on Plant Pr
Freight & Logistics Manager Dad
Freight & Logistics Executive Da
Pallets Moved Geo Dashboard
Plant Productivity Dashboard
Production Visibility
Bookmarked Dashboards
SLA Rating Top Tier Customers
Perfect Order - Today
96
Current Average Time by Plant and ...
Avg Picki...
Avg Pack...
Avg Load...
City of In
Houston
Salt Lake
Bakersfiel
Fort Wayne
Laurel
PerfectOrderLast7daysTrend
% Perfect Order
low
med
high
Cases & Pallets Moved Per Hour Weekly
CasePick/hour
PalletsMv/hr
FillRate 7 Day Trend
FillRate
Fill Rate by Product Group
FWMN
LRMN
Last updated: 2007-04-26 00:49:22.500
Local intranet

Autonomy for line of business user

- Self service model
- User-defined threshold, alerts
- Graphical watch points
- Customization by end users

Cost effective, low risk and rapid deployment

- No roles based pricing, unlimited user pricing
- Prepackaged hardware or software appliance

IBM Cognos Now!
Autonomy for the Business User

Instant Visibility

- Always up-to-date operational metrics & KPIs
- Single view across multiple systems
- In memory analytic data store
- Role based security

Flexible user interface

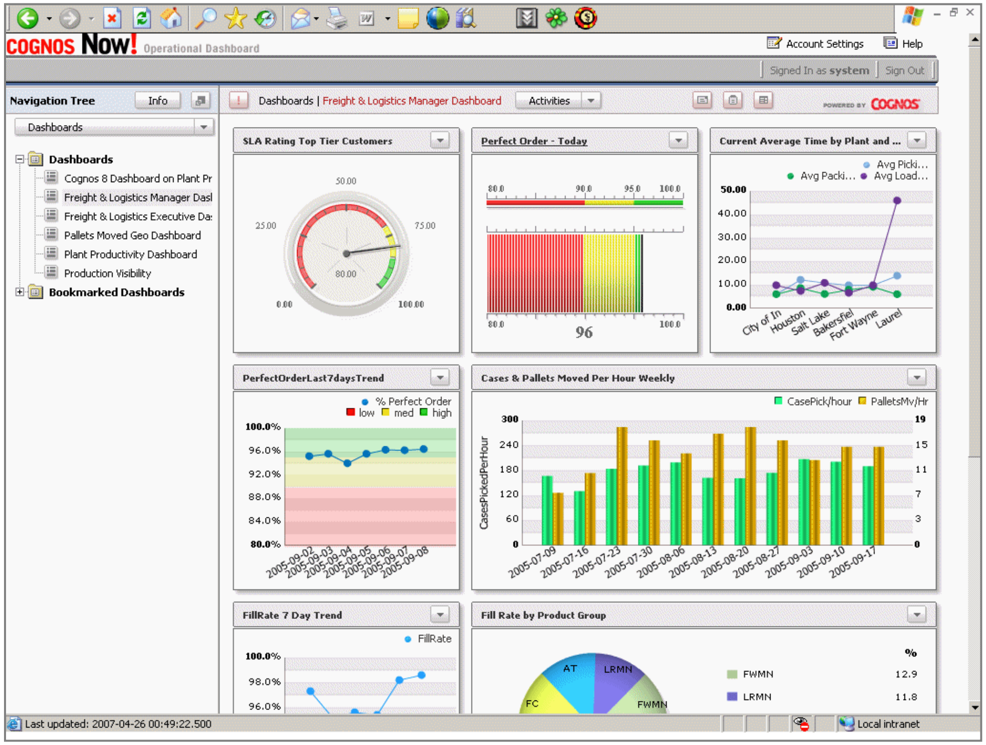
- Easy to use, self-service model
- Rich graphical visual displays
- Drill down to detail

Exception Management

- User-defined thresholds, alerts
- Graphical watch points

Collaboration

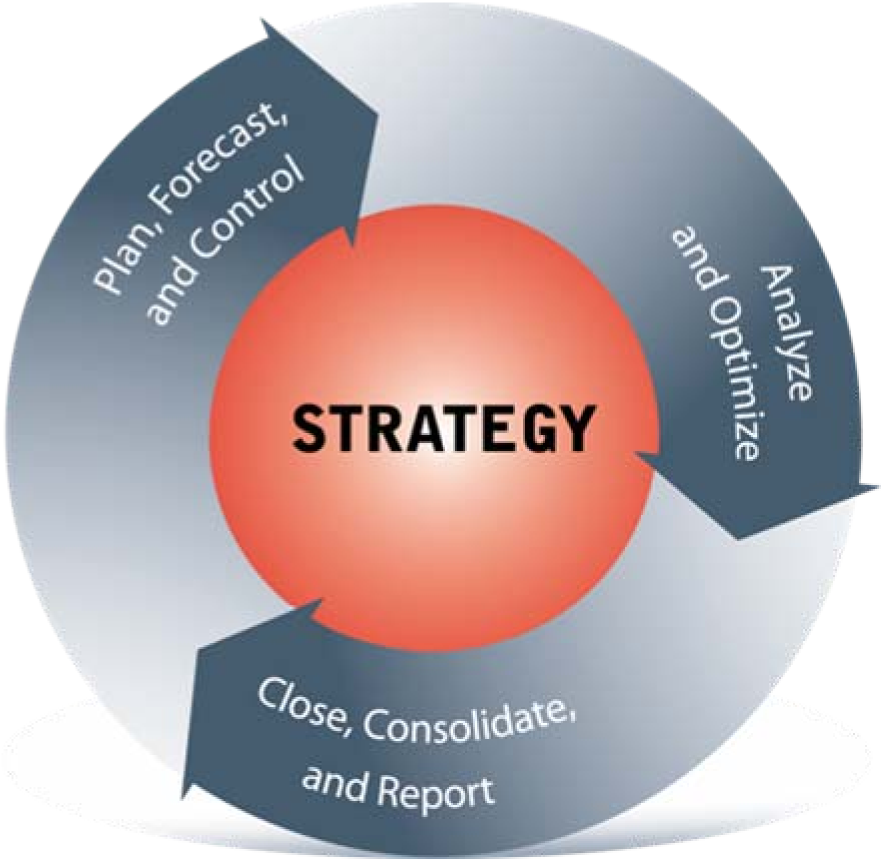
- Built-in task management
- Integration to external BPM
- Closed loop from discovery to action


COGNOS Now! Operational Dashboard
Account Settings
Help
Signed In as system
Sign Out
Navigation Tree
Info
Dashboards
Dashboards | Freight & Logistics Manager Dashboard
Activities
Dashboards
Cognos 8 Dashboard on Plant Pr
Freight & Logistics Manager Dasl
Freight & Logistics Executive Da:
Pallets Moved Geo Dashboard
Plant Productivity Dashboard
Production Visibility
Bookmarked Dashboards
SLA Rating Top Tier Customers
Perfect Order - Today
Current Average Time by Plant and ...
PerfectOrderLast7daysTrend
Cases & Pallets Moved Per Hour Weekly
FillRate 7 Day Trend
Fill Rate by Product Group
96
CasesPickedPerHour
CasePick/hour
PalletsMv/Hr
% Perfect Order
low
med
high
FillRate
FWMN 12.9
LRMN 11.8
Last updated: 2007-04-26 00:49:22.500
Local intranet

簡報大綱

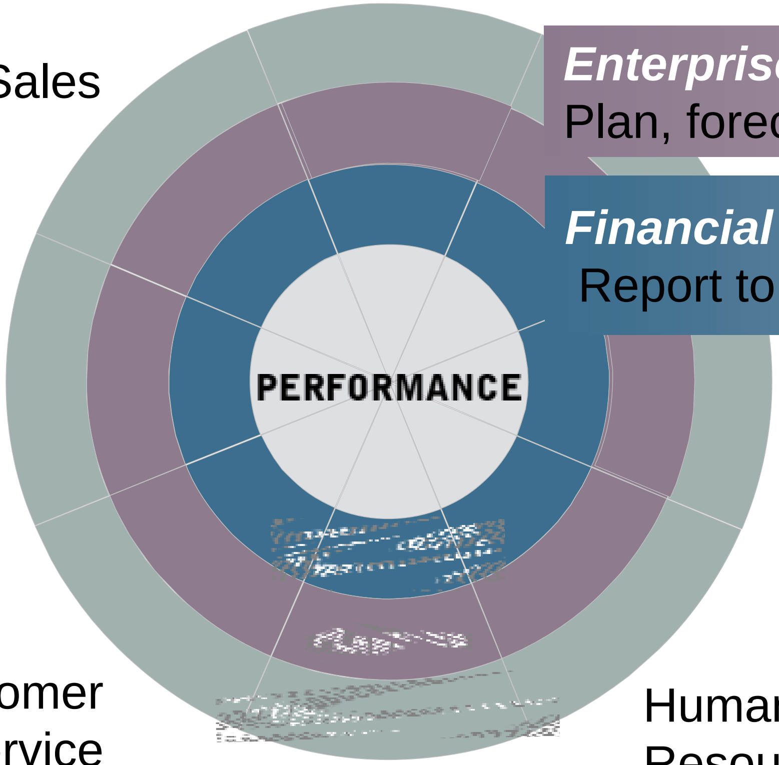
- 績效管理(PM)簡介
- IBM COGNOS 8 BI 商業智慧簡介
- **IBM COGNOS FPM 財務績效管理簡介**
- 產品功能展示

FPM – A Specialized View Of Performance Management


Plan, Forecast, and Control
Analyze and Optimize
STRATEGY
Close, Consolidate, and Report

- Financial Performance Management systems **structure and automate the processes that help companies**
  - Plan, forecast and control enterprise resources;
  - Measure, analyze and optimize performance in the context of strategy;
  - Report to external stakeholders with confidence.

Financial Performance Management: A Specialized View



Finance

Sales

Marketing

Customer Service

IT/Systems

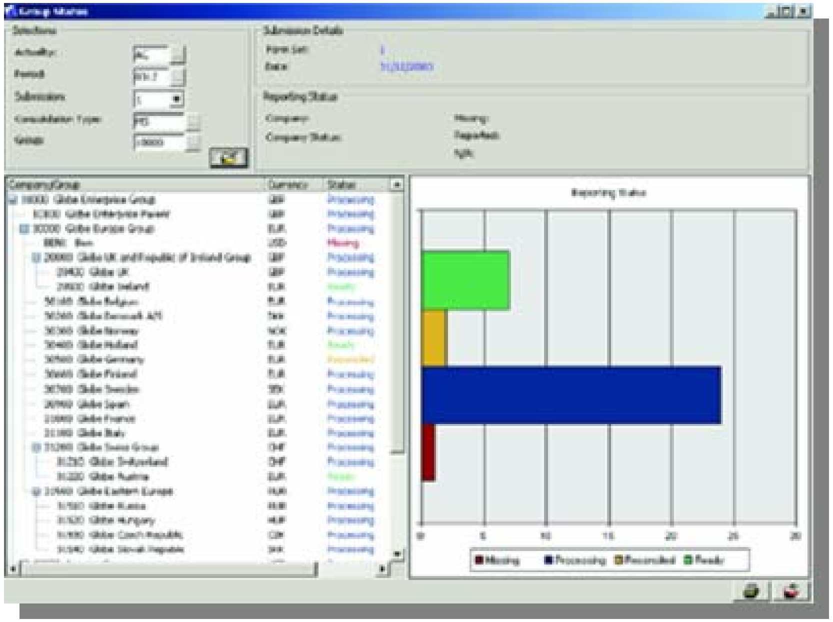
Human Resources

Financial Analytics
Analyze and optimize performance

Enterprise Planning
Plan, forecast, control enterprise resources

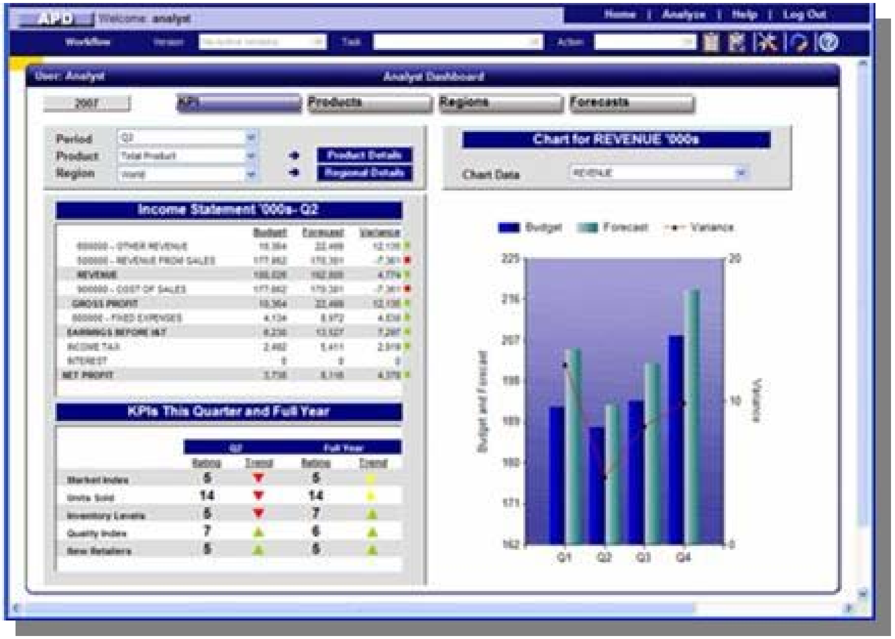
Financial Consolidation
Report to external stakeholders with confidence

How Are We Doing?


Group Status
Company/Group
Currency
Status
Reporting Status
0
5
10
15
20
25
30
Missing
Processing
Reconciled
Ready

- Financial Consolidation
  - Replaces manual spreadsheet based or legacy consolidation solutions
  - Improves the cycle times to ensure a timely close
  - Minimizes errors and improves data quality during the closing process
  - Accelerates the deliver of financial information to business stakeholders
  - Ensure better controls around the consolidation process to ensure compliance

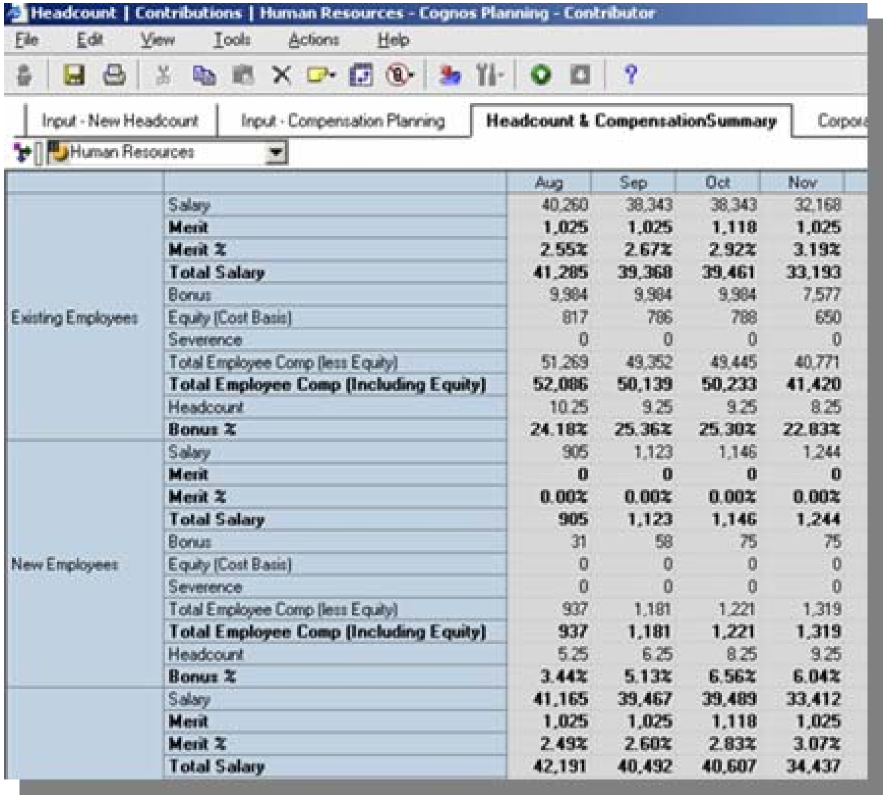
Why?


APD
Welcome: analyst
Home | Analyze | Help | Log Out
Workflow
Version
Task
Action
User: Analyst
Analyst Dashboard
2007
KPI
Products
Regions
Forecasts
Period
Q2
Product
Total Product
Region
World
Product Details
Regional Details
Chart for REVENUE '000s
Chart Data
REVENUE
Income Statement '000s- Q2
Budget
Forecast
Variance
OTHER REVENUE
REVENUE FROM SALES
REVENUE
COST OF SALES
GROSS PROFIT
FIXED EXPENSES
EARNINGS BEFORE I&T
INCOME TAX
INTEREST
NET PROFIT
KPIs This Quarter and Full Year
Budget
Forecast
Variance
225
216
207
198
189
180
171
162
20
10
0
Budget and Forecast
Variance
Q1
Q2
Q3
Q4

	Q2 Rating	Q2 Trend	Full Year Rating	Full Year Trend
Market Index	5	▼	5	●
Units Sold	14	▼	14	●
Inventory Levels	5	▼	7	▲
Quality Index	7	▲	6	▲
New Retailers	5	▲	5	▲

- Financial Analytics
  - Offers high performance, real-time, read-write capabilities.
  - Analyzes and optimizes large, highly complex, rapidly changing data sets with real-time response.
  - Analyzes profitability, sales mix, and price/volume variance.
  - Improves planning, analytics, and "what-if" scenario modeling.

What Should We Be Doing?

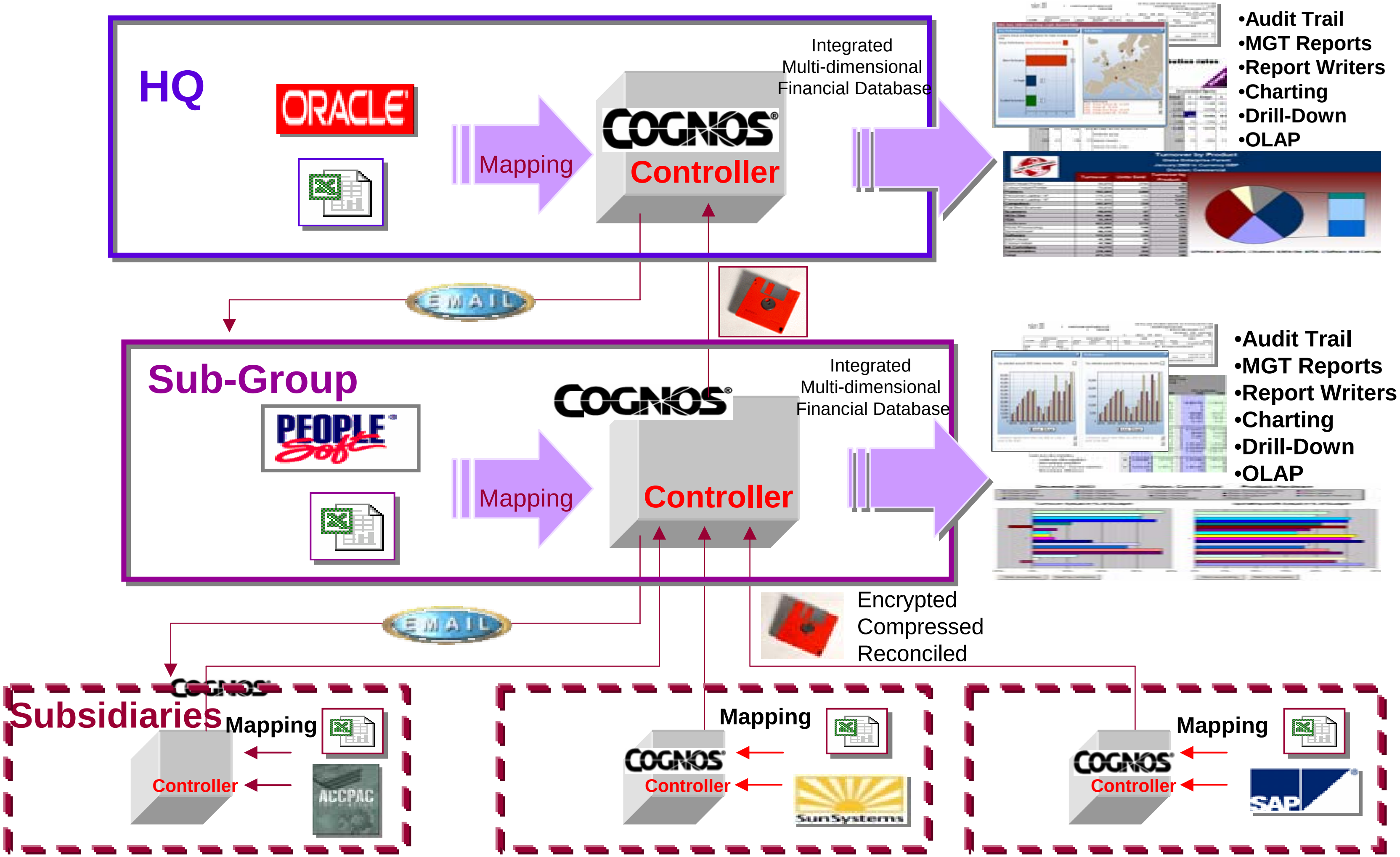

Headcount | Contributions | Human Resources - Cognos Planning - Contributor
File
Edit
View
Tools
Actions
Help
Input - New Headcount
Input - Compensation Planning
Headcount & CompensationSummary
Corpora
Human Resources

		Aug	Sep	Oct	Nov
Existing Employees	Salary	40,260	38,343	38,343	32,168
	Merit	**1,025**	**1,025**	**1,118**	**1,025**
	Merit %	**2.55%**	**2.67%**	**2.92%**	**3.19%**
	Total Salary	**41,285**	**39,368**	**39,461**	**33,193**
	Bonus	9,984	9,984	9,984	7,577
	Equity (Cost Basis)	817	786	788	650
	Severence	0	0	0	0
	Total Employee Comp (less Equity)	51,269	49,352	49,445	40,771
	Total Employee Comp (Including Equity)	**52,086**	**50,139**	**50,233**	**41,420**
	Headcount	10.25	9.25	9.25	8.25
	Bonus %	**24.18%**	**25.36%**	**25.30%**	**22.83%**
New Employees	Salary	905	1,123	1,146	1,244
	Merit	**0**	**0**	**0**	**0**
	Merit %	**0.00%**	**0.00%**	**0.00%**	**0.00%**
	Total Salary	**905**	**1,123**	**1,146**	**1,244**
	Bonus	31	58	75	75
	Equity (Cost Basis)	0	0	0	0
	Severence	0	0	0	0
	Total Employee Comp (less Equity)	937	1,181	1,221	1,319
	Total Employee Comp (Including Equity)	**937**	**1,181**	**1,221**	**1,319**
	Headcount	5.25	6.25	8.25	9.25
	Bonus %	**3.44%**	**5.13%**	**6.56%**	**6.04%**
	Salary	**41,165**	**39,467**	**39,489**	**33,412**
	Merit	**1,025**	**1,025**	**1,118**	**1,025**
	Merit %	**2.49%**	**2.60%**	**2.83%**	**3.07%**
	Total Salary	**42,191**	**40,492**	**40,607**	**34,437**

- Enterprise Planning
  - Replaces spreadsheet based, manual budgeting and planning processes
  - Connects operations and finance
  - Engages the whole organization to make better informed decisions
  - Replaces rigid, annual budgeting with continuous planning for higher responsiveness
  - Supports best practices such as drive based planning and rolling forecasts
  - Offers packaged best practice Blueprints for processes inside and outside of finance across multiple industries

How are we doing?
IBM Cognos 8 Controller

IBM Cognos 8 Controller



HQ

ORACLE

Mapping

COGNOS

Controller

Integrated
Multi-dimensional
Financial Database

- **Audit Trail**
- **MGT Reports**
- **Report Writers**
- **Charting**
- **Drill-Down**
- **OLAP**

EMAIL

Sub-Group

PEOPLESoft

Mapping

COGNOS

Controller

Integrated
Multi-dimensional
Financial Database

- **Audit Trail**
- **MGT Reports**
- **Report Writers**
- **Charting**
- **Drill-Down**
- **OLAP**

EMAIL

Encrypted
Compressed
Reconciled

Subsidiaries

COGNOS **Mapping** Controller ACCPAC

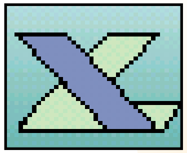
Mapping COGNOS Controller SunSystems

Mapping COGNOS Controller SAP

Subsidiary Level

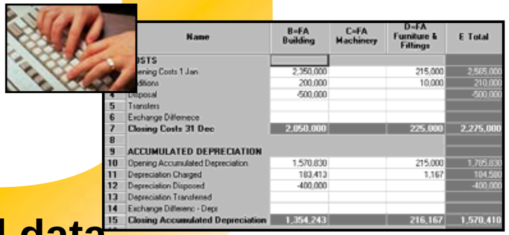
Data Capture / Validation / Output

External Source



Mapping of external data into Controller

Complement Data



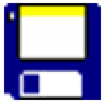
	Name	B=FA Building	C=FA Machinery	D=FA Furniture & Fittings	E Total
	STS				
	ening Costs 1 Jan	2,350,000		215,000	2,565,000
	ditions	200,000		10,000	210,000
4	Disposal	-500,000			-500,000
5	Transfers				
6	Exchange Difference				
7	**Closing Costs 31 Dec**	2,050,000		225,000	2,275,000
8					
9	**ACCUMULATED DEPRECIATION**				
10	Opening Accumulated Depreciation	1,570,830		215,000	1,785,830
11	Depreciation Charged	103,413		1,167	104,580
12	Depreciation Disposed	-400,000			-400,000
13	Depreciation Transferred				
14	Exchange Differenc - Depr				
15	**Closing Accumulated Depreciation**	1,354,243		216,167	1,570,410

Manual data entry directly

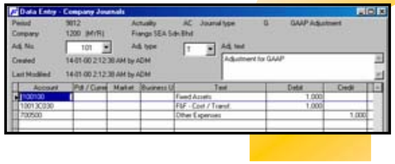
COGNOS®

Controller

Print Reports, Export data to HQ



Tax, GAAP



Period 9812 Actuality AC Journal type G GAAP Adjustment

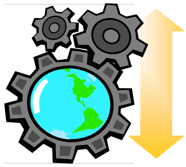
Company 1200 (MYR) Frango SEA Sdn Bhd

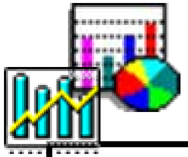
Adj. No 101 Adj. type 1 Adj. text Adjustment for GAAP

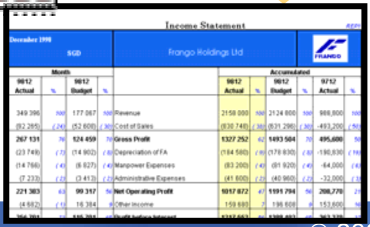
Created 14-01-00 2:12:38 AM by ADM

Last Modified 14-01-00 2:12:38 AM by ADM

Account	Pdt / Curre	Market	Business U	Text	Debit	Credit
100100				Fixed Assets	1,000	
1001 3C030				F&F - Cost / Transf.	1,000	
700500				Other Expenses		1,000







Journals

Reconciliation between Accounts, Opening Balances

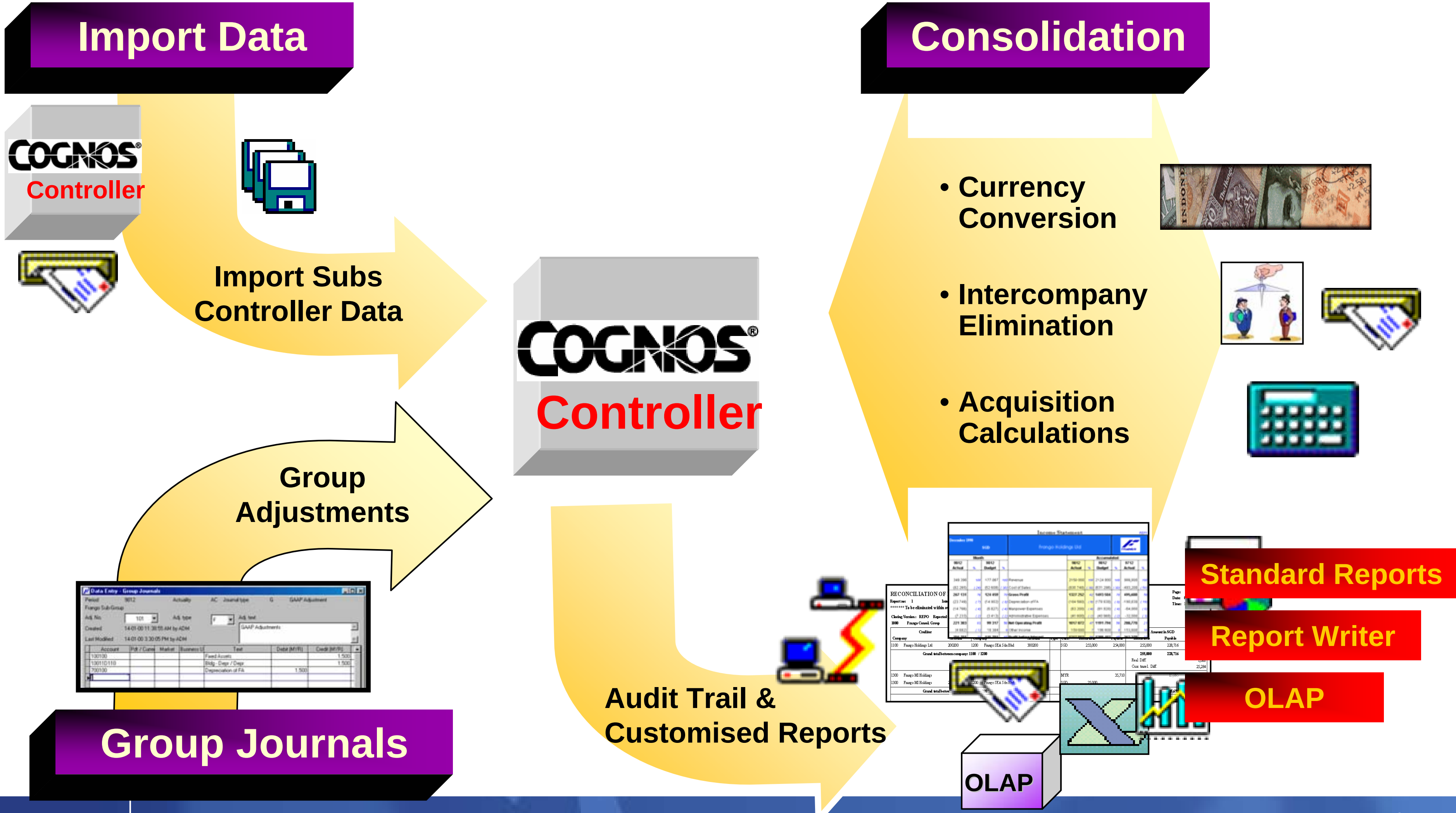
COGNOS®

Controller

HQ

Group Level

Data Capture / Calculations / Output


Import Data
COGNOS
Controller
Import Subs Controller Data
Group Adjustments
Group Journals
COGNOS
Controller
Consolidation
Audit Trail & Customised Reports
Standard Reports
Report Writer
OLAP
OLAP

- Currency Conversion
- Intercompany Elimination
- Acquisition Calculations

Group Level

Automated Consolidation Processes

- Reconciliation of reported data
- Currency conversion, with full analysis of conversion differences
- Reconciliation and automatic elimination of inter-company accounts
- Minority interest calculation
- Elimination of investment in subsidiaries
- Amortisation of goodwill
- Equity accounting (associated companies)
- Split method consolidation (joint ventures)

Automating Consolidation – Proof Points for Cognos Controller

1. Resolve Pain For Immediate Gains
2. Adopt & Sustain Best Practices
3. Radiate Beyond Finance
4. PM for Strategy Execution

1	Finance Managed	**Application approach no coding**	**Familiar work environments like Excel, Web**	**Enterprise reach centralized control**
2	Best Practices Functionality	**200+ Pre Built working reports**	**Multi jurisdictional GAAP reporting**	**Deep domain FX, IC, MI, SOX**
3	Performance Platform	**Leading in BI**	**Leading in Planning**	4 **PM** **Standardization**

Automating Consolidation – Proof Points for Cognos Controller “Finance Managed”

1 Resolve Pain For Immediate Gains

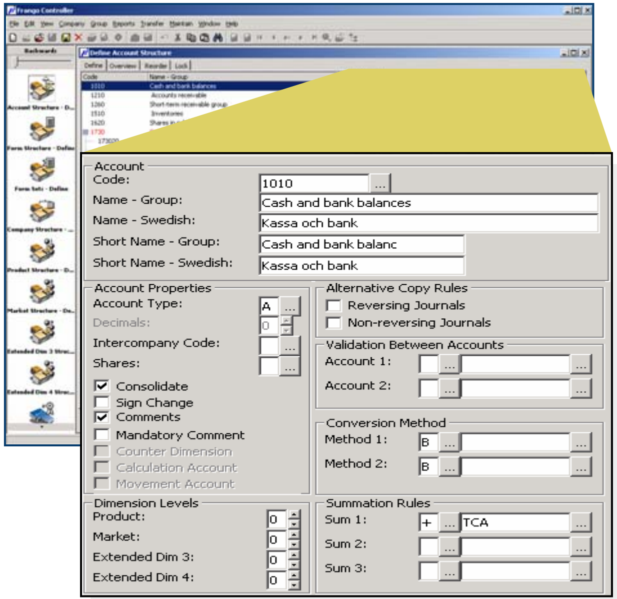
2 Adopt & Sustain Best Practices

3 Radiate Beyond Finance

4 PM for Strategy Execution

1 Finance Managed

Application Approach	Familiar Environments Web, Excel	Centralized Control and Management



Account
Code: 1010
Name - Group: Cash and bank balances
Name - Swedish: Kassa och bank
Short Name - Group: Cash and bank balanc
Short Name - Swedish: Kassa och bank

Account Properties
Account Type: A
Decimals: 0
Intercompany Code:
Shares:
☑ Consolidate
☐ Sign Change
☑ Comments
☐ Mandatory Comment
☐ Counter Dimension
☐ Calculation Account
☐ Movement Account

Alternative Copy Rules
☐ Reversing Journals
☐ Non-reversing Journals

Validation Between Accounts
Account 1:
Account 2:

Conversion Method
Method 1: B
Method 2: B

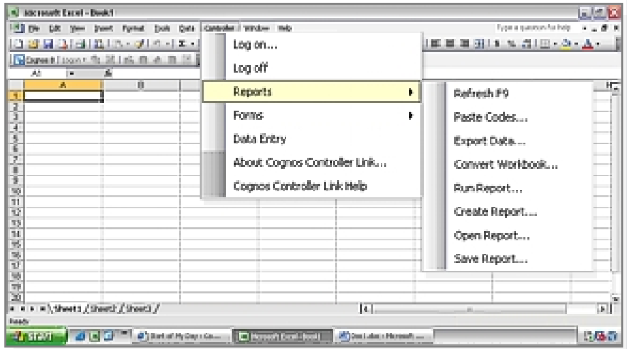
Dimension Levels
Product: 0
Market: 0
Extended Dim 3: 0
Extended Dim 4: 0

Summation Rules
Sum 1: + TCA
Sum 2:
Sum 3:

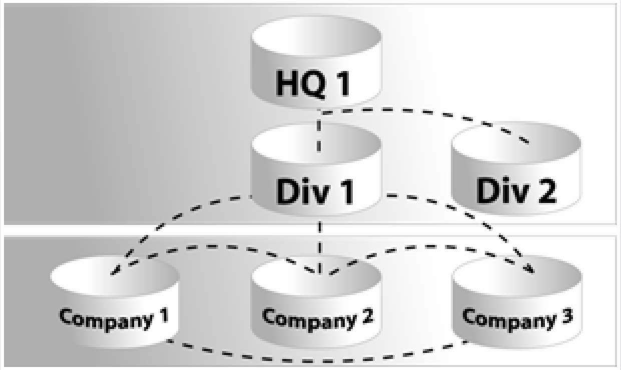
100% Web : Administration and Consumption

Integration with Cognos PM portal

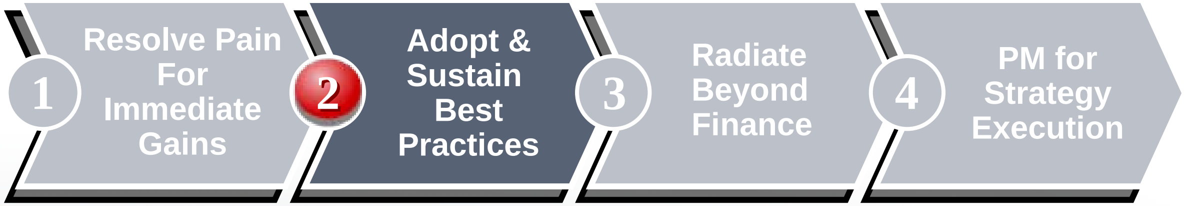
Integrated EXCEL capabilities


Log on...
Log off
Reports
Forms
Data Entry
About Cognos Controller Link...
Cognos Controller Link Help
Refresh F9
Paste Codes...
Export Data...
Convert Workbook...
Run Report...
Create Report...
Open Report...
Save Report...

Central application management – process, deployment, security


HQ 1
Div 1
Div 2
Company 1
Company 2
Company 3

Automating Consolidation – Proof Points for Cognos Controller “Best Practices”



1 Resolve Pain For Immediate Gains

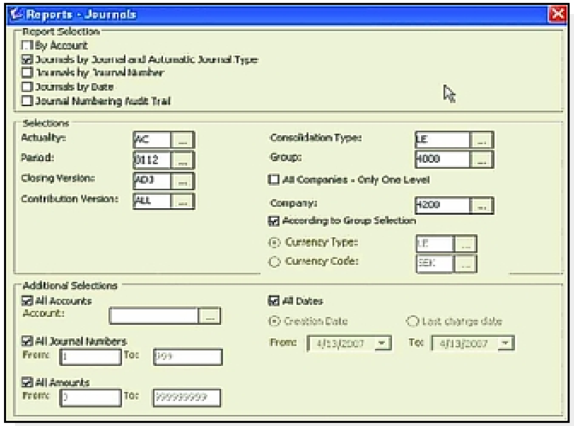
2 Adopt & Sustain Best Practices

3 Radiate Beyond Finance

4 PM for Strategy Execution

2 Best Practices Functionality

200+ Pre-built Reports



Reports - Journals

Report Selection
- ☐ By Account
- ☑ Journals by Journal and Automatic Journal Type
- ☐ Journals by Journal Number
- ☐ Journals by Date
- ☐ Journal Numbering Audit Trail

Selections

Actuality: AC
Period: 0112
Closing Version: AD3
Contribution Version: ALL
Consolidation Type: LE
Group: 4000
☐ All Companies - Only One Level
Company: 4200
☑ According to Group Selection
● Currency Type: LE
○ Currency Code: SEK

Additional Selections

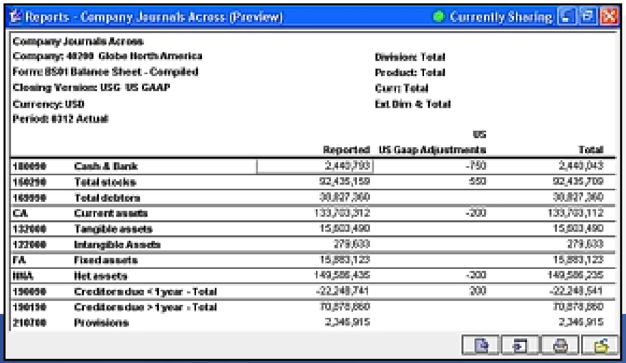
☑ All Accounts
Account:
☑ All Journal Numbers
From: 1 To: 999
☑ All Amounts
From: 0 To: 999999999
☑ All Dates
● Creation Date ○ Last change date
From: 4/13/2007 To: 4/13/2007

This report allows you to see manual and automatic journals, with several different configurations

Multi Jurisdictional GAAP Reporting

One System

Unadjusted views
Adjustments
Comparative views
Financial statements
Custom reports



Reports - Company Journals Across (Preview)

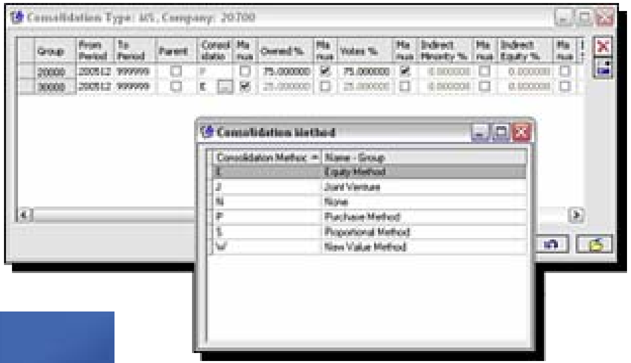
Company Journals Across
Company: 40200 Globe North America
Form: BS01 Balance Sheet - Compiled
Closing Version: USG US GAAP
Currency: USD
Period: 0312 Actual

Division: Total
Product: Total
Curr: Total
Ext Dim 4: Total

		Reported	US US Gaap Adjustments	Total
100000	Cash & Bank	2,440,793	-750	2,440,043
150290	Total stocks	92,435,159	550	92,435,709
169990	Total debtors	30,827,360		30,827,360
CA	Current assets	133,703,312	-200	133,703,112
132000	Tangible assets	15,603,490		15,603,490
137000	Intangible Assets	279,633		279,633
FA	Fixed assets	15,883,123		15,883,123
NA	Net assets	149,586,435	-200	149,586,235
190090	Creditors due < 1year - Total	-22,248,741	200	-22,248,541
190190	Creditors due > 1year - Total	70,878,860		70,878,860
210700	Provisions	2,346,915		2,346,915

Deep Domain Financial Consolidation

Foreign Exchange
Minority Interest
Internal Controls
Automatic Journals



Consolidation Type: AS, Company: 20700

Group	From Period	To Period	Parent	Consol status	Ma nua	Owned %	Ma nua	Votes %	Ma nua	Indirect Minority %	Ma nua	Indirect Equity %	Ma nua
20000	200512	999999	☐	P	☐	75.000000	☑	75.000000	☑	0.000000	☐	0.000000	☐
30000	200512	999999	☐	E	☑	25.000000	☐	25.000000	☐	0.000000	☐	0.000000	☐

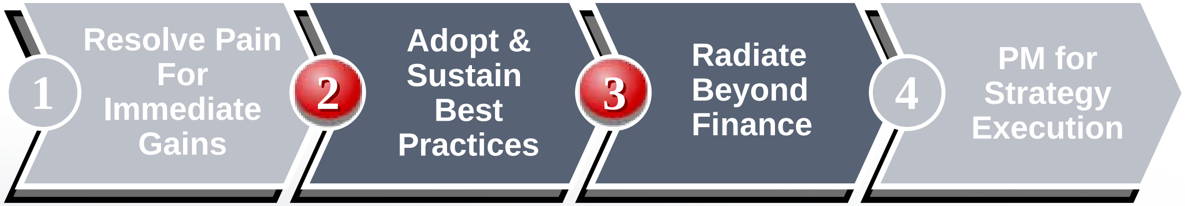
Consolidation Method

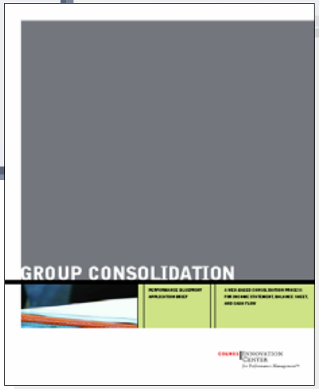
Consolidation Method	Name - Group
E	Equity Method
J	Joint Venture
N	None
P	Purchase Method
S	Proportional Method
W	New Value Method

Transformation Through Best Practices

Blueprint Philosophy

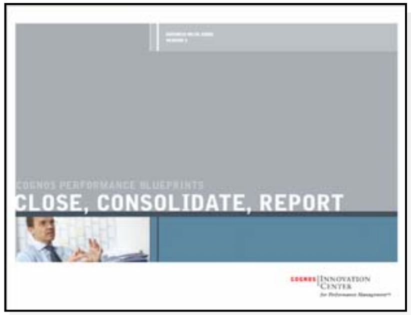
- **Elevate process improvement and transformation options**
- **Link process, technology and internal controls**
- **Provide best practices from world class partners**


1
Resolve Pain For Immediate Gains
2
Adopt & Sustain Best Practices
3
Radiate Beyond Finance
4
PM for Strategy Execution


GROUP CONSOLIDATION

Group Consolidation and Reporting Blueprint

Pre-configured template and reports for delivering IFRS and Group reports.


COGNOS PERFORMANCE BLUEPRINTS
CLOSE, CONSOLIDATE, REPORT

Deloitte Close, Consolidate, Report

Best practices for internal controls and financial consolidation

COGNOS PERFORMANCE BLUEPRINTS
MANAGEMENT AND FINANCIAL REPORTING

Management and Financial Reporting Blueprint

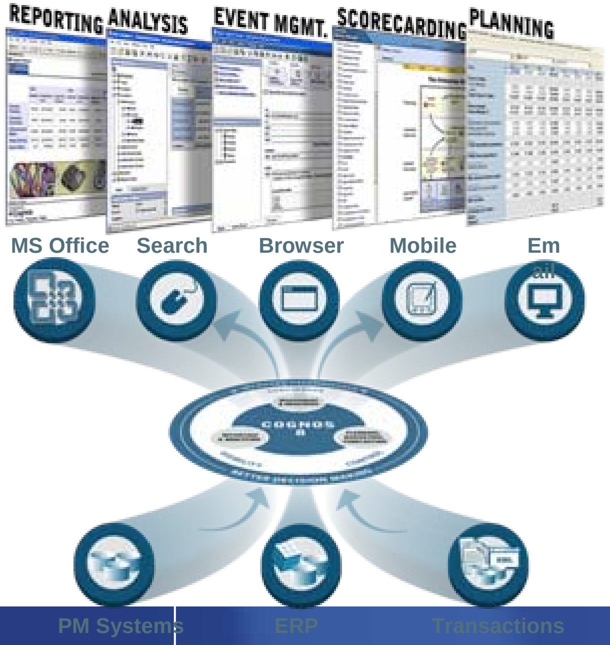
Pre-configured template and reports for delivering IFRS and Group reports

Automating Consolidation – Proof Points for Cognos Controller “Performance Platform”

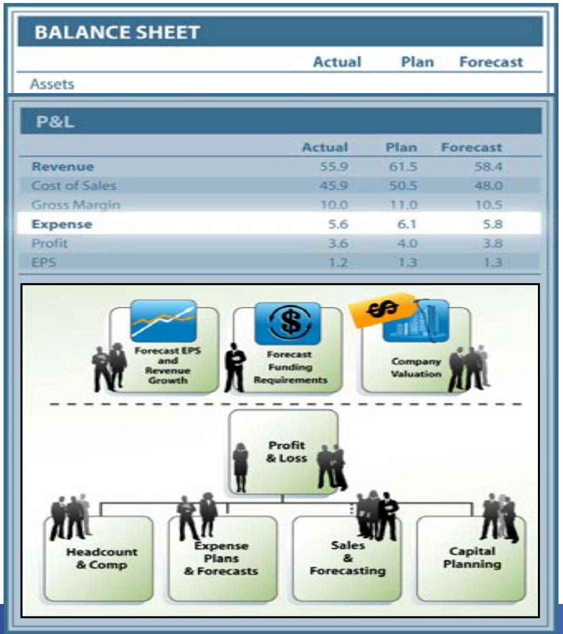
1. Resolve Pain For Immediate Gains
2. Adopt & Sustain Best Practices
3. Radiate Beyond Finance
4. PM for Strategy Execution

3 Best Practices Functionality

Cognos 8 BI


REPORTING
ANALYSIS
EVENT MGMT.
SCORECARDING
PLANNING
MS Office
Search
Browser
Mobile
Em ail
COGNOS 8
PM Systems
ERP
Transactions

Cognos 8 Planning



BALANCE SHEET

	Actual	Plan	Forecast
Assets			

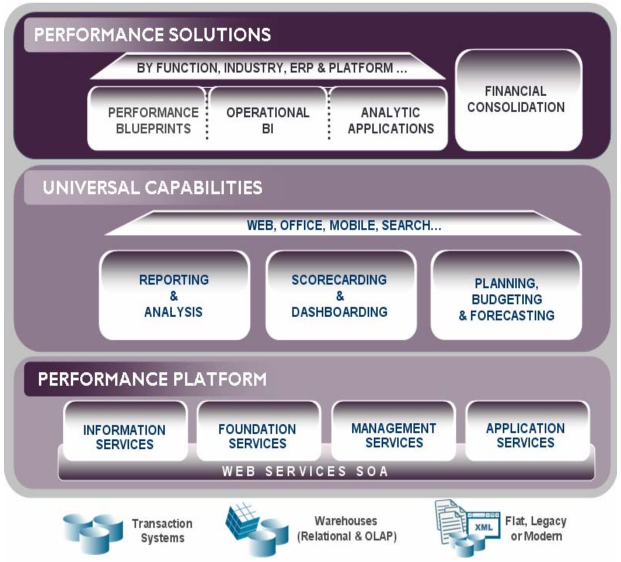
P&L

	Actual	Plan	Forecast
Revenue	55.9	61.5	58.4
Cost of Sales	45.9	50.5	48.0
Gross Margin	10.0	11.0	10.5
Expense	5.6	6.1	5.8
Profit	3.6	4.0	3.8
EPS	1.2	1.3	1.3

Forecast EPS and Revenue Growth
Forecast Funding Requirements
Company Valuation
Profit & Loss
Headcount & Comp
Expense Plans & Forecasts
Sales & Forecasting
Capital Planning

PM Standardization

4



PERFORMANCE SOLUTIONS

- BY FUNCTION, INDUSTRY, ERP & PLATFORM ...
  - PERFORMANCE BLUEPRINTS
  - OPERATIONAL BI
  - ANALYTIC APPLICATIONS
- FINANCIAL CONSOLIDATION

UNIVERSAL CAPABILITIES

- WEB, OFFICE, MOBILE, SEARCH...
  - REPORTING & ANALYSIS
  - SCORECARDING & DASHBOARDING
  - PLANNING, BUDGETING & FORECASTING

PERFORMANCE PLATFORM

- INFORMATION SERVICES
- FOUNDATION SERVICES
- MANAGEMENT SERVICES
- APPLICATION SERVICES

WEB SERVICES SOA

Transaction Systems

Warehouses (Relational & OLAP)

Flat, Legacy or Modern

Why?
IBM Cognos TM1

IBM Cognos TM1

- **Leading OLAP server and business-user centric analytic reporting**
  - Patented, **64 bit, in-memory** multidimensional server
  - High performance **real-time read-write**
  - Best in class **Excel integration**
  - Best in class, self-service **analytic reporting with EV**
  - **Proven, accessible** technology delivering benefits quickly

Features

- Multi-dimensions logically data cube
  - Replace thousands of spreadsheets and tables
  - Meaningful and flexible grouping of data for analysis
- Slice and Dice, Drill-down, Drill-through
  - Simple and easy to explore data and analysis problem
- Write Back Capable
  - True support of ‘what-if’ analysis
  - Real-time response to user queries
- Rule-based automatic calculation on the fly
  - RAM-based Intra-cube, Inter-cube calculation and data exchange
  - Facilitate business driver-based budgeting, forecast and planning

Features continue

- Automatic data consolidation
  - Real-time data consolidation – periodical, regional, departmental, functional and operational
- Seamlessly integrate with Excel
  - User friendly, handy and powerful tool for financial users
  - Maximize functions and features provided by TM1 and Excel
  - Bottom-up, Top-down data entry, Data spreading utilities
- Web deployable
  - .NET
- Replication
  - Automatic Cube replication for heavy remote users
- Sophisticated and reliable security control
  - Access control from server to cell level
  - User group security setting
  - Comprehensive activity log

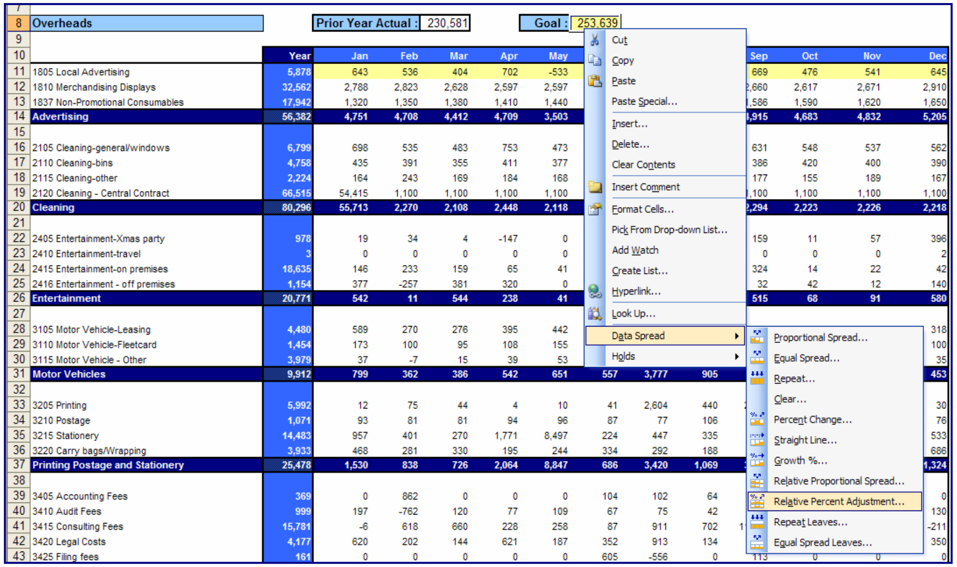
What if Analysis – Data Spread

Spreading Functions supported include

- Proportional Spread
- Equal Spread
- Repeat
- Straight Line
- Growth%
- Relative Proportional Spread
- Percent change and others

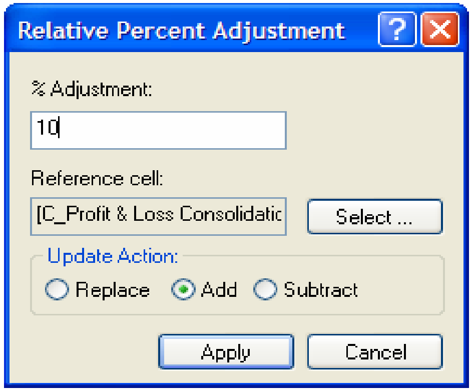
Excluding Cells From Spreading

- Hold Leaves
- Hold Consolidate


Cut
Copy
Paste
Paste Special...
Insert...
Delete...
Clear Contents
Insert Comment
Format Cells...
Pick From Drop-down List...
Add Watch
Create List...
Hyperlink...
Look Up...
Data Spread
Holds
Proportional Spread...
Equal Spread...
Repeat...
Clear...
Percent Change...
Straight Line...
Growth %...
Relative Proportional Spread...
Relative Percent Adjustment...
Repeat Leaves...
Equal Spread Leaves...

Overheads Prior Year Actual : 230,581 Goal : 253,639

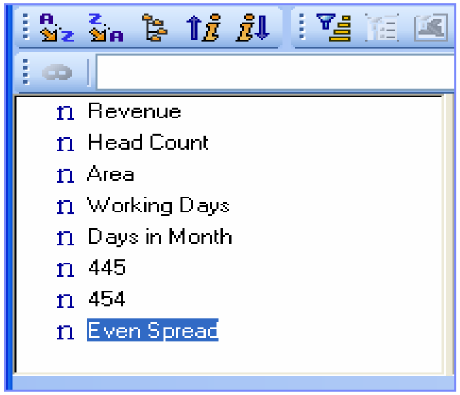
		Year	Jan	Feb	Mar	Apr	May				Sep	Oct	Nov	Dec
11	1805 Local Advertising	5,878	643	536	404	702	-533				669	476	541	645
12	1810 Merchandising Displays	32,562	2,788	2,823	2,628	2,597	2,597				,660	2,617	2,671	2,910
13	1837 Non-Promotional Consumables	17,942	1,320	1,350	1,380	1,410	1,440				,586	1,590	1,620	1,650
14	**Advertising**	**56,382**	**4,751**	**4,708**	**4,412**	**4,709**	**3,503**				**,915**	**4,683**	**4,832**	**5,205**
15														
16	2105 Cleaning-general/windows	6,799	698	535	483	753	473				631	548	537	562
17	2110 Cleaning-bins	4,758	435	391	355	411	377				386	420	400	390
18	2115 Cleaning-other	2,224	164	243	169	184	168				177	155	189	167
19	2120 Cleaning - Central Contract	66,515	54,415	1,100	1,100	1,100	1,100				,100	1,100	1,100	1,100
20	**Cleaning**	**80,296**	**55,713**	**2,270**	**2,108**	**2,448**	**2,118**				**,294**	**2,223**	**2,226**	**2,218**
21														
22	2405 Entertainment-Xmas party	978	19	34	4	-147	0				159	11	57	396
23	2410 Entertainment-travel	3	0	0	0	0	0				0	0	0	2
24	2415 Entertainment-on premises	18,635	146	233	159	65	41				324	14	22	42
25	2416 Entertainment - off premises	1,154	377	-257	381	320	0				32	42	12	140
26	**Entertainment**	**20,771**	**542**	**11**	**544**	**238**	**41**				**515**	**68**	**91**	**580**
27														
28	3105 Motor Vehicle-Leasing	4,480	589	270	276	395	442							318
29	3110 Motor Vehicle-Fleetcard	1,454	173	100	95	108	155							100
30	3115 Motor Vehicle - Other	3,979	37	-7	15	39	53							35
31	**Motor Vehicles**	**9,912**	**799**	**362**	**386**	**542**	**651**	**557**	**3,777**	**905**				**453**
32														
33	3205 Printing	5,992	12	75	44	4	10	41	2,604	440				30
34	3210 Postage	1,071	93	81	81	94	96	87	77	106				76
35	3215 Stationery	14,483	957	401	270	1,771	8,497	224	447	335				533
36	3220 Carry bags/Wrapping	3,933	468	281	330	195	244	334	292	188				686
37	**Printing Postage and Stationery**	**25,478**	**1,530**	**838**	**726**	**2,064**	**8,847**	**686**	**3,420**	**1,069**				**1,324**
38														
39	3405 Accounting Fees	369	0	862	0	0	0	104	102	64				0
40	3410 Audit Fees	999	197	-762	120	77	109	67	75	42				130
41	3415 Consulting Fees	15,781	-6	618	660	228	258	87	911	702				-211
42	3420 Legal Costs	4,177	620	202	144	621	187	352	913	134				350
43	3425 Filing fees	161	0	0	0	0	0	605	-556	0	113	0	0	0


Relative Percent Adjustment
Select ...
Apply
Cancel

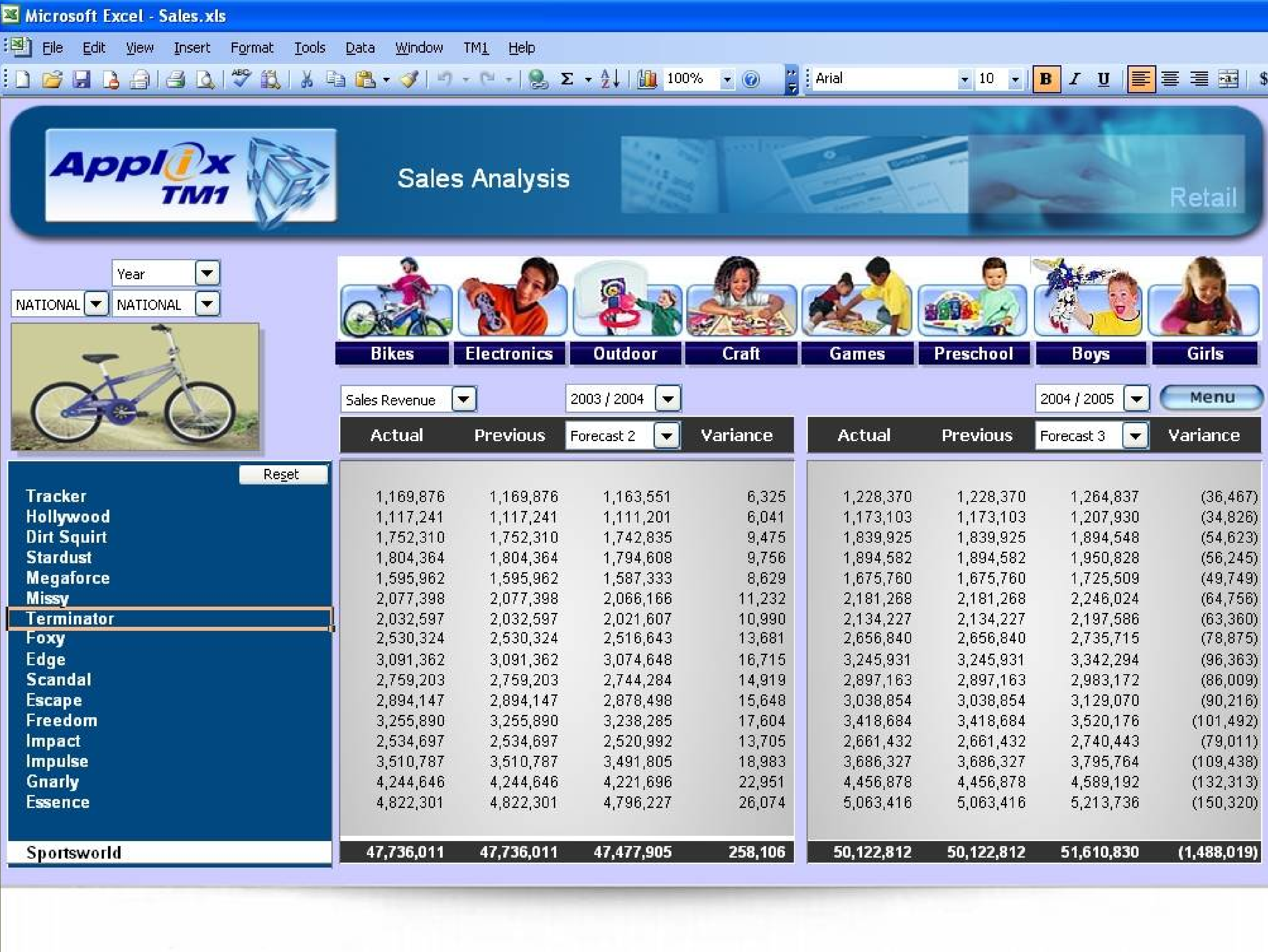
% Adjustment: 10

Reference cell: [C_Profit & Loss Consolidatic

Update Action: ○ Replace ● Add ○ Subtract



- Revenue
- Head Count
- Area
- Working Days
- Days in Month
- 445
- 454
- Even Spread


Microsoft Excel - Sales.xls
File
Edit
View
Insert
Format
Tools
Data
Window
TM1
Help
100%
Arial
10
B
I
U
Applix TM1
Retail
Bikes
Electronics
Outdoor
Craft
Games
Preschool
Boys
Girls
Menu
Reset

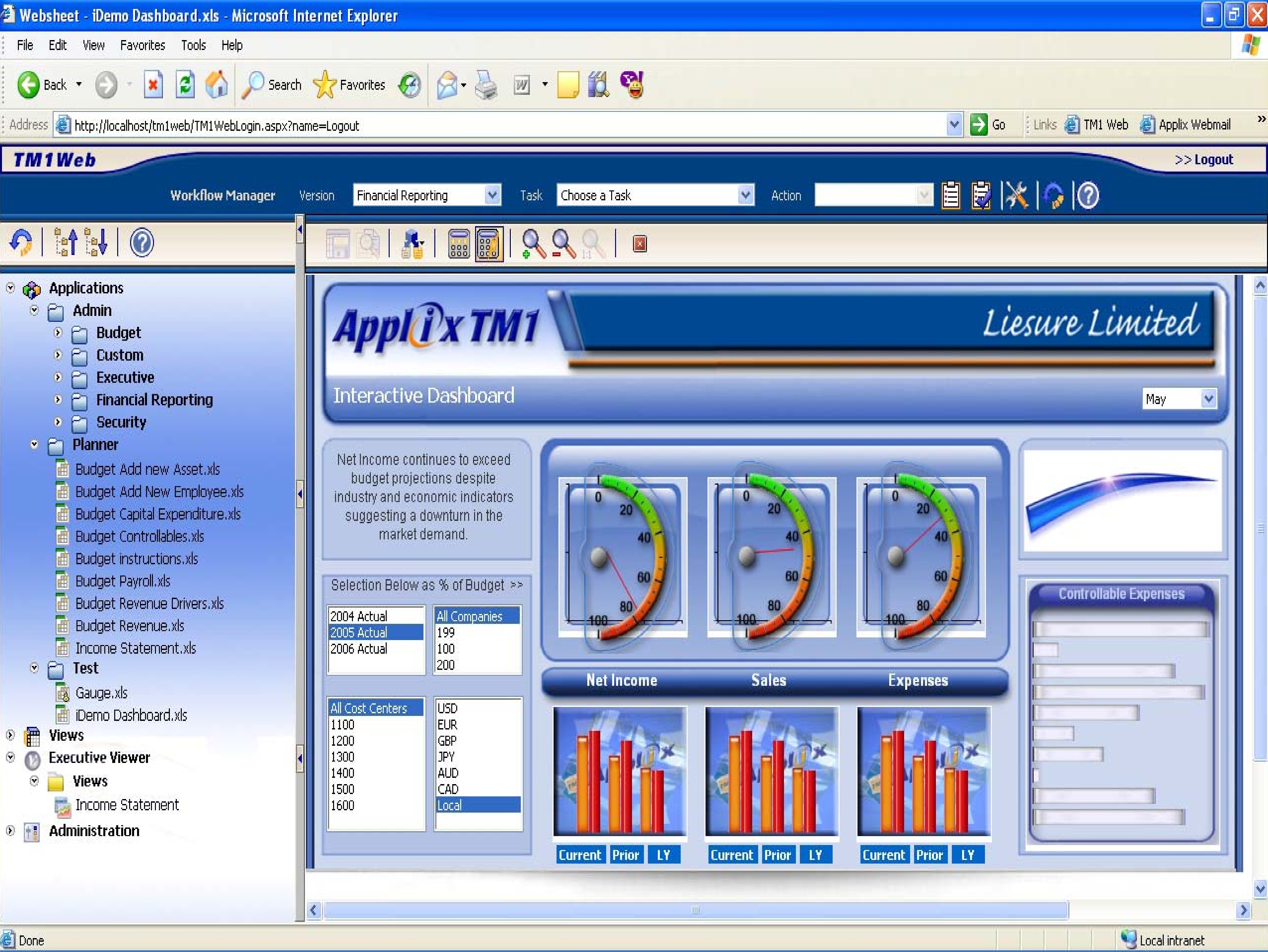
Sales Analysis

Year

NATIONAL NATIONAL

Sales Revenue

	2003 / 2004				2004 / 2005			
	Actual	Previous	Forecast 2	Variance	Actual	Previous	Forecast 3	Variance
Tracker	1,169,876	1,169,876	1,163,551	6,325	1,228,370	1,228,370	1,264,837	(36,467)
Hollywood	1,117,241	1,117,241	1,111,201	6,041	1,173,103	1,173,103	1,207,930	(34,826)
Dirt Squirt	1,752,310	1,752,310	1,742,835	9,475	1,839,925	1,839,925	1,894,548	(54,623)
Stardust	1,804,364	1,804,364	1,794,608	9,756	1,894,582	1,894,582	1,950,828	(56,245)
Megaforce	1,595,962	1,595,962	1,587,333	8,629	1,675,760	1,675,760	1,725,509	(49,749)
Missy	2,077,398	2,077,398	2,066,166	11,232	2,181,268	2,181,268	2,246,024	(64,756)
Terminator	2,032,597	2,032,597	2,021,607	10,990	2,134,227	2,134,227	2,197,586	(63,360)
Foxy	2,530,324	2,530,324	2,516,643	13,681	2,656,840	2,656,840	2,735,715	(78,875)
Edge	3,091,362	3,091,362	3,074,648	16,715	3,245,931	3,245,931	3,342,294	(96,363)
Scandal	2,759,203	2,759,203	2,744,284	14,919	2,897,163	2,897,163	2,983,172	(86,009)
Escape	2,894,147	2,894,147	2,878,498	15,648	3,038,854	3,038,854	3,129,070	(90,216)
Freedom	3,255,890	3,255,890	3,238,285	17,604	3,418,684	3,418,684	3,520,176	(101,492)
Impact	2,534,697	2,534,697	2,520,992	13,705	2,661,432	2,661,432	2,740,443	(79,011)
Impulse	3,510,787	3,510,787	3,491,805	18,983	3,686,327	3,686,327	3,795,764	(109,438)
Gnarly	4,244,646	4,244,646	4,221,696	22,951	4,456,878	4,456,878	4,589,192	(132,313)
Essence	4,822,301	4,822,301	4,796,227	26,074	5,063,416	5,063,416	5,213,736	(150,320)
Sportsworld	**47,736,011**	**47,736,011**	**47,477,905**	**258,106**	**50,122,812**	**50,122,812**	**51,610,830**	**(1,488,019)**


Websheet - iDemo Dashboard.xls - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back
Search
Favorites
Go
Links
TM1 Web
Applix Webmail
TM1Web
>> Logout
Workflow Manager
Action
Applications
Admin
Budget
Custom
Executive
Financial Reporting
Security
Planner
Budget Add new Asset.xls
Budget Add New Employee.xls
Budget Capital Expenditure.xls
Budget Controllables.xls
Budget instructions.xls
Budget Payroll.xls
Budget Revenue Drivers.xls
Budget Revenue.xls
Income Statement.xls
Test
Gauge.xls
iDemo Dashboard.xls
Views
Executive Viewer
Views
Income Statement
Administration
Applix TM1
Liesure Limited
Interactive Dashboard
0
20
40
60
80
100
Net Income
Sales
Expenses
Current
Prior
LY
Controllable Expenses
Done
Local intranet

Address: http://localhost/tm1web/TM1WebLogin.aspx?name=Logout

Version: Financial Reporting

Task: Choose a Task

May

Net Income continues to exceed budget projections despite industry and economic indicators suggesting a downturn in the market demand.

Selection Below as % of Budget >>

2004 Actual
2005 Actual
2006 Actual

All Companies
199
100
200

All Cost Centers
1100
1200
1300
1400
1500
1600

USD
EUR
GBP
JPY
AUD
CAD
Local

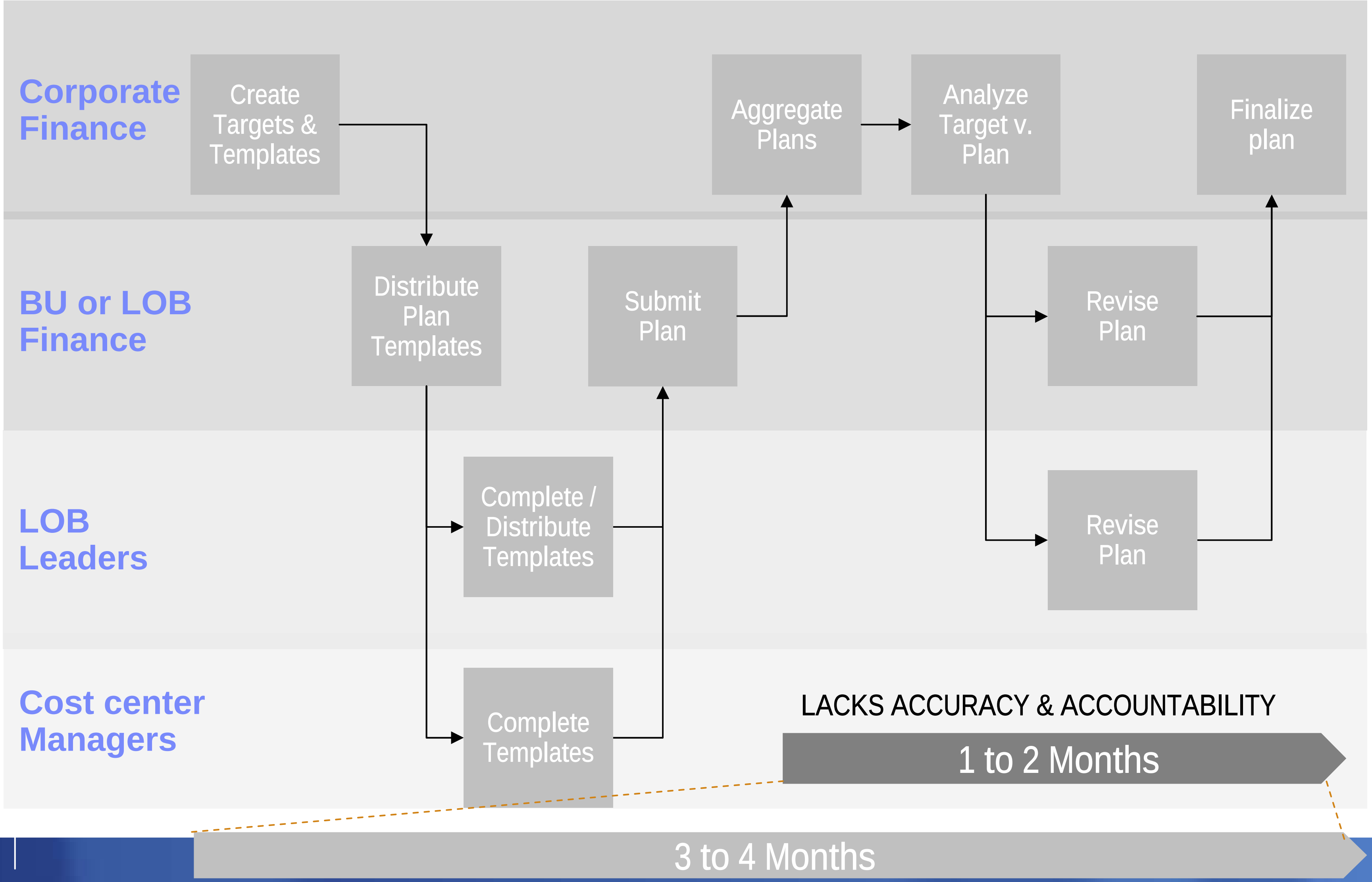
Enterprise Customers

- **HP/Compaq – 26,000+ Users**
- **Citigroup – 10,000+ Users**
- **One of the top three US Insurance Companies – 10,000+ Users**
- **Microsoft EMEA – 3,000+ Users**
- **Mastercard International – 1,000+ Users**
- **Royal Dutch Airline KLM – 1,000+ Users**
- **Surfit Kappa Group – 1,000+ Users**
- **La Poste – 1,000+ Users**
- **Alcatel – 1,000+ Users**
- **Bank of America – 500+ Users**
- **The Kroger Company – 500+ Users**
- **ALICO/AIG – 400+ Users**

What Should We Be Doing?
IBM Cognos 8 Planning

Illustrative

Budgeting, Planning and Forecasting Processes



Corporate Finance

BU or LOB Finance

LOB Leaders

Cost center Managers

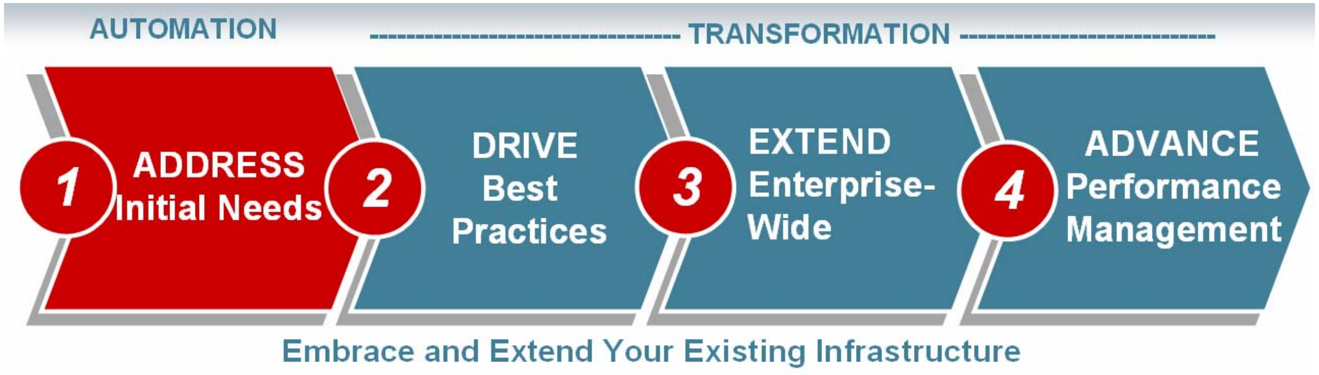
Create Targets & Templates
Aggregate Plans
Analyze Target v. Plan
Finalize plan
Distribute Plan Templates
Submit Plan
Revise Plan
Complete / Distribute Templates
Revise Plan
Complete Templates

LACKS ACCURACY & ACCOUNTABILITY

1 to 2 Months

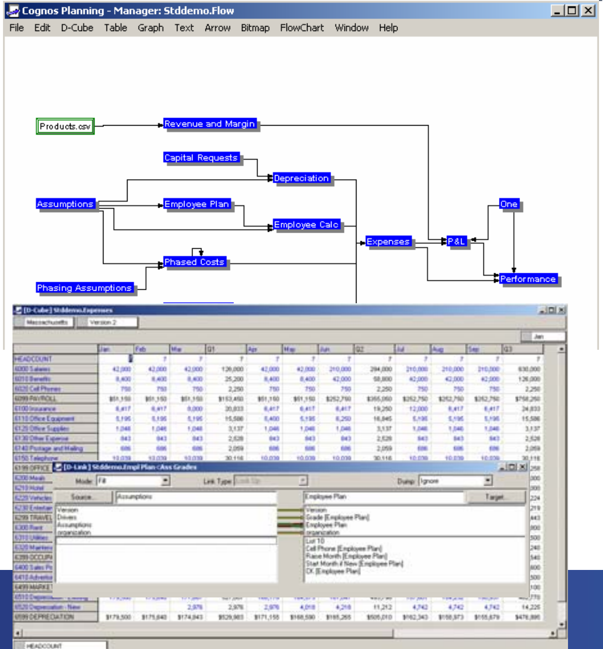
3 to 4 Months

Automating the Planning Process


AUTOMATION
TRANSFORMATION
1
ADDRESS Initial Needs
2
DRIVE Best Practices
3
EXTEND Enterprise-Wide
4
ADVANCE Performance Management

Embrace and Extend Your Existing Infrastructure

Centralized Modeling Approach

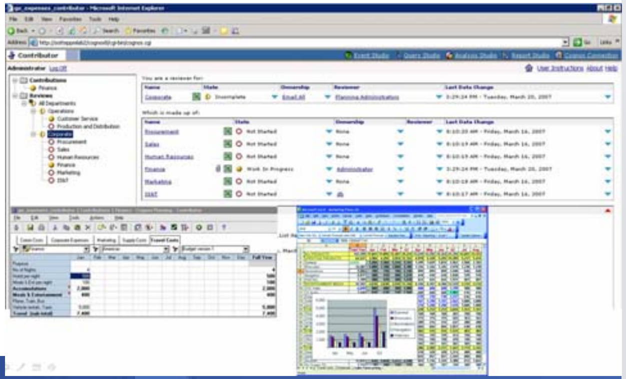

Cognos Planning - Manager: Stddemo.Flow
File
Edit
D-Cube
Table
Graph
Text
Arrow
Bitmap
FlowChart
Window
Help
Products.csv
Revenue and Margin
Capital Requests
Depreciation
Assumptions
Employee Plan
Employee Calc
Expenses
P&L
One
Phased Costs
Performance
Phasing Assumptions
[D-Cube] Stddemo.Expenses
Massachusetts
Version 2

Familiar Environments Web, Excel

100% Web : Consumption

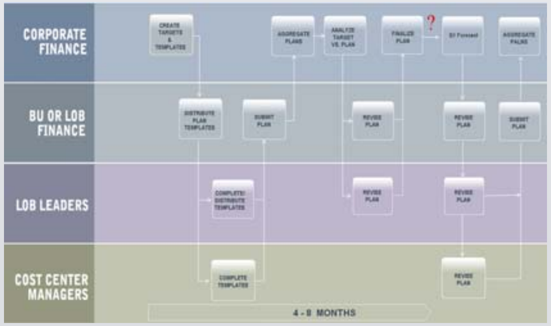
Integration with Cognos PM portal

Integrated EXCEL capabilities

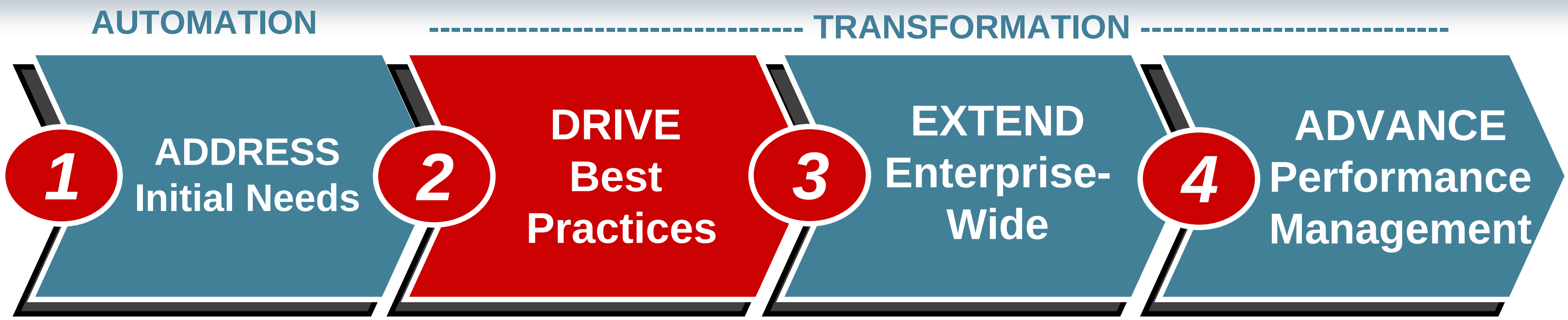


Centralized Control and Management

Central application management – process, deployment, security


CORPORATE FINANCE
BU OR LOB FINANCE
LOB LEADERS
COST CENTER MANAGERS
CREATE TARGETS & TEMPLATES
AGGREGATE PLANS
ANALYZE TARGET VS. PLAN
FINALIZE PLAN
?
BI Forecast
AGGREGATE PALNS
DISTRIBUTE PLAN TEMPLATES
SUBMIT PLAN
REVISE PLAN
REVISE PLAN
SUBMIT PLAN
COMPLETE/ DISTRIBUTE TEMPLATES
REVISE PLAN
REVISE PLAN
COMPLETE TEMPLATES
REVISE PLAN
4 - 8 MONTHS

DRIVE BEST PRACTICES



AUTOMATION

---------------------------------- TRANSFORMATION ----------------------------

1 ADDRESS Initial Needs

2 DRIVE Best Practices

3 EXTEND Enterprise-Wide

4 ADVANCE Performance Management

DRIVER BASED PLANNING

- Reduce cycle time
- Greater reliability
- Greater Accountability

ROLLING FORECASTS

- Continually align investment with market opportunity

TIMEFRAME-APPROPRIATE PLANS

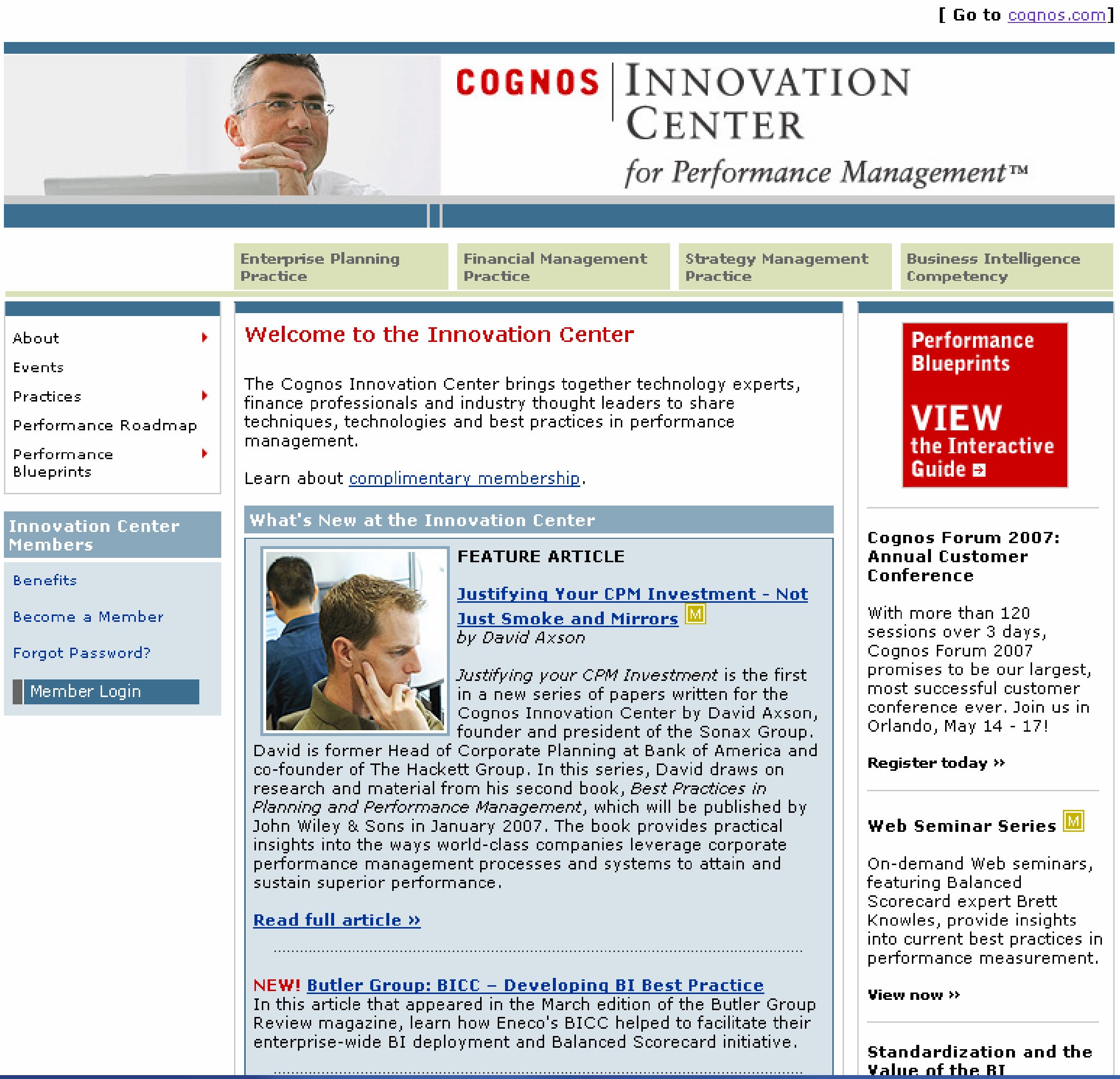
HIGH PARTICIPATION

- Tap Knowledge experts

A WIDER / DEEPER VIEW

- Cross enterprise value

COGNOS INNOVATION CENTER



[Go to cognos.com]

COGNOS | INNOVATION CENTER

for Performance Management™

Enterprise Planning Practice | Financial Management Practice | Strategy Management Practice | Business Intelligence Competency

About
Events
Practices
Performance Roadmap
Performance Blueprints

Innovation Center Members

Benefits
Become a Member
Forgot Password?
Member Login

Welcome to the Innovation Center

The Cognos Innovation Center brings together technology experts, finance professionals and industry thought leaders to share techniques, technologies and best practices in performance management.

Learn about complimentary membership.

What's New at the Innovation Center

FEATURE ARTICLE

Justifying Your CPM Investment - Not Just Smoke and Mirrors M
by David Axson

Justifying your CPM Investment is the first in a new series of papers written for the Cognos Innovation Center by David Axson, founder and president of the Sonax Group. David is former Head of Corporate Planning at Bank of America and co-founder of The Hackett Group. In this series, David draws on research and material from his second book, *Best Practices in Planning and Performance Management*, which will be published by John Wiley & Sons in January 2007. The book provides practical insights into the ways world-class companies leverage corporate performance management processes and systems to attain and sustain superior performance.

Read full article »

NEW! **Butler Group: BICC – Developing BI Best Practice**
In this article that appeared in the March edition of the Butler Group Review magazine, learn how Eneco's BICC helped to facilitate their enterprise-wide BI deployment and Balanced Scorecard initiative.

Performance Blueprints

VIEW the Interactive Guide

Cognos Forum 2007: Annual Customer Conference

With more than 120 sessions over 3 days, Cognos Forum 2007 promises to be our largest, most successful customer conference ever. Join us in Orlando, May 14 - 17!

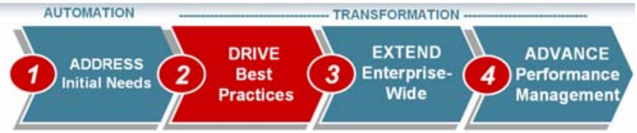
Register today »

Web Seminar Series M

On-demand Web seminars, featuring Balanced Scorecard expert Brett Knowles, provide insights into current best practices in performance measurement.

View now »

Standardization and the Value of the BI



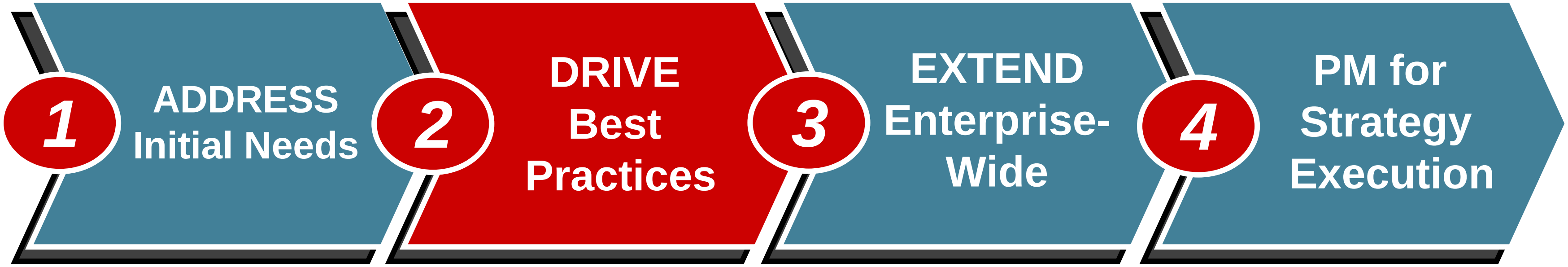
Provides Best Practices:

- Enterprise Planning
- Financial Management
- Strategy Management
- Business Intelligence

www.cognos.com/InnovationCenter

BEST-PRACTICE THOUGHT LEADERSHIP

AUTOMATION ---------------------------------- TRANSFORMATION -----------------------------



1 **ADDRESS Initial Needs**

2 **DRIVE Best Practices**

3 **EXTEND Enterprise-Wide**

4 **PM for Strategy Execution**

RESEARCH, CASE STUDIES, PUBLICATIONS

Axson
Sonax

Hope
BBRT

Roth
Hackett

Norton
BSCol

ASSETS, RESOURCES, EVENTS

Business Content
Customer Forums

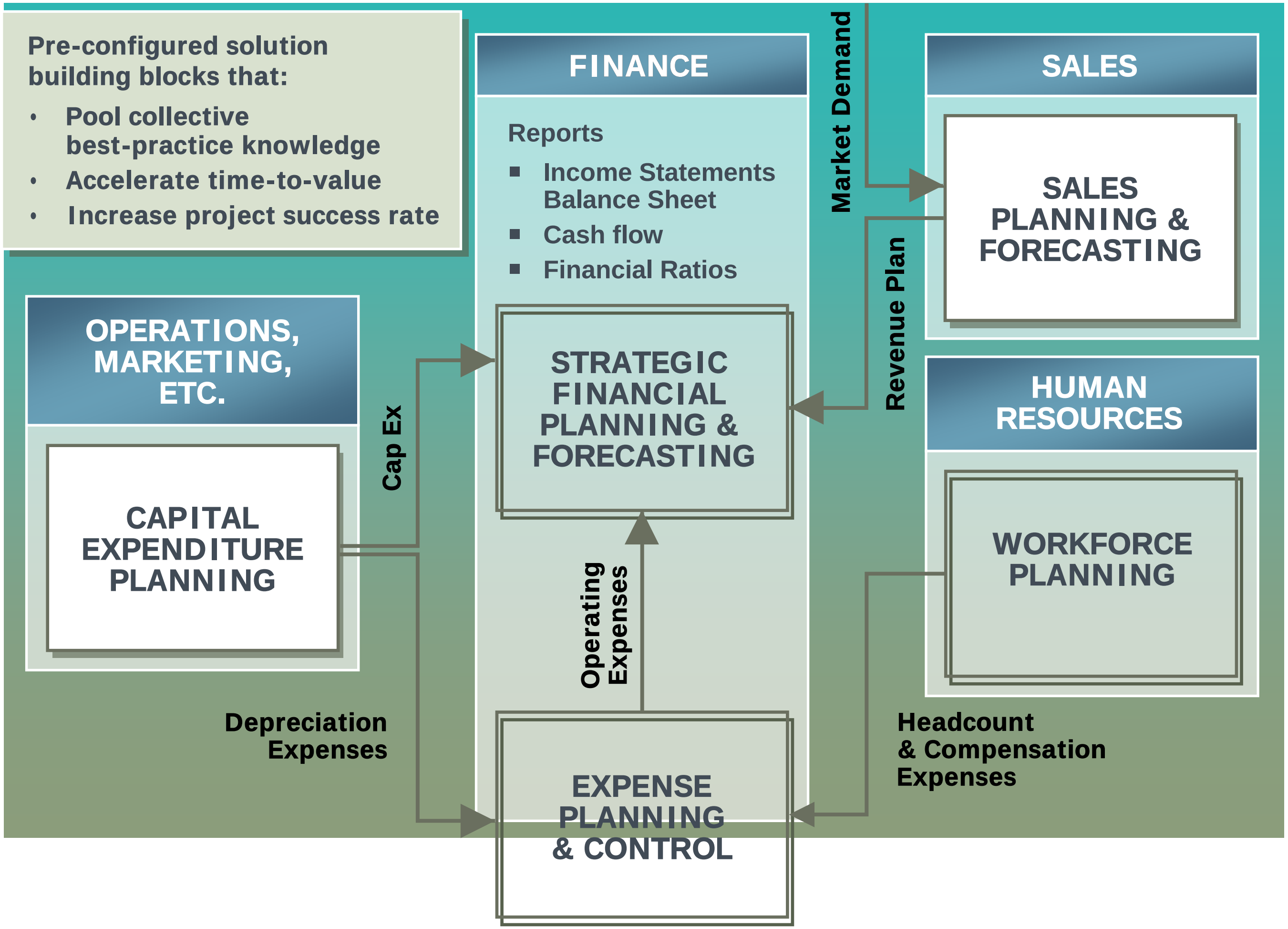
COGNOS | INNOVATION CENTER
for Performance Management™

Strategy Development
Performance Blueprints

MEMBERS AND PEER NETWORK / COMMUNITY

AMERICAN EXPRESS BEST BUY 7-ELEVEN Pfizer MANPOWER …

Enterprise Planning
Performance Blueprints: Functional Solutions



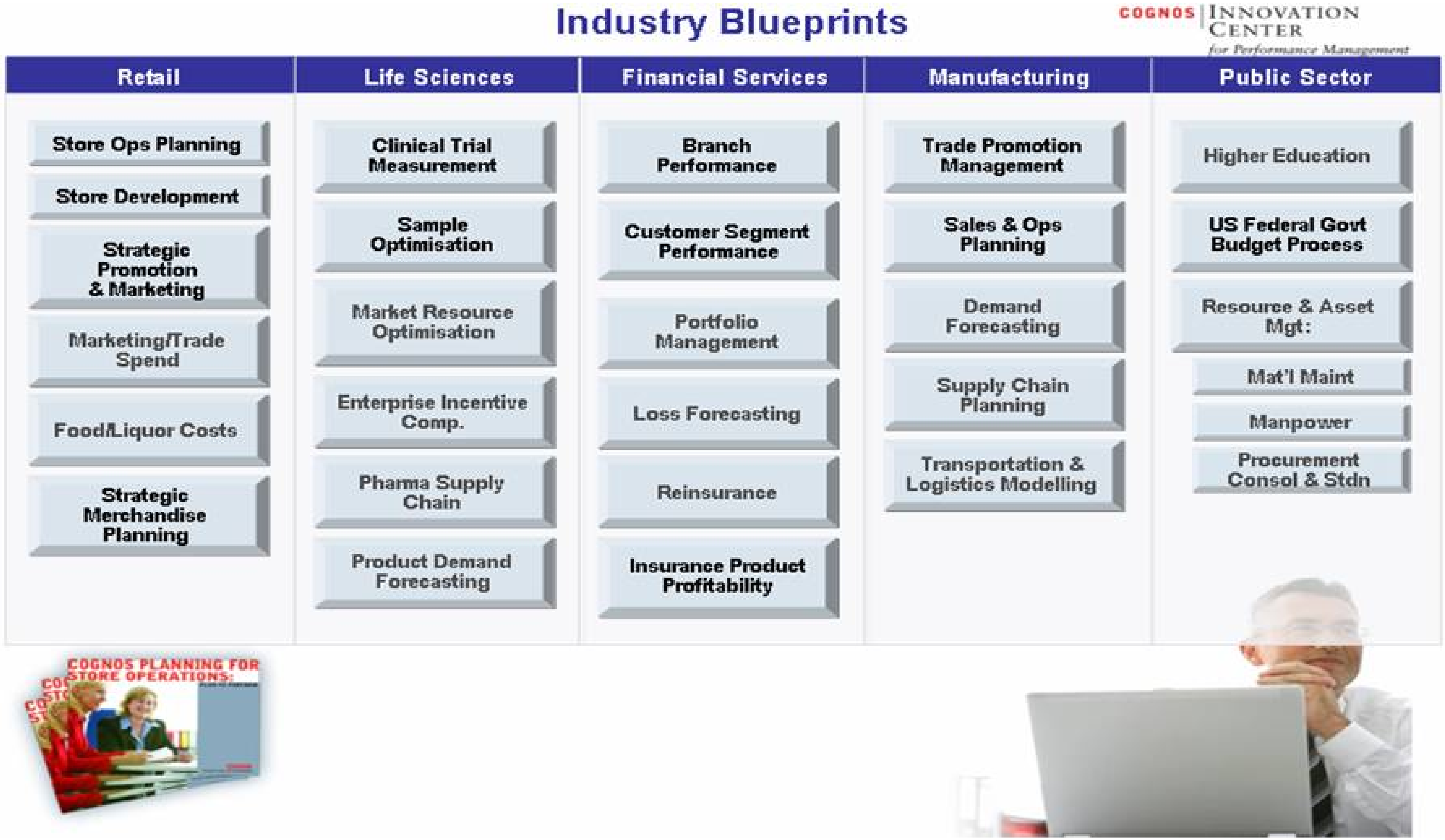
Pre-configured solution building blocks that:
- Pool collective best-practice knowledge
- Accelerate time-to-value
- Increase project success rate

FINANCE
Reports
Income Statements
Balance Sheet
Cash flow
Financial Ratios
STRATEGIC FINANCIAL PLANNING & FORECASTING
EXPENSE PLANNING & CONTROL
Operating Expenses
Market Demand
Revenue Plan
SALES
SALES PLANNING & FORECASTING
HUMAN RESOURCES
WORKFORCE PLANNING
Headcount & Compensation Expenses
OPERATIONS, MARKETING, ETC.
CAPITAL EXPENDITURE PLANNING
Cap Ex
Depreciation Expenses

FUNCTIONAL SOLUTIONS

- Strategic Financial Planning & Forecasting
- Strategic Long Range Planning
- Risk Analysis
- Sales Planning & Forecasting
- Sales Compensation Planning
- Workforce Planning
- Expense Planning & Control
- Allocations
- Capital Project Planning
- Discretionary Capital Expenditure
- Initiative Planning

Industry Blueprints



Industry Blueprints

COGNOS | INNOVATION CENTER *for Performance Management*

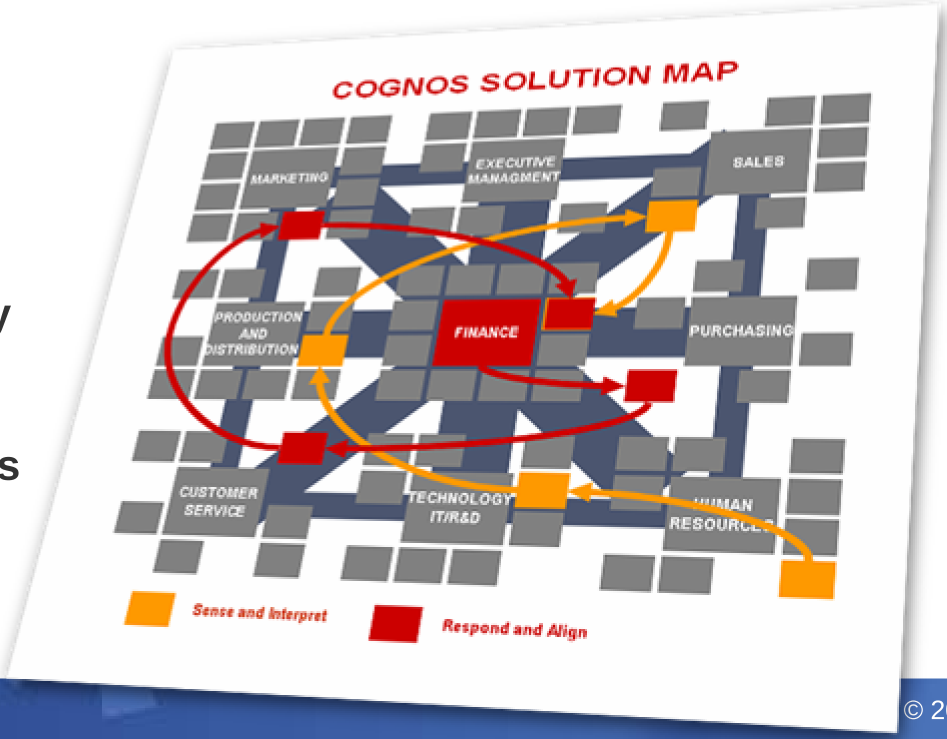
Retail	Life Sciences	Financial Services	Manufacturing	Public Sector
Store Ops Planning	Clinical Trial Measurement	Branch Performance	Trade Promotion Management	Higher Education
Store Development	Sample Optimisation	Customer Segment Performance	Sales & Ops Planning	US Federal Govt Budget Process
Strategic Promotion & Marketing	Market Resource Optimisation	Portfolio Management	Demand Forecasting	Resource & Asset Mgt:
Marketing/Trade Spend	Enterprise Incentive Comp.	Loss Forecasting	Supply Chain Planning	Mat'l Maint Manpower Procurement Consol & Stdn
Food/Liquor Costs	Pharma Supply Chain	Reinsurance	Transportation & Logistics Modelling	
Strategic Merchandise Planning	Product Demand Forecasting	Insurance Product Profitability		

EXTEND Enterprise - Wide

AUTOMATION ---------------------------------- TRANSFORMATION ----------------------------

1. **ADDRESS** Initial Needs
2. **DRIVE** Best Practices
3. **EXTEND** Enterprise-Wide
4. **ADVANCE** Performance Management

- **Model the whole business**
- **Link operational plans to financial plans**
- **Increase forecast reliability**
- **Performance Blueprints accelerate implementations**


COGNOS SOLUTION MAP
MARKETING
EXECUTIVE MANAGEMENT
SALES
PRODUCTION AND DISTRIBUTION
FINANCE
PURCHASING
CUSTOMER SERVICE
TECHNOLOGY IT/R&D
HUMAN RESOURCES
Sense and Interpret
Respond and Align

ADVANCE PERFORMANCE MANAGEMENT

AUTOMATION

---------------------------------- TRANSFORMATION ----------------------------

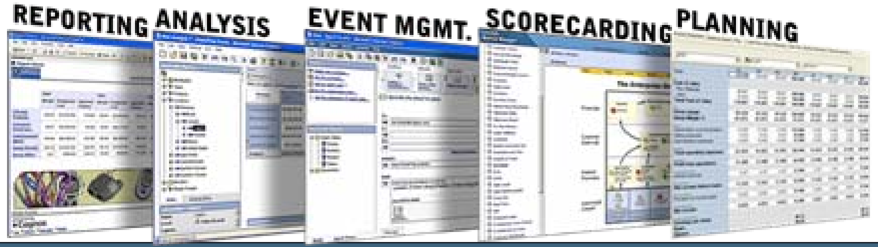
1 ADDRESS Initial Needs

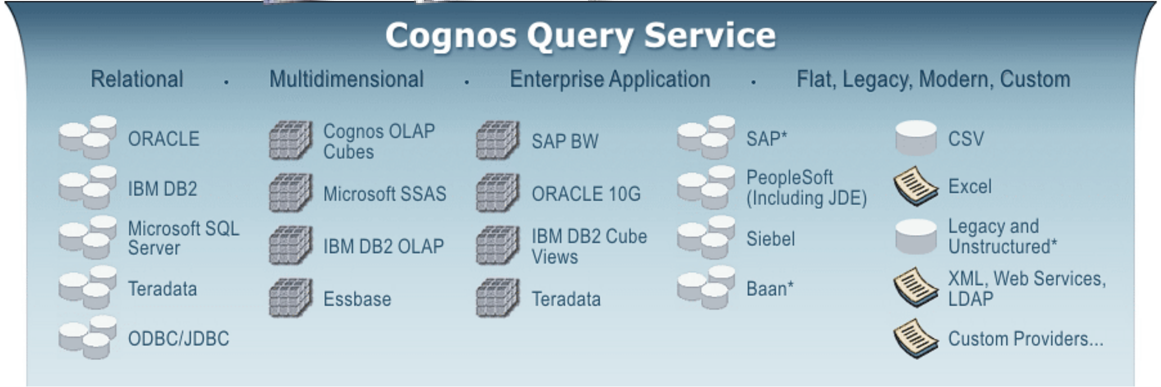
2 DRIVE Best Practices

3 EXTEND Enterprise-Wide

4 ADVANCE Performance Management

- Set goals, make plans, and measure progress
- Reporting must cross all time horizons
- Eliminate fragmentation
- Eliminate latency
- Information you can rely on
- High participation
- Reduced cost of ownership
- Position Finance as business partner

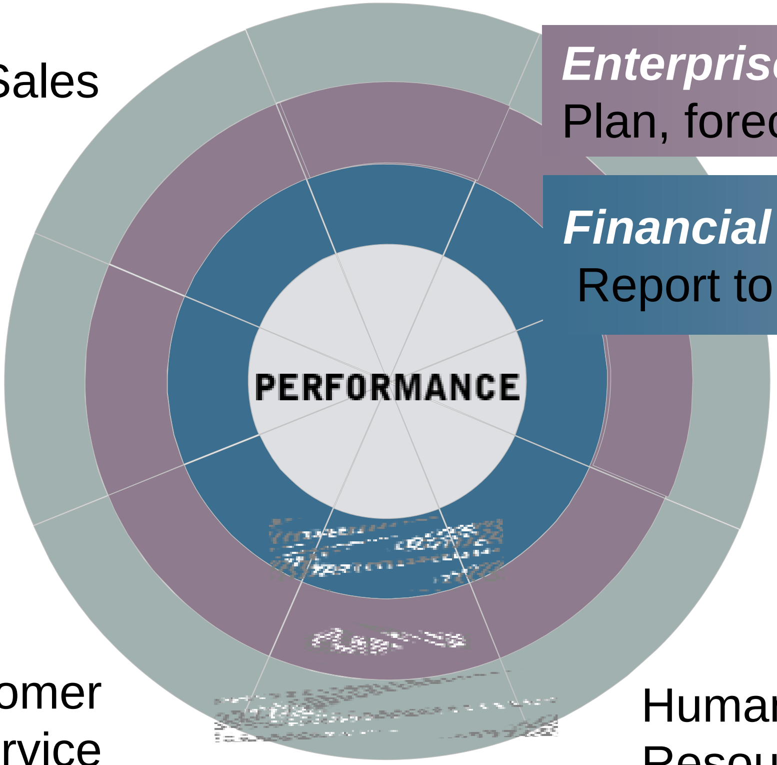




Cognos Query Service

Relational	Multidimensional	Enterprise Application		Flat, Legacy, Modern, Custom
ORACLE	Cognos OLAP Cubes	SAP BW	SAP*	CSV
IBM DB2	Microsoft SSAS	ORACLE 10G	PeopleSoft (Including JDE)	Excel
Microsoft SQL Server	IBM DB2 OLAP	IBM DB2 Cube Views	Siebel	Legacy and Unstructured*
Teradata	Essbase	Teradata	Baan*	XML, Web Services, LDAP
ODBC/JDBC				Custom Providers...

Financial Performance Management: A Specialized View

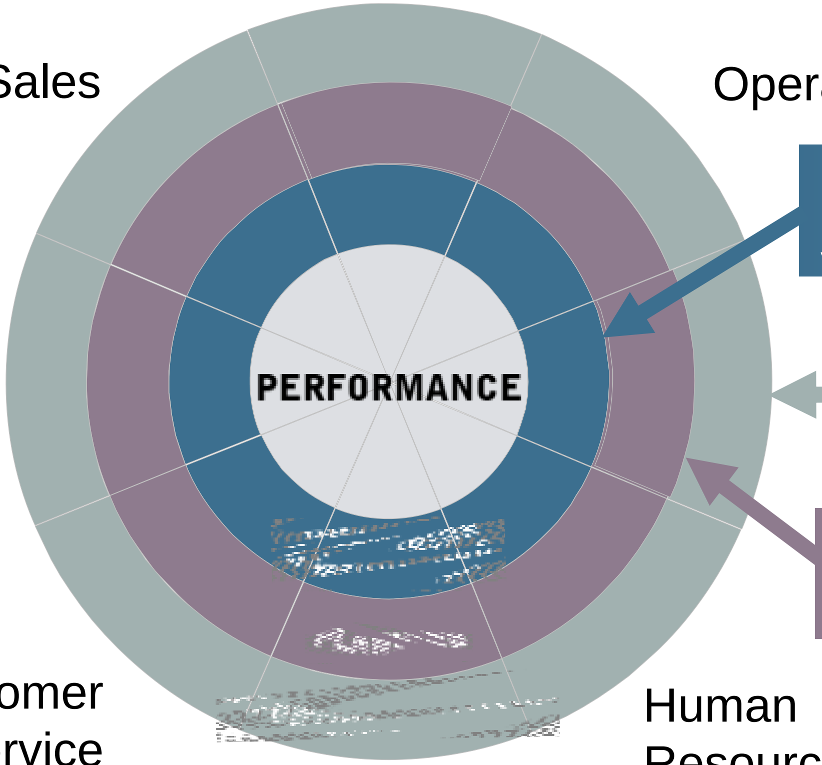

Finance
Sales
Marketing
PERFORMANCE
Customer Service
IT/Systems
Human Resources

Financial Analytics
Analyze and optimize performance

Enterprise Planning
Plan, forecast, control enterprise resources

Financial Consolidation
Report to external stakeholders with confidence

Performance Management is Relevant Across the Enterprise



Finance

Sales

Operations

How are we doing?
Scorecards and Dashboards

Marketing

Why?
Reporting & Analytics

What should we be doing?
Planning, Forecasting and Budgeting

Customer
Service

Human
Resources

IT/Systems

IBM Cognos 8 Performance Management System

Open, enterprise-class platform to optimize business performance

PERFORMANCE SOLUTIONS

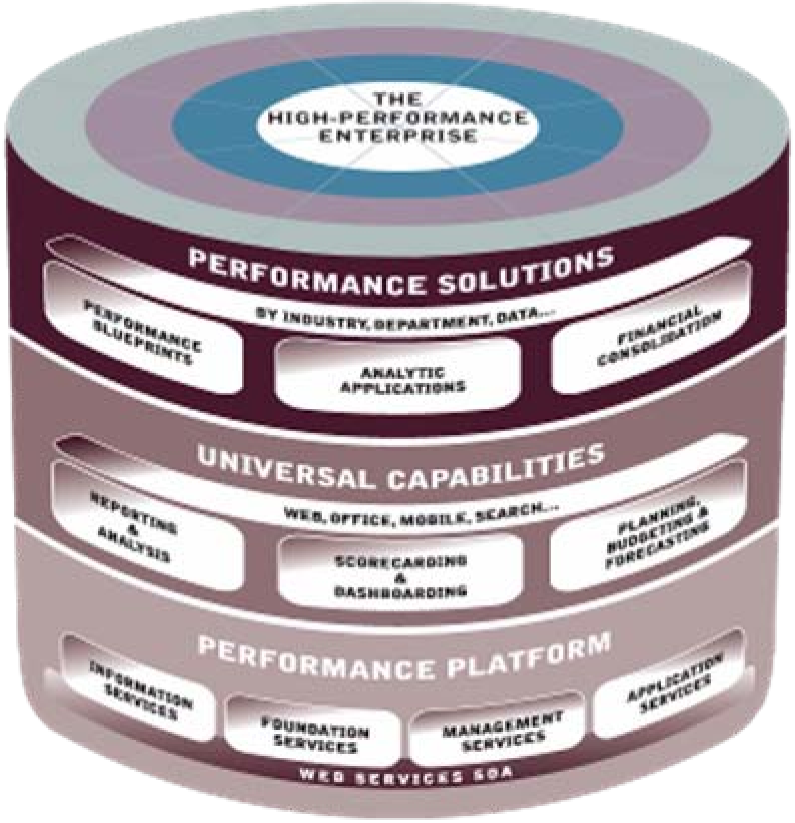
Solutions Based on Best Practices

UNIVERSAL CAPABILITIES

Complete, Consistent View Anytime, Anywhere

PERFORMANCE SYSTEM PLATFORM

Enterprise-Class Platform


THE HIGH-PERFORMANCE ENTERPRISE
PERFORMANCE SOLUTIONS
BY INDUSTRY, DEPARTMENT, DATA...
PERFORMANCE BLUEPRINTS
ANALYTIC APPLICATIONS
FINANCIAL CONSOLIDATION
UNIVERSAL CAPABILITIES
WEB, OFFICE, MOBILE, SEARCH...
REPORTING & ANALYSIS
SCORECARDING & DASHBOARDING
PLANNING, BUDGETING & FORECASTING
PERFORMANCE PLATFORM
INFORMATION SERVICES
FOUNDATION SERVICES
MANAGEMENT SERVICES
APPLICATION SERVICES
WEB SERVICES SOA

簡報大綱

- 績效管理(PM)簡介
- IBM COGNOS 8 BI 商業智慧簡介
- IBM COGNOS FPM 財務績效管理簡介
- 產品功能展示

謝謝