

# IBM Cognos 8 Planning

## Performance Begins with Enterprise Planning

IBM Cognos 8 Planning offers everything you need to establish a foundation for best-in-class performance. Owned by finance, it helps define goals and creates a clear-cut strategy for excellence. IBM Cognos 8 Planning gives you the tools to turn strategy into discrete plans, budgets, and forecasts for employees and external partners.

Designed for companies with even the most complex business models, IBM Cognos 8 Planning is a fully integrated, state-of-the-art, highly scalable solution for planning, budgeting, and forecasting. It integrates operational and financial planning in real time for immediate visibility into resource requirements and future business performance. With its distributed administration capabilities, IBM Cognos 8 Planning enables localized responsibility for plan processes across functions, geographies, and business units in a single, unified, secure planning environment.

IBM Cognos 8 Planning provides unprecedented power and flexibility to create, compare, and evaluate business scenarios, conditions, drivers, rates, and assumptions. It enables you to build consistent, interconnected business models for organizations of any size. With IBM Cognos 8 Planning, you can access current actual data to assess fiscal performance, and proceed from what-is to evaluate the

*what-if* scenarios critical to forecasting future performance. And IBM Cognos 8 Planning helps you build enterprise-wide budgets and forecasts faster and more efficiently. The result: True predictability and accountability across the enterprise.

### Powerful business modeling and calculation

#### Customized for Your Business.

Rather than forcing you into a solution that may not fit your business model, IBM Cognos 8 Planning readily adapts to suit your organization and environment. Your financial analysts can easily create business rules and structures in the IBM Cognos 8 Planning architecture, then modify the model as your organization evolves. IBM Cognos 8 Planning easily accommodates changes such as added locations, new or discontinued product lines, and restructured cost centers. As your business grows, IBM Cognos 8 Planning grows with it. Its powerful modeling capabilities provide flexibility to devise, compare, and assess alternative business scenarios, conditions, cases, and assumptions. And since IBM Cognos 8 Planning is designed for finance professionals, you won't need IT to manage changes to your model or assumptions.

**Rapid development.** IBM Cognos 8 Planning lets you build a model in days—not months. And you can import data from sources like SAP, Oracle eBusiness, or PeopleSoft applications to further accelerate the process.

**Sophisticated modeling.** Cross-functional planning processes rely on complex logic and dependencies. IBM Cognos 8 Planning quickly delivers sophisticated linked models that accurately reflect your business in all its complexity and detail.

**Flexibility.** No other enterprise planning solution provides the modeling flexibility of IBM Cognos 8 Planning. You can revise underlying business logic and principles quickly and easily, then see change impact in real time.

**Finance friendliness.** With IBM Cognos 8 Planning, you don't need to master arcane programming languages or scripting. Control of the application remains with financial planning professionals—not IT, as other solutions require.

The screenshot displays the IBM Cognos 8 Planning interface. The top section shows an 'Employee Plan' grid with columns for Employee/Position, Post Date, Grade, Cell Phone, Annual Salary, Rate Month, Rate Percent, Start Month, and Flag. Below this is a summary table with columns for months (Jan to Oct) and rows for various financial metrics.

	Jan	Feb	Mar	Q1	Apr	May	Jun	Q2	Jul	Aug	Sep	Q3	Oct
4398 Gross Revenue	\$5,404,475	\$1,944,613	\$1,549,685	\$6,098,983	\$1,354,601	\$1,162,319	\$1,539,187	\$4,056,077	\$1,322,087	\$2,374,833	\$2,056,287	\$7,853,257	\$2,587,221
5999 Cost of Sales	2,251,691	1,700,244	1,357,725	5,309,461	1,108,836	1,020,552	1,299,164	3,506,631	1,601,111	2,402,202	2,555,298	6,564,611	1,904,210
Gross Margin	\$3,152,784	\$244,369	\$191,970	\$789,522	\$245,765	\$142,827	\$239,993	\$549,446	\$720,976	\$972,631	\$499,039	\$1,291,646	\$683,011
6099 Payroll	44,910	54,180	54,100	153,270	54,100	54,100	55,958	164,318	55,958	55,958	55,958	167,875	55,958
6199 Office Expense	23,594	23,594	23,594	72,782	23,594	23,594	24,621	72,807	23,594	23,594	23,594	72,782	23,594
6299 Travel	33,491	33,491	33,491	100,473	33,491	33,491	33,491	100,473	33,491	33,491	33,491	100,473	33,491
6399 Occupancy	19,760	19,760	20,279	59,816	19,760	19,760	20,279	59,816	19,760	19,760	20,279	59,816	19,760
6499 Marketing	30,142	16,791	16,791	63,725	16,791	28,807	16,791	62,389	16,791	25,137	33,079	76,007	16,791

The browser-based grid interface enables easy access and use.

## Spend less time on process, more on analysis

The proprietary high-speed, bi-directional calculation engine in IBM Cognos 8 Planning lets you evaluate models and test assumptions in minutes to support truly informed business decisions. IBM Cognos 8 Planning eliminates unproductive spreadsheet activities like tracking down numbers, fixing broken links, and debugging macros. Instead, IBM Cognos 8 Planning offers sophisticated features like break-back, multidimensional slicing-and-dicing, and drill-down to help you explore data fully and efficiently. IBM Cognos 8 Planning enables real-time information flows for flexible rolling forecasts and greater visibility into future operating performance.

**Break-back.** This unique capability automatically spreads high-level, top-down targets across any profile—like previous period actuals or projected seasonality—and across multiple dimensions such as products, customers, territories, or time periods without needing to define special business rules.

**Multi-dimensional analysis.** IBM Cognos 8 Planning makes it easy to compare and manipulate data across multiple dimensions, perspectives, or versions. For example, you can compare targets among teams and individuals with current and historical actuals and with external benchmarks to quickly establish targets' viability and consistency.

**Unified view.** IBM Cognos 8 Planning provides a unified view of your plan with key metrics and essential underlying information. With a single version of corporate reality you can spend your time making business decisions, rather than debating data definitions and accuracy.

## High-participation across the enterprise

### A More Intelligent Way to Collect Information

With IBM Cognos 8 Planning, organizations can easily engage thousands in the planning process, collecting data from managers and staff across divisions and across geographies. Users work simultaneously, yet retain rapid server response, because IBM Cognos 8 Planning is optimized for user performance. The client requests data from the server only as needed and saves only data that has changed. Complex calculations are performed at the client, giving users instantaneous response and sparing the server unnecessary traffic during periods of high use.

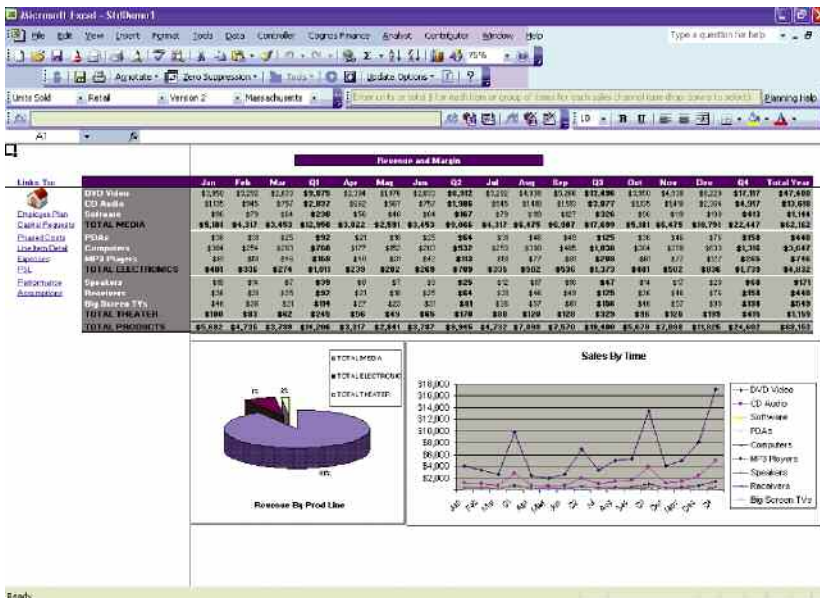
For added flexibility, IBM Cognos 8 Planning offers a Microsoft Excel interface, a familiar, convenient alternative to the well-known Cognos Web-browser. The browser offers line managers and staff simple, controlled participation in planning, budgeting, and forecasting with minimal disruption, enabling them to focus on what they do best—running their area of the business. And the Excel interface offers finance personnel and others with more sophisticated needs the flexibility to integrate detailed personal or shadow systems with enterprise plans, budgets, and forecasts.

To use IBM Cognos 8 Planning, users simply launch Excel or a Web-browser for immediate access to a complete, secure set of linked, role-specific planning templates. Users can quickly tab through them, enter data where required, and evaluate calculated results and summaries prior to submission.

**Bridge the finance-to-business language gap.** IBM Cognos 8 Planning users enter operational data—either numerical or text

values—in their own business language, rather than unfamiliar financial terms. A user might enter the number of units sold, purchased, or needed. IBM Cognos 8 Planning uses predefined formulas to translate information into financial data such as gross revenue, net income, or earnings per share. The result is enhanced clarity and accuracy.

**Flexible data entry.** IBM Cognos 8 Planning templates are both easy to deploy and easy to use. Users only enter data that is relevant to their functional areas. Enforcement of corporate policies is facilitated with validation rules that review data entry values prior to submission. Templates are easily customized by reorienting columns and rows and displaying or hiding empty or zero-filled fields.



*The Microsoft Excel® interface offers both power and extensibility to users with complex needs*

**Minimal training.** Since IBM Cognos 8 Planning is intuitive and supports either a Web browser or Microsoft Excel® interface, little or no training is required to take advantage of its robust functionality.

**Advanced personalization.** IBM Cognos 8 Planning blends enhanced planning and analysis features to improve productivity and accuracy, and to empower users to take greater control of their view of the planning process. These enhanced features include: hierarchy support, sorting and hiding, freeze panes, user tab management, calendar selector, zoom, and word wrap. Such capabilities enable planners to build consistent, sophisticated views of the organization and provide broader context for forecast data entry.

### Streamlined workflow management

After entering required information, IBM Cognos 8 Planning users either save their work to return to later or submit it for review. At any point, designated reviewers can quickly monitor workflow status—*not started, in progress, or ready for review*—with intuitive, color-coded icons. Reviewers can send e-mail to groups based on hierarchy or workflow status, enabling quick, easy communication. After work is submitted, a customizable interface displays the details of individual submissions, an overview of all submissions, or a combination of both. Aggregate totals are shown to help pinpoint areas that need revision. Reviewers can request modifications; and if last-minute revisions are needed,

totals may be adjusted without compromising accuracy.

**Web client or rich Microsoft Excel client.** IBM Cognos 8 Planning lets users instantly choose the interface that best meets their needs. The Web client offers ease-of-use and minimal maintenance, while the Excel client gives users a familiar, convenient alternative. Either way, users enjoy powerful, flexible planning, budgeting, and forecasting with enterprise scalability, collaborative work flow, and high rate of acceptance.

**Track participation—easily.** IBM Cognos 8 Planning automatically monitors the entire planning process and gives you the status of every participant, so the planning cycle proceeds at the speed of the fastest plan contributor, not the slowest. It also promotes helpful dialogue among participants, streamlining cycles even further.

**Mobile planning.** You can plan wherever and whenever you want without a network connection. IBM Cognos 8 Planning knows when users check out plans to work offline, and automatically synchronizes plans and forecasts when they check back in.

**Real-time aggregation.** IBM Cognos 8 Planning instantly aggregates updates to plans and results, and lets you see the impact of new forecasts and plan contributions in real time, with no overnight batch processing and no user lock-outs.

### Distributed administration empowers the entire enterprise

#### Localized Planning Ownership

IBM Cognos 8 Planning puts capability and control in the hands of financial or operational plan administrators who support an enterprise-wide planning process. A key component in planning and forecasting is speed. The ability to turn around a planning cycle—from executives, to the front-line planners, and back—is critical to maintaining accuracy and accountability. So why build into your planning process a 24-hour turn-around of key activities like adding users, moving data, or creating reports? If you operate in a global environment, why should Tokyo have to wait for New York to kick off a process?

The screenshot displays the IBM Cognos 8 Planning interface with three main data views:

- Revenue and Margin:** A table showing sales data by product category (TOTAL PRODUCTS, TOTAL MEDIA, CD Audio, Software, TOTAL ELECTRONICS, PDAs, Computers, MP3 Players) across months (Feb to Sep).
- Expenses:** A table showing various expense categories (HEADCOUNT, 6000 Salaries, 6010 Benefits, 6020 Cell Phones, 6099 FAV/DLI, 6100 Insurance, 6110 Office Equipment, 6120 Office Supplies, 6130 Other Expense) across months (Jan to Q2).
- P&L:** A summary table showing financial metrics (Gross Revenue, Cost of Sales, Gross Margin, Payroll, Office Expense, Travel, Occupancy, Marketing, Depreciation, Total Expense, Net Profit) for Georgia across months (Jan to Mar).

Advanced Personalization for more accurate planning contribution.

Distributed administration and localized planning process ownership eliminate material delay—while the overall plan administrator still retains control.

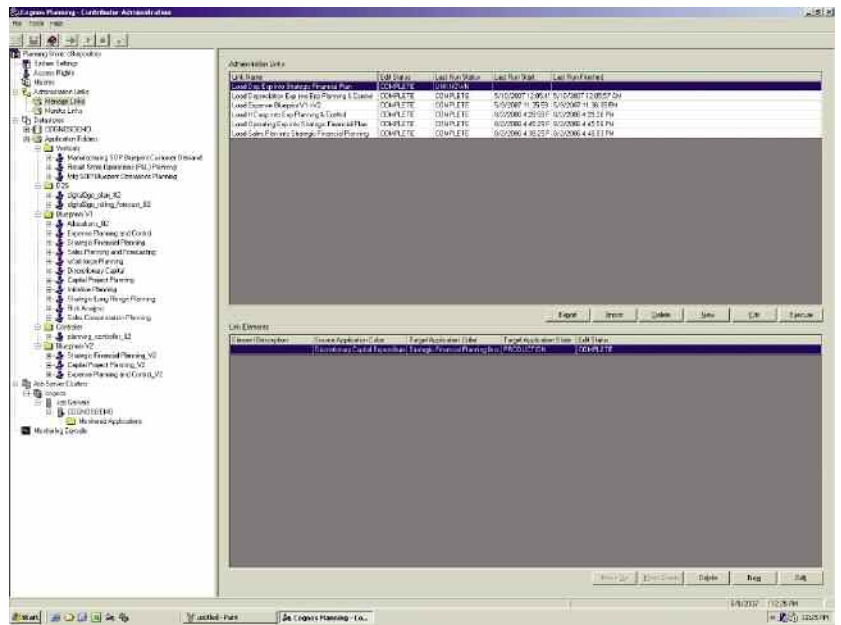
**Online administration.** IBM Cognos 8 Planning lets you change data structures, user access rights, model parameters, and much more—without taking the system offline. You have the 24x7 availability that is a “non-negotiable” for global enterprises.

**Distributed administration.** IBM Cognos 8 Planning empowers multiple administrators across the organization or across the globe to control their part of the plan to ensure timely and accurate plan creation. No 24-hour turnaround for basic processing requirements.

**Right-sized planning.** IBM Cognos 8 Planning allows models to be large or small, linked or stand-alone. Size and scale are determined by the planner, not the technology. And the ability to link and convert operational plans to financial plans is built in.

### Flexible cross-enterprise security

IBM Cognos 8 Planning manages security with complete flexibility. Advanced pre-defined selection options ensure



*Administrative functions are distributed and localized to remove bottlenecks.*

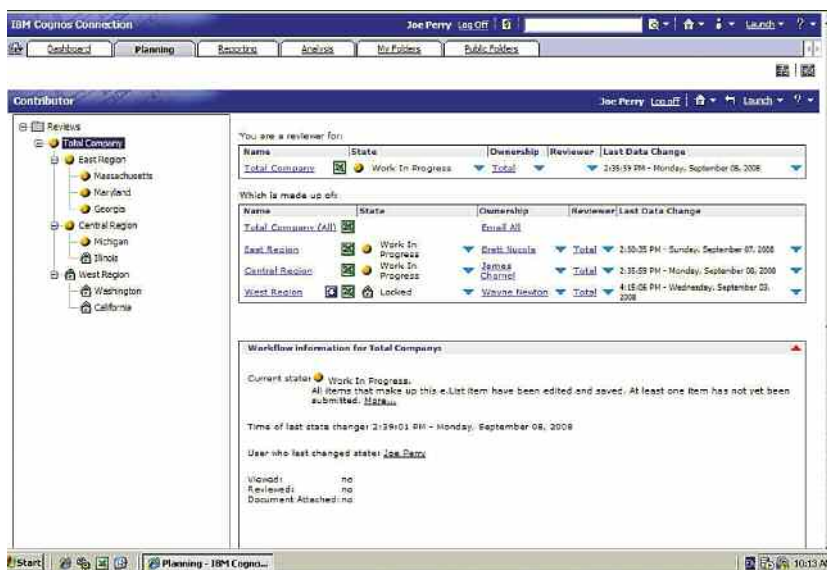
that users see only those templates or portions of templates that they need to. Viewing options can be set for entire business units, workgroups, even individuals. Detailed instructions—including customized headlines and drop-down boxes with optional Web-page links—can be tailored for each template, so relevant information and expectations are always communicated.

Single-sign-on user authentication allows administrators to control and share security across all Cognos solutions with

a single set of common users, user class definitions, and appropriate control of single-user ability to view and modify data. A single log-on can enable user access to all applications. Access to planning information is integrated with the Cognos security model—providing optimal data access to valid users.

### Plan to perform

IBM Cognos 8 Planning enhances and extends applications from Oracle and SAP via certified integration to SAP NetWeaver. It lets companies optimize existing strategic investments while enjoying all the benefits of a proven planning solution—high frequency,



*Streamlined workflow management tracks participation quickly and easily.*

high participation, automated workflow and approval, maximal control, and a single, up-to-the-minute view of the enterprise. IBM Cognos 8 Planning delivers broad functionality and ease of use.



## Enterprise Management and Control

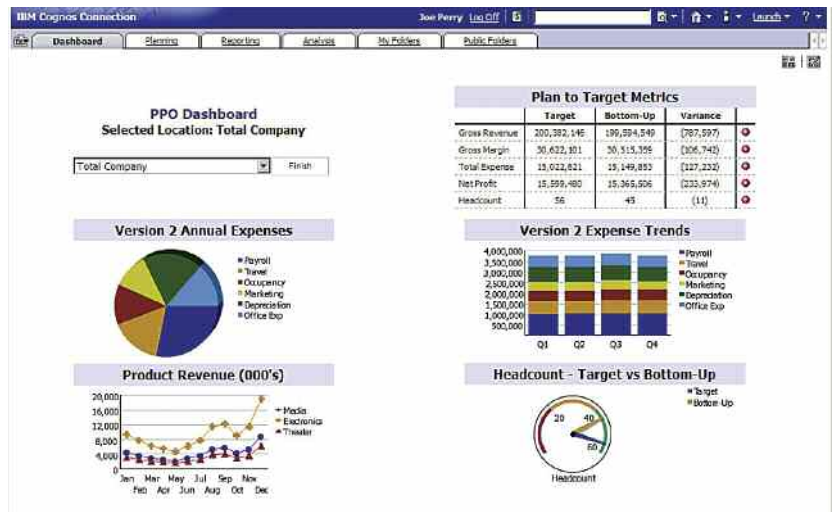
IBM Cognos 8 Planning brings process and data integrity to critical, but often cumbersome, business processes. It enables highly scalable and flexible planning, including managed workflow and collaboration, data management, version control, and modeling flexibility to support a wide range of integrated enterprise planning applications.

## Broad Planning Functionality

IBM Cognos 8 Planning offers amazing flexibility, a broad range of native features, and unique functions like annotations and break-back. Top-down planning is effortless: Users can even perform complex *what-if* analyses by entering commands directly into cells, rows, and columns.

## Linking Personal Spreadsheets with Enterprise Plans

IBM Cognos 8 Planning lets spreadsheet users link personal models and desktop detail directly to the enterprise plan. The plan is synchronized as spreadsheet information changes, linking sophisticated models, reducing risk, and easing migration to an enterprise-wide planning and forecasting standard.



*Real-time reporting on one comprehensive platform.*

## Full Scorecard and Report Integration

IBM Cognos 8 Planning is a cornerstone of the Cognos performance management platform, which offers market-leading solutions for management and financial reporting, analysis, scorecards and dashboards, event detection, and notification.

## About Cognos, an IBM company

Cognos, an IBM company, is the world leader in business intelligence and performance management solutions. It provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance. Cognos was acquired by IBM in January 2008.

### ? For more information

Visit the Cognos Web site at [www.cognos.com](http://www.cognos.com)

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