

# Performance Begins with Enterprise Planning

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. 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, 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, Cognos 8 Planning enables localized responsibility for plan processes across functions, geographies, and business units in a single, unified, secure planning environment.

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 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 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, Cognos 8 Planning readily adapts to suit your organization and environment. Your financial analysts can easily create business rules and structures in the Cognos 8 Planning architecture, then modify the model as your organization evolves. Cognos 8 Planning easily accommodates changes such as added locations, new or discontinued product lines, and restructured cost centers. As your business grows, 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 Cognos 8 Planning is designed for finance professionals, you won't need IT to manage changes to your model or assumptions.

**Rapid development.** 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.

	Description	Expense Account	Jan_07	Feb_07	Mar_07	Apr_07	May_07	Jun_07	Jul_07	Aug_07	Sep_07	Oct_07	Nov_07	Dec_07	Total_07	Jan_08	Feb_08
1	Customer Advisory Mtg	Office/AV Studio Equip Rental	0	5,000	5,000	0	25,000	0	0	0	0	0	0	0	35,000	0	0
2		Professional Fees	12,500	0	0	0	0	0	0	0	0	0	0	0	12,500	0	0
3	Annual Meeting	Travel & Entertainment	5,000	0	0	0	0	0	50,000	0	0	0	0	0	55,000	0	0
4	SEM Organization	Membership & Dues	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000	1,500	1,500	
5	Pipeline Event	Advertising	0	0	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	27,500	2,750	0	
6	Travel & Entertainment	Travel & Entertainment	19,746	19,746	19,746	19,746	19,746	21,062	22,379	22,379	23,696	23,696	23,696	250,112	296,838	296,838	
7	Professional Fees	Total Fees	27,500	27,500	27,500	27,500	27,500	29,442	29,442	31,282	31,282	33,123	33,123	34,363	390,820	34,363	
8	Marketing	Int'l Rental	3,887	3,887	3,887	3,887	2,000	4,146	4,400	4,684	4,684	4,684	4,684	43,233	48,378	43,233	
9	Campaign	Advertising	1,943	1,943	1,943	1,943	1,943	2,073	2,202	2,202	2,332	2,332	2,332	23,622	24,611	23,622	
10	Office Supplies	Supplies	675	675	630	675	675	720	765	765	810	810	855	855	8,775	855	
11	Binding Machine	Repairs	930	930	868	930	930	932	932	1,054	1,054	1,116	1,116	11,778	12,066	11,778	
12	Product Advertisements	Advertising	19,746	19,746	19,430	19,746	19,746	21,062	22,379	22,379	23,696	23,696	23,696	250,112	296,838	296,838	
13	Campaign	Professional Fees-ROI	27,500	27,500	27,500	27,500	27,500	29,442	29,442	31,282	31,282	33,123	33,123	34,363	390,820	34,363	
14	HR Agency	Total Fees	3,887	3,887	3,887	3,887	3,887	4,146	4,400	4,685	4,684	4,684	4,684	43,233	48,378	43,233	
15	Customer Advisory Meeting	Computers & Technical Equip Rental	1,943	1,943	1,943	1,943	1,943	2,073	2,202	2,202	2,332	2,332	2,332	23,622	24,611	23,622	
16	User Conference	Office/AV Studio Equip Rental	675	675	630	675	675	720	720	765	765	810	810	855	8,775	855	
17	Marketing Blitz	Advertising	930	930	868	930	930	932	932	1,054	1,054	1,116	1,116	11,778	12,066	11,778	
18			0	0	0	0	0	0	0	0	0	0	0	0	0	0	
19			0	0	0	0	0	0	0	0	0	0	0	0	0	0	
20			0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	<b>TOTAL</b>		<b>128,571</b>	<b>116,066</b>	<b>111,511</b>	<b>113,816</b>	<b>138,815</b>	<b>118,974</b>	<b>171,120</b>	<b>128,424</b>	<b>128,424</b>	<b>136,728</b>	<b>136,728</b>	<b>143,033</b>	<b>1,570,209</b>	<b>142,987</b>	<b>1,500</b>

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

**Sophisticated modeling.** Cross-functional planning processes rely on complex logic and dependencies. 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 Cognos 8 Planning. You can revise underlying business logic and principles quickly and easily, and then see change impact in real time.

**Finance friendliness.** With 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.

**Spend less time on process, more on analysis**

The proprietary high-speed, bi-directional calculation engine in Cognos 8 Planning lets you evaluate models and test assumptions in minutes to support truly informed business decisions. Cognos 8 Planning eliminates unproductive spreadsheet activities like tracking down numbers, fixing

broken links, and debugging macros. Instead, Cognos 8 Planning offers sophisticated features like *break-back*, multi-dimensional slicing-and-dicing, and drill-down to help you explore data fully and efficiently. 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.** 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.** Cognos 8 Planning provides a unified view of your plan with key metrics and essential underlying

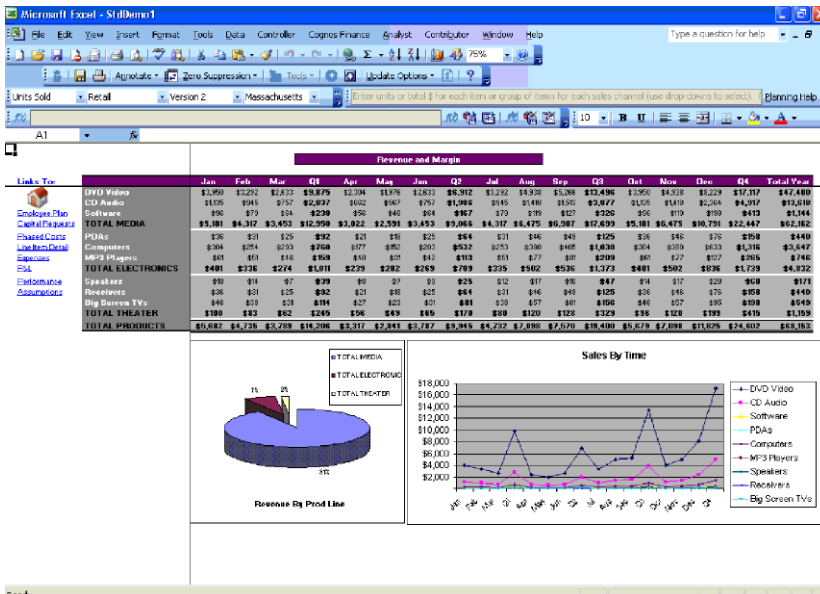
information. With a single version of corporate reality you can spend your time making business decisions, rather than debating data definitions and accuracy.

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

**High-participation across the enterprise**

**A More Intelligent Way to Collect Information**

With 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



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

Cognos 8 Planning is optimized for end-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, 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 greatly detailed personal or *shadow* systems with enterprise plans, budgets, and forecasts.

To use Cognos 8 Planning, end-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.** 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. 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.

**Personalized, flexible data-entry.** Cognos 8 Planning templates are both easy to deploy and easy to use. Users enter only 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

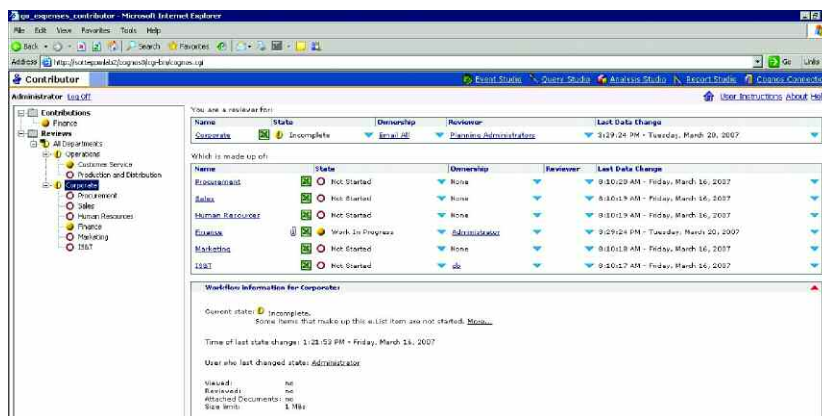
are easily customized by reorienting columns and rows and displaying or hiding empty or zero-filled fields.

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

### Streamlined workflow management

After entering required information, 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.** 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



Streamlined workflow management tracks participation quickly and easily.



## Flexible cross-enterprise security

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

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



## Enterprise Management and Control

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

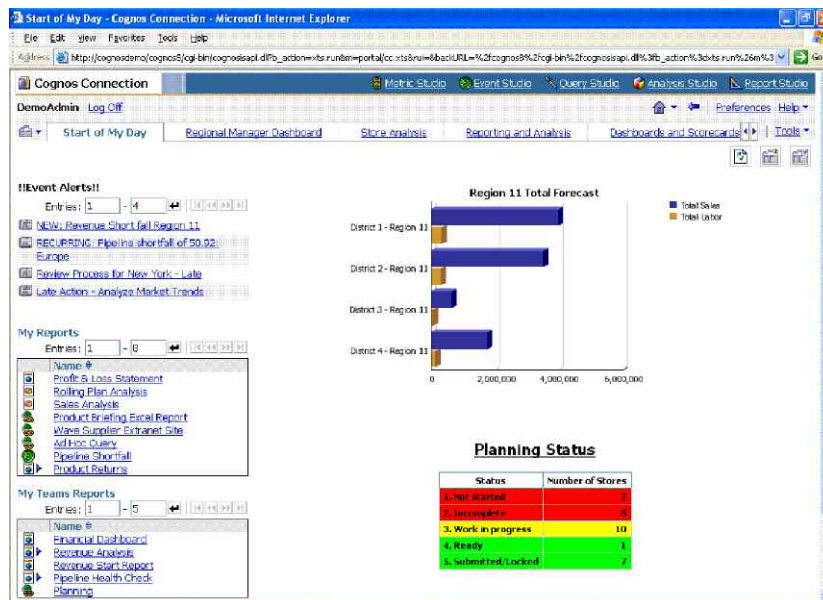
Cognos 8 Planning offers amazing flexibility, a broad range of native features, and unique functions like annotations and *break-back*. Top-down planning is effortless: Users can even perform complex *what-if* analyses by entering commands directly into cells, rows, and columns.

## Linking Personal Spreadsheets with Enterprise Plans

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.

## Full Scorecard and Report Integration

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.



Real-time reporting on one comprehensive platform.

## About Cognos

Cognos, the world leader in business intelligence and performance management solutions, provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance.

Cognos brings together technology, analytical applications, best practices, and a broad network of partners to give customers a complete performance system. The Cognos performance system is an open and adaptive solution that leverages an organization's ERP, packaged applications, and database investments. It gives customers the ability to answer the questions—How are we doing? Why are we on or off track? What should we do about it?—and enables them to understand and monitor current performance while planning future business strategies.

Cognos serves more than 23,000 customers in more than 135 countries, and its top 100 enterprise customers consistently outperform market indexes. Cognos performance management solutions and services are also available from more than 3,000 worldwide partners and resellers. For more information, visit the Cognos Web site at <http://www.cognos.com>.

