



COGNOS ANALYTIC APPLICATIONS

THE FAST TRACK TO CORPORATE PERFORMANCE MANAGEMENT

Knowing your organization—inside and out—is critical to survival and growth. To ensure the company is meeting business goals, you must stay up-to-date on performance in key areas across the entire enterprise, from sales through finance and across your business value chain.

DRIVE CONFIDENT MANAGEMENT

Managing business performance means tracking a wide array of key performance indicators (KPIs) across your enterprise to identify the causes and effects of successes and problems. For this strategic measurement to be effective, information from individual functions must be brought together into a holistic view of the company and shared with the broadest audience possible.

Addressing the most urgent business area first, then extending an integrated corporate performance management (CPM) solution across the enterprise, allows immediate, confident performance management at both the line of business and the enterprise level.

Cognos Analytic Applications extend the value of your ERP system, transforming your operational data into consistent, reliable information optimized for reporting and analysis. Cognos Analytic Applications help you identify opportunities, uncover the effects of changes, strengthen business relationships, and gain a marked competitive advantage.

ANSWERS TO THE IMPORTANT QUESTIONS

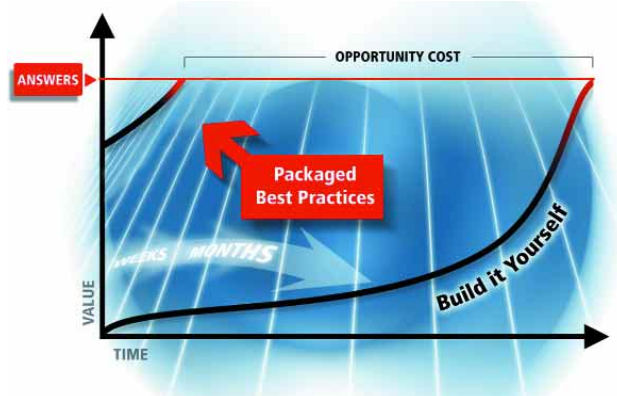
Cognos Analytic Applications contain answers to best-practices business requirements—questions gathered from a wide range of Fortune 1000 business people. These requirements drove the design of a CPM foundation optimized to quickly provide reliable answers to these essential questions.

Business users derive the insight they need from tested and proven packaged business content. The seven Cognos Analytic Applications comprise more than 30

key areas of analysis that answer more than 3000 critical business questions, using more than 650 key performance indicators (KPIs) and over 250 reports. Real-time interaction with the reports lets you manipulate the information and drive deeper analysis.

BUILD OR BUY?

Cognos Analytic Applications meet business users' needs at a lower cost than in-house development and save months or years of development effort.



Fast answers: leverage your ERP data assets through packaged best practices.

IT gains reduced project risk and increased level of success. Cognos Analytic Applications have a robust technical architecture driven by an integrated enterprise data model—the Cognos Analytic Applications CPM Foundation. Cognos Analytic Applications provide packaged ERP knowledge, data warehousing best practices, installation wizards, and a production management system that let you install, configure, and roll out the solution to business users in a fraction of the time needed to build in-house.



THE NEXT LEVEL OF PERFORMANCE™

COGNOS ANALYTIC APPLICATIONS CORPORATE PERFORMANCE

SALES ANALYSIS

Sales Functional Performance Analysis

Customer Sales Analysis

Product Sales Analysis

Sales Organizational Effectiveness Analysis

Shipping Performance Analysis

ACCOUNTS RECEIVABLE ANALYSIS

A/R Functional Performance Analysis

Customer Credit Analysis

A/R Corporate Self-appraisal Analysis

A/R Cash Inflow Analysis

A/R Organizational Effectiveness Analysis

ACCOUNTS PAYABLE ANALYSIS

A/P Performance Analysis

A/P Vendor Account Analysis

A/P Cash Outflow Analysis

A/P Organizational Effectiveness Analysis

INVENTORY ANALYSIS

Stock Overview and Valuation Analysis

Material Movement Activity Analysis

Demand Analysis

Material Reservations Analysis

Physical Inventory Analysis

Inventory Forecast Analysis

Cognos Analytic Applications provide deep strategic insight, answering virtually any business question in all the important areas of analysis. Address your top functional priority first, then grow and expand an integrated vision across your business. Cognos Analytic Applications are designed for the enterprise, deployable by department.

All Cognos Analytic Applications rest on a common technology foundation. The CPM Foundation provides a common language for all business areas within an organization, ensur-

IC APPLICATIONS MANAGEMENT FOUNDATION

GENERAL LEDGER ANALYSIS

Financial Performance Reporting
and Analysis

Budget Analysis

Key Financial Ratio Reporting
and Analysis

Operational Performance Analysis

PROCUREMENT ANALYSIS

Material Expenditure Analysis

Material Demand Analysis

Procurement Vendor Analysis

Procurement Process Effectiveness Analysis

Procurement Organizational Effectiveness
Analysis

PRODUCTION ANALYSIS

Workorder Material Usage
and Cost Analysis

Time-to-Delivery Analysis

Quality and Yield Analysis

Production Organizational
Effectiveness Analysis

ing that when a salesperson and an inventory employee discuss a "customer," they are talking about the same thing. These agreed-upon definitions are provided in the CPM foundation through common business "dimensions" such as customer, vendor, employee, material, plant, and so on. Common dimensions interconnect areas of analysis and coordinate efforts throughout the organization. They allow incremental implementation and customization.

(... continued from page 1)

Cognos Analytic Applications answer questions you never thought you could answer, leading to insight, better decision-making, and increased productivity.

SEE ACROSS YOUR BUSINESS

Cognos Analytic Applications provide a strategic view across your enterprise that reflects your business processes. No process stands in isolation—all are interconnected through customers, vendors, materials, and other business elements. Each Cognos Analytic Application in the CPM foundation shares these common business elements, letting you easily analyze processes across your business value chain.

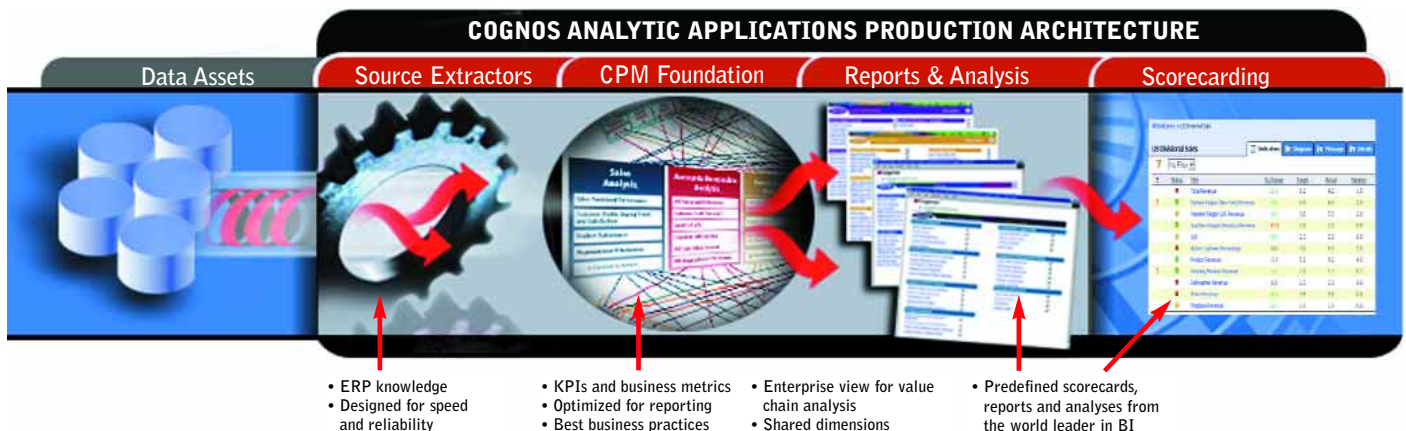
You can evaluate how customers are affected by sales and cash flow cycles, understand customer credit using sales and A/R profiles, and see the impact of vendor interaction across cash outflow, inventory levels, demand fulfillment, and customer returns. You can perform critical analyses that give you a clear line of sight between causes and effects from one function to another. This strategic enterprise-wide analysis lets you know your business—inside and out. It lets you manage with confidence.

FULL SOLUTION—ONE VENDOR

To build Analytic Applications, Cognos has drawn on years of expertise as the market-leading provider of fully-integrated business intelligence solutions. Cognos is the only vendor in the market to offer an end-to-end solution that gives everyone from executives to production managers fast, insightful, and appropriate answers to critical business questions. The global coverage and world-class professional services, support, and training offered through Cognos give you a single point of contact focused on your success. When you combine these advantages with the rich business content of Cognos Analytic Applications, you get a powerful business solution designed to give you that competitive edge.

WHY COGNOS?

Only Cognos delivers a complete range of integrated, scalable software for corporate performance management. Cognos products let organizations drive performance with enterprise planning and budgeting, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Founded in 1969, Cognos now serves more than 22,000 customers in over 135 countries.



WWW.COGNOS.COM

Stock No. 36316
(07/03)

Cognos, and the Cognos logo are trademarks or registered trademarks of Cognos Incorporated in the United States and/or other countries. All other names are trademarks or registered of their respective companies.