



# COGNOS® ENTERPRISE PLANNING SERIES – ANALYST

COGNOS ANALYST OFFERS  
POWER AND FLEXIBILITY  
FOR PLANNING ACROSS  
THE ENTERPRISE

The Analyst component of Cognos Enterprise Planning Series provides unprecedented power and flexibility to create, compare, and evaluate business scenarios, conditions, and assumptions. With Cognos Analyst, you can build consistent, interconnected business models for organizations of any size. You can access current data to assess fiscal performance, and proceed from the “what-is” to evaluate the “what-if” scenarios critical for future success. Cognos Analyst helps you build enterprise-wide budgets and forecasts faster and more efficiently. The result? Truly predictable enterprise planning.

## CUSTOMIZE ANALYST FOR YOUR BUSINESS

Rather than forcing you into a solution that may not fit your business model, Cognos Analyst is easily adaptable to suit your organization and business environment. You can build your business rules and structures in Analyst architecture, then modify the model as your organization evolves, easily accommodating changes such as added locations, new or discontinued product lines, or restructured cost centers. As your business grows, Cognos Analyst grows with it. Analyst is designed for finance professionals, so you won't need IT

to alter your model. Its powerful modeling capabilities give you unprecedented flexibility to devise, compare, and assess alternative business scenarios, conditions, cases, and assumptions.

- **Rapid development.** Cognos Analyst lets you build a model in days—not months. You can import data definitions from other sources like ERP or general ledger systems to further accelerate the process.
- **Sophisticated modeling.** Cross-functional planning processes rely on complex logic and dependencies. The modeling capabilities built into Cognos Analyst can quickly deliver sophisticated, linked models that accurately reflect your business in all its detail.
- **Flexibility.** No other enterprise planning solution provides the modeling flexibility of Cognos Analyst. You can change underlying business logic and principles quickly and easily, and see the impact in real time.
- **No programming.** Analyst doesn't require you to master arcane programming languages. Control of the application remains with planning professionals—not IT, as required by other solutions.

## SPEND LESS TIME ON PROCESS, MORE ON ANALYSIS

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

	Apr	May	Jun	Jul	Aug	Sep	Oct
Units Sold	1,528	1,754	1,890	1,808	1,705	1,921	1,714
Unit Price	86.91	73.95	79.30	93.40	83.52	89.06	81.48
Sales	132,798	129,708	134,017	168,867	142,402	172,621	139,657
Margin %	22.71%	24.00%	23.29%	23.01%	25.94%	24.32%	24.20%
Margin	30,159	31,130	31,213	38,856	36,939	41,981	33,797
Overheads	15,639	17,123	18,539	20,518	19,220	18,021	16,756
Profit	14,520	14,007	12,674	18,338	17,719	23,960	17,041
Profit %	10.93%	10.80%	9.46%	10.86%	12.44%	13.88%	12.20%

**COGNOS®**

THE NEXT LEVEL OF PERFORMANCE™

- **Breakback.** This unique capability automatically spreads high-level targets across any profile—previous-period actuals or projected seasonality for example—across multiple dimensions, such as products, customers, territories, or time periods, without needing to define special business rules.
- **Multidimensional analysis.** Cognos Analyst makes it easy to compare and manipulate data across the multiple dimensions and perspectives of your business. For example, you can compare targets among teams and individuals with current and historical actuals and with external benchmarks to establish quickly their viability and consistency.
- **Unified view.** Cognos Analyst provides a unified view of your plan, which connects with your key metrics and with essential underlying information. With one version of the truth, you can spend your time making decisions, rather than debating data definitions and accuracy.
- **Real-time aggregation.** Cognos Analyst instantly aggregates all plan and results updates, and lets you see the impact of new forecasts and plan contributions in real time, with no overnight batch processing.
- **Mobile planning.** Cognos Analyst lets you plan where and when you want to, without a network connection.
- **Online administration.** Cognos Analyst lets you change data structures, user access rights, model parameters, and more without taking the system off-line. You have the 24x7 availability that is a non-negotiable requirement for global enterprises.

## COGNOS ENTERPRISE PLANNING SERIES

Cognos Enterprise Planning Series is a fully integrated, state-of-the-art solution for planning, budgeting, forecasting, consolidation, and financial reporting. The Cognos Enterprise Planning Series consists of three multi-functional components: Cognos Analyst, Cognos Contributor, and Cognos Consolidation.

### WHY COGNOS?

Only Cognos delivers a complete range of integrated, scalable software capabilities that lets you drive your business (through planning), monitor your business (through scorecarding), and understand your business (through business intelligence). The Cognos corporate performance management (CPM) solution lets you bring your organization's performance to the next level. Founded in 1969, Cognos serves more than 22,000 customers in over 135 countries.

## MANAGE CHANGE AND RECONCILIATION SEAMLESSLY

Cognos Analyst can pinpoint at a glance where information gaps occur. When integrated with Contributor—the bottom-up information collection component of Cognos Enterprise Planning Series—Analyst drives targets back into the system for a continuous feedback loop. This minimizes the multiple iterations and negotiations that can slow down—or even shut down—the planning process. By automatically aggregating financial data from Cognos Contributor users across the organization, Analyst ensures consistently current data. As soon as Contributor users' templates are submitted, and then approved, data is consolidated for immediate analysis and reporting. The result is on-demand access to timely, accurate information.

Cognos Analyst makes it easy to apportion corporate goals across individual units and establish their impact on specific teams and employees.

### *Cognos Analyst Technical Requirements*

Business analysts or power users use the design and administration modules to design and create model(s) and content to be deployed into production on the application server(s).

- Microsoft Windows® NT 4.0, 2000, or XP preferred (will run on 98, Me)
- Recommended 256Mb RAM



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Stock No. 035269  
(04/03)

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