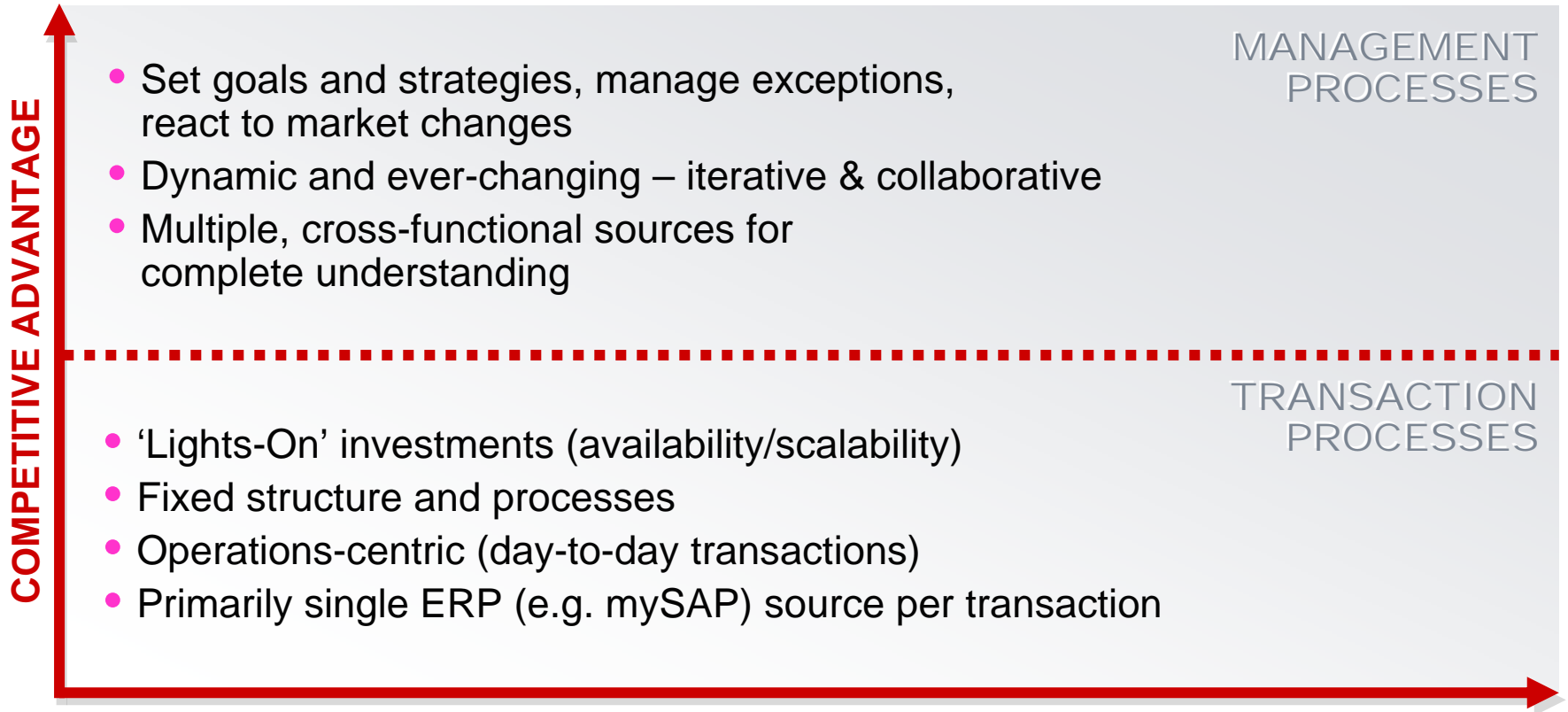


IBM Cognos Solutions for SAP Landscapes




Building on the ERP Foundation Maximizing Competitive Advantage



Consolidation within the Performance Management Market





Driving Performance Management continues to be challenging

60 %+ of CEOs need to do a better job capturing and understanding information rapidly in order to make swift business decisions

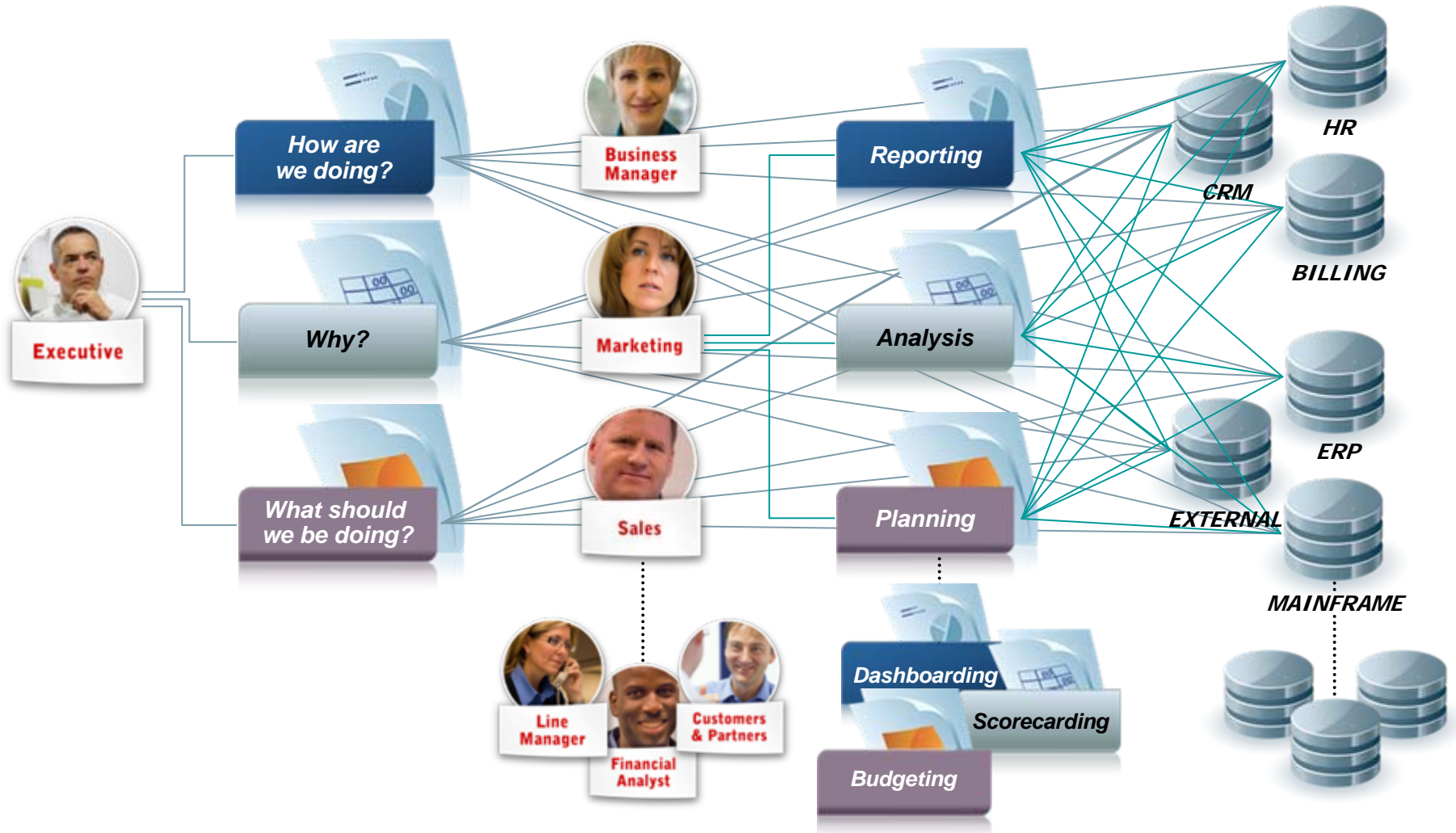
47 % of users don't have confidence in their information

79 % of companies: have 2 + repositories... (25 %: have 15+) used to store data from a large variety of information sources

80 % of IT problems are not detected by IT staff until reported by end users

*Sources: IBM & Industry Studies, Customer Interviews
IBM CIO Survey, June 19, 2007
Accenture survey, January 04, 2007*

Growing complexity of business demands for information

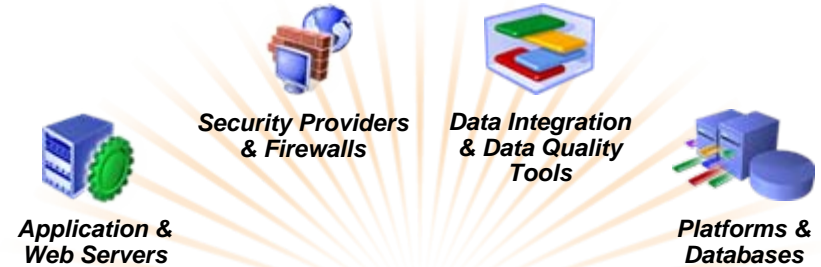


Increase in velocity of change in business and technology



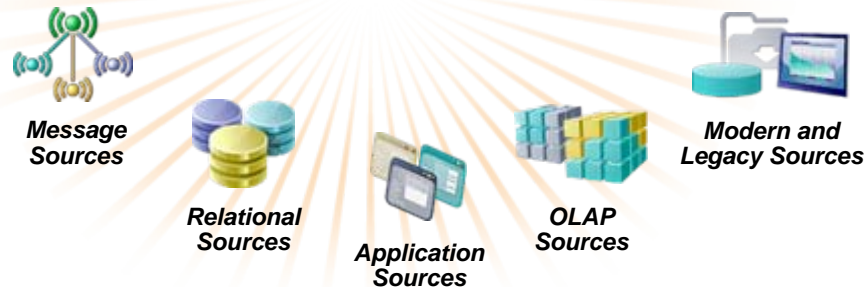
Business

requires new ways to interact with information and more relevant data sets



IT

needs to adopt new standards and manage dynamic technology environments



Ever tightening resources, budgets and timelines

- Scarce skilled resources to deploy and maintain solutions
- Tight deadlines to meet business demands for new requirements
- Lean budgets to successfully implement and scale



Assumptions

1. Your investment in SAP is strategic.
2. You are seeking greater returns on your investment in SAP.
3. Your near term objectives include:
 - Improve utilization of SAP data
 - Broader user reach and access frequency to BW data
 - Reduction in ad-hoc spreadsheets and data marts
 - Consistent fact based decision making across all performance management process
 - Extend your SAP skills, knowledge and expertise while reducing IT backlogs

IBM Cognos 8 Platform Performance Management Expertise – SAP Solution Breadth

IBM Cognos 8 Performance Management

- BI, Planning & Consolidation (R/3, ECC, BW)

IBM Cognos TM1

- Financial Analytics and Scenario Modeling for SAP BW data

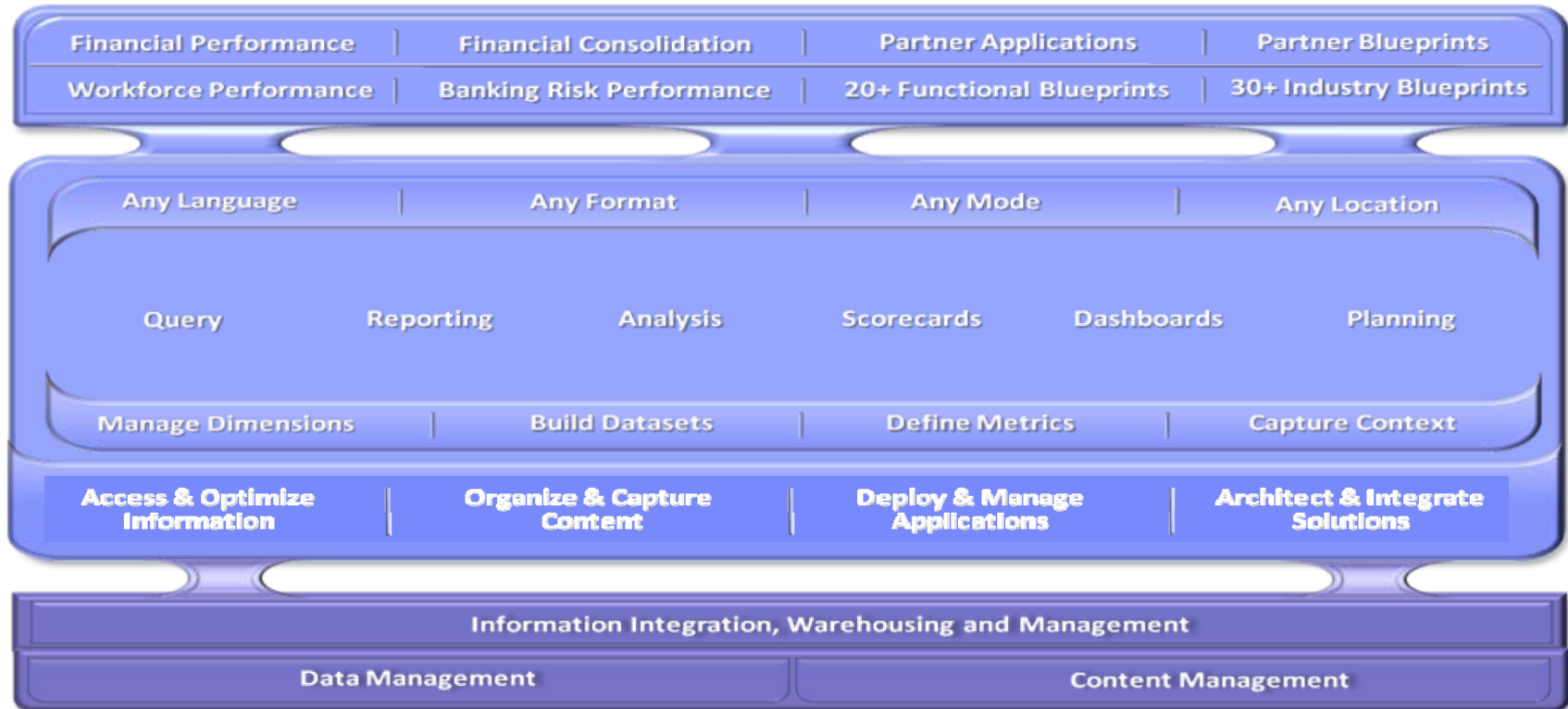
IBM Cognos 8 Data Manager

- ETL capabilities for dimensional warehouses and to create Cognos 8 metadata from ECC or SAP R/3

IBM Cognos 8 Report Pack for SAP

- Predefined Financial Operational Reports for FI-CO Module (ECC & R/3)

The Right Information from SAP & all Data Sources



Message Sources



Relational Sources



Application Sources



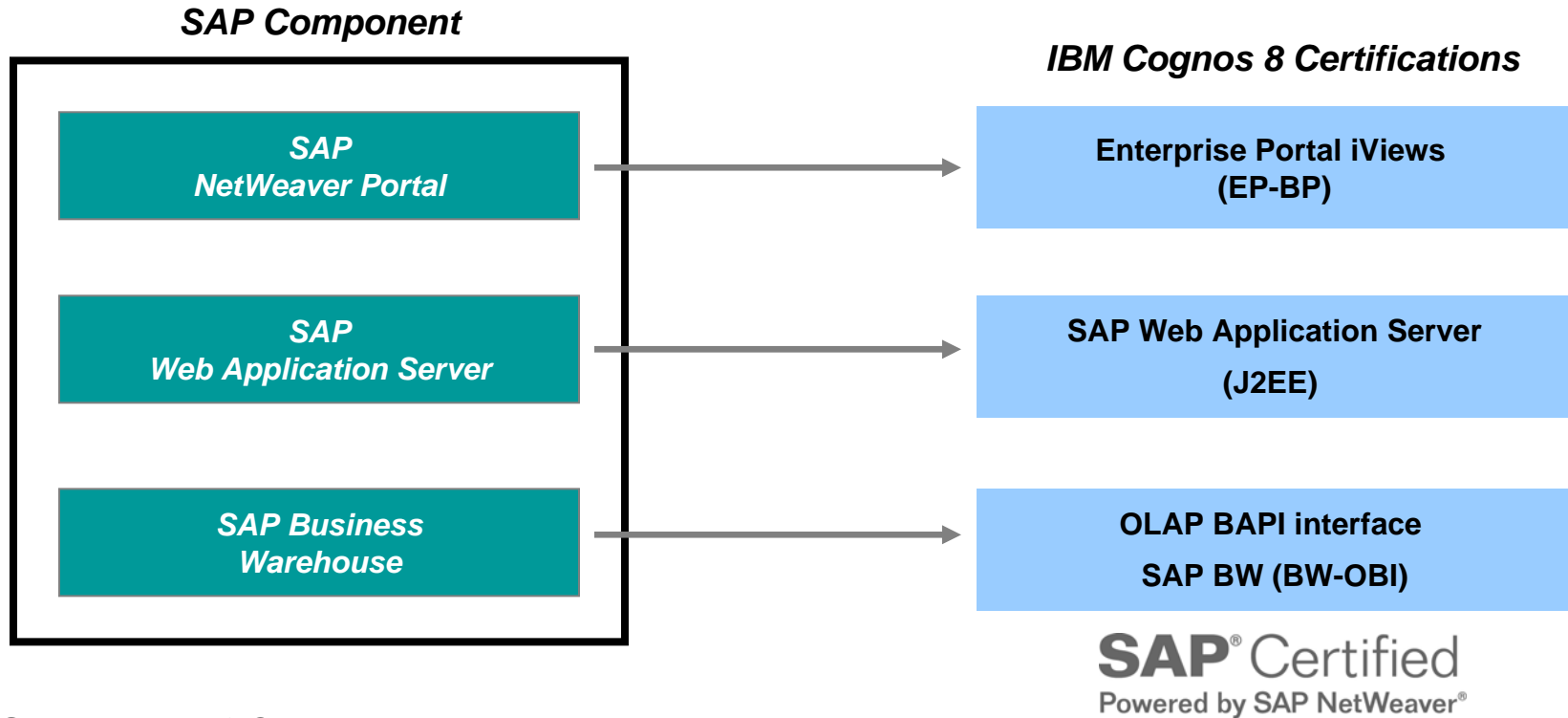
OLAP Sources



Modern and Legacy Sources

- Single, consistent semantic layer across all capabilities
- SAP R/3 & ECC, all structures within SAP Business Warehouse and open access to non-SAP datasources
- Tight integration and interoperability with IBM Information Management stack

IBM Cognos 8 – SAP Integration & Interoperability



Summary of Capabilities

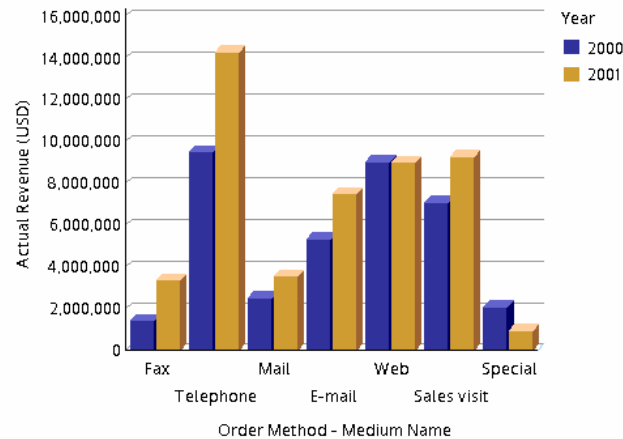
- Display Cognos BI content within an SAP NetWeaver Portal
- Single sign on and authorization using SAP security
- Option to run IBM Cognos 8 on the SAP web application server
- Use multiple versions, instances and all structures within SAP BW as a data source for

IBM Cognos 8: Performance Management for SAP Extend Multiple Data Sources

- Use SAP BW, SAP R/3, mySAP and/or other data sources in a single report without the need for custom coding or data migration
- Access multiple instances and versions of SAP BW, R/3, mySAP or other data stores
- Complete web-based create-deploy-modify report lifecycle

Business Overview

Order Method Comparison (2000-2001)



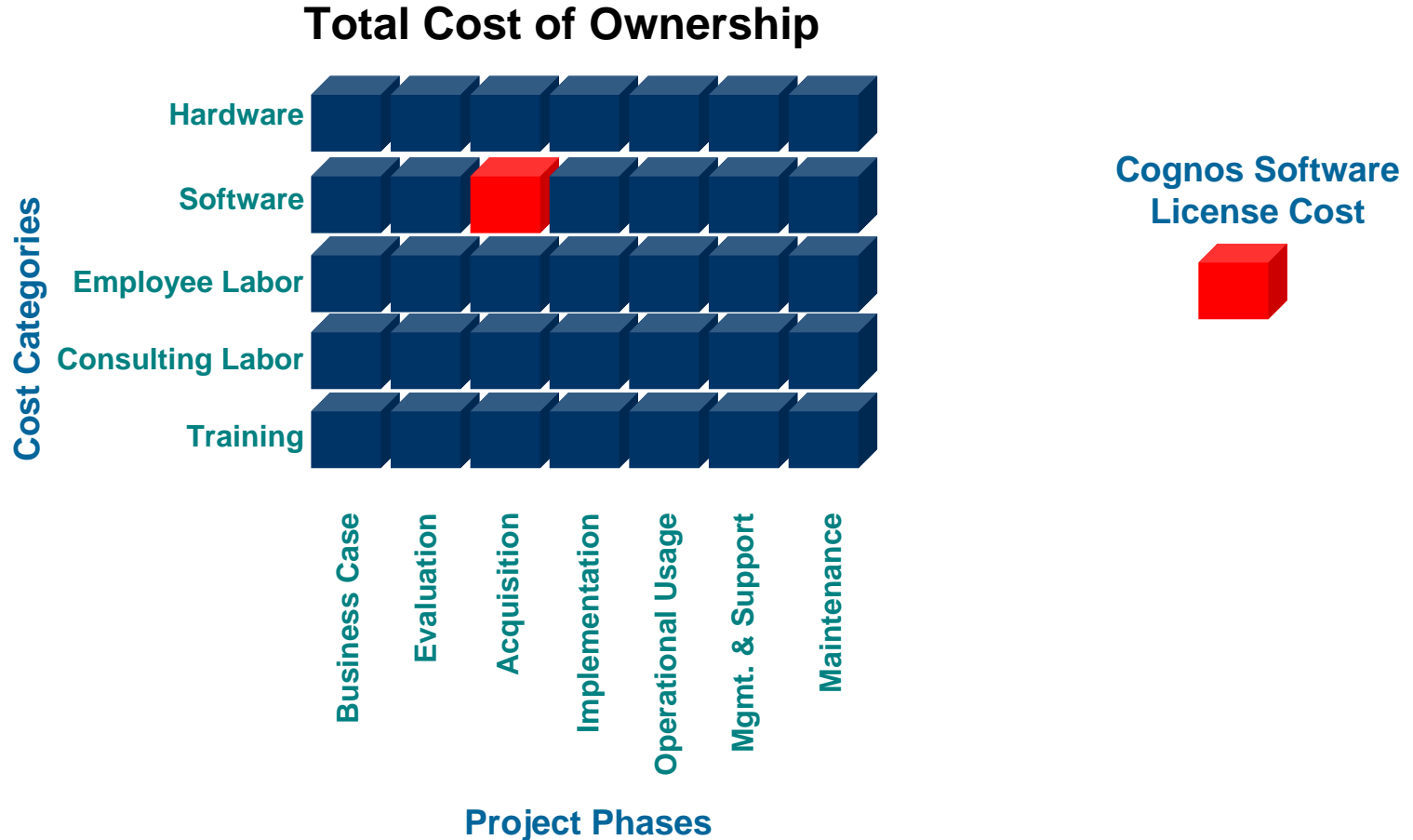
SAP BW Data

Product Performance (2001)

| ProductLine | ProductType | ProductName | ActualRevenue |
|----------------------|----------------------|-----------------------------------|---------------------|
| Consumer Electronics | Computer Accessories | Colossal MP3 Case | \$40,020.00 |
| | | D2G MP3 Battery Pack | \$21,624.00 |
| | | D2G PDA Keyboard | \$130,032.00 |
| | | D2G Solar Charger for MP3 and PDA | \$78,144.00 |
| | Computer Accessories | | \$269,820.00 |
| | Computers | D2G Gamer Deluxe | \$119,894.00 |
| | | D2G Laptop Pro | \$174,096.00 |
| | | D2G Office Pro | \$155,406.00 |

Relational Data

TCO – Think about the whole Story



Traditionally software license costs make up less than 20 % of overall total cost of ownership...

IBM Cognos Business Value Services Executive Overview

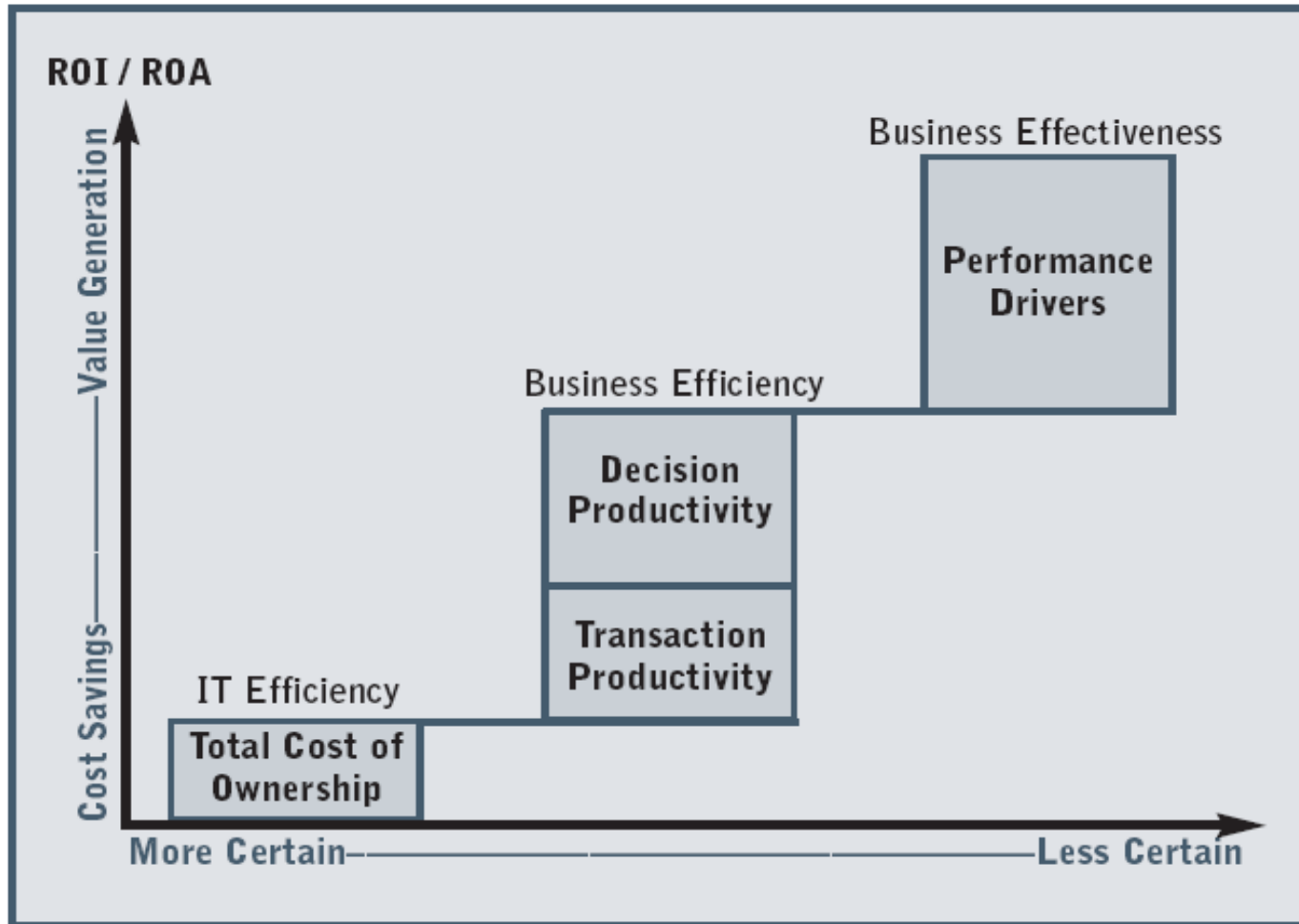
IBM Cognos creating a strategic program focused on Business Value

- **Strategic initial program: “Proof of Value Workshop”**
- **Embed Business Value Program stages within the Sales Process**
- **Our Mission:** Drive business growth through value driven, customer-centric interactions to differentiate IBM Cognos
- **Our Goal:** Ensure our clients understand the value of the IBM Cognos solution that will become a platform to help transform their business and enable them to differentiate from their competition

Proof of Value Workshop Objective and Output

Customer Specific Business & IT Benefits

IT Value Management



Reference Story

Austria's Federal Ministry of Finance

“At the Federal Ministry of Finance in Vienna, Cognos 8.2 Planning has brought major improvements, and proves that Cognos can accommodate the needs of customers in its standard planning software. As a result, the solution is now going to be deployed at all ministries and top-level government organizations in Austria.”

Adelheid Stari, Application Manager, Federal Ministry of Finance, Austria



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Adelheid Stari, Application Manager, Federal Ministry of Finance, Austria

At Austria's Federal Ministry of Finance (BMF), the Directorate General serves as strategy consultant and service provider to the entire ministry. The BMF's Budget Directorate—the federal government's financial nerve center—is responsible for overseeing how public funds are used to finance government activities, preparing and executing the federal budget. The Economic Policy and Financial Markets Directorate is the pivotal interface between Austrian, European, and global economic and fiscal policy, and Customs and Taxes covers a broad spectrum of tasks, the most important of which are to safeguard the influx of taxes and fiscal duties and to oversee the observance of tax law. Drafting strategic legal measures at national and international level is the task entrusted to the Fiscal Policy and Material Tax Law Directorate.

The IT Directorate is responsible for information technology and the development of IT processes for these BMF directorates and for all the other ministries in the government. Austria's fiscal authority ranks among the most advanced in Europe in terms of its information systems, so the BMF handles a large number of ground-breaking IT assignments.

Challenges faced

In Vienna, in October 2006, the BMF initiated a large-scale project whose aim was to implement a single forecasting, planning, budgeting, and controlling tool (PBCT) for the Republic of Austria—for the BMF itself and for all other ministries and top-level government organizations—based on standard Cognos planning software. Meeting the government's very exacting demands posed a serious, ongoing challenge to the implementation team. One main reason was that documentation and comment histories are as important in public budget management as the budget numbers

Customer:

- Federal Ministry of Finance, Austria

Country:

- Austria

Information requirements:

- Forecasting, planning, budgeting, and controlling tool
- Single, integrated, flexible, forward-looking and nationwide solution
- Built on standard software

Platform:

- Windows Server
- Oracle Server
- SAP R/3® ERP system

Solution:

- Cognos 8.2 Planning
- Cognos 8 BI
- Cognos Data Manager

Benefits:

- Transparent business process structures
- More efficient use of resources, due to focused information and shorter throughput times
- Improved strategy development for the federal administrative apparatus

themselves, and the existing products did not allow for comment attachment. Another reason was that the PBCT had to be integrated in the federal government's highly complex system and security landscape right from the outset.

Reference Story Swedish Railways

“After having lived with the Oracle reporting tool for some time, we chose IBM Cognos for its great flexibility and simple user interface. ...

... At a glance, users have simple pointers as to whether the value lies within the budgetary parameters, or if immediate action needs to be taken.”

Lars-Åke Persson, Manager, Financial Systems Departments, SJ

Swedish Railways



“ SJ is performing well, but there is nothing that is so good that it cannot be improved. The company is now taking the next step and benefiting from the advantages of the IBM Cognos platform for business management.”

Lars-Åke Persson, Manager, Financial Systems Departments, SJ



A limited company owned by the Swedish state since 2001, Swedish Railways (SJ) offers environmentally friendly travel on modern trains, which provide value for money and the opportunity for the passengers to use their traveling time effectively. As a modern, profitable, and customer-centred company, SJ is constantly making efforts to improve the punctuality and quality of their service, forging close cooperative links with other rail transport authorities and investing in a new train specially designed for long-distance traffic. With the new equipment, SJ will soon have the capacity to replace air travel between Stockholm, Göteborg, and Malmö, generating massive environmental benefits for society.

Challenges faced

The management team at SJ has been using an IBM Cognos solution for some time, but decided to extend its usage in order to gain a better overview of the business. Travel with SJ is increasing at over twice the rate seen in the Swedish passenger transport sector as a whole. This means that there are larger volumes of data from SJ's transaction systems, including SAP, and the management team knew it could reach better substantiated decisions with more control and oversight of the data.

Lars-Åke Persson, Manager of the Financial Systems Departments at SJ, explains the situation facing SJ. “Previously, SJ had a number of individual computer systems to manage its financial operations, but the management team required a total system in order to gain a better overview of the company's business.”

Strategy followed

The SJ management team made the decision to expand its IBM Cognos system to handle its growing requirements. Persson says, “SJ is performing well, but there is nothing that is so good that it cannot be improved. The company is now taking the next step and benefiting from the advantages of the IBM Cognos platform for business management.”

Industry:

- Railway transportation

Geography:

- Sweden

Information needs:

- Overview of company-wide data
- Scorecards, reporting, and data analysis
- Ease of use in geographically distributed organization
- Scalability and possibilities for expansion of usage

Platforms:

- SAP

Solution:

- IBM Cognos 8 BI

Benefits:

- Ease of use and flexibility, which help spread user adoption
- Scorecarding, analysis, and reporting, which improve the management team's decision-making
- Ability to expand into email reports and planning
- Scalability for inclusion of more input data systems

The result was a BI solution with a data warehouse at its base, and reporting and analysis functions for the planning and follow-up of finances, personnel, production, sales, and customer service. “After having lived with the Oracle reporting tool for some time, we chose IBM Cognos for its great flexibility and simple user interface,” explains Persson. “The scorecard module is invaluable with its red and green “traffic light” that displays the key ratios. At a glance, users have simple pointers as to whether the value lies within the budgetary parameters, or if immediate action needs to be taken. Using the analysis functions, we can carry out analysis of the reported data, and we have created

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