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IBM Cognos Performance 2009

Pasi Laitakari

October 28, 2009



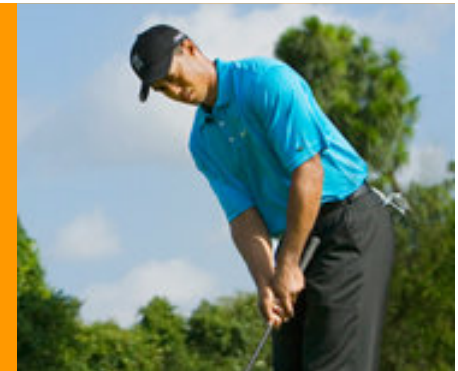
About the speaker



Pasi Laitakari

- Application Outsourcing Service Manager
- Certified IT Service Manager, ITIL
- Responsible for various Outsourcing clients
 - Multiple industries
 - Microsoft, IBM Cognos, Oracle Hyperion, legacy applications
 - Service delivery from India, Latvia, and Finland

accenture Company overview



Committed to Innovation & Collaboration

- More than 177,000 professionals across 52 countries
- A network of more than 50+ Delivery Centers around the world
- More than 40,000 people working in the Application Outsourcing Delivery Centers globally
- Strong presence around Baltic Rim
 - More than 4000 professionals in Nordics
 - More than 1000 people locally in Finland and around other 1000 serving Finnish clients from Delivery Centers
 - Established operations in Russia, Poland and Delivery Center of 300+ people in Latvia



Accenture is Experiencing Growth

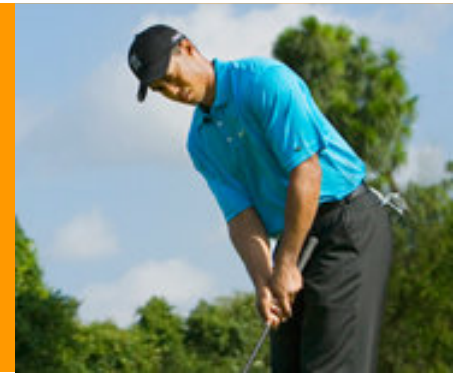
Public/Private:	Public (2001) - NYSE (ACN)
Capitalization:	Large Cap
Founded:	Established 1989; Changed name in 2001
Revenue:	\$ 21.58 billion USD (Fiscal 2009) \$196,6 miljon USD Finland
Revenue by Geography:	Americas: 44% of total EMEA: 44% of total Asia Pacific: 12% of total
Revenue by Type of Work:	Consulting: 57% of total Outsourcing: 43% of total

Accenture Clients

- Accenture serves 96% of institutions ranked in the *Fortune* Global 100 and over 75% of the *Fortune* Global 500
 - 650+ outsourcing clients, including various EPM solutions



Accenture alliances and capabilities



Alliance with Cognos

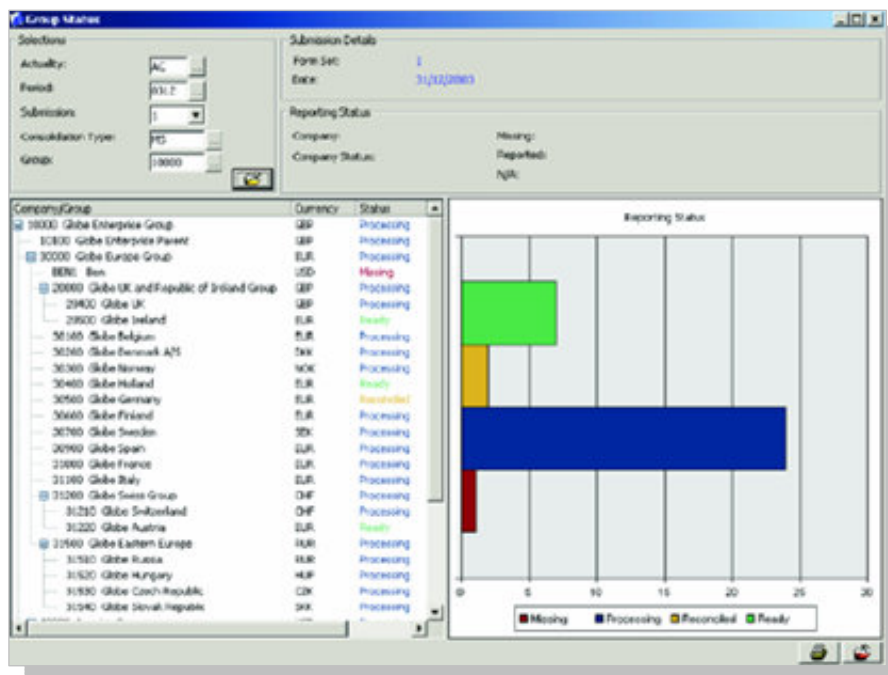
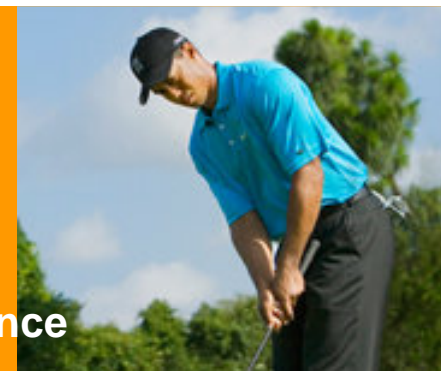
- First formed alliance in 2003; signed enhanced agreement in February 2006
- Accenture and Cognos have completed more than 100 client engagements together
- Accenture has worldwide set of Delivery Centers for Cognos: U.S., Canada, Brazil and India
- Accenture has more than 2000 formally trained Cognos professionals, with 200 residing in Accenture Information Management Services, four of which are Cognos Product Champions
- Accenture is Top SI for Cognos in EMEA & UKISA for FY07 & 08
 - 215+ Cognos experts across suite (mainly AIMS & F&PM)
- Cognos' key differentiator is its end-to-end Business Intelligence solutions. Accenture and Cognos have developed two offerings:
 - Enterprise Metrics Management offering
 - Retail Scorecard

IBM Cognos solutions



Financial Consolidation

Report to external stakeholders with confidence

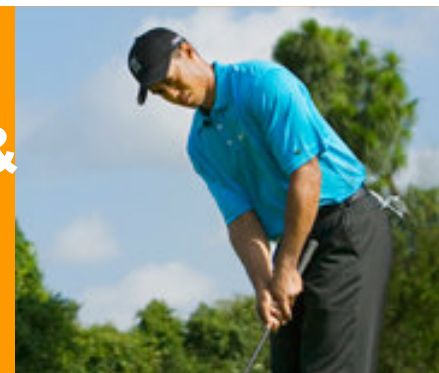


- Replaces manual spreadsheet-only or legacy consolidation solutions
- Improves the cycle times to ensure a timely close
- Minimizes errors and improves data quality during the closing process
- Accelerates the deliver of financial information to business stakeholders
- Ensure better controls around the consolidation process to ensure compliance

IBM Cognos 8 Controller Performance Blueprints



Key challenges in developing & operating Group Accounting systems



**Inadequate
service quality**

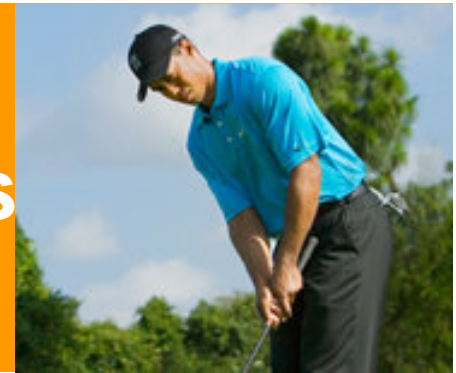
- Unsatisfactory response and resolution times regarding incidents and problems
- Long lead time of development and management tasks
- No clear SLA, alignment with business needs missing

**Difficult resource
management**

- Group Accounting experts have also other duties to reach utilization targets
- Challenge in combining business account and technical skills
- Risk of losing key persons, hard to find replacement



Overcoming challenges with Accenture



**Inadequate
service quality**

Accenture meets required service levels

- ✓ Accenture takes full system responsibility
- ✓ Agreed response and resolution times
- ✓ Highly skilled professionals working with standard processes and tools
- ✓ Efficient governance model

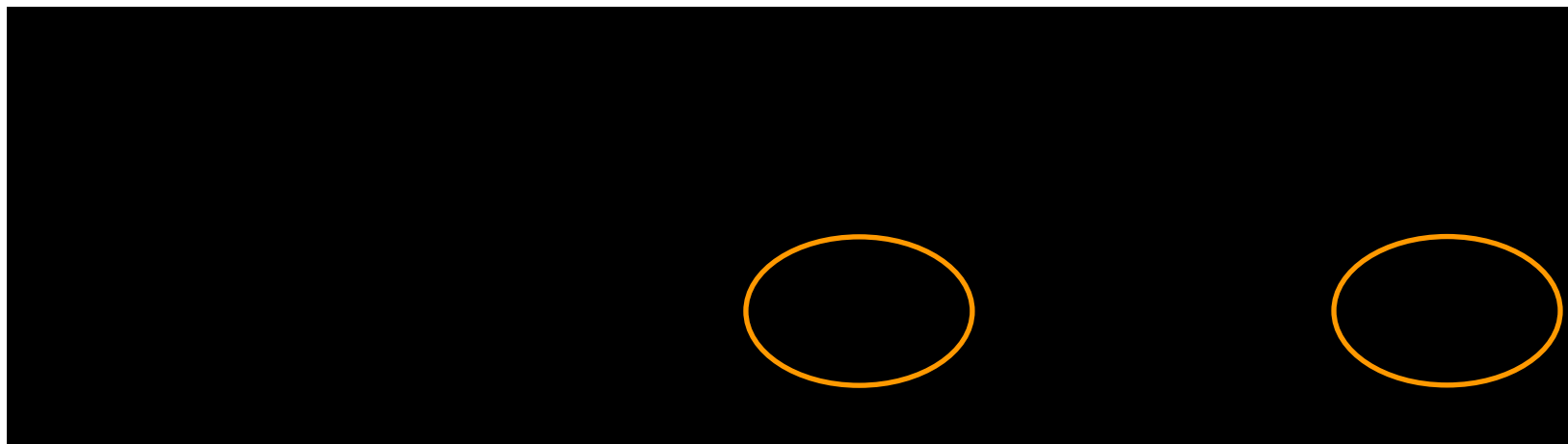
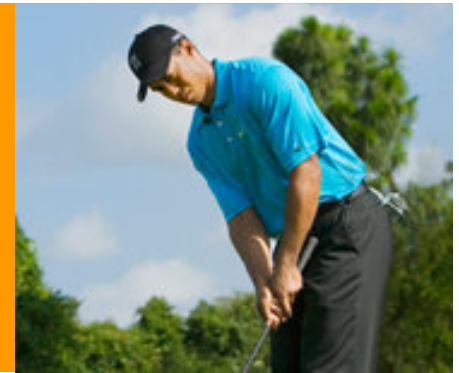
**Difficult
resource
management**

Accenture manages System as a service

- ✓ Accenture delivers the service to meet business needs
- ✓ Balanced local and offshore delivery model brings scalability and lower costs
- ✓ Access to required skills and latest versions
- ✓ Systematic service implementation and knowledge transfer

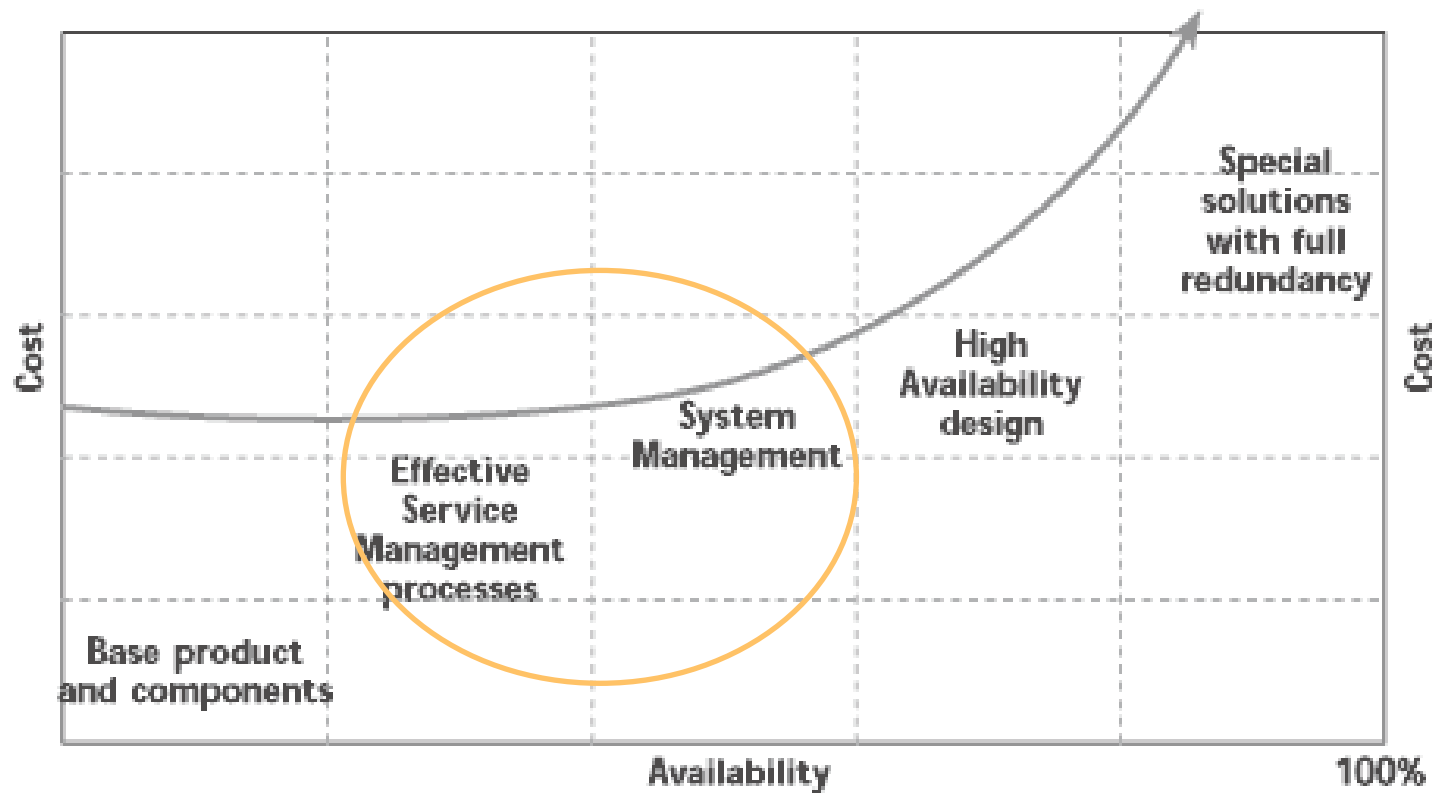
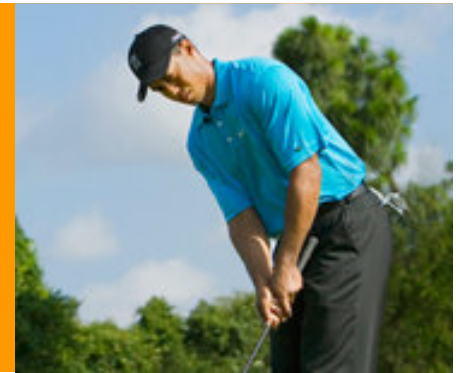


Example set of recovery options



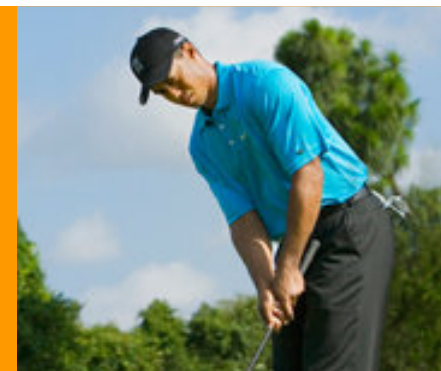


How to manage cost; Cost and availability





Benefits of well implemented Service management



Improve quality, lessen risk and control costs



Improve the perception of poor quality and inconsistent ways of working



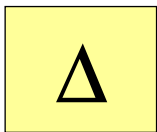
Improved transparency of service costs, and identify what is causing the costs



Remediate unacceptable levels of service availability



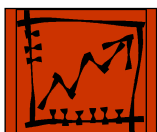
Ability to react effectively to major service events or crisis



Improve the ability to rapidly respond to changing business needs



Transparency of complex applications/infrastructure and end-to-end IT services



Improve the effectiveness of service improvement programmes



Compliance against software licence agreements



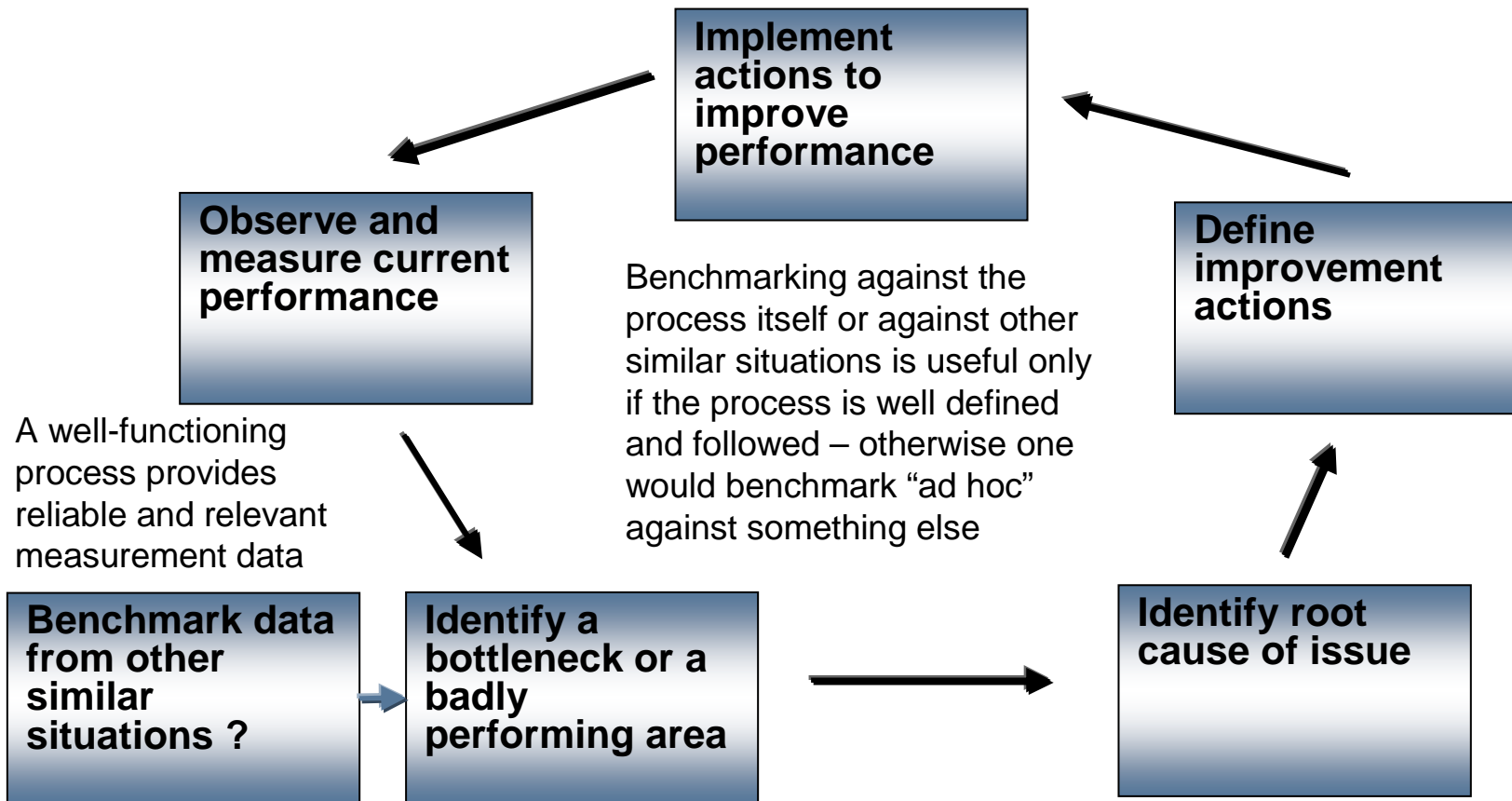
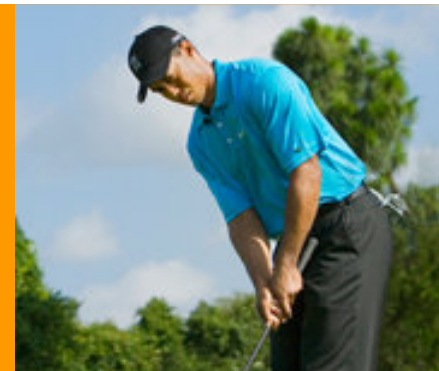
Create consistent reporting of service performance



Ability to demonstrate regulatory compliance (e.g., – SOX, BASEL II)

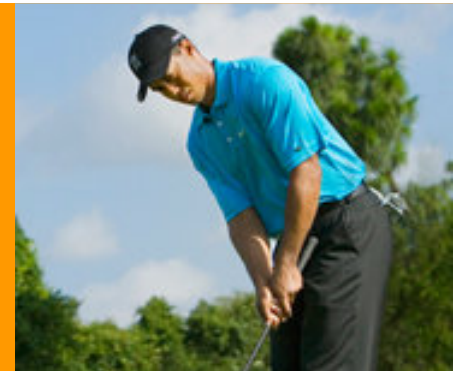


Service management is no exception in performance optimization



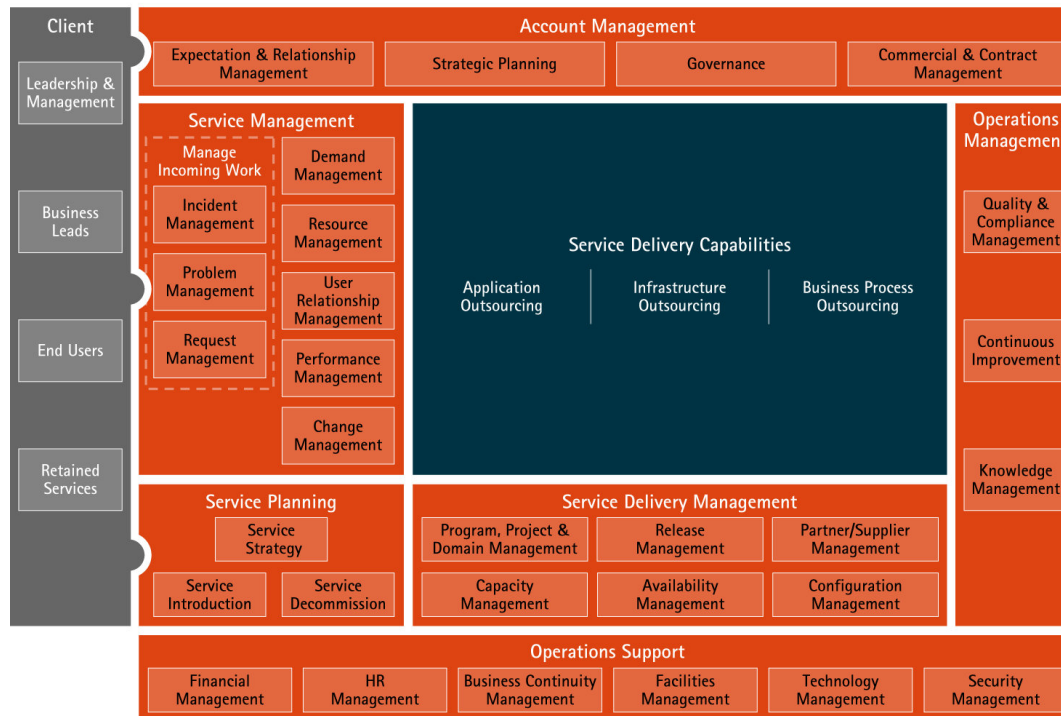


Accenture Service Management Framework



The **Integrated Delivery Framework (IDF)** implemented as part of Accenture's industrialization initiatives, and has been run as a **major global renewal and change program**

Integrated Delivery Framework

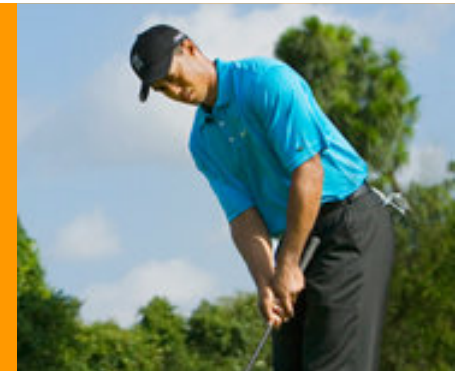


Key drivers

- Provides a consistent structure to govern outsourcing delivery
- Streamlines and unifies common services
- Drives common delivery language and standard delivery
- Provides efficiency, mitigates risks and improves the client experience through service integration

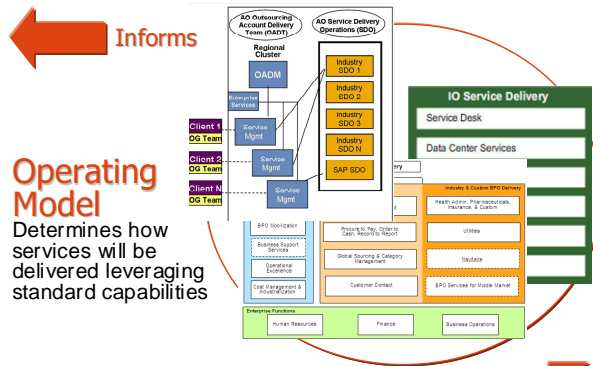
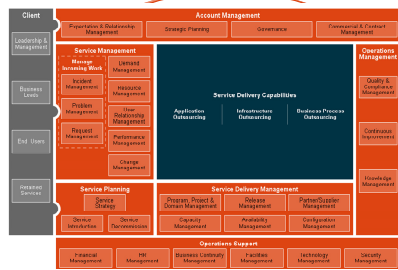


Integrated Delivery framework is aligned with ITIL



Integrated Delivery Framework

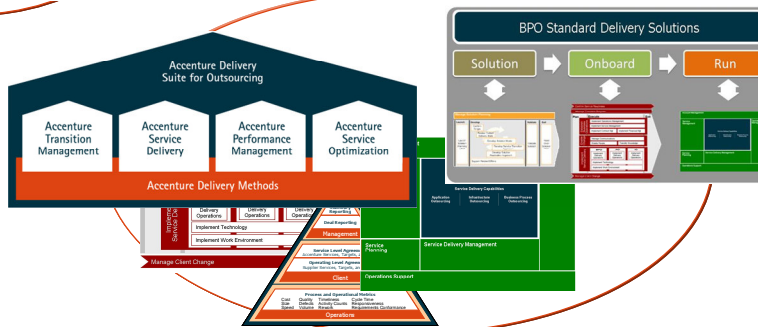
Defines common services and drives integration to: lower cost-to-serve, reduce delivery risk, and/or provide a single face-to-the-client



Improves

Capabilities

Enable consistent delivery via standard capabilities and assets (methods, tools, metrics and expertise)

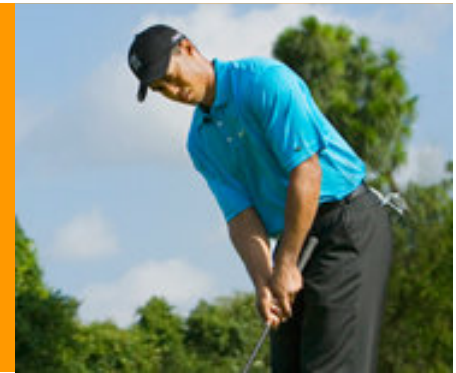


Enables

- IDF frames our service delivery management operations into **one consistent view**
- It serves as the **umbrella framework** including links to standard outsourcing delivery assets, tools, methods and processes

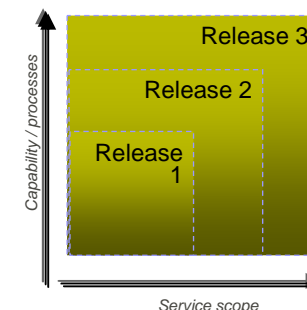
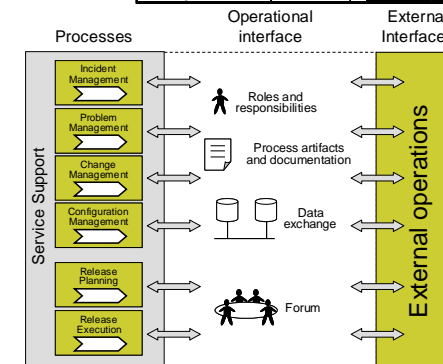
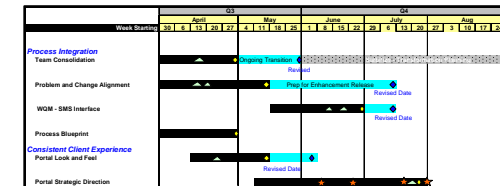


Considerations - Implementing ITIL aligned Service management framework



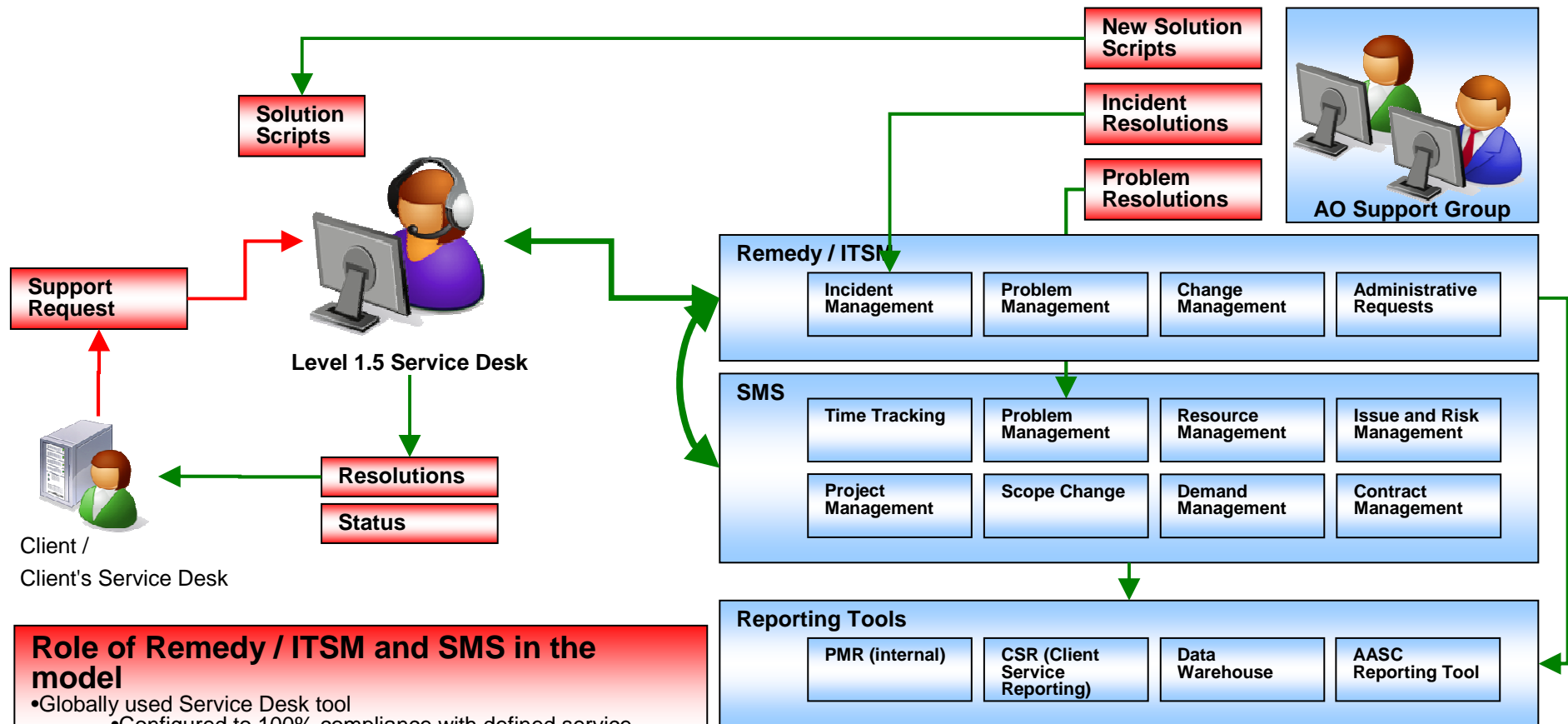
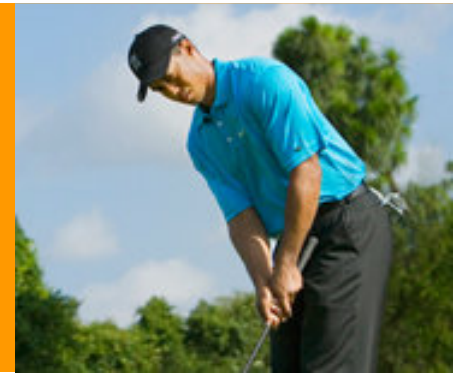
ITIL framework implementation needs be well managed – on the long term, only one out of every five process transformation efforts reach their financial and strategic objectives

- **Manage as integrated project & framework**
 - Define and maintain Service management roadmap
 - Establish the links between the processes
- **Focus on deployment: process & tools**
 - Invest on training, comms and change management of all related stakeholders
 - Process and instructions defined
 - Tools implementation as an enabler
- **Set measurable targets and follow KPI's**
 - Ensure correct reporting from the beginning
 - Metrics and measurements ie. target setting and implementation tracking
- **Start with core processes and with few services**
 - Expand service scope to get scale benefits
 - Expand capability scope by implementing new processes/capabilities





Accenture implementation of ITIL-aligned service

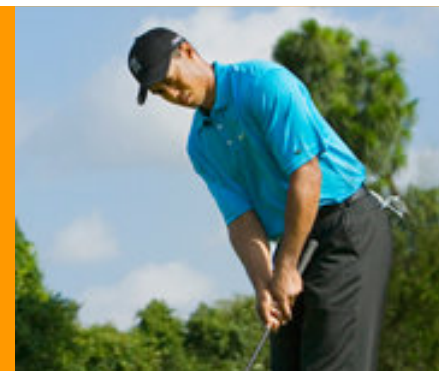


Role of Remedy / ITSM and SMS in the model

- Globally used Service Desk tool
 - Configured to 100% compliance with defined service processes and job roles
 - Accenture's Service Desk is single point of contact for issues



Global Support Request processing using Remedy



Support Request need arises in Finland

Request is logged by Service Desk in Bangalore

Service Desk attempts to resolve directly

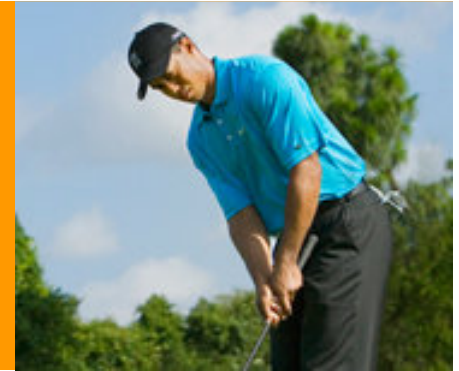
Request is routed for Level 2 team in São Paulo

Level 2 team resolves issue

- What is needed to be successful?
- Data security
 - Auditability of Support Request data
 - Clear responsibilities for each team member
 - Global 7x24 availability of the system



Q&A



Questions?