

Cognos TM1 MidMarket Edition

Financial performance management for growing organizations

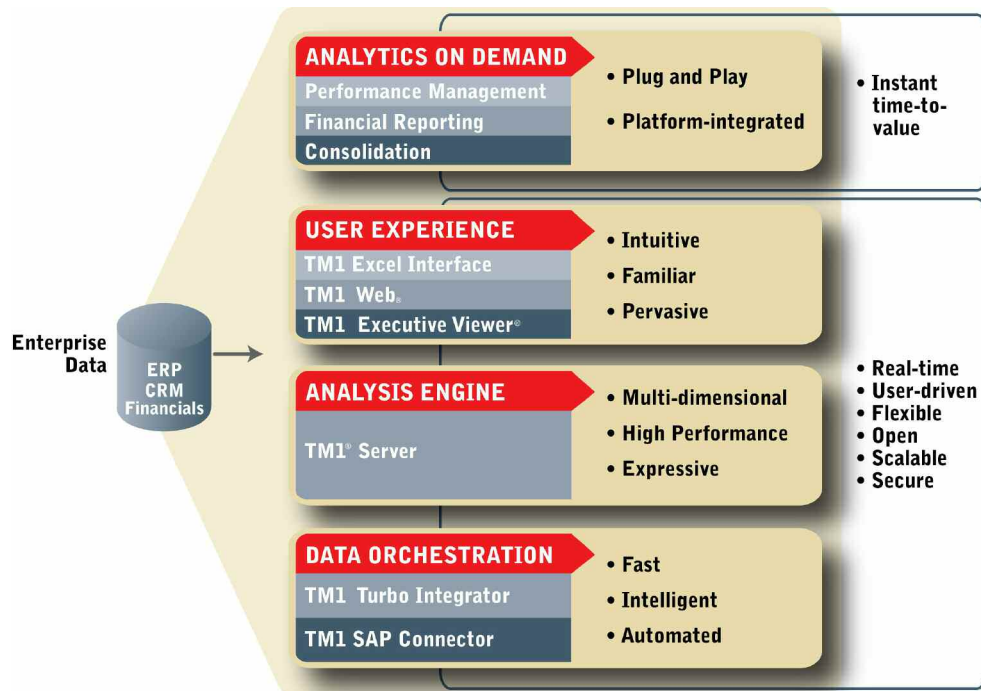
Success for a midsize business depends on exchanging the right information with the right people at the right time—which means you need a powerful, flexible financial performance management (FPM) solution that scales across your business to drive decision-making from the storeroom to the boardroom.

Leveraging the people and resources you have at hand, Cognos TM1 MidMarket Edition is a complete FPM environment that supports key financial processes from planning, budgeting, and forecasting to consolidation, reporting, and analytics. Powered by the industry's only on-demand, read/write, in-memory, multi-dimensional

analytics engine, TM1 deploys easier, reacts faster, and reaches farther across your organization than any other solution. It streamlines information gathering, aggregation, and analysis so you can spend more time on what you do best—running and growing your business.

Cognos TM1 MidMarket Edition automates and manages FPM processes by engaging, empowering, and monitoring executives, line-of-business managers, and staff across functional areas and business units.

More than 2,200 companies worldwide use proven Cognos TM1 solutions to meet their financial performance management needs. Why?



Cognos TM1 MidMarket Edition offers an array of applications, easy-to-use interfaces, high-performance analytics, and flexible data management.

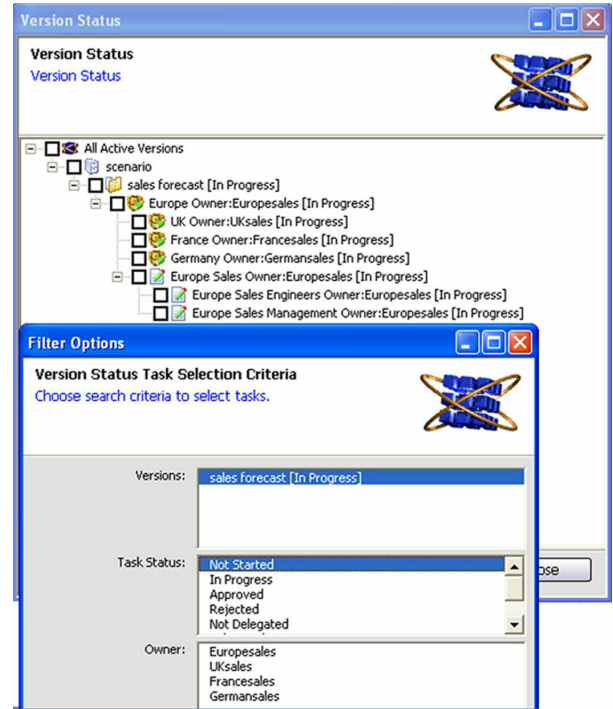
Cognos TM1 MidMarket Edition enables you to easily:

Minimize spreadsheet error. Cognos TM1 MidMarket Edition offers a single, centralized, FPM solution that encompasses data management, planning, budgeting, forecasting, consolidation, reporting, and analysis. TM1 facilitates high participation and collaboration across your company, yet offers managed workflow that enables closely monitored data collection, rapid aggregation, clearly defined rules and hierarchies, a rigorous approval process, role-based security, and a clear audit trail that facilitates accountability and accuracy.

Handle multi-dimensional data. Cognos TM1 MidMarket Edition centrally manages business hierarchies, rules, calculations, and data using in-memory, multi-dimensional cubes with real business identifiers. With either a user-friendly Web interface or the familiar Excel front-end, you can read and write to your data set, then see results as fast as you can think about them. You can multi-dimensionally slice-and-dice data to match the planning, forecasting, or reporting needs of the moment—all in real time. Read/write access is controlled by role-based security, and model changes are instantly propagated to all users.

Facilitate collaboration. Offering a choice of interfaces, scalable Cognos TM1 MidMarket Edition helps you involve more people more often in your financial performance management process. Data from all across your company becomes valuable information when it can rapidly flow via the Web to and from process contributors and management decision-makers. Working documents (“Websheets”) are visible to all stakeholders, and all users have read-and-write capability as required for contribution, ad hoc analyses, and what-if scenarios. And the Cognos TM1 Web interface is perfect for a distributed environment where many of your team members work remotely across business units and geographies.

Manage workflow. Cognos TM1 MidMarket Edition helps guide the FPM process by enabling finance and line-of-business managers to assign functional responsibility to individuals or groups. Contributors submit data according to schedule, and tasks are designate as *not*

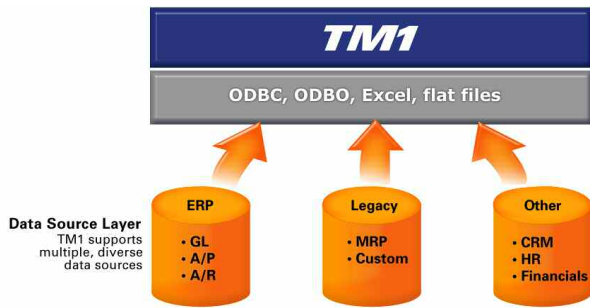


Cognos TM1 MidMarket Edition engages executives, managers, and staff across your entire FPM process.

started, in progress, approved, rejected, or not delegated. Reviewers monitor progress and accept or reject contributions as needed. TM1 makes the entire FPM process highly visible and helps enhance timeliness and accountability.

Ensure version control. Cognos TM1 MidMarket Edition enables planners, analysts, and managers to develop iterative plans, budgets, forecasts, reports, and analyses. Maybe you want to revise a forecast using the assumption that revenue in five regions will increase by 15 percent next quarter. Email alerts notify analysts and contributors of the revised assumption, remind contributors that they must submit new numbers or provide driver information to plan stakeholders. Comments—such as reasons why a contribution was approved or rejected—can be stored along with each change in task status.

Streamline aggregation. Cognos TM1 MidMarket Edition features our Turbo Integrator that “easifies” data



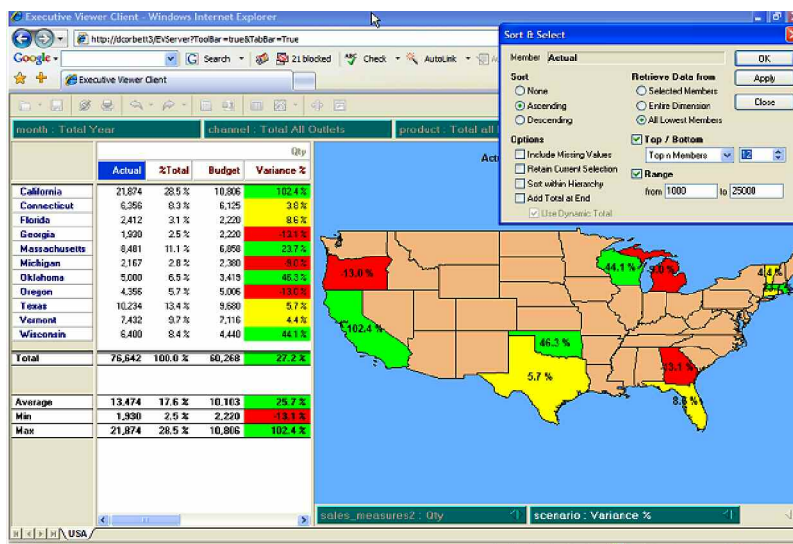
Cognos TM1 MidMarket Edition Integrates data from disparate sources.

aggregation and lets you perform fast and precise data loads. It easily connects to any ODBC-compliant database to load data. Depending on your company's resources and needs, Turbo Integrator can import data from ERP systems like SAP and Oracle, from data warehouses, from Excel workbooks, and even ASCII files from legacy systems. And it can export data into ASCII files or any ODBC-compliant database to facilitate reconciliation.

Manage financial performance in real time. Cognos TM1 MidMarket Edition gives you critical performance information when you need it. At the core of TM1 is a

powerful in-memory, multi-dimensional engine that enables lightning fast *what-if* calculations. TM1 is the only multi-dimensional FPM product that can model *what-if* scenarios in real time. In fact, TM1 was named the best in performance for data load/calculation times and fastest query times in a recent independent OLAP survey. And because Cognos TM1 Turbo Integrator helps you import data efficiently, you can assess corporate performance in minutes, not hours or days.

Increase relevance and credibility. Cognos TM1 MidMarket Edition helps promote relevance and credibility. Since users across the company are always working with the most current data set, results are more believable and better reflect daily reality. Credibility is also enhanced by advanced TM1 security functions—more secure data is more reliable data. You control individual access based on the role each person plays in the FPM process. For example, a plan manager can easily administer and monitor all tasks and functions in a forecast cycle. And a built-in audit trail—along with TM1's managed workflow—further establishes data credibility and facilitates statutory compliance.



Cognos TM1 Executive Viewer provides a Web-based environment for self-service analysis and report design

Cognos TM1 MidMarket Edition Benefits

Cost-effective alternative to spreadsheets

- Reduces errors with closely monitored data collection, rapid aggregation, and a rigorous approval process.
- Centrally manages business hierarchies, rules, calculations, and data using the industry's only in-memory analytics engine.
- Offers a user-friendly Web interface or the familiar Excel® front-end, with tight Excel integration.
- Reduces the demand on overstretched IT resources—minimal IT support is needed for installation and setup.

Collaborate more effectively

- Automates and manages financial performance management processes across functional areas and business units.
- Provides immediate feedback to enhance decision-support at all levels.
- Adapts readily to rapid growth and change, engaging hundreds of operational managers in a collaborative process using guided applications.
- Enables users to maintain data and generate reports quickly and easily, thanks to self-help components like wizards, workflow, pre-built databases, sample cubes, and plans.

Move your business forward with confidence

- Deploys easier, reacts faster, and reaches further across your organization than any other FPM solution on the market.
- Enables *what-if* scenario modeling for performance optimization.
- Provides role-based security, and a clear audit trail to facilitate accountability and accuracy.
- Streamlines information gathering, aggregation, and analysis so you can focus your attention on running and growing your business.

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>

