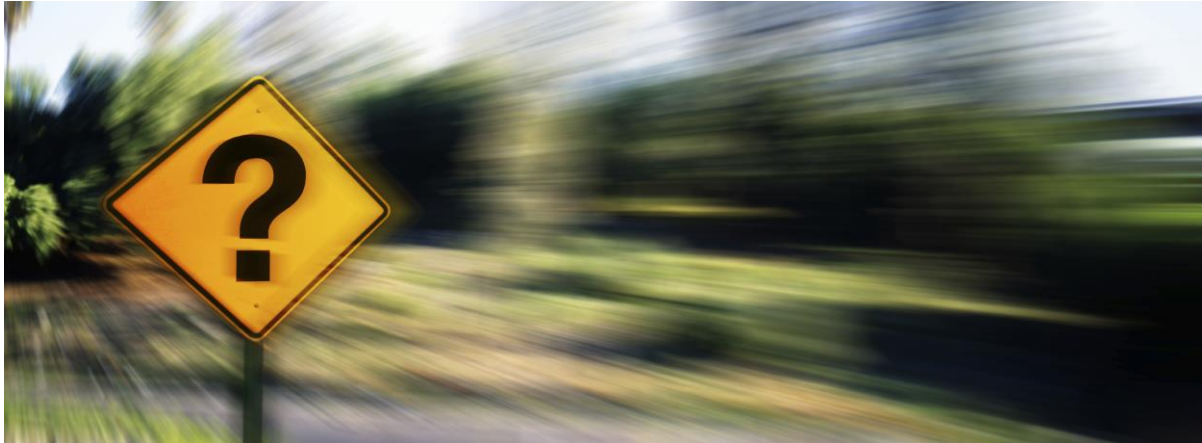




**Performance Management & Business Analytics:
Creating Value Integration within Financial Services**

Value Integration ... greater business insight

The road to Value Integration lies in better decision-making—aligning all data within an organisation into new intelligence that people across the organisation can actually use, driving new insight.



Today's economic conditions have sparked a range of challenges for financial services companies including compromised cash flows, difficulty managing risk, compliance, and declining sales, revenues and profits. The recent crisis has transformed the competitive landscape, how the industry operates and the way in which its clients behave.

IBM conducted a Global CFO Study of over 1,900 CFOs and Finance leaders. More than 45% of CFOs indicated that their Finance departments are not effective in the areas of strategy, information integration, risk management and opportunity management. However they also established that one group of companies they call "Value Integrators" were more effective in every area assessed, with significant advantages in managing enterprise risk, measuring and monitoring business performance and driving insight from information integrated across their companies and governments.

The challenges ... in Value Integration

Financial services organisations are exposed to more risk than ever. Undetected fraudulent activity, as well as unnecessary credit exposure, puts them at great financial and legal risk. As a result, risk and finance executives are under enormous pressure from governments and business units to improve the quality and speed of reporting, insight and decision-making. They need to reduce risk exposures and losses, while anticipating the next big area of concern and opportunity.

While corporate strategies embody elements like growth, risk management, governance and operational efficiency as core initiatives, they are supported and underpinned by many independent business processes that in their own right carry significant challenges and risks.

All too often business processes run a daily battle with the data required to support their specific business function. The collation, calculation, analysis and management of the data to feed the corporate decision making process often becomes a labour intensive process prone to errors, single man dependencies, over complicated excel spreadsheet reliance and general isolation from other core business processes.

It is this secondary layer that requires the most focus and attention to integrate and create corporate IQ around business processes that ultimately provide insight to drive and support the corporate strategies. Without integrating at the business analysis and modeling layer, it is impossible to gauge the impact on one part of the business when another aspect alters.

Bottom line ... financial services organisations must respond to economic challenges by shoring up internal operations and streamlining the integration across important business functions to ensure that the organisation is running at peak efficiency. Determining how and when to respond however, requires an in-depth understanding of how well the company is operating relative to historical trends, peer groups and the market. To do so you need insight, speed, accuracy and integrated analytical processes.



Integrated Business Process ... the solution

Value Integrators within the financial services industry are empowered to create innovation and a sustainable competitive advantage through refinement of their decision making processes.



One key strategy organisations undertake to maintain an edge is to align themselves with the implementation of a business analytic platform and performance management solution.

Business analytic platforms integrate the data and the process behind each business function to create a centralised consolidated layer that provides greater insight, flexibility, modeling capability and reporting across previously isolated processes and multi functional business requirements.

Effective, efficient, robust analytics with controlled and integrated processes for the business replaces the domain of MS Excel. Intensive manual processes, prone to error, version management and single man dependencies are alleviated. This establishes corporate IQ that will underpin the key corporate decisions and strategic goals. Refining the end to end process and providing such integration at the end user level releases individuals from the previous manual tasks. They can now perform value added functions for the business and thus help achieve the value integrator status.

Integrating the process and analytics of key business functions such as budgeting, forecasting, revenue and planning with functions such as pricing, marketing, sales and workforce management gives organisations the ability to see across the spectrum of their business. It also enables comprehensive 'What if' and scenario planning capability to assess the impact of change in any one, or multiple of those areas in real time.

For organisations to improve revenue and profitability and drive further growth, they need smarter technology. Advanced business analytics and integrated business processes provide that. The right performance management capability brings together relevant information so that a financial services organisation can answer fundamental business questions such as What is happening; Why is it happening?; What is likely to happen in the future?; and How should we plan for that future?

About ... Cortell Australia Pty Ltd

Located in Sydney, Melbourne, Brisbane and Singapore, Cortell Australia is the largest independent provider of IBM Cognos analytics and performance management based solutions within the Asia Pacific focusing on TM1, Cognos BI, SPSS, CDM and IGC. Having delivered in excess of 900 different business solutions to 500+ customers for more than a decade, Cortell Australia are experts in the field of Business Analytics & Performance Management.

We have been awarded:

- IBM Business Analytics Asia Pacific Partner of the Year 2011, 2012, 2013 and 2014: Excellence Award
- IBM Software Group Partner of the Year Award 2013
- IBM Worldwide 2013 Business Intelligence and Advanced Analytics Business Partner of the Year 2013
- IBM Business Analytics Australian Partner of the Year 2013
- IBM Business Analytics FPM Partner of the Year 2010
- IBM Business Analytics Industry Partner of the Year 2009

"Cortell Australia's growth in the Business Analytics and Business Intelligence markets has been outstanding. With highly skilled delivery and management teams Cortell provide IBM clients a very professional, highly regarded and capable organisation to work with."

*Ryan Morrell,
Channel Executive,
IBM Software Group*



Organisations leverage Cortell to identify and deliver business improvement processes for core financial and operational applications. As a result, the business can drive cost management initiatives, revenue growth plans, operational planning support requirements, workforce management efficiency and product, customer and service profitability.

Examples of Cortell's expertise include:

- Activity-Based Costing
- Budgeting & Forecasting
- Capacity & Demand
- Cost to Serve Models
- Performance Scorecards
- Economic Value-Added
- Regulatory Reporting
- Profitability Modeling
- Workforce Planning
- Strategic Planning
- Statutory Reporting
- Tax Reporting Lodgement

The Cortell information website

Cortell has invested in a one-stop-shop website where you'll discover product and service information, leading edge whitepapers and case studies, conference details and news releases. Join our mailing list for information and special offers only available to our members. Visit www.cortell.com.au and join today.