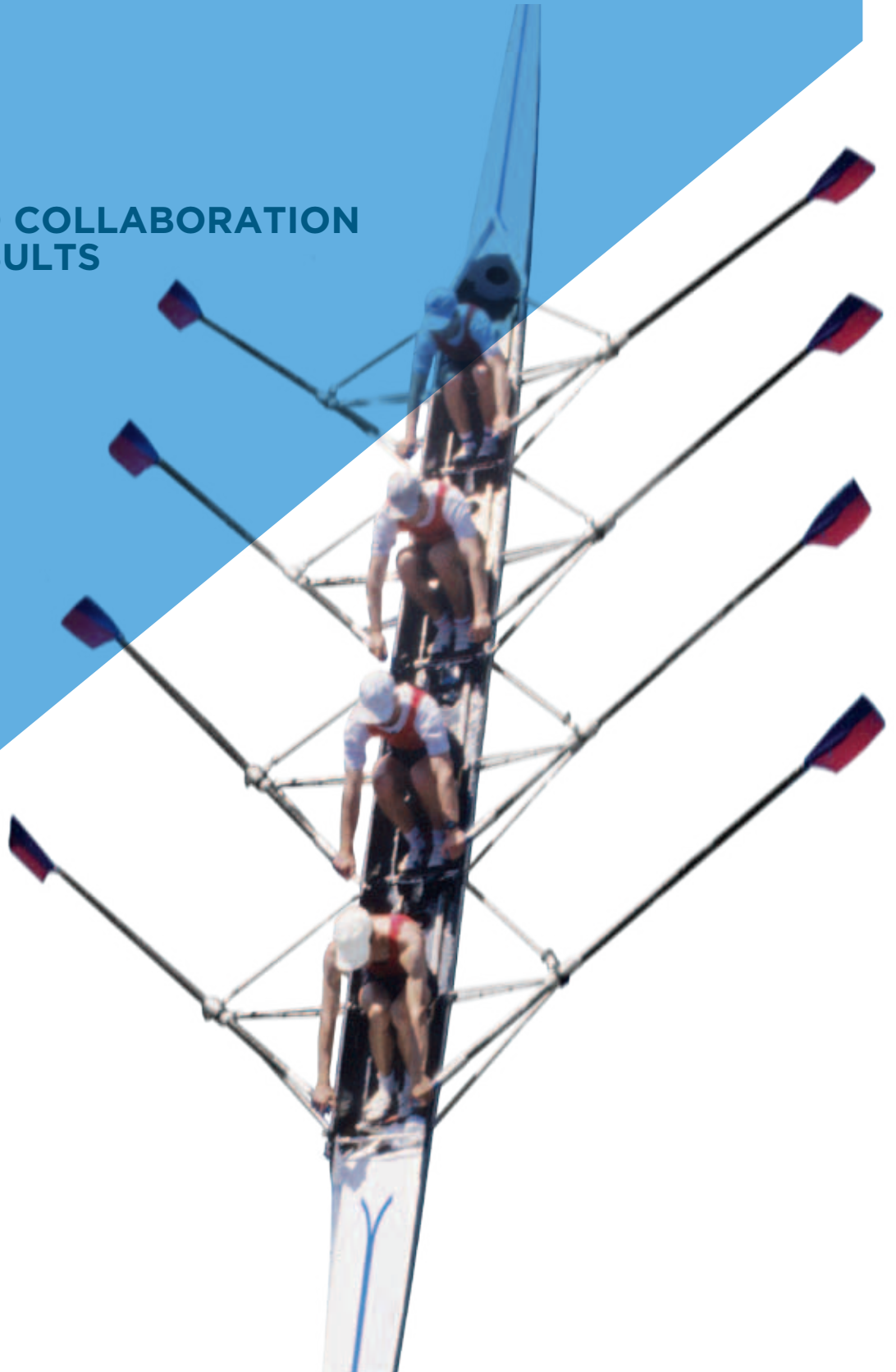


# SAP BUSINESSOBJECTS ENABLING SMARTER PLANNING

AGILITY AND COLLABORATION  
DELIVER RESULTS

CSC



# UNPRECEDENTED AGILITY GREATER COLLABORATION DEEPER INSIGHT

## ARE YOU THE MASTER OF YOUR DESTINY OR A SLAVE TO YOUR CIRCUMSTANCES?

In an economic climate of volatility and risk, many organisations are seeking to better manage their performance. The focus for many is smarter, more agile planning and forecasting, supported primarily by flexible processes and investment in enriching applications. The challenge is how best to enable smarter agile planning and forecasting. Are you ready to enjoy unprecedented levels of agility, collaboration and insight?

## DO YOU NEED TO TAKE CONTROL IN A VOLATILE MARKET?

Today's economic climate requires organisations to be agile so they can respond to changes affecting their performance, bottom-line and long-term viability. Future uncertainty makes it essential to plan and simulate various business scenarios faced in times of credit crisis and volatile market conditions.

CSC believes it is imperative to have a transparent view of the variable components that sit behind the figures and executive dashboard 'dials' in order to make effective business decisions and better manage corporate performance.

Over the past two years, the severe global economic conditions have changed the

way executives manage their business. This has highlighted challenges and created demands for adaptable planning and forecasting. Some organisations regard smarter planning as a competitive necessity, while others view it as having a direct influence on shareholder value.

Smarter planning seeks to bring together complex and siloed business planning and forecasting, directing these efforts more efficiently, in alignment with corporate strategy and supported by organisational culture. This holistic approach can give decision-makers the flexibility and insight they need to form greater business resilience and be better prepared for ongoing change. CSC can help you with smarter planning and forecasting by enhancing and leveraging the existing major investment in your information landscape.

## CAN I TAKE CONTROL?

In business, few things are black and white. Many executives attempt to manage their business with ineffective planning tools and inefficient processes, which in itself can adversely impact short and long-term business performance. In attempting to strive for smarter planning, the corporate executives CSC has worked with faced a barrage of questions:

### How do we reduce the cycle time and effort required to support our budgeting process?

A lengthy budgeting process driven by excess time in numerous iterations and reconciliations, generally results in the inefficient use of resources.

### How do we better manage and better use our data?

Although spreadsheets are an excellent personal productivity tool, many organisations are still heavily reliant on spreadsheet based models for creating and consolidating budgets, which creates mistrust and fragmented data. Worse still, originating data can reside in multiple sources with no integration, and potentially require manual integration, again lengthening the cycle and creating a lack of confidence in the 'numbers'.

### How do we drive more value to how we manage our organisation?

Objectives, targets and plans developed in isolation that fail to consider interdependencies can result in numerous iterations and effort for re-alignment that reduces efficiency and impedes analysis.

### How do we initiate accountability of our budgets and forecasts?

Commonly, top-down plans do not align with bottom-up plans and this fails to secure commitment and buy-in at lower levels by those submitting plans.

## HOW YOU CAN TAKE CONTROL

CSC considers that along with changes to culture and processes, organisations that use SAP BusinessObjects applications have a gateway to achieve best-in-class performance and gain more insight to allow them to actively pursue market opportunities and adapt to economic conditions.

Organisations that are benefiting from best-in-class performance tend to share several common characteristics:

- Reduced reliance on independent spreadsheet based models and outdated solutions by investment in powerful and functionally enriched planning, budgeting and forecasting applications, such as SAP BPC
- Standardised organisation-wide data definitions and automation
- Established common business views and supporting holistic reporting
- Ability to quickly and flexibly reforecast changes in market conditions and conduct 'what-if' analysis

- Deeper business data collection to provide insight analysis that allows drill down to successive levels of detail and the ability to perform multi-dimensional roll-ups
- Established organisation-wide collaboration from the top-down and across departments/divisions during the planning and forecasting process

Now, imagine your organisation being able to shape more efficiently and effectively your annual budget and forecast, while ensuring alignment to your business strategy and creating flexibility to reforecast driven by market changes and opportunities. This can deliver improved results by more productive utilisation of your resources and gives you better insight into your business performance. Additionally, better decision-making can be aided by the ability to extract relevant operational information from a single source – a 'single version of the truth', and being able to focus on interpreting this information.

**“Anticipated ROI of 50% to 150%, and six to 12 month payback. Can reduce the duration of the planning cycle by 30% to 90%, and reduce the cost by 25% to 75%.”**

Source: Corporate Performance Management Fast Path to Functionality: Business, Planning and Forecasting. 2009 Gartner – Finding the Fast Path to Corporate Performance Management Value

## HOW DO WE DO IT?

CSC offers a risk qualified approach to smarter planning and forecasting, recognising that performance and process improvement is an ongoing evolution, not a discrete action or one-time action.

Focal to our approach is building and cementing relationships between the key executioners/sponsors within the corporate performance management regime; a three-way partnership between the business users, finance function and IT.

Our holistic approach is not solely about financial measures or fancy dashboards, at its core it's about agility and 'alignment' between:

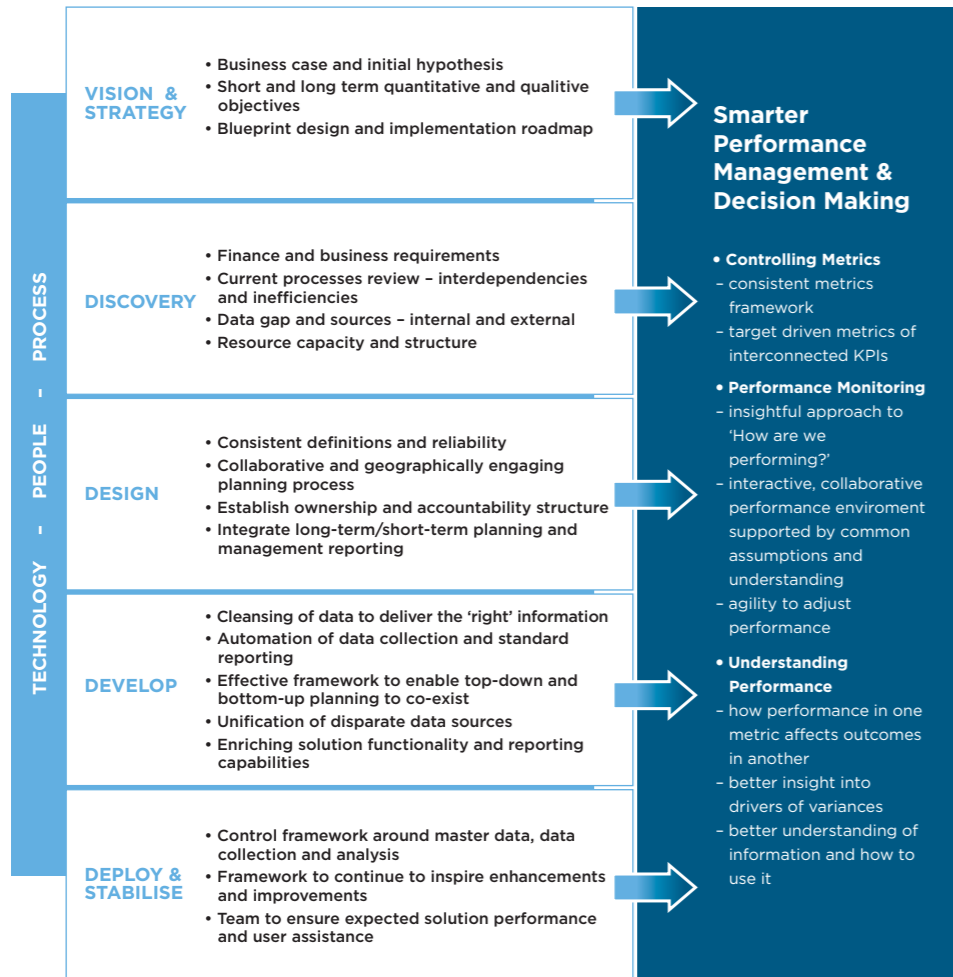
- Strategic vision and operational behaviour
- Planning and forecasting interpreting strategy
- Risk management and compliance
- Best-in-class technology enabler
- Resource optimisation



### PROJECT MANAGEMENT

### RISK MANAGEMENT

### CHANGE MANAGEMENT



## WHY SAP BUSINESSOBJECTS PLANNING & CONSOLIDATION?

### Unified planning and consolidation

- Enables flexibility, while saving time and reduced errors with a single, integrated solution
- Single, integrated application reduces maintenance, improves data integrity, and simplifies deployment

### Familiar and easy to use

- Enables rapid adoption by leveraging native Microsoft Office tools accessing a central database
- Designed to be owned and maintained by business users

### Agile

- Enables quick modelling of different scenarios and reforecasting

### Integrated and lower maintenance

- Leverage the same SAP NetWeaver system that drives your data warehouse
- Spend less time and resources integrating and maintaining business user applications

### Collaborative

- SAP BPC aligns bottom-up and top-down financial and operational planning targets

### Process-centric

- Customisable step-by-step guidance through planning processes and drives process consistency
- Enforce policies and procedures, while tracking process status and completion

## CASE STUDY SUPERPARTNERS' VIEW FOR ENTERPRISE BUSINESS PLANNING

### Superpartners maps future business direction by deploying SAP BusinessObjects.

With a vision to be the proud and trusted partner of industry super funds in Australia - with \$75 billion of funds under management for six million members and growing - Superpartners needed an enterprise view for its business planning.

Since the early 1990s, Superpartners had grown in size and complexity and as a result, the annual budget process had become more complex and difficult to track. Concurrently, demand had increased from managers and regulators for regular, complete and timely financial reporting.

Superpartners' existing financial reporting systems were struggling to support the business:

- Gaps were filled with tactical solutions, typically Excel or manual workarounds
- Data was shared by email and consolidated manually
- Processes did not lend themselves to modeling and scenario analysis
- Lack of data integrity and security raised the risk of errors

The immediate need for information was fulfilled, but fell short of providing the enterprise-wide view required for good financial management. Superpartners decided to address its whole budgeting process and SAP BusinessObjects Planning and Consolidation for NetWeaver (BPC NW) was selected as the modeling and planning solution suited to its current and longer term business needs. Recognising CSC's SAP skills in successfully delivering Superpartners' ERP implementation and depth of knowledge of SAP Business Intelligence based planning, Superpartners engaged CSC to deliver the planning solution.

CSC adopted its four-step delivery approach - **Discovery, Design, Develop, Deploy** - successfully proven in a number

of projects using previous generations of SAP Business Intelligence planning tools. Throughout the project, CSC ensured close interaction with Superpartners' business users and IT team to make certain there was full visibility and alignment of the solution deliverables, both from a business and technical perspective.

The routine administration and maintenance responsibility of the BPC solution was intentionally designed and delivered for key users, requiring minimal involvement from the IT group.

Superpartners has been able to identify a number of key benefits from implementing BPC NW solution:

**Improved agility** - central modeling of business scenarios ('what-ifs') and consolidating data, decisions can be made faster to react to trends and change to maximise value creation

**Reduced cycle time** - finance and line-of-business managers can collaborate in a unified landscape, streamlining the process of creating and approving plans, budgets, and forecasts

**Minimised business and compliance risk** - transparent financial data and a 'single version of the truth' enable fast, accurate management reporting

**Increased user productivity** - greater integration and integrity of data, delivered through a familiar Microsoft Office interface, help users apply their efforts on understanding what is happening in the business instead of just 'chasing numbers'

**Enterprise visibility** - a more integrated approach to forecasting enables two year forecasting instead of only a single annual budget.

Superpartners now has a scalable and expanding business planning platform that will support planned future growth.

## WHY CSC FOR SAP BUSINESSOBJECTS PLANNING AND CONSOLIDATION?

CSC is one of the world's leading business and technology services providers, a market leader in process and technology-based solutions. CSC's key differentiators are:

- **CSC was an early adopter of SAP BPC** - we use SAP BPC to help plan and control our own internal performance, and find this experience as a user invaluable in assisting clients to find their own business solutions
- **CSC's team of BPC expert professionals** - this experienced team has a strong understanding of business drivers, finance operations and the supporting SAP technology. Working with board level, business community and technologists, our team has a demonstrable track record of delivering value
- **Consulting with end-to-end implementation capabilities** - one of the few companies that has the proven capability to successfully visualise, implement and support the process and technology changes, with an aim to deliver maximum value to stakeholders
- **SAP Centric Transformation** - CSC's in-house methodology for transforming organisations is based on over 30 years of learned knowledge and the delivery of major transformation projects
- **CSC's key partner alliance programme** - global alliance programmes with SAP BusinessObjects enables solution delivery as a trusted advisor
- **A range of blue-chip clients** - our track record is based on rapid appraisal of the issues, the flexibility to work within a client's own approaches and the ability to deliver robust supporting technology
- **Proven systems integrator capabilities** - our combination of successful integration expertise and intrinsic industry knowledge enables us to deliver integrated and complete solutions

# SAP-DRIVEN TRANSFORMATIONAL CHANGE

## CSC'S WORLD-CLASS END-TO-END SAP CAPABILITY

At CSC, we have established global SAP practice leaders and put the resources and models in place to ensure comprehensive transformation implementation and delivery capabilities, right around the world. What's more, we've developed solution sets

for accelerated deployment and invested to acquire the talent that enables us to address specific industry needs of our clients. Our people have an average of eight years of SAP experience and an average of 12 years of industry-specific experience.

## HOSTING AND APPLICATIONS OUTSOURCING

CSC has a full portfolio of hosting and applications-management services for SAP applications and the SAP NetWeaver platform. CSC also offers hosting that is fully compliant with SAP's requirements for quality, availability and security. These solutions are ideal when data centres are evolving faster than can easily be managed, when corporations merge or make acquisitions or an improved level of service and flexibility is needed. CSC offers a service centre and capability approach to SAP product support and has SAP-certified hosting solutions.

# OUR PEOPLE, OUR STRENGTH

CSC is a global leader in providing technology enabled business solutions and services. We have successfully helped many clients to improve their business performance. We are confident we can help your organisation to get back from just reporting numbers to improving and coping with what drives high performance.

- Certified SAP services and hosting partner with 27 years partnering with SAP
- Recognised in the 2009 Gartner Magic Quadrant for Global BI and PM Service Providers
- SAP BusinessObjects OEM Partner of the Year 2009

Are you ready to improve your business planning and consolidation processes and enhance the integration with your business applications?



## SAP-DRIVEN TRANSFORMATION

CSC's approach to SAP transformation encompasses both business processes and supporting technologies, right across your business. Working closely with you, we'll improve operational efficiency, increase data quality, and provide a platform for further business efficiencies. CSC helps you to implement, rationalise, upgrade and exploit the benefits of SAP

systems. CSC's ERP transformation SAP practice is founded on experience gained on over 1,200 implementations and has delivered tangible results on some of the world's largest and most complex projects.

CSC has a global delivery model with SAP capabilities onshore and offshore,

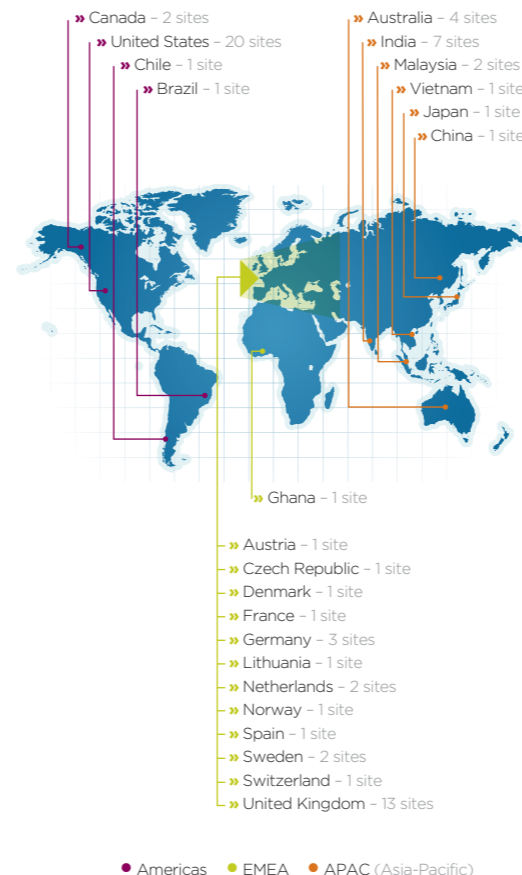
including India and other low-cost centres. We have a culture that offers flexible contracting, responsive customer service, an emphasis on knowledge transfer and consultants who are focused on the success of their customers. CSC has a long and successful track record with SAP as a Global SAP Services Partner and SAP Hosting Partner.

- SAP Partner for 25 years
- CSC is in the leader's Quadrant of Gartner's SAP magic Quadrant
- Global leader in SAP implementation/application hosting
- 1,200+ SAP implementations globally
- 60 active SAP outsourcing accounts - 250,000 user licences
- Over 4,500 dedicated, experienced SAP consultants
- Training academies in North America, Europe and India
- Collaborative Solution Demonstration LabSM
- Partner for joint SAP development and testing



- Main competency centres: Germany, Australia, Austria, Belgium, Denmark, France, India, Netherlands, Portugal, Spain, Switzerland, Nordic Countries, UK, United States and Canada
- Industry focus
  - Utilities
  - Aerospace and Defence
  - Manufacturing
  - Financial Services
  - Chemical and Energy
  - Public Sector
  - Postal and Logistics
- CSC has implemented SAP FI, MM, CO, BW, HR and CRM in-house

## CSC WORLD SOURCING SITES BY REGION/COUNTRY



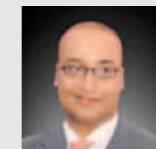
## SAP MANAGED SERVICES

CSC's SAP Managed Services take the best features of our world-leading outsourcing services - delivery from world-class facilities; focus on service levels; quality of service; and close collaboration with you - and combines them with proven

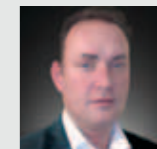
SAP delivery credentials. We can support all the systems and infrastructure that surround your SAP systems, as well as providing the helpdesk, desktop, network, and other application and infrastructure services you need.

## OUR GLOBAL TEAM LEADS:

### EMEA



**Parminder Ghatahara**  
BusinessObjects  
Capability Lead UK



**John Quinlivan**  
Sales Director, CSC  
Global Business  
Solutions UK

Parminder has over 16 years of experience in business consulting for large global companies in a wide range of industries. He has focused in Performance Management over the past 10 years and specialises in developing, transforming and implementing financial and corporate performance management solutions that support and enhance an organisation's business processes and performance.

John has over 17 years of business consulting experience, advising board members in large PLCs and leading SAP and transformational change programmes. He has managed large programmes with a significant number of FTSE100 companies across both the public and private sectors, including SAP implementations, BPR programmes, cost reduction and strategy deployment.

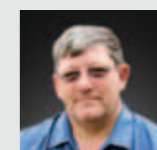
### The Americas



**Sean Moore**  
Business Intelligence  
Lead USA

Sean has over 12 years of SAP experience and is a Principal with CSC's Global SAP Practice. He has specialised in Business Intelligence and Enterprise Performance Management across multiple industries. Sean has engaged with senior client executives in the initiation and delivery of BI/EPM projects. He is currently responsible for CSC's EPM and BI initiatives for North America.

### Australia, Asia



**Malcolm Ferguson**  
Business Intelligence  
Lead Australia

Malcolm has many years of experience developing budgeting and forecasting solutions using multidimensional planning tools in SAP as well as other systems. He leads the BI Practice in CSC Australia and has been responsible for leading multiple SAP BI based planning projects over the past seven years, including early implementations of SAP BPC 7 for NetWeaver.



BUSINESS SOLUTIONS  
TECHNOLOGY  
OUTSOURCING

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**About CSC**

*The mission of CSC is to be a global leader in providing technology-enabled business solutions and services.*

*With the broadest range of capabilities, CSC offers clients the solutions they need to manage complexity, focus on core businesses, collaborate with partners and clients and improve operations.*

*CSC makes a special point of understanding its clients and provides experts with real-world experience to work with them. CSC is vendor independent, delivering solutions that best meet each client's unique requirements.*

*For 50 years, clients in industries and governments worldwide have trusted CSC with their business process and information systems outsourcing, systems integration and consulting needs.*

*The company trades on the New York Stock Exchange under the symbol "CSC."*

