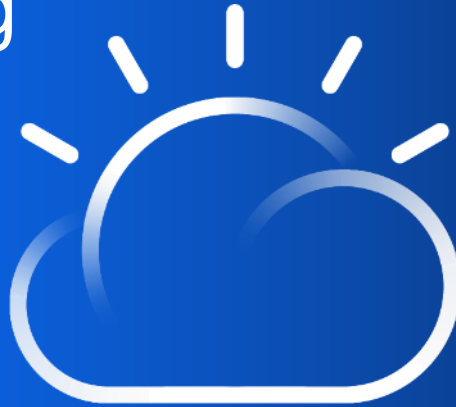# IBM Planning Analytics
Continuous, Agile and Integrated Planning

—

Peter Susz
IFUA Horváth & Partners

What people think I do. What I *really* do

What my friends think I do

What my mom thinks I do

What society thinks I do

What my boss thinks I do

What I think I do

What I actually do

Organizations using **manual and disconnected processes** are faced with many challenges during their planning process

Disconnected financial and operational plans

Analytical Silos

No Agility

Lack of confidence in data accuracy

- Disparate data sources

- Point solutions for department-specific planning

- Lack of transparency and workflow

- Inhibits identifying true drivers of business

- No single version of the truth

- Unable to analyze and refine plans across the organization

- Inability to react quickly to changing market demands and opportunities

- Labor intensive - unable to scale and time consuming (manual data collection, aggregation and validation)

- Error prone processes

- Data discrepancies across departments and the organization

- Intuition accounts for 2/3 of decision making

Lengthy and Painful Planning Cycles

Continuous and integrated planning solution helps organizations **shorten their planning cycles**, **improve forecast accuracy** and make more **informed business decisions**

Faster reforecast

1.5x

Organizations that have moved to continuous planning are 1.5 times more likely to be able to reforecast within 1 week

Speed

Respond quickly to market changes

4x

Organizations that have moved to continuous planning are 4 times as likely to be able to respond quickly to market change

Agility

Forecast with accuracy

1.7x

Organizations that have moved to continuous planning are almost twice as likely to be able to forecast earnings between +/-0.5%

Foresight

IBM Planning Analytics is a fast, easy, flexible and complete cloud & on-premises planning solution with built-in analytics capabilities

Foresight
(know the future)

Make analytics easy for everyone to determine drivers, model scenarios, infer trends and anticipate the future

Agility
(steer business performance)

A business owned, flexible solution that bridge operations and finance, allowing you to adapt quickly to ever changing business conditions

Speed
(drive efficiency)

Provide rapid self service, end user adoption to start fast and grow, with an accurate and automated solution that saves time and money

IBM Planning Analytics offers
a pragmatic, engaging and delightful planning experience

Fast performance providing real-time decision making agility

Easy-to-use web-based experience
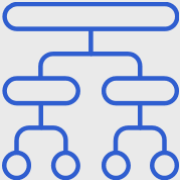
Option to use Microsoft Excel interface

Visual analysis and reporting

Powerful modeling that supports any business requirement

Self-service exploratory analytics

Flexibility to scale and adapt to any organization change
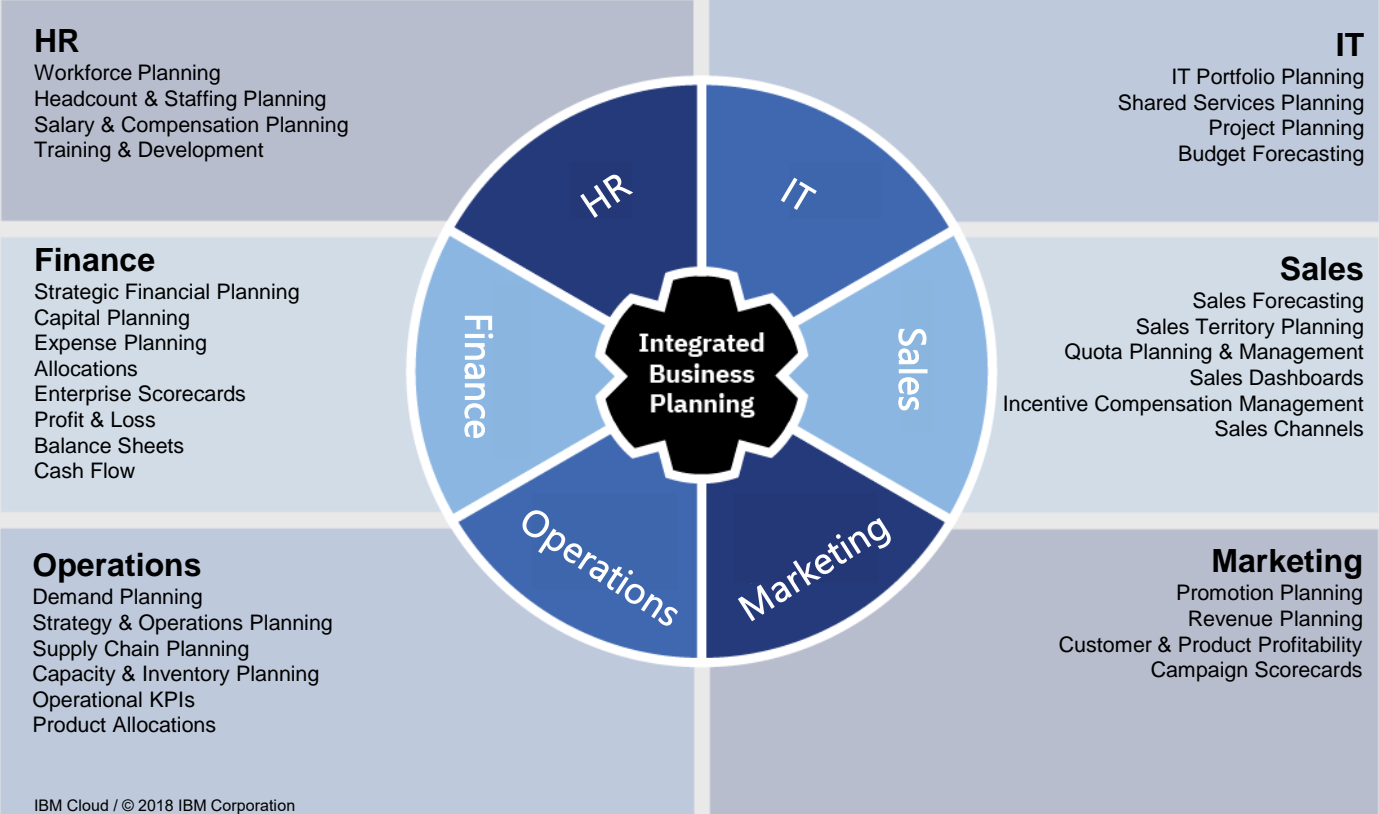
Flexible deployment options

Secure, governed and compliant

Align planning process with corporate strategy

Continuous & integrated planning across the organization with IBM Planning Analytics

HR
Workforce Planning
Headcount & Staffing Planning
Salary & Compensation Planning
Training & Development

IT
IT Portfolio Planning
Shared Services Planning
Project Planning
Budget Forecasting

Finance
Strategic Financial Planning
Capital Planning
Expense Planning
Allocations
Enterprise Scorecards
Profit & Loss
Balance Sheets
Cash Flow

Sales
Sales Forecasting
Sales Territory Planning
Quota Planning & Management
Sales Dashboards
Incentive Compensation Management
Sales Channels

Operations
Demand Planning
Strategy & Operations Planning
Supply Chain Planning
Capacity & Inventory Planning
Operational KPIs
Product Allocations

Marketing
Promotion Planning
Revenue Planning
Customer & Product Profitability
Campaign Scorecards

HR
IT
Finance
Sales
Operations
Marketing

Integrated Business Planning

Collaborative decision making

Better business results

See What Our Customers Have to Say…

Finance

20% increase in productivity by reducing budgeting work for the finance team

"Planning Analytics on Cloud unlocks so many new possibilities for our finance team, from rolling forecasts to scenario modeling. We have barely scratched the surface of what we can achieve."

Alex Houvardas,
Chief Financial Officer,
RAC Insurance

Case Study

See What Our Customers Have to Say…

Human Resources

50% saving in manual analysis workload

"Our business is based on people. IBM Analytics is helping us manage that critical asset much **more efficiently and effectively** than ever before."

Nadia Bertoncini,
Coordinator of Governance, Projects and HR Analytics,
Natura Cosméticos

Case Study

See What Our Customers Have to Say…

Information Technology

Enabled 20-year forecast.

Enhanced scenario planning by factoring in market changes.

"Our company takes pride in its **robust processes** that deliver detailed forecasts for the entire business – and **the capability provided by IBM Planning Analytics facilitates this.**"

Andrew Brown,
Project Manager,
Frasers Property Australia

Case Study

See What Our Customers Have to Say…

Operations

50% faster reporting, saving one day per week on weekly strategic planning.

10% lift in forecasting accuracy.

"IBM Planning Analytics is helping us evolve into a **smarter business**, provide **better service to customers and optimize inventory and costs**".

Connie Walsh,
Director of Retail Inventory, Planning and Analysis
Allen Edmonds

Case Study

See What Our Customers Have to Say…

Sales

22% increase in accuracy of selected sales forecasts

"The ability to access IBM Planning Analytics from any device enables us to **work on the move**, spend more time with business users out in the field and work much more flexibly and productively."

André Birrenbach,
Chief Information Officer,
Rotkäppchen-Mumm Sektkellereien GmbH

Case Study

See What Our Customers Have to Say…

Marketing

2 months saved on preparing data for budget reporting

"With Planning Analytics on Cloud, **we are delivering timely, accurate insights that decision-makers can trust** and put into action—helping STA Travel better identify risks, seize new opportunities and steer successful business performance."

Margaux Barradas-Brand,
Commercial Finance,
STA Travel

About IBM Planning Analytics

IBM Performance Management – wide customer base backed by strong support and R&D

Customer Adoption

7,000+

supported customers worldwide in over 100+ countries

Accelerated Innovation

140M+

dollars spent on research and development annually

Comfort of Support

85+

support personnel worldwide – anywhere, anytime

Global Scale

25+

supported languages for global deployment

The Planning Survey 18
The world's largest survey of planning software users

The Planning Survey 18 IBM Planning Analytics top ranks

IBM Top-Ranked in 25 KPIs in the in the BARC Planning Survey 2018