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Zagreb, 24.09.2015.

Poslovna inteligencija d.o.o.

Sladana Krpić

Sadržaj

- Poslovna inteligencija – o nama

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- Zašto i kada nam treba sustav za podršku

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- Kako odabrati pravi alat

- **IBM Cognos – podrška za planiranje, izvještavanje, analizu i strateški management**

O nama

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- Vodeći implementator DWH/BI rješenja u JIE
- 50+ zaposlenika
- 75 konzultanata

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Business Intelligence
Data Management Solutions



Naša područja djelovanja

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Big Data



Analiza, dizajn, razvoj, implementacija, podrška i edukacija

Naše reference

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Telekomunikacije	Bankarstvo	Maloprodaja Distribucija	Proizvodnja	Javni sektor
 	 Croatia 	 	 	

Cilj kontrolinga

Od podataka stvaraju informaciju koja služi kao
znanje pri donošenju dobre poslovne odluke

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Znanje nije odlučivanje!
Odluka = Znanje + Ljudski faktor

Zašto trebamo sustav za podršku kontrolingu?

▪ Koji(e) proces(e) želimo podržati:

- Konsolidacija podataka iz različitih izvora?

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- Izvještavanje nad dodatno preoblikovani (reobogaćen) podacima?

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- **BSC?**

- ...

Tipična arhitektura sustava

Izvori podataka

ETL

Skladište podataka

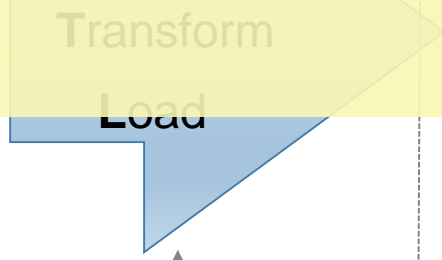
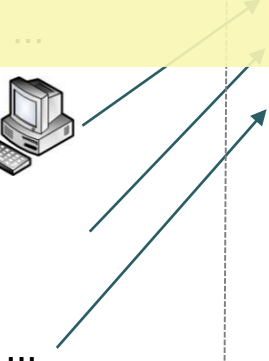
Prezentacija i
upotreba podataka

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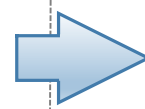
ETL Metadata



DWH

Dimenzijski
model

Data
Mining
models



Kako definirati projekt za uvođenje sustava za podršku kontrolingu?

- Različiti pristupi organizaciji projekata

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3. Identificirati vlasnike procesa - **>KLJUČNI ČLANOVI PROJEKTOG TIMA**

Vremenski okvir projekta

- Ovo **nije jednokratni projekt**

- „projekt” koji nikad ne završava

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- Informacije se dijele i potiče se transparentnost

Potrebni resursi za realizaciju projekta

■ Podaci

■ Gdje se nalaze podaci?

■ Kakvo su kvalitete?

■ Imamo li sve potrebne podatke?

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■ IT infrastruktura

- HW i SW
- Odabir pravog alata

Kako osigurati uspješnost projekta?

- Osigurati adekvatnu **podršku managementa**

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- Odabrati **alate** koji mogu zadovoljiti sve vaše potrebe

Kako odabrati pravi alat?

- Imati na umu sve procese i zahtjeve koje želite podržati -> provjeriti funkcionalnosti alata

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- Skalabilnost alata koja podržava rast poduzeća

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- **Uspoređivati** alate prema unaprijed **definiranim kriterijima**

IBM Cognos - Integracija analitičkih sustava

poslovna
inteligencija
Poslovna means Business

Reporti, dashboard-i i planski modeli kreirani
pomoću IBM Cognos alata (BI, TM1, SPSS)

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1010
0101
1010

Podaci

Data Warehouse

Data Integration

Izvorni sustavi– ERP, G/L, Legacy Systems

Obogaćivanje tradicionalnog BI sa prediktivnom analitikom i what if scenarijima

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Kako?

Zašto?



Identificirajte uzrok i predvidite
buduće stanje koristeći
prediktivne modele

veza između operativnih
drivera i finansijskih
rezultata

Executive dashboard

Company Logo

Executive Dashboard

Actual vs Budget vs Forecast

Traffic light indicators

Company Logo

Link to ERP Web Interface

Report List

Financial reports

What-if analysis

Metric trending

Predictive Analytics

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	2011 Fiscal YTD		2011 Full Fiscal Year			Rolling 12 mo. Fcst	Trends	Risk	TCM	
	Actual	Target	Budget	Forecast	Variance					
EBITDA	\$99,958,803	\$90,500,917	\$139,151,262	\$121,463,095	-13%	\$119,227,086	Link			
ROIC	15%	12%	12%	12%	2%	14%	Link			
Operating Profit%	39%	39%	39%	39%	-5%	34%	Link			
Operational Revenue Management	418,367	\$418,367								
Capital Management	\$747									
Product Share	60%									
Operational Expense Management										
SG&A%	21%	21%	21%	27%						
Gross Margin%	60%	59%	59%	61%						
Material Cost%	20%	20%	20%	19%						
Distribution Expense%	5%	5%	5%	9%	4%	9%	Link			
Headcount	6,352.0	6,405.0	6,397.0	6,402.0	0%	6,384.0	Link			
Credit Management		2011 Fiscal YTD		2011 Full Fiscal Year			Rolling 12 mo. Fcst			
		Actual	Target	Budget	Forecast	Variance				
Capital Efficiency		\$9	\$7	\$9	\$9	1%				
Quick Ratio		32.3	32.3	33.6	34.3	2%	33.6			
DSO		29.2	29.4	50.1	56.8	13%	27.3	Link		
Days Payable		18.0	17.5	21.9	30.9	41%	16.2	Link		
Days in Inventory		12.7	12.5	15.3	15.5	1%	11.4	Link		
Bad Debt Write-off		\$1,732,948	\$1,853,660	\$2,470,406	\$2,866,504	16%	\$2,858,174	Link		

What-if analiza

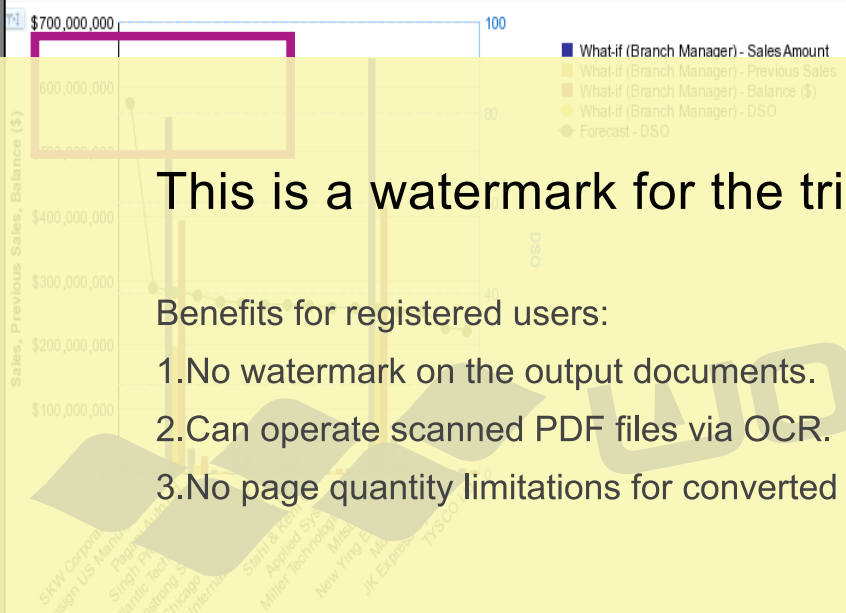
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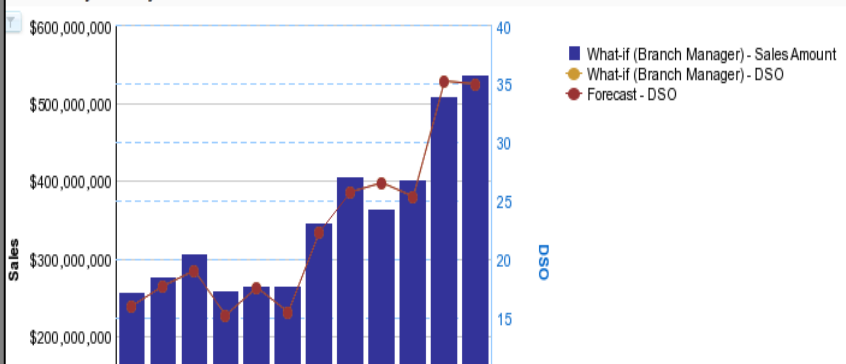
DSO Analysis - By Customer



Balance Sheet

Month	BalanceSheetMeasure	Scenario	Context	2011	NewYork	Balance	TransactionCurrency	
Jan	\$6,043,683	\$6,043,683	\$890,048	\$5,132	\$1,174	\$851,346	\$851,346	
Feb	\$6,063,261	\$6,063,261	\$4,322	\$9,288	\$1,174	\$1,229,142	\$1,229,142	
Mar	\$6,138,677	\$6,138,677	\$9,138	\$1,282,097	\$1,266,272	\$1,608,563	\$1,608,563	
Q3	\$9,273,280	\$9,273,280	\$1,734,910	\$1,842,449	\$2,218,459	\$2,257,763	\$2,257,763	
Q4	\$4,502,247	\$4,502,247	\$9,567,208	\$9,567,208	\$0	\$10,051,487	\$10,051,487	
TotalYear	\$4,502,247	\$4,502,247	\$1,734,910	\$9,567,208	\$9,567,208	\$2,218,459	\$10,051,487	\$10,051,487

DSO Analysis - By Period



Month	Debit	Credit	SalesAmount	PreviousSales	AccountsReceivable	DSO	BadDebtAllowance	BadDebtWriteOff	BadDebtRepaid
Jan	\$5,476,599	\$4,612,461	\$1,672,855	\$3,888,053	\$851,346	15.78	\$21,416	\$12,792	\$13,489
Feb	\$2,916,757	\$1,678,006	\$2,065,411	\$1,672,855	\$1,229,142	17.26	\$22,183	\$9,608	\$9,260
Mar	\$3,722,243	\$2,100,250	\$2,493,101	\$2,065,411	\$1,608,563	20.00	\$19,015	\$13,431	\$13,028

DSO What-if Analysis

Month	CustomerPaymentSummaryMeasure	Context	2011	TotalBusinessUnit	NewYork	SKWCorporationUS			
Jan	\$5,476,599	\$4,612,461	\$1,672,855	\$3,888,053	\$851,346	15.78	\$21,416	\$12,792	\$13,489
Feb	\$2,916,757	\$1,678,006	\$2,065,411	\$1,672,855	\$1,229,142	17.26	\$22,183	\$9,608	\$9,260
Mar	\$3,722,243	\$2,100,250	\$2,493,101	\$2,065,411	\$1,608,563	20.00	\$19,015	\$13,431	\$13,028

DSO What-if Analysis

Rows: Month [Month] Columns: CustomerPaymentSummaryMeasure [CustomerPaymentSummaryMeasure] Context: 2011 [Year] TotalBusinessUnit [BusinessUnit] NewYork [Organization] SKWCorporationUS [Customer]

	Debit	Credit	SalesAmount	PreviousSales	AccountsReceivable	DSO	BadDebtAllowance	BadDebtWriteOff	Ba
Mar	\$13,706,608	\$8,390,717	\$6,231,367	\$2,065,411	\$1,608,563	23.49	\$62,614	\$35,831	
Q1	\$3,298,722	\$2,399,610	\$1,690,159	\$2,493,101	\$891,026	15.82	\$17,565	\$8,086	
Apr	\$3,030,933	\$1,705,597	\$2,139,907	\$1,690,159	\$1,312,785	19.02	\$11,956	\$12,551	
May	\$3,222,302	\$2,063,330	\$1,909,517	\$2,139,907	\$1,144,311	17.98	\$8,282	\$14,661	
Jun	\$9,461,826	\$6,168,537	\$5,739,583	\$2,139,907	\$1,144,311	18.14	\$37,803	\$35,298	
Q2	\$3,702,553	\$1,892,842	\$2,558,242	\$1,909,517	\$1,794,504	21.75	\$24,102	\$15,206	
Jul	\$5,261,292	\$2,239,100	\$3,466,788	\$2,558,242	\$3,007,757	26.90	\$15,944	\$14,436	
Aug	\$5,998,379	\$3,722,866	\$2,990,622	\$3,466,788	\$2,257,763	22.65	\$22,808	\$17,750	
Sep	\$12,237,954	\$7,854,808	\$9,015,652	\$3,466,788	\$2,257,763	23.04	\$62,854	\$47,392	
Q3	\$5,758,227	\$2,134,842	\$3,500,464	\$2,990,622	\$3,610,775	31.98	\$21,661	\$12,611	
Oct	\$5,758,227	\$2,134,842	\$3,500,464	\$2,990,622	\$3,610,775	31.98	\$21,661	\$12,611	
Nov	\$7,375,297	\$2,975,520	\$3,764,522	\$3,500,464	\$4,391,942	35.00	\$22,937	\$7,834	
Dec	\$8,340,042	\$3,876,276	\$3,948,100	\$3,764,522	\$4,457,532	35.00	\$22,040	\$6,234	
Q4	\$17,211,465	\$8,986,638	\$11,213,086	\$3,764,522	\$4,457,532	36.57	\$66,638	\$26,679	
TotalYear	\$17,211,465	\$8,986,638	\$11,213,086	\$3,764,522	\$4,457,532	36.57	\$229,909	\$145,200	

Promjena dana
potraživanja

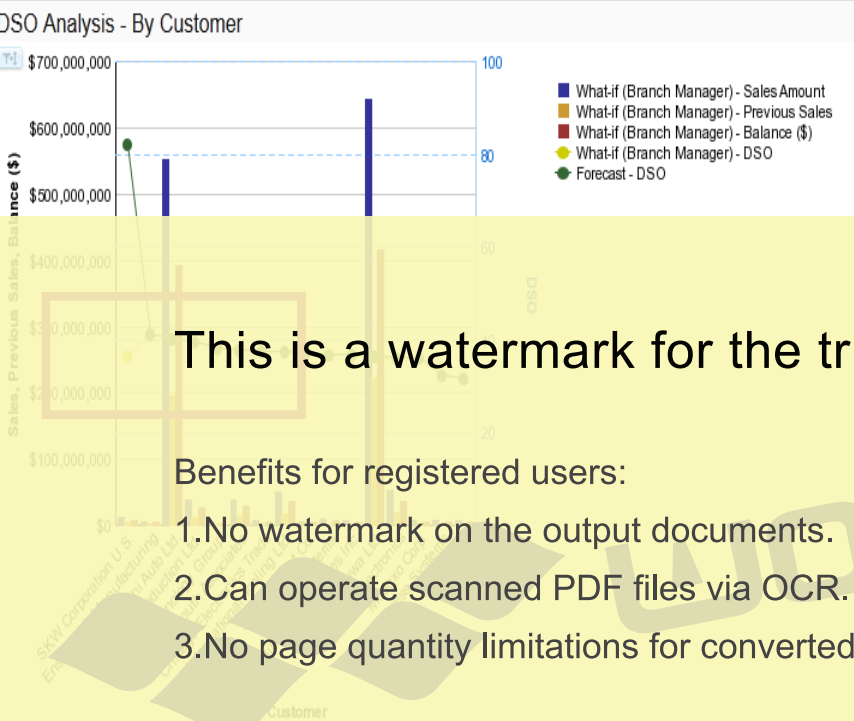
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Mar	\$3,722,243	\$2,100,250	\$2,493,101	\$2,065,411	\$1,608,563	20.00	\$19,915	\$13,431	
Q1	\$13,706,608	\$8,390,717	\$6,231,367	\$2,065,411	\$1,608,563	23.49	\$62,614	\$35,831	
Apr	\$3,298,722	\$2,399,610	\$1,690,159	\$2,493,101	\$891,026	15.82	\$17,565	\$8,086	
May	\$3,030,933	\$1,705,597	\$2,139,907	\$1,690,159	\$1,312,785	19.02	\$11,956	\$12,551	
Jun	\$3,222,302	\$2,063,330	\$1,909,517	\$2,139,907	\$1,144,311	17.98	\$8,282	\$14,661	
Q2	\$9,461,826	\$6,168,537	\$5,739,583	\$2,139,907	\$1,144,311	18.14	\$37,803	\$35,298	
Jul	\$3,702,553	\$1,892,842	\$2,558,242	\$1,909,517	\$1,794,504	21.75	\$24,102	\$15,206	
Aug	\$5,261,292	\$2,239,100	\$3,466,788	\$2,558,242	\$3,007,757	26.90	\$15,944	\$14,436	
Sep	\$5,998,379	\$3,722,866	\$2,990,622	\$3,466,788	\$2,257,763	22.65	\$22,808	\$17,750	
Q3	\$12,237,954	\$7,854,808	\$9,015,652	\$3,466,788	\$2,257,763	23.04	\$62,854	\$47,392	
Oct	\$5,758,227	\$2,134,842	\$3,500,464	\$2,990,622	\$3,610,775	31.98	\$21,661	\$12,611	
Nov	\$7,375,297	\$2,975,520	\$3,764,522	\$3,500,464	\$4,391,942	35.00	\$22,937	\$7,834	
Dec	\$8,340,042	\$3,876,276	\$3,948,100	\$3,764,522	\$4,457,532	35.00	\$22,040	\$6,234	
Q4	\$17,211,465	\$8,986,638	\$11,213,086	\$3,764,522	\$4,457,532	36.57	\$66,638	\$26,679	
TotalYear	\$17,211,465	\$8,986,638	\$11,213,086	\$3,764,522	\$4,457,532	36.57	\$229,909	\$145,200	



Balance Sheet

Rows: Month [Month] | Columns: BalanceSheetMeasure [BalanceSheetMeasure] | Scenario [Scenario] | Context: 2011 [Year]

Branch Manager	Actual	Forecast	WhatIfBranchManager	Actual	Forecast	WhatIfBranchManager	Actual	Forecast	
Jan	\$6,043,683	\$890,048	\$565,327	\$565,327	\$1,174,106	\$851,346	\$851,346	\$284,058	
Feb	\$6,056,261	\$964,322	\$921,288	\$921,288	\$1,229,140	\$1,229,140	\$1,229,140	\$326,464	
Q1	\$6,452,677	\$919,138	\$1,282,097	\$1,282,097	\$1,608,553	\$1,608,553	\$1,608,553	\$326,464	
Apr	\$7,268,901	\$813,335	\$545,354	\$545,354	\$92,202	\$92,202	\$891,026	\$368,867	
May	\$7,293,403	\$793,462	\$746,462	\$746,462	\$86,020	\$1,312,785	\$1,312,785	\$392,355	
Jun	\$7,621,221	\$781,583	\$781,583	\$781,583	\$943,337	\$1,144,311	\$1,144,311	\$419,676	
Jul	\$7,621,221	\$781,583	\$781,583	\$781,583	\$943,337	\$1,144,311	\$1,144,311	\$419,676	
Aug	\$7,629,653	\$781,583	\$781,583	\$781,583	\$943,337	\$1,144,311	\$1,144,311	\$419,676	
Sep	\$9,273,280	\$781,583	\$781,583	\$781,583	\$943,337	\$1,144,311	\$1,144,311	\$419,676	
Oct	\$9,044,453	\$0	\$3,177,950	\$3,177,950	\$0	\$3,610,775	\$3,610,775	\$0	
Nov	\$9,274,791	\$0	\$6,589,976	\$6,589,976	\$0	\$7,048,932	\$7,048,932	\$0	
Dec	\$10,096,202	\$0	\$9,567,208	\$9,567,208	\$0	\$10,051,487	\$10,051,487	\$0	
Q4	\$10,096,202	\$0	\$9,567,208	\$9,567,208	\$0	\$10,051,487	\$10,051,487	\$0	
TotalYear	\$10,096,202	\$1,734,910	\$9,567,208	\$3,973,253	\$2,218,459	\$10,051,487	\$4,457,532	\$483,549	\$484,271

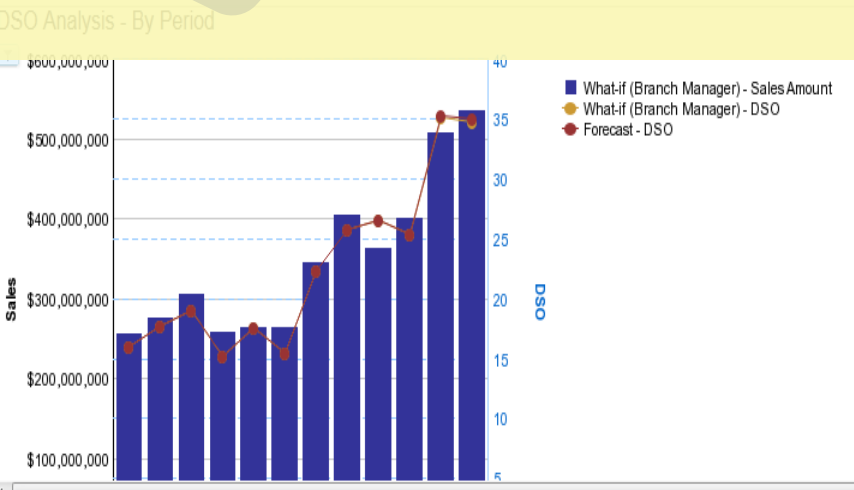
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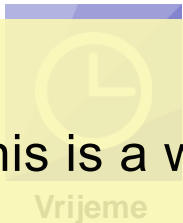


DSO What-if Analysis

Rows: Month [Month] | Columns: CustomerPaymentSummaryMeasure [CustomerPaymentSummaryMeasure] | Context: 2011 [Year] | TotalBusinessUnit [BusinessUnit] | NewYork [Organization] | SKWCorporationUS [Customer]

	Debit	Credit	SalesAmount	PreviousSales	AccountsReceivable	DSO	BadDebtAllowance	BadDebtWriteOff	BadDebtRepaid
Mar	\$3,722,243	\$2,100,250	\$2,493,101	\$2,065,411	\$1,608,563	20.00	\$19,015	\$13,431	\$13,028
Q1	\$13,706,608	\$8,390,717	\$6,231,367	\$2,065,411	\$1,608,563	23.49	\$62,614	\$35,831	\$35,777
Apr	\$3,298,722	\$2,399,610	\$1,690,159	\$2,493,101	\$891,026	15.82	\$17,565	\$8,086	\$9,727
May	\$3,030,933	\$1,705,597	\$2,139,907	\$1,690,159	\$1,312,785	19.02	\$11,956	\$12,551	\$13,222
Jun	\$3,222,302	\$2,063,330	\$1,909,517	\$2,139,907	\$1,144,311	17.98	\$8,282	\$14,661	\$10,806

IBM Cognos – upravljanje performansama



Povećanje efikasnosti

- Eliminacija ručnog rada -> Više vremena za „pametni“ posao
- Struktuiranje i automatizacija procesa
- Jednostavnije uključivanje većeg broja korisnika

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Kontrola

- Povećanje vremena potrebnog z integraciju i koordinaciju poslovnih procesa
- Veća kontrola nad procesima planiranja, izvještavanja



Povjerenje

Poboljšanje krajnih rezultata

- Značajno smanjenje mogućnosti pogreške
- Osigurava pouzdanost sustava i modela
- Potiče povjerenje u donošenje odluka na temelju informacija i analitičkih metoda

Hvala na pažnji!

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