

BUSINESSOBJECTS EDGE PLANNING

TRANSFORMING GREAT STRATEGIES INTO GREAT RESULTS FOR MID-SIZED ORGANIZATIONS

Many of the financial and planning challenges at large enterprises are also prevalent at mid-sized organizations—including needing to cut costs and drive profitability, creating a high-level plan and aligning the organization, and developing employee compensation packages. But small and medium-sized businesses also face the unique requirement of having to operate in a cost-conscious environment with limited IT resources and the need to react quicker than their bigger, enterprise counterparts. As such, mid-sized organizations often fall back to unmanaged spreadsheets for their forecasting and budgeting processes. The spreadsheets give them familiar modeling capabilities but lack structured processes and centralized data—resulting in significant time investments and manual effort throughout the planning process.

Changing to a packaged software solution is usually too complex and expensive to meet the needs of smaller organizations. That’s why most of these organizations continue to settle with unmanaged spreadsheets—and so operate at a significant competitive disadvantage.

BusinessObjects™ Edge Planning bridges the gap between strategy and daily operations—and does so at a cost mid-sized organizations can afford. By offering an integrated set of budgeting and planning tools and providing an intuitive solution, BusinessObjects Edge Planning helps you align plans with strategic goals—so your great strategies drive great results, no matter what size your organization is.

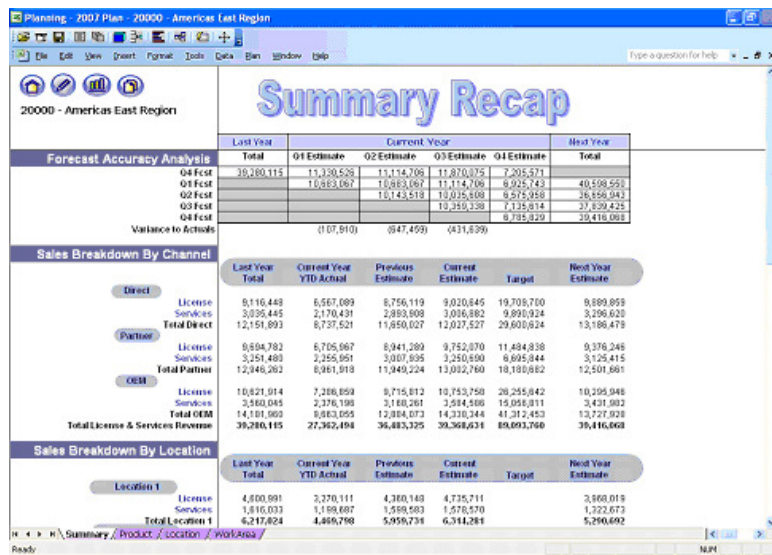


Figure 1. BusinessObjects Edge Planning bridges the gap between strategy and daily operations at a cost mid-sized businesses can afford.

DRIVING PERFORMANCE WITH BUSINESSOBJECTS EDGE PLANNING

Many mid-sized organizations view budgeting as a necessary evil. Time-consuming, costly, multilayered, and complex, the budgeting process is prone to errors and often disconnected from corporate strategy. However, when executed correctly, budgeting is a critical step in planning and controlling day-to-day operations.

Designed for mid-sized organizations, BusinessObjects Edge Planning provides a low cost, easy to use, and quick implementation for growing companies to adopt more sophisticated budgeting and planning tools. BusinessObjects Edge Planning reduces planning cycle time, increases reporting accuracy, and improves transparency across your organization. The solution is easily accessible through online and offline options, letting you foster bottom-up and top-down collaboration, ensure organizational buy-in, and drive accountability.

BusinessObjects Edge Planning gives you the power and flexibility you need to make confident business decisions—decisions based on the most up-to-date and accurate data available from every corner of your business. You can easily share this information with thousands of employees across your company. Embedded reporting allows real-time views of your plan or forecast, and you can deliver reports over the web, in PDF, or live within Microsoft Excel.

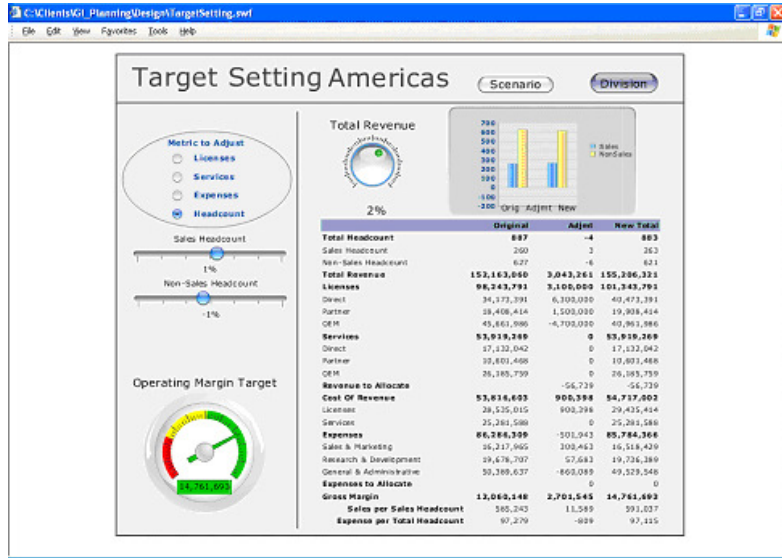


Figure 2. BusinessObjects Edge Planning enables confident decision-making.

Unlike static, unmanaged spreadsheets, the data that BusinessObjects Edge Planning presents is always managed, current, and secure. Your key decision-makers easily monitor areas of importance and see at a glance which ones are performing as planned and which ones require attention. With the ability to drill down into the details of your data, you gain a better understanding of underlying business issues and root causes of any given result.

Additionally, BusinessObjects Edge Planning is equipped with all the capabilities needed to meet your unique requirements as a mid-sized organization, including:

- Unified planning, reporting, and analysis to reduce cycle times and enabling you to make real-time feedback and adjustments to plan
- Accommodate rolling forecasts, flexible budgeting, and long-term forecasting
- Send automatic alerts to notify users when targets aren't being met or submissions are running late
- Apply sophisticated what-if analyses to evaluate various options and decide on the best course of action
- Create conditional statements and multi-tiered business rules
- Automate complex calculations, such as currency conversions and allocations
- Utilize multiple user-access methods, including over the web, offline, or on the desktop
- Industry-focused and prepackaged applications, tailored to reduce implementation costs and offering industry best practices customized to your specific business pains

BusinessObjects Edge Planning is fully integrated with business intelligence (BI) tools from Business Objects, such as the mid-market BI solution BusinessObjects Edge Series, which supports best-in-class requirements for reporting, query and analysis, dashboards, data integration, and performance management on an open services-oriented architecture.

A Tailored Solution

BusinessObjects Edge Planning provides the foundation for a complete set of tailored planning applications, supporting specialized process, reporting, and industry requirements. Especially relevant to mid-sized organizations, these prebuilt packages reduce implementation cost and time by offering integrated and customized planning based on best practices.

Additional applications from Business Objects include:

- Industry solutions tailored for healthcare, banking, insurance, retail, hospitality, and leisure
- Strategic planning
- Payroll planning
- Capital planning
- Forecasting
- Consolidations
- Productivity management
- Scorecarding
- Sales planning

PLANNING AND PERFORMANCE MANAGEMENT BUILT FOR MID-SIZED ORGANIZATIONS

BusinessObjects Edge Planning is a planning and performance management solution that empowers organizations to align people, processes, and technologies around common plans so they can execute and optimize their business strategies. It delivers an integrated framework for companies to plan their business, measure performance, take action based on trusted data, and reward people based on their performance.

Built for mid-sized organizations, BusinessObjects Edge Planning provides a low cost, easy-to-use option for a unified planning, reporting, and analysis solution. The solution replaces existing fragmented collections of spreadsheets and emails at your organization with a streamlined process that ensures alignment with your strategic goals. With our prepackaged applications and industry solutions, you receive an integrated and customized planning package based on best practices and helping your organization reduce implementation cost and time.

Finally, BusinessObjects Edge Planning works together with the BusinessObjects Edge Series to offer you a complete end-to-end BI and performance management solution specifically designed for mid-sized companies.

To find out more about Business Objects Mid-market solutions, visit www.businessobjects.com/grow.

businessobjects.com

insight.businessobjects.com

