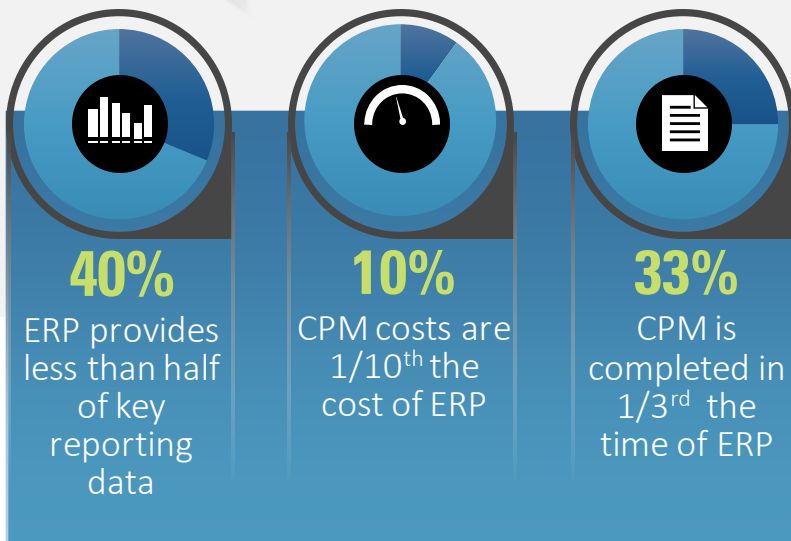




CONSIDER CPM BEFORE ERP

CPM makes the case to change the traditional approach of “capture first, analyze second”

Analyzing what you’ve got is most impactful to the business moving forward



ROI

ERP implementations can take up to 2 years and be very costly and disruptive. Organizations see a quicker return on a CPM investment

FLEXIBILITY

CPM flexibility allows the organization to respond and adapt quickly to change

USERS FIRST, DATA SECOND

The simplicity of CPM allows front line managers to analyze data with less process steps (quicker) - opening analysis to outside just finance.

Catalysts driving CPM as a **Priority** over ERP



*Finance organizations need to **prioritize performance & strategy** before identifying transactional data gaps*



***Information** we glean from gathered data is more important than the data itself*



*CPM introduces **less change management risk** to organizations over an ERP implementation*



*Having an existing CPM in place **accelerates future ERP implementations** with the end game already in place*



CPM & ERP BETTER TOGETHER

ERP & CPM harmony have a “multiplier” effect on user experience and value

Both solutions value proposition are significantly enhanced

Optimization of both solutions is the key to value and efficiency

CPM CAPABILITIES NOT FOUND IN ERP TECHNOLOGY

- **Goal Setting:** defining high-level goals and objectives, and business models
- **Modeling:** defining business models, resources, constraints, drivers and scenarios
- **Planning:** annual financial and operating plans and budgets, periodic forecasts
- **Financial Close and Consolidation:** monthly, quarterly, and annual closing of the books
- **Reporting:** delivering results to internal external stakeholders for review
- **Analytics:** comparing actual results to the original budget or plan, prior periods,

Key components beyond ERP data include:



Revenue Detail beyond Trial Balance



Consumer Segmentation by product category



Product Categories & Market Segments cross-matrixed into **single model**



Workforce Planning models **aligned to segments**



Detailed marketing and customer acquisition plans modeled **within segment analysis**