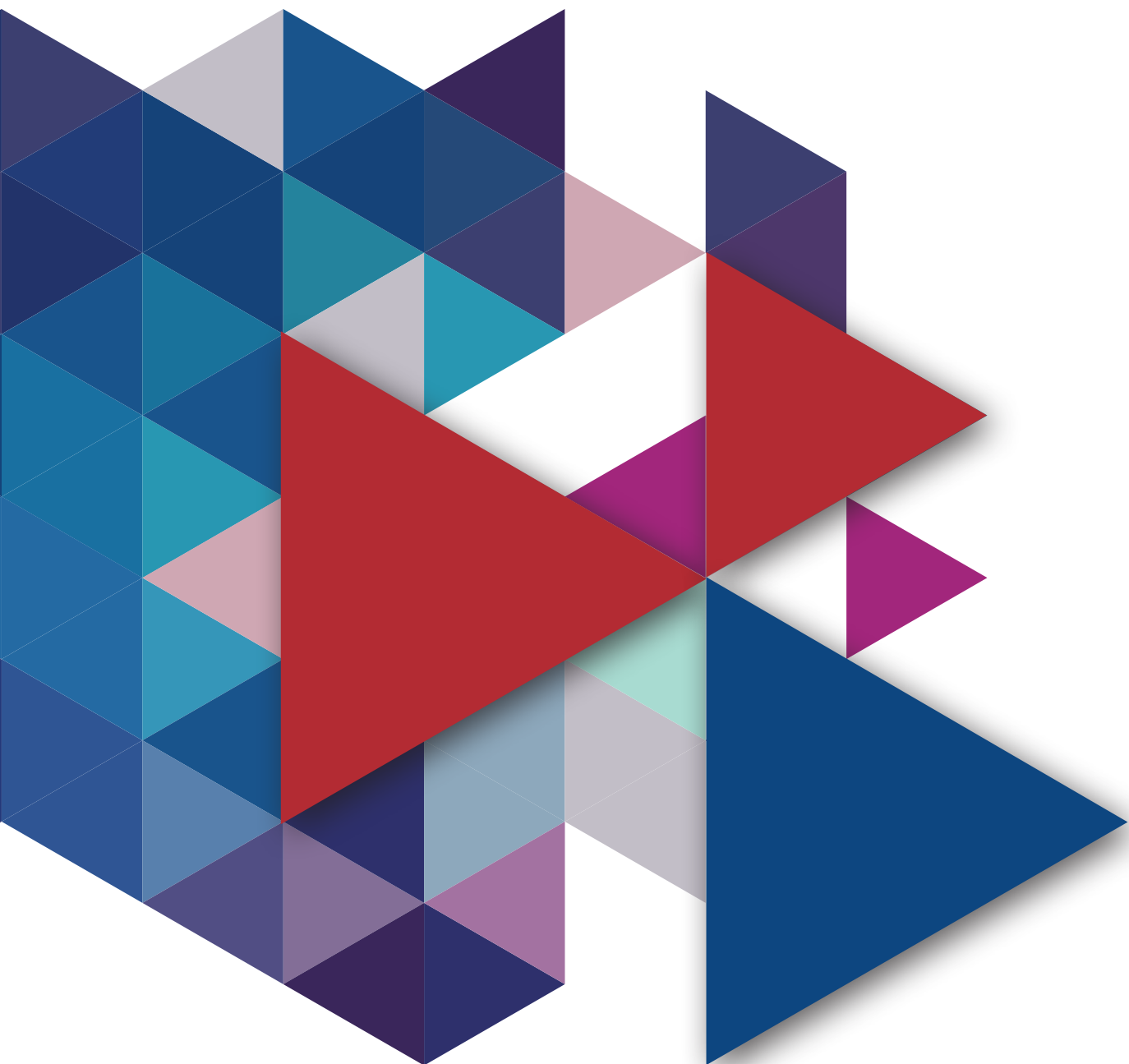


CorPeuM The Platform





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The world's first strategy execution system.

CorPeuM is the world's first, totally integrated strategy execution system. It's something we can say with confidence as those involved in the design and development of CorPeuM have first hand experience in using many of the performance management software products on the market today.

Gartner define Corporate Performance Management (CPM for short) as "the methodologies, metrics, processes and systems used to monitor and manage an enterprise's business performance." They also define a series of software applications to support CPM, which are categorised into:

- Financial and Management Reporting and Disclosure
- Budgeting
- Strategic Planning and Forecasting, comprised of applications for:
 - Planning
 - Forecasting
 - Strategy Management
- Profitability Modelling and Optimization (PM&O)

However, studies show that very few companies actually achieve the goal of CPM solutions. In a survey of over 3000 companies conducted by Bernard Marr of the Advanced Performance Institute, only 2% said that they were completely satisfied, while 20% said they haven't benefited at all from the introduction of CPM tools.

Performance management is all about managing day-to-day activities to implement and achieve corporate goals. This requires the complete integration of budgets with strategy, and yet most software suites separate these capabilities – as evidenced by Gartner's software categories.

It is our belief that a modern CPM application should provide capabilities to continually plan and monitor the execution of activities, particularly those that are strategic to the organization. This requires different capabilities and a different architecture not found in today's software solutions but found built into CorPeuM.



Supporting CPM

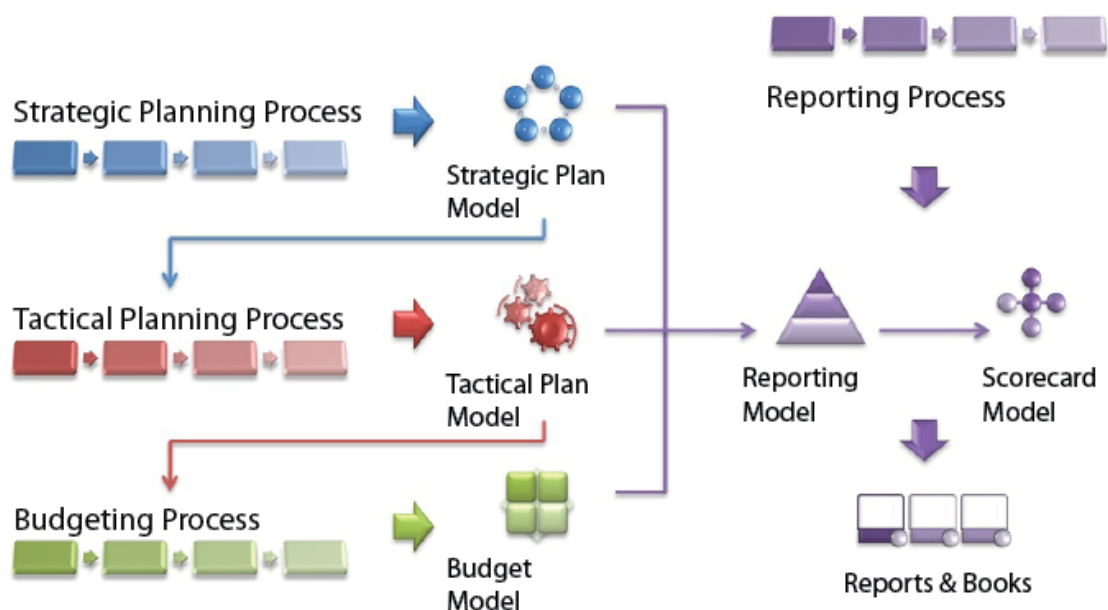
The Performance Management cycle typically starts when management of an organization decides on the strategic plan for the next 3-5 years. This strategic model contains objectives, strategies and financial guidelines that form the basis for the CPM processes that follow.

From this a tactical plan model is developed during the tactical planning process where initiatives, projects and investments that are needed to reach the strategic objectives are assessed. To each element of the tactical plan, resources, outcomes, milestones and priorities are assigned.

The financial plan or budget is simply the financial translation of the tactical plan along with any other resources required to run the entire organisation. It summarizes the financial impact of the decisions made during the planning process and serves as a control mechanism during the execution of the plan.

The forecasting and management reporting processes enrich the strategic, tactical and financial planning models with actual and forecast figures. These are delivered through scorecards, dashboards, reporting packs and briefing books that allow internal and external consumers to review performance and make decisions on adjustments to the various plans in order to keep the organisation on track.

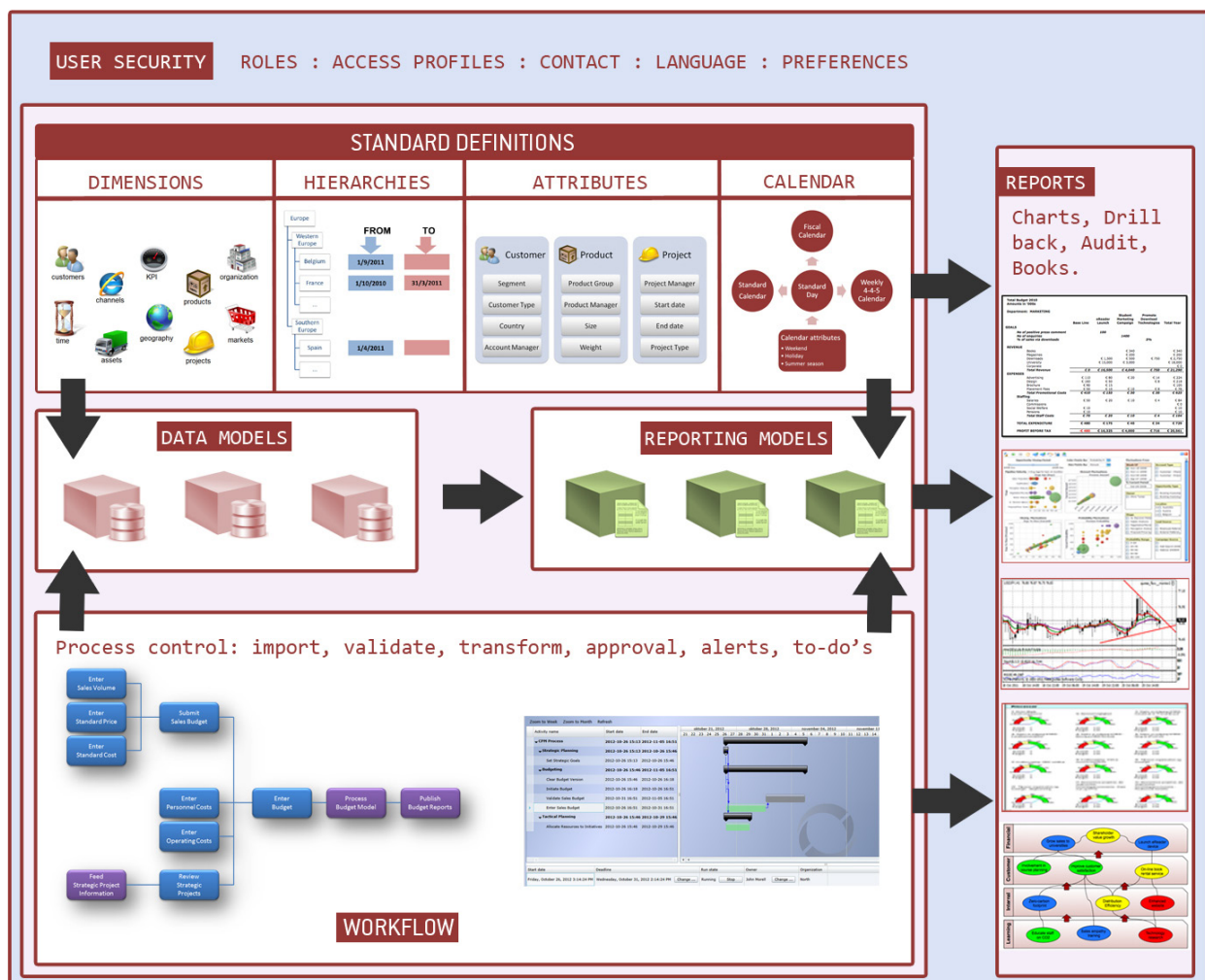
CorPeuM offers this complete CPM cycle in one integrated business model. This is only possible because of the unique way in which the product has been designed, as explained further.



CorPeuM Platform Overview

CorPeuM is built on top of Microsoft SQL Server and the latest associated technologies. It is delivered as a SaaS application that only requires a modern web browser in order to develop and use. The CorPeuM platform is logically comprised of a seven major components: Standard Definitions, Data Models, Reporting Models, Workflow, Reports & Analyses, User Security and External Integration.

Each component works with the others and enables the building of applications that other CPM solutions find impossible. These components will now be described in more detail.





1. Business dimensions and members

This includes organisational departments, product and customer groupings, markets, channels and so on. To support our vision for strategy execution, these definitions include the components of a strategic/tactical plan that can be displayed in a 'cause and effect' relationship.

2. Hierarchy effective dates

Each dimension can have multiple hierarchies where each hierarchy relationship can be given an effective "from" and "to" date. This means that when reporting results we can choose to report data that:

- Reflects the current structure
 - Reflects the structure at any given point in time (Snapshot)
 - Or that shows how relationships have evolved over time
-

3. Attributes

Although dimension members are organized by hierarchies, each member is also associated with one or more attributes. Attributes define the characteristics of a member, e.g. Customer Type or Product Price Category, which can then be grouped into specific types, such as Customers, Markets, Channels, Products, ... These groupings can then be used to analyse data irrespective of their hierarchical position, for example show me the status of all initiatives, show all products of type X.

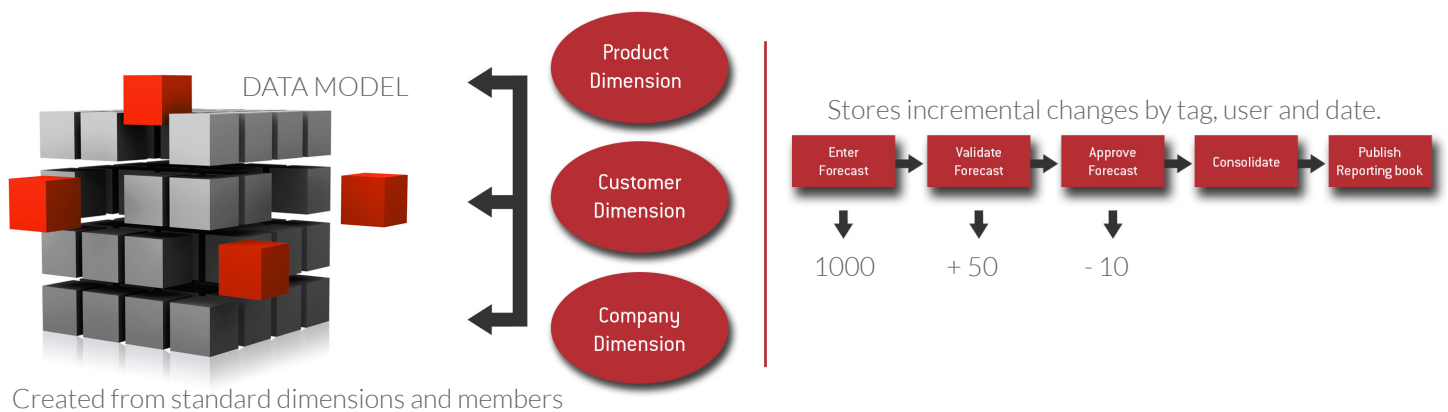
4. Calendars

Calendars are a special type of dimension. Various parts of the CPM cycle will require different calendars. Consolidation and budgeting processes will most likely use a monthly fiscal calendar. However sales or production planning and forecasting exercises may use weekly periods. Actual sales reporting may require daily sales figures to be rolled up to both weekly and monthly calendars. CorPauM allows as many calendars as needed to be defined that can be mapped onto each other. It also supports calendar attributes that add more intelligence to calendars, such as Weekend, Holiday, Summer Season. Once a calendar attribute has been defined, it is automatically visible in every calendar and can be used in business logic, reports, filters, processes,...

Data Models

By selecting combinations of standard definitions created within CorPeuM, users can create one or more data models. Each data model represents a particular grouping of data at the right, appropriate level of detail. For example, Strategic initiatives can be defined in a cause and effect hierarchy by Quarter at a divisional level; Budgets can be set for certain accounts by department and month; forecasts can be collected by key customer or contract on a day or weekly basis.

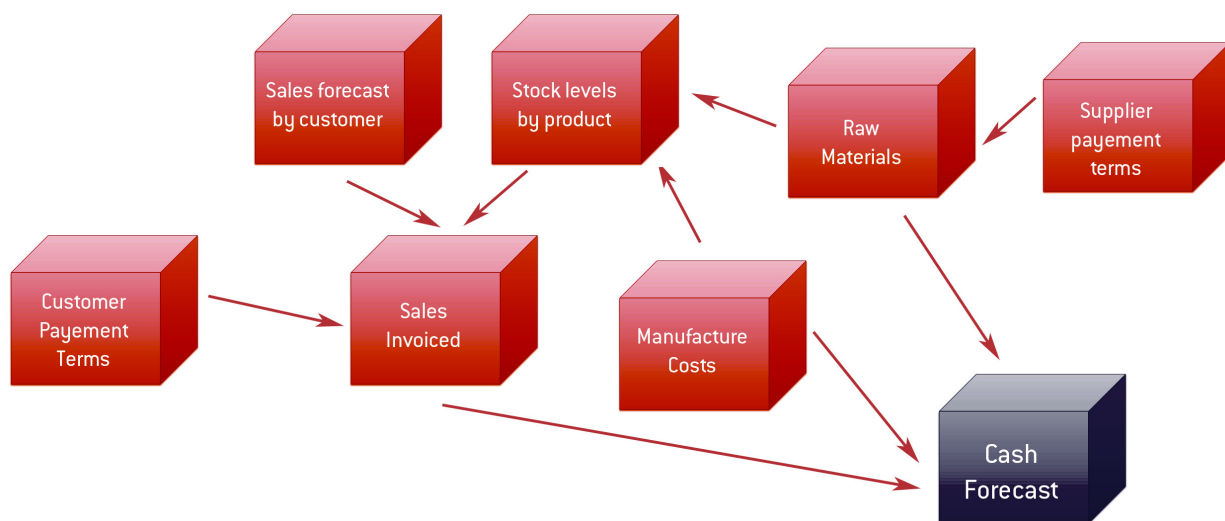
Data models can be linked to a variety of data sources including spreadsheets, text files, and databases, where the raw data can be filtered and summarized. Data is then loaded through specific CorPeuM processes. No data is ever overwritten – all data is held by task, user and date for audit purposes.



Reporting Models

The standard definitions held within CorPcuM are also used to define reporting models that are used to produce reports and analyses. These will be typically set up to reflect the report/analysis being supported and can be enriched with calculations, currency conversions and filters that restrict the members to be used.

Data flows into these models under the control of a CorPcuM process and can come from existing data and other reporting models. For example, when producing a cash flow, data models will be required to hold P&L details along with payment terms. These are then combined to produce a cash forecast.



Where hierarchies are involved, the reporting model can use structures at a fixed point in time; the current structure; a combination that shows how structure changes have impacted results; or a structure based on any combination of attributes.

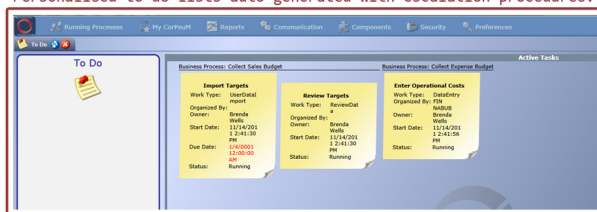
This makes the setting up of a complex application, easy. Changes to standard dimensions and members can be made to automatically flow through to both data and reporting models, thereby easing maintenance.

Workflow

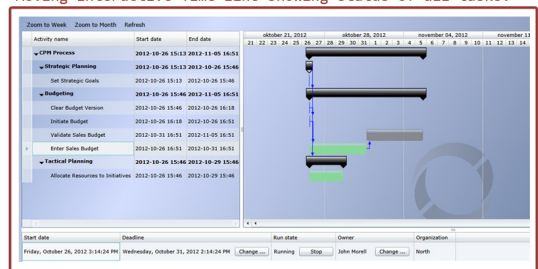
Created from standard dimensions/
members and choice of structure



Personalised to-do lists auto generated with escalation procedures.



Moving Interactive Time-line showing status of all tasks.



Processes build by combining tasks and settings parameters.



CorPcuM has built-in process management containing tasks and other components for modelling workflow and providing functionality for all CPM processes. It includes dozens of predefined, intelligent tasks for jobs such as entering data onto a sheet, approving a submission, producing a report, copying or deleting data, and running a multi-dimensional cost allocation.

Building a CorPcuM process is done by selecting and parameterizing the task types needed and combining them in a logical order.

When a process is started, CorPcuM automatically distributes tasks to the To Do lists of all participants based upon the roles in their User Passport. Notifications are sent in case of violated deadlines and tasks can be automatically escalated. Administrators can view all running processes on an interactive timeline.

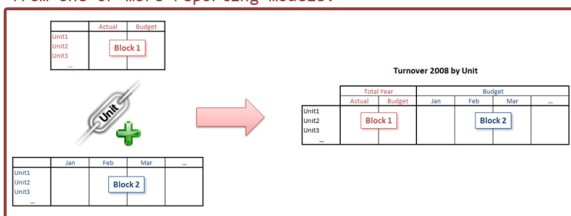
Reports and Analyses.

CorPeuM comes with its own reporting and analysis capabilities that include charts, grids, formal reports and specialised components for formats such as strategy maps.

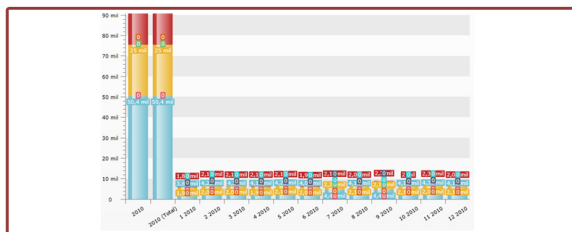
Reports and analyses are defined on top of a one or more reporting models. Most reports are defined as a combination of multiple simple reports that we refer to as blocks. Blocks can be positioned anywhere on a page whose 'off grid' dimensions can be linked so that they act as ONE report.

Books combine reports into reporting packs. Both books and reports can be published in many formats such as PDF, Excel, HTML. Excel can be used to connect directly to a Reporting Model and use Excel's built-in pivoting and BI capabilities to analyze and report.

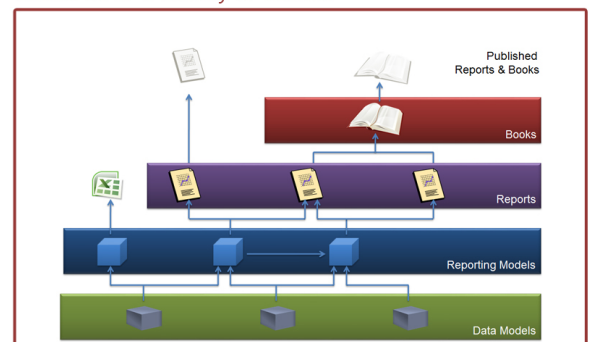
Reports build from combining 'blocks'
from one or more reporting models.



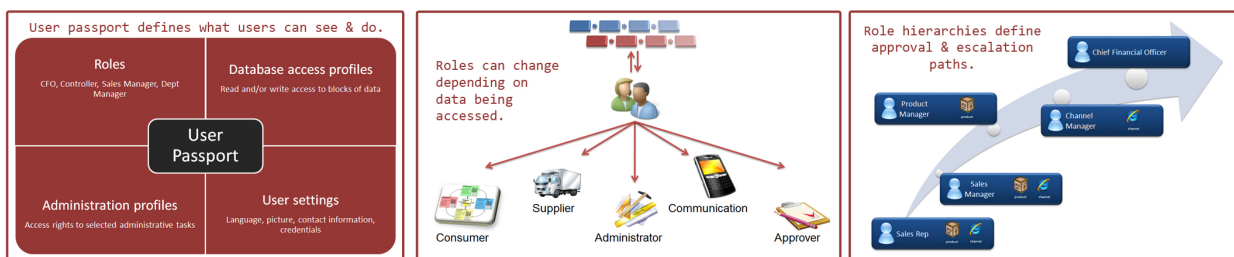
'Blocks' can act as single reports with common controls and linked charts.



Reports can be built into books and delivered in a variety of formats



User Security



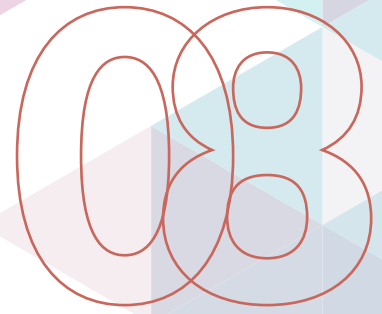
Everything a user can do in CorPeuM is defined in their user passport, which includes:

- A user's roles.
- The data they can view and/or modify.
- The functionality they has access to e.g. building reports, creating processes.
- General settings, such as their language, credentials and contact information.

Users can have multiple roles depending on the process or even within a single process:

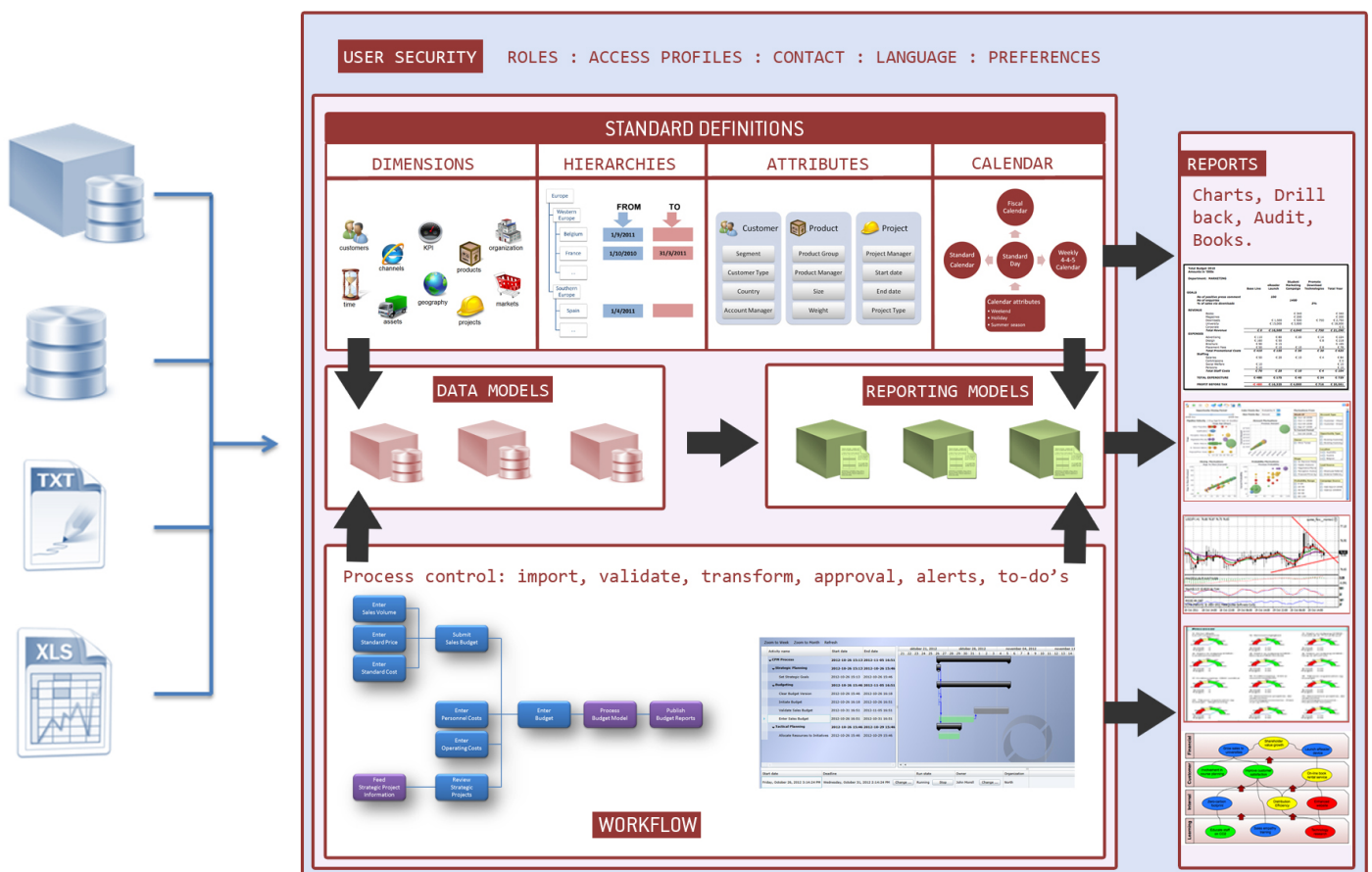
- They can simple consume reports and information.
- They can supply information.
- They can adapt or extend the system itself.
- They can simply communicate with other users.
- They can approve or reject information.

Roles can also have parameters and be placed in hierarchical relationships where they can be used for defining approval processes and escalation paths.



External Integration

All aspects of the CorPcuM model and data can be setup and maintained manually or through a range of import formats. These updates are controlled through the security system and consist of date and time stamps on any changes that are the available for reporting.



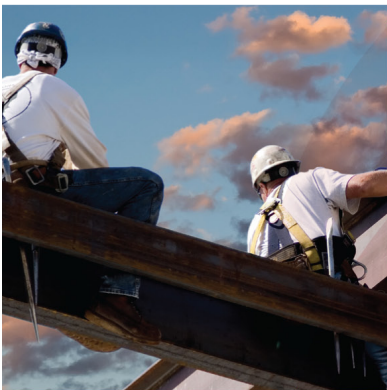
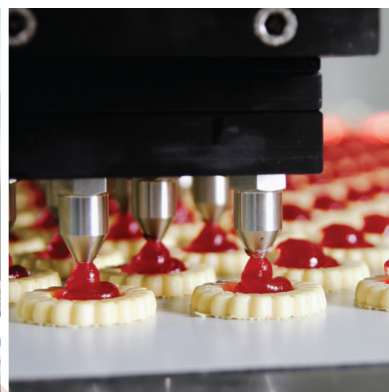
All updates whether data or structure are controlled and recorded with user and date stamp.

Updates can be manual or electronic.

All changes available for reporting and audit purposes.

About CorPeuM

09





➤ Summary

In this short paper we have described the components that make up the CorPauM platform.

By taking these capabilities, we are able to combine them in such a way as to support our vision for improving the execution of strategy. To find out more we have two further papers

- **CorPauM and Strategy Execution:** This provides an overview of what makes CorPauM different from other CPM solutions when looking to support the execution of strategy.
- **CorPauM Strategy Execution case study:** This provides a detailed description of CorPauM in action as a strategy execution system

CorPauM is made up of an international team of acknowledged experts in the field of corporate performance management. Our experience in designing, using and implementing 'best practice' systems for planning, budgeting, reporting and analysis in some of the world's leading organisations, led us to design and build a new and better breed of application that is more able to cope with today's uncertain business environment.

The result is the CorPauM approach that allows organisations to focus on the execution of strategy by redefining the way they manage corporate performance.

To find out more, contact info@corpau.com



CORPEUM®