

**San Diego, California
based provider of
complete wireless
chipset solutions and
integrated applications
turns to CBH and
Cognos to improve
their integrated
enterprise planning
process to better
meet the demands of
the rapidly growing
and increasingly
sophisticated wireless
community.**

The world's largest provider of 3G chipset and software technology in the world, ships chipsets to more than 50 customers and powers the majority of all 3G devices commercially available. Partnering with nearly 60 3G network operators around the globe, this business unit has grown from supporting 4 product lines to over 20 in less than 5 years. Now with over 3000 engineers, the largest engineering team in the wireless industry, it was clear that this provider needed to find a better way to plan, predict and manage the growing complexities of their business. "We were using scattered Excel spreadsheets, disparate finance models and inconsistent data to accomplish our monthly planning," said the Senior Manager of Finance Systems. "To create a more efficient, accurate and collaborative planning process, we selected CBH and Cognos to automate our planning process and create one version of the truth."

From the start, this business unit had clear goals and challenges. They wanted a tool that could help them calculate ROI for each product and eventually build multiple P&Ls. To do this, the solution needed to be sophisticated enough to create specific forecasting models for multiple areas of the business including marketing, procurement, product engineering, and two finance groups, as well as integrate the data from these different areas. Plus, the solution needed to be flexible enough to support the particular way they did planning and have the ability to add complexity in phases. Further, they were looking for an implementation partner to provide the planning expertise they lacked and work with them to model their business. Together, CBH and Cognos offered the right solution to meet their specific requirements. "Cognos Enterprise Planning was the only system that would allow us to plan according to our process, not process our business," explained the Senior Manager of Finance Systems. "And, there was no question that CBH was the right organization to help us with the implementation and design of our planning models. They have a vast team that provided the planning muscle and deep knowledge of Cognos products that we were looking for."

CREATING ONE VERSION OF THE TRUTH

Today, this wireless chip provider has an integrated planning platform that allows the multiple departments to capture and produce more accurate forecasts that contribute to their overall business plan. For example, the marketing department now enters their numbers directly into the CBH designed model to create their forecast, which then rolls up to the overall enterprise plan instantly. They have also integrated their Oracle Financials system using Cognos DecisionStream to bring in historical actuals into



Guidance For
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their Datawarehouse. With all of the different models in one system, the Finance team uses the time once spent consolidating numbers and error checking to actually perform analysis and identify real issues. “It’s great. We are able to plan more often within the month. We are more integrated in our reports, we have consistent numbers, everyone is on the same page, and we are able to communicate to our executives the true state of the business.”

MAKING BETTER DECISIONS

Empowered by CBH and Cognos Enterprise Planning, the Finance team can now analyze the ROI for a product over its lifetime and produce P&Ls for each product line easily. As a result, they are now better equipped to provide answers for issues throughout the organization allowing them to better predict the business, understand trends, and gain insight to business drivers. “We can take multiple scenarios and run them through our CBH/Cognos Planning model and see the impact. Do we have supplier capacity issues? Did our market share go up? What’s the effect on margins? We feel more confident that we are making the right decisions every month in order to drive our business the most effective possible way we can drive it,” stated the Senior Manager of Finance Systems.

ADAPTING TO CHANGING NEEDS

The innovative culture of this business unit is evident in the way they continue to reinforce their planning process and add complexity of the business to their existing models. For instance, the procurement group has undergone four iterations to their model adding abilities that now allow them to forecast based on one or a combination of suppliers, as well as predict supplier capacity. “We are continually fine-tuning and remodeling our plans, adding more drivers and new models to reflect our changing business environment,” shared the Senior Manager of Finance Systems. “The CBH team knows the tools inside and out, and how to

best achieve what we need. And unlike other solutions we evaluated, Cognos allows us to incorporate more aspects of the business and integrate them into the overall plan after the fact.”

STEPPING UP REPORTING

Currently, CBH continues to work to implement additional Cognos products that will leverage the integrated information now in this business units Datawarehouse to enable advanced reporting. With custom OLAP cubes created by CBH, they can look forward to using Cognos PowerPlay for more in depth analysis and the ability to slice and dice information as well as drill-down to details instantly. For web-based reporting, CBH is deploying Cognos ReportNet to simplify report creation and provide ad-hoc reporting capabilities, as well as Cognos Dashboards to enhance communication and performance management throughout the organization.

BRINGING THE SOLUTION TO THE REST OF THE ORGANIZATION

Having demonstrated the power of the CBH/Cognos solution to other business units, this Finance team’s planning ability has gained visibility and kudos enterprise-wide. “Other business units will be moving onto Cognos to duplicate what we’ve created here. There are plans to expand the footprint of Cognos in various other areas, and the headcount planning process might go global. We never thought we’d get there, but it’s actually happening.”



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