



Chinatrust Bank enjoys exceptional dividends from CBH/Cognos solution

Chinatrust Bank is one of the first Asian Pacific banks to operate in both the Eastern and Western United States. Its current operations include 17 branches from coast to coast. Through several global banking crises, Chinatrust Bank has displayed remarkable resilience while facing some of the banking industry's greatest challenges. Envied for its relentless product innovation, the bank continues to invest in research, product, and market development.

Chinatrust Bank

To maintain a competitive advantage and continue its strong rate of growth Chinatrust Bank needed to develop planning and reporting solutions that were sophisticated enough to provide accurate insight into their business. They also had to ensure that these complicated solutions were easy to operate, so that users of the system would not find it difficult to participate in the planning and reporting processes. The goal of these objectives was to generate accurate and timely forecasts and reports that could be used to help steer Chinatrust's strategic business plans and decisions.

To achieve this, Chinatrust Bank turned to CBH to implement Cognos's Enterprise Business Intelligence and Planning Solutions. A solution that allows Chinatrust Bank to build accurate and complete models of their business that incorporates detailed revenue, cost, asset, and liability reporting information. With it, they can analyze the performance of every facet of their business.

When queried as to how their Cognos roll out was handled, Brian Côté, Executive VP of Finance was quick to praise the efforts of the CBH team. "During the implementation CBH was always ahead of us and ready to take the next steps based on our input. We were never in a position where we had to wait for CBH to play catch up." He also added, "The CBH and

KEY FACTS

Company Profile

Banking Services

Situation

- To maintain a competitive advantage and strong profitable growth, they needed a planning and reporting solution that delivers accurate insight into their business.
- The solution also needed to be easy to use in order to ensure the fullest possible participation in the planning and reporting processes.

Goal

- Generate forecasts and reports which are both timely and highly accurate in order to steer key strategic business decisions and plans.

Solution Components

- Cognos Contributor
- Cognos PowerPlay
- Cognos Analyst

Results

Ability to make better business decisions via timely, thorough business intelligence.

Cognos services team worked so well that I couldn't tell who was from Cognos and who was from CBH, their expertise was identical to each other."

Chinatrust Bank's key planning contributors and performance owners use the planning and reporting solutions to run their respective lines of business. The process begins with the budgeting cycle. Executives and managers from all levels of the organization develop and submit annual budget plans via the Cognos Contributor application. These plans are then consolidated and compared with the annual business plans. Any resulting variances are managed through the workflow application until budgets align with business plans.

Once planning cycles are completed, Chinatrust Bank utilizes Cognos PowerPlay to produce business unit, departmental level P&L, balance sheet, labor and variance reports to measure their current status against their objectives. Once the status of these plans are understood, Chinatrust Bank's strategic planners use the sophisticated planning models developed in Cognos Analyst to explore and evaluate plans, test market assumptions, and adjust rolling forecasts, based on the needs of the company.

This solution is primarily used in the budget and planning process, allowing Chinatrust Bank to decentralize the budgeting and planning process as well as remove the traditional accounting bottlenecks. Plus, by creating an inclusive process of budgeting and planning that is both intuitive and interactive, their line managers' participation in this process results in greater accountability, accuracy, and market agility.

"CBH's combination of sophisticated planning, modeling, and reporting expertise met Chinatrust Bank's technical requirements. More importantly, the end user ease-of-use requirement we needed to ensure a wide adoption rate was not only met, but exceeded by the tool set," Côté added.

Today Chinatrust Bank enjoys a much higher level of data integrity. And there is little doubt about the reliability of the information contained in reports. The CBH solution provides accuracy that gives Chinatrust the assurance it needs to make confident, intelligence-based business decisions.

Côté also highlighted the competitive benefits of their CBH solution, stating, "In banking, your business is always changing in response to changes in interest rates. Because of the sophistication of our planning model, we are able to easily feed changes in the rate curve into the model and see the effect it has on the business. It's very powerful and in this dynamic rate environment it's crucial to managing our business."

As for ROI he summed it up, "Although the CBH solution was not the cheapest, it did provide the most value. We certainly got our money's worth."

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CBH Consultants offers your company a clear competitive advantage in today's fast moving business world. With our help, you'll make better business decisions quicker, and with greater confidence.

CBH's experience working with customers and helping them achieve their performance goals gives us an understanding of how to guide clients as they develop their strategies and align them to execution. The result is a clearly defined roadmap for customers to follow as they align organizational plans with their

performance management platforms.

Year-after-year, CBH consistently maintains its position as Cognos' top Platinum Reseller partner. They achieve this by providing guidance for companies deploying Corporate Performance Management (CPM) solutions. CBH gives decision makers the tools to make critical decisions faster, with greater confidence, at every level. CBH solutions include financial planning, metrics management and scorecarding, business intelligence, collaboration and workflow technologies.

CBH fields a complete team of certified financial, implementation and development professionals who specialize

in planning, performance measurement, accounting and web-based integration. CBH's team arrives with the people skills needed to work productively with your team members.

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