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# CAFE (COGNOS ANALYSIS FOR EXCEL)

Using Excel with Cognos BI and TM1





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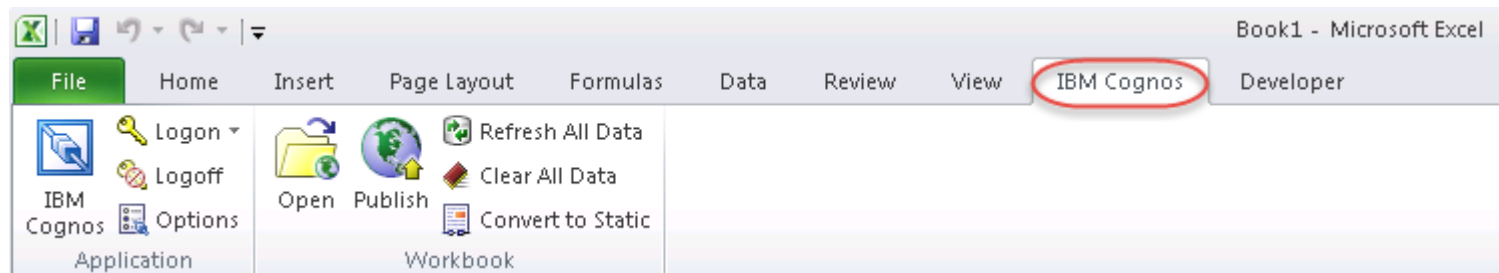
## **OVERVIEW**

What is CAFE?

# Overview

## What is CAFE?

- Excel add-in (IBM Cognos tab/ribbon)
- Provides analytical and report authoring capabilities against Cognos BI packages and TM1 cubes
- Evolving as the successor to TM1 Perspectives, the legacy add-in for TM1 forms and reports
- Productivity tool to streamline report writing tasks



# Overview

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## Why use CAFE?

- Excel is used by an estimated 1 billion users
- Many reports will be done in Excel; CAFE makes it more productive, reliable, and accurate
- Leveraging Excel skills can broaden self-service capabilities
- Empower users, allowing IT to focus on high-impact activities
- Best of both worlds: Excel features with refreshable links to governed data sources

# Overview

## CAFE vs. TM1 Perspectives

| Feature  | CAFE    | Perspectives                  |
|--|---------|-------------------------------|
| WAN Performance  | Good    | Citrix or equivalent required |
| Write back, sandboxes, spreading, data entry shortcuts | Yes     | Yes                           |
| Reporting  | Yes     | Yes                           |
| Active Forms (dynamic rows)                            | v10.3   | Yes                           |
| Action Buttons   | v10.3   | Yes                           |
| Development Capabilities                               | Limited | Full                          |



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## **CAFE DEMONSTRATION**



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**CONCLUSIONS**

# Conclusion

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## CAFE Advantages

- Enables IT to focus on data management and enterprise wide reporting, and delegate some report writing to business users
- Improves productivity
- Combines governed data with local data, calculations, formatting, and commentary
- Easy to reference multiple data sources in a single workbook and a single sheet, in some cases
- Business users can overcome technically challenging authoring by leveraging Excel skills



# Conclusion

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## CAFE Advice

- Train CAFE users on BI/TM1 exploration tools - experience with Excel does not eliminate the need for Cognos BI or TM1 knowledge
- Develop guidelines within your organization for when to use CAFE vs. Cognos BI for report development
- Leverage CAFE as tool for business users to prototype and provide specifications for BI report requests
- Limit use of CAFE to download large data sets, there are more efficient ways to move large amounts of data to the desktop



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Q & A





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## **CAFE DEMONSTRATION CONTENT**

# Demonstration

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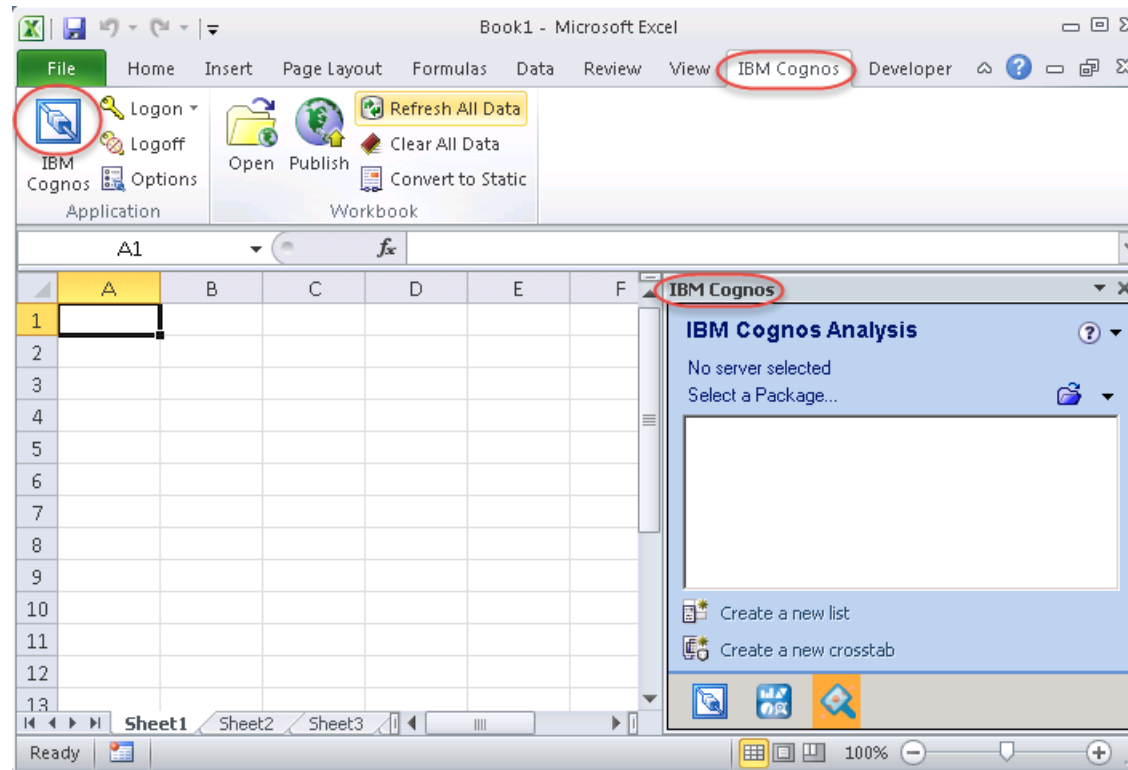
## CAFE Modes

- Exploration - List or Crosstab (BI and TM1)
- Cell-based (BI)
- Flex View (TM1)

# Demonstration

## Launch CAFE

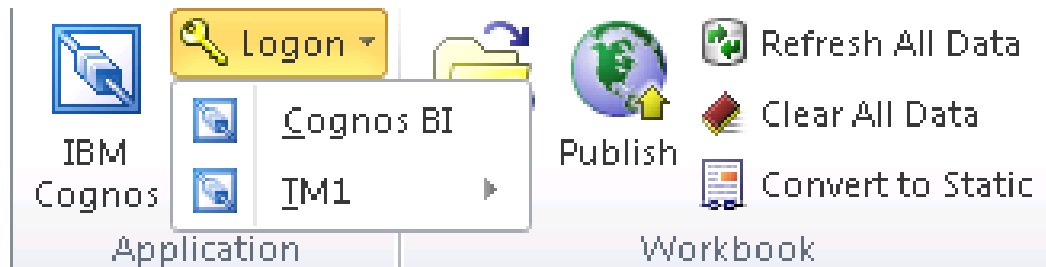
- Click IBM Cognos icon
- IBM Cognos panel opens to access server content



# Demonstration

## Logon

- Logon to BI, TM1, or both
- Functionality is based on the selected system



# Demonstration

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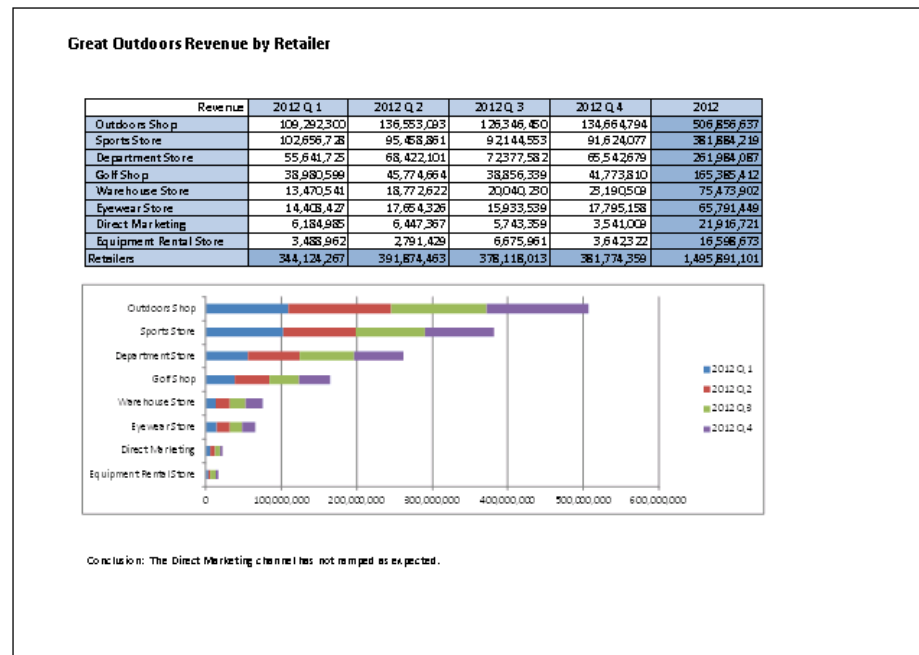
## Exploration Overview

- Works with both BI and TM1 data sources
- Behaves like Analysis Studio / TM1 Cube viewer within Excel
- Limit: one exploration per worksheet / tab
- Each exploration can reference a different data source within a single Excel workbook
- Governed data can be combined with local, cell-level calculations, formatting, and commentary
- Starting point for other modes

# Demonstration

## Exploration Example:

- Multi-page report referencing a BI and a TM1 data source
- Excel formatting, chart, and commentary
- Excel page setup / print functionality





# Demonstration

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## Cell-based Overview

- Works with BI sources only (TM1 can be configured as a BI source)
- Data from multiple sources can be included on a single sheet
- Data access implemented with Excel functions (COGNAME and COGVAL)
- No IBM Cognos toolbar, limited right-mouse menu

# Demonstration

## Cell-based Example

- Multiple data sources on a single sheet

### Quarterly Revenue by Retailer

| Revenue                | 2012 Q 1              | 2012 Q 2              | 2012 Q 3              | 2012 Q 4              | 2012                    |
|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------------------|
| Outdoors Shop          | 109,292,300.25        | 136,553,092.89        | 126,346,449.72        | 134,664,794.09        | <b>506,856,636.95</b>   |
| Sports Store           | 102,656,727.83        | 95,458,861.02         | 92,144,552.89         | 91,624,077.40         | <b>381,884,219.14</b>   |
| Department Store       | 55,641,725.01         | 68,422,101.00         | 72,377,581.63         | 65,542,679.39         | <b>261,984,087.03</b>   |
| Golf Shop              | 38,980,599.43         | 45,774,663.97         | 38,856,339.29         | 41,773,809.67         | <b>165,385,412.36</b>   |
| Warehouse Store        | 13,470,541.21         | 18,772,621.95         | 20,040,229.98         | 23,190,509.30         | <b>75,473,902.44</b>    |
| Eyewear Store          | 14,408,426.52         | 17,654,326.25         | 15,933,538.64         | 17,795,157.58         | <b>65,791,448.99</b>    |
| Direct Marketing       | 6,184,985.16          | 6,447,366.79          | 5,743,359.27          | 3,541,009.44          | <b>21,916,720.66</b>    |
| Equipment Rental Store | 3,488,961.66          | 2,791,428.64          | 6,675,961.12          | 3,642,321.91          | <b>16,598,673.33</b>    |
| <b>Retailers</b>       | <b>344,124,267.07</b> | <b>391,874,462.51</b> | <b>378,118,012.54</b> | <b>381,774,358.78</b> | <b>1,495,891,100.90</b> |

### Direct Marketing Plan

|                              | 2013 Q1<br>Budget V1 | 2013 Q2<br>Budget V1 | 2013 Q3<br>Budget V1 | 2013 Q4<br>Budget V1 | 2013<br>Budget V1 |
|------------------------------|----------------------|----------------------|----------------------|----------------------|-------------------|
| Quantity                     | 23,562               | 10,586               | 19,244               | 103,273              | <b>156,665</b>    |
| Unit sale price              | 187.44               | 434.73               | 525.75               | 748.54               | <b>307.74</b>     |
| Commissionable Sales Revenue | 1,453,324            | 2,244,986            | 4,643,655            | 39,870,601           | <b>48,212,566</b> |
| Other Sales Revenue          | 149,817              | 173,757              | 221,403              | 465,440              | <b>1,010,418</b>  |
| <b>GROSS SALES REVENUE</b>   | <b>1,603,141</b>     | <b>2,418,743</b>     | <b>4,865,059</b>     | <b>40,336,041</b>    | <b>49,222,984</b> |
| Volume Discount              | 48,703               | 73,481               | 147,800              | 1,225,409            | <b>1,495,394</b>  |
| Cash Discount                | 62,042               | 93,605               | 188,278              | 1,561,005            | <b>1,904,929</b>  |

# Demonstration

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## Flex View Overview

- Works with TM1 sources only
- Ability to combine data from multiple cubes / servers on a single sheet
- Views can be linked to each other to share parameters
- TM1 functionality includes write back, spreading, and sandboxes
- Excel cell-level calculations, formatting, and commentary

# Demonstration

## Flex View Example:

- Multiple Flex Views on a single sheet
- Link context cells
- Asymmetric crosstab
- Excel formatting, calculations

| TOTAL COMPANY                                      |                      |                      |                      |                      |                      |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|
| Dollars  |                      |                      |                      |                      |                      |
|  | Q1                   | Q2                   | Q3                   | Q4                   | Total Year           |
|  | Actual               | Actual               | Forecast             | Forecast             | Forecast             |
| Gross Sales Revenue                                | 1,683,410,999        | 2,886,869,561        | 1,783,604,996        | 2,284,989,794        | 8,638,875,350        |
| Franchise Fees                                     | 0                    | 0                    | 0                    | 0                    | 0                    |
| <b>TOTAL REVENUE</b>                               | <b>1,683,410,999</b> | <b>2,886,869,561</b> | <b>1,783,604,996</b> | <b>2,284,989,794</b> | <b>8,638,875,350</b> |
| Total Discounts and Allowances                     | 100,096,605          | 155,669,616          | 92,641,379           | 127,791,227          | 476,198,827          |
| Freight  | 103,609,815          | 161,133,360          | 95,892,917           | 132,276,443          | 492,912,536          |
| <b>TOTAL SALES DEDUCTIONS</b>                      | <b>203,706,420</b>   | <b>316,802,977</b>   | <b>188,534,296</b>   | <b>260,067,670</b>   | <b>969,111,363</b>   |
| <b>NET REVENUE</b>                                 | <b>1,479,704,578</b> | <b>2,570,066,584</b> | <b>1,595,070,699</b> | <b>2,024,922,124</b> | <b>7,669,763,987</b> |
| Cost of Sales                                      | 1,112,040,175        | 1,907,029,795        | 1,079,162,057        | 1,382,522,640        | 5,480,754,667        |
| <b>GROSS PROFIT</b>                                | <b>367,664,404</b>   | <b>663,036,790</b>   | <b>515,908,642</b>   | <b>642,399,485</b>   | <b>2,189,009,320</b> |
| Salaries   | 21,777,514           | 38,296,923           | 26,429,546           | 33,164,006           | 119,667,988          |
| Benefits   | 33,558,908           | 55,617,821           | 0                    | 0                    | 89,176,729           |
| Overheads  | 0                    | 0                    | 0                    | 0                    | 0                    |
| <b>TOTAL EXPENSES</b>                              | <b>55,336,422</b>    | <b>93,914,744</b>    | <b>26,429,546</b>    | <b>33,164,006</b>    | <b>208,844,717</b>   |
| <b>OPERATING INCOME</b>                            | <b>312,327,981</b>   | <b>569,122,046</b>   | <b>489,479,097</b>   | <b>609,235,479</b>   | <b>1,980,164,603</b> |
| Depreciation                                       | 0                    | 0                    | 0                    | 0                    | 0                    |
| Amortization                                       | 7,684,425            | 7,684,425            | 7,799,691            | 7,799,691            | 30,968,231           |
| Interest Expense                                   | 9,879,351            | 9,959,745            | 10,017,522           | 9,901,584            | 39,758,203           |
| Income Taxes                                       | 38,049,603           | 40,734,114           | 37,127,075           | 37,635,646           | 153,546,438          |
| <b>DEPRECIATION, AMORTIZATION, INTEREST, TAXES</b> | <b>55,613,379</b>    | <b>58,378,284</b>    | <b>54,944,288</b>    | <b>55,336,922</b>    | <b>224,272,872</b>   |
| <b>NET INCOME</b>                                  | <b>256,714,602</b>   | <b>510,743,762</b>   | <b>434,534,809</b>   | <b>553,898,557</b>   | <b>1,755,891,731</b> |

| TOTAL COMPANY          |                      |                      |                      |                      |                      |
|------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| TOTAL PRODUCTS         |                      |                      |                      |                      |                      |
| NET SALES REVENUE      |                      |                      |                      |                      |                      |
|                        | Q1                   | Q2                   | Q3                   | Q4                   | Total Year           |
|                        | Actual               | Actual               | Forecast             | Forecast             | Forecast             |
| Golf Shop              | 51,386,851           | 98,522,929           | 20,130,095           | 33,262,222           | 203,302,097          |
| Department Store       | 371,247,324          | 357,694,799          | 292,236,019          | 322,170,650          | 1,343,348,791        |
| Direct Marketing       | 67,029,056           | 165,836,260          | 83,832,078           | 141,302,640          | 458,000,034          |
| Warehouse Store        | 92,055,344           | 81,174,070           | 64,316,468           | 89,085,730           | 326,631,612          |
| Equipment Rental Store | 1,661,282            | 40,899,074           | 2,739,888            | 0                    | 45,300,044           |
| Outdoors Shop          | 688,020,113          | 1,420,692,318        | 922,958,999          | 1,177,177,800        | 4,209,849,230        |
| Eyewear Store          | 1,330,260            | 3,230,672            | 760,783              | 2,839,370            | 8,261,085            |
| Sports Store           | 215,899,456          | 398,370,937          | 208,374,636          | 255,384,829          | 1,078,029,857        |
| <b>ALL CHANNELS</b>    | <b>1,479,704,578</b> | <b>2,570,066,584</b> | <b>1,595,070,699</b> | <b>2,024,922,124</b> | <b>7,669,763,987</b> |