

A photograph of a sailboat on a choppy sea under a cloudy sky. The sailboat is white with a large white sail that has a small red maple leaf logo on it. The sea is dark blue with white foam from the waves. The sky is overcast with grey clouds. The boat is viewed from a low angle, looking towards the horizon.

# Corporate Navigator

Your business design framework for  
managing the company

**cundus**—  
Information Systems

# Agenda

- Challenges
- What is the Corporate Navigator?
- What is the Corporate Navigators added value?
- cundus services – Starter Package
- Why cundus?

# Challenges

Corporate Management Systems gain in importance

- Strategic targets have to be defined and permanently controlled.
- For making the right decision relevant KPI's need to be implemented and used continuously.
- Availability of valid and structured information represents an enormous competitive advantage and creates transparency.
- Corporate Management Systems become more and more important.

# Corporate Navigator

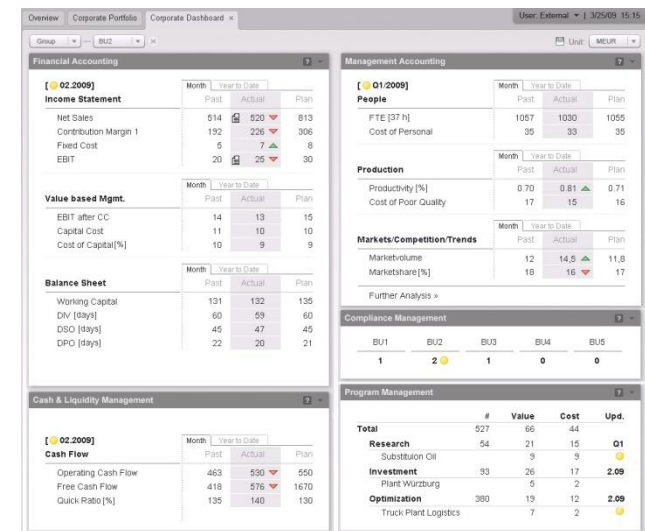
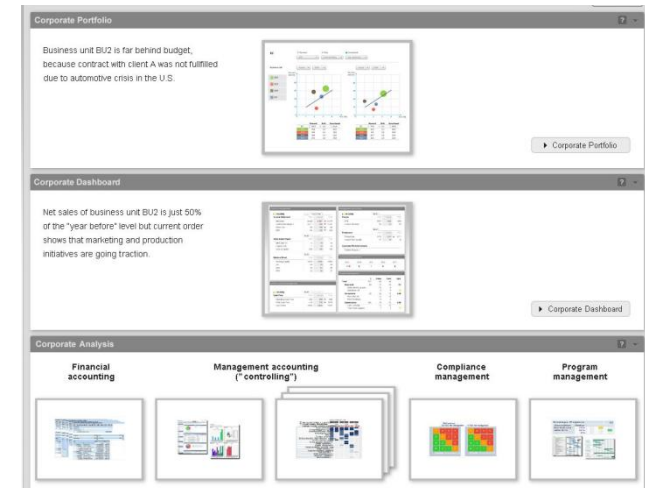
Your centre of integrated corporate management

## What is the Corporate Navigator?

- Flexible Design-Framework for Corporate Management Systems
- Economically funded
  - Developed in cooperation with
    - McKinsey
    - University of St. Gallen
    - cundus AG

## What is the main idea?

- Bundling of relevant KPIs at three increasingly detailed level of analysis
  - Corporate Portfolio
  - Corporate Dashboard
  - Corporate Analysis



# Corporate Navigator

## Overview

Comments draw the attention on the essential

### Corporate Portfolio

Business unit BU2 is far behind budget, because contract with client A was not fulfilled due to automotive crisis in the U.S.



Aggregated information for corporate management

► Corporate Portfolio

Corporate Dashboard serves as entry area for detailed analysis

### Corporate Dashboard

Net sales of business unit BU2 is just 50% of the "year before" level but current order shows that marketing and production initiatives are going traction.



► Corporate Dashboard

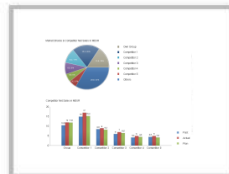
Corporate Analysis classified by themes

### Corporate Analysis

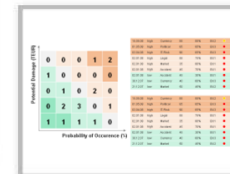
#### Financial accounting



#### Management accounting ("controlling")



#### Compliance management

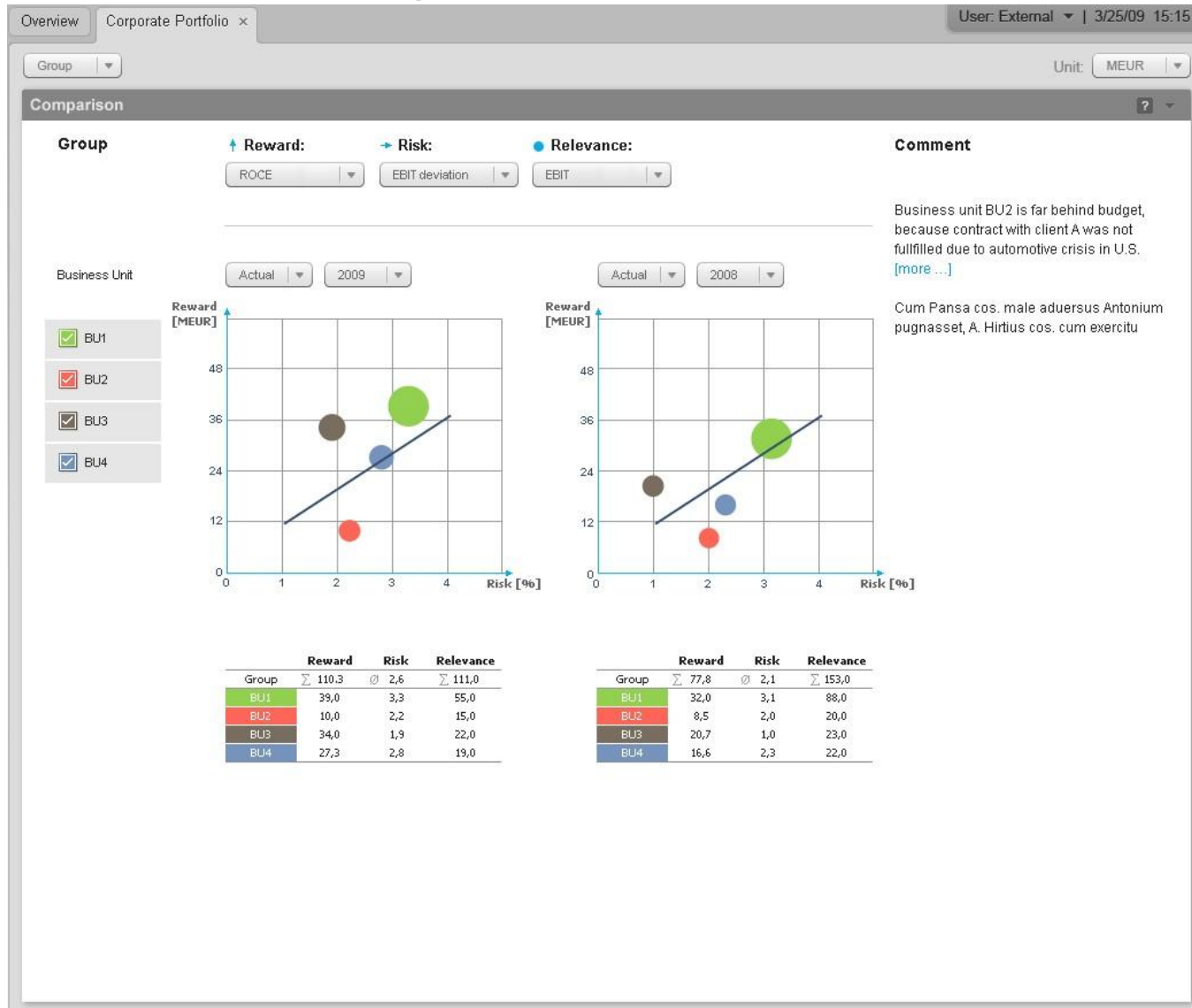


#### Program management



# Corporate Portfolio

## Entry area of the Corporate Navigator



# Corporate Dashboard

The flexible core of the Corporate Navigator – Basic configuration

Overview Corporate Portfolio Corporate Dashboard x User: External | 3/25/09 15:15

Group BU2 Unit: MEUR

### Financial Accounting

[ 02.2009 ] Month Year to Date

Income Statement	Past	Actual	Plan
Net Sales	514	520	813
Contribution Margin 1	192	226	306
Fixed Cost	5	7	8
EBIT	20	25	30

Value based Mgmt.	Past	Actual	Plan
EBIT after CC	14	13	15
Capital Cost	11	10	10
Cost of Capital [%]	10	9	9

Balance Sheet	Past	Actual	Plan
Working Capital	131	132	135
DIV [days]	60	59	60
DSO [days]	45	47	45
DPO [days]	22	20	21

### Management Accounting

[ 01.2009 ] Month Year to Date

People	Past	Actual	Plan
FTE [37 h]	1057	1030	1055
Cost of Personal	35	33	35

Production	Past	Actual	Plan
Productivity [%]	0.70	0.81	0.71
Cost of Poor Quality	17	15	16

Markets/Competition/Trends	Past	Actual	Plan
Marketvolume	12	14,5	11,8
Marketshare [%]	18	16	17

Further Analysis »

### Compliance Management

BU1	BU2	BU3	BU4	BU5
1	2	1	0	0

### Cash & Liquidity Management

[ 02.2009 ] Month Year to Date

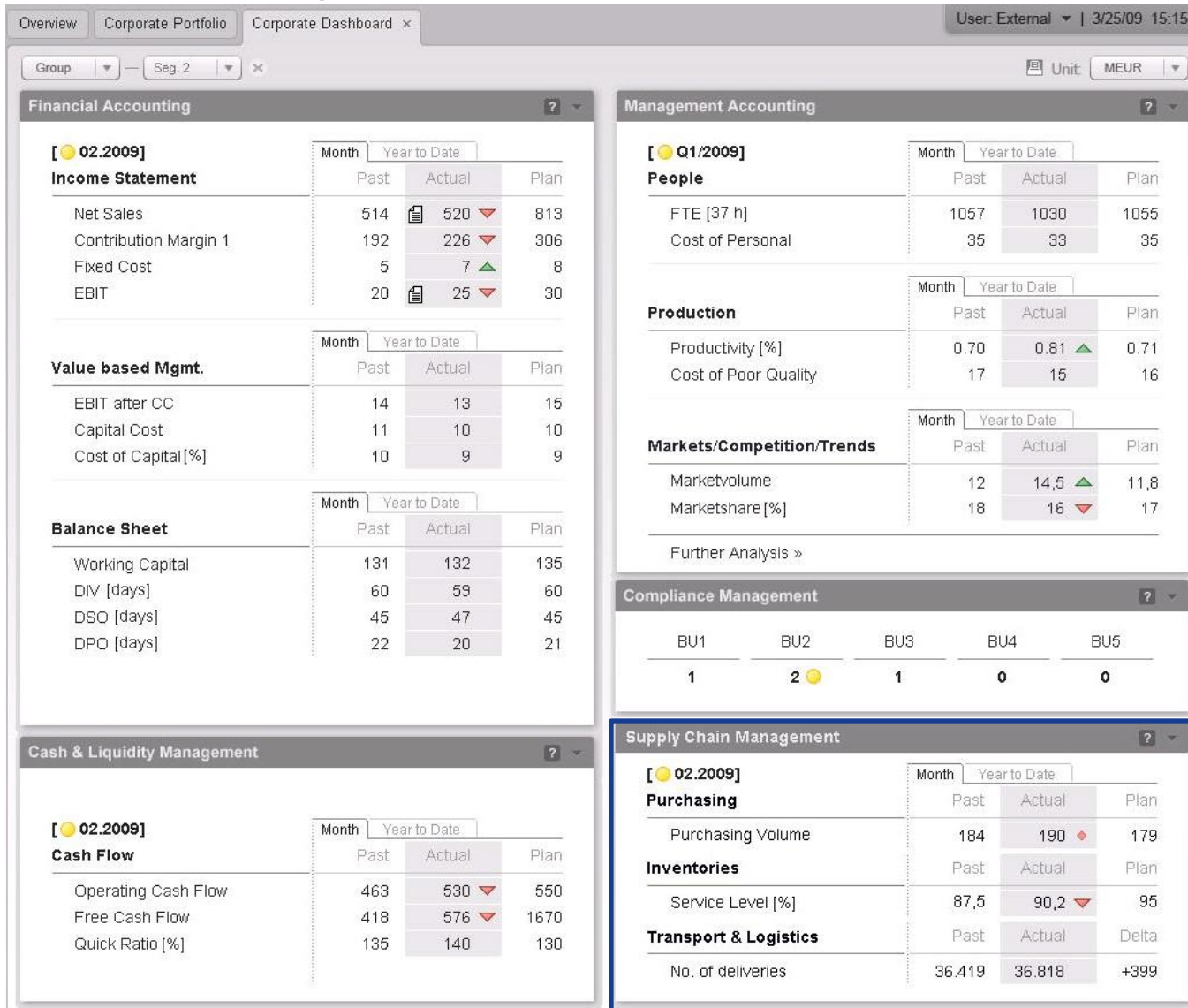
Cash Flow	Past	Actual	Plan
Operating Cash Flow	463	530	550
Free Cash Flow	418	576	1670
Quick Ratio [%]	135	140	130

### Program Management

	#	Value	Cost	Upd.
<b>Total</b>	527	66	44	
<b>Research</b>	54	21	15	<b>Q1</b>
Substitution Oil		9	9	
<b>Investment</b>	93	26	17	<b>2.09</b>
Plant Würzburg		5	2	
<b>Optimization</b>	380	19	12	<b>2.09</b>
Truck Plant Logistics		7	2	

# Corporate Dashboard

Flexible replacement of single Information Cluster



# Corporate Dashboard

Flexible replacement of single Information Cluster

Overview Corporate Portfolio Corporate Dashboard x User: External | 3/25/09 15:15

Group Seg.2 Chemicals Unit: MEUR

### Supply Chain Management

[ 02.2009 ]

Purchasing	Month		Year to Date
	Past	Actual	Plan
Purchase Volume	184	190	179
No. of suppliers	201	191	175
Purchasing-Costs / Sales [%]	42	44	40

Inventories	Month		Year to Date
	Past	Actual	Plan
Stock Value	860	910	820
Raw Materials	232	233	230
Traded Goods	211	237	210
Finished Goods	417	440	380
Slow-Mover Value (DOI* > 360)	101	110	80
Scrap	37	54	25
Consignment Stock	130	131	145
Service Level [%]	87,5	90,2	95

Transport & Logistics	Month		Year to Date	Delta
	Past	Actual	Delta	
Delivery Qty [to]	18.417	18.612	+195	
No. of deliveries	36.419	36.818	+399	
Trucking	34.857	34.991	+134	
Air	15	14	-1	
Sea	238	245	+7	
Parcel Service	1.169	1.430	+261	
Returns	16	18	+2	
Extra tour	124	120	-4	

\* days of inventory

### Stock Value - Analysis

Mgmt. Value Tree Region Company Time Compare

	Past	Actual	Plan
<b>Seg. 2 - Chemicals</b>	<b>860</b>	<b>910</b> ♦	<b>820</b>
Inorganics	329	360 ♦	310
Anorganic Salts	89	96 ♦	86
Chlorine	75	104 ♦	70
Nitrogen Oxides	57	54 ♦	55
Formaldehyde	61	69 ♦	60
Fertilizer	47	37 ♦	39
Petrochemicals	294	306 ♦	283
Diluents	94	96 ♦	90
Technical Gases	112	119 ♦	107
Glycols	88	91 ♦	86
Intermediates	237	244 ♦	227
Polyalcohols	75	78 ♦	72
Acids	95	97 ♦	91
Amines	67	69 ♦	64

# Corporate Analysis

Reports from other Business Objects tools serve as jump targets

Overview Corporate Portfolio Corporate Dashboard x
User: External | 3/25/09 15:15

Group BU2 North America
Unit: MEUR

### Chrysler - Comments

**Date/Time:** 3/23/09 13:45

**Author:** Koob, Jim  
Sales Director North America

**Comment:** EBIT is a result of strong sales declines in the U.S. This is due to Chrysler sales.  
  
As a countermeasure, we propose an extension of the business with Ford; offering larger volume discounts, especially of middle class cars.

**additional Comm.:** --

**Detail:** ▶ Detailed Analysis (Web Intelligence)


### Net Sales - Analysis

Mgmt.
Value Tree
Region
Company
Time
Compare

	Past	Actual	Plan
<b>BU2 - North America</b>	<b>80</b>	<b>52</b> ▼	<b>88</b>
GM	5	7 ▲	6
Ford			
Chrysler			

#### Overall State & City Sales

State	City	Sales revenue
New York	New York	3,181,921.20
Texas	Houston	2,248,188.40
California	Los Angeles	1,856,876.70
California	San Francisco	1,338,033.30
Texas	Austin	1,136,479.10
Illinois	Chicago	1,134,085.40
DC	Washington	1,053,881.40
Massachusetts	Boston	887,188.20
Colorado	Colorado Springs	843,834.20
Florida	Miami	811,823.80
Texas	Dallas	803,420.80
<b>Totals</b>		<b>15,059,142.80</b>




**Sales revenue**

	Sales revenue	Total Percentage	Sales revenue	Total Percentage	Sales revenue	Total Percentage	Sales revenue	Total Percentage
New York	747,160.60	20%	855,616.60	21%	914,246.80	23%	633,897.70	19%
Texas	571,176.50	15%	618,924.10	15%	533,765.30	14%	520,332.40	16%
California	421,389.50	11%	432,866.90	11%	432,214.60	11%	279,204.50	11%
California	308,355.60	8%	365,510.80	9%	343,551.50	9%	218,565.40	9%
Texas	314,429.80	8%	278,607.80	7%	284,787.60	7%	257,443.90	8%
Illinois	255,657.80	7%	264,721.20	9%	273,186.30	7%	250,517.00	7%
DC	279,007.80	7%	263,097.70	7%	271,645.30	7%	229,830.60	7%
Massachusetts	220,300.90	6%	220,518.20	6%	227,463.50	6%	206,876.50	6%
Colorado	204,753.90	5%	213,662.60	5%	232,888.90	6%	190,478.80	6%
Florida	203,883.20	5%	231,459.20	6%	215,569.10	5%	171,003.10	5%
Texas	215,874.20	6%	194,689.20	5%	204,066.20	5%	188,791.20	6%
<b>Totals</b>	<b>3,742,988.90</b>	<b>100%</b>	<b>4,006,717.50</b>	<b>100%</b>	<b>3,953,395.30</b>	<b>100%</b>	<b>3,356,041.10</b>	<b>100%</b>

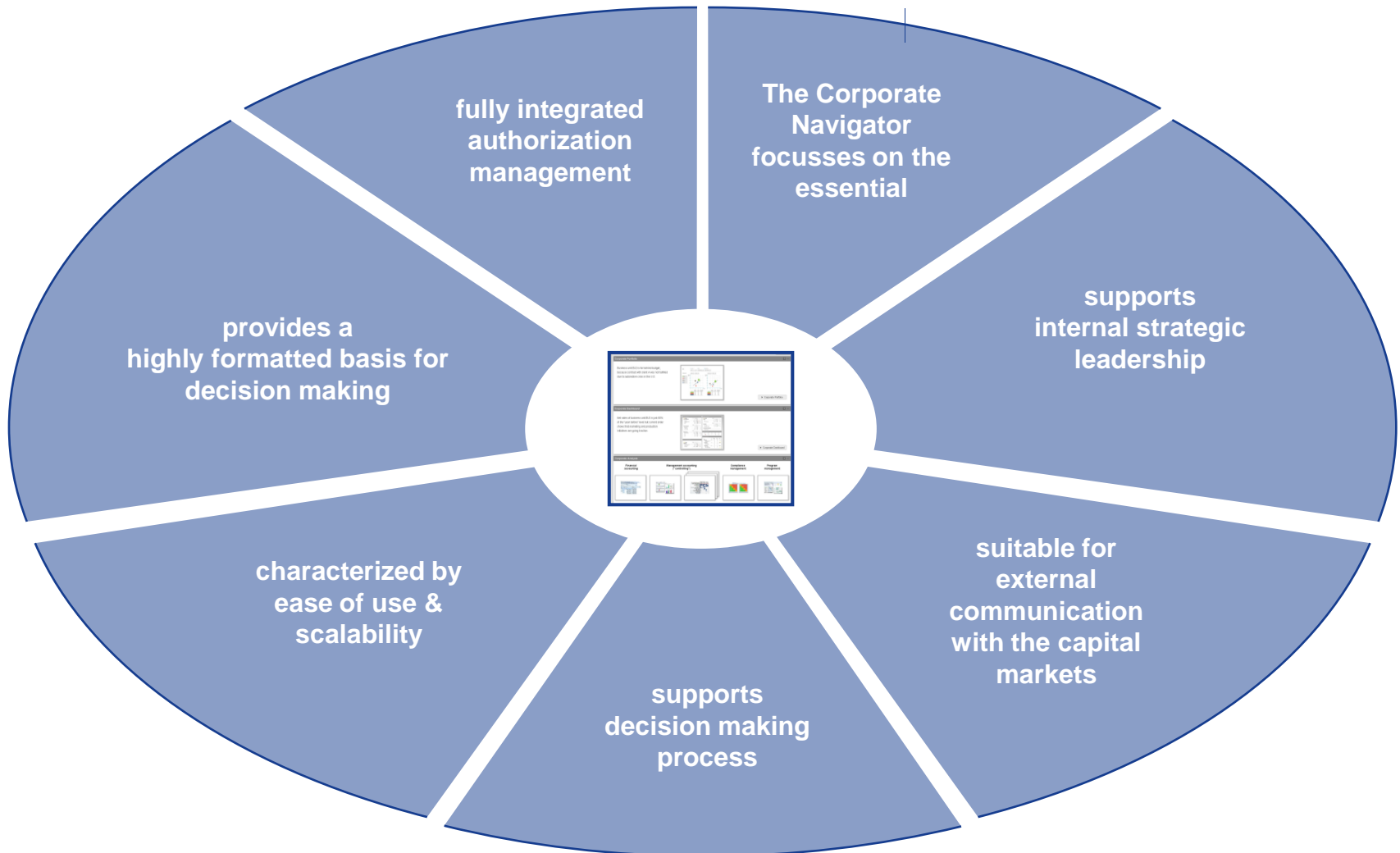
19.07.2010

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# Corporate Navigator

Added value



# cundus services

## Starter Package

cundus  
Starter Package

### 1. Workshop

- 3-days Workshop
  - Business Objects-Overview & Corporate Navigator Introduction
  - How to define queries / universes as basis for the Corporate Navigator
  - Backend Systemanalysis (BO ready)

### 2. BO Installation

- Installation SAP Business Objects Enterprise Server
- Installation of required client-components (max. 2 clients)
- If required incl. SAP Integration Kit and Installation of a SAP Business Warehouse-connection

### 3. Content Rollout of...

- ... specific Xcelsius components
- ... predefined layout- and navigation elements
- ... special data services

cundus  
X-frame

- Design and Implementation of five Information-Cluster of the Corporate Dashboard
- Design and Implementation of the drill-down parts "Management" & "Region" as part of the analysis in the Corporate Dashboard
- Design and Implementation of a single Corporate Analysis report, optionally Crystal Reports or Web Intelligence

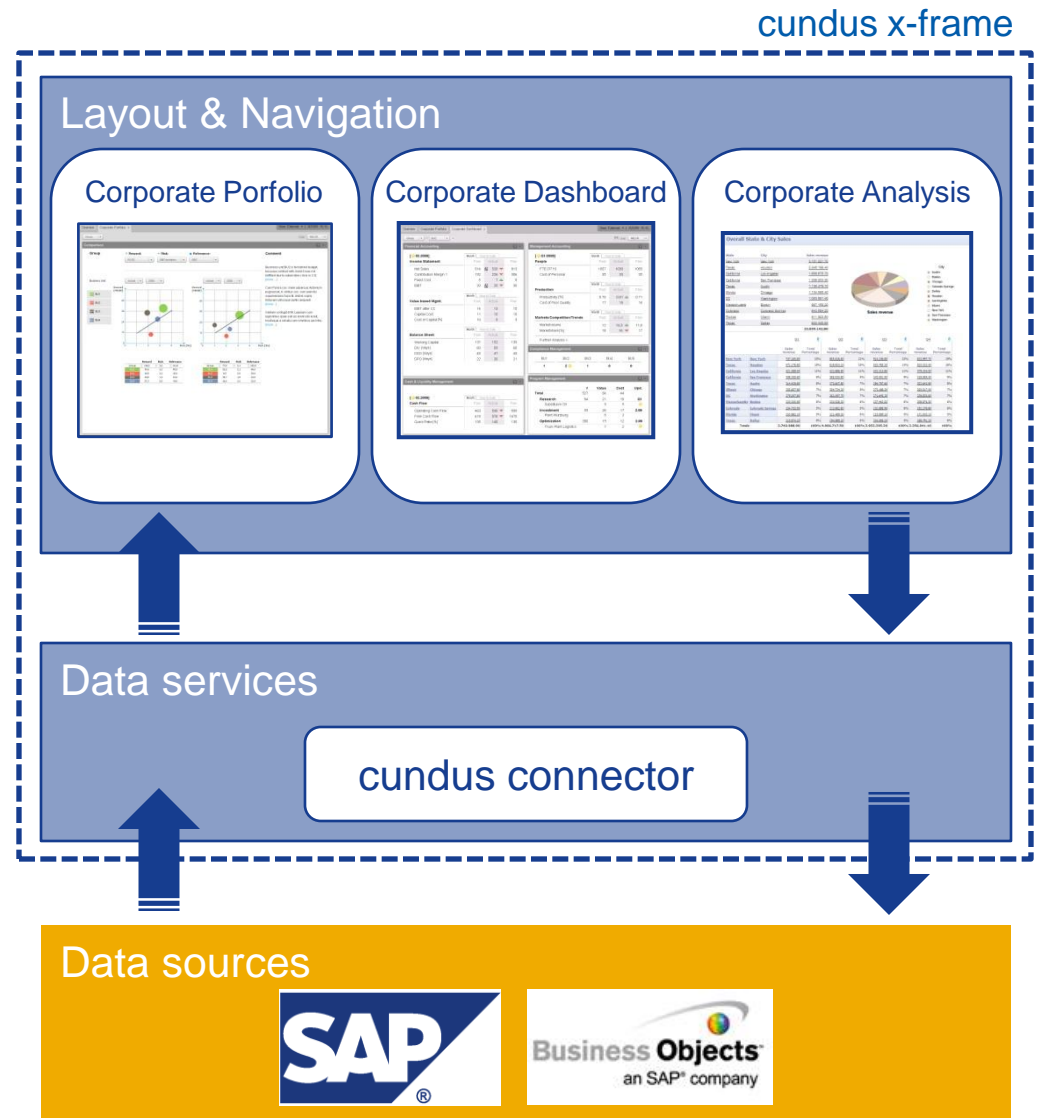
Fixed price incl. travel costs Germany: EUR 50.000,- / further countries tbd.

# Content Rollout

cundus x-frame

The cundus x-frame is a software module that enables...

- the interaction between different Xcelsius files
- flexible data connection with different data sources (cundus connector → SAP BW ≥ 3.x)
- flexible adaption of the corporate design
- preconfigured jumps to analysis tools such as Web Intelligence or Crystal Reports
- scalability, maintainability and expandability
- comment functionality
- offline mode



# Content Rollout

## Implementation of 5 Information Cluster

Financial Accounting incl. Drill-Down „Management“ & „Region“

Overview Corporate Portfolio Corporate Dashboard x User: External | 3/25/09 15:15

Group BU2 Unit: MEUR

### Financial Accounting

[ 02.2009 ] Month Year to Date

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#### Value based Mgmt.

	Past	Actual	Plan
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#### Balance Sheet

	Past	Actual	Plan
Working Capital	131	132	135
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### Cash & Liquidity Management

[ 02.2009 ] Month Year to Date

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Further Analysis »

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Truck Plant Logistics		7	2	

# Content Rollout

## Drill-Down „Management“

Overview Corporate Portfolio Corporate Dashboard x User: External | 3/25/09 15:15

Group BU2 North America Unit: MEUR

### Financial Accounting

[ 02.2009 ] Month Year to Date

#### Income Statement

	Past	Actual	Plan
Net Sales	80	52	88
Contribution Margin 1	12	13	18
Fixed Cost	2	4	4
EBIT	18	22	25

#### Value based Mgmt.

	Past	Actual	Plan
EBIT after CC	12	11	13
Capital Cost	9	8	10
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### Net Sales - Analysis

Mgmt. Value Tree Region Company Time Compare

	Past	Actual	Plan
<b>BU2 - North America</b>	<b>80</b>	<b>52</b>	<b>88</b>
GM	5	7	6
Ford	22	25	24
Chrysler	47	20	50

# Content Rollout

## Drill-Down „Region“

Overview Corporate Portfolio Corporate Dashboard x User: External | 3/25/09 15:15

Group BU2 Unit: MEUR

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[ 02.2009 ] Month Year to Date

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Free Cash Flow	418	576	1670
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### Net Sales - Analysis

Mgmt. Value Tree **Region** Company Time Compare

	Past	Actual	Plan
<b>BU2</b>	514	520	813
South Am./Afr./M.East.	63	100	81
<b>North America</b>	80	52	88
Europe	57	108	86
Aisa/Pacific	370	486	412

# Content Rollout

Crystal Reports or Web Intelligence as jump target

Overview Corporate Portfolio Corporate Dashboard x User: External | 3/25/09 15:15

Group BU2 North America Unit: MEUR

### Financial Accounting

[ 02.2009 ] Month Year to Date

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### Net Sales - Analysis

BU2 - North America

	Past	Actual	Plan
GM	5	7	6
Ford	22	25	24
Chrysler	47	20	50

### Overall State & City Sales

State	City	Sales revenue
New York	New York	2,151,021.70
Texas	Houston	2,245,198.40
California	Los Angeles	1,556,876.70
California	San Francisco	1,336,033.30
Texas	Austin	1,136,479.10
Illinois	Chicago	1,134,095.40
DC	Washington	1,053,691.40
Massachusetts	Boston	897,109.20
Colorado	Colorado Springs	843,694.20
Florida	Miami	811,823.60
Texas	Dallas	803,420.80
<b>Totals</b>		<b>15,059,142.80</b>

	Q1	Q2	Q3	Q4
	Sales revenue	Sales revenue	Sales revenue	Sales revenue
New York New York	747,160.60	855,616.60	514,246.80	633,997.70
Texas Houston	571,176.60	619,521.10	533,266.30	520,332.40
California Los Angeles	511,389.50	573,866.50	532,214.60	529,204.50
California San Francisco	328,355.60	365,530.80	343,551.50	316,555.40
Texas Austin	314,429.80	373,607.60	294,797.60	257,643.90
Illinois Chicago	285,657.80	364,724.30	271,666.30	260,517.00
DC Washington	279,007.80	263,297.70	271,665.30	239,830.60
Massachusetts Boston	220,300.90	220,528.30	237,463.50	206,876.50
Colorado Colorado Springs	204,793.90	213,661.60	232,688.90	192,178.80
Florida Miami	203,882.20	221,469.20	215,569.10	171,003.10
Texas Dallas	215,874.20	194,689.20	204,066.20	188,791.20
<b>Totals</b>	<b>3,742,988.90</b>	<b>4,006,717.50</b>	<b>3,952,395.30</b>	<b>3,356,041.10</b>

# Why cundus?

Benefit from our many years of experience.

## 1 Exclusive Partner ✓

As exclusive implementation partner cundus provides an economically funded concept (**McKinsey & University of St. Gallen**) as well as the technical know-how

## Modular System ✓

The **modular system** of the Corporate Navigator enables continuous enhancement – even by the customers IT

4

Corporate Navigator  
&  
cundus

## Quick Implementation ✓ 2

The “**cundus x-frame**” guarantees a quick and smooth implementation independent from source systems.

## Risk Minimization ✓

An introducing project (**Starter Package**) shows the technical feasibility **in time** and **in budget**

3



<http://www.cundus.de/corporatenavigator>

## A strong partner for...

- Your corporate reporting
- Your customized management cockpit<sup>®</sup>
- Your strategic performance management
- Your integrated consolidation
- Your future-oriented BI strategy

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