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Tagetik Magazine

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## TAGETIK ANNOUNCES 'COLLABORATIVE PERFORMANCE MANAGEMENT' AT THE GARTNER BUSINESS INTELLIGENCE SUMMIT 2011

Tagetik and Microsoft's strategic alliance drives forward organizations' productivity and profitability, with new CPM

The rise of collaboration in managing business performance has led to a concept which Tagetik and Microsoft call '**Collaborative Performance Management**', and is a clear indication that the relationship between the two companies is growing quickly and successfully. The outcome of this joint commitment,

'**Tagetik 3.0 Enabled by Microsoft® SharePoint® Server 2010**' software solution, aims to deliver across the enterprise a unified Performance and Disclosure Management system, with specialized Business Intelligence, collaboration and communication tools.

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## CASE STUDY: OCLC



"Tagetik helped us to bring our budgeting and forecasting processes into a single, centralized, enterprise-wide system that operates in near real-time and allows for greater visibility into our planning process."

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Dave Coleman - Sr. Manager, Budget Planning & Analysis at OCLC

## TAGETIK CAPS OFF SOLID 2010 YEAR

Growing revenues and major achievements in terms of product development, strategic alliances, and customers portfolio

"2010 CLOSED WITH A DOUBLE-DIGIT GROWTH FOR TAGETIK," SAYS MANUEL VELLUTINI, EVP CHIEF OPERATING OFFICER AT TAGETIK. "THIS GREAT RESULT GENERATED **+35% IN LICENSE REVENUES, +20% IN TOTAL CONSOLIDATED REVENUES AND 65 NEW CUSTOMERS WORLDWIDE. AS OF DECEMBER 2010, WE REACHED A TOTAL OF 80 INTERNATIONAL CUSTOMERS – NOT COMING FROM OUR HOME REGION – WITH AN OUTSTANDING +120% IN INTERNATIONAL TOTAL REVENUES AND 56% OF LICENSE REVENUES ON NEW ACCOUNTS COMING FROM OUR INTERNATIONAL OPERATIONS.**"

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## TAGETIK ANNOUNCES ITS PARTNERSHIP WITH FUJITSU

A strategic, global agreement to resell Fujitsu Interstage XWand and support organizations with XBRL and iXBRL filing requirements

**February 2011** - Tagetik announced an agreement with Fujitsu ([www.fujitsu.com](http://www.fujitsu.com)), a leading global provider of ICT-based business solutions, to **resell its market-leading XBRL software, Interstage® XWand**. "Fujitsu is very pleased to provide the **XBRL** and **iXBRL** capabilities of Interstage XWand to Tagetik and its customers," says Tsune Yoshizawa, Senior

Vice President, Software Business, Fujitsu America. "Powered by Interstage XWand, Tagetik will be able to provide a more complete reporting solution and further deliver on the promise of XBRL. Customers will gain confidence from knowing that Tagetik is leveraging the same XBRL engine that is trusted in the major financial capitals of the world."

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## TAGETIK POSITIONED IN THE VISIONARIES QUADRANT OF THE MAGIC QUADRANT FOR CORPORATE PERFORMANCE MANAGEMENT SUITES

Leading industry analyst firm's evaluation based on completeness of vision and ability to execute

"We have reached for a sought-after position in the quadrant, and are pleased to have been recognized by **Gartner** as a Visionary," says Manuel Vellutini, EVP Chief Operating Officer at Tagetik. "Placed among thirteen vendors in this Magic Quadrant, **Tagetik leverages as an independent, specialist player exclusively focused in the CPM market.**"

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# COVER STORY

Lucca, Italy

## TAGETIK ANNOUNCES 'COLLABORATIVE PERFORMANCE MANAGEMENT' AT THE GARTNER BUSINESS INTELLIGENCE SUMMIT 2011



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"We started in 2009 with the integration of the previous release 'Microsoft SharePoint Server 2007' but it was May 2010 when Tagetik's leading edge technology was able to maximize the power of Microsoft Corp.'s sophisticated Business Intelligence platform and provide companies with well-known application tools such as Microsoft SharePoint Server 2010, Microsoft Office Professional 2010, and Microsoft SQL Server 2008 R2," explains **Marco Pierallini**, EVP Chief Development Officer at Tagetik.

"Performance Management extended to collaborative decision-making is the new challenge for complex organizations willing to manage business performance more efficiently, facilitate teamwork across multiple systems or stakeholders, and improve the quality of operational and strategic decision-making," adds **Manuel Vellutini**, EVP

Chief Operating Officer at Tagetik. "Microsoft and Tagetik have joined forces to fill this growing need to integrate collaborative technologies into Performance Management and Business Intelligence processes – which we call '**CPM (R)Evolution**'. And, above all, support companies looking to implement corporate strategies more effectively while adding value to the way in which they manage and control all business areas."

Discover  
**The CPM (R)EVOLUTION**  
From Corporate to Collaborative  
Performance Management

Discover a truly revolutionary product:  
**'Tagetik 3.0 Enabled by Microsoft® SharePoint® Server 2010'** software solution:  
<http://www.tagetik.com/software/bi>

## THE ANALYST CORNER\*

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### TAGETIK POSITIONED IN THE VISIONARIES QUADRANT OF THE MAGIC QUADRANT FOR CORPORATE PERFORMANCE MANAGEMENT SUITES

"Compared to the mega-vendors, we have a state-of-the-art, unified software with a clear product roadmap and no uncertainty or overlapping functionality. This is the reason why organizations are selecting Tagetik 3.0, versus a patchwork of acquired solutions."

"We continue to innovate and grow at a rate faster than the average in the market, while executing our product roadmap in all areas of CPM functionality," adds **Vellutini**. "Also, we significantly improved on last year's customer satisfaction survey that indicates we have added capability to support our global, rapid expansion and confirms our good depth of knowledge of the more complex aspects of CPM."



Watch the recorded  
videos and download  
the presentations!

## Virtual User Conference

If you were unable to attend Tagetik's live events, you can now use the Virtual Conference to enjoy and learn from the Tagetik Experience!

Please surf: <http://www.tagetik.com/events-news/virtual-conference>



## CUSTOMER STORY: OCLC

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### The Challenge

**OCLC** OCLC is dedicated to furthering access to the world's information and reducing library costs. As a global non-profit organization, OCLC also understands the need to keep its own costs under control. That's why the company replaced its aging budget application and an assortment of Excel spreadsheets with a Web-based budgeting and forecasting solution based on Tagetik 3.0.

### Objectives

To gain greater visibility in near real time, OCLC wanted to unify its budgeting and forecasting processes in a single, centralized system. As a global organization, however, it also understood that the requirements to effectively run these processes vary not only between the U.S. and Europe, Middle East, and Africa (EMEA) but also within the EMEA region itself.

Trying to find the right balance between standardized and localized business processes wasn't the only challenge. OCLC plans in six currencies and has a matrix organizational structure that does not follow the legal entity structure. This demands a highly flexible solution from a management reporting standpoint.

Tagetik was a good fit against our requirements, we liked that it is web-based with an Excel interface, and we saw a strong commitment from the Tagetik team.

### Results

OCLC selected Tagetik 3.0 back in June 2009 and concluded its first budget cycle with the software about a year later. In addition to forecasting revenues, expenses, balance sheet and cash flow statements, OCLC uses Tagetik to budget sales, revenues, expenses, capital expenditures, balance sheet and cash flow statements, and perform ratio and other analysis.

Tagetik allows certain related processes to be integrated in an automated manner that previously had manual integration points. For instance, we have been able to automate the reconciliation between sales planning and revenue planning viewpoints.

*"Our workforce planning has also benefited from Tagetik,"* adds **Dave Coleman**, Sr. Manager, Budget Planning and Analysis at OCLC. *"We plan salaries at the individual position level and calculate benefits either as a percentage of salaries or allocated based on full-time equivalents. As a service*

## THE PARTNER CORNER

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### TAGETIK ANNOUNCES ITS PARTNERSHIP WITH FUJITSU



"Using **Tagetik 3.0 Collaborative Disclosure Management**, finance departments can unify the processes of preparing, sharing and publishing all types of financial data ranging from budget and management reports to statutory filings and sustainability reports," adds Manuel Velutini, EVP Chief Operating Officer at Tagetik.

Discover our new **Collaborative Disclosure Management (CDM)** application within Tagetik 3.0:  
<http://www.tagetik.com/software/disclose>

*organization, salaries and benefits make up over half of our total expenses, so this is a critical component of our planning process."*

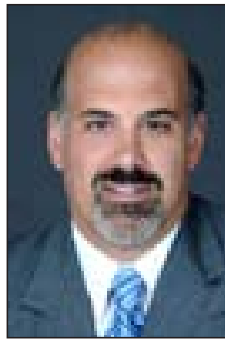
Tagetik allows OCLC to manage regional planning process variations, such as different financial statement structures and also easily accommodated OCLC's matrix organizational structure.

*"Most importantly, Tagetik gives us the flexibility to do our 'own' EMEA things while ensuring that our specific requirements fit in the global standards,"* concludes **Henri van der Meer**, Financial Controller at OCLC EMEA. *"For example, we have one chart of accounts for OCLC worldwide but different account hierarchies which support our various reporting requirements. By using different methods, we can now effectively collaborate on our budgets across the globe."*

### Microsoft Technology

The project was carried out using Microsoft Business Intelligence solutions; in particular for this project, a financial data mart was created using the advanced data management capabilities in Microsoft SQL Server. This information is constantly updated through a direct connection to its ERP systems as well as an integrated data-entry process using a Microsoft Office Excel front end which automatically feeds the data mart with current information.

# TAGETIK CAPS OFF SOLID 2010 YEAR



from left to right : Manuel Vellutini, Bani Brandolini, Mark Corsetti

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"+30% of 2010 deals were driven or heavily influenced by partners and their precious commitment," adds **Bani Brandolini**, President International at Tagetik. "Today, a scalable, qualified, highly educated partner network is a key success factor to drive valuable implementations and sustain the Tagetik growth worldwide. This is why we are laying the foundations for a global partner program, accelerating business success with our closest partners."

"We went one step further in establishing strategic partnerships with big system integrators such as Accenture, PricewaterhouseCoopers, KPMG, Capgemini, BearingPoint and Resources Global Professionals," adds **Mark Corsetti**, Vice President & General Manager of Tagetik North America. "And we are making exiting, steady progress in the relationship with **Microsoft**. 'Tagetik 3.0 Enabled by Microsoft SharePoint' software solution leverages a wider, combined product positioning that involves the whole Microsoft stack, a real opportunity to rapidly disrupt the Business Intelligence and Performance Management markets and establish business collaboration."

## “ CUSTOMER QUOTES

"With Tagetik we now have a driver-based planning that highlights key business levers, increases transparency, streamlines planning, provides consistent data and reporting and enhanced collaboration between functional groups."

Tory Baker, *Chief Financial Officer*,  
■ **Nordam**

"Tagetik 3.0 was best able to meet our forecasting needs which included the ability to manage 'event based' and rolling forecast requirements, as well as incorporating new business pricing and bids into the forecast. In addition, Tagetik 3.0 Enabled by Microsoft SharePoint allowed us to leverage our prior investment in Microsoft technologies, as keeping costs down is a primary objective across our organization,"

Kim Courtad, *Director of Financial Services*, ■ **Health Care Excel**

"Among our primary goals was to move from a quarterly close process to a monthly close process - eliminating 150 hours of manual work from our closing cycle. We also wanted to improve data quality and data availability - making it quicker to access. We were impressed with the product's out-of-the box financial consolidation functionality and built-in capabilities as well as their strong focus on our business requirements."

Dan Rowell, *Corporate Controller*,  
■ **Tosoh America**

"We had been contemplating a change in our CPM approach for the past couple of years and Tagetik 3.0 provided a very flexible solution overall with powerful built-in functionality that met our strict requirements for the new forecasting methodology we planned to employ at our firm. Compared to SAP, Tagetik was the clear winner for replacing our SRC prod-

uct. During the evaluation phase, we could already see how the solution would fit in our environment"

Timothy Armstrong, *Chief Operating Officer*, ■ **Vinson & Elkins LLP**

"At Propex we need a budgeting and consolidation tool that gives us the ability to create solutions that are sophisticated, comprehensive, flexible, and integrated for our global business."

After looking at numerous platforms we chose Tagetik because of their flexibility, extensibility, and breadth of experience in the field. In the coming weeks we look forward to partnering with Tagetik to design and deploy a world class solution for our budgeting and forecasting processes that can realize our business goals."

Steve Powell, *VP, Global Treasury and Financial Planning*,  
■ **Propex Operating Company LLC**

### About Tagetik

Tagetik delivers a unified software solution for **Performance Management, Enterprise Governance, Risk & Compliance, and Disclosure Management** with specialized **Business Intelligence** tools to optimize **Collaboration and Communication**.

Tagetik operates in 18 countries leveraging a close partnership with Microsoft. Its market experts are totally committed to the success of 400 customers worldwide, including some of the largest Fortune 1000 companies representing all industry sectors, as well as to build strong relationships with system integrators, technology leaders and local consulting specialists.

\* Gartner, Inc, Magic Quadrant for Corporate Performance Management Suites, N. Chandler, J. E. Van Decker, March 8, 2010. The Magic Quadrant is copyrighted 2011 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.