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B. Braun streamlines
its financial reporting
with IBM Cognos® TM1

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A Cubewise Case Study - July 2014 produced by the Ghent Office, Belgium.
All technology terms, software names and logos are accurate to year of production of this study.

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About B. Braun

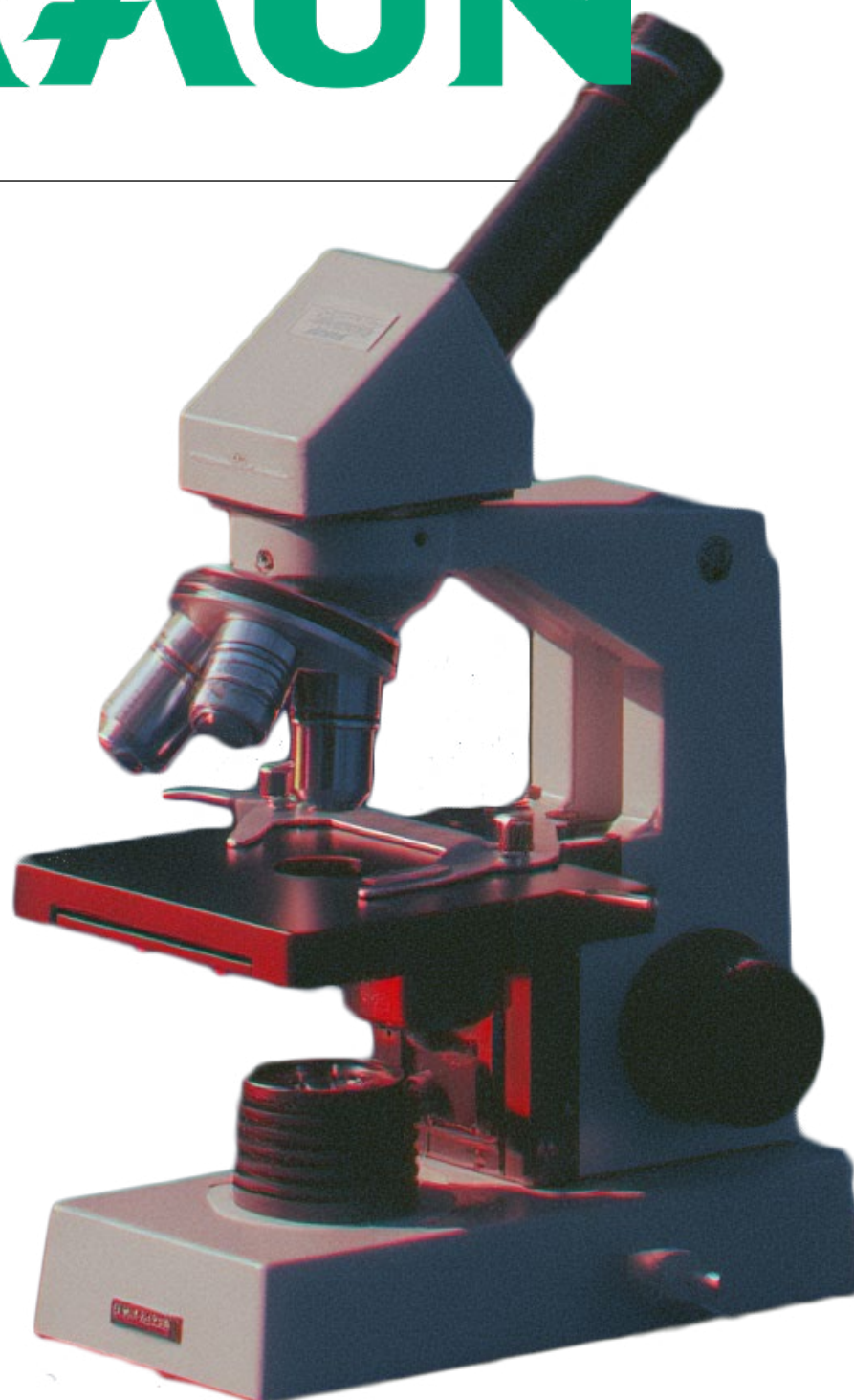
B.Braun Melsungen AG is a German family business. It is one of the world's leading healthcare suppliers. B.Braun's products and services are oriented towards four major medical fields: hospitals, private practices, surgery and extracorporeal blood treatment.

Active in 56 countries, the company employs more than 41,000 people worldwide. It provides no fewer

than 30,000 different products and aims at transforming these into integrated solutions for the healthcare

sector. Through sharing knowledge with its clients, B.Braun strives to improve therapies and procedures in

hospitals in order to increase the safety of patients, doctors and nursing staff.



The Challenge

B.Braun's sales office in Belgium employs 70 people of whom 43 are sales reps. This emphasis on sales performance generates a large amount of financial data. These data sets require accurate and flexible analysis to enable reliable budgeting and forecasting. However, in 2009, financial controller Tine Goolaerts and business analyst Karen Goessens concluded that their SAP business software was not up to this task.

According to financial controller Tine Goolaerts, "Financial reporting required 43 separate downloads and was done manually in excel spreadsheets. This meant that the process of reporting, budgeting and planning was slow and often lacked critical details."

In their search for higher efficiency and deeper insight, the company reviewed a number of possible solutions.

The Solution

IBM Business Partner Cubewise recommended IBM Cognos TM1 to replace the unwieldy spreadsheets. The solution

developed for B.Braun focused mainly on their sales-oriented needs. TM1 enabled them to monitor sales and costs closely by drawing up timely, detailed reports.

The solution also included an integrated budgeting and forecasting model, which made it possible to gauge the impact of new financial factors and parameters. The ease of use and flexibility of the platform quickly convinced B.Braun to go ahead with the implementation.



"Since the implementation of TM1, we no longer spend our time drafting reports, but analyzing them. The system allows us to do our job, which significantly increased our value to the company."

— Karen Goessens
Business analyst at B.Braun

The Benefits

The benefits of the TM1 implementation have been multifold for B.Braun:

One autonomous system

B.Braun now has a single integrated system for all financial reporting, budgeting, forecasting and other business performance management tasks. TM1 autonomously runs alongside the existing SAP ERP system. In this way, complex financial simulations can be made without risking errors or changes in the original data.

High-performance financial analytics

IBM Cognos TM1 provides a complete planning, budgeting and forecasting environment that

requires no programming or traditional IT skills. B.Braun's analysts can draw up reports quickly

and easily, without the overuse of spreadsheets. They no longer rely on limited summaries

but can analyze the information in great detail and from different points of view.

“Since the implementation of TM1 we no longer spend our time drafting reports, but analyzing them”, concludes business analyst Karen Goessens. “The system allows us to do our job, which significantly increased our value to the company.”

Swifter decision-making

Thanks to TM1's exceptionally fast performance, large data sets can be analyzed in flexible, multidimensional models. Its what-if modeling capabilities enable decision-makers to easily assess new opportunities and threats. This deeper insight leads to swifter decision-making, which proved to be an invaluable asset in times of crisis.

Future-proof

All the information in the system can be refreshed within minutes. The system itself can also be updated and upgraded quickly and easily, making TM1 a future-proof investment.



About Cubewise Belgium

Cubewise is a professional consulting firm that specializes in the design and implementation of custom business planning, reporting and analytical applications.

The company is a premium IBM Cognos partner with over 100 implementations of IBM Cognos across the globe. With expertise in both business and technology, Cubewise differs from other software

consultants: it approaches technology from a business perspective. Cubewise has implemented some of the largest Cognos TM1 systems in the world, which is why IBM has chosen Cubewise to implement these systems on their behalf.

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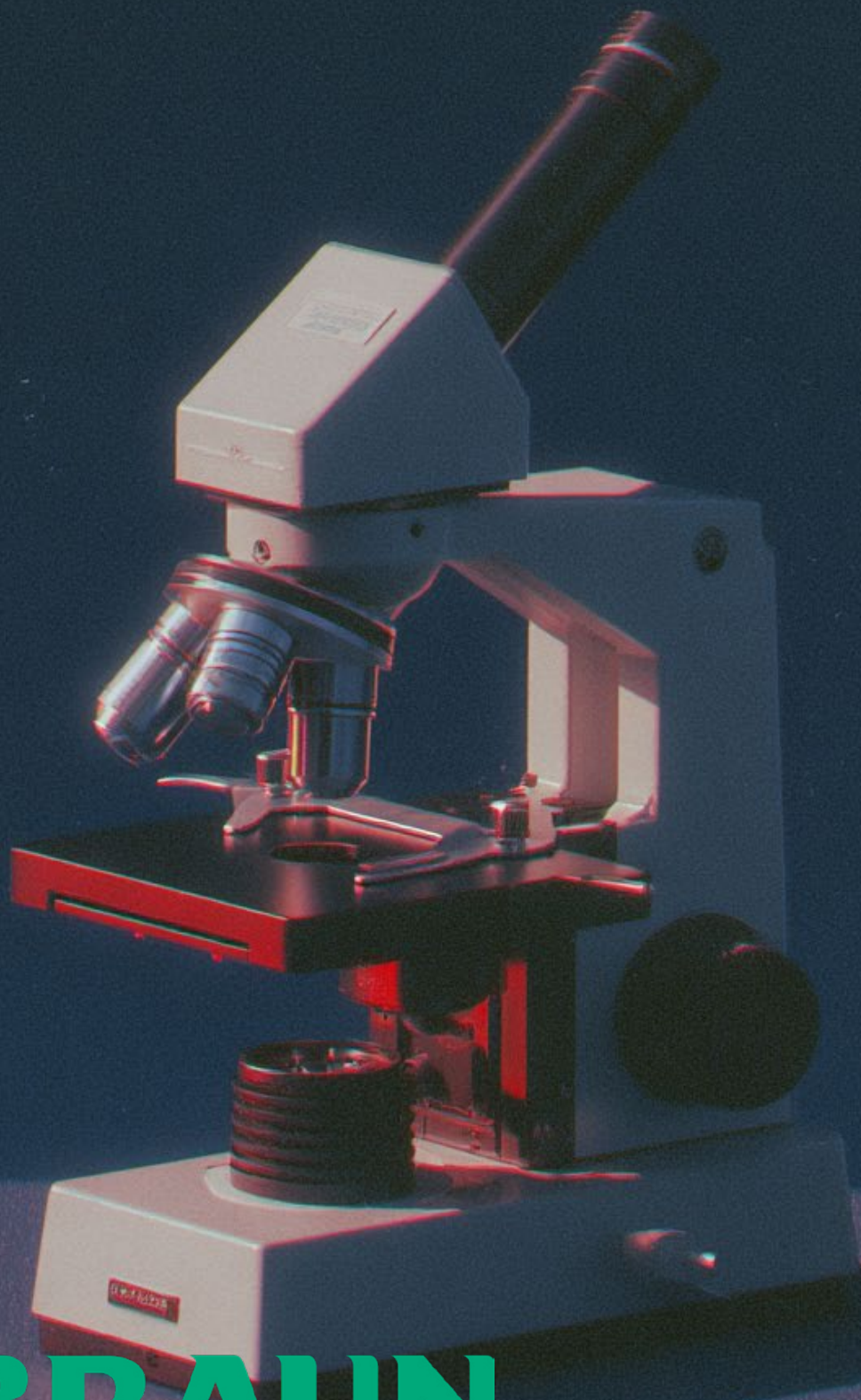
About IBM Cognos® TM1

IBM Cognos TM1 is a high performance, cube-based database and modeling solution that is unmatched in its flexibility, scalability and multi-user collaborative ability. It has become the cornerstone of IBM's Performance Management solution strategy.

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