

Customer Implementation Story

TMG (Telegraaf Media Groep N.V.) is the largest media group in the Netherlands with market leadership positions in relation to daily newspapers, puzzle magazines, online and offline media and radio. TMG is a well known and leading brand publishing newspaper "de Telegraaf", which is the largest newspaper in the Netherlands. TMG is listed on the NYSE Euronext (Amsterdam), employs over 3200 people and generated over Euro 680 million revenues in 2008.



● Why did TMG select CXO-Cockpit?

TMG had just decided to move from Hyperion Enterprise to HFM in 2008 when we got introduced to the CXO-Cockpit, says William de la Motte, SVP Group Finance at TMG. After the first generic demo of the CXO-Cockpit we immediately saw the potential value that the CXO-Cockpit could bring for TMG. My finance team had been trying for years to get a proper dashboard out of our Hyperion Enterprise application, but in the end we had to revert to using Spreadsheets to inform our Board of Directors. Excel is a great tool but it took my team a lot of time to prepare the monthly reporting this way.

Looking at the CXO-Cockpit we realized that we can deliver the key financial results much quicker and in an attractive web-based format that enables the user to quickly analyze, assess and even drill-down into attention areas. The tight "1 on 1" automatic integration between the CXO-Cockpit and our Hyperion environment enables us to report with much more confidence, because unlike using Excel, no error prone manual changes have to be made if you decide to change your underlying Hyperion Meta data.

● Implementing CXO-Cockpit

We recently presented our monthly results via the CXO-Cockpit to our Board of Directors. It was their introduction to the CXO-Cockpit and they were pleasantly surprised with the "straight forwardness" of the solution. They even required immediate access themselves, says William de la Motte. With the help of the powerful "StoryBoard" functionality we can guide our Board of Directors through the periodical results in a pre-defined presentation mode. Unlike PowerPoint, the fixed format that we used before, you can always change the point of view or drill down, while being in this presentation mode. The "StoryBoard" also creates a uniform way of presenting and reviewing results throughout all our Business Units, says William de la Motte and that is also something our Board requires for the near future.

● Seeing is believing

We were so enthusiastic about the solution, that we decided to implement the CXO-Cockpit on top of our existing Hyperion Enterprise environment first, while we were already started with the implementation of HFM, says William de la Motte. Because you can implement the CXO-Cockpit very quickly and at low cost, it was not a waste of time and money this way. Moreover, the "Enterprise approach" enabled us to see the value of the CXO-Cockpit on short notice, without having to wait for the finalization of the HFM implementation. Based on the successful experiences so far, we are confident that the migration of the CXO-Cockpit to HFM will be a success as well, continues William de la Motte. Our Board will not notice any difference anyway, because the HFM front-end of the CXO-Cockpit is identical to the Enterprise front-end.