

<http://www.simpson-associates.co.uk>



## Welcome to the fifth edition of the Simpson Associates e-Newsletter

This newsletter is published every quarter and sometimes time seems to fly by. It does not seem like it was 3 months ago that we delivered our 3rd edition.

In the past 3 months Simpson Associates has been working with Cognos to become one of the first partners in the UK to be accredited with ReportNet consultants.

2003 was a significant year in the business intelligence market. The industry saw the mergers and acquisitions machine rolling on and dramatically changing the landscape of vendors. Nearly all of the traditional BI/reporting vendors were affected, Business Objects, Hyperion and Cognos.

Cognos specifically announced the release of Cognos Reportnet (see Cognos Update) and completed the acquisition of Adaytum to round off the Cognos Corporate Performance Management solution.

We are approaching enterprise planning projects in a slightly different but very effective way, where we suggest, when appropriate, a form of proof of concept. This allows both parties, ourselves and customers to understand the Cognos EP solution, its strengths and flexibility, its business process coverage. It also allows us to prove the product and provide more detailed project costs at the outset, which in turns allows the management of risk and project scope. We have successfully adopted this approach at many opportunities.

## DataMirror Update

### EDI, XML and Integration Needs

DataMirror DB/XML Transform provides a low cost, yet powerful and very functional engine for data transformation between XML, EDI, relational database and text formats, permitting a fast, automated means of effecting data interchange. Including pre-defined XML schemas and common EDI message types, DB/XML Transform is an easy to use product, requiring little or no programming expertise in order to deliver real business benefits quickly and effectively, where data is required to be processed in, Business to Business, Web interchange or data integration processes, meeting the demands of today's e-business world.

For more information visit,

<http://www.simpson-associates.co.uk/dataintegration/>

For more information contact,  
[info@simassoc.co.uk](mailto:info@simassoc.co.uk)

Finally, we are organising a performance management seminar at the Belfry on Wednesday 11th February, for our customers and prospects. The agenda will be distributed very shortly, you are very welcome to attend and we look forward to seeing you there. We hope you have a very prosperous New Year.

Regards

## Cognos Update

### Cognos 3rd Quarter results


Cognos Reports Record Third Quarter Revenue and Earnings - Recently released Cognos ReportNet"! Delivers US\$ 15 Million in Licence Revenue

December 17, 2003 - Cognos, the world leader in business intelligence (BI) and corporate performance management solutions, today announced record results for its third quarter of fiscal year 2004, ended November 30, 2003.

### ReportNet Licensing

Revenue for the third quarter was US\$172.2 million, an increase of 25 percent compared to US\$138.1 million for the same period last year. License revenue in the quarter was US\$72.6 million, an increase of 17 percent compared to US\$62.2 million last year. Revenue for the first nine months of this year was US\$481.0 million, an increase of 24 percent compared with US\$387.3 million for the same period last year. Business intelligence revenue for the third quarter reached US\$164.7 million, an increase of 26 percent from the third quarter of last year. BI license revenue increased 17 percent in the third quarter to US\$70.6 million, compared with US\$60.3 million for the same period last year.

## Highlights of the Quarter

Outstanding customer response to Cognos ReportNet  over 200 ReportNet wins in the third quarter in leading organisations such as DaimlerChrysler, Interbrew, Port of Portland, State of Ohio, Tyson Foods, and Welch Foods

10 contracts greater than US\$1 million, an all-time high for the Company; 95 contracts greater than US\$200,000, an increase of 28 percent compared to the same period last year

Cognos awarded top spot in Intelligent Enterprise's 12 Most Influential Companies, and Cognos PowerPlay! named best multidimensional analysis tool in the Intelligent Enterprise Reader's Choice Award

"Cognos delivered another outstanding quarter," said Cognos CEO Ron Zamboni. "We reported strong revenue and operating income in a tough environment. Cognos ReportNet is spurring competitive success with new customers and further strengthening our position in our broad existing customer base. Leading organisations throughout the world made substantial commitments to the Cognos enterprise solution, as evidenced by major competitive wins. Our commitment to product innovation is powering our leadership in enterprise business intelligence, and driving our advance in defining and leading the market for CPM. Our leadership is strong, our vision is compelling and our execution remains focused."


For more information visit,

<http://www.cognos.com/news/releases/2003/1217.html>

## New Customers

We have begun work with many organisations in the last few months, amongst them such companies as National Savings & Investments Bank, Accord plc, UCI Cinemas, Forth Ports plc, Wembley National Stadium Limited and Sericol.

These customers are embarking on projects covering traditional business intelligence (OLAP), scorecarding, enterprise planning and enterprise reporting using ReportNet.

Our own solution, i-Apps for Movex, has  gone live at customers recently and we are very proud of this achievement.

Underpinning the Simpson Associates Data Warehouse solution is a DataMirror based data warehouse solution enabling real-time data movement and providing:-

### Server (TS) solution.

~~TS enables~~ real-time data movement, providing:

Powerful functionality Native to each supported database

'push' technology

Reliable, designed to operate 24x7

Easy to use 

Robust

Efficient and network friendly

i-Apps for Movex is:

Platform Independent

Application Independent

Real Time

Advantage of conformed dimensions

Low IT maintenance

Robust architecture

Ability to auto-recover 

Optimised for Cognos Business Intelligence

## Simpson Associate Update

### Performance Management Seminar at The Belfry

On the 11th February 2004, we are holding a seminar at the Belfry for our customers and prospects. The finalised agenda will be sent out shortly. For more information please contact Sonia Turner, [sonia.turner@simassoc.co.uk](mailto:sonia.turner@simassoc.co.uk)

## New Joiners

We would like to introduce you to 3 new colleagues, who join our consulting team. They are Darren Moors ~~[darren.moors@simassoc.co.uk](mailto:darren.moors@simassoc.co.uk)~~ who joins us from a Cognos customer, where he was instrumental in the implementation of Cognos Enterprise Planning. Shaun Richards ~~[shaun.richards@simassoc.co.uk](mailto:shaun.richards@simassoc.co.uk)~~ joins us bringing 5 years EP experience, where he was a best practice consultant in the Enterprise Planning side of Cognos, previously Shaun worked for 6 years in management accounts with British Aerospace and Great Mills. Andy Martin ~~[andy.martin@simassoc.co.uk](mailto:andy.martin@simassoc.co.uk)~~ joins us from the Press Association. Andy was a customer of ours and was involved in the implementation of Cognos Finance (now known as Cognos Consolidation). Andy is a CIMA certified accountant.

For more information about Simpson Associates please visit, <http://www.simpson-associates.co.uk>

~~Simpson Associates eNewsletter. All Copyrights & Trademarks Acknowledged.~~