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Simpson
Associates

Welcome to the spring edition of the Simpson Associates e-Newsletter

We're well into 2004 now and hopefully a year of sustained economic growth. Simpson Associates is seeing a lot of activity at prospective customers around enterprise planning, score carding and metrics management. Also with the release of ReportNet in 2003 we are seeing increased activity around enterprise reporting.

The corporate performance management processes, which we have been discussing for the past 12-18 months seem to be hitting the right note with customers now and we have recently had success with customers who have purchased a bundle of products to enable performance management.

The projects that deliver these solutions are more complex than the implementation of individual products (see later article in

Simpson Associates Update) but our methodology manages this complexity, and the end result is a performance management framework that delivers value to an organization and that is something to be very excited about.

Independent analysts, such as Meta Group are giving Cognos high marks for market presence, performance, technology, and vision in their latest "METAspectrumSM evaluation", something we are happy to be a partner to.

For more information contact info@simassoc.co.uk

Regards

DataMirror Update

DataMirror Experts Examine Auditing Requirements Critical to Sarbanes-Oxley Compliance

As companies begin to spend valuable IT dollars on compliance - AMR Research estimated that Sarbanes-Oxley compliance spending will exceed \$5.5B in 2004 - both IT administrators and business managers are seeking tools that not only address specific governance criteria but also contribute to long-term efforts in creating an integrated, agile organization.

"With such intense focus on short-term compliance, companies sometimes miss the real long-range objective: a better managed and optimally performing organization." To achieve this end, customers are increasingly turning to DataMirror's LiveBusiness™ software solutions as a key component of their comprehensive data integration, protection and monitoring plans.

"As customers embark on compliance initiatives, a real need is emerging for technology solutions that solve today's governance requirements but also prepare information systems for future regulations," says Nigel Stokes, CEO, DataMirror. "Capitalizing on solutions that provide real-time visibility into both financial and operational data, such as data integration and auditing technologies, will create an environment that can respond to regulatory challenges while driving business performance and supporting the needs of customers etc"

Cognos Update

Cognos® Reports Record Fourth Quarter and Full Year Results

- Revenue for the quarter was \$202.1 million, an increase of 23% percent from the fourth quarter of last year.
- Net income for the fourth quarter of fiscal 2004 was \$46.1 million. This was 56% higher than in the fourth quarter of the prior fiscal year.
- Revenue for the full fiscal year 2004 was \$683.1 million, an increase of 24%.
- Net income for fiscal 2004 was \$100.9 million, compared with the prior year's net income of \$73.1 million.

Highlights of the Quarter

- \$30 million of license revenue for Cognos ReportNet in the fourth quarter alone
- Over 1,000 ReportNet transactions in the quarter from leading organizations such as AT&T, Fiducia, Georgia Pacific Corporation, Lockheed Martin, Raytheon, Ricoh, Sun Chemical, Telus Communications, Trillium Health Centre etc
- Introduction of Cognos Enterprise Planning 7.2 provides high level of integration with the full Cognos product family and extends the richness of the Cognos corporate performance management solution

Ron Zambonini to Retire As CEO

Rob Ashe is to become the new CEO in a planned leadership Transition, Ron Zambonini is to be named Chairman of the Board.

Cognos Acquires Softa

Cognos announced recently that it has acquired privately held Softa, a leading UK-based performance management consulting company. With this acquisition, Cognos strengthens its CPM leadership and customer service in Europe.

"The acquisition of Softa enhances our CPM solution with proven expertise in helping companies link strategy to execution across the enterprise.." said Rob Ashe, Cognos president and chief operating officer.

Softa is based in Oxford, England and specializes in strategy formulation and KPI measurement consulting. The company has created a unique methodology, called "LivingStrategy", to help customers accelerate the development and implementation of their CPM solutions.

Simpson Associate Update

i-Apps for Financial Management

In the face of changing markets, increased regulatory pressures and wary investors, most successful companies are taking an integrated, broad-based approach to managing performance. Successful companies drive performance through enterprise planning, monitoring performance through enterprise score carding and understanding performance through enterprise reporting and analytics.

Simpson Associates' i-Apps for Financial Management simplifies and extends these reporting capabilities across the enterprise. Optimised for market leading Cognos Business Intelligence and Enterprise Planning tools, i-Apps for Financial Management enables consistent decision-making and significantly improved reporting for customers of all sizes. Supporting leading ERP & financial systems, i-Apps for Financial Management uses pre-defined templates to integrate financial structures into a commonly defined repository thereby reducing the time taken to deploy and enable consistent, corporate level reporting. This enables financial professionals to bring to life the traditional Profit & Loss, Balance Sheet and Cash Flow reporting across the business enterprise. For more information contact david.clark@simassoc.co.uk

Partnering

We are currently enjoying developing partnerships with several other Cognos business partners where together we can offer customers the benefits of collaboration and the joint value added services and solutions which both parties possess.

We have been very successful with Romulus who have many years experience in the brewing sector and have developed BI applications around this market. Simpson Associates can bring Enterprise Planning skills, together we can offer Corporate Performance Management.

For more information contact john.simpson@simassoc.co.uk

Performance Management Seminars

We will be holding regular seminars on Performance Management at The Belfry, please look out for details via our web site of these upcoming events on May 18th, June 29th, Sept 7th, Oct 19th & 30th November.

New Customers

We have begun working with several new organizations, beginning projects in enterprise planning,, for such processes as budgeting, forecasting sales and demand planning.

We have also embarked upon projects including both Enterprise Planning and Metrics Manager,, within the CPM framework.

For more information about Simpson Associates please visit, www.simpson-associates.co.uk.