

Summary

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 and business planning. Successful companies drive performance through Enterprise Planning. More importantly a fully 'connected' business plan and model will ensure high performing businesses extending the value of the planning process into the following areas and beyond:

- Demand Planning,
- Production and Capacity Planning,
- Logistics Planning,
- Business Review and Adjustment of all Plans,
- Financial Planning, P&L Balance Sheet and Cash Flow.

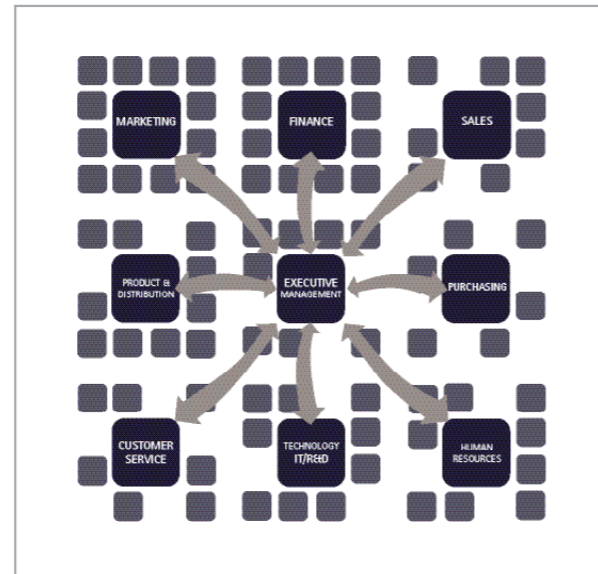
Connected Business Planning

All businesses drive financial planning; firstly through external demand, which in turn, requires support from production, through to logistics, marketing, expenses and concluding with financial plans for profit and loss, balance sheet and cash flow.

Company Challenges

Performance Management begins with Enterprise Planning and best-in-class performance begins with End to End Planning solutions from Simpson Associates.

Even for companies with the most complex business models, Simpson Associates End to End Planning Solutions provide integrated operational and financial planning in real time, for immediate visibility into resource requirements and future business results.



What Must Integrated Planning Solutions Achieve?

With integrated 'connected' planning solutions and software, Simpson Associates helps you build a foundation for higher performance across the enterprise.

- **Define Your Goals**—Create a clear-cut strategy for achieving best-in-class status.
- **Plan For Performance**—Turn strategy into discrete plans and budgets for employees and external partners.
- **Engage The Organisation**—Provide real-time feedback to planning process and participants.
- **Connect Operations and Finance**—Build strategic plans that maximise operational effectiveness and inform both operational and financial plans.
- **Gain Greater Flexibility**—Realign plans quickly as conditions change.
- **Understand Results**—Manage performance by integrating your planning with industry-leading Cognos reporting and analysis.
- **Cross Enterprise Security**—For complete access control and single sign-on.
- **Scalability**—To thousands of participants.
- **Performance Management**—Enabled with integrated reporting, analyses and scorecards and metrics.
- **Distributed Administration**—Shares responsibility for sharing Enterprise Planning information.
- **Synchronise and Manage**—Connected business plans that link operational effectiveness and financial performance.

About Simpson Associates

Simpson Associates delivers Performance Management solutions to companies across a wide range of sectors and sizes. Fundamental to Performance Management success is a solid foundation layer comprising high quality of data standards coupled with enterprise levels of Business Intelligence and Enterprise Planning. Performance Management standards provide companies with the ability to connect vision, strategy and performance within a closed loop, enabling such companies to efficiently monitor all key processes, operate effectively and make informed decisions.

With a team of financially qualified and Cognos accredited consultants, Simpson Associates is fully capable of delivering high quality Performance Management solutions.

For further information on End to End Planning Solutions and Simpson Associates, please contact:
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