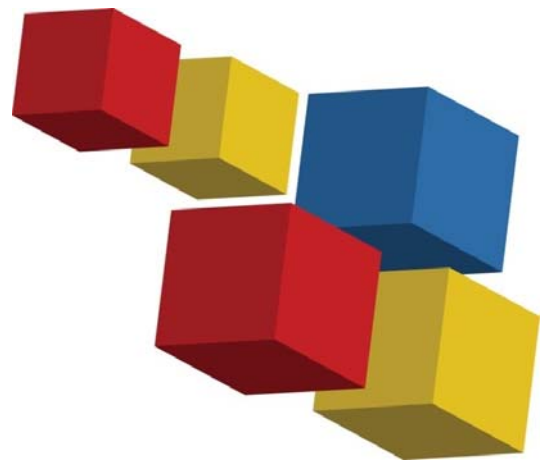


“PAIN TO SUCCESS IN 8 WEEKS”

WOODS HOLE OCEANOGRAPHIC INSTITUTION



Customer Profile

Woods Hole Oceanographic Institution is a private, independent organization in Falmouth, Mass., dedicated to marine research, engineering, and higher education. The Institution is comprised of approximately 900 employees and 150 students, dedicated to non-profit scientific research. Established in 1930 on a recommendation from the National Academy of Sciences, its primary mission is to understand the oceans and their interaction with the Earth as a whole, and to communicate a basic understanding of the ocean's role in the changing global environment and education organization.

The Challenge

The budget process was an annual event that did not capture changes introduced during the course of the year. The process was unable to factor in off-line calculations which impacted our ability to analyze potential changes in our business.

The Pain Points were:

- Budget Planning Cycle was too long.
- The legacy spreadsheet process became cumbersome and prone to human error.
- System and process changes at WHOI are typically met with resistance.

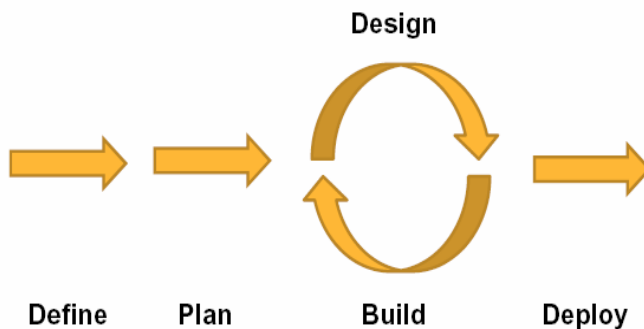
Requirement Analysis

What we collected and how we collected it dictated the dimensions needed to create the model. Our approach was to take the finished product and work backward.

Objectives

- Standardize an integrated Budgeting and Forecasting system.
- QUICK-WIN with substantial Value.

Chose a Prototyping Approach



ABOUT QUEBIT

Specializing in providing **Cognos Financial Performance Management and Business Intelligence solutions** throughout North America, QueBIT empowers companies to make intelligent decisions faster. To find out more information on how QueBIT can work with your organization to achieve results, please contact us at 1 800-QUEBIT1, email us at contact@quebit.com, or visit our website: www.quebit.com



The Solution

- WHOI selected **IBM Cognos** software to support our long term vision for enterprise reporting and business planning.
- WHOI selected **QueBIT** as a partner in implementing a solution that employed best practices and leveraged their experience.
- Phased approach in support of long term vision:
 - PHASE 1A – BUDGET PLANNING AND ROLLING FORECAST
 - PHASE 1B – PRODUCE BUDGET PLANNING REPORTS IN COGNOS BI
 - PHASE 2 – ANALYZE STRATEGIC BUSINESS QUESTIONS (“WHAT-IF” SCENARIOS)
 - PHASE 3 – PROMOTE TRANSPARENCY OF THE FINANCIAL DATA USING COGNOS BI REPORTS (I.E. CREATING FINANCIAL STATUS REPORTS AND PERFORMANCE REPORTS)
 - PHASE 4 –MANAGE ENDOWMENT AND TRACK INVESTMENT

Keys to Success

Select the right team

- Both the external and internal teams are important. In order to keep our business moving along at full productivity, we relied on our external partner, QueBIT, to keep the project timeline on track and help us avoid implementation obstacles.

Get Buy-in

- Executive Level involvement – The project team worked with project sponsors and key stakeholders to raise the visibility of the project and get confirmation from Executives on goals and objectives.
- Key Stakeholders – We identified 20 stakeholders that were a representative cross section of the organization based on roles, responsibilities and process knowledge. Within the project timeframe and scope, we tried to be as flexible as possible with their requests.

Define Scope – Quickly!

- Identify business processes and procedures to be replaced
- Identify job functions that will use the system
- Identify all areas that will be impacted by the implementation
- Agree on scope within days of starting the ‘Define’ process
- Clearly communicate scope with all participant

“In order to keep our business moving along at full productivity, we relied on our external partner, QueBIT, to keep the project timeline on track and help us avoid implementation obstacles.”
- John Lombardi

Used rapid prototyping methodology

- At the end of each design session, the key design elements would be confirmed with the end users and days later the end user would be brought back to review a prototype and confirm the design.
 - Transparency and accessibility of the project team, project documents and prototypes
- Make requirements visible
- Allow as many end users and stakeholders as possible to go to the Contributor site and review the prototype.

Automation and Consolidation of Data

- Whenever possible, remove all points of manual intervention in the system. Build Datamarts or go to the source systems as a best practice.