Enterprise Performance Management (EPM) is a set of processes and applications designed to translate the business strategy to KPIs and to measure, analyze and predict organization performance. EPM adds value to the business by focusing on how an organization develops, implements and monitors strategic plans. EPM helps in aligning the organization’s processes across functions and directing resources to achieve the objectives.

Organizations are also increasingly leveraging Business Intelligence (BI) investments to drive EPM solutions and track their business performance. Integration of EPM with BI is helping companies roll-up analytics at the operational and tactical levels into KPIs that can be viewed in dashboards/scorecards at the strategic level.

Cognizant’s EPM Practice

Cognizant’s EPM practice is tightly integrated with Enterprise Analytics (EA) and is part of the Cognizant Business Consulting (CBC) – EA’s consulting arm. The practice has a strategic focus on providing performance management solutions involving management dashboards, balanced scorecards and KPI index tracker to our customers.

The practice has fine tuned its methodology and approach to EPM consulting and implementation. It has also developed quick-start solutions for rapid scorecard development using KPI repositories and applications for predicting these KPIs using lag and lead indicators.

EPM Solution Chain

The solution offerings have been divided into 5 key areas. These are aligned to the industry needs and the offerings from different product vendors in the EPM space.

<table>
<thead>
<tr>
<th>Solution</th>
<th>What Customers Get</th>
</tr>
</thead>
</table>
| Strategy and Metrics Visualization | - Strategy Maps  
- Scorecards and Dashboards  
- Business Activity Monitoring |
| Enterprise Planning and Budgeting | - Integration of Enterprise Planning, Budgeting and Forecasting Applications |
| Financial Modeling and Analysis | - Cost Modeling  
- Profitability Modeling  
- Cost and Chargeback Process/ System |
| Business Reporting | - Financial Consolidation  
- Management Reporting |
| Integrated Performance Management System | - Reporting on Individual Performance |

Four Aces Framework

Four Aces is Cognizant's EPM implementation methodology developed with the rigor of six sigma process and tested in real-life situations. It encapsulates all aspects of a EPM engagement starting with assessing the customer environment for EPM readiness using the homegrown “SIMPOSM” tool, analyzing the existing environment for the different business needs, aligning the overall solution architecture to the enterprise application and BI environment and finally achieving or implementing the required solution.
## Four Aces Framework

<table>
<thead>
<tr>
<th>Objective</th>
<th>ASSESS</th>
<th>ANALYZE</th>
<th>ALIGN</th>
<th>ACHIEVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>To assess the “EPM readiness” of the organization</td>
<td><strong>To define the Strategic Objectives</strong></td>
<td><strong>To define KPIs aligned to Strategic Objectives</strong></td>
<td><strong>To implement EPM solution and monitor effectiveness</strong></td>
<td></td>
</tr>
<tr>
<td>Assess readiness with an indigenous diagnostic instrument</td>
<td><strong>To derive Strategic Objectives aligned to the vision and goals</strong></td>
<td><strong>To translate Strategic Objectives into KPIs / Scorecards</strong></td>
<td><strong>Create, test, Deploy Scorecards</strong></td>
<td></td>
</tr>
<tr>
<td>Assess current BI architecture</td>
<td><strong>Group objectives into strategic themes</strong></td>
<td><strong>Architecture Finalization</strong></td>
<td><strong>Test efficacy of KPIs</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Cognizant’s EPM Differentiators

**Early Warning System**

Early Warning System (EWS) is a next-gen EPM solution with integrated predictive capabilities. It provides an intelligent infrastructure that allows organizations to predict and alert management on key indicators. EWS not only shows the current values of these metrics but also the predicted performance using simulation models and statistical predictive techniques. EWS has intuitive dashboards and scorecards that provide an integrated view of metrics to multiple business units across hierarchy levels.

### SIMPOSM - EPM Assessment Tool

SIMPOSM is a quick readiness assessment tool to assess whether the customer is ready to embark on an EPM initiative. SIMPOSM assess the EPM readiness across seven different dimensions – strategy, initiative, measurement framework, process, organization, systems and metrics. SIMPOSM reduces risk as customers can fill in the loose ends before making any significant investments.

## About Cognizant Enterprise Analytics

Cognizant Enterprise Analytics drive tangible business benefits to every customer and shifts analytics from being cost centers to revenue centers. We future-proof visionary businesses by combining in-depth domain expertise with analytics and information management best practices that help clients optimize decisions and results. Enterprise Analytics is committed to helping clients run better through a range of integrated analytics and enterprise performance management services and solutions. We help clients run differently by grounding our services and solutions in foundational components including mobility, cloud, big data and smart data. Our end-to-end blend of business and technology solutions already reflects the future of analytics, and enables us to create transformational value through innovation and agility.

For more information please send an e-mail to our global team at inquiry@cognizant.com or visit our Web site at http://www.cognizant.com/enterpriseanalytics