New In This Issue:

Adding Value in 2012:
An Update from Steve Sussman

Steve Sussman, V.P. Sales

Many of you may know my background centers on carrying a bag as a sales person in the Enterprise Performance Management space for over 15 years. I have sold for Hyperion, OutlookSoft, SAP and now I work at Column5. It should come as no surprise that the direction I have charted for Column5 sales uniquely targets partnering with the SAP sales organization as a key opportunity for alignment. This isn't the typical one-way relationship you may be used to with other partners, but this is about a partner contributing at least as much to the ecosystem as the value they get.

In 2012, I have retooled Column5's sales & marketing capabilities to help you, the SAP sales professional, be more scalable and effective in pursuing license opportunities. We have implemented several exciting new capabilities that you will want make use of. Externally, Column5's market influence will be felt by vastly increasing the prominence of EPM in 2012.
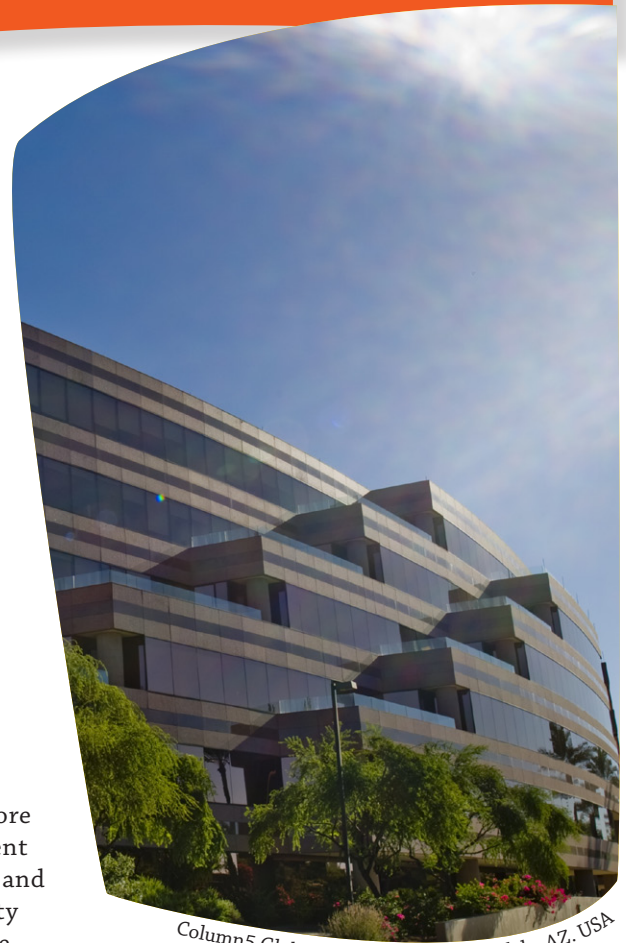
◆ Many of you are familiar with the **Column5 EPM Summit** that has been run for 3 years now. This year, we're partnering with SAP Insider to host the equivalent of our Summit at 4 unique events on a global basis. Traditionally, SAP Insider conferences have allocated 5% of the curriculum to EPM, but this year that influence expands to more than 20% of the total event content focused on EPM related products and capabilities. This is an opportunity for you to drive prospects to these global events, where they will come away with an appreciation for the value that SAP's EPM solutions can uniquely drive. Expect your customers to ask about EPM solutions on an increasing basis as a result.

◆ **Beyond Insider**, and the well-worn circuit of SAP events (World Tours, Sapphire, etc); Column5 is working with SAP Marketing to identify events that

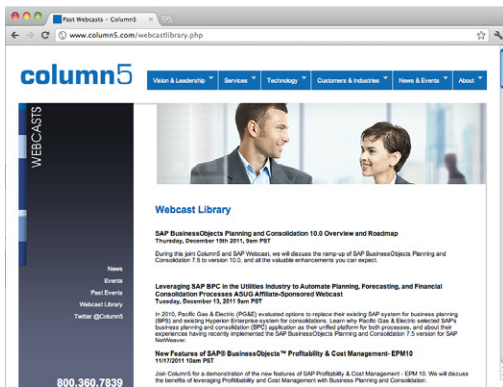*Column5 Global Headquarters, Scottsdale, AZ. USA*

don't often receive SAP coverage. Our mutual goal is to extend the SAP EPM message to those places where traditionally Oracle and IBM were the only vendors present. Column5 will gladly carry the flag and represent the best SAP has to offer in these solutions.

◆ **Column5's iPad app** – SAP Business Analytics? "There's an app for that!" Column5 has put together a virtual salesperson in the latest release of the iPad app. It includes functionality designed to quickly identify broad opportunities for license sales by having your client spend 15 minutes or less answering a few survey questions. In return, they will instantly receive a customized business case with all the value-based messaging necessary to justify the procurement of SAP Business Analytics products, including the EPM Suite and BI components. The app includes video presentations of industry and functional solutions, demos, and documents that will be continuously updated to stay current and adapt to messaging that resonates with customers.

◆ **Webinars** – It is our goal in 2012 to greatly increase the number of informational offerings to include demos, customer case studies, and other valuable educational sessions. Spreading the word of the value potential of SAP EPM solutions will be one of our main objectives.

◆ **Column5's sales operations maturity** – With sophisticated web tracking capabilities, we will be able to identify any EPM activity that your clients do on our site. Did your client attend a webinar? Did they submit a request for an EPM business case? Our database will be able to provide you detailed reports on their activities, so we can jointly develop a sales strategy to develop EPM opportunities in your accounts. Working with us, we can apply our inside sales team to call into key accounts to identify opportunities you may not have been aware of.

As we work hard to roll out these capabilities in 2012, I want you to know that it is our sincere desire to be recognized as the most valuable partner in your relationship portfolio. I am confident that given the above efforts, its obvious how we're working hard in unique ways to make you more successful!

Steve Sussman

2

> " **C5 rocks!** *and has been an integral part of our success in Retail with both BPC and PCM. Your expertise and dedication to customer success is amazing, and I am looking forward to partnering with you for years to come. ~ Mary Saggau, SAP Retail, Inc.* "

Column5 Increases Presence in Asia

Irwin Cheong

Column5 is expanding its presence in Asia after recently adding a new regional manager to the team and helping SAP deploy EPM internally.

Irwin Cheong is the regional manager for Column5's newest regional hub in Southeast Asia, based in Kuala Lumpur, Malaysia. Cheong will focus on sales and business development in the region, working closely with SAP and EPM customers throughout Asia Pacific and Japan (APJ). Column5 first launched operations in Asia in January 2011 with the opening of its Singapore office, and is continuing to expand its footprint in the region to support the growing demand for EPM solutions among area businesses in the APJ marketplace.

Cheong has over 15 years of experience in corporate management, operations, business development, project management, marketing and consulting sales. Prior to joining Column5, Cheong was senior director of the Ecosystem and Channels organization for SAP Asia Pte. Ltd. In that role he managed operations and provided leadership for that organization for Malaysia and Southeast Asia businesses. In addition, Cheong was responsible for developing key partnerships and delivering business value to SAP customers by managing the interaction between the SAP internal team, partners and customers, with a particular focus on SAP® BusinessObjects™ EPM solutions and solutions for the office of the CFO. His expertise in SAP solutions included SAP BusinessObjects Planning and Consolidation and SAP BusinessObjects analytic applications.

On top of adding a new regional manager, Column5 recently worked to deliver a solution for SAP's ownFinance Group. This successful project implemented a planning and forecasting solution that is being rolled out to all 13 SAP countries/regions within APJ. Each respective country's controllers/analysis update their monthly forecasts, as well as review actuals against previous forecasts, using live templates running on BPC 7.5NW. Final forecast data is then sent to SAP's SEM module in Waldorf to add to their global forecast. Thanks to this successful implementation, we are now working jointly with SAP Asia to put together video testimonials and case studies to be used for future marketing needs. For more information on Column5's presence in Asia please contact *APJinfo@column5.com*

University of Utah – A significant win for SAP and Column5, University of Utah is one of the largest SRC to BPC migrations to date. Their implementation consists of large scale planning and reporting deployments into their academic operations as well as medical centers. Great success story for both the higher-ed and healthcare verticals, and another great example of BPCM working in an Oracle-centric (in this case PeopleSoft) ERP environment.

MediaNews Group – Key competitive win to preserve a legacy OutlookSoft customer from defecting to Oracle/Hyperion. MNG was off maintenance for 2+ years and still using an old version (v4.2) of OutlookSoft. Despite competitive pressure from Oracle and inexpensive niche competitors such as DeFacto, SAP and C5 were successful convincing MNG to upgrade to the current version of BPC and become current on maintenance. Another example of BPCM working well in an Oracle-centric (in this case JD Edwards) ERP environment.

Cloud Peak Energy – Tremendous competitive win against Oracle/Hyperion at this large, international mining company. Resulted in a nice resell deal (BPCM, FIM, BOBJ BI) for Column5 and SAP during Q4.

Orrick, Herrington & Sutcliffe – Exciting competitive win at this large, multi-national law firm. Column5 worked closely with the SAP sales team to beat out multiple competitive threats and land this net new resell license deal for BPCM and BOBJ BI in the final hours of FY2011.

The Riverside Company – Great competitive win in the NorthEast. Q4 resell deal for BOBJ BI, planting seeds for a larger EPM deal in 2012.

Pepsi Bottling Ventures – Successful deployment of BPCNW v7.5 for planning and forecasting. Great reference in the manufacturing and distribution industry.

3

James Hardie – Competitive win to replace TM1 for planning/forecasting and consolidation with BPCNW v7.

Pelican Products – Another BPCNW project, this time focused on replacing BCS for consolidations.

Coca Cola Enterprises – One of several Column5 EPM10 customers in ramp-up, Column5 partnered with SAP PSO and Deloitte to help make this large brand name beverage company successful with BPCNW v10.

Apple Computer – A long and difficult competitive battle resulted in this huge strategic win, with Apple selecting BPCNW v10 over Oracle/Hyperion. Column5 partnered closely with SAP's account team (sales and PSO) to help win Apple's confidence. Column5 supported the RFP response, multiple demos of BPCNW v10 and detailed POC to help secure the win

NBCUniversal – Great case study for BPCM at a large entertainment company. In 2011, two additional projects at NBCUniversal were launched, including Comcast Entertainment Group Planning, based in Los Angeles and TV Reporting based in New York. Their success with BPC and Column5 helped drive a Q4 license transaction.

Oklahoma Gas & Electric (OG&E) – (OG&E) – Great competitive win in the Utilities industry. Column5 worked closely with the SAP's Sales and PSO teams to secure this strategic win.

SanDisk – Column5 worked closely with the SAP sales team to help secure the decision for SanDisk to migrate from Hyperion to BPCNW v10. Another example of a successful EPM10 win for Column5, and one of the first success stories of BPCNW v10 ramp-up customers to go live.

Novus International – After a rough implementation with another services provider, Column5 was able to jump in and help restore the customer's confidence in BPCNW, and implement the RDS for Sales & Operations Planning.

I want to thank each and every one of our valued relationships at SAP for making 2011 such a great year. Its official, Column5 is the largest EPM partner globally. We have more consultants than any other third party team globally. We are also #1 in the Americas, and we will be releasing breaking news in early 2012 that confirms we are the largest EPM provider in APJ. With your help, we look forward to growing to be #1 in the EMEA region soon!

Growth accolades aside, Column5 is also expanding our breadth and depth. Already featuring the most comprehensive EPM capabilities, we will add a practice serving the Treasury functionality in early 2012. We believe this is a complementary expansion to add even more value to our services.

Our primary focus in 2012 will be on value. As you know ERP stands for Enterprise Resource Planning. While the core modules manage Enterprise Resources very well, the Planning part really hasn't been very effective coming from the core. That functionality comes from EPM. As the 'P' in ERP, we believe EPM is arguably the most valuable technology any company can implement. It has been argued that EPM is the key to discovering the hidden value in ERP. It has also been said that there is no value in BI without performance management. It can't be disputed that EPM is a valuable solution. Gartner recently said, "over half the investments in Business Analytics will be wasted." We have developed methodologies that avoid these pitfalls, and we will be leading with this vision for value, and these capabilities. In 2012, with your help, we're going to do our utmost to get that word out.

> ## " As the 'P' in ERP, we believe EPM is arguably the most valuable technology any company can implement. "

From a thought leadership perspective, we've created a line of messaging that makes the value of EPM much more accessible than it has been, and focuses on what makes SAP's EPM uniquely capable of delivering the value. This messaging should make us much more competitive against Oracle/Hyperion and others; while encouraging customers to select more than just the low hanging BPC SKU in any deal.

From a marketing perspective, we are engaging at more events, and in a much deeper way than we have in the past. You're probably as frustrated as I am at the row of partners each saying they do the same things, and none of them providing a unique or compelling value proposition that moves the market forward to make the solutions easier to sell or more competitive vs Oracle. Column5 will break that mold to focus on creating new licensing opportunities for you in 2012, and we won't look back.

From a sales operations perspective, we will be investing in our ability to detect signs of initial interest at prospects across the market, and ruthlessly follow up to convert interest to closed deals. I encourage you to sit down with a member of Steve Sussman's team to learn how we can come up with a targeted campaign to cover accounts that mean the most to you in your patch.

When I started the company in 2005, I left my job as a services director at OutlookSoft to show what a partner can do if they're truly contributing to the ecosystem in every way possible. If you're frustrated with the one way relationships with partners that are so prevalent in this ecosystem, I invite you to learn more about Column5 and the many ways we "give back" to ultimately make you more successful.

Whether you look at the events we cover, the videos we produce in house, the iPad app we developed, or the informational webinars we produce, its easy to see evidence that Column5 invests more money in promoting SAP EPM solutions than any other third party company. As the largest service provider for SAP EPM globally, it is our joint mission to see SAP's market share expand geometrically. We are the only service provider contributing to the ecosystem in unique ways that don't always focus on deal by deal engagement and scorekeeping.

SAP EPM is our passion and the focus of our business. Simply, we want you to be successful getting SAP EPM and Business Analytics licenses into as many customers as possible, all over the world. We'll take it from there to make sure those customers realize the value that only SAP solutions and Column5 services are capable of delivering.

David Den Boer

4

Column5 Takes EPM Summit Worldwide

In years past, Column5 has put on a one of a kind, annual EPM Summit in Las Vegas that has been referred to as the largest EPM focused event in SAP's ecosystem. Due to the event's overwhelming success year after year, we've been awarded the exciting opportunity to take our EPM-rich, educational content and combine it with SAP Insider's global BI and Financials events in 2012.

Renamed the **Column5 EPM Education Center**, Column5's event will be taking place within the following SAP Insider events in 2012:
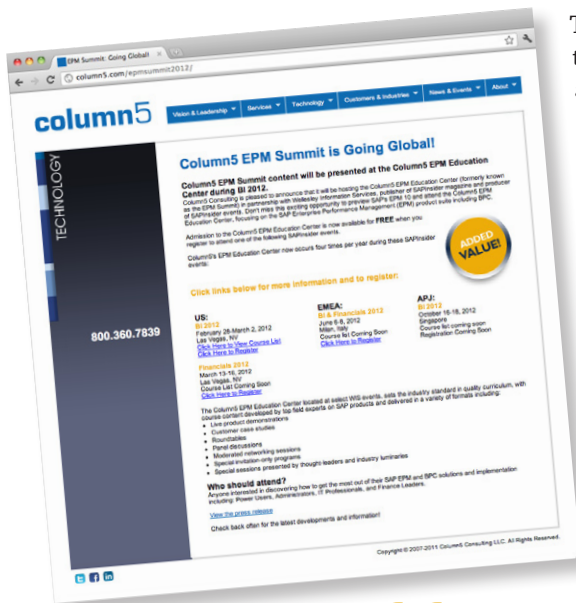
US:
BI, February 28-March 2, 2012, Las Vegas
Financials, March 13-16, 2012, Las Vegas

EMEA:
BI & Financials, June 6-8, 2012, Milan

APJ:
BI, October 16-18, 2012, Singapore

The EPM Education Center is currently free to attend with the purchase of general admission to any of these four events. If you have customers and prospects interested in learning more about the full suite of SAP BusinessObjects enterprise performance management (EPM), SAP BusinessObjects business intelligence (BI) and enterprise information management (EIM) solutions, minus the sales pitch, then the EPM Education Center is the right place for them. Over 30 sessions of content will be provided at each event on topics ranging from increasing the value of SAP BusinessObjects Planning and Consolidation (BPC) to performance tuning on SAP BPC 7.5 and EPM 10 NetWeaver version to EPM10 Reporting and competitive replacement customer stories. Column5 prides itself on delivering informative, value-added content to benefit Power Users, Administrators, IT Professionals and Finance Leaders, which time after time has led to greater product investments and user adoption amongst participants.

For more information and for prospective attendees to register for the event, please have them visit:

column5.com/epmsummit2012

❝ Column5 was a remarkable partner in helping to position BPC at Apple. *This partnership started during the presales process with SAP and Column5 jointly presenting the value proposition to Apple and has continued through a rigorous PoC and now into project planning. This is a key effort at Apple as SAP was put into a competitive product evaluation against Oracle. Column5 brought deep technical skills with relevant functional expertise which are key to Apple selecting BPC for Planning and Forecasting. ~ Walter Alexander, SAP America Inc.* ❞

❝ Column5 is the safest pair of hands in the EPM business. *You know whenever you engage them on an account you will get the best in pre-sales and post-sales support as well as giving yourself an unfair advantage against the competition by drawing on C5's unparalleled experience in competing around BPC and the EPM suite. ~ Jamie Thurkettle, Account Executive, SAP* ❞

Spreading the Word About
EPM10 Solutions

Column5 is spreading the word about EPM10 and its potential to take companies' performance to unprecedented levels. Visit www.epm10.com to see the latest EPM10 demos, use cases and customer quotes. Check back often as we continue to add demos that will help you share the value of EPM10 with your clients and prospects.

"SAP welcomes Column5 Consulting's support of SAP BusinessObjects EPM 10 solutions," said Kurt Bilafer, global vice president, Analytics, SAP. "Leveraging the capabilities of the newest release of SAP's EPM solutions, customers can capitalize on the value of existing data assets, empowering them to become more agile, increase organizational alignment and benefit from greater insight. With the support of key partners like Column5, we can further empower our customers to maximize business profitability, manage risk and compliance, and optimize corporate systems, people and processes."

Column5 is also delivering several free EPM10 Webcasts throughout Q1 2012. For more information and to register, go to

www.column5.com/events.

EPM10 information, upcoming Webcasts, and much more is also conveniently available on Column5's iPad app—the Business Analytics Toolkit, currently out on iTunes.
(see The Ultimate Sales Resource on page 7 for more information).

> **Column5 is a strong EPM partner who is pursuing one of the most aggressive training programs to enable their staff to be a market leader in EPM10 delivery.** *SAP has observed the quality and quantity of Column5 resources in our Elite training and Column5's team of trained personnel forms a strong option for any company's implementation needs.*
> *~ Jens Koerner, Senior Director Global EPM CSA, SAP*

> **have found that bringing Column5 into my selling team increases my chances for success.**
> *With Column5's inclusion, the conversation can be turned away from product features and move more towards project execution, across the entire stack of EPM products, and this turn typically moves me closer to a trusted advisor role, which is where I want to be.*
> *~ Steven Strawbridge, Account Executive, SAP*

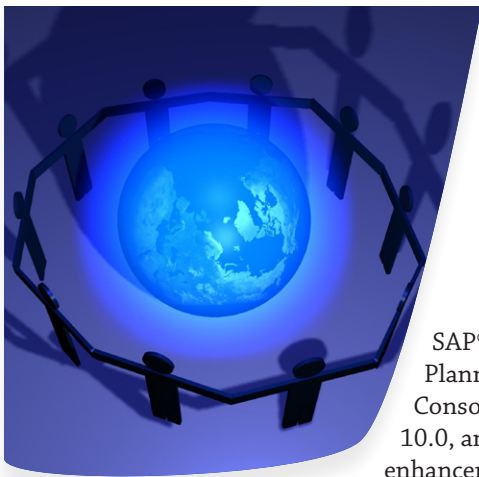## The Ultimate Sales Resource: Business Analytics Toolkit for the iPad

Column5's iPad App, the Business Analytics Toolkit, has just been enhanced to include a business case builder. This added feature asks a series of multiple choice questions regarding a prospect's current EPM state and future aspirations, evaluates the responses, and then intelligently automates a business case justifying a purchase of SAP EPM products. The business case builder takes guess work out of the sales process and instead provides real time feedback to the sales personnel utilizing the tool.

The iPad app can be downloaded free off of iTunes and also provides a one-stop-shop for individuals to learn more about the solutions needed to realize true organizational effectiveness. Best of all, this app is a living reference resource and will automatically keep itself up to date with fresh content so you don't have to! Keep plugged into the latest SAP Business Analytics technologies, solutions, industry and customer stories, and related events by using the app often.

Specific solution areas covered:
• SAP® BusinessObjects™ Planning and Consolidation (BPC)
• SAP® BusinessObjects™ Profitability and Cost Management (PCM)
• SAP® BusinessObjects™ Strategy Management (SSM)
• SAP® BusinessObjects™ Business Intelligence
• SAP® BusinessObjects™ Enterprise Information Management

DID YOU KNOW?

Column5's Solutions Team has been working hard over the past 4 months to update our library of industry-specific and process-specific demos to incorporate the latest features of EPM 10. In fact, many SAP AEs and SEs worked with Column5 to deliver v10 demos to help close deals for BPCM and BPCNW in Q4.

New Features of SAP® BusinessObjects™ Financial Information Management- EPM10

Join Column5 for a demonstration of the new features that are available with the latest release of SAP Financial Information Management. During this session, we will be featuring how to integrate data across EPM applications (& third party data stores) by Business Users with minimal assistance of IT by leveraging existing enterprise integration framework with data services.

January 24, 2012

SAP Planning and Consolidation (BPC) v10 – Overview of New Features/ Enhancements

During this session we will review the exciting new features of Planning and Consolidation version 10 and discuss the value that can be achieved by upgrading.

January 26, 2012

SAP® BusinessObjects™ Planning and Consolidation 10.0 Overview and Roadmap

During this joint Column5 and SAP Webcast, we will discuss the ramp-up of SAP® BusinessObjects™ Planning and Consolidation 7.5 to version 10.0, and all the valuable enhancements you can expect.

February 2, 2012

Enterprise Reporting Using both SAP Planning and Consolidation (BPC) and Business Intelligence 4.0.

Join Column5 for an overview of a comprehensive, Enterprise-wide Reporting Strategy that includes the EPM10 Add-in along with the dynamic solutions that are available in the Business Intelligence 4.0 Solution Set.

February 9, 2012

End to End Financial Reporting

During this session we will review the Reporting options that are available using the EPM10 Add-in for Excel, Word and PowerPoint. We will also showcase solutions from the Business Intelligence 4.0 suite.

February 16, 2012

SAP® BusinessObjects™ Planning and Consolidation v10 - Consolidation

Join Column5 for a demonstration of SAP® BusinessObjects™ Planning and Consolidation version 10. During this session, we will be focusing on the Consolidation Process including integration with SAP Disclosure Management which completes the "Last Mile of Finance" by enabling a holistic regulatory disclosure process.

February 23, 2012

New Features of SAP® BusinessObjects™ Strategy Management- EPM10

Join Column5 for a demonstration of the new features of SAP Strategy Management that have been updated with the release of EPM10. SAP Strategy Management is part of SAP solutions for performance management – a comprehensive set of solutions that help your company capitalise on the value of your existing data assets. With Column5's best practices using SAP Strategy Management, organisations can realise goals and stay ahead of the competition by managing their initiatives, goals, and metrics.

March 8, 2012

EPM10 Integrated Solutions

During this session we will discuss how SAP's Enterprise Performance Management Solutions can work together to provide increased value to your organisation.

March 22, 2012

Column5 Brings Leadership to Its Inside Sales Force

Column5 is pleased to announce the addition of *Michael Ney* to its growing sales team.

Michael will lead the inside sales force in 2012, and comes to us with over 10 years of sales management experience. One capability Michael will have is working joint campaigns in your account patch that combine data from our EPM activity tracking system, with our inside sales capability. If you are interested in doing joint sales efforts around SAP enterprise performance management in 2012, please reach out to Michael at *mney@column5.com*.

The Leading EDGE of **Enterprise Performance Management**

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> **" Augmenting the SAP team with Column5 professionals has made a tremendous difference for my clients.** *Their planning knowledge and industry experience provided the credibility which has triggered real engagement from our clients. ~ Edward Zajicek, SAP America, Inc.* **"**

Atlanta | Boston | Las Vegas | Dallas | Denver | Houston | Los Angeles | New York | San Francisco | Seattle | London | Paris | Singapore | Kuala Lumpur