



Delivering Informed Decisions

CUSTOMER SUCCESS STORY  
Computer Software Industry

## Symyx Technologies

A Single Platform to Address Multiple Demands

**Symyx is comfortable in the software industry. Their software and scientific databases power laboratories with information that generates insight, enhances collaboration and drives productivity. However, with all this internal expertise there was a need to create a “single version of the truth” at the corporate level by integrating multiple operating departments and applications. Like most firms, Symyx was attempting to tie several applications together by relying on Excel as their Performance Management platform.**

### Addressing the Problem

According to Fred Hawkins, Symyx’s Vice President of Financial Planning and Analysis, he began his company-wide evaluation by using a systematic approach to identify exactly what each department needed. “This approach was a useful tool in selling the benefits of getting better information faster by tying the various corporate systems and departments together.” One common complaint was the inability of Finance to provide departments with timely budget updates, changes, or what-if scenarios, and very limited ability to do targeted analysis for good decision making. Once Symyx had a clear understanding of their needs, goals and current environment, they were ready to look at the various options available.

### Why IBM Cognos TM1?

Hawkins acknowledges that he was biased, saying, “I had used Cognos TM1 and Applied Analytix at my previous company and liked what I got. We did go talk to smaller and larger integrators, but they just couldn’t compete or didn’t understand what we were looking for. These other platforms could address some of our needs, but to do what Cognos TM1 does, you have to add on stack after stack after stack and it just costs a lot more.” Conversely,



Symyx®

“Applied Analytix has the long-term experience and system expertise to make sure that our needs will be met.”

— Fred Hawkins, Vice President,  
Financial Planning and Analysis, Symyx

Cognos TM1 is not limited to a single type of application, and can easily accommodate many different types of models and sources of data. “[Cognos TM1] is not fazed that the HR system is different from Oracle financials and the revenue system is different from both,” says Hawkins. “It has the capability to link them together.” For example, forecasting headcount is now integrated with forecasting of headcount-related expenses because Cognos TM1 has linked the Human Resource and General Ledger data sources together.

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[www.applied-analytix.com](http://www.applied-analytix.com)

## The Implementation

Applied Analytix began by showing the Symyx leadership team how Cognos TM1 would unify their data across all platforms, including:

- > General Ledger reporting for Income Statement, Balance Sheet, and Cash Flow
- > Capital Expense forecasting by project
- > Revenue analysis by product and customer
- > Revenue forecasting integrated with Salesforce.com pipeline

Says Fred Hawkins, “Applied’s project management skills and eye on the ultimate objective were critical to our success.” He continues, “I like the fact that Applied Analytix is very willing to work with you on a hands-on basis, but also willing to let you take on what you want to take on.” For instance, Hawkins and his FP&A team are actively creating detailed transaction analysis for drill-down from standard reports.

## Applied Analytix Delivers Results

Describing the impact of their results, Hawkins says, “The credibility of the FP&A organization has increased dramatically, and the wide variety of analyses we now enable the departments to do has real, identifiable bottom-line benefits. For example, we would not have been able to do the product-line P&Ls we now do without Cognos TM1. Also, the application’s reporting capabilities helped us realize that we were investing too much in products at their end-of-life rather than in new products, which helped us realign development support and our investments in certain products over others.”

Some additional benefits Symyx has experienced include the ability to integrate sales team inputs in Salesforce.com with the financial sales forecast; and the ability to create a dashboard that takes the place of monthly reporting packages. Hawkins concluded, “With the new insight we have into cost structures that need to be handled earlier in the budget cycle, we can now measure and improve the true profitability of our service and support businesses. Cognos TM1 and the Applied Analytix team enabled us to make key decisions and changes throughout our company that have had a key role in improving the bottom line.”

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— Fred Hawkins

### ABOUT SYMYX TECHNOLOGIES

**Symyx Technologies helps R&D-based companies in life sciences, chemicals, energy, and consumer and industrial products achieve breakthroughs in innovation, productivity, and return on investment using Symyx software, scientific research tools and equipment, and contract research services. Symyx employs nearly 500 people, and posted \$150 million in sales in 2009.**

### ABOUT APPLIED ANALYTIX, INC.

For over 15 years, Applied Analytix has provided solutions to companies that have exhausted the benefits of Excel spreadsheets as their primary platform for budgeting, forecasting, planning and advanced analytics. Through our financial expertise and passion for technology, we deliver powerful information to our customers that they can use to make informed business decisions.

**For more information about our services, please contact Larry Stell at (866) 434-4649 or [larry@applied-analytix.com](mailto:larry@applied-analytix.com).**