

TM1® Business Performance Management Solutions

Planning, Budgeting, Forecasting, Consolidations, and Reporting



“With the TM1 system, we not only perform budgeting and monthly financial reporting, but also predict the impact of changes in our product sales mix as well as forecast the impact of changing our business model and the introduction of new products to the market.”

*— Cadbury-Schweppes
Americans Beverages*

Taking business performance management to a new dimension

In today's uncertain economy, businesses must remain agile, able to assess their progress toward strategic goals daily or weekly, not just annually. Success depends on your ability to access and evaluate corporate data and apply that information to your day-to-day operations and to long-term strategic plans. You need to incorporate your plans for the future — to answer the “what-if” questions about anything that will drive future results:

- How will next quarter's promotions effect our quarterly profitability?
- Which of our brands are generating the highest profitability?
- Are our ongoing fixed and variable costs per project going according to plan?
- What about that upcoming requirement for real-time disclosure of material events that might affect performance?

Applix TM1 is the proven, multi-dimensional analytics platform with a suite of solutions for business performance management that takes your business to a new dimension of responsiveness with a flexible, real-time environment for organizations to perform strategic planning, budgeting, forecasting, consolidations, and reporting. With TM1, you can analyze history, keep your eye on the present, and look forward to possible challenges and opportunities, incorporating numerous variables.

Even Real-time Reporting Isn't Enough

At Applix, we believe *true* real-time reporting involves the ability for decision-makers across the enterprise — including senior executives, planners, operations managers, and sales and marketing professionals — to simultaneously read *and* revise

information as the need arises. You key a change; you see the results immediately. TM1 gives our customers this critical reporting. In fact, for two years in a row, TM1 has been rated the best solution for faster or more accurate reporting in the OLAP Surveys 3 and 4¹.

Working in Your Environment

But along with that reporting flexibility, you want a familiar environment in which to work. A spreadsheet is still the most common building block upon which you build your knowledge base and from which you act. No learning curve, no time to ramp up — you *need* to become productive today.

Rapid Business Modeling

Manage your planning, budgeting, forecasting, consolidations, and reporting requirements with software that has the flexibility and multidimensionality to meet changing business strategies. TM1 allows you to assemble your business model and then test it — by plugging in various scenarios and quickly seeing which are achievable, competitive, and profitable. Additionally, TM1 lets you address one planning or reporting need and then quickly assemble more operational and financial applications over time — all within your own business unit. This flexible modeling structure also allows you to handle complex business models such as risk analysis, allocations, resource capacity, and compensation planning.

Fast Implementation, Rapid ROI

With TM1's single platform, customers typically assemble applications in a fraction of the time that is required by other BPM suites that consist of multiple products with different architectures and interfaces. As a result, with TM1, companies need less IT involvement, consulting, training, and maintenance than other industry solutions.

¹ TM1 received the best ratings for faster or more accurate reporting, according to The OLAP Survey 3, p. 66, and The OLAP Survey 4, p. 76. (www.survey.com/olap) by independent analyst Nigel Pendse.

“The multi-dimensional ability of the software allows detailed profitability analysis of products by channel and director and also provides valuable MI (management information) in support of profit maximization.”

— Lloyds TSB Insurance



A Tangible Return On Your Investment (ROI)

With today's hyper-competitive market, no one can afford to invest in new business solutions without the promise of a quick return. Universally, Applix customers and partners cite the tremendous return on their investment as the reason for their satisfaction with the company and its solutions.

Customer surveys show:

- More than half of the respondents realized a 100% return on investment within the first six months of a TMI deployment.
- Nearly one-third of Applix customers estimate a reduction of 50% or more in time spent on budgeting and planning.
- More than half estimate a reduction in time spent on either yearly or quarterly closings.
- More than 65% of customers reported a savings in human resources.

Significant Industry Recognition

The independent OLAP Survey 4² found that TM1 ranked #1 in:

- Achievement of business goals
- Faster, more accurate reporting
- Speed of deployment
- Better decisions
- Dataload/precalculation
- Least number of product technical problems
- Saved headcount in business departments

Best in Satisfaction in BPM Pulse Survey '04

In an independent survey of more than 200 BPM end users³, Applix customers had the highest level of customer satisfaction of any of the leading BPM solutions, including solutions from Cognos Incorporated and Hyperion Solutions Corporation. Responses gave Applix a “BPM Pulse Rating” of 4.1 for customer satisfaction on a scale of 1 to 5 — the highest mark of all the vendors included.

²The OLAP Survey 4, November 2004. The OLAP Survey 4, the largest and most detailed survey of OLAP products to date, is a quantifiable survey of the \$4 billion OLAP market. The Survey, conducted by Nigel Pendse and Survey.com, analyzed data from 971 OLAP sites in 51 countries. For further information, see <http://www.survey.com/olap>

³The 2004 BPM Pulse™ Survey, February 2005.

Applix (NASDAQ: APLX) is a global provider of Business Performance Management and Business Intelligence solutions. These solutions, based on Applix's TM1 single analytics platform, enable the continuous planning, management, and monitoring of performance across the financial and operational functions within the enterprise. Applix is a founder of the BPM Standards Group (<http://www.bpmstandardsgroup.org>), and has been recognized by numerous industry analyst groups for its technical leadership and vision in the marketplace.

More than 2000 customers worldwide use TM1 for:

- Tight Integration with Excel
- Real-time Response
- Adaptability
- Low Total Cost of Ownership
- Single Platform for all BPM Applications
- Power, performance, scalability

Delivered by Applix and by a global network of partners, TM1-based solutions help customers manage their business performance and respond to the marketplace in real time.

Headquartered in Westborough, MA, Applix maintains offices in North America, Germany, the United Kingdom, and Australia. For more information about Applix, please visit <http://www.applix.com>.



OLAP Technology

OLAP allows analysts, managers, and executives to view data across multiple dimensions and drill down into specific data underlying those summaries. TM1 takes OLAP a step further than almost all other OLAP software, enabling multiple users to connect to and use TM1 for lightning-fast calculations, real-time updates, and what-if analysis, making it easy and fast for your organization to work as a team.

TM1 business performance management and business intelligence solutions

Standard reports only scratch the surface of your business, leaving key insights buried. The astute manager is able to get to the bottom of things and uncover the real story. TM1 provides a single platform solution for all of your performance management needs — from financial and operational modeling, to analytics and end-user reporting. You can access, analyze, and visualize corporate data anytime and anywhere. You and your company can perform strategic planning, budgeting, forecasting, “what-if” analysis, reporting, and consolidations — all on one unified platform for a single version of the truth.

“Overall, TM1 offers the best value-to-price ratio of anything we’ve looked at.”

— Southeast Corporate Federal Credit Union

TM1

TM1, one of the world’s most highly-rated analytics engines, provides a collaborative, multi-user read/write solution for everyone from financial planners and analysts to line-of-business managers to executives. The TM1 Planning solution features: a proven analytics engine, a planning template, workflow, the ability to extract data from your enterprise systems, a choice of interfaces for power and end-users and wizards to help create and extract key reports and consolidations. This flexible modeling structure also allows you to handle complex business models such as risk analysis, allocations, and compensation planning.

Components That Extend Your Investment in TM1

TM1 Planning Template, TM1’s capability to capture best practices for planning, includes documentation to walk you through setting up a budget or plan. You generate budget versions and input top-down goals and bottoms-up plans with pre-built worksheets. You can modify any portion of the structure and load your own information into the model.

TM1 Planning Manager™ provides control and documentation of the planning process by allowing plan managers to assign responsibility for individual plans, enabling contributors to submit their numbers, and empowering reviewers to accept or reject plans.

Turbo Integrator™, TM1’s data integration and management component, streamlines the process of loading disparate corporate data by providing organizations with the ability to perform fast and flexible data loads, helping you gain timely insight into the business performance of your organization.

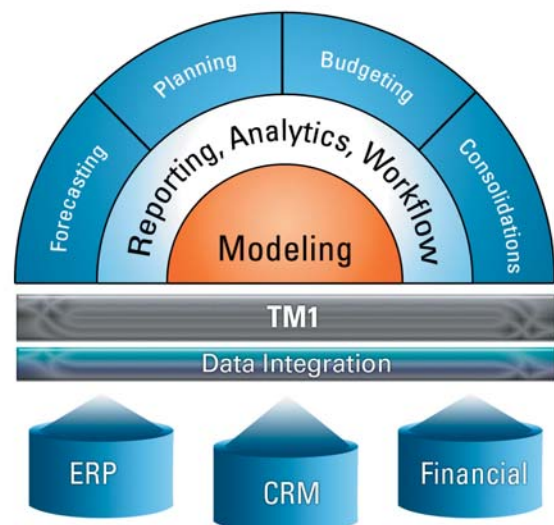
TM1 Interfaces With a variety of front ends such as Microsoft Excel, the Web, and third party reporting tools, TM1 provides a single view of financial and operational capabilities for ad hoc reporting.

The full functionality of TM1 is available within Excel, enabling your users to work in a familiar environment.

TM1 Web™ is a module that empowers users to access mission-critical data from anywhere in your organization. By using Excel as the publishing solution, anyone in your company can publish interactive TM1 worksheets to the Web.

TM1 Financial Reporting™ provides wizards for easily importing data from GL systems into BPM applications to assist you in assembling all key reports, financial and operational, enabling you to assess the performance of your business quickly and easily.

TM1 Consolidations™ shortens the financial close process, providing a single, centralized view of operational and financial data from any number of organizational units and any number of GLs. This module also allows for multiple views of consolidations data by geography, department, product, division, etc. — providing greater insight into your organization.



TM1 Performance Management Platform

TYPICAL CUSTOMER USES:

P&L Analysis
P&L Reporting
Customer/Product Profitability
Reserve Analysis
Budgeting
Fringe Benefit Analysis
Risk Analysis
Salary Forecasting
Supply Chain Management
Price/Volume Analysis
Activity-Based Costing
Raw Material Cost Analysis
Sales Analysis/Forecasting
Point of Sale Consolidation
Resource Analysis
Balance Sheet Analysis
Indicative & Real Cash Flow Analysis
Asset & Depreciation Analysis
State and Federal Income Tax Analysis
Sales & Use Tax Analysis

TM1 meets the needs of mid-market through global 2000

TM1 helps you greatly reduce the time spent on gathering and consolidating data. The bottom line: you spend more time on valuable analysis to improve business performance across your organization, and that keeps you from having to look back over your shoulder at the competition.

Applix TM1 customers, corporations of all sizes, are among the world's most successful. They accomplish everyday tasks quickly and easily. They use Applix solutions based on TM1, the world's most powerful analytics engine, as an integral part of their business processes. They use TM1 solutions to deal with seemingly insurmountable problems with all the intricacies of their business. It's how they deliver competitive advantage. That's why TM1 customers are the best people to ask about TM1 solutions.

More than 2000 organizations worldwide monitor and optimize their business operations with TM1 products, including: British Petroleum, CBS, DaimlerChrysler, Lockheed Martin, Lufthansa, Shell Oil, Bristol-Myers Squibb, and St. Paul Travelers.

"TM1 for our users means a significant improvement in their analysis tools, and, in addition to optimizing the information platform for strategic decisions, ultimately a reduction in cost and administrative effort for the corporation."

— Fresenius Netcare



Partners

To bring added value to our customers with enhanced products, services, and capabilities, Applix is committed to a partner-centric channel of strategy.

Applix partners provide packaged and tailored solutions in planning, budgeting, reporting, and forecasting for banking and financial services, insurance, healthcare, pharmaceutical, telecommunications, manufacturing, consumer goods, retail, insurance, and other industries.

Whether an enterprise seeks a packaged or tailored BI or BPM solution based on TM1, Applix's partners have the in-depth experience and skills to enhance the analytics and business performance capabilities of TM1, improving the customer's ROI and increasing efficiencies. Applix partners deploy solutions rapidly, within scope, and under budget, using the latest implementation methodologies and project management techniques.

Applix partners combine expertise with TM1 and their subject matter for a wide variety of applications such as bank analytics, merchandise planning, healthcare reporting, and dozens of others. This combination of technology and subject matter knowledge

enables partners to understand quickly a customer's requirements, formulate solutions, and cost-effectively deliver the results. The OLAP Survey finds TM1 the fastest-to-deploy business performance management platform, and Applix partners are a significant force in achieving that independent market recognition.

The services our partners offer range from the design and building of solutions to deployment, knowledge transfer, and maintenance. Because most TM1 customers reach a level of familiarity with TM1 and then seek to grow TM1 applications into other departments and across the enterprise, our partners are adept at providing just the right level of support and guidance for the add-on solutions.

For a complete listing of Applix partners and their solutions, visit www.applix.com/partners.



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