

Case Study

Eagle Rock migrates from Cognos Planning to Cognos Express



The Business

Dynamic, forward-thinking companies need fast, efficient business budgeting and forecasting systems that deliver real-time information across global markets.

Eagle Rock Entertainment is the largest independent international producer and distributor of music, films, DVDs, programming for TV, cinema and digital media worldwide. The company manages 12,500 product codes, 900 titles, 900 royalties, 1,000 artists on a multitude of formats.

With offices in London, New York, Paris and Hamburg, this Grammy Award-winning company both produces and/or distributes documentary films and programmes from performers ranging from the Rolling Stones and Queen to Sir Paul McCartney and ZZ Top. Its DVD releases have earned 38 multi-platinum awards, 50 platinum awards and 100 gold awards. Eagle Rock works alongside the very best performing talents and currently holds a library of more than 2,000 hours of programming.

With investment into a new music-publishing venture, Eagle-i Music Ltd, company is seen as a name to watch in the world of music publishing.

The Business Challenge

Established in 1997, the Eagle Vision Label was established in 2000. Like most determined owner-operated companies, the prime focus was growing the business. And like most international operations with globetrotting executives, operations and finances were centralised and managed through a budgeting and forecasting programme. All data was processed via a Cognos Planning solution and stored on a single laptop managed by the Finance Director. As the business grew, the number of titles expanded, and revenues increased, and Eagle Rock needed to upgrade hardware and software processes.

When the then Finance Director, Simon Hosken, was told the version of Cognos Planning was no longer supported he scanned the market for a scalable, future-proof budgeting and forecasting system designed for mid-market, but more importantly he was looking for a partner that could effectively scope and implement the proposed move to a new business analytics and forecasting solution. Effectively he was looking for a unique partner, a company that had experience of previous systems, housing technicians that were more than IT geeks, understood how business works and the meaning of financial management, while being abreast of the latest solutions.

According to CEO and former Finance Director, Simon Hosken, he wanted a flexible budgeting and forecasting tool that would manage all future growth.

An effective solution.

Having researched the market, Simon called in the Cognos and business intelligence software specialists, Budgeting Solutions Ltd.

The selection criteria were fourfold.

- An in-depth understanding of the Cognos Planning process
- A breadth of experience in scoping and installing business analytics
- Attention to detail, support and advice
- Extensive knowledge of the latest IBM Cognos range

Following a thorough investigation and understanding of the Eagle Rock business, existing models and requirements, Budgeting Solutions provided a detailed proposal for migration from Cognos Planning to the new version of Cognos Express business intelligence software run through a Windows server solution.

In order to meet the evolving planning needs of the business, Budgeting Solutions Ltd adopted a phased approach starting with a comprehensive project design complete with models to reproduce the functionality of existing budget processes.

To Simon, the key was to treat migration from one system to another as a journey. He set short and medium-term targets, put in place the right team and managed plans to achieve these targets.

He observed, "Don't put in place anything that could result in major upgrades at a later date. The Budgeting Solutions process addressed all migration criteria, including in-depth Project Scope/Training and Consultancy, to enable the Eagle Rock in-house team to manage and maintain their own cubes."

The Budgeting Solutions Approach

From experience, the Budgeting Solutions team has learnt that a structured, collaborative approach is the most productive. It gives every member of the project team the opportunity to input, develop, and train.

The Eagle Rock project is in the final stages of going live. It is on time and on budget.

To Simon Hosken, the Budgeting Solutions experience has met, if not exceeded expectation and addressed his demanding criteria for a powerful budgeting and forecasting solution that is fast, reliable and will free up time and make them more productive.

Simon concludes, "Budgeting Solutions Ltd is a very knowledgeable, collaborative and responsive organisation."

Budgeting Solutions is a leading Premier IBM Business Partner accredited to deliver business solutions using Cognos products.

Find out more at www.budgetingsolutions.co.uk



About IBM Business Analytics

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