

CB RICHARD ELLIS SELECTS INCA FOR BEST PRACTICE ENTERPRISE PLANNING



Inca Software, the leading reseller of IBM Cognos Enterprise Planning and Business Intelligence solutions, today announces that CB Richard Ellis, the world's largest real estate services firm, has selected Inca to implement the enterprise planning component of its pan-European finance IT strategy.

As part of a finance department initiative to achieve best practice information systems and to improve service to its internal customers, CB Richard Ellis initially invested in enterprise planning to increase the speed and efficiency of the budgeting and forecasting process. This solution will also provide CB Richard Ellis with quarterly rolling forecasts for the first time. An unforeseen benefit is that CB Richard Ellis is using IBM Cognos Enterprise Planning to support the financial management of the recent merger of CB Hillier Parker with Insignia Richard Ellis.

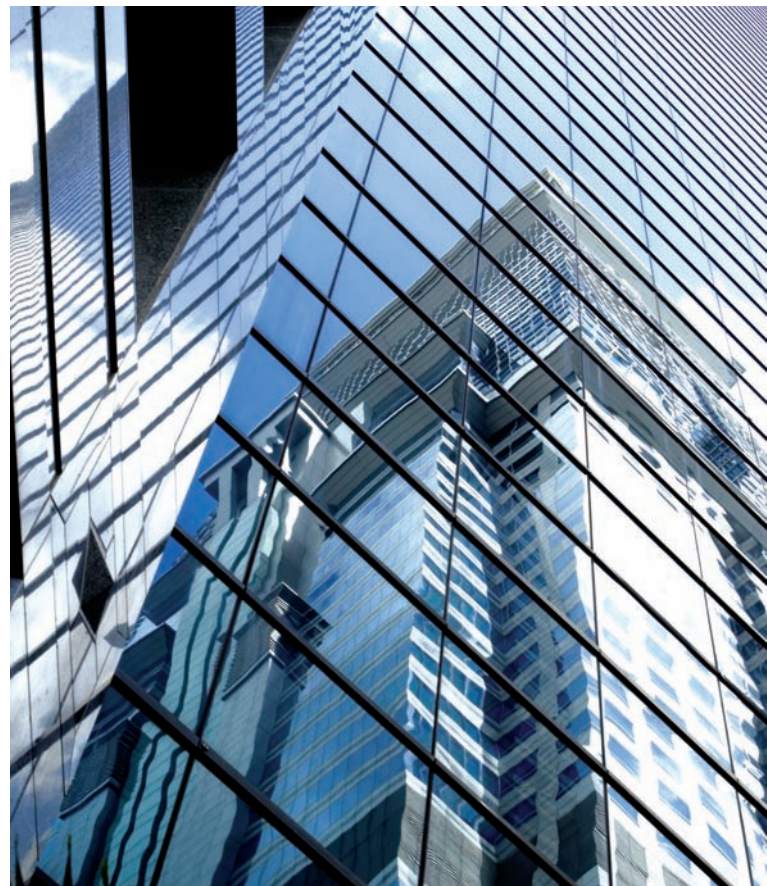
“ We are confident that using Inca to implement best practice enterprise planning will significantly increase the transparency of numbers and create a true sense of participation by involving more people in budgeting and forecasting.”

CB Richard Ellis previously used spreadsheets for budgeting and forecasting and consequently experienced the common problems suffered by organisations that rely on spreadsheets for planning, such as the lack of consistency and data integrity. Also, budgeting and forecasting absorbed so much finance department resource, collecting and checking information, that the whole process was found to be inefficient and time consuming.

Like many organisations, CB Richard Ellis wanted to move away from a single annual budgeting process towards rolling forecasts, which would support the financial management of a rapidly changing business.

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"For a long time we wanted to increase the ease and transparency of the planning process for the business and for users but this was impossible with Excel. Contributors to the planning process began to see budgeting and forecasting as a finance department black art!" comments Jeremy Kraft, UK finance director of CB Richard Ellis. He continues, "We are confident that using Inca to implement best practice enterprise planning will significantly increase the transparency of numbers and create a true sense of participation by involving more people in budgeting and forecasting."



WIN RELEASE: CB RICHARD ELLIS



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Kraft has a clear vision of how enterprise planning will drive corporate performance. "We want to execute a cultural change by setting key performance indicators to drive team and departmental performance in line with our overall corporate goals - one of which is to have the best information systems in our sector. Our people are highly incentivised around performance targets and therefore require the right tools to create plans, and track progress. They also need to have the flexibility to make changes and understand their impact - in effect we are allowing them to run micro business units while keeping corporate goals sharply in focus," Kraft explains.

The finance team also understands the tactical need to improve the method of getting information into financial management systems and getting information out at team, department and company levels. Finance examined the enterprise planning options available, including its existing financial analysis vendor.

As having flexibility to react to changes in organisation and market conditions was a key driver, purchasing IBM Cognos Enterprise Planning from Inca was the preferred choice because of the ease of model building, as well as strong product and supplier recommendations from CB Richard Ellis' USA division.

This choice has proved timely with the recent merger. On the surface, the fact that both CB Hillier Parker and Insignia Richard Ellis both used Excel for planning may seem fortuitous.

However the complexity that inevitably occurs in spreadsheet solutions, not to mention different measures and accounting standards, would make using Excel for the scale of this task impossible.

Kraft explains, "To use Excel alone as a tool to support a restructuring of this kind would be a problem. We are very glad that Inca will have our implementation in place as we incorporate another 800 people into the organisation. IBM Cognos Enterprise Planning will

be invaluable to us as we address planning issues around the merger, allowing us to rapidly execute a host of scenarios such as, 'how will we handle cost allocation?' Or, 'what will happen if we consolidate into a single office?' Having such rapid answers to this type of question will support our decision making process."

"The planning activity surrounding the merger of CB Hillier Parker and Insignia Richard Ellis demonstrates the value of enterprise planning that can both drive strategy and support rapid change. We are delighted to exploit our planning knowledge and experience to support CB Richard Ellis' vision for best-practice enterprise planning", says Ian Stone, managing director at Inca

ABOUT CB RICHARD ELLIS

In 2002, on a combined global basis of the two merged firms, CB Richard Ellis advised on over 38,000 sales and lease transactions with a total value of over \$85 billion. In addition it provides all real estate core services globally including managing \$9 billion in commercial financing, over 700 million square feet of property and corporate facilities and \$14 billion in investment assets. The combined firm also carried out over 40,000 appraisal / valuation and advisory assignments on properties with a total asset value of \$414 billion. In the UK, CB Richard Ellis' leading instructions and clients include the London Olympic bid, the proposed acquisition of Debenhams, British Land, Brixton, BP, Canary Wharf Group, DEKA, Lehman Brothers, Legal & General, Heron, Hammerson plc, Prudential, Royal Bank of Scotland and the Greate.

ABOUT INCA

Inca, an Avisen Plc company, is the largest and most successful UK IBM Cognos partner, providing customers with the full suite of IBM Cognos products. Inca's professional services division is home to the most experienced performance management team in the UK, having implemented IBM Cognos solutions for over 400 companies across all industry sectors. Inca is the IBM Cognos Partner of choice for companies who want to gain a clear understanding of business performance through improved performance management processes.

For further information, visit the Inca website at www.incasoftware.co.uk



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