



THE LEADER IN RESOURCE RECOVERY



## Overview

### Business Challenge

With 30 per cent growth through acquisition, leading resource recovery, recycling and waste management specialist SITA Australia wanted to eliminate its time-intensive spreadsheet-based budgeting and forecasting processes, and needed a consistent, reliable, centralised system.

### Solution

IBM® Business Partner\* Certus Solutions enhanced SITA's reporting system with an extension based on IBM Cognos® TM1 incorporating easy-to-use graphical reports and drill down capabilities and fully integrated with key data sources.

## Waste Not, Want Not; SITA Australia spearheads efficiency

*Leading the Group with Performance Management  
using Innovation and Technology*

SITA Australia (SITA) operates across all levels of the sustainable resource recovery management value chain, offering best practice environmental solutions for collection, resource recovery, recycling and safe disposal of non-recoverable residual material.

With increased public awareness and legislative control the demand for waste management and recycling has increased at a rapid pace. As the industry leader in Australia, SITA services more than 56,000 commercial and industrial customers and in excess of 3.7 million residents. To meet these needs, the company's 2,000-plus staff, 850 collection vehicles and 100 operation centres and facilities work around the clock.

### Budgeting and forecasting complexity

Given its widespread operations, SITA needs tight control and visibility over its budgeting and forecasting processes. It had been working with a large number of spreadsheets developed and enhanced over a period of seven years, with accounts consolidated at each branch office and uploaded into the company's general ledger system.



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## Business Benefits

- Significant effort saved in preparing forecasts and budgets across distributed branches
  - Greater visibility over more accurate business information
  - Managers can summon a consolidated report view at any time
  - Rapid adoption as users see how easy the new system is to use
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This process was time consuming (up to two days per month per branch) and if there was a mistake the whole process needed to be repeated. Other concerns about the budgeting and forecasting process included:

- Different budgeting approaches between branches reduced transparency
- Siloed information from different enterprise systems was resulting in inconsistencies
- Change management involved cyclic workflows
- Lack of a consolidated backup strategy diminished confidence in reliability
- Maintenance of spreadsheets was an ongoing effort demanding time and domain knowledge

David Roberts, SITA's Senior Business Systems & Reporting Analyst, says a new approach was needed. "Delivering the budgets and forecasts we need was taking too many people too long, with inconsistent results. Our business has grown by 30 per cent through acquisition, so the problem was rapidly compounding."

### Simplifying complexity

As SITA had an existing investment in IBM Cognos 8, IBM Business Partner\* Certus Solutions was engaged to help it enhance its reporting systems with effective and centralised forecasting capabilities. Certus successfully demonstrated that IBM Cognos TM1 would address SITA's needs based on its fast performance, management of distributed contributions and web-based deployment – as well as its ability to leverage SITA's existing Cognos investment.

Certus designed the forecasting solution to be accessible by managers across the organisation, while providing a consistent, structured and reliable approach to the planning process. Centralisation has also increased control of the contribution workflow and vastly simplified corporate consolidation by reducing the change management effort required between states.

The first deployment gave SITA the capability to produce a current and detailed Profit & Loss forecast on demand, with mid-year forecasts following on. Plus, by integrating IBM Cognos TM1 with SITA's core accounting systems, information within them was made available to the business for quick analysis and active planning, through a variety of flexible and rich business reporting interfaces.

Throughout the design and deployment process, Certus worked closely with David Roberts and other SITA stakeholders on their report requirements using Agile development methodologies in a cycle of plan, do and revise.

Finally, to give control over their new system to SITA, Certus delivered a bespoke training course for key TM1 administrators. Hands-on and targeted learning based around their actual business, and an understanding of best practices for achieving the goals, gives these administrators the ability to adapt and extend their forecasting solution in line with changing business needs.

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## Solutions Components

### Software

- IBM Cognos TM1

### IBM Business Partner

- Certus Solutions
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*“The first users of TM1 provided extremely positive feedback. This was a great internal advertisement and boosted the adoption rate.”*

— David Roberts, Senior Business Systems & Reporting Analyst, SITA Australia

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## Business benefits stack up

Early adopters of SITA’s new budgeting and forecasting system felt the benefits immediately, completing their budget submissions with greater accuracy and improved validation weeks ahead of schedule.

“The first users of TM1 provided extremely positive feedback. This was a great internal advertisement and boosted the adoption rate,” says David Roberts.

SITA now has a forecasting system that will support the continued growth of its operations. As well as saving considerable time on regular forecasting activities, SITA managers can now call up and review a consolidated report at any time – which would have involved considerable effort in the past. There is also much more confidence that outputs reflect accurate, live data – and the peace of mind that forecasting results are securely backed up within a centralised system, rather than scattered in spreadsheets across SITA’s national operations.

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## About Certus

Certus has a reputation for excellence, the highest quality staff, and the delivery of true business value to more than 600 customers. These organisations appreciate its end-to-end services that include the widest range of IBM-based solutions in Australia and New Zealand – from collaboration, information and assets, to the web, infrastructure and the most complex business analysis.

## About IBM Business Analytics

IBM Business Analytics software delivers actionable insights decision-makers need to achieve better business performance. IBM offers a comprehensive, unified portfolio of business intelligence, predictive and advanced analytics, financial performance and strategy management, governance, risk and compliance and analytic applications.

IBM software assists companies to spot trends, patterns and anomalies, compare “what if” scenarios, predict potential threats and opportunities, identify and manage key business risks and plan, budget and forecast resources. With these analytic capabilities our customers around the world can better understand, anticipate and shape business outcomes.

## For further information from IBM

If you would like to speak with an IBM Sales representative please call **132 426** (in Australia) or **0800 801 800** (in New Zealand) or visit us at: [www.ibm.com/analytics](http://www.ibm.com/analytics)

## For further information from Certus Solutions

Contact Certus Solutions on **1300 658 720** (in Australia) or **0800 CERTUS** (in New Zealand) or visit [www.certussolutions.com](http://www.certussolutions.com)



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55 Coonara Avenue  
West Pennant Hills  
NSW 2125

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