





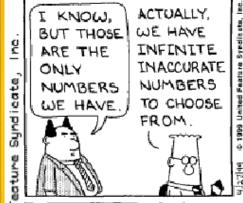
IT Project Portfolio Management with Artemis 7

Mark Bennett

IT Financial & Asset Management Week Summit West: October 24th – 27th, 2005

Who are we?





RECOOL



- Carl Stumpf, Director & Technology Financial Controller
- Mark W. Bennett, Associate Director Project & Financial Controls
- Chicago Mercantile Exchange (CME)
 - Chicago Mercantile Exchange Inc.® (CME) is the largest futures exchange in the United States and is the largest futures Clearing House in the world for the trading of futures and options on futures contracts.
 - Became first publicly traded financial exchange in the United States, December 2002

Technology Division

- Approximately 650 employees and consultants
- More than 300 technology projects per year
- Multiple project sponsors within and outside of the Technology Division

What you'll see in this presentation?

- How to use Artemis 7 as a budget planning and project portfolio management tool?
 - At least one-way
 - The approach we took at CME
- Tips & Lessons Learned
 - Things we learned the hard way
 - Things that might not be obvious
 - Thing we though worked well
- Examples
 - Screenshots
 - Examples of reports and templates we use at CME
- Other suggestions and recommendations
- Plenty of Q&A opportunities

Let's dive in: Building a Budget

 A lot of the steps toward building a budget are common no matter what industry, company, or organization

Identify Candidate Projects

Select & Prioritize

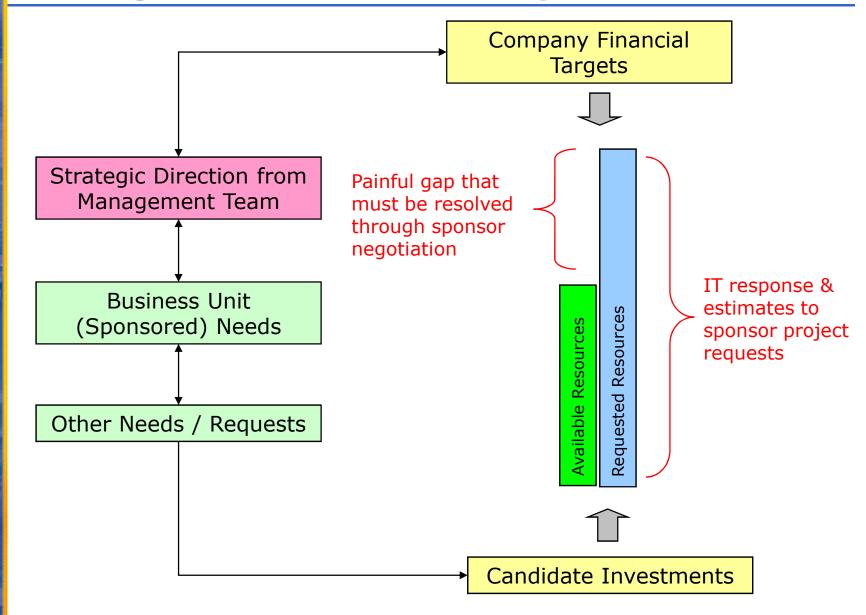
Scope & Estimate Candidate Projects

Negotiation

Budget Approval & Communication

- Sequence and timing vary
- Not necessarily linear
- Typically an iterative process
- Both qualitative & quantitative analysis play an important role
- "Negotiations" between sponsors can be intense

A Budget from the Bottom-Up at CME



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Some of the Budget Challenges we Faced

- Manual linkage between strategic goals, related projects, and budget commitments difficult to maintain
- Multiple sources of budgetary information
 - Different levels of granularity
 - Different formats
 - Manually intensive to "merge" the information
 - Difficult stack and compare projects competing for the same resources
 - Difficult to level resource demands
 - More prone to human error
- Frequently shifting priorities need to be reflected in the mix of projects, financial targets, and the budget on an ongoing basis
- Management needed frequent ad-hoc reporting throughout budgeting process
- Desire for closer integration of planning information with actual project execution (i.e., how are we doing against our plan?)

Budget Improvement Goals

- Phase I (2003)
 - Technology Division Only
 - Technology has the most contention between investment demands and available resources
 - Biggest need for a budgeting and project planning support tool
 - Centralize the collection point for budget information for two major cost types
 - Salaries & Benefits
 - Professional Fees
 - Allow Investment managers to spend more time thinking about scope and estimates rather than the mechanics of creating the budget
 - Make it easier to negotiate and track changes as the budget evolves
 - Better and faster reporting (primarily using Microsoft Excel)
 - Start small and pilot!
 - Prove the value to management team, without imposing a lot of change to the existing process
 - Find early adopters and champions

Budget Improvement Goals (cont.)

- Phase II (2004)
 - Use Artemis 7 for project status reporting involve more managers directly in the tool
 - Use data captured as part of budgeting process to help monitor and control the budget
 - Budget vs. Actual
 - Planned, Forecast, and Actual project dates
 - Impact of priority changes during the course of the year
 - Capture additional cost-types in Artemis 7 for 2005 budget
 - Capital
 - SOP98-1 (capitalization of internally developed software)
 - Outside Services
 - Centralize the collection of project scopes
 - Involve more managers directly in the tool during the actual budgeting process
 - Improve reporting tools to give our sponsors and managers "one-click" visibility into the budget
 - Ability to export and upload major portions of our budget directly into the Peoplesoft financial system
 - Plan for improvements in 2005

"Steady State" & Continuous Improvement

- 2005 & Going Forward
 - Primary goals met, look for continuous improvement opportunities
 - Improve quality and coverage of project status information
 - Increase and improve project status distribution
 - Use "forecast" capabilities to capture revised project estimates
 - Increase granularity of resource planning better resource balancing
 - Increase use of Artemis 7 to help facilitate balancing the level of investment in major programs vs. company financial targets
 - "Demand Management" look for better ways to manage our ad-hoc work load (e.g., unplanned/minor projects)
 - Simplify our suite of project planning, time tracking, and portfolio management tools
 - Migrate from ArtemisView's project planning and time tracking modules to Artemis 7
 - Explore opportunities to expand use of Artemis 7 and best practices learned in IT to other areas of the company

How We Got the Ball Rolling

- Installed Artemis 7 (approximately 2 months before the start of our 2004 budgeting cycle - June 2003)
 - Very straight forward installation
 - Someone with a moderate technical background can get the software up and running in less than a day
 - TIP: Have a Database Administrator handy if you are unfamiliar with configuring Oracle, SQL Server, etc.
- Spent a few weeks familiarizing ourselves with the tool
 - TIP: Bring in an Artemis consultant for one-on-one training, to share best practices seen at other client implementations, and explore some of the less obvious capabilities and pitfalls.
- Setup what seemed to be a reasonable model for capturing our investment information and budget
 - LESSON LEARNED: We spent far too little time thinking through the details of how the data would be rolled-up, sliced, reported, etc. It forced us to restructure things in the tool well into our budgeting process – a painful process.
 - TIP: This is such an important topic, that I'll spend some time in the later in this presentation and talk a lot more about modeling.

How We Got the Ball Rolling (cont.)

- Developed templates to help collect information we would need to populate the budget
 - Our intent was to keep the number of people who had to directly interact with the tool to a minimum during the pilot phase – reduce the risk of an "another tool syndrome".
 - Wanted to avoid any extensive change to the way managers currently developed estimates and supporting documentation for the budget - mostly through the use of offline spreadsheets and Microsoft Word documents
 - LESSON LEARNED: In our desire not to impose to much change into the existing process during the pilot phase, we were not explicit enough about the granularity of the information we required (e.g., some groups provided estimates broken out by Quarter when we really needed it by month). This forced us to do a lot of extrapolation and introduced some estimation errors and confusion.
 - ◆ TIP: If you are going to collect estimates offline and later enter them into Artemis 7, then provide a template that matches the way the data will be represented in Artemis (see example on next slide).
 - ◆ TIP: Having project managers enter their estimates directly into Artemis 7 is highly desirable – increases their understanding of the tool and gives them greater ownership of the estimates.

Example: Offline Estimation Worksheet

Project Name Project Manager

- 1. Estimates should be entered in 0.25 (quarter) increments.
- 2. Estimates should be entered in terms of Full-Time-Equivalents.
- 3. Example: entering a 2.5 under Apr-05 next to 605-BSA, means you need the equivalent of 2.5 people from the BSA group in April 2005

Resource Loading (FTEs)	Jan-05	Feb-05	Mar-05	Apr-05	May-05	Jun-05	Jul-05	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05	Avg
IT: Employees													
605 - BSA													
605 - Chief Techology Officer													
605 - Customer Access													
605 - Customer Certification													
605 - Delivery Infrastructure													
605 - Electronic Trading													
605 - Environmental Support													
605 - Floor Trading													
605 - Front-End Systems Team													
605 - Market Data Systems													
605 - Market Disseminiation Systems													
605 - Quality Management													
605 - Systems Arch/Adv. Technology													
IT: Consultants													
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605 - Quality Management													
605 - Systems Arch/Adv. Technology													

Modeling your Investment Structure

• Why is it important?

- The manner in which you structure your *Investments* has a major impact on how easily you can rollup, slice, dice, and correlate information into reports.
- Different stakeholders have different reporting needs
- To effectively facilitate the prioritization and selection of projects, there should be a clear linkage to your organization's strategic goals.
- How you structure your investments will impact how you to track execution
- In the end, the budget you build in Artemis 7 must map to your organization's official financial system (e.g., Peoplesoft)
- Other factors (i.e., this is not an all inclusive list)
- If you don't spend a significant amount of time thinking through the above considerations, it is very difficult to make major structural changes later!

Considerations when Modeling Investments





Project
Planning &
Estimating

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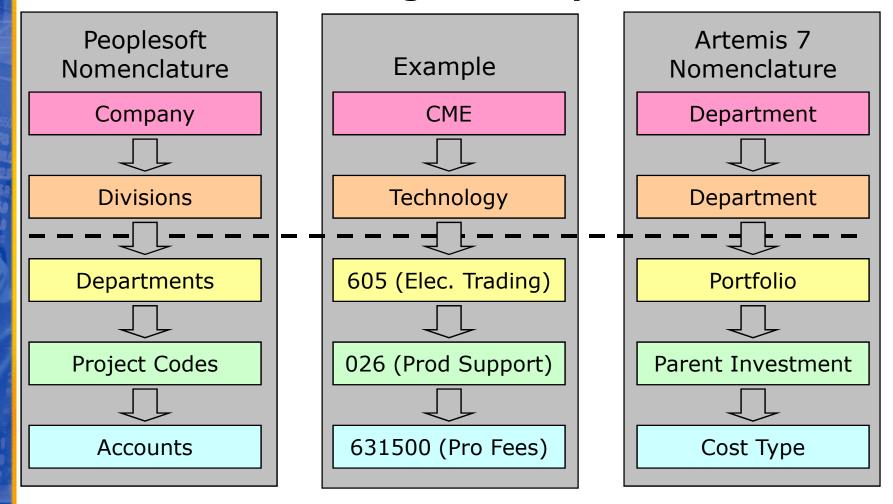
Reporting Needs



Financial Systems

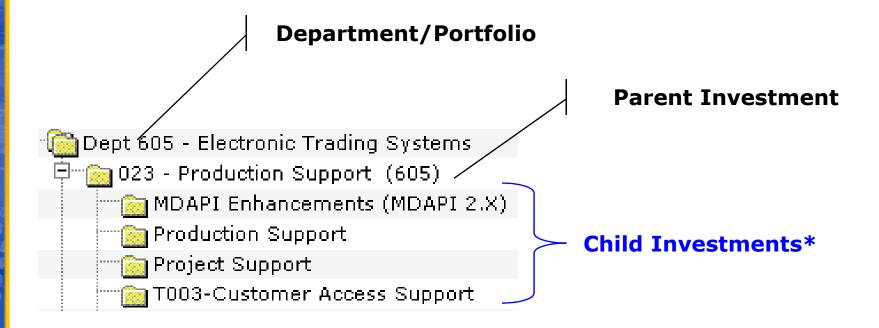
Example: Mapping to CME's Financial System

 We generally think of our financial system in terms of the following hierarchy:



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How it looks in Artemis 7

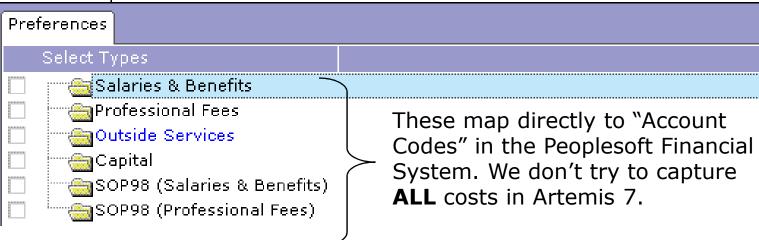


- In our Technology Division we plan and estimate at a lower level of detail than the way the costs rollup into the actual budget.
- We build our budget primarily from the bottom-up and then negotiate with sponsors to resolve gaps between available resources and project demands.
- In this example the costs for the individual child investments would rollup into an overall cost for "023 Production Support" and that is how it would be reflected in our budget.

Selecting Cost Types



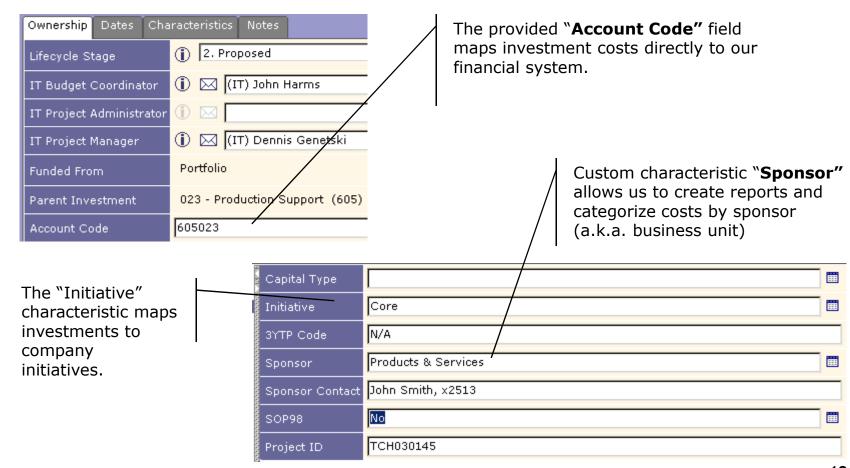
Cost Preferences - MDAPI Enhancements (MDAPI 2.X)



- Some costs are directly entered (e.g., Capital)
- Other costs are calculated by Artemis 7 based on entered headcounts (e.g., Professional Fees) – we'll see examples of this in a few slides.
- TIP: Even though at CME we typically think of professional fees primarily in terms of dollars, it is more intuitive for managers estimate professional fees in terms of head-counts. This allows us to do resource leveling between available staff and consultants, which would otherwise not be possible.

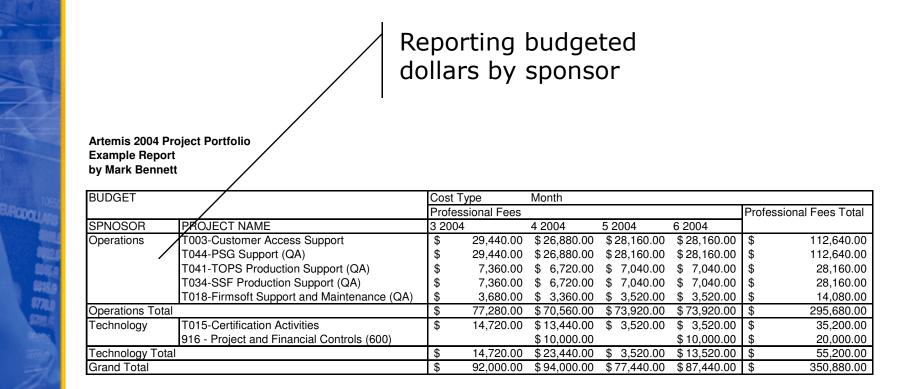
Using Existing & Custom Characteristics

- Allows you to map Investments to your financial system
- Allows you to map Investments to the company's strategic initiatives
- Can be used to "slice" and rollup information for reporting



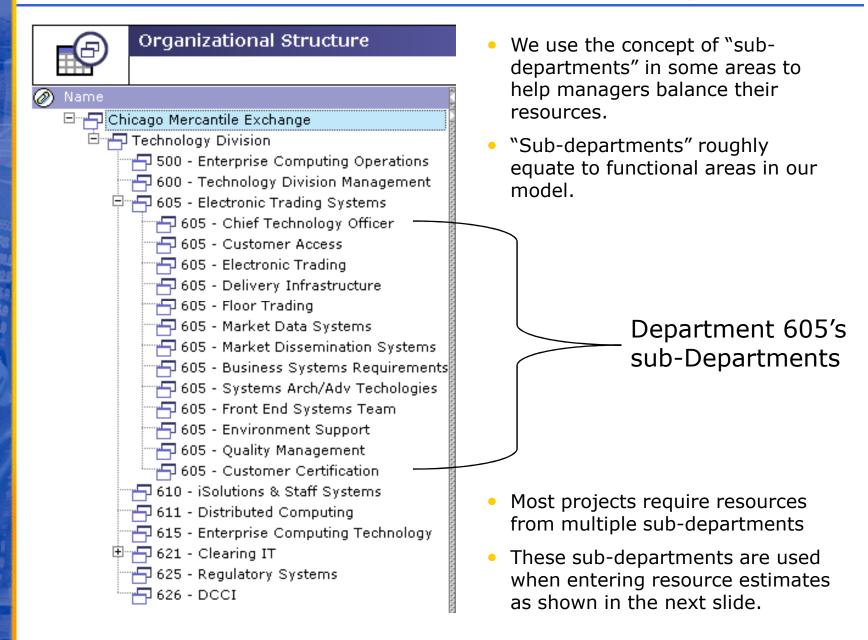
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Custom Characteristics Used in Reporting



 Custom characteristics are very powerful, use them liberally

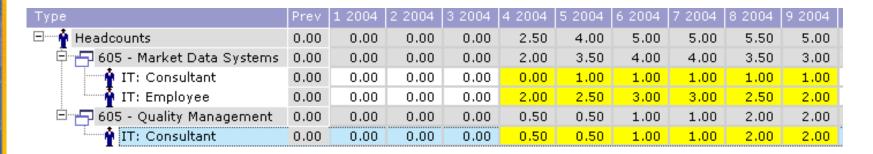
Considerations for Resource Leveling



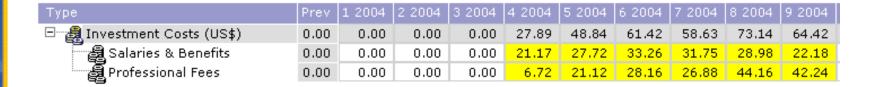
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Entering Resource Estimates

Entering headcounts by resource type and "Sub-department"

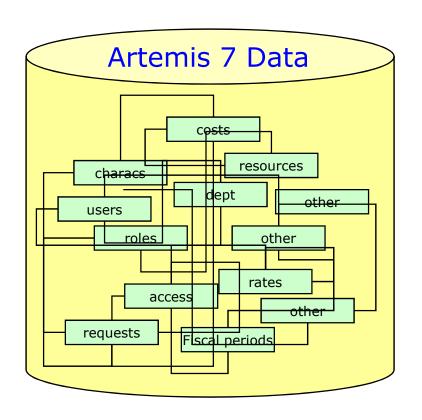


Headcounts translate into costs



TIP: Use average labor rates – from a budget perspective it's generally accurate enough and it prevents the data from containing confidential salary information.

Creating your Own Custom Reports

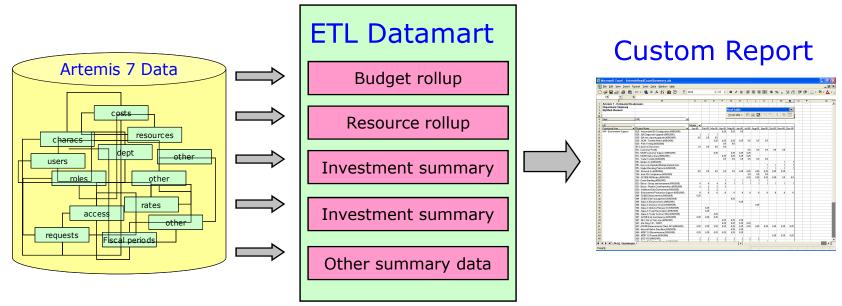


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- LESSON LEARNED: Trying to build reports from the "raw" data is crazy!
- Yes, you can do it but it's really really complex and only someone crazy and demented (like Mark) would actually enjoy trying.
- Useful if you need real-time reporting

The ETL Datamart: Your best friend!

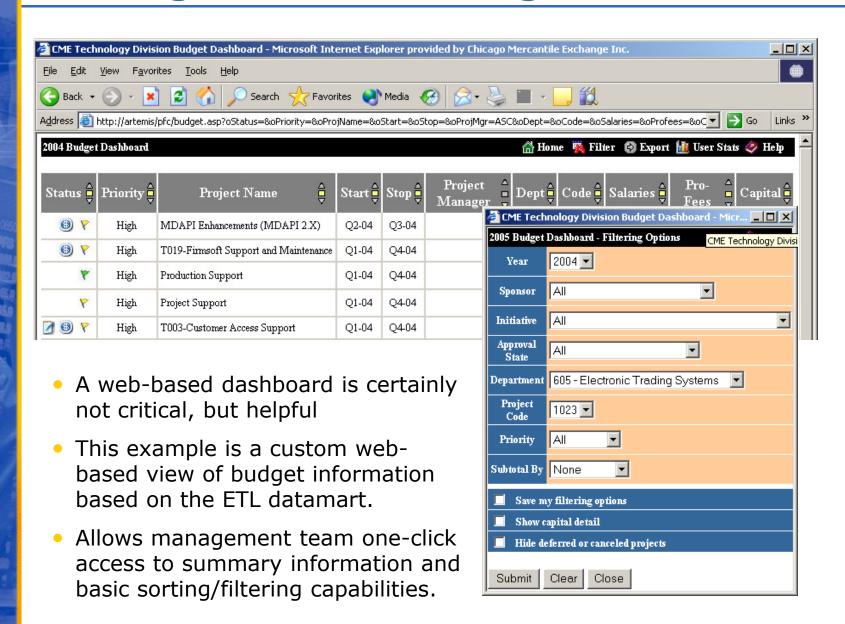


The ETL Datamart

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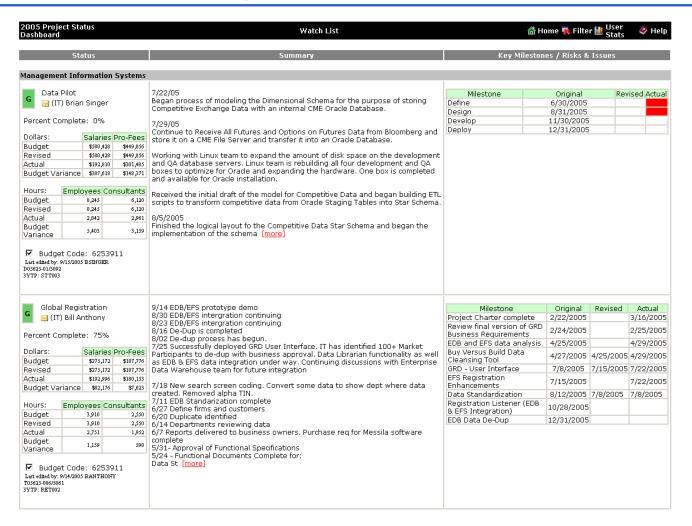
- It summarizes and collapses the data into a series of simple tables that allow you you very quickly generate your own reports.
- A "batch process" that you can schedule to run at regular intervals or on an adhoc basis
- TIP: Using Microsoft Excel, you can create reports that directly connect to the datamart and can be updated dynamically.
- TIP: Prior to the budgeting process, develop custom reports that extracts your budget from Artemis in a format that can easily be transcribed into your organization's financial system.
- TIP: Learning to use Excel Pivot tables can be a life altering experience well, maybe not that dramatic but they are incredibly powerful in this environment.

Creating a Web-Based Budget Dashboard



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Web-Based Project Status Dashboard



- Provides central location for stakeholders to obtain the status of all active projects
- The Artemis 7 ELT datamart provides an ideal data source to drive web-based status reporting

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Key Points and Other Comments

- Major elements/steps of building a budget are similar at most companies and organizations – though there are certainly many variations.
- Spending more time planning how you will use Artemis 7 in your budgeting process will save you a lot of grief down the road.
- When setting up your portfolio and investment structure in Artemis, take into consideration how the costs will be rolled-up to your official financial system.
 - How will you map *Investments* to strategic goals or initiatives?
 - How will you map and rollup-costs into your official financial system?
 - What are the Management Teams reporting needs during the budgeting process?
 - How do the *Investment* managers develop estimates and balance resources?
- If you use offline methods to initially collect information (e.g., estimates), make sure you are explicit about the format and granularity of the information you need.
- Create and use custom characteristics liberally to help you create reports and summarize costs the way your management team needs to see it.
- Well before your budgeting process starts, create summary reports that mirror the way the data is reflected in your official financial system.
- Consider how much resource leveling you want to do at what level of detail when setting up departments and sub-departments.
- Use the ETL datamart to create custom reports
- Every organization is different understand what "stimulus" you need to apply in order to successfully drive your implementation of a portfolio management solution.
- Don't expect success overnight! But do look for the quick wins!

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Q&A

- Using Artemis 7 for budgeting?
- Using Artemis 7 in general?
- Philosophical musings about budgeting and project planning?
- Questions about CME?
- Any other questions?

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