



Customer story Ahold

The smart way to implement an
Executive Dashboard on HFM

Partake Consulting



■ **The smart way to business insight.**

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“Exchanging our management information via the web creates a more efficient and effective dialogue between the Group Support Office and the Operating companies.”

Anders Moberg, president and CEO Royal Ahold



Ahold Executive Board reporting

Project "Breezer"

Business requirement

Executive Board reporting at Ahold: Consolidated figures, explanatory texts and intelligent dashboards to empower top management and corporate finance staff.

Solution

- arcplan dashboards
- Hyperion Financial Management consolidation engine

For Ahold, Executive Board reports are more than just a set of numbers. Each reporting period, all divisions (called Business Arena's within Ahold) report to Ahold's head office in Amsterdam. After consolidation, Arena controllers add their explanations to the results, balances sheet and cash flow statements. The combination of the figures and explanations make the periodic Executive Board report, which is used to monitor the execution of strategy.

With the introduction in 2005 of the new consolidation system HFM (Hyperion Financial Management), the "Breezer" project team, a good mix of control, reporting and IT-experts, defined a new compact Executive Board report. The new report is more KPI focused and optimises the use of the new information available in HFM. After the Executive Board approved the new content and lay-out of the report, Ahold started the integration of the report within their consolidation system environment.





arcplan dashboards

For many years, Ahold has successfully used arcplan as the visualization tool for Executive Board reporting. Willem van der Mark, Business Development Manager Benelux: "arcplan is the market-leader for top management visualization of information. At Ahold this information is based on Hyperion data. With the introduction of HFM, our clients enjoy the benefit of HFM's multidimensional detail and arcplan's unmatched versatility. HFM has proven to be a high quality and extremely reliable datasource for top management dashboards in arcplan."

Speed of implementation

The project was given a jump-start through the use of the HFM dashboard framework provided by Partake, Ahold's implementation partner for Executive Board reporting. After Ahold delivered the specifications, a small team of Partake and Ahold staff had the full predefined Executive Board report ready for use within 8-10 weeks.

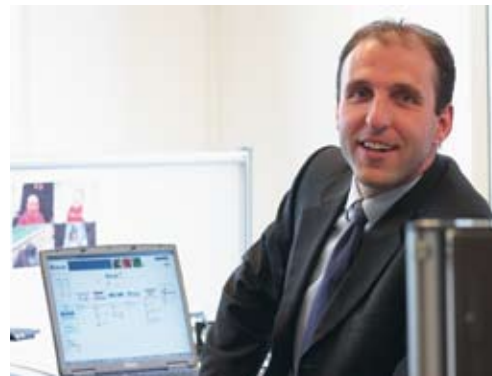
Smart and innovative

Steven van den Berg, Ahold Director A&R Reporting: "That was really important for us. A project like this has high visibility, and we needed a positive start to show that we are busy

with something smart and innovative (which also explains our choice for the project name Breezer). With Partake's expertise and framework we were able to achieve quick results that enable us to continue to develop in this direction."

Maximising the benefits

The Executive Board report is the core of the Breezer solution. "With one push on the button, we have the entire Executive Board report in a high quality printed format", Steven van den Berg continued. "The next step is to use this environment for interactive analysis, so that the Executive



Board and we as corporate finance staff are guided into the lower level detail of the same HFM source." Edgar de Reus, senior consultant of Partake: "With that approach, Ahold is really maximising the possibilities of arcplan and HFM: the combination of high quality reports, directly linked to HFM, and the intelligent guidance of arcplan in HFM."

Ahold's experience

Steven van den Berg: "It is important that we take full control of systems supporting such a critical part of the reporting process, so I am pleased to see that Partake's consultants have transferred their knowledge to our team. We are now fully self-supporting in the further development and main-

About Royal Ahold

Ahold is an international group of leading, local food retail and foodservice operators that do business under their own brand names.

Food retail companies operate under local brand names. Sales consist of retail chain consumer sales, sales to franchise stores and sales to associated stores. The foodservice business operations provide Ahold with another channel to serve its customers: Ahold supplies food and related products to restaurants, cafés, fast food operators as well as other institutional and hospitality supply establishments.



Ahold, delivering value, driven by values

On May 27 1887, 22 year-old Albert Heijn took over his father's small grocery store near Zaandam, West Holland and began offering quality products and services at value-for-money prices. While much has changed, these principles continue to drive Ahold's strategy.

In 2005, with over 200,000 associates and consolidated net sales of over EUR 44 billion, Ahold is one of the world's leading food providers. Each week Ahold's companies meet the needs of millions of customers, primarily in the United States and Europe.

tenance of the solution. Creating our own specific business intelligence tailored to our strategy has never been so easy and we look forward to expanding our current framework." Edgar de Reus: "It is our mission to create a smart solution with a small team of experienced people in a short period."

Ahold and Partake

Steven van den Berg: "We are looking forward to working with the consultants from Partake in the creation of additional smart solutions for Ahold. We already see interesting opportunities for the

future, such as working with Partake in the CFO Cockpit community. That will provide us with many new ideas for the ongoing development of our Breezer project."

*Edgar de Reus, senior consultant Partake (l)
Steven van den Berg, Ahold Director A&R Reporting (r)*





Partake's role in the quest for business insight

Over 200 large companies rely on Partake to guide them in the implementation of reporting systems that offer support in their quest for business insight. Operating in the domain of financial reporting and performance analysis, Partake can help you turn your strategy into systems and information flows, as well as modeling systems that allow you to meet your legal reporting requirements.



Our complete offer:

The testimony to our success lies in the long-term partnerships we forge with our clients. The completeness of our offer ensures we can sustain such partnerships and means that Partake can take away your reporting system concerns, leaving you to concentrate on the business of running your business.

- Consulting - guaranteed quality in your implementation projects
- Support - peace of mind in the ongoing operation of your reporting applications
- Infrastructure - performance, reliability and stability for your chosen applications
- Training - empowering your staff to leverage the collected and collated information
- Software - more complete or tailored solutions

Our mission

We make it our mission to make sure you do not waste time and money on high volumes of inexperienced consultants. Instead we work with small teams of experienced consultants with complementary business, technology and infrastructure skills, so that you benefit from better solutions delivered faster. Partake has premium partnerships with leading software suppliers in the Corporate Performance Management market.

Partake Consulting

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We look forward to partake in your quest for business insight.

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