

CLEAR CHANNEL



 CLEAR CHANNEL

“WHAT TOOK US UP TO TEN DAYS TO COMPLETE BEFORE TAKES JUST ONE DAY NOW.”

Clear Channel is one of the world's largest advertising and media corporations, specializing in outdoor advertising – billboards and bus stops. Clear Channel also owns a series of radio and TV stations. This public corporation is headquartered in the US, and Clear Channel International (CCI) in London manages its international operations.

CCI uses Cognos Controller to gather and process information from its operations in Europe and Asia. Some 60 units are using Controller to report financial data. If, say, a major drinks corporation advertises its products on billboards in Singapore, the resulting revenues are reported to group headquarters in London using Controller.

Controller was installed in June, and was ready for operation after just one month of implementation. CCI has obtained very significant timesavings thanks to Controller.

Mark Lanham, who manages Controller at CCI's London Finance division, said: “What took us up to ten days to complete before takes just one day now.”

The increased reliability of CCI's reporting is another advantage of Controller that Mr. Lanham emphasized.

CCI implemented Controller centrally, and users worldwide now access it through the Internet.

Now that the statutory consolidation is successfully implemented, CCI plans to continue the introduction of Controller by integrating weekly sales reporting and quarterly forecasting.

ABOUT COGNOS

Cognos is the world leader in business intelligence, consolidation, and enterprise planning software. Our solutions for corporate performance management let organisations drive performance with planning, budgeting and consolidation, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Cognos is the only vendor to support all of these key management activities in a complete, integrated solution. Founded in 1969, Cognos now serves more than 23,000 customers in over 135 countries.

COGNOS

WWW.COGNOS.COM

Cognos, and the Cognos logo are trademarks or registered trademarks of Cognos Incorporated in the United States and/or other countries. All other names are trademarks or registered of their respective companies. (03/05)