

The ABB Group has 120,000 employees in about 100 countries with revenues of 35 billion US Dollar in 2008. As one of the world's leading engineering companies, ABB helps its customers to use electrical power efficiently, to increase industrial productivity and to lower environmental impact in a sustainable way.

ABB has a wide portfolio containing electricals, automation, controls and instrumentation for power generation, power transmission, distribution solutions, low-voltage products, products and systems for industrial automation, robots and robot systems. All areas have leading positions across different sectors in different countries.

Based on external data about ABB's various industry sectors, ABB's Corporate Strategy department, leading the Business Intelligence activities for the ABB Group, internally developed an excel based tool to calculate forecasts for the enterprise's growth in different countries and its various businesses. However, the excel tool quickly grew in complexity and became difficult to maintain. It was also difficult to change parameters or structures, and it took a long time to refresh the calculations.

The task given to CIS was to use server based technology to re-implement this model, making it easier to maintain, but also more flexible by allowing changes to parameters and structures. Within a budget of 9 days, CIS provided a complete solution, using the existing Analysis Services and ProClarity installation - including training and documentation. ABB Corporate Strategy is now able to reflect changes to structures, modify key parameters, and even use the same model for more detailed forecasts without help from CIS.

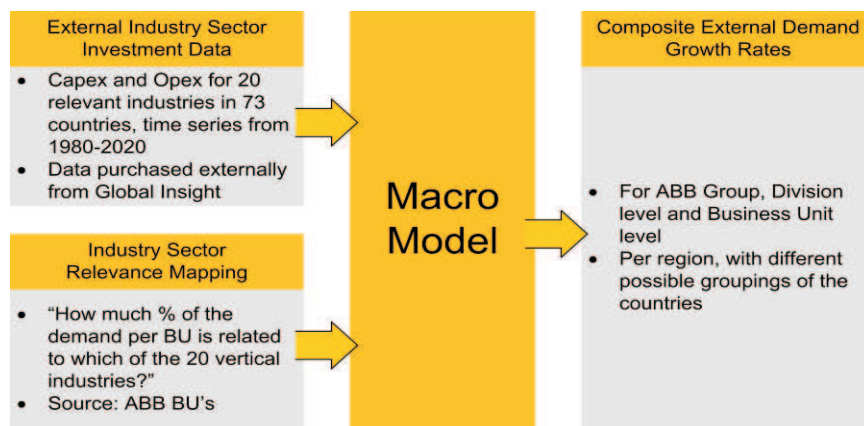


Figure: The "Macro Model" approach as used by ABB Corporate Strategy

"We are still very pleased with the solid performance demonstrated by CIS on the 'Macro Model' project, delivering the job on time and budget. The CIS solution has significantly increased the productivity of my team."

**Daniel Niederer, VP Head of Strategy Controlling and Operations,
Corporate Strategy, ABB Asea Brown Boveri Ltd.**