



IBM Cognos Forum

Ignite knowledge, ideas, connections

Developing a Reporting Strategy

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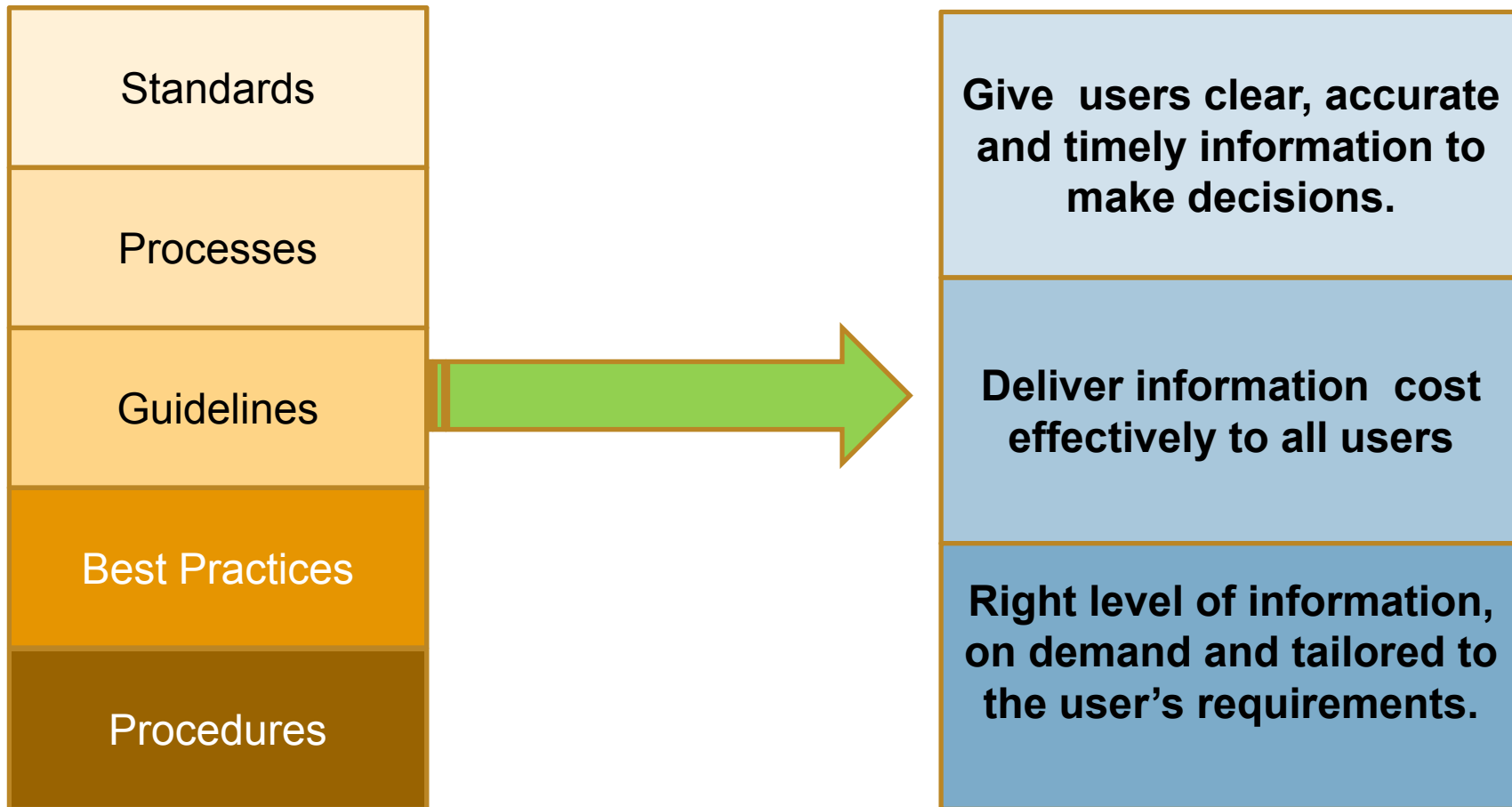
Information Management

Cognos.
software

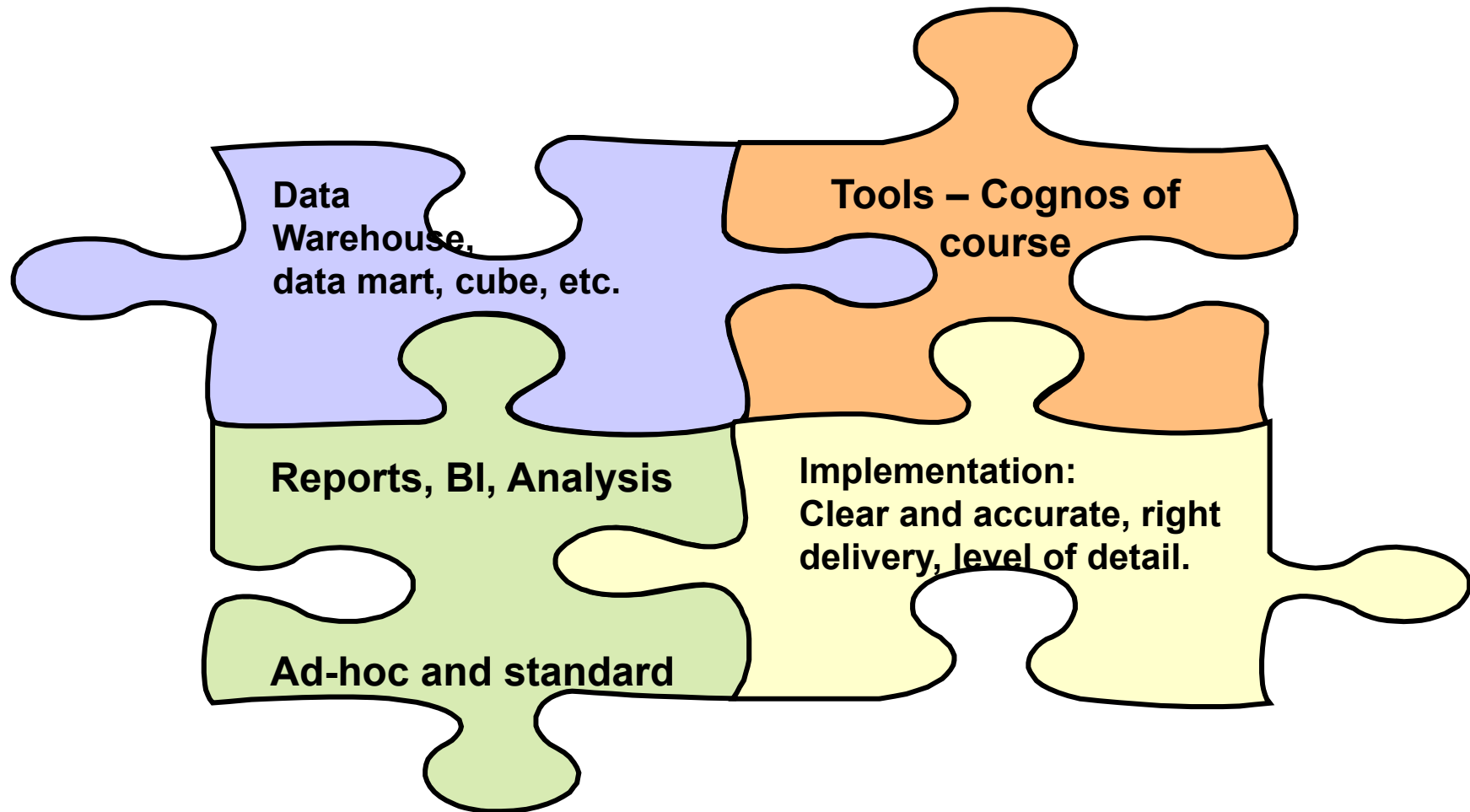
Developing a Reporting Strategy

- > Presentation based on work undertaken at Boral Ltd to align reporting systems and ensure appropriate reports available to users.**
- > Only brief overview possible in time available.**
- > Focus on distribution issues**
- > Lessons learnt identify areas to be considered when developing a Reporting Strategy**

What is a Reporting Strategy?



Developing a Reporting Strategy



Developing a Reporting System

Information Distribution GPS



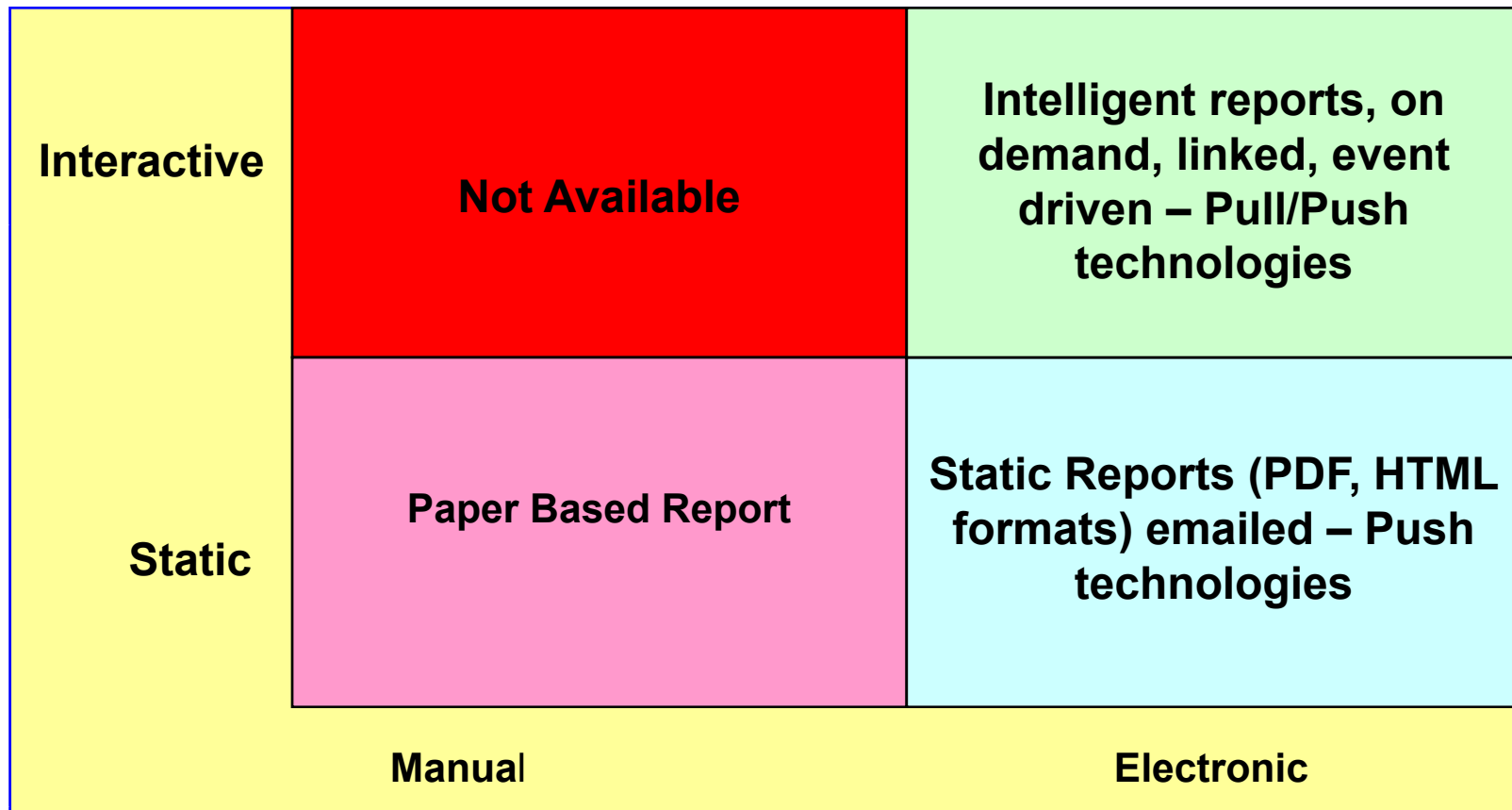
What are we trying to achieve with reports?

Turn data into information.

Use skill and experience to turn information into knowledge

Use knowledge to make the right decisions.

Reports



Your Strategy needs to Consider the User

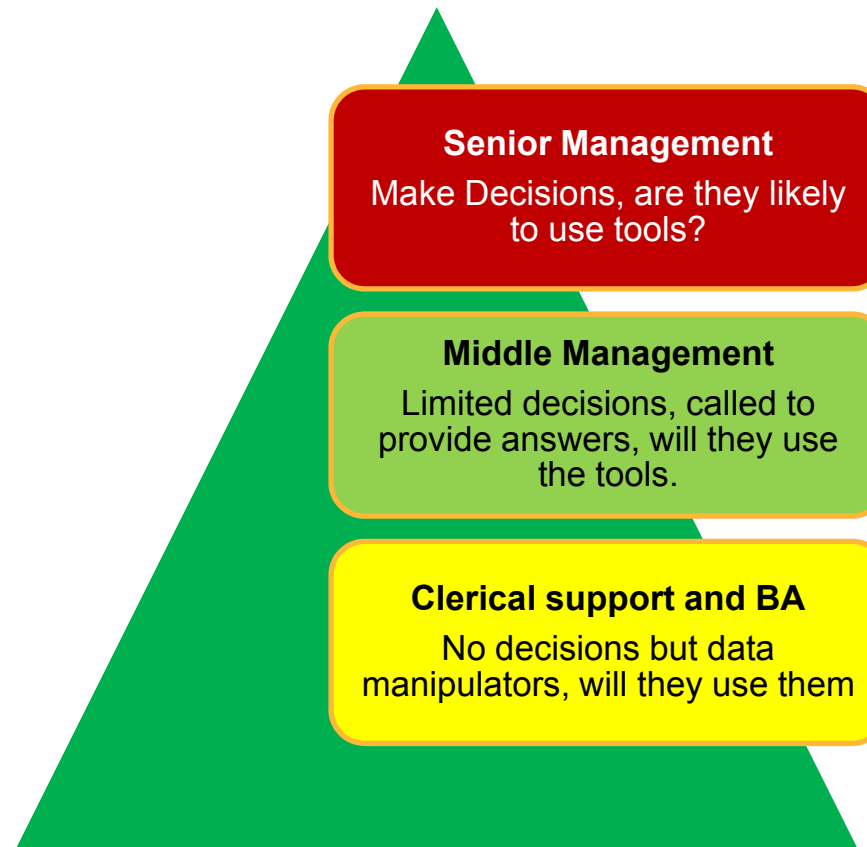
How do they want their data?



I want my Departments
I want a different sort order
I want it weekly ... but sometimes ad-hoc
I want it in Excel so I can manipulate it
I want an extra column
I want the columns in a different order
I haven't the time to build it myself
I want it printed out



Your Strategy need to consider who wants the user tools?



Your Strategy needs to consider who needs Cognos access?



Every one is a consumer

Analysis Users

Power Users

Strategy to consider Users and their reports

Summary
and Detailed
Reports

Exception
Reporting

Frequency
and timing

Graphical or
Listings

Tailoring to
suit

Strategy to consider Data for Reports

Operational Reports

Timeliness

Security

Performance

Management Reports

Timeliness

Security

Performance

BI Reports

Timeliness

Security

Performance

Lessons Learnt

What will you do with operational reporting?



How real is real time and does it change?

Lessons Learnt

Do you want standards for reports?



How to impose?

Lessons Learnt

Amateurs or Professionals?



Certification process

Lessons Learnt

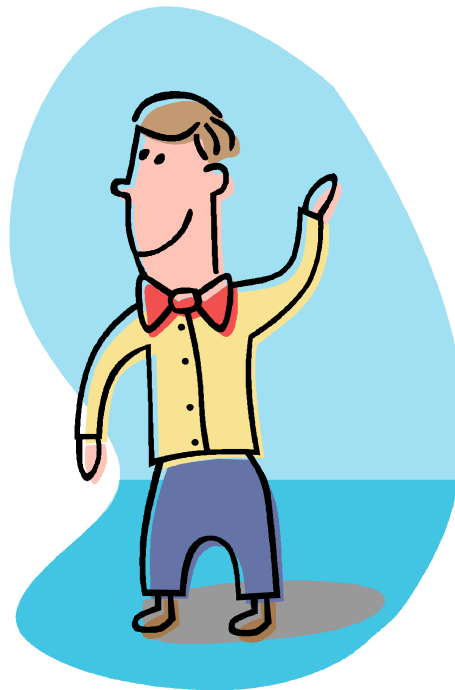
How to ensure report credibility?



What is truth?

Lessons Learnt

Who maintains when the power user or user leaves?



What might fall over?

Lessons Learnt

Will managers really want to analyse data?



Carefully consider who does

Lessons Learnt

Who owns a report?



Corporate and users

Lessons Learnt

How do users find reports?



Report properties and documentation

Lessons Learnt

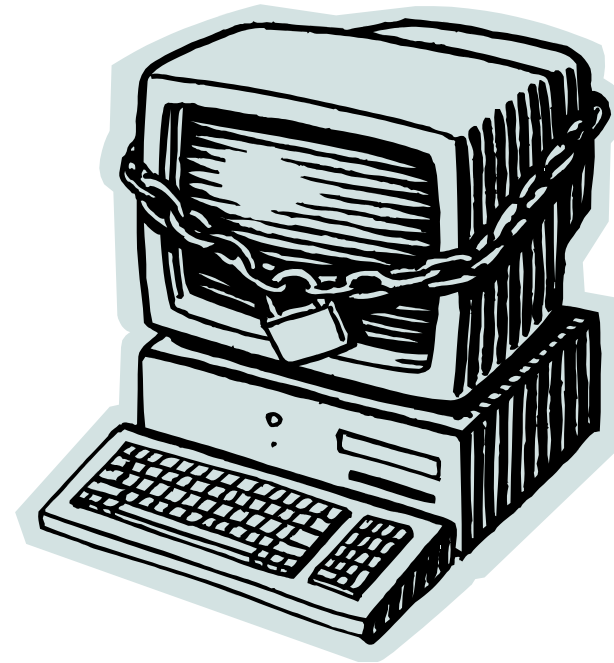
Which application do reports belong to?



Security issues

Lessons learnt

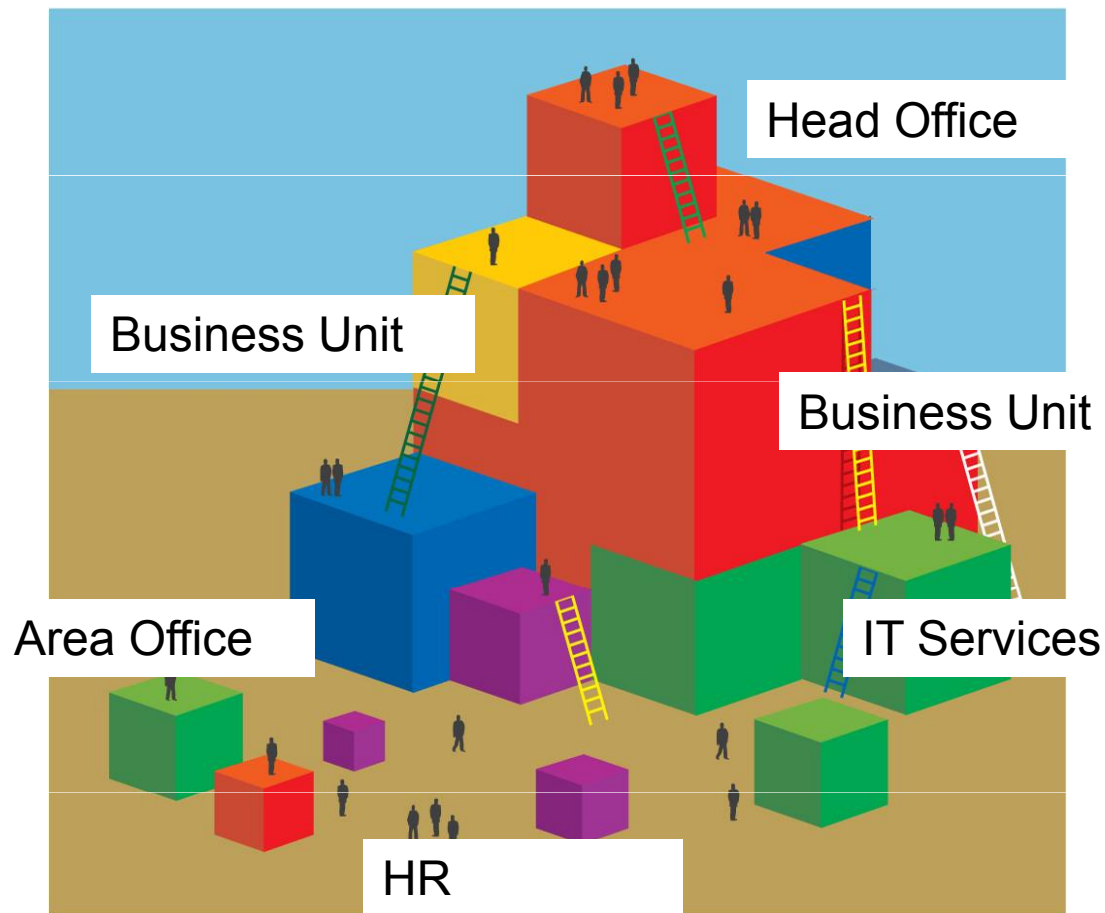
PC Paradox



Do we really want self service?

Lessons learnt

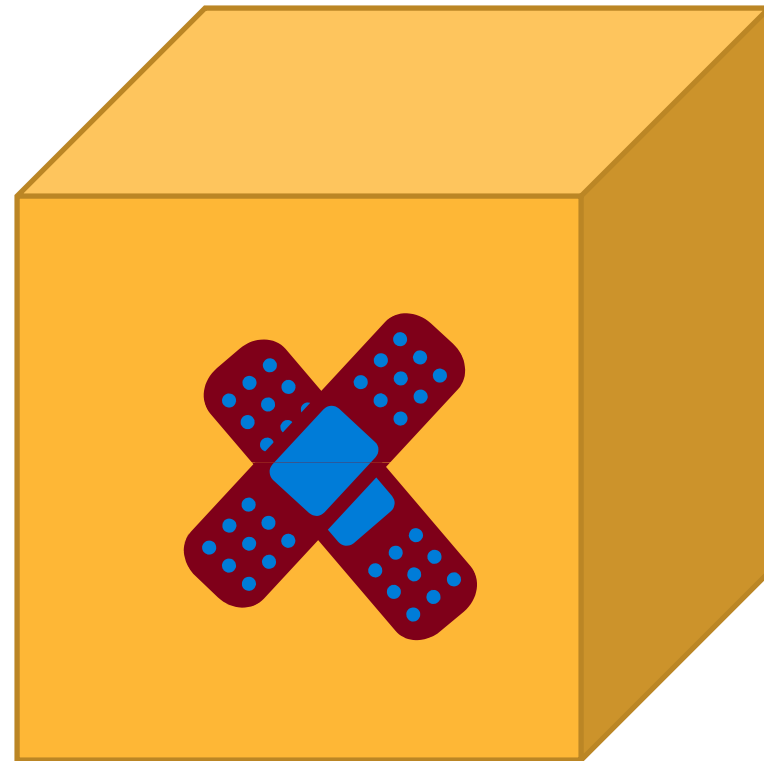
Autonomous units



Who controls?

Lessons learnt

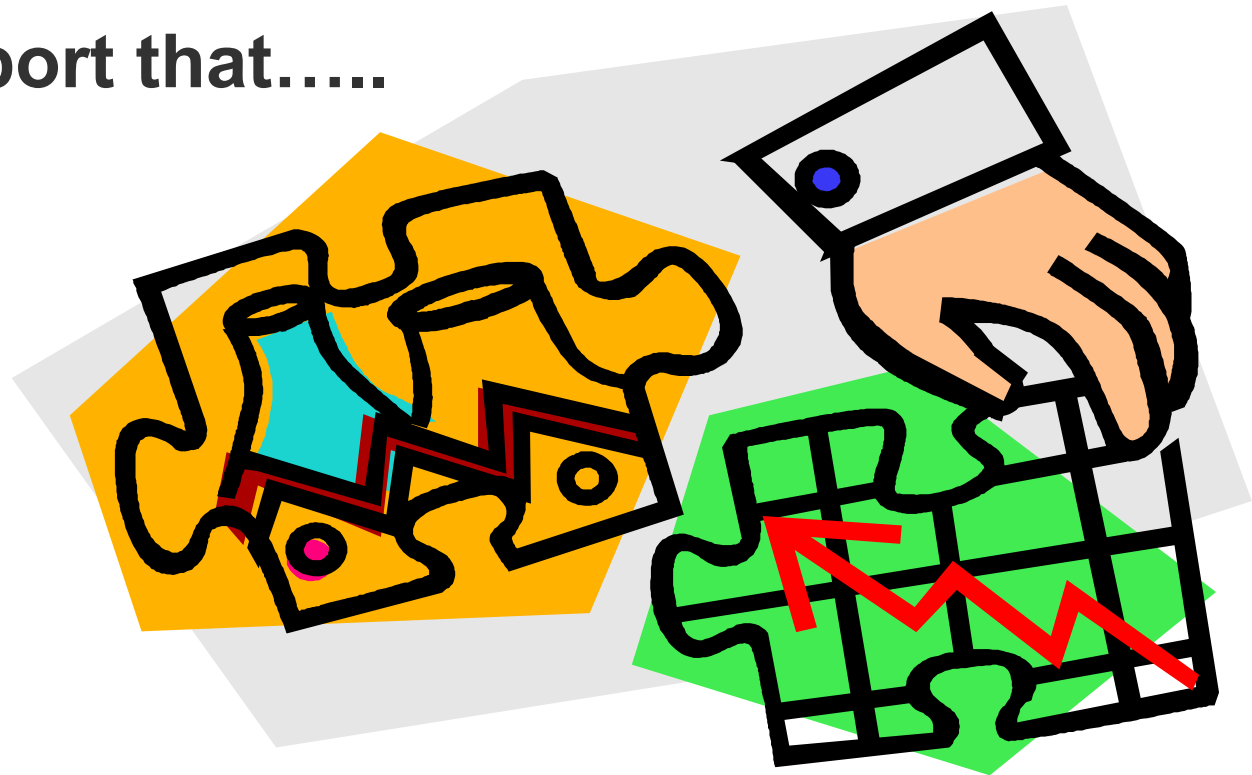
Self service



Do we really want self service?

Lessons Learnt

I want a report that.....



I know it's not what I specified but.....

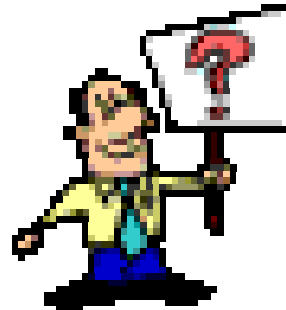
Summary

"If a man can write a better book, preach a better sermon, or make a better mousetrap, than his neighbour, though he build his house in the woods, the world will make a beaten path to his door." Ralph Waldo Emerson

- **User Awareness**
- **User Needs met, Real needs not perceived**
- **"What was wrong with the old reports?"**
- **Value to the user**
- **User communication**
- **Ongoing user support**



Any Questions?



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