

IBM Cognos Performance
Better Intelligence. Better Business.

New Intelligence for Smarter Business

Christoph Papenfuss

Business Unit Executive, IBM Cognos Innovation Center



Our objectives

- Business in the 'New Normal'
- IBM & Business Analytics
- New solutions & developments



Expect the unexpected



Do we have enough information to make the right decisions?

„161 exabytes of data were created in 2006 -
3 million times the amount of information
contained in **all the books** ever written“

IDC, 2006



Inability to Predict

3 in 4 business leaders say more predictive information would drive better decisions

Inefficient Access

1 in 2 don't have access to the information across their organization needed to do their jobs

Lack of Insight

1 in 3 managers frequently make critical decisions without the information they need

“The ability to act with speed and confidence when things don’t turn out as expected is the hallmark of a high-performing organization.”

David Axson

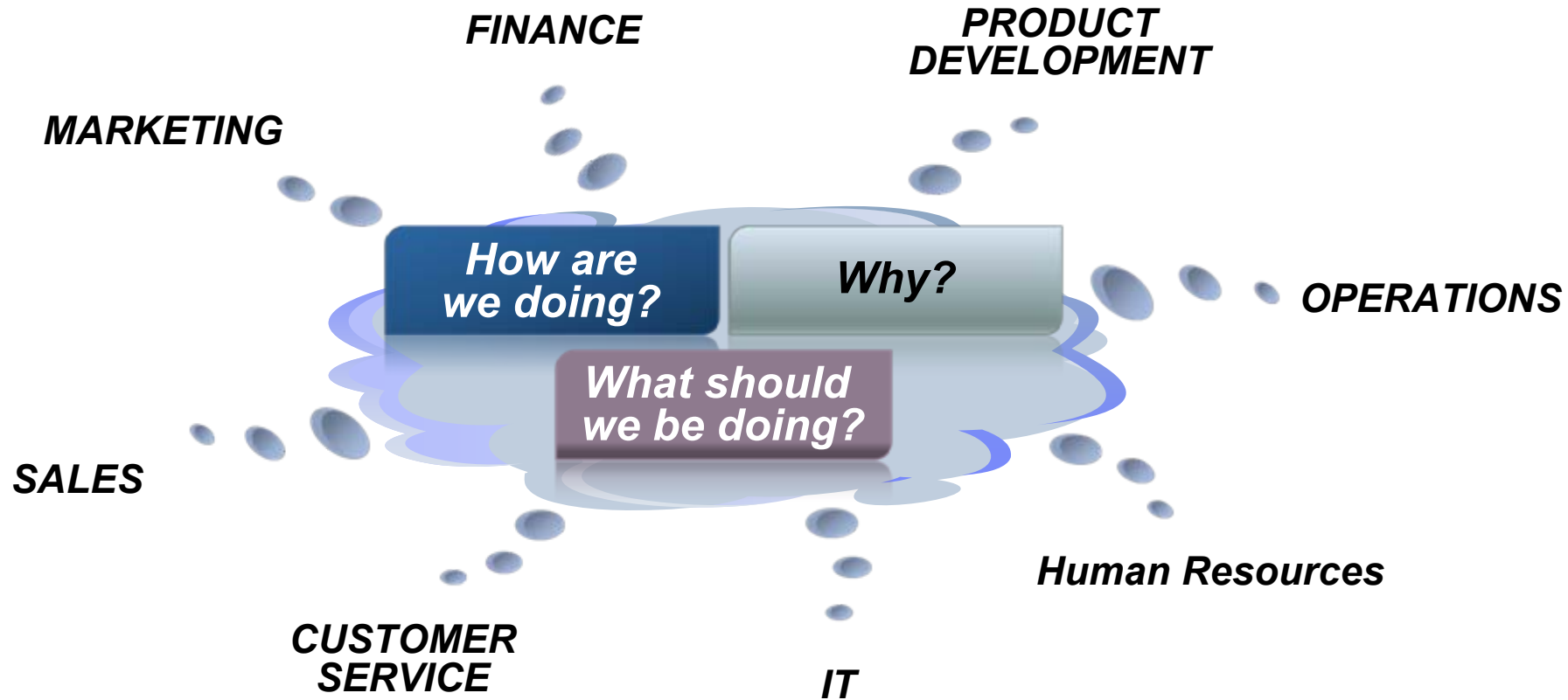
Business Analytics is about three questions

***How are
we doing?***

Why?

***What should
we be doing?***

Three Questions that Drive Performance



Sales & Operations Performance - IBM Cognos Connection

IBM Cognos Connection Sales & Operations Log Off

Public Folders My Folders Sales & Operations Performance Inventory Management

No filter No grouping

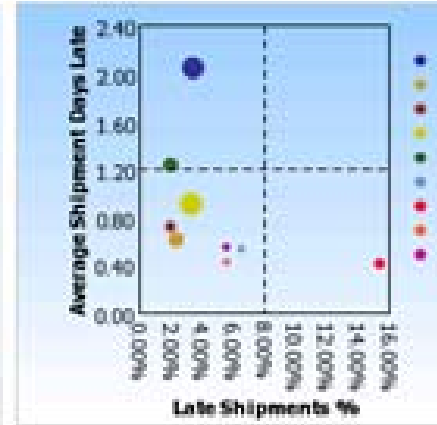
	Name
■ ▼	On Time Customer Shipments [⊞]
◆ -	Forecast Accuracy - Operations [⊞]
◆ -	Inventory Obsolescence as a % of Total Inventory - Operations
◆ ▼	Unplanned Maintenance Downtime - Operations [⊞]
● -	Production Compliance - Operations [⊞]
● ▲	Committed Delivery Performance - Operations [⊞]

CAPACITY EXCEPTIONS



Scorecard or dashboard shows On Time Shipments below plan

How are we doing?



Plant	Comp. Name	Mat Req'd	Tot Mat. Ordered	Mat. Shortage Desc.
Houston, TX	Circuit Boards	22,825,208	43,074,732	
Jacksonville, FL	Computer Cases	12,783,836	40,521,303	
Master Planning	Electrical Connectors	89,655,906	199,800,000	
Midvale, UT	Equipment Wiring	26,545,848	29,662,622	
Newark, NJ	Instrument Wiring	1,065,832	888,867	Yes
San Mateo, CA	Accessories	0	4,346,732	

Report shows production bottleneck due to Material Shortage

How are we doing?

Why?

ing - Cognos Planning - Contributor



Global Assumptions | Demand Volume | Base Regional Breakdown | **Plant Production** | Contractor Volume Constraints | Contractor

Master Planning | Strategic Accounts | Juane Console



What should we be doing?

	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug
All Plants	5,375	5,745	5,145	5,145	6,197	7,016	7,956	
Moline, IL	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
Newark, NJ	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
Santa Cruz, CA	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
Houston, TX	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
Jacksonville, FL	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
Contractor	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
All Plants	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Contractor	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Moline, IL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Newark, NJ	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Santa Cruz, CA	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Houston, TX	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jacksonville, FL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Contractor	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
All Plants	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Contractor	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Moline, IL	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
Newark, NJ	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
Santa Cruz, CA	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
Houston, TX	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
Jacksonville, FL	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
Contractor	0.00%	0.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
All Plants	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Contractor								
Moline, IL	1,075	1,145	1,029	1,029	1,239	1,403	1,591	
Newark, NJ	1,075	1,145	1,029	1,029	1,239	1,403	1,591	
Santa Cruz, CA	1,075	1,145	1,029	1,029	1,239	1,403	1,591	

Demand Volume is reviewed and Plant Production Plan is adjusted to remove bottleneck



***New ways of working to optimize
decisions and actions***

BI and Performance Management Platform

PowerPlay

Personalized
dashboards

Location-aware
mobile access

New planning
interface

Annotations

Search-assisted
authoring

**Universal BI and
PM capabilities**

Enhanced
charting

**Flexible access
and interactivity**

Business
dimension
modeling

IBM

Cognos 8

Tight TM1
integration

Business modeling

**Enterprise-class
SOA platform**

Data lineage

Model advisor

System management
methodology

Mashup
Services

INFOSPHERE CUBING SERVICES...

IBM DB2

Microsoft Access

COGNOS 8
POWERCUBE

COGNOS TM1

ORACLE OLAP

SYBASE

TERADATA

MICROSOFT
ANALYSIS SERVICES



**OLAP
SOURCES**

SAP BW

Microsoft
SQL Server



**RELATIONAL
SOURCES**

IBM
INFORMIX

TERADATA
AJIS

ESSBASE

Open &

Oracle

Netezza

Heterogenous

COGNOS
NOW!...

JDBC

ODBC



**APPLICATION
SOURCES**

SAP R/3



**MESSAGE
SOURCES**

XML



**MODERN &
LEGACY
SOURCES**

PEOPLESOFT

ORACLE

SSA

TIBCO EMS...

COGNOS 8
PLANNING

SIEBEL

BEA WEBLOGIC

IBM WBI SERVER
FOUNDATION

WSDL...

SALESFORCE

IBM WEBSPHERE MQ

Business Glossary

System z

Smart Analytics System

Industry models

Data lineage



Content Analytics

Business process

Text analytics

System management

Data integration

Data mining

Data warehousing

Cloud Offerings

Enterprise search

***New ways of working to optimize
decisions and actions***

Finance

IBM Cognos Software and Analytic Applications



Management System
& Business Controls



New ways of working to optimize decisions and actions

Predictive Analytics

SPSS: A Leader in Predictive Analytics

- **Unique data collection**
- **Text and data mining**
- **Advanced statistics**
- **Predictive solutions**
- **Rich expertise**



**Moves beyond Sense & Respond
to Predict & Act...**

At the time and point of impact!

*New ways of working to optimize
decisions and actions*

Content Analytics

INTERNET

MICRO

BLOGGING

CONNECTIVITY

WEB 2.0

SOCIAL MEDIA

NETWORKING

TECHNOLOGY

IBM Cognos Content Analytics

- New insights from the content and context of unstructured information
 - Automated discovery
 - Continuous refinement to provide context
 - Delivery to users, applications or processes



Enables market insight, customer intelligence, early warning of fraud and more

It doesn't stop here!

- User Experience
- Cloud
- Advanced Analytics
- Business/ IT Partnership
- Collaboration & Visualization



Make better decisions – today!

- Companies need to be **agile and responsive** in order to thrive and survive
- Business Analytics help you make **better business decisions**
- **IBM Cognos** is your business partner