

IBM Cognos Performance

Better Intelligence. Better Business.

Reports, Dashboards and
Scorecards with IBM Cognos 8 BI:
Better decisions for all users, with
maximum IT efficiency



Agenda



Optimizing performance



Business user challenges



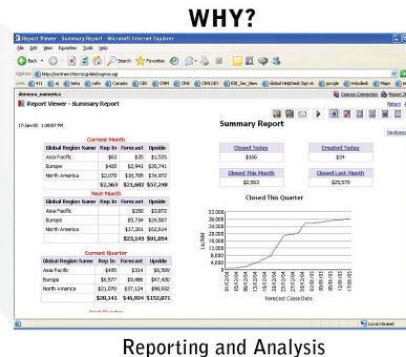
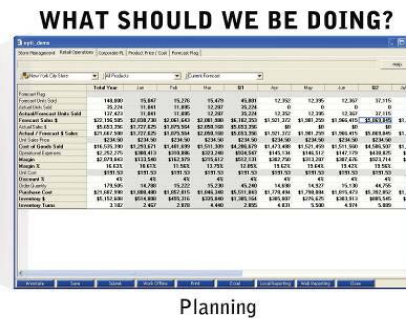
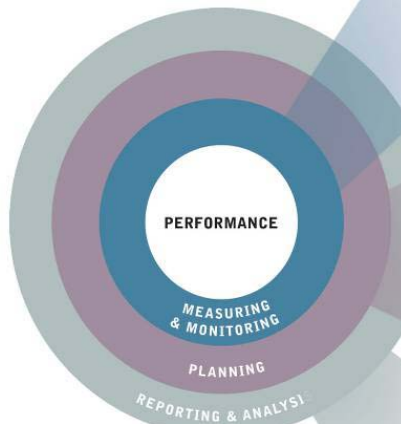
Capabilities and demos



Capabilities and demos



Three questions that drive BI & Performance Management



- Provides 'snap shot' view of business
- Personalized and relevant for most impact
- Easy to modify and explore and get to the heart of the issue



The reality of living in a globally integrated world

- Economic integration and future uncertainty
- Increasingly complex supply chains and empowered consumers
- New competitors and fast-changing industry dynamics
- Slowing superpowers and emerging economies
- Energy shortfalls and erratic commodity prices



Unprecedented amounts of new information are being generated –presenting both a challenge and an opportunity for organizations seeking insight.



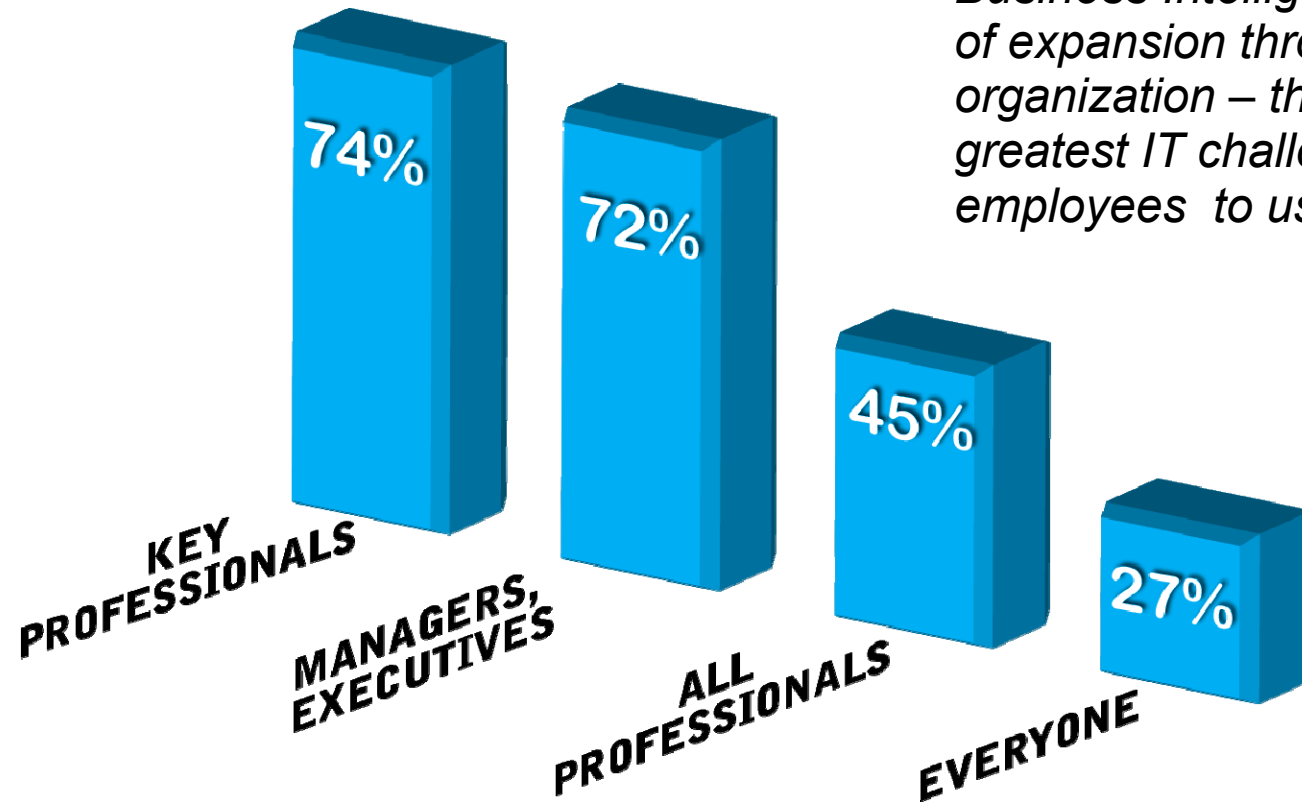
The BI & Performance Management Objective



Everyone in an organization needs business intelligence to ensure they are more informed, engaged, and aligned to drive higher performance



So who actually uses BI?



Business Intelligence is on the cusp of expansion throughout organization – this is reflective of the greatest IT challenge — getting employees to use new technologies

% Importance of distributing BI within organization (% indicates top 3 box of a 10 point rating scale)

Rating Scale:
10 = Extremely important

Source: BusinessWeek Market Advisory Board C-Team Survey



Pain points ..



Executive

Users get frustrated, lose patience with tools they have or don't know where to get information



BI Professional

Every time someone wants a different type of dashboard IT has to create a new one in a different tool



Casual Business User

Users find it frustrating when they have conflicting information.



BUSINESS MANAGER

No ability to investigate the reasons for why the indicators are what they are.



IBM Cognos 8 BI Reporting

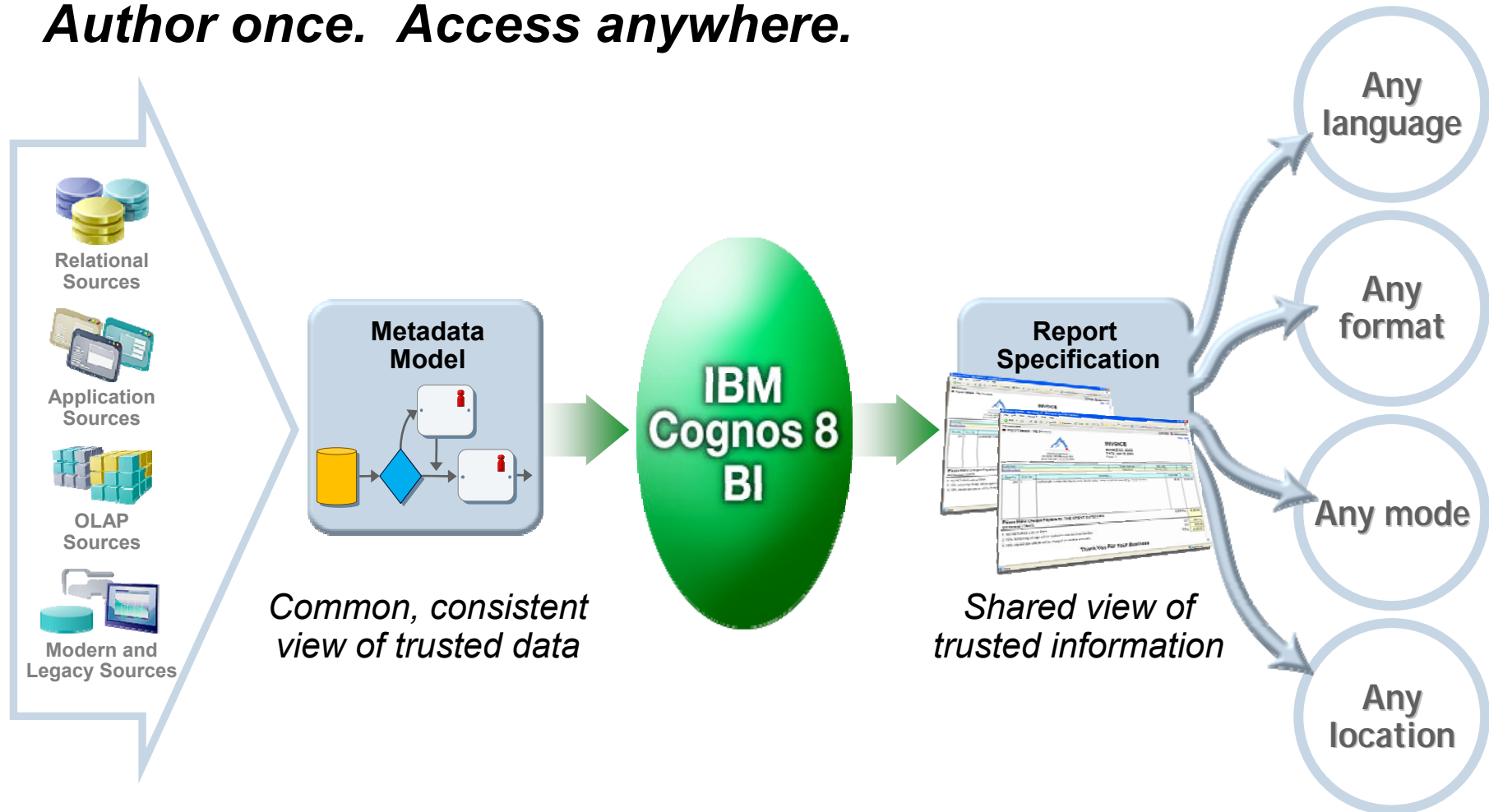
IBM Cognos 8 BI Reporting delivers **a single environment**, built on an **open enterprise platform** to address all **reporting requirements**.

- Only IBM Cognos Reporting delivers...
 - Universal data access
 - Full breadth of report coverage
 - Author once, access anywhere
 - Holistic support for global deployments
 - Secure reporting environment
 - Integration with enterprise applications



IBM Cognos Performance

Author once. Access anywhere.



Constar International's reporting challenge

- The challenge
 - Limited IT resources
- The solution:
 - Empower users to generate their own reports and then train more sophisticated users to create reports in Report Studio to “polish and upgrade” Query Studio reports in Report Studio



Query Studio - Monthly Sales Actual vs Forecast and Last year

Menu: Export Data, Edit Data, Change Layout, Run Report

Manage Files: New, Open..., Open In Report Studio, Save, Save As..., Report Definition...

Sales Actual Vs Forecast with Last Year

Month: 200,812 AND Plant Number: 710 AND NOT Major Description: MATERIALS

Actual Units: Greater than or equal to 1 and no missing values OR LY Actual Units: Greater than or equal to 1 OR RF3 Units: Greater than or equal to 1

Month	Plant Number	Major Description	Minor Description	Actual Units	RF3 Units	Actual Units - RF3 Units	LY Actual Units
200812	710	110-CSD SINGLE SERVE	113- 16 OZ. CSD	0	0	0	1,541,551
200812	710	130-WATER SINGLE SERVE	134- 5L WATER (INCLUDES 16 OZ.)	0	0	0	1,445,080
200812	710	300-FOOD GENERAL	302- SALAD DRESSING	11,481,720	4,263,211	7,218,509	6,472,700
200812	710	300-FOOD GENERAL	306- KETCHUP	10,296,300	9,000,000	1,296,300	1,183,000
200812	710	500-PREFORMS COMB.	501- PREFORM - BEVERAGE	5,232,184	5,231,628	556	0
200812	710	500-PREFORMS CUSTOM	500P- PREFORM - OTHER	1,110,000	3,794,326	(2,684,326)	0
Summary				20,122,204	22,289,175	5,833,029	10,642,331



Page layers: Drop members here to create page layers

Context filter: Drop members here to create a context filter (slicer)

Sales Actual Vs Forecast with Last Year

Month: 200,812 AND Plant Number: 710 AND NOT Major Description: MATERIALS

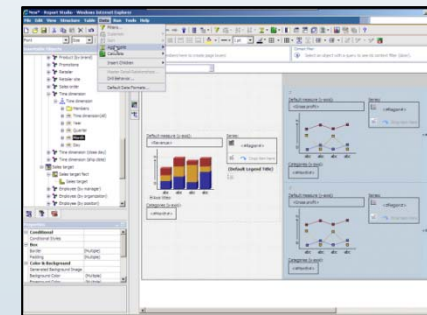
Actual Units: Greater than or equal to 1 and no missing values OR LY Actual Units: Greater than or equal to 1 OR RF3 Units: Greater than or equal to 1

Month	Plant Number	Major Description	Minor Description	Actual Units	RF3 Units	Actual Units - RF3 Units	LY Actual Units
<Month>	<Plant Number>	<Major Description>	<Minor Description>	<Actual Units>	<RF3 Units>	<Actual Units - RF3 Units>	<LY Actual Units>
<Month>	<Plant Number>	<Major Description>	<Minor Description>	<Actual Units>	<RF3 Units>	<Actual Units - RF3 Units>	<LY Actual Units>
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Summary				<Actual Units>	<RF3 Units>	<Actual Units - RF3 Units>	<LY Actual Units>



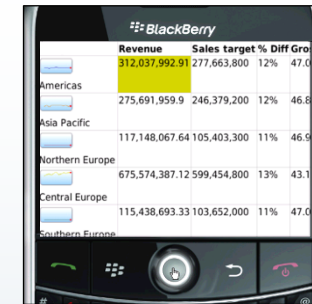
Report authoring for all users

- IBM Cognos 8 BI Report Studio
 - Express authoring mode
 - Simplified user interface
 - Live data
 - Statement-style reports
 - Professional authoring mode
 - Multi-lingual
 - Pixel-perfect formatting
 - Multi-source, multi-page, multi-style
 - All report styles with flexible output
 - Scheduling, email bursting, and event-triggers



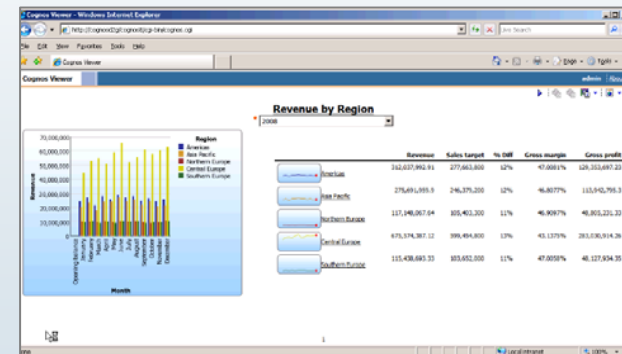
Reports on the Go!

- IBM Cognos 8 Go! Mobile
 - Delivers IBM Cognos 8 BI content to mobile users
 - Leverages the Cognos 8 platform, including security
 - Rich native client, purpose-built
 - Location awareness
 - Support for BlackBerry, Windows Mobile and Symbian



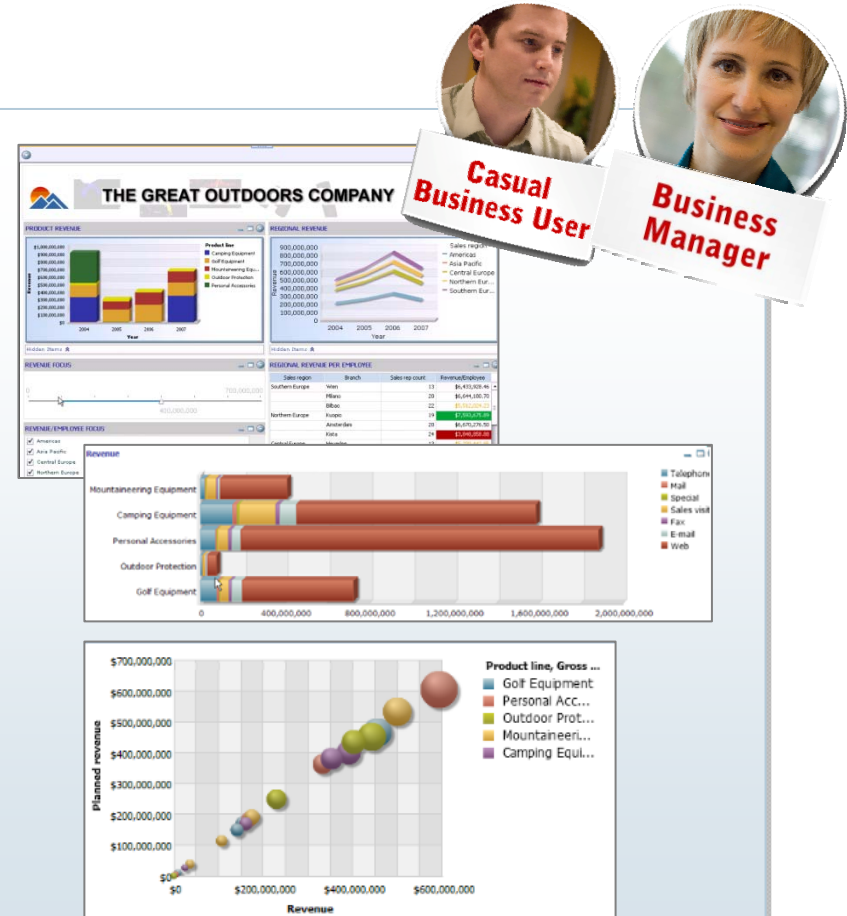
A BlackBerry mobile device displaying a Cognos report table. The table shows revenue and sales target data for various regions. The 'Americas' row is highlighted in yellow.

	Revenue	Sales target	% Diff	Gro
	312,037,992.91	277,663,800	12%	47.0
Americas	275,691,959.9	246,379,200	12%	46.8
Asia Pacific	117,148,067.64	105,403,300	11%	46.9
Northern Europe	675,574,387.12	599,454,800	13%	43.1
Central Europe	115,438,693.33	103,652,000	11%	47.0
Southern Europe				



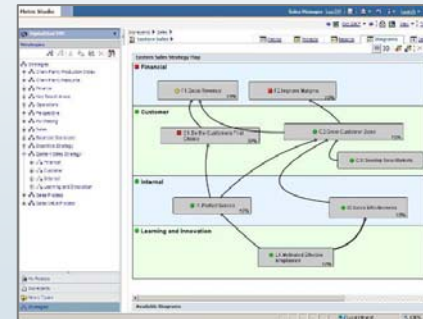
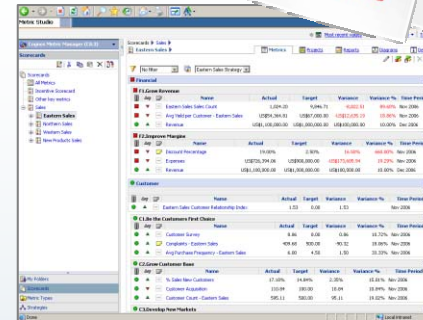
Personalized dashboards

- IBM Cognos 8 Go! Dashboard
 - Dynamic and customizable dashboarding capabilities
 - End users can quickly create and personalize their dashboard
 - Drag and drop ease
 - Trusted Cognos assets

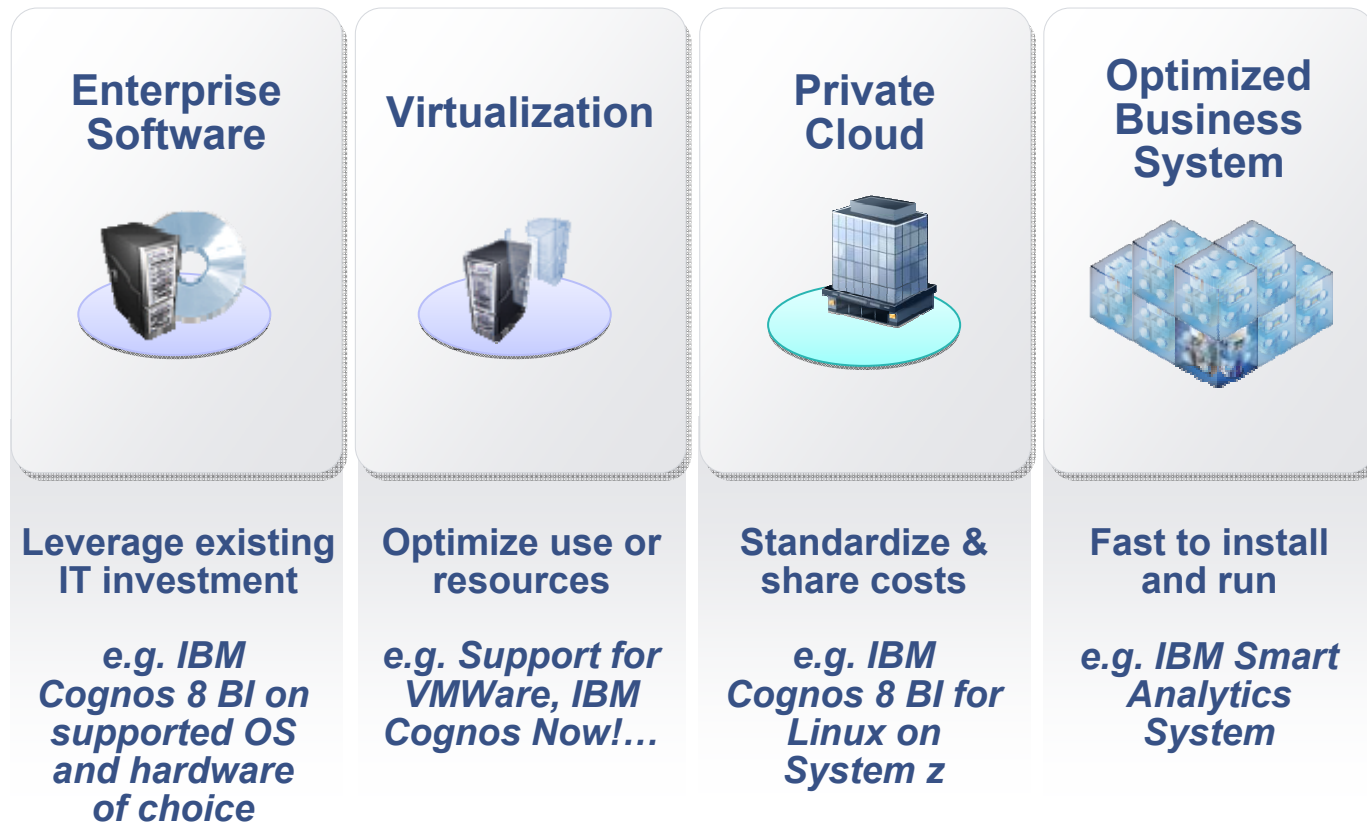
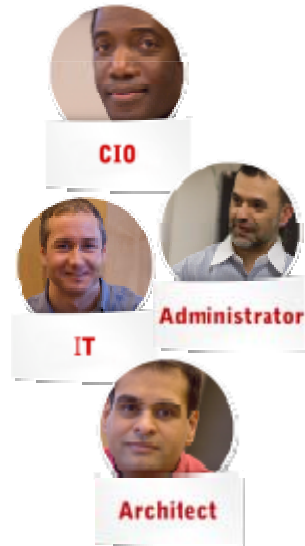


Personalized dashboards

- IBM Cognos 8 BI Metric Studio
 - Link strategy to operations
 - Communicate strategy across the organization
 - Track performance against strategic objectives
 - Create metrics with consistent business rules defining thresholds and targets
 - Provide departmental and employee focus
 - Ensure accountability and ownership
 - Scorecard metrics linked to BI reports and analysis for diagnostic detail



Enterprise, On-Premise Deployment Options



Continue Your Learning

- IBM Cognos Proven Practices
 - Source of tried, tested, and proven technical information to help you succeed with IBM Cognos products in your specific environment
- IBM Cognos 8 BI Training Paths
 - View training recommended by role to determine which courses will help you increase your reporting skills
- www.ibm.com/cognos/training
 - Visit the IBM Cognos Education web pages to understand all of the ways that training can support the success of your reporting solution
- www.ibm.com/cognos/customercenter
 - The Cognos Customer Center is the single place to go for easy access to valuable IBM Cognos resources

