IBM Cognos Performance

Better Intelligence. Better Business.

New Intelligence for Smarter Business

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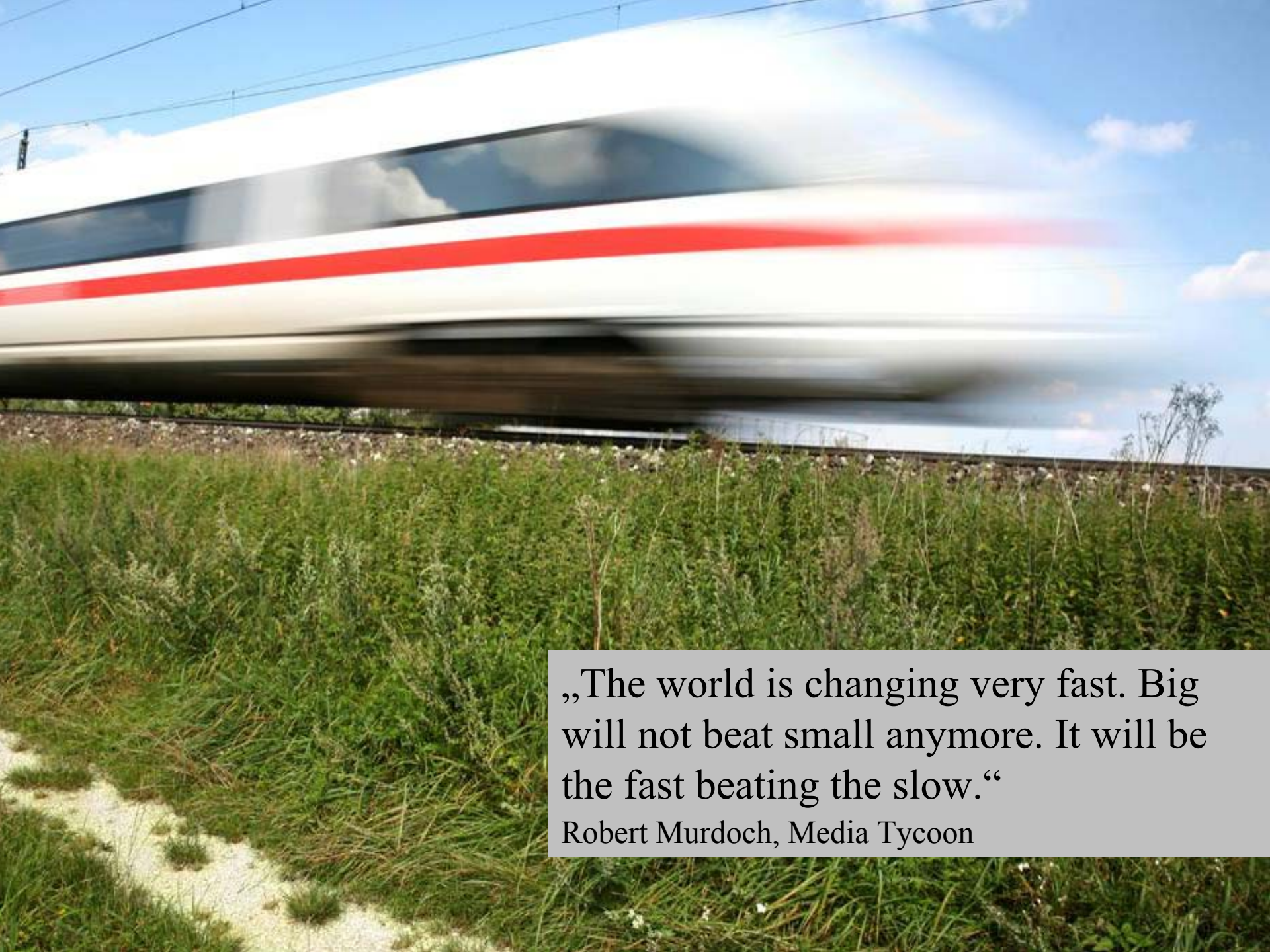
„The great day – when all the information for solving a management problem is only a push button away – is closer than you think.“

Business Week, 1963

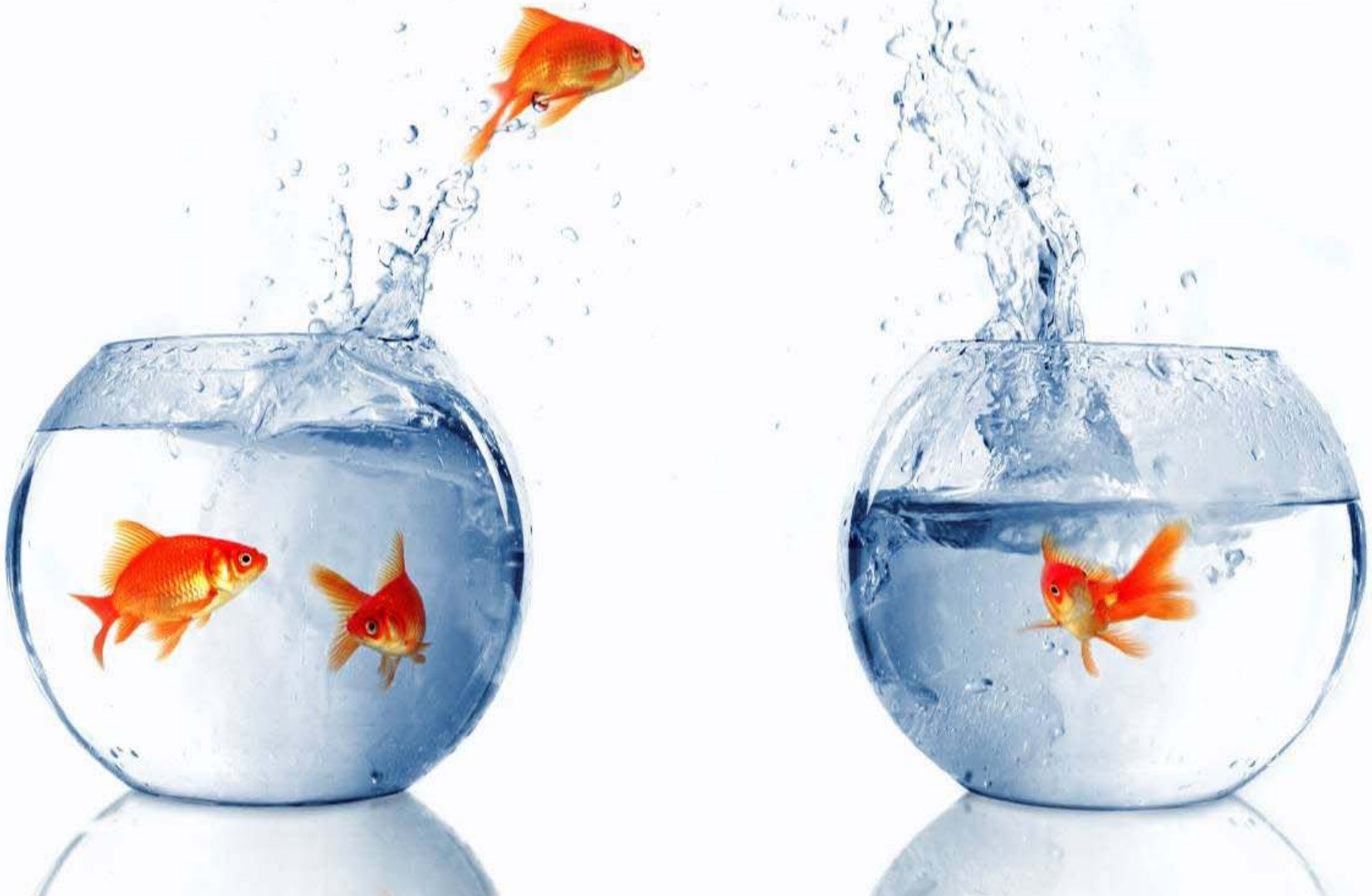
Our objectives

- Business in the ‘New Normal’
- IBM & Performance Management
- New solutions & developments


„The world is changing very fast. Big will not beat small anymore. It will be the fast beating the slow.“
Robert Murdoch, Media Tycoon

„Expect the unexpected.“

David Axson



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Page last updated at 13:19 GMT, Wednesday, 3 February 2010

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Nokia navigation software downloads reach one mil

One million people downloaded Nokia's free navigation software during the first week of its launch, the company claims.

Ovi Maps contains also contains traffic information in ten countries.

Ovi Maps have been downloaded 1.4m times overall since the application became available on January 21 2010.

It has been most popular in China, Italy, the UK, Germany and Spain

The service provides different direction information for drivers and pedestrians in 74 countries and 46 different languages.

"We're averaging a download a second, 24 hours a day," said Anssi Vanjoki, Nokia's executive vice president.

He added that the demand for location-based software was growing more quickly than the company had anticipated.

Research by Strategy Analytics suggests that Nokia has 39% of the global smartphone market.

SEE ALSO

- Nokia launches sat-nav challenge
  21 Jan 10 | Technology
- Will smartphones see off sat-nav?
  01 Jan 10 | Technology
- Apple and Nokia's battle hots up
  11 Dec 09 | Business
- Nokia recalls 14m phone chargers
  09 Nov 09 | Business
- Free Google sat-nav shakes market
  29 Oct 09 | Business
- Nokia Siemens to reduce workforce
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- Many motorists are 'distracted'
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RELATED INTERNET LINKS

- Nokia
- Strategy Analytics

The BBC is not responsible for the content internet sites

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

Source: IBM Institute for Business Value

“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

IBM

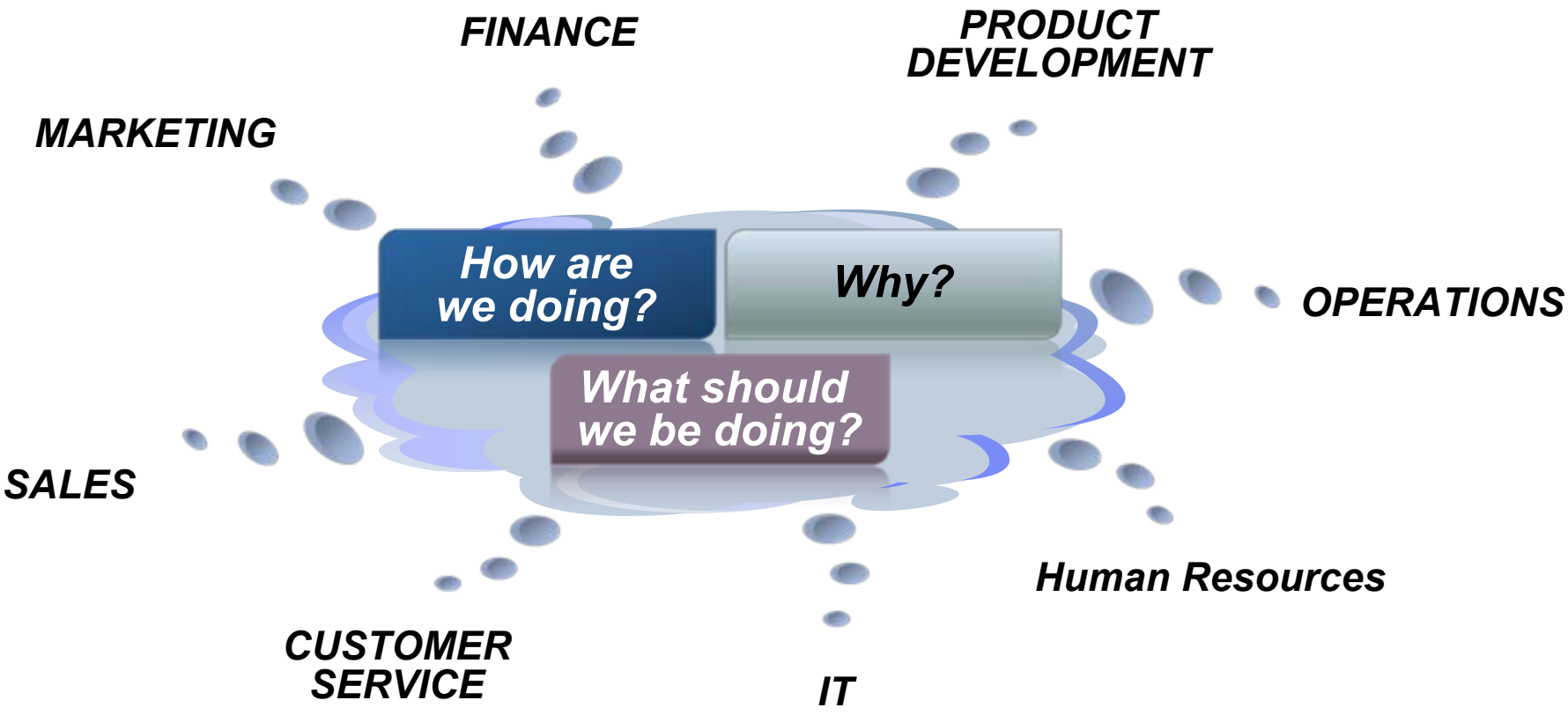
Three Questions that Drive Performance

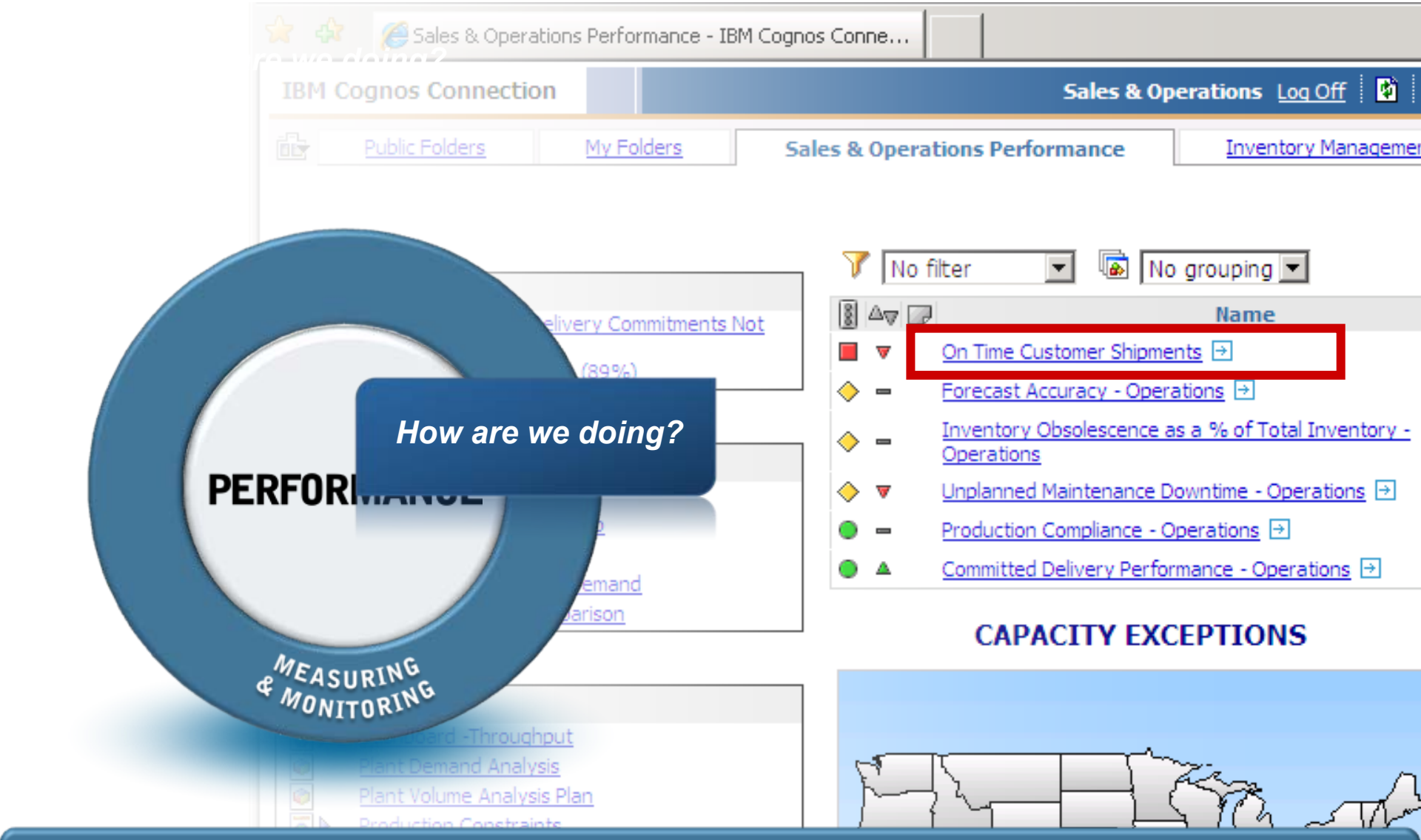
How are we doing?

Why?

What should we be doing?

Three Questions that Drive Performance

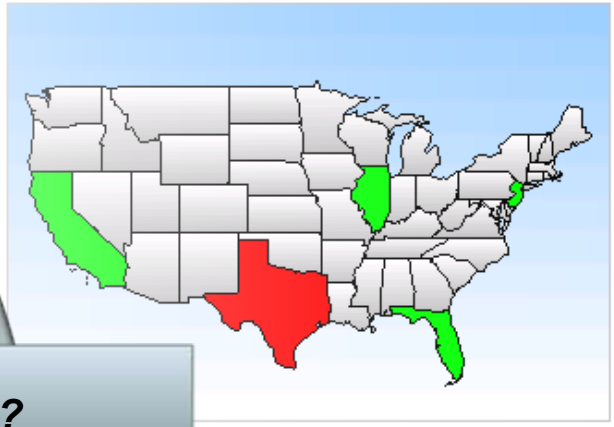


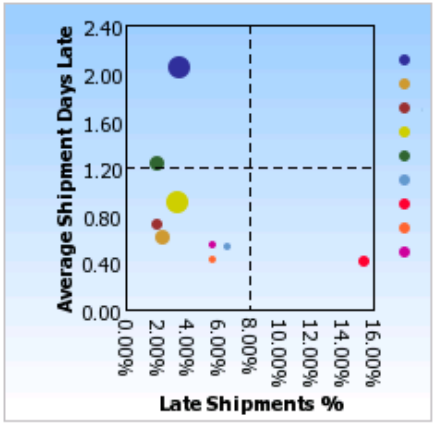


Scorecard or dashboard shows On Time Shipments below plan

How are we doing?

Why?





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	
Newark, NJ	Instrument Wiring	1,065,832	888,867	Yes
Santa Cruz, CA	LCD Monitors	0	41,544,732	

Report shows production bottleneck due to Material Shortage

How are we doing?

Why?

What should we be doing?

ing - Cognos Planning - Contributor

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

Master Planning | Strategic Accounts | Game Console

	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%	
Newark, NJ	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%	
Houston, TX	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%	
Contractor	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
Contractor	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%	
Newark, NJ	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Santa Cruz, CA	0.00%	0.00%	(20.00)%	(20.00)%	(20.00)%	(20.00)%	(20.00)%	(2
Houston, TX	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Jacksonville, FL	0.00%	0.00%	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%	
All Plants	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100
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

IBM Cognos Performance

IBM Cognos Performance

INFOSPHERE CUBING SERVICES...

IBM DB2

Microsoft Access

COGNOS 8 POWERCUBE

COGNOS TM1

ORACLE OLAP

SYBASE

TERADATA

MICROSOFT ANALYSIS SERVICES

SAP BW

Microsoft SQL Server

IBM INFORMIX

OLAP SOURCES

RELATIONAL SOURCES

TERADATA AJIS

ESSBASE

Oracle

Netezza

Open & Heterogenous

COGNOS NOW!...

JDBC

ODBC

APPLICATION SOURCES

SAP R/3

MESSAGE SOURCES

MODERN & LEGACY SOURCES

XML

ORACLE

SSA

TIBCO EMS...

PEOPLESOFT

SIEBEL

COGNOS 8 PLANNING

BEA WEBLOGIC

IBM WBI SERVER FOUNDATION

WSDL...

SALESFORCE

IBM WEBSPHERE MQ

IBM

Midsize Companies, Supersize Impact

- The growth engine for global economy
- 65% of the worlds GDP
- Employ 90% of the world's workforce

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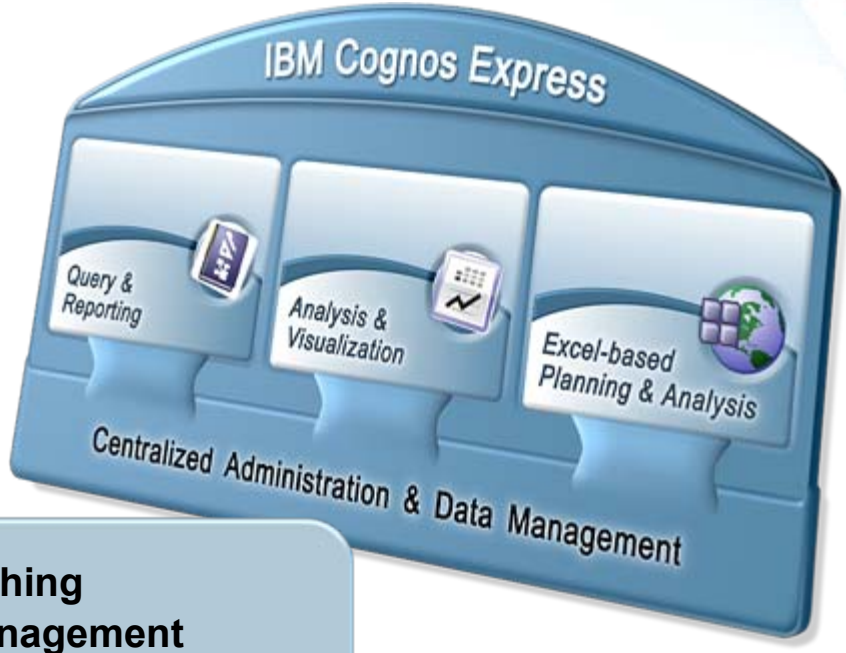
Removing the Barriers



Easy to Install

Pre-configured solution includes everything required for simple deployment and management

Easy to Use

Self-service access empowers business users and removes the burden from IT

Easy to Buy

Packaged and priced right… Start small, start anywhere, deliver immediate value, and grow

IBM

Sales Analysis Dashboard - IBM Cognos 8 Go! Dashboard - Windows Internet Explorer

http://cognosd2g/cognos8/cgi-bin/cognos.cgi/gdb/cognos/dashboard/html/cm/i07182BBEEAAE42539D90BD06E9391642

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Sales Analysis Dashboar... | Public Folders - IBM Cognos ...

IBM Go! Dashboard - Sales Analysis Dashboard

Anonymous My Area Log On

D2G SALES ANALYSIS

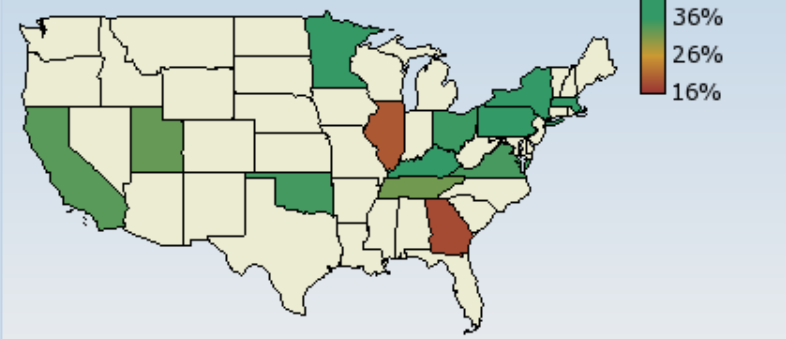
TOP SELLING PRODUCTS

Top: * 3

Rank	Product Name	MBA	SEQ	Sales [$ 000]
1	Sonic DTC Digital Advance			$85,849
2	Sonic 101 DTS/ES Receiver			$47,091
3	Sonic TLR Thunder Receiver			$46,184
Consumer Electronics				**$179,123**
1	D2G Blast Em			$25,938
2	Microsoft Xbox			$6,385
3	Sega Dreamcast			$5,632
Entertainment Media				**$37,955**
1	Computer Extended Desk			$51,852
2	Computer Desk Ultra			$41,539
3	Standard Stool			$38,477
Home Office				**$131,867**
1	Wavestation 4200 FP			$384,344

PROFITABILITY BY STATE

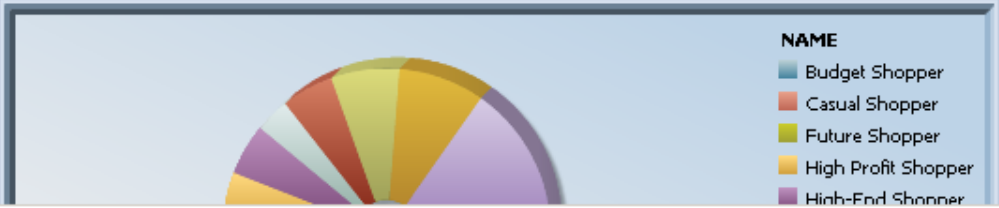
Product Line



RESTRICT CUST SEGMENTCOUNTS TO...

0 18

SEGMENTATION COUNTS



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!

IBM

RPA PC - IBM Cognos Connection - Windows Internet Explorer

http://cognosd2g/cognos8/cgi-bin/cognos.cgi?b_action=xts.run&m=portal/cc.xts&m_tab=iD0B8F465FC3B4C4DAC61EBF4515

File Edit View Favorites Tools Help

RPA PC - IBM Cognos Connection

Page Tools

IBM Cognos Connection Administrator Log Off Launch

Public Folders | My Folders | RPA PC | Smart Analytics

Retail Overview | Stores | Merchandise | Customer | Multi Channel | Supply Chain - SCOR

News Headlines

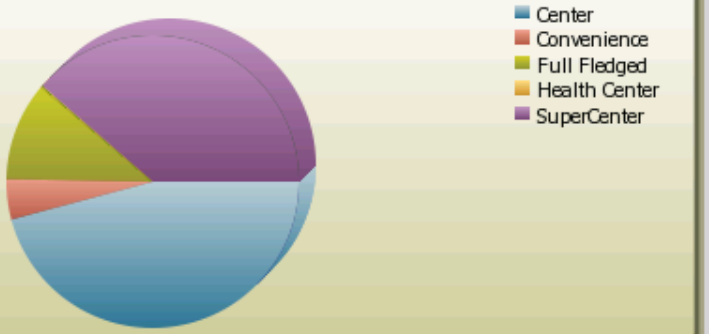
- NEW: YTD Comp Sales are down compared to last year!!
- NEW: Inventory Out of Stock Alert for the Cosmetics Sub Department.
- Recurring: Web Sales are down for the Current Week vs. Last Year.

YTD Customer Loyalty Comparison

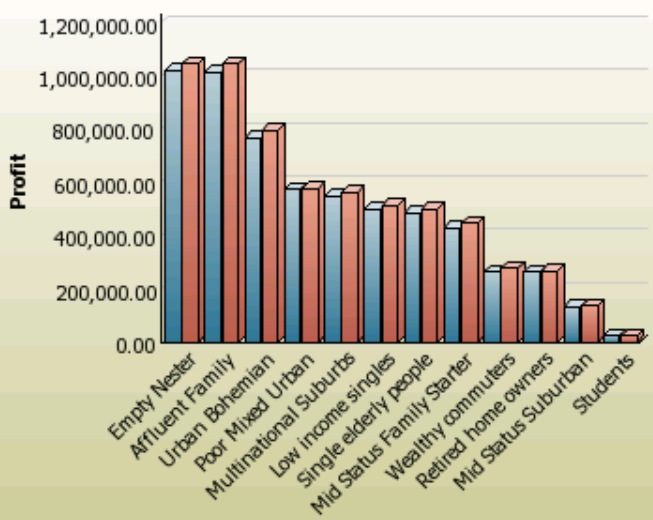
Sales	2008	2008	Variance	Variance %
anonymous	$5,746,645	$5,746,645	($102,257)	-1.75%
loyalty card	$8,654,471	$8,654,471	($189,561)	-2.14%

Sales

2008 YTD Sales by Store Type



YTD Customer Segment Profitability



Gross Margin

2008 YTD Gross Margin by Department

New ways of working to optimize decisions and actions

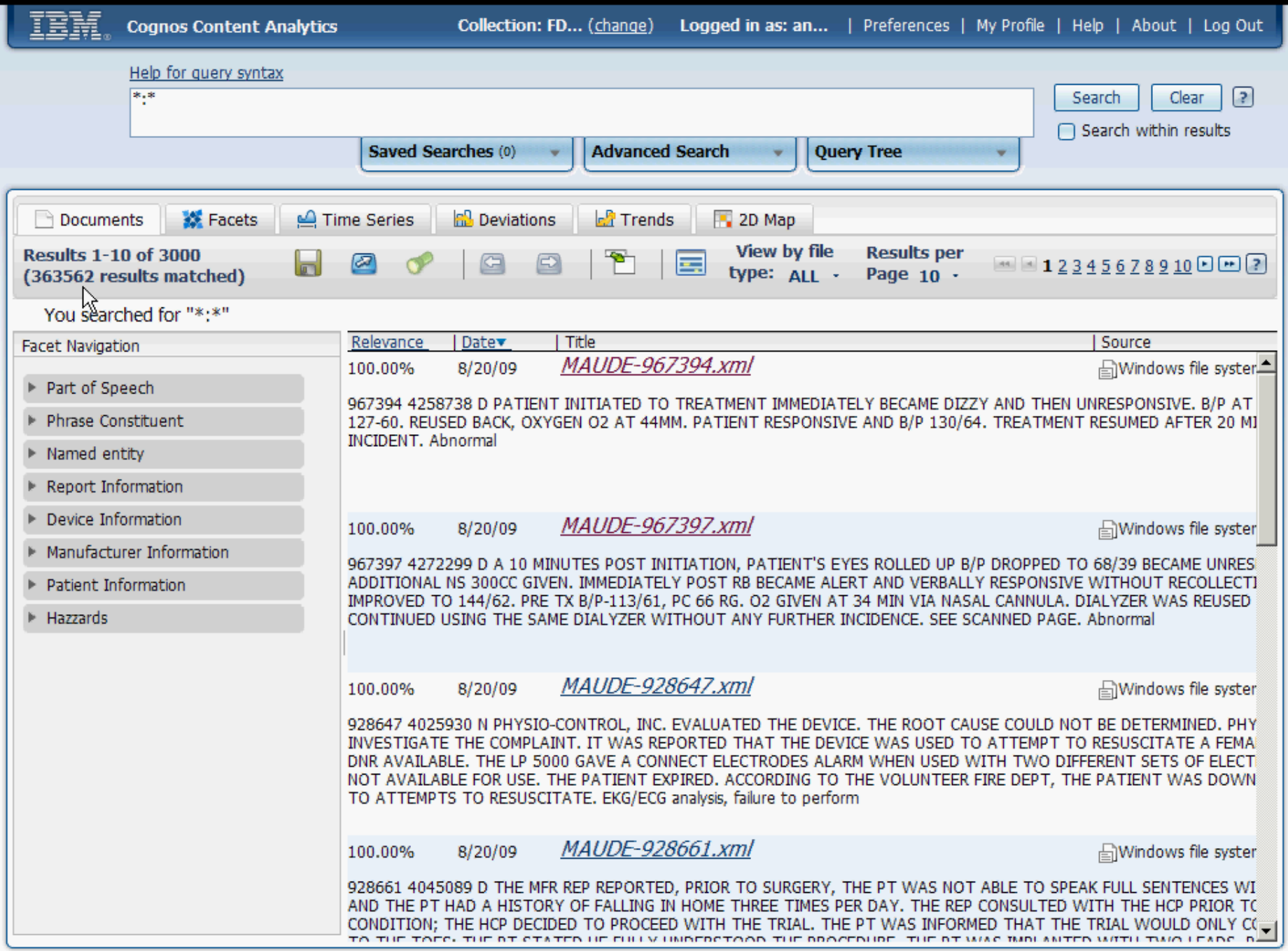
Where is our information?

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

IBM


IBM
Cognos Content Analytics
Collection: FD... (change)
Logged in as: an...
Preferences
My Profile
Help
About
Log Out
Help for query syntax
:
Search
Clear
Search within results
Saved Searches (0)
Advanced Search
Query Tree
Documents
Facets
Time Series
Deviations
Trends
2D Map
Results 1-10 of 3000
(363562 results matched)
View by file type: ALL
Results per Page 10
1 2 3 4 5 6 7 8 9 10
You searched for "*:*"
Facet Navigation
Part of Speech
Phrase Constituent
Named entity
Report Information
Device Information
Manufacturer Information
Patient Information
Hazzards
Relevance
Date
Title
Source
100.00% 8/20/09 MAUDE-967394.xml Windows file syster
967394 4258738 D PATIENT INITIATED TO TREATMENT IMMEDIATELY BECAME DIZZY AND THEN UNRESPONSIVE. B/P AT
127-60. REUSED BACK, OXYGEN O2 AT 44MM. PATIENT RESPONSIVE AND B/P 130/64. TREATMENT RESUMED AFTER 20 MI
INCIDENT. Abnormal
100.00% 8/20/09 MAUDE-967397.xml Windows file syster
967397 4272299 D A 10 MINUTES POST INITIATION, PATIENT'S EYES ROLLED UP B/P DROPPED TO 68/39 BECAME UNRES
ADDITIONAL NS 300CC GIVEN. IMMEDIATELY POST RB BECAME ALERT AND VERBALLY RESPONSIVE WITHOUT RECOLLECTI
IMPROVED TO 144/62. PRE TX B/P-113/61, PC 66 RG. O2 GIVEN AT 34 MIN VIA NASAL CANNULA. DIALYZER WAS REUSED
CONTINUED USING THE SAME DIALYZER WITHOUT ANY FURTHER INCIDENCE. SEE SCANNED PAGE. Abnormal
100.00% 8/20/09 MAUDE-928647.xml Windows file syster
928647 4025930 N PHYSIO-CONTROL, INC. EVALUATED THE DEVICE. THE ROOT CAUSE COULD NOT BE DETERMINED. PHY
INVESTIGATE THE COMPLAINT. IT WAS REPORTED THAT THE DEVICE WAS USED TO ATTEMPT TO RESUSCITATE A FEMA
DNR AVAILABLE. THE LP 5000 GAVE A CONNECT ELECTRODES ALARM WHEN USED WITH TWO DIFFERENT SETS OF ELECT
NOT AVAILABLE FOR USE. THE PATIENT EXPIRED. ACCORDING TO THE VOLUNTEER FIRE DEPT, THE PATIENT WAS DOWN
TO ATTEMPTS TO RESUSCITATE. EKG/ECG analysis, failure to perform
100.00% 8/20/09 MAUDE-928661.xml Windows file syster
928661 4045089 D THE MFR REP REPORTED, PRIOR TO SURGERY, THE PT WAS NOT ABLE TO SPEAK FULL SENTENCES WI
AND THE PT HAD A HISTORY OF FALLING IN HOME THREE TIMES PER DAY. THE REP CONSULTED WITH THE HCP PRIOR TO
CONDITION; THE HCP DECIDED TO PROCEED WITH THE TRIAL. THE PT WAS INFORMED THAT THE TRIAL WOULD ONLY C

New ways of working to optimize decisions and actions

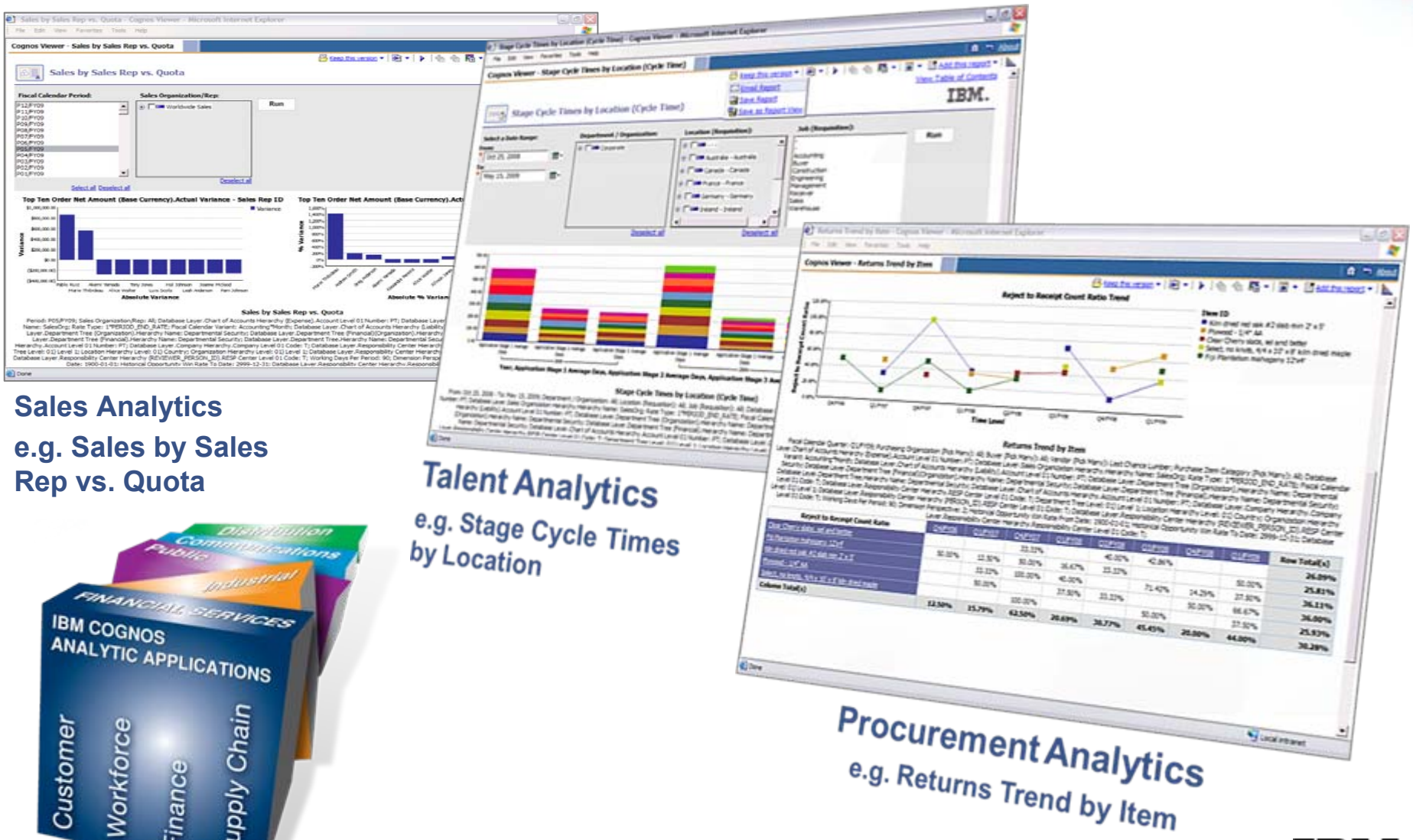
Solutions

IT & Finance need to deliver results

IBM

Faster & better projects for you

New Analytic Applications



Sales Analytics

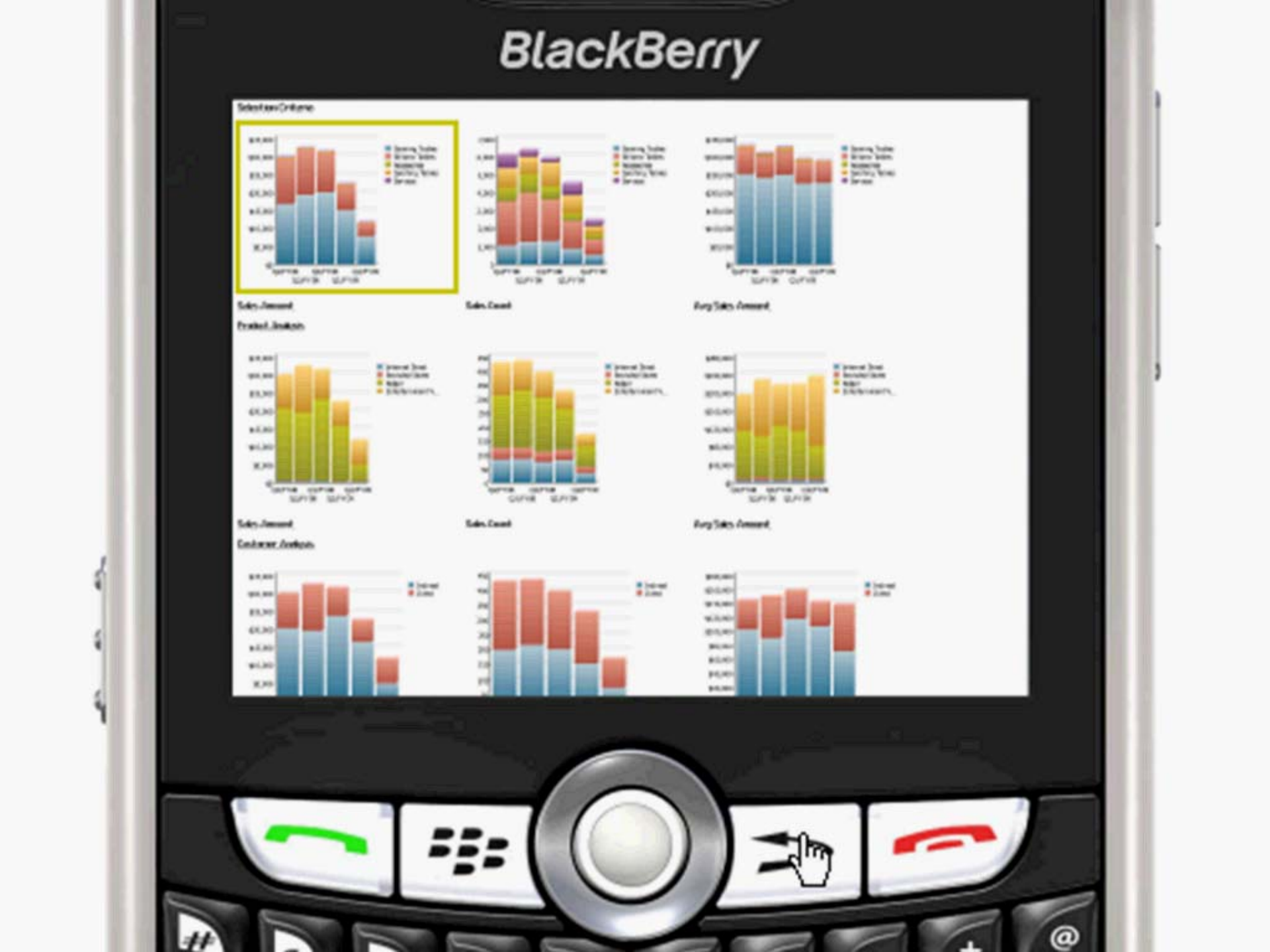
e.g. Sales by Sales Rep vs. Quota

Talent Analytics

e.g. Stage Cycle Times by Location

Procurement Analytics

e.g. Returns Trend by Item


BlackBerry

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