IBM Cognos Performance
Better Intelligence. Better Business.

Introducing IBM Cognos Express

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Agenda

- The opportunity and challenge for midsize companies
- Introducing IBM Cognos Express
- Getting Started

Cognos. software

Dynamic Economy

Threats and Opportunities for a midsize company

- Midsize companies are more resilient in a tough economy
- 53% are in a cost-cutting focus
- 47% of midsize companies have a strategic focus
- Deliver innovation to support an accelerating rate of change

(*IBM's Midmarket Trends IT Survey*)

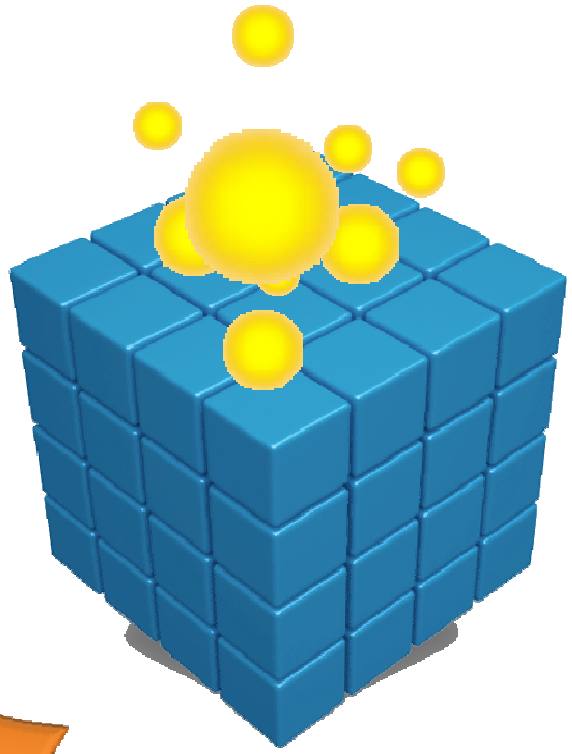
Adaptability Delivers Competitive Edge

- Change business model
- Align resources quickly
- Capitalize on new opportunities

Insight to make smart decisions and take action

Information

Information-driven and accountable culture through Dashboards and Reports



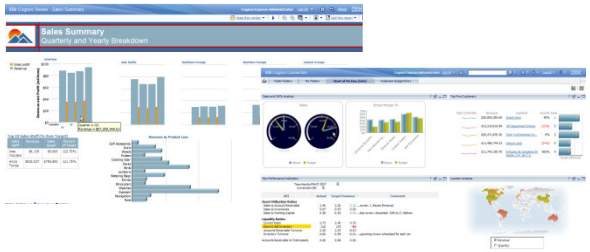
Insight

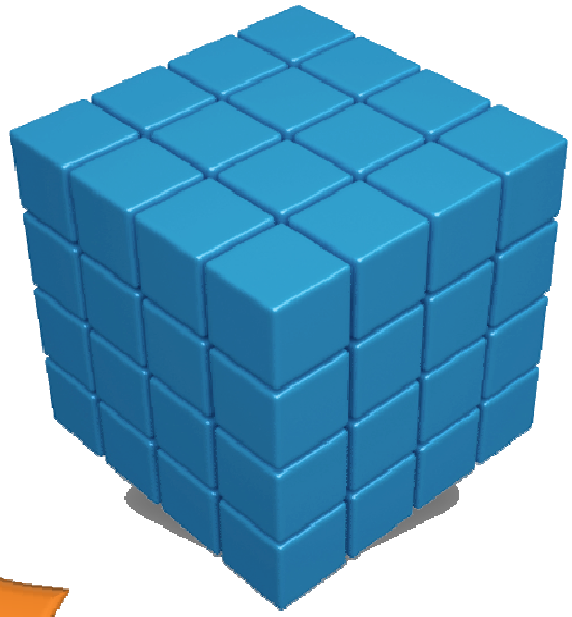
Early identification of opportunities and issues through Analysis

Action

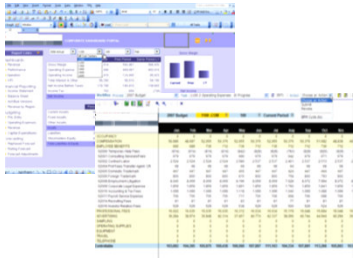
Align resources with decisions through Planning

Dashboards/Reports

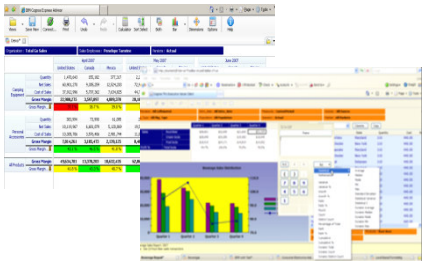




Planning



Analysis



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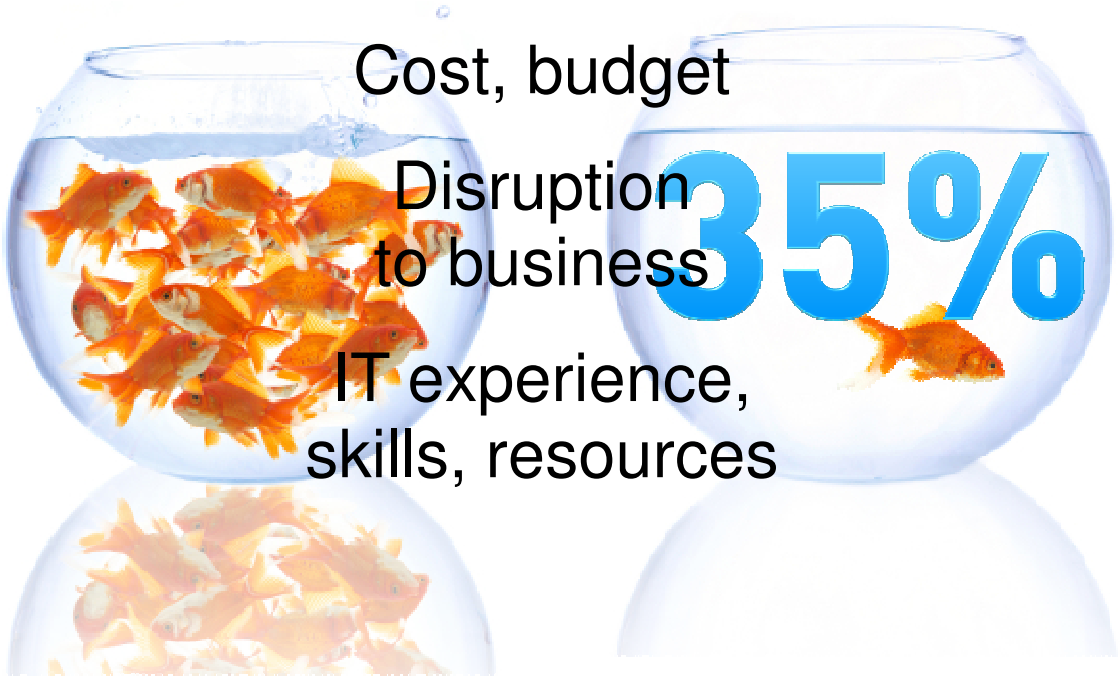
Source: Nucleus Research 2008, 2009

Reality….

Implemented BI

Barriers

Implemented BI

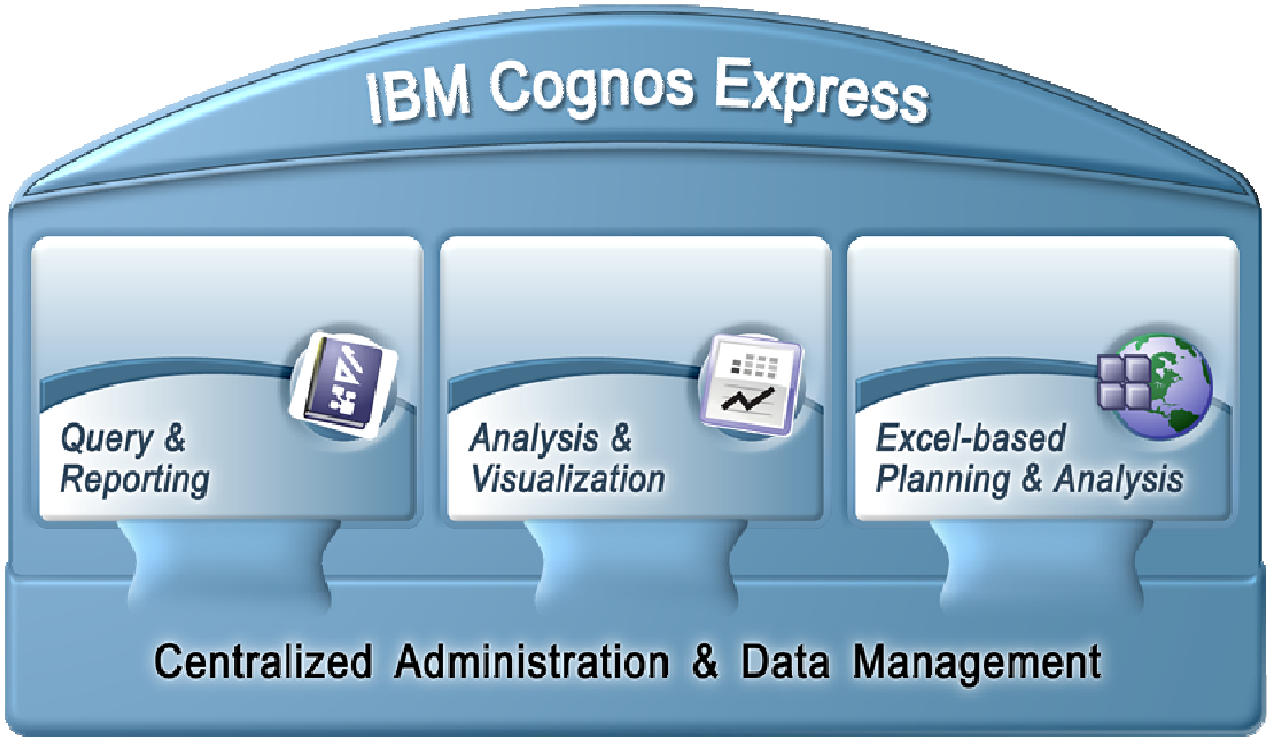


Cost, budget

Disruption to business

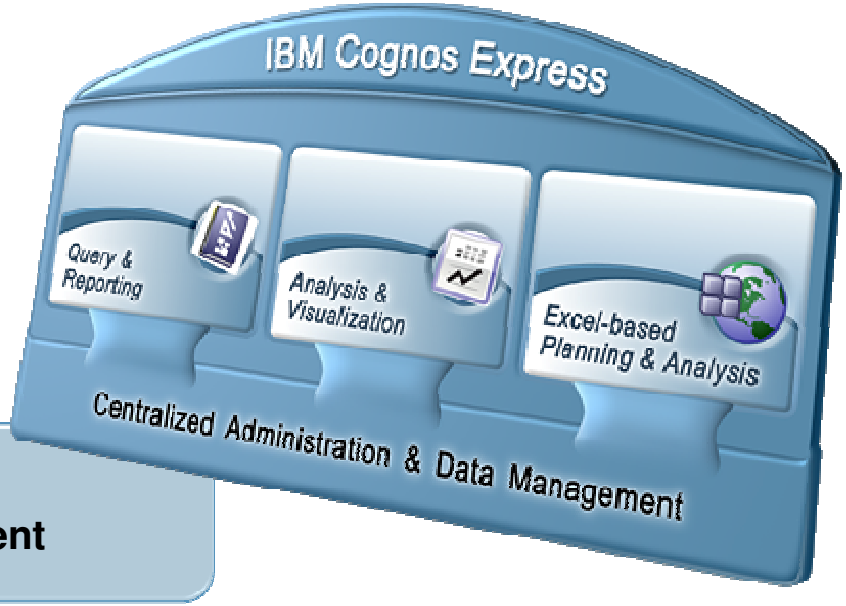
IT experience, skills, resources

Introducing IBM Cognos Express



The only integrated Reporting, Analysis and Planning solution purpose built for midsize companies

Overcoming the Barriers



Easy to Install

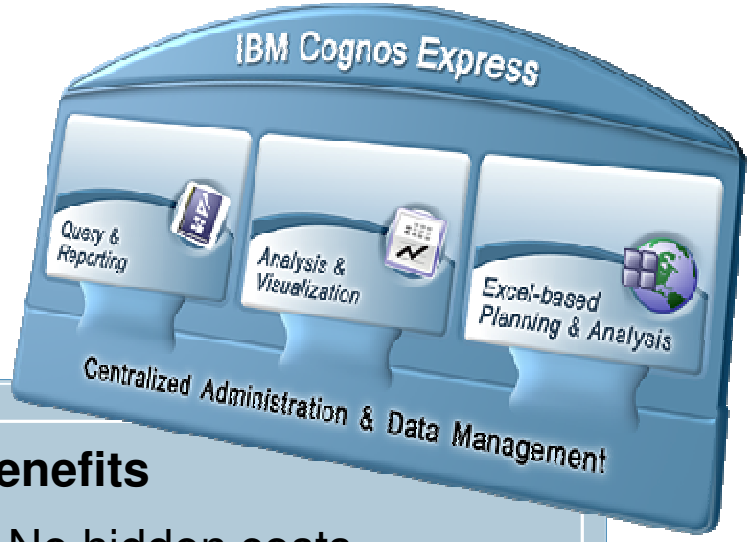
Pre-configured solution includes everything required for simple deployment and management

Easy to Use

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

Easy to Buy

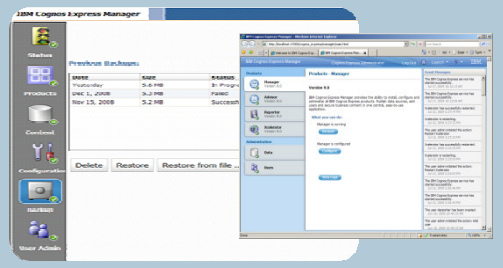
Packaged and priced right… Start small, start anywhere, deliver immediate value, and grow



Easy to Install

- Preconfigured "No assembly required"
- All you need - Embedded
  - OLAP, Security, Content store, Web server, Data integration
- Central management console for content, security, licensing and administration

- **Benefits**
  - No hidden costs
  - Minimum resource needed
  - Quick time to value



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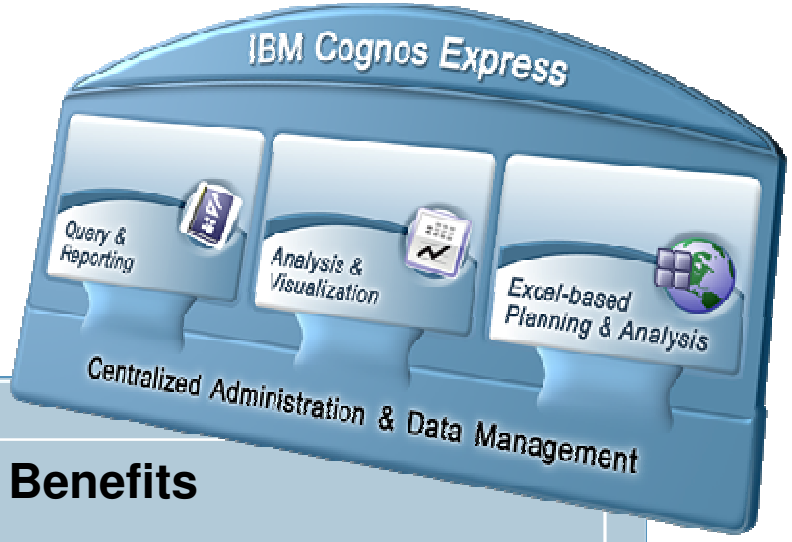

Easy to Use

- Novice to advanced Users
- Simple business view creation
- Data viewed in business context
- Right interface for the right user
- Flexible delivery model

- **Benefits**
  - Reduce IT Backlog
  - Reduce burden on IT
  - Business empowered
  - Minimum resource needed
  - Quick time to value

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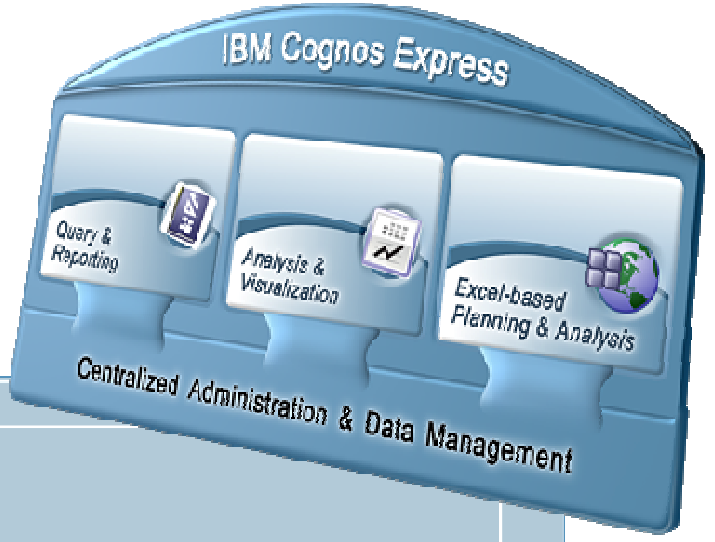
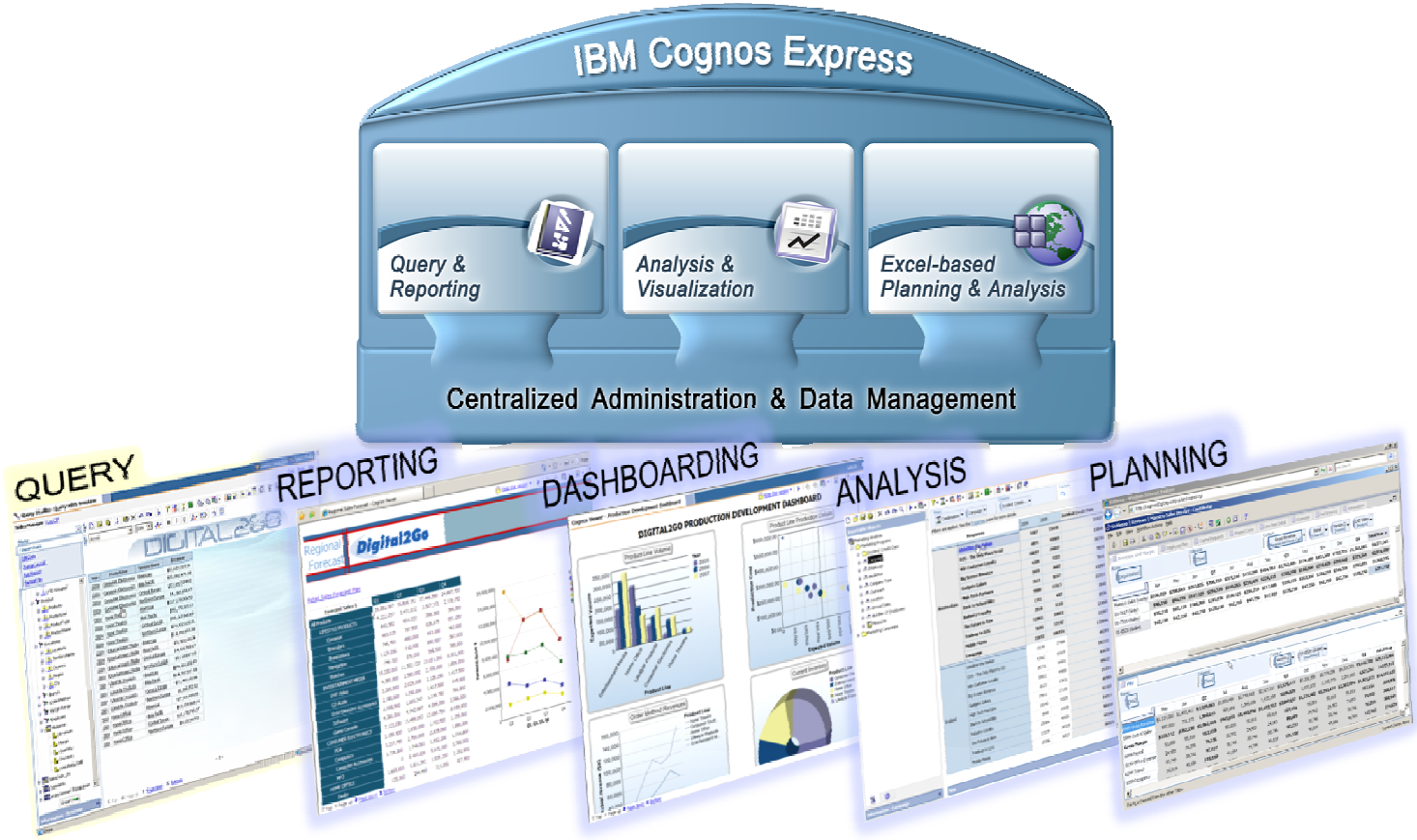


Easy to Buy

- Buy what you need and when you need it
- Low entry price point
- No hidden costs
- Room to grow
- Affordable

- **Benefits**
  - Start small, start anywhere
  - Match projects to match resource and budget constraints
  - Quick time to business value
  - Low risk

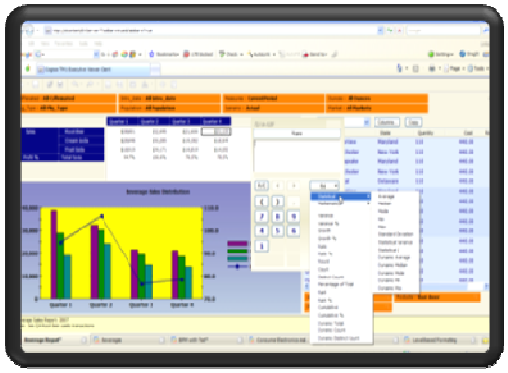
Solving the Business Need



Information ***Insight*** ***Action***

Reporting and Ad Hoc Query

- Simple, intuitive authoring for novice to experts
- Reports and dashboards to meet the needs of different users
- Breadth of report coverage – operational, transactional, managed, dashboards, ad hoc
- Connect to any type of data and in any combination – relational, OLAP, desktop files
- Flexible report delivery via web interface, PDF, Excel, email or Portal



Analysis and Visualization

- Real-time analysis with in-memory multidimensional capability
- Slice and dice, drill down/through capabilities
- High impact data visualizations
- Simplified business view creation and building
- On-the-fly business view changes
- ‘What if’ scenarios with write-back
- Embed live content into MS Office applications

Planning, Budgeting, Forecasting

- Transforms Excel with a powerful in-memory analytics server for multi-dimensional analysis and planning
- Centrally managed data, business hierarchies, rules, calculations
- Continuous planning, aggregation, analysis
- Excel or Web Interface
- “What if” scenario modeling & write-back
- Role-based security and clear audit trails
- Workflow management

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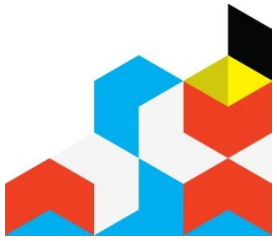
DEMO

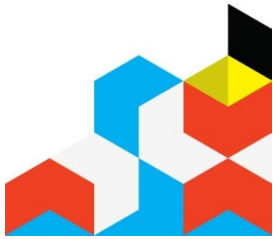
A smart approach for a midsize company

Think Big
Start Small



Think Big

- A vision for an information driven culture
- Answer the three key business questions
  - How are we doing?
  - Why?
  - What should we be doing?
- Link Information and Insights gained through BI with action from Planning
- Provide a path to future enterprise-class requirements



Start Small

- Create a roadmap that builds on small successes
- Modular and incremental strategy
- Start anywhere (Reporting, Analysis, Planning etc)
- Deploy tactically yet ensure initiatives are connected

Information ***Insight*** ***Action***

Think Big
Start Small

Benefits

Enables project rollout to match resource capacity and budget

Realize business benefit quickly

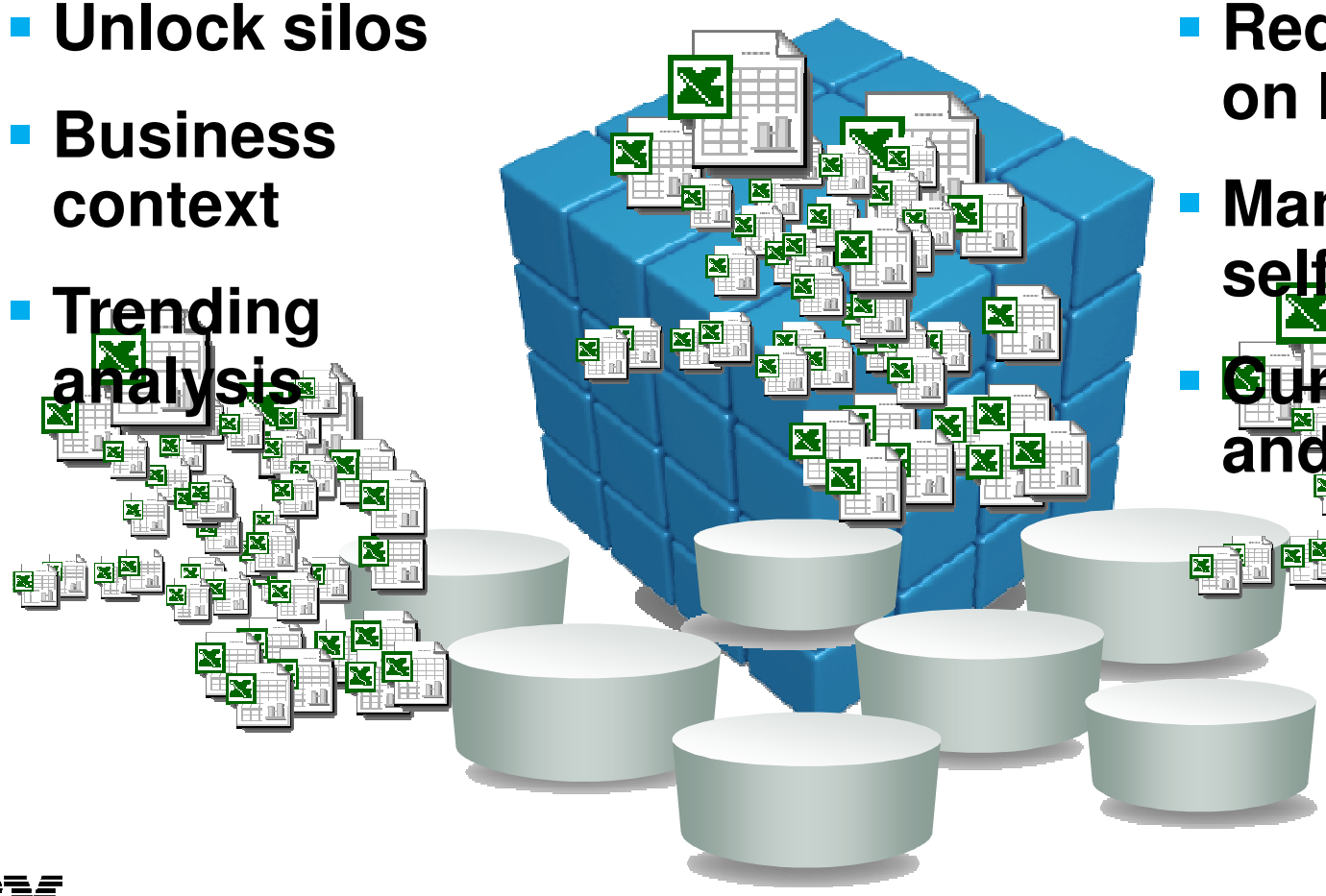
Provides justification for further investment

Allows adjustments to respond to changes in business objectives

A smart approach for a midsize company

Start with an in-memory analytic server

- **Unlock silos**
- **Business context**
- **Trending analysis**



- **Reduces burden on IT.**
- **Managed self-service**
- **Current data and information**

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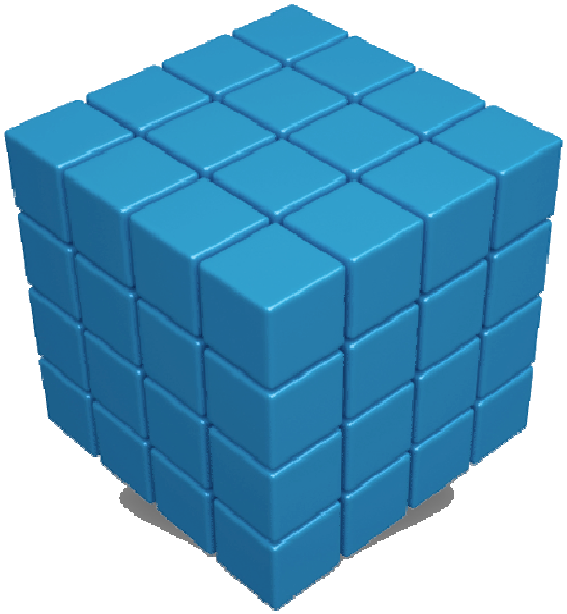
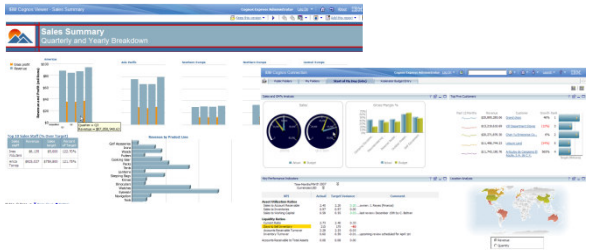
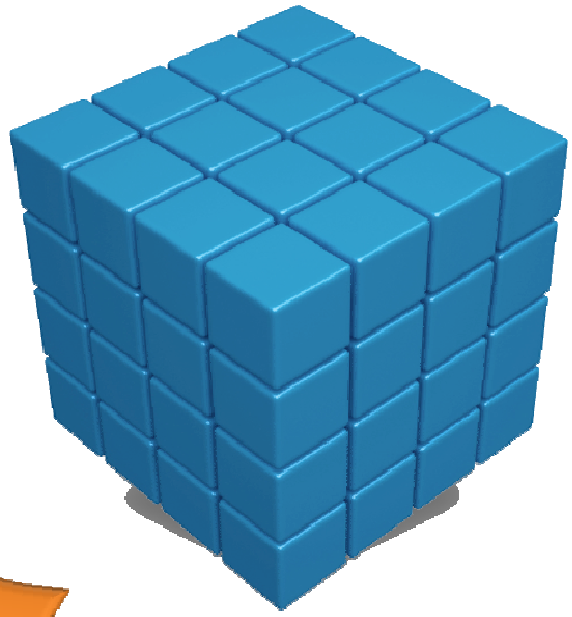
The benefits of an in-memory analytic server

- **Modern architecture for unmatched performance and flexibility**
- **Combine large amounts and different sources of data**
- **Consistent and centrally manage data, business hierarchies, rules and calculations**
- **Multi-dimensional for powerful analysis and more natural organization of information (products, customers, sales)**
- **Write back delivers closed loop process linking analysis and planning**

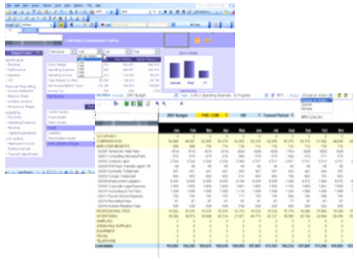


Dashboards/Reports

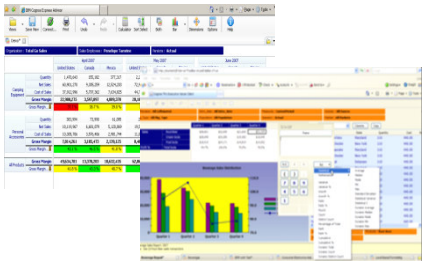




Planning



Analysis



Download a

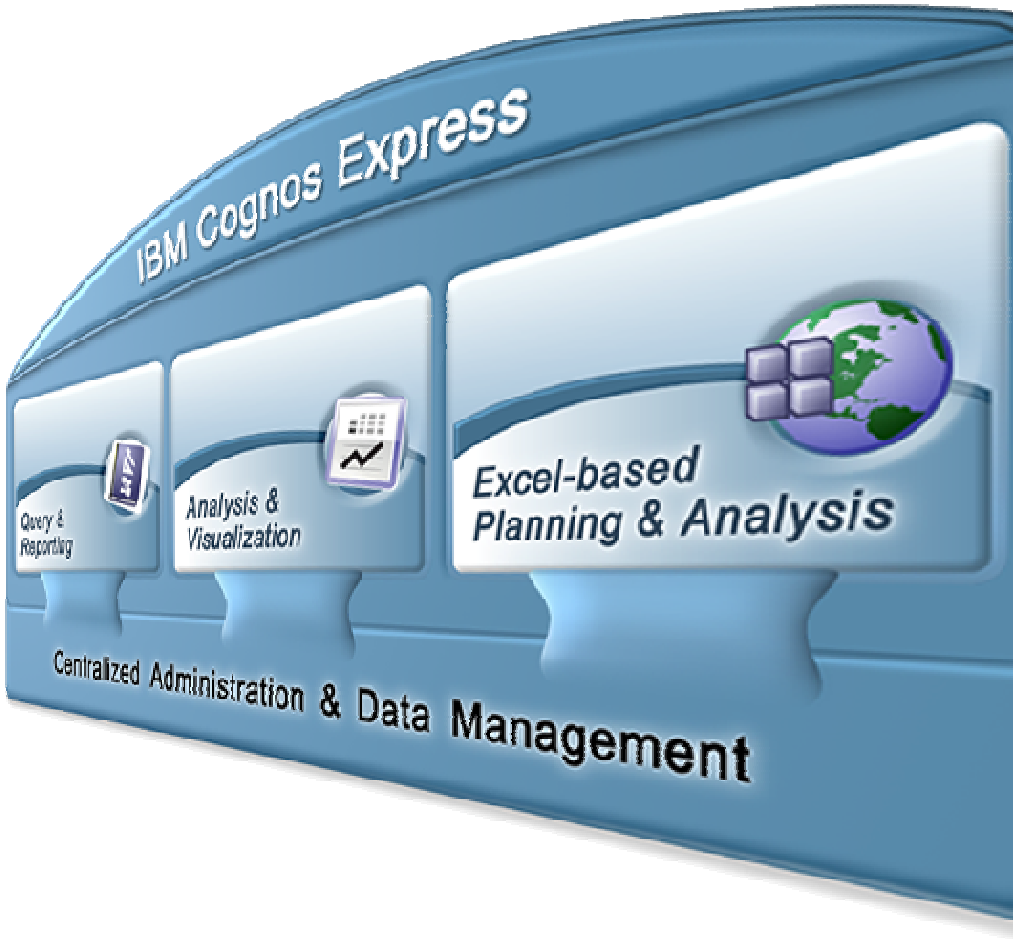
Free **TRIAL**

and see for yourself!

Summary

- Integrated BI & Planning
- Purpose built and priced for midsize companies

Easy to install,
Easy to Use,
Easy to Buy



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Q&A

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