

**IBM Cognos Performance**  
Better Intelligence. Better Business.

## IBM Cognos 8 BI Analysis

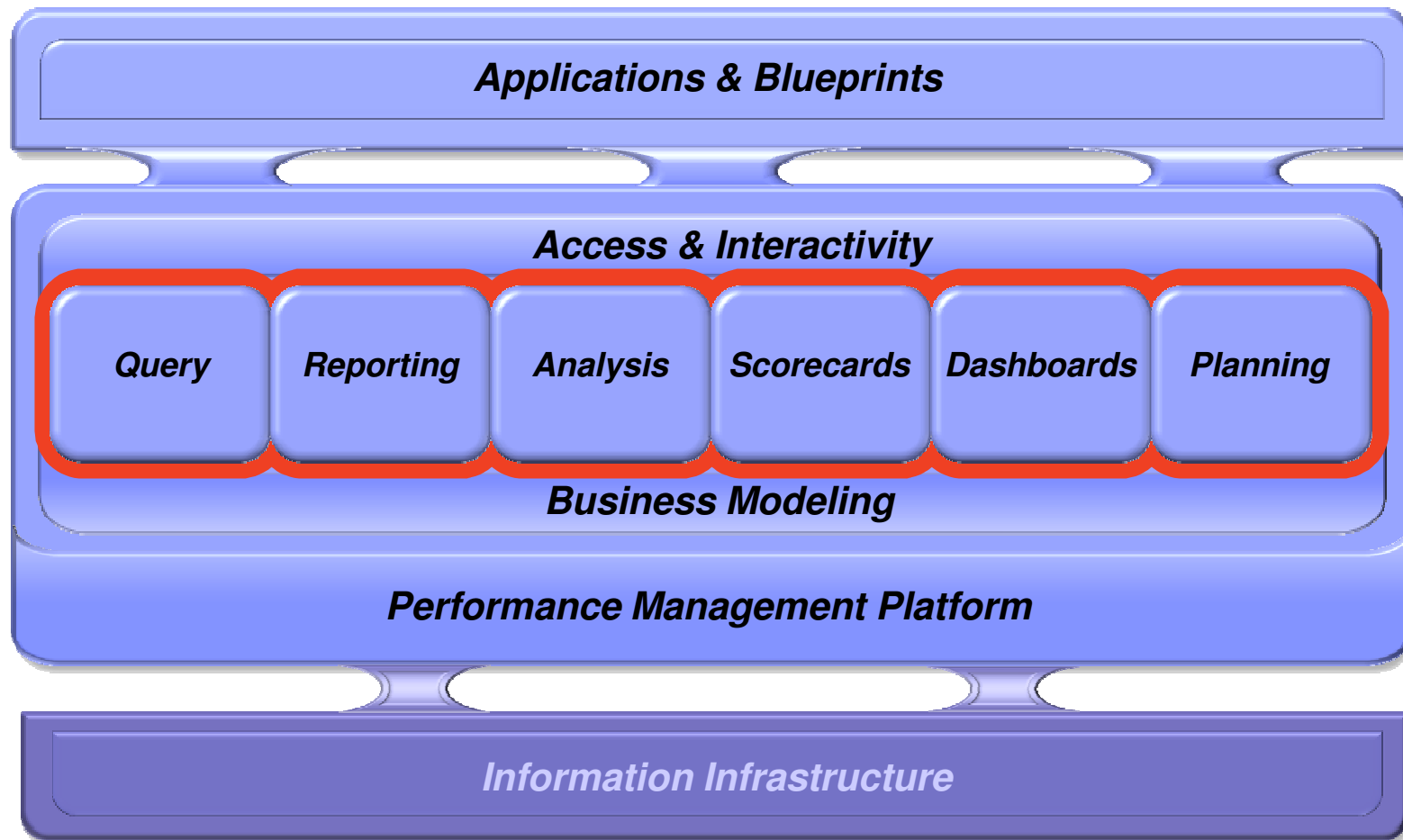
Business Analytics from IBM Cognos:  
Spreadsheets, scenario modeling, dimension  
management and predictive analysis.

***Presenter:***  
***Ken Wong***  
***BI and Performance Management,***  
***IBM Software Group***

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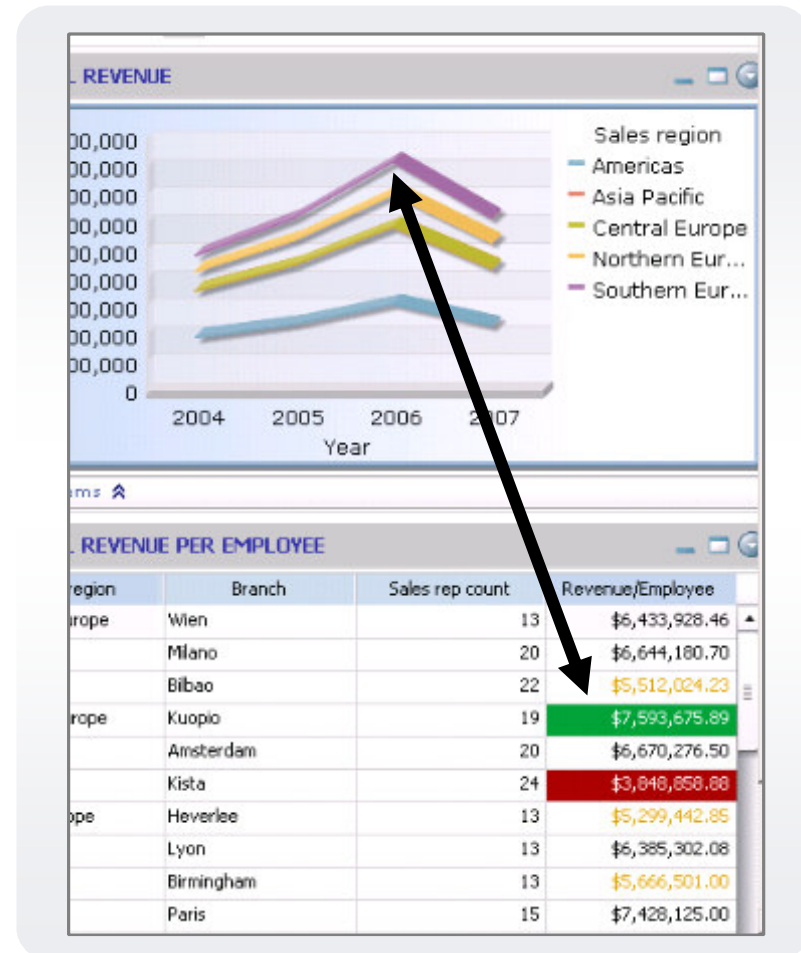


## ***IBM Cognos Performance Management System – Universal Capabilities***

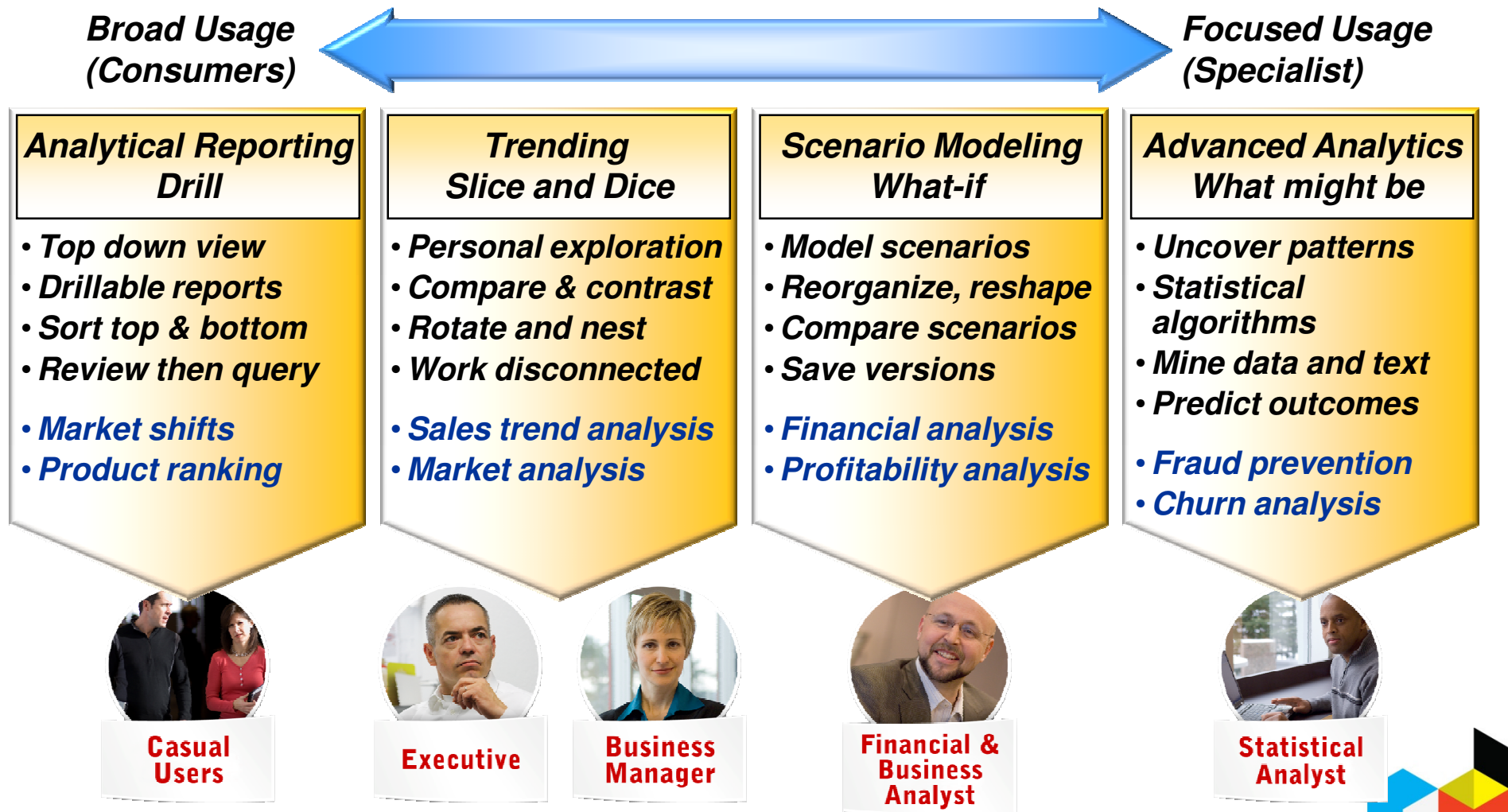


## ***Analysis answers “Why”***

- ***Enables guided exploration of information that pertains to all dimensions of your business***
- ***Facilitates complex analysis and scenario modeling easily and quickly***
- ***Gets to the “why” behind an event or action to improve business performance.***
- ***Provides navigation from summary to detail levels of information effortlessly***

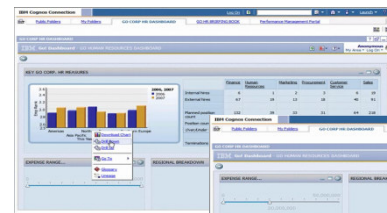


## Breadth of Analysis styles

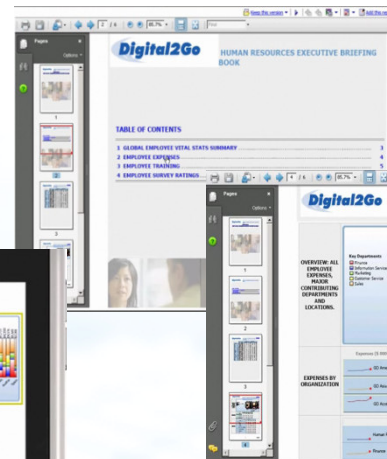


## Broad Usage: Analytical Reporting

- **Guided Analysis**
- **Dashboards**
- **Drillable reports**
- **Mobile Devices**



**Executive**



**Casual Users**



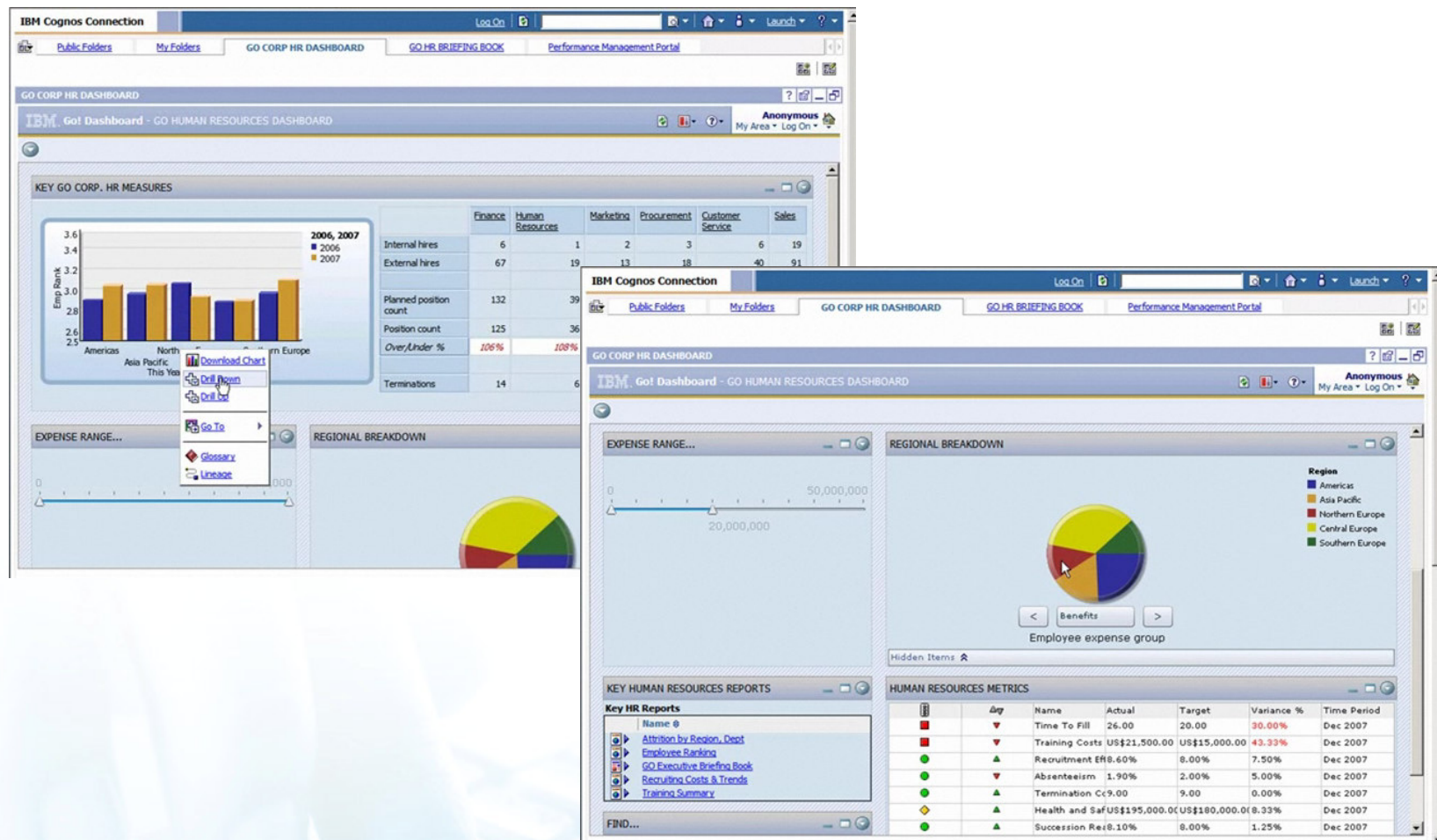
[http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od\\_cognos8\\_businessanalyst/exec.html](http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/exec.html)  
[http://www-01.ibm.com/software/data/cognos/elq/rd/offid.html?offid=od\\_cognos8\\_mobile](http://www-01.ibm.com/software/data/cognos/elq/rd/offid.html?offid=od_cognos8_mobile)





# IBM Cognos Performance

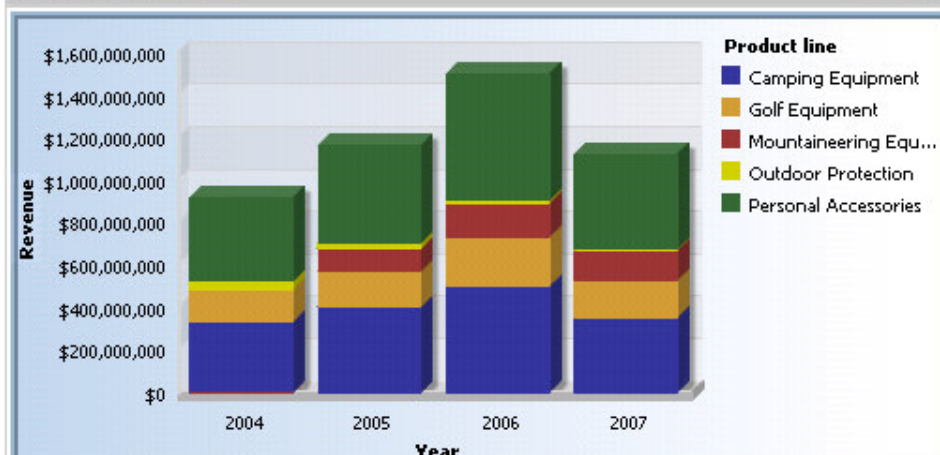
## Dashboards



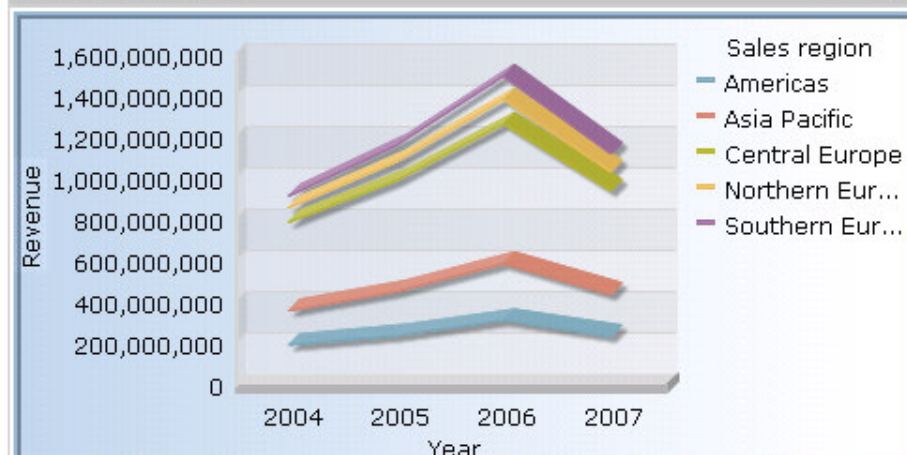


# THE GREAT OUTDOORS COMPANY

## PRODUCT REVENUE



## REGIONAL REVENUE



## REVENUE FOCUS



## REVENUE/EMPLOYEE FOCUS

- ☒ Americas
- ☒ Asia Pacific
- ☒ Central Europe
- ☒ Northern Europe

## REGIONAL REVENUE PER EMPLOYEE

Sales region	Branch	Sales rep count	Revenue/Employee
Southern Europe	Wien	13	\$6,433,928.46
	Milano	20	\$6,644,180.70
	Bilbao	22	\$5,512,024.23
Northern Europe	Kuopio	19	\$7,593,675.89
	Amsterdam	20	\$6,670,276.50
	Kista	24	\$3,848,858.88
Central Europe	Heverlee	13	\$5,299,442.85
	Lyon	13	\$6,385,302.08
	Birmingham	13	\$5,666,501.00
	Paris	15	\$7,428,125.00

# IBM Cognos Performance

GO Sales Prod Rev Dashboard - IBM Cognos 8 Go! Dashboard - Microsoft Internet Explorer

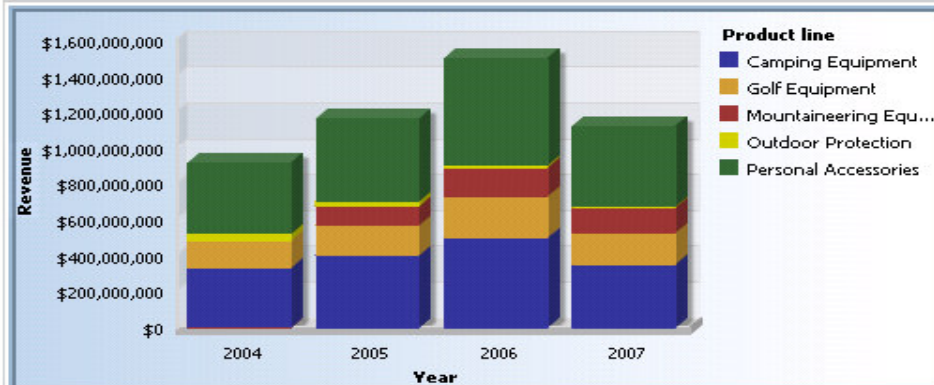
File Edit View Favorites Tools Help

Links

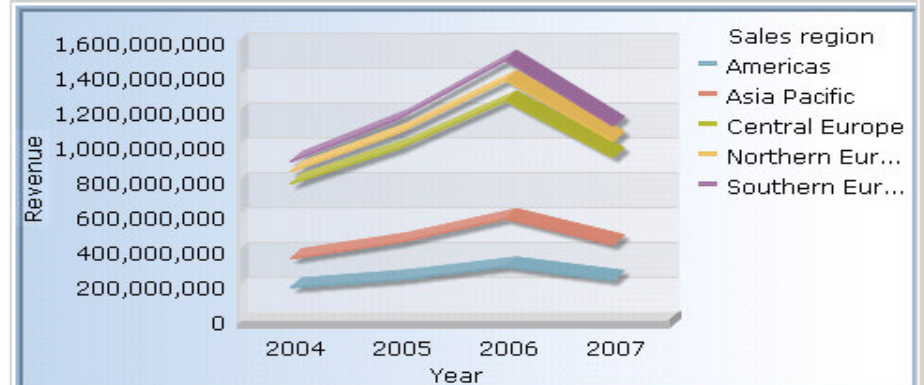


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### REVENUE/EMPLOYEE FOCUS

- ☒ Americas
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Go Dashboard!





## Support for Mobile Devices



[http://www-01.ibm.com/software/data/cognos/elq/rd/offid.html?offid=od\\_cognos8\\_mobile](http://www-01.ibm.com/software/data/cognos/elq/rd/offid.html?offid=od_cognos8_mobile)



# IBM Cognos Performance



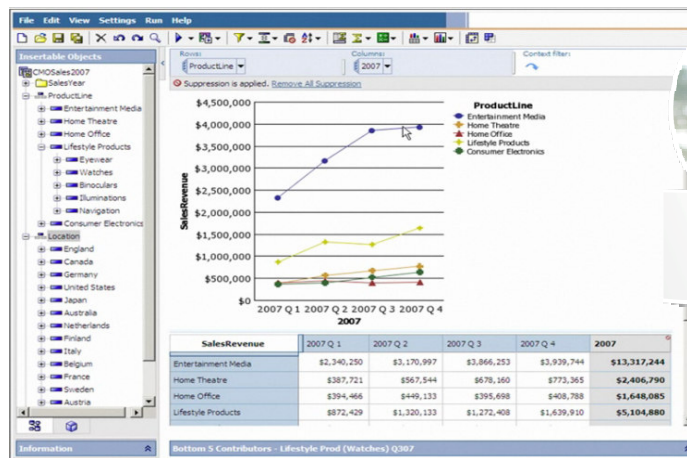
*Go Mobile! Demo*



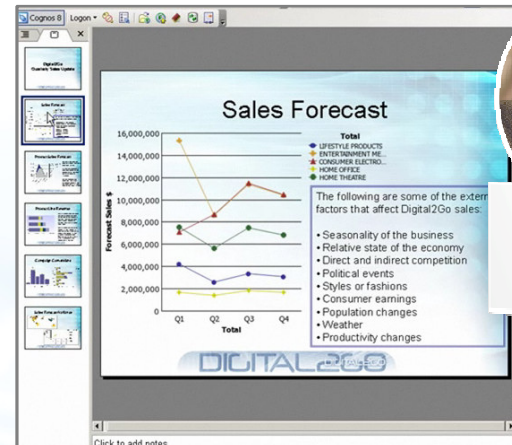
# IBM Cognos Performance

## Trending

- **Slice and Dice**
- **Drag and Drop**
- **Top/Bottom Performers**
- **Self Service**
- **Automatic Refresh**



**Business  
Manager**



**Financial &  
Business  
Analyst**

[http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od\\_cognos8\\_businessanalyst/manager.html](http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/manager.html)  
[http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od\\_cognos8\\_businessanalyst/analyst.html](http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/analyst.html)



# IBM Cognos Performance

http://cognosd2g/ - New - Analysis Studio - Windows Internet Explorer

File Edit View Settings Run Help

Insertable Objects

- GOSalesTM1
- GOTime
- GOProducts
- GOREgion
- GOOrganization
- GOSalesMeasures

Rows: Columns: Context filter:

Drag & drop insertable objects to populate the following dropzones:

Measure	Columns
Rows	Measure

Analysis Demo

Include a measure from: GOSalesMeasures

Information - Navigation

New



Microsoft Excel - Book1

File Edit View Insert Format Tools Data Contributor Window Analyst TM1 Help

Type a question for help

Load <- Press Load

All Tasks Status Customize Help

IBM Cognos 8 Logon

A1

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

A B C D E F G H I J K

*Café Demo*

Sheet1 Sheet2 Sheet3

Ready

NUM

**IBM Cognos 8 BI Analysis**

CognosD2G  
GOSalesTM1

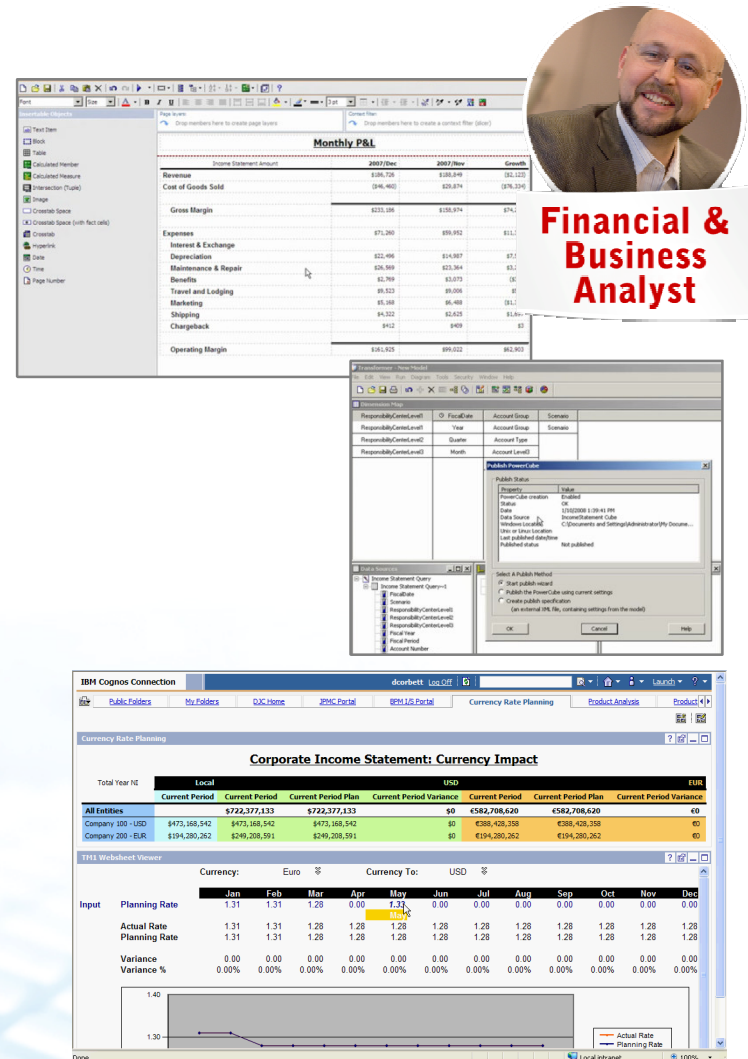
- GOSalesTM1
  - Information
  - Custom Sets
  - All Time
  - All Products
  - All Regions
  - All Organizations
  - GOSalesMeasures

Level:

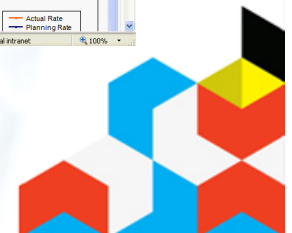
- Search metadata
- Create a new list
- Create a new exploration

## Scenario Modelling

- **Model and compare scenarios**
- **Reorganize**
- **Multiple versions**
- **Financial and profitability analysis**
- **Web-based, comparative analysis**
- **Exploration and 'what-if' scenario modeling within MS Excel**
- **Self-creation and publishing of high performance cubes**
- **Simplified financial statement-style report creation**



[http://forms.cognos.com/?elqPURLPage=2293&offid=od\\_tm1&mc=-web\\_ibm\\_rn\\_products](http://forms.cognos.com/?elqPURLPage=2293&offid=od_tm1&mc=-web_ibm_rn_products)



Microsoft Excel - Go Revenue Proposal.xls [Read-Only]

File Edit View Insert Format Tools Data Window TM1 Help

Type a question for help

100% 10 B I U

Load Personal Accessories Revenue Proposal 2010 3-Year Forecast: Revenue Proposal Form - In Progress (0/0) All Actions Submit All Tasks IBM Cognos 8

D10 fx

**Instructions:**  
Use this form to name your Revenue Projection Proposal

**Proposal Name**

**Date**

**Summary**

+

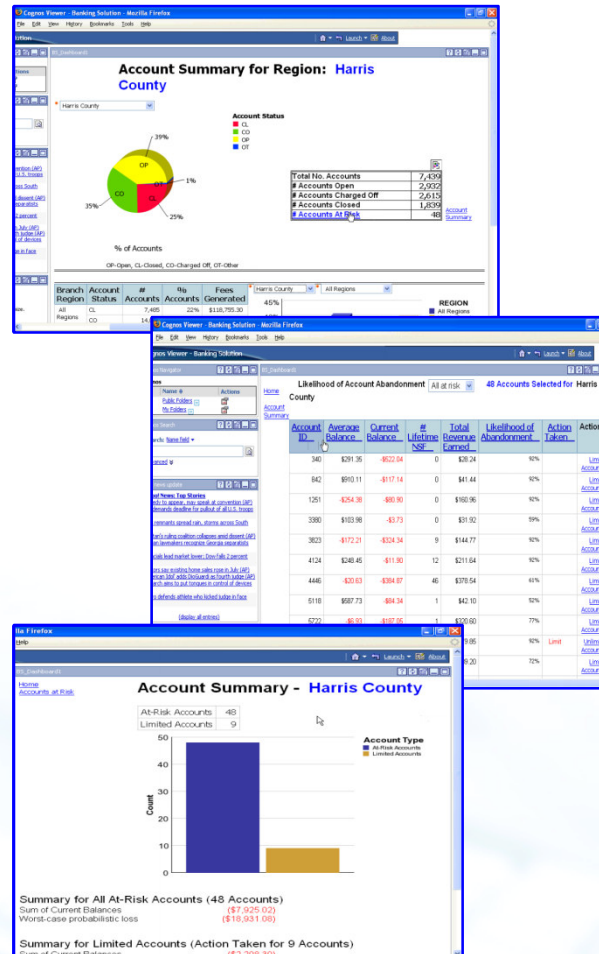
Revenue Analysis Revenue Proposal Add Product Forecast Revenue Cost Worksh

Ready

*Scenario Demo*

## Advanced Analytics

- **Data Mining**
- **Segmentation**
- **Cluster Analysis**
- **Process Control Analysis**
- **Risk Analysis**
- **Churn**



**Statistical Analyst**



**Financial & Business Analyst**

<http://w3.tap.ibm.com/w3ki2/download/attachments/374051/Banking+Short+V1.swf?version=1>  
[http://forms.cognos.com/?elqPURLPage=429&offid=wa\\_tt\\_predictive\\_analytics\\_with\\_c8\\_and\\_ibm\\_infosphere\\_warehouse&m](http://forms.cognos.com/?elqPURLPage=429&offid=wa_tt_predictive_analytics_with_c8_and_ibm_infosphere_warehouse&m)  
[c=web\\_ibm\\_techtalk\\_library](http://web.ibm_techtalk_library)





### ***Business Scenario: Account Abandonment Prediction***

- ***Business practice:***
  - ***extend credit to customers by allowing them to overdraw their accounts by \$500 which generates fees through the overdrafts***
  - ***incurs the risk of customers abandoning the account, generating charge-off losses***
- ***Business goal:***
  - ***Reduce charge-off losses by predicting which accounts are likely to default (at-risk) and pre-emptively limiting their allowable overdraft***
- ***Solution:***
  - ***Enable branch managers to review and manage at-risk accounts through a web-enabled embedded data mining application***



BS\_Dashboard1

ctions



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U.S. troops

ross South

d dissent (AP)  
separatists

2 percent

in July (AP)  
th judge (AP)  
pl of devices

ge in face



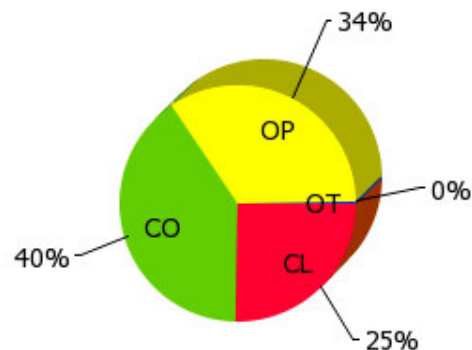
nize.

## Account Summary for Region: Dallas Region

\* Dallas Region

### Account Status

- CL
- CO
- OP
- OT



% of Accounts

OP-Open, CL-Closed, CO-Charged Off, OT-Other

Total No. Accounts	3,673
# Accounts Open	1,254
# Accounts Charged Off	1,471
# Accounts Closed	933
# Accounts At Risk	37

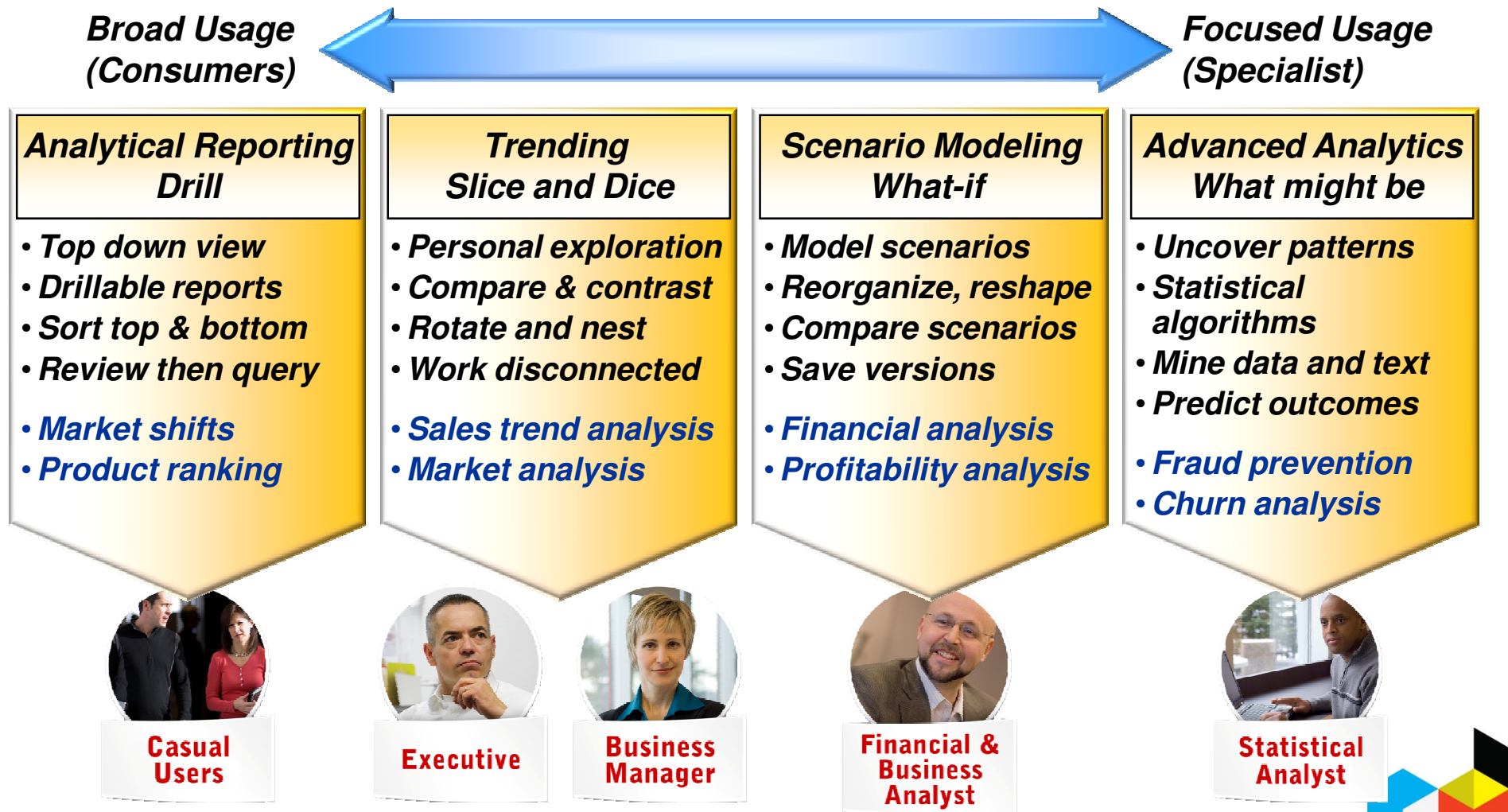
[Account Summary](#)

Branch Region	Account Status	# Accounts	% Accounts	Fees Generated	Alabama	All Regions
All Regions	CL	7,485	22%	\$118,755.30	60%	
Regions	CO	14,072	40%	\$828,523.90		

**REGION**

- All Regions
- Alabama

## Breadth of Analysis styles



# IBM Cognos Performance



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