

IBM Cognos Performance
Better Intelligence. Better Business.

**New Intelligence for
Smarter Business**



Smarter Business

- Faster, better outcomes and results
- Today's focus
 - Optimize
 - Innovate
- Make your business smarter, more efficient, more effective

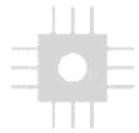
IBM Cognos Performance

***Transform Your Business
with Information***



IBM

Transform Your Business with Information



Our world is becoming

INSTRUMENTED



Virtually all things, processes
and ways of working are becoming

INTELLIGENT



Virtually all things, processes
and ways of working are becoming

INTELLIGENT



IBM Cognos Performance

***Transform Your Business
with Information***

Our world is becoming
\$40 billion annually

Our world is becoming

INTERCONNECTED
59%

Virtually all things, processes
and ways of working are becoming

INTELLIGENT
\$360 billion



Explosion of Information

- **By 2010 – 988 Exabytes**

988 Exabytes

Explosion of Information

- By 2010 – 988 Exabytes
- **200 billion** emails

200 billion

Explosion of Information

- By 2010 – 988 Exabytes
- 200 billion emails

- ~~\$5.7 million lost~~ **\$5.7 million**

Explosion of Information

- By 2010 – 988 Exabytes
- 200 billion emails

- **\$5.3 million**
- Additional **\$5.3 million**

Explosion of Information

- By 2010 – 988 Exabytes

- 200 billion emails

- \$5.7 million per email

- Additional \$5.3 million per email

- **42%** of managers

42%

Explosion of Information

- **By 2010 – 988 Exabytes**
- **200 billion** emails
- **\$5.7 million** lost
- **Additional \$5.3 million**
- **42%** of managers



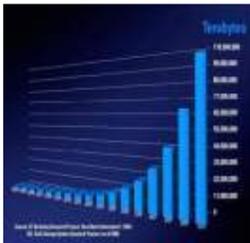
The Information Explosion...

*15 Petabytes
new information
generated every
day*



*New Intelligence...
Smarter Businesses are
Using Information to Make
More Intelligent Choices*

Volume



Variety



Velocity



IBM Cognos Performance

Leaders are Leveraging Information in New Ways



10%

**REDUCTION IN
ENERGY COSTS**

Smarter Grids

Pacific Northwest
National Lab



20%

**LESS
TRAFFIC**

Smarter Traffic System

Singapore,
China



90%

**LOWER COST OF
THERAPY**

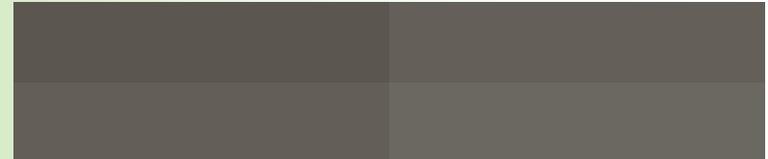
Smart Healthcare

ActiveCare
Network

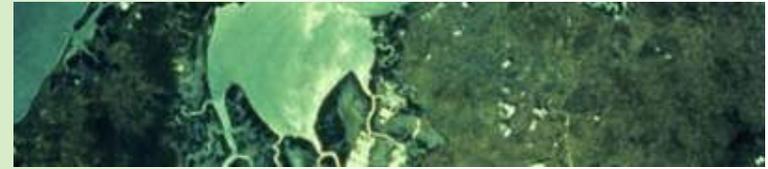


The Client's Dilemma

Processing more information than ever before...



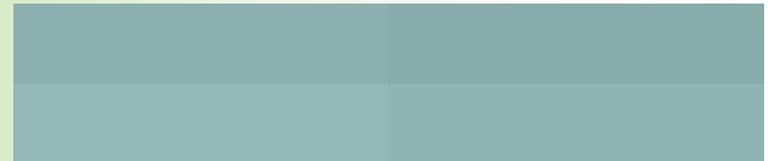
Less of which is available...
and radically less of which is available in real time



Fear they are operating with blind spots growing bigger ...



But also sense huge opportunity if they can master the tsunami



Organizations are Operating with Blind Spots

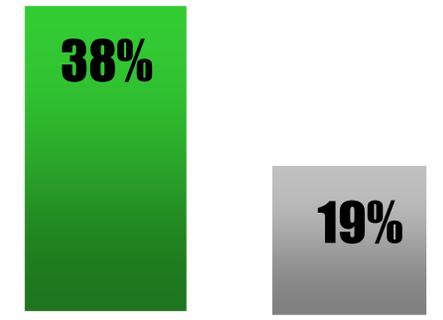
1 in 3

business leaders frequently make critical decisions without the information they need

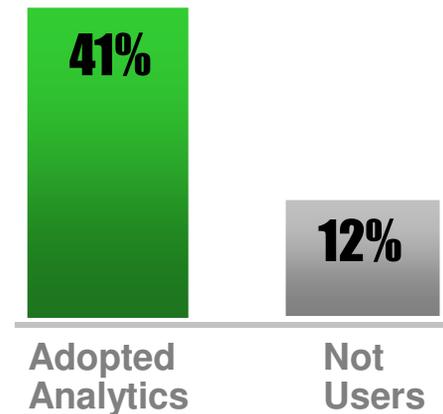
53%

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

Ability to predict

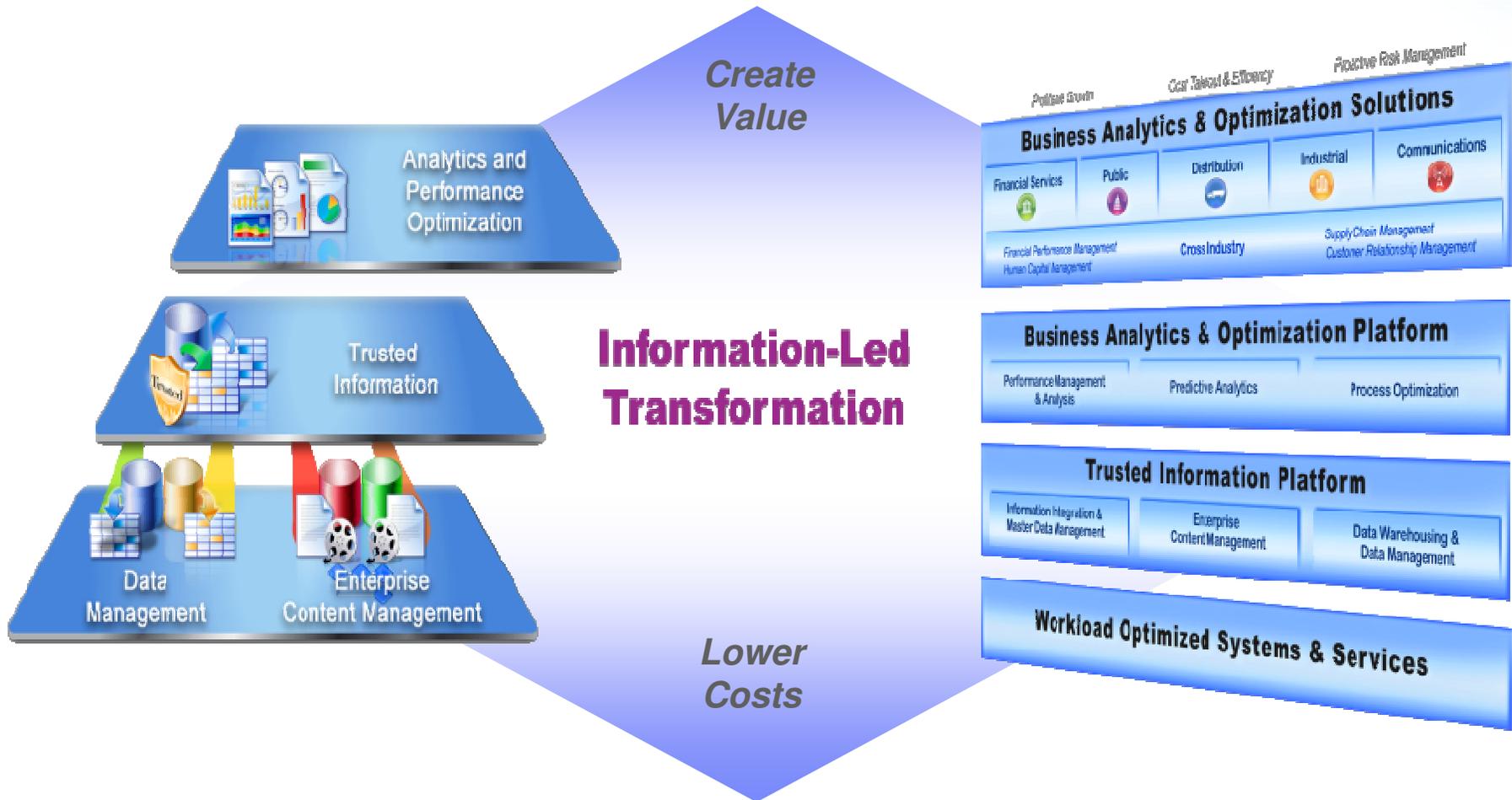


Ability to understand risk



IBM Cognos Performance

IBM is Investing...



IBM Cognos Performance



Cash & Investments



Intellectual Property



Information



People

Fixed Assets

IBM Cognos Performance



IBM Cognos Performance



Customer Success

IBM Cognos Performance

Guinness Anchor Berhad

True performance management with IBM Cognos Planning

Business Challenge

- Grow from spreadsheets to a budgeting tool that is easy to use and provides accurate reporting in timely manner.

Why IBM?

- IBM Cognos Planning selected because it meets all user requirements, is less reliant on IT support and less costly and faster to implement .

Solution

- An IBM Cognos Planning solution that consolidates complex data and provides reliable, error-free budget reports quickly and accurately.

Key Benefits

- Instantaneous budget reporting; accurate and reliable data; easier and faster budget planning

Quantifiable ROI

- **Reduce planning cycle time from 3 months to 2 weeks!**

“We have also significantly cut down the planning cycle time from three months to two weeks and now have the visibility to see more clearly where the business is headed when compared with our business goals and forecasts. This new insight will better lead us to adapt plans and targets accordingly, to ensure we are on course with our growth plans. Furthermore, we now have more time for analysis.”

Ms Chan Mieng Chaan, Financial Planning & Decisions Support Manager, GAB



IBM Cognos Performance

Victoria University of Wellington *Empowers budget holders with IBM Cognos*

The Need:

- An easier way to manage budget preparation throughout multiple faculties, schools, institutes and centres of research in an intranet environment.

The Solution:

- An integrated IBM Cognos solution that provides a total package for performance management

What Makes it Smarter:

- Removal of budget consolidation and calculation errors;
- Support of multiple financial reporting and analysis requirements;
- Reduction of the time required for month-end processes from a maximum of 14 days to 3 days;
- Quick, easy adoption throughout the University.

“The main objective for using IBM Cognos BI tools is to focus on consistent, accurate information for better decision making.

We also want to deliver the best information at the lowest cost possible & to enable users to delve into the details & look at all the factors that are driving performance”

*Mark Hewitson, Manager of
Financial Advice,
Victoria University of Wellington*

Wendy's Serves Up Faster Sales Figures

Business Challenge

- Providing reliable Information to manage the business
- Company-wide trusted information has to be available right in time.

What's Smart?

- Business Intelligence tool to analyse sales data in near real-time, enabling it to improve marketing decisions in a competitive market.

Smarter Business Outcome

- Sales data available in a day that used to take a week to obtain;
- Timely & detailed information at their fingertips, Wendy's marketers are able to make robust decisions about future sales promotions.

"It was a very powerful demonstration.

We had all of our management team in... and straight away they saw the potential of this too.."

James Irvine, Wendy's financial controller

Mater Health Services - Gains Intelligent Insight to Predict Future Staffing & Training Demands For Smarter Workforce Planning

The Need

- Mater Hospital required a solution which could help its management identify gaps in the organisation's future ability to confidently resource quality patient healthcare requirements.

The Solution

- A workforce planning and analytics solution to sustain the organisation's ongoing ability in support of the highest quality of care and service to the community.

What Makes It Smart

- Predictive analytics enable What-If scenario planning.
- Granular detail down to job role, skill and location.

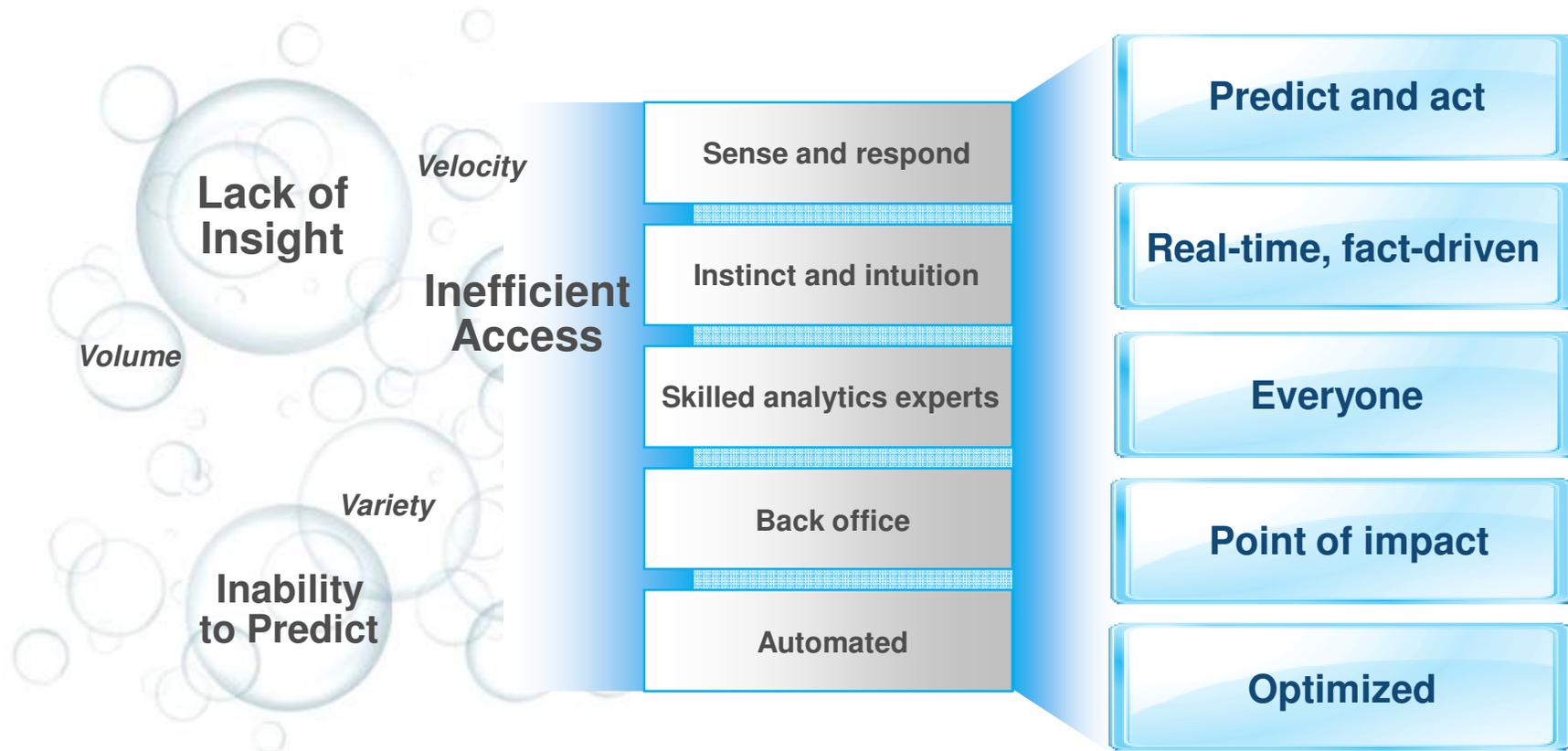
The Result

- Visibility of data for important workforce decisions, including scenario planning down to individual hospital ward levels.

“The power of the IBM Cognos workforce planning solution enables us to be forward thinking. We can now extract bottom-line data to spot trends which will then put us on the front foot to react quickly and adjust staffing as needed. For example, in providing the organisation with accurate and informed attrition rates across the organisation, we’ll be better able to fill the talent vacancy pipeline in time to meet the organisation’s moment of need,”

Caroline Hudson, Executive Director of People and Learning, Mater Health Services

New ways of working to optimize decisions and actions



New ways of working to optimize decisions and actions





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



IBM Cognos Content Analytics

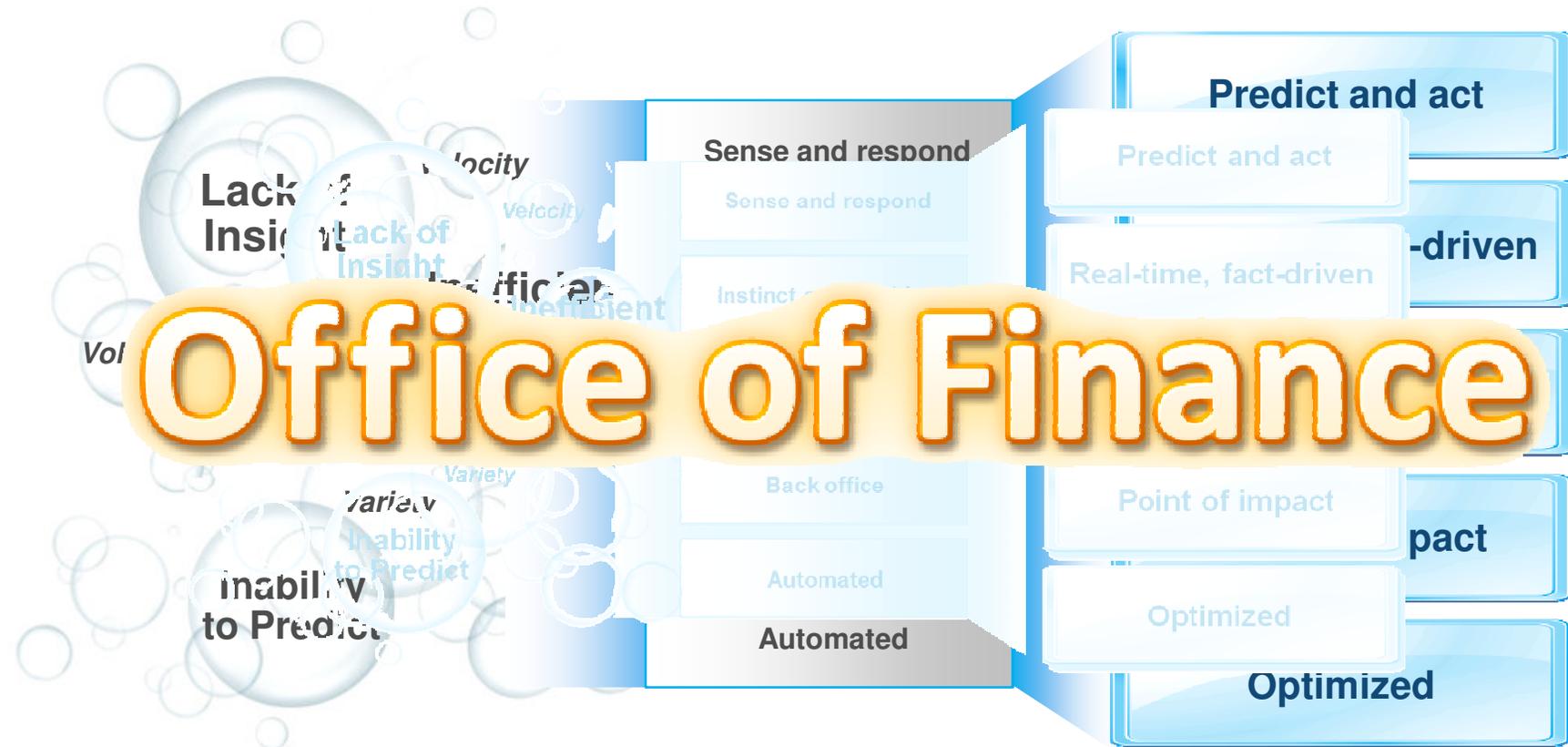
- New insights from the content and context of unstructured information
 - Automated discovery
 - Continuous refinement to provide context
 - Delivery to users, applications or processes



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



New ways of working to optimize decisions and actions





Driving Smarter Decisions through the Office of Finance



Office of Finance

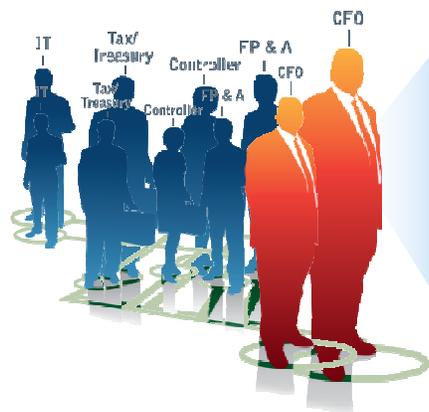
Enterprise Planning and Analysis

Consolidation and Corporate Reporting

Financial Analytics

Strategy Management and Scorecarding

Advancing TM1 Capabilities and Solutions ***IBM Cognos TM1 9.5***



- Personal Scenarios
- Contribution and Workflow
- Easier, Quicker Solution Deployment

Unmatched blend of high contribution planning and forecasting, scenario analytics and flexibility

New ways of working to optimize decisions and actions



Complete Analytic Application Coverage *Solutions for Smarter Decisions from Line of Business*



- Faster insight drives faster time-to- value and action
- Consistent measurement of business strategy
- More effective management of risks and controls
- Anticipate and explore new opportunities

New Analytic Applications

Customer
Workforce
Finance
Supply Chain

Distribution
Communications
Public
Industrial
FINANCIAL SERVICES

IBM COGNOS ANALYTIC APPLICATIONS

Analytics
Cycle Times

Procurement Analytics
e.g. Returns Trend by Item

IBM

IBM Cognos Performance

Industry and Functional Domain Accelerators

FUNCTIONAL

IBM Cognos
Innovation Center
for Performance Management

- ***Critical performance management processes***
- ***Operational and financial planning and analytics***
- ***Horizontal and industry domains***

IBM



DISTRIBUTION



EDUCATION



GOVERNMENT



COMMUNICATIONS



HEALTHCARE



BANKING



LIFE SCIENCES



INSURANCE



INDUSTRIAL

IBM Cognos Blueprints

Continued Investment in Innovation

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



Smarter Business

- Faster, better outcomes and results
- Capabilities, platform and know-how to make you successful
- Continued innovation to drive your success