

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

## **Analytic Applications: Measuring Corporate Performance Consistently Across the Enterprise**

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Cognos Tech Sales Manager, ASEAN



## *Agenda*

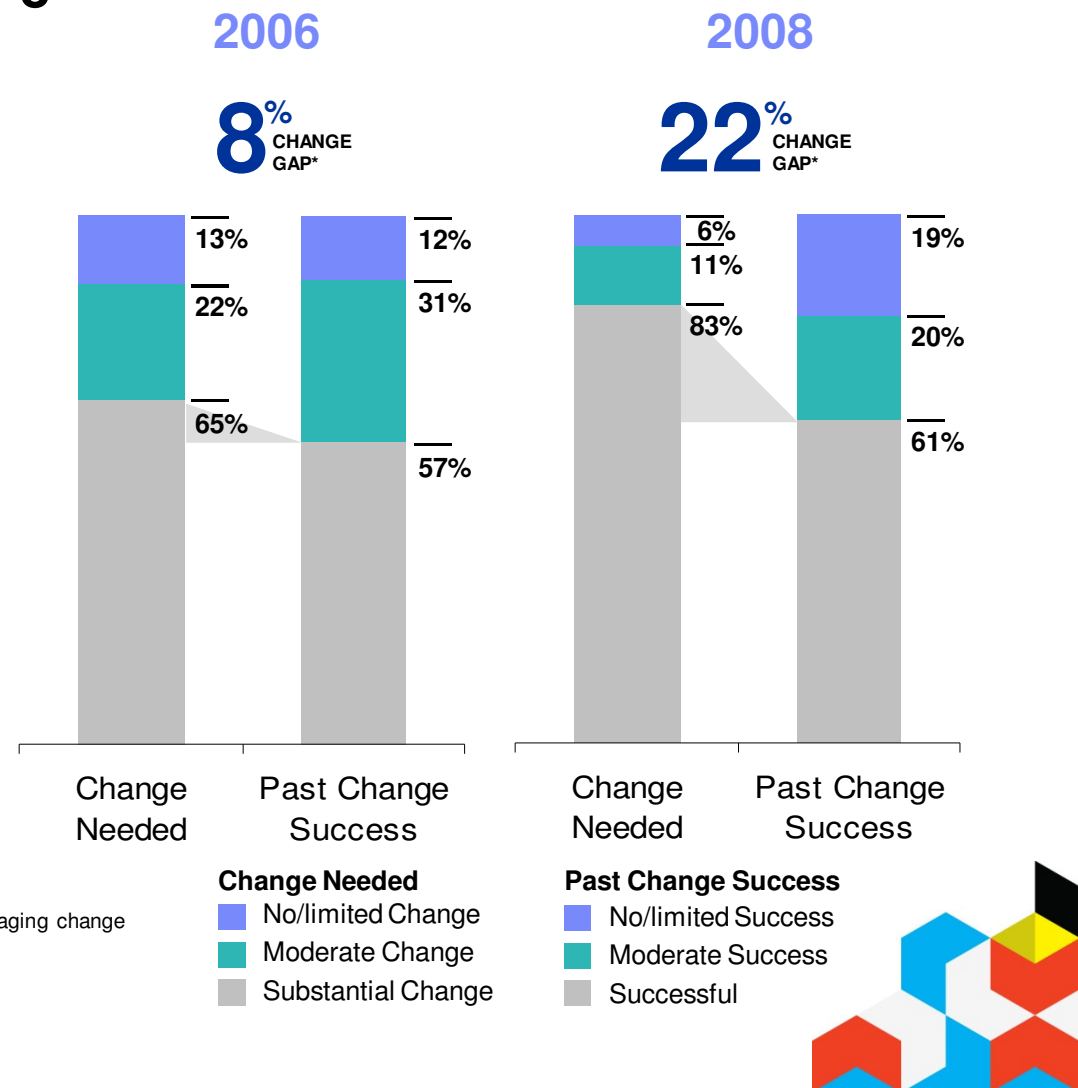
- Taking Advantage of Business Change
- Using Information as a Strategic Asset
- IBM Cognos Analytic Applications – Transformation Data to Insight
- New Applications
- Implications for Your Organization



## The “Change Gap” Triples in Just Two Years

**More CEOs than ever before – 8 in 10 – anticipate turbulent change, and plan bold moves in response**

- In two years the gap between the ability to manage change and the challenge ahead has tripled
- The number of companies reporting limited or no success has surged 60%



\* Difference or 'gap' between expected level of change needed and past success in managing change

Source: IBM Global CEO Study 2008; n (2006) = 709, n (2008) = 1104

### *... But Change Needs to Grapple with an Info Explosion*

**3 in 4**

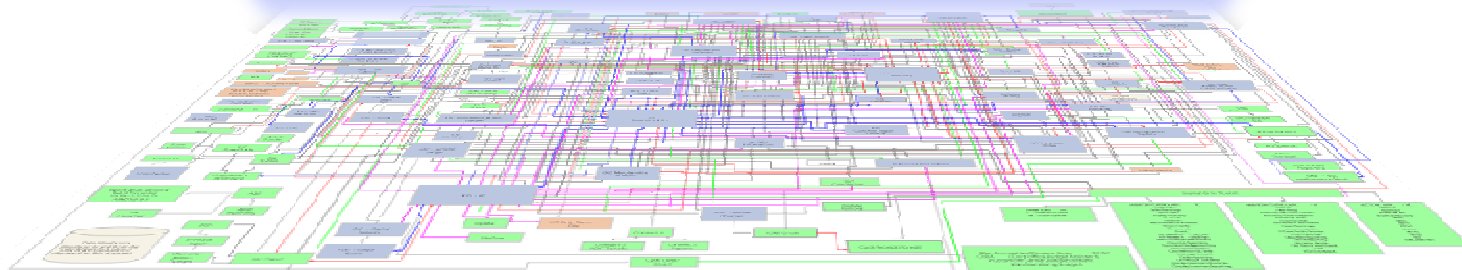
business leaders say  
more predictive  
information would drive  
better decisions

**1 in 3**

managers frequently make  
critical decisions without the  
information they need

**19+ Hours**

spent by knowledge workers each  
week just searching for and  
understanding information

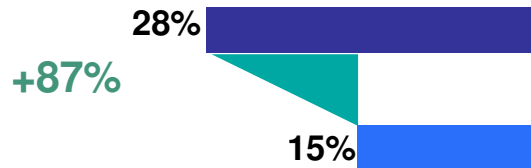


*“...40 exabytes of data created in 2008...  
more than created in the previous 5,000 years combined...”*

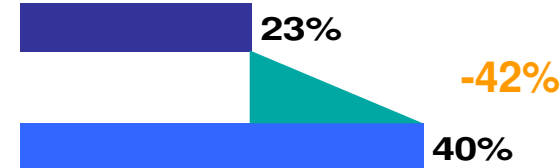
### *CIOs make it possible to bring innovative plans to life while "keeping the engines humming"*

**High growth CIOs are expected to spend more time to enable the business and corporate vision**

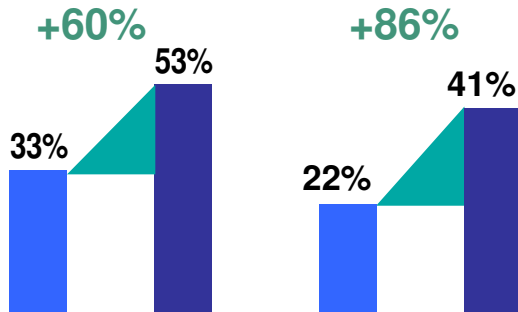
Business and corporate vision enabler



Core Technology services provider

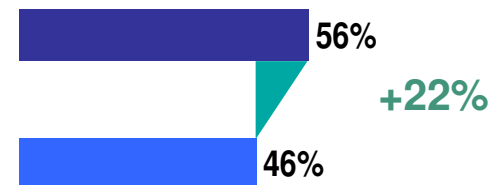


**High growth CIOs actively use collaboration and partnering technologies...**



IT Organization      Entire Organization

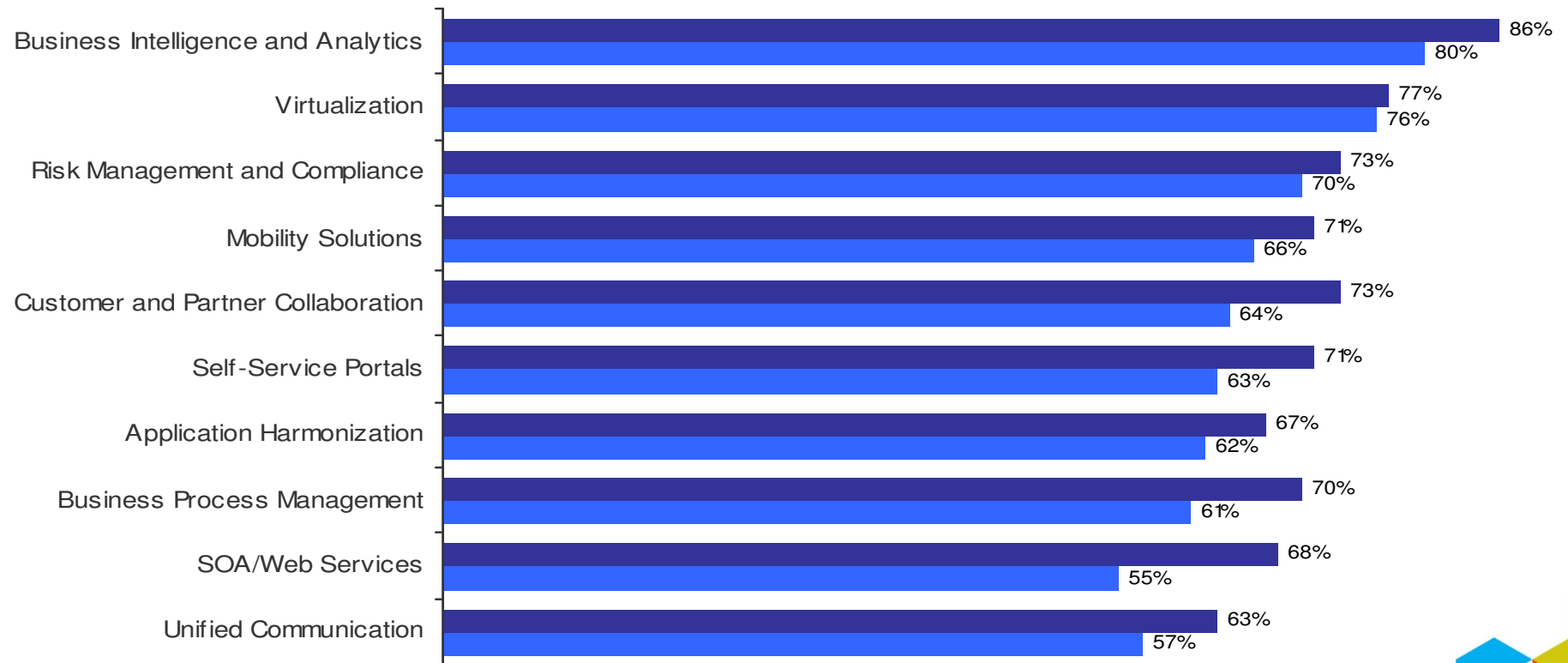
**... and use third party business or IT services more often to improve their business agility**



## IBM Cognos Performance

***Innovation is not limited to IT solutions: business-oriented plans rank high among CIOs' visions of enhancing competitiveness***

**Ten Most Important Visionary Plan Elements**  
*Interviewed CIOs could select as many as they wanted*



IBM Institute for Business Value

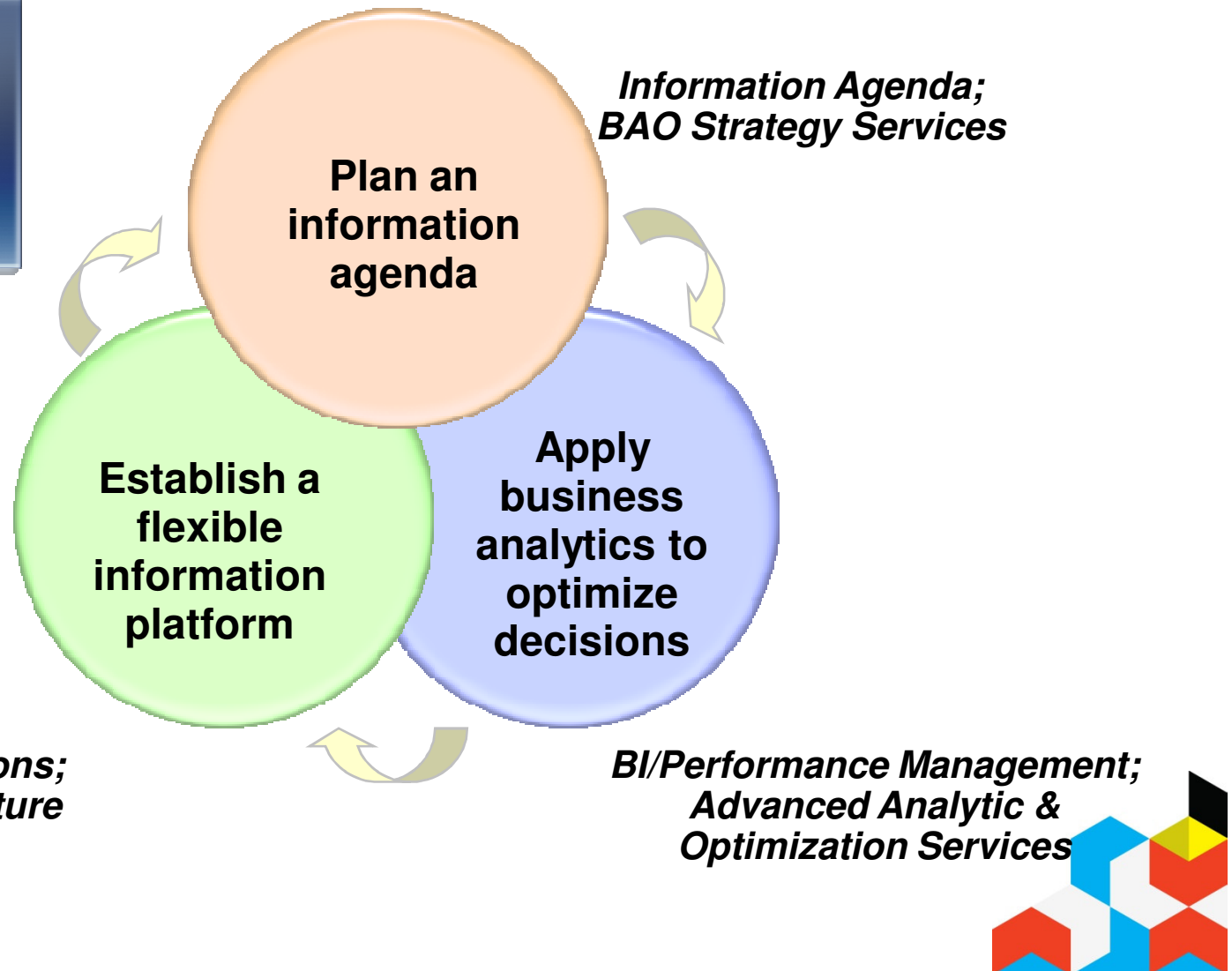
Source: IBM Global CIO Study 2009; n = 2345

Low growth High growth



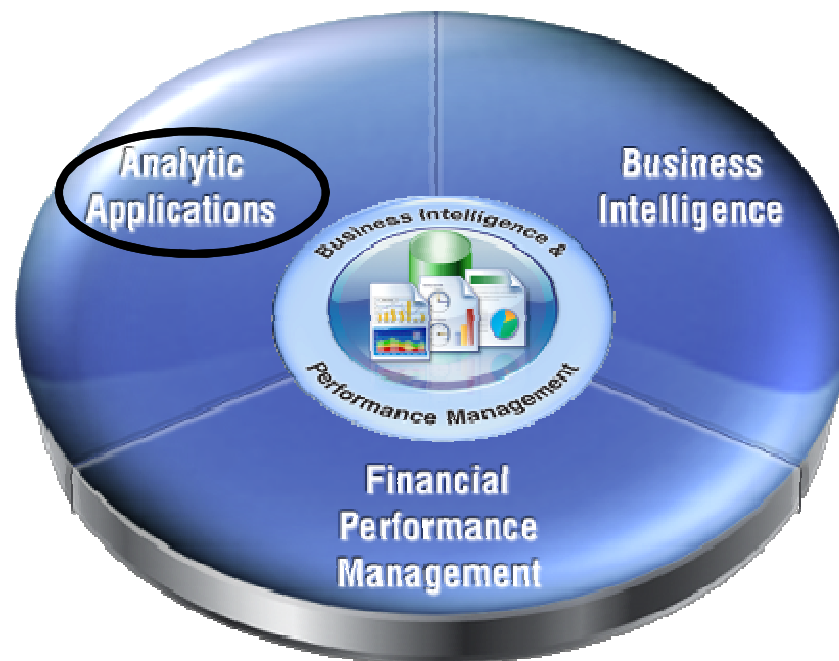
## ***How Do You Get Started on an Information-led Transformation?***

Industry out-performers are **8 times** more likely to pursue information-led transformation at an enterprise level than industry under-performers



## ***Business Intelligence & Performance Management Optimize Business Performance***

Realize fast time to  
value with adaptable,  
packaged BI  
applications  
*IBM Cognos Analytic Applications*



Make better, faster  
decisions by sharing,  
understanding,  
analyzing and sharing  
information  
*IBM Cognos 8 BI*

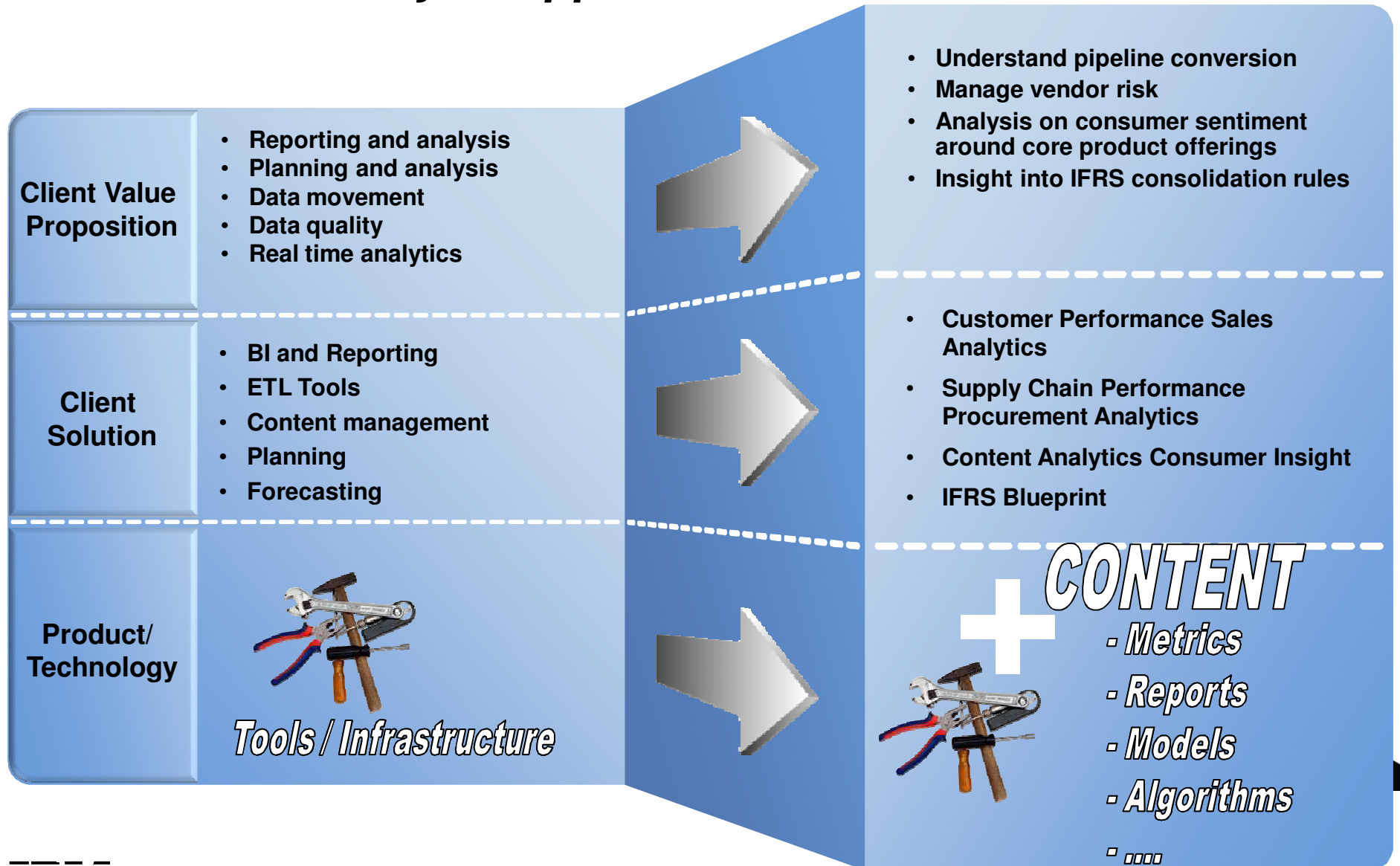
Drive dynamic, reliable and sustainable financial performance  
management practices

*IBM Cognos 8 Planning, IBM Cognos 8 BI, IBM Cognos 8 Controller  
IBM Cognos TM1*





## What Defines Analytic Applications?



### ***IBM Cognos Analytic Applications = Smarter Decisions***



- 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



## ***Smarter Decisions = Smarter Businesses***

**Faster insight at the point  
of impact**

**Pervasive fact based  
decision making**

**Action led aligned outcomes**

**Common decision framework  
across the value chain**



## ***Packaged BI = Analytic Applications***



***Defined data extraction:*** Enables the application to access and manage data from disparate sources.



***Defined data model:*** A codified set of measures and analysis.



***Defined business content:*** A collection of reports and metrics derived from the pre-defined data model.

*Gartner Inc. Definition*

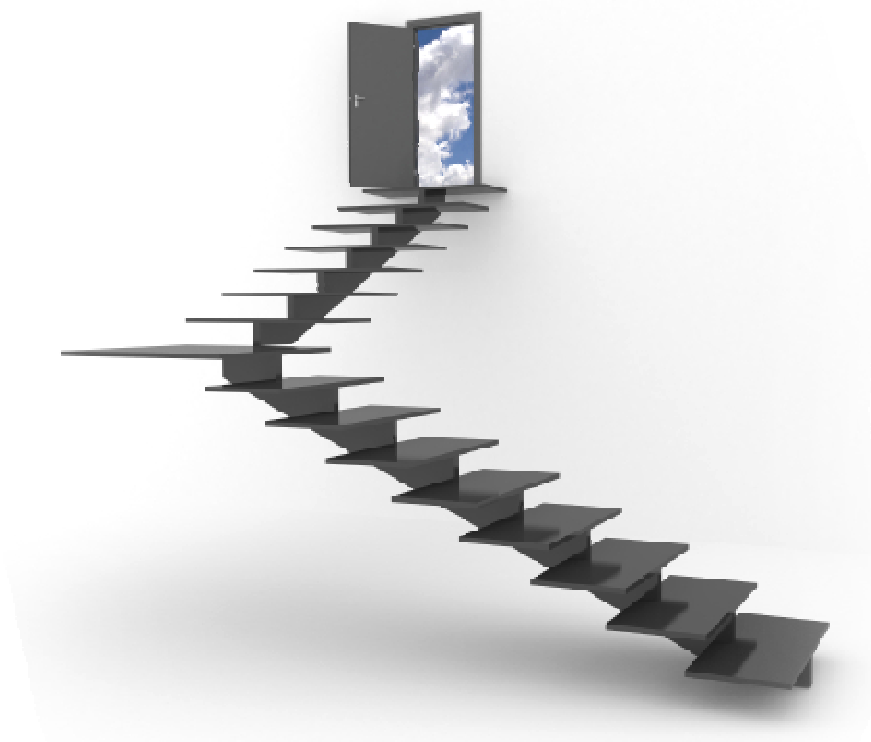
**Who cares?**

**“... well imagine the solution to your performance challenge was on the 10<sup>th</sup> floor of an office building?”**

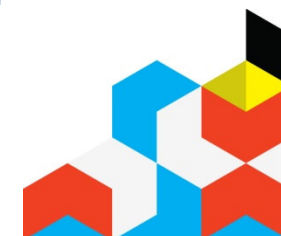
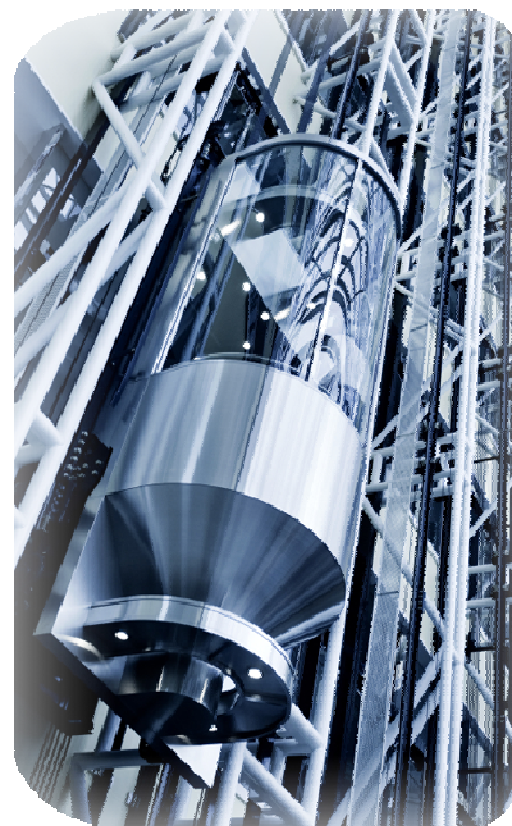


## *Your Options*

**Build**



**Buy**



## ***Smarter Financial Decisions***

### **Business Challenge**

- Inconsistent financial view for all operating units
- Cumbersome month- and quarter-end financial reporting

### **What's Smart?**

One version of Financial Performance delivered via Packaged Financial Analytics  
Agility and adaptability to meet dynamic data requirements.

### **Smarter Business Outcome**

- Executives have access to unified view of financial performance
- Consistent financial metrics enterprise wide
- More accurate financial management reporting



*"Cartus is using Financial Performance Analytics to provide executives and LOB managers a unified financial view to ... drive smarter financial decisions across the enterprise."*

*Greg McMahon, Director*



## Smarter Workforce Decisions

### Business Challenge

- Small team of HR professionals supporting 9000 employees - highly distributed offices
- Need a standardised assessment of cost and management of compensation and talent acquisition.

### What's Smart?

Robust workforce reporting and analysis system

Consistent HR metrics for all LOB managers

### Smarter Business Outcome

- Standard workforce measurement metrics deployed through the organization
- Ability to measure and assess talent and HR needs against aggressive business



*“... ready access to strategic information and professional development tools that will drive growth throughout the organization ... [with] analytical capabilities they need to identify trends and make informed decisions.”*

*Pam Wilfong, VP HR, A.J.G.*

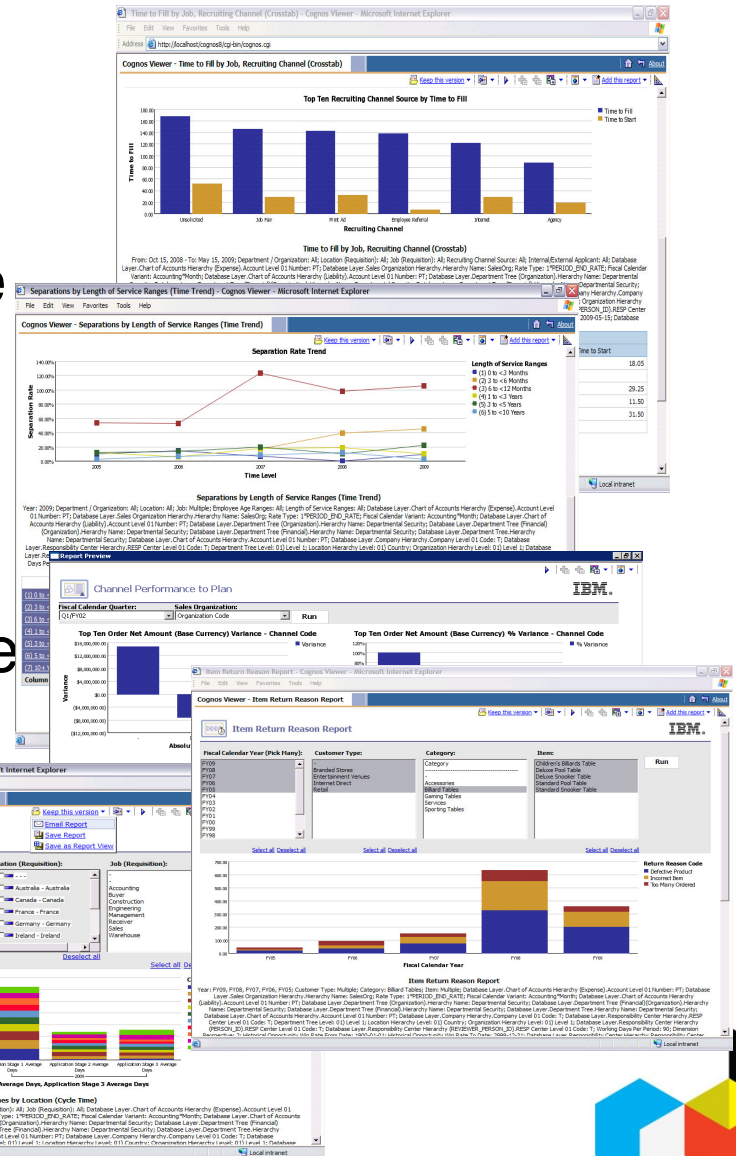




# IBM Cognos Performance

## Expanding Portfolio

- IBM Cognos 8 Customer Performance Sales Analytics
- IBM Cognos 8 Supply Chain Performance Procurement Analytics
- IBM Cognos 8 Workforce Performance Talent Analytics





### *Why Should I Care About Sales Analytics?*

Sales Analytics can save sales professionals time in their days and give them the information they need to grow their business.

*“Less than 2% of sales executives believe that their sales forces are productive.”*

Source: IDC, 2009

*“The top 20% of our sales force represents more than 60% of revenue.”*

Source: CSO Insights

*“Enterprises miss the equivalent of 10% of total annual sales in ‘lost opportunity’ revenue that could have been captured as a result of better insight on sales activities and target markets.”*

Source: Gartner Inc.

*“54% of sales representatives failed to turn leads into a meeting.”*

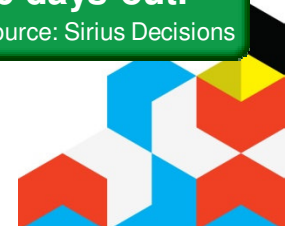
Source: CSO Insights

*“The percentage of salespeople failing to hit their sales quota rose from 38.8% to 41.2% last year.”*

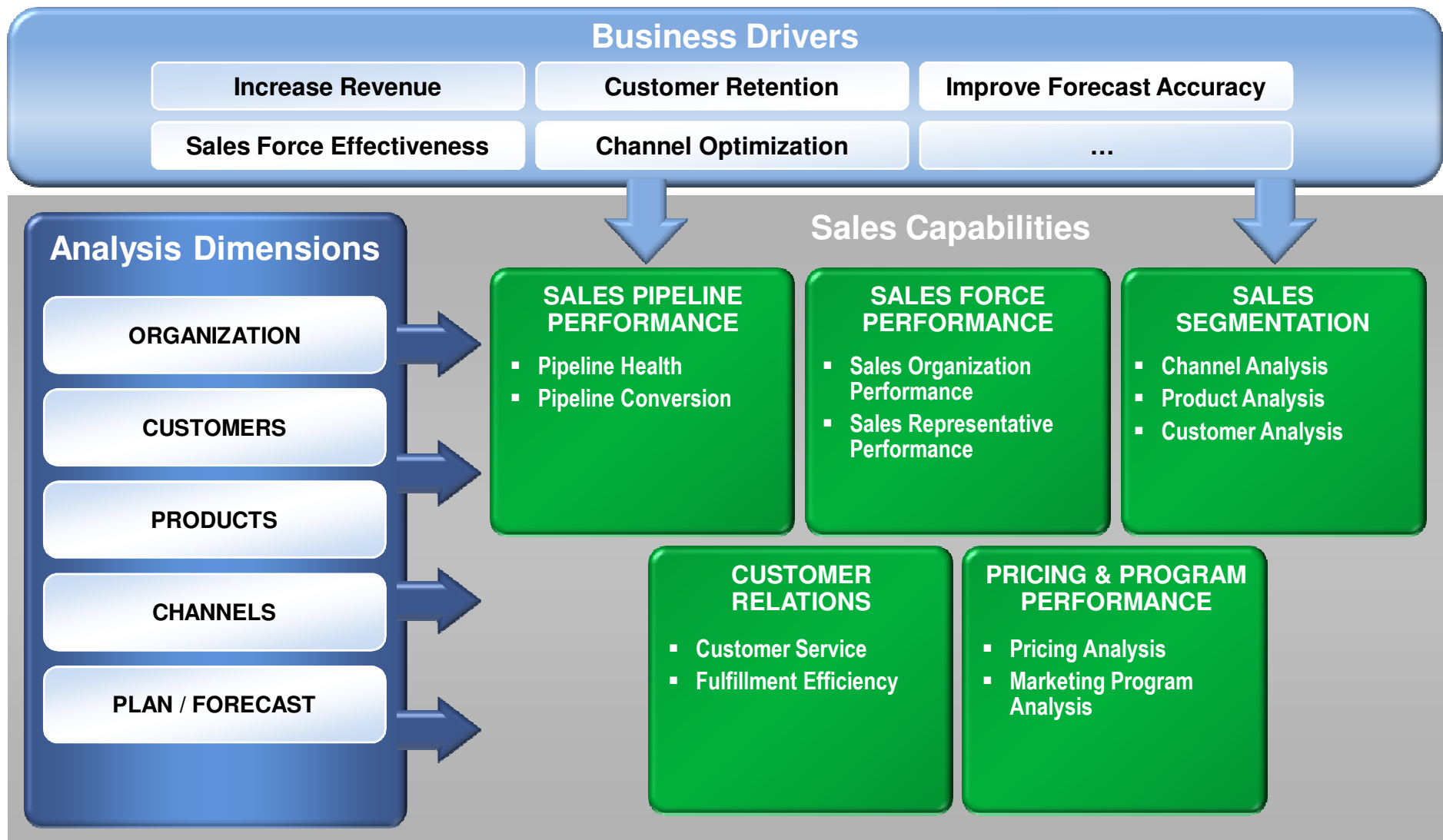
Source: CSO Insights

*“Forecasting Survey indicated only 21 percent of surveyed companies were able to achieve 90 percent or greater accuracy levels at 30 days out.”*

Source: Sirius Decisions



## *Sales Analytics – Proactive Decision Making*



# IBM Cognos Performance

## Why Should I Care About Procurement Analytics?

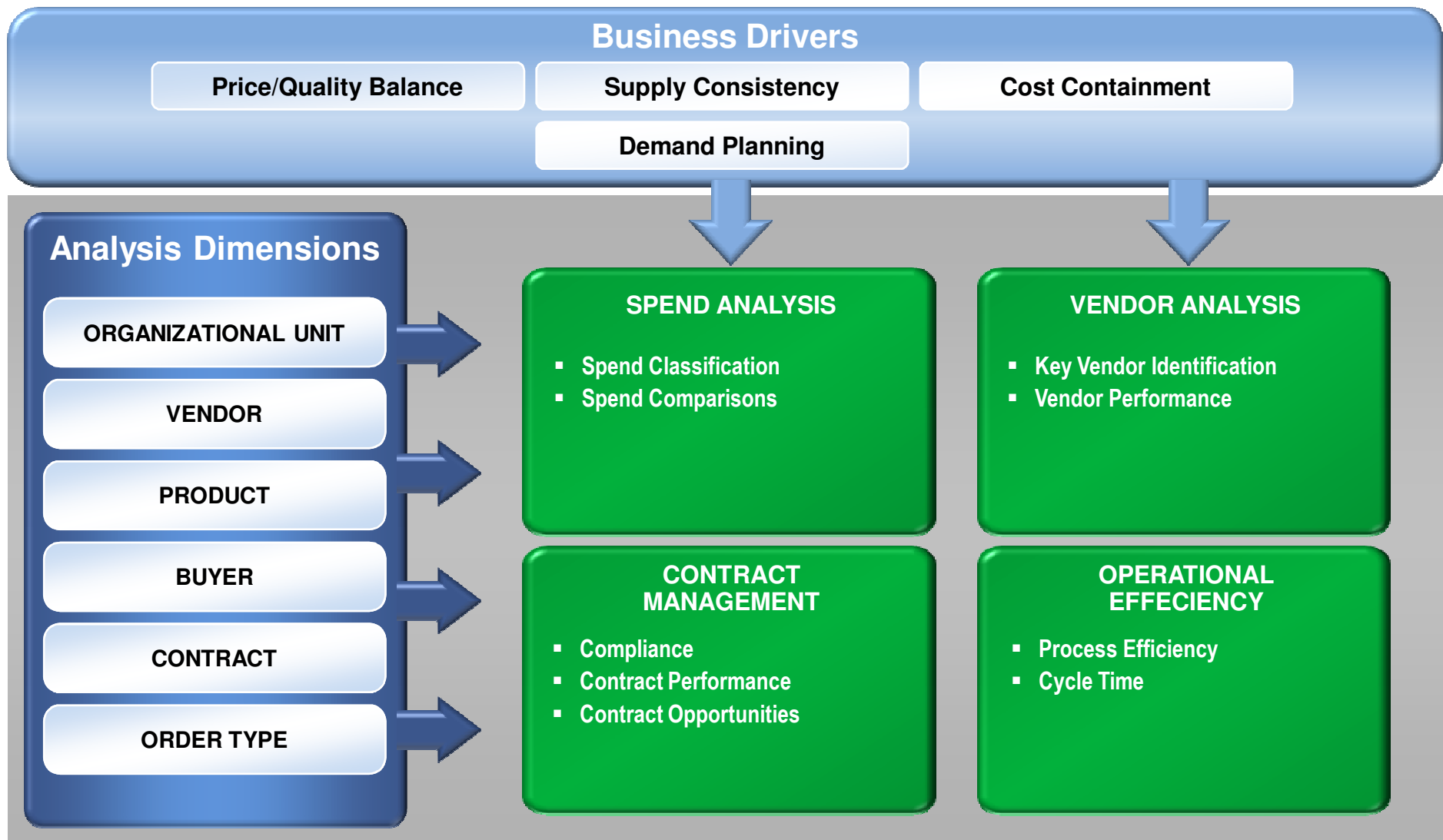


### Corporate Performance Impact

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>Share price</li><li>Product delay and revenue decline</li><li>Lower margin</li><li>Competitors gain edge</li></ul> | <ul style="list-style-type: none"><li>Supply chain disruption</li><li>Increased supplier pricing</li><li>Higher supplier pricing</li></ul> |
|--|--|



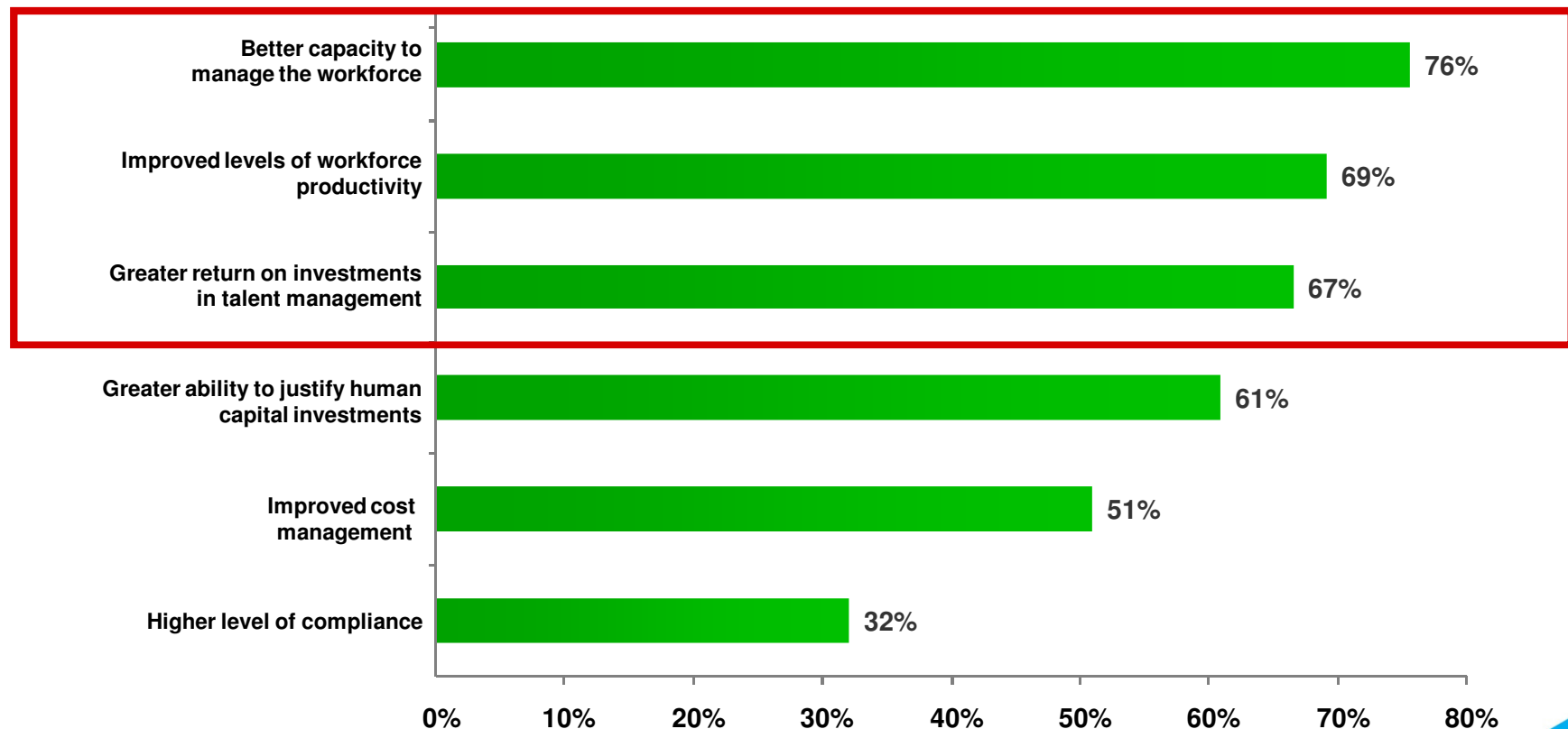
## *Procurement Analytics – Proactive Decision Making*



# IBM Cognos Performance

## Workforce and Talent Analytics

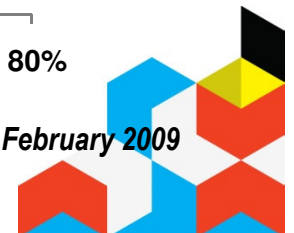
Where do you see the greatest potential benefits of workforce analytics?



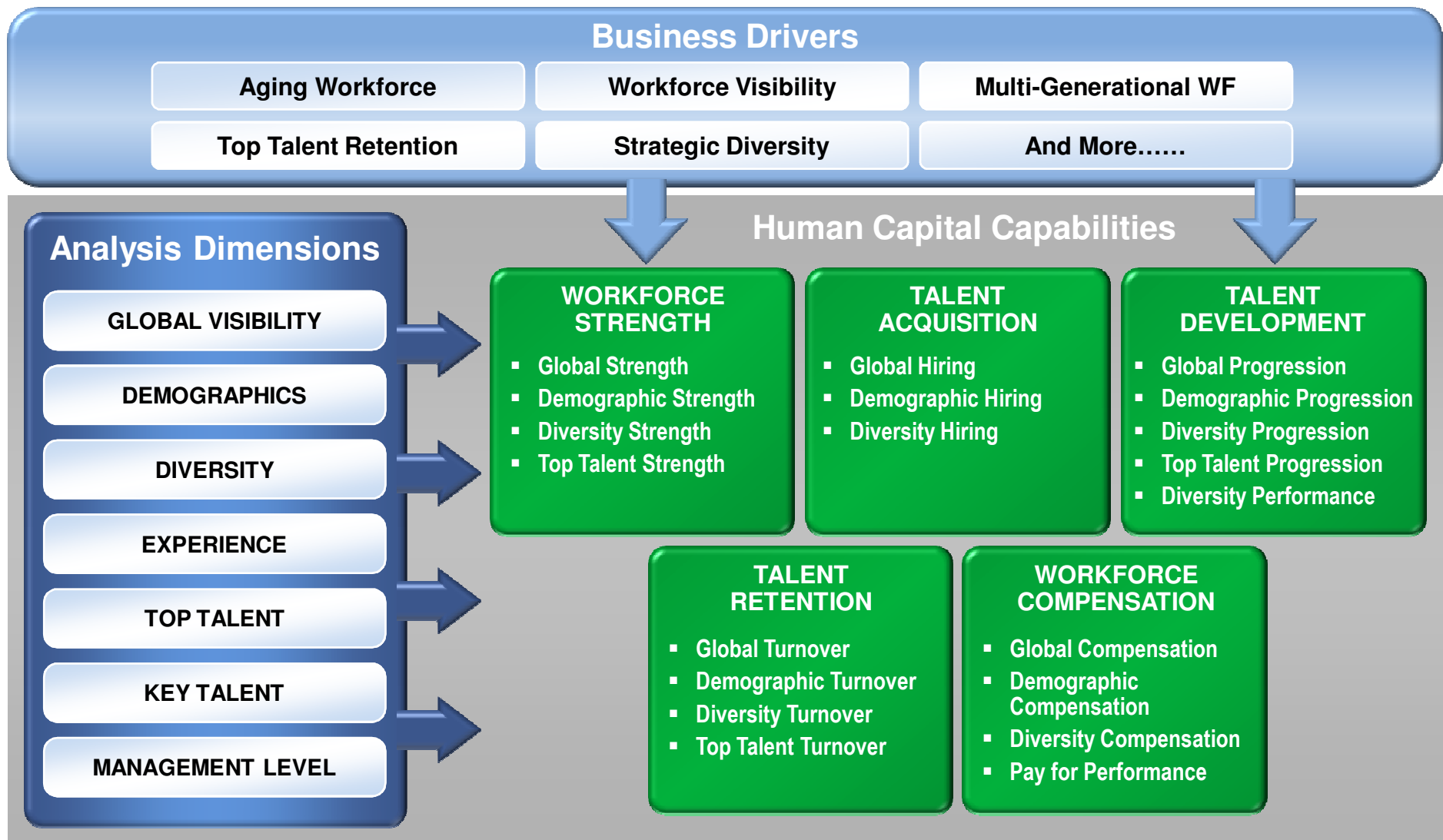
\* Percentages responding '4' and '5' with '1' being "not a challenge" and '5' being a "significant challenge"



APQC Survey, February 2009



## *Talent Analytics – Proactive Decision Making*



## *When Selling Harder Isn't Working Smarter*



**Finance**



**Sales**



**Procurement**



**HR**

### **Why is revenue for our marquee product trending down?**

#### ***IBM Cognos 8 Financial Performance Analytics***

- Revenue by Account Trend

#### ***IBM Cognos 8 Customer Performance Sales Analytics***

- Sales Segmentation Dashboard
- Sales and Margin by Customer
- Item Quality Report & Item Return Reason Report

#### ***IBM Cognos 8 Supply Chain Procurement Analytics***

- Item Quality Issue
- Vendor Performance Dashboard & Vendor Profile Dashboard

#### ***IBM Cognos 8 Workforce Performance and Talent***

- Workforce Performance Dashboard
- Stage Cycle Times by Region for New Hires



Cognos Viewer - Revenue by Account Trend

Home Back About

Keep this version Add this report



Revenue by Account Trend



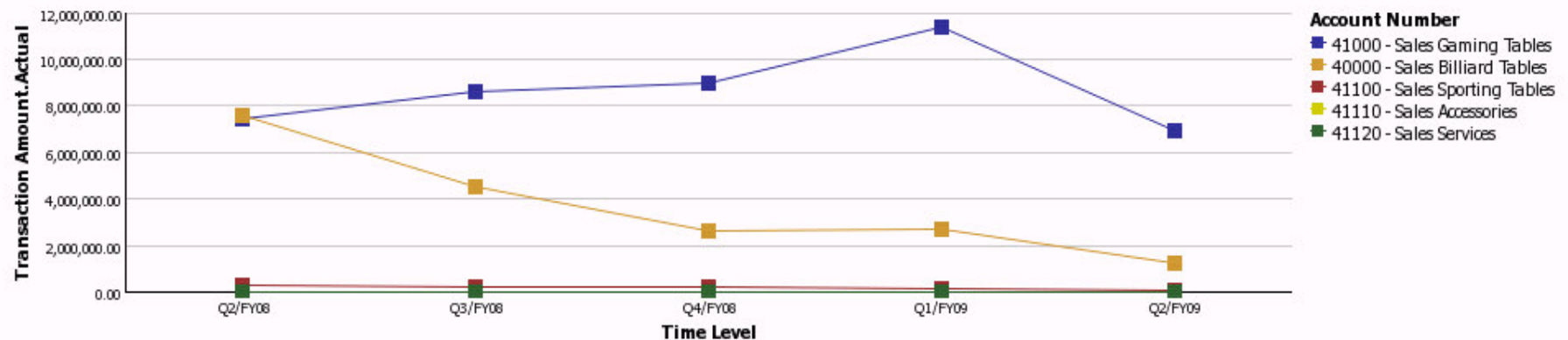
Trend Type: Rolling Periods Quarter: Q2/FY09 Number of Periods: 5 Account:

10000 - Total Assets  
100000 - All Accts  
11000 - Current Assets  
11100 - Cash and Equivalents  
11110 - Cash  
11120 - Payroll Cash Account  
11130 - Short Term Investments  
11200 - Accounts Receivable  
11210 - Trade Receivables  
11220 - Accrued Receivables  
11230 - Accrued Interest  
11300 - Inventory

Run

Select all Deselect all

Transaction Amount.Actual Trend



Revenue by Account Trend

Fiscal Calendar Quarter: Q2/FY09; Account: All; Database Layer.Chart of Accounts Hierarchy (Expense).Account Level 01 Number: PT; Database Layer.Sales Organization Hierarchy.Hierarchy Name: SalesOrg; Rate Type: 1\*PERIOD\_END\_RATE; Fiscal Calendar Variant: Accounting\*Month; Database Layer.Chart of Accounts Hierarchy (Liability).Account Level 01 Number: PT; Database Layer.Department Tree (Organization).Hierarchy Name: Departmental Security; Database Layer.Department Tree (Financial)(Organization).Hierarchy Name: Departmental Security; Database Layer.Department Tree (Financial).Hierarchy Name: Departmental Security; Database Layer.Department Tree.Hierarchy Name: Departmental Security; Database Layer.Chart of Accounts Hierarchy.Account Level 01 Number: PT; Database Layer.Company Hierarchy.Company Level 01 Code: T; Database Layer.Responsibility Center Hierarchy.RESP Center Level 01 Code: T; Department Tree Level: 01) Level 1; Location Hierarchy Level: 01) Country; Organization Hierarchy Level: 01) Level 1; Database Layer.Responsibility Center Hierarchy (PERSON\_ID).RESP Center Level 01 Code: T; Database Layer.Responsibility Center Hierarchy (REVIEWER\_PERSON\_ID).RESP Center Level 01 Code: T; Working Days Per Period: 90; Dimension Perspective: 2; Historical Opportunity Win Rate From Date: 2007-05-15; Historical Opportunity Win Rate To Date: 2009-05-15; Database Layer.Responsibility Center Hierarchy.Responsibility Center Level 01 Code: T;



Local intranet



### ***Making Businesses Smarter with Information Applications***

- Faster time to value
- Information leveraged as a strategic asset to affect change
- Driving aligned business value outcomes
- Smarter Decisions  
= Smarter Business

