

IBM Cognos Performance

Better Intelligence. Better Business.

**Reports, Dashboards and
Scorecards with IBM Cognos 8 BI:
Better decisions for all users, with
maximum IT efficiency**

Natchanai C.
IBM Cognos - Technical Sales Manager
IBM Thailand.



Agenda



Optimizing performance



Business user challenges



Capabilities and demos



Summary



Three questions that drive BI & Performance Management



HOW ARE WE DOING?

Metric	Actual	Target	Variance
Sales	100,000,000	100,000,000	0.00%
Profit	20,000,000	20,000,000	0.00%
Costs	80,000,000	80,000,000	0.00%

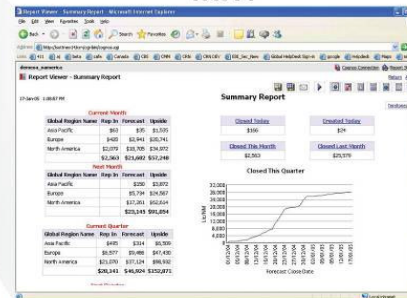
Measuring and Monitoring

WHAT SHOULD WE BE DOING?

Metric	Total	Actual	Target
Sales	100,000,000	100,000,000	100,000,000
Profit	20,000,000	20,000,000	20,000,000
Costs	80,000,000	80,000,000	80,000,000

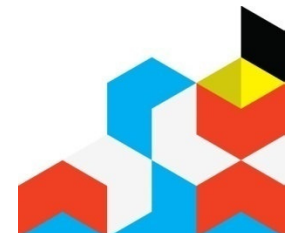
Planning

WHY?



Reporting and Analysis

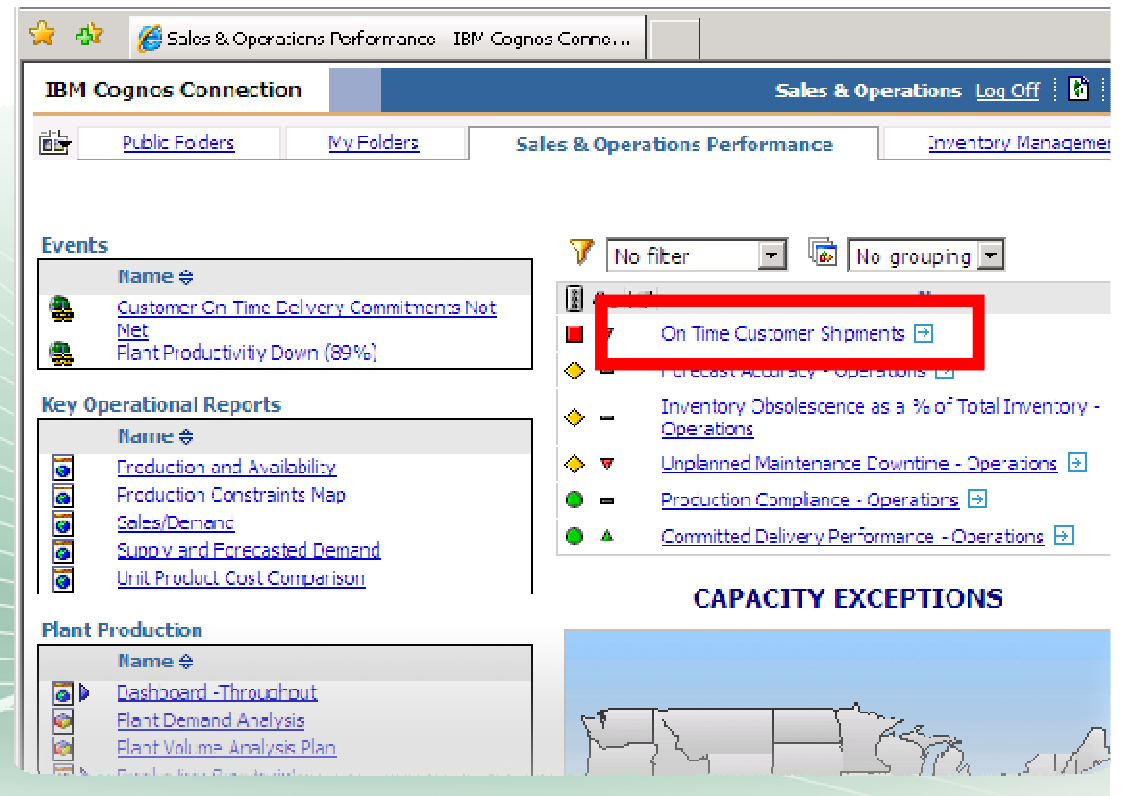
- Provides 'snap shot' view of business
- Personalized and relevant for most impact
- Easy to modify and explore and get to the heart of the issue



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PERFORMANCE

How are
we doing?



→ Scorecard or dashboard shows **On Time Shipments** below plan



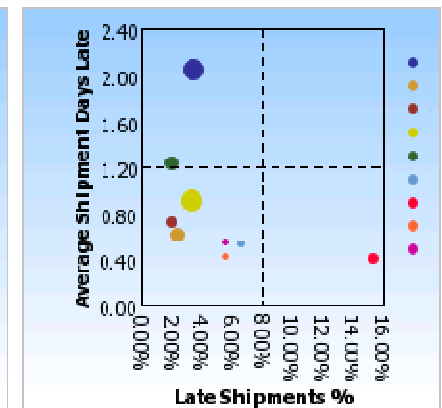
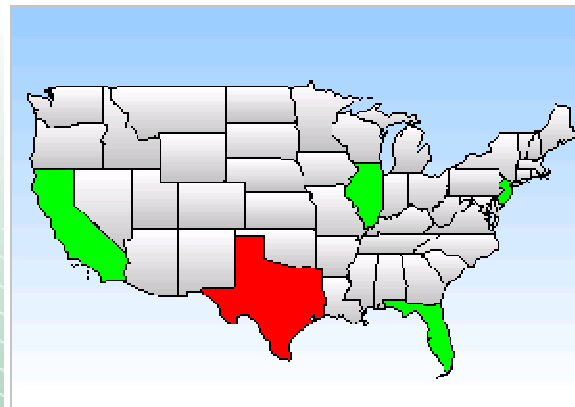
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How are
we doing?

PERFORMANCE

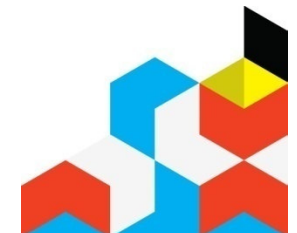
MEASURING &
MONITORING

Why?



Plant	Comp. Name	Mat Req'd	Lot 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	
Multiple Plants	Instrument Wiring	26,515,812	39,562,532	
Newark, NJ	Instrument Wiring	1,065,832	888,867	Yes
Santa Cruz, CA	LCD Monitors	0	11,511,732	

→ Report shows production bottleneck due to **Material Shortage**



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How are
we doing?

Why?

PERFORMANCE

What should
we be doing?

REPORTING & ANALYSIS

Mfg S&OP Operations Plan | Contributions | Master Planning - Cognos Planning - Contributor

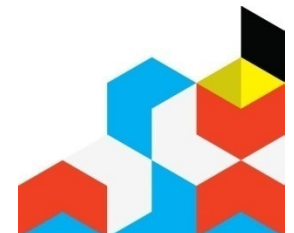
File Edit View Tools Actions Help

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

Master Planning Strategic Accounts

		Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07
Total Demand Volume	All Plants	5,375	5,745	5,145	5,145	6,197	7,016	7,956	
	Moine, IL	20.00%	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%	20.00%
	Santa Cruz, CA	20.00%	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%	20.00%
	Jacksonville, FL	20.00%	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%	0.00%
	All Plants	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Standard % to Plant	Moine, IL	0.00%	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%	0.00%
	Santa Cruz, CA	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Houston, TX	0.00%	0.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
	Jacksonville, FL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Contractor	0.00%	0.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
	All Plants	0.00%	0.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
Ad to % to Plant	Moine, IL	20.00%	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%	20.00%
	Santa Cruz, CA	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
	Houston, TX	20.00%	20.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Jacksonville, FL	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
	Contractor	0.00%	0.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
	All Plants	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Revised % to Plant	Moine, IL	1.025	1.14	1.029	1.029	1.219	1.403	1.591	
	Newark, NJ	1.025	1.14	1.029	1.029	1.219	1.403	1.591	
	Santa Cruz, CA	1.025	1.14	1.029	1.029	1.219	1.403	1.591	
	Houston, TX	1.025	1.14	0	0	0	0	0	
	Jacksonville, FL	1.025	1.14	1.029	1.029	1.219	1.403	1.591	
	Contractor	0	0	1.029	1.029	1.219	1.403	1.591	
	All Plants	5,375	5,745	5,145	5,145	6,197	7,016	7,956	
Plant Volume	Moine, IL	1.025	1.14	1.029	1.029	1.219	1.403	1.591	
	Newark, NJ	1.025	1.14	1.029	1.029	1.219	1.403	1.591	
	Santa Cruz, CA	1.025	1.14	1.029	1.029	1.219	1.403	1.591	
	Houston, TX	1.025	1.14	0	0	0	0	0	
	Jacksonville, FL	1.025	1.14	1.029	1.029	1.219	1.403	1.591	
	Contractor	0	0	1.029	1.029	1.219	1.403	1.591	
	All Plants	5,375	5,745	5,145	5,145	6,197	7,016	7,956	

→ Demand Volume is reviewed
and **Plant Production Plan** is adjusted to remove bottleneck



The reality of living in a globally integrated world

- Economic integration and future uncertainty
- Increasingly complex supply chains and empowered consumers
- New competitors and fast-changing industry dynamics
- Slowing superpowers and emerging economies
- Energy shortfalls and erratic commodity prices



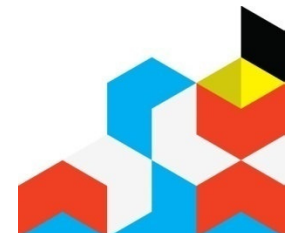
Unprecedented amounts of new information are being generated –presenting both a challenge and an opportunity for organizations seeking insight.



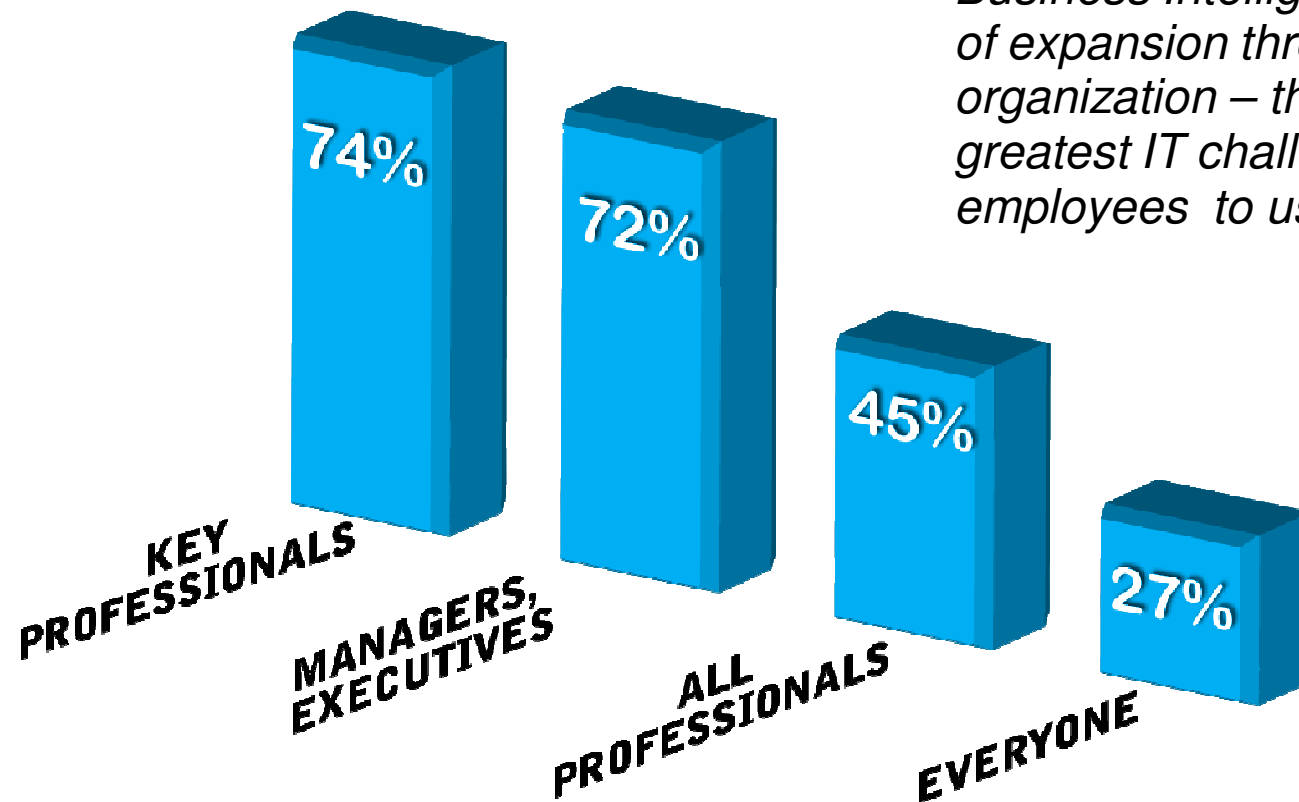
The BI & Performance Management Objective



Everyone in an organization needs business intelligence to ensure they are more informed, engaged, and aligned to drive higher performance



So who actually uses BI?



Business Intelligence is on the cusp of expansion throughout organization – this is reflective of the greatest IT challenge — getting employees to use new technologies

% Importance of distributing BI within organization
(% indicates top 3 box of a 10 point rating scale)

Rating Scale:
10 = Extremely important

Source: BusinessWeek Market Advisory Board C-Team Survey



Pain points ..



Executive

Users get frustrated, lose patience with tools they have or don't know where to get information



BI Professional

Every time someone wants a different type of dashboard IT has to create a new one in a different tool



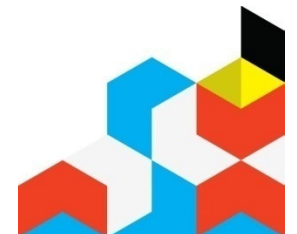
Casual Business User

Users find it frustrating when they have conflicting information.



BUSINESS MANAGER

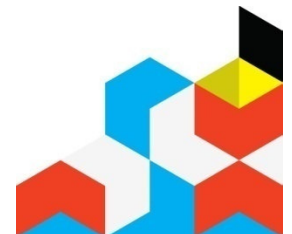
No ability to investigate the reasons for why the indicators are what they are.



IBM Cognos 8 BI Reporting

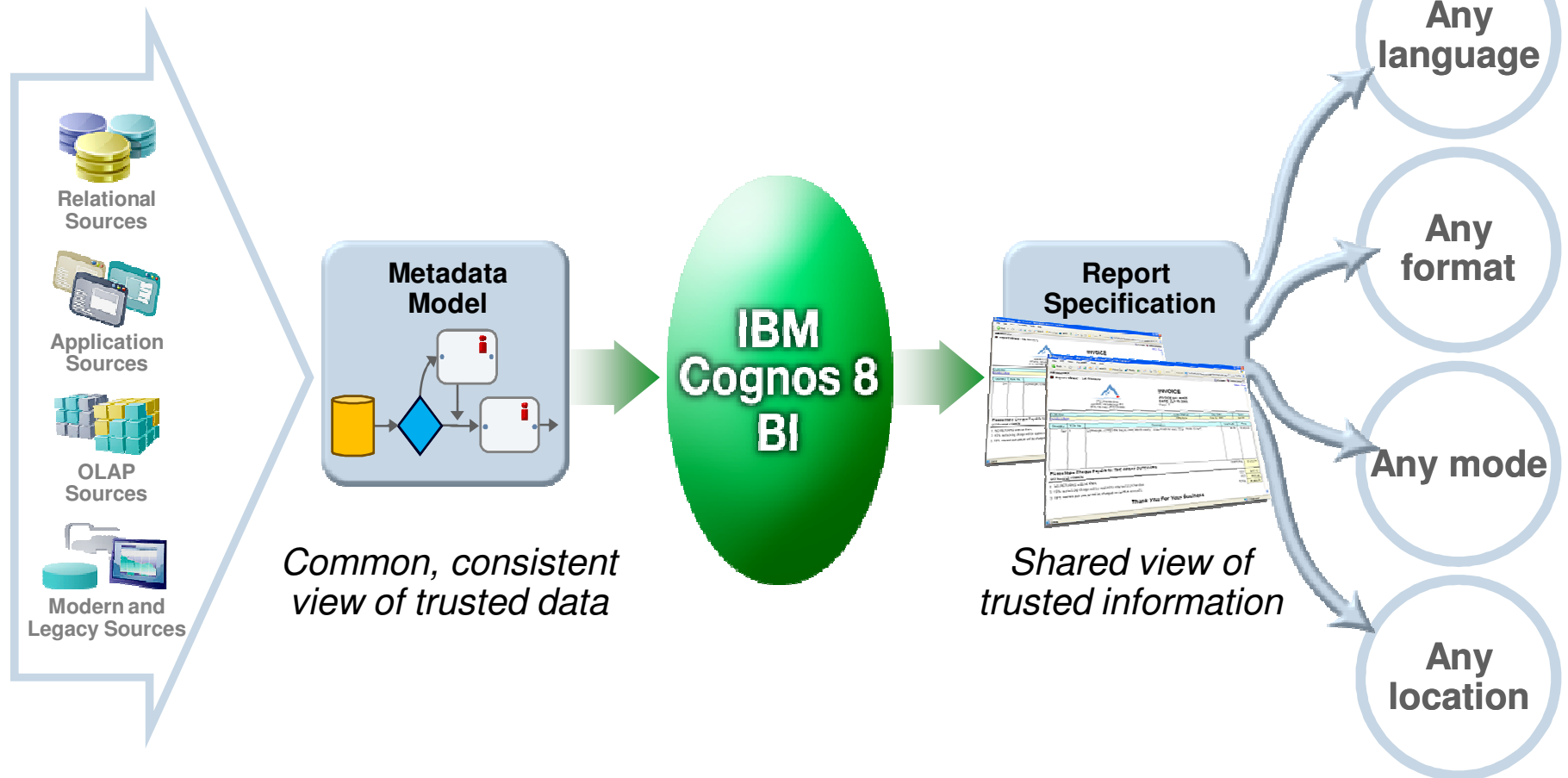
IBM Cognos 8 BI Reporting delivers **a single environment**, built on an **open enterprise platform** to address all **reporting requirements**.

- Only IBM Cognos Reporting delivers...
 - Universal data access
 - Full breadth of report coverage
 - Author once, access anywhere
 - Holistic support for global deployments
 - Secure reporting environment
 - Integration with enterprise applications



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Author once. Access anywhere.



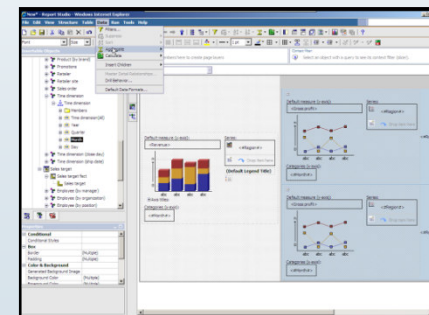
Report authoring for all users

- IBM Cognos 8 BI Report Studio
 - Express authoring mode
 - Simplified user interface
 - Live data
 - Statement-style reports
 - Professional authoring mode
 - Multi-lingual
 - Pixel-perfect formatting
 - Multi-source, multi-page, multi-style
 - All report styles with flexible output
 - Scheduling, email bursting, and event-triggers



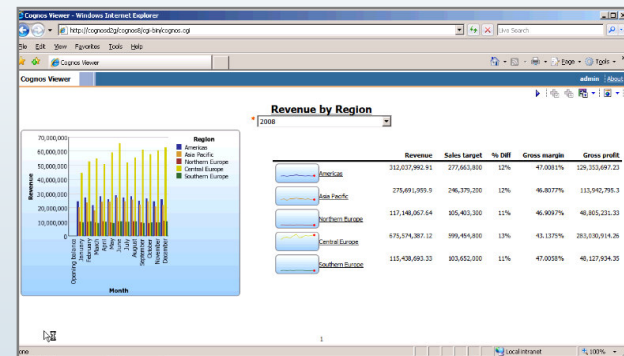
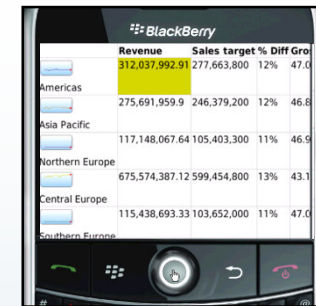
The screenshot displays a financial report titled 'Annual Growth (2004, 2005)'. The report is structured as a table with columns for 'Opening Balance', '2004', '2005', and '% Growth (2004, 2005)'. The data is categorized into 'Total Assets', 'Total Liabilities', and 'Total Owners Equity'. The report is displayed in a professional authoring mode with a detailed layout and formatting.

	Opening Balance	2004	2005	% Growth (2004, 2005)
Total Assets				
Accounts Receivable Total	7,221,655,724.02	8,695,943,861.96	23%	
Asset Cost and Clearing Total	3,525,189,493.08	569,494,843.85	-43%	
Cash and Short-Term Investments	141,172,776.00	289,997,586.00	40%	
Inventory	5,945,803,813.51	8,103,912,482.79	46%	
Other Assets Total	89,250,919.29	142,496,794.27	60%	
Other Current Assets Total	49,021,135.76	77,306,867.87	44%	
Resource Rate Variance	1,996,791.42	4,362,638.62	154%	
Total Accumulated Depreciation and Amortization	-33,227.00	-499,494.89	90%	
Unearned Revenue from Consulting	-31,079,474.19	-48,770,104.81	57%	
Total Liabilities	-10,325,741.00	-20,348,736.62	50%	
Accounts Payable and Taxes	0.00	0.00	0%	
Current Income Taxes Payable	0.00	0.00	0%	
Current Liabilities	-3,496,747,967.54	-4,032,862,405.36	13%	
Long-Term Liabilities	-25,405,714.00	-20,350,880.19	55%	
Other Current Liabilities	-27,943,706.43	-30,582,277.42	9%	
Total Owners Equity	-3,407,372,263.08	-4,161,818,401.17	22%	



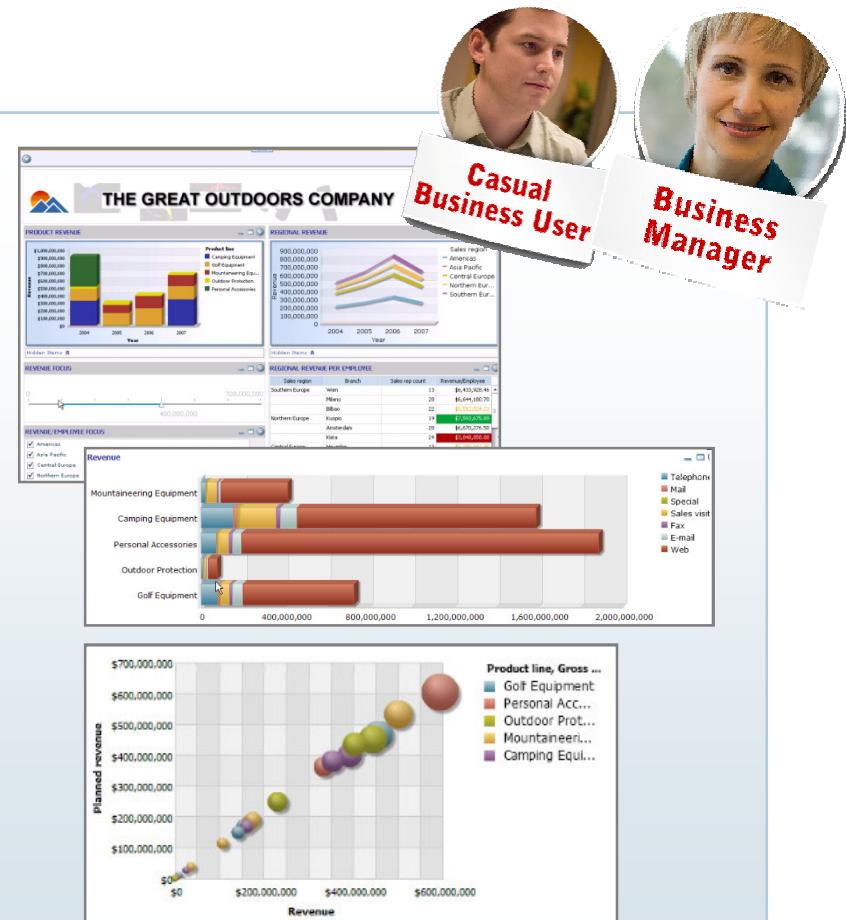
Reports on the Go!

- IBM Cognos 8 Go! Mobile
 - Delivers IBM Cognos 8 BI content to mobile users
 - Leverages the Cognos 8 platform, including security
 - Rich native client, purpose-built
 - Location awareness
 - Support for BlackBerry, Windows Mobile and Symbian



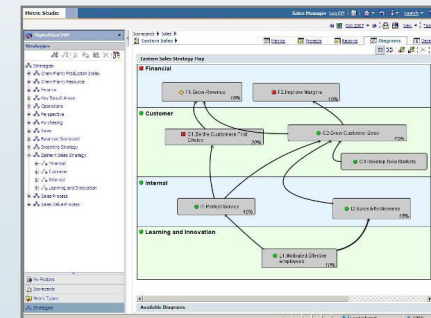
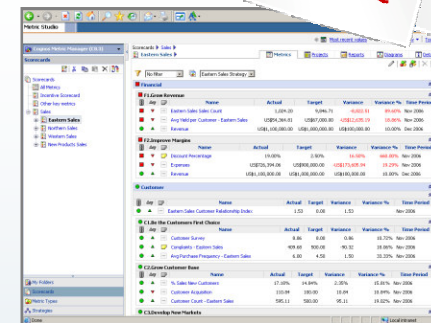
Personalized dashboards

- IBM Cognos 8 Go! Dashboard
 - Dynamic and customizable dashboarding capabilities
 - End users can quickly create and personalize their dashboard
 - Drag and drop ease
 - Trusted Cognos assets

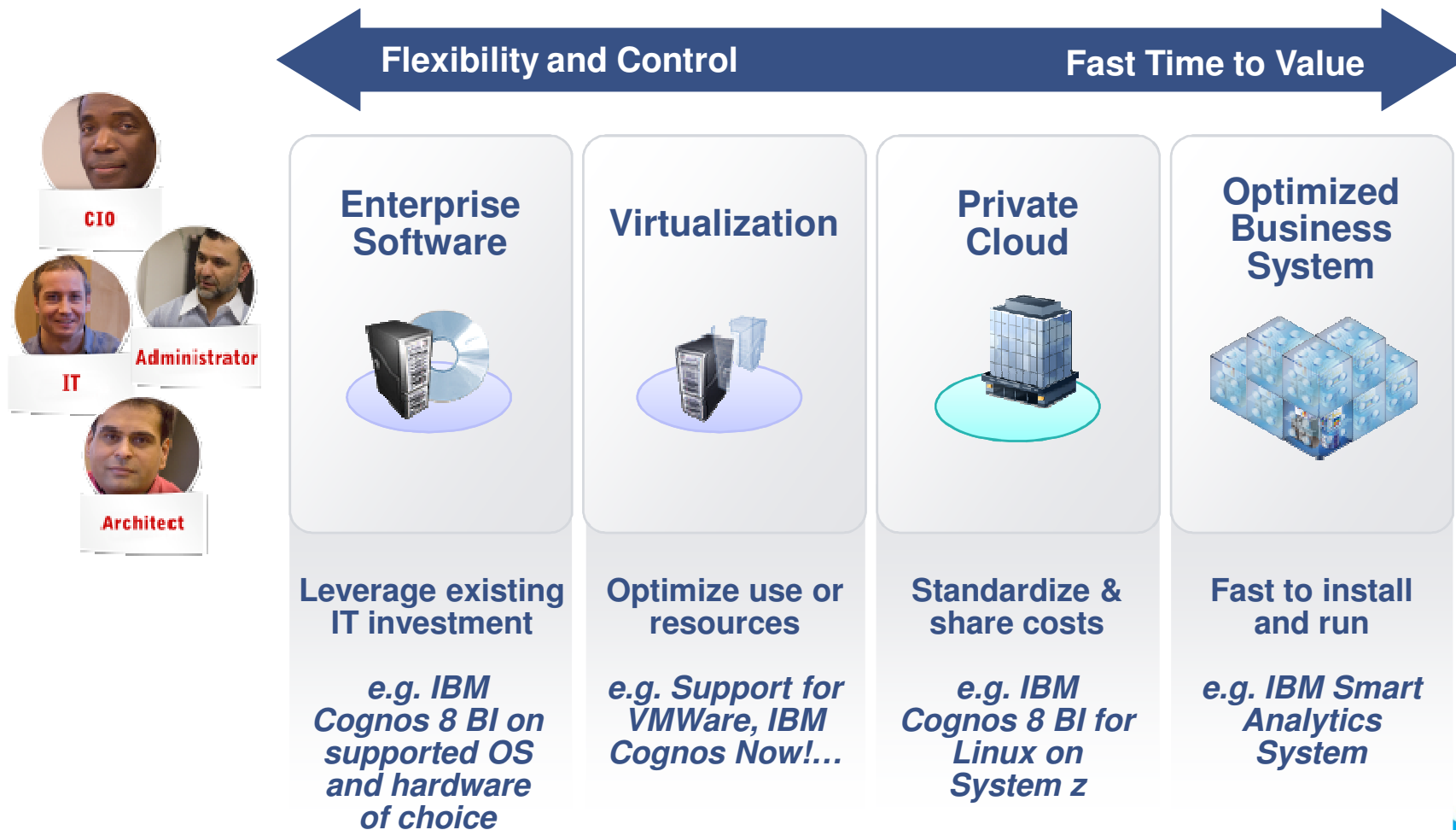


Personalized dashboards

- IBM Cognos 8 BI Metric Studio
 - Link strategy to operations
 - Communicate strategy across the organization
 - Track performance against strategic objectives
 - Create metrics with consistent business rules defining thresholds and targets
 - Provide departmental and employee focus
 - Ensure accountability and ownership
 - Scorecard metrics linked to BI reports and analysis for diagnostic detail

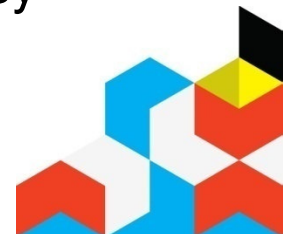


Enterprise, On-Premise Deployment Options



Continue Your Learning

- IBM Cognos Proven Practices
 - Source of tried, tested, and proven technical information to help you succeed with IBM Cognos products in your specific environment
- IBM Cognos 8 BI Training Paths
 - View training recommended by role to determine which courses will help you increase your reporting skills
- www.ibm.com/cognos/training
 - Visit the IBM Cognos Education web pages to understand all of the ways that training can support the success of your reporting solution
- www.ibm.com/cognos/customercenter
 - The Cognos Customer Center is the single place to go for easy access to valuable IBM Cognos resources



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