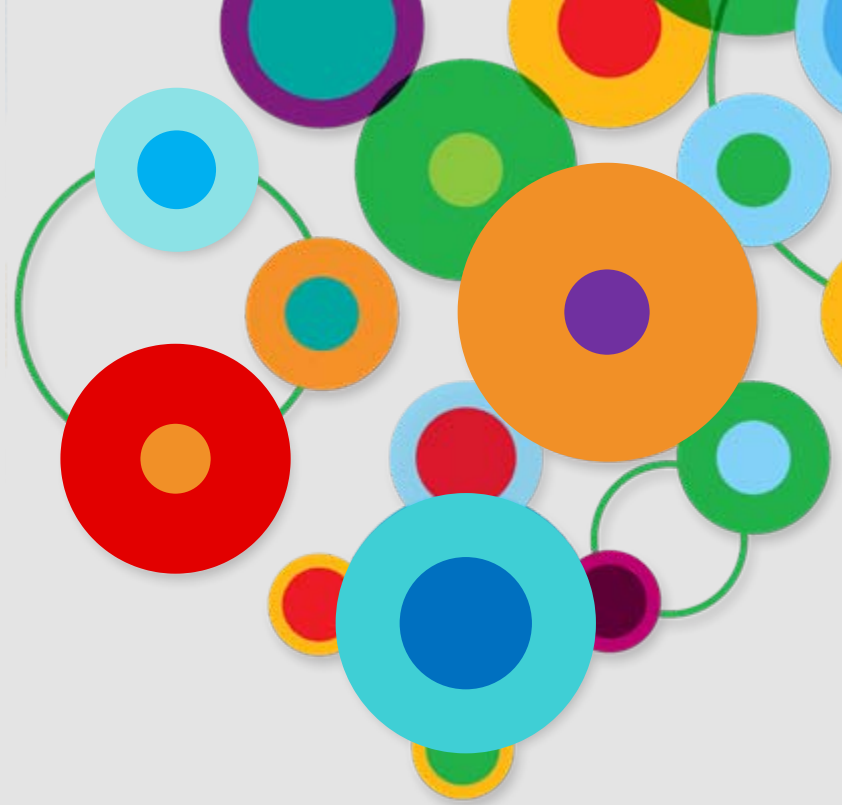


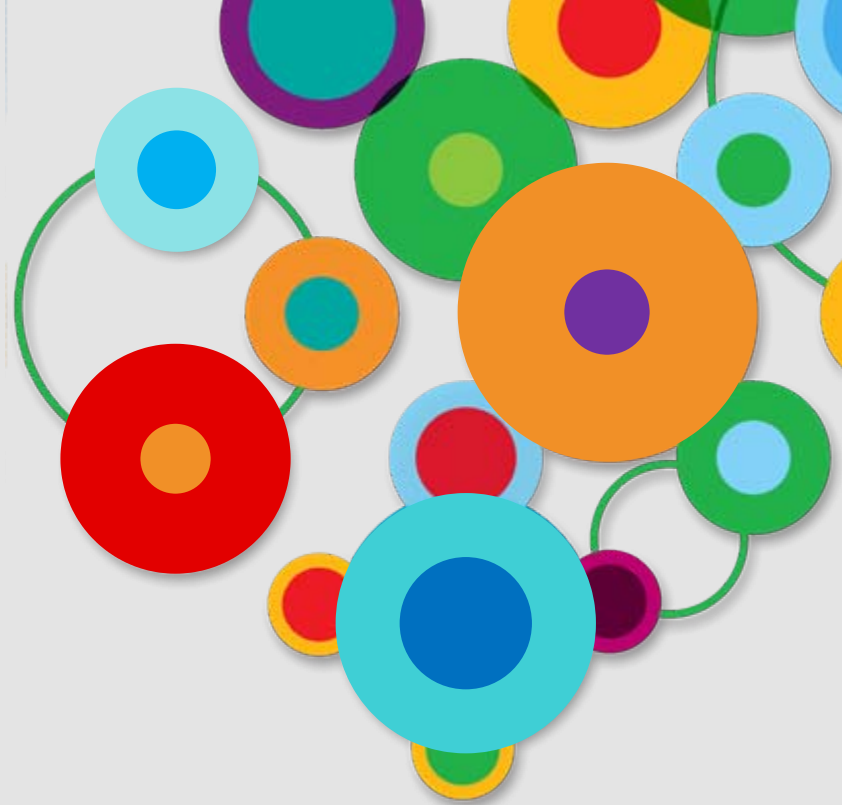
Les Rechan

VP, WW Sales, Services and Solutions

IBM Business Analytics Software

**Are You
Ready?**





INTELLIGENCE UNLEASHED

Freedom to **Think**

Connect with Others

and Simply **Do**



**Proven platform with
seamless upgrade**

Freedom to **Think**

- Unified workspace
- All time horizons
- Progressive interaction



Analytics Everyone Can Use

Connect with Others

- Decision networks
- Business context
- Accountability



Gain Insights and Drive Alignment

and Simply **Do**

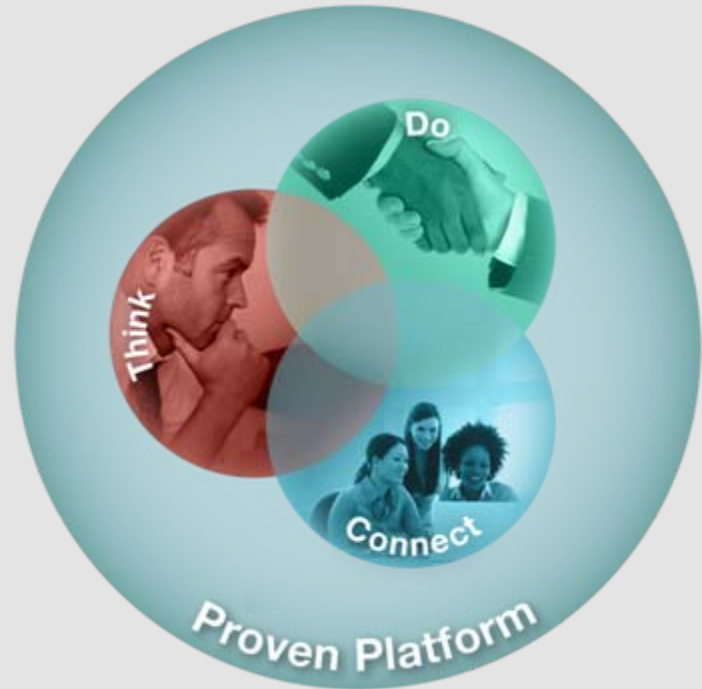
- Disconnected
- Mobile (new iPhone, iPad)
- Real-time



Actionable Insight Everywhere

Platform Advances

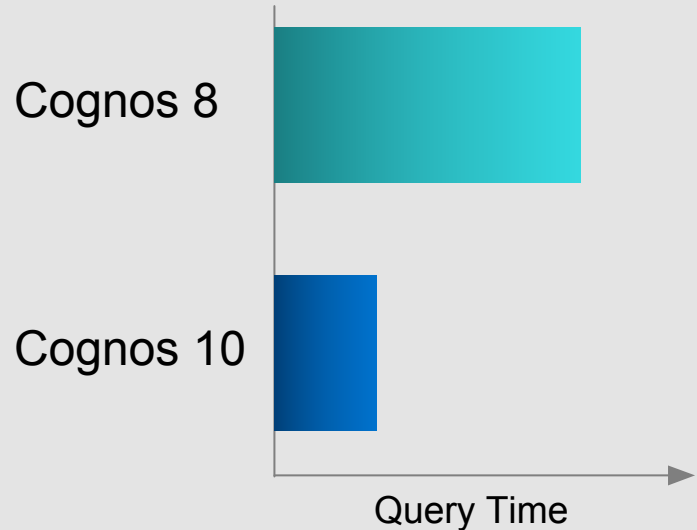
- Optimize performance
- Enhance management
- Seamless upgrade



Platform Advances

- Optimize performance
- Enhance management
- Seamless upgrade

3x faster
query

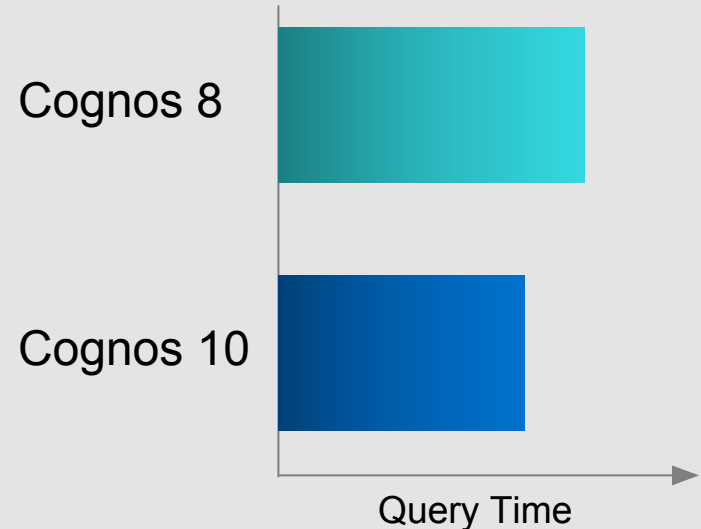


When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software

Platform Advances

- Optimize performance
- Enhance management
- Seamless upgrade

20% faster
query on
Cognos PowerCube

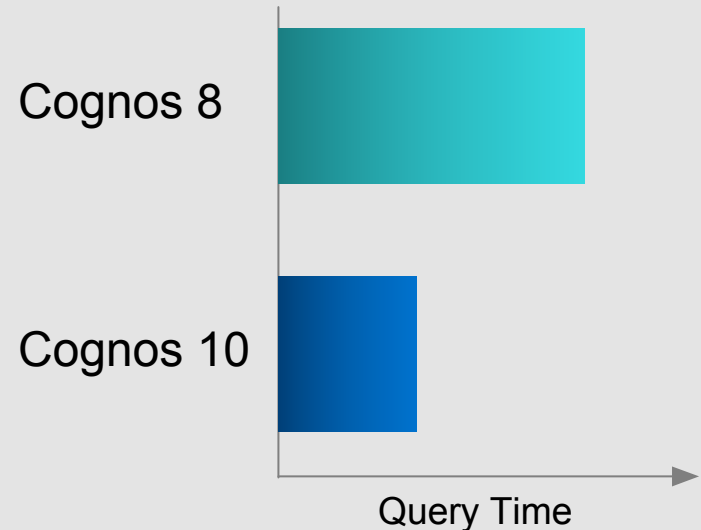


When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software

Platform Advances

- Optimize performance
- Enhance management
- Seamless upgrade

55% faster
query on **SAP NetWeaver®
Business Warehouse**

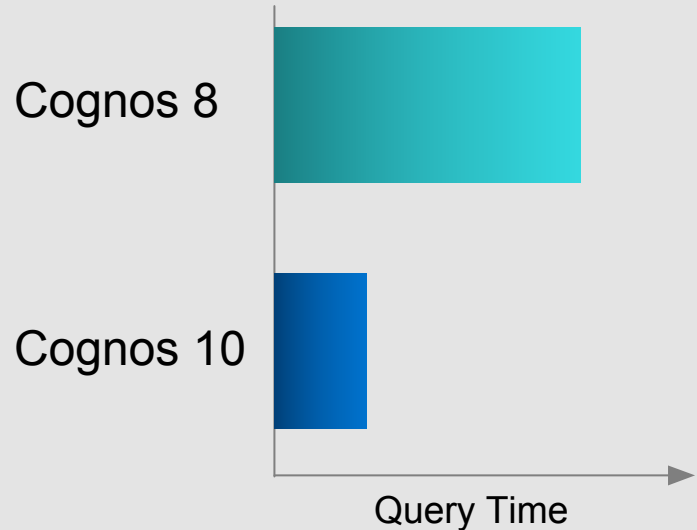


When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software

Platform Advances

- Optimize performance
- Enhance management
- Seamless upgrade

70% faster
query on
Oracle® Essbase

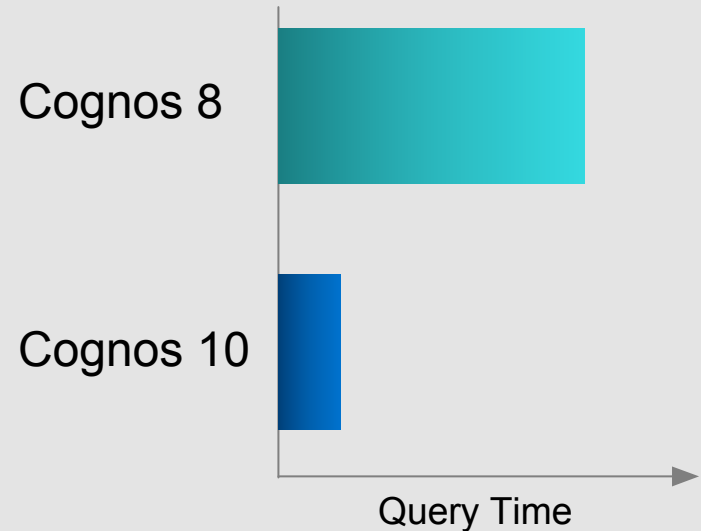


When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software

Platform Advances

- Optimize performance
- Enhance management
- Seamless upgrade

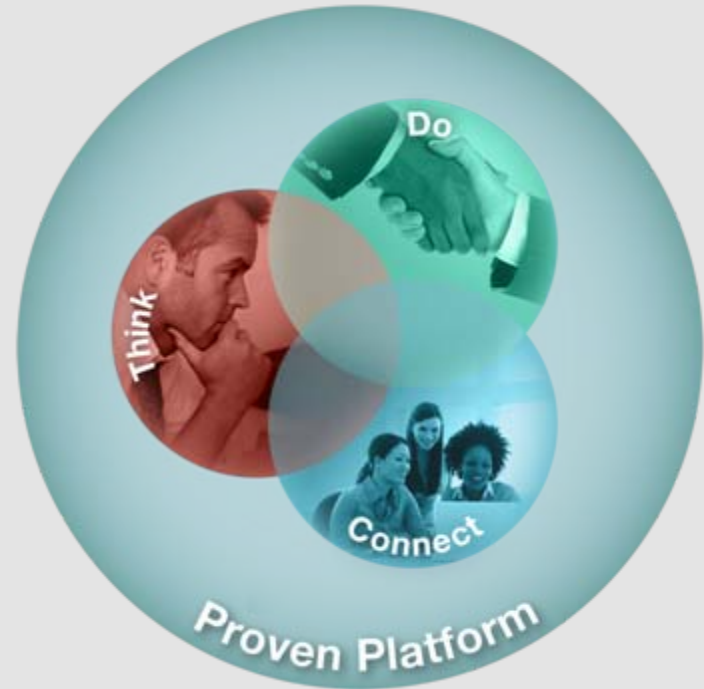
80% faster
query on
Cognos TM1



When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software

Platform Advances

- Optimize performance
- Enhance management
- Seamless upgrade



Cost-effective Scale

IBM Cognos 10 is LIVE



BOEING®

Forever New Frontiers

Organizations Ready to Reap the Value

“I’m very impressed...”

“...be able to see the information and ...drill into something when you're having a chat with a colleague.”

Canadian Blood Services

“...unprecedented level of innovation...”

“...business users are not just consuming information, they are actively participating and shaping the information and the way it is used

ISA Consulting



“...simply stunning!”

“We have been making data sing and dance via Cognos since 1998... We have never been this excited about a product release...”

Barrachd Ltd

“...fast upgrade...”

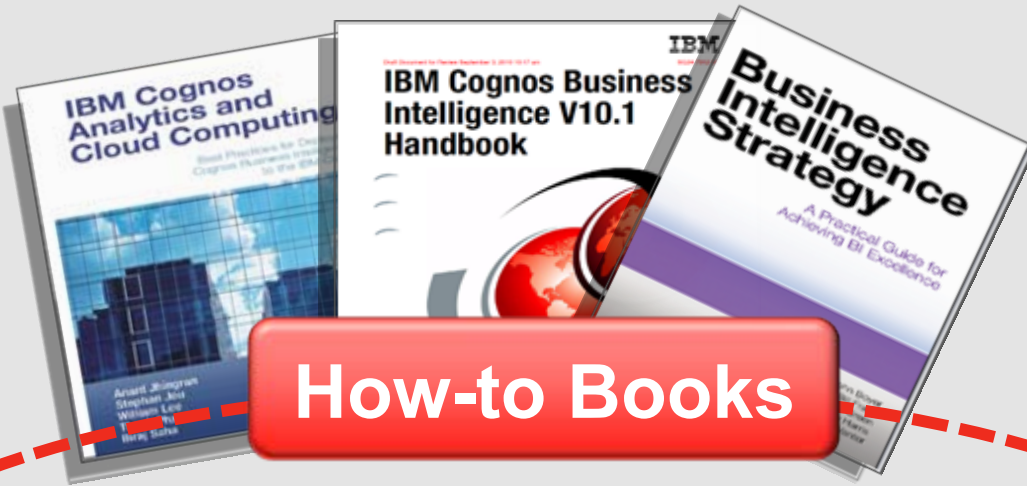
“I am impressed with how fast we were able the upgrade to Cognos 10”

Canadian Blood Services

Broader Deployment Choice



10
COGNOS



How-to Books

Communities

Workshops

Services



Retail

- **Store Operations (P&L) Performance**
- **Merchandise Performance Management**
- **Promotions Planning**



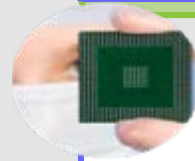
Healthcare& LS

- **Provider Performance**
- **Clinical Analytics**
- **Sales Quota Allocation**



Banking

- **Risk Insight and Optimization**
- **Branch Insight and Performance**
- **Customer Care and Insight**



Manufacturing

- **Supply Chain Performance**
- **Sales and Operations Planning**
- **Demand Planning**

Business Analytics & Optimization Solutions

Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

Finance

Customer



COGNOS

Business Intelligence

Predictive Analytics

Analytic Applications

Information Management and Governance

Information Integration & Master Data Warehousing

Content Management

Data Management

Workload Optimized Systems

INTELLIGENCE UNLEASHED

Freedom to **Think**
Connect with Others
and Simply **Do**



**Proven platform with
seamless upgrade.**