



IBM Cognos 10 Seminar

Smarter Decisions. Better Results.

Key Drivers for Our Next Wave of Innovation



...**enable an evolving workforce** to become more analytics-savvy

...**expand perspective** on the business for a more complete view

...**balance needs** of business for creativity and IT for control

...**facilitate collaboration** about the information to fuel insight and alignment

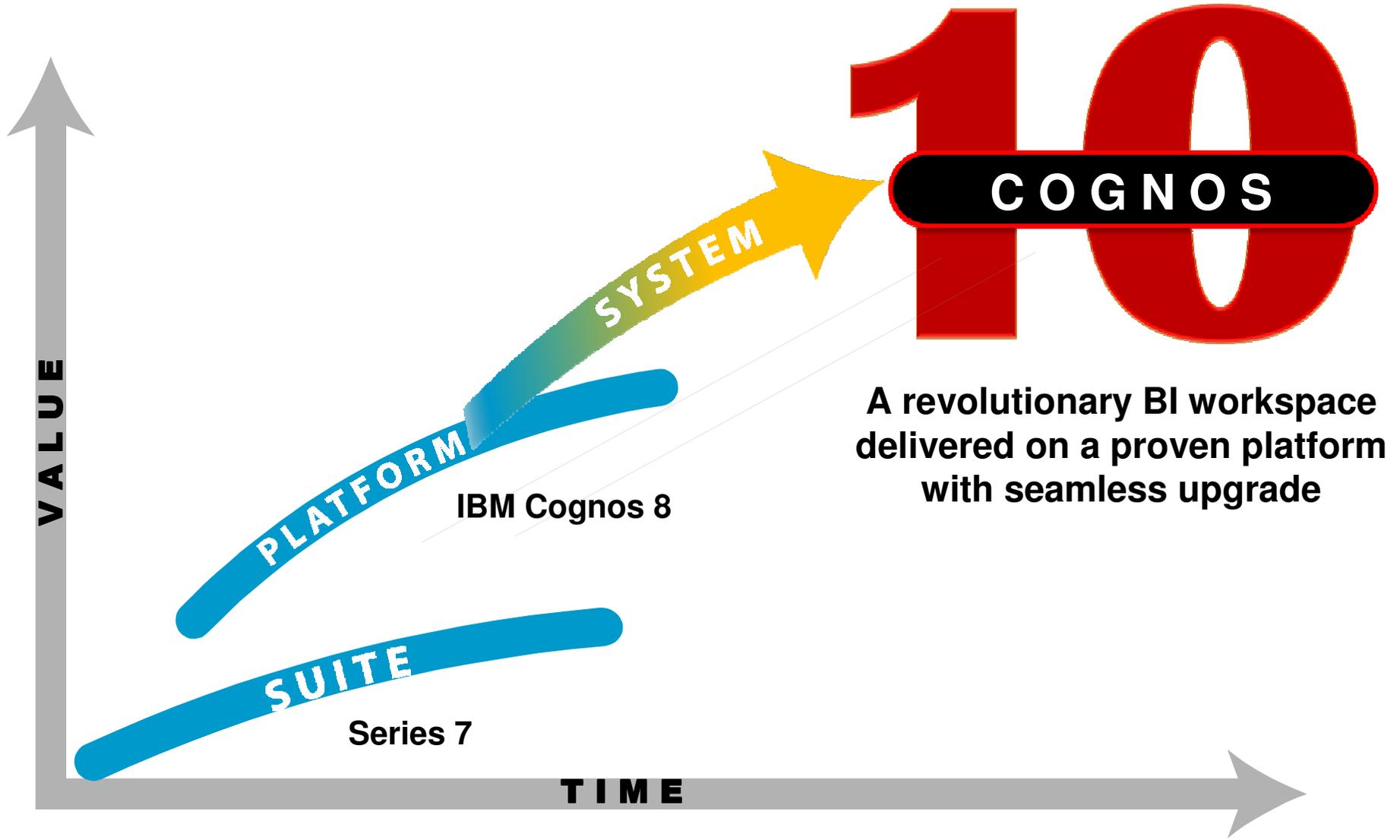
...**respond to growing user communities** and ever growing demands for faster performance to more data

“What makes companies stand out from one another is the ability to use analytics across the end-to-end business model.”

IBM CFO study (1)

(1) The New Value Integrator: Insights from the Global Chief Financial Officer Study, IBM Institute for Business Value, March 2010.

Deliver Innovation and Sustained Value



Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.



Freedom to **Think**

- Unified workspace
- All time horizons
- Progressive interaction

Connect with Others

- Decision networks
- Business context
- Accountability

and Simply **Do**

- Mobile and Disconnected
- Integrated
- Real-time



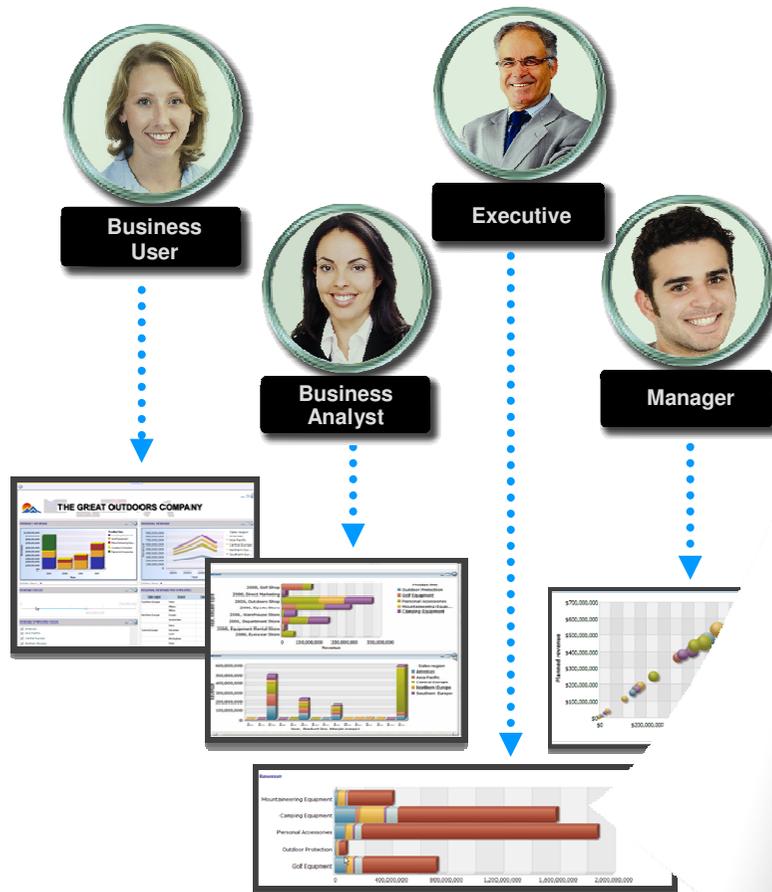
**A revolutionary BI workspace
delivered on a proven platform
with seamless upgrade**

To meet the needs of an evolving workforce that knows no boundaries



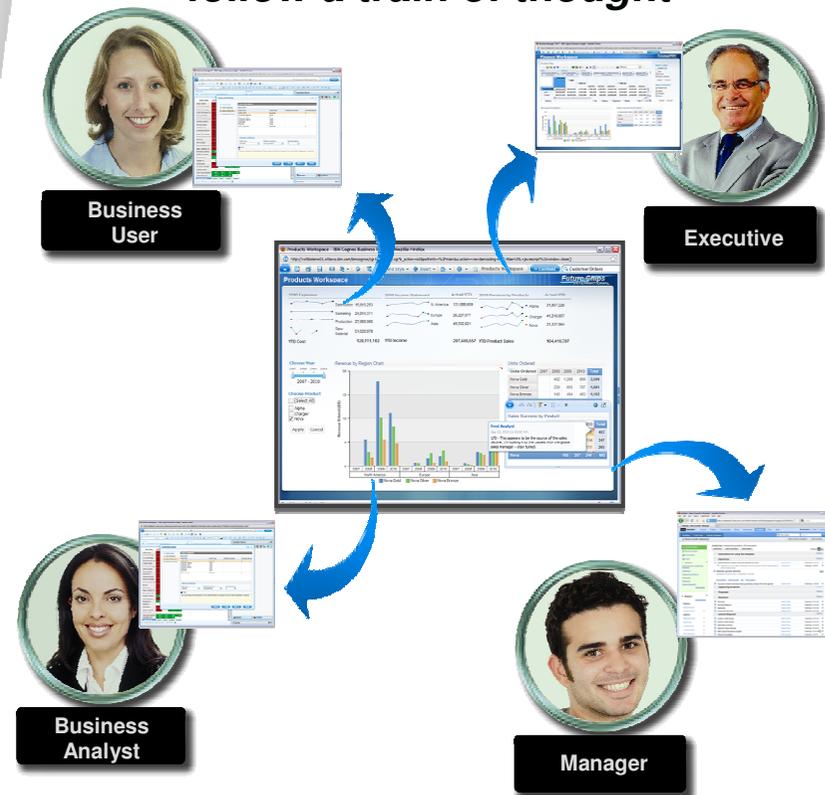
From...

Purpose built interfaces



To...

Unified BI workspace that seamlessly progresses to follow a train of thought

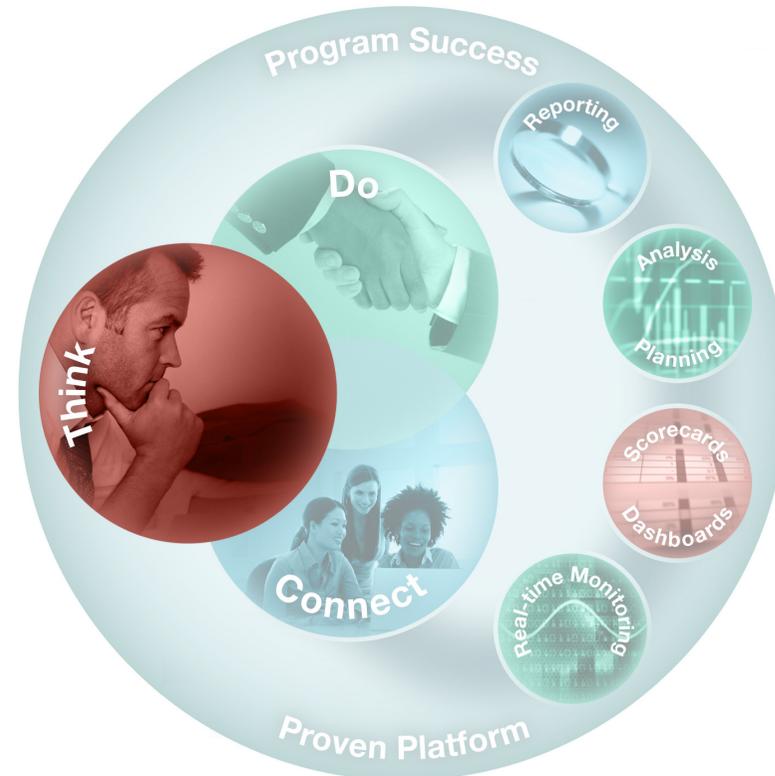


Freedom to **Think**

Unified workspace

All time horizons

Progressive interaction



Freedom to Think

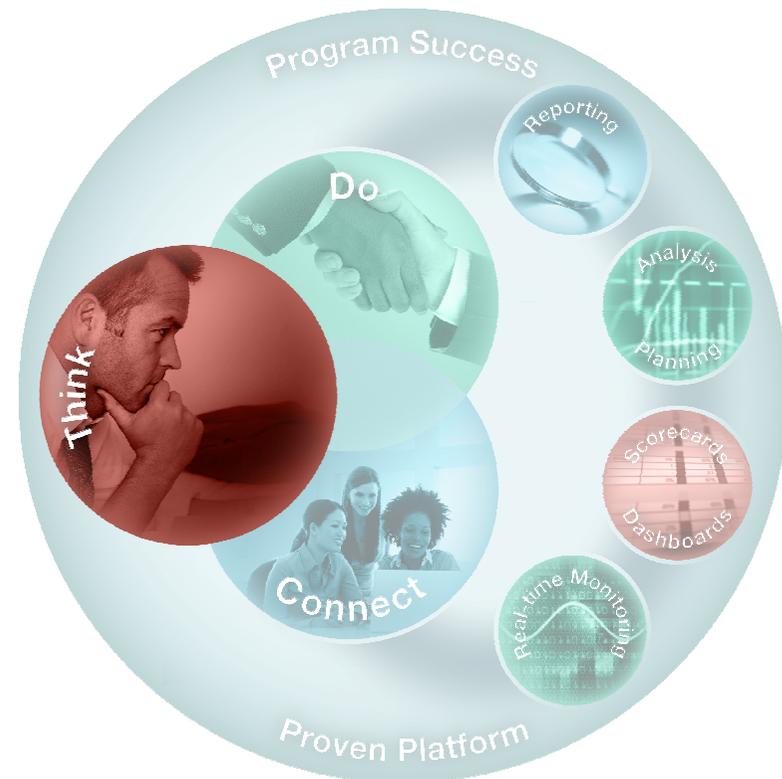
Analytics everyone can use to answer key business questions

- **Cognos 10 Advances**

- Explore data from any perspective without limitation ensuring a ***complete perspective of your business***
- Search and assemble any amount of BI content from any source to ***quickly gain insight***
- Seamless progressing from viewing to advanced analytics allowing users to ***see more and do more***

- **New/Enhanced Features**

- Business Insight
- External Data
- Statistics
- SPSS Modeler
- TM1



The new unlimited BI workspace supports the way you think, so you don't have to interrupt your train of thought to fit the software



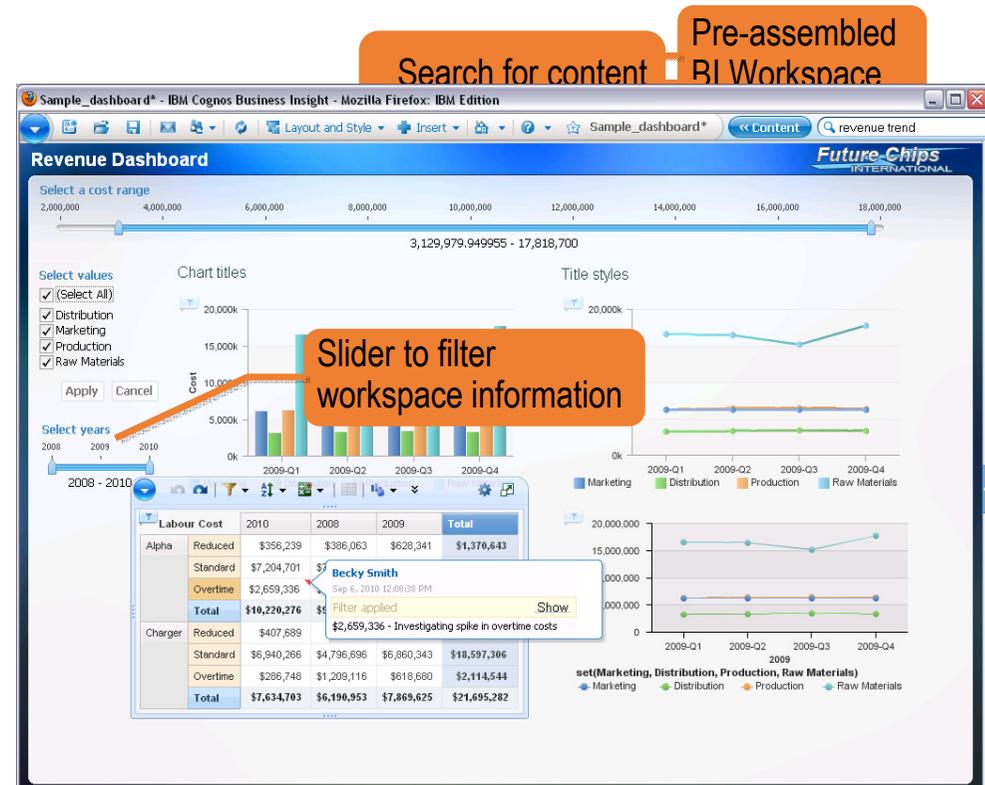
A BI workspace that is the start of your day

Intuitive and easy to use it is the single place that you go to find and do your work.

IBM Cognos Business Insight

Solution Highlights

- Pre-assembled workspace content
- Search assisted authoring
- Drag and drop assembly
- Dynamically filter
- Quicker and deeper insight in to data
- Seamless graduated experience





Seamlessly shift to more advanced analysis

Perform complex analysis tasks quickly and easily to get to the "why" behind an event or action to improve business performance

IBM Cognos Business Insight Advanced

Solution Highlights

- Intuitive drag-and-drop interface
- Integrated query and analysis
- Create complex calculations, drill, pivot, top/bottom count
- Manage set definitions
- Flexible format, layout and distribution
- Build multiple queries, add charts and change formatting

The screenshot shows the IBM Cognos Business Insight Advanced interface. It features a main data table with columns for Units, Defects, and % Defective, and rows for various quarters from 2010-Q1 to 2010-Q4. A 'Set Definition' dialog box is open, showing a hierarchical tree structure for 'Units' and 'Defects'. A context menu is also visible, listing actions like 'Drill Down', 'Drill Up', 'Exclude Members', 'Move Members', 'Replace', 'Create', 'Top or Bottom', 'Filter Set...', 'Expand Member', 'Collapse Member', 'Union into One Set', and 'Edit Set...'. The 'Top or Bottom' option is selected, and a sub-menu is shown with options: 'Top 3 based on Units', 'Top 5 based on Units', 'Top 10 based on Units', 'Bottom 3 based on Units', 'Bottom 5 based on Units', 'Bottom 10 based on Units', and 'Custom...'. Callouts point to various parts of the interface: 'Standard and Style toolbars' at the top right, 'Switch between metadata or member tree' near the Set Definition dialog, 'View and edit set definitions' near the context menu, and 'Easily select common analysis gestures' near the sub-menu.

Standard and Style toolbars

Switch between metadata or member tree

View and edit set definitions

Easily select common analysis gestures





Augment corporate information with external data

Combine external, departmental, and your own data to corporate information resulting in broader perspectives

External Data

Solution Highlights

- Import external data sources into reports or query subjects
- Leverage external data as report filters
- Publish for reuse and updat

The image displays three screenshots from the IBM Cognos Business Insight interface illustrating the process of integrating external data:

- Import external data:** A screenshot of the 'External Data' dialog box. An orange callout points to the 'External data file:' field, which contains the path 'C:\Documents and Settings\Administrator\My Documents\Downloads\CustomerComplaints.cs'. Below, the 'Data items:' list includes 'Product Line', 'PLINECODE', 'SKU', and 'SKU (Short Name)', all of which are checked.
- Map key items:** A screenshot of the 'Data Mapping' window. An orange callout points to the 'SKU_CODE' field in the 'External data:' list on the left, which is being mapped to the 'SKU_CODE' field in the 'Existing report objects:' list on the right.
- Combine external data to corporate information:** A screenshot of a report dashboard titled 'Market Strategy - Sales Info Dashboard'. An orange callout points to the 'Insertable Objects' pane on the right, which shows a tree view of data sources including 'Customer Country', 'CUST_KEY', and 'Customer Lead Type'.

Incorporate Statistical Results with Core Business Reporting

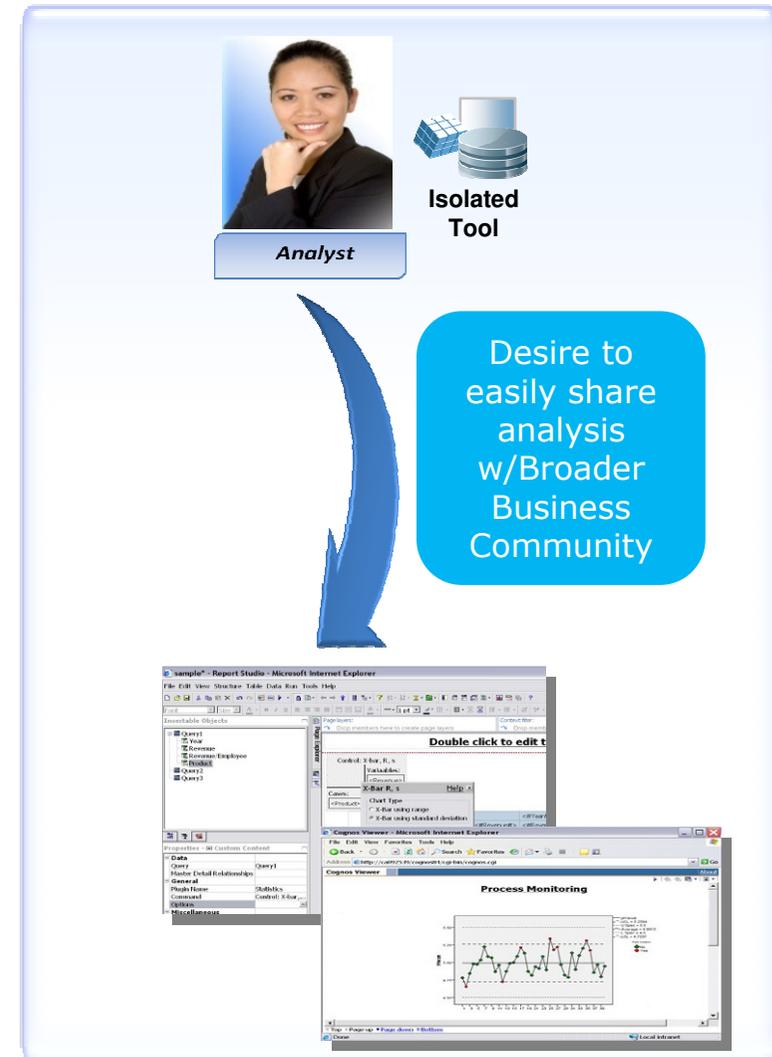


Validate information, and drive business decisions by incorporating statistical evidence in reports

IBM Cognos Statistics

Solution Highlights

- Based on the market leading SPSS statistical engine
- Seamlessly integrated in Report Studio Professional
- Easily distribute through dashboards and reports
- Works for all data sources



Deliver the power of predictive analytics into the hands of the business users

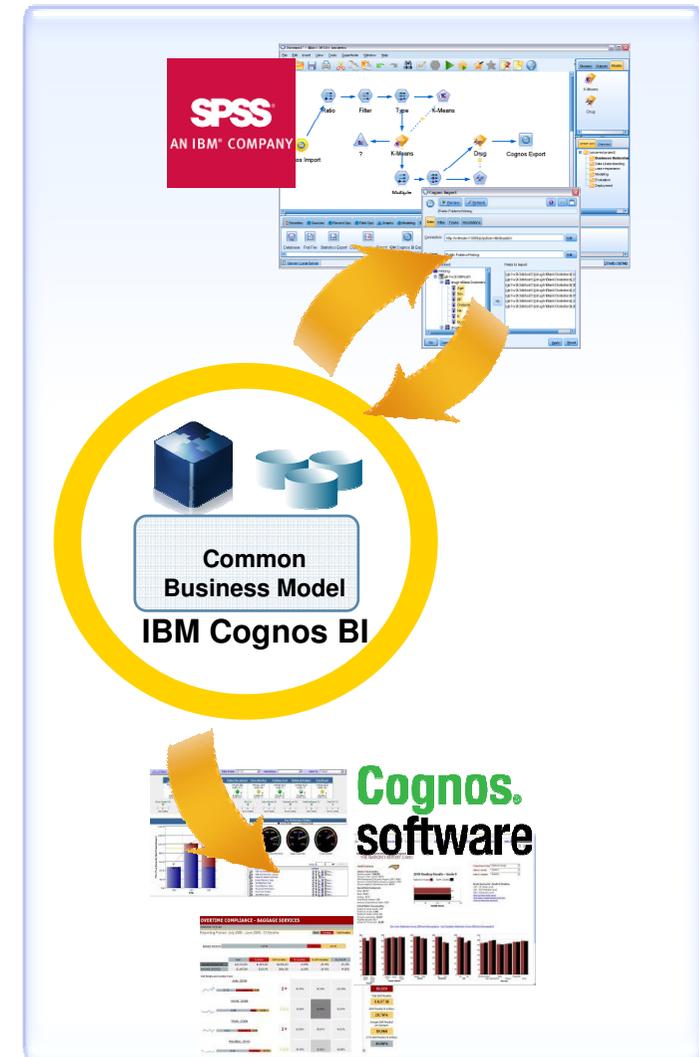


Uncover key insights in your corporate data by integrating predictive analytics as a core activity to drive business decisions

Integration with IBM SPSS Modeler

Solution Highlights

- Leverage BI to identify problem or situation needing attention
- Develop factual context using reliable trends, patterns and predictions.
- Distribute predictive results to broad user communities by publishing into the Cognos Business Intelligence environment.





Managed contribution powered by IBM Cognos TM1

Managed workflow blended with analysis delivers wider, deeper and more accurate view when planning business activities.

Contribution with IBM Cognos TM1

Solution Highlights

- Create personalized hierarchies and dimensions.
- Create views of information that suit your own business needs.
- Drill, sort, link and chart data.
- Make changes on the fly for up-to-the minute analysis.

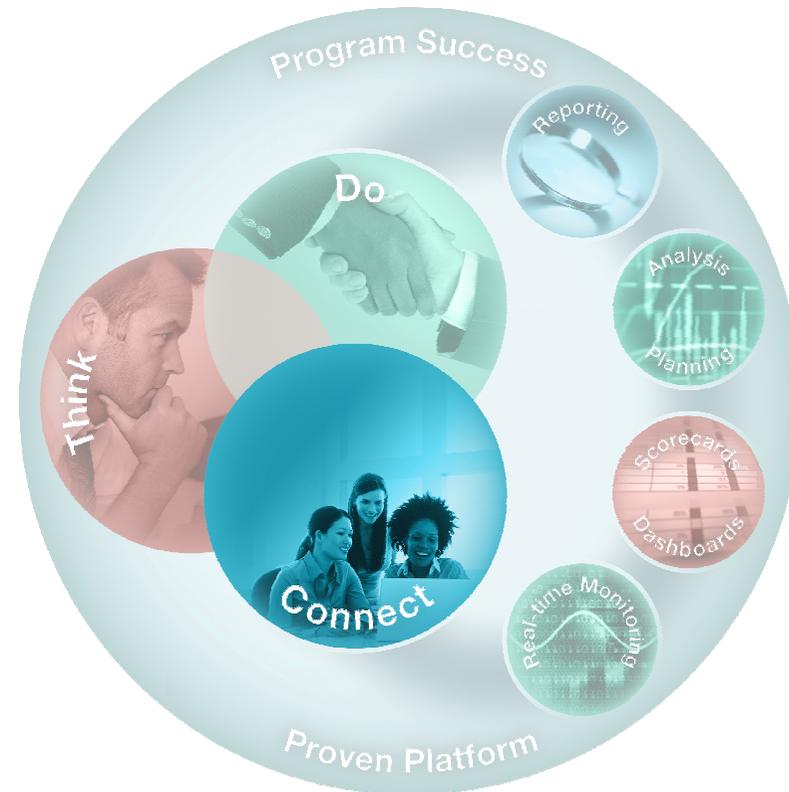
Easily create, contribute and track changes via intuitive workflow

Contributor - Expense Forecast			
You are a reviewer or contributor for:			
Name	State	Ownership	Reviewer
Total Company	Incomplete	None	None
Which consists of:			
Name	State	Ownership	Reviewer
Total Company (All)	Work In Progress	Admin	None
UK Sales	Not Started	None	None
US Operations	Not Started	None	None
UK Operations	Not Started	None	None
US Sales	Not Started	None	None

Workflow Detail for Total Company
Current state: Incomplete
At least one item belonging to this item is Not started, and at least one other item is in a state of Work In Progress. The Incomplete state applies only to review approval items.
Changed time: June 15, 2009 9:26:21 AM EDT
Changed by: Admin
Viewed: yes
Reviewed: no

Connect with Others

Decision networks
Business context
Accountability





Connect with Others

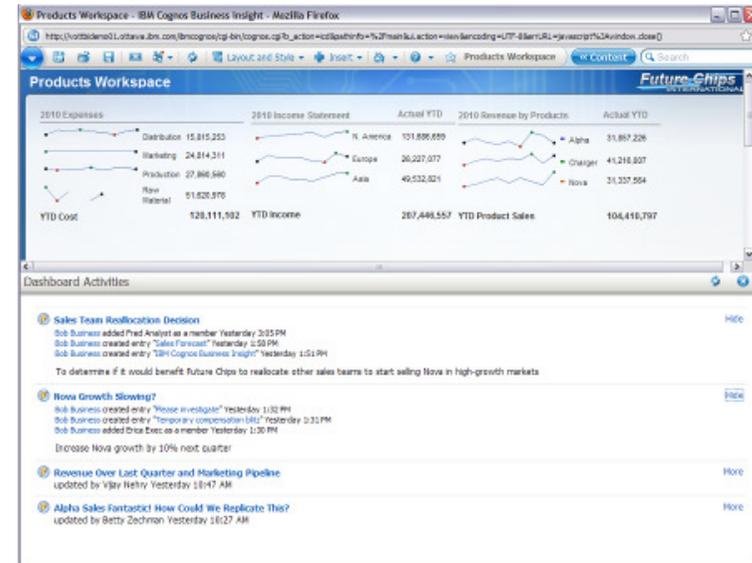
Collective intelligence to share insights and gain alignment

- **Cognos 10 Advances**

- Engage others in decision networks to discuss issues, share insights and align to ***make smarter decisions***
- Attach comments/annotations to BI content, build a repository of decision history to ***raise knowledge capital in the organization***
- Support workflow to establish accountability and ***engage the right people at the right time***

- **New/Advanced Features**

- Annotations
- Cognos Collaboration (Lotus Connections)



Built-in collaboration and social networking fuels the exchange of ideas and knowledge that naturally occurs in the decision-making process



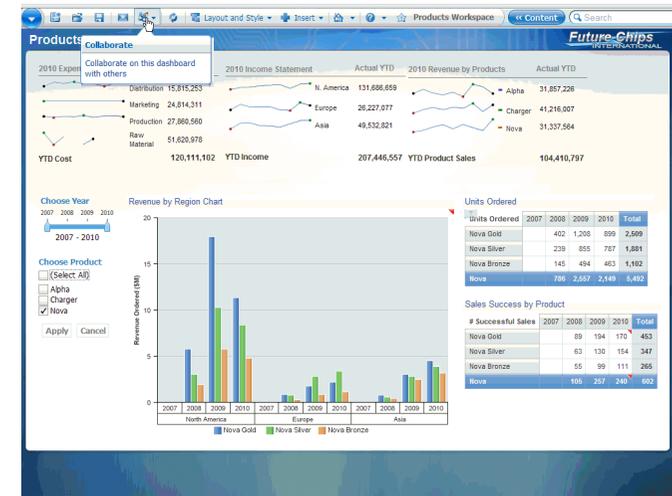
Built in social networking to connect and align

Build stronger relationships and a reliable corporate memory by collecting, organizing, sharing and reusing work

IBM Cognos Collaboration

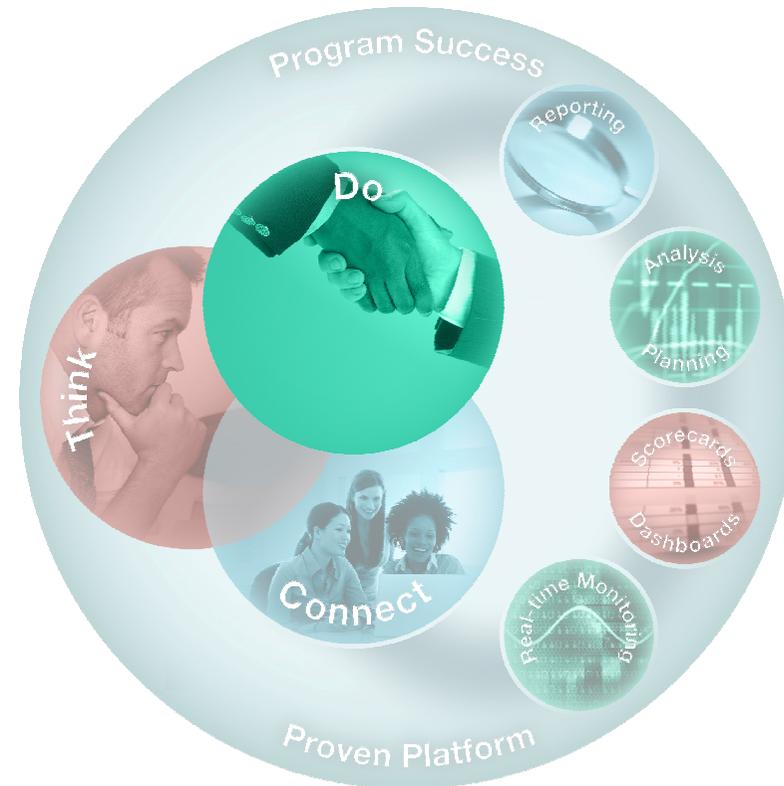
Solution Highlights

- Link directly from Cognos Business Insight to a Lotus Connections activity
- Create new activities directly from Business Insight
- Send email notifications directly from the Lotus Connections Activity
- Easily reference past decisions with integrated search



and Simply **Do**

Mobile and Disconnected
Integrated
Real-time



and Simply Do

Actionable insight everywhere at the point of impact



- **Cognos 10 advances**

- Adopt mobile to *accelerate delivery of interactive analytics* to executives and the frontlines
- *Address challenges of compressed decision cycles* with real-time analytics
- Integrate analytics in everyday work and in workflow to *inform business processes*

- **New/Enhanced Features**

- Cognos Mobile
- Cognos Active Report
- Cognos Real-Time Monitoring



Mobile, real-time, and portable BI transforms BI from a separate task, to BI informing everything you do



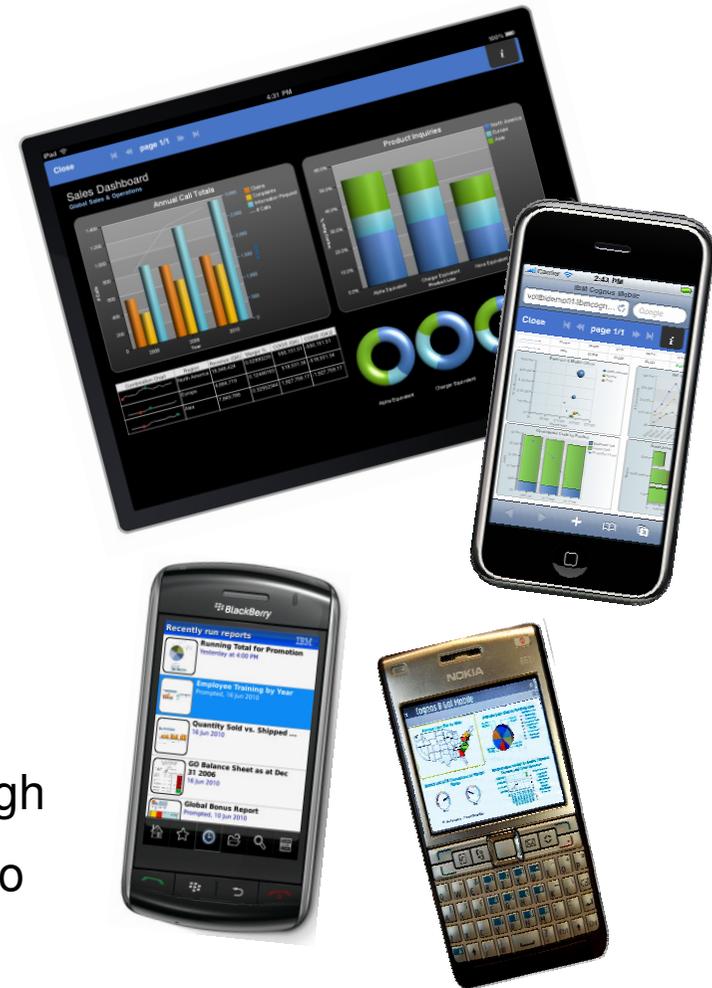
Analytics on the go for more devices and richer interaction

Provide business users with the information they need to make responsive and informed decisions regardless of their location

IBM Cognos Mobile

Solution Highlights

- Support for iPhone, iPad, BlackBerry, Windows Mobile, and Symbian mobile platforms
- Full BI interactivity including Drill Up/Down/Through
- Ability to schedule reports for immediate access to key content





Offline interactive Dashboard and analysis, delivering very fast, self contained BI to reach more users

Extend the reach of BI and analytics to a broad audience of consumers so they can interactively uncover new insights

IBM Cognos Active Report

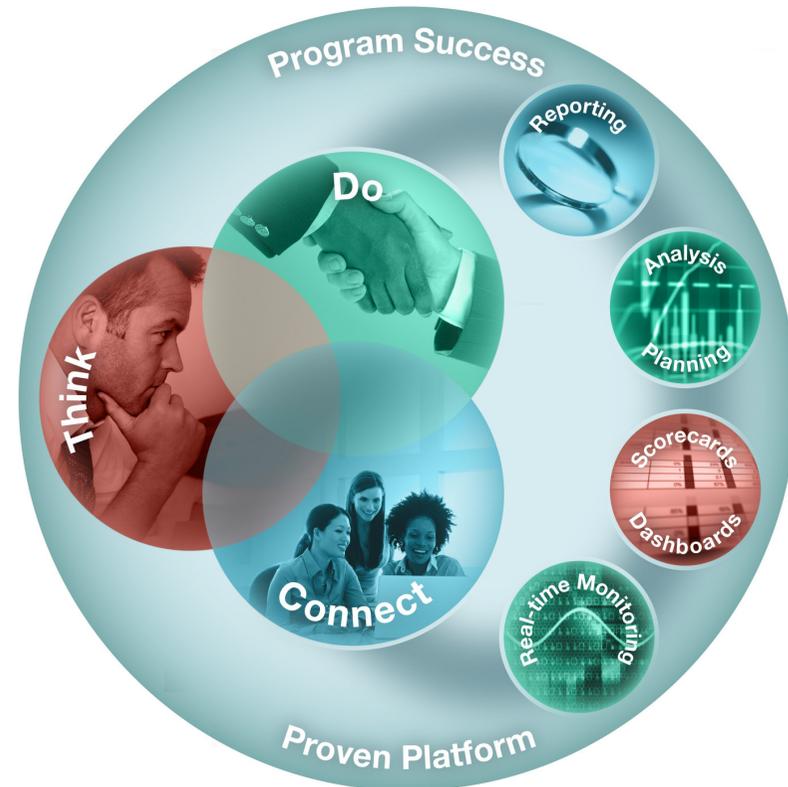
Solution highlights

- Disconnected reporting application
- Fully interactive content
- Support for mass deployment
- Fast Performance



Cognos 10 advances the platform

- **Optimize Performance**
 - In-memory processing
- **Accelerate Model Design**
 - Guided workflow-driven modeling
- **Enhance System Management**
 - More granular visibility and control
- **Streamline Lifecycle Management**
 - Ability to seamlessly upgrade



3x faster query

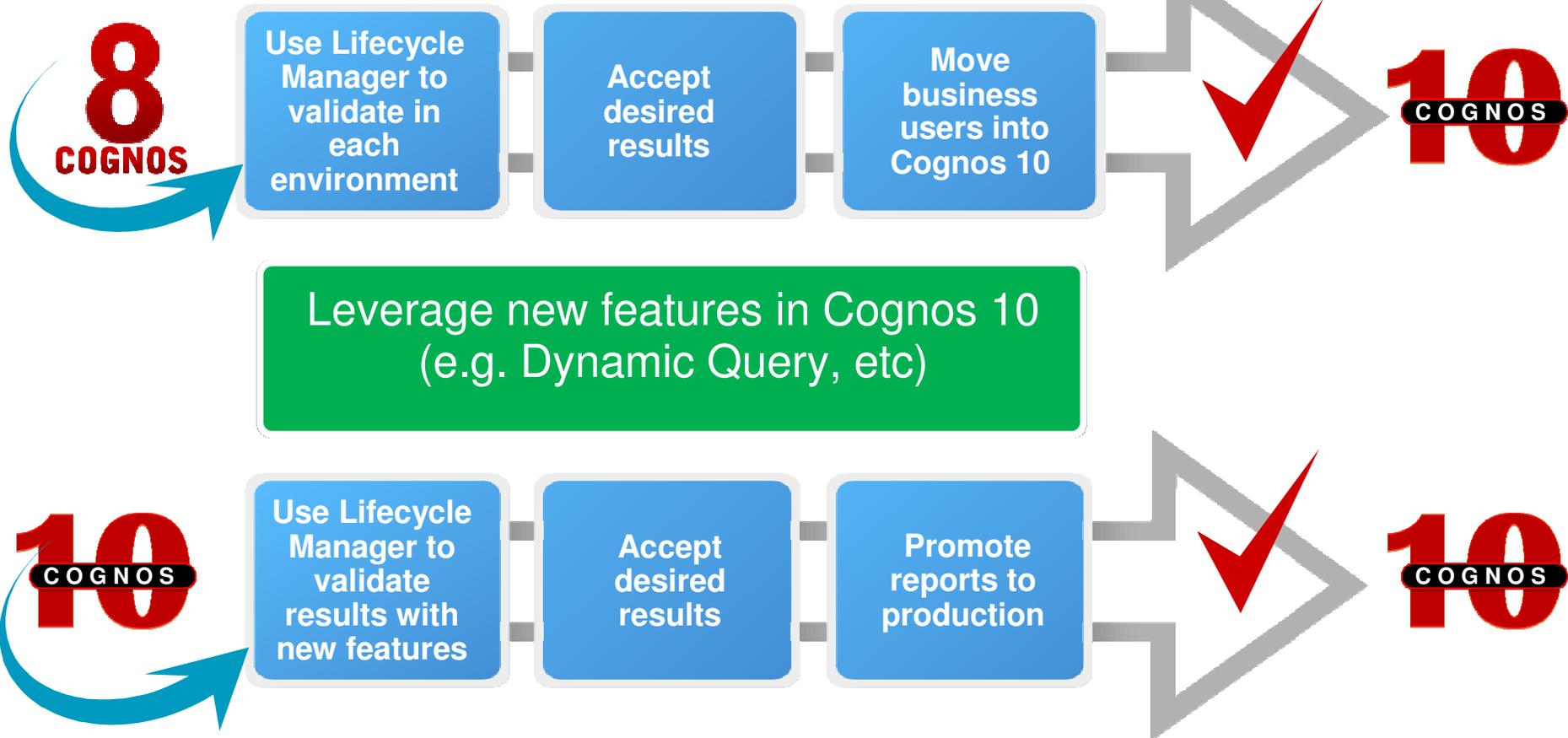
** When compared against IBM Cognos 8 BI software.
Based on selective results from tests conducted in
the IBM Performance and Scalability Labs on pre-
release Cognos 10 software*

**Proven platform to cost-effectively
scale for growing user
communities and data volumes**

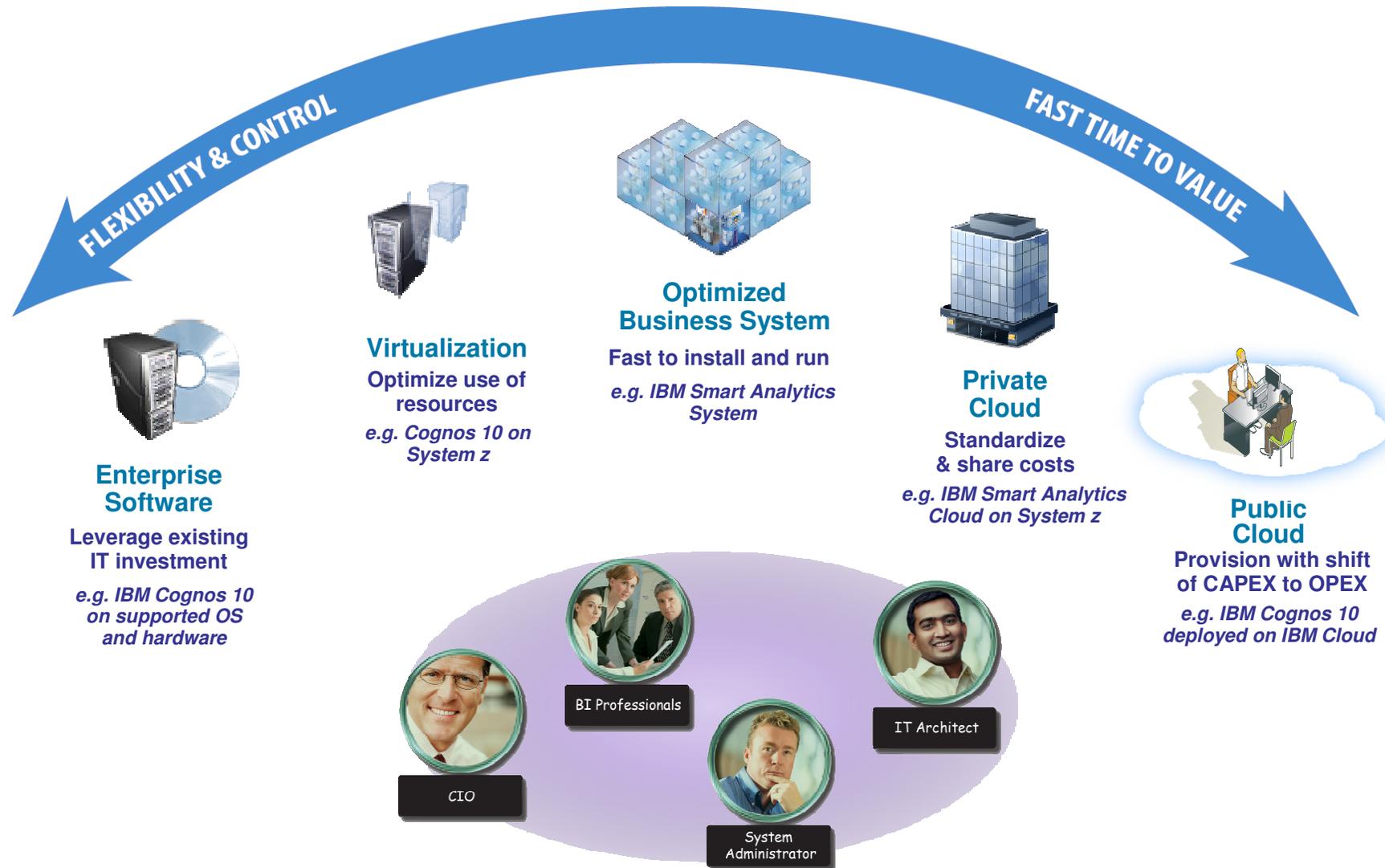
Cognos 10 streamlines lifecycle management with seamless upgrade



Upgrade first, then leverage new features



Expanded deployment options include Cloud, System z, and Power



Delivers expertise to our customers

- **New “how-to” books to deliver expertise**

- BI Strategy Book
- BI on Cloud
- BI Redbook

- **Workshops to help shape strategy**

- Champion workshops
- Business Analytics experience

- **Services & Training to increase user adoption and productivity**

- Proven practice workshops, learning assessment and user adoption services
- Broader portfolio of self-paced training options

- **Communities to learn from, discuss hot topics and share experiences**

- Innovation Center
- DeveloperWorks, C^3 Blog
- Twitter, facebook and linked-in





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

“...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



“...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

“...fast upgrade...”

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

Canadian Blood Services



Thank You