

IBM Cognos Forum for Finance 2011
Der Zeit voraus – neue Lösungen für
Finanzen & Controlling

5. April im «The Dolder Grand» in Zürich

Christoph Papenfuss,
Cognos Innovation Center, IBM SWG



Agenda



H1N1
Event
Bahrain
EURO
Tunisien

BP
Terror

Ipest



Wieviel **Jahre** haben die folgenden
Produkte gebraucht um **50 Mio**
Anwender zu erreichen?



2 years



3 years



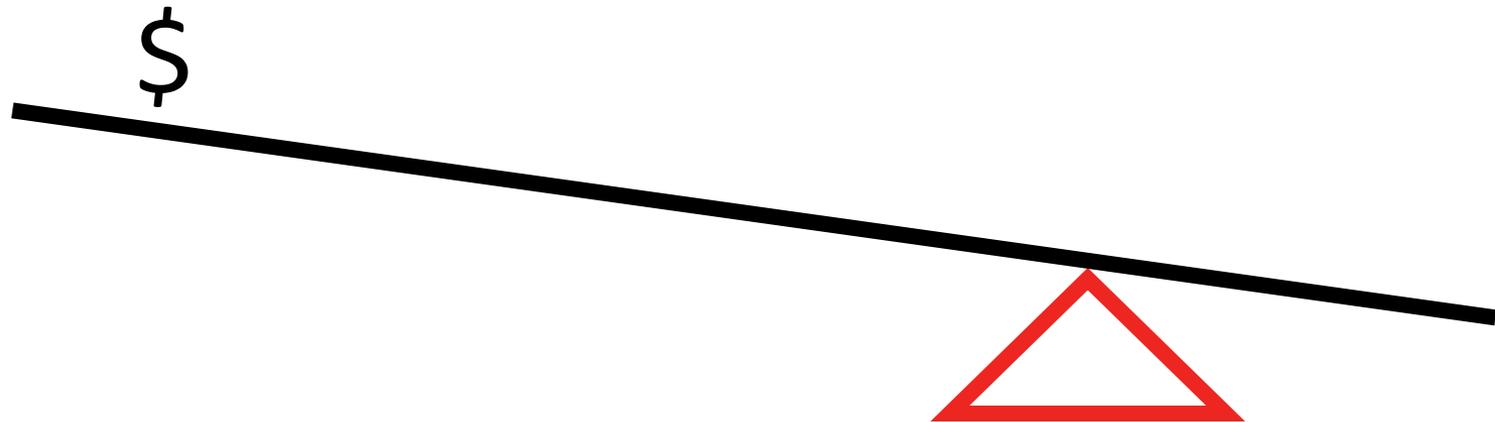
13 years



38 years



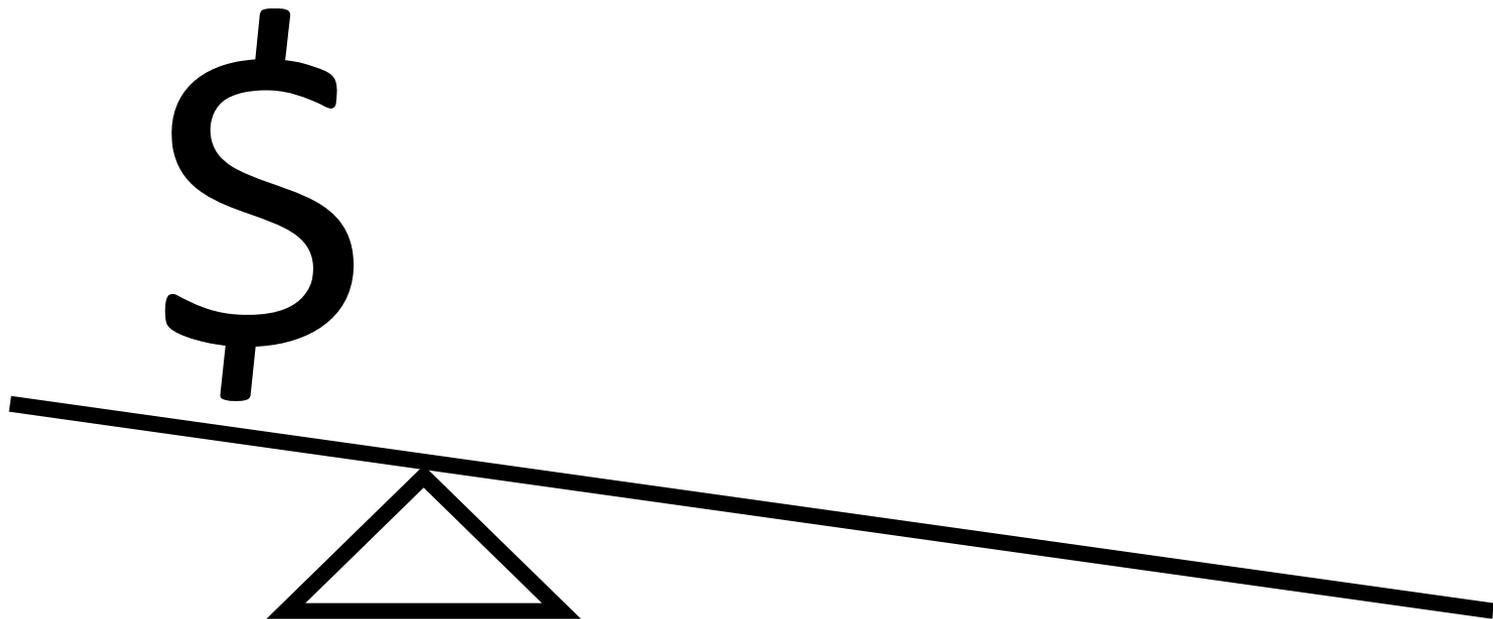
Viele Unternehmen reagieren



Wissen ist die Macht!



Antizipieren & agieren

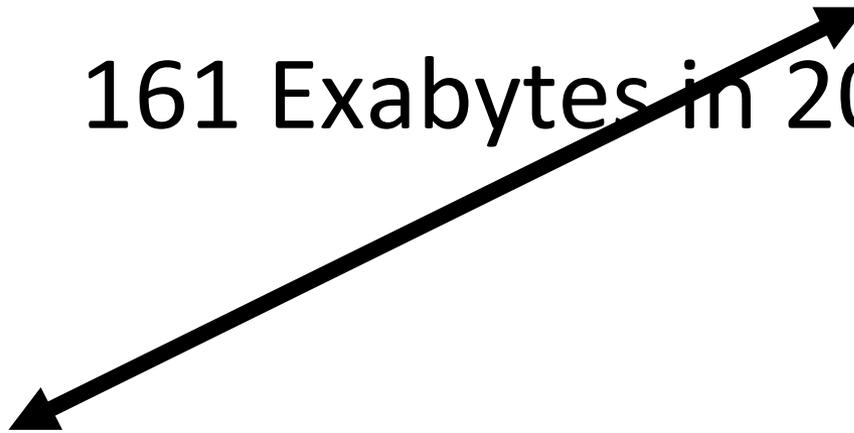


Leichter gesagt als getan



152 Mio km

161 Exabytes in 2006



2.2%

< 1%

=100*(Sheet2!B\$29+'[Northern Region.xls]Frcst'!\$B\$3+'[Southern Region.xls]Forecast'!\$B\$3+'[Southern Region.xls]-Frcst'[Northern Region.xls]Sheet2'!\$B\$3)



Agenda

Wissen ist Macht

Zusammenfassung
& Ausblick





Bessere
Resultate



Smartere
Entscheidungen

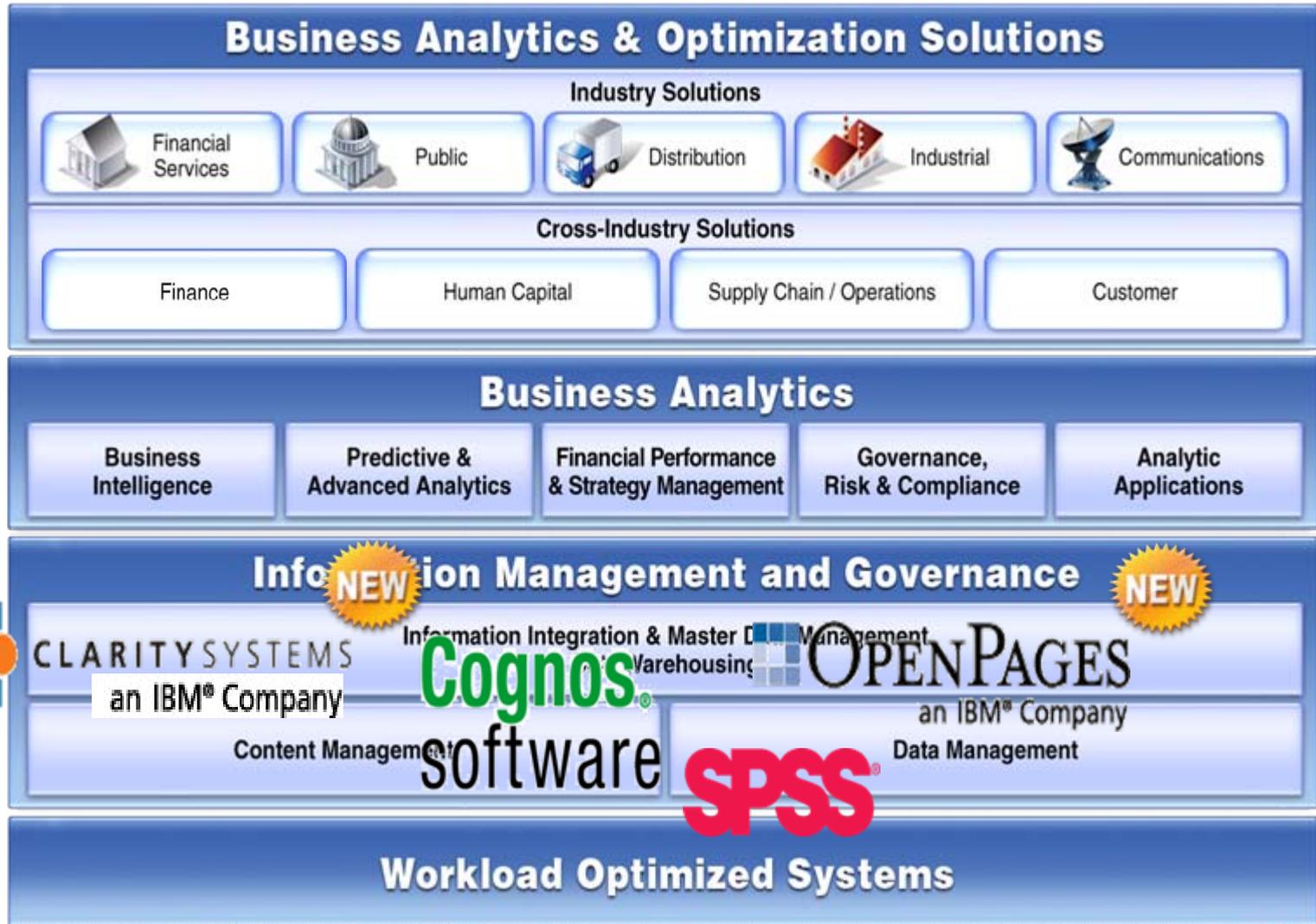


Umsetzbare
Erkenntnisse



Vertrauenswürdige
Informationen

Die IBM Cognos Plattform



Käfer[®]



LANDESPOLIZEI
MECKLENBURG-VORPOMMERN



LASCANA
It's a woman's world

Wie können Sie das nutzen?

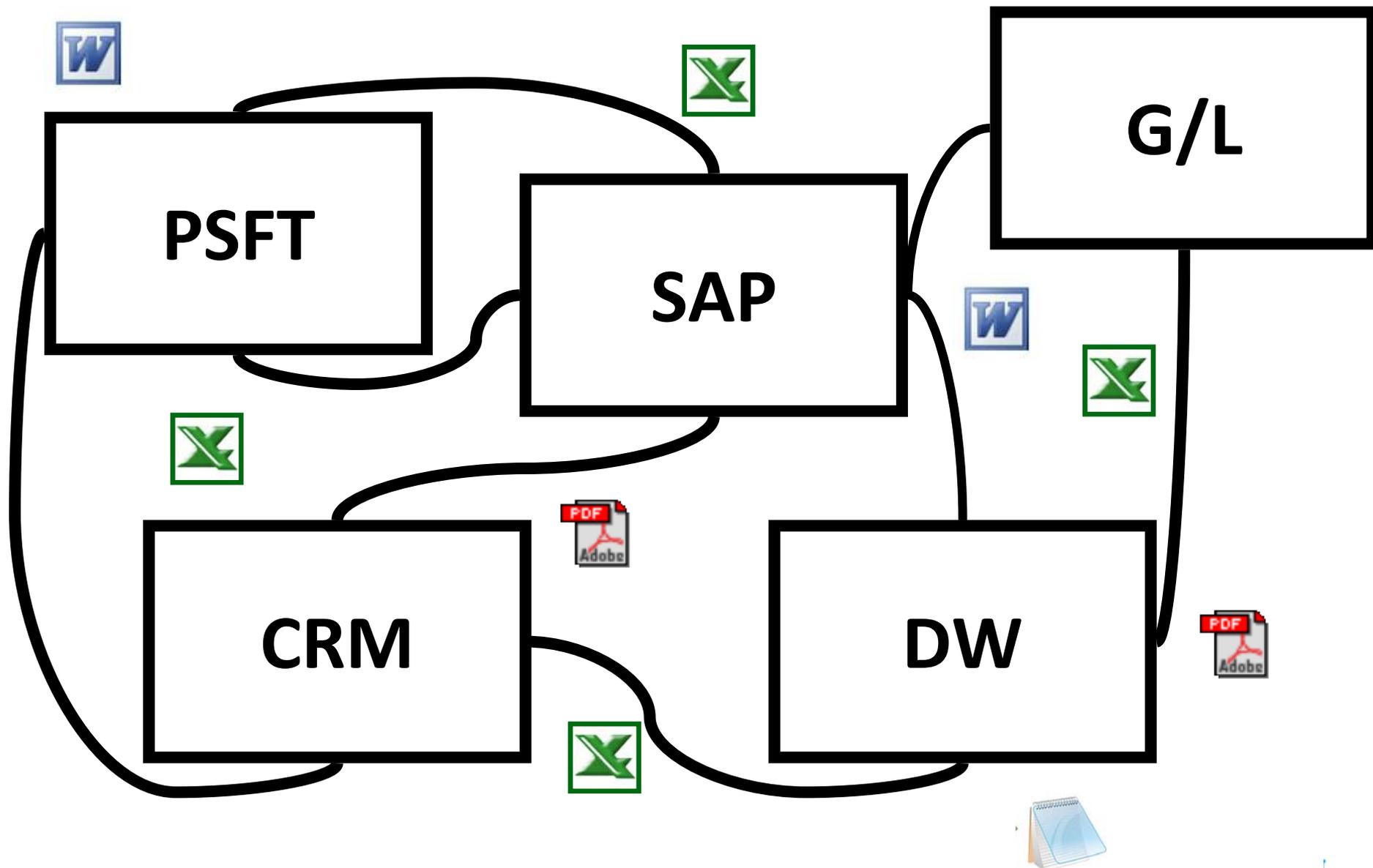
Reporting & Analyse

Planen & Forecasten

Mobiles Arbeiten



10
COGNOS





DEMO



Freedom to
Think



IBM Cognos Business Insight

 **Create New**

 **Open Existing**



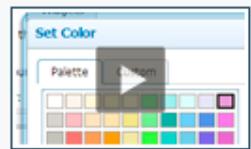
Favorites



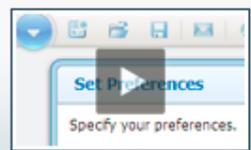
To add a favorite, use the add to favorites button  in the application bar, or use the right-click menu on items in the content pane.

How-to Videos

[Show all videos](#)



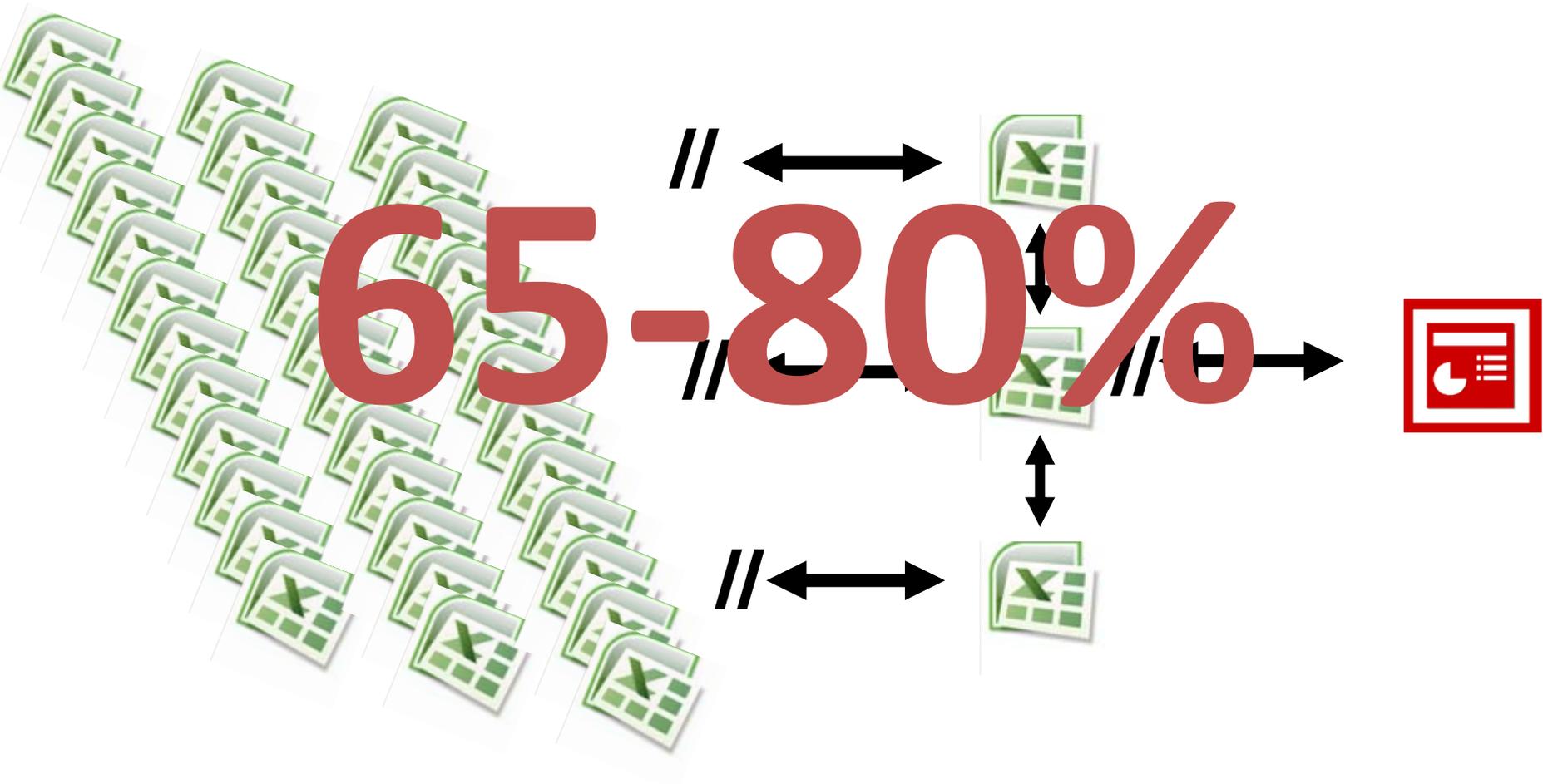
Customize your Dashboard
How to easily customize your dashboard style



Set your Preferences
How to easily set your preferences

I ♥ BUDGETS & FORECASTS?

65-80%





DEMO

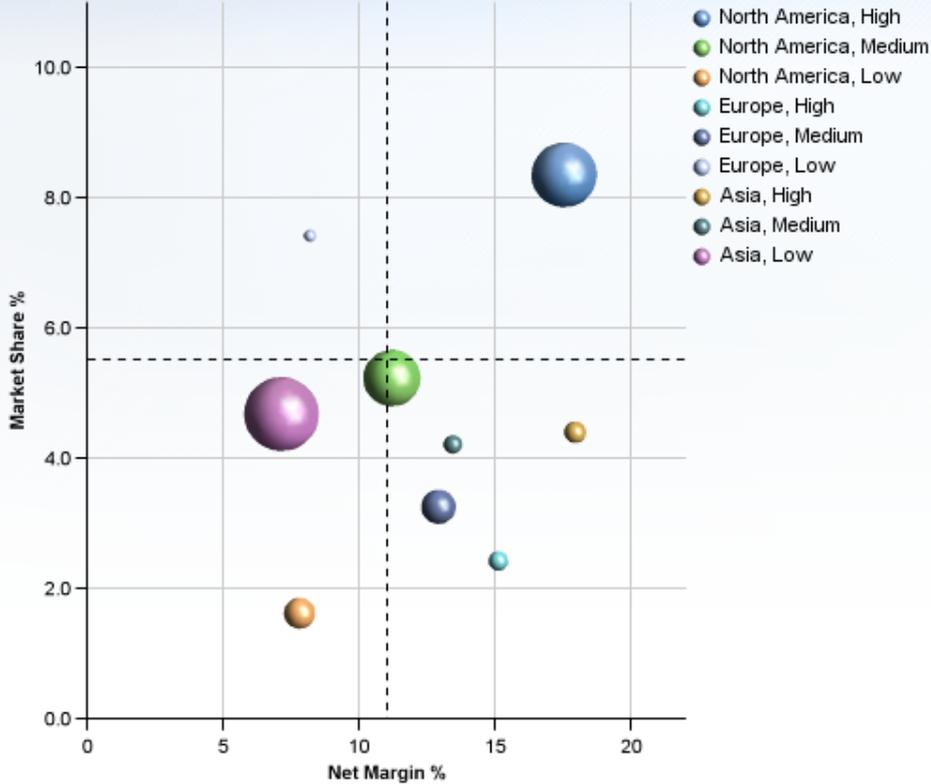


Interaktive
Szenario Planung



Worldwide Market Segmentation

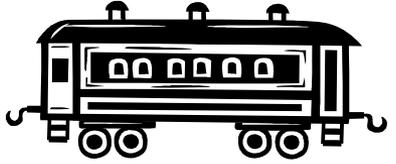
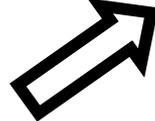
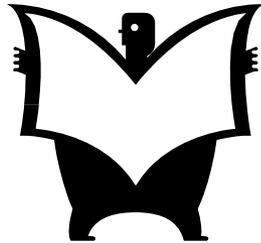
Market Size, Margin % & Share by Customer Segments & Geography



Rows: Segments [Segments] 1 Columns: Market Strategy Calc [Market Strategy Calc] Context: 2011 [Years] 2

	Market Size	Market Share	REVENUE	
High	TOTAL PRODUCT LINES	838,252,449	6.8	57,;
	Alpha	220,436,346	5.1	11,;
	Charger	386,834,811	6.8	26,;
	Nova	230,981,292	8.5	19,;
Medium	TOTAL PRODUCT LINES	872,920,086	4.5	39,;
	Alpha	355,072,464	3.6	12,;
	Charger	324,773,871	5.9	19,;
	Nova	193,073,751	3.8	7,;
	TOTAL PRODUCT LINES	953,429,646	4.1	38,;
	Alpha	823,343,847	3.2	26,;

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DEMO



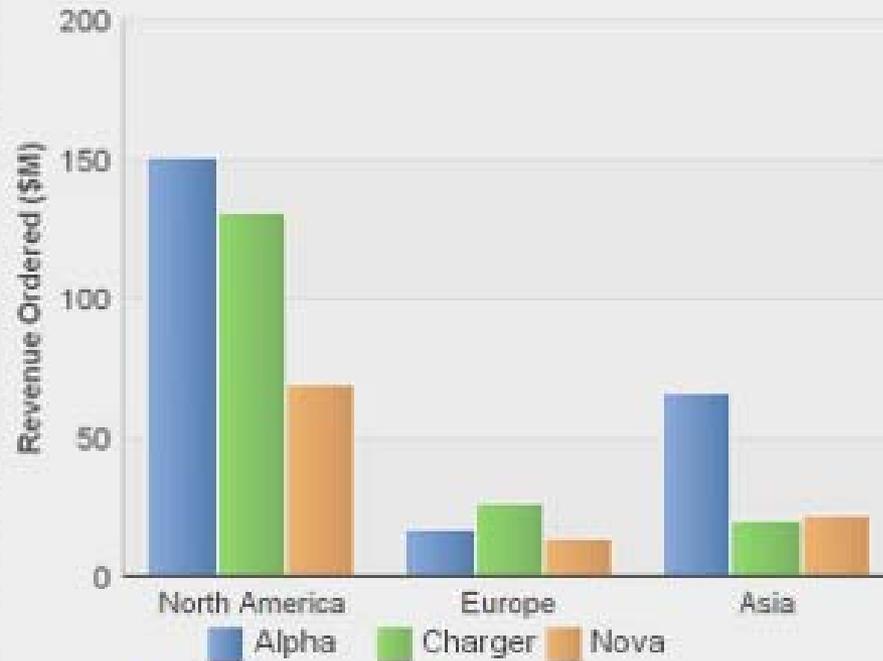
Active Reports
Anywhere





Welcome 'Bob Business'

Remove



Ordered | North America | Europe | Asia



Agenda



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COGNOS

INTELLIGENCE UNLEASHED



Mehr Wissen, besser Entscheidungen

- **Nutzen** Sie das heutige Forum for Finance
- **Sprechen** Sie mit uns und unseren Partnern
- **Evaluieren** Sie Ihre Prozesse & Lösungen

Jetzt sind Sie dran!

