



# BA video





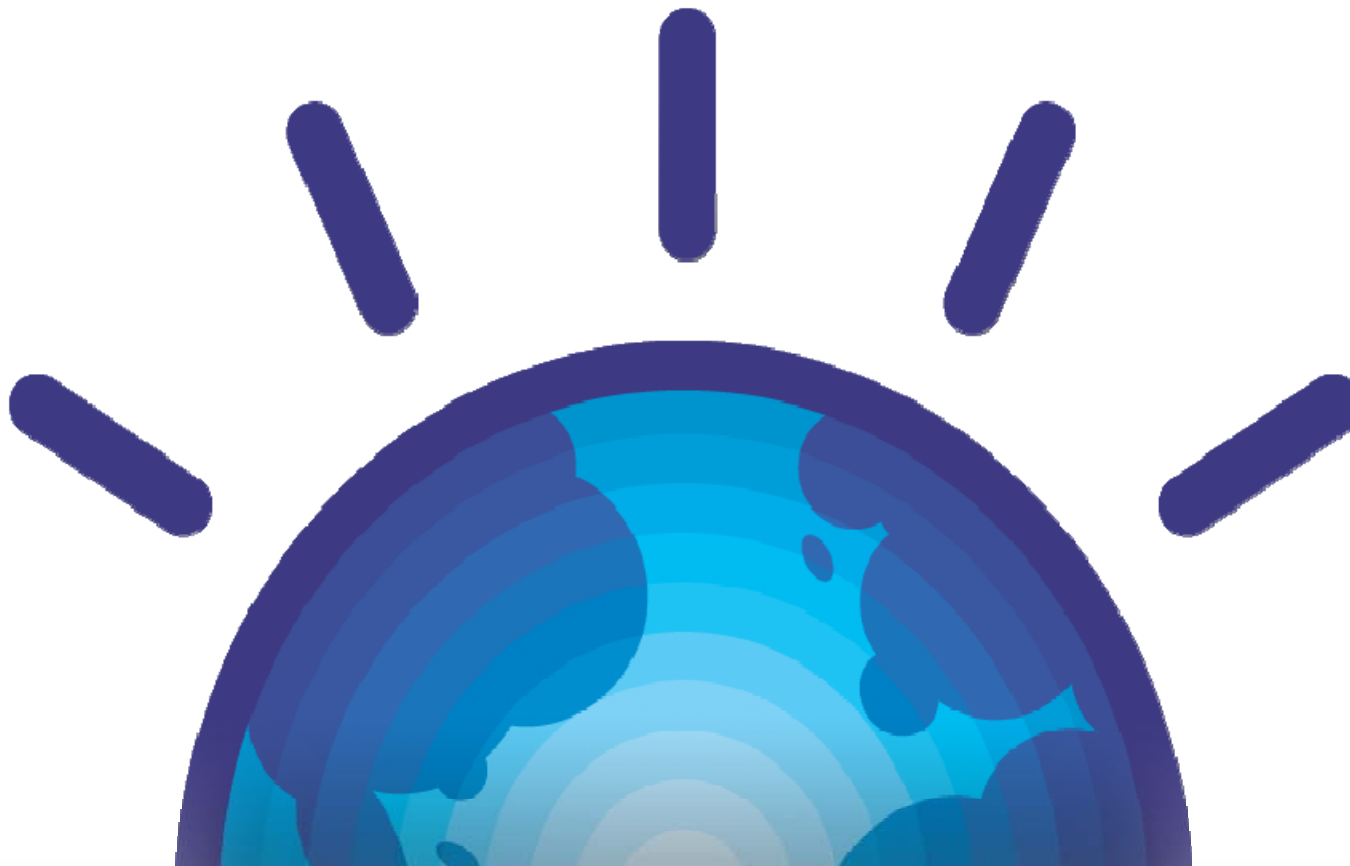
# **IBM COGNOS PERFORMANCE**

**Smarter Decisions. Better Results.**



# **Sind Sie bereit, die Konkurrenz zu überholen?**

**Chris Kaderli, Marketing und Strategic  
Initiatives Executive, IBM Schweiz AG**



***“Insight and foresight are linked with leadership.  
It's insight that helps to capture opportunity.”***

Zhou Ming, Executive Vice President and Secretary General, China Council for Int'l Investment Promotion (Source: IBM Global CEO Study, 2010)







**Generate  
More Revenue**

**Reduce Risk**

**Predict Future Outcomes  
with Greater Confidence**

**Lower Costs**



**Saw weapons seizures grow 246%, gunfire incidents decrease 49% and homicide rates decline 40%...while reducing daily overtime costs by \$15k**  
– Richmond Police Department

Operations

**Over \$300 million annually in customer fuel savings and fraud reduction**  
– Ceridian

Product Development

HR

**Reduced waste and fraud by more than \$24 million unleashing resources to better serve customers**  
– Alameda County Social Services Agency

**Generated productivity savings of 80% and increased compliance reporting scores from 57% to 97%**  
– Bancolombia

Customer Service

**Created 600% increase in uptake of cross-sell campaigns, increased response rates 3% and reduced mailing costs by 20%**  
– First Tennessee Bank

Marketing

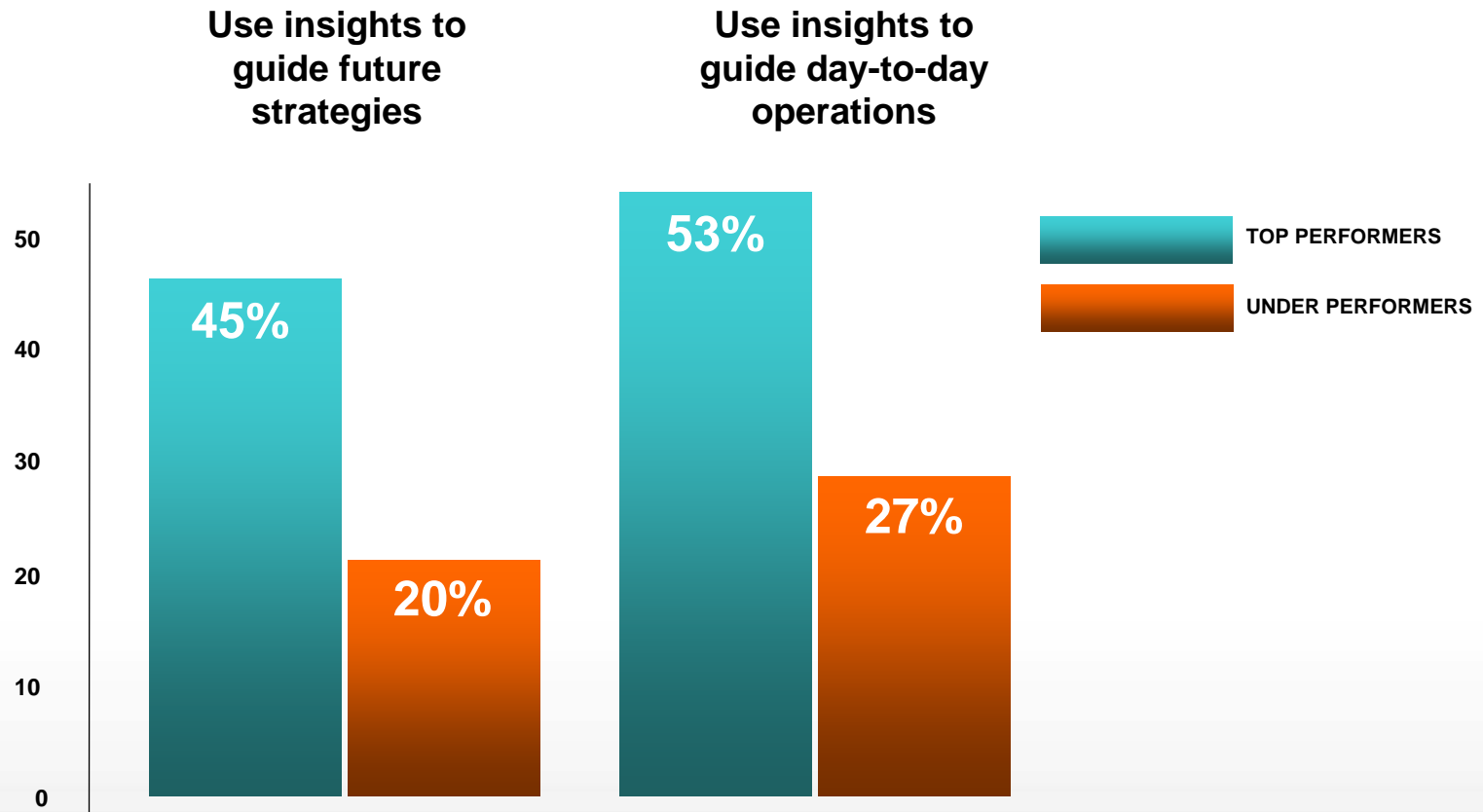
**Lowered Accounts Receivable over 60 days by 3.5%, freeing up \$200 million of cash**  
– Omnicom Group

Finance





# Analytics Drives Better Business Outcomes



Source: IBM IBV and MIT Sloan Management Review. Groupings based upon respondent self-assessment for enterprise relative to industry peer group; top and lower performers were upper and lower 18%, respectively. N=2535. Full preview available at: <http://sloanreview.mit.edu/>





## Analytics Driven Organizations...

Anticipate

& Shape

Business Outcomes



# Becoming Analytics Driven





# The Journey

**Better Business Outcomes**

**Business Analytics & Optimization**

**Performance Management**

**Business Intelligence**





# Continued Innovation

## Better Business Outcomes

 OPENPAGES



• Cognos TM1

• Cognos Express

• Cognos 8 Mashup Service

• Content Analytics

• New Analytic Applications

• Smart Analytics System

• System z support

• Many Eyes

• Massive scale analytics





## Business Analytics & Optimization Solutions

### Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

### Cross-Industry Solutions

Finance

Human Capital

Supply Chain / Operations

Customer

## Business Analytics

Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

## Information Management and Governance

Information Integration & Master Data Management  
Data Warehousing

Content Management

Data Management

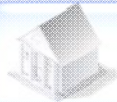
## Workload Optimized Systems



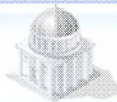


## Business Analytics & Optimization Solutions

### Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

### Cross-Industry Solutions

Finance

Human Capital

Supply Chain / Operations

Customer

## Business Analytics

Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

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## Workload Optimized Systems



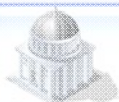


## Business Analytics & Optimization Solutions

### Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

### Cross-Industry Solutions

Finance

Health

Retail / Consumer

Customer

### Business Analytics

Business Intelligence

Predictive Analytics

# COGNOS

Analytic Applications

### Information Management and Compliance

Information Integration & Master Data Management  
Data Warehousing

Content Management

Data Management

### Workload Optimized Systems





**INTELLIGENCE UNLEASHED**





# C10 VIDEO





# 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





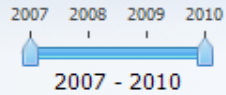
# DEMO

**Analytics Everyone  
Can Use**

# Revenue Dashboard



### Choose Year

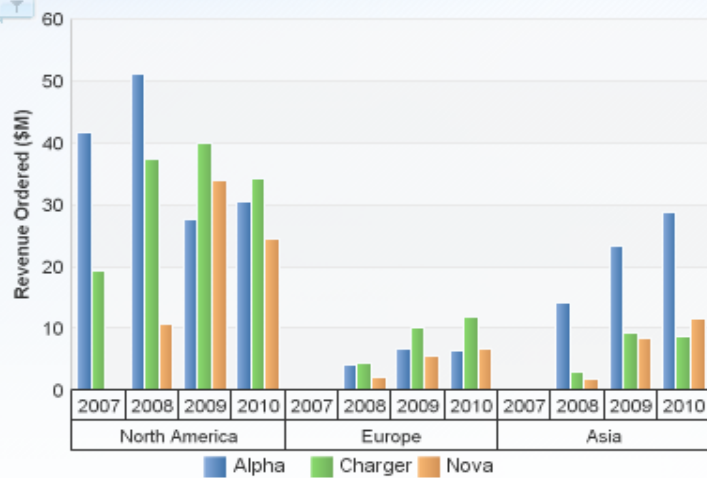


### Choose Product

- (Select All)
- Alpha
- Charger
- Nova

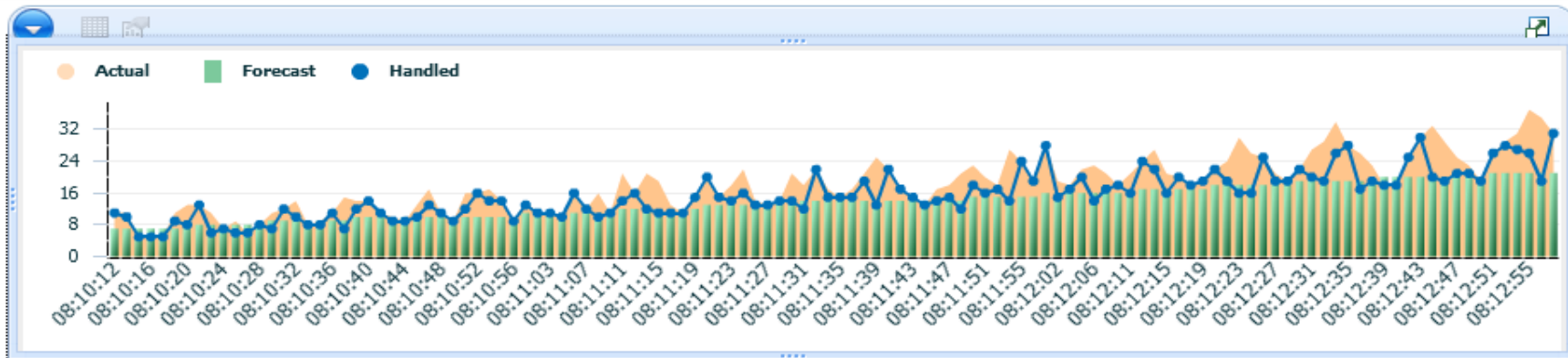
Apply Cancel

### Revenue by Region Chart



### Units Ordered

Units Ordered	2007	2008	2009	2010	Total
Alpha	3,475	6,527	5,762	6,916	22,680
Charger	1,068	2,588	3,547	3,359	10,562
Nova		786	2,557	2,149	5,492
<b>Total</b>	<b>4,543</b>	<b>9,901</b>	<b>11,866</b>	<b>12,424</b>	<b>38,734</b>



Transferring data from vottbidemo01.ottawa.ibm.com...

# Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction



# Connect with Others

- Decision networks
- Business context
- Accountability





# DEMO

**Gain Insights and  
Drive Alignment**



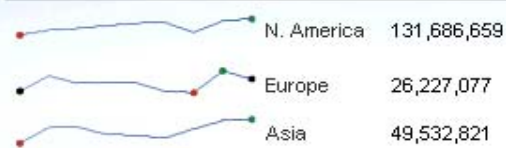
# Products Workspace



### 2010 Expenses



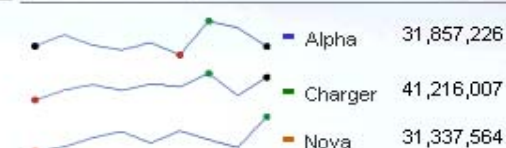
### 2010 Income Statement



### Actual YTD

### 2010 Revenue by Products

### Actual YTD



### YTD Cost

120,111,102

### YTD Income

207,446,557

### YTD Product Sales

104,410,797

### Choose Year

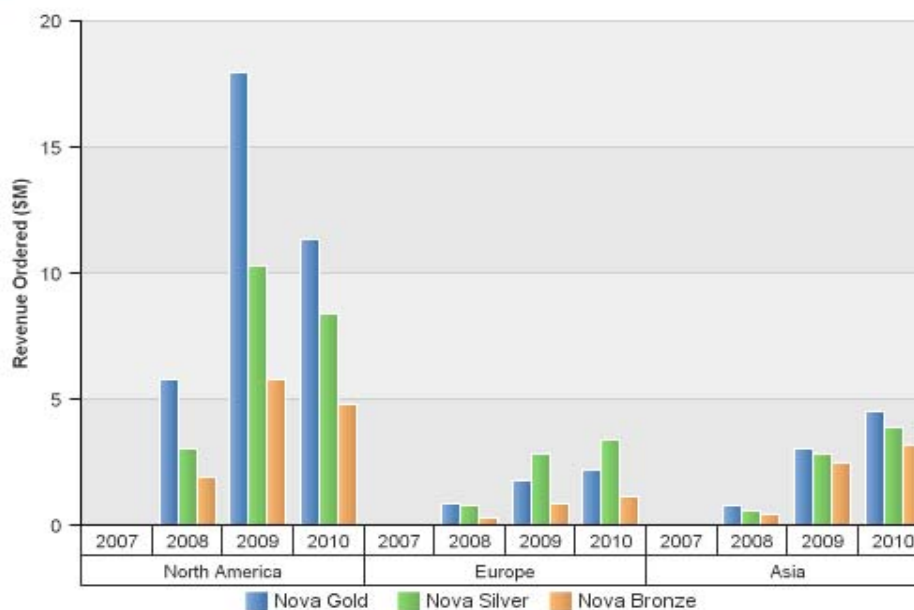


### Choose Product

- (Select All)
- Alpha
- Charger
- Nova

Apply Cancel

### Revenue by Region Chart



### Units Ordered

Units Ordered	2007	2008	2009	2010	Total
Nova Gold		402	1,208	899	2,509
Nova Silver		239	855	787	1,881
Nova Bronze		145	494	463	1,102
<b>Nova</b>		<b>786</b>	<b>2,557</b>	<b>2,149</b>	<b>5,492</b>

### Sales Success by Product

# Successful Sales	2007	2008	2009	2010	Total
Nova Gold		89	194	170	453
Nova Silver		63	130	154	347
Nova Bronze		55	99	111	265
<b>Nova</b>		<b>105</b>	<b>257</b>	<b>240</b>	<b>602</b>

# Connect with Others

- Decision networks
- Business context
- Accountability



# and Simply Do

- Mobile and Portable
- Integrated
- Real-time





# DEMO

**Actionable Insight  
Everywhere**



# Shift to show live IBM Cognos Active Report



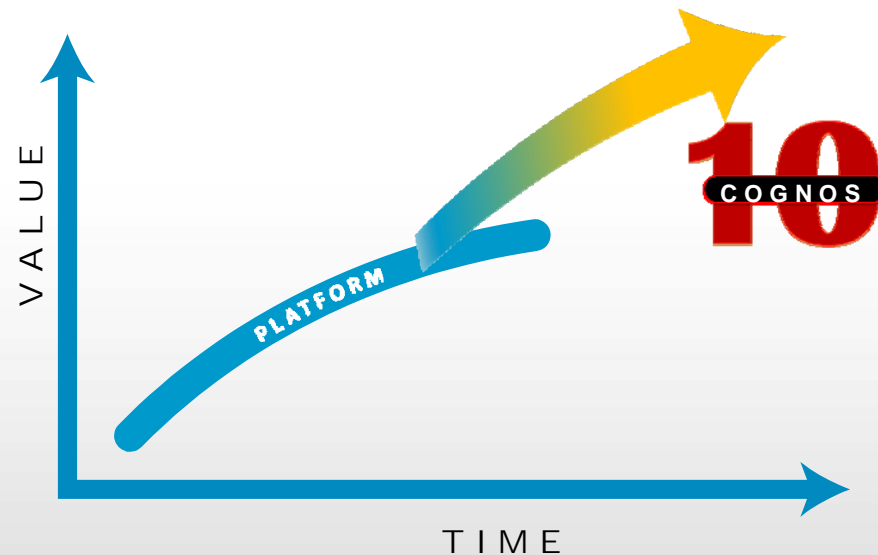
# and Simply Do

- Mobile and Portable
- Integrated
- Real-time



# Platform Advances

- Optimize Performance
- Enhance Management
- Seamless Upgrade





# DEMO

**Cost-effective Scale**



**Tasks**

- Validate in Source
- Run in Source
- Validate in Target
- Run in Target
- Output Comparison**

**Dashboards**

- Tasks Summary

[Launch Source Portal](#)  
[Launch Target Portal](#)

Output Comparison > Future Chips International > **Operational Reports**

1 - 23 of 23

Name	Status	DQM enabled	Progress	Options
Balance Sheet as at Dec 31 2009	No Differences	D D	● ● ● ●	[Icons]
Budget vs. Actual	Approved	D D	● ● ● ●	[Icons]
Company Balance Sheet as at Dec 31 2009	No Differences	D D	● ● ● ●	[Icons]
Customer Returns and Satisfaction	No Differences	D D	● ● ● ●	[Icons]
Employee Satisfaction 2010	No Differences	D D	● ● ● ●	[Icons]
Employee Training by Year	No Differences	D D	● ● ● ●	[Icons]
Eyewear revenue by brand and size	No Differences	D D	● ● ● ●	[Icons]
Global Bonus Report	No Differences	D D	● ● ● ●	[Icons]
Manager Profile	No Differences	D D	● ● ● ●	[Icons]
Planned Headcount	No Differences	D D	● ● ● ●	[Icons]
Positions to fill	New	● ●	● ● ● ●	[Icons]
Promotion Success	New	● ●	● ● ● ●	[Icons]
Quantity Sold vs. Shipped and Inventory	New	● ●	● ● ● ●	[Icons]
Recruitment Report	New	● ●	● ● ● ●	[Icons]
Return Quantity by Order Method	New	● ●	● ● ● ●	[Icons]
Returned Items	New	● ●	● ● ● ●	[Icons]
Returns by Damage, Failed Orders and Complaints in 2010	New	● ●	● ● ● ●	[Icons]
Returns by Failed Orders in 2010	New	● ●	● ● ● ●	[Icons]
Returns by Order Method	New	● ●	● ● ● ●	[Icons]
Returns by Order Method - Prompted Chart	New	● ●	● ● ● ●	[Icons]
Sales Commissions for Central Europe	New	● ●	● ● ● ●	[Icons]
Sales Growth Year Over Year	New	● ●	● ● ● ●	[Icons]
Succession Report	New	● ●	● ● ● ●	[Icons]

Compare reports **Go**

I



## 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”

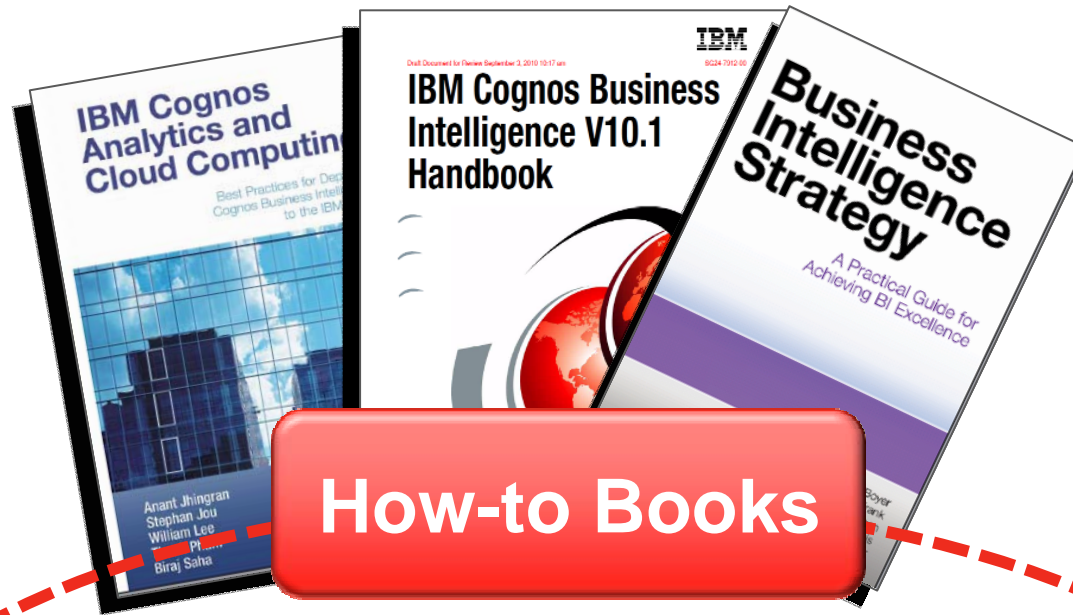
*Canadian Blood Services*





# Broader Deployment Choice





**How-to Books**

**Communities**

**Workshops**

**Services**

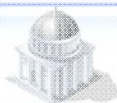


## Business Analytics & Optimization Solutions

### Industry Solutions



Financial Services



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Distribution



Industrial



Communications

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Finance

Health

Retail / Consumer

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Business Intelligence

Predictive Analytics

# COGNOS

Analytic Applications

### Information Management and Compliance

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Content Management

Data Management

### Workload Optimized Systems



# Greater Value



- **Broader Business Analytics**
- **Business Optimization**
- **Information Governance**
- **System Management**
- **Optimized Systems**





# INTELLIGENCE UNLEASHED

Freedom to **Think**

**Connect** with Others

and Simply **Do**



**Proven platform with  
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