

IBM Business Analytics - Business Intelligence Q3 Demos: Integrated Analytics As Produced Transcript

How does your organization handle its business challenges? No matter what type of business you have, business challenges aren't simply isolated moments in time; they affect multiple departments and stakeholders.

But businesses often find themselves at odds with their IT infrastructure. Heterogeneous IT environments, too many layers, too much information, siloed data, bottlenecks, tight budgets, and tight schedules can impede how stakeholders handle business challenges.

What's needed is a transparent, adaptable, easily shared view of your entire organization – a view where all stakeholders gain understanding beyond their own piece of the puzzle, allowing them to make more informed decisions.

IBM Cognos Analytic Applications are packaged and adaptable Business Intelligence solutions, built on the Industry-leading IBM Cognos Business Intelligence platform. IBM Cognos Analytic Applications give you insight into your business quickly, enabling you to:

- Create, configure, and save your own content
- Streamline processes
- ...and receive a unified view of how your business is performing

...with little to no guidance from IT.

At the same time, it enables IT to keep pace with ever-changing business requirements, allowing them to focus on more strategic, value-added services.

With dashboards and functionalities tailored for data exploration and discovery, each user can access clear, relevant information to help solve business problems.

Let's walk through a quick scenario to see how this works.

A V.P. of finance notices some unusual numbers. He drills down and runs a Net Income by Account Trend report. The analytic chart allows him to compare each of the preceding quarters.

He then passes on his findings to Sales, Procurement, and Human Resources, who can compare their findings with one another as they track down the source of the discrepancy.

The sales V.P. reviews her sales segmentation dashboard, where she can see charts for products, customer, and channel.

She finds that total sales are down by nearly half. She drills down into product specific information and realizes that most product returns are due to a defective product – and it's costing the organization nearly half a million dollars.

On his dashboard, the procurement director can look at a number of measures relating to supplier performance. He notes that the contract vendor has scored poorly on each performance indicator and that the company could save three-quarters of a million dollars by purchasing off-contract.

Why are buyers not taking advantage of this?

He knows there has been a recent hiring initiative for buyers, and he suspects inadequate training may be the source of the problem.

After speaking to the director of procurement, the H.R. director reviews her workforce dashboard, which provides a comprehensive look at headcount, separations, performance and hires.

She is startled to find that the hire rate of buyers is among the highest of all job functions – but the number of training hours spent is among the lowest.

Her strategy: a strong buyer training approach, one that will enable the organization to more effectively select suppliers and to meet its revenue goals.

To keep track of training results in the future, she saves her Adaptive Analytics report to her personal folder. She simply opens up her personal folder and drags the chart to her dashboard – without assistance from IT.

Cognos Analytic Applications enabled this organization to correctly diagnose a problem. What appeared to be a revenue issue turned out to be a problem with training. With help from Cognos, the organization's line-of-business professionals took advantage of generated content to assess their immediate business situation.

IBM Cognos Analytic Applications are a comprehensive solution that accelerate your time to richer insight. As each of these stakeholders gain understanding beyond their own piece of the puzzle, they're able to combine those pieces into a clear picture of the problem – with little to no help from IT.

As a result of their collaboration, they are better equipped to train efficient, informed employees, eliminate system redundancies, and save more time and money than ever before.

Learn more about what IBM Cognos Analytic Applications can reveal about the state of your business.