



IBM Cognos Collaboration - Connecting People and Information Together

Christoph Papenfuss
Leader, IBM Innovation Center EMEA

1



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.

2

IBM PERFORMANCE EVENTS

Collaboration is Everywhere

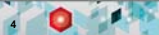
The image shows a window looking out onto a cityscape. Various social media icons are floating in the air in front of the window. From top to bottom, the icons are: eBay (orange 'e' in a square), LinkedIn (blue 'in' in a square), Bebo (black 'bebo' text), Flickr (blue 'flickr' text), Twitter (light blue 't' in a square), and Facebook (blue 'f' in a square). There is also a blue icon of three people in a square. The IBM logo is in the top right corner.

3  IBM PERFORMANCE EVENTS

The Chasm

Just like...

The image shows a deep chasm with a waterfall. On the right side of the chasm, social media icons are floating in the air. From top to bottom, the icons are: LinkedIn (blue 'in' in a square), eBay (orange 'e' in a square), Flickr (blue 'flickr' text), Facebook (blue 'f' in a square), Twitter (light blue 't' in a square), and Bebo (black 'bebo' text). On the left side of the chasm, there are four small inset photos showing people working on computers. The IBM logo is in the top right corner.

4  IBM PERFORMANCE EVENTS

IBM Cognos Collaboration

IBM

5

IBM PERFORMANCE EVENTS

Social Software for Business

89% of CEO's believe their customers will expect more collaboration and information sharing over the next five years

Capitalizing on Complexity 2010 IBM Global CEO Study

*Cost and quality of healthcare are complex issues that can benefit from **social networking tools** that **help decision makers** form a shared understanding of what the 'system' is doing and how to improve it.*



William Marder, PhD, senior vice president for research at the Healthcare business of Thomson Reuters.

IBM

6


IBM PERFORMANCE EVENTS

Just as people expect from their social networks




Business User

"I want to connect and share things with the friends in my life."



Manager

"I want to be updated on what's new in my friends' lives."



Executive

"I want to look back at old times we've enjoyed."

7

IBM PERFORMANCE EVENTS

They also need in their organizations



Business User

"I need to easily connect with people who are relevant to the decisions I make."



Manager

"I need to better understand the perspectives of my colleagues."



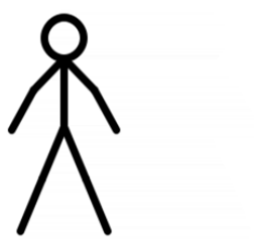
Executive


"I need to easily access decision history in order to learn, reference and create best-practices."

8

IBM PERFORMANCE EVENTS

How you collaborate with BI today

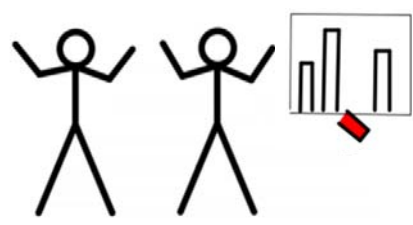


9  IBM PERFORMANCE EVENTS


This slide illustrates a person interacting with a bar chart. The person is represented by a simple stick figure on the left, and the bar chart is on the right. The chart has four bars of varying heights. The IBM logo is in the top right corner, and the text 'IBM PERFORMANCE EVENTS' is in the bottom right corner. A small number '9' is in the bottom left corner.

How you collaborate with BI today

Did you include all the right people?






Did you have all the information to make the right decision?

10  IBM PERFORMANCE EVENTS

This slide features two stick figures on the left with their arms raised. To their right is a bar chart with four bars. A red arrow points to the second bar from the left. The text 'Did you include all the right people?' is positioned above the figures, and 'Did you have all the information to make the right decision?' is below them. The IBM logo is in the top right corner, and 'IBM PERFORMANCE EVENTS' is in the bottom right corner. A small number '10' is in the bottom left corner.

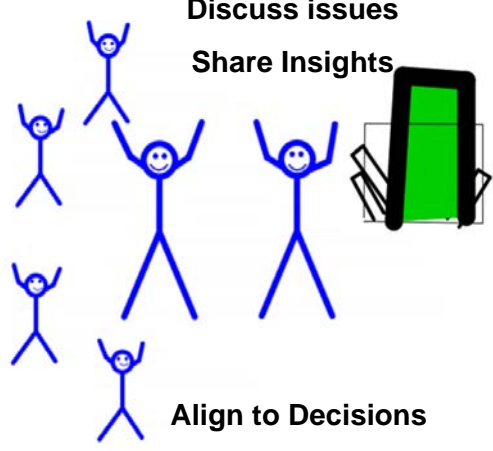
Collaboration with IBM Cognos



11  IBM PERFORMANCE EVENTS


How you collaborate with IBM Cognos


Collaboration

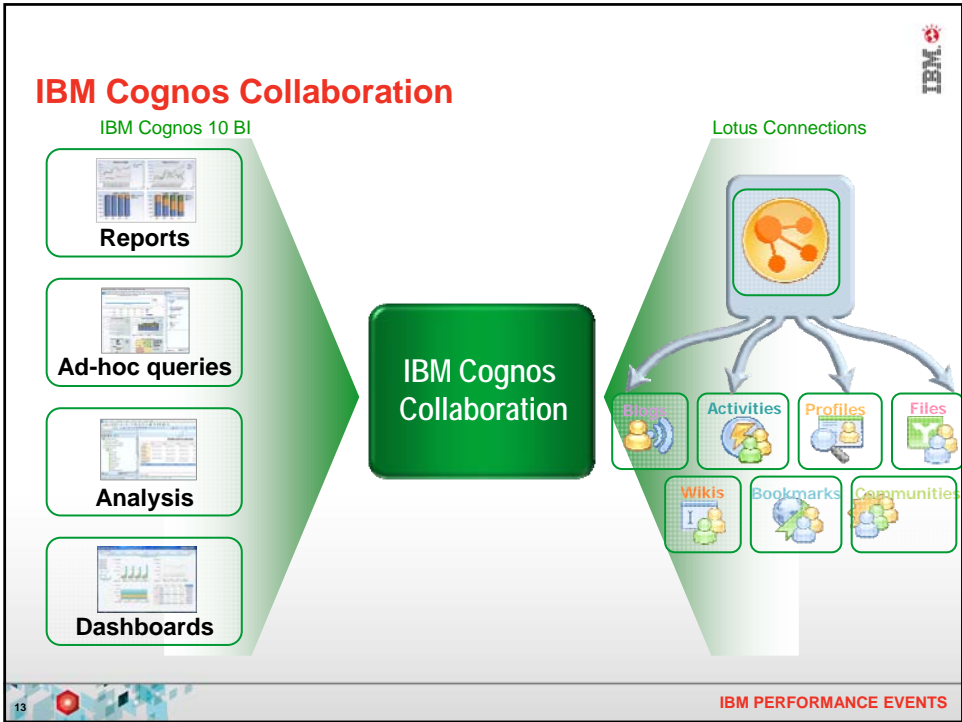


Discuss issues
Share Insights

Align to Decisions



12  IBM PERFORMANCE EVENTS



„Lotus Connection is the Facebook for my business!“

14 IBM PERFORMANCE EVENTS

Integration with Lotus Connections



IBM positioned as a **leader** in Gartner's Magic Quadrant.

Gartner Magic Quadrant for Social Software in the Workplace, October 2009: copyrighted October 2009 by Gartner, Inc

IBM's Lotus Connections looked, at minimum, a year or more **ahead of SharePoint** in its social computing capabilities out of the box. It was a lot prettier looking, too.

C.G. Lynch, CIO.com Rants: Enterprise 2.0 Faceoff: Microsoft Lags Behind IBM in Social Software, June 10, 2008

Figure 3 Forrester Wave™: Collaboration Platforms, Q3 '09



Source: Forrester Research, Inc.

IBM PERFORMANCE EVENTS

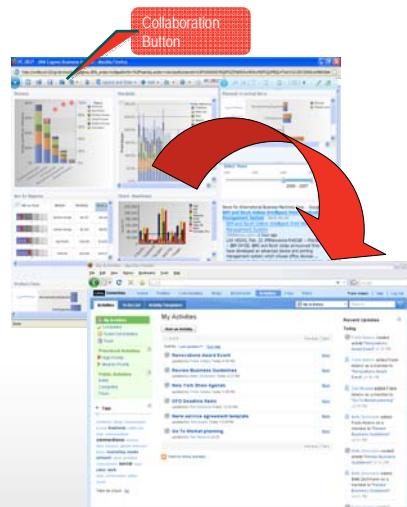
Build stronger relationships

- Collect, organize, share and reuse work

IBM Cognos Collaboration

Solution Highlights:

- Link directly from Lotus Connections to a Cognos Business Insight Dashboard
- Single sign-on for both Business Insight Dashboards and Lotus Connections
- Send email notifications directly from the Lotus Connections Activity
- Filter Activities based on the dashboard



IBM PERFORMANCE EVENTS



With IBM Cognos Collaboration you can:

- Bring together the data

E-mails, IM chats, documents...

- Increase efficiency and effectiveness

Use existing skills discovered through the professional network

- Instill greater confidence in decisions

Easily vet decisions by experts

- Stimulate innovation

Access the experience and knowledge of more stakeholders



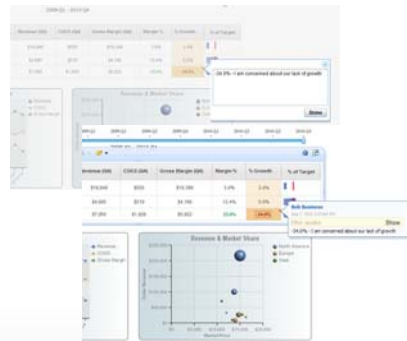
Ensure greater context for decisions


- Add another dimension to the information

Annotations

Solution Highlights:


- Add, view and edit comments on reports, report parts, individual cells or data points in reports and report parts
- Comments are indicated by colored flags
- All annotations are included as endnotes when exporting






With Annotations you can:

- Add another dimension to your data
Understand the reasons behind a decision
- Dramatically reduce duplication of work
See what others are working on
- Ensure consistency and completeness
Reuse processes for decision-making

19  IBM PERFORMANCE EVENTS




Build a reliable corporate memory


- Easily reference past decisions

Integrated Search

Solution Highlights:

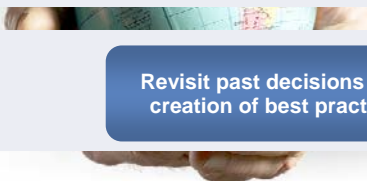
- Search for the following directly from Business Insight:
 - Lotus Connections Activities history
 - Annotations
 - Current Lotus Connections Activities
 - Any related items in Lotus Connections


20  IBM PERFORMANCE EVENTS




With integrated search you can:

- Track and audit decisions and initiatives Ensure consistent use of best practices
- Easily reference past decisions Greater accountability and transparency
- Compare and analyze decision outcomes Revisit past decisions for creation of best practices



21  IBM PERFORMANCE EVENTS




Customer Quotes

"I'm very impressed with **the ability to be able to have a conversation** [collaboration] ...and actually be able to see the information and share it and drill into something when you're having a chat with a colleague."

John Mazerall
Data Architect, Manager, Business Intelligence and Data Solutions
Canadian Blood Services

"**Annotations** we have had several cases in the past I can go back ten years now where end users and different groups have been wanting to be able to **add context** to what's on what's included within a report, within a in cube, within a Dashboard or scorecard **the annotation capabilities are going to be a big plus** I think that that it will likely be the capability that we get that heaviest demand for."

John Mazerall
Data Architect, Manager, Business Intelligence and Data Solutions
Canadian Blood Services

22  IBM PERFORMANCE EVENTS

Collaboration Facilitates Better Decision-Making



Leveraging collaboration, organizations are able to:

- **Help build stronger relationships**
- **Ensure greater context for decisions**
- **Build a reliable corporate memory**

