


Combine IBM InfoSphere & Cognos Solutions to Deliver Greater Information Value

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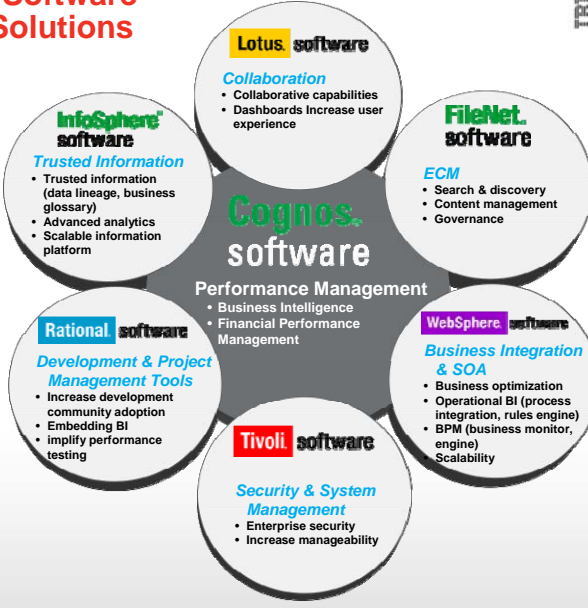
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Synergy across IBM Software to Deliver Strategic Solutions



Strategic Initiatives that Drive Synergy Requirements

- Collaboration
- Business Optimization
- Information Agenda
- Governance and Regulatory Compliance
- Standardization



Cognos software

Performance Management
• Business Intelligence
• Financial Performance Management

Lotus software
Collaboration
• Collaborative capabilities
• Dashboards Increase user experience

FileNet software
ECM
• Search & discovery
• Content management
• Governance

WebSphere software
Business Integration & SOA
• Business optimization
• Operational BI (process integration, rules engine)
• BPM (business monitor, engine)
• Scalability

Tivoli software
Security & System Management
• Enterprise security
• Increase manageability

Rational software
Development & Project Management Tools
• Increase development community adoption
• Embedding BI
• Simplify performance testing

InfoSphere software
Trusted Information
• Trusted information (data lineage, business glossary)
• Advanced analytics
• Scalable information platform

IBM PERFORMANCE EVENTS

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IBM Cognos Software Product Portfolio More Employees Make Better Decisions, Faster



Cognos BI

Ensures **all user communities** receive relevant information how, when and where it is needed

Cognos Planning

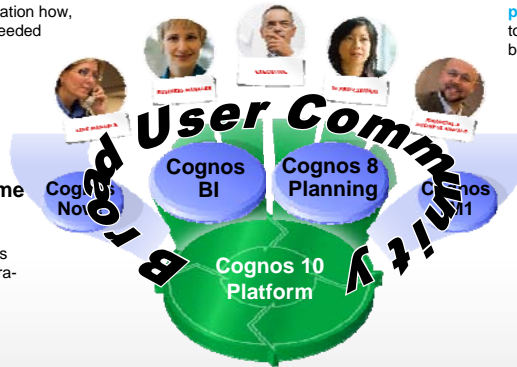
Ensures **high participation planning**, connecting finance to operations for higher business responsiveness

Cognos Real-time Monitoring

Continuous real-time monitoring of business operations for rapid intraday decision making

Cognos TM1

What-if scenario modeling to formulate new business models to drive the business forward



Cognos 10 Platform

Complete consistent information in terms business understands with a purpose-built SOA for enterprise scale



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Trusted Information Management Create, manage, govern and deliver trusted information



Get a single view of your business

IBM InfoSphere MDM Server

Get your arms around your data

IBM InfoSphere Foundation Tools

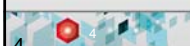
Deliver better business intelligence faster

IBM InfoSphere Warehouse



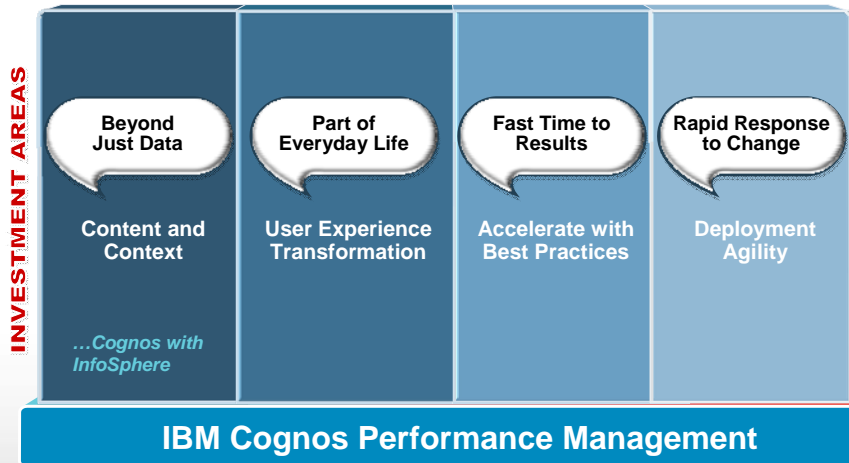
Consolidate your application infrastructure

IBM InfoSphere Information Server



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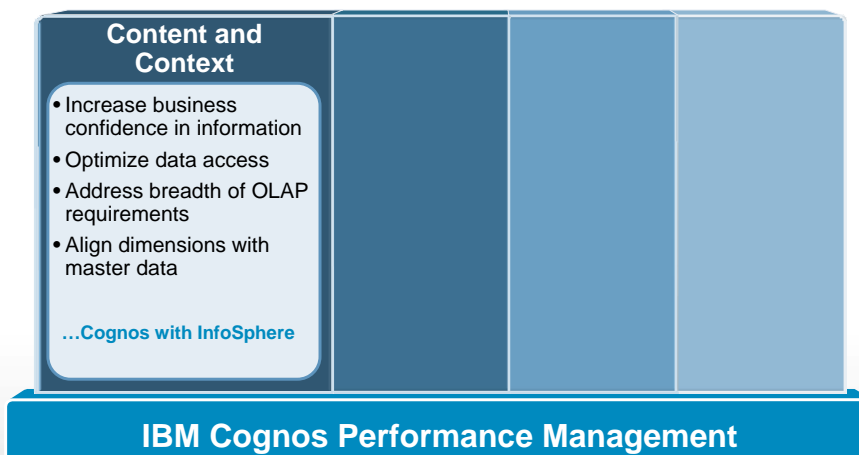
IBM Cognos Software Investment Focus Areas Modular. Open. Integrated.



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Focus Areas of IBM Software and Systems Beyond Just Data



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Integration with InfoSphere Information Server Dictionary of Terms, Lineage and Data Quality Visibility



Challenge: Improve business understanding and trust of information Solution

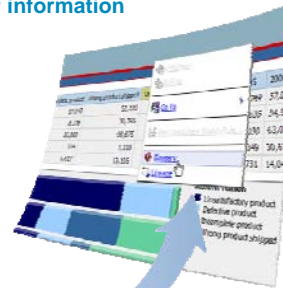
- Direct user access to Business Glossary and Metadata Lineage
- Business Glossary add-on for Cognos use
- Metadata exchange with Metadata Workbench
- Source-to-report lineage in Metadata Workbench
- Quality Assessment Services with Information Analyzer for understanding data quality

Roadmap Considerations

- Enhance fidelity, breadth and depth of bi-directional metadata exchange for end-to-end lineage
- Enhance visibility into data quality metrics

Value

- Business can understand what terms mean and where data came from without calling IT



**InfoSphere[®]
software**

- Business Glossary
- Metadata Workbench
- Information Analyzer



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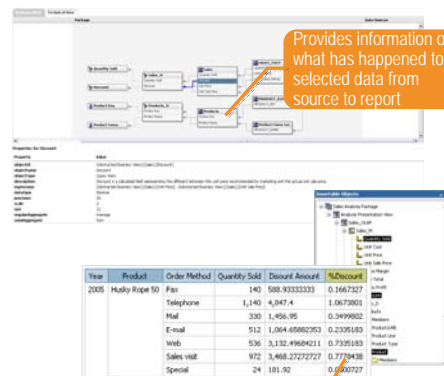
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Lineage in business terms



- Easily understand in business terms where data in reports comes from
 - One-click access from report elements provides descriptions, lineage and source
 - Business view of lineage for each and every report element
 - Technical view with graphical technical view of BI metadata model from report element to source



Provides information on what has happened to selected data from source to report

Select objects of interest from report view or package



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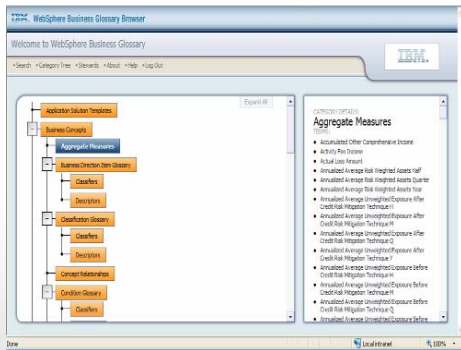
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InfoSphere Business Glossary



Business Glossary

Create and manage business vocabulary and relationships and related to physical sources



Requirements

- Capture business terms and classifications
- Link business terms and classifications to IT assets
- Identify data stewards and make glossary accessible

Benefits

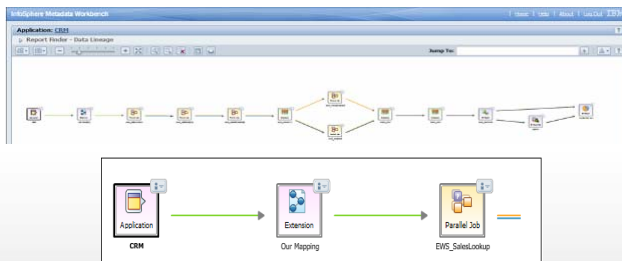
- Context for information is available to everyone, immediately
- IT projects are aligned with data governance
- Collaboration increases across business and IT

InfoSphere Metadata Workbench



Metadata Workbench

Support information governance with traceability on data movement, modeling & BI applications



Requirements

- Understand the impact of making changes to information environment
- Visualize and trace information flows across enterprise landscape
- Access and report on operational metadata

Benefits

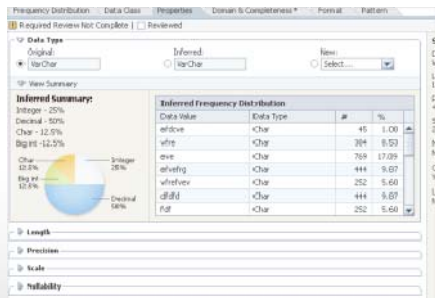
- Avoid system disruptions
- Provide audit information for data governance
- Build trust with LOB users

InfoSphere Information Analyzer



Information Analyzer

Analyze source data quality and monitor adherence to integration and quality rules



Requirements

- Perform data quality assessment
- Define business rules to monitor data quality
- Establish stewards for governance of data quality

Benefits

- Identify data quality issues early to reduce project risks
- Monitor quality metrics over time for compliance
- Create business confidence with trusted information

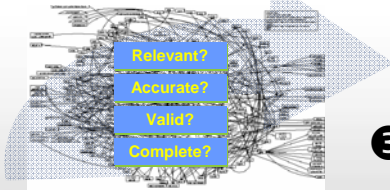
IBM Data Quality Assessment



1 Define business problems

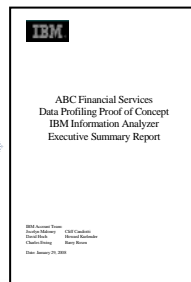
- Increase revenue by cross selling more effectively our services to all clients
- Reduce materials costs by negotiating better prices from our suppliers
- Reduce parts inventory across our manufacturing plants
- Reduce IT costs and improve service levels by consolidating overlapping applications

2 Conduct data discovery



3 Perform Data Quality Assessment

4 Present results and recommendations



Integration with Master Data Management Complete MDM Portfolio



Challenge: Align business dimensions and master data across IT and business

Today

- Integration with MDM Server aligns business authored dimensions, hierarchies, and attributes with operational master data

Roadmap Considerations

- Enhance fidelity, breadth and depth of integration with MDM Server

Value

- Address analytical and operational MDM requirements with an integrated solution



Cognos 8 Business Viewpoint

Strengths

Enable business users to define, govern and share hierarchies and attributes to shape their decision-making



InfoSphere MDM Server

Strengths

Reconciles operational master data into single source of truth for all applications across an organization

InfoSphere
software
• MDM Server



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Focus Areas of IBM Software and Systems Part of Everyday Life



IBM Cognos Performance Management

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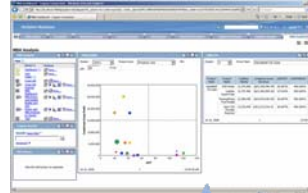
Integration with InfoSphere Warehouse Data Mining and Text Analytics



Challenge: Enable more advanced and predictive analytics

Today

- Deliver data mining results to a broader audience with Cognos BI
- Text analytics to transform text to structured data for reporting and analysis with Cognos BI



Roadmap Considerations

- Enhance integration to streamline time to value
- Increasing leverage of predictive models within Cognos BI

Value

- Understand complex patterns in data and predict the future
- Simplify deliver of data mining results to large business user community

**InfoSphere[™]
software**

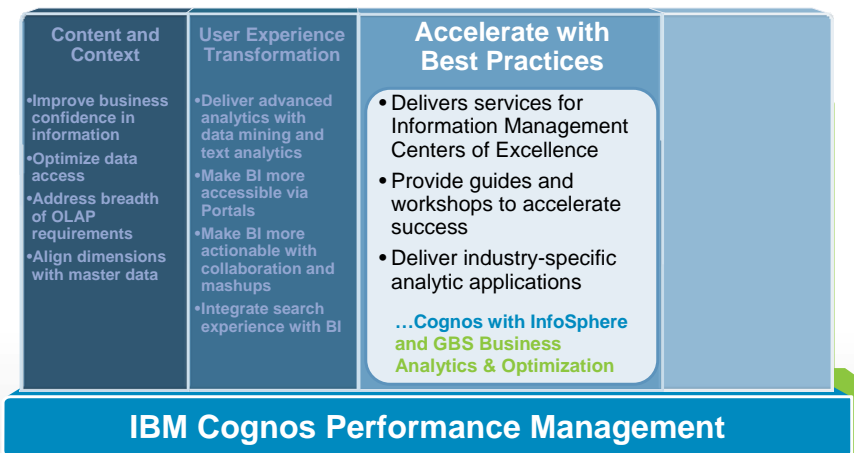
- Warehouse Data Mining Capabilities



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Focus Areas of IBM Software and Systems Fast Time to Results



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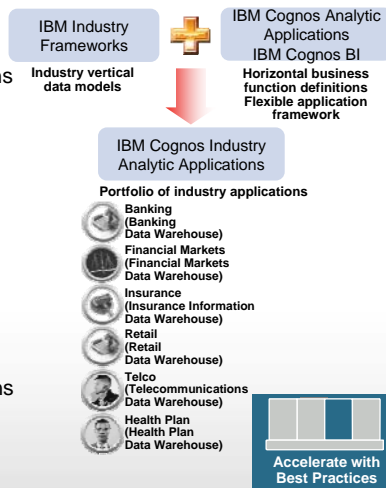
Integration with Industry Models Solutions



Challenge: Accelerate time to value with solutions

Today

- Leverage Industry Frameworks to fast track solutions
 - Workforce Performance in IBM HRO
 - DB2 as target mart for Performance Applications
 - 10 New & Enhanced Industry Solutions with Implementation Services Offerings
 - Leverage GBS Services for solution implementations
- Banking Risk Performance – analytic application leveraging Banking Industry Framework
- **Roadmap Considerations**
- Assess Industry Frameworks for analytic applications
- DB2 embedded in Performance Applications
- Enhance with GBS Services offerings

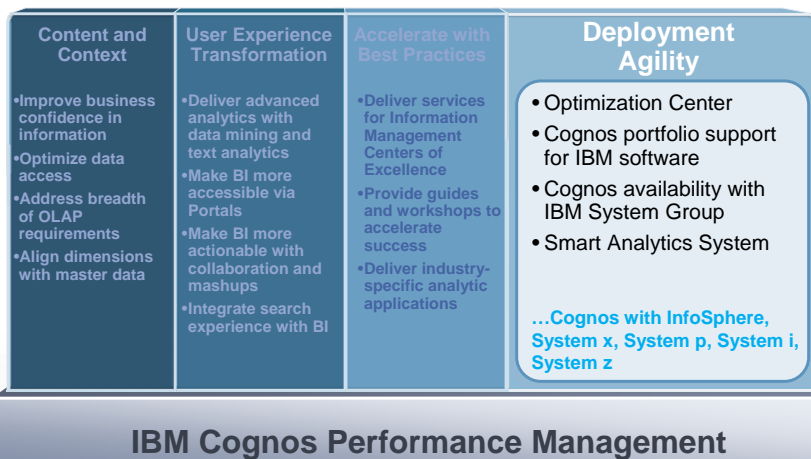


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Focus Areas of IBM Software and Systems

Rapid Response to Change



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What smart organizations want and need for faster results



EVERYTHING you need for *Business Analytics*
– not just a data warehouse appliance...

IBM Smart Analytics System

Analytics Software

- Business Intelligence
- Cubing Services
- Text Analytics & Data Mining

Powerful Data Warehouse

- Warehousing Platform
- Advanced Workload Management
- System Automation

Hardware & Services

- Flexible Server Platform Options
- Modular Storage Capacity
- Build, Deploy, Health Check and Premium Support Services



*Transforming
information into
business insight*

3x Faster

Workload optimized analytics
run business intelligence 3x faster

50% less floor space

Data compression reduces storage cost

World record performance

1

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And it enables the organization to add capacity and analytic capabilities as requirements evolve.



Start right



Add more capacity



Add new
analytic capability



2

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IBM Cognos Software Investment Approach Flexibility and Value with Cognos and InfoSphere



- Modular.** Organizations can **address immediate pain points**
- Open.** Organizations can **utilize existing IT standards and infrastructure** they have in place
- Integrated.** Organizations looking for a **more complete solution** from IBM gain greater value from components **working in concert**

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