SAMPLES TELL A STORY

Product Line Comparison

Frank Bretton is a senior manager with the fictional Great Outdoors Sporting Goods Company. To monitor the performance of his team, Frank uses a customized dashboard that was created with IBM Cognos. The data is updated at the beginning of every month, showing Frank the previous 12 months. Frank uses his dashboard to see how his company is performing based on several key metrics and charts. He can download the dashboard to his iPad and use the dashboard wherever he goes.

Frank's dashboard was designed to support two primary use cases. Sometimes Frank focuses on a single Product Line and compares the results for all Product Lines. Other times, Frank visually compares all of the Product Lines at the same time.

At the beginning of each month, Frank opens the dashboard and views the results for each Product Line, ending with the previous month's data and going back twelve months. On the *Overview* tab, he quickly sees how each Product Line is doing compared to the others, or compared to the results for all Product Lines. Frank sees that Camping Equipment has the highest revenue, followed by Personal Accessories. Outdoor Protection continues to be the lowest revenue generator.

Frank can open the *Filter Panel* and filter the dashboard by Geography, Order Method, or Channel.

Frank can use the dropdown at the top of the dashboard to switch to the *Comparison* view. He clicks across the various Product Limes and visually compares them to the data for all products. He notices a nasty dip in revenue for June for Mountaineering Equipment, and makes a note in his calendar to follow up with the sales leader for that division.

To recap, Frank is empowered to view the key metrics for his company's product lines. He can view all of the product lines at once, or compare each one individually with the data for all product lines.