

**IBM Cognos Performance**  
Better Intelligence. Better Business.

**New Intelligence for  
Smarter Business**



## ***Smarter Business***

- Faster, better outcomes and results
- Today's focus
  - Optimize
  - Innovate
- Make your business smarter, more efficient, more effective

# IBM Cognos Performance

# ROI

MAX

Home | Find | Events Calendar | Contact | Site Index | Secure Service

## Martin's Point HEALTH CARE™

MARTIN'S POINT HEALTH CARE • MARTIN'S POINT HEALTH CARE • MARTIN'S POINT HEALTH CARE • MARTIN'S POINT HEALTH CARE • MARTIN'S POINT HEALTH CARE • MARTIN'S POINT HEALTH CARE

About Martin's Point Health Care Centers  
US Family Health Plan  
Generations Advantage

### Welcome to Martin's Point Health Care

Martin's Point Health Care offers both health plans and primary care services.

Martin's Point News  
Martin's Point Health Care...  
TRICARE Regional Contractor...  
Regional Group to...  
son, MD.

search:  enter search terms here

## BLUE MOUNTAIN

HOME WINTER GREEN SEASON LODGING THE VILLAGE THINGS TO DO CONFERENCES & GROUPS GALLERIES

Events  
Seminar  
ation for...  
ation for...  
ation for...

Words  
with our care  
st.

## U.S. LUMBER

personalized service.

U.S. LUMBER GROUP is a \$250M distributor of building materials headquartered in Atlanta, GA. We currently sell and ship out of 8 distribution centers. We provide highly personalized service to the pro-contractor lumberyard and millwork houses and shops throughout 14 Southeastern and Mid-Atlantic states.

Complete Correct On Time Learn more

What You Want  
Our Partners  
**Trex**  
Create Your Space.™

Where You Want It  
About U.S. Lumber Group

The Way You Want It

CEDAR VALLEY

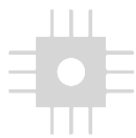
Source: Nucleus Research 2008, 2009











Our world is becoming

**INSTRUMENTED**



Virtually all things, processes  
and ways of working are becoming

**INTELLIGENT**



Virtually all things, processes  
and ways of working are becoming

**INTELLIGENT**

# Transform Your Organization with Information

Our world is becoming  
**\$40 billion annually**



Our world is becoming

**INTERCONNECTED**

**59%**



Virtually all things, processes  
and ways of working are becoming

**INTELLIGENT**

**\$360 billion**



# Transform Your Organization with Information



## Lack of Insight

1 in 3 managers frequently make critical decisions without the information they need

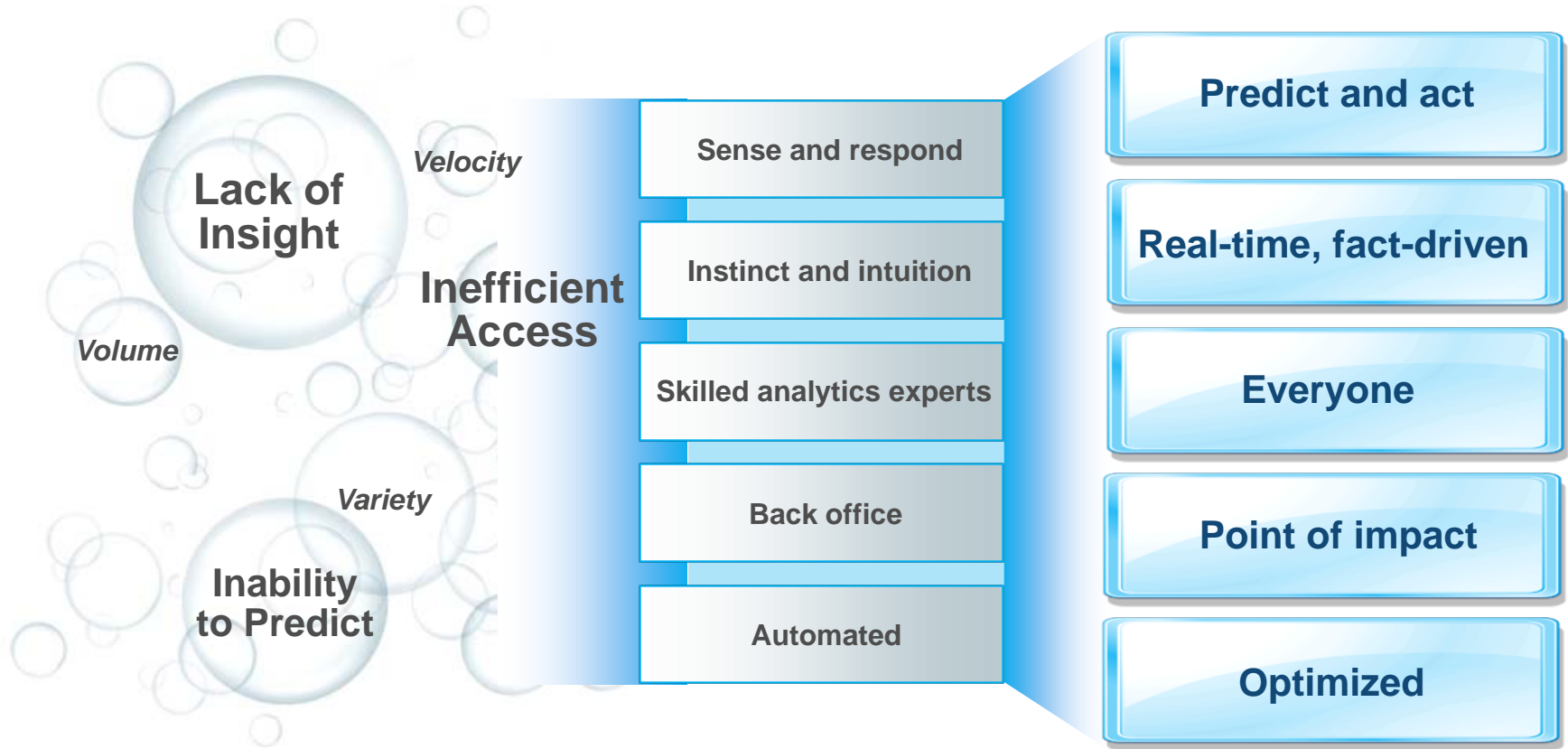
## Inefficient Access

1 in 2 don't have access to the information across their organization needed to do their jobs

## Inability to Predict

3 in 4 business leaders say more predictive information would drive better decisions

# New ways of working to optimize decisions and actions





# New ways of working to optimize decisions and actions



# SPSS: A Leader in Predictive Analytics

- **Unique data collection**
- **Text and data mining**
- **Advanced statistics**
- **Predictive solutions**
- **Rich expertise**



**Moves beyond Sense & Respond  
to Predict & Act...**

**At the time and point of impact!**



# DEMO

*IBM Cognos 8 BI with  
SPSS Data Mining*

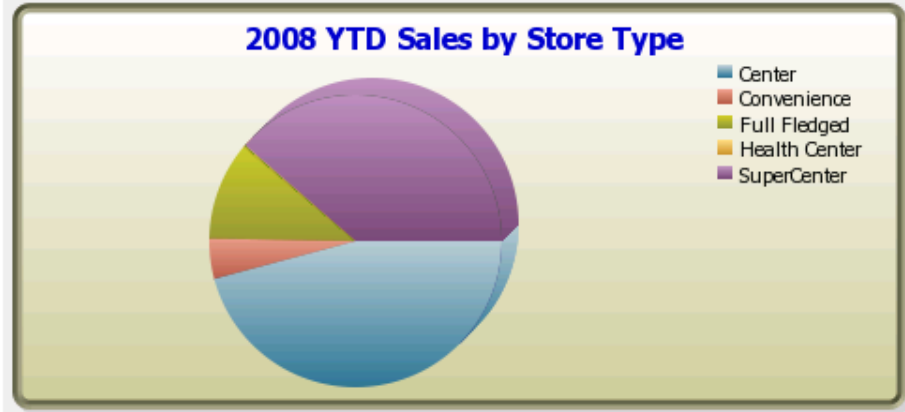
News Headlines

- NEW: YTD Comp Sales are down compared to last year!!
- NEW: Inventory Out of Stock Alert for the Cosmetics Sub Department.
- Recurring: Web Sales are down for the Current Week vs. Last Year.

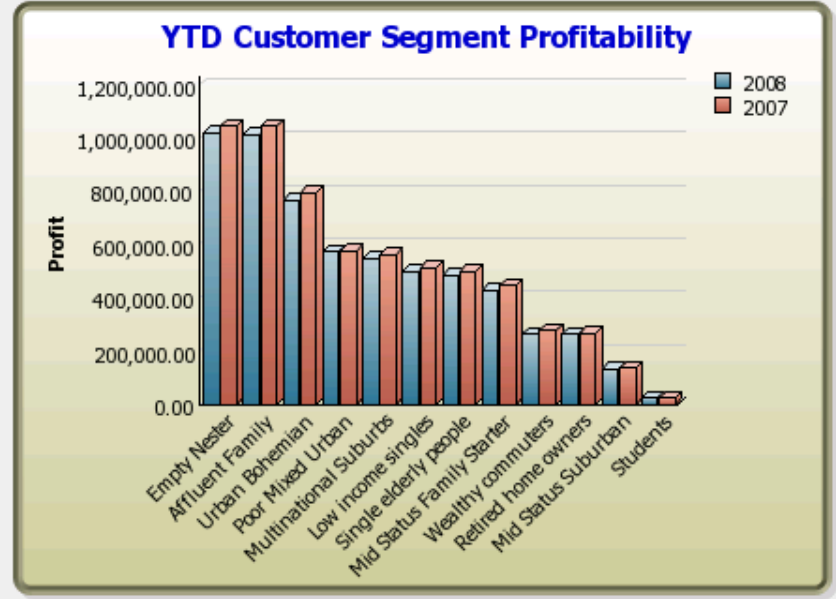
### YTD Customer Loyalty Comparison

Sales	2008	2008	Variance	Variance %
anonymous	\$5,746,645	\$5,746,645	(\$102,257)	-1.75%
loyalty card	\$8,654,471	\$8,654,471	(\$189,561)	-2.14%

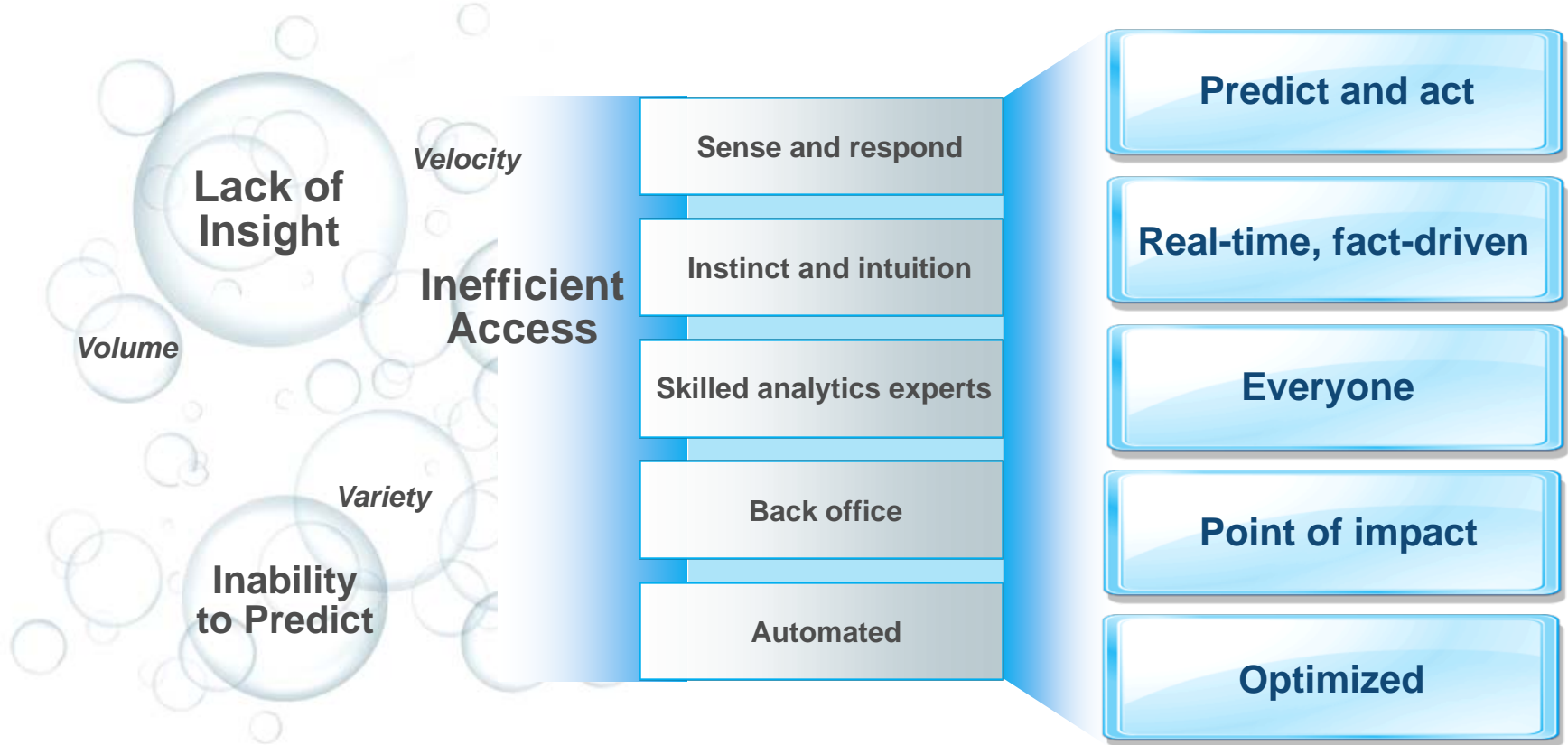
Sales



Gross Margin



# New ways of working to optimize decisions and actions





*New ways of working to optimize decisions and actions*



# IBM Cognos Content Analytics

- New insights from the content and context of unstructured information
  - Automated discovery
  - Continuous refinement to provide context
  - Delivery to users, applications or processes



**Enables market insight, customer intelligence, early warning of fraud and more**

# DEMO

*IBM Cognos  
Content Analytics*



[Help for query syntax](#)




 Search within results









**Results 1-10 of 3000**  
 (363562 results matched)

 View by file  
 type: ALL

 Results per  
 Page 10


1 2 3 4 5 6 7 8 9 10



You searched for "\*:\*"

Facet Navigation



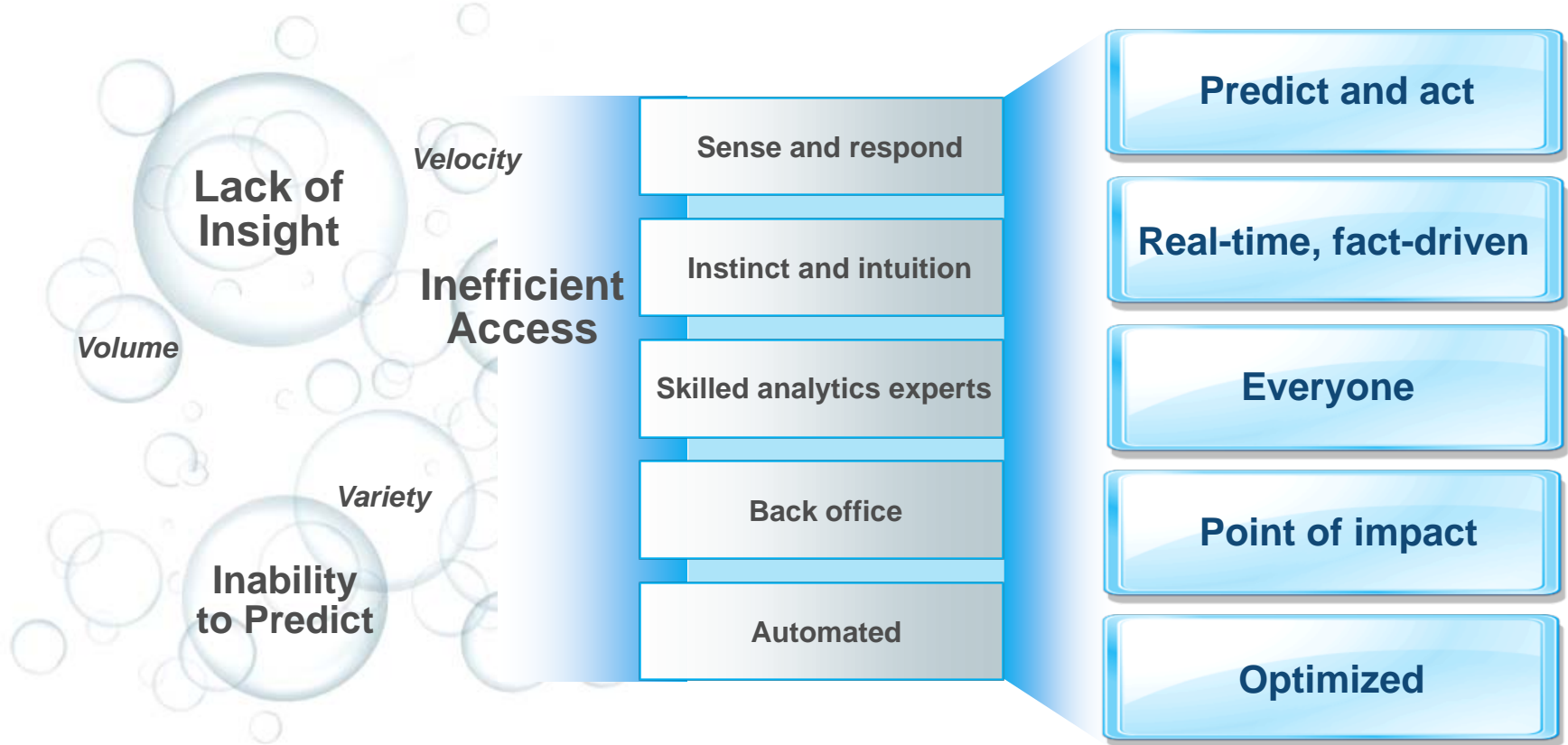




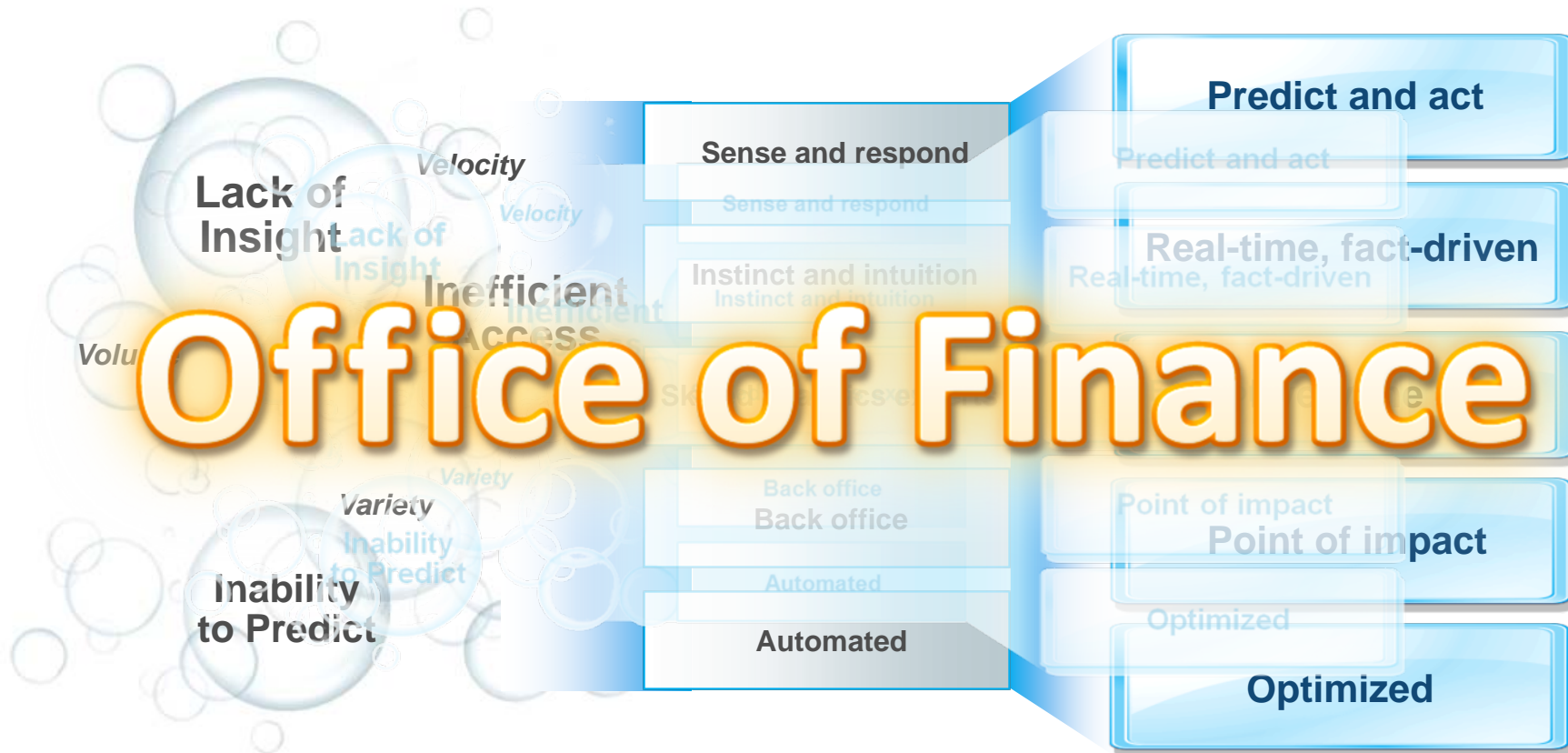


Relevance	Date	Title	Source
100.00%	8/20/09	<a href="#">MAUDE-967394.xml</a>	Windows file system
		967394 4258738 D PATIENT INITIATED TO TREATMENT IMMEDIATELY BECAME DIZZY AND THEN UNRESPONSIVE. B/P AT 127-60. REUSED BACK, OXYGEN O2 AT 44MM. PATIENT RESPONSIVE AND B/P 130/64. TREATMENT RESUMED AFTER 20 MI INCIDENT. Abnormal	
100.00%	8/20/09	<a href="#">MAUDE-967397.xml</a>	Windows file system
		967397 4272299 D A 10 MINUTES POST INITIATION, PATIENT'S EYES ROLLED UP B/P DROPPED TO 68/39 BECAME UNRES ADDITIONAL NS 300CC GIVEN. IMMEDIATELY POST RB BECAME ALERT AND VERBALLY RESPONSIVE WITHOUT RECOLLECTI IMPROVED TO 144/62. PRE TX B/P-113/61, PC 66 RG. O2 GIVEN AT 34 MIN VIA NASAL CANNULA. DIALYZER WAS REUSED CONTINUED USING THE SAME DIALYZER WITHOUT ANY FURTHER INCIDENCE. SEE SCANNED PAGE. Abnormal	
100.00%	8/20/09	<a href="#">MAUDE-928647.xml</a>	Windows file system
		928647 4025930 N PHYSIO-CONTROL, INC. EVALUATED THE DEVICE. THE ROOT CAUSE COULD NOT BE DETERMINED. PHY INVESTIGATE THE COMPLAINT. IT WAS REPORTED THAT THE DEVICE WAS USED TO ATTEMPT TO RESUSCITATE A FEM DNR AVAILABLE. THE LP 5000 GAVE A CONNECT ELECTRODES ALARM WHEN USED WITH TWO DIFFERENT SETS OF ELECT NOT AVAILABLE FOR USE. THE PATIENT EXPIRED. ACCORDING TO THE VOLUNTEER FIRE DEPT, THE PATIENT WAS DOWN TO ATTEMPTS TO RESUSCITATE. EKG/ECG analysis, failure to perform	
100.00%	8/20/09	<a href="#">MAUDE-928661.xml</a>	Windows file system
		928661 4045089 D THE MFR REP REPORTED, PRIOR TO SURGERY, THE PT WAS NOT ABLE TO SPEAK FULL SENTENCES WI AND THE PT HAD A HISTORY OF FALLING IN HOME THREE TIMES PER DAY. THE REP CONSULTED WITH THE HCP PRIOR TO CONDITION; THE HCP DECIDED TO PROCEED WITH THE TRIAL. THE PT WAS INFORMED THAT THE TRIAL WOULD ONLY CC TO THE TOES; THE PT STATED HE FULLY UNDERSTOOD THE PROCEDURE. THE PT WAS IMPLANTED WITH TWO LEADS R	

# New ways of working to optimize decisions and actions



# New ways of working to optimize decisions and actions





# *Driving Smarter Decisions through the Office of Finance*

*Enterprise Planning and Analysis*

*Consolidation and Corporate Reporting*

*Financial Analytics*

*Strategy Management and Scorecarding*



# Office of Finance

# *Advancing TM1 Capabilities and Solutions*

## *IBM Cognos TM1 9.5*



- Personal Scenarios
- Contribution and Workflow
- Easier, Quicker Solution Deployment

Unmatched blend of high contribution planning and forecasting, scenario analytics and flexibility

# DEMO

*Scenario Analytics  
with IBM Cognos TM1*

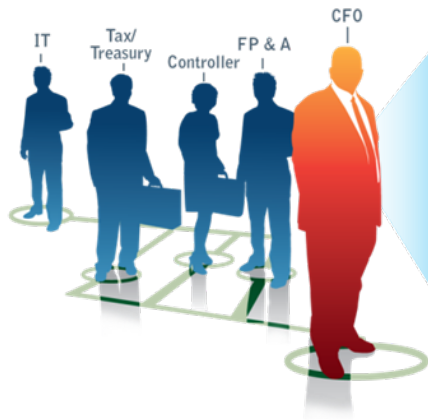


Rows: Account [Account] Columns: DemoVersions [Version] Context: Local [Currency Calc] Year [Month] Massachusetts [Organization] 2009 [Year]

	Version 2	Version 1	Variance	Var %	Explanation
4999 Gross Revenue	106,057,623	106,057,623	0	.0%	
5999 Cost of Sales	69,179,177	69,179,177	0	.0%	
<b>Gross Margin</b>	36,878,446	36,878,446	0	.0%	
<b>6099 PAYROLL</b>	514,258	514,258	0	.0%	
<b>6199 OFFICE EXPENSE</b>	251,700	251,700	0	.0%	
<b>6299 TRAVEL</b>	536,298	536,298	0	.0%	
<b>6399 OCCUPANCY</b>	420,000	420,000	0	.0%	
<b>6499 MARKETING</b>	9,750	9,750	0	.0%	
<b>6599 DEPRECIATION</b>	136,429	136,429	0	.0%	
<b>Total Operating Expense</b>	1,868,435	1,868,435	0	.0%	
<b>Net Profit</b>	35,010,011	35,010,011	0	.0%	
Headcount	6	6	0	.0%	

# ***Advancing Controller Capabilities***

## ***IBM Cognos 8 Controller 8.5***

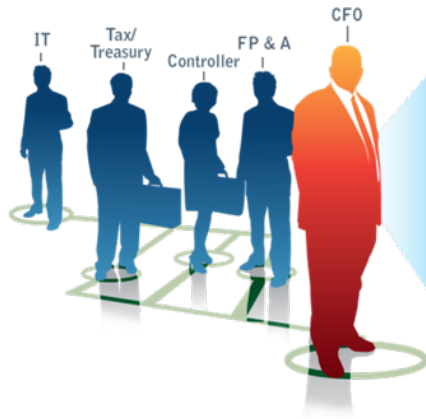


- Enhanced Global Consolidation Capabilities
- Enhanced User Experience
- Extended Financial Analytics

Best-in-class, built-for-purpose engine; unmatched financial analytics powered by TM1

# Advancing Dimension Management Capabilities

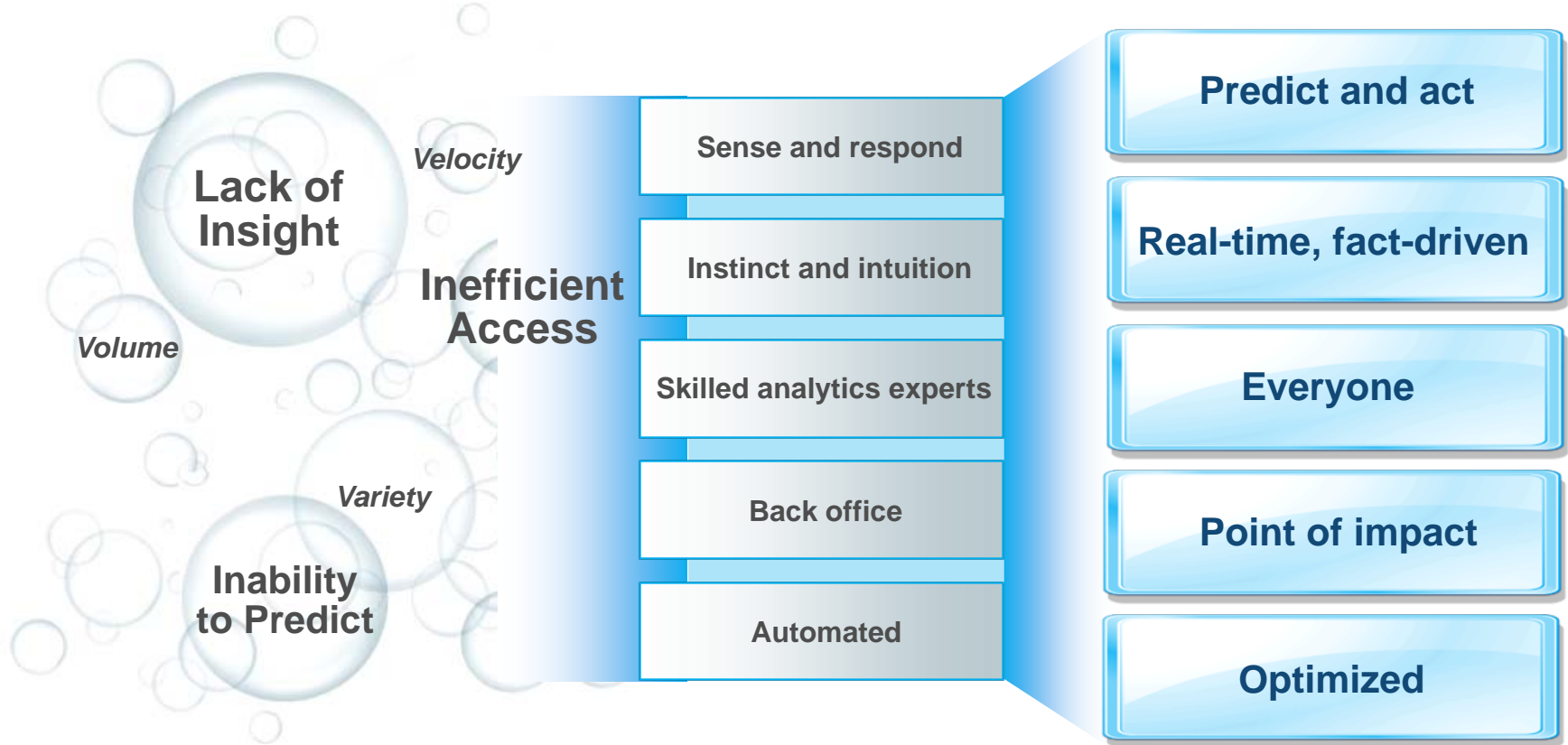
## IBM Cognos 8 Business Viewpoint 8.4



- Enhanced business driven user interface & collaboration
- Relational, MDM Adapters

Unrivaled blend of high collaboration and control over dimensions defined, governed, and shared across performance management environment

# *New ways of working to optimize decisions and actions*





# New ways of working to optimize decisions and actions



# Complete Analytic Application Coverage

*Solutions for Smarter Decisions from Line of Business*



- Faster insight drives faster time-to- value and action
- Consistent measurement of business strategy
- More effective management of risks and controls
- Anticipate and explore new opportunities

## New Analytic Applications

**Customer**  
**Workforce**  
**Finance**  
**Supply Chain**

**IBM COGNOS ANALYTIC APPLICATIONS**

**FINANCIAL SERVICES**

**Industrial**

**Public**

**Communications**

**Distribution**

**Analytics**  
**Cycle Times**

**Procurement Analytics**  
e.g. Returns Trend by Item

**IBM**

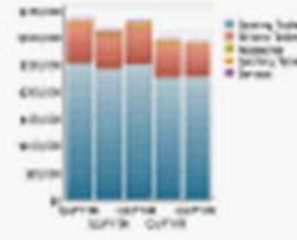
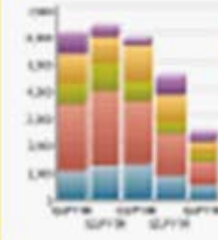
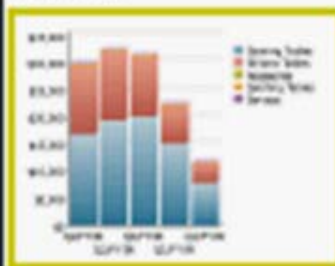
# DEMO

*Sales Analytics*



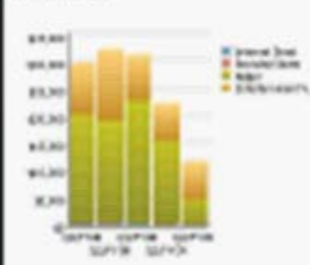
# BlackBerry

Sales by Ontario



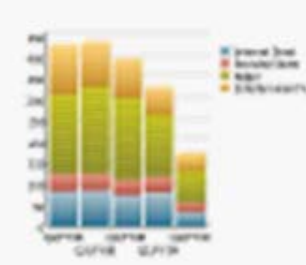
Sales, Midwest

Product, Desktop

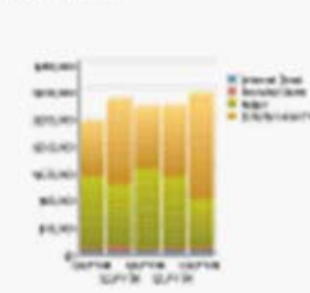


Sales, East

Product, Desktop

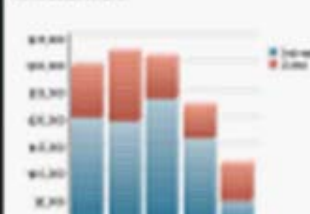


Full Sales, Midwest



Sales, Midwest

Customer, Desktop



Sales, East

Customer, Desktop



Full Sales, Midwest



# Industry and Functional Domain Accelerators

## FUNCTIONAL

- > Allocations Planning
- > Capital Project Planning
- > Discretionary Capital Expenditure Planning
- > Expense Planning & Control
- > Initiative Planning
- > Integrated Financial Statements

IBM Cognos  
**Innovation Center**  
for Performance Management

- *Critical performance management processes*
- *Operational and financial planning and analytics*
- *Horizontal and industry domains*



DISTRIBUTION



EDUCATION



GOVERNMENT



COMMUNICATIONS



HEALTHCARE



BANKING



LIFE SCIENCES



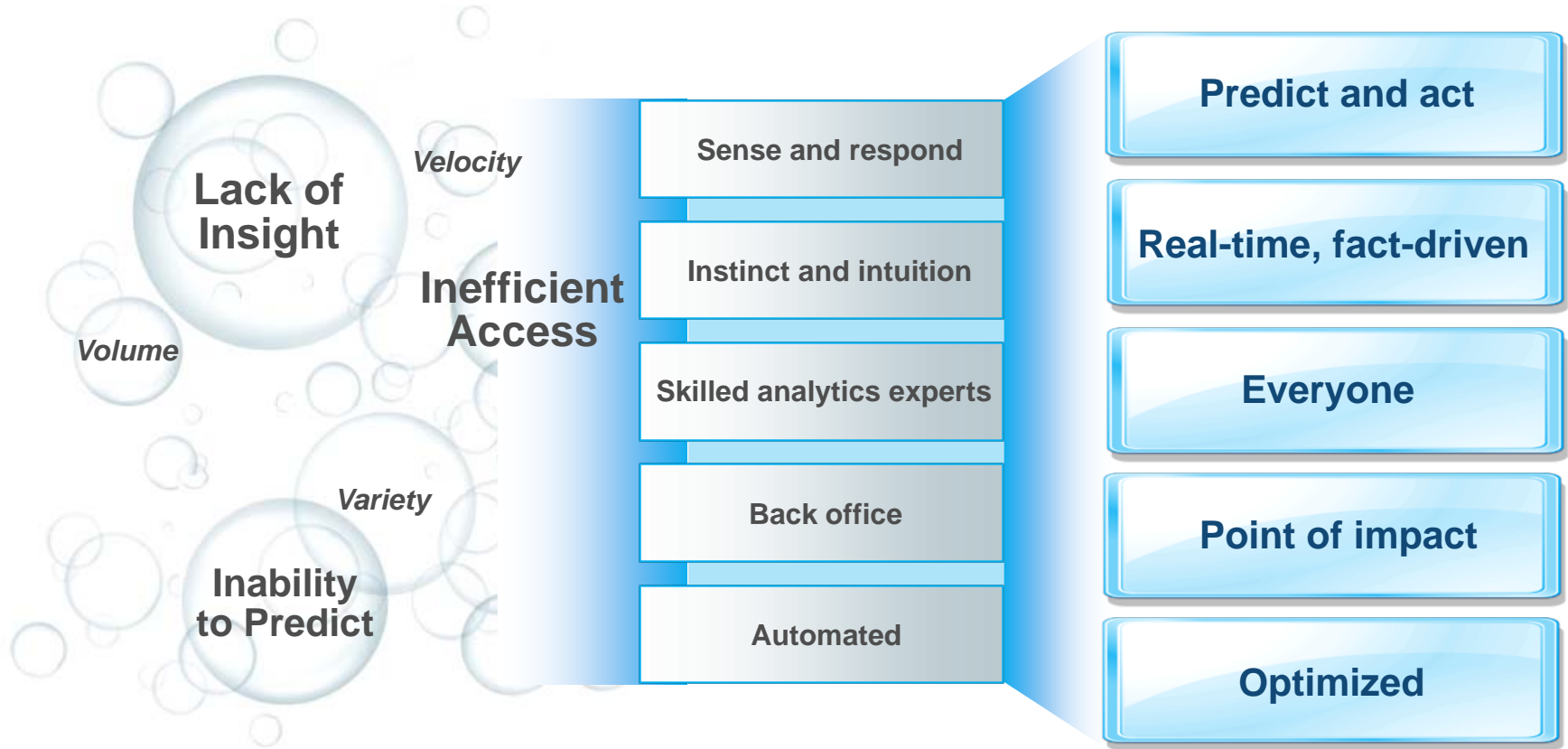
INSURANCE



INDUSTRIAL

# *IBM Cognos Blueprints*

# *New ways of working to optimize decisions and actions*





*New ways of working to optimize decisions and actions*



# IBM Cognos Performance

PowerPlay

Personalized  
dashboards

Location-aware  
mobile access

New planning  
interface

Annotations

Search-assisted  
authoring

**Universal BI and  
PM capabilities**

Enhanced  
charting

**Flexible access  
and interactivity**

Business  
dimension  
modeling

Tight TM1  
integration

**Business modeling**

**Enterprise-class  
SOA platform**

Data lineage

Model advisor

System management  
methodology

**Mashup  
Service**



**Reports**



**Ad-hoc queries**



**Analysis**



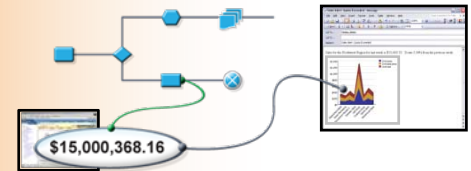
**Scorecards**

**API to Automatically  
and Securely  
Expose BI Content  
as a Web Service**

**IBM Cognos 8  
Mashup  
Service**



**Applications**



**Processes**



**Mashups**



**Visualizations**

# DEMO

*Market Basket Analysis  
with IBM Cognos 8  
Go! Dashboard*



## D2G SALES ANALYSIS

### TOP SELLING PRODUCTS

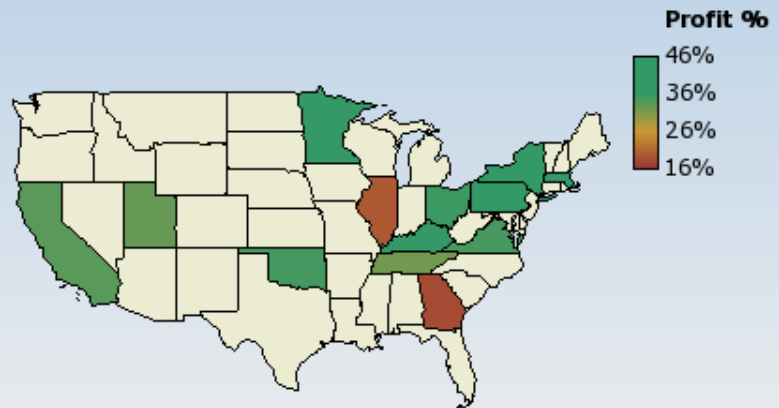
Top:

Rank	Product Name	MBA	SEQ	Sales [\$ 000]
1	<a href="#">Sonic DTC Digital Advance</a>			\$85,849
2	<a href="#">Sonic 101 DTS/ES Receiver</a>			\$47,091
3	<a href="#">Sonic TLR Thunder Receiver</a>			\$46,184
<b>Consumer Electronics</b>				<b>\$179,123</b>
1	<a href="#">D2G Blast Em</a>			\$25,938
2	<a href="#">Microsoft Xbox</a>			\$6,385
3	<a href="#">Sega Dreamcast</a>			\$5,632
<b>Entertainment Media</b>				<b>\$37,955</b>
1	<a href="#">Computer Extended Desk</a>			\$51,852
2	<a href="#">Computer Desk Ultra</a>			\$41,539
3	<a href="#">Standard Stool</a>			\$38,477
<b>Home Office</b>				<b>\$131,867</b>
1	<a href="#">Wavestation 4200 FP</a>			\$384,344

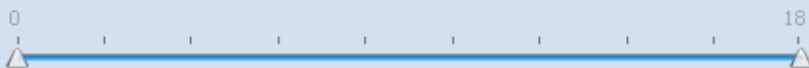
### PROFITABILITY BY STATE

Product Line

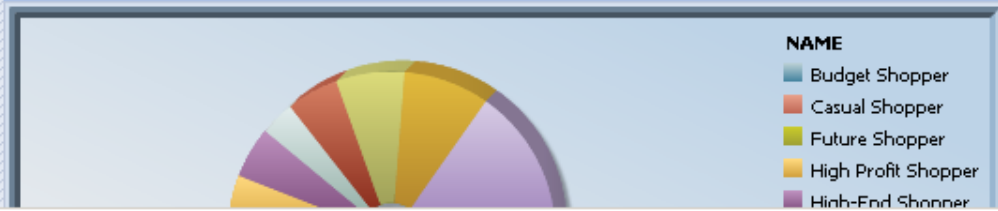
#### Profitability by State



### RESTRICT CUST SEGMENTCOUNTS TO...



### SEGMENTATION COUNTS



# IBM Cognos Performance

INFOSPHERE CUBING SERVICES...

COGNOS 8  
POWERCUBE

COGNOS TM1



**OLAP  
SOURCES**

ORACLE OLAP

SAP NetWeaver  
Business  
Warehouse

IBM DB2

Microsoft  
Access

SYBASE



**RELATIONAL  
SOURCES**

TERADATA

Microsoft  
SQL Server

IBM  
INFORMIX

MICROSOFT  
ANALYSIS SERVICES

TERADATA  
AJIS

ESSBASE

Oracle

Netezza

COGNOS  
NOW!...

# Integration Methods

JDBC

ODBC



**APPLICATION  
SOURCES**

SAP R/3

ORACLE

SSA



**MESSAGE  
SOURCES**

TIBCO EMS...

XML

**MODERN &  
LEGACY  
SOURCES**



PEOPLESOFT

SIEBEL

BEA WEBLOGIC

IBM WBI SERVER  
FOUNDATION

WSDL...

COGNOS 8  
PLANNING

IBM WEBSPHERE MQ

SALESFORCE



# ***IBM Cognos 8 Platform and Capabilities:*** *Embrace, enhance & extend your investments in SAP® technology & applications*



- **SAP NetWeaver® Portal**
- **SAP® Web Application Server**

**SAP® Certified**  
Powered by SAP NetWeaver®



***Plus support for:***

- **SAP NetWeaver Namespace**
- **Business Warehouse Accelerator**



- **SAP NetWeaver® Business Warehouse**
- **SAP® Business Suite**
- **SAP® R/3®**

**SAP® Certified**  
Integration with SAP NetWeaver®

# DEMO

*IBM Cognos 8 BI  
within an SAP  
Environment*



Welcome TRAINM, [Help](#) | [Log Off](#)

Search [Advanced Search](#)

Content Administration | User Administration | System Administration | **Cognos 8 for SAP - POK**

[Start of My Day](#) | [Interactive Reporting](#) | [Guest Spend Dashboard](#) | [Go Dashboard](#) | [SAP and Non-SAP Data](#) | [Operational Reporting](#) | [Financial Reporting](#) | [Ad-Hoc Reporting](#)

Start of My Day [History](#) [Back](#) [Forward](#)

**Cognos Navigator**

**NewsItems**

- [Very High Discounting](#)
- [Review Process for New York - Late](#)
- [Pipeline shortfall for Netherlands](#)
- [Pipeline shortfall of 50.92: Europe](#)
- [Actual Revenue for USA is \\$52,519,145.90 Today](#)

**Metric List**

No filter | No grouping [Metrics: 1-3]

Name	Actual	Target	Variance	Variance %	Time Period
Employee expense	US\$4,136,363.72	US\$4,204,900.00	-US\$68,536.28	1.63%	Dec 2006
Inventory turnover ratio	5.74	6.60	-0.86	13.03%	Dec 2006
Gross profit margin %	44.16%	42.50%	1.66%	3.91%	Dec 2006

**Cognos Navigator**

Cognos > Public Folders > SAP Demo

Entries: 1 - 10

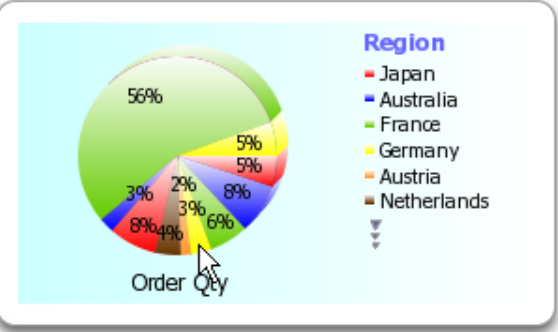
- Go D Interactive Dash
- Launch Cognos
- NewsItems
- Portal Tabs
- Reportlets
- Sales
- \*NEW\* Sales Activity Dashboard
- Cognos Cockpit (VC)
- Cognos Cockpit (WAD)
- Google Report

**Cognos Viewer**

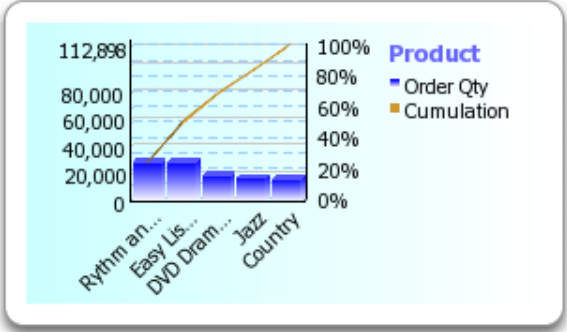
Keep this version | Add this report | Watch new versions | Add comments

## Sales Activity Dashboard

Quantity by Region and Quarter



Quantity by Top 5 Products and Quarter



Return Quantity by Top 5 Products and Quarter

Revenue by Quarter and Top 5 Products

Cognos Viewer

### SAP BW and Relational Database Integration

#### Relational Database Query

Product Line	Product Type	Planned Revenue
Consumer Electronics	Computer Accessories	\$269,628
	Computers	\$874,976
	MP3	\$749,716
	PDA	\$860,605
<b>Summary</b>		<b>\$2,754,926</b>

#### SAP BW Query

Product line	Product type	Actual Revenue (USD)	Order Qty	Gross Profit (USD)
Consumer Electronics	Computer Accessories	\$301,130	7,650EA	\$64,297
	Computers	\$219,674	3,370EA	\$77,368
	MP3	\$497,407	8,716EA	\$58,761
	PDA	\$1,063,994	4,102EA	\$321,128
<b>Summary</b>		<b>\$2,082,205</b>	<b>23,838EA</b>	<b>\$521,553</b>

#### Merged Query

Product line	Product type	Planned Revenue	Revenue	Order Qty	Gross Profit	Variance	% of Plan
Consumer Electronics	Computer Accessories	\$269,628	\$301,130	7,650EA	\$64,297	\$31,502	112%
	Computers	\$874,976	\$219,674	3,370EA	\$77,368	(\$655,303)	25%
	MP3	\$749,716	\$497,407	8,716EA	\$58,761	(\$252,309)	66%
	PDA	\$860,605	\$1,063,994	4,102EA	\$321,128	\$203,388	124%
<b>Summary</b>		<b>\$2,754,926</b>	<b>\$2,082,205</b>	<b>23,838EA</b>	<b>\$521,553</b>	<b>(\$672,721)</b>	<b>76%</b>



# Business Glossary

Smart Analytics System

Industry models

Data link

System z

Business process

Text analytics

System management

Data integration

Data mining

Data warehousing

Cloud Offerings

Enterprise search

# The Right Know-How to Maximize Your Solution





# Introducing Information IBM Cognos Express

Information-driven and accountable culture through Dashboards and Reports

## IBM Cognos Express



### Action

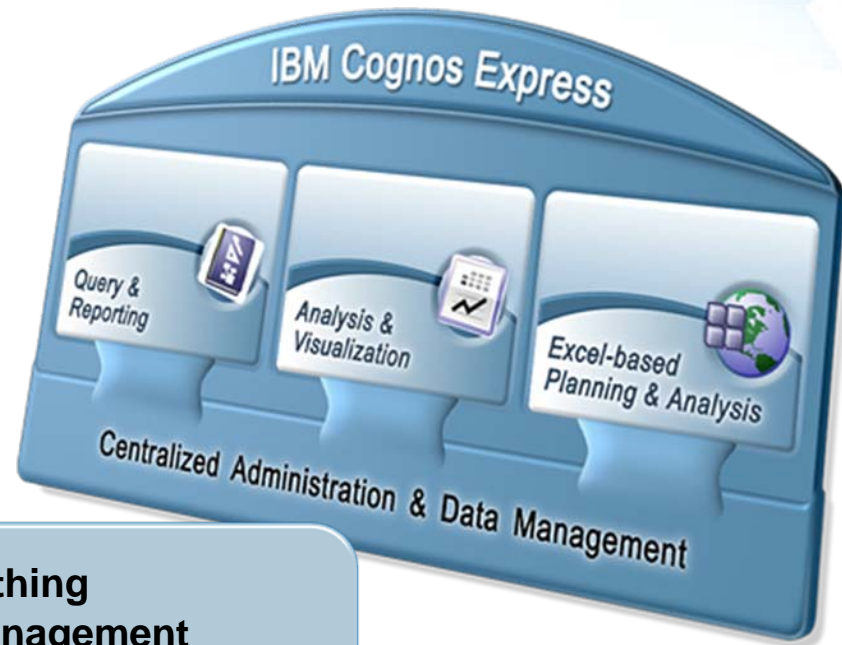
Align resources via Centralized decisions through Planning

### Insight

Early identification of opportunities and risks through Analysis

The **only** integrated Reporting, Analysis and Planning solution purpose built for midsize companies

# Removing the Barriers



## Easy to Install

Pre-configured solution includes everything required for simple deployment and management

## Easy to Use

Self-service access empowers business users and removes the burden from IT

## Easy to Buy

Packaged and priced right... Start small, start anywhere, deliver immediate value, and grow

# *Continued Investment in Innovation*

- User Experience
- Cloud
- Advanced Analytics
- Business/ IT Partnership
- Collaboration  
& Visualization



# DEMO

## *In the Labs...*

- iPhone Support



iPod

9:42 PM



Safari



Calendar



YouTube



Maps



Weather



Clock



Calculator



Notes



Settings



iTunes



Google Earth



Evernote



Spreadsheet



Soudragon



Cognos



Stocks



Music



Videos



Photos



Mail

## ***Smarter Business***

- Faster, better outcomes and results
- Capabilities, platform and know-how to make you successful
- Continued innovation to drive your success

**IBM Cognos Performance**  
**Better Intelligence. Better Business.**

**New Intelligence for  
Smarter Business**



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**Better Intelligence. Better Business.**

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**IBM Cognos Performance**  
Better Intelligence. Better Business.

# New Intelligence for Smarter Business



**IBM Cognos Performance**  
**Better Intelligence. Better Business.**

**New Intelligence for  
Smarter Business**

