

PM-04

IBM Cognos Strategy Management and Scorecarding: Linking Strategy to Execution in Turbulent Times

Learn how IBM Cognos 8 BI Scorecarding 8 v4 helps drive business performance in turbulent times by automating the strategy management process and linking strategy to execution. You will see how IBM Cognos 8 BI Scorecarding enables effective strategy management by determining how you are performing as an organization against strategic goals. Whether you need to monitor KPIs in a dashboard or simply manage your strategy more effectively, this session will show you how IBM Cognos 8 BI Scorecarding helps you:

- Communicate strategy, provide employee focus, and ensure accountability
- Manage risk in turbulent economic times
- Define consistent KPIs using a common metrics framework
- Leverage IBM Cognos 8 BI Dashboards to monitor KPIs and communicate scorecard information across your organization
- Link strategy to planning

Presented by: IBM