IBM Cognos Performance

Better Intelligence. Better Business.

New Intelligence for Smarter Business

Jack Esselink

Cognos Evangelist

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Smarter Travel

SPACE HOTEL

Travel around the world in 80 minutes

Pay $4.4m and watch sun rise 15 times a day

Barcelona *(Reuters)* A company behind plans to open the first hotel in space says it is on target to accept its first paying guests in 2012, despite critics questioning the investment and time frame for the multi-billion dollar project.

The Barcelona-based architects of The Galactic Suite Space Resort say it will cost 3 million euros ($4.4 million, about Dh16 million) for a three-night stay at the hotel, with this price including an eight-week training course on a tropical island.

During their stay, guests would see the sun rise 15 times a day and travel around the world every 80 minutes. They would wear velcro suits so they can crawl around their pod rooms by sticking themselves to the walls like Spiderman.

Galactic Suite Ltd's CEO Xavier Claramunt, a former aerospace engineer, said the project will put his company at the forefront of an infant industry with a huge future ahead of it, and forecast space travel will become common in the future.

"It's very normal to think that your children, possibly within 15 years, could spend a weekend in space," he told Reuters Television.

Galactic Suite Ltd hopes to start its project with a single pod in orbit 450 km above the earth, travelling at 30,000 km per hour, with the capacity to hold four guests and two astronaut-pilots.

Source: Gulf News, 4 November 2009

Smarter Energy

Smarter Business

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

IBM Cognos Performance

1,185%

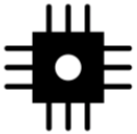
1,822%

3,623%

Source: Nucleus Research 2008, 2009

IBM Cognos Performance

IBM Cognos Performance



Our world is becoming

INSTRUMENTED

Our world is becoming

INTERCONNECTED

Virtually all things, processes
and ways of working are becoming

INTELLIGENT

IBM

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

Volume of Digital Data

Variety of Information

Velocity of Decision Making

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

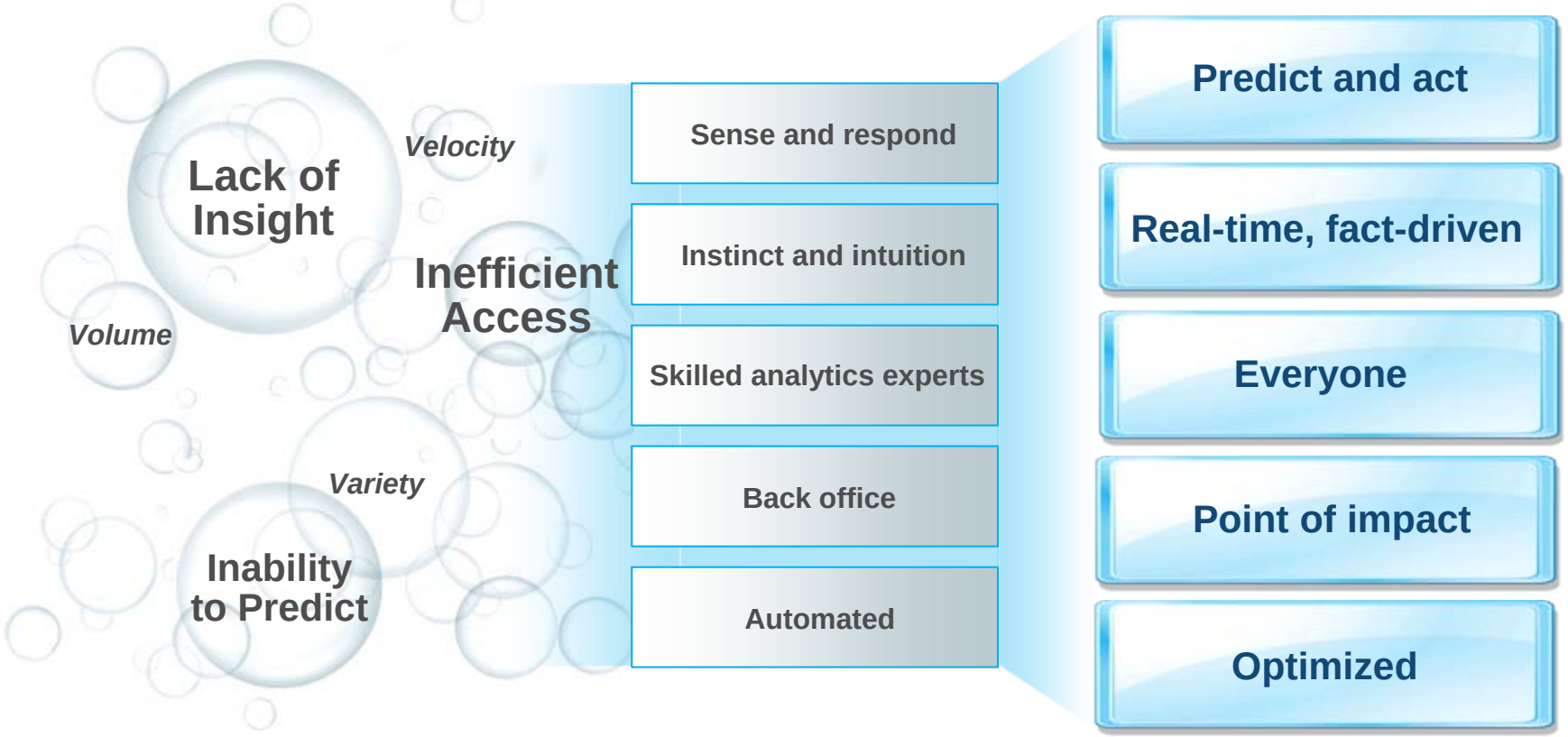
Inability to Predict

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

Source: IBM Institute for Business Value

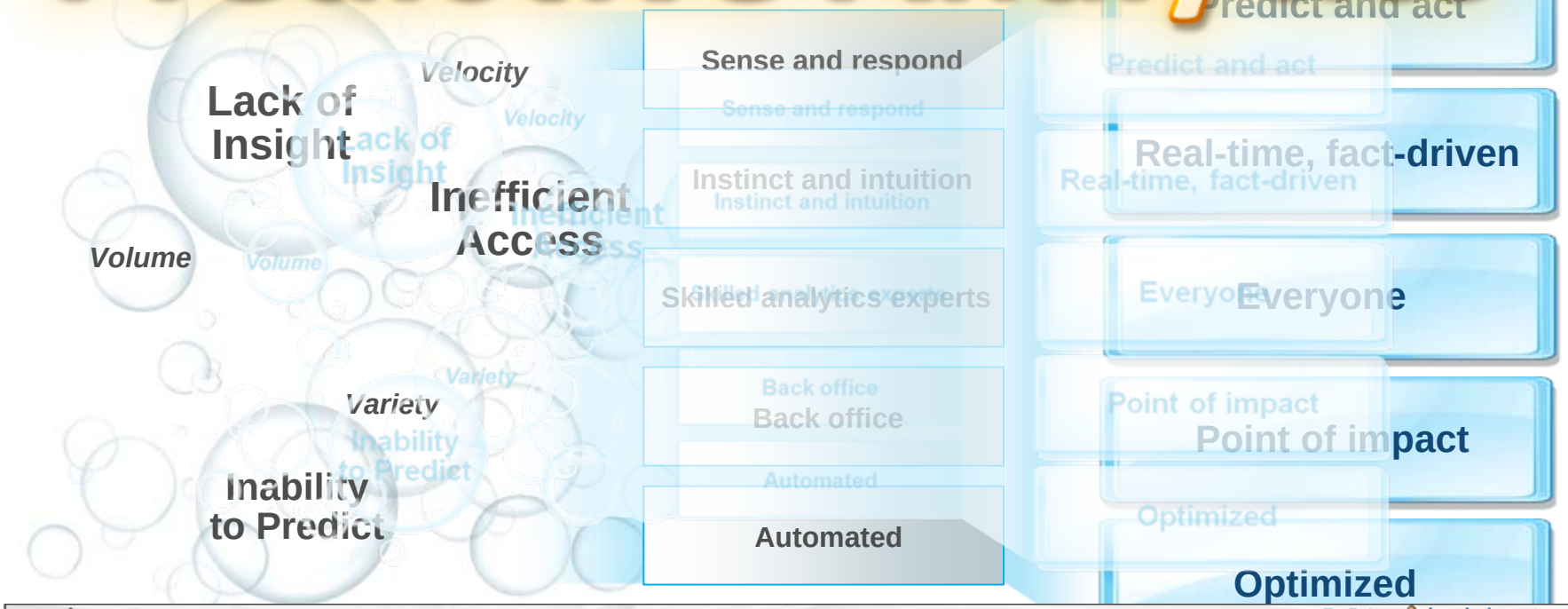
IBM

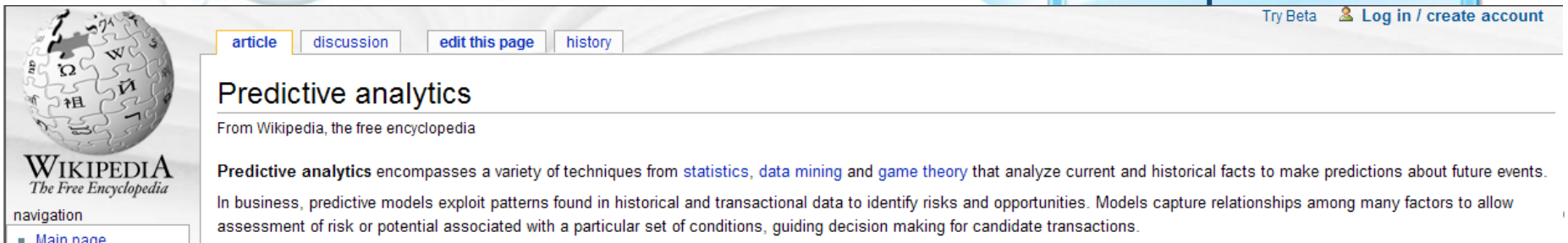
New ways of working to optimize decisions and actions



New ways of working to optimize decisions and actions

Predictive Analytics





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article | discussion | edit this page | history

Predictive analytics

From Wikipedia, the free encyclopedia

Predictive analytics encompasses a variety of techniques from statistics, data mining and game theory that analyze current and historical facts to make predictions about future events.

In business, predictive models exploit patterns found in historical and transactional data to identify risks and opportunities. Models capture relationships among many factors to allow assessment of risk or potential associated with a particular set of conditions, guiding decision making for candidate transactions.

WIKIPEDIA
The Free Encyclopedia

navigation

- Main page

SPSS: A Leader in Predictive Analytics

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

SPSS®
AN IBM® COMPANY

Moves beyond Sense & Respond to Predict & Act…

At the time and point of impact!

IBM

DEMO

SPSS Demo

RPA PC - IBM Cognos Connection - Windows Internet Explorer

http://cognosd2g/cognos8/cgi-bin/cognos.cgi?b_action=xts.run&m=portal/cc.xts&m_tab=iD0B8F465FC3B4C4DAC61EBF4515

File Edit View Favorites Tools Help

RPA PC - IBM Cognos Connection

Page Tools

IBM Cognos Connection Administrator Log Off Launch

Public Folders | My Folders | RPA PC | Smart Analytics

Retail Overview | Stores | Merchandise | Customer | Multi Channel | Supply Chain - SCOR

News Headlines

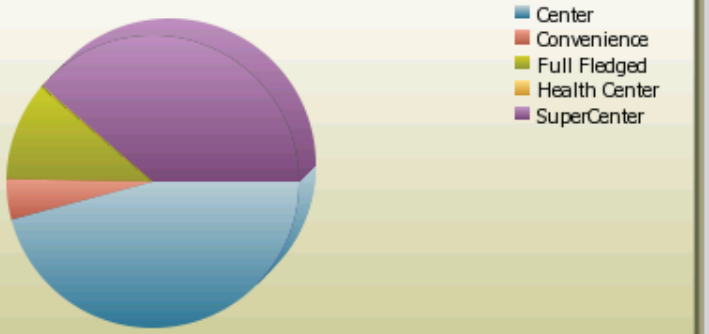
- NEW: YTD Comp Sales are down compared to last year!!
- NEW: Inventory Out of Stock Alert for the Cosmetics Sub Department.
- Recurring: Web Sales are down for the Current Week vs. Last Year.

YTD Customer Loyalty Comparison

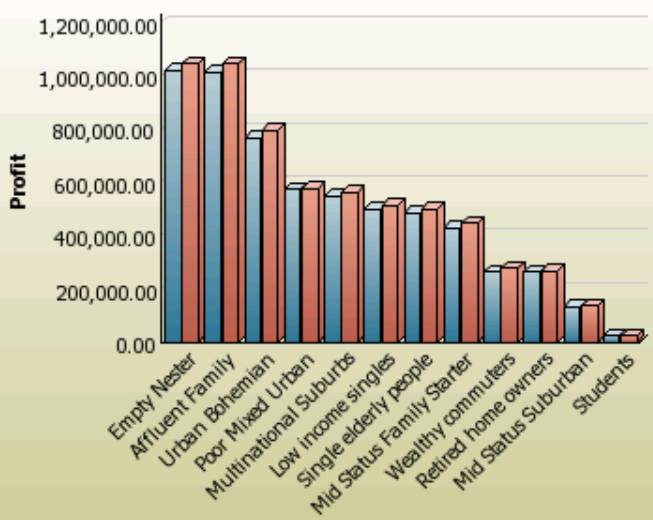
Sales	2008	2008	Variance	Variance %
anonymous	$5,746,645	$5,746,645	($102,257)	-1.75%
loyalty card	$8,654,471	$8,654,471	($189,561)	-2.14%

Sales

2008 YTD Sales by Store Type

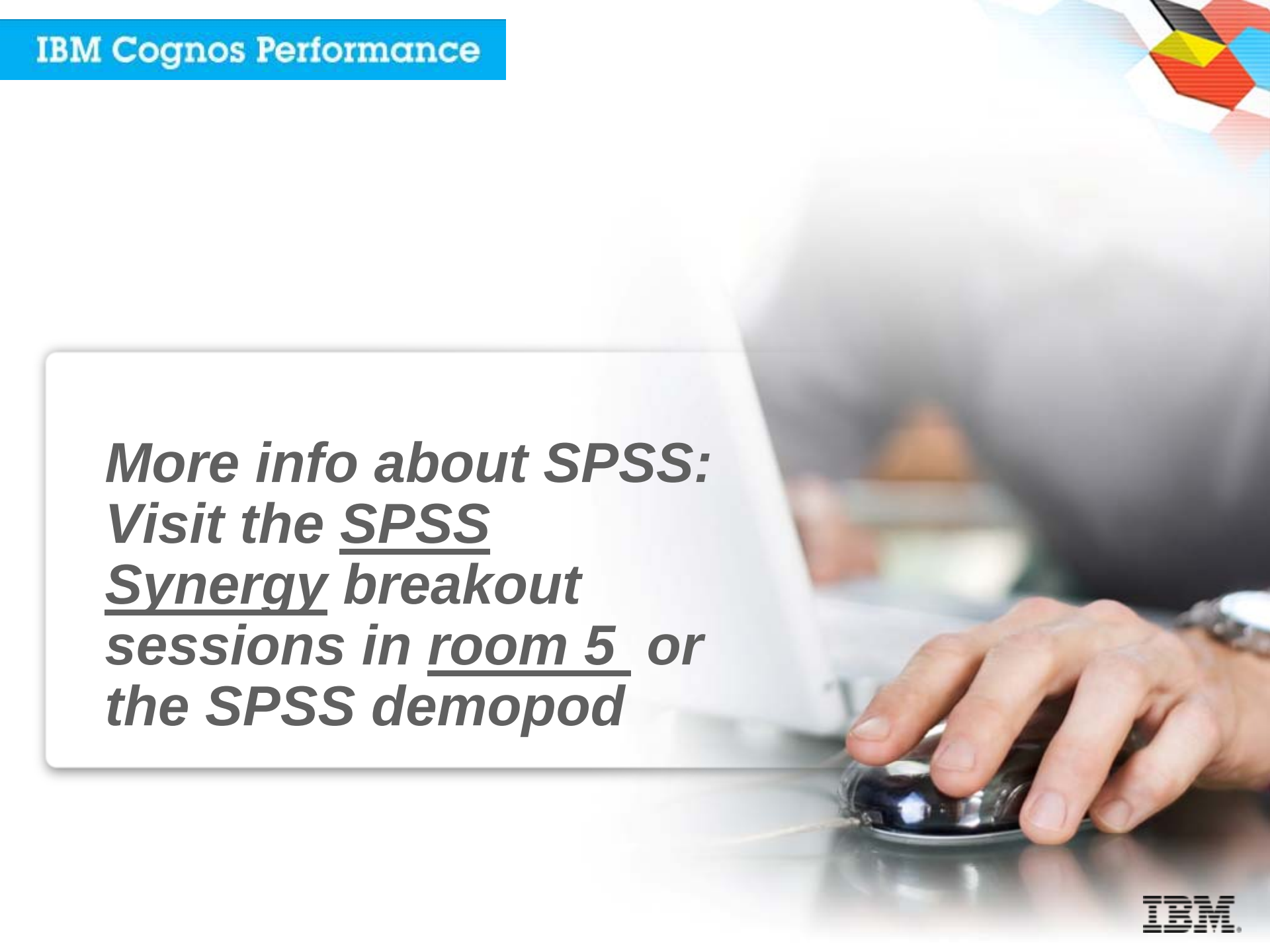


YTD Customer Segment Profitability



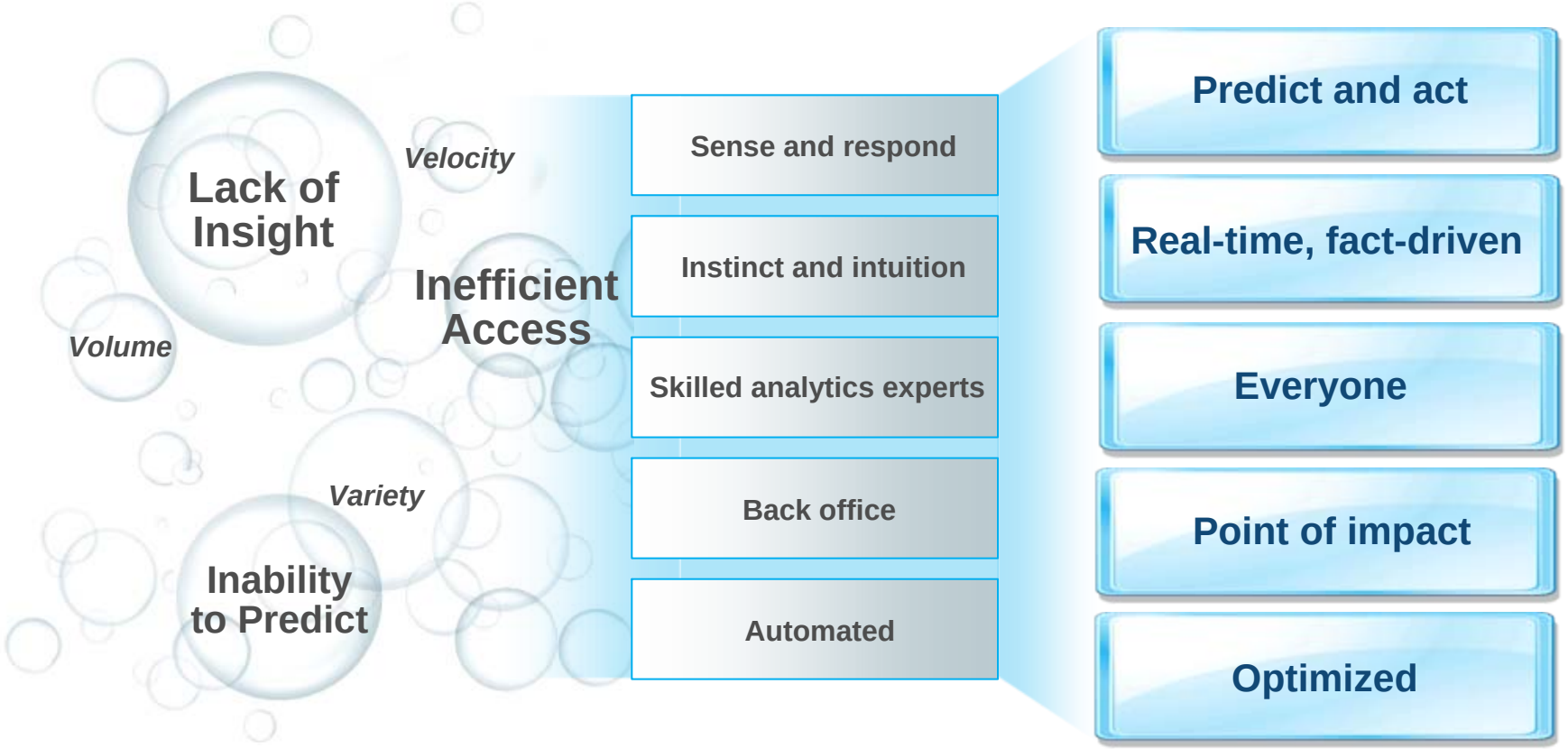
Gross Margin

2008 YTD Gross Margin by Department



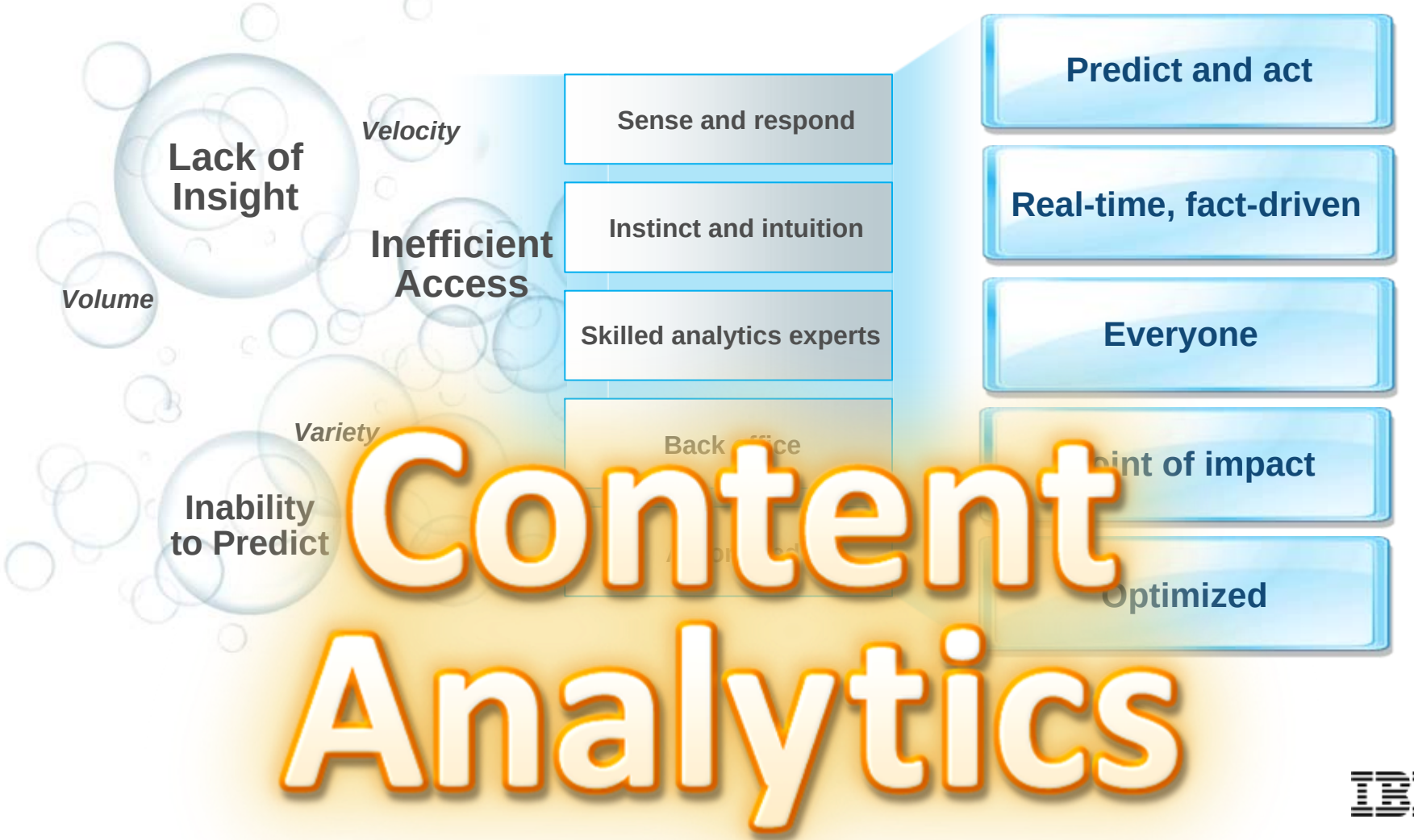
More info about SPSS: Visit the SPSS Synergy breakout sessions in room 5 or the SPSS demopod

New ways of working to optimize decisions and actions



IBM

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

IBM Cognos Performance

DEMO

Content Analytics

FDA U.S. Food and Drug Administration

MedWatch: The FDA Safety Information and Adverse Event Reporting Program

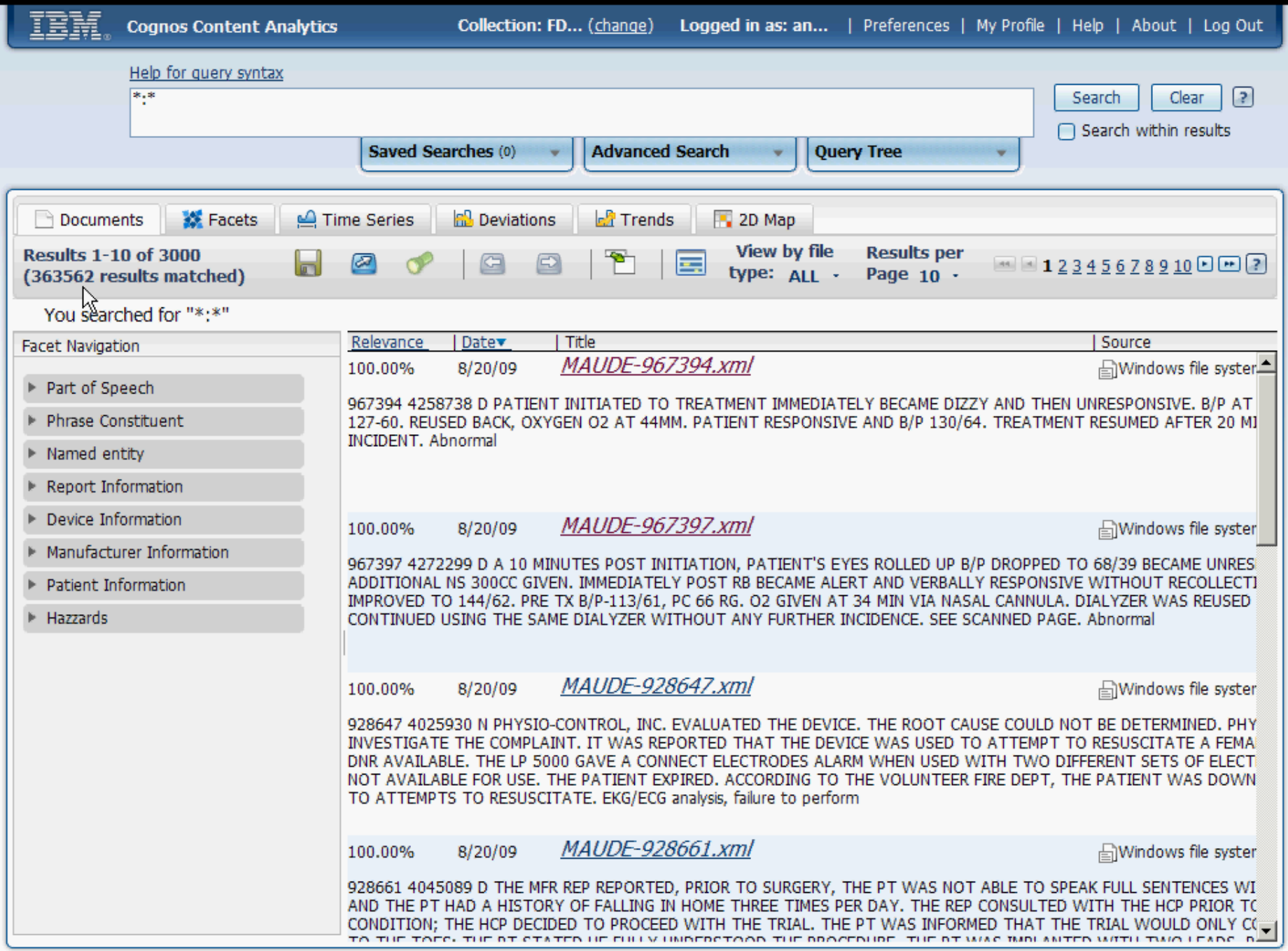
Search MedWatch

go

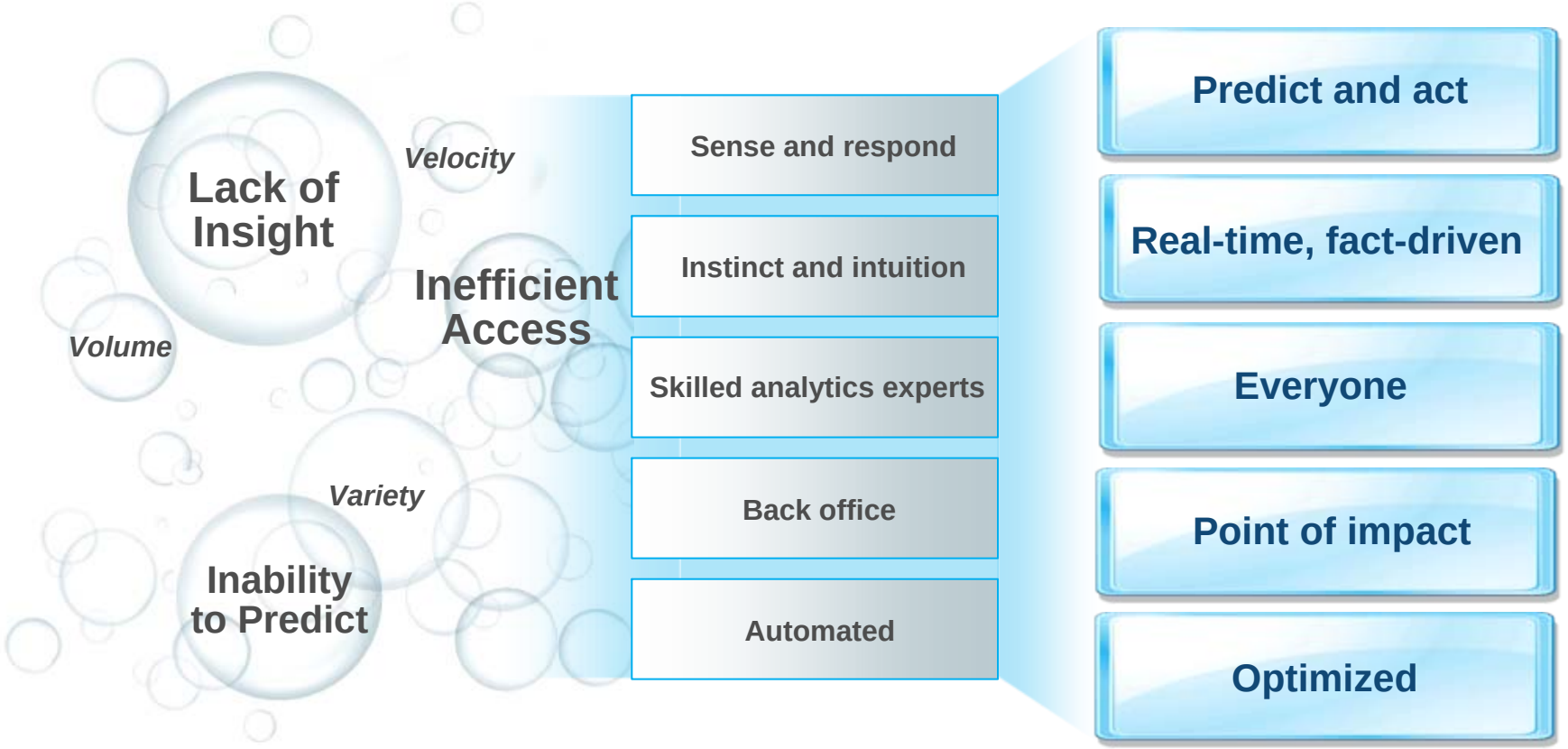
Food and Drug Administration MEDWATCH

Your FDA gateway for finding clinically important safety information and reporting serious problems with human medical products.

IBM

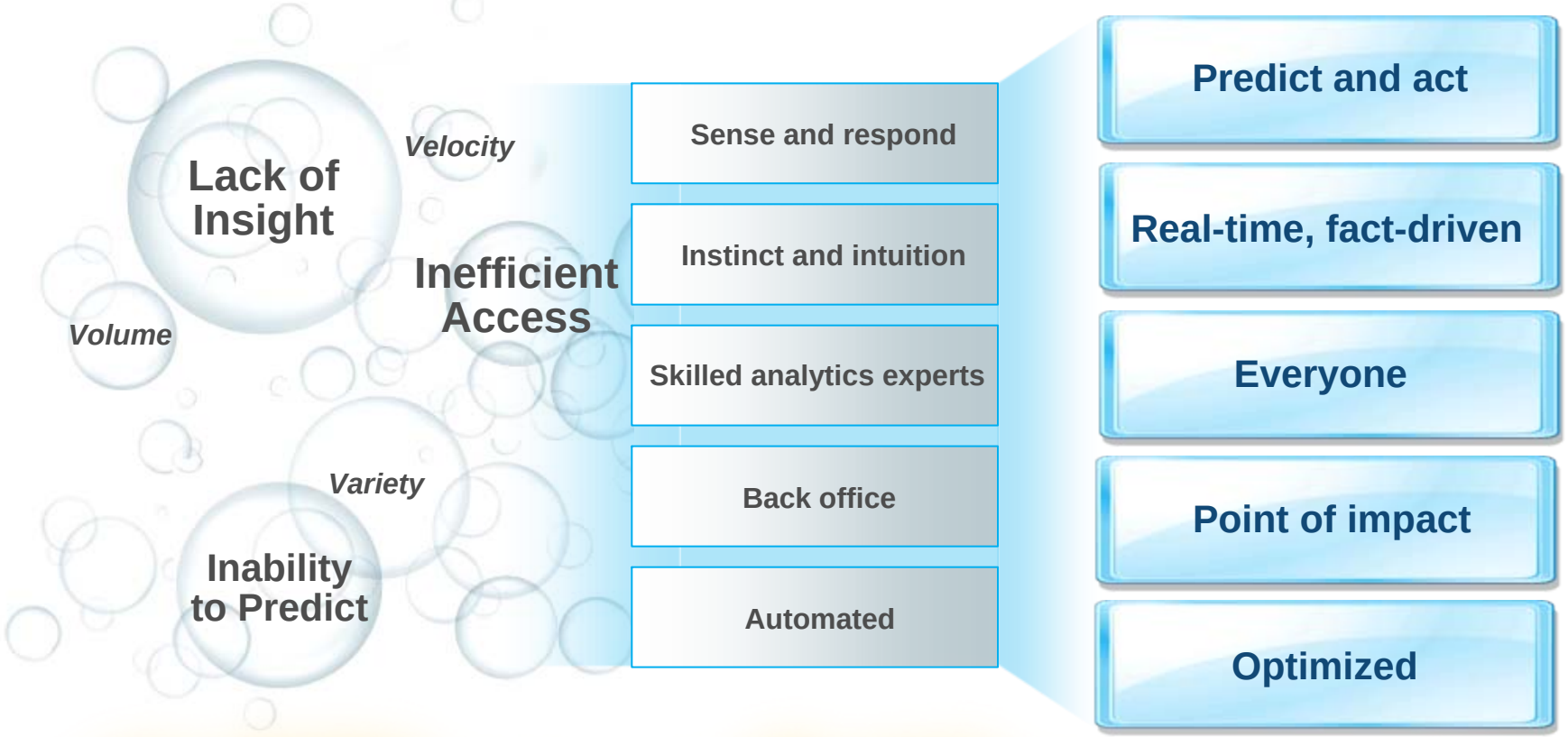

IBM
Cognos Content Analytics
Collection: FD... (change)
Logged in as: an...
Preferences
My Profile
Help
About
Log Out
Help for query syntax
:
Search
Clear
Search within results
Saved Searches (0)
Advanced Search
Query Tree
Documents
Facets
Time Series
Deviations
Trends
2D Map
Results 1-10 of 3000
(363562 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
Part of Speech
Phrase Constituent
Named entity
Report Information
Device Information
Manufacturer Information
Patient Information
Hazzards
Relevance
Date
Title
Source
100.00% 8/20/09 MAUDE-967394.xml Windows file syster
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 MAUDE-967397.xml Windows file syster
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 MAUDE-928647.xml Windows file syster
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 FEMA
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 MAUDE-928661.xml Windows file syster
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 C

New ways of working to optimize decisions and actions



IBM

New ways of working to optimize decisions and actions



Office of Finance

IBM

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

IBM

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

IBM

PPO Dashboard

Selected Location: Total Company

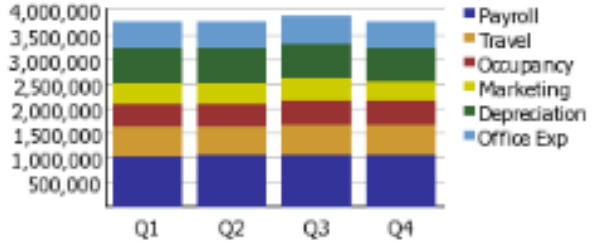
Total Company | Finish

Plan to Target Metrics

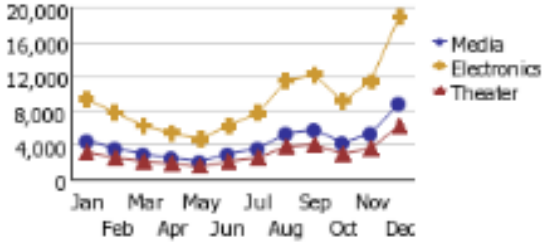
	Latest Forecast	Target	Variance	
Gross Revenue	199,495,000	199,550,000	(55,000)	
Gross Margin	30,500,000	30,450,000	50,000	
Total Expense	15,600,000	14,941,846	(658,154)	
Net Profit	15,340,000	15,508,154	(168,154)	
Headcount	45	56	(11)	

Version 2 Annual Expenses

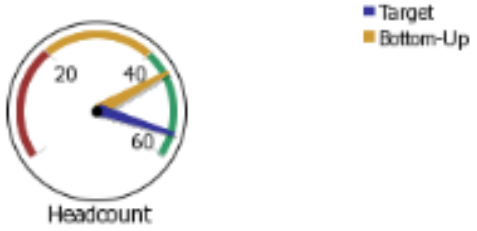
Version 2 Expense Trends



Product Revenue (000's)



Headcount - Target vs Bottom-Up



Income Statement | Revenue | Revenue V2 vs V1 | Employee Plan | Phased Costs | Capital Input | Line Item Detail | Expenses Chart

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%	
Gross Margin	36,878,446	36,878,446	0	.0%	
6099 PAYROLL	514,258	514,258	0	.0%	
6199 OFFICE EXPENSE	251,700	251,700	0	.0%	
6299 TRAVEL	536,298	536,298	0	.0%	
6399 OCCUPANCY	420,000	420,000	0	.0%	
6499 MARKETING	9,750	9,750	0	.0%	
6599 DEPRECIATION	136,429	136,429	0	.0%	
Total Operating Expense	1,868,435	1,868,435	0	.0%	
Net Profit	35,010,011	35,010,011	0	.0%	
Headcount	6	6	0	.0%	

Top | Page up | Page down | Bottom Page 1 of 1

| Current Owner: Joe Perry

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

IBM

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

IBM

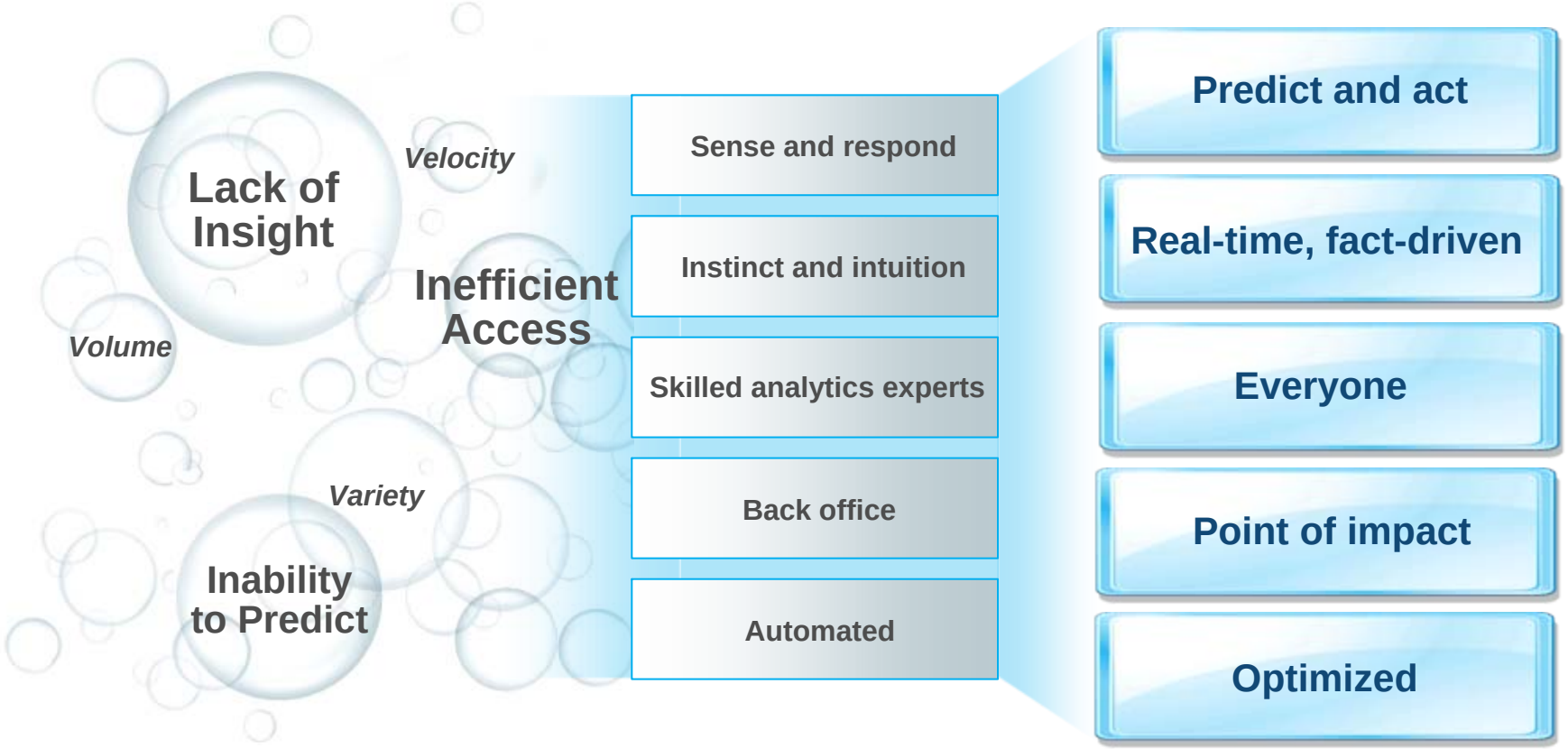
Enterprise Planning, Budgeting and Forecasting

- Continuous planning
- Driver based planning
- Best-practice Blueprints

Rich client for improved user experience, personalization, and simplified deployment

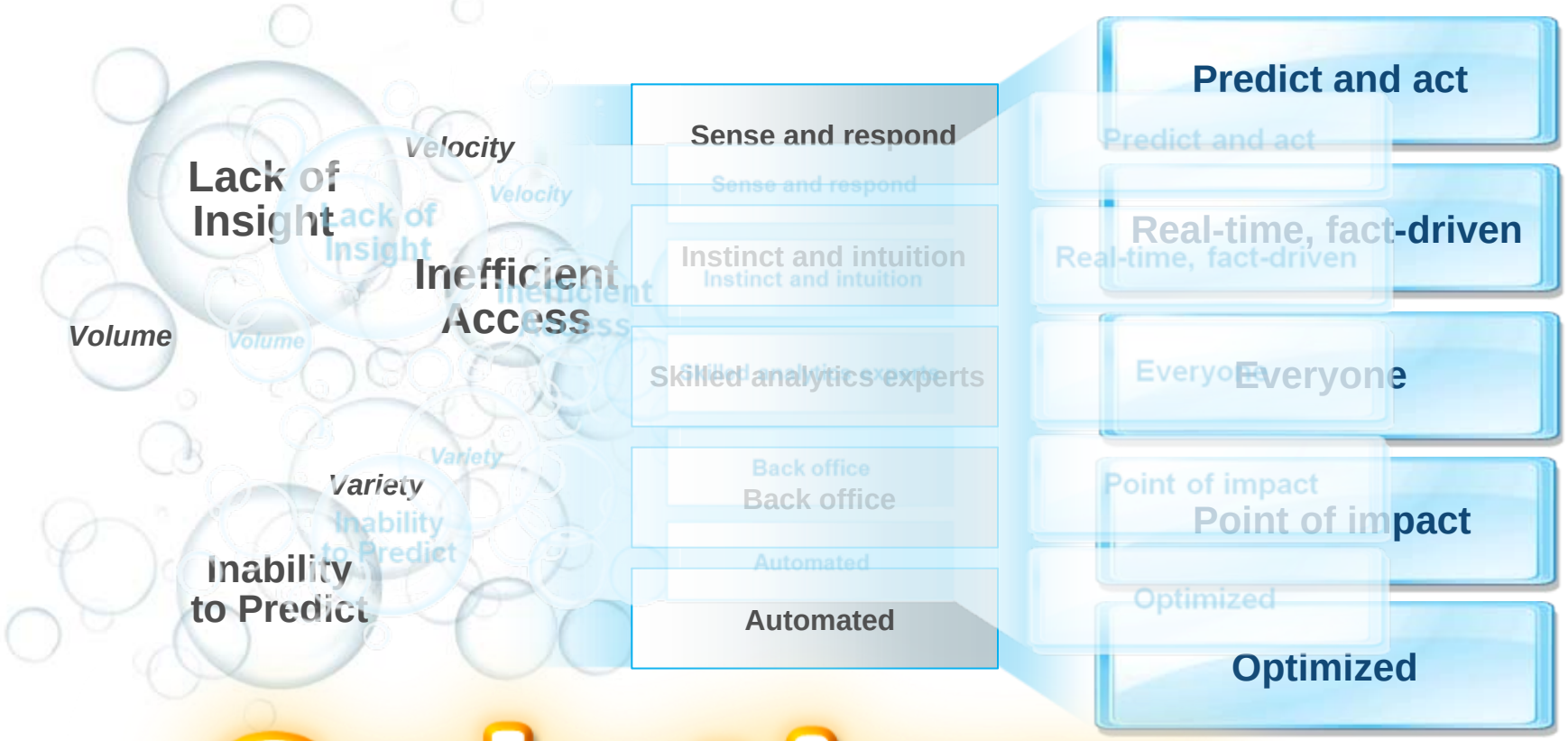
More info about FPM: in the FPM breakout session in room 6/7 (14.10 hr) or visit the FPM demopod

New ways of working to optimize decisions and actions



IBM

New ways of working to optimize decisions and actions



Solutions

IBM

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

IBM

New Analytic Applications

IBM Cognos Performance

DEMO

Sales Analytics

IBM

Industry and Functional Domain Accelerators

IBM Cognos
Innovation Center
for Performance Management

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

IBM

IBM Cognos Blueprints

DISTRIBUTION

EDUCATION

GOVERNMENT

COMMUNICATIONS

HEALTHCARE

BANKING

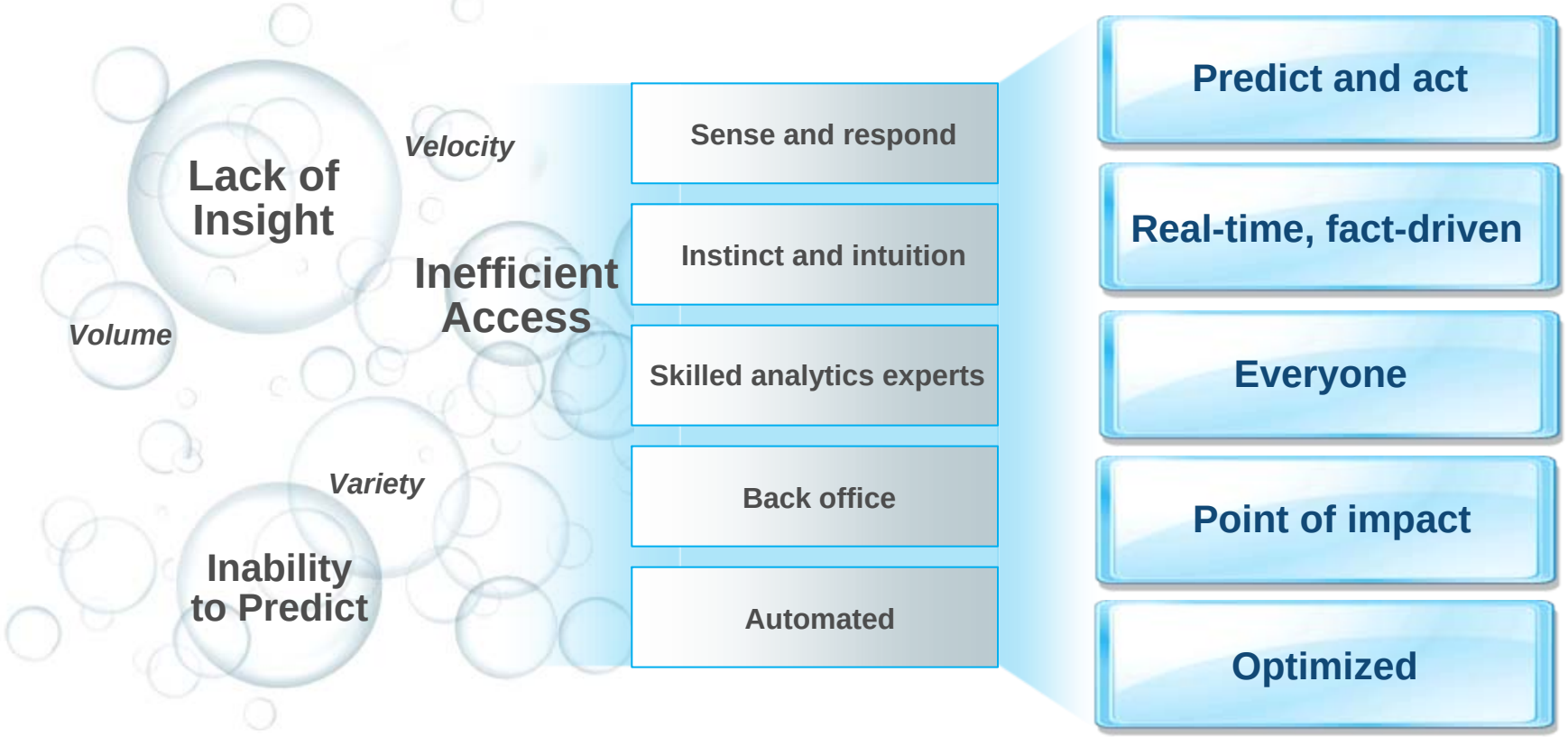
INDUSTRIAL

LIFE SCIENCES

INSURANCE

IBM

New ways of working to optimize decisions and actions



New ways of working to optimize decisions and actions

BI and Performance Management Platform

IBM

IBM Cognos Performance

PowerPlay

Personalized dashboards

Location-aware mobile access

New planning interface

Annotations

Search-assisted authoring

Enhanced charting

Universal BI and PM capabilities

Flexible access and interactivity

Business dimension modeling

IBM Cognos 8

Tight TM1 integration

Business modeling

Enterprise-class SOA platform

Data lineage

Model advisor

System management methodology

Mashup Service

IBM

IBM Cognos Performance

Reports

Ad-hoc queries

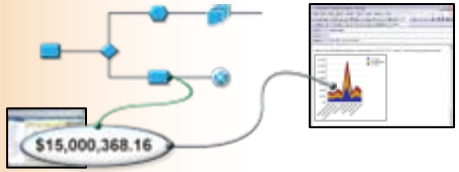
Analysis

Scorecards

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

IBM Cognos 8 Mashup Service

Applications



Processes

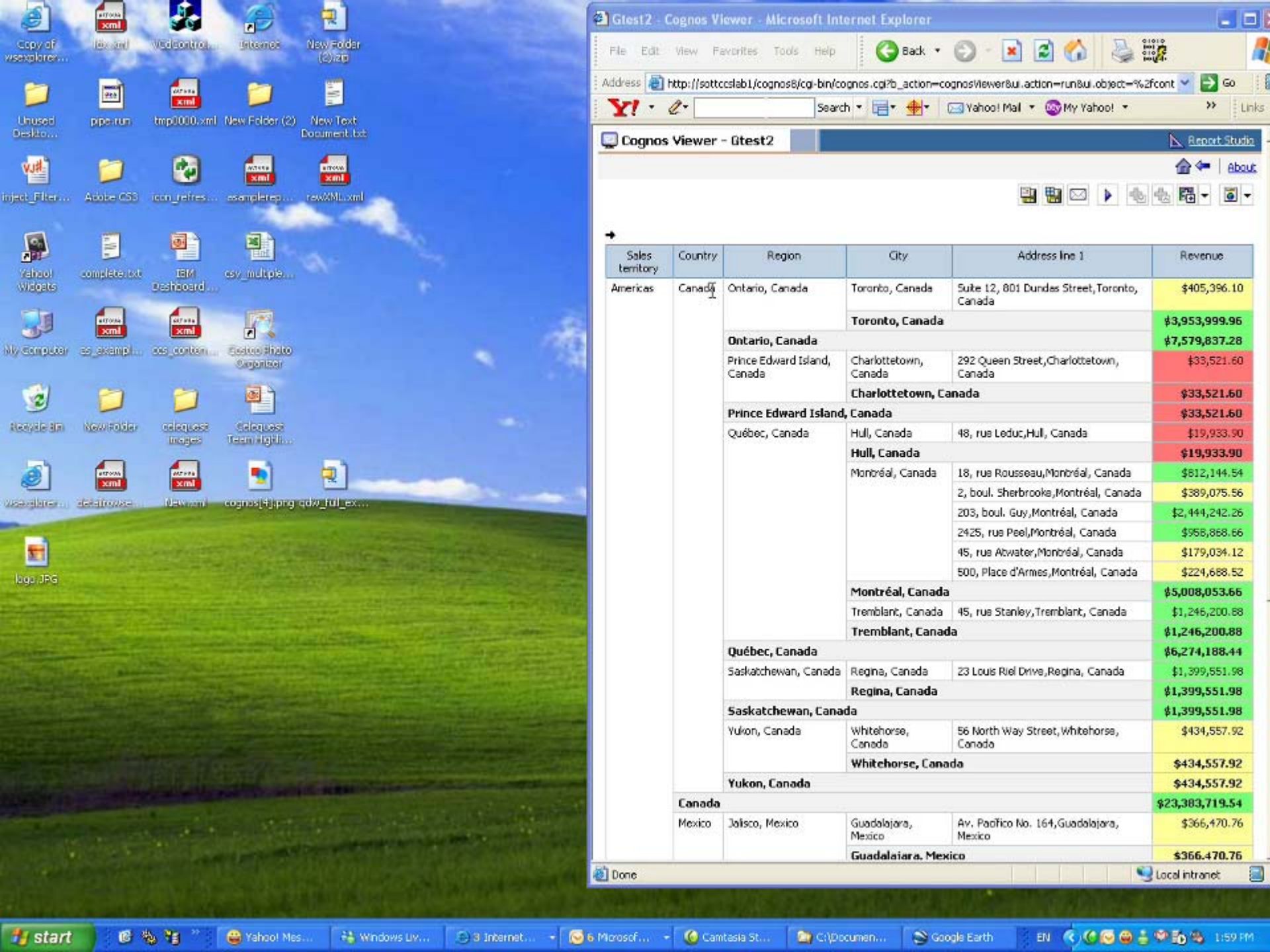
Mashups

Visualizations

IBM

DEMO

Cognos Mashup Service


Gtest2 - Cognos Viewer - Microsoft Internet Explorer
Cognos Viewer - Gtest2
Report Studio
About
Sales territory
Country
Region
City
Address line 1
Revenue
Americas
Canada
Ontario, Canada
Toronto, Canada
Suite 12, 801 Dundas Street,Toronto, Canada
$405,396.10
Toronto, Canada
$3,953,999.96
Ontario, Canada
$7,579,837.28
Prince Edward Island, Canada
Charlottetown, Canada
292 Queen Street,Charlottetown, Canada
$33,521.60
Charlottetown, Canada
$33,521.60
Prince Edward Island, Canada
$33,521.60
Québec, Canada
Hull, Canada
48, rue Leduc,Hull, Canada
$19,933.90
Hull, Canada
$19,933.90
Montréal, Canada
18, rue Rousseau,Montréal, Canada
$812,144.54
2, boul. Sherbrooke,Montréal, Canada
$389,075.56
203, boul. Guy,Montréal, Canada
$2,444,242.26
2425, rue Peel,Montréal, Canada
$956,868.66
45, rue Atwater,Montréal, Canada
$179,034.12
500, Place d'Armes,Montréal, Canada
$224,688.52
Montréal, Canada
$5,008,053.66
Tremblant, Canada
45, rue Stanley,Tremblant, Canada
$1,246,200.88
Tremblant, Canada
$1,246,200.88
Québec, Canada
$6,274,188.44
Saskatchewan, Canada
Regina, Canada
23 Louis Riel Drive,Regina, Canada
$1,399,551.98
Regina, Canada
$1,399,551.98
Saskatchewan, Canada
$1,399,551.98
Yukon, Canada
Whitehorse, Canada
56 North Way Street,Whitehorse, Canada
$434,557.92
Whitehorse, Canada
$434,557.92
Yukon, Canada
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Canada
$23,383,719.54
Mexico
Jalisco, Mexico
Guadalajara, Mexico
Av. Pacifico No. 164,Guadalajara, Mexico
$366,470.76
Guadalajara, Mexico
$366,470.76
Done
Local intranet

IBM Cognos Performance

Open & Heterogenous

INFOSPHERE CUBING SERVICES...
COGNOS 8 POWERCUBE
COGNOS TM1
ORACLE OLAP
MICROSOFT ANALYSIS SERVICES
SAP NetWeaver Business Warehouse
TERADATA AJIS
ESSBASE

OLAP SOURCES

IBM DB2
Microsoft Access
SYBASE
TERADATA
Microsoft SQL Server
IBM INFORMIX
Netezza
Oracle

RELATIONAL SOURCES

COGNOS NOW!...
SAP R/3
ORACLE
SSA
SIEBEL
PEOPLESOFT
COGNOS 8 PLANNING
BEA WEBLOGIC
SALESFORCE

APPLICATION SOURCES

MESSAGE SOURCES

JDBC
ODBC
XML
TIBCO EMS...
IBM WBI SERVER FOUNDATION
WSDL...
IBM WEBSPHERE MQ

MODERN & LEGACY SOURCES

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IBM

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®

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IBM

DEMO

SAP

Start of My Day - SAP NetWeaver Portal - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://sapdemo.ottawa.ibm.com:50000/irj/portal Go

Welcome TRAINM, Help | Log Off SAP

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

Cognos Navigator

Cognos > Public Folders > SAP Demo

Entries: 1 - 10

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

Cognos Search

Search: Full text and all fields

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 Viewer

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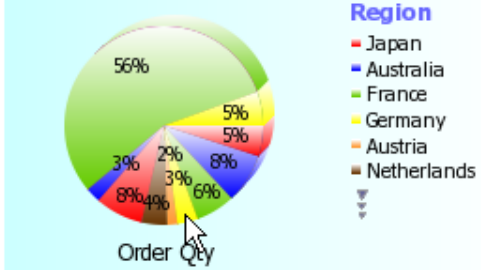
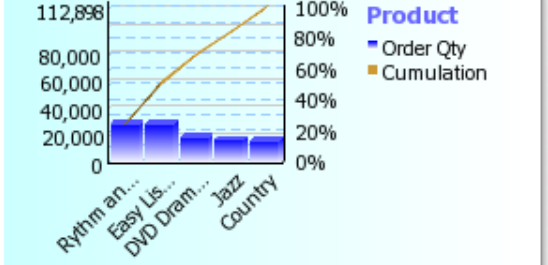
Sales Activity Dashboard

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

Done Internet

More info about BI in the BI breakout session in room 6/7 (12.30 hr) or visit the BI demopod

More info about Training and Services in the breakout session in room 6/7 (14.50 hr) or visit the demopod

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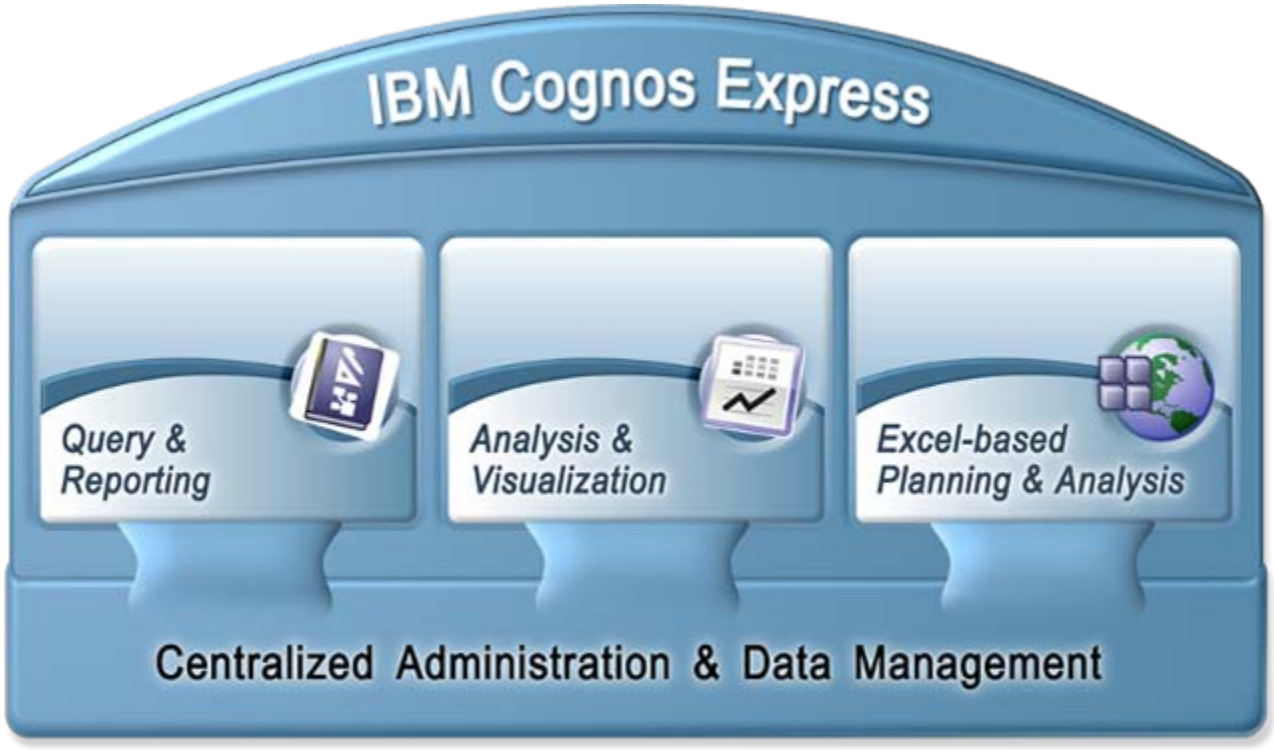

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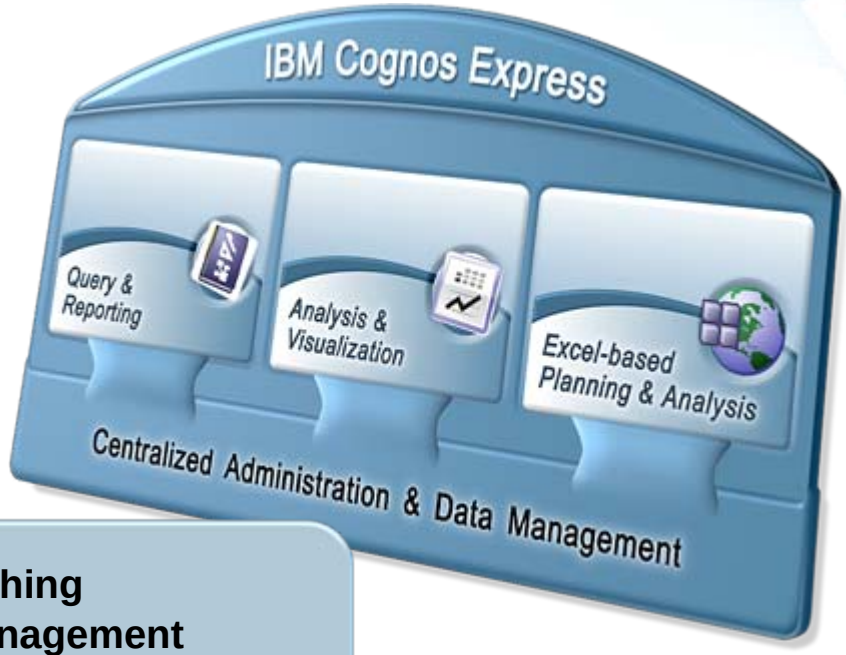

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