



# IBM PERFORMANCE EVENTS

Smarter Decisions. Better Results.

# Business Application Usage Evolution

René van der Steeg  
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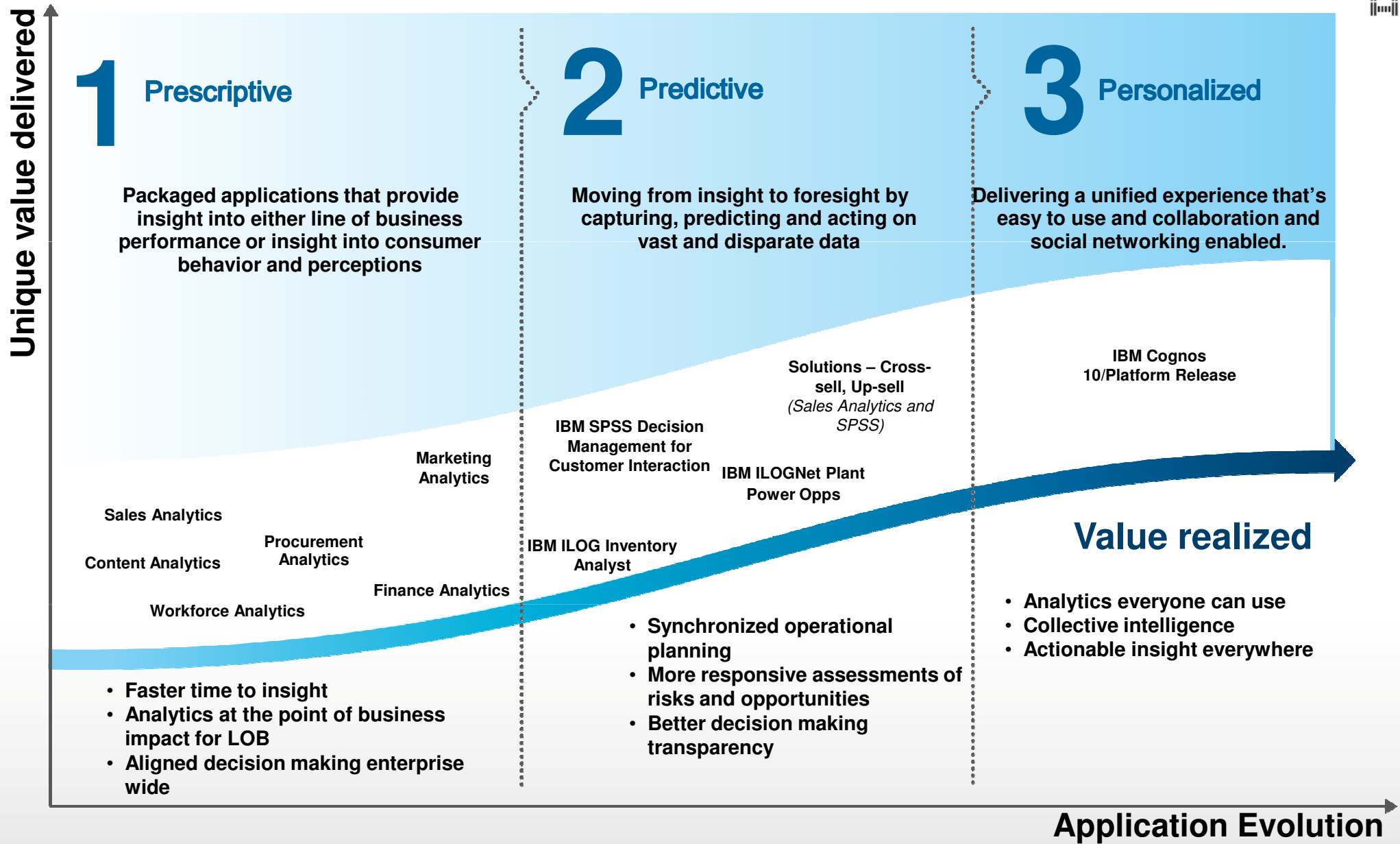
"They want Google to tell them what they should be doing next ... it will be very hard for people to watch or consume something that has not in some sense been tailored for them."

*Eric Schmidt, Google CEO, August 14, 2010, Wall Street Journal*

# Analytics-driven Organizations Can Answer...



# Business Application Useage Evolution



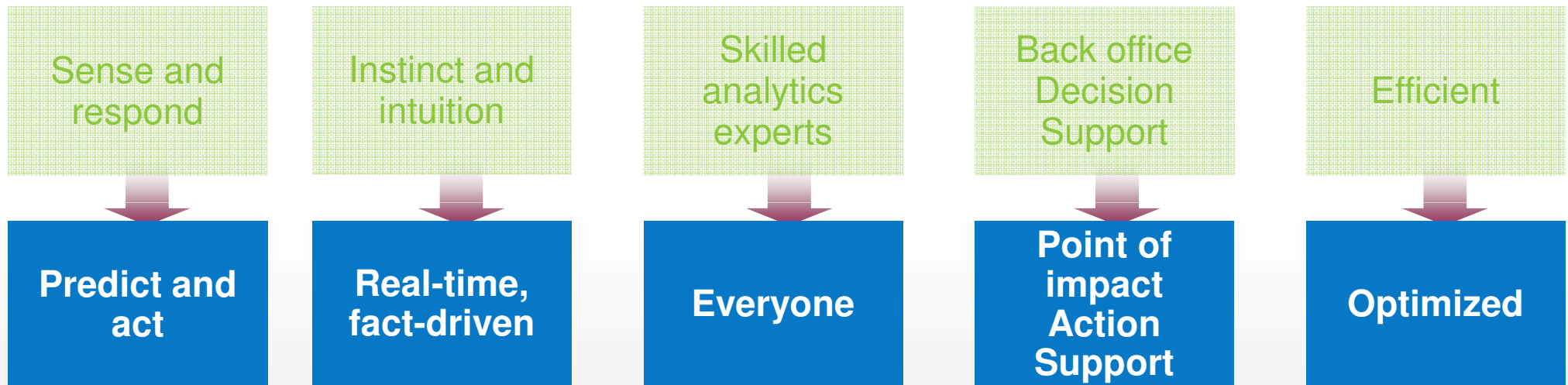
# Competitive Advantage Requires Information Access and Speed



**4 in 5** business leaders see **information** as a source of **competitive advantage**

**1 in 2** don't have **access to information** across their organizations needed to do their jobs

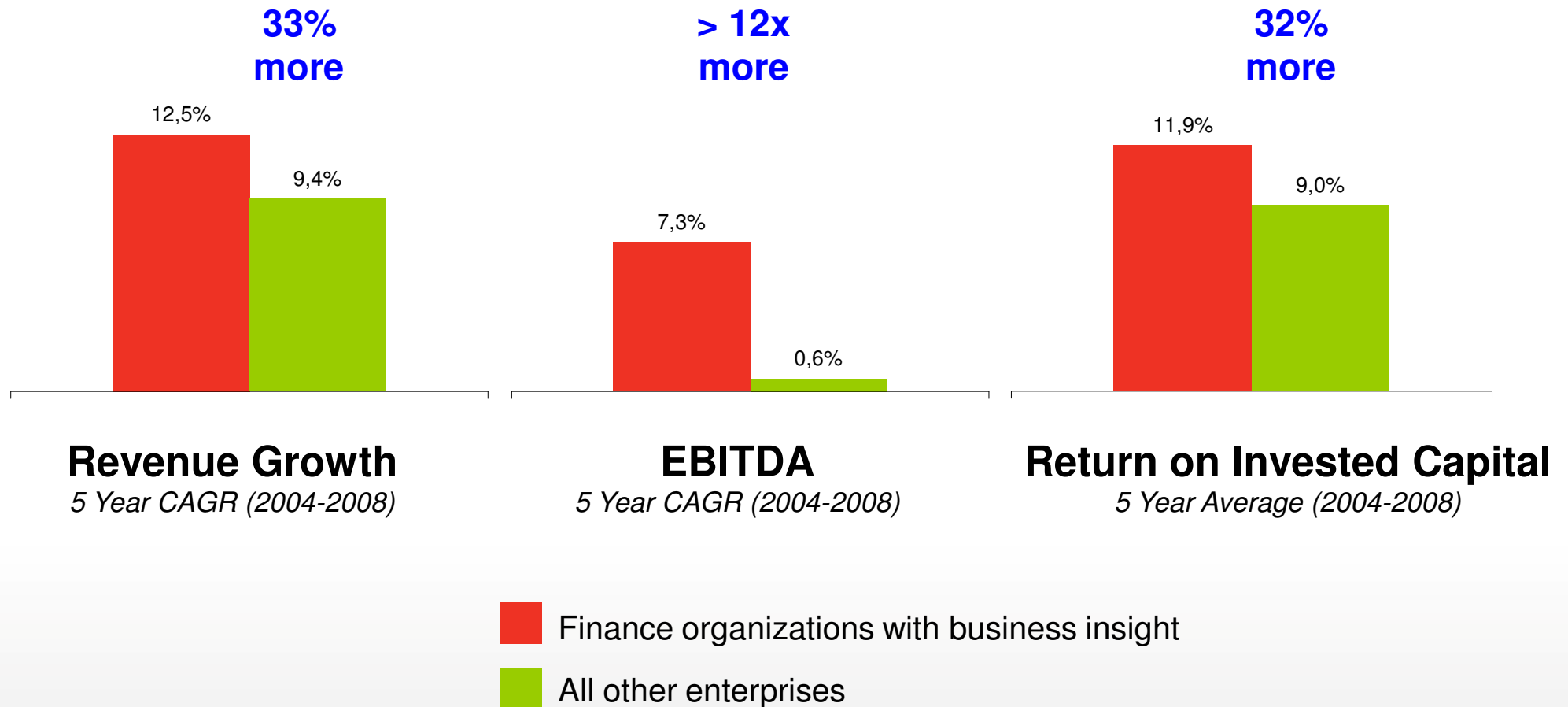
**1 in 3** business leaders frequently make **critical decisions without information** they need



Source: Business Analytics and Optimization for the Intelligent Enterprise, April 2009. [www.ibm.com/gbs/intelligent-enterprise](http://www.ibm.com/gbs/intelligent-enterprise)



# Companies that Invest in “Business Insight” Consistently Outperform



Revenue Growth: N = 580; EBITDA: N = 435; ROIC: N = 606  
 Source: IBM Global Business Services, The Global CFO Study 2010







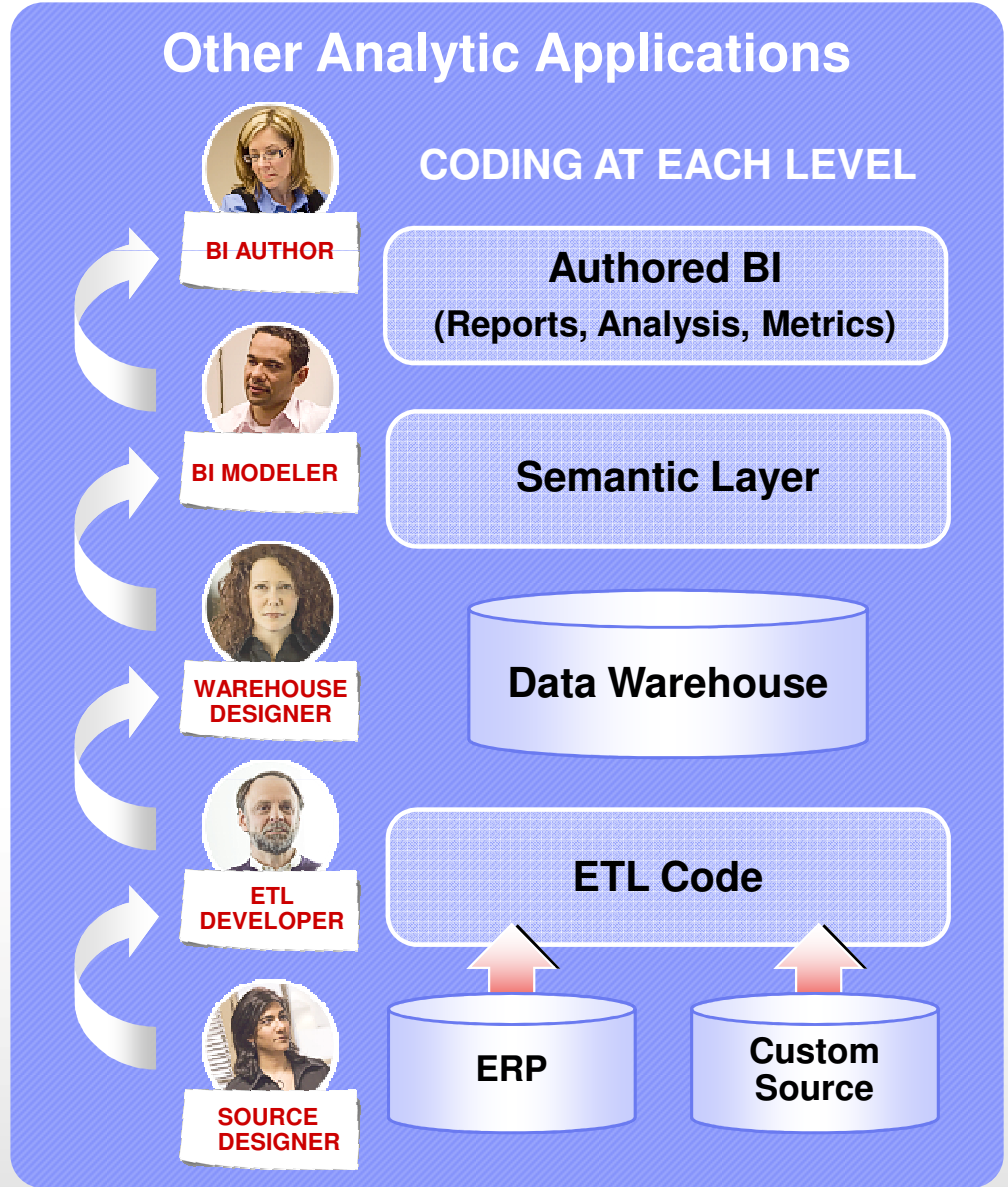
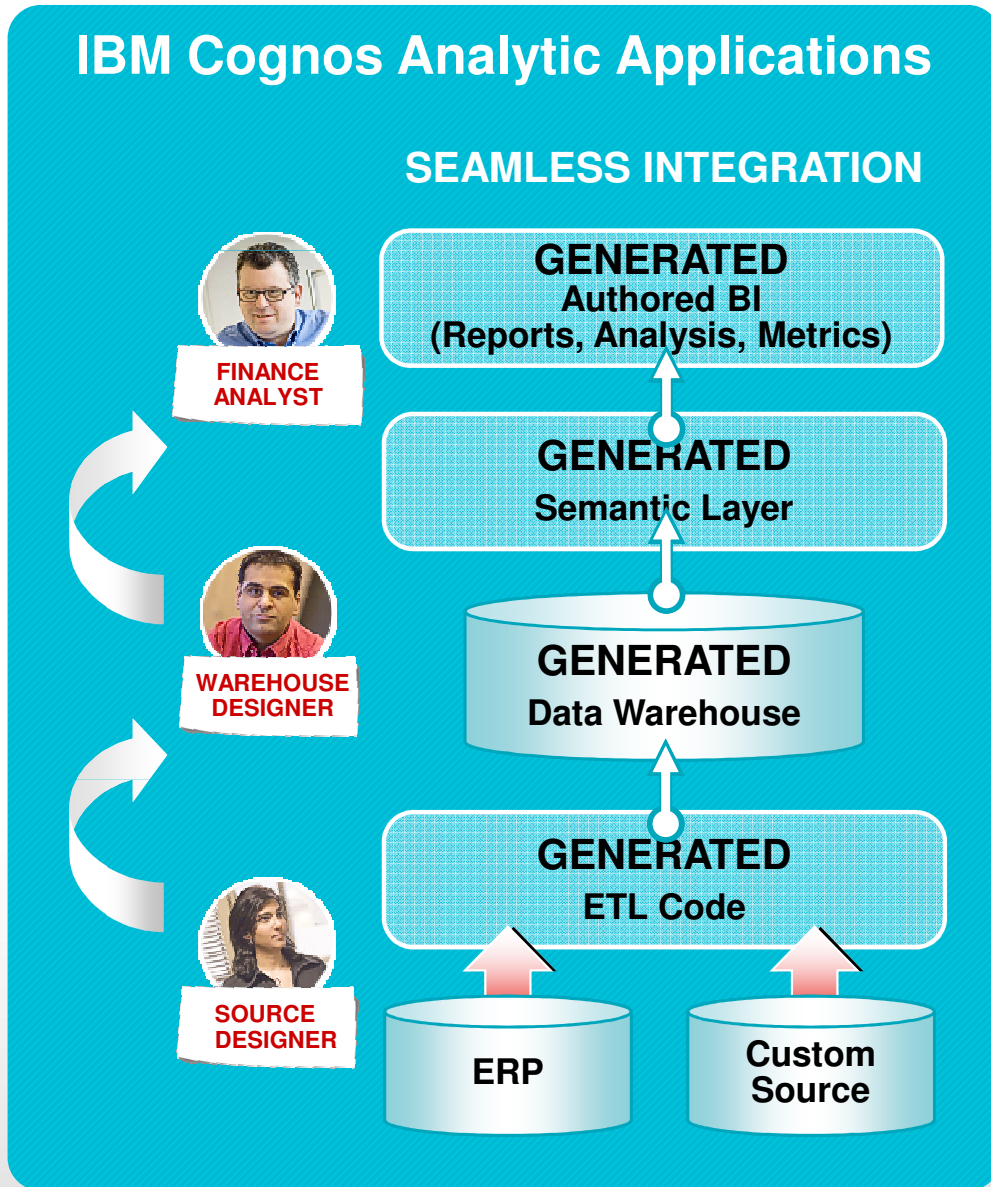
# Prescriptive

# IBM Cognos Analytic Applications



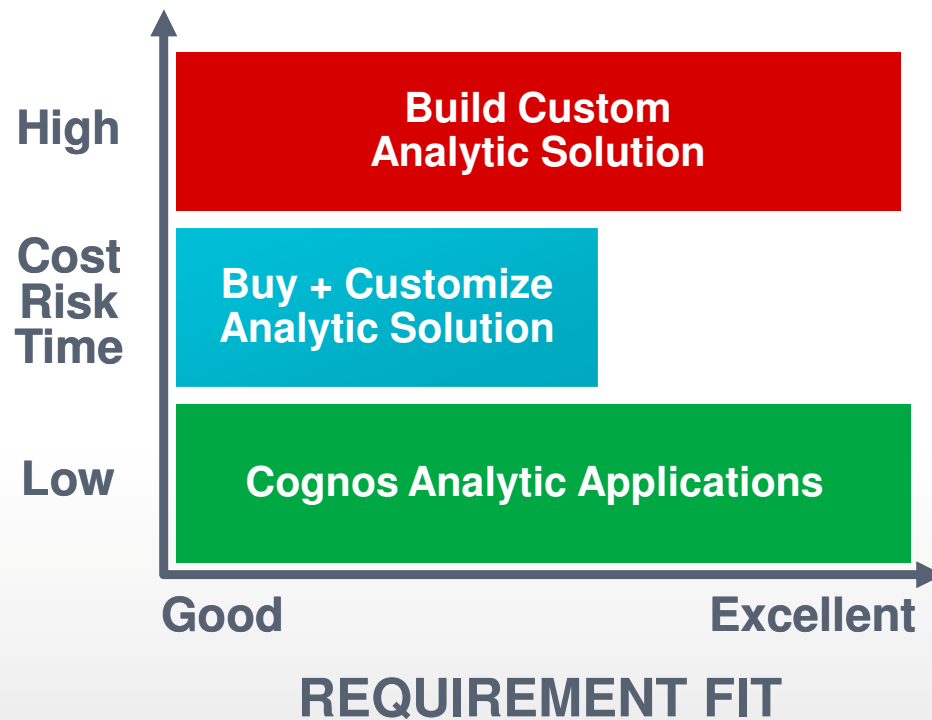
- Faster insight drives smarter, faster decisions and action
- Consistent measurement of business performance and strategy execution
- Anticipate and explore new opportunities
- More effective management of risks and controls

# How do the Analytic Applications distinguish?



# The Right Fit; The Right Price

Excellent Requirement Fit  
with the Cost of a Packaged  
Analytic Application



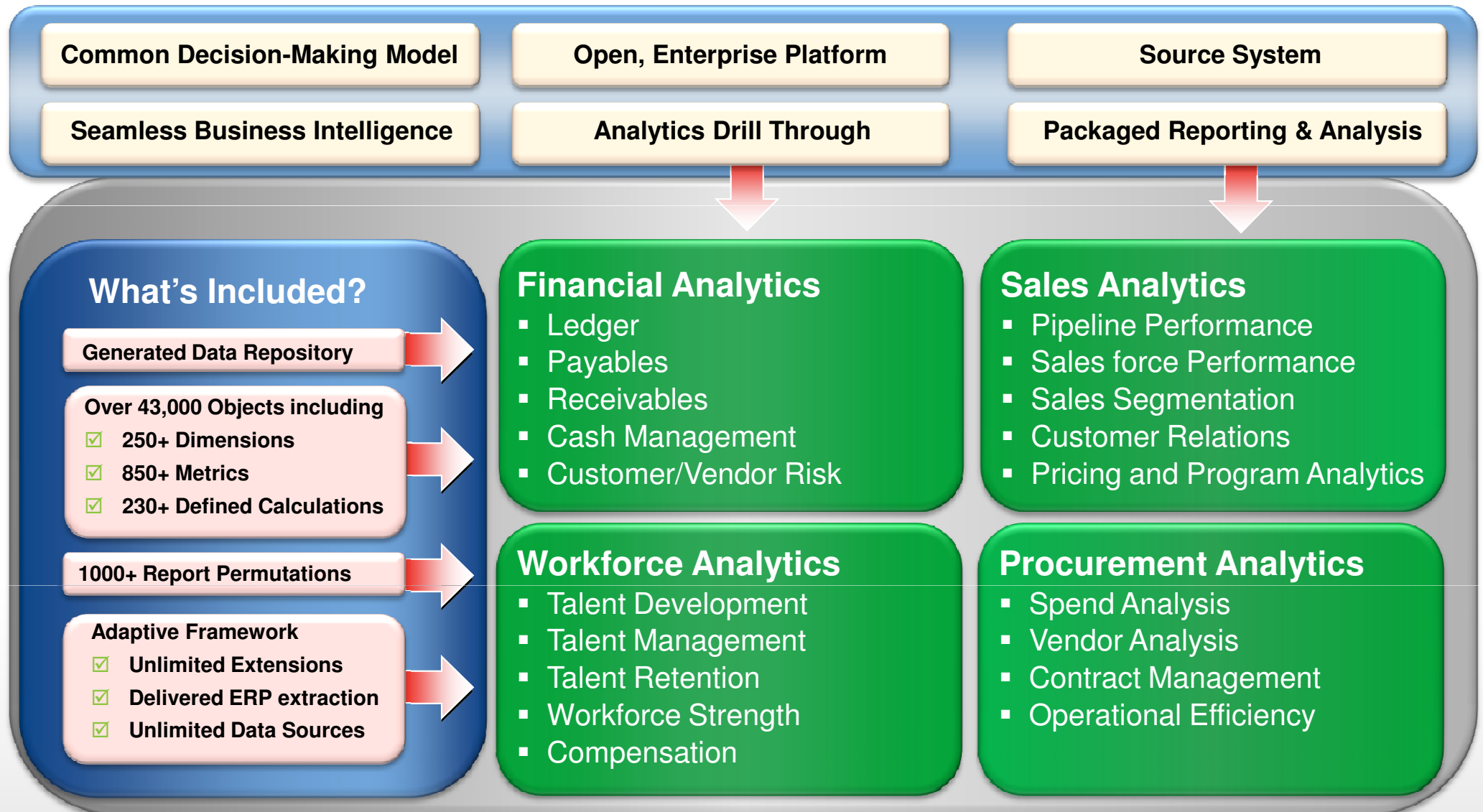
“We searched the market and found that the IBM Cognos Analytic Applications is the **best platform for delivering packaged applications**”

Myron Weber, CTO  
Parson Consulting

“a hugely powerful platform. It's a revolution... to provide information to finance and all this in a few days... **This is purely and simply a phenomenon.**”

Pharmaceuticals

# What's in the Box...





**Predictive**

# Continuum of Decision Making

## Tactical Decisions (Run the Business)

- *Routine*
- *Frequent*
- *Structured*
- *Automatable*

...

## Strategic Decisions (Transform the Business)

- *Ad Hoc*
- *High Value*
- *Collaborative*
- *Complex*

# SPSS and Analytic Applications – Insight to Foresight

Customer Analytics, Cross-sell and Up-sell



## Analytic Applications

## Predictive Analytics

Analytics for Assessing Today

### IBM Cognos Customer Performance Sales Analytics

#### SALES PIPELINE PERFORMANCE

- Pipeline Health
- Pipeline Conversion

#### SALES FORCE PERFORMANCE

- Sales Organization
- Representative

#### SALES SEGMENTATION

- Channel
- Product
- Customer

#### CUSTOMER RELATIONS

- Customer Relations
- Fulfillment

#### PRICING & PROGRAM PERFORMANCE

- Pricing
- Program Analysis



V.P. Sales



V.P. Marketing

### SPSS

CUSTOMER PROFILING

AFFINITY & OFFER OPTIMIZATION

IMPACT ANALYSIS

Buying Behavior	Segmentation Analysis	Product Affinity
Offer Analytics	Sales Analysis	Campaign Analysis

Advanced Analytics for Engaging the Future

Product

Channel

Forecast/Plan

Organization

Customer



**Personalised**

# Personalize the insight

Create your personal feel, keep the standards provided by analytic apps

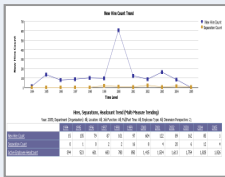
Drag-and-drop content

Do More...

Exploration & Analysis with *Business Insight Advanced*

App standards:

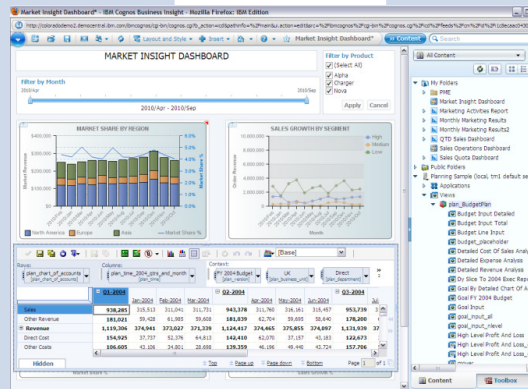
Reports & Analysis



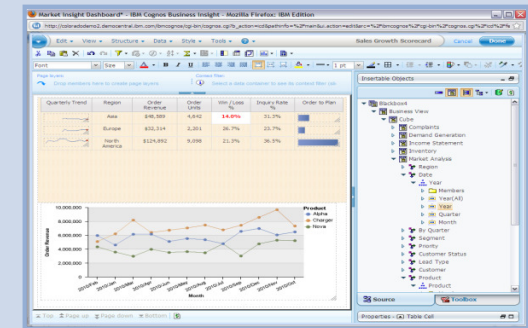
Dashboards



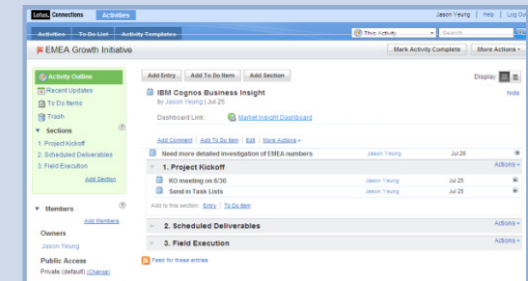
*Business Insight*



Unified BI workspace



Social Collaboration with *Lotus Connections*



# Prescriptive – Packaged Analytics @ Work

## Organization Needs



**V.P. Sales**

### Insight into revenue growth and sales force effectiveness:

- Consolidated summary of revenue and pipeline
- Sales force performance:
  - Variance analysis of forecast to actuals
  - Drill through to sales territory
  - Sales attrition compared to other departments
- Goal – Identify the facts associated with declining revenue in a to ascertain performance gaps and associated causes in specific regions

## Applications Deliver

- **Prescriptive – IBM Cognos Customer Performance Sales Analytics**
  - Consolidated insight of revenue and pipeline via sales executive dashboard
  - Drill through and down to specific packaged analytics in sales for individual sales rep quota attainment by region and comparative department attrition rates in workforce analytics

# Predictive – Insight and Foresight @ Work



## Organization Needs



**V.P.  
Marketing**

### Sales segmentation and likelihood of a channel to buy :

- Consolidated summary of customer, product and channel
- Advanced analytics (SPSS) to:
  - Determine potential sales by customer
  - Assess potential sales by segment
  - Evaluate the likelihood of customer purchase
- Goal – Accelerate revenue growth by assessing the potential of sales channels. Target specific customers based on analysis with specific marketing offers.

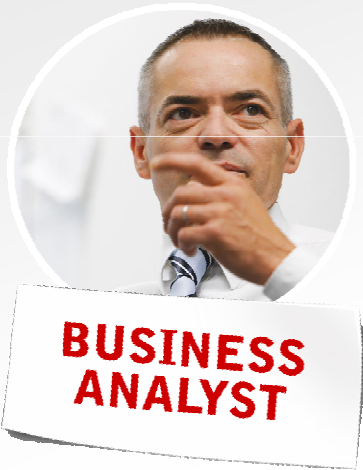
## Applications Delivers

- **Predictive – IBM Cognos Customer Performance Sales Analytics & SPSS**
  - Evaluate revenue performance with a macro view of sales segmentation via dashboard
  - Leverage SPSS to assess likelihood of these channels to buy
  - Incorporate SPSS analysis into Sales Analytics as standard reportings for sales and marketing

# Personalized – Packaged Analytics & C10 @ Work



## Organization Needs



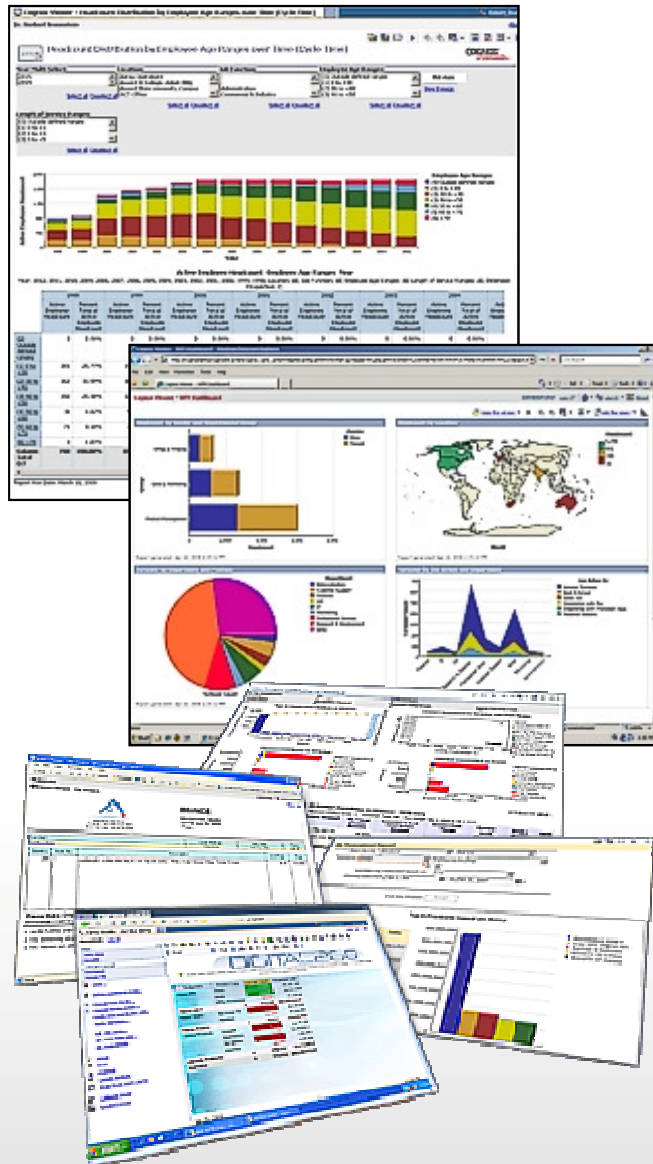
**Modify existing dashboard to meet specific reporting requirements for executives:**

- Consolidated view of analytic application reports via a Cognos 10.1 dashboard
  - Swaps out widget to personalize dashboard
  - Interacts with dashboard prompt – Drills up and down
  - Goes to content model for the application with new widget
  - Interacts with new report in analytic application
- Goal – Meet specific reporting requirements of executive management

## Cognos 10 & Apps Delivers

- **Personalized –**
  - Flexible easy to modify dashboard using i-widgets
  - Meet specific reporting request
  - Interact with new content

# Making Businesses Smarter



- A starting to point to a performance system with consistent reporting and analysis from multiple systems
- Faster time-to-value with packaged analytics
- Information leveraged as a strategic asset to affect business change
- Aligned business outcomes to manage risk and controls
- Smarter Decisions = Smarter Business