







"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...











Why?



What should we be doing?











OPERATIONS

Business Application Useage Evolution



Prescriptive

Packaged applications that provide insight into either line of business performance or insight into consumer behavior and perceptions

> Marketing Analytics

Sales Analytics

Procurement

Content Analytics

Analytics

Finance Analytics

Workforce Analytics

- Faster time to insight
- · Analytics at the point of business impact for LOB
- · Aligned decision making enterprise wide

Predictive

Moving from insight to foresight by capturing, predicting and acting on vast and disparate data

> Solutions - Crosssell, Up-sell (Sales Analytics and SPSS)

IBM SPSS Decision Management for **Customer Interaction**

IBM ILOGNet Plant Power Opps

IBM ILOG Inventory Analyst

- Synchronized operational planning
- More responsive assessments of risks and opportunities
- Better decision making transparency

Personalized

Delivering a unified experience that's easy to use and collaboration and social networking enabled.

> **IBM Cognos** 10/Platform Release

Value realized

- · Analytics everyone can use
- · Collective intelligence
- Actionable insight everywhere

Application 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

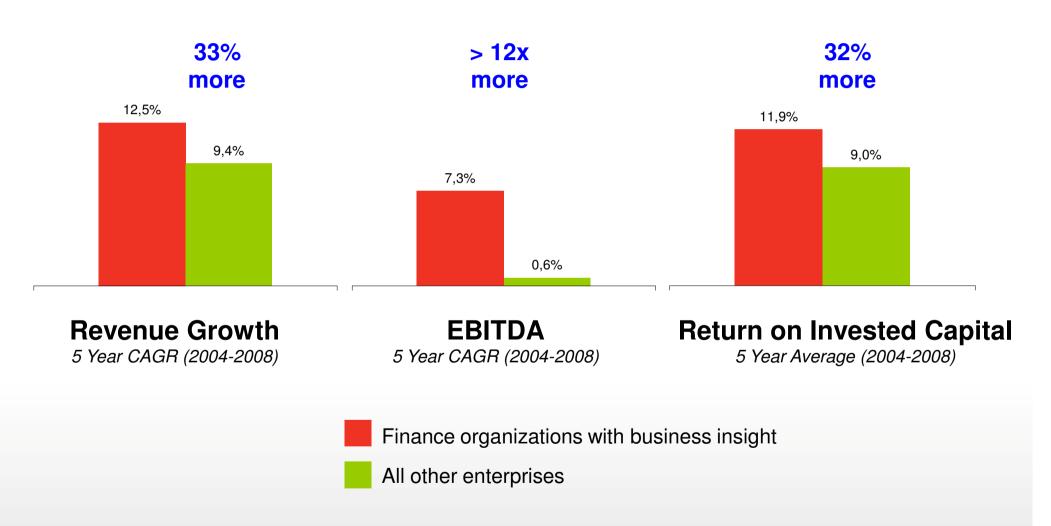


Source: Business Analytics and Optimization for the Intelligent Enterprise, April 2009. www.ibm.com/gbs/intelligent-enterprise





Companies that Invest in "Business Insight" Consistently Outperform



Revenue Growth: N = 580; EBITDA: N = 435; ROIC: N = 606







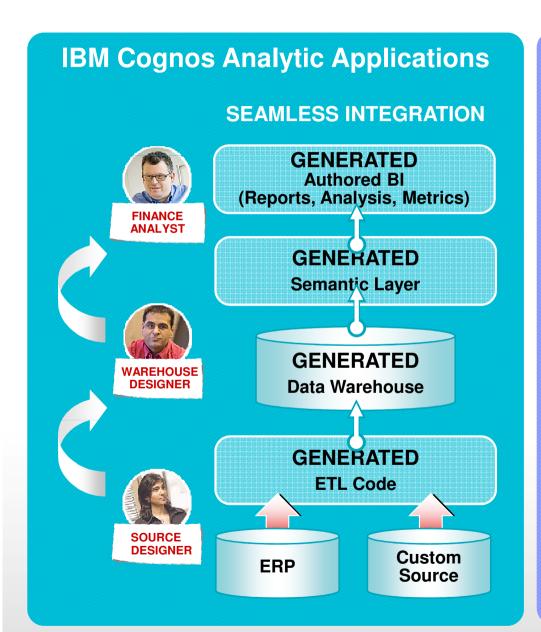
IBM Cognos Analytic Applications

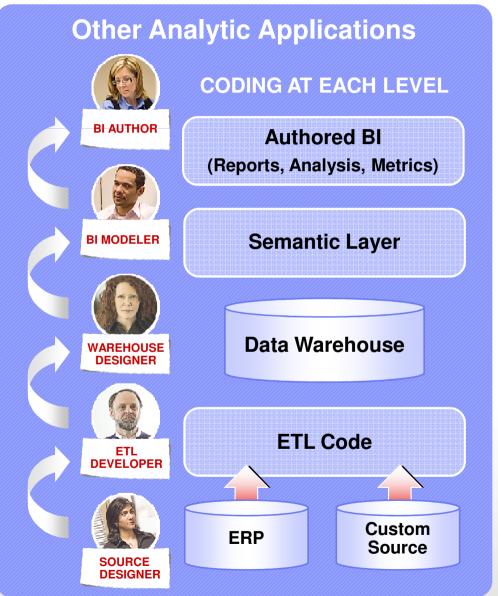


- Faster insight drives smarter, faster decisions and action
- Consistent measurement of business performance and strategy execution
- Anticipate and explore new opportunities
- More effective management of risks and controls

How do the Analytic Applications distinguish?

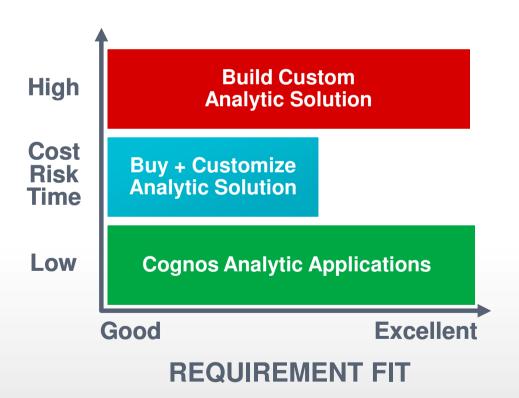






The Right Fit; The Right Price

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...



Common Decision-Making Model

Open, Enterprise Platform

Source System

Seamless Business Intelligence

Analytics Drill Through

Packaged Reporting & Analysis

What's Included?

Generated Data Repository

Over 43,000 Objects including

- ✓ 250+ Dimensions
- ✓ 850+ Metrics
- ☑ 230+ Defined Calculations

1000+ Report Permutations

Adaptive Framework

- Unlimited Extensions
- ☑ Delivered ERP extraction
- Unlimited Data Sources

Financial Analytics

- Ledger
- Payables
- Receivables
- Cash Management
- Customer/Vendor Risk

Workforce Analytics

- Talent Development
- Talent Management
- Talent Retention
- Workforce Strength
- Compensation

Sales Analytics

- Pipeline Performance
- Sales force Performance
- Sales Segmentation
- Customer Relations
- Pricing and Program Analytics

Procurement Analytics

- Spend Analysis
- Vendor Analysis
- Contract Management
- Operational Efficiency









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 SEGMENTATION

- Channel
- Product
- Customer

SALES FORCE PERFORMANCE

- Sales Organization
- Representative

CUSTOMERRELATIONS

- Customer Relations
- Fulfillment

PRICING & PROGRAM PERFORMANCE

- Pricing
- Program Analysis



V.P. Sales



V.P. Marketing

SPSS

CUSTOMER PROFILING

AFFINITY & OFFER OPTIMIZATION

IMPACT ANALYSIS

Buying	Segmentatio	Product
Behavior	n Analysis	Affinity
Offer	Sales	Campaign
Analytics	Analysis	Analysis

Product

Channel

Forecast/Plan

Organization

Customer

Advanced Analytics for Engaging the Future





Personalize the insight



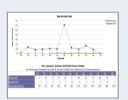
Create your personal feel, keep the standards provided by analytic apps

Drag-and-drop content

Do More...

App standards:

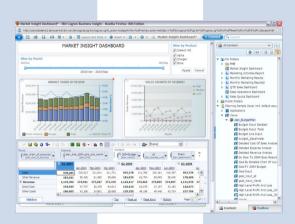
Reports & **Analysis**



Dashboards



Business Insight

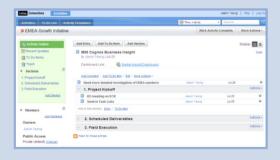


Unified BI workspace

Exploration & Analysis with Business Insight Advanced



Social Collaboration with Lotus Connections

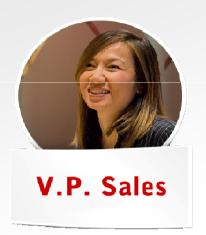




Prescriptive – Packaged Analytics @ Work



Organization Needs



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

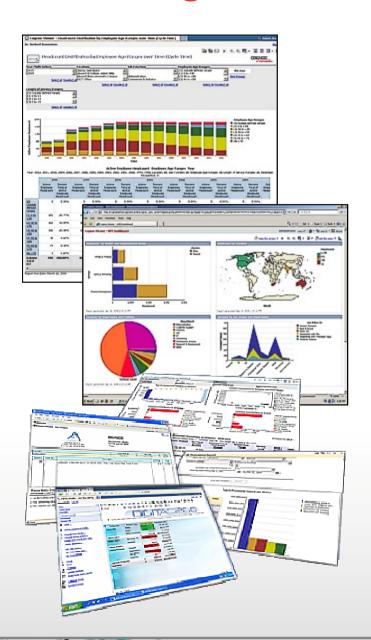
Cognos 10 & Apps Delivers

- 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

