



IBM PERFORMANCE EVENTS

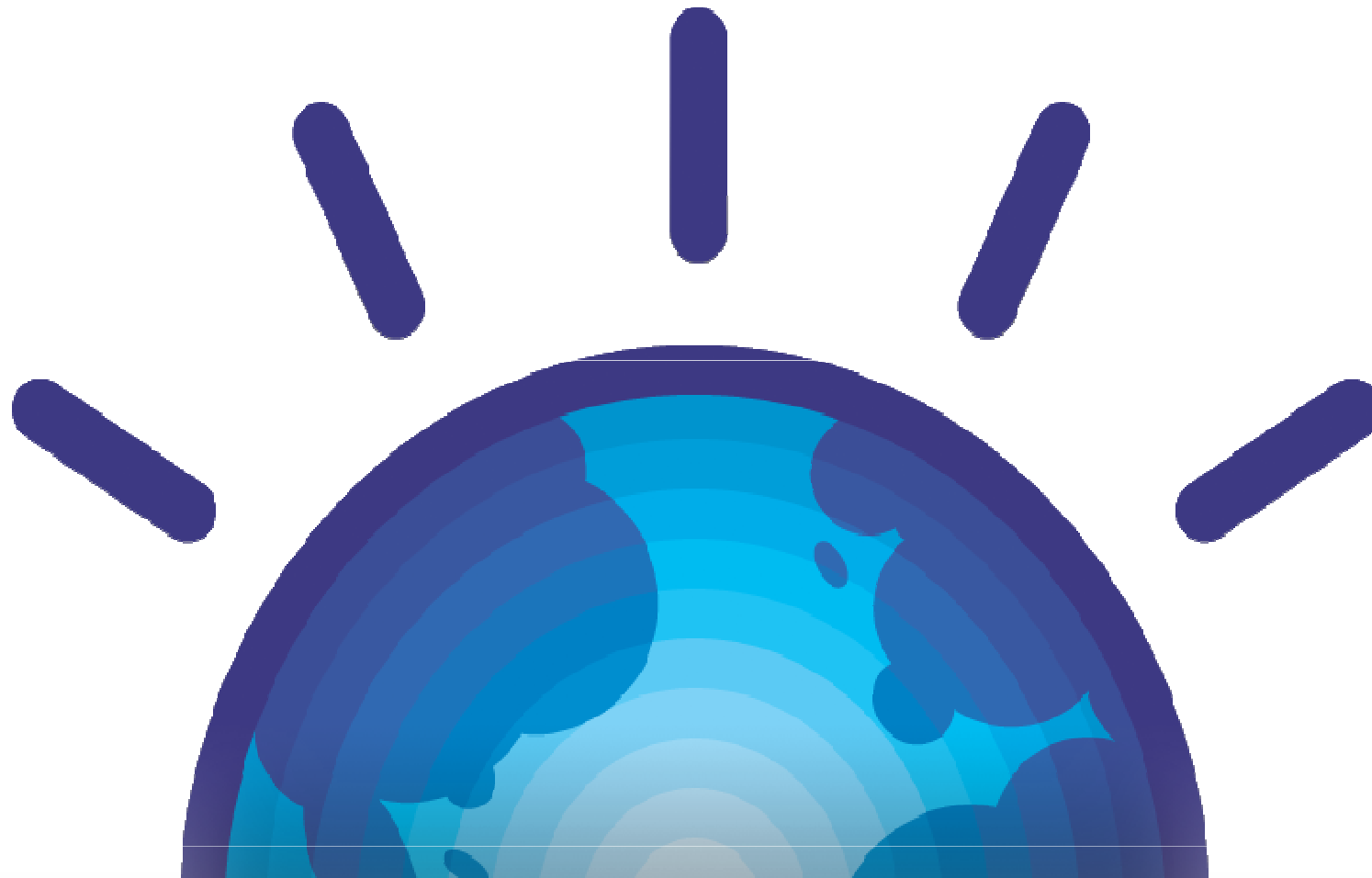
Smarter Decisions. Better Results.



IBM COGNOS 10: INTELLIGENCE UNLEASHED

Jack Esslink, IBM Visionair





***“Insight and foresight are linked with leadership.
It’s insight that helps to capture opportunity.”***

Zhou Ming, Executive Vice President and Secretary General, China Council for Int’l Investment Promotion (Source: IBM Global CEO Study, 2010)



Better
Outcomes



Smarter
Decisions



Actionable
Insights



Relevant
Information



**Generate
More Revenue**

Reduce Risk

**Predict Future Outcomes
with Greater Confidence**

Lower Costs



Saw weapons seizures grow 246%, gunfire incidents decrease 49% and homicide rates decline 40%...while reducing daily overtime costs by \$15k

– Richmond Police Department

Operations

Over \$300 million annually in customer fuel savings and fraud reduction

– Ceridian

HR

Product Development

Reduced waste and fraud by more than \$24 million unleashing resources to better serve customers

– Alameda County Social Services Agency

Generated productivity savings of 80% and increased compliance reporting scores from 57% to 97%

– Bancolombia

Customer Service

Finance

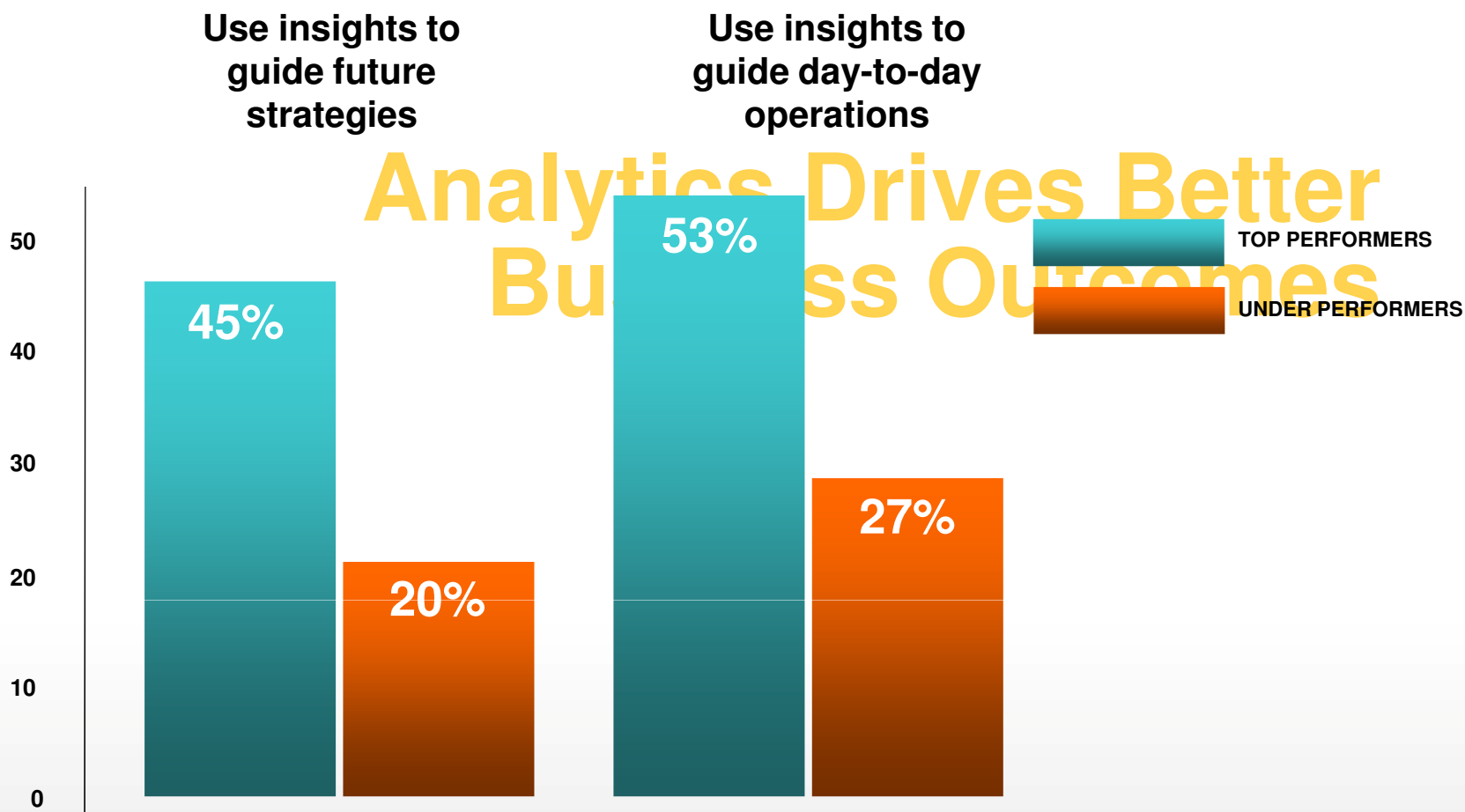
Created 600% increase in uptake of cross-sell campaigns, increased response rates 3% and reduced mailing costs by 20%

– First Tennessee Bank

Lowered Accounts Receivable over 60 days by 3.5%, freeing up \$200 million of cash

– Omnicom Group

Marketing



Source: IBM IBV and MIT Sloan Management Review. Groupings based upon respondent self-assessment for enterprise relative to industry peer group; top and lower performers were upper and lower 18%, respectively. N=2535. Full preview available at: <http://sloanreview.mit.edu/>

Anticipate



Shape

Business Outcomes

From...

Obstructed View

Distracted

Fragmented

Rigid

Reactive

To...

Aware

Focused

Aligned

Agile

Proactive

The Journey



**Better Business
Outcomes**

**Business Analytics
& Optimization**

**Performance
Management**

**Business
Intelligence**



Better Business Outcomes



Continued Innovation



- Cognos TM1

- Cognos Express

- Cognos 8 Mashup Service

- Content Analytics

- New Analytic Applications

- Smart Analytics System

- System z support

- Many Eyes

- Massive scale analytics

Business Analytics & Optimization Solutions

Industry Solutions



Financial Services



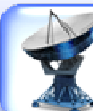
Public



Distribution



Industrial



Communications

Cross-Industry Solutions

Finance

Human Capital

Supply Chain / Operations

Customer

Business Analytics

Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

Information Management and Governance

Information Integration & Master Data Management
Data Warehousing

Content Management

Data Management

Workload Optimized Systems

Business Analytics & Optimization Solutions

Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

Cross-Industry Solutions

Finance

Human Capital

Supply Chain / Operations

Customer

 **OPENPAGES**
an IBM® Company

NEW

 **CLARITY SYSTEMS**
an IBM® Company

NEW

OpenPages software helps businesses establish and maintain a comprehensive compliance and risk management process across a variety of risk domains including operational risk, financial controls management, IT risk, compliance and internal audits.

Clarity software enables organizations to automate the process of collecting, preparing, certifying and controlling financial statements for electronic filing, in support of mandates by the SEC (including XBRL) and other financial regulatory agencies.

Business Analytics & Optimization Solutions

Industry Solutions

 Financial Services	 Public	 Distribution	 Industrial	 Communications
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Cross-Industry Solutions

Finance	Human Capital	Supply Chain / Operations	Customer
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Business Analytics

Business Intelligence	Predictive & Advanced Analytics	Financial Performance & Strategy Management	Governance, Risk & Compliance	Analytic Applications
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Information Management and Governance

Information Integration & Master Data Management
Data Warehousing

Content Management

Data Management

Workload Optimized Systems

Business Analytics & Optimization Solutions

Industry Solutions

Financial Services	Public	Distribution	Industrial	Communications
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Finance	Healthcare	Manufacturing / Retail	Customer
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Business Analytics

Business Intelligence	Predictive Analytics	COGNOS	Analytic Applications
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Information Management and Compliance

Integration & Master Data Warehousing	
Content Management	Data Management

Workload Optimized Systems



INTELLIGENCE UNLEASHED

INTELLIGENCE UNLEASHED

Freedom to **Think**

Connect with Others

and Simply **Do**



**Proven platform with
seamless upgrade.**

Freedom to Think

Unified workspace

All time horizons

Progressive interaction



IBM Cognos Business Insight

 [Create New](#)

 [Open Existing](#)



Favorites



My Workbench



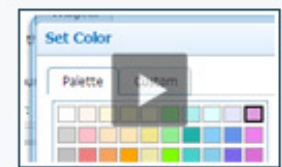
My Finance Workbench



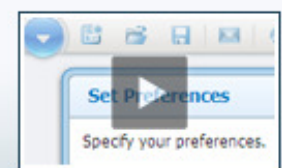
Employee Satisfaction Dashboard ...

How-to Videos

[Show all videos](#)



Customize your Dashboard
How to easily customize your dashboard style



Set your Preferences
How to easily set your preferences

Connect with Others

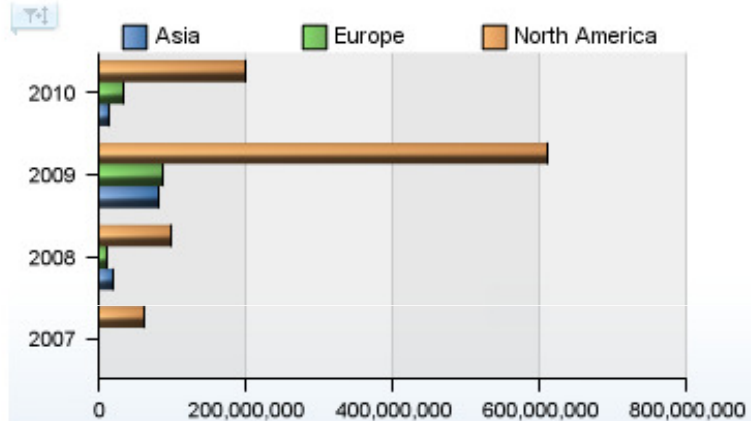
- Decision networks
- Business context
- Accountability



Regional Performance

Win/Loss Trend	Region	KPP	Sales Rep Days	Win / Loss %	Win / Loss Target
	North America		764	39.57%	
	Europe		278	30.06%	
	Asia		1,139	6.16%	

Revenue Performance



Headcount Forecast

[Base]

	2007	2008	2009	2010
[-] Asia	0	25	45	7
China	0	6	9	1
Indonesia	0	4	8	1
Japan	0	6	10	1
Korea	0	4	9	1
Singapore	0	5	8	1
[+] Europe	0	11	74	29
[+] North America	28	31	59	39

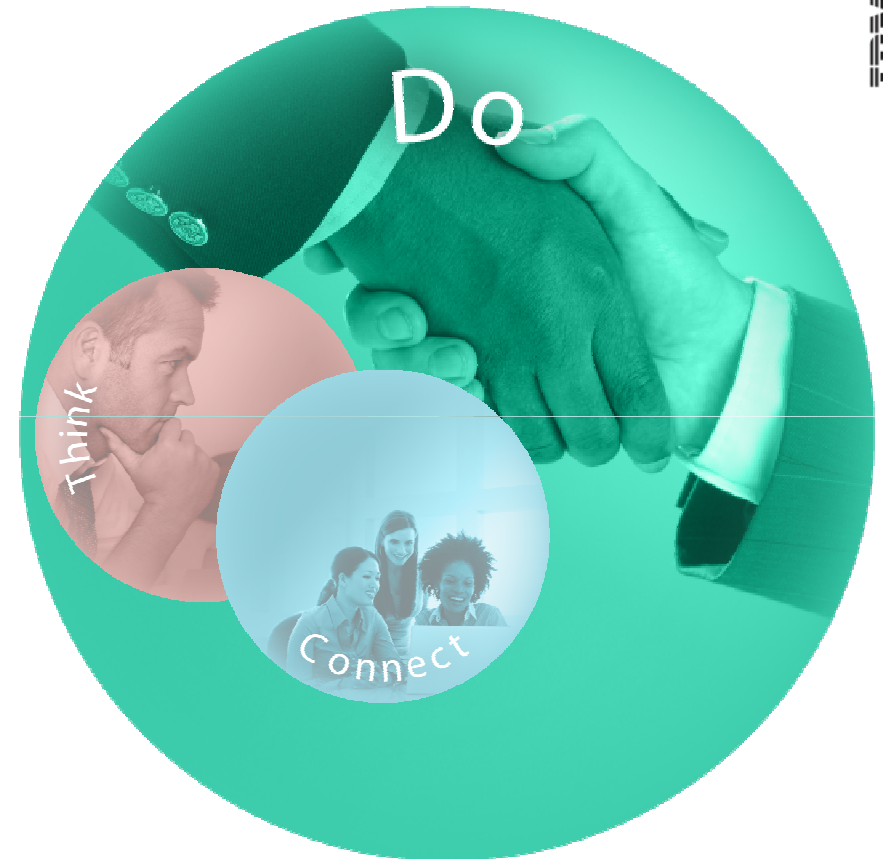
Available Regions

- (Select All)
- Asia
- Europe
- North America

Apply Cancel

and Simply Do

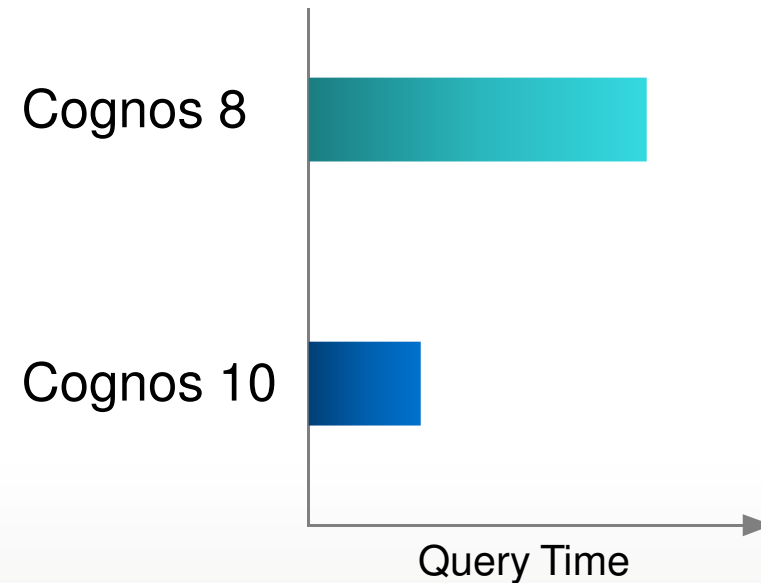
- Mobile and Portable
- Integrated
- Real-time



Platform Advances

- Optimize Performance
- Enhance Management
- Seamless Upgrade

3x faster
query



When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software

“I’m very impressed...”

“...be able to see the information and ...drill into something when you're having a chat with a colleague.”

Canadian Blood Services

“...simply stunning!”

“We have been making data sing and dance via Cognos since 1998... We have never been this excited about a product release...”

Barrachd Ltd

“...unprecedented level of innovation...”

“...business users are not just consuming information, they are actively participating and shaping the information and the way it is used

ISA Consulting

“...fast upgrade...”

“I am impressed with how fast we were able the upgrade to Cognos 10”

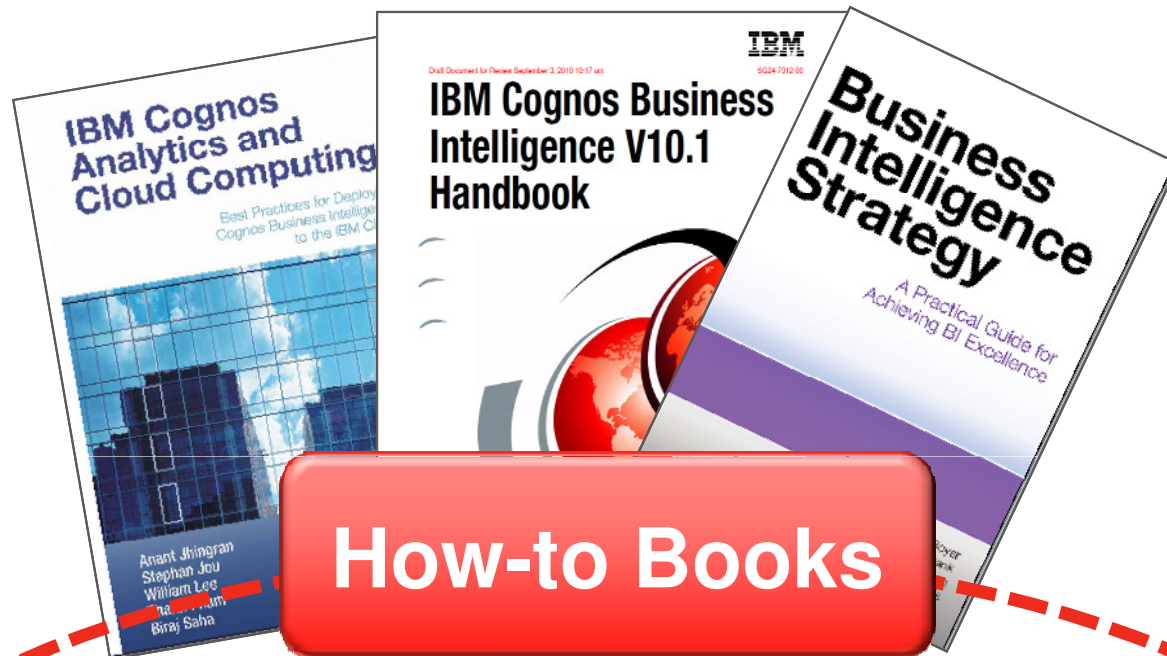
Canadian Blood Services

Organization Ready to Reap the Value



Broader Deployment Choice





How-to Books

Communities

Workshops

Services

Business Analytics & Optimization Solutions

Industry Solutions

Financial Services	Public	Distribution	Industrial	Communications
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Finance	Healthcare	Manufacturing / Retail	Customer
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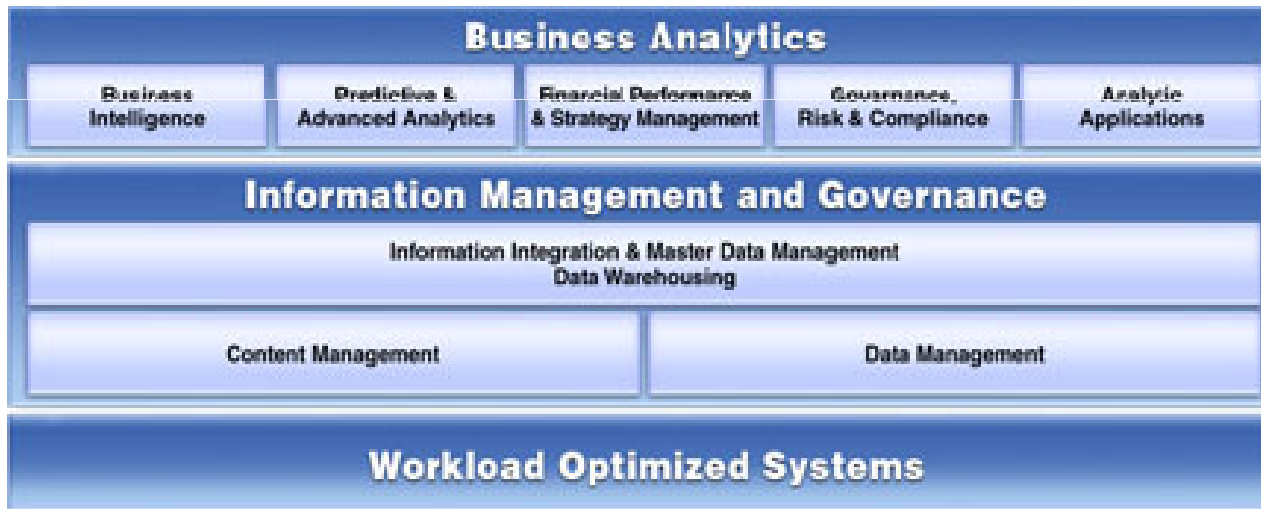
Business Analytics

Business Intelligence	Predictive Analytics	COGNOS	Analytic Applications
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Information Management and Compliance

Integration & Master Data Warehousing	
Content Management	Data Management

Workload Optimized Systems



- **Broader Business Analytics**
- **Business Optimization**
- **Information Governance**
- **System Management**
- **Optimized Systems**



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seamless upgrade.**