



IBM Cognos Business Insight: Redefining Business Intelligence

Richard Vanhouten
Sr. Client Technical Professional

10 november 2010



Agenda

- Information for everyone
- IBM Cognos Business Insight
 - Reach more users
 - See more information
 - Do more with information
- IBM Cognos Business Insight Advanced
 - Ad-hoc query and analysis
 - Leveraging external data

Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.

Freedom to **Think**

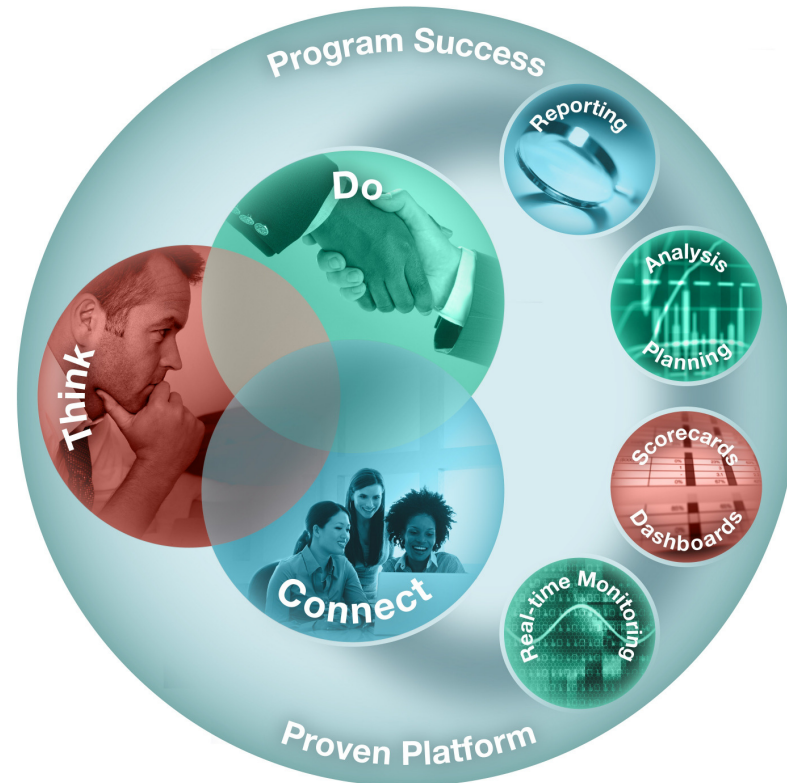
- Unified workspace
- All time horizons
- Progressive interaction

Connect with Others

- Decision networks
- Business context
- Accountability

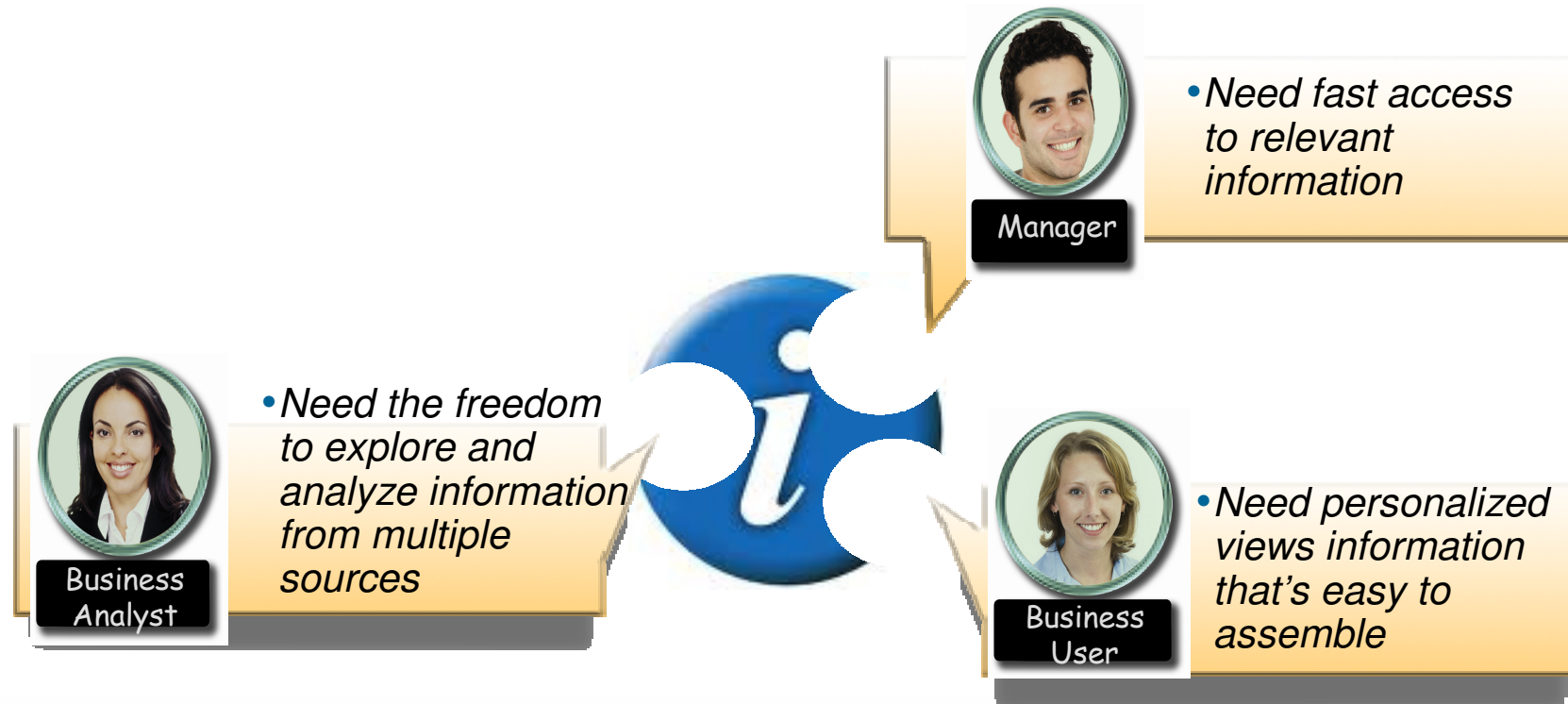
and Simply **Do**

- Mobile and Disconnected
- Integrated
- Real-time



**A revolutionary BI workspace
delivered on a proven platform
with seamless upgrade.**

Users are Hungry for Information



But current systems prevent them from accessing this information in a timely fashion.



IBM Cognos Business Insight:

Revolutionary BI workspace that supports how people think



Business User

Reach more users.
Discover unknown insights



Manager

See more information.
Explore all types of information from all time horizons.



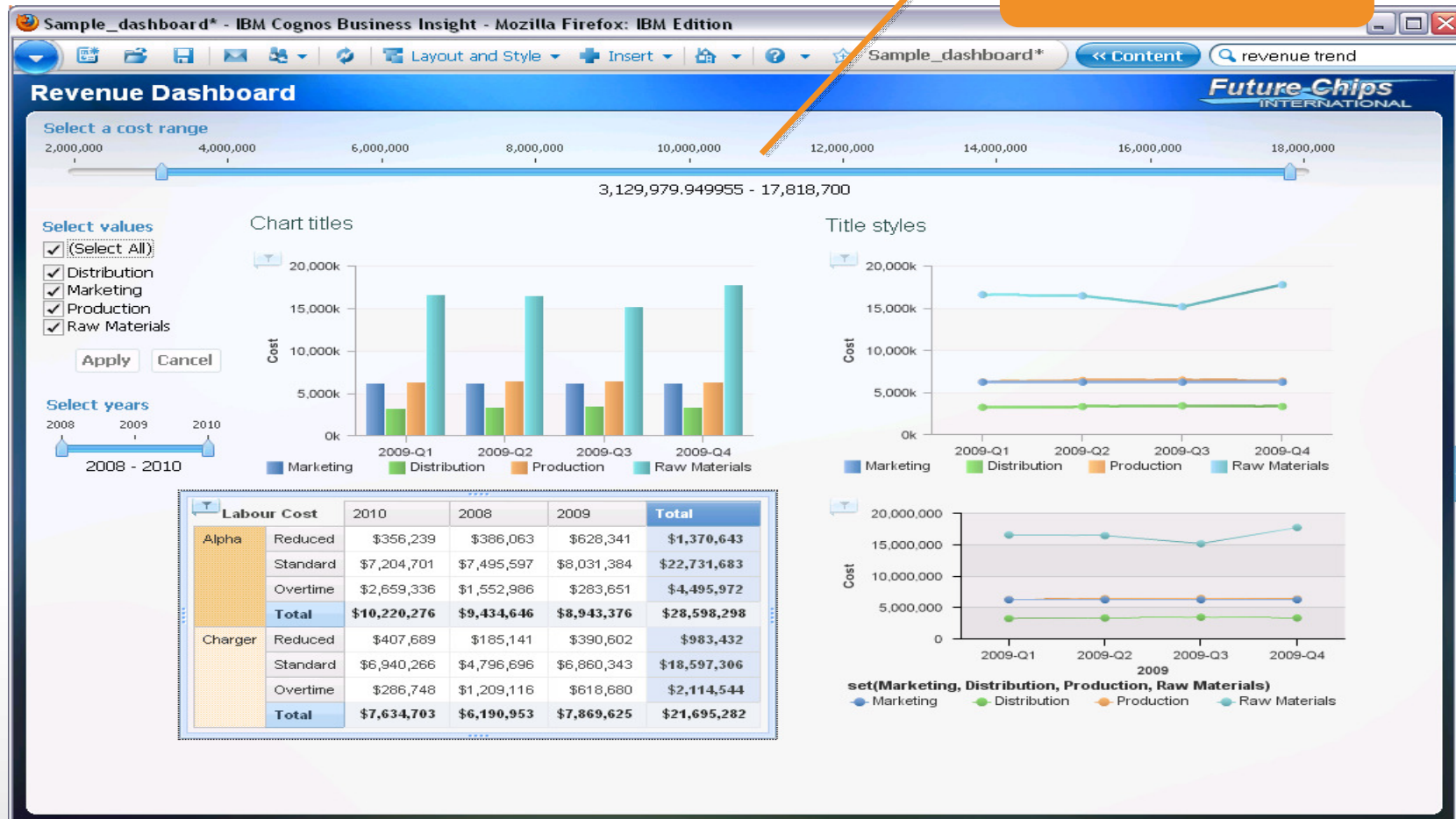
Business Analyst

Do more with information.
Deeper analysis and Ad-hoc Query.

A Good start of the day!

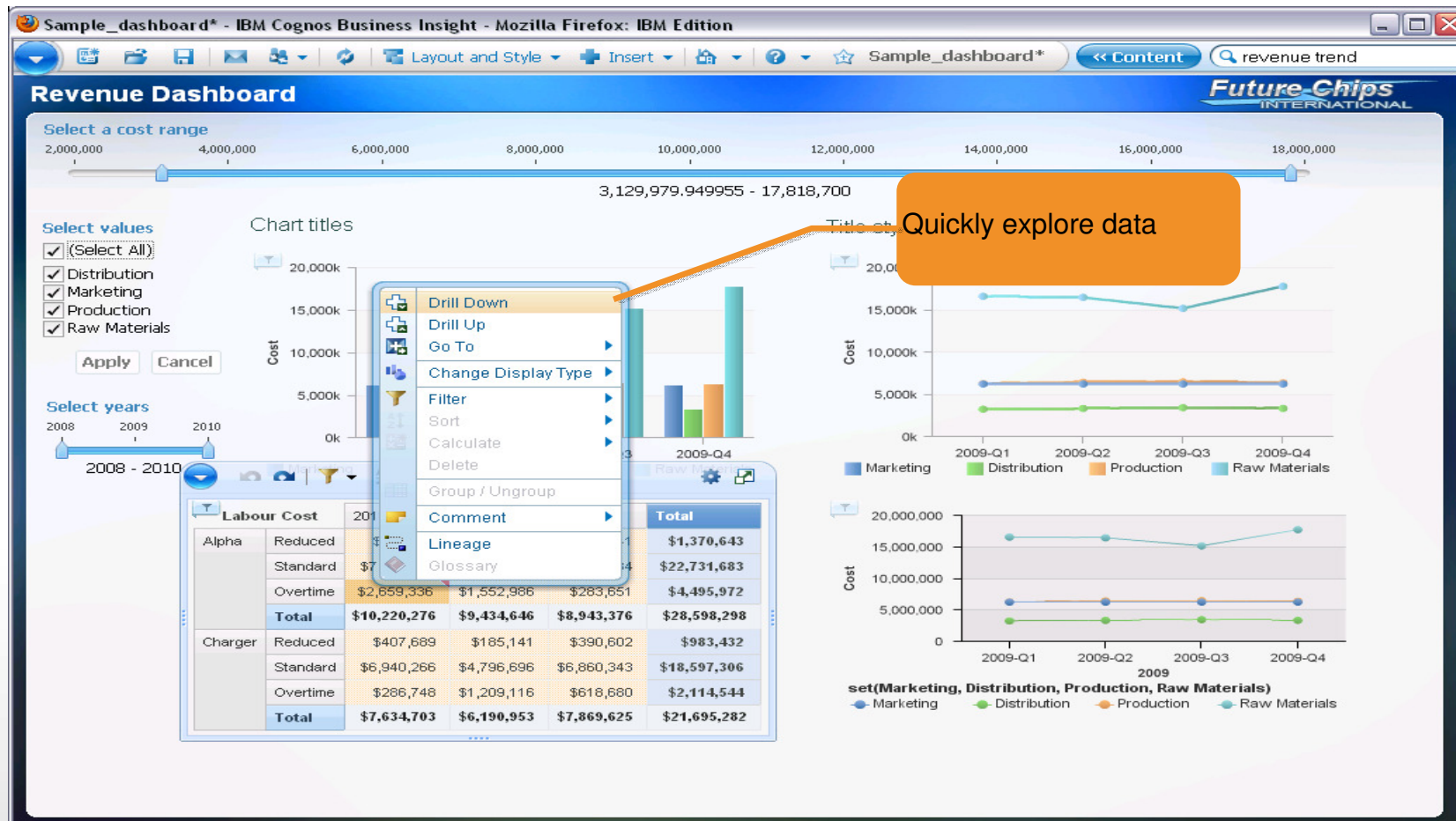
IBM Cognos Business Insight

Pre-assembled BI Workspace



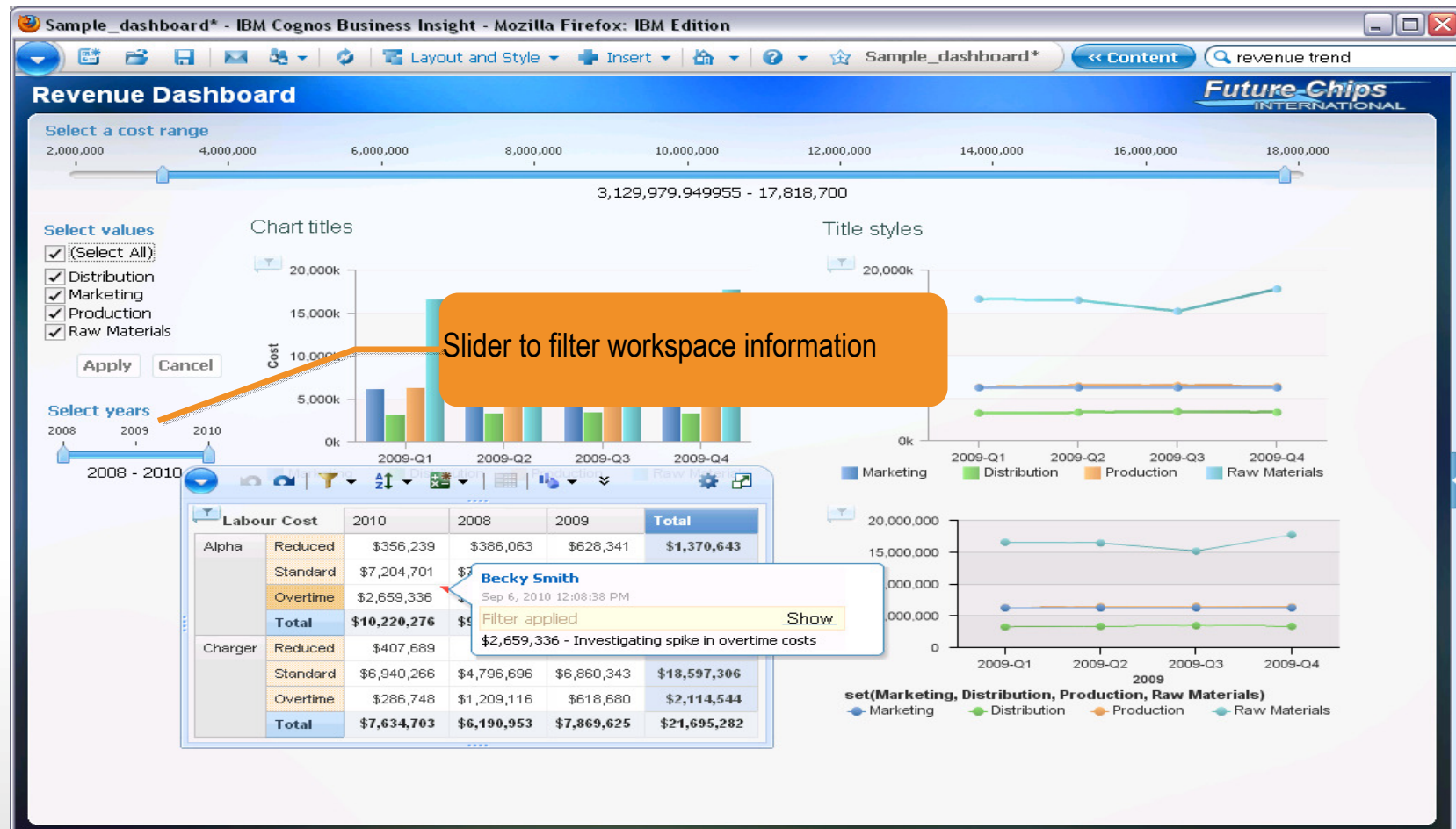
A Good start of the day!

IBM Cognos Business Insight



A Good start of the day!

IBM Cognos Business Insight



Slider to filter workspace information

A Good start of the day!

IBM Cognos Business Insight

Search for content and data

Drag and drop additional content

Revenue Dashboard

Select a cost range: 2,000,000 to 12,000,000. Current range: 3,129,979.949955 - 17,818,700

Select values: (Select All), Distribution, Marketing, Production, Raw Materials

Select years: 2008 - 2010

Chart titles: Marketing

Labour Cost		2010			
Alpha	Reduced	\$			
	Standard	\$7,2			
	Overtime	\$2,659,336	\$1,552,986	\$283,651	\$4,495,972
	Total	\$10,220,276	\$9,434,646	\$8,943,376	\$28,598,298
Charger	Reduced	\$407,689	\$185,141	\$390,602	\$983,432
	Standard	\$6,940,266	\$4,796,696	\$6,860,343	\$18,597,306
	Overtime	\$286,748	\$1,209,116	\$618,680	\$2,114,544
	Total	\$7,634,703	\$6,190,953	\$7,869,625	\$21,695,282

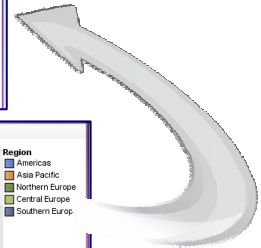
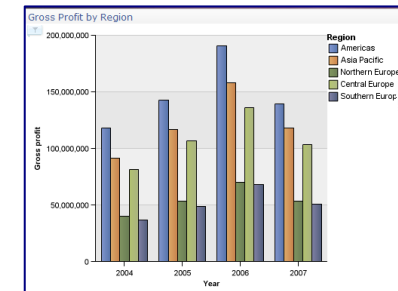
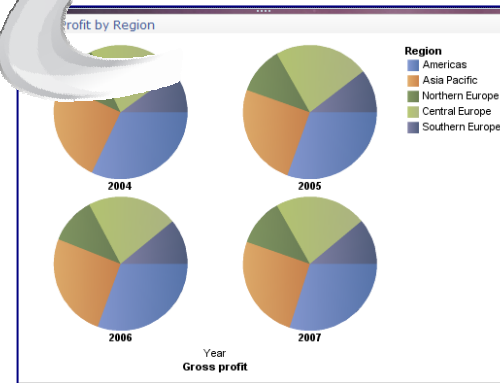


IBM Cognos Business Insight

Support personal decision-making styles

- Personalize information
- Generate unique perspectives
- Get an 'at a glance' view of the business

Gross profit	2004	2005	2006	2007
Americas	117,845,063	142,710,347.48	190,757,408.87	139,192,436.11
Asia Pacific	91,218,622.4	117,082,857.67	158,193,297.56	118,203,277.67
Northern Europe	40,022,185.83	53,237,248.36	70,321,099.24	53,608,009.31
Central Europe	81,780,397.91	106,697,180.21	135,948,995.19	103,226,173.89
Southern Europe	36,751,639.43	48,956,057.93	68,039,771.61	51,042,925.01



Reach more users.

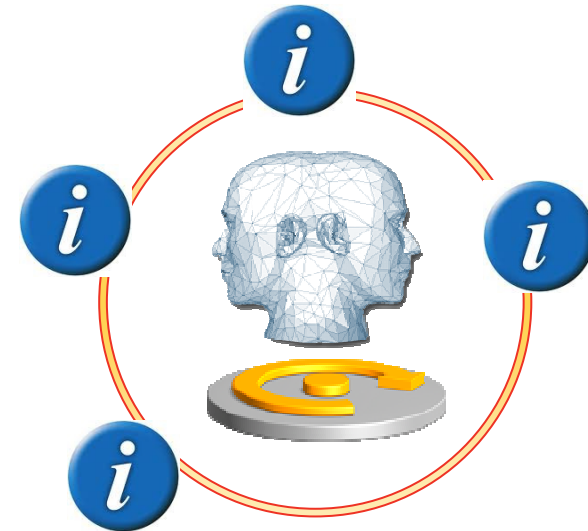
Discover unknown insights more informed business decisions.



IBM Cognos Business Insight

See all information from all the angles, in context.

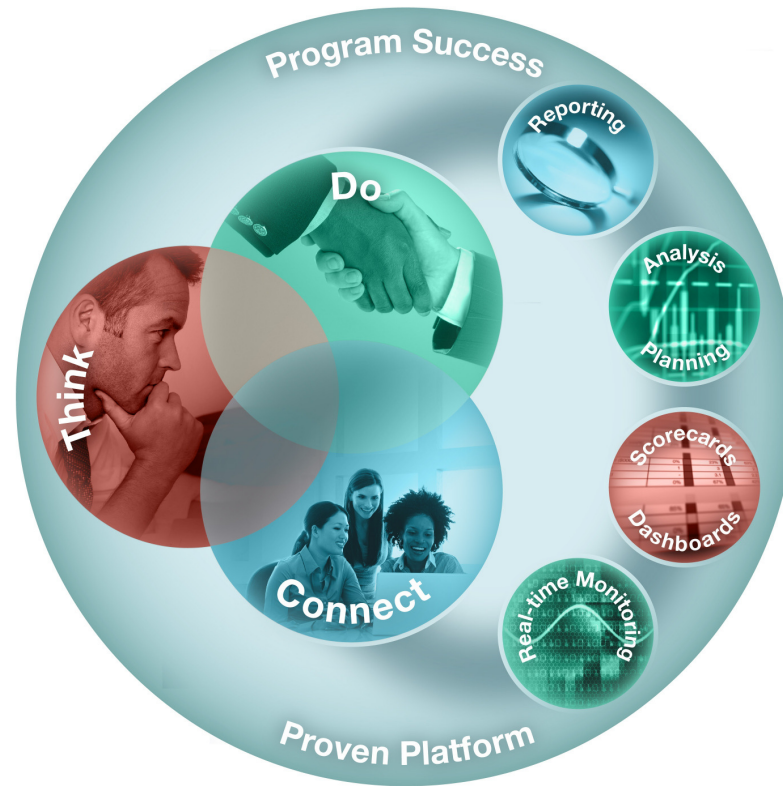
- Get unique perspectives by having access to the information
 - Any BI content
 - Real-time information with IBM Cognos Real-time Monitoring
 - Scenario planning
 - Scorecarding
 - Statistical data



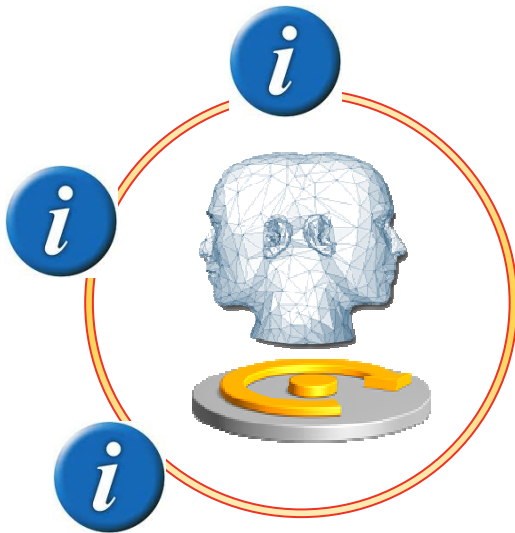
See more information.

Explore all types of information from all time horizons for a complete view of the business.

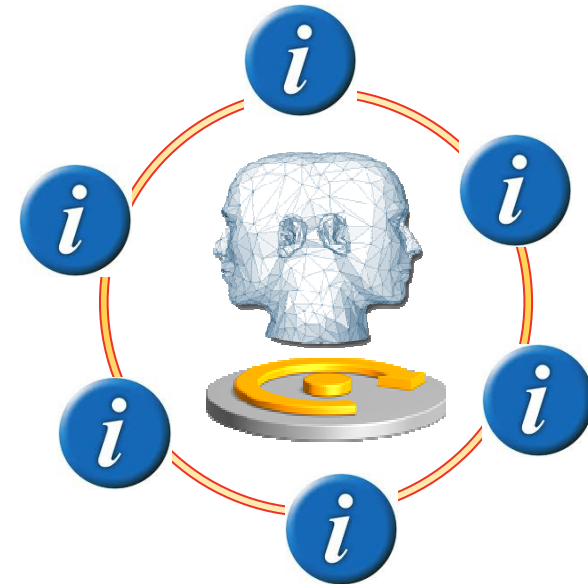
Demo: Business Insight



Not enough yet?



BI



BIA





IBM Cognos Business Insight Advanced:

Revolutionary BI workspace that supports how people think



Business User

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Discover unknown insights



Manager

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Business Analyst

Do more with information.
Deeper analysis and Ad-hoc Query.





Seamlessly shift to more advanced analysis

IBM Cognos Business Insight Advanced

The screenshot shows the IBM Cognos Business Insight Advanced interface. At the top, there are standard toolbars for editing and styling. A callout box labeled "Standard and Style toolbars" points to these toolbars. On the left, there is a metadata tree showing a hierarchy of dimensions like "Production Hours", "QC Fixed", "Units", and "Year". A callout box labeled "Switch between metadata or member tree" points to this tree. The main area displays a data table titled "Defective Unit Analysis" for the year 2010. A context menu is open over the table, showing options like "Drill Down", "Drill Up", "Exclude Members", "Move Members", "Top or Bottom", "Expand Member", "Collapse Member", "Edit Set...", "Calculate", "Style", "Show Data Item Label", "Show Text...", "Show Empty Cell", "Select Member Fact Cells", "Select Fact Cells", "Cut", "Copy", "Paste", "Delete", and "Show Properties". A callout box labeled "Insert Individual Members (currently creating sets)" points to a tooltip that says "Toggle between creating sets when inserting multidimensional data items and inserting the individual members."

Period	Units	Standard	Overtime	Standard
2010-Q1	Units	4,683	626	3,377
	Defects	43	8	31
	% Defective	0.92%	1.28%	0.95%
2010-Q2	Units	4,925	1,209	3,381
	Defects	49	11	31
	% Defective	0.99%	0.91%	0.98%
2010-Q3	Units	5,153	1,702	3,411
	Defects	51	24	31
	% Defective	0.99%	1.41%	1.00%
2010-Q4	Units	5,081	1,588	3,471
	Defects	51	18	31
	% Defective	1.00%	1.13%	1.07%
2010	Units	19,842	5,125	13,639
	Defects	194	61	136
	% Defective	0.98%	1.19%	1.00%

Seamlessly shift to more advanced analysis

IBM Cognos Business Insight Advanced

The image displays a screenshot of the IBM Cognos Business Insight Advanced interface. On the left, a context menu is open, listing various actions: Drill Down, Drill Up, Exclude Members, Move Members, Replace, Create, Top or Bottom (highlighted), Filter Set..., Expand Member, Collapse Member, Union into One Set, and Edit Set... An orange callout box labeled "View and edit set definitions" points to the "Edit Set..." option. The "Top or Bottom" option is expanded, showing a sub-menu with the following options: Top 3 based on Units, Top 5 based on Units, Top 10 based on Units, Bottom 3 based on Units, Bottom 5 based on Units, Bottom 10 based on Units, and Custom... An orange callout box labeled "Easily select common analysis gestures" points to this sub-menu. In the background, a "Set Definition" dialog box is visible, showing a diagram of set relationships with nodes like "Top 10", "Charger", "Explicit Set", and "Alpha". A secondary context menu is also open over the "Explicit Set" node, listing options like Exclude..., Move to Top..., Move to Bottom..., Top..., Bottom..., Set Filter..., Expand..., and Collapse... The dialog box has "OK", "Apply", and "Cancel" buttons at the bottom.



IBM Cognos Business Insight Advanced

Single, intuitive interface for Ad-hoc Query and Analysis.

- Drag-and-drop interface
- Ad-hoc queries
- Analyze data from same interface
 - Calculations
 - Drill
 - Filter
 - Pivot
 - Top/bottom
 - etc.
- Leverage multiple queries, objects and charting options
- Integrate external data
- Integration with IBM Cognos Report Studio

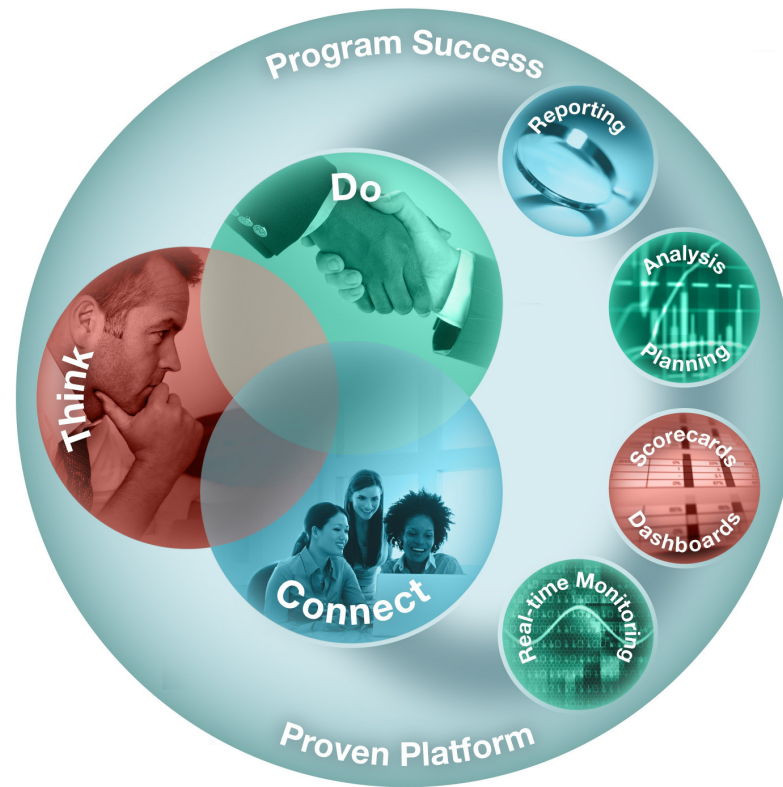
Demo: Adjust query, Top 5



Demo: Adding external data



Demo: Deep Analysis



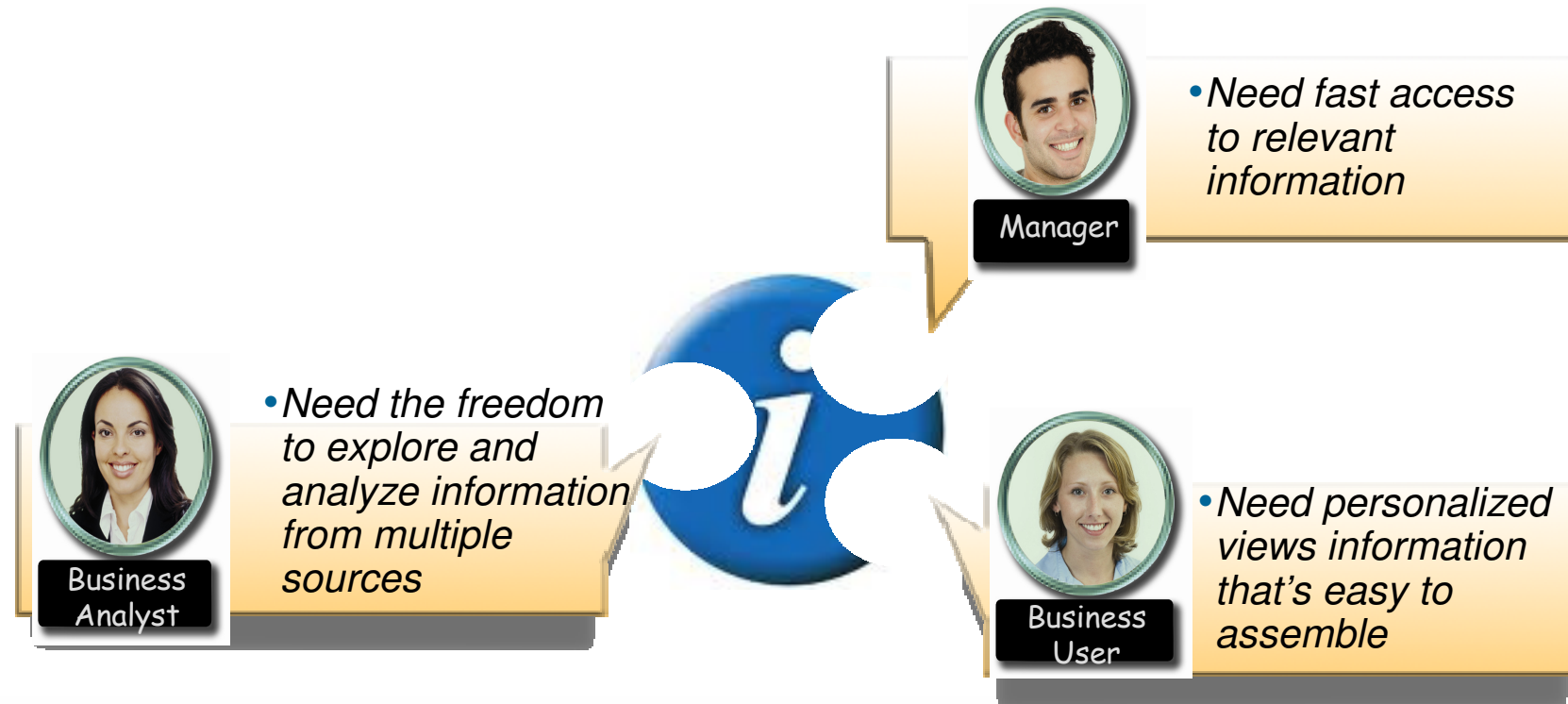


Cognos 10 BI and BIA deliver:

- Easily view, assemble and personalize information
- Explore all types of information from all angles to assess the current business situation
- Analyze facts and anticipate tactical and strategic implications by simply shifting from viewing to more advanced, predictive or what-if analysis

**Sharpen individual skills
to improve business outcomes.**

Users are Hungry for Information



USERS WILL GET INFORMATION THEY NEED!





Demo: Cognos 10 live!

At our booth!