IBM Performance 2011

Extending BI, empower and
equip business users

Speaker:
Date:

Breakout Session - A

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9 a.m. to 10 a.m. - Meeting Room A

Agenda

- The changing workforce

- The vision of Pervasive BI

- IBM Cognos® BI 10.1:

    - IBM Cognos Mobile

    - IBM Cognos Active Report

    - IBM Cognos for Microsoft Office

    - IBM Cognos Collaboration

    - IBM Cognos Mashup Services

- Summary

- Questions

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.

The changing workforce

According to research from *Gartner's View of Enterprise Mobility*, "there will be a **30% growth of mobile application deployments per year** thru 2011. Devices for the enterprise have continued to impact the business world through new technology and services that can **improve productivity and communication**."

iPhone sales to surpass 100 million by 2011

Massive growth of social networking

Facebook usage statistics:

– More then 500 million active users

– An average of 250,000 registrants per day since 2007

Pervasive BI remains a vision

"For business intelligence to have a more profound business impact, BI needs to be deployed to all personnel who make decisions, whether strategic or operational."

"For companies who still primarily view BI as a power user tool, instead, picture all employees having access to information to support their
daily decisions and actions, with tools that work in the ways they need them to."
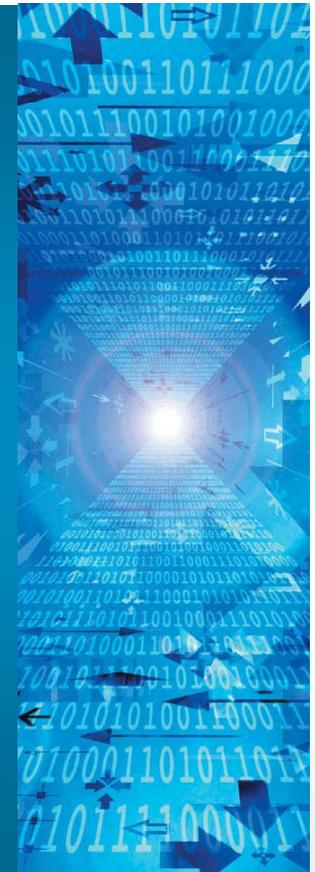
Source: 2009 Successful BI Survey "*Best practices in business intelligence for greater business impact*" Nov 2009 - Cindi Howson - BIScorecard

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IBM Cognos BI 10

IBM Cognos 10: Intelligence unleashed

- Cognos 10 delivers a revolutionary new user experience and expands traditional business intelligence (BI) with planning, scenario modeling, real-time monitoring and predictive analytics. With the ability to interact, search and assemble all perspectives of your business, Cognos 10 provides a limitless BI workspace to support how people think and work.

- Cognos 10 enables organizations to outperform by providing:
  - **Analytics everyone can use** in a BI workspace that sharpens individual skills to answer key business questions
  - **Collective intelligence** with built-in collaboration and social networking to connect people and insights to gain alignment
  - **Actionable insight everywhere** in mobile, real-time and business processes to instantly respond at the point of impact

- Built on a proven technology platform, Cognos 10 is designed to upgrade seamlessly and to cost-effectively scale for the broadest of deployments. Cognos 10 provides you and your organization the freedom to see more, do more—and make the smart decisions that drive better business results.

Business drivers for Mobile BI

Business managers are looking to…

Equip front-line workforce with the timely information needed to make **informed decisions**, regardless of location

BI at the point of impact

Fully **interact** with BI content on mobile devices

Deeper insights

Provide full Enterprise support for **market-leading** mobile platforms

Broad platform support

Equip front-line workforce with the timely information needed to make informed decisions, regardless of location

Provide business users with the information they need to make responsive and informed decisions regardless of their location.

IBM Cognos Mobile

Solution highlights:

- iPhone, iPad, BlackBerry, Windows Mobile, and Symbian

- Zero footprint web application on iPhone and iPad

- Full BI interactivity including Drill Up/Down/Through using common Touch gestures

- Interact with prompts, drills for additional details, schedule reports for immediate access to key content
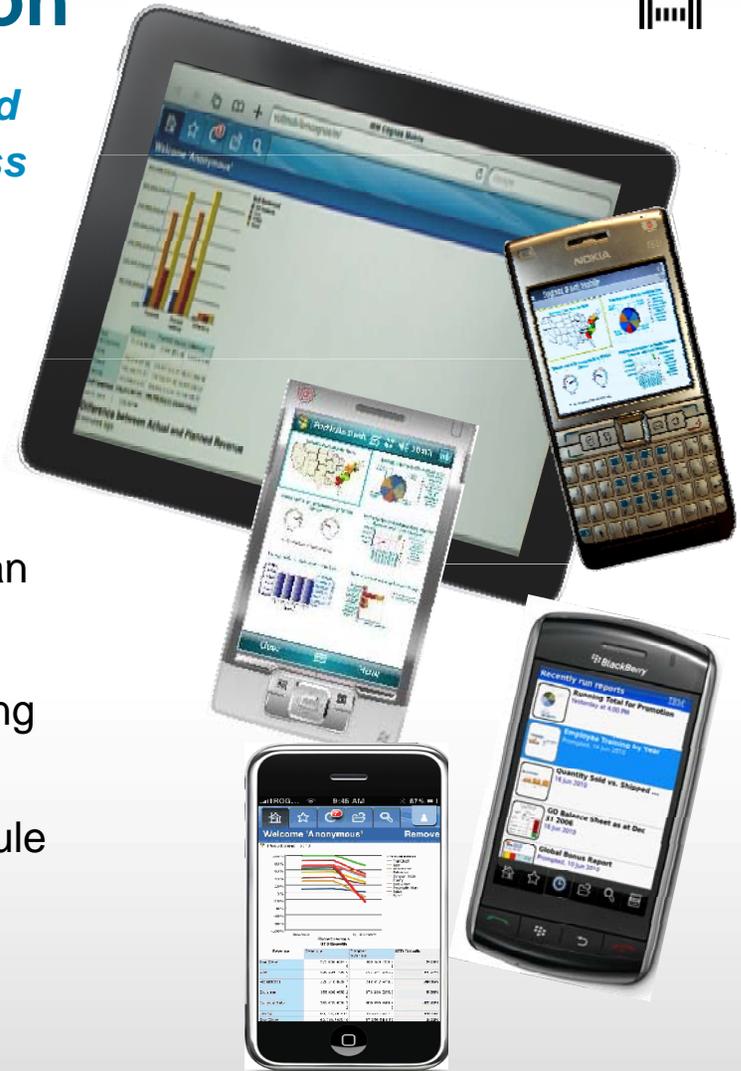
IBM Cognos Mobile 10.1

- IBM Cognos Mobile support for iPhone and iPad:

  - Zero footprint web application for both iPhone and iPad

  - Full BI interactivity including Drill Up/Down/Through using common Touch gestures

- Broad and intuitive Prompt support:

  - Support for additional prompt types and format pages

- New and enhanced user interface for the BlackBerry device:

  - New and Improved user interface using modern BlackBerry design paradigm

Demonstration
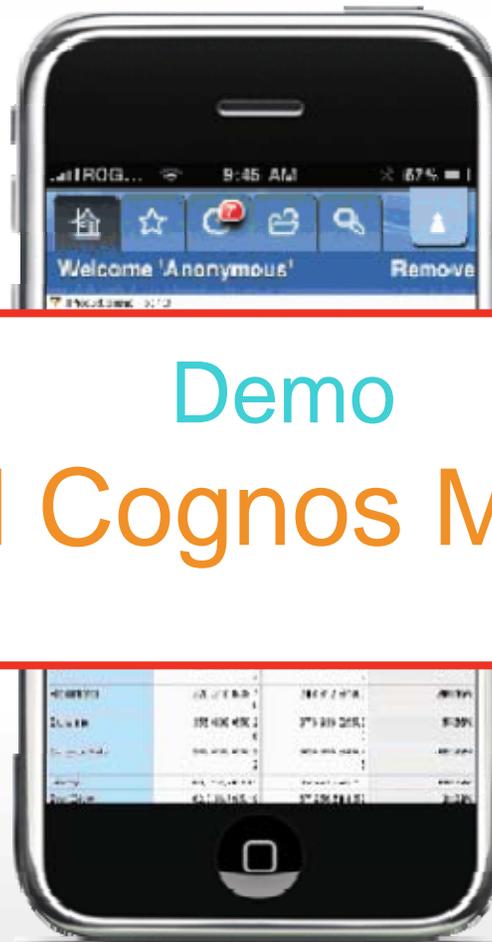
Demo
IBM Cognos Mobile

Business drivers for disconnected BI consumers

Executives/front-line workers are looking to…

Interact with a rich user interface, and easily filter data in dashboards with prompts	**Interactivity**
Access and work with information without wait times	**Performance**
Access and interact with dashboard content while disconnected from the network	**Disconnected**
Access dashboards as attachments in email rather than through a website	**Distribution**

Offline interactive Dashboard and analysis, delivering very fast, self contained BI to reach more users

Extend the reach of BI and analytics to a broad audience of consumers so they can use interactive reports to uncover new insights and opportunities.

IBM Cognos Active Report

Solution highlights:

- Disconnected reporting application
- Self-contained, interactive content
- Easy to consume
- Mass deployment, easy consumption
- Performance

Demonstration

Business drivers for Microsoft Office integration

Business users are looking to…

Communicate BI content in standard MS Office formats

Communicate and present BI

Provide access to a single, trusted source of secure BI content through a familiar MS Office interface

Trusted content

Communicate BI content in standard MS Office formats

Import BI content into MS Office tools and add additional context for presentations and briefing books.

IBM Cognos for Microsoft Office

Solution highlights:

- Create and distribute briefing books

- Refresh BI content directly within MS Office tools

- Modify and share BI content using familiar applications

- Publish and share Cognos-enabled files to the secure BI portal
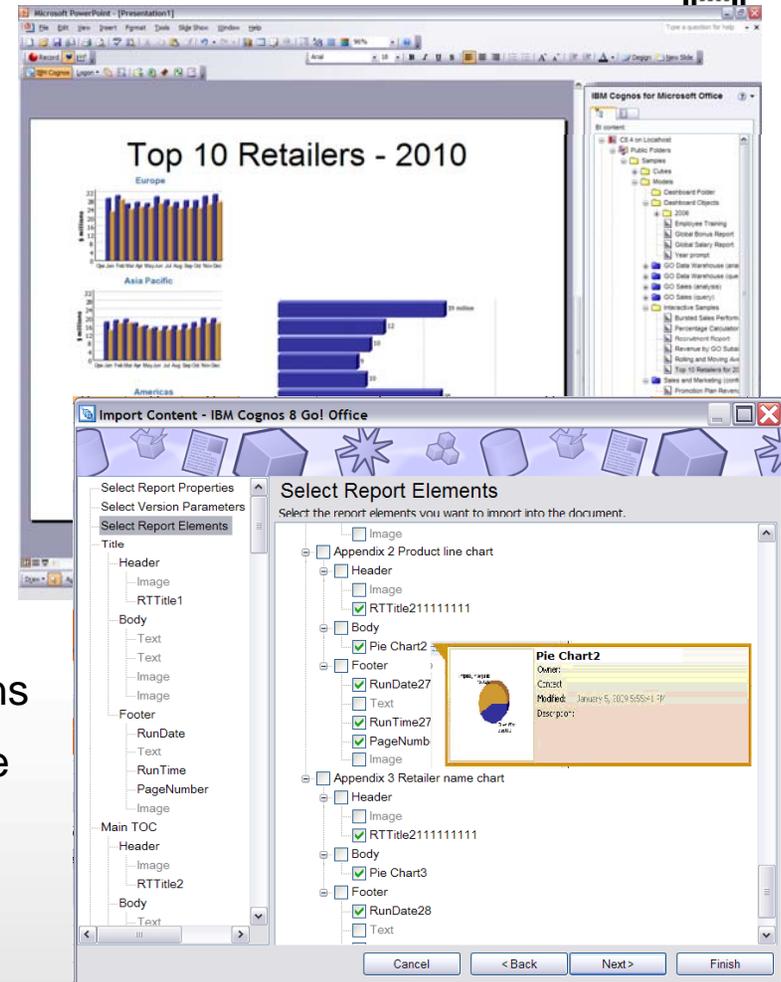
Demonstration

Business drivers for collaborative BI

Business users are looking to…

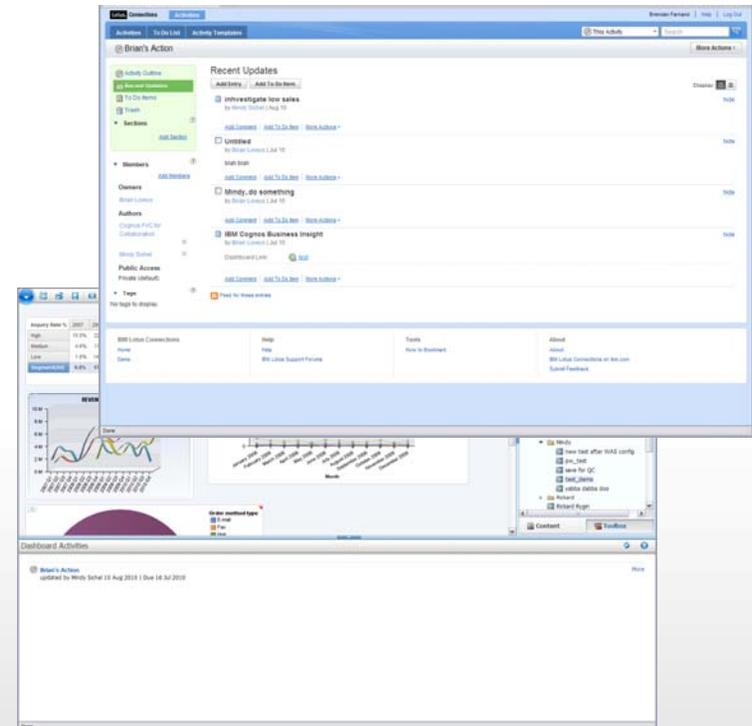|	
Provide Context and reasoning around outliers and trends in Business data	**Comments and Annotation**
Support working groups and leverage BI as decision support	**BI with Collaborative Tools**
Provide insight into past decisions and business results	**Leverage corporate memory**

Share, refine and work as a team with BI as decision support

Quickly find the people and expertise you need.
Discuss and refine ideas with colleagues, partners and customers.

IBM Cognos Collaboration

Solution highlights:

- IBM Lotus® Connections integration allows a user to:
  - Post messages, share files and links to web content (both BI and external)
  - Create and assign 'To-do' items
- Links directly to a Business Insight dashboard with ability to drive 'Activities' or requests for action
- Send email notifications directly from the Activity

Demonstration

Demo
IBM Cognos Collaboration

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Business drivers for embedded BI

Business Users/Managers are looking to…

View BI information in the context of their day-to-day processes and applications	**Relevant and contextual BI**
Combine internal business information with changing market data	**Create situational or "Quick" apps**
Reduce development costs and effort required to embed BI into third party applications, portals and visualization tools	**Increased ROI**

View BI information in the context of your day-to-day processes and applications

Provide BI that's relevant to the context of the users daily workflow and/or process.
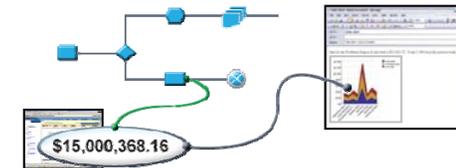
IBM Cognos Mashup Service

Solution highlights:

- API automatically and securely exposes BI content as a web service

- Provides author once, use many times functionality

- Simplifies integration of BI content into applications and portals

- Powers vertical and domain specific visualizations

Applications

Mashups

$15,000,368.16

Processes

Visualizations

Demonstration

Demo
IBM Cognos Mashup Service

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Business drivers for extending BI

Drive company performance through better decisions across levels and job functions

Better business decisions

Equip the Business with timely information at point of impact

Faster decision cycles

Make BI relevant to users, provide in-context to decisions and workflow

Relevant BI to more users

Conclusion

- The way we work is changing:
  - Social Networking is changing corporate culture
  - Growth in enterprise mobility is unsurpassed
- Pervasive BI remains a vision
- C10 provides the capabilities to equip and empower more Business Users in your organization using tools that are relevant, timely and in context

Delivering program success

- New "how-to" books deliver expertise:
  - BI Strategy Book, BI on Cloud, BI IBM Redbooks®

- Proven practices, communities and workshops:
  - Champion and Business Analytics workshops
  - Innovation Center and Communities
  - Champion Kit, Blueprints
  - IBM developerWorks®, C^3 Blog

- Services and training:
  - Proven Practice workshops, Learning Assessment and User Adoption Services
  - Broader portfolio of self-paced training options

- Broader deployment options:
  - Expanded offering for IBM System z®
  - On IBM Compute Cloud
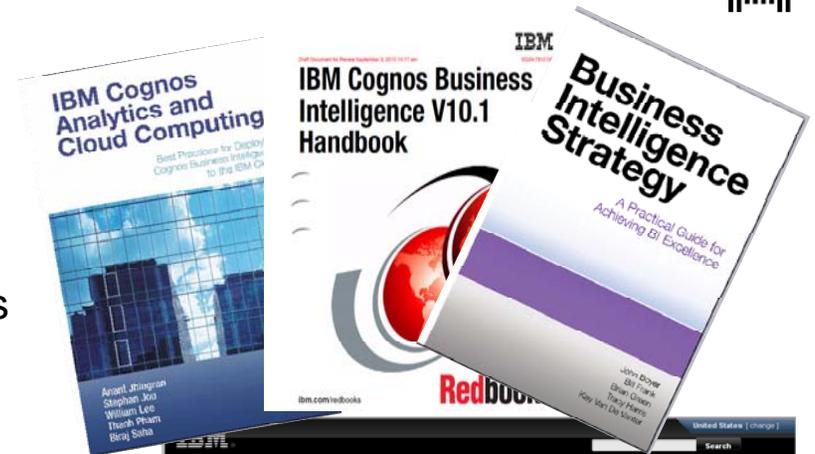
Business Analytics software services

Maximize your software investment and drive better business outcomes with Business Analytics Software Services.

- Take the right training at the right time:
  ibm.com/cognos/training

- Engage a technical product expert:
  ibm.com/cognos/consulting

- Find knowledge and resources at your finger tips
  ibm.com/cognos/customer center

Join our community!

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- On the web:
  ibm.com/software/analytics/community

Questions?