



IBM Performance 2011

From Insight to Foresight.

The IBM Centennial



On June 16, 2011, IBM will celebrate its 100th anniversary!



... from Punch Cards to a Smarter Planet.



Making the world work better

IBM as leader in applying technology to transform companies, industries, societies.





**Watson dominated 'Jeopardy!,'
but what else can it do?**

USA TODAY

**Computer Wins on 'Jeopardy!':
Trivial, It's Not**

THE NEW YORK TIMES, FEB 2011

**What's Next For Watson,
IBM's Jeopardy Champ?**

THE HUFFINGTON POST

IDENTIFY

Human Resources

OPPORTUNITIES

IMPROVE

Operations

PROFITS

Product Development

INCREASE

REVENUE

Customer Service

LOWER COST

PREDICT

OUTCOMES

Finance

REDUCE

Sales

RISK

Marketing

Analytics

Correlates to Performance



Organizations that lead in analytics outperform those who are just beginning to adopt analytics

Top Performers are more likely to use an analytic approach over intuition*



***within business processes**

Source: Analytics: The New Path to Value, a joint MIT Sloan Management Review and IBM Institute of Business Value study. Copyright © Massachusetts Institute of Technology 2010.



Improve Production Capacity
Reduce Buffer Inventory

Operations

Optimize Staffing Mix
Benchmark Benefits

Human Resources

Reduce Portfolio Gaps
Reduce Development Risk

Product Development

Reduce Churn
Improve Customer Satisfaction and Loyalty

Customer Service

Strengthen IT Capabilities
Across Business Units

Sales

Close Deals Faster
Improve Customer Profitability

Marketing

Improve Competitive Positioning
Prioritize Profitable Product Delivery
Drive Greater Demand

Finance

Drive Growth and Profit Through
Resource Allocation
Comply with Confidence



Driving Better Business Outcomes Across the Enterprise



\$300 Million
in savings
& fraud reduction



**From >1% to
<0.5%**
Reduction in product
return rates

OmnicomGroup



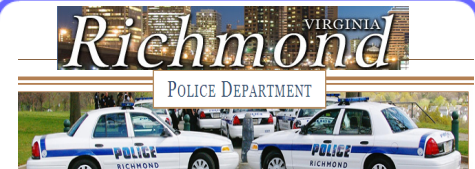
\$200 Million
increase in
Cash Flow



\$24 Million
in reduced waste
and fraud



600% increase
in cross-sell
campaign



40% decline
in homicide
rates

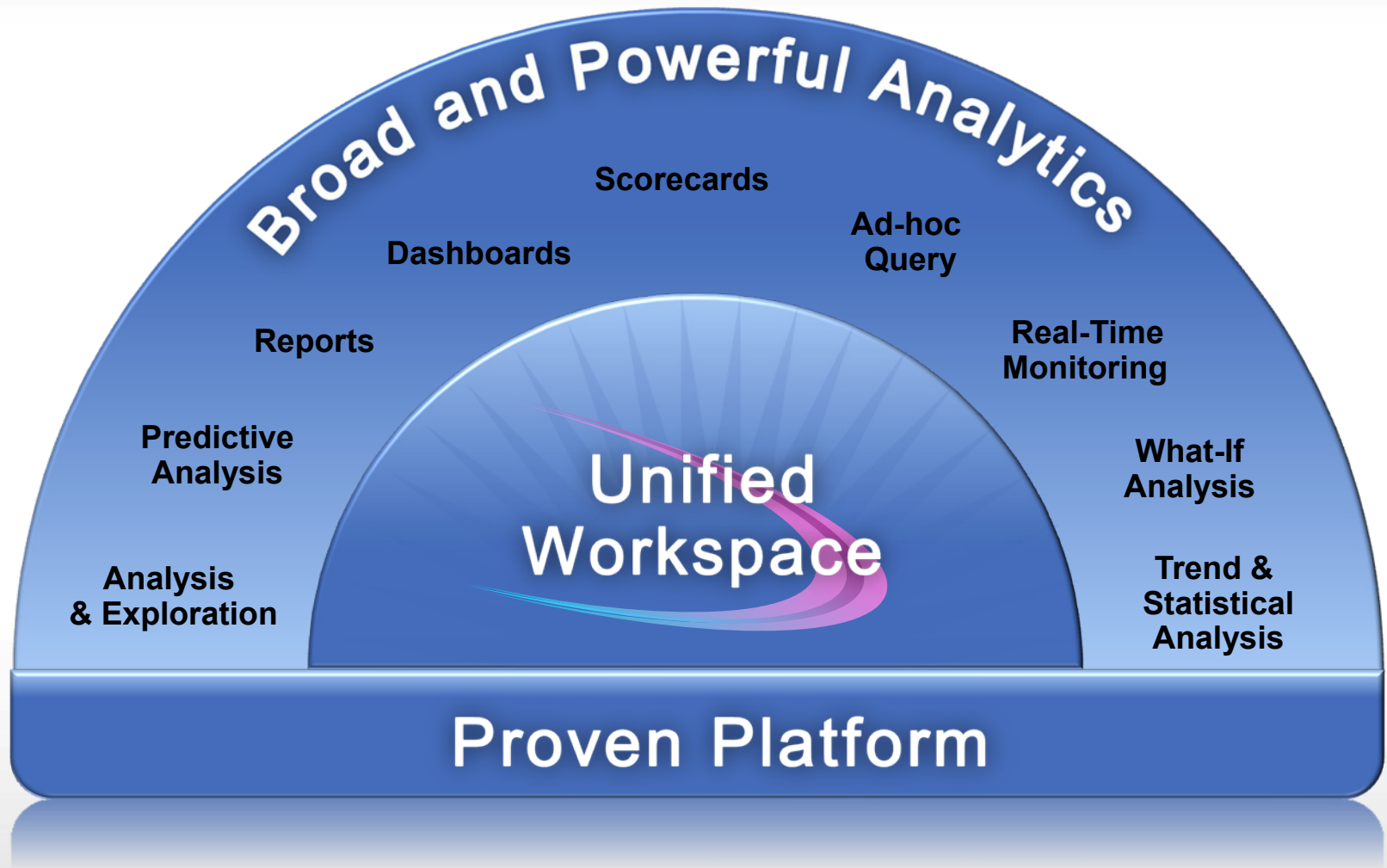


**WHY?
HOW ARE WE DOING?
WHAT SHOULD WE BE DOING?**





Introducing Cognos Business Intelligence



A Unified Workspace instantly usable by everyone



Unified Workspace



All Time Horizons



Progressive Interaction



Built-in Collaboration

IBM Cognos Business Insight


[Create New](#)

[Open Existing](#)

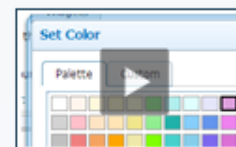

Favorites


[My Workbench](#)

[My Finance Workbench](#)

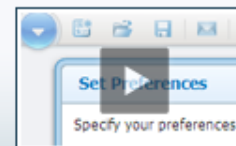
[Employee Satisfaction Dashboard ...](#)
[More](#)

How-to Videos

[Show all videos](#)


Customize your Dashboard

How to easily customize your dashboard style

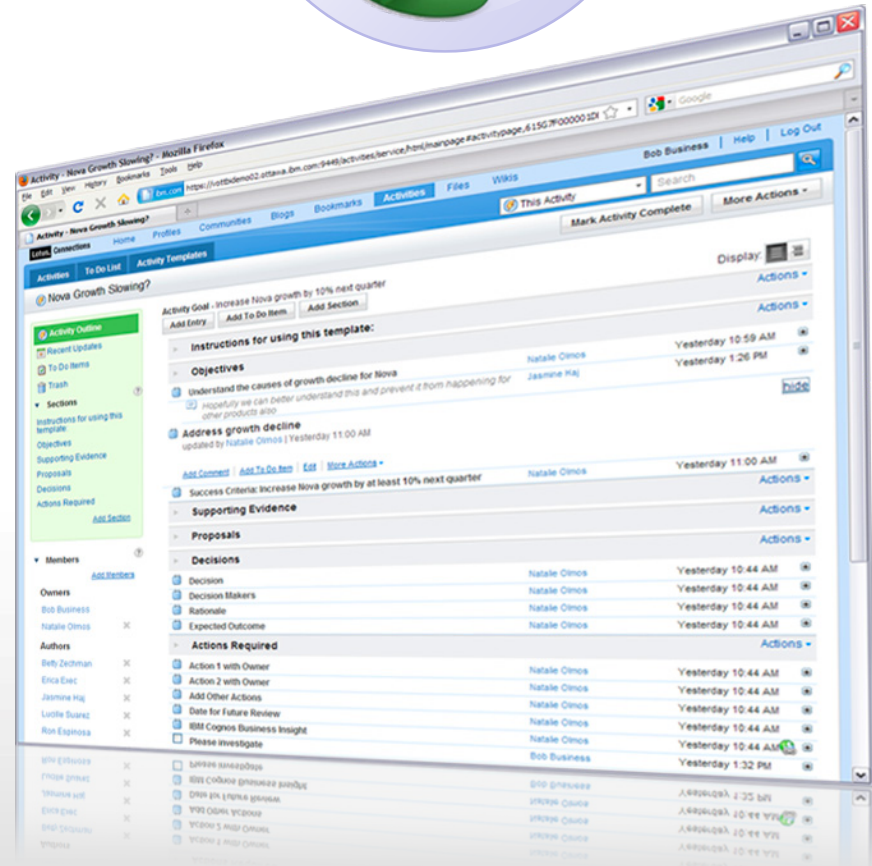
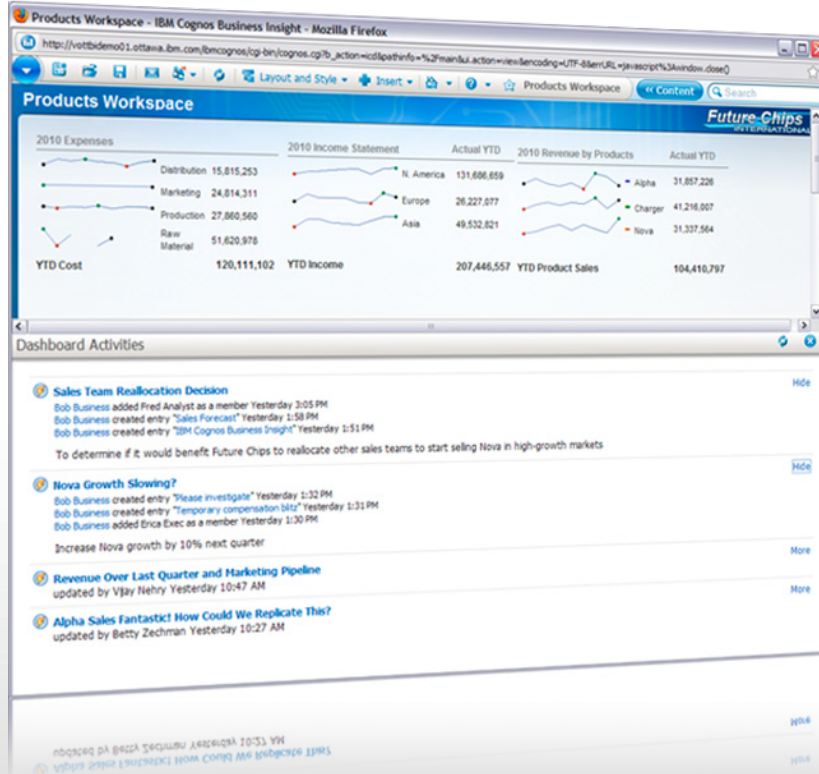


Set your Preferences

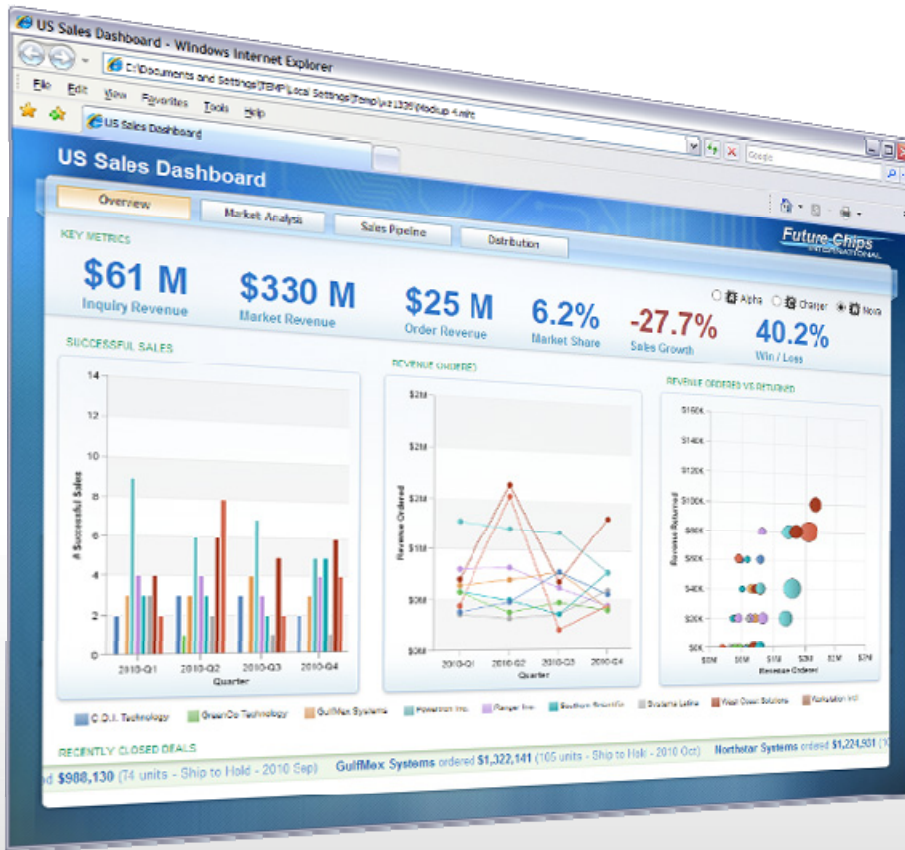
How to easily set your preferences

IBM Cognos Collaboration

Built-in Collaboration
*Accelerate alignment
and improved decision making*



Available to everyone when, where and how needed



Mobile

- Full BI interactivity including drill up/down/through
- Scheduled reports for immediate access to key content
- iPhone, iPad, BlackBerry, Windows Mobile, Symbian

Disconnected BI

- Self-contained, interactive content
- Offline BI application, fun and fast
- Easy delivery to wide audiences

COGNOS



13 applications
40,000 report objects
3,500 users
6 days



BOEING®

“I give the Cognos team huge credit for emphasizing and ensuring that migration to Cognos 10 is a seamless ‘push-button’ experience....”

FORRESTER

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


Canadian Blood Services
Société canadienne du sang

“The upgrade process went smoothly and the overall product looks good and is stable.”

CDW

Business Analytics for Finance

- Connect Financial and Operational Planning and Forecasting
- Identify risks & opportunities with scenario planning
- Address new governance mandates



Finance

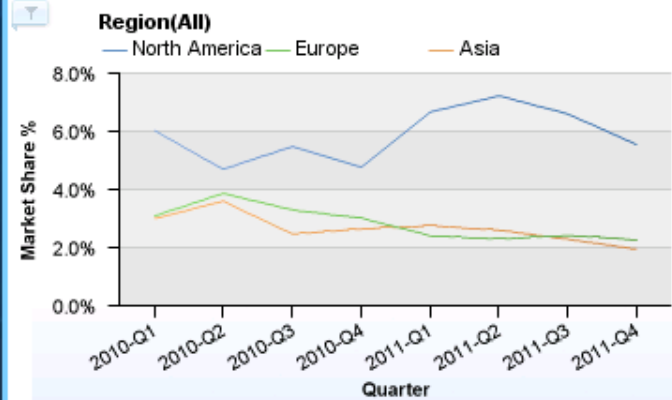
Connect Financial & Operational Planning with Forecasting



Regional Performance

Win/Loss Trend	Region(All)	KPP	Rep Days	Win / Loss %	Win / Loss Target
	North America		654	29.6%	
	Europe		140	34.5%	
	Asia		361	19.3%	

Regional Market Share



Product Performance

Customer Region	Product Line	Win / Loss %	Shipping Cost	Shipping Cost * 1.1
Asia	Alpha	7.9%	7,452,443.76	8,197,688.13600001
	Charger	21.3%	2,296,551.34	2,526,206.474
	Nova	25.3%	1,933,774.47	2,127,151.917
Asia - Summary				
Europe	Charger	28.3%	1,373,320.20	1,510,652.22
	Alpha	32.3%	1,174,967.38	1,292,464.118
	Nova	47.1%	529,174.20	582,091.62
Europe - Summary				

Market Share Forecast

Rows: Segments [Segments] >> 1 | Columns: Market Strategy Calc [Market Strategy Calc] | Context: 2011 [Years] >> 2

		Market Size
TOTAL PRODUCT LINES		2,664,602,181
TOTAL SEGMENTS	Alpha	1,398,852,657
	Charger	765,355,876
	Nova	500,393,648
TOTAL PRODUCT LINES		838,252,449

Hidden

Select Quarters




Identify Risks & Opportunities with Scenario Planning



IBM Cognos Business Insight

 **Create New**

 **Open Existing**



Favorites



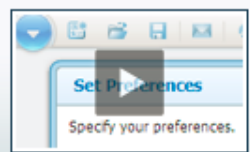
To add a favorite, use the add to favorites button  in the application bar, or use the right-click menu on items in the content pane.

How-to Videos

[Show all videos](#)

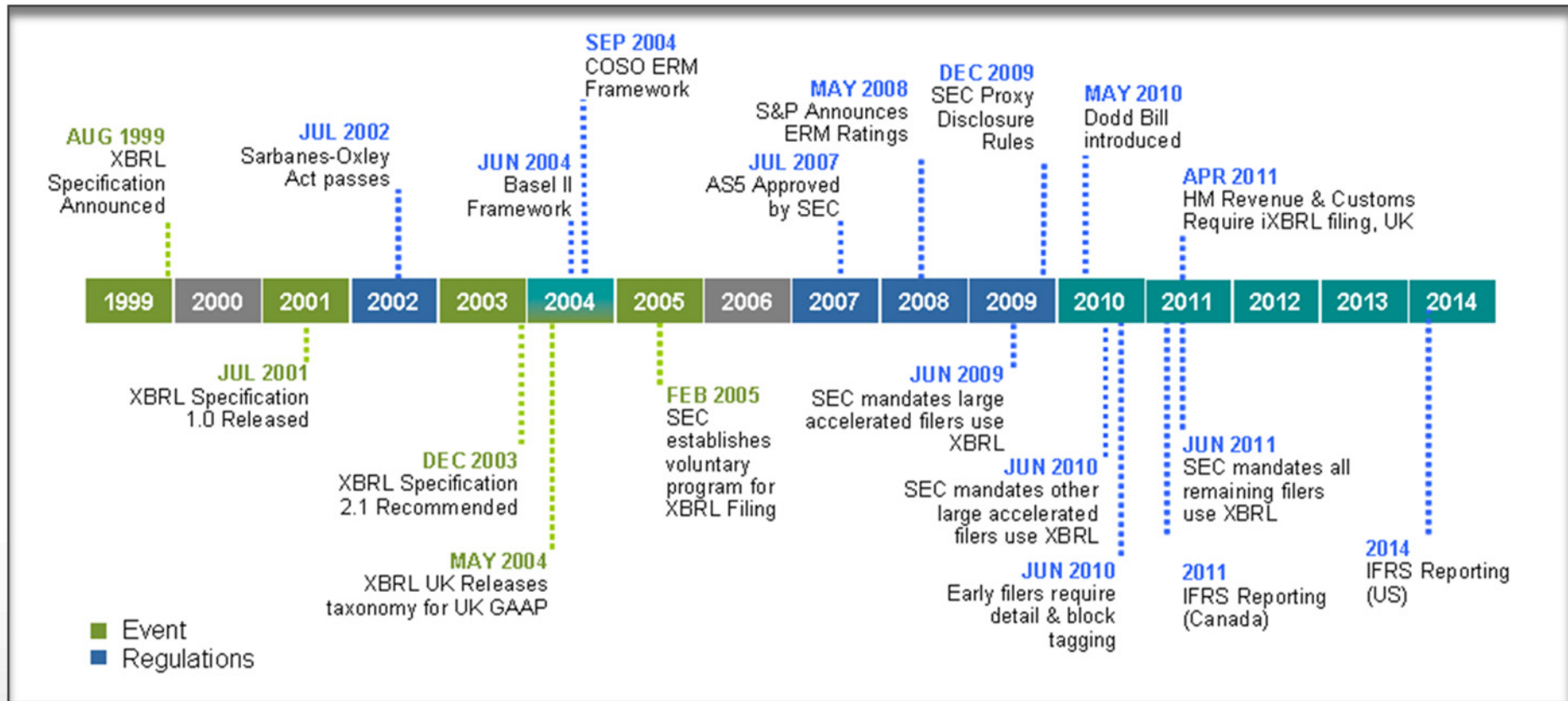


Customize your Dashboard
How to easily customize your dashboard style



Set your Preferences
How to easily set your preferences

Regulatory Mandates Demand Attention



New IBM Business Analytics Acquisitions



 **OPENPAGES**
an IBM® Company

**Leading Provider
of Enterprise GRC
Platforms***

plus



CLARITY SYSTEMS
an IBM® Company

**Fastest Growing
CPM Vendor***

Business Analytics Solutions



- **For customer care that...**
 - **Understands** customer behavior patterns and anticipates their needs
 - **Identifies** traditional and social customer interaction points
 - **Improves** customer satisfaction with rich insight from across all time horizons
 - **Analyzes** social media to improve retention, advocacy and loyalty

The Empowered Consumer



Leverage
social networking

Expect
consistent and
relevant information

Demand
exactly what
they want

*Get it now
or go elsewhere!*

95 million

Number of tweets sent
via Twitter each day

75%

Percentage of people who
believe companies don't tell
the truth in advertisements

\$93 billion

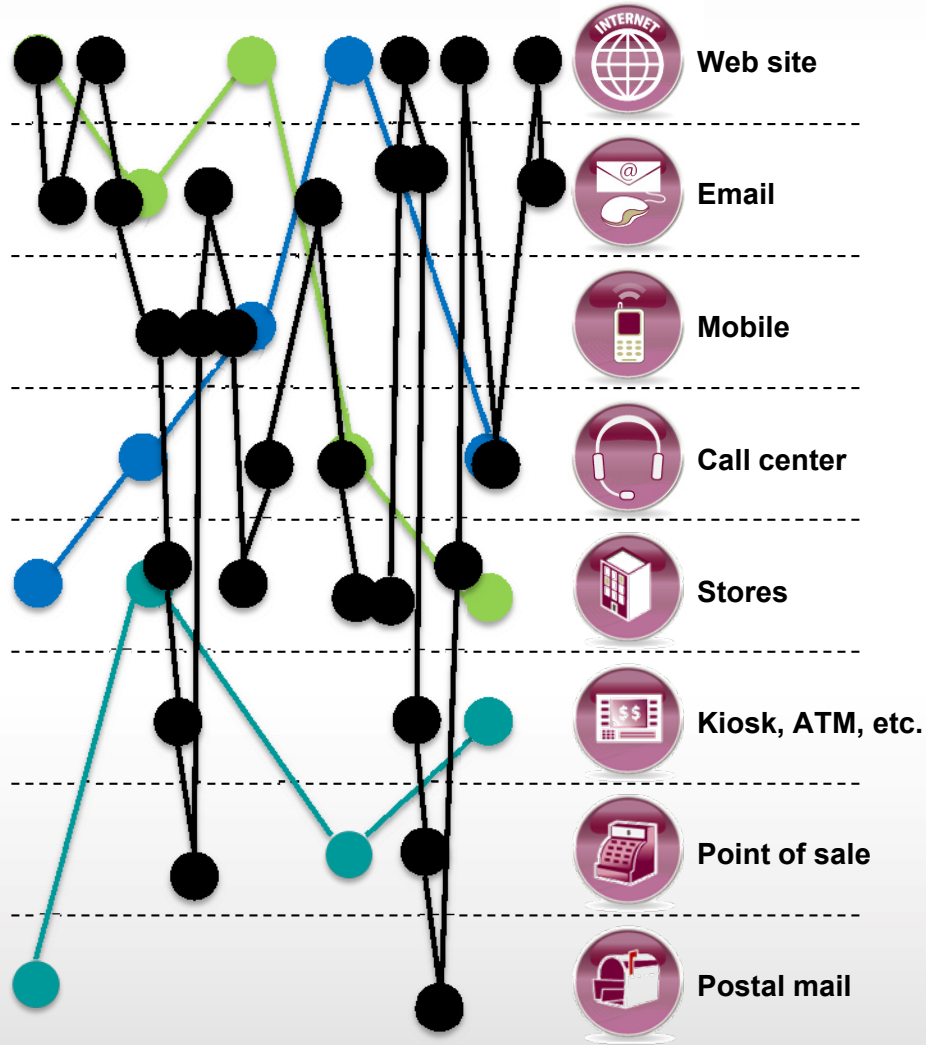
Amount in sales missed due
to out of stock inventory



How Customers Behave



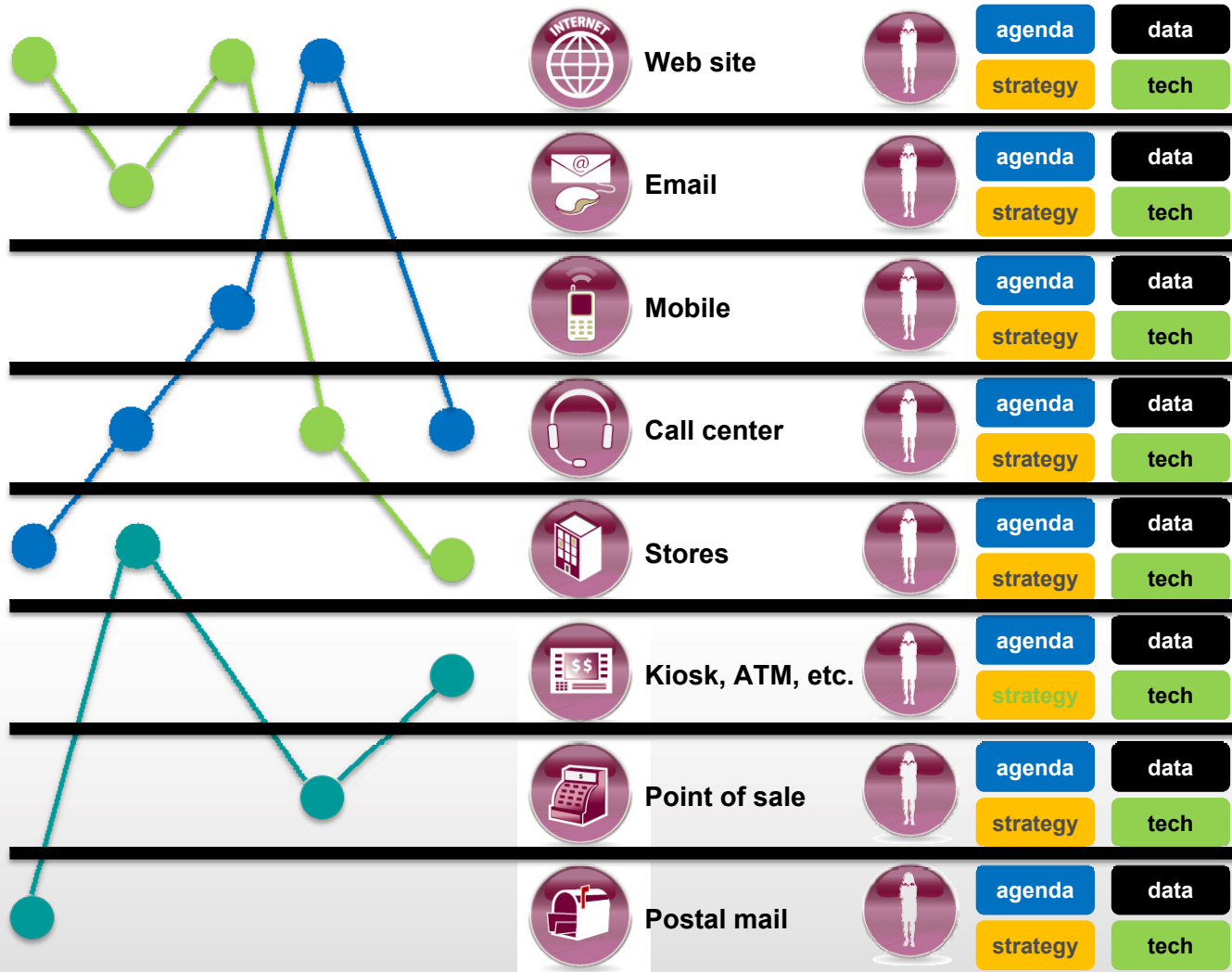
**CUSTOMERS &
PROSPECTS**



What Customers Experience



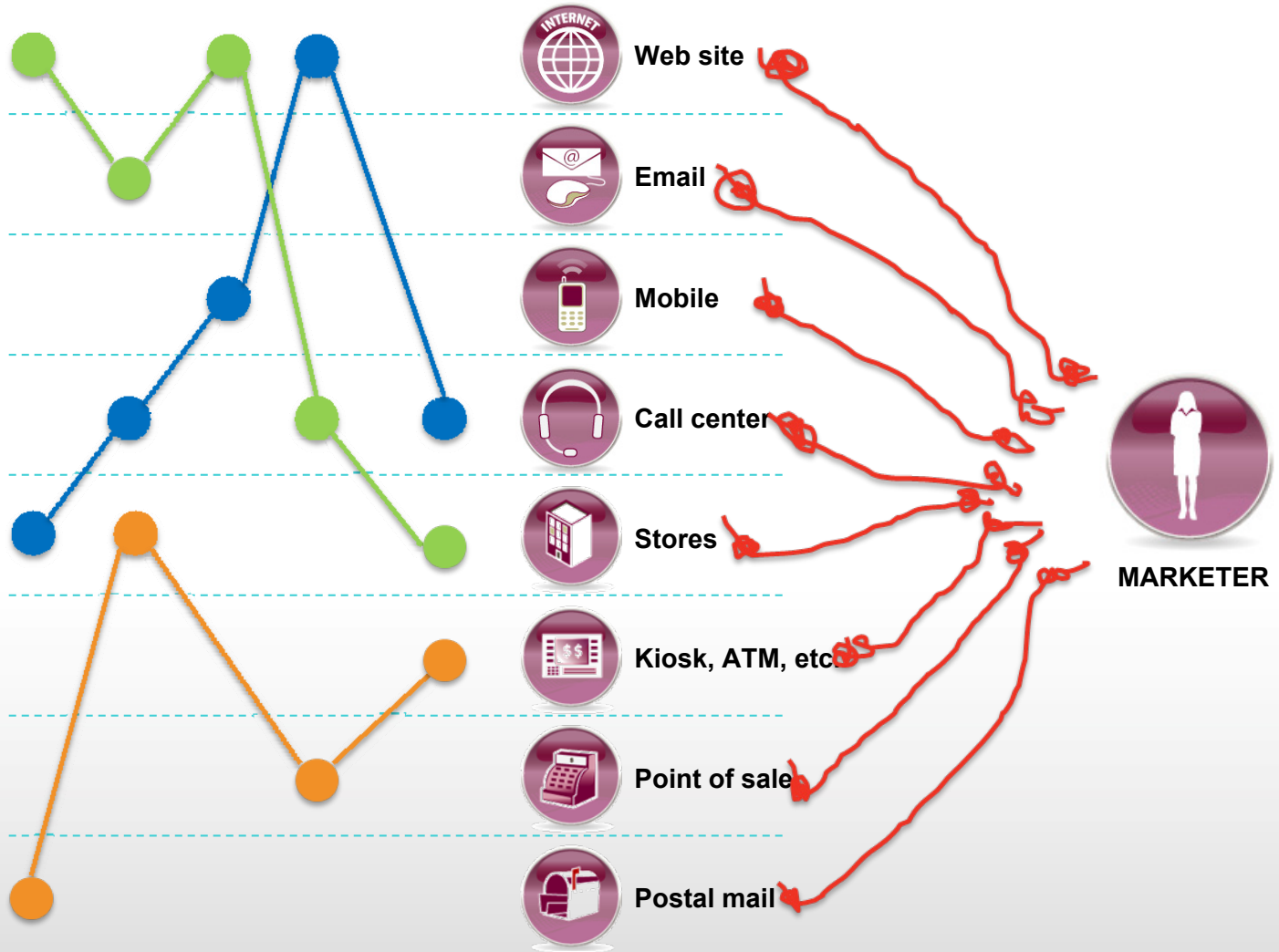
**CUSTOMERS
& PROSPECTS**



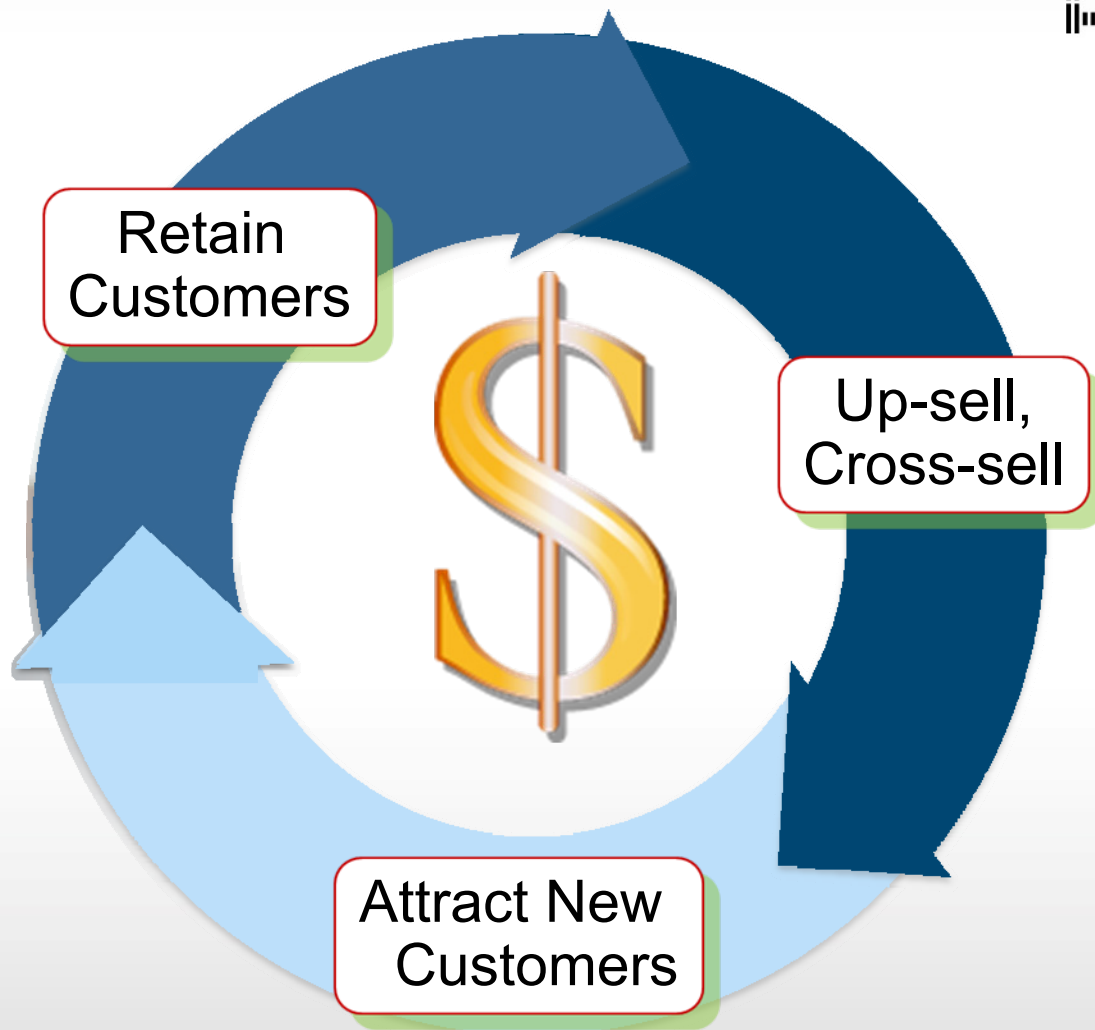
What Customers Expect



**CUSTOMERS
& PROSPECTS**

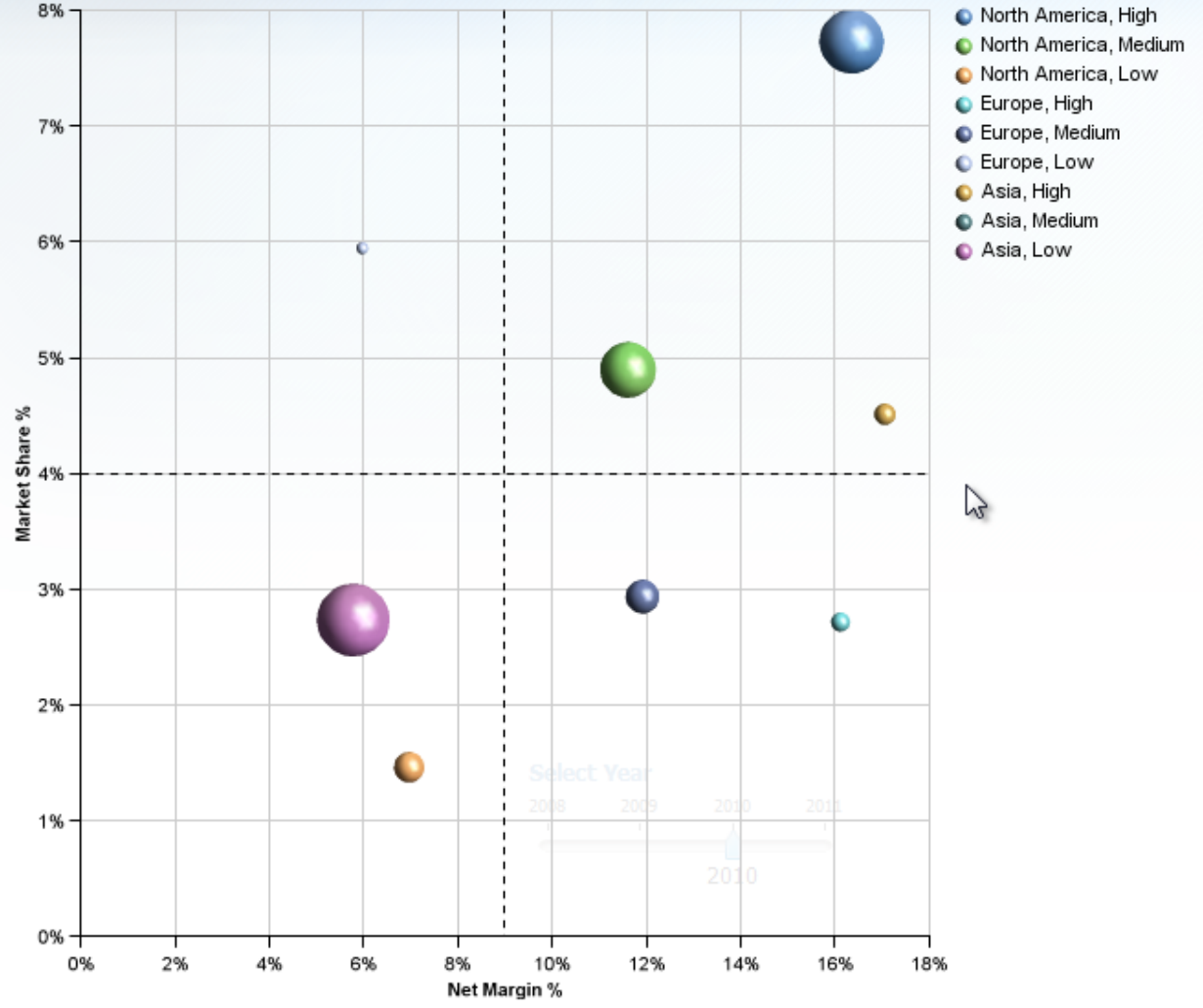


Growing Revenue with Customer Analytics



Market Strategy

Market Size, Margin % & Share by Customer Segments & Geography



**Workforce Performance
Talent Analytics**

Human
Resources

Operations

**Supply Chain Performance
Procurement Analytics**

IT

**Customer Performance
Sales Analytics**

Sales

Marketing

Cognos Customer Insight

Finance

**Financial Performance
Analytics**

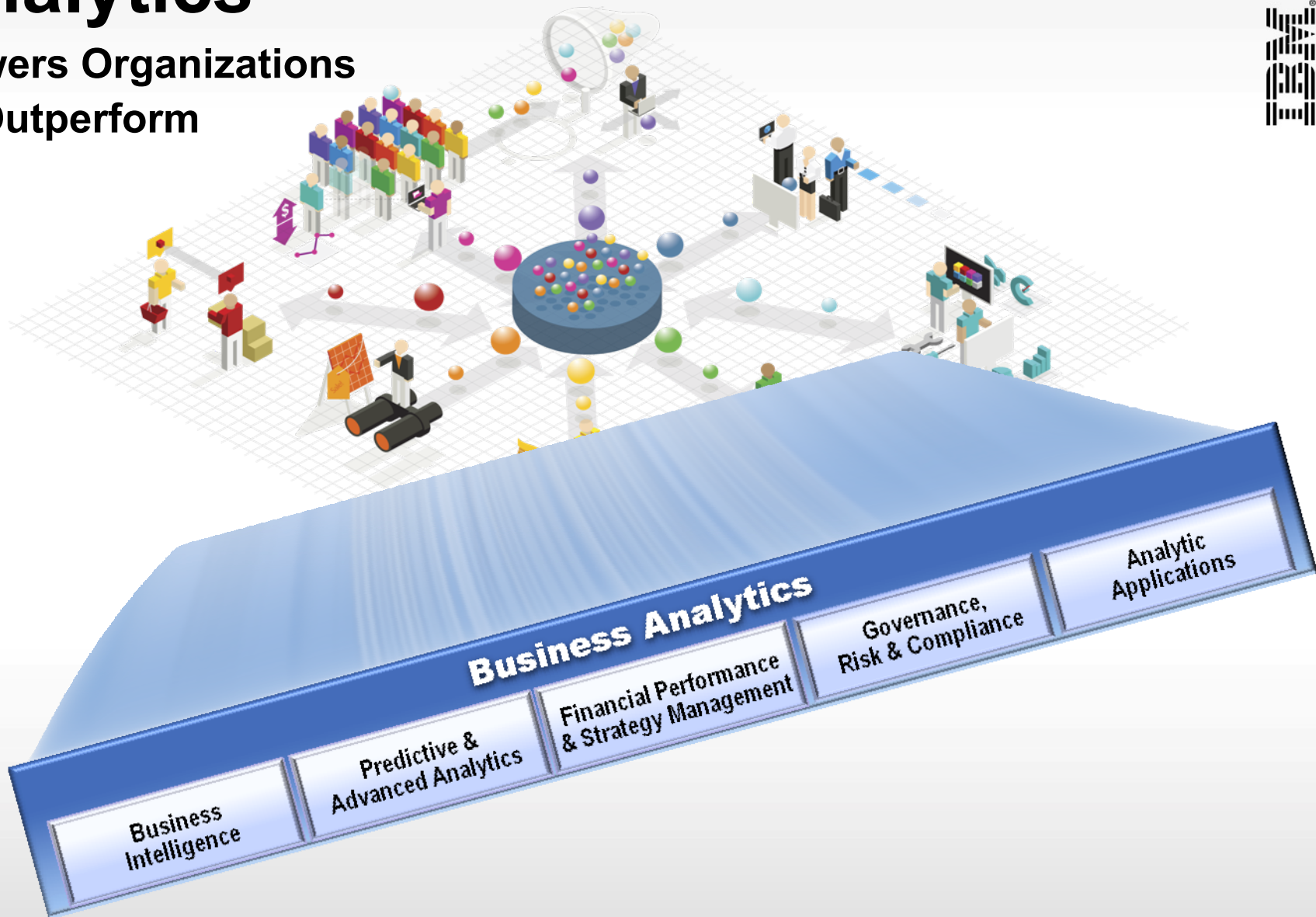




- **Packaged BI and Analytics**
- **Faster Time to Value with Generated Warehouse and Reporting**
- **Improved ROI with Adaptable and Automated Application Framework**

Analytics

Powers Organizations
to Outperform



Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

Business Analytics Optimization Solutions



Business Analytics





Government



Healthcare



Transportation



Energy & Utilities



Banking



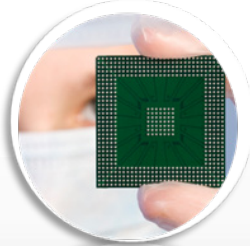
Retail



Insurance



Telecom



Electronics



Chemical & Petroleum

Industry solution
Proven practices
Client communities
Solution accelerators
“How to” expertise
Innovation





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