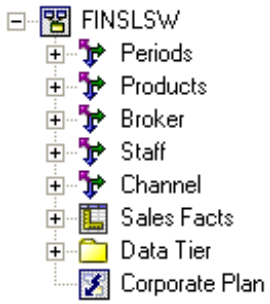
Information Management

IBM

Note: This presentation will feature product demonstrations with fonts around this size >




Please sit where you can comfortably read the above text.

# *IBM Cognos 8 Business Intelligence Roadshow - Scorecarding*

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FINANCE

MARKETING

PRODUCT DEVELOPMENT

How are we doing?

Why?

What should we be doing?

SALES

OPERATIONS

CUSTOMER SERVICE

IT

HR

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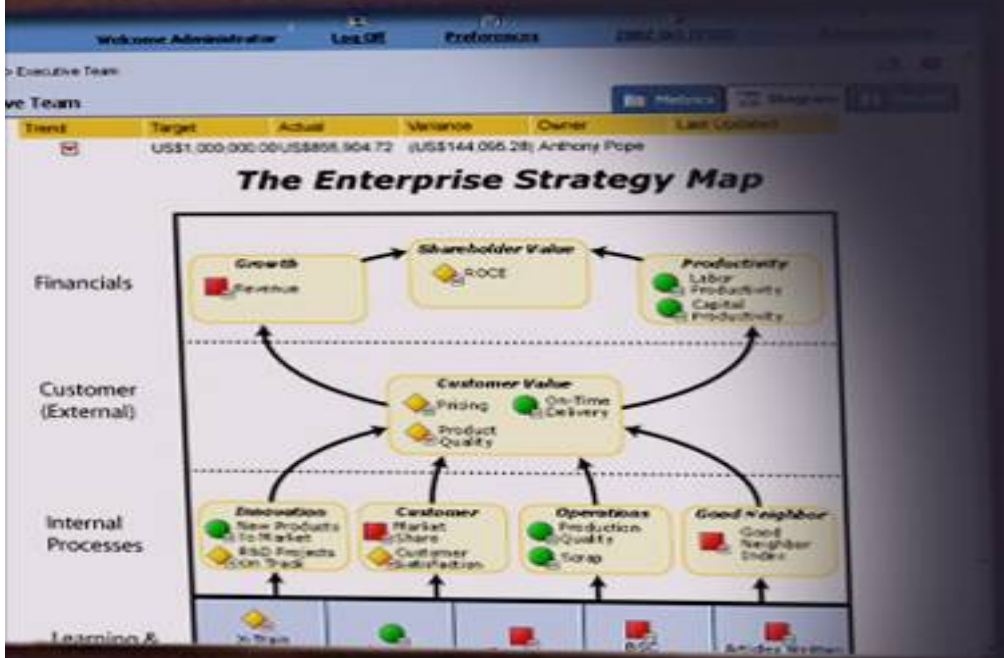
**Decision makers need the ability to measure and monitor the business and share current status.**

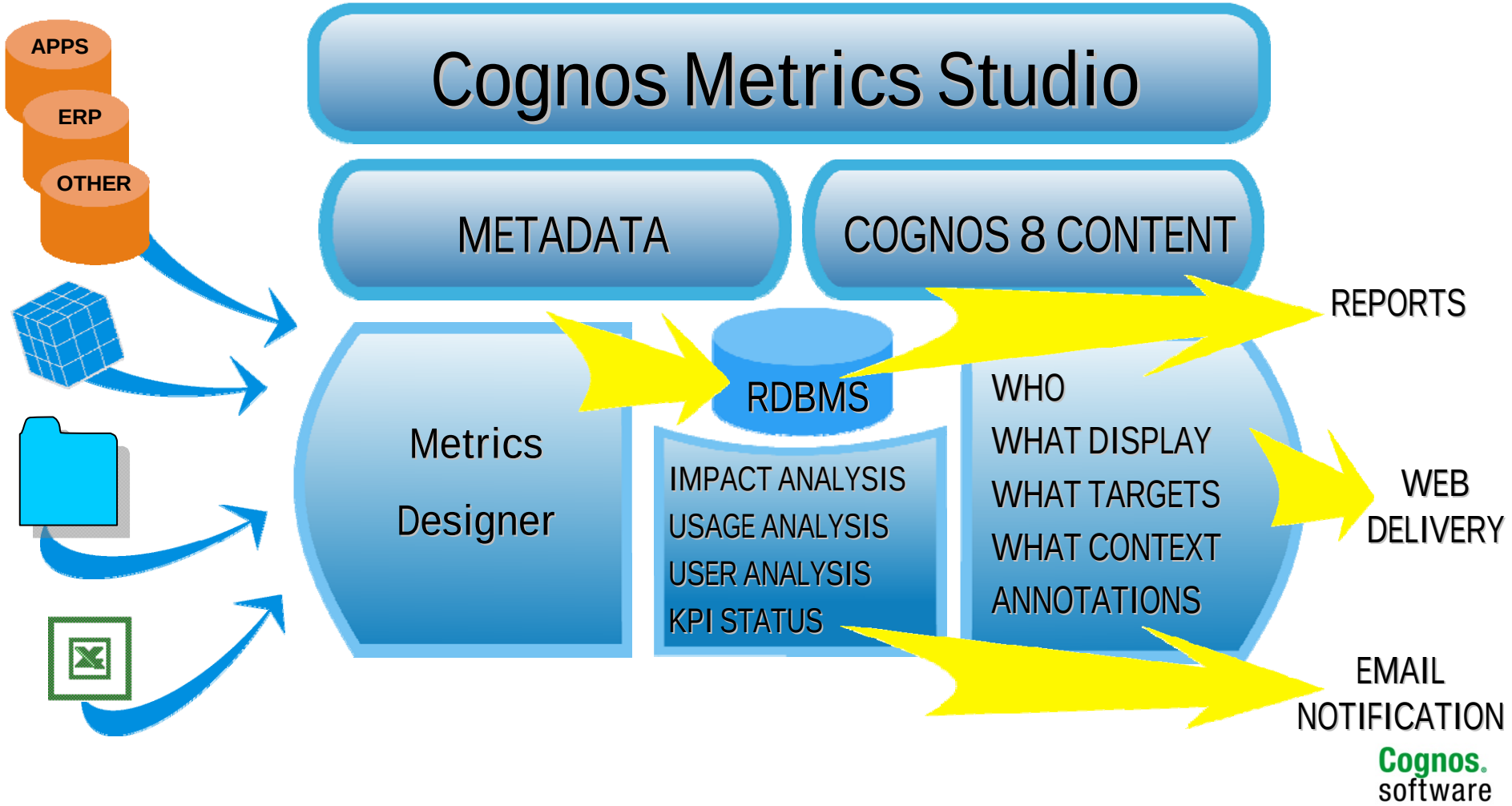
# Enterprise Scorecarding




## *Cognos Metrics Studio*

- Second Generation Cognos Scorecard Product
- Released 4+ years ago
- Now standard studio as part of Cognos 8. Shares:
  - Metadata
  - Security
  - Reports
  - Platform

# *Cognos Metrics Studio*



# Demo

{ *Informed Engaged Aligned* }

# IBM COGNOS 8 v4

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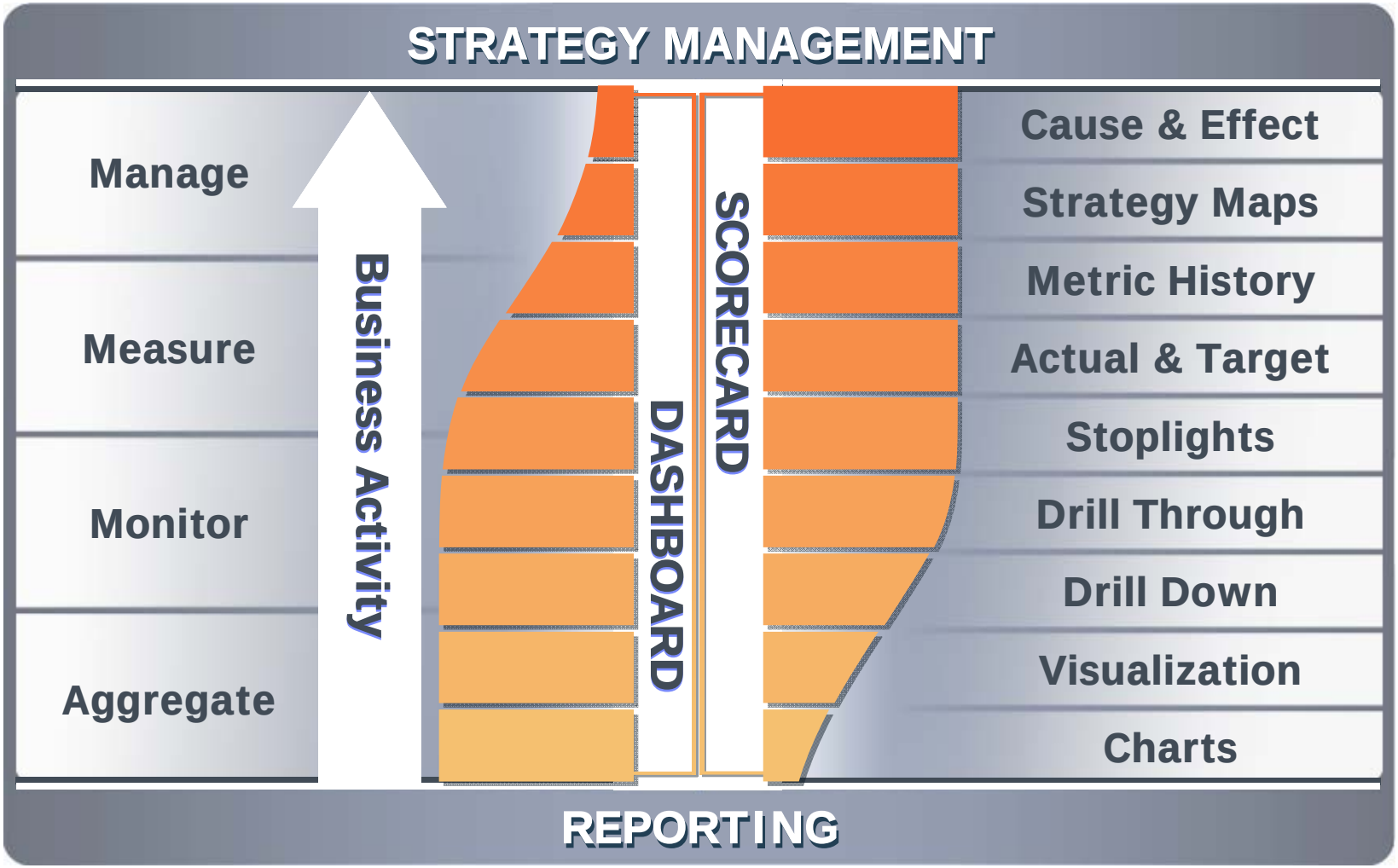
# *Scorecards, Dashboards & Metrics – Oh My!*

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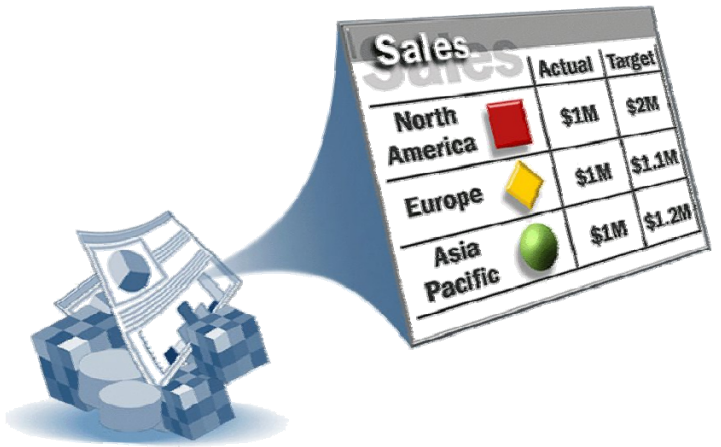
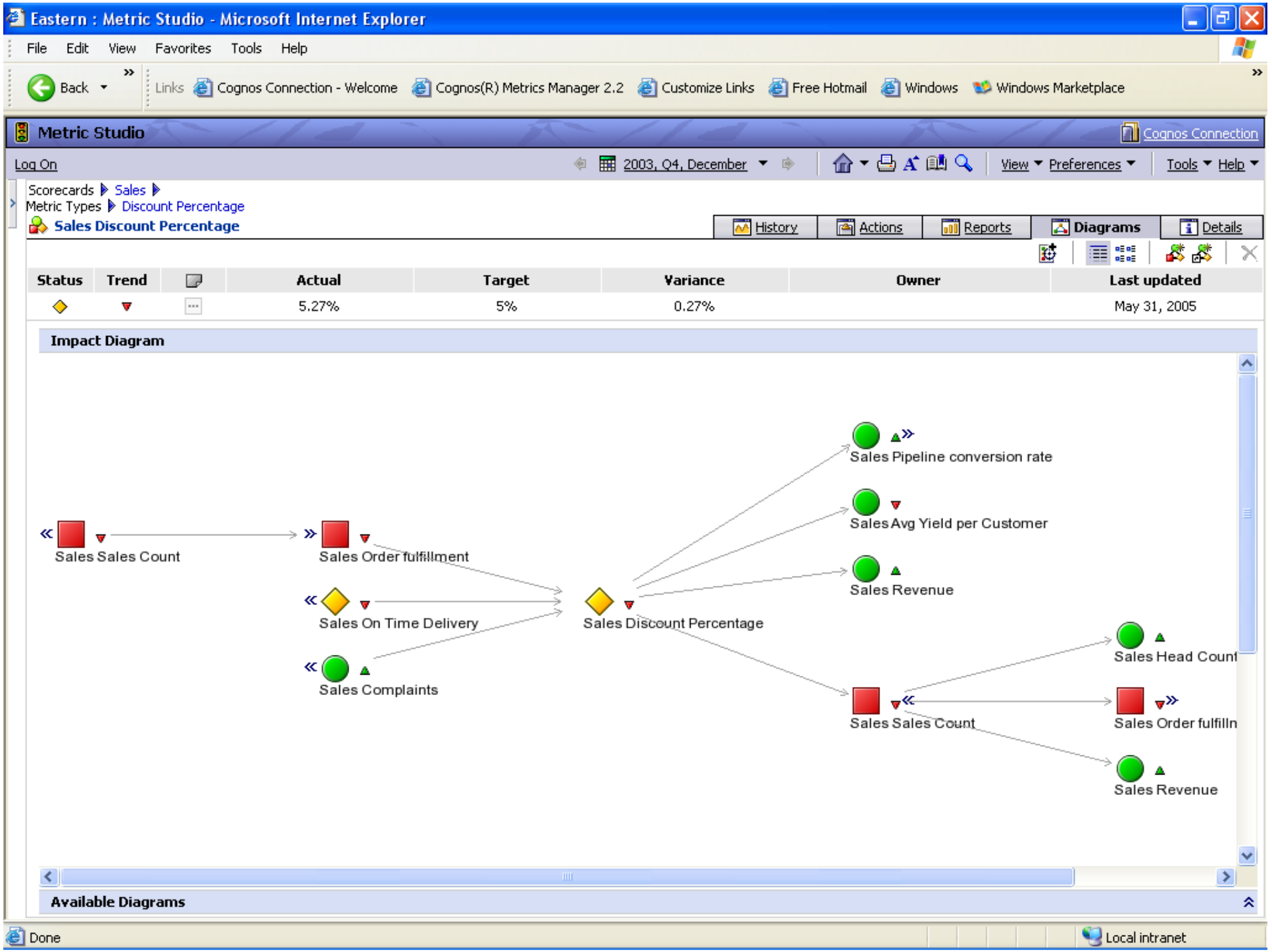
# *Trends in Scorecarding*

- Integrated Scorecards & Dashboards
  - Dashboard linking to functional scorecards
  - Key metric supported by a dashboard
- Bridge Between Planning and BI
  - Populate targets with planning #'s
  - Embed Live BI
- Operational Focus
  - 70% Operational vs 30% Strategic
- Guidance from Methodologies
  - Balanced Scorecard most popular
  - "Quality" Methodologies Growing



# *Best Practices*

- Avoid the “Perfect Scorecard” Pothole
  - Target Areas for “Quick Wins”
  - Metrics will evolve over the year
- Communicate with Organization
  - “Red does not mean dead”
  - Scorecard vs Reportcard
- Be Flexible with Methodology Selection
  - Pick and choose pieces of multiple frameworks
  - Avoid being too rigid


Eastern : Metric Studio - Microsoft Internet Explorer
File Edit View Favorites Tools Help
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Links Cognos Connection - Welcome Cognos(R) Metrics Manager 2.2 Customize Links Free Hotmail Windows Windows Marketplace
Metric Studio
Cognos Connection
Log On
2003, Q4, December
View Preferences Tools Help
Scorecards Sales
Metric Types Discount Percentage
Sales Discount Percentage
History Actions Reports Diagrams Details
Status Trend Actual Target Variance Owner Last updated
5.27% 5% 0.27% May 31, 2005
Impact Diagram
Sales Sales Count
Sales Order fulfillment
Sales On Time Delivery
Sales Complaints
Sales Discount Percentage
Sales Pipeline conversion rate
Sales Avg Yield per Customer
Sales Revenue
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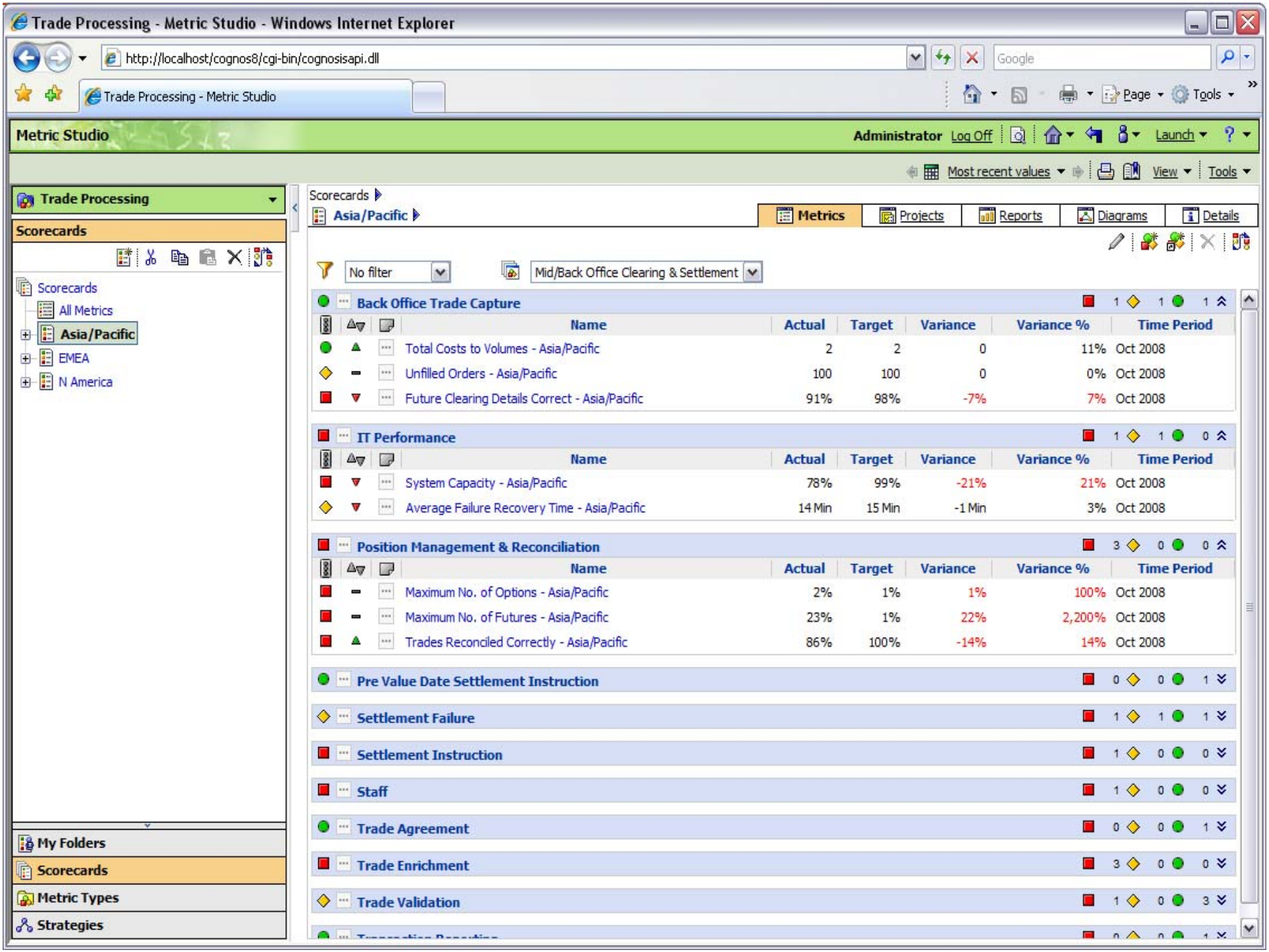
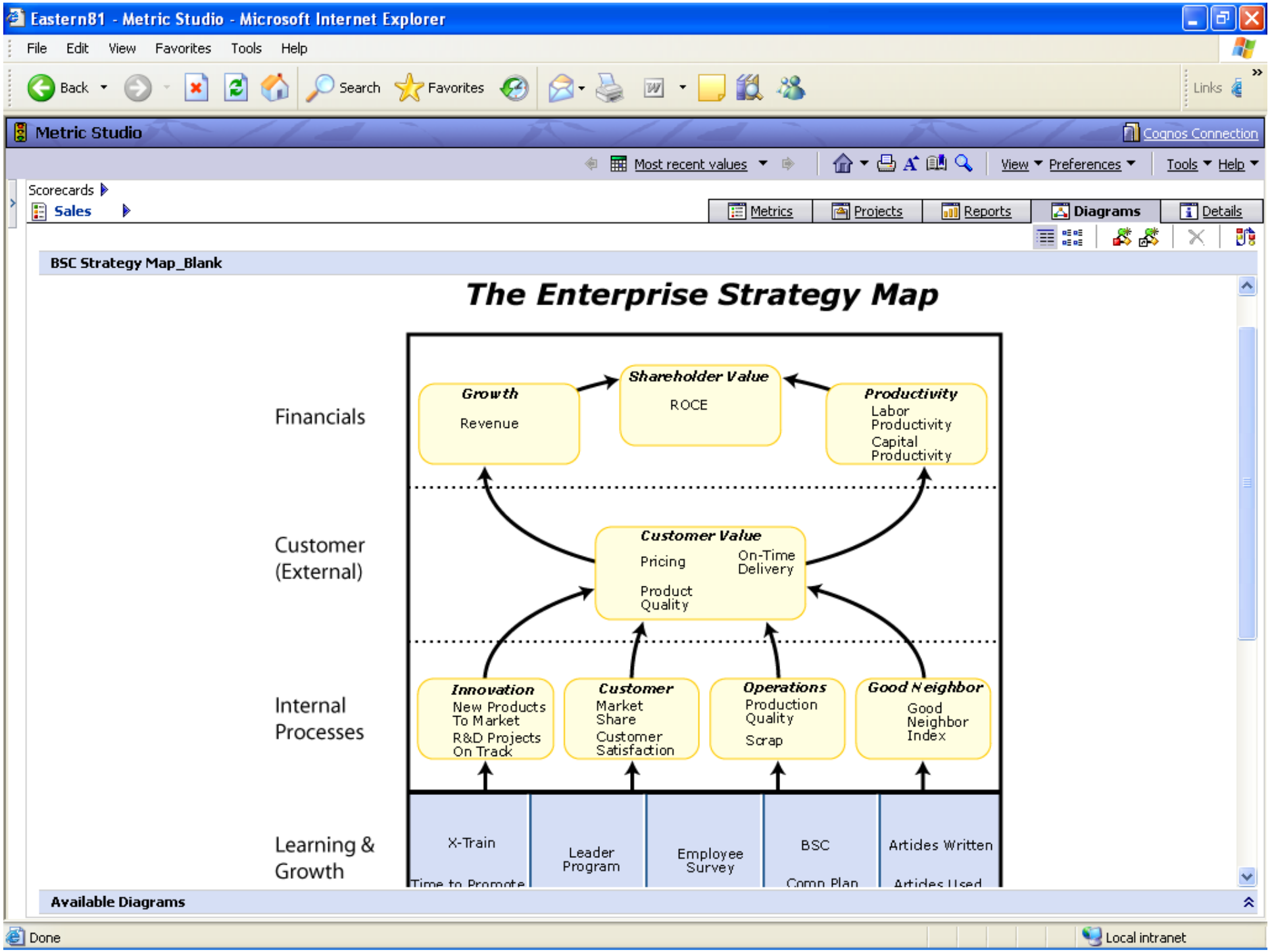

Trade Processing - Metric Studio - Windows Internet Explorer
http://localhost/cognos8/cgi-bin/cognosisapi.dll
Trade Processing - Metric Studio
Metric Studio
Administrator Log Off
Launch
Most recent values
View
Tools
Trade Processing
Scorecards
Scorecards
All Metrics
Asia/Pacific
EMEA
N America
My Folders
Scorecards
Metric Types
Strategies
Scorecards
Asia/Pacific
Metrics
Projects
Reports
Diagrams
Details
No filter
Mid/Back Office Clearing & Settlement
Back Office Trade Capture
Name
Actual
Target
Variance
Variance %
Time Period
Total Costs to Volumes - Asia/Pacific 2 2 0 11% Oct 2008
Unfilled Orders - Asia/Pacific 100 100 0 0% Oct 2008
Future Clearing Details Correct - Asia/Pacific 91% 98% -7% 7% Oct 2008
IT Performance
System Capacity - Asia/Pacific 78% 99% -21% 21% Oct 2008
Average Failure Recovery Time - Asia/Pacific 14 Min 15 Min -1 Min 3% Oct 2008
Position Management & Reconciliation
Maximum No. of Options - Asia/Pacific 2% 1% 1% 100% Oct 2008
Maximum No. of Futures - Asia/Pacific 23% 1% 22% 2,200% Oct 2008
Trades Reconciled Correctly - Asia/Pacific 86% 100% -14% 14% Oct 2008
Pre Value Date Settlement Instruction
Settlement Failure
Settlement Instruction
Staff
Trade Agreement
Trade Enrichment
Trade Validation


Eastern81 - Metric Studio - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Links
Metric Studio
Cognos Connection
Most recent values View Preferences Tools Help
Scorecards
Sales
Metrics Projects Reports Diagrams Details
BSC Strategy Map_Blank
The Enterprise Strategy Map
Financials
Customer (External)
Internal Processes
Learning & Growth
Growth
Revenue
Shareholder Value
ROCE
Productivity
Labor Productivity
Capital Productivity
Customer Value
Pricing
On-Time Delivery
Product Quality
Innovation
New Products To Market
R&D Projects On Track
Customer
Market Share
Customer Satisfaction
Operations
Production Quality
Scrap
Good Neighbor
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Leader Program
Employee Survey
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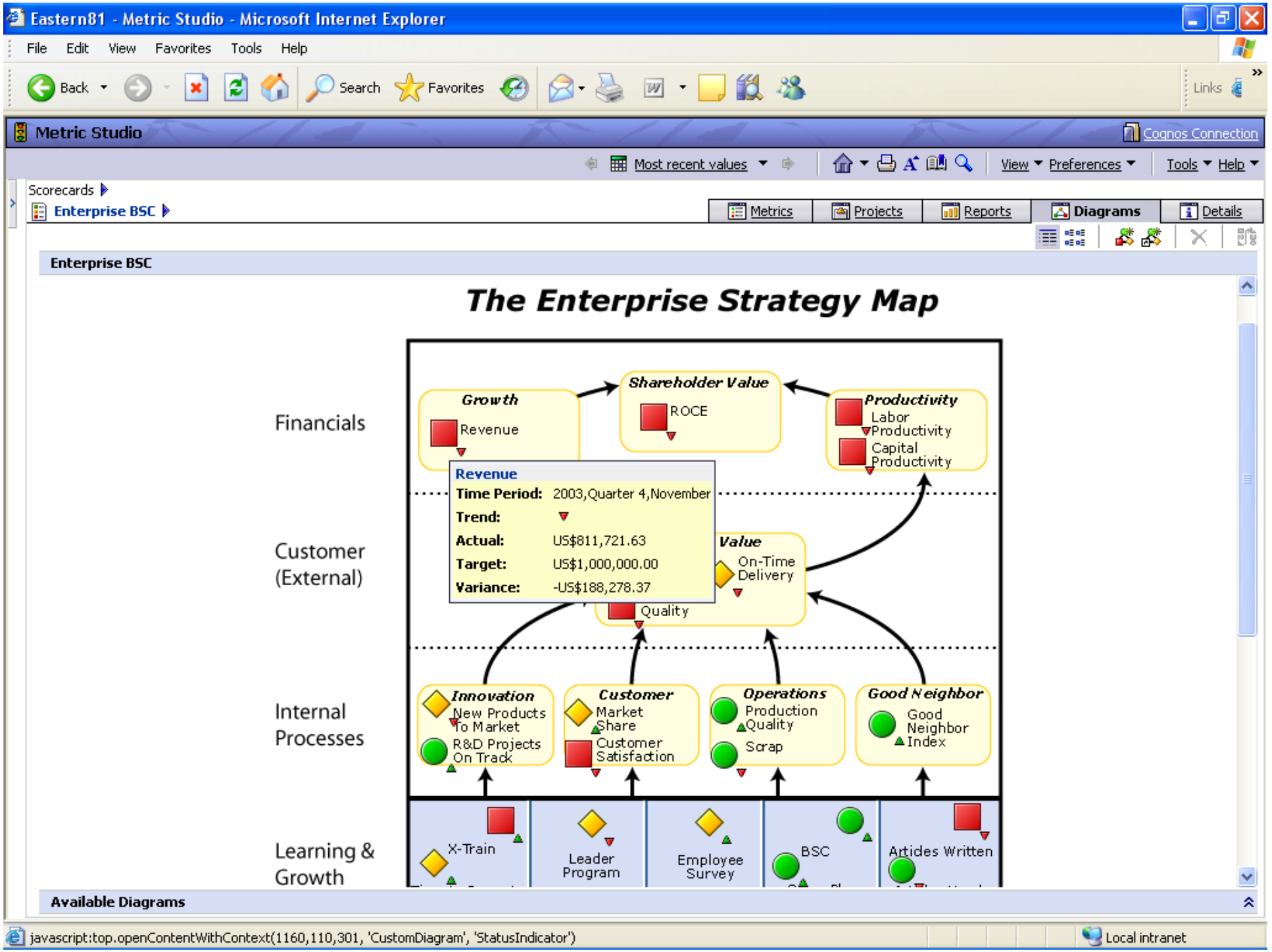
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Scorecards
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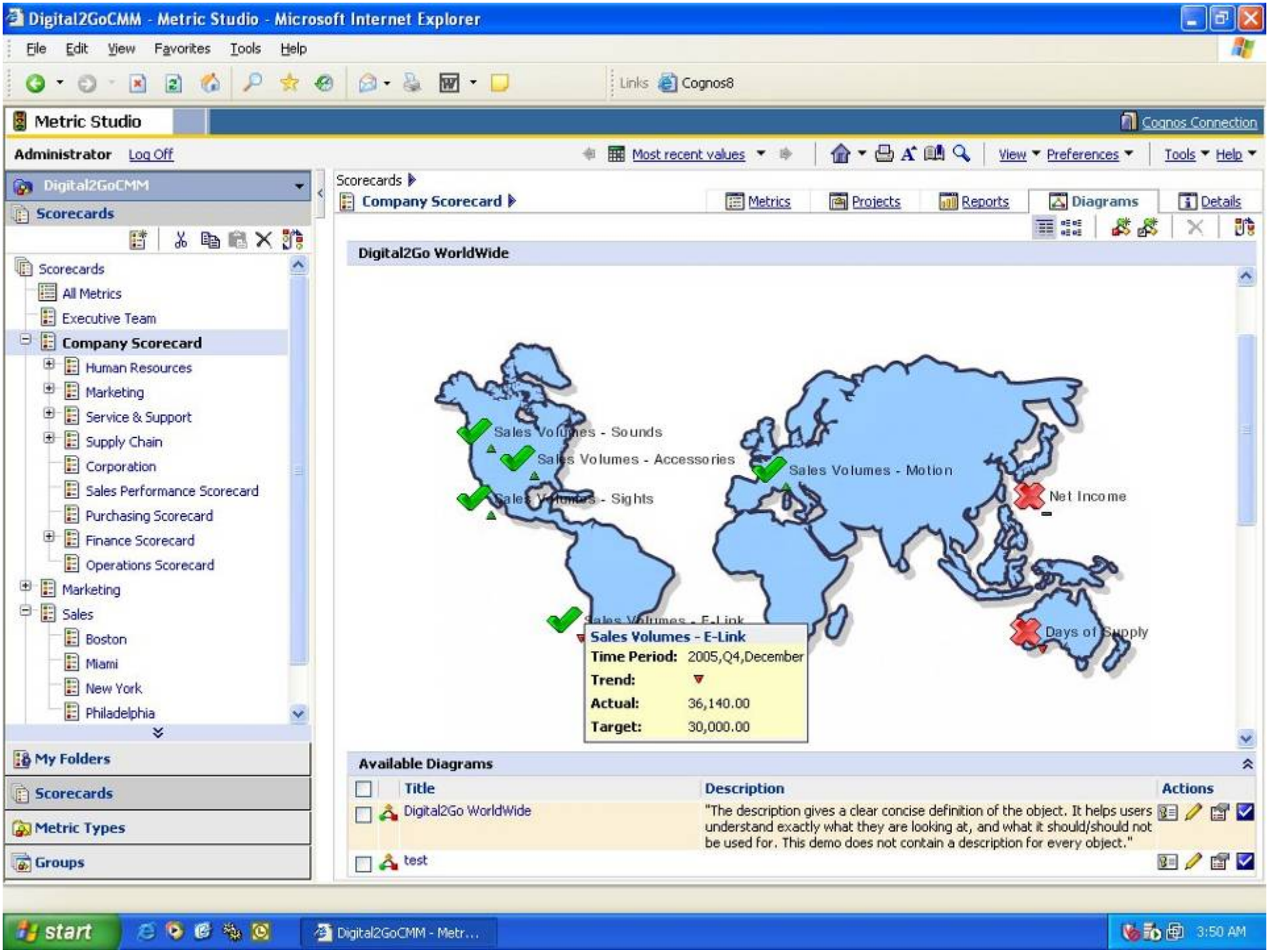
Metrics Projects Reports Diagrams Details
Enterprise BSC
The Enterprise Strategy Map
Financials
Customer (External)
Internal Processes
Learning & Growth
Growth
Revenue
Shareholder Value
ROCE
Productivity
Labor Productivity
Capital Productivity
Revenue
Time Period: 2003,Quarter 4,November
Trend:
Actual: US$811,721.63
Target: US$1,000,000.00
Variance: -US$188,278.37
Value
On-Time Delivery
Quality
Innovation
New Products To Market
R&D Projects On Track
Customer
Market Share
Customer Satisfaction
Operations
Production Quality
Scrap
Good Neighbor
Good Neighbor Index
X-Train
Leader Program
Employee Survey
BSC
Articles Written
Available Diagrams
javascript:top.openContentWithContext(1160,110,301, 'CustomDiagram', 'StatusIndicator')
Local intranet


Digital2GoCMM - Metric Studio - Microsoft Internet Explorer
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Metric Studio
Cognos Connection
Administrator Log Off
Most recent values
View Preferences Tools Help
Digital2GoCMM
Scorecards
Scorecards
All Metrics
Executive Team
Company Scorecard
Human Resources
Marketing
Service & Support
Supply Chain
Corporation
Sales Performance Scorecard
Purchasing Scorecard
Finance Scorecard
Operations Scorecard
Marketing
Sales
Boston
Miami
New York
Philadelphia
My Folders
Scorecards
Metric Types
Groups
Scorecards
Company Scorecard
Metrics Projects Reports Diagrams Details
Digital2Go WorldWide
Sales Volumes - Sounds
Sales Volumes - Accessories
Sales Volumes - Sights
Sales Volumes - E-Link
Sales Volumes - Motion
Net Income
Days of Supply
Sales Volumes - E-Link
Time Period: 2005,Q4,December
Trend:
Actual: 36,140.00
Target: 30,000.00
Available Diagrams
Title
Description
Actions
Digital2Go WorldWide
"The description gives a clear concise definition of the object. It helps users understand exactly what they are looking at, and what it should/should not be used for. This demo does not contain a description for every object."
test
start
Digital2GoCMM - Metr...
3:50 AM

Insurance - Cognos Connection - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Links BBC Google Phone SF.com WSDL Yahoo! WebEx

Back Search Favorites

Address http://wbragrangeim3/cognos8/cgi-bin/cognosisapi.dll?b_action=xts.run&m=port

Go

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Metric Studio Event Studio Query Studio Analysis Studio Report Studio

DemoAdmin Log Off

Preferences Help

Public Folders My Folders Start of My Day Branch Profitabilty Insurance Tools

**Companies news – Financial services – FT.com**

FT.com Financial services

Orix's Korea Life stake draws interest
Bancomer fund targets Mexico's foreign workers
Setback for Schroders in China
Ex-Goldman executive to join Perella
Ex-AIG chief says fine could hit investors
Panmure and HBOS establish joint fund
France launches probe into Euronext
Japanese traders get taste for bonds

(display all entries)

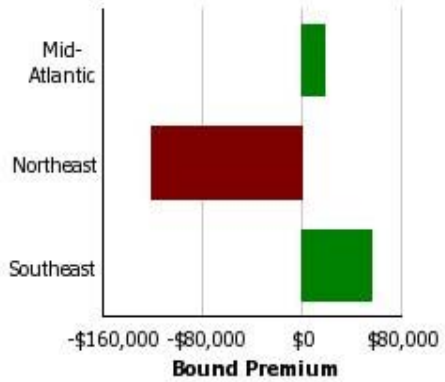
No filter No grouping [Metrics: 1-5]

| Name | Actual | Target | Variance | Variance % | Time Period |
|---|---|---|---|---|---|
| Premium Renewal Ratio | 89.52% | 88.63% | 0.89% | 1.00% | 2002,Q4,Dec |
| New Policies | 35 | 36 | -1 | 3% | 2002,Q4,Dec |
| Bound Premium | US$197,194 | US$187,650 | US$9,545 | 5% | 2002,Q4,Dec |
| Quoted Premium | US$221,950 | US$214,256 | US$7,694 | 4% | 2002,Q4,Dec |
| Submit Premium | US$514,522 | US$480,372 | US$34,150 | 7% | 2002,Q4,Dec |

**Insurance**

Entries: 1 - 7

| Name | Actions |
|---|---|
| Origional Reports | More... |
| Business Summary Report | More... |
| Customer Monthly Statement | More... |
| Individual Customer Report | More... |
| Insurance Analysis | More... |
| Insurance Business Ranking Report | More... |
| Regional Business Summary | More... |



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Search

Options

Done

Local intranet

BALANCED
SCORECARD
COLLABORATIVE
BALANCED SCORECARD HALL OF FAME 2004
COGNOS INCORPORATED

Information Management

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# *Cognos 8 BI Roadshow*

## Scorecarding

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