



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

- [-] FINSLSW
 - [+] Periods
 - [+] Products
 - [+] Broker
 - [+] Staff
 - [+] Channel
 - [+] Sales Facts
 - [+] Data Tier
 - [+] Corporate Plan

Please sit where you can comfortably read the above text.

IBM COGNOS 10: Intelligence Unleashed

Smarter Decisions. Better Results.



IBM COGNOS 10: Intelligence Unleashed

David Ruskin – UKI Solution Specialist Leader

- Instrumented
- Interconnected
- Intelligent



Business Analytics delivers insights to drive better outcomes



“What makes companies stand out from one another is the ability to use analytics across the end-to-end business model.”

IBM CFO study (1)

(1) The New Value Integrator: Insights from the Global Chief Financial Officer Study, IBM Institute for Business Value, March 2010.



Introducing Cognos 10



Revolutionises the experience

Expands traditional BI capabilities

Advances market-proven platform

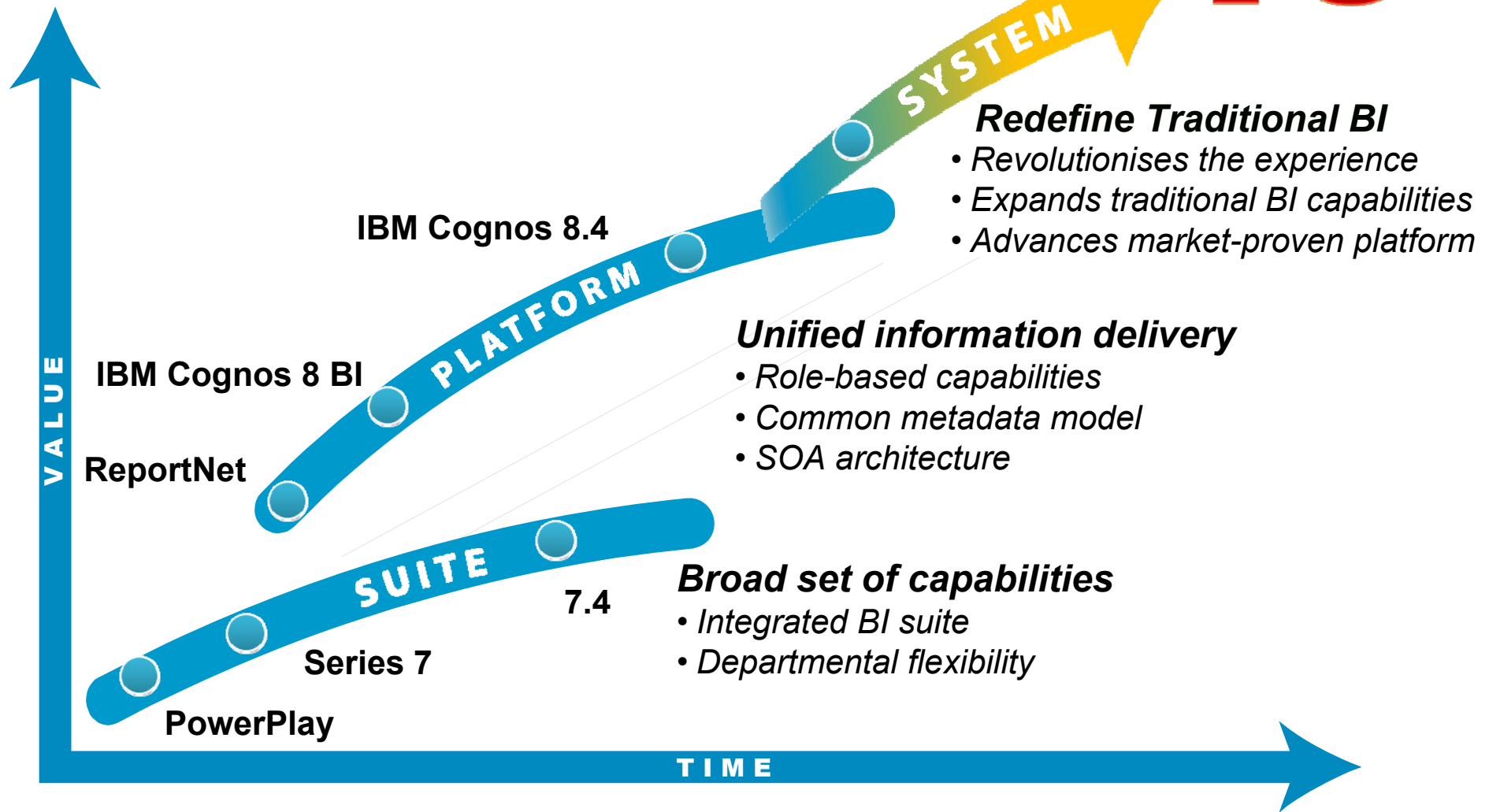


Introducing Cognos 10

The evolution of Business Analytics

10

COGNOS



Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.

Freedom to Think

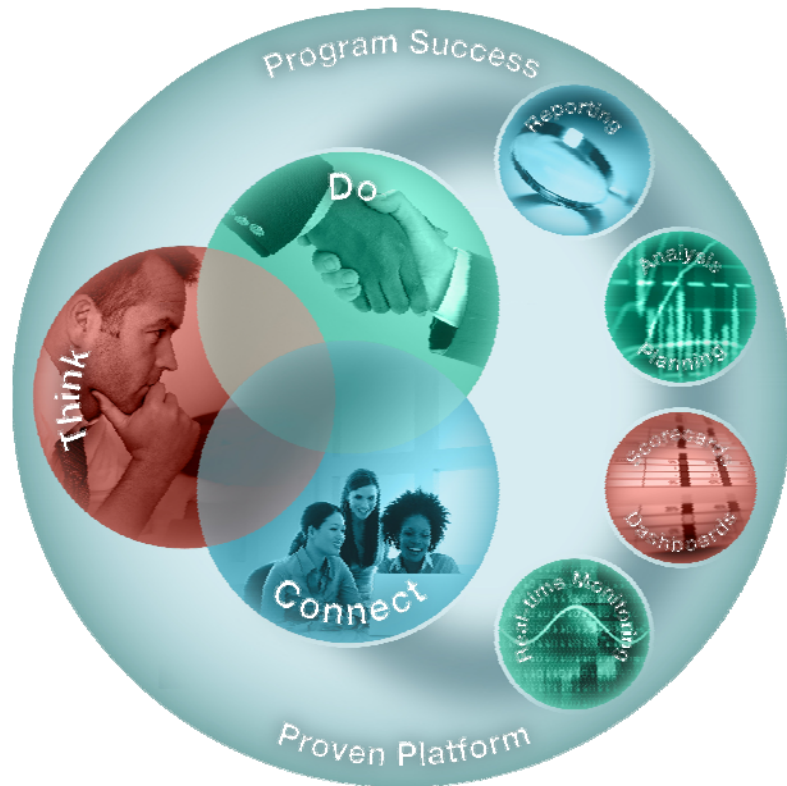
- Unified workspace
- All time horizons
- Progressive interaction

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**

Freedom to Think

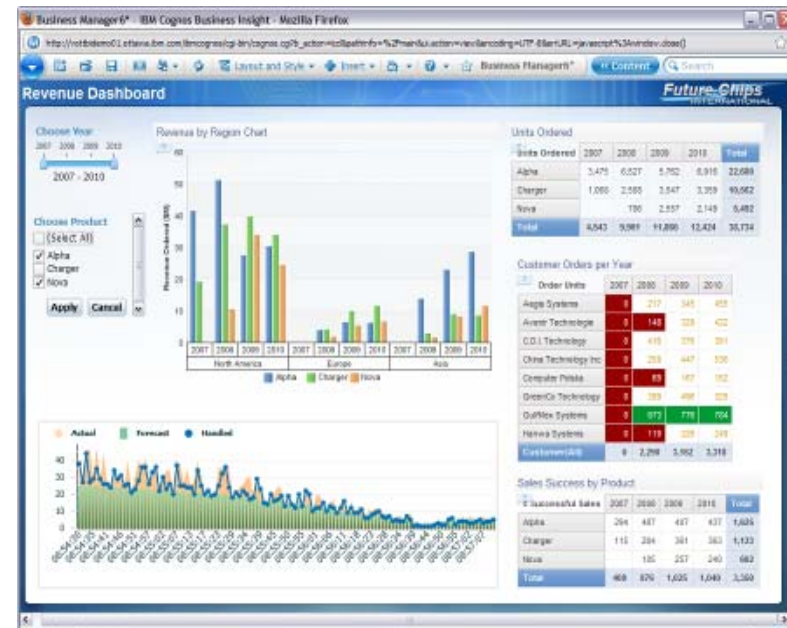
Analytics everyone can use to answer key business questions

- **Cognos 10 advances**

- Combine data from any source and explore it from any perspective without limitation
- Analyse facts and anticipate outcomes simply by shifting perspectives and time horizons
- Expand expertise beyond traditional BI capabilities without switching tools
- Enable business to increase their personal productivity and independence from IT

- **Key features**

- Intuitive, appealing Web 2.0 interface
- Personalised, progressive interaction
- Drag-and-drop, free-form assembly
- Search-assisted authoring
- Wizard-driven external data
- Automatic access to SAP BW queries
- In-space access to planning, scenario modeling, real-time monitoring and predictive analytics



The new BI workspace supports the way you think, so you don't have to interrupt your train of thought to fit the software



Connect with Others

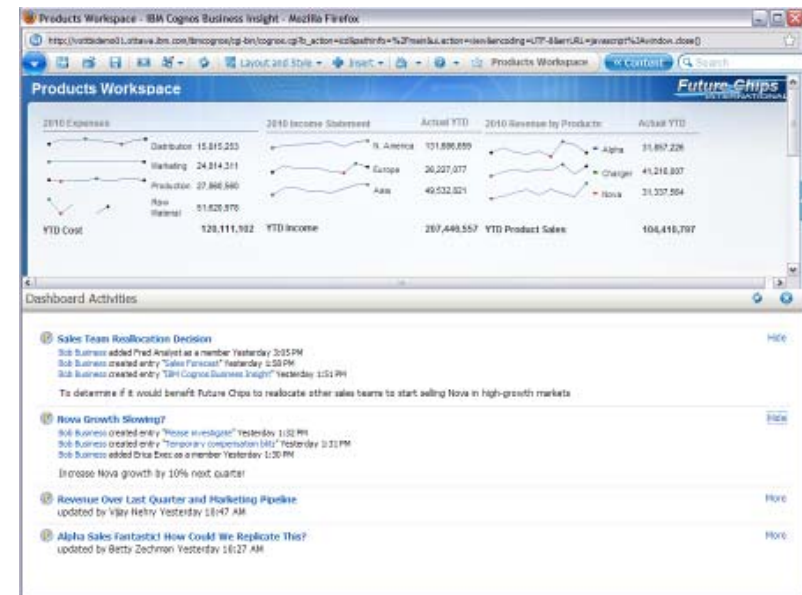
Collective intelligence to share insights and gain alignment

- **Cognos 10 advances**

- Engage others in decision networks to discuss issues, share insights and align decisions
- Attach business context to BI content and learn from a growing repository of decision history
- Support workflow to establish accountability and engage the right people at the right time

- **Key features**

- Annotations down to cell level
- Lineage and data stewardship
- Threaded discussions associated with BI evidence
- Activities, notifications, tasks, and initiatives
- Search threads, people, discussions, decision history



Built-in collaboration and social networking fuels the exchange of ideas and knowledge that naturally occurs in the decision-making process



and Simply Do

Actionable insight everywhere at the point of impact

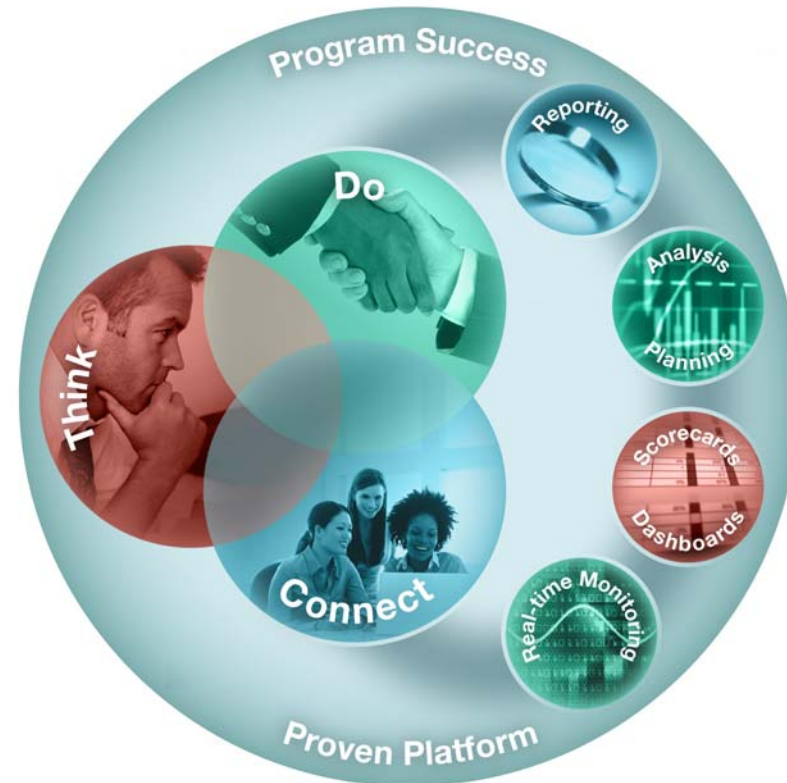
- **Cognos 10 advances**
 - Adopt mobile to accelerate delivery of interactive analytics to executives and the frontlines
 - Address challenges of compressed decision cycles with real-time analytics
 - Integrate analytics in everyday work and in workflow to inform business processes
- **Key features**
 - Mobile interaction on iPhone and iPad
 - Interactive, disconnected reports
 - Real-time monitoring of in-flight information
 - Mashups
 - Business-driven workflow



Mobile, real-time, and portable BI transforms BI from a separate task, to BI informing everything you do

Cognos 10 advances the platform

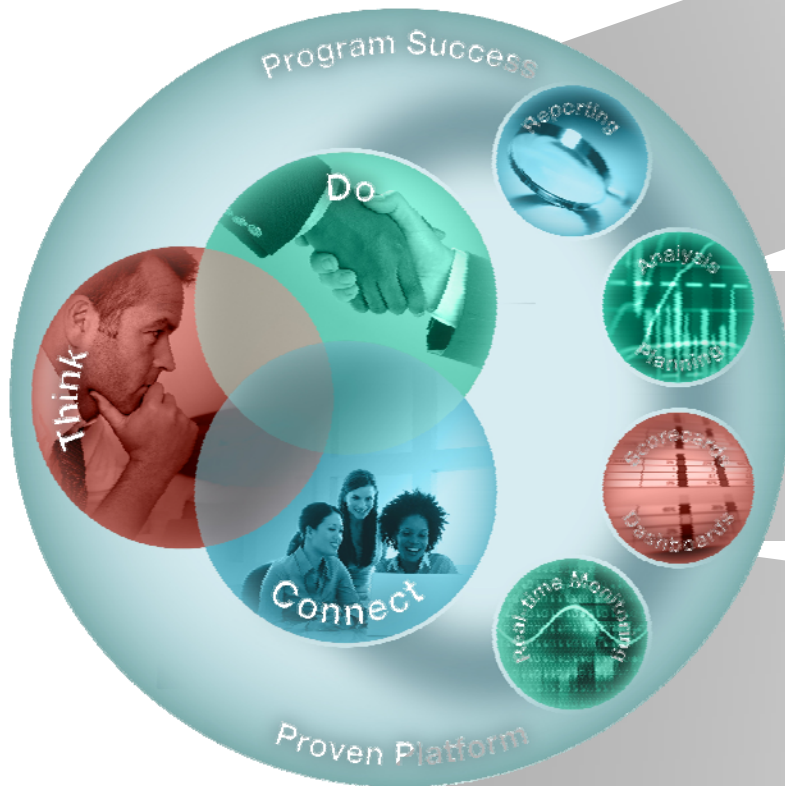
- Optimised performance
- Accelerated model design
- Enhanced system management
- Streamlined lifecycle management



Proven platform for growing user communities and data volumes

Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.



Meet the needs of an evolving workforce

Step up team decision making

Accelerate business impact

Business User Track Agenda

- 10:00** Introduction to the day
- 10:25** IBM Cognos Business Insight: Redefining Business Intelligence
- 11:25** **Break / Solution Showcase**
- 11:45** Extend the Value of Your IBM Cognos Solution by Leveraging Predictive Analytics Delivered by SPSS.
- 12:45** **Lunch / Solution Showcase**
- 13:30** IBM Cognos Dashboarding: User Creation and further analysis.
- 14:30** **Break / Solution Showcase**
- 14:45** IBM Cognos Collaboration: Connecting People and Information Together
- 15:30** Wrap up and Summary of the Day
- 15:45** **Close**





IBM Cognos Business Insight: Redefining Business Intelligence

Ian Grange & Mark Fry

November 16th 2010



#1 concern

Business Analytics

Business Analytics

83%

76%

83%

Customer e

Self-service Portals

Application Harmonization

64%

Business Process Management

64%

SOA / Web Services

61%

Unified Communications

60%

Source: IBM Global CIO Study 2009, n = 2345,



Becoming an analytics-driven organization



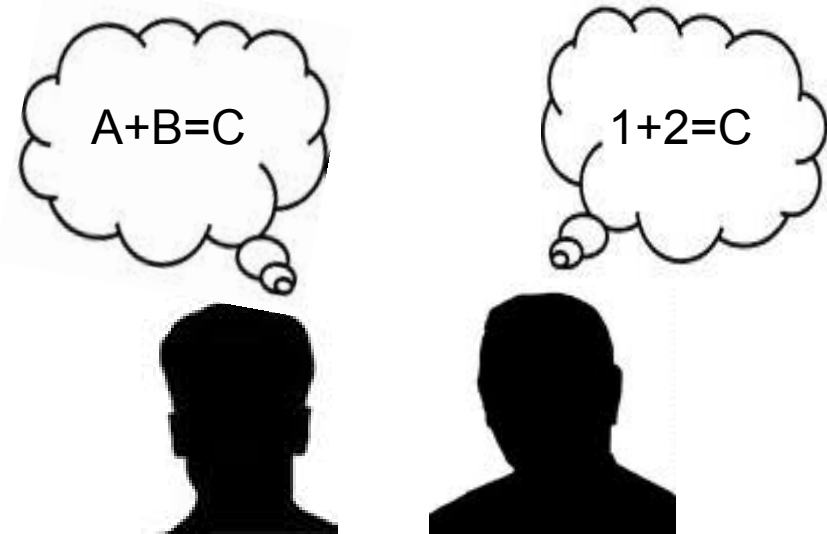
**Analytics-driven organizations have insight
to.....**



Analytics everyone can use

Successful BI solutions need to:

- Adapt to the way people work
- Encourage natural thought process
- Be simple, yet so powerful and fun anyone can use it



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
By Cindi Howson

To provide perspective to understand and anticipate trends

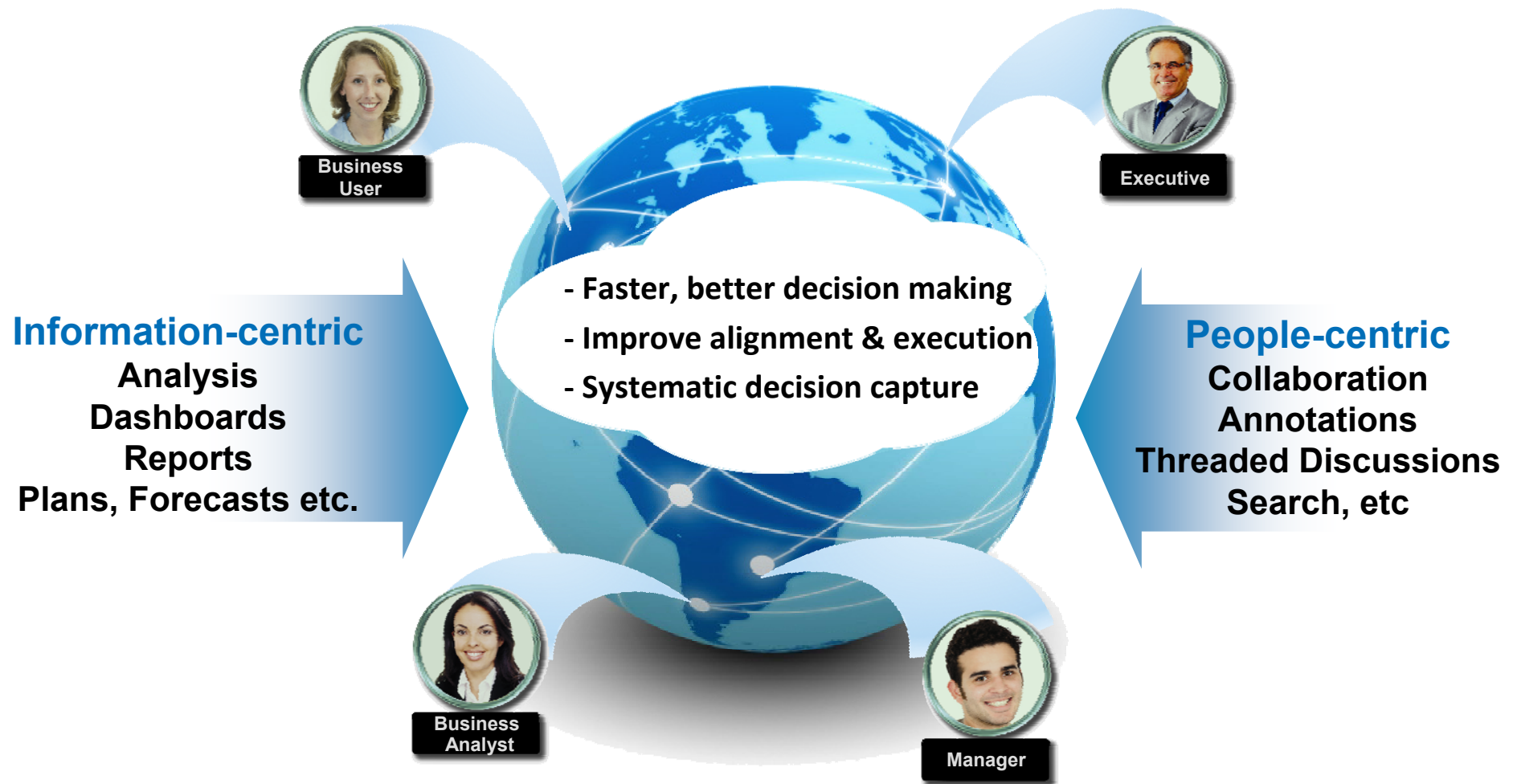


Cognos 10 delivers a Unified BI workspace giving individuals the freedom to see more and do more

- **Easily view, assemble and personalize information to follow a train of thought and generate unique perspectives**
- **Explore all types of information from all angles to assess the current business situation**
- **Analyse facts and anticipate tactical and strategic implications by simply shifting from viewing to more advanced, predictive or what-if analysis**
- **Use Active Reports to provide offline interactive dashboard capabilities**

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

Align information and the decision process



IBM Cognos Active Reports

Offline interactive Dashboard, delivering very fast, self contained BI to reach a wider audience

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.

Solution Highlights

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



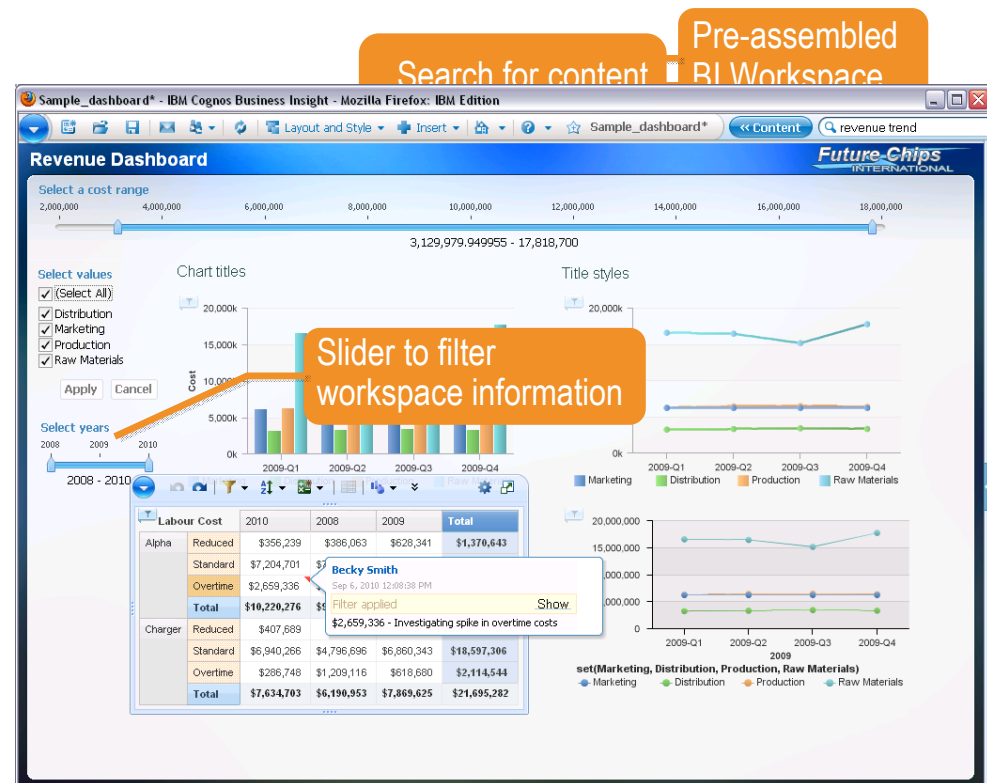
IBM Cognos Business Insight

A unified BI workspace to support the way you work

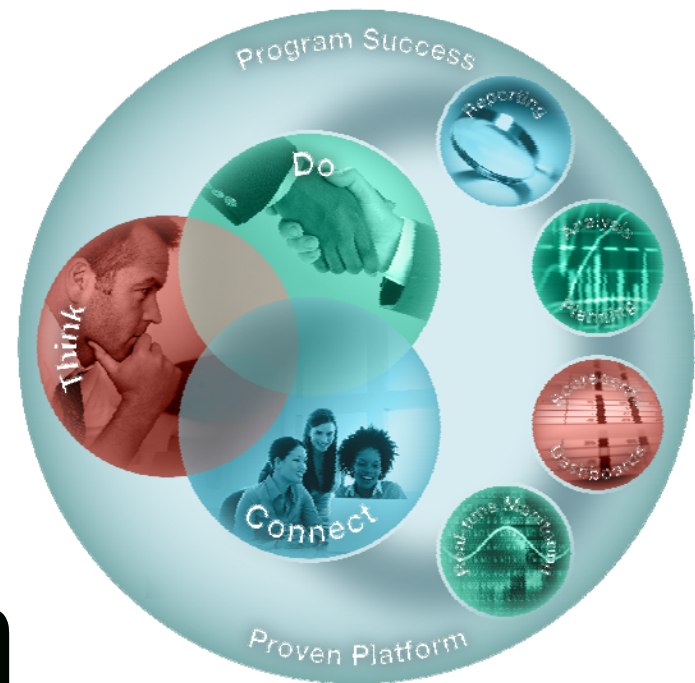
Intuitive and easy to use...

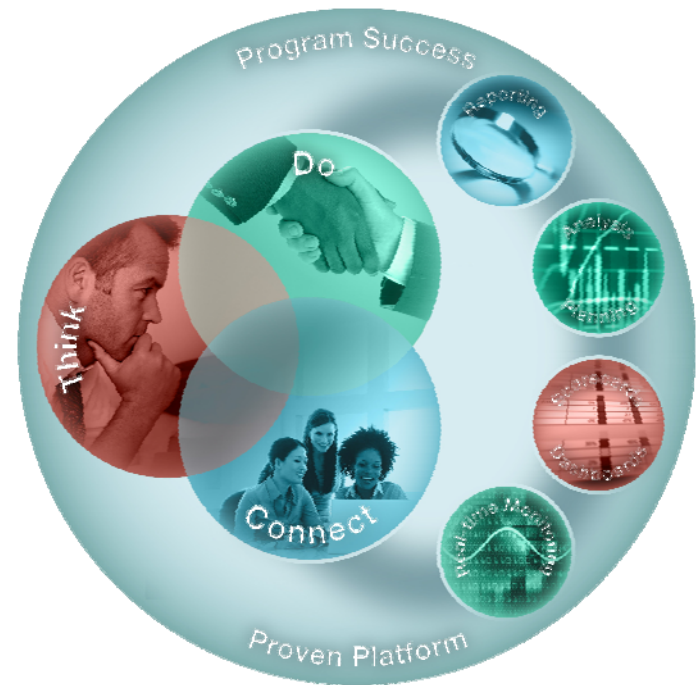
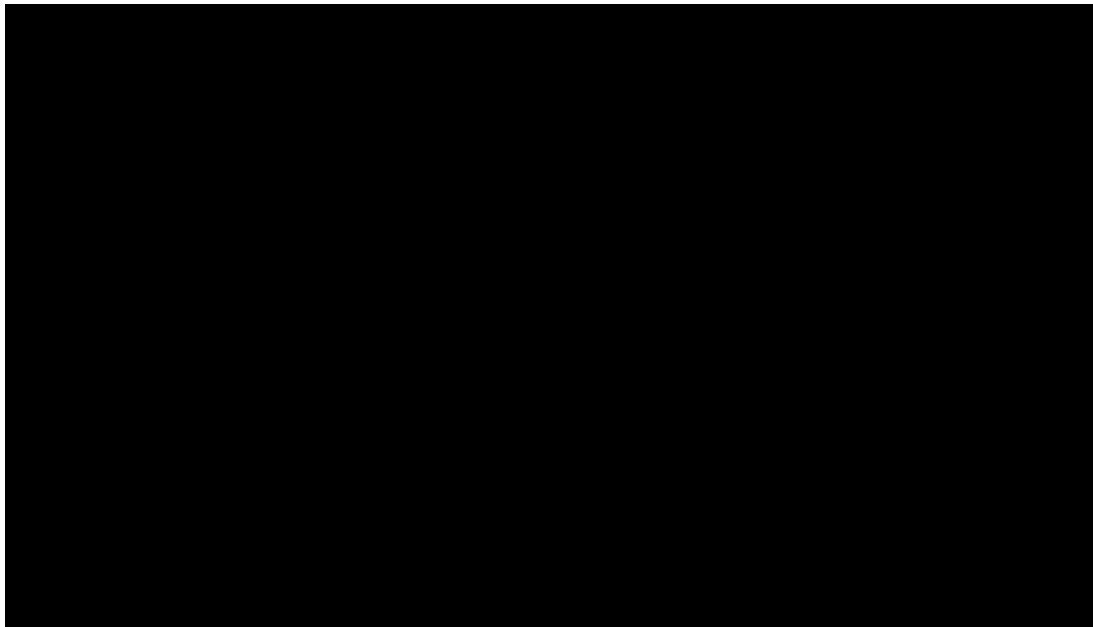
Solution Highlights

- Pre-assembled workspace content
- Search assisted authoring
- Drag and drop assembly
- Dynamic filtering
- Quicker and deeper insight into data
- Seamless graduated experience



Demonstration





Q & A





Thank You



WRAP UP & SUMMARY

Customers and partners realize innovation value

“I am loving Cognos 10!”

“..The Active Report is going to be great...”

“...simply stunning!”

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

“We are ecstatic...”

“...data source information is available...”



“We like the direction...”

“...single BI workspace”

“Active Reports opens up new possibilities...”

“...share interactive reports on analyst desktops...”

“Create dashboards in a simpler way...”

"Currently in our environment, dashboards have to be pre-authored by a report author."

“...from 2 hours to 15 seconds...”

“...Dynamic Query Analyzer will be a critical tool for us moving forward...”

“The upgrade was seamless”

“...my most complex Report Studio reports...without any issue...”



Delivering Program Success

- New “How-to” Books Deliver Expertise
 - BI Strategy Book, BI on Cloud, BI Redbook
- Proven Practices, Communities & Workshops
 - Champion & Business Analytics Workshops
 - Innovation Center & Communities
 - Champion Kit, Blueprints
 - DeveloperWorks, C^3 Blog
- Services & Training
 - Proven Practice Workshops, Learning Assessment and User Adoption Services
 - Broader portfolio of self-paced training options
- Broader Deployment Options
 - Expanded offering for System z
 - On IBM Compute Cloud



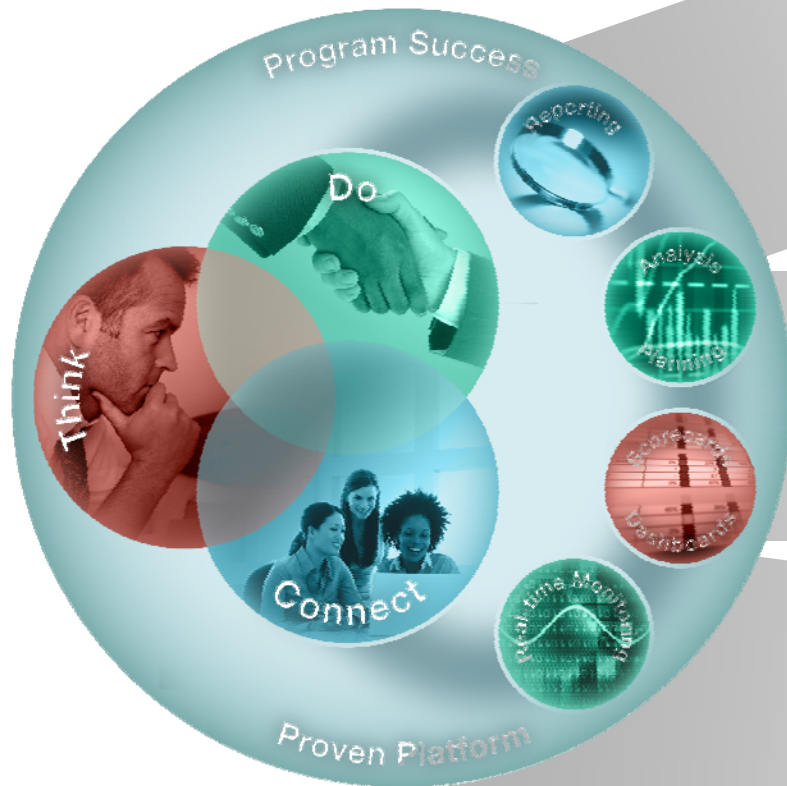
Licensing in Cognos 10

- List prices for existing BI roles remain **unchanged**
- Existing roles remain **unchanged** within role-based licensing structure
- IBM Cognos 10 includes significant new functionality and new features have entry points in the existing role-based structure
 - **Enhanced Consumer** - entry point for Business Insight, Cognos Collaboration (Lotus Connections), Active Reports
 - **Advanced Business Author** - entry point for Business Insight Advanced
 - **BI Professional** - entry point for authoring reports with Statistics (Separate server license required)
- **Flexible offerings available – speak to your Account Manager**



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Thank You