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Focus-IBM Webinar:

Empower Your Business On the Go: Mobilizing Your Business Intelligence Capabilities

March 24, 2011
10:00am PT/1:00pm ET

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Michael Oliver-Goodwin:	Welcome to today's webinar, "Empower your Business on the Go: Mobilizing your Business Intelligence Capabilities," brought to you by IBM and Focus. I'm Michael Oliver-Goodwin, and I'll be your Michael Oliver-Goodwin today. Before we get started, I wanna tell you a bit about Focus and the Expert Network, as I believe some of our listeners may be new to Focus. Focus helps millions of professionals make better business and technology decisions every day.
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	Slides will advance automatically throughout the event. This webinar is designed to be interactive between you and our panelists. You can ask questions throughout the event by typing your question into the Question tab on the left. We'll do our best to answer those questions at the conclusion of the presentation. But in case we can't get to all of them, I'll be posting the unanswered questions under my profile on Focus.com.
	If you want to watch this presentation again or share it with your colleagues, it will be available about 24 hours after the program finishes. We'll send all registrants an email as soon as the webinar is available for on-demand viewing. Again, to tweet during this webinar, please use hash tag "#FocusWebcast." Before we start, please participate in our first poll of the webinar.
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	Select your answer in the slide presentation window, and click the "Submit Answer" button. Go ahead and vote as soon as you're

ready. I'll give you 30 seconds or so to select your answers, and while you do that, I will pass a few of those seconds by reading the question out loud. The question is, "What mobile devices or operating systems is your organization planning to support in the next 24 months?"

And you can check all that apply, and the choices are: iPhone, iPad, Android smart phone, Android Tablet, RIM Blackberry, RIM Playbook, Windows 7 smart phone, and Windows 7 Tablet. Go ahead and click in your answers, and as soon as the software has had – gets enough data to chew on, it will present us with a nice graphic showing –

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-- how everybody's voting. Ooh, look at that! The RIM Blackberry is clearly the most popular device and operating system, and I'm sure we'll be hearing about some of these other devices as the webinar goes along. Thank you very much for participating in that. Okay – we have three presenters today.

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Our first speaker is Jonathan Wu, President of NAVinture, Incorporated, a technology organization providing consulting services and solutions to help companies improve their performance by creating actionable information solutions through the use of advanced analytics and closed-loop business intelligence. As an industry-recognized leader, Jonathan has over 20 years of management business advisory and systems consulting experience.

Jonathan will be followed by Brian Loveys, Senior Product Manager for IBM, and Jennifer Schmitz, Product Marketing Manager for IBM. But first, Jonathan, we're really delighted to have you with us today. Take it away.

Jonathan Wu: Thanks, Michael. I'm excited to be here.

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So for my time allotment, I'll be talking about defining mobile business intelligence so that we all have a common understanding of it, and then moving through to talk about what are some of the values that are created by using mobile business intelligence. And through that there are three specific examples where mobile business intelligence has been deployed. And then what do you need in order to get started?

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When we take a look at this definition of mobile business intelligence, I think of business intelligence, and that is the ability to access timely, relevant and meaningful information really for research, analysis and decision-making purposes. So when you take a look at business intelligence, and then you apply this mobile ability to it, you're no longer tethered to a desktop or a laptop. People that are on the go, that are out of the office now can be able to easily and seamlessly access their business information so that they're able to be more productive, be more efficient at what they're trying to do, as well as some new capabilities that I'm gonna talk about in just a few minutes.

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When we take a look at how does mobile business intelligence create value, I would have to put it into three categories. Really, the first one is taking a look at this improved efficiency. How many times have you been out of the office, and you need to get a hold of some information. There's several ways to do it. Either call a colleague in order to access this information, but a lot of times that's extremely inefficient.

Another way is through mobile business intelligence, and that is you've got downtime, you need to access this data; through these devices you're able to run a query, take a look at some reports, take a look at a dashboard so you've got the information at your disposal so you don't have to head back to the office. The other one is increased productivity – the ability to really identify new business opportunities – and I'll be talking about that in these examples coming up.

The other is some new capabilities, and that is being able to do things that you haven't been able to do before, and that is using this information and being able to apply it in the most effective manner.

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So let's take a look at some of these examples. I've got three that are listed out here, and each one is relating to really a different industry and field as well as subject area. The first one we're gonna talk about is customer loyalty and really a retail type situation where it's a business interacting with consumers. The second one is enhanced field sales, and that is field sales representatives interacting, and that is a business-to-business type situation. And then the third is physicians interacting with their

patients, and that is a business-to-consumer type activity. So when we take a look at these –

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-- these examples, the first one is improving customer loyalty. How many times have you been to a retail shop and not been able to get the item that you want or really not have the customer service that you would expect? There was a recent poll that was conducted, and this was done for American Express, and they surveyed consumers, and in this there was some very interesting findings that came out of it. These findings really related to customer loyalty and how consumers were interacting with various retailers.

In the survey, it clearly showed that nine out of ten Americans viewed customer service when making a decision, in terms of who do they buy that product from or that service. Conversely, you take a look at do they believe that these organizations – these businesses are providing the customer service that they expect – and that again goes back to a very low score which then equates to very low customer loyalty. So if you're a retail business, what do you do about it?

So I'm gonna give you really two examples that I've seen firsthand and experienced. One of them is dealing with a retail grocery store. And specifically, they've got a club membership where as you go through the checkout you put in your club member card, and with that it provides you discounts on the items that you purchase. It's very good for that retailer because they can understand what items are being purchased by different consumer groups as well as that geographic area for that store.

But what they're doing now is applying mobile business intelligence to that. And in this example, what I've seen is as we were going through this checkout and entering our information in, as we're going through that checkout the store manager came up, and the store manager had a smart phone with him, and with that he had clearly identified here is a customer that is going through that has been very loyal.

They've identified us as a consumer that has purchased quite a bit from that store. He wanted to introduce himself, thank us for the business, and with that provide a business card. If there was any concerns, any items or issues that we had, he wanted to extend himself so that we were happy and we were satisfied. And having a conversation with him, it was all within this mobile business intelligence application that he had at his disposal.

He was easily able to understand who are some of the preferred customers coming through the checkout, who were the ones that he should target and introduce himself to, and again with the sole purpose of providing that extended customer service and ideally improving customer loyalty. That's a capability that typically doesn't exist unless you have this mobile business intelligence application. And I've seen other retail stores trying to branch out and do the same thing, which I think is extremely powerful because if you're able to build that customer loyalty, it's far easier than new customer type acquisitions.

Moving on to the next example –

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-- of mobile business intelligence, enhanced field sales. Too many times where I've seen going out on a sales call where the field representative and sales representative has information at their disposal, a lot of it's hardcopy reports saying, "Here's the customer; here's what they've purchased," and in a few instances where mobile business intelligence has really enhanced the sale. Now, what do I mean by that?

Well, instead of having hardcopy reports that in a lot of cases are stale, outdated information, they've got at their disposal current customer purchases, any sort of complaints that were previously filed. They're able to do some research and understand the opportunities that may exist, and that is cross-selling – cross-selling additional services, cross-selling additional products – or being able to respond to customer inquiries rather quickly.

And one in particular meeting with a client, they were inquiring about additional hardware products, and with that the field representative was able to take a look and say, "Yeah, we have it in stock. We've got it close by. We can get it to you by a certain date," right there on the spot as opposed to having to get back to 'em several days later. Again, trying to shorten that sales cycle and be as responsive as possible to that client is another indication of the use and value of mobile business intelligence.

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Taking a look at the third example, you know – this is patient interaction. How many times have you gone to the doctor where, you know, they've got their clipboard and your file with a bunch of paper? And I've seen this time and time again where they're asking the same questions where – and you've already responded to them in previous visits. So in several cases where I've seen

mobile business intelligence being applied, and that is having access to patient records, test results and being able to interact with the patient in a more meaningful manner instead of having to file through all the paperwork – really understanding what is going on with this patient, what tests have been delivered so that there is more meaningful interaction that occurs, more timely results as well as I would say improved patient care.

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So those are three examples that I've provided. Hopefully, they provide you with a good understanding of the use and value of mobile business intelligence. So what do you need to get started? First and foremost, I think you have to have a very compelling business need. So what do you plan to do with mobile business intelligence, because again, you know, with these smart phones as well as tablet type devices, they're extremely wonderful to use. But at the same time, we're not talking about deploying technology for the sake of technology; we need to support the business need – the business objective.

So really taking a look at where are all the activities that are going on within your business, what is that need that could be enhanced through efficiency or improved productivity, or extend out and provide new capabilities. So if you can identify those three areas and then from there really drive what is the goal and objective, that's step number one. The second step is clearly having the technology infrastructure to support mobile business intelligence. Ideally, you've already deployed business intelligence within your organization.

You've got transactional systems that are collecting the data that you're gonna need for business intelligence and mobile business intelligence. And what I mean by that is having the ability to perform the data integration, to be able to perform that analysis that's needed so that the performance through these devices is rather quick. Those are several of the items that need to be addressed before one gets started with this technology.

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What I'm gonna do is turn it back over to Michael, and from there we'll be able to continue this conversation on mobile business intelligence.

Michael Oliver-Goodwin: Jonathan, that was great. Thanks so much. Before I introduce Brian Loveys and Jennifer Schmitz, here's our next poll question.

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As last time, I'll give you 30 seconds or so to select your answers, and while you do that I will read the questions to you just to help pass the time, I guess. Here's the second poll question. "What are your organization's main concerns with adopting a mobile business intelligence solution?" And your choices are cost, security, complexity of managing deployment across many devices, limited benefit to our business, we don't have any concerns or other. Go ahead and click in your answers, and any moment now we will see a graphical representation of the way the voting is –

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And there it is! And, ooh, this is interesting. They're pretty close actually. Complexity of managing deployment across many devices is the issue that most of you – or that I guess a plurality of our voters have clicked. But actually, there's a pretty even distribution of concern across the board. Hopefully, the rest of this webinar will address those issues. And right now, I have the pleasure of introducing –

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-- Brian Loveys and Jennifer Schmitz, both of whom are key members of IBM's Cognos Business Intelligence Product Management Team. With over 15 years of experience in consulting, large-scale system delivery and product strategy, Brian Loveys, Senior Product Manager for IBM Cognos, has primary responsibility for defining IBM Cognos Business Intelligence Mobile Strategy and driving predictive analytics into core business intelligence.

Jennifer Schmitz, Product Marketing Manager for IBM Cognos, is responsible for the go-to-market activities around mobile business intelligence and platforms. Prior to this, Jennifer was responsible for information management, including dimension management and data quality. Jennifer's accomplishments include developing and executing strategy for a suite of enterprise data quality products. Now, over to Brian and Jennifer. We're so happy both of you could join us today.

Jennifer Schmitz: Thank you, Michael. We are very happy to be here. What I wanna do is start out by –

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-- giving you guys a little background on what our section of the presentation will be today. What we'd like to do is really tie into what Jonathan was saying with that first set of slides by talking to why mobility is on the rise, talking about some of the notable trends that we see. We're gonna be taking it from more of what we're seeing in the market from a customer perspective, and I think you'll see a lot of tieback into what Jonathan was just talking about.

We're gonna talk then about the different capabilities that IBM Cognos has in the line of mobile capabilities with IBM Cognos Mobile and IBM Cognos Active Report. Then we're gonna wrap it up with a summary and open it up with some questions. So Brian, can you talk to us a little bit about IBM Cognos and what we've been seeing as far as some of the trends around mobility?

Brian Loveys: Sure – and thank you very much, Jennifer. Appreciate it.

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So clearly, there is a paradigm shift in the market around mobile. There are many different statistics and trends that are out there that people have seen. Certainly, when you're watching television, it seems like every other commercial is somehow mobile-related. So I've got some key kind of things that I wanted to kind of point out. For example, the iPad has been listed as the fastest-selling electronic device in U.S. history.

Mobile phones will overtake PCs as the most common web access device. But there's one in particular from a statistics standpoint that I find most astounding, and that's talking about the rate of growth in the mobile Internet. Back in 2007, Internet traffic for mobile devices was essentially nonexistent – essentially just a blip. If you look back at October 2010, mobile operating systems accounted for nearly three percent of all Internet traffic. Now, that percentage of Internet traffic on mobile devices has actually been doubling every eight months or so since 2007.

So if you extrapolate that trend, it's very easy to imagine a world in which these mobile devices can consume 20-plus percent of the total Internet usage within the next three years. So where is all this traffic coming from? Not surprising, you know, the Apple IOS-based device are the leaders in the mobile category, accounting for nearly 42 percent of that traffic. So clearly, we are at an inflection point moving rapidly into a world where mobile devices are taking over many tasks that were previously held by PCs.

Jennifer, if you just wanna flip to the next slide – thank you.

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So why the rise in mobility? Well, first of all, the introduction of the iPad last year really changed the game and accelerated the movement to mobile. Ultimately, what people are looking for is really to have access to information at their fingertips. And we expect that need to simply continue to intensify. You know what? These devices – they're instantly on. They're portable with access to vast amounts of information.

And recently speaking to one of our larger, well-recognized Fortune 100 companies, it's as important to be mobile as it is to have the information and the device in your hand that you're able to interact with. So what I also wanted to do was draw your attention to the quote at the bottom, and this is really critical to our strategy moving forward. Mobile users really do expect high fidelity access to the same information that they're getting on their desktop.

So I'm working in my office, and then I decide to go on the road, so they expect that same information, however, presented in an easy-to-learn, mobile-friendly format. Again, working in my office, and then simply on the road I expect access to that same information.

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Just wanna move to the next slide. So here are a few notable trends around mobility. This is certainly not an all-inclusive list. There are certainly others – expectations around mobile commerce and other things. But I thought these were relevant in particular to our particular strategy. And the first one is the convergence of tablets and laptops. We believe that there exists a line today that's blurry between laptops and tablets, and we expect that trend to continue to get blurrier.

For example, even within our own organization, we've noticed folks who originally carrying iPads are now carrying things like MacBook Airs because MacBook Airs, for example, have very similar benefits as the tablet. They're instantly on, they're small, paper thin, portable, with access to vast amounts of information. Now, clearly they're missing some of the key components of a tablet like the touch gestures, the 3G connection – those types of things.

But it does give you an indication that the direction of both laptops are tablets are likely to converge further over time. With that being said, we also believe that smart phones, on the other hand,

will actually begin to diverge. So for example, if you look at some of the common use cases across business intelligence – you look at reporting, dashboards, exploration, guided analysis – you can certainly foresee all of those types of use cases and uses on a tablet.

But on a smart phone, with a much smaller form factor, you probably have a much smaller set of use cases. You're likely gonna stick to reporting, possibly some dashboards, but you're not likely to venture to guided analysis as an example. Now, we really look at smart phone, and all of our research indicates it's really about quick hit BI, quick access to information, and being able to quickly reply to something. Just moving on – interoperability and consistency.

So users expect to perform the same operations regardless of platform, which I alluded to earlier, and expect the same consumption. Add to that the mix of cloud technology, which further enables that consistency; and just to give you a simple example, if I am reading a book on my mobile device, and I'm on Page 36, the expectation from users when I move to my desktop or my other device that's accessing that same book is that I'm at that exact same page – again, the consistency between desktops, laptops and tablets as well as cloud.

Bandwidth and connectivity – according to Mary Meeker, who's a leading guru in the market on mobile, mobile traffic is expected to grow 26 times over the next 5 years, and the carriers are responding. We're even seeing wireless connections on planes, and pretty much anywhere you go there's an ability to connect to some sort of hot spot. So the question moving forward down the road is, "Will we ever truly be in a disconnected mode?" And finally, the other sort of key point – notable mobile trend that's worth mentioning is around social.

So things like information sharing, location sharing are clearly accelerating mobile usage, not just on the consumer space, but clearly on the enterprise space as well. And it is really changing the way people are interacting.

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So so far we've focused primarily on the mobile market in general. However, when we talk about these devices, clearly business intelligence is a natural fit on mobile devices, both from the smart phone and tablet perspective. We have a couple of key quotes from two well known BI industry analysts, and the evidence that these folks have been collecting really supports what we're seeing

in our own customer base. We're seeing heavy demand for BI mobile solutions, largely driven today by iPad and Blackberry.

But we fully anticipate strong interest in other areas and operating systems and devices as well – things like Playbook from RIM that's upcoming targeting April 19th as well as Android. With that, I'm just going to pass things back to Jennifer –

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-- who's going to provide an overview of our solutions in and around Cognos 10.

Jennifer Schmitz: Very good. Thank you very much, Brian. Well, what I'd like to do now is put some context around the capabilities that we actually have in market today around mobile. And I wanna start by giving you a little bit of background on a release that we just put out in October. So we did release back in October our newest release of Cognos 10, and this is really to help businesses make smarter decisions and gain better results, as you can see on the slide there.

And we called it "Intelligence Unleashed," because it allows users to work with the information the way they want to looking beyond the numbers (inaudible) others to help them decide what the next step should be, really helping to connect business intelligence from the very workings within their organization. I wanna go through each one of the areas here with the different capabilities that we came out with, and then we're gonna concentrate obviously the rest of the presentation on the Simply Do area where our mobile solution actually fits.

So first then around Cognos 10 is about delivering a revolutionary experience in the BI workspace that supports people the way they think. So you don't have to interrupt your train of thought to fit the software; with freedom to think outside the box, access to all the information that you need, and the simplicity to apply the analytic power, each individual can be smarter in understanding the strategic and tactical implications that drive their business. So the second area, Cognos 10 delivers built-in collaboration and social networking to enable teams to work together smarter.

We know that there's an exchange of ideas and knowledge that naturally occurs in the decision-making process, and yet a lot of times that's lost to organizations today in various meeting notes, in the manual process, emails and people's notebooks. So by enabling teams to form communities, they can share their insights around the information itself and establish accountability to drive a sense of ownership. And then the teams can form a collective

intelligence to improve their insight, gain alignment and move faster.

And thirdly, and perhaps most importantly, Cognos 10 is about delivering that insight – that alignment to everyone, if you will, really helping transform BI from a separate place you go to BI being very much part of everything that you do. And again, this is where Cognos Mobile fits in and really helps to bring actionable insight everywhere. And in this way, it accelerates the business impact of decision-making organization-wide. So it's really about when the individual and the teams and the whole organization can make smarter decisions that better results can really happen.

So like I said, we're gonna concentrate on the mobile capabilities moving forward. But one of the things that I want to make sure we don't forget –

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-- to talk about is our platform, because really all of the innovativeness that came with Cognos 10 and with our mobile technology today and prior to today could not have been possible without our platform. It's really the reason why we've been able to develop a product that was so innovative with our Cognos 10 capabilities is because we've invested for many years in our platform, and the platform upon which our earlier versions was built the newest version, Cognos 10, is found in. We've hardened this platform release to release, and this release is really no different.

From a mobile perspective – I think Brian alluded to this as well as Jonathan – what you wanna be able to do is you wanna be able to fully leverage the capabilities and the reports and the dashboards that you've already developed to be consumed in other capabilities, whether it's Office or Excel, browser, mobile, your mobile device is just one additional area to be able to consume that information. So having a single security layer, a single authoring layer to make sure users are always up-to-date with their capabilities are built-in and hardened to our platform and really enable anybody that is using our mobile capabilities that ability to really author once and consume anywhere.

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So what I'd like to do now is start getting into some of the deeper information around the capabilities that we have from a mobile perspective. So we've got the two areas that we're gonna focus on, which is our mobile and our Active Reports. And these kind of

both fit under what we call analytics on the go for more devices and disconnected interaction, because again it's all about making sure you have in the palm of your hand or on your laptop the ability to do some analysis or see the dashboard and get the information you need when and where you need it.

So all of the great thinking, and all of the collaboration that we talked about on the previous couple slides is purely academic unless you get that information out to the frontlines where decisions can be made – the road warriors – the people that are on the road. And Cognos 10 delivers these advances in mobile and interactivity when disconnected. From a mobile perspective, we've extended our mobile device support to iPhone and iPad, and we'll talk about that. You can see the full support on the screen here.

We've got Blackberry, Windows Mobile, and (inaudible) the iPhone and iPad were new for Cognos 10. And new with this release also, we've also added an offline interactivity to deliver very fast, self-contained BI applications. These can be bursted out to reach hundreds and even thousands of users. So they can take them anywhere and not just see the information, but interact with it.

And this technology I'll talk to a little bit later, but it's really about making sure that not only you have access on your mobile, on your tablet, but being able to take a report on your laptop onto the airplane, do some additional interaction and analysis on that particular information that you need to be able to do. So let's take a little deeper dive then into mobile and our Active Report.

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So from a mobile perspective, again, I wanna just make sure that we talk about the mobile leverages the investment made in our Cognos BI platform, and these are some of the areas where that investment really pays off. We have a single authoring environment where BI report authors can write a report once and know that every user can access it regardless of language, locale or consumption approach. Employers are able to have the benefit of all BI information available to make better decisions.

They're not just taking on a subset of some kind of arbitrary set of reports or limited functionality that were pre-authored in advance for their mobile device. They have access to the server, and they're downloading the same information that anybody else on their desktop is downloading. From a security perspective, and Brian will go into a little bit more detail on this, but Cognos

Mobile ensures that users only see the information they're entitled to see and leverages the exact same security that's used, again, coming from the Cognos 8 platform.

The user experience – we have some optimized viewing and interactivity where users can do some navigation with the report. They can intuitively leverage the mobile device functionality to easily see, interpret and interact with the information they need to quickly and easily. This includes things like being able to drill, looking at dashboard navigation and zooming. There's also the ability for some offline consumption on the mobile device where it offers the ability for users to continue to access their reports while they're offline, again, making it easier for kind of that road warrior to continue working while they're on the road.

As I mentioned before, we do support a wide range of devices from Blackberry to the iPad, iPhone, Symbian and the Windows Mobile. And one of the great capabilities that Brian will talk about in a couple slides is our location aware capability. And our location aware content uses location intelligence inherent in mobile devices as parameters for their reports. And one of the areas that he will talk about is a customer that's currently using our location aware capability in one of their police departments.

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So I just wanna give you a quick glimpse at one of the main benefits from our platform, and that's the "author once, and consume anywhere" message. So that's one of the areas that our customers really gain a lot of value and time savings because the work we have done to harden the platform allows the customers to reap the benefits of the reports being authored once and then being able to be viewed – as you can see on this screen – either from your desktop or from the Blackberry.

It's exactly the same. It's exactly the same report that they can reuse. So it's obviously a huge time savings. So the next thing we wanna do is we want to provide you with an overview of exactly who are some of those people that are using some of our mobile solutions today. So I'm gonna hand it back to Brian. Brian, over to you.

Brian Loveys: Thanks, Jennifer.

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Yeah – so I think Jonathan touched upon some really good use cases, which in some cases overlaps with who is actually using our

IBM Cognos Mobile BI solution today. And what I thought I would do is actually bucket into a couple different categories. I think today, and even moving forward, by far the most interest in usage is around the executives. And this is really across different functions as well as across industries.

Executives are constantly in meetings, have critical needs for analytics to run their business, and they're also looking for these devices that are simply easy to use, they're always on, and we've really seen that across the board. The second major group – and again, Jonathan touched on it at the beginning – you know, it's certainly a much larger volume of people and folks – is around remote professionals, and in particular the sales force.

So large healthcare organizations are deploying our solutions to their detailers who meet regularly with doctors in the field. We have large grocery store chains deploying our mobile BI solution to their sales force. So as they visit their grocery stores, they have those key analytics they need associated with that particular store that they're visiting with. The third category or bucket that I'd call it is really around organizations that are trying to essentially free up their time.

So we have a large manufacturing outfit in the United States who is using our solution to essentially walk the manufacturing floor, but yet still have access to the critical analytics. And so we're also seeing that cross different services and industries as well – hotels, parks, etcetera. So kind of consider it a third. The fourth one I just wanna kinda touch upon is what Jennifer alluded to earlier, and it's really part of our strategy as well, and that's to be able to exploit the key capabilities of the mobile device itself.

So things like the camera, barcode readers, GPS – whatever essentially makes sense from an analytic perspective. And so just to give you a real-world example of this, one of the largest police forces in North America is currently using our mobile solution today to exploit what we call "location awareness." And what it really is, it's taking advantage of the GPS which is in the device. So for example, in this real-world scenario, the device actually knows the location of the particular officer, and that officer is able to run a report and understand all of the arrests within a certain radius of where their current location is.

So this is details on arrests associated with things like mug shots and other key information. So if they're in a dangerous location, it might provide them a prompt to call for backup, as an example. So that's just one example of how our customers are using our technology today.

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Jennifer, do you just wanna move to the next slide. So I also thought it very important to just talk a little bit about our architecture and security. And one of the things that I come across routinely when talking to customers is around security. And security, essentially, is absolutely paramount. And so BI information being critical and the fact the devices can be easily stolen or left behind, it's very, very critical for our solutions to be secure.

So I wanted to highlight some of our security components. First of all, we work with – and in this picture you can see – RIM's BES server. So all of the capabilities associated with the BES server can be applied to our RIM solutions – things like remote wipe, in-transit encryption, etcetera. In addition, we also work with mobile device management applications as well. So it's important to note that it's not just the RIM Blackberry that's shown in this picture, but also the mobile device management solutions.

So over and above those solutions, we provide additional security. We have full encryption on our data stores, behind the firewall, as well as data encryption on the local data on the device as well. Okay? You need to authenticate to the Cognos server, the same as you would on the desktop; so the same authentication and security around the server is there as well. The same data security that's required – so if I'm in the U.S., and one of my colleagues is in Europe, the same data security – you could only see the security profile that's set up for you.

So the person in Europe can see the Europe data; the person in the United States could see the United States data. Again, identical and consistent with our platform against the desktop. We also provide what we refer to as our lease-key capability. So this essentially allows for security on disconnected content in case the device is stolen. So essentially – obviously, there's sort of remote wipe associate with the device.

But in addition to that, you can figure your Cognos Mobile service to set a time parameter so that if your client device has not connected to the server let's say in 24 hours – and again, that's configurable – essentially that key on the device is essentially thrown away, and the encrypted data on the device is no longer accessible if it was stolen. So in other words, if you connect after that period, you know, back to the server, that key is renewed, and you can maintain access to the information in a disconnected way.

So that's another level and layer of security on top of the existing security that can be provided by a BES server or equivalent MDM solution.

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With that, I'm gonna pass it back to Jennifer to round out the discussion around our Cognos Active Reports.

Jennifer Schmitz: Okay – very good. Thank you, Brian, once again. So I've got a couple more slides that I want to walk through here. And wanna talk to you a little bit about one of the additional innovations that came out in our October release called Active Report. And really because there are many ways that you work and many devices that you use to get your work done, we have to take into consideration the fact that you might need to do a bit more analysis while you're on the road, while you're on the plane, while you're in a cab on the way to your next customer visit.

And Active Report really enables users to interact with reports while not connected to business intelligence infrastructure, really helps to extend the reach of business intelligence and analytics to a broad audience of consumers so they can use the interactive reports to uncover new insights and opportunities. So you can – with bringing Cognos Active Report to an organization, it provides employees in the field with the right information to make quick decisions and actions, allows them to be able to really drive as common understanding across the business with partners as well by sharing critical business information, and really allows the extension or introduction of business intelligence to a broad audience of consumers who normally are not connected to business – the business intelligence infrastructure.

So Active Report is really just another extension of the capabilities we provide to ensure you have what you need when you're on the go. So again, whether it's the handheld, the smart phone, the tablet, or actually being able to download a report onto your laptop, taking your laptop with you, and being able to do some analysis on that information from your laptop, it's just another way to get you the information you need when you're on the go.

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So if we take just a second or two here to wrap up, you know, we've come to the end of the presentation, and I'd like to end by saying that you as consumers are changing the way you work, and vendors like us have to be able to answer that call. We realize the fact, because we're part of the workforce as well, that you no

longer are sedentary and not only expect, but need to be able to be productive while you're on the go. That's why we've developed the capabilities that we've talked about here today with our mobile capabilities and our Active Report capabilities.

It was really nice to see that what we're hearing in our customer base in some of the research that we've done is really validated by the market information that Jonathan provided at the beginning. And obviously, as the tablet market continues to take off, and your way of needing to access and use information continues to change, we will definitely be there with you. So I wanna thank you very much for your time, and we're gonna open it up for questions in just a second. Before we open it up for questions, I wanna go ahead and push out a poll question to you.

So we'll take the same format that Michael took previously. We'll take about 30 seconds, and I will read the poll question and the responses. If you can go ahead and select for your vote while I'm doing that, that would be great. So the question is, "What is the planned implementation timeframe for mobile BI in your organization?" Do you plan to implement within the next 3 months, between 3 months and 6 months, between 6 and 12 months, between 12 and 24 months, you already use mobile BI, or you're not quite sure what the plan is for your organization.

So if you could just take a second and answer that question.

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We'll move on to the next slide and see where we're at. So looks like quite large majority of you maybe are in the research phase trying to understand what the capabilities are that are available out in the market, and you're not sure what the planned timeframe is. And several of you actually looks like have some plans in place within the next three months to the next year. So that is wonderful to see that those conversations are going on. I'd like to thank you again for participating in our event. And I am going to go ahead and –

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-- hand it back over to Michael. Michael, over to you.

Michael Oliver-Goodwin: Here I am! Brian and Jennifer, that was great and really detailed, which is always wonderful. Thank you so much. Before we move on to the question-and-answer portion of our event, I wanna invite our viewers to participate –

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-- in one last poll. And this poll is gonna work just the same way that all the other ones have, including the one that Jennifer just read to you. I'm gonna ask you to select your answer in the slide presentation window and click the "Submit Answer" button. Go ahead and vote as soon as you're ready. And this last poll is – asks the following question, "Who are the target users for mobile BI within your organization?"

And the choices are executives, middle managers and/or line managers, individual contributors, business analysts, the sales force, external users – which is to say customers or partners – or some other. Please go ahead and click the radio buttons that apply. And at any moment now –

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-- we'll get the statistical readout. And executives appear to be the primary target users, but not by that much of a margin since I see middle managers and sales force as being pretty large segments as well in this analysis. Very interesting. Alright – it's time for our question-and-answer session.

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I wanna invite our viewers to please take a moment to submit a question if you haven't already done so. And now, let's see what sort of questions have been sent in. The first question we have – and we can do this informally; I'm gonna leave it up to you guys to decide who answers which questions, or you can all chime in, of course. "What mobile devices and/or operating systems does Cognos 10 support?"

Brian Loveys: This is Brian Loveys. I think maybe I can take that one. Thanks, Michael. So as we outlined the presentation, we support and have supported Blackberry for many, many years. We also support iPhone, iPad and Symbian. As we move forward, there are clearly some upcoming devices and OS's that we're also looking to add to that mix. And Playbook would be something that's important to us as well. And certainly, we view Android as relevant.

Michael Oliver-Goodwin: Anyone else? Very well. On to the next question. "Do you need a data warehouse to have mobile BI?"

Brian Loveys: This is Brian again. Maybe I can take that one as well. Essentially, you don't need to have a data warehouse. Certainly, most of the enterprise customers that we deal with have a data

	warehouse in their environment, but with Cognos 10 you can certainly use any sort of data source, whether it's an OLAP source, a relational source, or even a flat file or a transaction system, you can certainly have BI leverage those data sources and, of course, with our platform extend that to the mobile devices.
Jonathan Wu:	This is Jonathan. I would agree with you, Brian. You know, when I take a look at mobile BI and data warehousing, if you need to take a look at information that shows historical trends, from that perspective a data warehouse is very supportive of that type of information; if you're trying to take a look at current activities, clearly your operational systems are gonna be the source for it, so you don't need a data warehouse. It all depends on what type of data that is gonna be used by these individuals with mobile BI applications.
Michael Oliver-Goodwin:	Great. Unless there's something else, I'm gonna move on to the next question. And that question is – and this is a good question – "What are some of the challenges to deploying mobile BI?"
Jonathan Wu:	Yeah, this is Jonathan. I can start off with this one. Some of the challenges – clearly not understanding what you hope to achieve by using mobile BI, and that is not necessarily having a business case. So that's one area. Another area is not having the technical infrastructure to support providing the data in that sort of format is another area; clearly, you take a look at a Cognos 10 platform and its ability to access various data sources and present it in a manner that is meaningful is extremely important.
Brian Loveys:	Yeah, this is Brian. I'd echo what Jonathan just said. Strategy objective is no question. I think the other end of the poll question was interesting – the answer to that – certainly, security has gotta be a big concern from a lot of organizations – to have your device stolen – to make sure that the appropriate security measures and policies are in place around that. And I think the third one, and it's almost interesting that the poll hit, was the fact that we need to support multiple devices.
	So what we see is individuals – consumers bringing their devices into their enterprise and expecting IT to support those particular devices. And so that's posing challenges to IT, and that's where there needs to be a strategy around dealing with that heterogeneous device environment and making sure that you can manage the different devices.
Michael Oliver-Goodwin:	Okay – great. Here's an interesting question. "Does Cognos handle barcode reading for instant access of inventory time stamping?"

Brian Loveys:	So today – this is Brian, and probably (inaudible) I'll take this one as well. Today, with our current in-market capabilities, barcode reader is not something that we support today. However, that's certainly something that we feel is important. There's some fairly obvious use cases where a barcode reader could be leveraged with analytics in the field. So it's certainly something that we think makes sense in (inaudible).
Michael Oliver-Goodwin:	Great. Alright – this question asks, "Do I have to re-author my reports for each device? Our organization is looking to bring in smart phones and tablets." Anyone?
Brian Loveys:	Hi, this is Brian again. So I think you don't have to. Our common message around here is you don't have to re-author your reports. However, I think when you look at tablets versus a desktop, the form factor is consistent. However, when you're dealing with a smart phone, clearly, you're dealing with a much smaller form factor. So our recommendation is absolutely you can view any report on your mobile device.
	However, we do recommend that if you are having mobile phones that you do take into consideration the form factor. So if you had a very, very large dashboard, you need to obviously take into consideration the fact of who's viewing it on what device.
Michael Oliver-Goodwin:	Great. Anyone else? Alright – on to the next question. This is an interesting one. "Do you distinguish business intelligence on the mobile phone from business intelligence on a tablet? Obviously, with tablets, we're looking at more real estate, more computing and storage power. Are there different considerations for both?"
Brian Loveys:	Yeah – so let me take this one as well. So I think one of the things – one of the trends that we recognize is the fact that we – there are different use cases for smart phones and tablets. Again, if you take a look at some of the common use cases across BI – you look at things like reporting, dashboards, exploration, guided analysis, what-if – those types of things – you could certainly see all of those being leveraged with a tablet. However, I don't think you could necessarily see all of those on a smart phone.
	So from what we're seeing in our discussions with customers, and what our experience has been with mobile over the last five years is really around looking at specific reporting and possibly dashboard use cases with smart phones, but certainly with tablets a much broader experience across BI, and again coming back to that whole ubiquitous consumption between what you can do on your laptop and what you can do on the tablet.

Michael Oliver-Goodwin: Very good. Okay – "Does Cognos support Playbook?"

Brian Loveys: So Playbook actually isn't actually released to the market. In fact, it was interesting because we finally – we've been working with RIM for quite some time now. They have finally announced an actual public date on the availability of Playbook, which is April 19th. Unfortunately, due to our internal policies, I can't talk about our futures. But I can send the message that we believe that RIM in the enterprise is an important device for us to focus on given the presence they have in the enterprise as well as the – their secure solutions, which is obviously critical to our customers.

Michael Oliver-Goodwin: Very good. Well, thanks to all of you who submitted questions, and to Jonathan, Brian and Jennifer for your great answers. This has been absolutely marvelous, but I'm afraid we're about out of time.

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To all of our listeners, thank you for attending today's webinar, "Empower your Business on the Go: Mobilizing your Business Intelligence Capabilities." And once again, big thanks to our presenters, Jonathan Wu, Brian Loveys and Jennifer Schmitz. If you'd like to continue this discussion with the Focus community, please visit Focus.com. All the unanswered questions will be posted within 24 hours under my profile on Focus.com. On behalf of IBM and Focus, thank you for your time, and have a great day.

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