IBM Cognos Performance
Better Intelligence. Better Business.

New Intelligence for Smarter Business

Christoph Kaderli

Marketing & Strategic Initiatives Executive
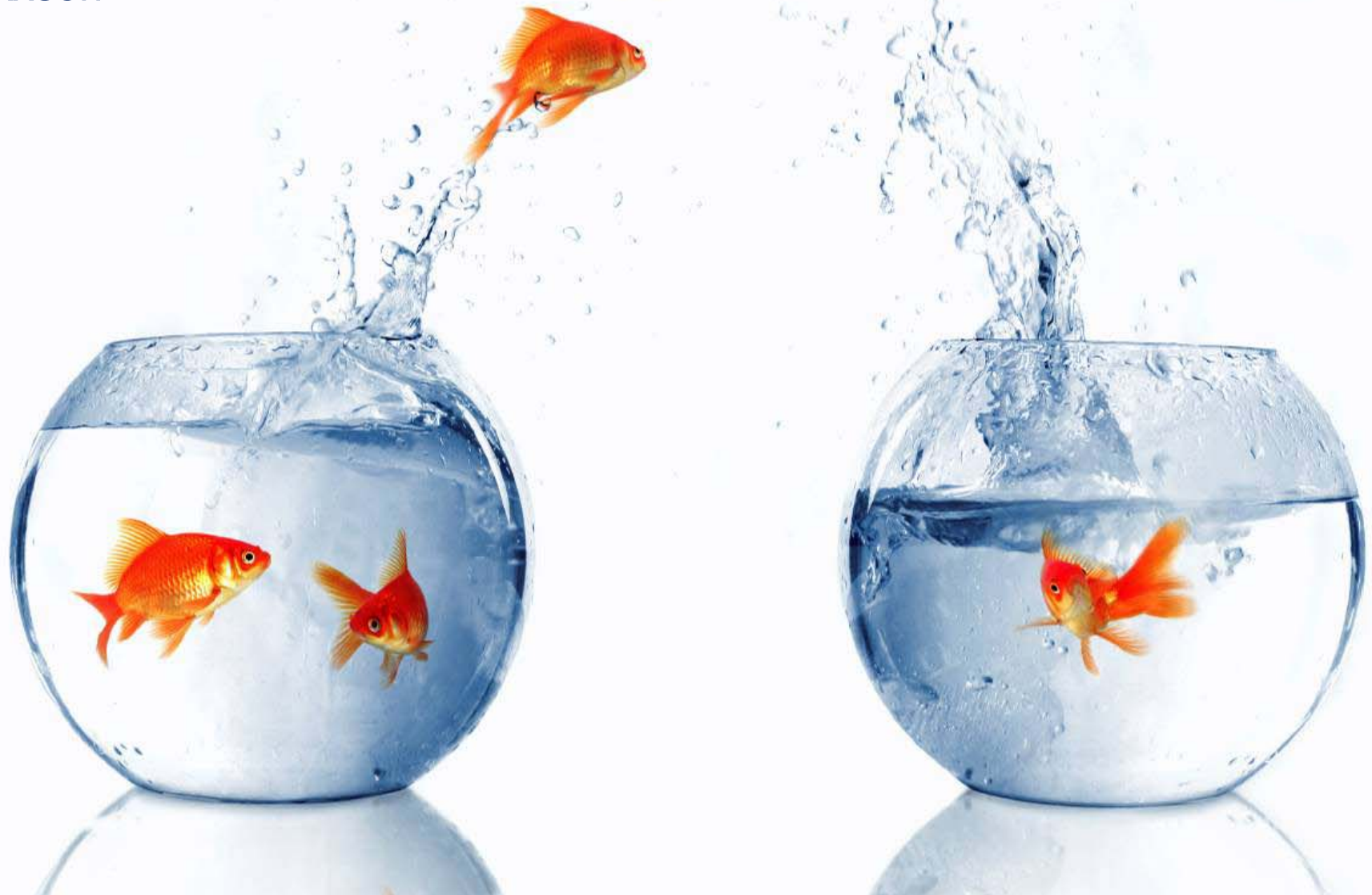Business Intelligence & Performance Management

IBM Cognos Performance

Objectives

- A vision for a smarter business

- IBM & Performance Management

- New solutions & developments

IBM Cognos Performance

„Expect the Unexpected."
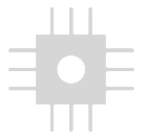David Axson

IBM Cognos Performance

Our world is becoming
INSTRUMENTED

Virtually all things, processes
and ways of working are becoming
INTELLIGENT

Transform Your Organization with Information

Volume of Digital Data

Variety of Information

Velocity of Decision Making

Lack of Insight

1 in 3 managers frequently make critical decisions without the information they need

Inefficient Access

1 in 2 don't have access to the information across their organization needed to do their jobs

Inability to Predict

3 in 4 business leaders say more predictive information would drive better decisions

Source: IBM Institute for Business Value

IBM.

New ways of working driving smarter decisions

Lack of Insight

Velocity

Inefficient Access

Volume

Variety

Inability to Predict

Sense and respond	Predict and act
Intuition	Real-time, fact-driven
Skilled experts	Everyone
Back office	Point of impact
Automated	Optimized

- Cut Costs
- Improve Profits
- Drive Cash Flow
- Manage Risk
- Opportunities
- Compliance & Governance

*Through the strategic application of **Business Intelligence and Performance Management** Software*

IBM.
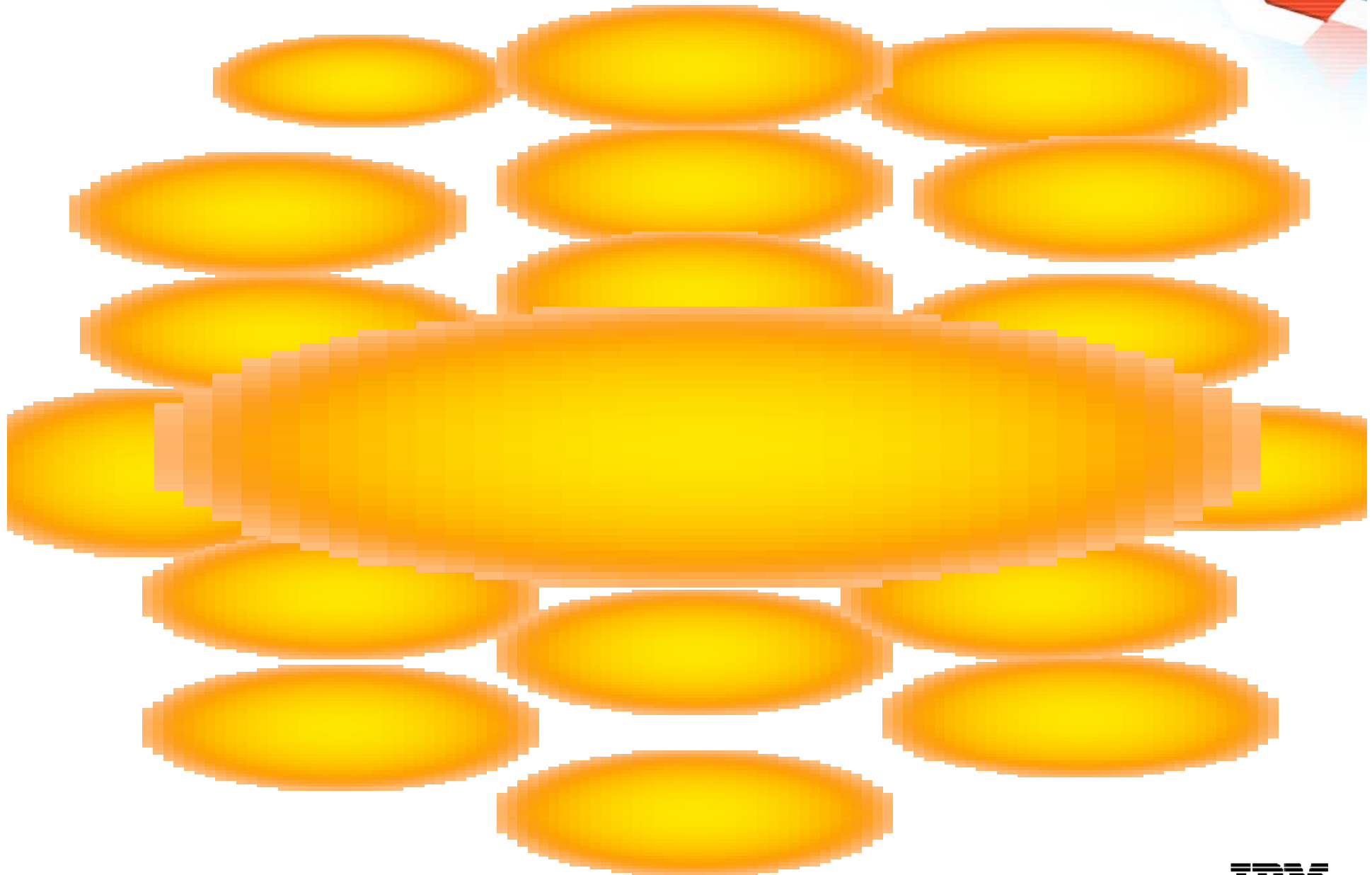
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DEMO

Cognos 8 BI

IBM

http://cognosd2g/cognos8/cgi-bin/cognos.cgi/gdb/cognos/dashboard/html/cm/i07182BBEEAAE42539D90BD06E9391642

Live Search

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Sales Analysis Dashboar... ✕   Public Folders - IBM Cognos ...

Page   Tools

IBM **Go! Dashboard** - Sales Analysis Dashboard

Anonymous
My Area ▾ Log On ▾

D2G SALES ANALYSIS

TOP SELLING PRODUCTS
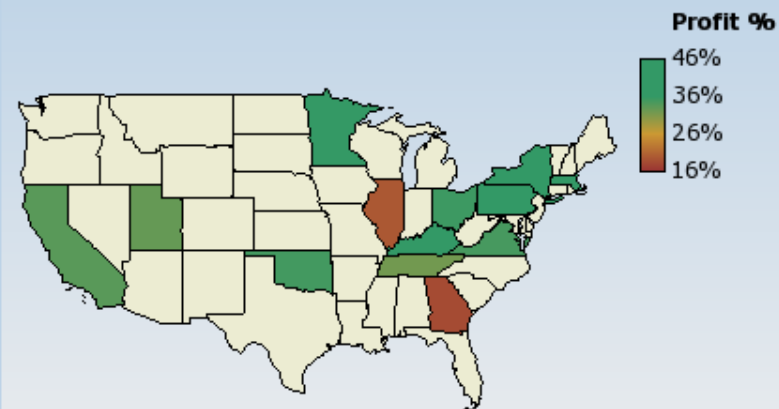
Top: * 3

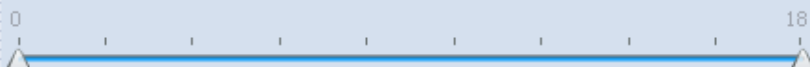| Rank	Product Name	MBA	SEQ	Sales [$ 000]
1	Sonic DTC Digital Advance	🛒	➡	$85,849
2	Sonic 101 DTS/ES Receiver	🛒	➡	$47,091
3	Sonic TLR Thunder Receiver	🛒	➡	$46,184
Consumer Electronics				**$179,123**
1	D2G Blast Em	🛒	➡	$25,938
2	Microsoft Xbox	🛒	➡	$6,385
3	Sega Dreamcast	🛒	➡	$5,632
Entertainment Media				**$37,955**
1	Computer Extended Desk	🛒	➡	$51,852
2	Computer Desk Ultra	🛒	➡	$41,539
3	Standard Stool	🛒	➡	$38,477
Home Office				**$131,867**
1	Wavestation 4200 FP	🛒	➡	$384,344

PROFITABILITY BY STATE

Product Line

Profitability by State

Profit %

46%
36%
26%
16%

RESTRICT CUST SEGMENTCOUNTS TO...

0   18

SEGMENTATION COUNTS

NAME
■ Budget Shopper
■ Casual Shopper
■ Future Shopper
■ High Profit Shopper
■ High-End Shopper
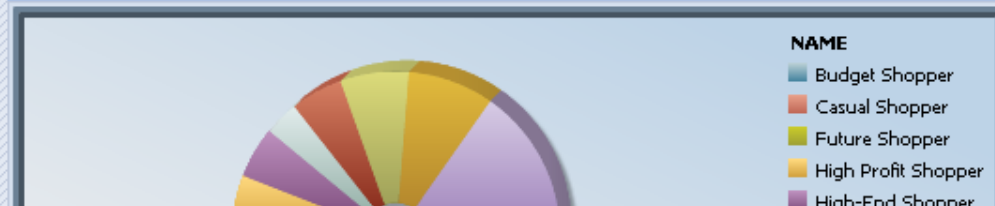
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INFOSPHERE CUBING SERVICES...

COGNOS 8 POWERCUBE

COGNOS TM1

ORACLE OLAP

IBM DB2

Microsoft Access

SYBASE

TERADATA

MICROSOFT ANALYSIS SERVICES

SAP BW

OLAP SOURCES

Microsoft SQL Server

RELATIONAL SOURCES

IBM INFORMIX

TERADATA AJIS

ESSBASE

Netezza

COGNOS NOW!...

ODBC

SAP R/3

APPLICATION SOURCES

ORACLE

SSA

MESSAGE SOURCES

TIBCO EMS...

XML

MODERN & LEGACY SOURCES

PEOPLESOFT

SIEBEL

COGNOS 8 PLANNING

BEA WEBLOGIC

IBM WBI SERVER FOUNDATION

WSDL...

SALESFORCE

IBM WEBSPHERE MQ

IBM.

IBM Cognos 8 Platform and Capabilities:
Embrace, enhance & extend your investments in SAP® technology & applications

- **SAP NetWeaver® Portal**
- **SAP® Web Application Server**

SAP® Certified
Powered by SAP NetWeaver®

Plus **support for:**

- **SAP NetWeaver Namespace**
- **Business Warehouse Accelerator**

- **SAP NetWeaver® Business Warehouse**
- **SAP® Business Suite**
- **SAP® R/3®**

SAP® Certified
Integration with SAP NetWeaver

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Start of My Day - SAP NetWeaver Portal - Microsoft Internet Explorer

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Address http://sapdemo.ottawa.ibm.com:50000/irj/portal   → Go

Welcome TRAINM,   Help | Log Off   SAP

Search   Advanced Search

| Content Administration | User Administration | System Administration | **Cognos 8 for SAP - POK** |

| **Start of My Day** | Interactive Reporting | Guest Spend Dashboard | Go Dashboard | SAP and Non-SAP Data | Operational Reporting | Financial Reporting | Ad-Hoc Reporting |

Start of My Day | History   Back   Forward

Cognos Navigator

NewsItems
- Very High Discounting
- Review Process for New York - Late
- Pipeline shortfall for Netherlands
- Pipeline shortfall of 50.92: Europe
- Actual Revenue for USA is $52,519,145.90 Today

Cognos Navigator

Cognos > Public Folders > **SAP Demo**
Entries: 1 - 10 |◀ ◀◀ ▶▶ ▶

Name ⇕
Go D Interactive Dash
Launch Cognos
NewsItems
Portal Tabs
Reportlets
Sales
NEW Sales Activity Dashboard
Cognos Cockpit (VC)
Cognos Cockpit (WAD)
Google Report

Cognos Search

Search: Full text and all fields ▾

Metric List

| No filter ▾ | No grouping ▾ | [Metrics: 1-3] ⇨

	Name	Actual	Target	Variance	Variance %	Time Period
● —	Employee expense ⇨	US$4,136,363.72	US$4,204,900.00	-US$68,536.28	1.63%	Dec 2006
● ▲	Inventory turnover ratio ⇨	5.74	6.60	-0.86	13.03%	Dec 2006
● ▼	Gross profit margin % ⇨	44.16%	42.50%	1.66%	3.91%	Dec 2006

Cognos Viewer

Keep this version ▾ ▶ | 🔧 ▾ ⊙ ▾ Add this report ▾ Watch new versions ▾ Add comments ▾

Sales Activity Dashboard

Quantity by Region and Quarter   **Quantity by Top 5 Products and Quarter**

Region
- Japan
- Australia
- France
- Germany
- Austria
- Netherlands

56%   5%   5%   8%   6%   3%   8%   4%   2%   3%
Order Qty

112,898   100%
80,000   80%
60,000   60%
40,000   40%
20,000   20%
0   0%

Product
- Order Qty
- Cumulation

Rythm an... Easy Lis... DVD Dram... Jazz Country

Return Quantity by Top 5 Products and Quarter   **Revenue by Quarter and Top 5 Products**

Done   Internet

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Address   http://sapdemo.ottawa.ibm.com:50000/irj/portal

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Content Administration | User Administration | System Administration | **Cognos 8 for SAP - POK**

Start of My Day | Interactive Reporting | Guest Spend Dashboard | Go Dashboard | **SAP and Non-SAP Data** | Operational Reporting | Financial Reporting | Ad-Hoc Reporting

SAP and Non-SAP Data | History | Back | Forward

Cognos Viewer

SAP BW and Relational Database Integration

Relational Database Query

Product Line	Product Type	Planned Revenue
Consumer Electronics	Computer Accessories	$269,628
	Computers	$874,976
	MP3	$749,716
	PDA	$860,605
Summary		**$2,754,926**

SAP BW Query

Product line	Product type	Actual Revenue (USD)	Order Qty	Gross Profit (USD)
Consumer Electronics	Computer Accessories	$301,130	7,650EA	$64,297
	Computers	$219,674	3,370EA	$77,368
	MP3	$497,407	8,716EA	$58,761
	PDA	$1,063,994	4,102EA	$321,128
Summary		**$2,082,205**	**23,838EA**	**$521,553**

Merged Query

Product line	Product type	Planned Revenue	Revenue	Order Qty	Gross Profit	Variance	% of Plan
Consumer Electronics	Computer Accessories	$269,628	$301,130	7,650EA	$64,297	$31,502	112%
	Computers	$874,976	$219,674	3,370EA	$77,368	($655,303)	25%
	MP3	$749,716	$497,407	8,716EA	$58,761	($252,309)	66%
	PDA	$860,605	$1,063,994	4,102EA	$321,128	$203,388	124%
Summary		**$2,754,926**	**$2,082,205**	**23,838EA**	**$521,553**	**($672,721)**	**76%**

Done   Internet

Business Glossary

System z

Smart Analytics System

Industry models

Da...   ...tent
                                                                        ...s

Business process

Text analytics

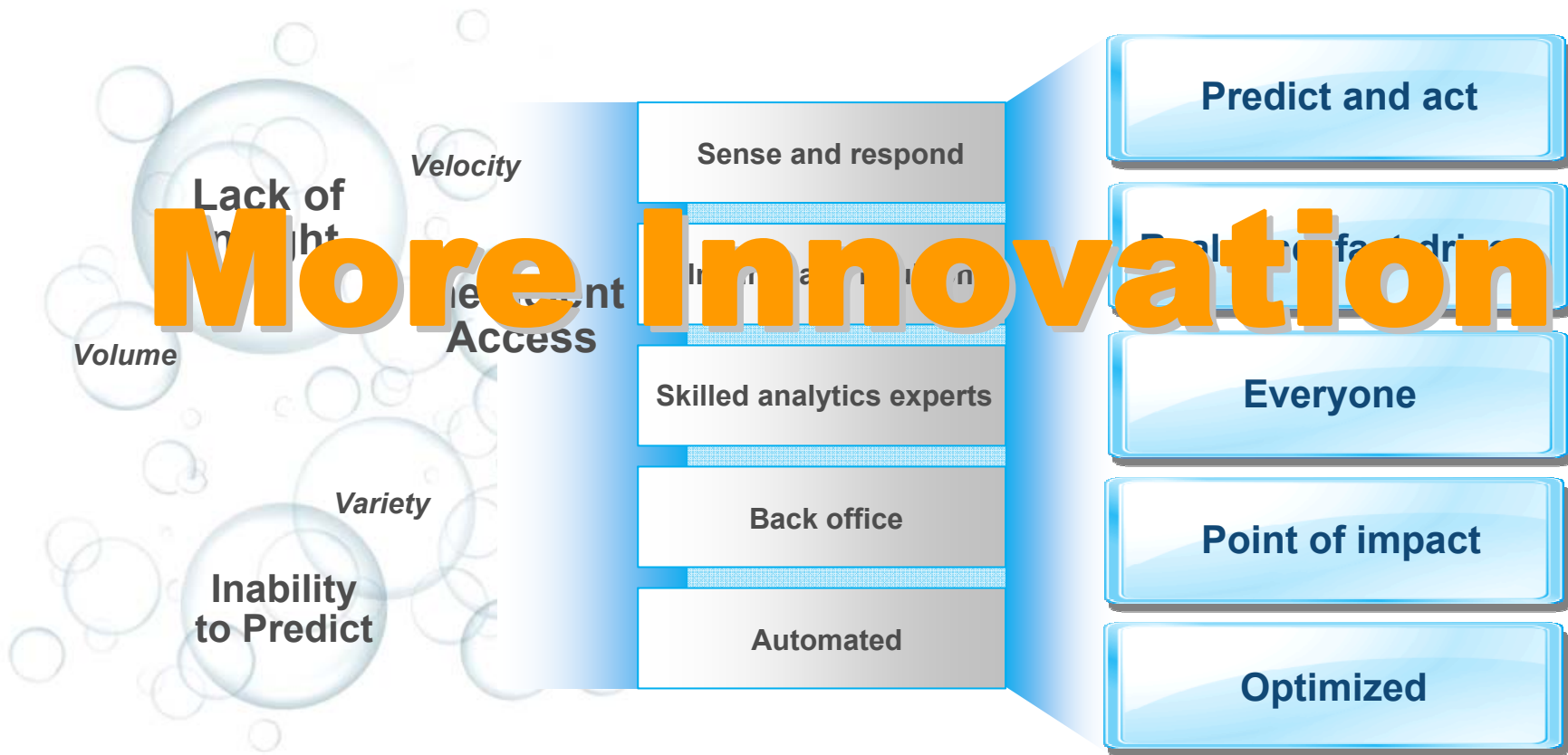System management

Data integration

Data mining

Data warehousing

Cloud Offerings

Enterprise search

IBM.

Introducing IBM Cognos Express

Information

Information-driven and accountable culture through Dashboards and Reports

IBM Cognos Express

Query & Reporting

...based ...ng & Analysis
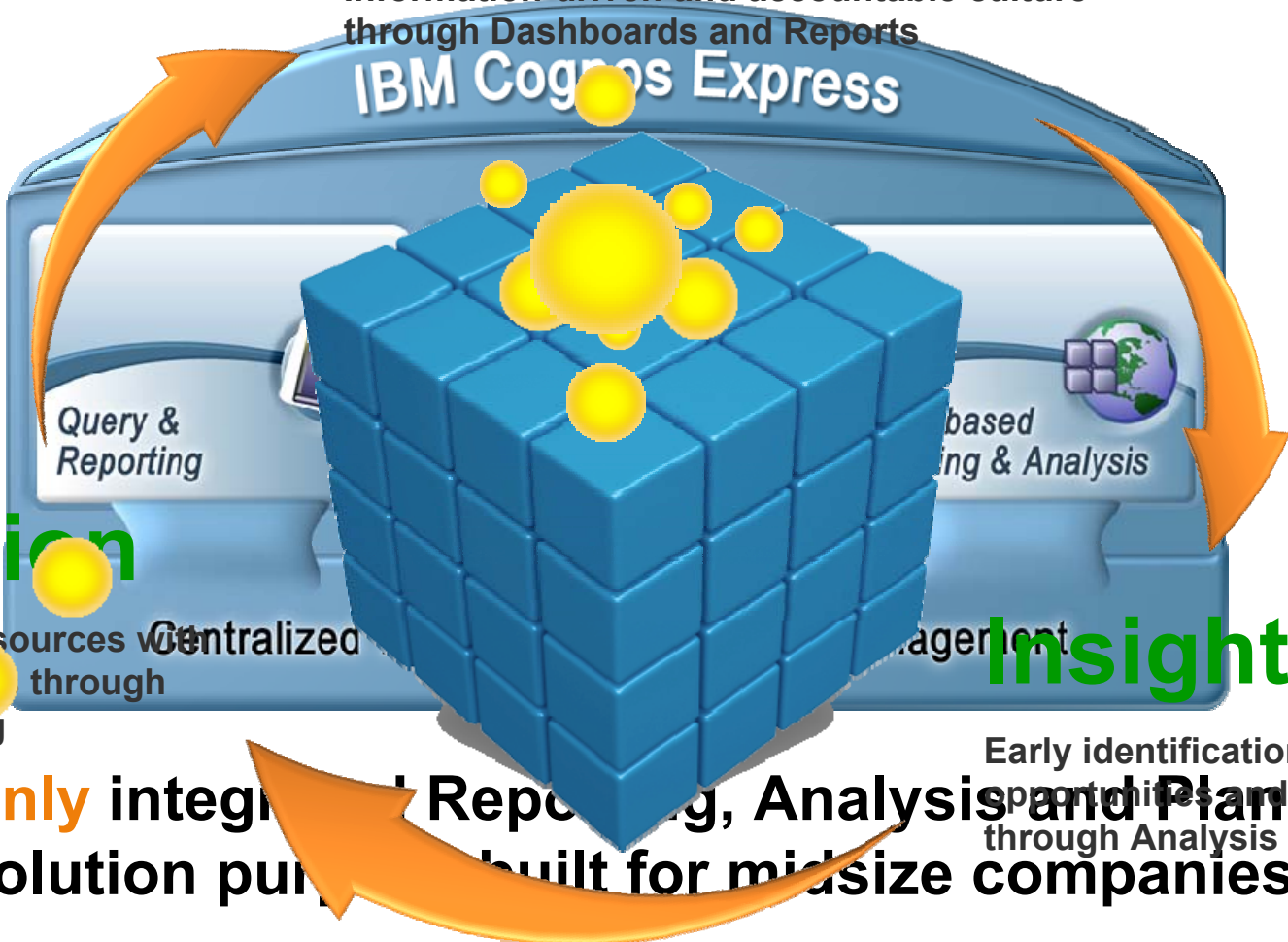
Action

Align resources with decisions through Planning

Centralized ...agement

Insight

Early identification of opportunities and issues through Analysis

The **only** integrated Reporting, Analysis and Planning solution purpose-built for midsize companies

IBM.

SPSS: A Leader in Predictive Analytics

- Unique data collection
- Text and data mining
- Advanced statistics
- Predictive solutions
- Rich expertise

SPSS®
AN IBM® COMPANY

Moves beyond Sense & Respond to Predict & Act…

At the time and point of impact!

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RPA PC - IBM Cognos Connection   Page ▾   Tools ▾

IBM Cognos Connection   Administrator   Log Off   Launch ▾   ? ▾

Public Folders   My Folders   **RPA PC**   Smart Analytics

| Retail Overview | Stores | Merchandise | Customer | Multi Channel | Supply Chain - SCOR |

News Headlines

- NEW: YTD Comp Sales are down compared to last year!!
- NEW: Inventory Out of Stock Alert for the Cosmetics Sub Department.
- Recurring: Web Sales are down for the Current Week vs. Last Year.
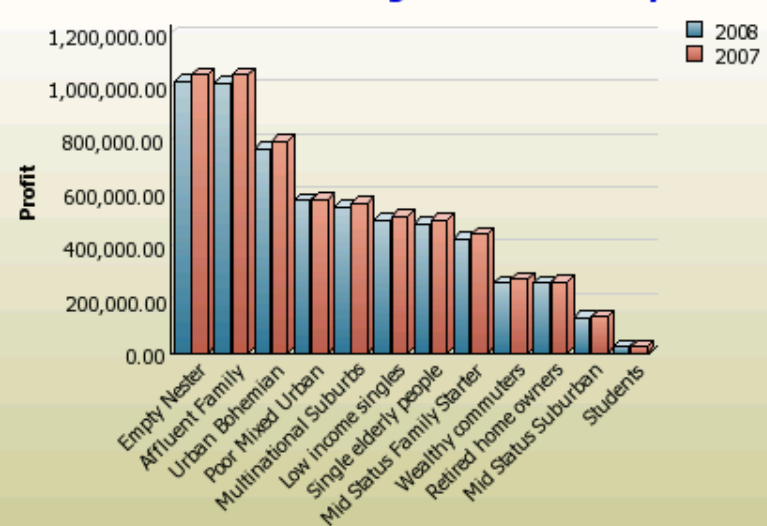
YTD Customer Loyalty Comparison

Sales	2008	2008	Variance	Variance %
anonymous	$5,746,645	$5,746,645	($102,257)	-1.75%
loyalty card	$8,654,471	$8,654,471	($189,561)	-2.14%

Sales ▾

2008 YTD Sales by Store Type

- Center
- Convenience
- Full Fledged
- Health Center
- SuperCenter

YTD Customer Segment Profitability

Legend: 2008, 2007

Profit axis: 0.00, 200,000.00, 400,000.00, 600,000.00, 800,000.00, 1,000,000.00, 1,200,000.00

Categories: Empty Nester, Affluent Family, Urban Bohemian, Poor Mixed Urban, Multinational Suburbs, Low income singles, Single elderly people, Mid Status Family Starter, Wealthy commuters, Retired home owners, Mid Status Suburban, Students

Gross Margin ▾

2008 YTD Gross Margin by Department

Department
- Beauty
- Drugs
- Entertainment
- Food
- Giveaways
- Health

New ways of working to optimize decisions and actions

IBM Cognos Content Analytics

- New insights from the content and context of unstructured information

  - Automated discovery

  - Continuous refinement to provide context

  - Delivery to users, applications or processes

Enables market insight, customer intelligence, early warning of fraud and more

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DEMO

Content Analytics

IBM

Help for query syntax

```
*:*
```

Search   Clear   [?]

☐ Search within results

Saved Searches (0) ▾   Advanced Search ▾   Query Tree ▾

📄 Documents   ✳ Facets   ⛵ Time Series   📊 Deviations   📈 Trends   🗺 2D Map

Results 1-10 of 3000
(363562 results matched)

💾 🔲 🔦 | ⬅ ➡ | 📑 | ☰   View by file type: ALL ▾   Results per Page 10 ▾   ◄◄ ◄ **1** 2 3 4 5 6 7 8 9 10 ▶ ▶▶ [?]

You searched for "*:*"

Facet Navigation		Relevance	Date▾	Title	Source

▶ Part of Speech

▶ Phrase Constituent

▶ Named entity

▶ Report Information

▶ Device Information

▶ Manufacturer Information

▶ Patient Information

▶ Hazzards

100.00%   8/20/09   *MAUDE-967394.xml*   📄Windows file system

967394 4258738 D PATIENT INITIATED TO TREATMENT IMMEDIATELY BECAME DIZZY AND THEN UNRESPONSIVE. B/P AT 127-60. REUSED BACK, OXYGEN O2 AT 44MM. PATIENT RESPONSIVE AND B/P 130/64. TREATMENT RESUMED AFTER 20 MI INCIDENT. Abnormal

100.00%   8/20/09   *MAUDE-967397.xml*   📄Windows file system

967397 4272299 D A 10 MINUTES POST INITIATION, PATIENT'S EYES ROLLED UP B/P DROPPED TO 68/39 BECAME UNRES ADDITIONAL NS 300CC GIVEN. IMMEDIATELY POST RB BECAME ALERT AND VERBALLY RESPONSIVE WITHOUT RECOLLECTI IMPROVED TO 144/62. PRE TX B/P-113/61, PC 66 RG. O2 GIVEN AT 34 MIN VIA NASAL CANNULA. DIALYZER WAS REUSED CONTINUED USING THE SAME DIALYZER WITHOUT ANY FURTHER INCIDENCE. SEE SCANNED PAGE. Abnormal

100.00%   8/20/09   *MAUDE-928647.xml*   📄Windows file system

928647 4025930 N PHYSIO-CONTROL, INC. EVALUATED THE DEVICE. THE ROOT CAUSE COULD NOT BE DETERMINED. PHY INVESTIGATE THE COMPLAINT. IT WAS REPORTED THAT THE DEVICE WAS USED TO ATTEMPT TO RESUSCITATE A FEMA DNR AVAILABLE. THE LP 5000 GAVE A CONNECT ELECTRODES ALARM WHEN USED WITH TWO DIFFERENT SETS OF ELECT NOT AVAILABLE FOR USE. THE PATIENT EXPIRED. ACCORDING TO THE VOLUNTEER FIRE DEPT, THE PATIENT WAS DOWN TO ATTEMPTS TO RESUSCITATE. EKG/ECG analysis, failure to perform

100.00%   8/20/09   *MAUDE-928661.xml*   📄Windows file system

928661 4045089 D THE MFR REP REPORTED, PRIOR TO SURGERY, THE PT WAS NOT ABLE TO SPEAK FULL SENTENCES WI AND THE PT HAD A HISTORY OF FALLING IN HOME THREE TIMES PER DAY. THE REP CONSULTED WITH THE HCP PRIOR TO CONDITION; THE HCP DECIDED TO PROCEED WITH THE TRIAL. THE PT WAS INFORMED THAT THE TRIAL WOULD ONLY C TO THE TOES. THE PT STATED HE FULLY UNDERSTOOD THE PROCEDURE. THE PT WAS IMPLANTED WITH TWO LEADS. P
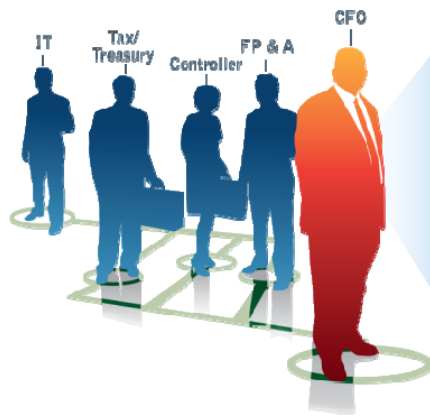
IBM Cognos Performance

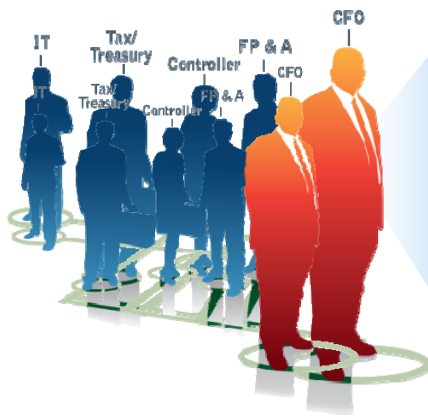# *Advancing Controller Capabilities*
IBM Cognos 8 Controller 8.5

- Enhanced Global Consolidation Capabilities

- Enhanced User Experience

- Extended Financial Analytics

Best-in-class, built-for-purpose engine; unmatched financial analytics powered by TM1

Income Statement | Revenue | Revenue V2 vs V1 | Employee Plan | Phased Costs | Capital Input | Line Item Detail | Expenses Chart

Rows: Account [Account]

Columns: DemoVersions [Version]

Context: Local [Currency Calc] | Year [Month] | Massachusetts [Organization] | 2009 [Year]

	Version 2	Version 1	Variance	Var %	Explanation
4999 Gross Revenue	106,057,623	106,057,623	0	.0%	
5999 Cost of Sales	69,179,177	69,179,177	0	.0%	
⊟ Gross Margin	36,878,446	36,878,446	0	.0%	
⊞ 6099 PAYROLL	514,258	514,258	0	.0%	
⊞ 6199 OFFICE EXPENSE	251,700	251,700	0	.0%	
⊞ 6299 TRAVEL	536,298	536,298	0	.0%	
⊞ 6399 OCCUPANCY	420,000	420,000	0	.0%	
⊞ 6499 MARKETING	9,750	9,750	0	.0%	
⊞ 6599 DEPRECIATION	136,429	136,429	0	.0%	
⊟ Total Operating Expense	1,868,435	1,868,435	0	.0%	
⊟ Net Profit	35,010,011	35,010,011	0	.0%	
Headcount	6	6	0	.0%	

Top | Page up | Page down | Bottom | Page 1 of 1

Current Owner: Joe Perry

Done | Trusted sites | 100%

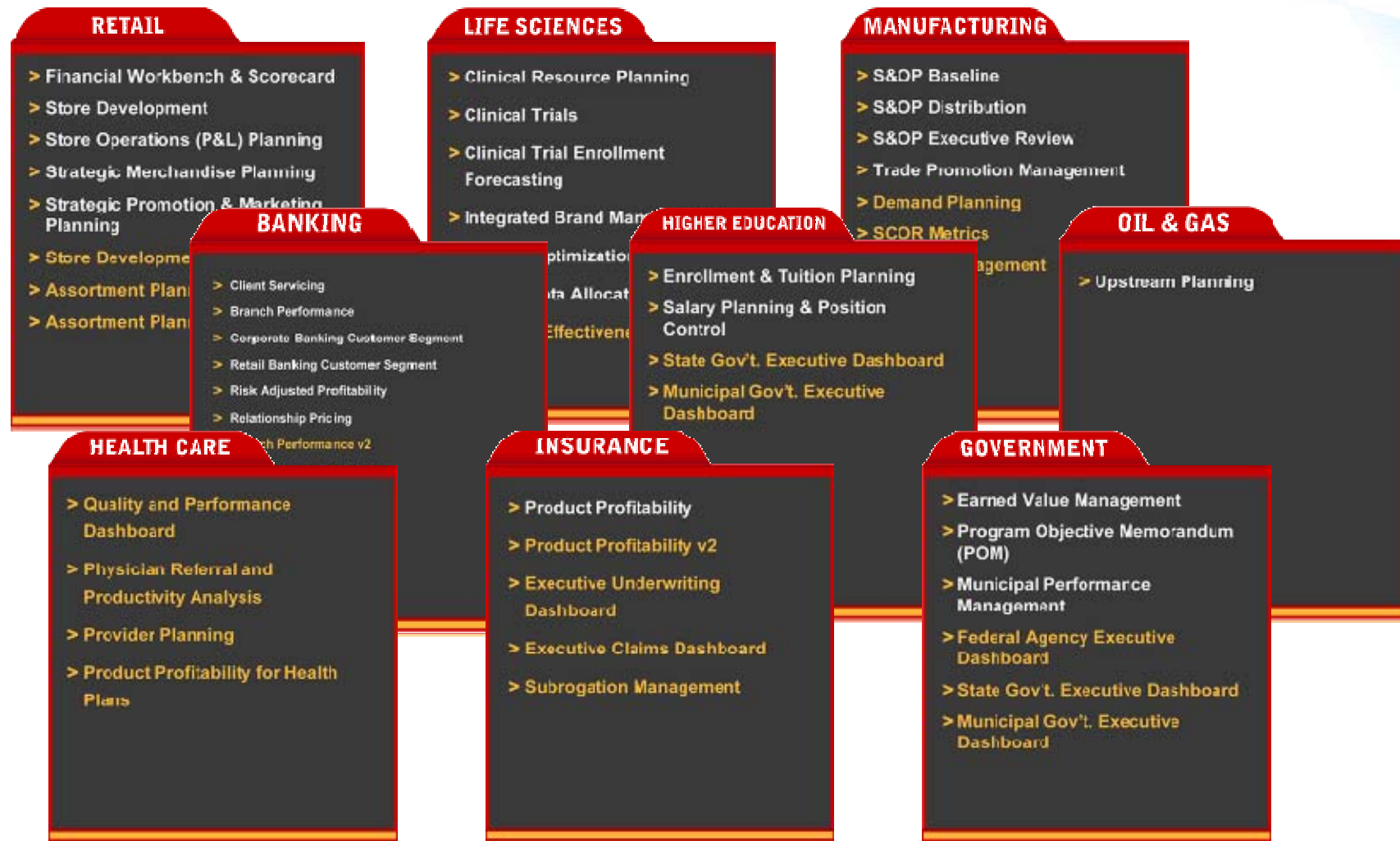# New ways of working to optimize decisions and actions
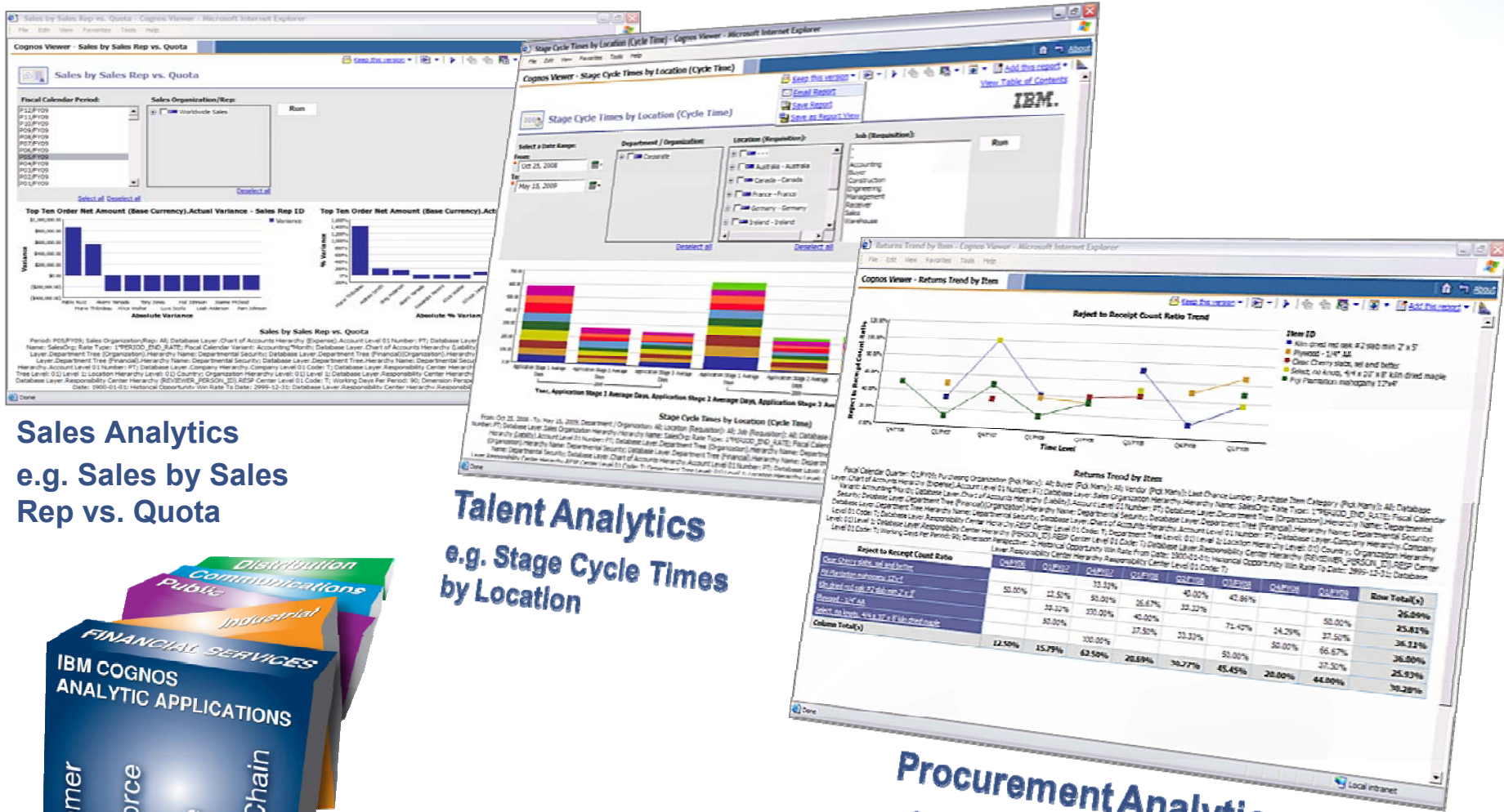
Industry and Functional Domain Accelerators

FUNCTIONAL

IBM Cognos
Innovation Center
for Performance Management

- *Critical performance management processes*
- *Operational and financial planning and analytics*
- *Horizontal and industry domains*

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IBM Cognos Performance

RETAIL
> Financial Workbench & Scorecard
> Store Development
> Store Operations (P&L) Planning
> Strategic Merchandise Planning
> Strategic Promotion & Marketing Planning
> Store Developme...
> Assortment Plan...
> Assortment Plan...

BANKING
> Client Servicing
> Branch Performance
> Corporate Banking Customer Segment
> Retail Banking Customer Segment
> Risk Adjusted Profitability
> Relationship Pricing
> ...ch Performance v2

LIFE SCIENCES
> Clinical Resource Planning
> Clinical Trials
> Clinical Trial Enrollment Forecasting
> Integrated Brand Man...
> ...optimizatio...
> ...ta Allocat...
> ...Effectivene...

HIGHER EDUCATION
> Enrollment & Tuition Planning
> Salary Planning & Position Control
> State Gov't. Executive Dashboard
> Municipal Gov't. Executive Dashboard

MANUFACTURING
> S&OP Baseline
> S&OP Distribution
> S&OP Executive Review
> Trade Promotion Management
> Demand Planning
> SCOR Metrics
> ...agement

OIL & GAS
> Upstream Planning

HEALTH CARE
> Quality and Performance Dashboard
> Physician Referral and Productivity Analysis
> Provider Planning
> Product Profitability for Health Plans

INSURANCE
> Product Profitability
> Product Profitability v2
> Executive Underwriting Dashboard
> Executive Claims Dashboard
> Subrogation Management

GOVERNMENT
> Earned Value Management
> Program Objective Memorandum (POM)
> Municipal Performance Management
> Federal Agency Executive Dashboard
> State Gov't. Executive Dashboard
> Municipal Gov't. Executive Dashboard

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IBM Cognos Performance

Continued Investment in Innovation

- User Experience

- Cloud

- Advanced Analytics

- Business/ IT Partnership

- Collaboration
  & Visualization

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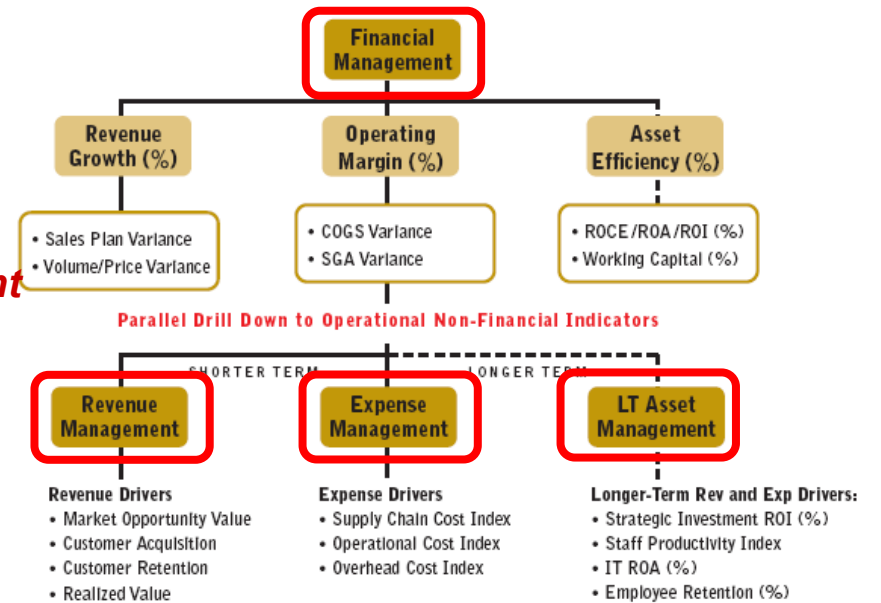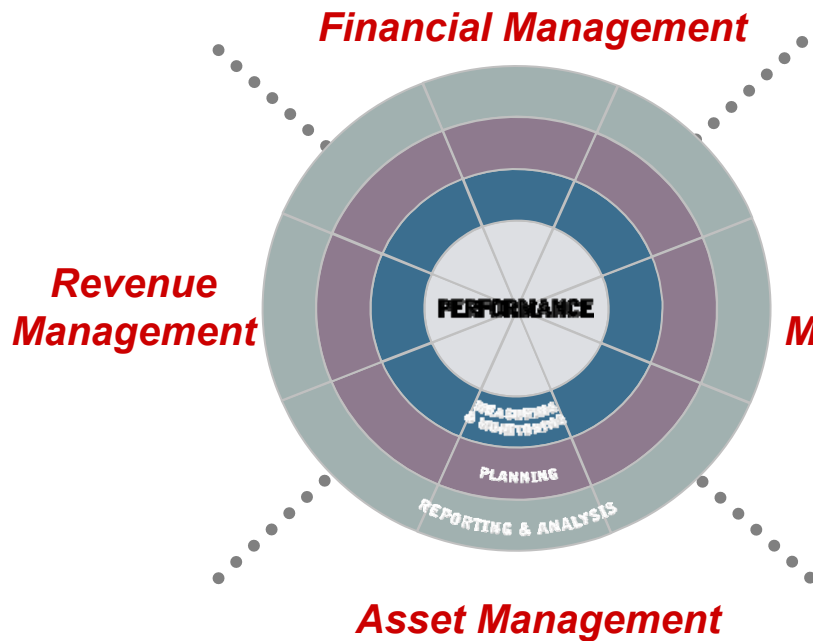# Performance Management Experience Workshop Series

Resources:

- Performance Management Experience Workshops

- Performance Management Accelerator Workshops

  - Objectives & Gap Assessment Tools

  - Data Quality Assessments

- Performance Manager Books (Industry versions)

- http://www-01.ibm.com/software/data/cognos/pmes/
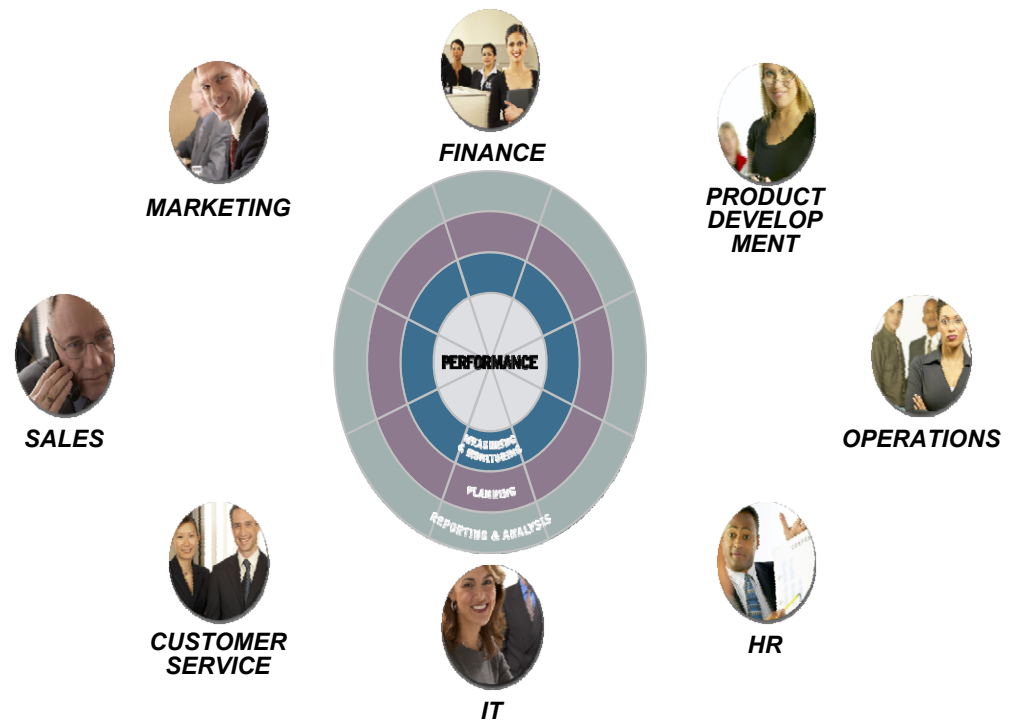
IBM Cognos Performance

Guidance: PM Framework: The Performance Manager*
4 Primary Areas, 42 Decision areas with related KPI´s

The PERFORMANCE Manager
Proven Strategies for Turning Information into Higher Business Performance
by Roland Mosimann, Patrick Mosimann, and Meg Dussault

Financial Management

Revenue Management

Expense Management

Asset Management

PERFORMANCE

Financial Management

Revenue Growth (%)	Operating Margin (%)	Asset Efficiency (%)
• Sales Plan Variance • Volume/Price Variance	• COGS Variance • SGA Variance	• ROCE/ROA/ROI (%) • Working Capital (%)

Parallel Drill Down to Operational Non-Financial Indicators

SHORTER TERM   LONGER TERM

Revenue Management	Expense Management	LT Asset Management
Revenue Drivers • Market Opportunity Value • Customer Acquisition • Customer Retention • Realized Value	**Expense Drivers** • Supply Chain Cost Index • Operational Cost Index • Overhead Cost Index	**Longer-Term Rev and Exp Drivers:** • Strategic Investment ROI (%) • Staff Productivity Index • IT ROA (%) • Employee Retention (%)

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Thank You