Nick Lancuba – Business Analytics Channel Technical Manager
September 2012

Cognos Express v10

Integrated BI and Planning for midsize Organisations

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Agenda

- •Market Trends
- •Analytics Gets Personal
- •What can I do
- •Demo
- •Sharing and the Enterprise
- •Demo
- •Wrap Up

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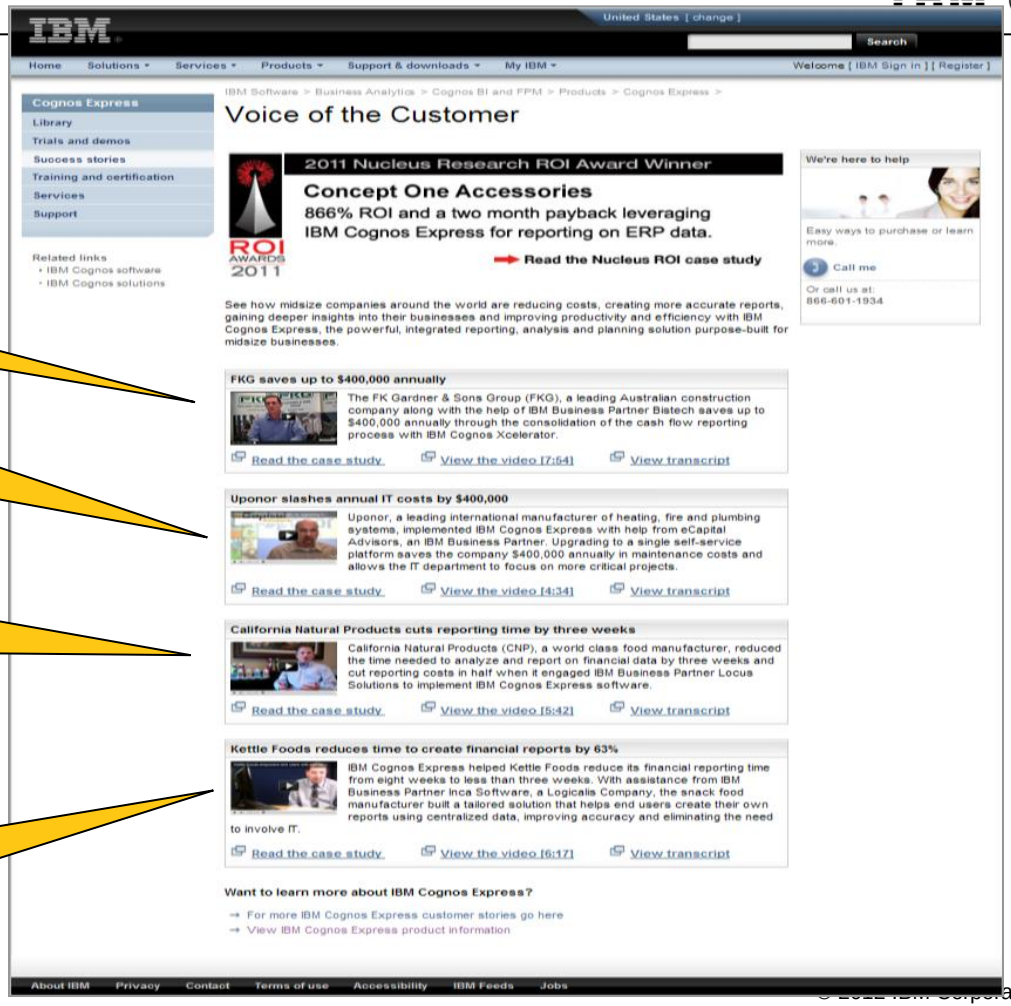
Outstanding Customer Success

FKG saves up to $400,000 annually

Uponor slashes annual IT costs by $400,000

California Natural Products cuts reporting by three weeks

Kettle Foods reduces time to create financial reports by 63%



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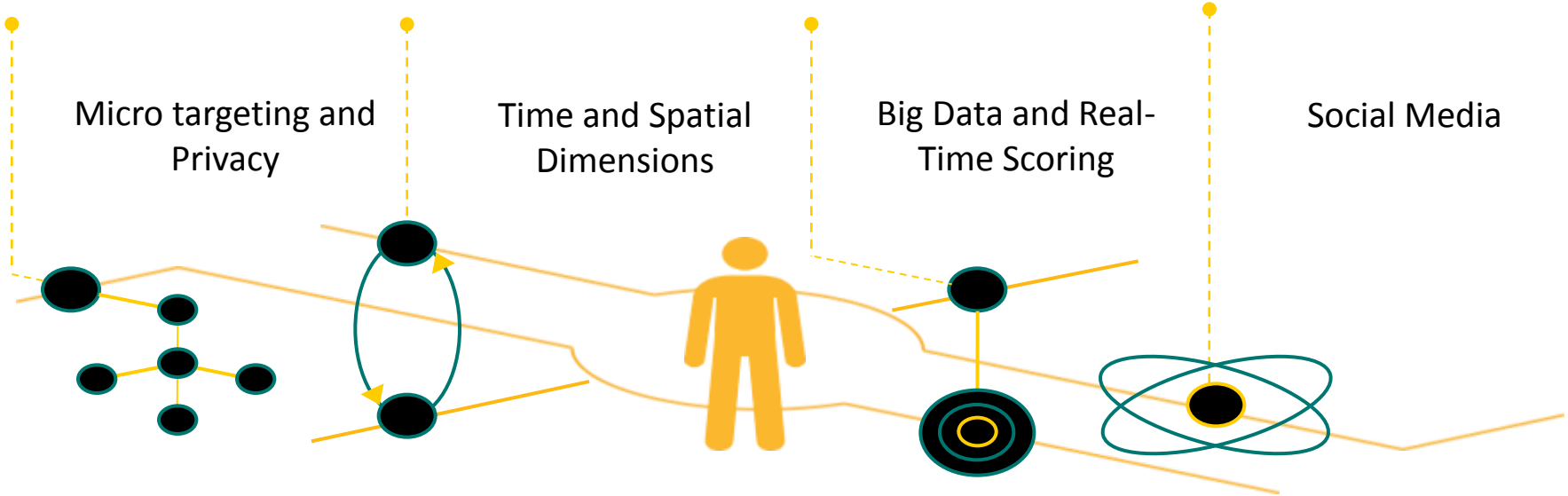
World Around is Changing towards Integrated Analytics !



40+ million

Number of people printing online coupons, up 20% vs. 2008

$100+ billion

Amount of sales lost to manufacturers due to out of stock inventory*

75%

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

Brazaar voice, "Social Commerce Statistics"[5]

*Frost & Sullivan and http://www.dataventures.com/docs/OOS_fullreport.pdf

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Leaders are distinguished by their ability to leverage at the point of impact

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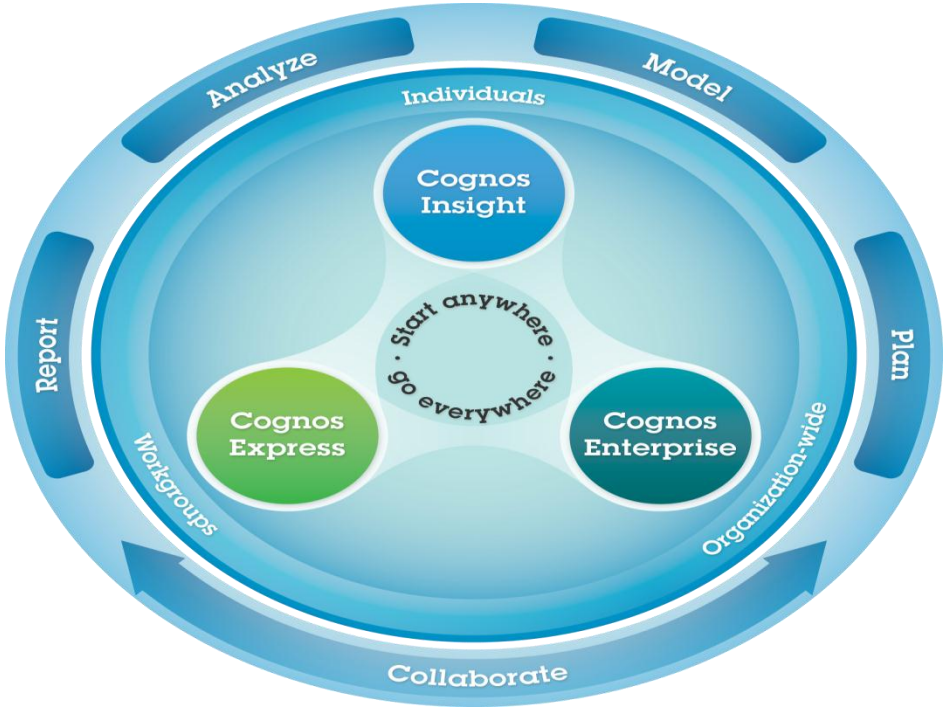
IBM Cognos 10 family
Analytics in the hands of everyone



- Insight to action with every product
- Right-sized for your organization
- Built to future-proof your investment

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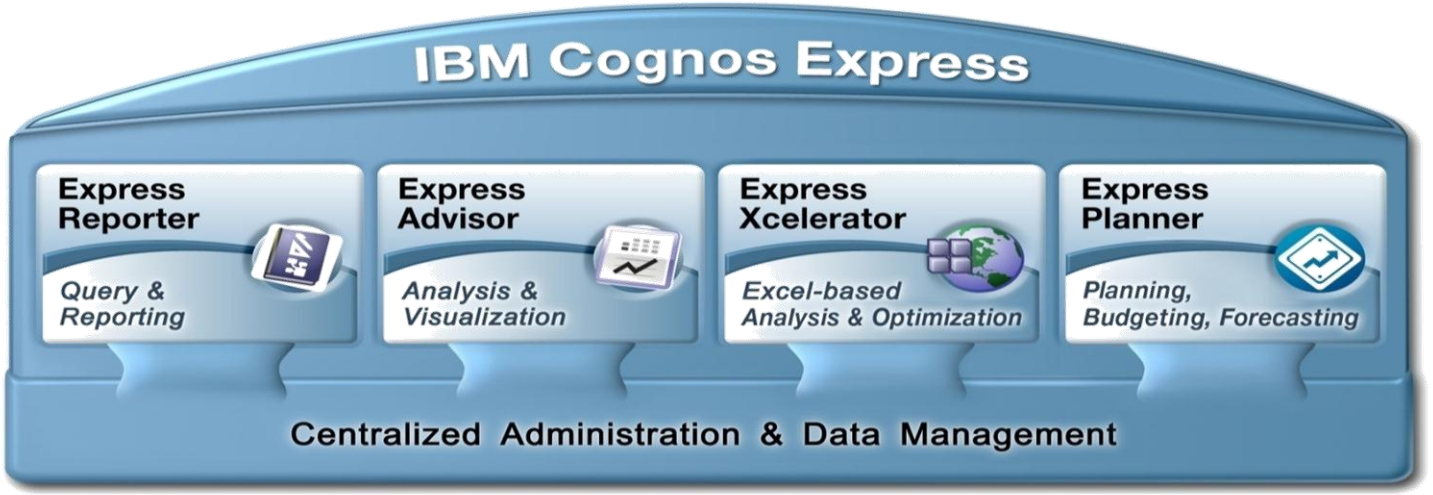

The only integrated Reporting, Analysis and Planning solution purpose built for workgroups and midsize organizations

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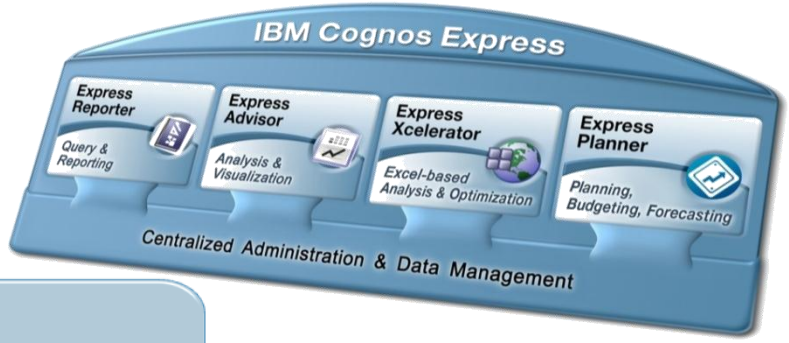
Overcoming the Barriers



Easy to Install

Pre-configured solution includes everything required for simple deployment and management

Easy to Use

Self-service access empowers business users and removes the burden from IT

Easy to Buy

Packaged and priced right… Start small, start anywhere, deliver immediate value, and grow

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Self-service reporting and ad hoc query

- Simple, intuitive authoring for novice to experts
- Different reports to meet the needs of different users
- Breadth of report coverage – operational, transactional, dashboards, ad hoc
- Connect to data and in any combination – relational, OLAP, desktop files
- Flexible report delivery via web interface, PDF, Excel, email or Portal
- Includes on the go support on PC or iPad with Active Reports.

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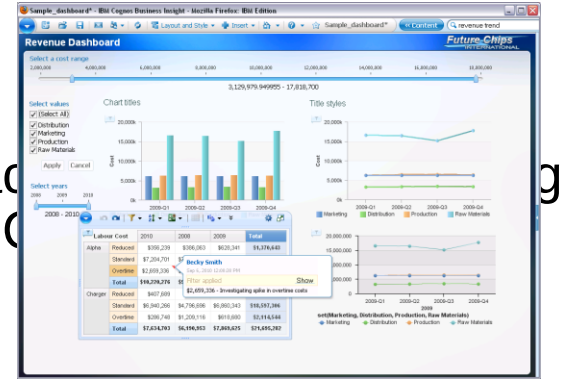
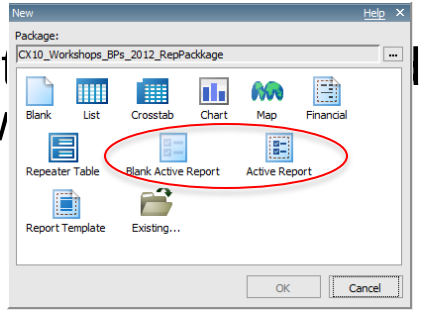
The New BI Cognos Express



- Interac gets, reports and other C
- User-driven ad-hoc query, reporting and analysis (“Do More…” from BI)
- Professional repor ling standard and (new



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Analytics on the go for more devices and disconnected interaction

Provide business users with the information they need to make responsive and informed decisions regardless of their location

IBM Cognos Mobile
IBM Cognos Active Report

Solution highlights

Mobile

- iPhone, iPad, BlackBerry, Windows Mobile, and Symbian
- Full BI interactivity including Drill Up/Down/Through
- Schedule reports for immediate access to key content

Active Report

- Disconnected BI application, fun and fast
- Self-contained, interactive content
- Burst distribution to reach wide audiences

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Who are the mobile BI users?

Executives

- Easy-to-use high level information while
  in the office or remote

Middle Managers / Line Managers

- Timely access to analytics while in meetings or walking the shop floors

Remote Professionals

- Access to critical business information while on the road

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IBM Cognos BI for the mobile workforce

Experience insight wherever you are

- Uninterrupted productivity with quick and easy access to analytics anywhere you go

Interact with information offline or online

- Rich, visual and interactive experience

Confidently and easily deploy BI to any device

- Single authoring and administrative environment to deliver secure, relevant, and reusable content

On the road or in the office – same great insight.
Simple, reliable, and secure.

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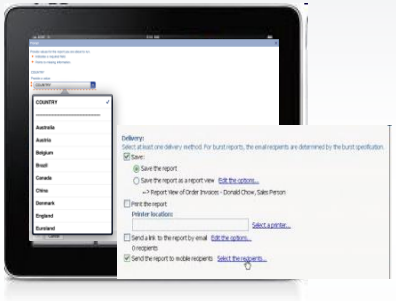
Experience insight wherever you are

In the air…

Interact with trusted information to make decisions while offline

In a meeting…



Automatically refresh or receive BI content with the same prompts and drilling

On the road…

Receive location-aware reports containing pre-filtered information

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Interact with information offline or online

Disconnected

Interactive analytics experience in a self-contained application for exploring data offline

Connected

Receive Cognos content through scheduled delivery or pulling content from the server

Take action

Share perspectives and then email comments and actions to the appropriate people

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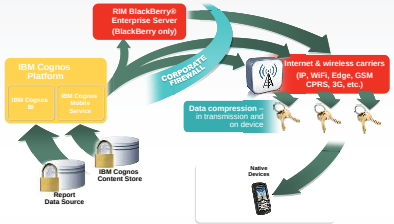
Confidently and easily deploy BI to any device

Robust security



Additional security over and above device-level as well as Cognos platform security

Single authoring & administration

Reuse content to author reports and dashboards and leverage administrative capabilities such as scheduling and bursting

Any device

iPad and iPhone

BlackBerry and PlayBook

Native and web-based deployments

Flexibly deploy to leading market devices and OS with web and native application support

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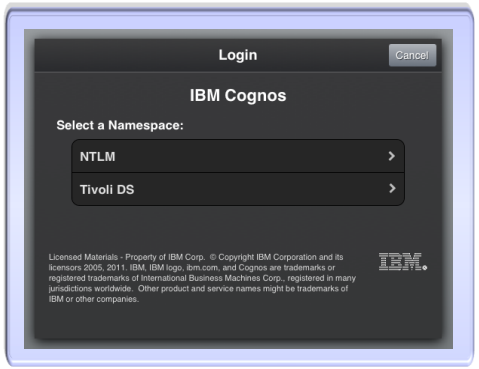
What's new in IBM Cognos Mobile for iPad?

- Enhanced application-level security
- Global filtering between Active Reports
- Streamlined authentication
- New samples and a new icon!



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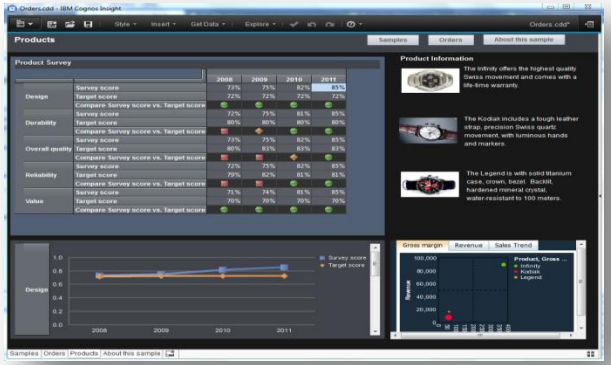

Explore, Analyze, Visualize

- Real-time analysis with in-memory multidimensional capability
- Slice and dice, drill down capabilities
- High impact data visualizations
- On-the-fly business view changes
- ‘What if’ scenario modelling with write-back
- Includes Cognos Insight entitlement

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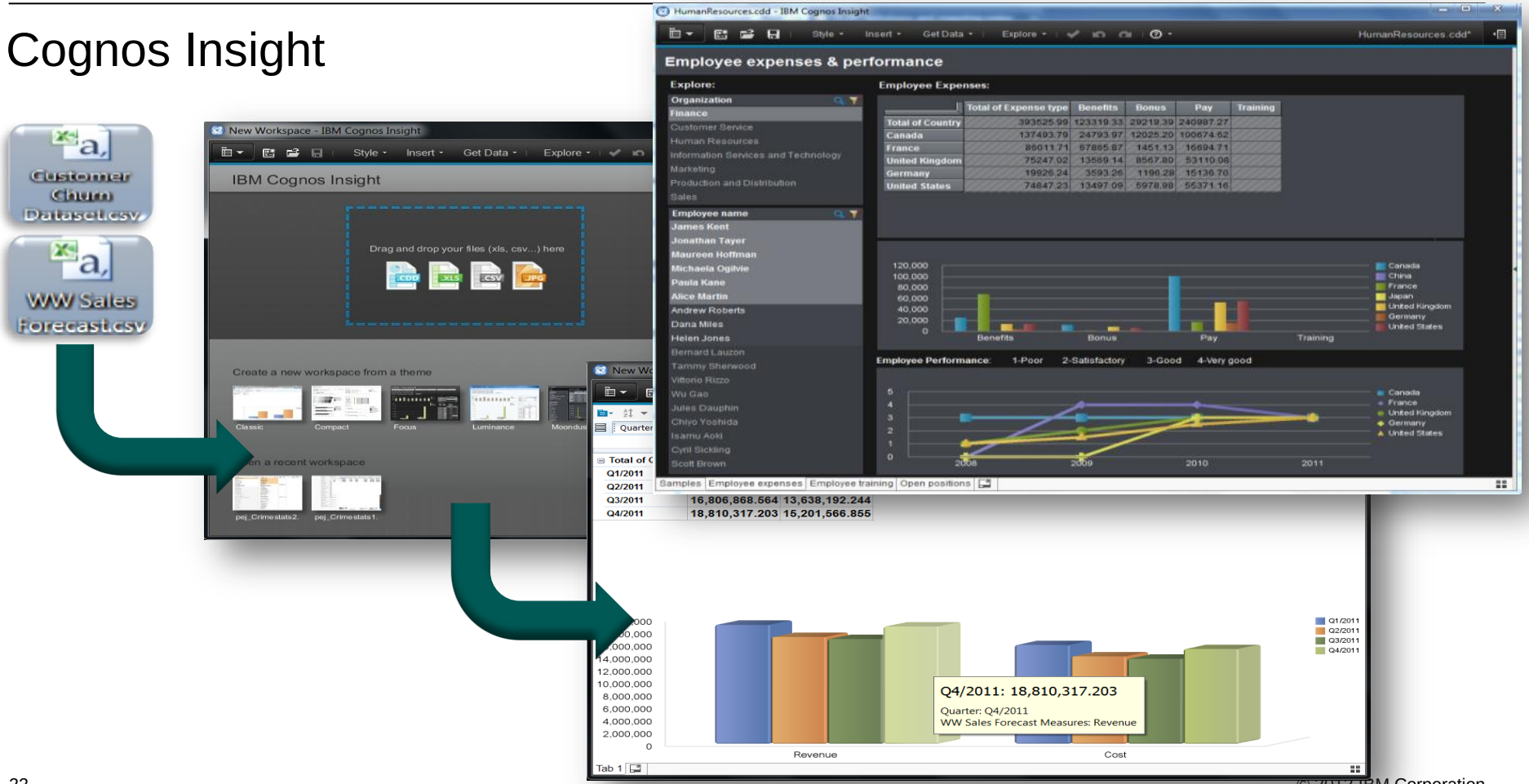
Cognos Insight



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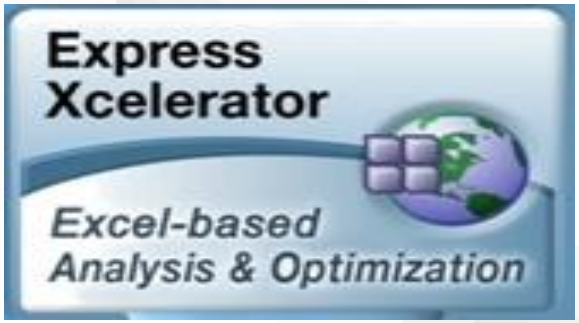

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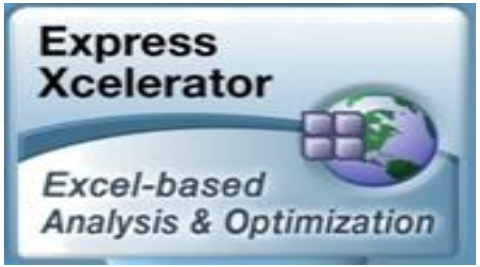

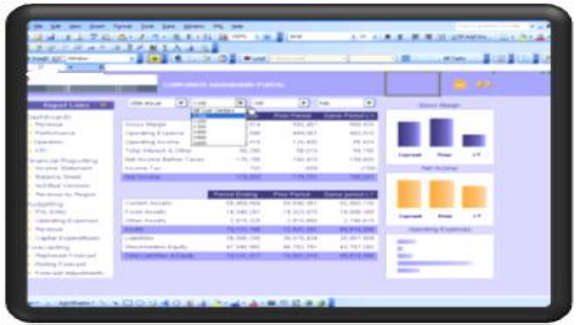

- **Excel-based Business Analysis and Optimization**
  - Extends and transforms common spreadsheets for real-time business analysis and optimization
  - Centrally managed data, business hierarchies, rules, calculations
  - “What if” scenario modeling & write-back to analytic server
  - Role-based security and clear audit trails

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Automated planning, budgeting and forecasting

- Finance-managed solution (pre-built)
- Template-driven plan contribution
- Continuous planning—daily, weekly or monthly with real-time updates
- Automated workflows
- Contribute to plans over the web or from the desktop with Cognos Insight

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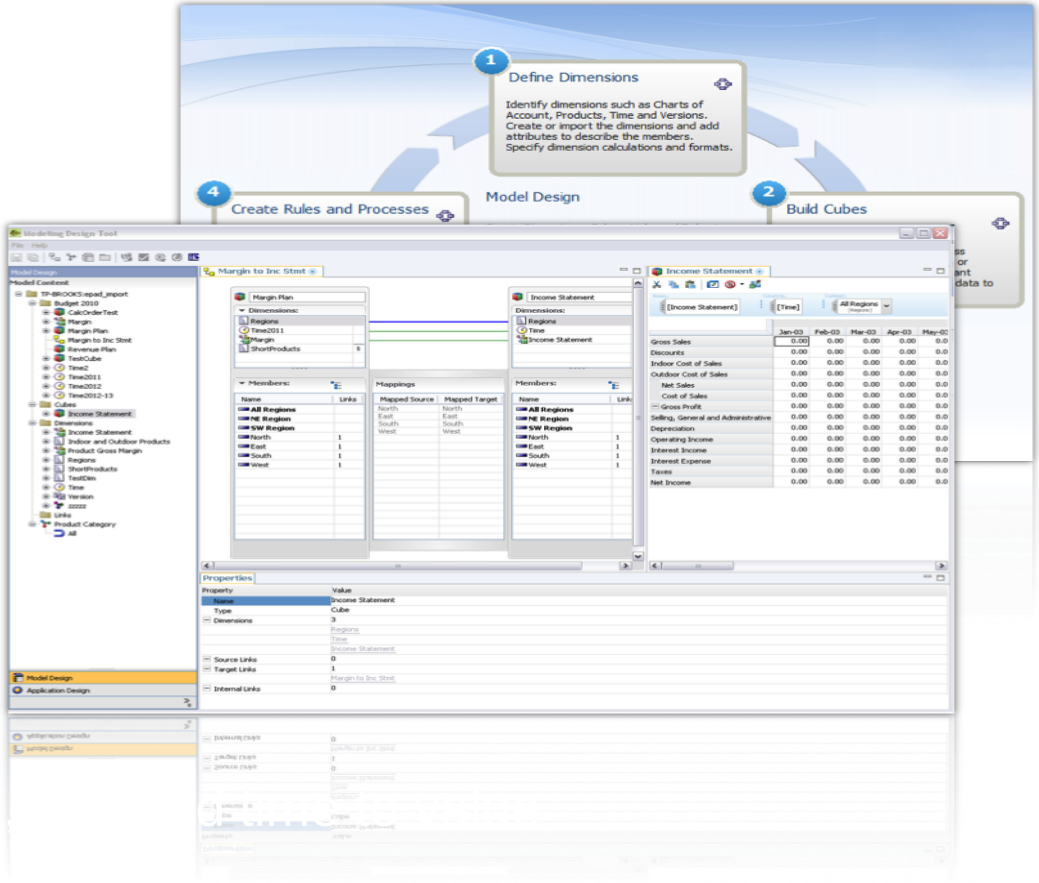
Fast, easy modeling

- **Guided modeling** steps
  - Define dimensions
  - Build cubes
  - Define rules
  - Easy linking paradigm
- Widespread use of drag and drop and **visual composition**
- Easy **transfer of applications** from development to test to production environments



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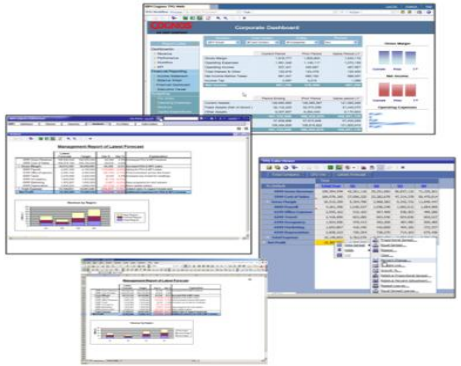
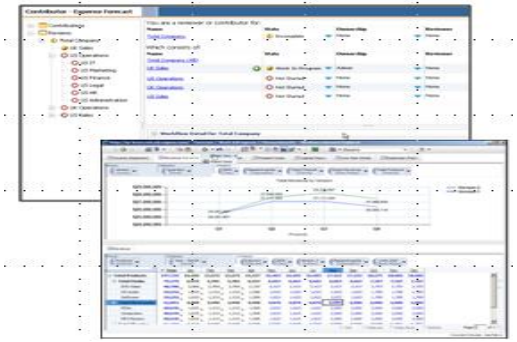
User experience flexibility

Excel-Based



Desktop

Managed Collaboration



Customer Service | Sales | Marketing | Operations | Product Development | Finance | Human Resources | IT

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Licensing - Change to User Limit

	Reporter	Advisor	Xcelerator	Planner	Complete
Connector Install	$5,300 D0AVDLL	$5,300 D0AJDLL	$5,300 D0AHDLL	$5,150 D0ESSLL	$12,900 D0ESULL
Authorized User	$530 D0AVFLL	$530 D0AVSLL	$1,060 D0AVPLL	$515 D0ESTLL	$1,550 D0ESVLL
Consumer	$412 D0ESWLL				
Admin	$2,120 D0AVMLL				
Non-Production Install	$2,580 D0ESXLL	$2,580 D0ESYLL	$2,580 D0ESZLL	$2,580 D0ET0LL	$6,450 D0ET1LL

- Connector + Authorized User licensing model
- Minimum Purchase - Respective module connector & 1 Express Admin User
- Limitations: Single host; max 32 cores; maximum **100 Named Users** per product
  - **License Change in 10.1 from 100 users per connector to 100 Named user per install**
  - Addendum available for existing customers https://www304.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/pw_com_sfw_cognos_licensing

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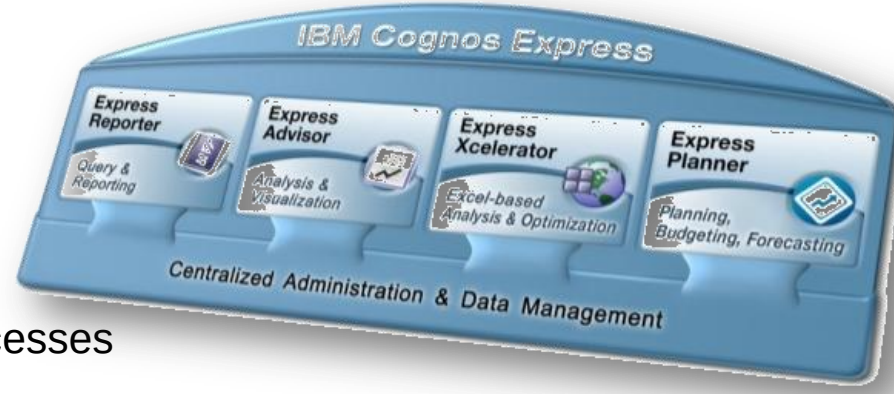
Think Big. Start Small.
A smart approach for workgroups and midsize organizations

- Think Big
  - Connect BI and Planning
  - Provide a glide path to future requirements
- Start Small
  - Start anywhere (Reporting, Analysis... etc)
  - Create a roadmap that builds on small successes
  - Modular and incremental strategy-



Benefits

Enables project rollout to match resource capacity and budget

Realize business benefit quickly

Provides justification for further investment

Allows adjustments to respond to changes in business objectives

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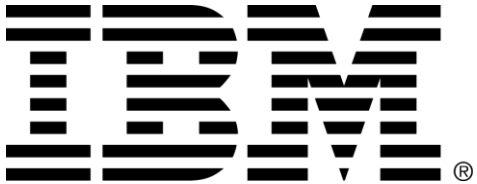

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Thank you!

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