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September 2012

Cognos Express v10

Integrated BI and Planning for midsize Organisations



Agenda

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

1200+ CUSTOMERS



4 - 6X Better ROI

IBM Cognos Express

Express Reporter



Query & Reporting

Express Advisor

Analytics & Optimization



Express Planner



Planning, Budgeting, Forecasting

Express Reporter



Query & Reporting

Centralized Administration & Data Management

Centralized Administration & Data Management

Outstanding Customer Success

FKG saves up to \$400,000 annually

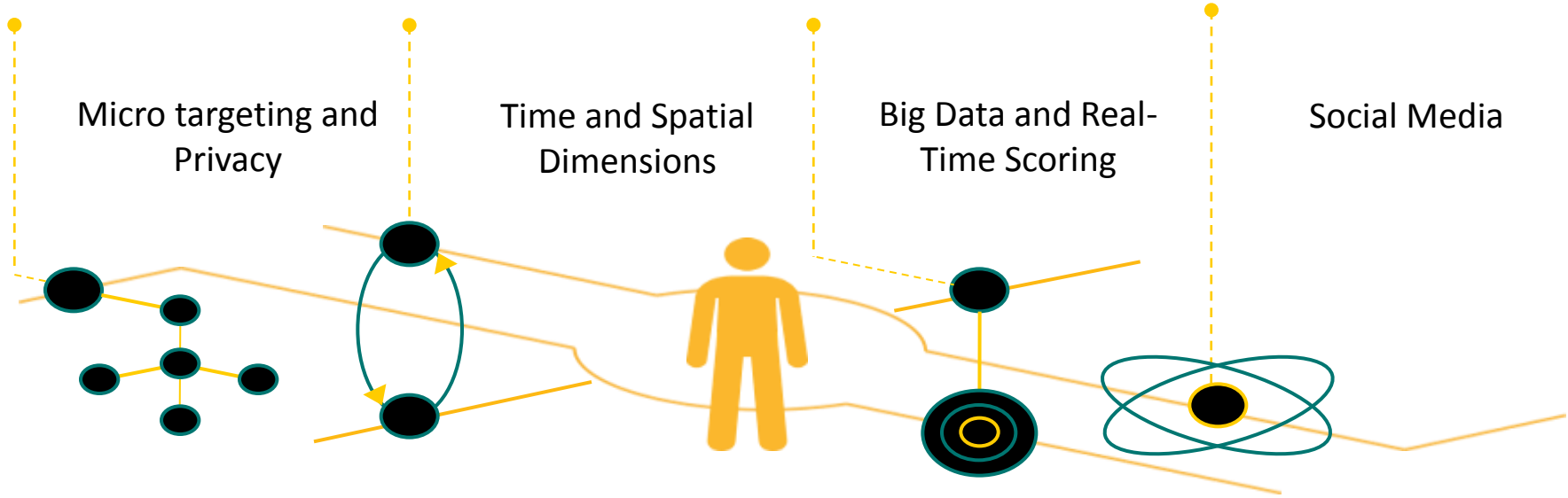
Uponor slashes annual IT costs by \$400,000

California Natural Products cuts reporting by three weeks

Kettle Foods reduces time to create financial reports by 63%

The screenshot shows the IBM Cognos Express website with a navigation bar at the top. The main content area features a 'Voice of the Customer' section with a '2011 Nucleus Research ROI Award Winner' badge. Below this, there are four case study cards, each with a video thumbnail, a title, a brief description, and links to 'Read the case study', 'View the video', and 'View transcript'. The case studies are: FKG saves up to \$400,000 annually; Uponor slashes annual IT costs by \$400,000; California Natural Products cuts reporting time by three weeks; and Kettle Foods reduces time to create financial reports by 63%. At the bottom, there is a section for 'Want to learn more about IBM Cognos Express?' with links to customer stories and product information.

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

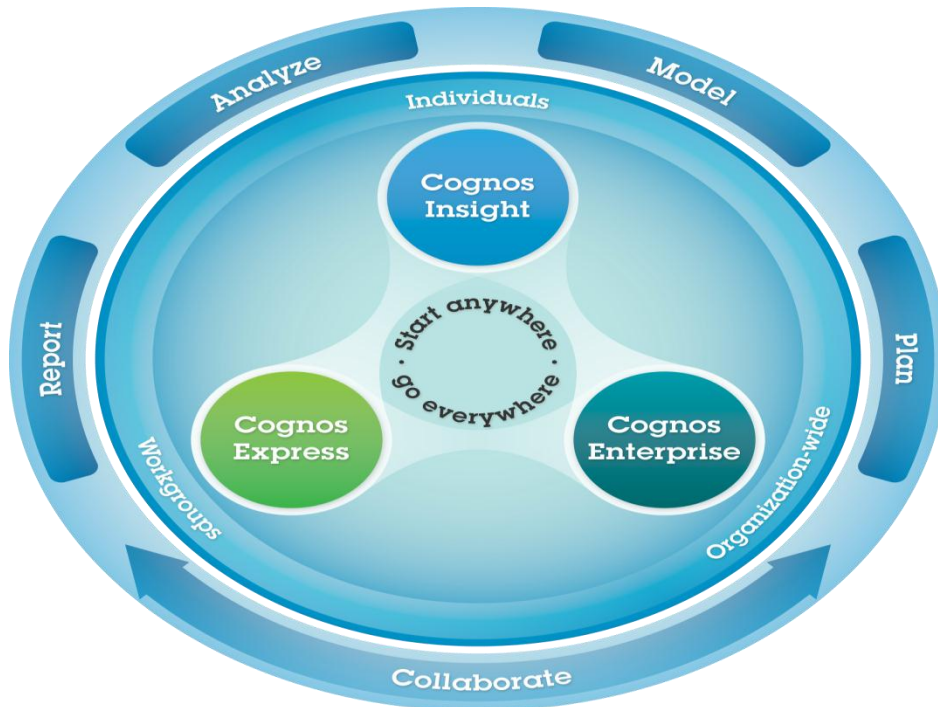
Brazzard voice, "Social Commerce Statistics"⁵
© 2012 IBM Corporation



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

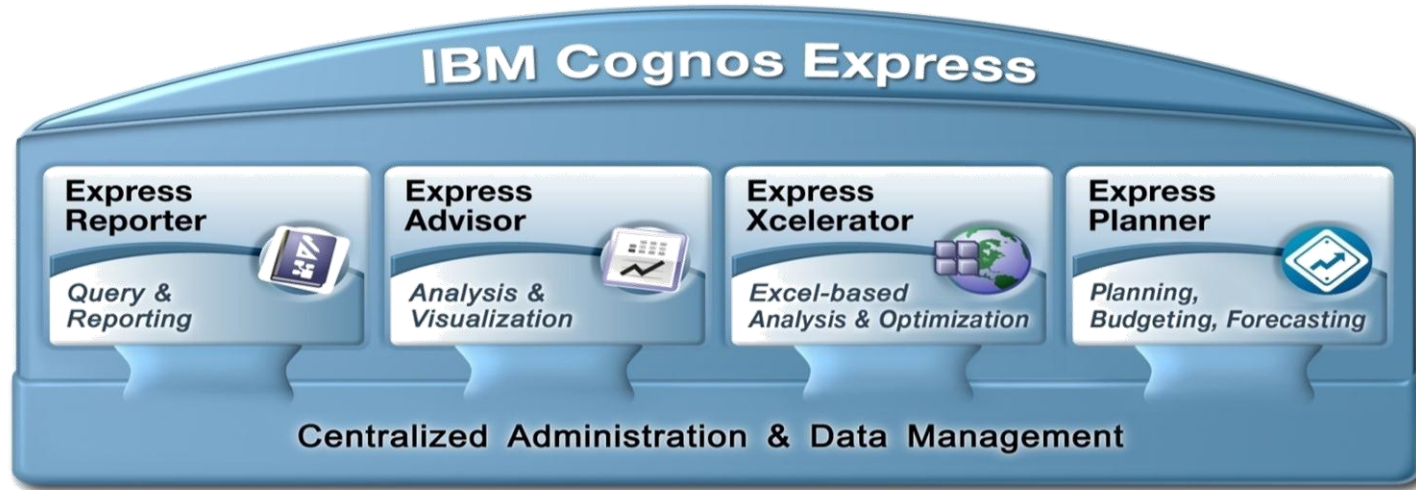
IBM Cognos 10 family

Analytics in the hands of everyone



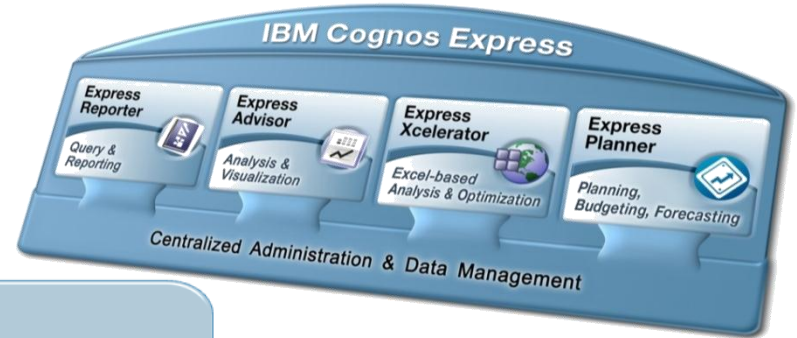
- Insight to action with every product
- Right-sized for your organization
- Built to future-proof your investment

IBM Cognos Express



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

Overcoming the Barriers



Easy to Install

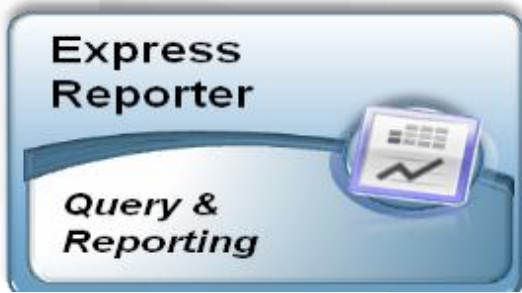
Pre-configured solution includes everything required for simple deployment and management

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



Cognos Express 10



Self-service reporting and ad hoc query

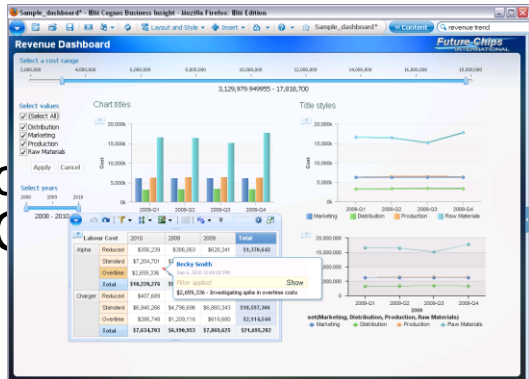
- Simple, intuitive authoring for novice to experts
- Different reports to meet the needs of different users
- Breadth of report coverage – operational, transactional, dashboards, ad hoc
- Connect to data and in any combination – relational, OLAP, desktop files
- Flexible report delivery via web interface,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



The New BI Cognos Express

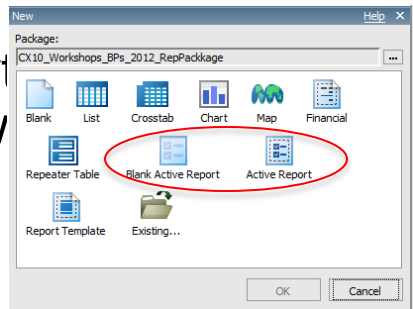


- Interact with dashboards, reports and other (Cognos) objects



- User-driven ad-hoc query, reporting and analysis (“Do More...” from BI)

- Professional report building standard and (new) report building



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



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



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.*

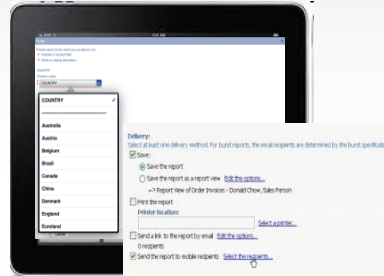
Experience insight wherever you are

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

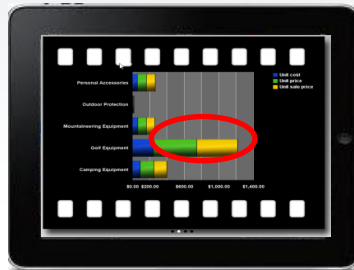
Interact with information offline or online

Disconnected



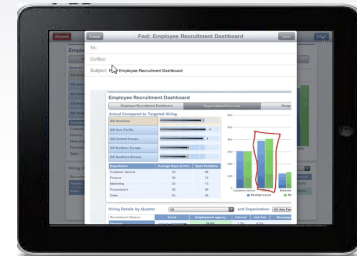
Interactive analytics experience in a self-contained application for exploring data offline

Connected



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

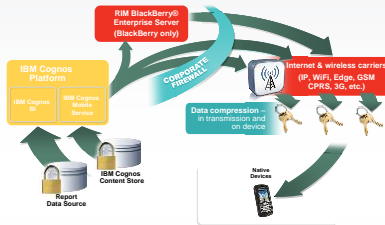
Take action



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

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

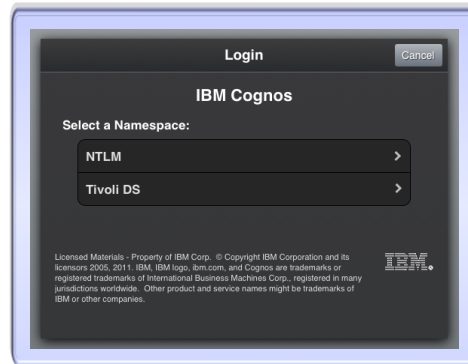
Any device

Native and web-based deployments

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

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!





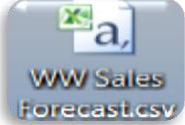
Cognos Express 10



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**

Cognos Insight



New Workspace - IBM Cognos Insight

IBM Cognos Insight

Drag and drop your files (xls, csv...) here

Create a new workspace from a theme

Classic Compact Focus Luminance Moonrise

Open a recent workspace

pej_CrimeStats2 pej_CrimeStats1

HumanResources.cdd - IBM Cognos Insight

Employee expenses & performance

Explore:

Organization: Finance

Employee name: James Kent, Jonathan Tayer, Maureen Hoffman, Michaela Ogilvie, Paula Kane, Alice Martin, Andrew Roberts, Dana Miles, Helen Jones, Bernard Lauzon, Tammy Sherwood, Vittorio Ritzo, Wu Gao, Jules Dauphin, Chiyo Yoshida, Isamu Aoki, Cyril Sickling, Scott Brown

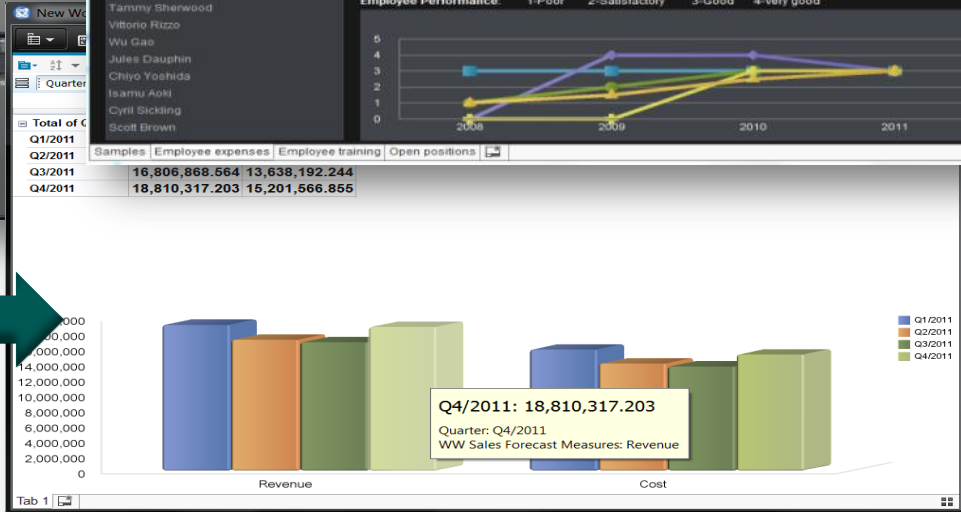
Employee Expenses:

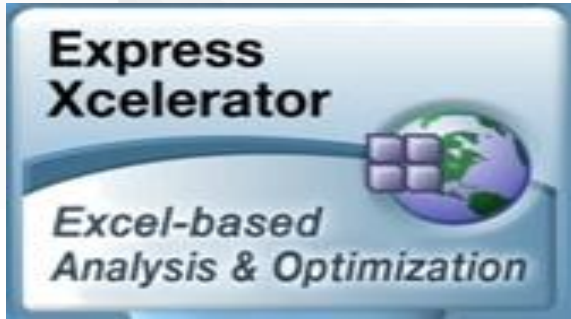
	Total of Expense type	Benefits	Bonus	Pay	Training
Total of Country	393525.99	123319.33	29219.39	240987.27	
Canada	137493.79	24793.97	12025.20	100674.62	
France	89013.71	67865.87	1451.13	16694.71	
United Kingdom	75247.02	13569.14	8567.80	53110.08	
Germany	19926.24	3593.26	1196.28	15136.70	
United States	74847.23	13497.08	5978.98	56371.16	

Employee Performance: 1-Poor 2-Satisfactory 3-Good 4-Very good

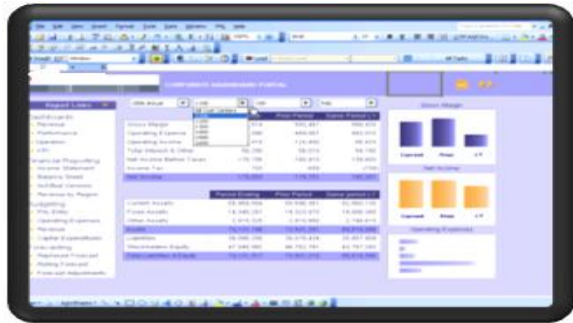
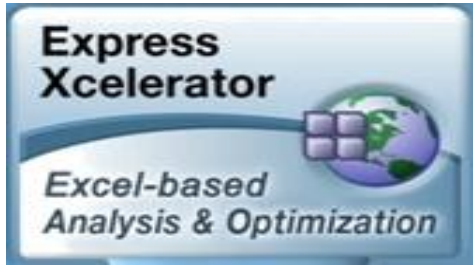
Samples: Employee expenses | Employee training | Open positions

Quarter	Total of C	16,806,868.564	13,638,192.244
Q1/2011			
Q2/2011			
Q3/2011			
Q4/2011		18,810,317.203	15,201,566.855





Cognos Express 10



- **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

Excel-based Business Analysis and Optimization

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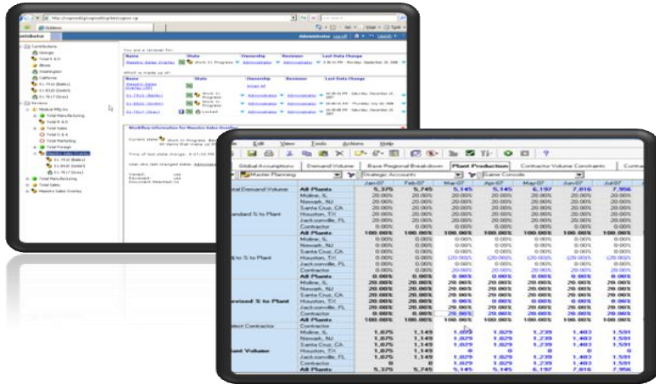


Cognos Express 10



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



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

The screenshot displays the IBM Performance 2012 modeling tool interface. At the top, a diagram illustrates the guided modeling process with three numbered steps: 1. Define Dimensions, 2. Build Cubes, and 4. Create Rules and Processes. A central 'Model Design' window shows the configuration for a 'Margin Plan' and an 'Income Statement'. The 'Margin Plan' window includes a 'Dimensions' list (Regions, Time2011, Region, ShowProducts) and a 'Members' table with columns for Name, Link, and Value. The 'Income Statement' window shows a 'Dimensions' list (Time, Income Statement) and a 'Members' table. Below these, a 'Mappings' table shows the relationship between source and target dimensions. To the right, a data table for the 'Income Statement' is displayed, showing values for various financial metrics across five time periods (Jan-03 to May-03). At the bottom, a 'Properties' pane shows the configuration for the selected 'Income Statement' cube, including its name, type, dimensions, source links, target links, and internal links.

Define Dimensions
Identify dimensions such as Charts of Accounts, Products, Time and Versions. Create or import the dimensions and add attributes to describe the members. Specify dimension calculations and formats.

Build Cubes

Create Rules and Processes

Model Design

Margin Plan

Dimensions:

- Regions
- Time2011
- Region
- ShowProducts

Members:

Name	Link	Value
ALL Regions	1	
NE Region	1	
SW Region	1	
North	1	
East	1	
South	1	
West	1	

Mappings:

Mapped Source	Mapped Target
North	North
East	East
South	South
West	West

Income Statement

Dimensions:

- Time
- Income Statement

Members:

Name	Link	Value
ALL Regions	1	
NE Region	1	
SW Region	1	
North	1	
East	1	
South	1	
West	1	

Income Statement Data Table

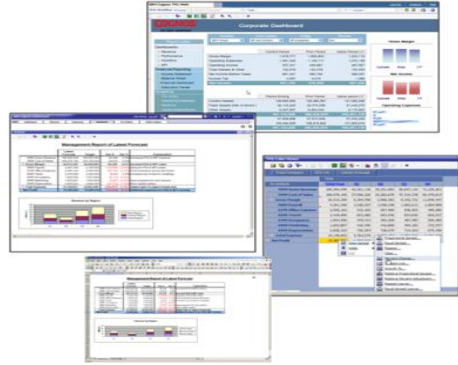
	Jan-03	Feb-03	Mar-03	Apr-03	May-03
Gross Sales	0.00	0.00	0.00	0.00	0.00
Discounts	0.00	0.00	0.00	0.00	0.00
Indoor Cost of Sales	0.00	0.00	0.00	0.00	0.00
Outdoor Cost of Sales	0.00	0.00	0.00	0.00	0.00
Net Sales	0.00	0.00	0.00	0.00	0.00
Cost of Sales	0.00	0.00	0.00	0.00	0.00
Gross Profit	0.00	0.00	0.00	0.00	0.00
Selling, General and Administrative	0.00	0.00	0.00	0.00	0.00
Depreciation	0.00	0.00	0.00	0.00	0.00
Operating Income	0.00	0.00	0.00	0.00	0.00
Interest Income	0.00	0.00	0.00	0.00	0.00
Interest Expense	0.00	0.00	0.00	0.00	0.00
Taxes	0.00	0.00	0.00	0.00	0.00
Net Income	0.00	0.00	0.00	0.00	0.00

Properties

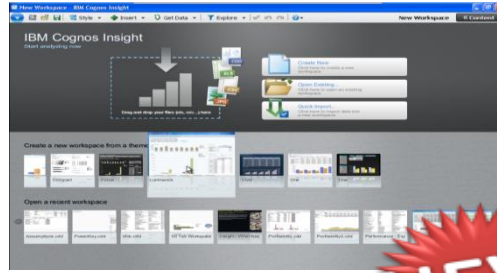
Property	Value
Name	Income Statement
Type	Cube
Dimensions	3
Source Links	0
Target Links	1
Internal Links	0

User experience flexibility

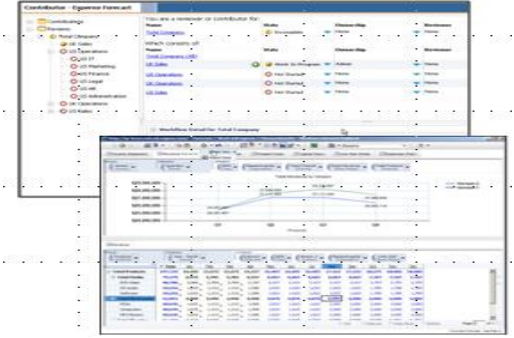
Excel-Based



Desktop



Managed Collaboration



Customer Service



Sales



Marketing



Operations



Product Development



Finance



Human Resources



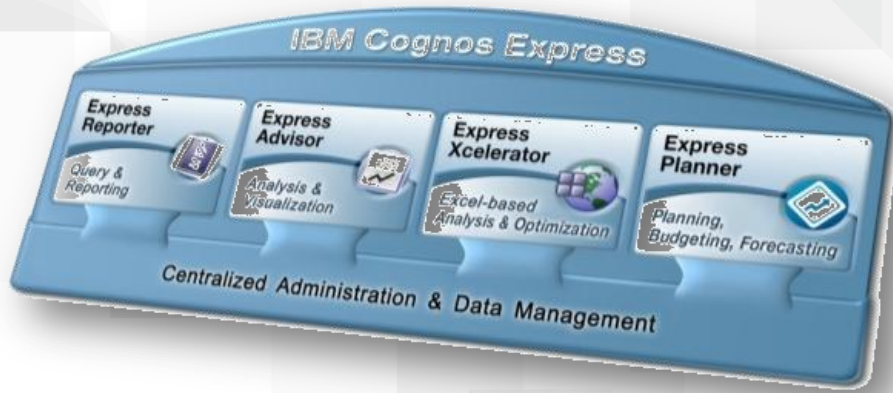
IT

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 D0ETOLL	\$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

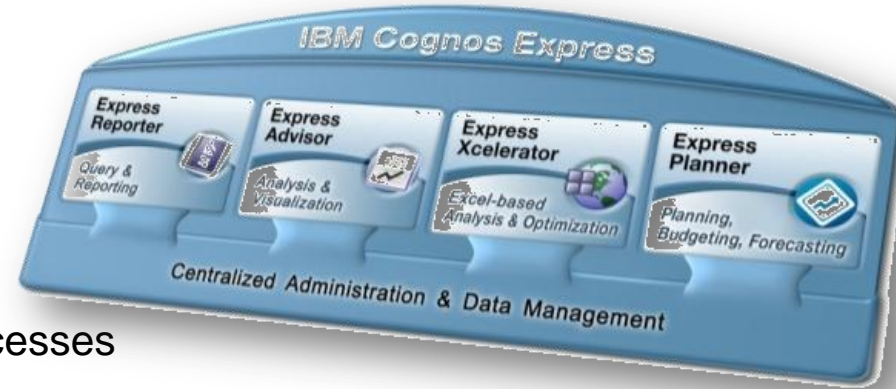


Cognos Express 10

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-



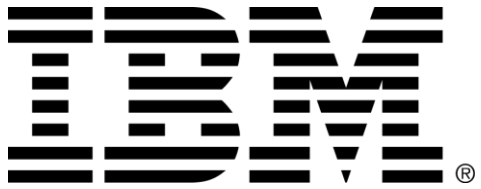
Benefits

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



Thank you!

