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Top 10 ways to maximize your return on business intelligence



Top 10 ways to maximize your return on business intelligence

IBM Cognos 10

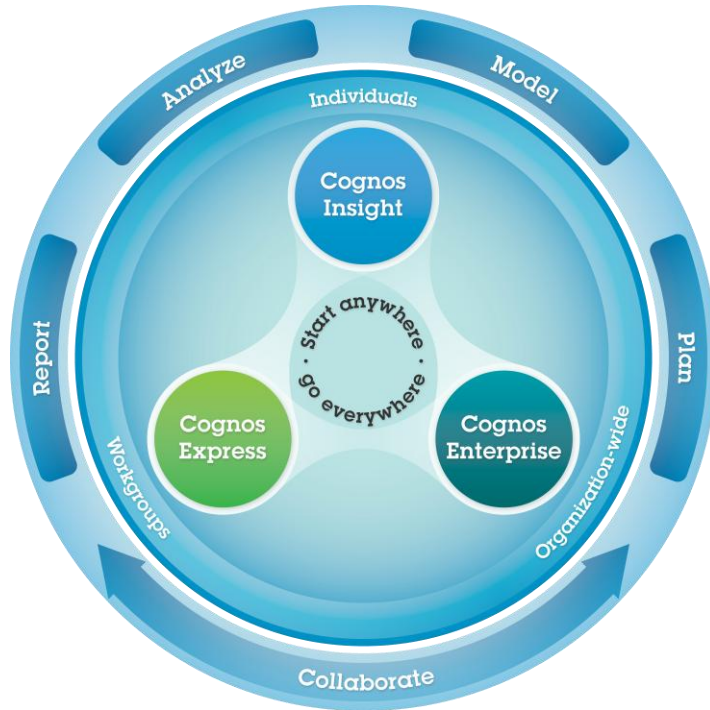
1. Cognos Enterprise
2. Unified Workspace
3. Expand Deployment Options
4. On-the-go
5. Cognos Insight
6. Upgrade for Faster Performance
7. Framework Manager
8. Multi-tenancy
9. Archiving
10. Collaboration

#1

Cognos 10 Family

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 Enterprise

Powerful self-service analytics with cost-effective scale for your entire organization



**Cognos
Enterprise**

Arm every business user with the analytics they need
to take insight to action

Support the way business users choose to work with consistent information and
access wherever they are

Meet the entire organizations' needs with cost-effective scale, centralized
administration and flexible deployment choices

Incredibly powerful. Incredibly simple to use.

...and includes the capabilities of:

- IBM Cognos Business Intelligence
- IBM Cognos TM1
- IBM Cognos Insight

Campbell Brothers – Supporting Explosive Growth

Business Challenge

- Revenue Growth
- Financial Consolidation
- Board Reporting
- Multiple Systems
- Current in house system out-dated

Solution – Business Benefits

- IBM Cognos TM1 and IBM Cognos BI
- Single Solution - Consistency
- Flexible
- Multi-currency support
- Phased approach



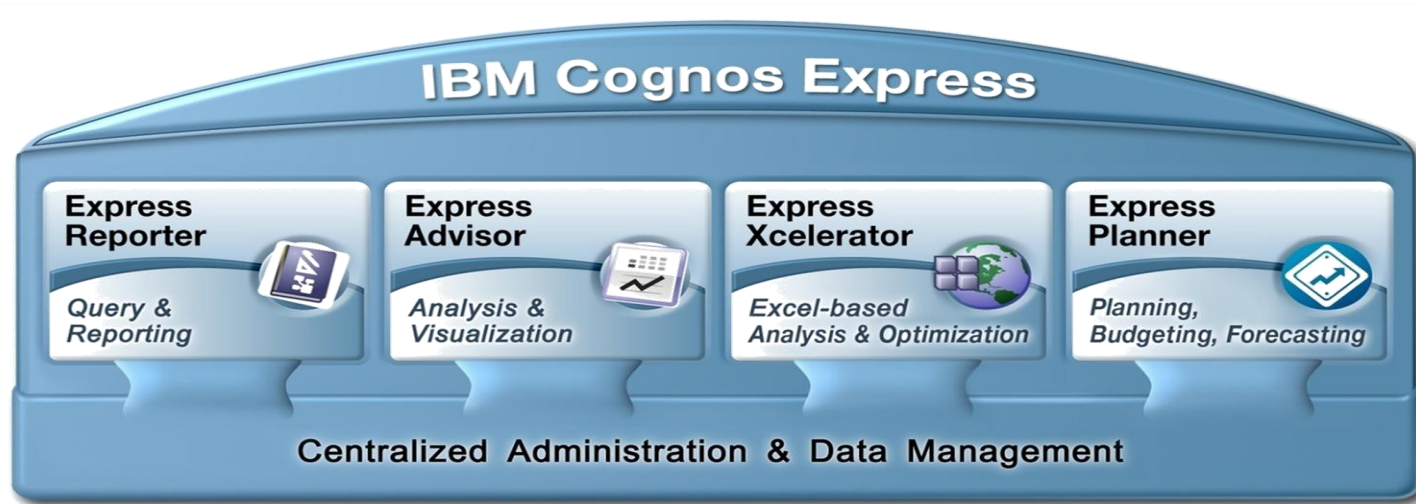
20%

Increase in Reporting Processes

30%

Increase in Data Quality

IBM Cognos Express



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

Unified workspace with greater power, intuitive navigation and cleaner look

Intuitive and easy to use, it is the single place that you go to find answers to key business questions

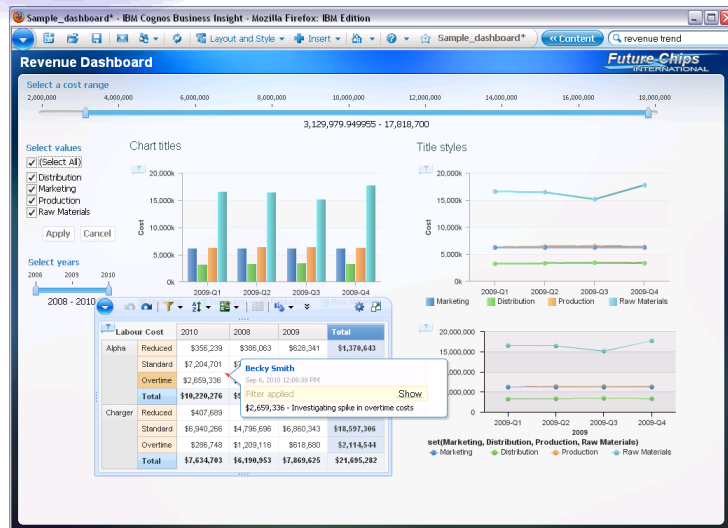
#2



IBM Cognos Workspace

Solution highlights

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



IBM Cognos Workspace

DEMO

Expanded deployment options

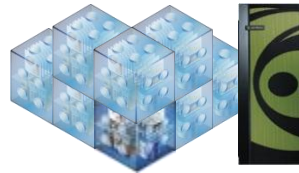
z/OS BI
Linux on System z



Enterprise Systems

*e.g. Cognos on System z,
Power 7*

- Meet the demands of all users
- Greater speed, lower cost and fewer resources



Optimized Business Systems

*e.g. IBM Smart Analytics System
IBM Netezza*

- Easy to install and run
- Optimized for analytics



Cloud

*e.g. Cognos on SmartCloud Enterprise,
Smart Analytics Cloud*

- Flexible costs
- Simplified infrastructure
- Remove barriers

Analytics on the go for more devices and disconnected interaction

#4

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's using IBM Cognos Mobile?



- Simplify Reporting Experience
- Executive scorecard
- Flexible deployment options



- Business Metrics
- Daily updates
- Drill to details

COGNOS MOBILE

DEMO



The evolution of analytics for business users

#5



Cognos Insight

The only desktop product that empowers decision makers to independently take **insight to action**

spreadheets

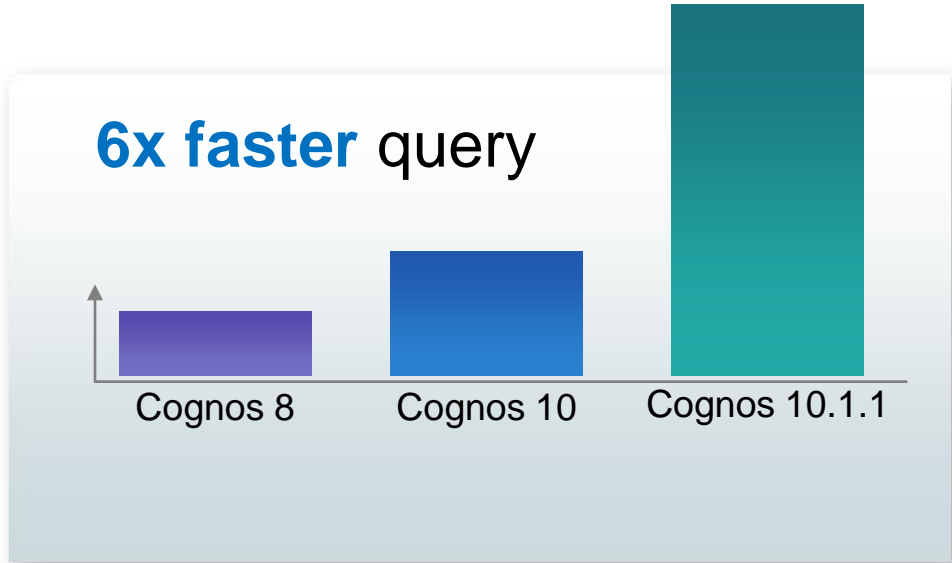
data discovery 1.0



Upgrade for Faster performance

#6

2x faster
Business
Insight



90% faster
query on
Cognos TM1

40% faster
query on
Cognos PowerCube

75% faster
query on SAP NetWeaver[®]
Business Warehouse

When compared against IBM Cognos 8.4.1 BI software. Based upon mixed workload performance testing conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10.1.1 software

Faster performance with consistent results

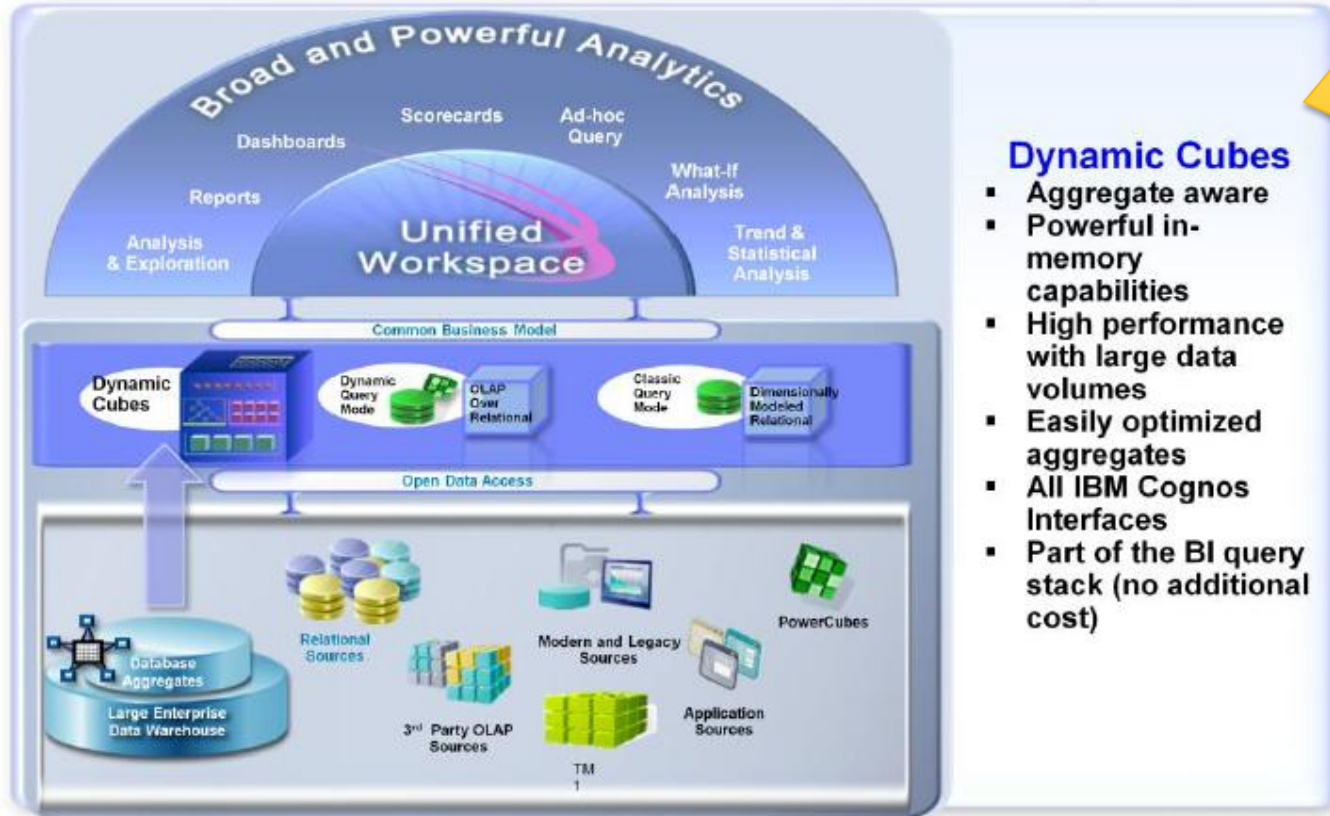
Dynamic Query mode for DMR and OLAP

- IBM DB2®
- IBM DB2 for z/OS
- IBM Cognos Real-time Monitoring
- Oracle
- Microsoft SQL Server
- Teradata
- Netezza
- IBM Cognos TM1
- SAP BW
- Oracle Essbase
- Microsoft Analysis Services

**Coming
Soon**

- Salesforce.com
- SAP ECC (R3)
- Siebel

Dynamic Cubes Embrace and Extend Dynamic Query



Dynamic Cubes

- Aggregate aware
- Powerful in-memory capabilities
- High performance with large data volumes
- Easily optimized aggregates
- All IBM Cognos Interfaces
- Part of the BI query stack (no additional cost)

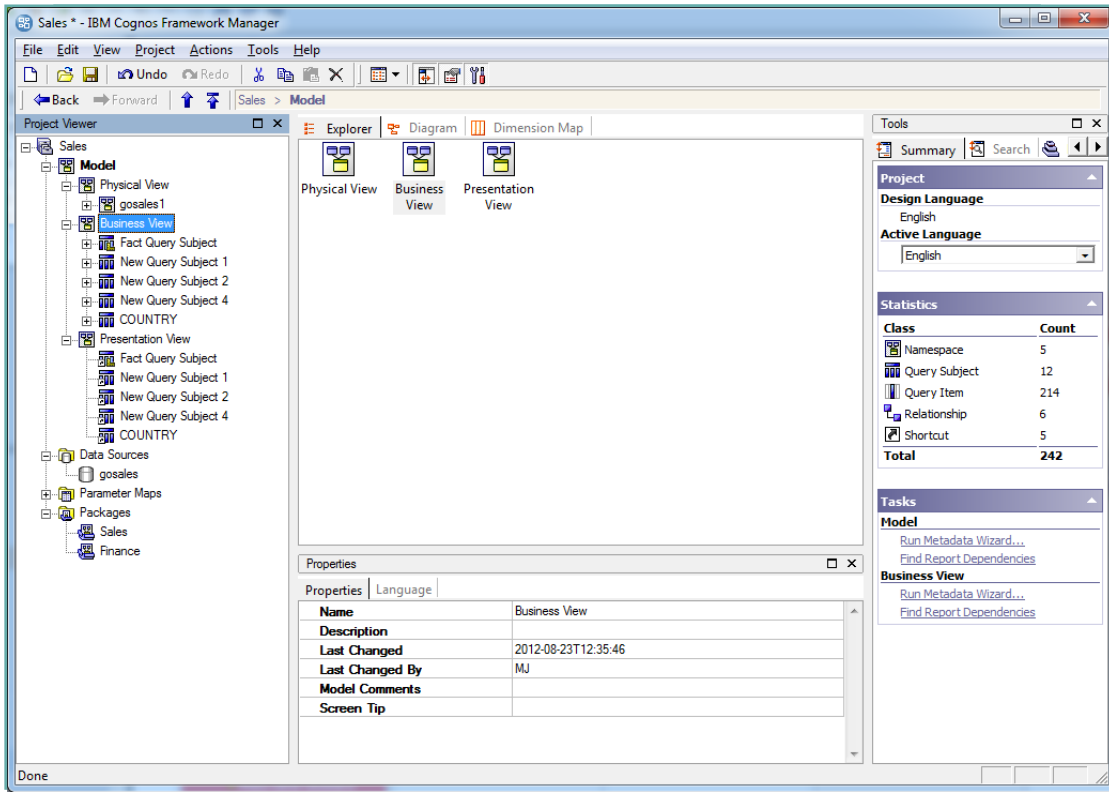
Metadata re-use



FM - Your Business foundation for Analytics

Solution highlights

- Model Design Accelerator
- Unlimited Data sources
- Publish for reuse and update
- Secure Access to data
- Provide IT governance
- Used by other BA Solutions



Package Integration

Package Generation

- Cognos Controller
- Cognos Insight
- Cognos Data Manager
- Cognos Analytical Applications
- IBM SPSS Modeler
- OpenPages
- IBM Maximo
- Cognos Consumer Insight
- Unica
- InfoSphere
- Sterling Commerce
- Rational Reporting
- Tivoli Common Reporting
- ...



Package Consumers

- PowerPlay Transformer
- IBM SPSS Modeler
- IBM Cognos Insight
- IBM Cognos BI
- Cognos Metrics
- Cognos Business Viewpoint
- Cognos TM1 10
- IBM SPSS Statistics 21
- IBM Analytical Decision Management
- Cognos Controller
- Infosphere (BG, Metadata Workbench)

Multi-tenancy

Manage independent clients in a single system



Solution highlights

- Support multiple independent 'customers' in a single installation
- Secure Access to data
- Audit tenant activities
- Provide IT governance

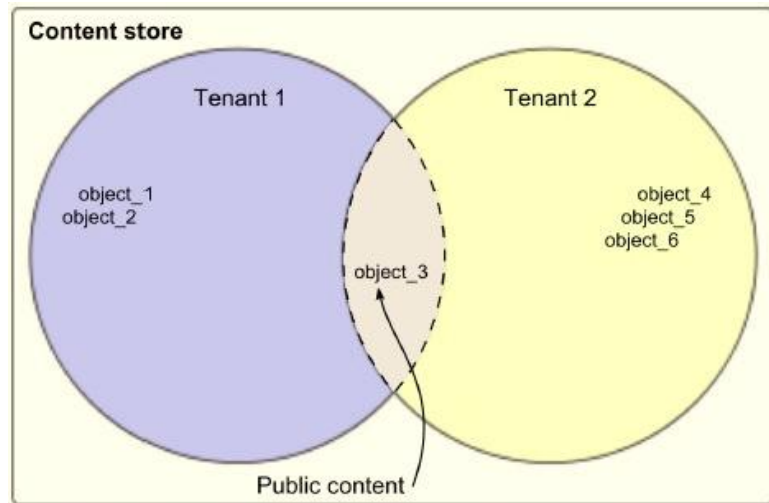


Figure 3. Content store configured to use the Cognos BI multitenancy capabilities

Enhanced Report Archiving

Store archived content in an external repository providing retention of key historical or critical reports

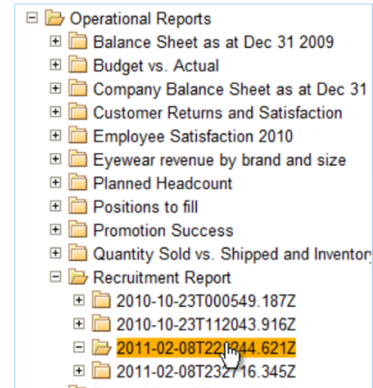
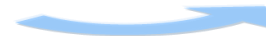


Solution highlights

- Leaner/faster Cognos Content
- Helping to meet GRC(Government Risk Compliance)
- Reducing the costs associated with managing and accessing all forms of content
- Ensuring information security and accuracy
- Facilitating regulatory compliance, resulting in improved risk management



Cognos Connection Report folder structure replicated in FileNet (for applications chosen)



FileNet and File System

Accelerate alignment and improve decision-making

Collaborative BI

#10

Quickly find the people and expertise you need. Discuss and refine ideas with colleagues, partners, and customers.

- Optimize business outcomes by tying process to everyday human tasks
- Share perspective by adding comments to dashboards, charts or in-cell
- Engage in an in-depth collaborative discussion based on BI information using integrated social software

The screenshot displays the IBM Cognos Business Insight 'Products Workspace' interface. The top section features several financial dashboards with line charts and data tables. Below these, a 'Dashboard Activities' section lists recent updates and decisions. A sidebar on the left shows navigation options like 'Activity Outline' and 'Members'. The bottom right of the screenshot shows a detailed view of a decision with associated actions and required steps.

Region	Actual YTD
NA America	131,896,659
Europe	26,227,077
Asia	49,532,821

Product	Actual YTD
Alpha	31,857,228
Charger	41,216,007
Nova	31,337,584

Category	YTD Cost
Distribution	15,815,253
Marketing	24,814,311
Production	27,860,560
Rear Material	51,620,978
Total	120,111,102

Category	YTD Income
YTD Product Sales	104,410,797
YTD Income	207,446,557

Dashboard Activities

- Sales Team Reallocation Decision**
Bob Business created entry "Sales Forecast" Yesterday 1:50 PM
Bob Business created entry "IBM Cognos Business Insight" Yesterday 1:51 PM
To determine if it would benefit Future Chips to reallocate other sales teams to start selling Nova in high-growth markets
- Nova Growth Slowing?**
Bob Business created entry "Please investigate" Yesterday 1:32 PM
Bob Business created entry "Temporary compensation bits" Yesterday 1:31 PM
Bob Business added Erica Exec as a member Yesterday 1:30 PM
Increase Nova growth by 10% next quarter
- Revenue Over Last Quarter and Marketing Pipeline**
updated by Vjay Nehry Yesterday 10:47 AM
- Alpha Sales Fantastical! How Could We Replicate This?**
updated by Betty Zechman Yesterday 10:27 AM

Supporting Evidence

Proposals	Decisions	Actions Required
Decision	Decision Makers	Action 1 with Owner
Decision	Decision Makers	Action 2 with Owner
Decision	Decision Makers	Add Other Actions
Decision	Decision Makers	Data for Future Review
Decision	Decision Makers	IBM Cognos Business Insight
Decision	Decision Makers	Please investigate

IBM Cognos 10 family provides the perfect balance

- Work independently and quickly without waiting for corporate systems
- Share insights by uploading files or publishing data and analysis to the server
- Combine personal and corporate data to create fresh insights
- Gain power of all enterprise BI capabilities against business contributed datasets
- Articulate the visualizations and data sets required to run the business
- Provide discovery and planning tools to reduce error-prone spreadsheet work
- Centrally secure and archive all analysis and contributed content
- Gain insight into the use of corporate data and new data sets needed in the business
- Encourage usage of standard BI capabilities by all users regardless of location
- Adopt business prototypes to quickly and easily build out corporate solutions



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IBM Performance 2012

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α **\$3000 Flight centre voucher.**

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Next Breakout Sessions:

	TRACK 1: Business Intelligence	TRACK 2: Performance & Risk Management	TRACK 3: Customer & Predictive Analytics
	From Insight to Action - Introducing IBM Cognos Insight	IBM Cognos Solutions for Planning and Analytics Including Financial Disclosure	Optimising Decision Making at the Point of Contact
11:45 - 12:30pm	Integrated BI and Planning for Midsize Organisations	Innovation in Sales Performance Management with Varicent	Delivering Business Value with Social Media Analytics

Thank You

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