

IBM Software



Business Analytics **Forum** 2010

See The Future Of Decision Making

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**Advanced IBM Cognos 8 BI
v8.4.1 Dashboarding
Techniques**

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IBM Cognos 10: The Evolving World of Information Access for Business Users



- **ABSTRACT:** *The ability to deliver compelling dashboards is critical as organizations begin to engage more business users. In this session you will learn advanced techniques for creating dashboards with IBM Cognos Report Studio and IBM Cognos 8 Cognos Connection.*





Agenda

- Business Challenges
- Enabling Business Users
- Key Dashboarding Solutions
- Demos
- Wrap up

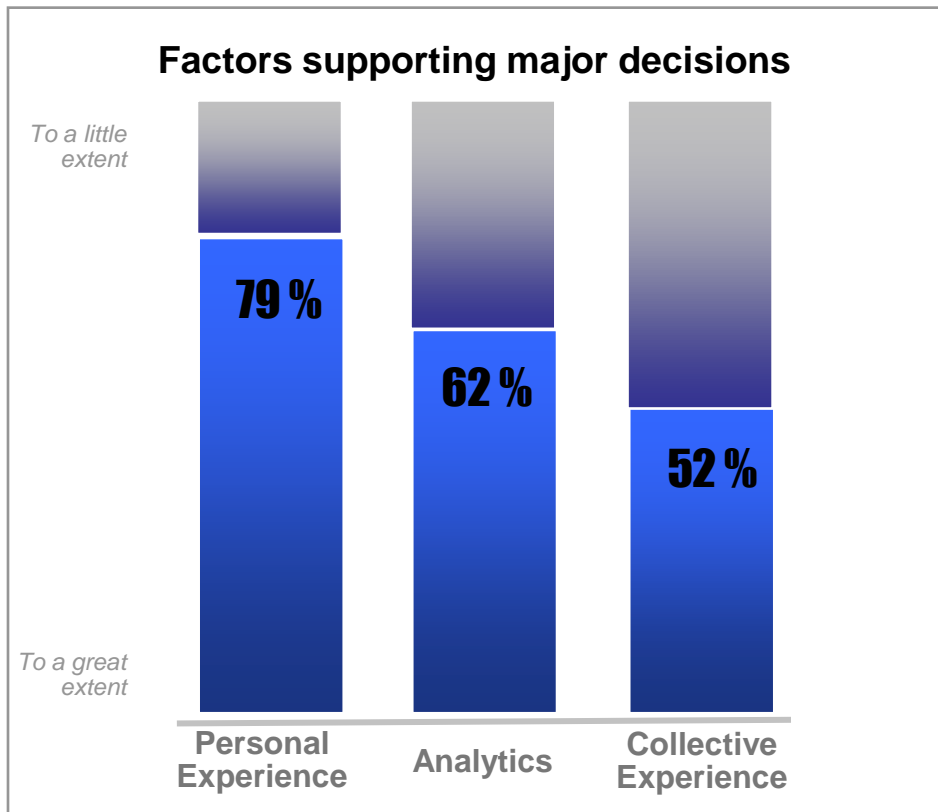




Organizations are operating with blind spots

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

53% don't have access to the information across their organization needed to do their jobs



- Limited ability to get the right information for consumption by executives or field personnel
- Inaccurate reporting due to siloed data
- The current IT-centric service model is too costly, too inefficient, and can't scale
- Limited adoption and use across the entire organization

Source: *Business Analytics and Optimization for the Intelligent Enterprise*, April 2009. <http://www-935.ibm.com/services/us/gbs/bus/pdf/gbe03211-usen-00.pdf>



The Business Intelligence Objective



Everyone in an organization needs business intelligence to ensure they are more informed, engaged, and aligned to drive higher performance



Each user requires different levels of interaction and different types of information



EXECUTIVE

At-a-glance view of operational and financial performance



BUSINESS MANAGER

Fast access to relevant information to make better operational decisions



FINANCIAL & BUSINESS ANALYST

Freedom to explore and analyze data from multiple sources

CUSTOMER & PARTNERS

Secure access to relevant information over the web with no training



CASUAL USERS

Receive scheduled, personalized content and subscribe to most relevant to their role





What is a dashboard?

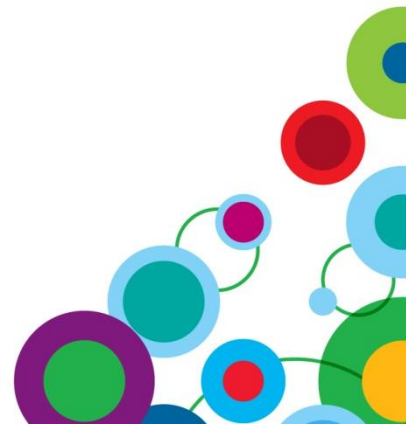
- A **Dashboard** is a...
 - A 'window' into the performance of their business
 - First line of defense in these 'turbulent times'
- IBM Cognos delivers ...
 - Different styles of dashboards to suit different users
 - Dashboards built on trusted data assets
 - Easy to maintain and flexible to deliver

Dash-board (dash-bawrd, *noun*)
1.(in an automobile or similar vehicle) a panel beneath the front window having various gauges and accessories for the use of the driver; instrument panel.2.a board or panel at the front of an open carriage or the like to protect the occupants from mud or dirt cast up by the hoofs of the animals drawing the vehicle.



Demos

- Portal Pages
- Report Studio 'best practices'

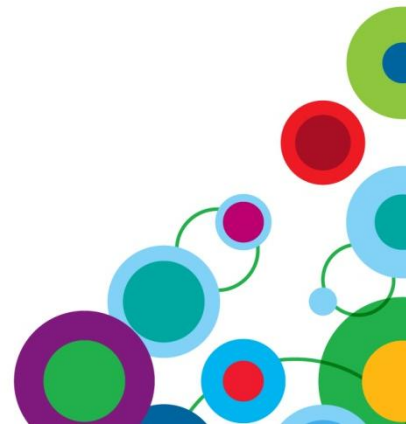




Demo 1: Portal Pages

Using **Portal Pages** to create dashboards allows you to:

- Mix several Cognos content in one page/dashboard
 - Reports, scorecards, custom portlets,
- Integrate multiple pages into one dashboard
 - Multi-page dashboards
- Configure Interaction between portlets/reports
 - Channels
- Publish dashboards to multiple users
 - URL, Cognos Connection, 3rd-party portals, ...
- Not worry about security
 - Users only see what they are allowed



Demo 2: Report Studio

Using **Report Studio** to create visually attractive reports:

- How to create visually compelling reports
 - Applying generated background images
 - Proper color application
- Get a report ready for 'Author once consume anywhere'
 - Micro charts
 - Report Studio → Portal Pages





Learn More About Cognos 10



IBM® Cognos® 10
Intelligence Unleashed
Smarter Decisions. Better Results.
Join us October 25 for the worldwide launch.
→ Sign me up for the live simulcast

Local Cognos 10 Launch Events

www.ibm.com/cognos/roadshow




#cognos10

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IBM Cognos Software




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Analytics everyone can use | Collective intelligence | Actionable insight everywhere you need it | Platform

Break down barriers to smarter decisions

Product demo



VIEW THE DEMO

A unified analytics experience on a proven technology platform

Sharpen your analytic skills, improve your decision-making and expand the reach of business analytics within your organization with the industry's most complete, powerful and progressive set of capabilities.

IBM Cognos 10 brings together traditional business intelligence capabilities with planning, scenario modeling, real-time monitoring and predictive analytics in a unified workspace that lets users access, interact with and do more with the broadest set of data and information.

Now, every user across your organization – regardless of expertise or role – can see more, know more and do more than ever to make smarter decisions for better results.

- **Freedom to think:** A [unified BI workspace](#) delivers analytics everyone can use to answer key business questions
- **Connect with others:** [Collaboration and social networking](#) capabilities let you build and share insights to gain alignment
- **Simply do:** [Mobile and real-time analytics](#) bring insight to the point of maximum impact

Built on a proven, enterprise-class platform

The IBM Cognos platform is the trusted technology foundation for thousands of smarter organizations. New innovations including [lifecycle management](#) now make it easier than ever for you to simplify and cost-effectively scale your analytics deployment.

Ready to see IBM Cognos 10? [Watch the demo](#) or [sign up for one of more than 100 live events!](#)

Cognos 10 Launch Website

www.ibm.com/cognos/cognos10/



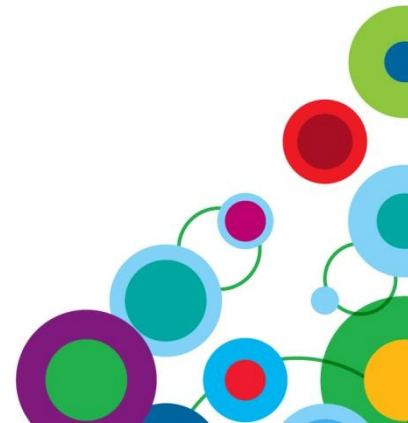
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