



IBM Cognos 10:

Meeting the Needs of Business Analysts with Advanced Analysis

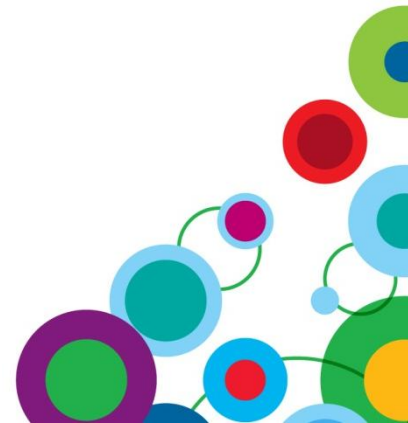
Dev Mookerjee
Business Analytics





Agenda

- Discover how you can:
 - View, assemble and analyse all the information required to make smarter decisions
 - Assess your immediate business situation with more advanced, predictive or what-if analysis
 - Engage the right teams and minds from across your enterprise for more inclusive and holistic decision-making and analysis
 - Deliver analysis results to the processes and people at the front line of your business



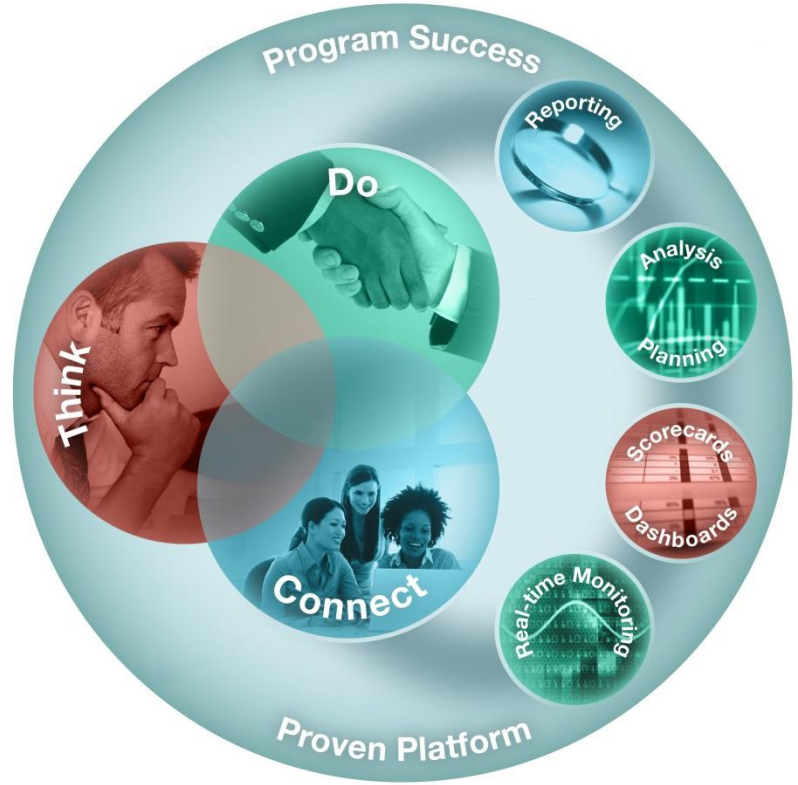
Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.

Freedom to **Think**,
Unified workspace,
All time horizons,
Progressive interaction.

Connect with Others
Decision networks,
Business context,
Accountability.

and Simply **Do**.
Mobile and Disconnected,
Integrated,
Real-time.



A revolutionary BI workspace
delivered on a proven platform
with seamless upgrade.

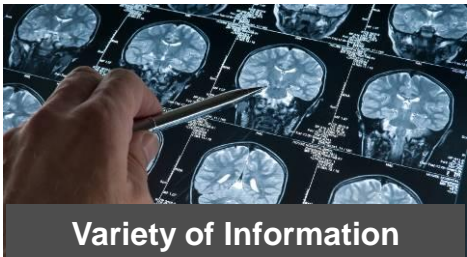


Today brings an explosion in information... ... Yet organizations are operating with blind spots



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



Imagine if you could...

View, assemble and analyze
all the information required
to make
smarter decisions

See all time horizons in a single
view for a more complete
picture.

Discover unknown insights
by following your own train
of thought.

Find relevant
content easily.

Build on another person's
insights or create your own
from
scratch.

Arrange and personalize
information from your
perspective.



A BI workspace that is the start of your day

Intuitive and easy to use it is the single place that you go to find and do your work.

IBM Cognos Business Insight

Solution Highlights

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

Search for content Pre-assembled BI Workspace

The screenshot shows the 'Revenue Dashboard' for 'Future Chips INTERNATIONAL'. It features a bar chart with a slider for 'cost range' set to 3,129,979.949955 - 17,818,700. A table titled 'Labour Cost' is displayed below the chart. A notification pop-up from 'Becky Smith' is visible, stating 'Filter applied' and 'Investigating spike in overtime costs'.

		2010	2008	2009	Total
Alpha	Reduced	\$356,239	\$386,063	\$620,341	\$1,370,643
	Standard	\$7,204,701			
	Overtime	\$2,659,336			
Total		\$10,220,276			
Charger	Reduced	\$407,688			
	Standard	\$6,940,266	\$4,796,696	\$6,860,343	\$18,597,306
	Overtime	\$280,748	\$1,209,116	\$618,680	\$2,114,544
Total		\$7,634,703	\$6,190,953	\$7,869,625	\$21,695,282

Slider to filter workspace information





Seamlessly shift to more advanced analysis

Perform complex analysis tasks quickly and easily to get to the "why" behind an event or action to improve business performance

IBM Cognos Business Insight Advanced

Solution Highlights

- Intuitive drag-and-drop interface
- Integrated data exploration and analysis
- Calculations, drill, filter, pivot, top/bottom count
- Manage set definitions
- Flexible format, layout and distribution
- Multiple queries, formatting and charting

The screenshot shows the IBM Cognos Business Insight Advanced interface. It features a main data table with columns for Units, Standards, and Standards. A callout box points to the top of the interface, stating "Standard and Style toolbars". Another callout points to a dropdown menu, stating "Switch between metadata or member tree". A third callout points to a "Set Definition" dialog box, stating "View and edit set definitions". A fourth callout points to a list of analysis gestures, stating "Easily select common analysis gestures".

Standard and Style toolbars

Switch between metadata or member tree

View and edit set definitions

Easily select common analysis gestures

Set Definition

- Top 3 based on Units
- Top 5 based on Units
- Top 10 based on Units
- Bottom 3 based on Units
- Bottom 5 based on Units
- Bottom 10 based on Units
- Custom...

Columns

Rows

Measures

Insertable Objects

- ▶ Distribution / Logistics
- ▶ Expenses
- ▶ Income Statement
- ▶ Inventory
- ▶ Market Analysis
- ▶ Operations
- ▶ Pipeline
- ▶ Sales
- ▶ Quarter
- ▶ Customer
- ▶ Customer Geography
- ▶ Customer Lead Type
- ▶ Customer Priority
- ▶ Customer Status
- ▶ Employee
- ▶ Pipeline Status
- ▶ Product
- ▶ Region
- ▶ Segment
- ▶ YTD
- ▶ Vendor Scorecard

**Demonstration
Business Insight Advanced**



Augment corporate information with external data

Combine external, departmental, and your own data to corporate information resulting in broader perspectives

External Data

Solution Highlights

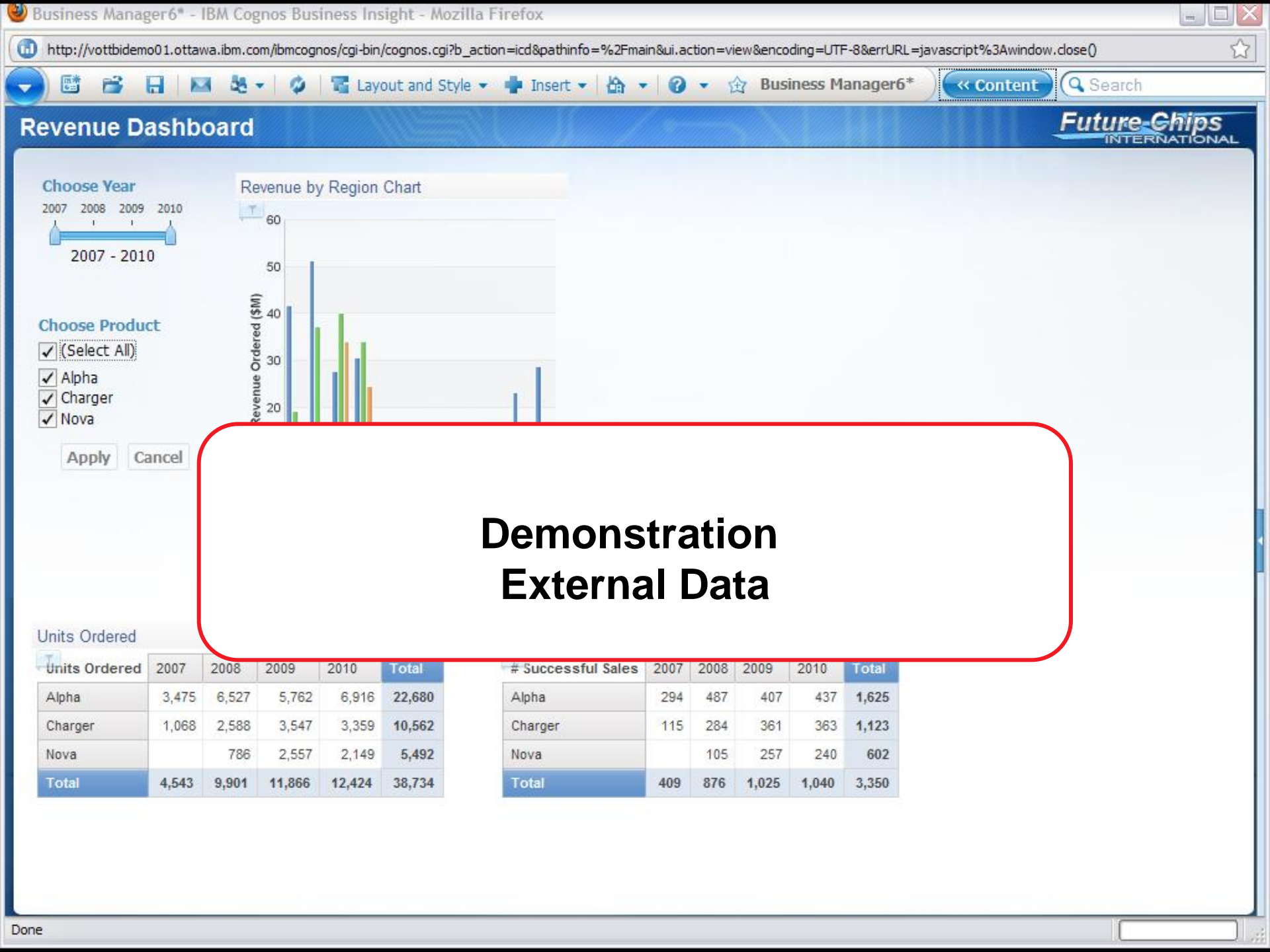
- Import external data sources into reports or query subjects
- Leverage external data as report filters
- Publish for reuse and update
- IT governance

Import external data

Map key items

Combine external data to corporate information

Customer Region	Customer Country	Customer City	CUST_KEY	Customer Lead Type	Customer Name	Customer Micro Segment	Customer Priority	Customer Segm
North America	Canada	Toronto	100	Standard	Northstar Systems	Mix	C	Medi
		Toronto	125	Standard	Northstar Systems	Mix	A	Medi
		Toronto	350	Standard	Northstar Systems	Mix	C	Medi
		Toronto	200	Standard	Northstar Systems	Mix	B	Medi
		Toronto	175	Standard	Northstar Systems	Mix	B	Medi
		Toronto	375	Standard	Northstar Systems	Mix	C	Medi
		Toronto	325	Standard	Northstar Systems	Mix	C	Medi
		Toronto	275	Standard	Northstar Systems	Mix	B	Medi
		Toronto	75	Standard	Northstar Systems	Mix	C	Medi

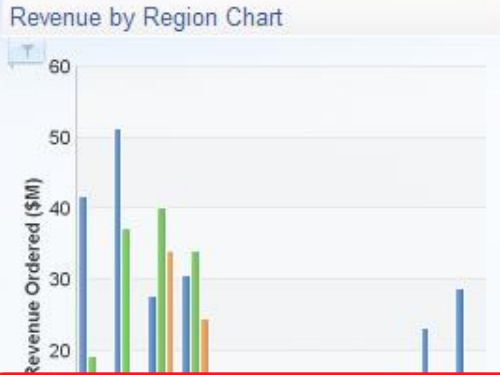


Revenue Dashboard

Choose Year

2007 2008 2009 2010

2007 - 2010



Choose Product

(Select All)

Alpha

Charger

Nova

Apply Cancel

Demonstration External Data

Units Ordered

Units Ordered	2007	2008	2009	2010	Total
Alpha	3,475	6,527	5,762	6,916	22,680
Charger	1,068	2,588	3,547	3,359	10,562
Nova		786	2,557	2,149	5,492
Total	4,543	9,901	11,866	12,424	38,734

# Successful Sales	2007	2008	2009	2010	Total
Alpha	294	487	407	437	1,625
Charger	115	284	361	363	1,123
Nova		105	257	240	602
Total	409	876	1,025	1,040	3,350

Imagine if you could...

Develop scenarios on-the-fly and share them with others for greater collaboration.

Integrate predictive analytics as a core activity for driving business decisions, uncovering key insights in your corporate data.

Explore and analyze trusted and secure BI data in a familiar spreadsheet format.

Assess your immediate business situation with more advanced, predictive or what-if analysis

Merge corporate reporting data with information in spreadsheets, third party or departmental

Develop and distribute reports with statistical evidence that validates the business information

Perform analysis and discover trends based on secure BI data in familiar spreadsheet environment



Avoid multiple versions of the truth, and leverage existing skills by working with secure BI data in familiar spreadsheet environment.

IBM Cognos Analysis for Microsoft Excel

Solution Highlights

- Column and row calculations and formatting
- High speed bulk import
- Publish to IBM Cognos Business Insight

Products	Retailer	Years	Measures
2005			
Revenue			Revenue
Gross profit			Gross profit
Department Store			
Direct Marketing			
Equipment Rental Store			
Lynxear Store			
Leif Shop			
Outdoors Shop			
Sports Store			
Warehouse Store			
Retailer			
2006			
Department Store			
Direct Marketing			
Equipment Rental Store			
Lynxear Store			
Leif Shop			
Outdoors Shop			
Sports Store			
Warehouse Store			
Retailer			
2007			
Department Store			
Direct Marketing			
Equipment Rental Store			
Lynxear Store			
Leif Shop			
Outdoors Shop			
Sports Store			
Warehouse Store			
Retailer			

	Q1	Q2	Final Half	Q3	Q4	Estimate	2007
Amount (month)							
Current assets (total)	7,232,393,338.32	7,232,393,338.32	14,464,786,676.64	2,202,393,338.32	6,020,393,338.32	78,667,873,004.64	
Land	32,317,171.18	40,377,864.44	72,694,835.64	11,800,549.00	346,904,243.00	90,000,444.44	
Property, plant & equipment - net	5,614,119,472.05	5,795,434,392.13	11,249,558,784.18	3,978,058,433.13	6,209,039,807.00	54,993,042,046.69	
Operating assets (total)	5,596,414,643.23	5,805,811,716.59	11,222,294,298.82	5,995,846,893.02	5,215,071,718.00	12,992,032,093.34	
Accumulated amortization: other assets	-285,186,266.19	-337,377,873.29	-632,574,248.48	-12,802,568.26	-381,765,614.19	-462,435,024.65	
Goodwill	380,622,228.86	374,422,240.43	748,844,480.86	136,231,193.04	367,789,212.00	989,927,292.17	
Trademarks and intangibles	280,624,827.94	289,696,587.56	579,393,175.12	134,276,088.84	367,889,723.00	1,032,220,793.84	
Non-compete/fin agreements	103,840,320.73	187,407,179.96	374,814,359.92	36,570,394.38	99,170,800.00	291,806,164.00	
Other intangible assets	153,173,010.45	163,120,866.31	326,241,732.62	56,826,857.59	140,787,171.00	471,144,637.15	
Other assets (total)	716,070,492.59	787,132,880.97	1,472,524,778.56	231,882,154.65	657,763,814.14	1,882,365,878.14	
Assets (total)	12,230,122,332.14	12,332,107,415.82	26,762,421,807.96	4,526,844,277.39	12,940,772,734.00	33,662,371,832.32	
Equity (total)	-8,345,053,313.35	-8,016,796,340.00	-16,032,586,680.00	-2,208,654,403.00	-5,020,652,000.00	-21,798,774,000.00	
Current liabilities (total)	-3,256,695,307.81	-3,814,228,897.86	-7,628,457,795.72	-400,407,274.43	-2,608,008,000.00	-4,716,376,393.87	
Long-term and other liabilities (total)							
Liabilities & equities (total)							

Incorporate Statistical Results with Core Business Reporting



Validate information, and drive business decisions by incorporating statistical evidence in reports

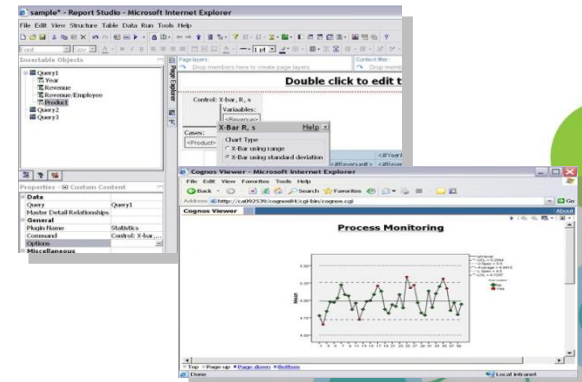


IBM Cognos Statistics

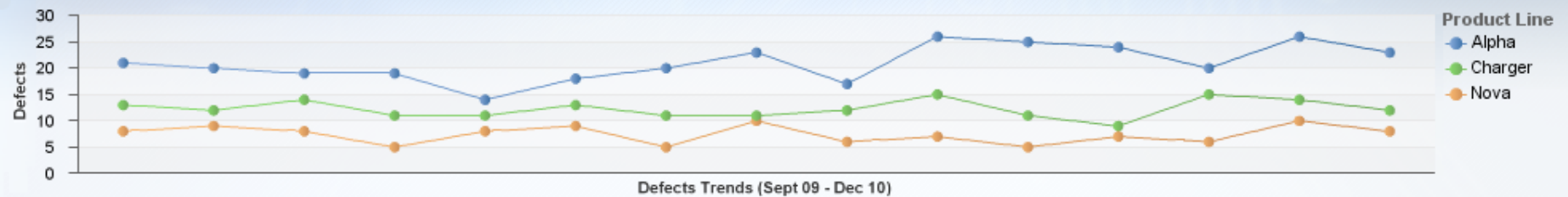
Solution Highlights

- Based on the market leading SPSS statistical engine
- Seamlessly integrated in Report Studio Professional
- Mass distribution through Dashboards, Reports
- Works for all data sources

Desire to easily share analysis w/Broader Business Community



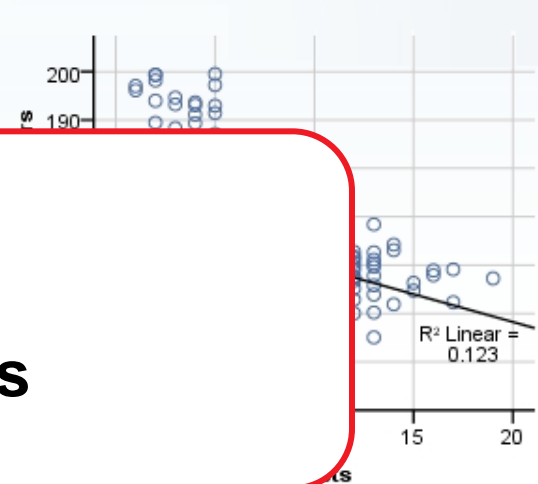
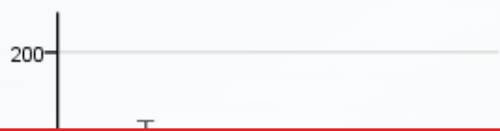
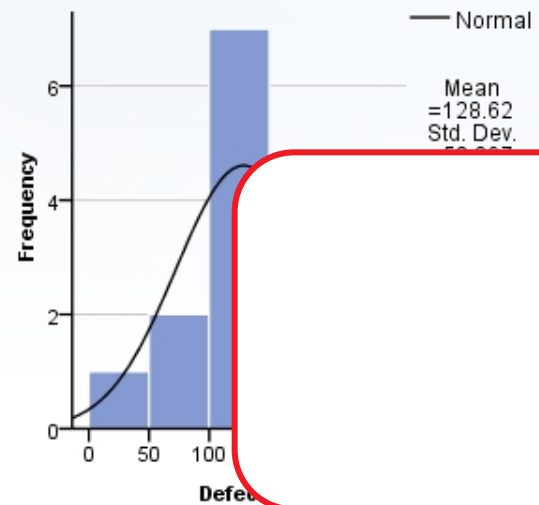
Operations Dashboard



Distribution of Product Defects

Defects by Product line

Correlation Between Defects and Ave Prod Hours



**Demonstration
IBM Cognos Statistics**

Note: Nova outliers need to be eliminated

Product defects by Quarter	2010-Q1			2010-Q2			2010-Q3			2010-Q4			2010		
	Defects	% Defective	Units	Defects	% Defective	Units	Defects	% Defective	Units	Defects	% Defective	Units	Units	Defects	% Defective
Alpha	51	0.89%	5,756	60	0.93%	6,474	75	1.06%	7,102	69	1.00%	6,929	26,261	255	0.97%
Charger	35	0.94%	3,704	34	0.91%	3,720	35	0.93%	3,756	41	1.04%	3,934	15,114	145	0.96%
Nova	22	0.91%	2,407	21	0.95%	2,205	19	0.89%	2,138	24	1.05%	2,280	9,030	86	0.95%
Product(All)	108	0.91%	11,867	115	0.93%	12,399	129	0.99%	12,996	134	1.02%	13,143	50,405	486	0.96%

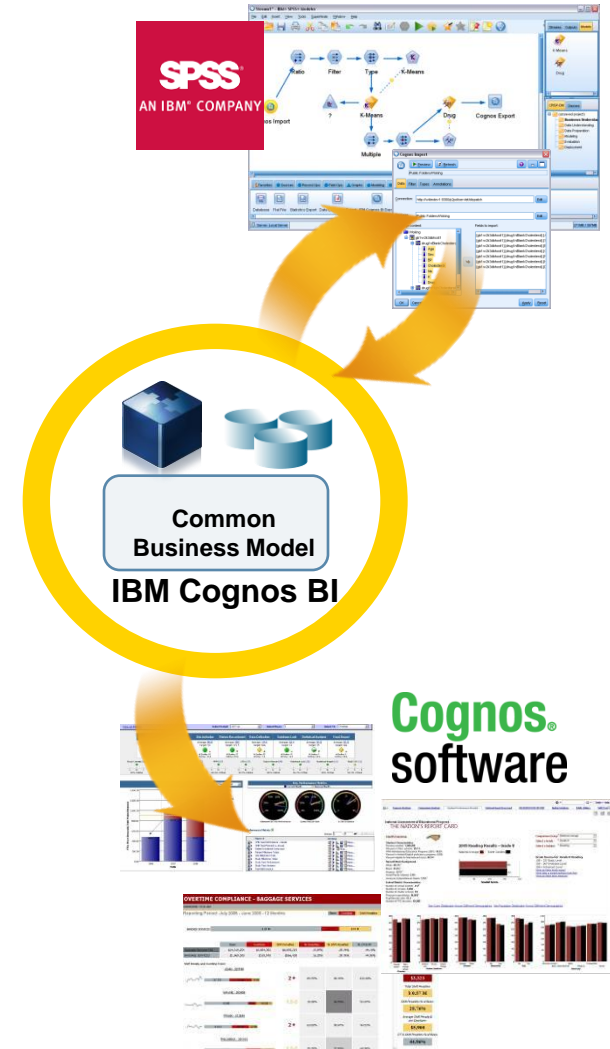
Deliver the power of predictive analytics into the hands of the business users

Uncover key insights in your corporate data by integrating predictive analytics as a core activity to drive business decisions

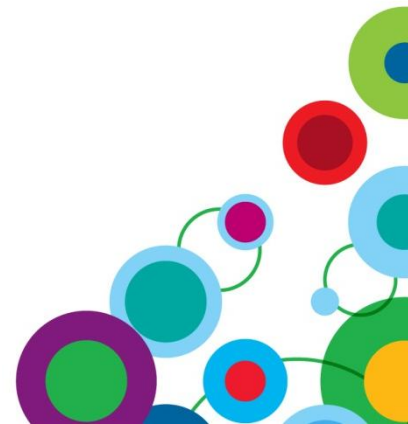
Integration with IBM SPSS Modeler

Solution Highlights

- Leverage BI to identify problem or situation needing attention
- Develop factual context using reliable trends, patterns and predictions.
- Easily distribute the results to broad user communities by publishing into the Cognos Business Intelligence environment.



**Demonstration
IBM SPSS Modler integration**





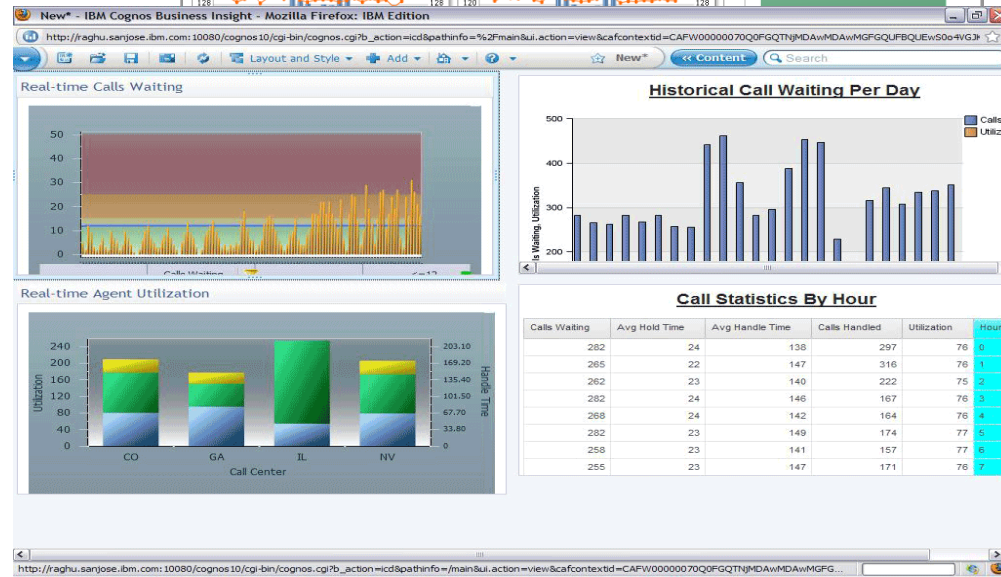
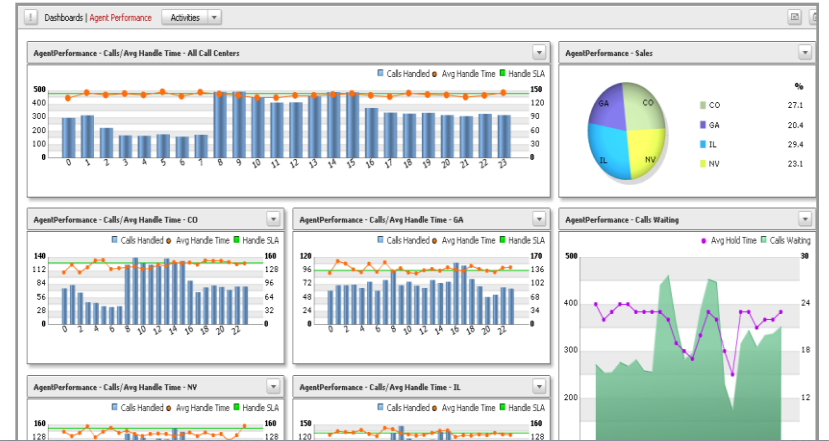
Ad-hoc analysis of real-time information

Make decisions in-flight by adding another dimension with integrated real time information to monitor the pulse of the business.

IBM Cognos Real-time Monitoring

Solution

- Instantly view the information needed to monitor your business and make daily or hourly decisions.
- Automatically alert right the people
- Determine the root cause of an issue.
- Drill down and filter information so you have exactly what you need.
- Analyze trends and patterns.



Imagine if you could...

Support operational and strategic decision-making cycles

Work with others from all over your organization to develop timely updates of constantly changing information.

Engage the right minds in key decision-making activities

Engage the right minds in key decision-making activities

work together to align business structures and create a common, sanctioned version of information for your organization

Effectively restructuring information to reflect your business better



Alignment to business structures that provides common sanctioned version of the business dimensions used across the organization

IBM Cognos Business Viewpoint

Solution

- decrease the time for reporting on current and accurate information
- Common sanctioned version for your entire organization
- Provide input to, and approve restructured information.
- Reorganize and contribute business information at the speed your business demands.

The screenshot displays the IBM Cognos Business Viewpoint interface. The top window shows a data table with columns for Name, Description, Uniform Color, City, State, Super Bowl Industries, and Head Coach. The bottom window shows a diagram for creating and relating dimensions and attributes.

Name	Description	Uniform Color	City	State	Super Bowl Industries	Head Coach
1. New NFC						
2. New NFC North						
3. Green Bay Packers	Bottom team in neighboring state	green	Green Bay	Wisconsin	3.0	Mike McCarthy
4. Chicago Bears		blue	Chicago	Illinois	1.0	Lovie Smith
5. Detroit Lions		blue	Detroit	Michigan	0.0	Aid Harnett
6. Minnesota Vikings		purple	Minneapolis	Minnesota	0.0	Bread Chikara
7. New NFC East						
8. Dallas Cowboys		blue	Dallas	Texas	5.0	Wade Philips
9. Washington Redskins		red	Washington D.C.	District of Columbia	3.0	Sam Gibbs
10. New York Giants		blue	New Jersey	New Jersey	3.0	Tom Coughlin
11. New England Patriots		green	Massachusetts	Massachusetts	0.0	Andy Reid
12. New NFC South						
13. New Orleans Saints		black	New Orleans	Louisiana	0.0	Sean Payton
14. Tampa Bay Buccaneers		red	Tampa Bay	Florida	1.0	Jon Gruden
15. Carolina Panthers		blue	Charlotte	South Carolina	0.0	John Fox
16. Atlanta Falcons		black	Atlanta	Georgia	0.0	Dennis Thomas
17. New AFC West						
18. Seattle Seahawks						

Business users maintain any and all dimensions, attributes and hierarchies

Visualize create and relate dimensions and flexibly add any number of attributes





Managed contribution powered by IBM Cognos TM1

Intuitive and structured managed workflow blended with analysis to deliver a wider and deeper view with increased accuracy when planning business activities.

Contribution with IBM Cognos TM1

Solution

- Create personalized hierarchies and dimensions.
- Create views of information that suit your own business needs.
- Drill, sort, link and chart data.
- Make changes on the fly for up-to-the minute analysis.

The screenshot displays the 'Application Definition Tool' interface. The top pane shows a workflow diagram with four steps: 1. Define Contributor Views, 2. Select an Approval Hierarchy, 3. Deploy the Application, and 4. Define Security. The bottom pane shows a 'Contributor - Expense Forecast' view with a tree structure on the left and a table on the right.

Contributor - Expense Forecast			
You are a reviewer or contributor for:			
Name	State	Ownership	Reviewer
Total Company	Incomplete	None	None
Which consists of:			
Name	State	Ownership	Reviewer
Total Company (All)	Work In Progress	Admin	None
UK Sales	Not Started	None	None
US Operations	Not Started	None	None
US Marketing	Not Started	None	None
US Finance	Not Started	None	None
US Legal	Not Started	None	None
US HR	Not Started	None	None
US Administration	Not Started	None	None
UK Operations	Not Started	None	None
US Sales	Not Started	None	None

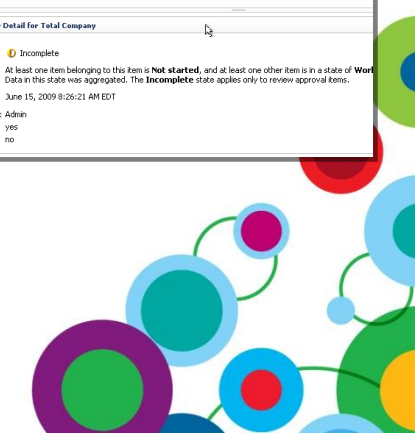
Workflow Detail for Total Company

Current state: Incomplete

At least one item belonging to this item is **Not started**, and at least one other item is in a state of **Work In Progress** in this state was aggregated. The **Incomplete** state applies only to review approval items.

Changed time: June 15, 2009 8:26:21 AM EDT

Changed by: Admin
Viewed: yes
Reviewed: no



Imagine if you could...

Provide employees in the field with the right information to make quick decisions and actions

Provide interactive information to disconnected users

Get higher levels of participation from all parts of your enterprise

Engage the right minds in key decision-making activities

Deliver analysis results to the processes and people at the front line of your business

Offline interactive Dashboard and analysis, delivering very fast, self contained BI to reach more users

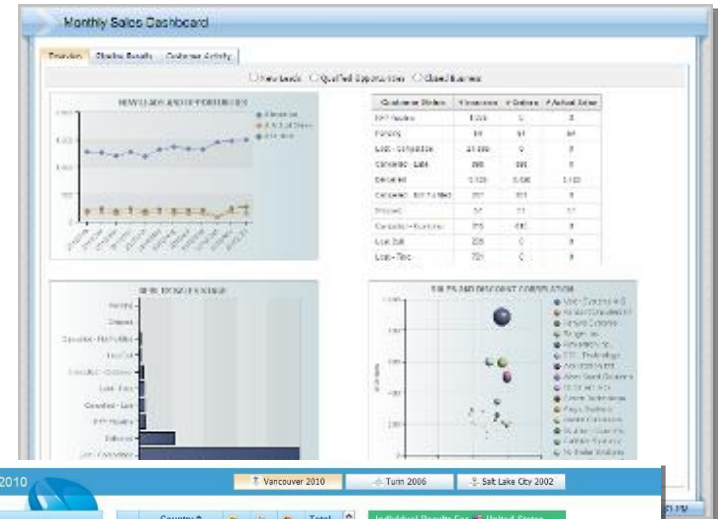


Extend the reach of BI and analytics to a broad audience of consumers so they can use interactive reports to uncover new insights and opportunities.

IBM Cognos Active Report

Solution Highlights

- Disconnected reporting application
- Self-contained, interactive content
- Easy to consume
- Mass deployment, Easy consumption
- Performance



US Sales Dashboard



Overview

Market Analysis

Distribution

KEY METRICS

Alpha Charger Nova

\$133 M

Inquiry Revenue

\$571 M

Market Revenue

\$25 M

Order Revenue

3.2%

Market Share

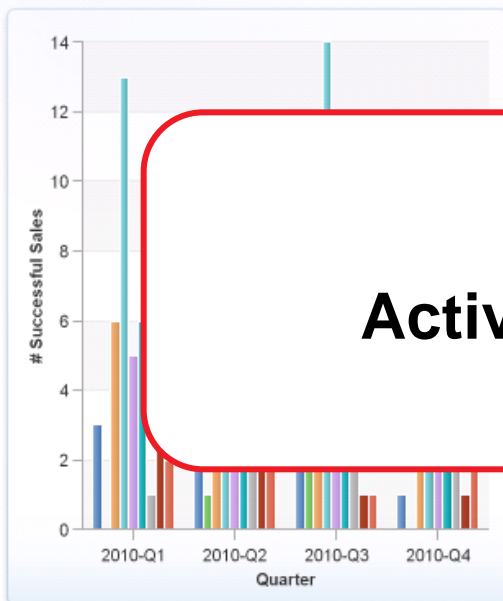
10.3%

Sales Growth

18.4%

Win / Loss

SUCCESSFUL SALES



REVENUE ORDERED



REVENUE ORDERED VS RETURNED



■ C.D.I. Technology
 ■ GreenCo Technology
 ■ GulfMex Systems
 ■ Powertron Inc.
 ■ Ranger Inc.
 ■ Southern Scientific
 ■ Systema Latina
 ■ West Coast Solutions
 ■ Workstation Int'l

RECENTLY CLOSED DEALS

nits - Ship to Hold - 2010 Sep) **GulfMex Systems** ordered **\$1,322,141** (105 units - Ship to Hold - 2010 Oct) **Northstar Systems** ordered **\$1,224,931** (108 units - Standar

Active Report Demonstration



Equip front-line workforce with the timely information needed to make informed decisions, regardless of location

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

IBM Cognos Mobile

Solution Highlights

- iPhone, iPad, BlackBerry, Windows Mobile, and Symbian
- Zero footprint Web application on iPhone and iPad
- Full BI interactivity including Drill Up/Down/Through using common Touch gestures
- Interact with prompts, drills for additional details, schedule reports for immediate access to key content





Communicate BI content in standard MS Office formats

Import BI content into MS Office tools and add additional context for Presentations and Briefing books

IBM Cognos for Microsoft Office

Solution Highlights

- Create and distribute briefing books.
- Refresh BI content directly within MS Office tools
- Modify and share BI content using familiar applications
- Publish and share Cognos-enabled files to the secure BI portal

The image shows a Microsoft PowerPoint presentation titled "Top 10 Retailers - 2010" with three bar charts for Europe, Asia Pacific, and Americas. Overlaid on this is the "Import Content - IBM Cognos 8 Go! Office" dialog box. The dialog has two panes: "Select Report Properties" on the left and "Select Report Elements" on the right. The "Select Report Elements" pane shows a tree view of report components with checkboxes for selection. A preview window for "Pie Chart2" is visible, showing a pie chart and its metadata: Owner: Cognos, Modified: January 5, 2009 5:58:41 PM, and Description: .

Region	Retailer	Revenue (Millions)
Europe	Walmart	22
	Carrefour	15
	Asda	10
Asia Pacific	Walmart	22
	Carrefour	15
	Asda	10
Americas	Walmart	22
	Carrefour	15
	Asda	10

IBM Cognos 10 Analysis

Enable individuals to outperform with full range of analysis capabilities

- **View, assemble and analyze** all the information required to **make smarter decisions**
- Assess your immediate business situation with **more advanced, predictive or what-if analysis**
- **Engage the right teams and minds** from across your enterprise for more **inclusive and holistic decision-making and analysis**
- **Deliver analysis results to the processes and people** at the front line of your business





Delivering Program Success

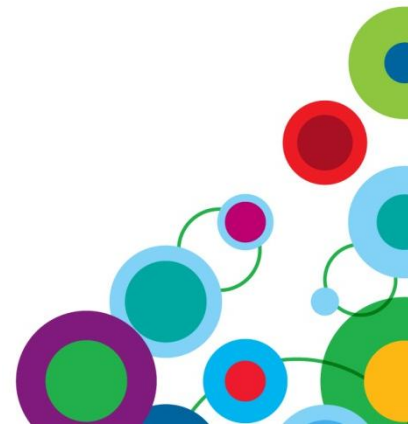
- New “How-to” Books Deliver Expertise
 - BI Strategy Book, BI on Cloud, BI Redbook
- Proven Practices, Communities & Workshops
 - Champion & Business Analytics Workshops
 - Innovation Center & Communities
 - Champion Kit, Blueprints
 - DeveloperWorks, C^3 Blog
- Services & Training
 - Proven Practice Workshops, Learning Assessment and User Adoption Services
 - Broader portfolio of self-paced training options
- Broader Deployment Options
 - Expanded offering for System z
 - On IBM Compute Cloud





Information and Analytics Communities

- **On-line communities, User Groups, Technical Forums, Blogs, Social networks, and more**
 - Find a community that interests you at...
 - ibm.com/software/data/community
- **Information Champions**
 - Recognizing individuals who have made the most outstanding contributions to Information Management communities
 - ibm.com/software/data/champion
- **Dev Mookerjee**
 - Dev.Mookerjee@au1.ibm.com
 - twitter.com/mookerjee





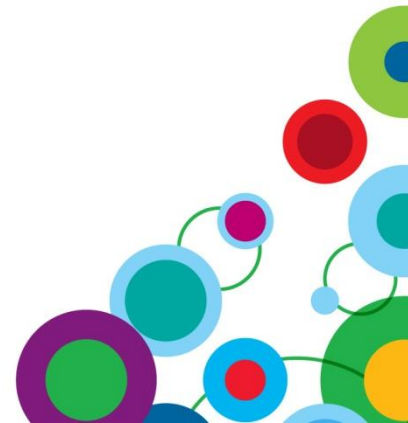
WIN *an Apple[®] iPad*

Please remember to complete your session evaluation online at the Communication Station or point your Smart Phone browser to:

www.spss.com/goldcoast



For a chance to win an Apple[®] iPad





Thank You

