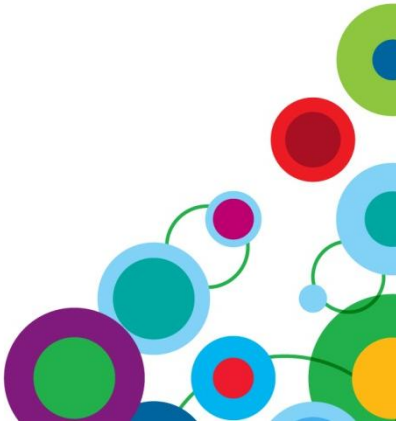
IBM Cognos 10:

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,**

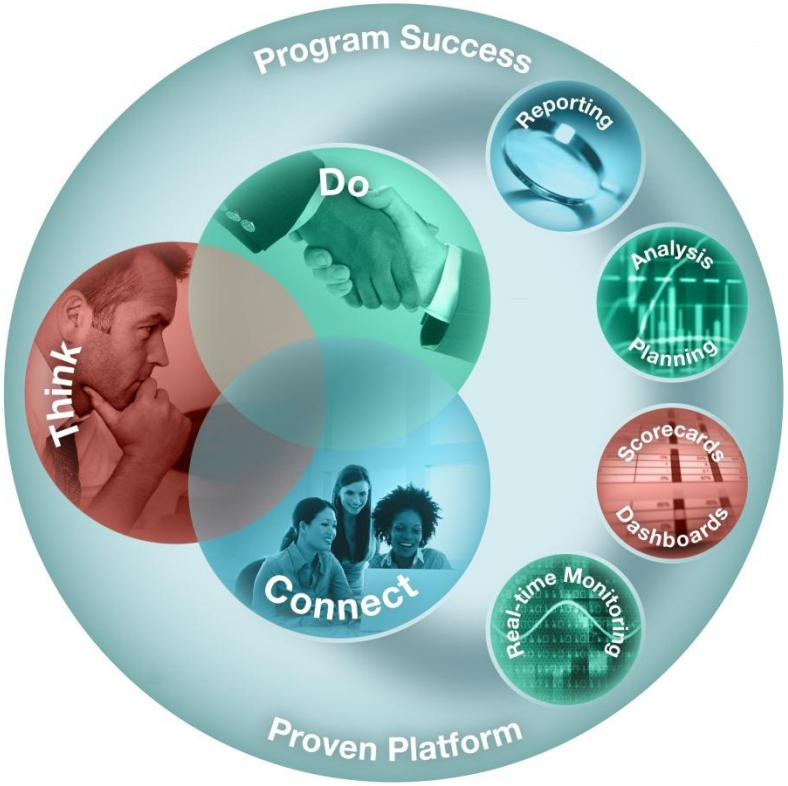
Unified workspace,
All time horizons,
Progressive interaction.

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

Volume of Digital Data

Variety of Information

Velocity of Decision Making

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

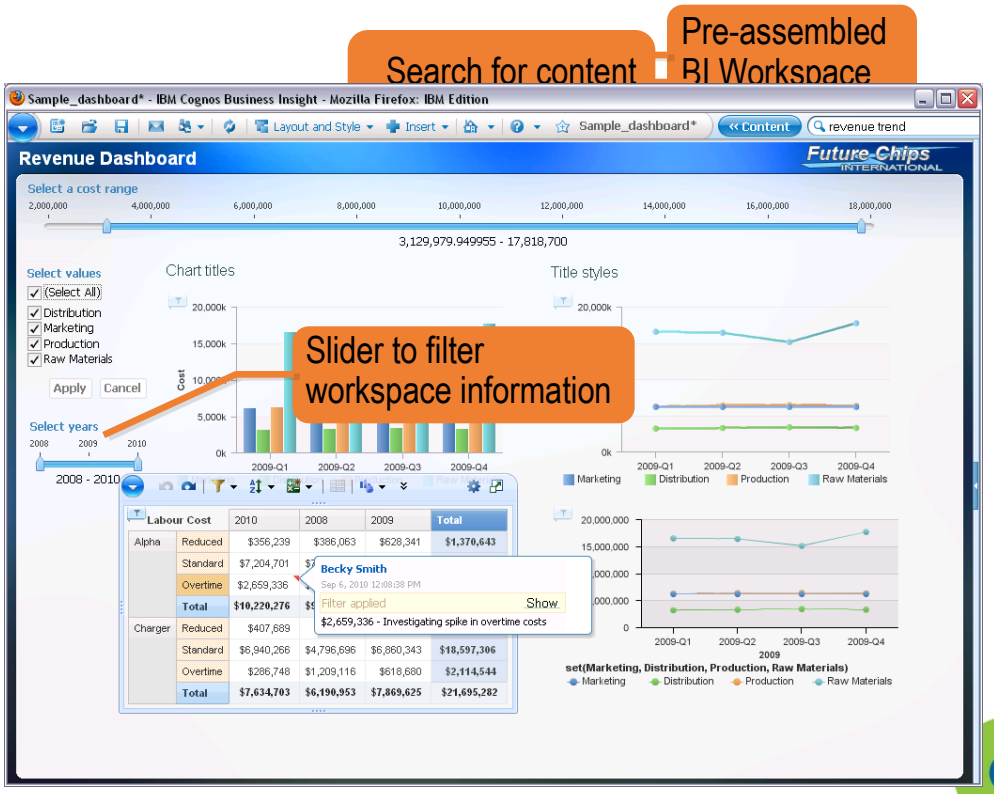
Source: IBM Institute for Business Value

Imagine if you could…

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

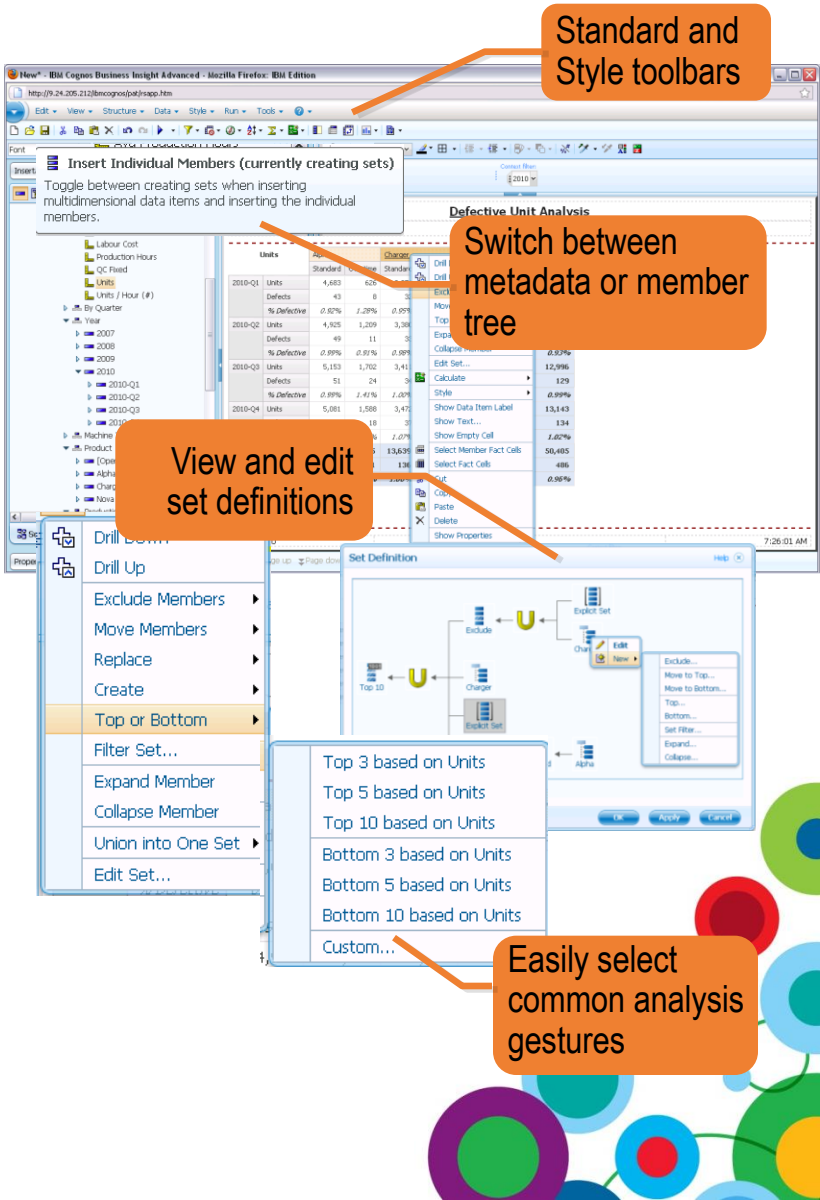
Seamlessly shift to more advanced analysis

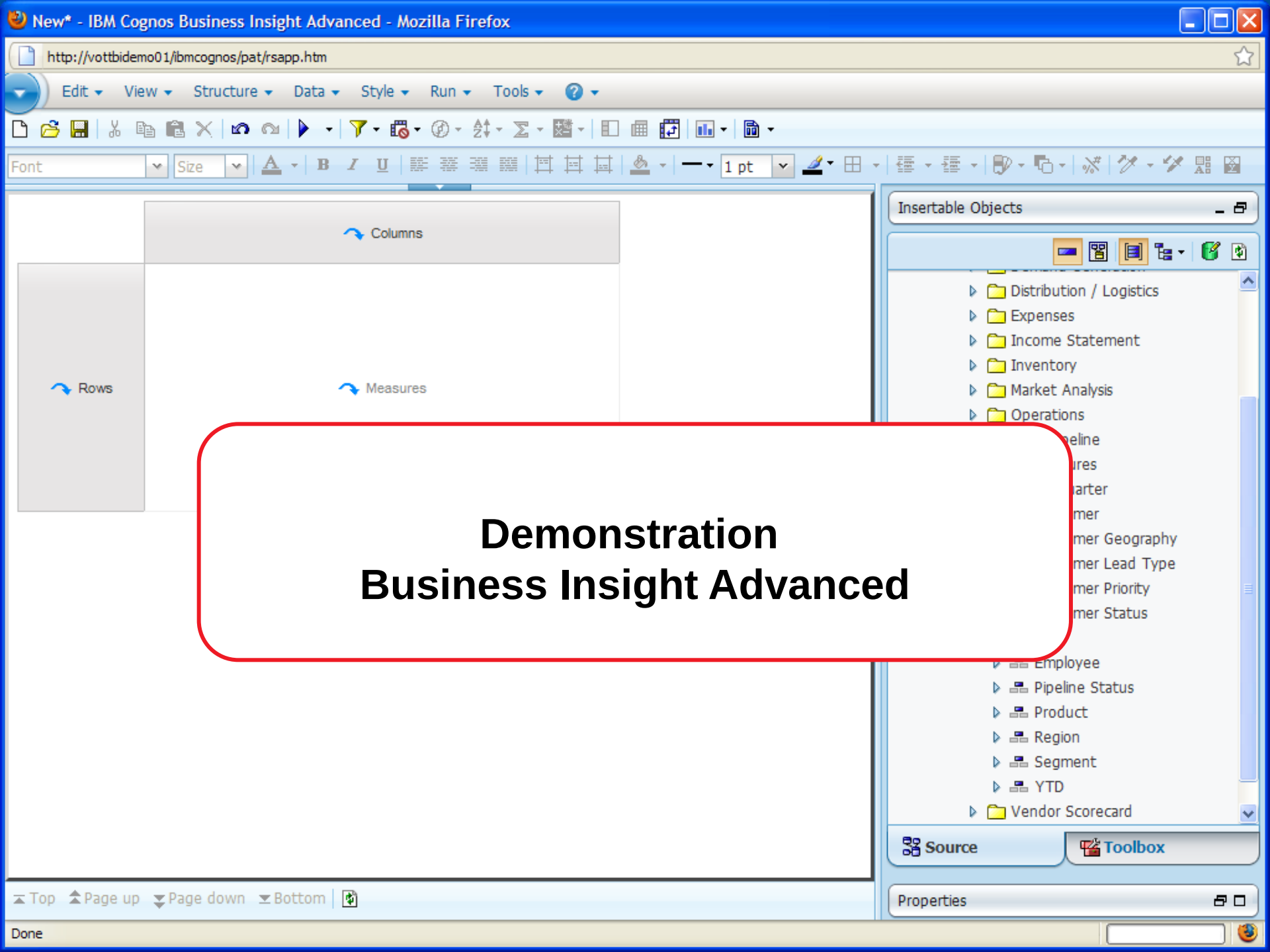
Perform complex analysis tasks quickly and easily to get to the "why" behind an event or action to improve business performance

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





Demonstration
Business Insight Advanced

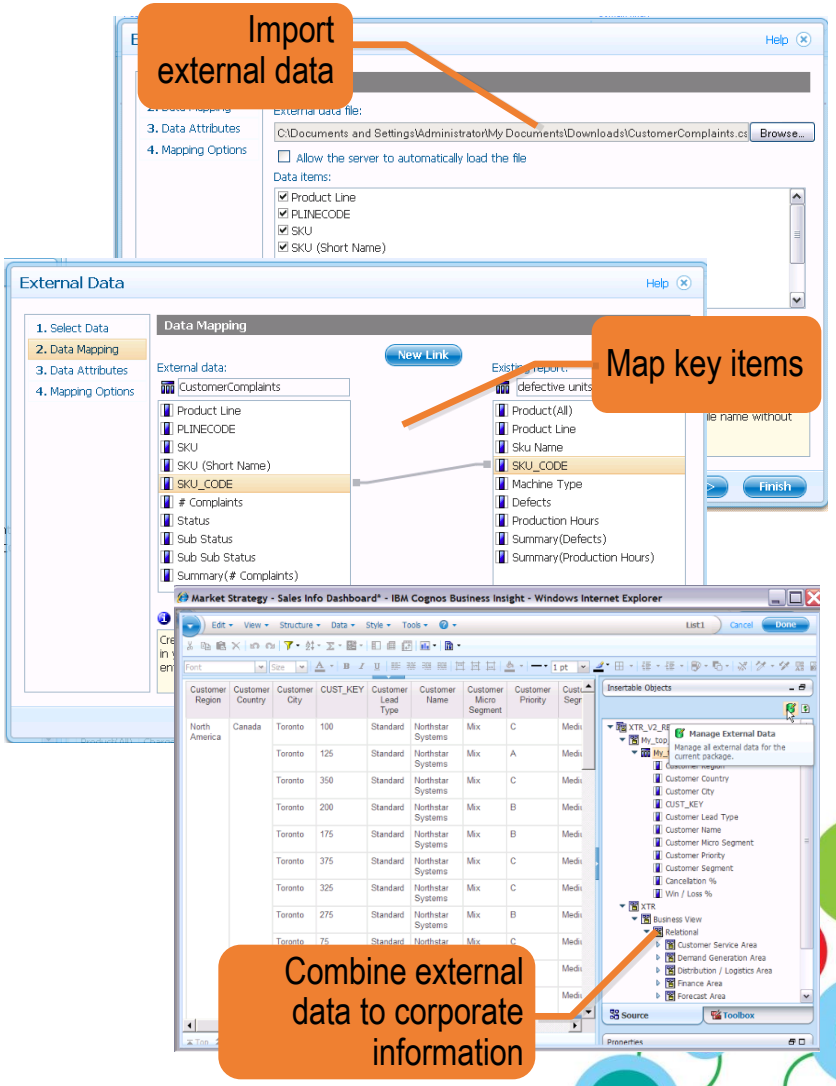
Augment corporate information with external data

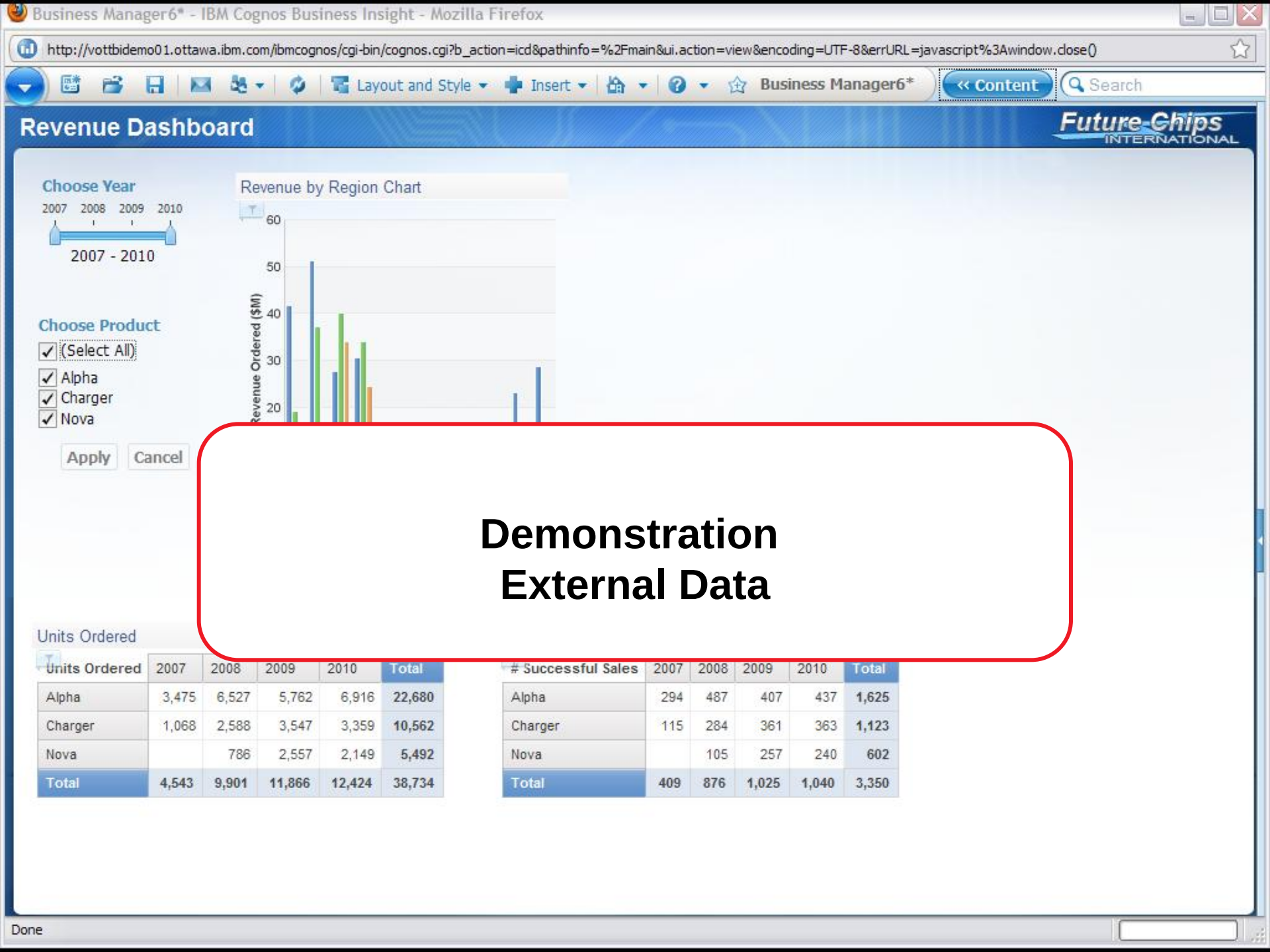
Combine external, departmental, and your own data to corporate information resulting in broader perspectives

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




Business Manager6* - IBM Cognos Business Insight - Mozilla Firefox
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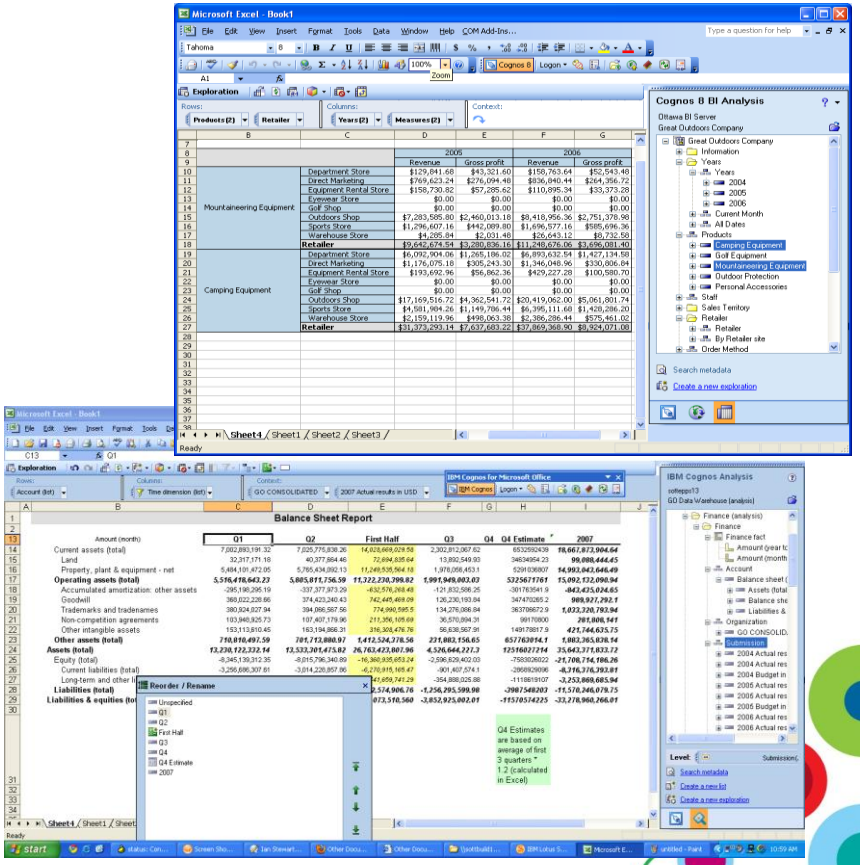
Layout and Style
Insert
Business Manager6*
Content
Search
Revenue Dashboard
Future Chips INTERNATIONAL
Choose Year
2007 2008 2009 2010
2007 - 2010
Choose Product
(Select All)
Alpha
Charger
Nova
Apply
Cancel
Revenue by Region Chart
Revenue Ordered ($M)
60
50
40
30
20
Demonstration
External Data
Units 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
Done

Imagine if you could…

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

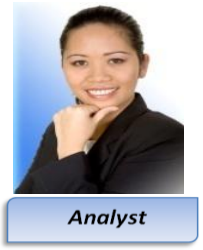


Solution Highlights

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

Incorporate Statistical Results with Core Business Reporting

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

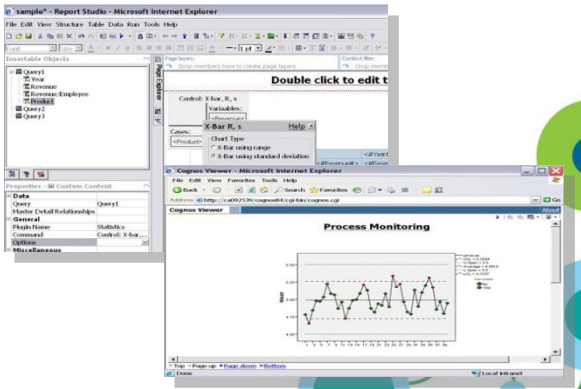


IBM Cognos Statistics

Desire to easily share analysis w/Broader Business Community

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

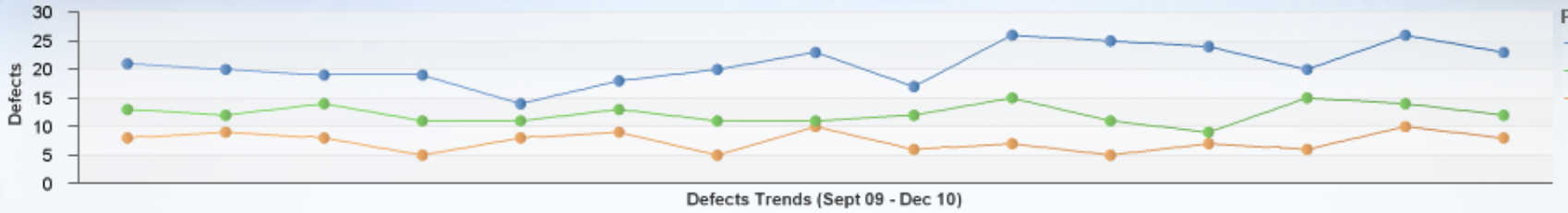


Operations Dashboard* - IBM Cognos Business Insight - Mozilla Firefox

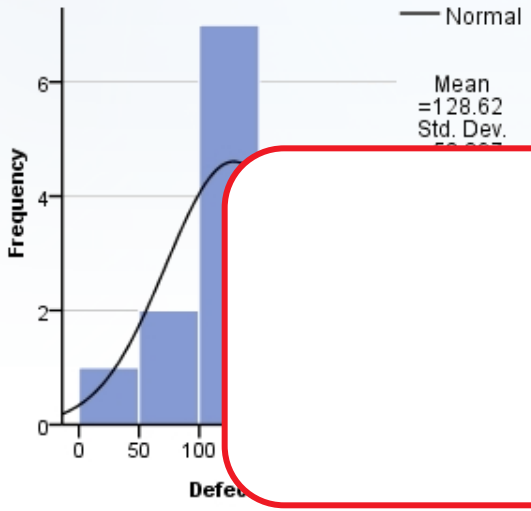
Layout and Style | Insert | Operations Dashboard* | « Content | Search

Operations Dashboard

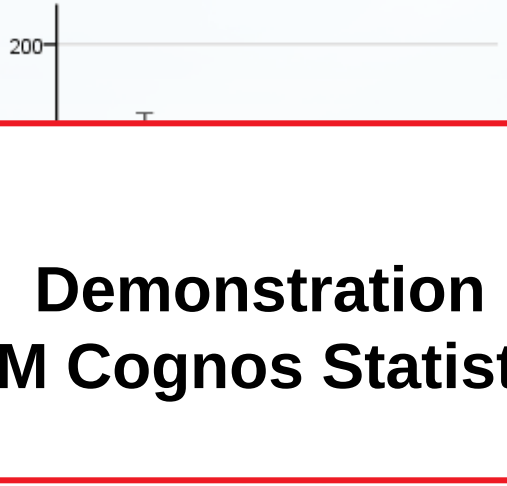
Future Chips INTERNATIONAL



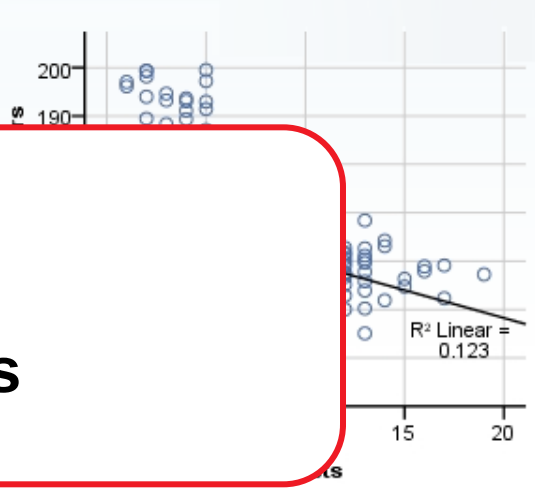
Distribution of Product Defects



Defects by Product line



Correlation Between Defects and Ave Prod Hours



Demonstration
IBM Cognos Statistics

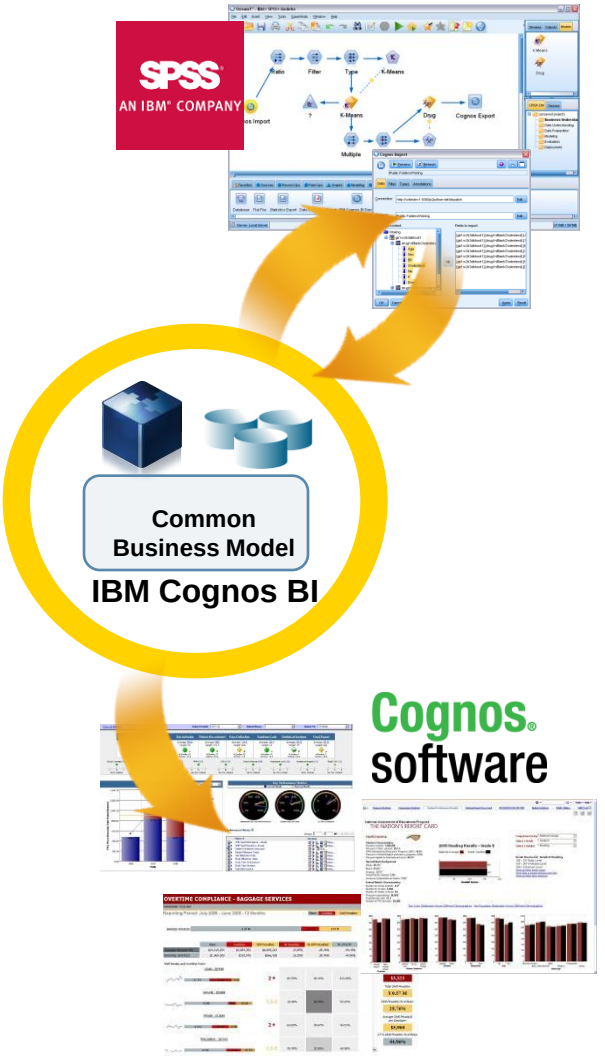
Note: Nova outliers need to be eliminated

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

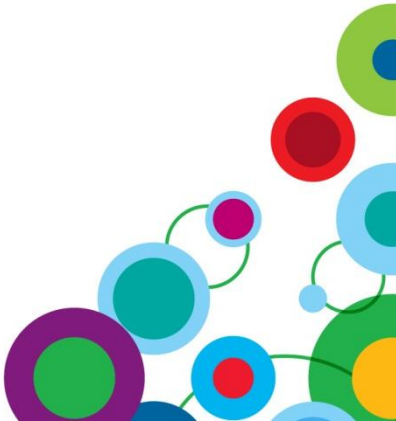


Solution Highlights

- 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.

Statistics Demo

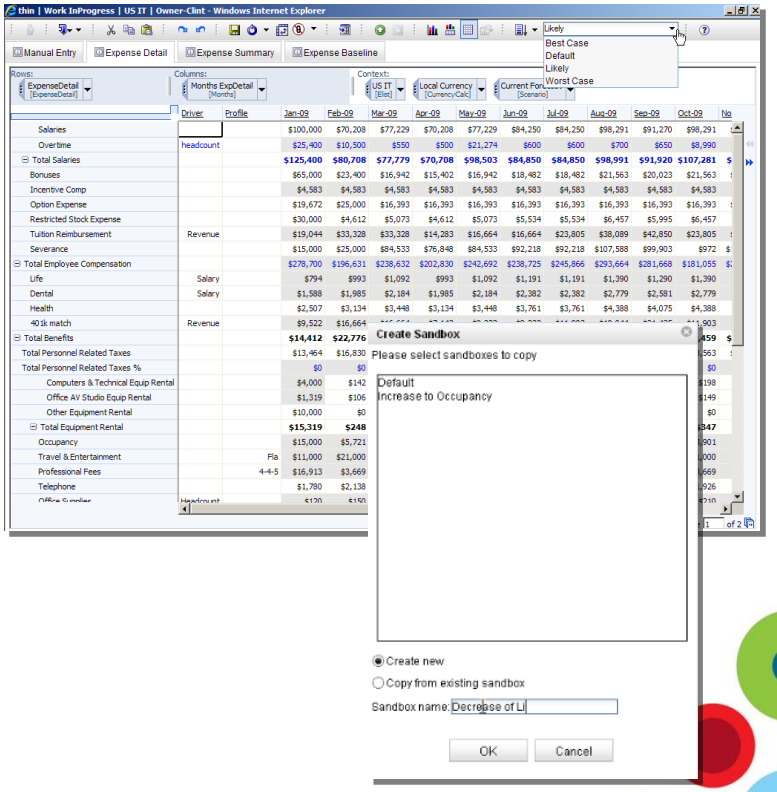
Demonstration
IBM SPSS Modler integration



‘What-if’ analysis to anticipate the course of action for better business outcomes

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

What-if Analysis powered by TM1



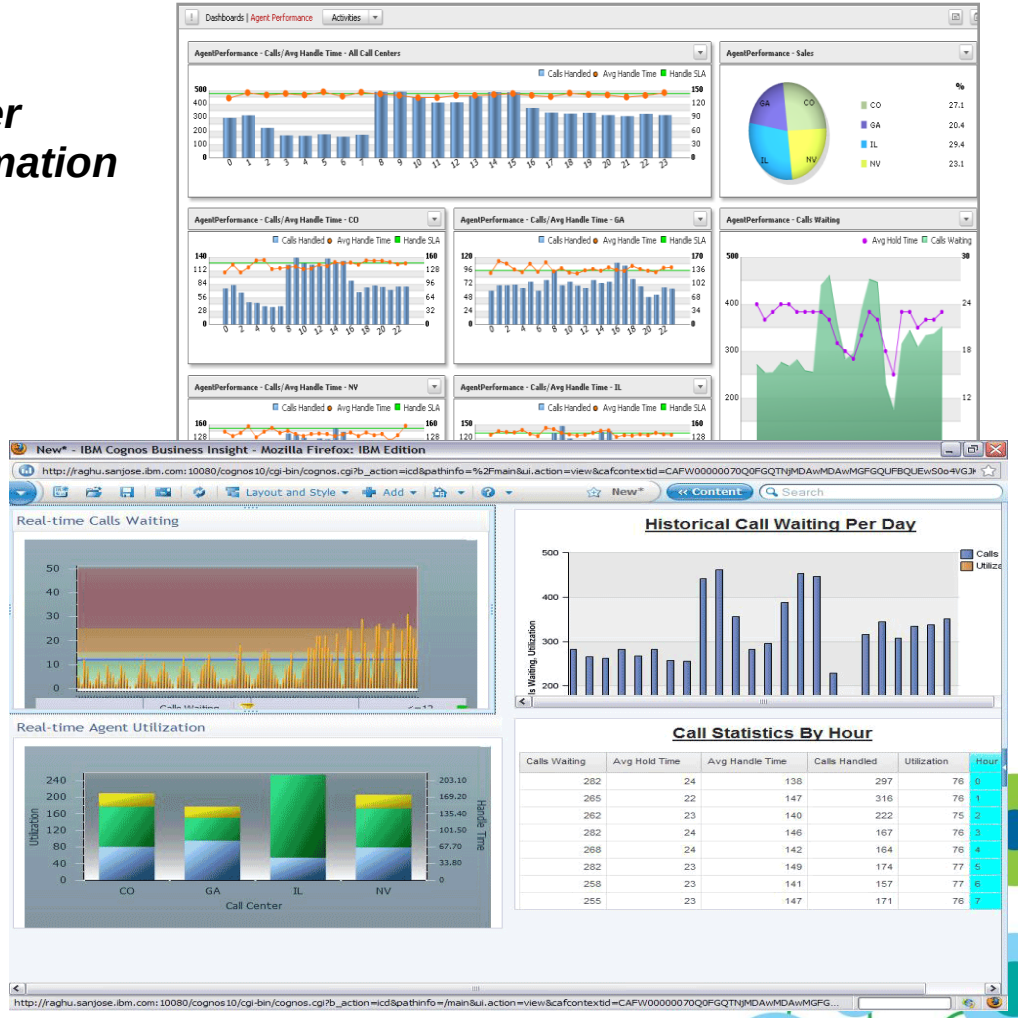
Solution Highlights

- Create personal scenarios to support unlimited ad-hoc alternatives.
- Develop scenarios on-the-fly and share them with others for greater collaboration.
- Create on-the-fly scenarios
- Share and collaborate on scenarios

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

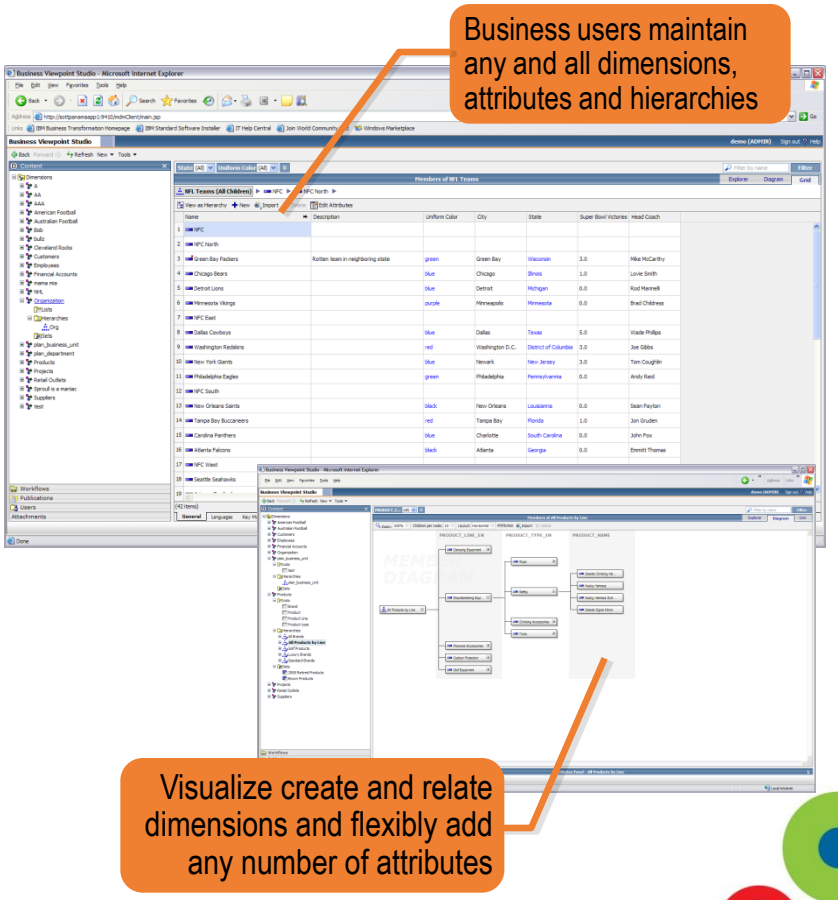
- Instantly view the information needed to monitor your business and make daily or hourly decisions.
- Automatically alert right the people
- Determine the root cause of an issue.
- Drill down and filter information so you have exactly what you need.
- Analyze trends and patterns.

Imagine if you could…

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



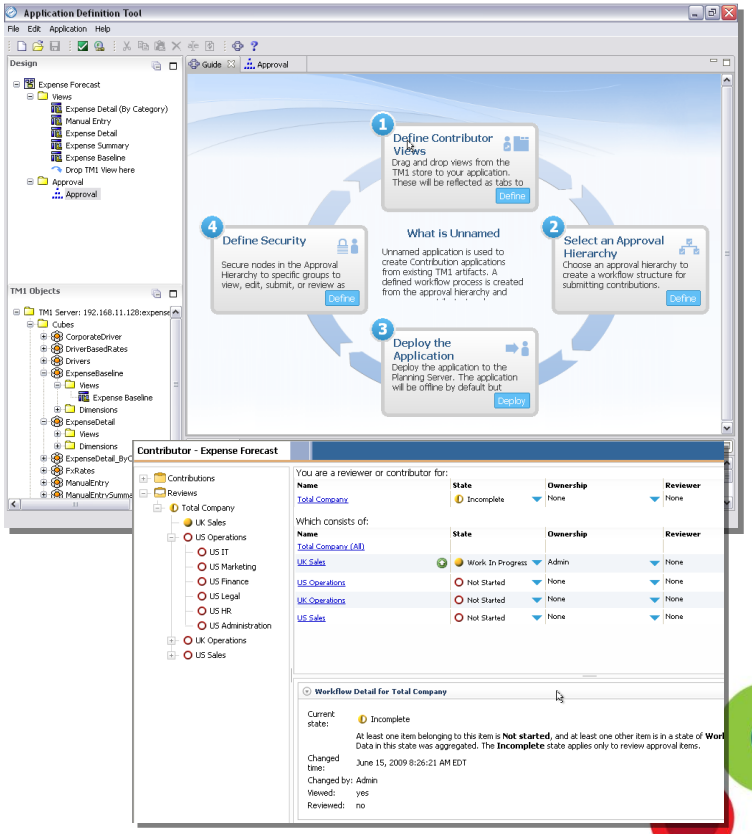
Solution

- 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.

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.

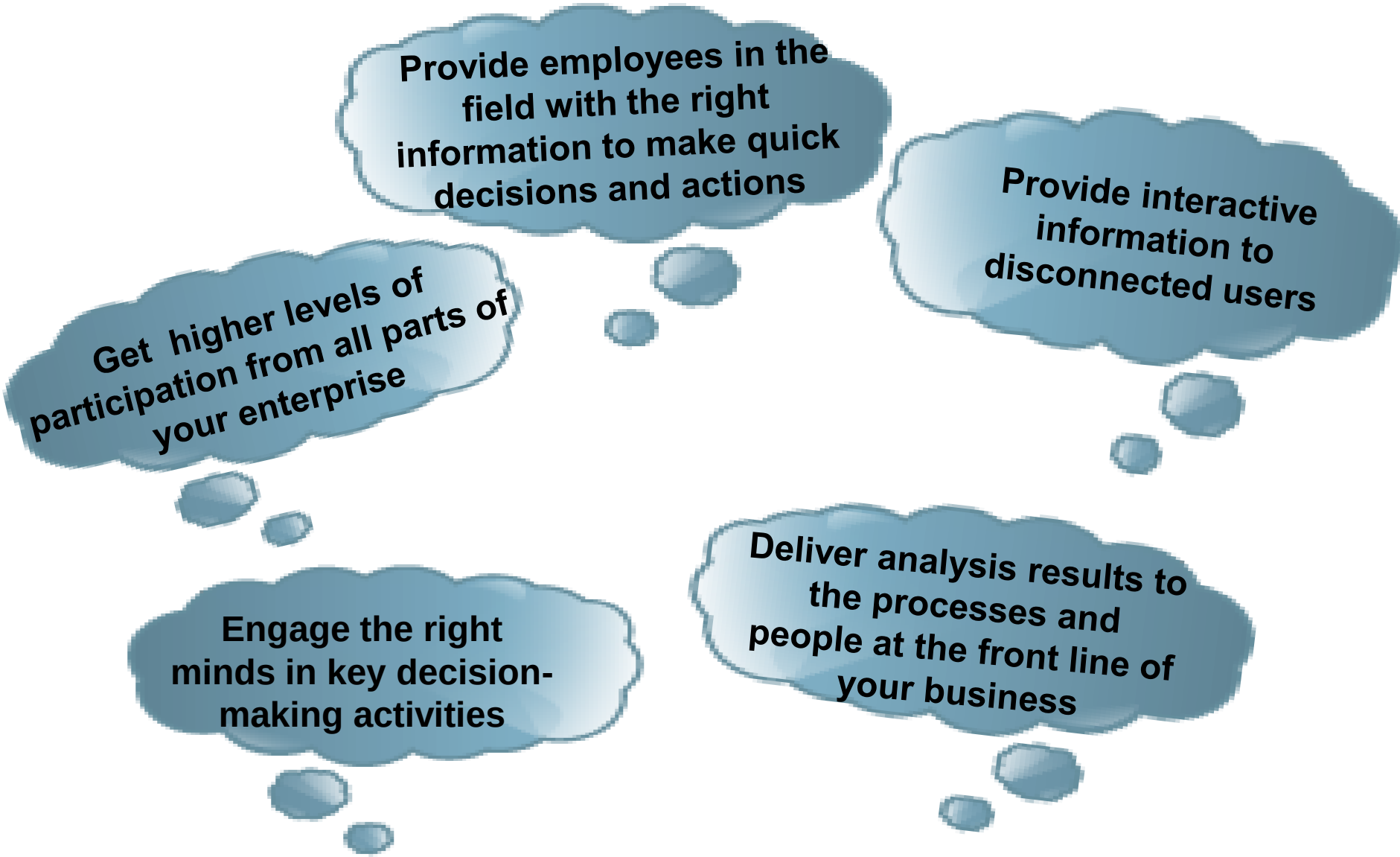
Contribution with IBM Cognos TM1



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.

Imagine if you could…



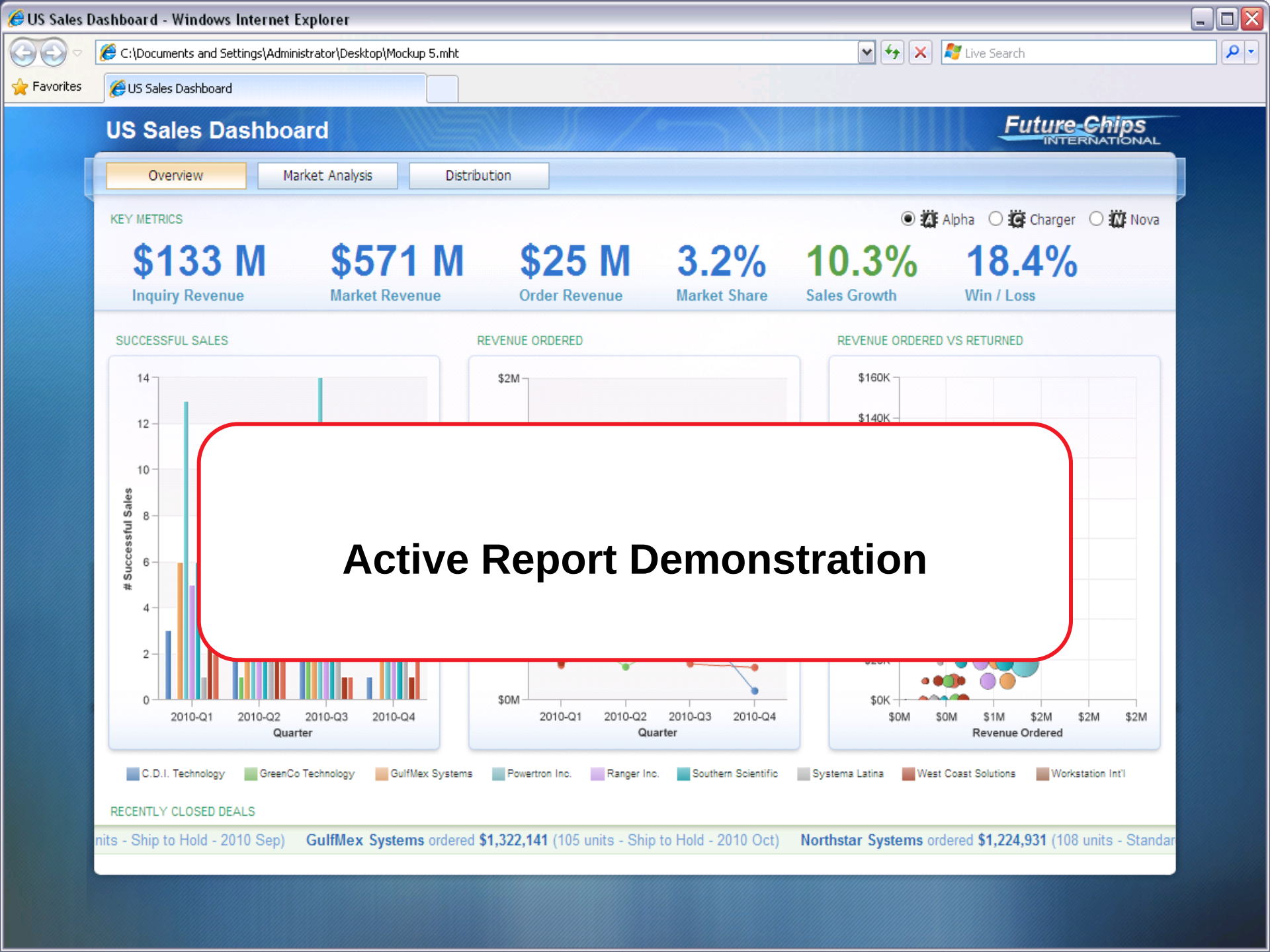
Offline interactive Dashboard and analysis, delivering very fast, self contained BI to reach more users

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 - Windows Internet Explorer
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Live Search
Favorites
US Sales Dashboard
US Sales Dashboard
Future Chips INTERNATIONAL
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
Successful Sales
Quarter
2010-Q1
2010-Q2
2010-Q3
2010-Q4
$2M
$0M
$160K
$140K
$0K
Revenue Ordered
$1M
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

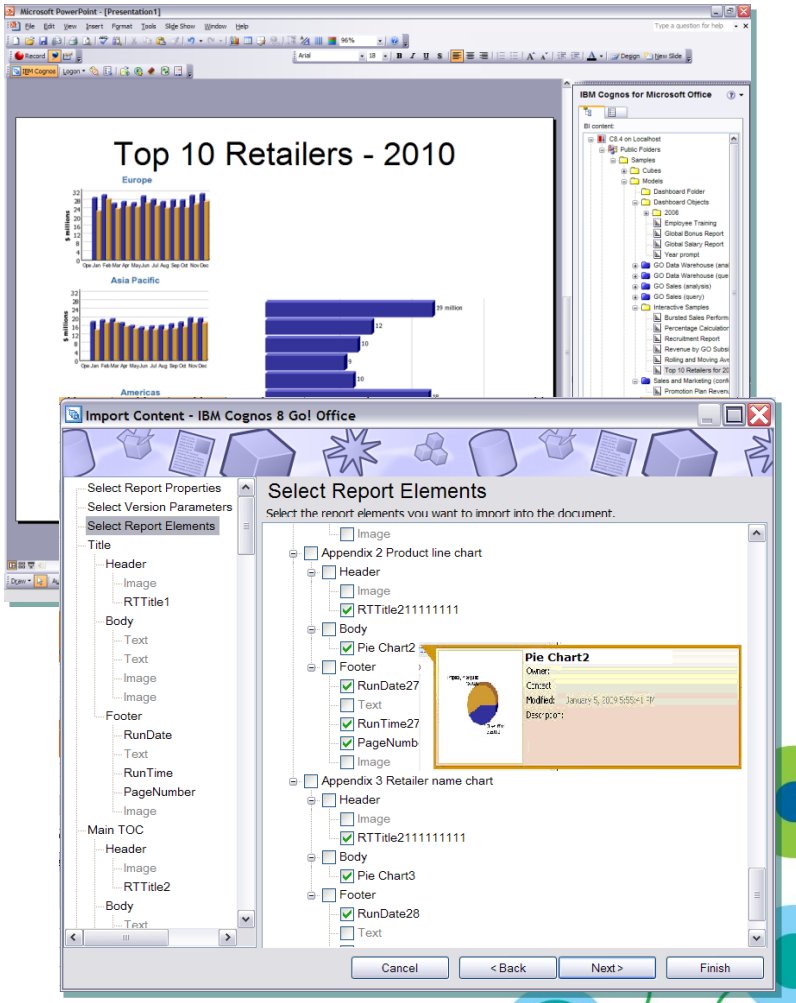
Solution Highlights

- 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

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

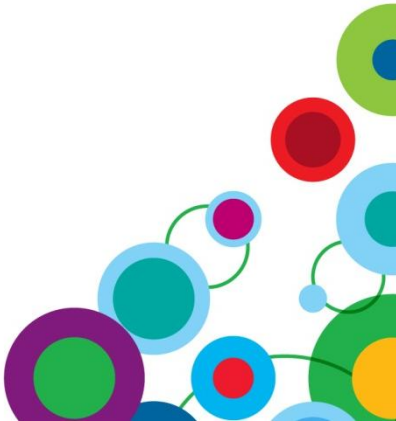
- New “How-to” Books Deliver Expertise
  - BI Strategy Book, BI on Cloud, BI Redbook
- Proven Practices, Communities & Workshops
  - Champion & Business Analytics Workshops
  - Innovation Center & Communities
  - Champion Kit, Blueprints
  - DeveloperWorks, C^3 Blog
- Services & Training
  - Proven Practice 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