Business Analytics **Forum** 2010
See The Future Of Decision Making

November 3-5, 2010
Gold Coast – QLD – Australia

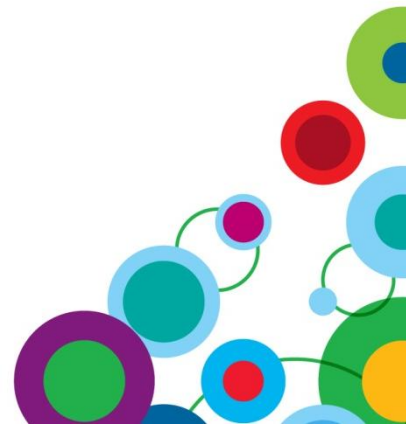**Empowering Business Analysts in Ever-Changing Business Structures**
Session Number CBI-3370A

James Garty, FPM Presales
Zack Finer, Product Manager

Agenda

- **What is Dimension Management and Business Viewpoint?**

- **What's New in Business Viewpoint 10.1?**

- **Demonstration of Business Viewpoint**
  - **NEW features**

- **Questions/Close**

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.**

Dimensions Change Constantly

"*I need different product hierarchies for programs and revenue.*"

Marketing Manager

"*I wish the sales hierarchy reflected the latest re-organization.*"

Operations Manager

"*I want to realign my cost centers so I have plan and actual views.*"

Financial Analyst

"*When will the data warehouse reflect the customer loyalty index?*"
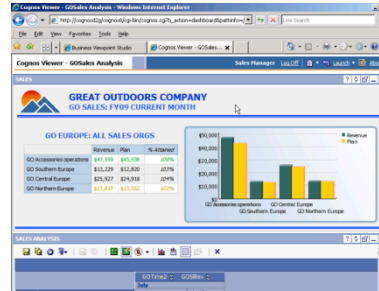
Brand Manager

Every department in every organization manages dimensions – How can your organization do it more efficiently and timely?
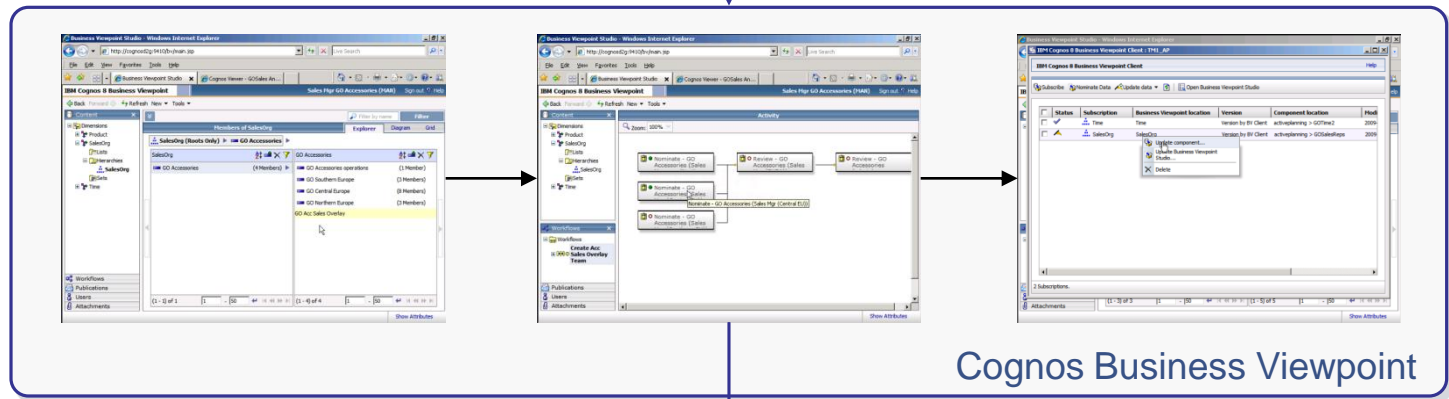
Enabling the business to action new opportunities
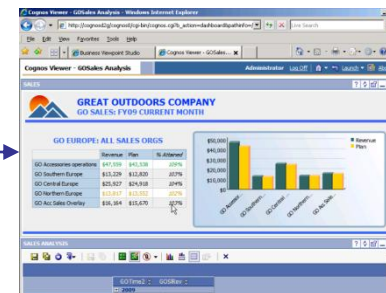
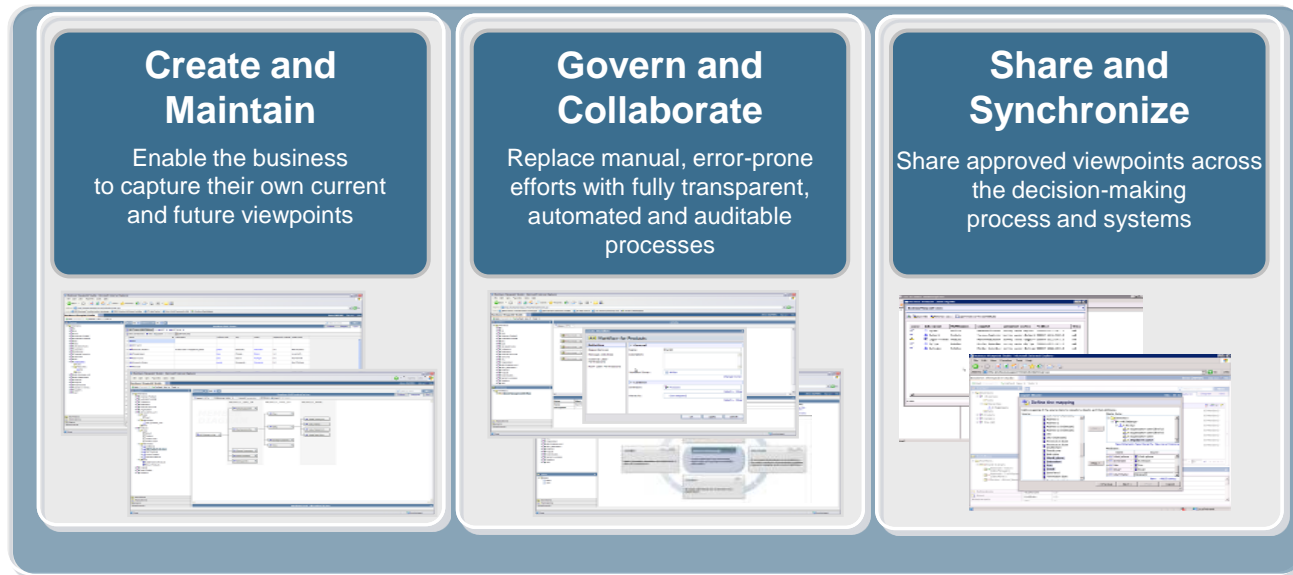1. Identify the business opportunity

2. Shape the information

3. Drive the business

Cognos Business Viewpoint

IBM Cognos Business Viewpoint

Create and Maintain

Enable the business to capture their own current and future viewpoints

Govern and Collaborate

Replace manual, error-prone efforts with fully transparent, automated and auditable processes

Share and Synchronize

Share approved viewpoints across the decision-making process and systems

Solution

- For business users to **easily maintain, govern and share the hierarchies for use** … and reuse … across Business Intelligence and Performance Management solutions

Result

- Capture the business viewpoint on **how to organize information to drive business performance**
- **Save time** spent on reconciling reports, plans, forecasts
- **Ensure governance** and control on business definitions

So…

What's New in
Business
Viewpoint 10.1?

Cognos Business Viewpoint 10.1- What's New

1. Enhanced TM1 dimension management

2. Flexible lists, tables & business hierarchies

3. Connections to enterprise reporting databases

4. Enhanced business rules

5. Packaged dimension templates

6. Business user data management and coordination

Seamlessly synchronize TM1 and Business Viewpoint

Manage alternate hierarchies in TM1 by subscribing to multiple Business Viewpoint hierarchies in a single TM1 dimension.

Enhanced TM1 Dimension Management

Capability Highlights

- Business Viewpoint support for **TM1 member weights** (including the weight by relationship)
- **Nominate TM1 dimensions** into:
  - hierarchies
  - leveled lists
  - relationship tables

Work with more TM1 business scenarios (debit and credit)

Choose how you work with TM1 data

DEMO

What's NEW in Business Viewpoint 10.1

- Seamlessly synchronize TM1 and Business Viewpoint
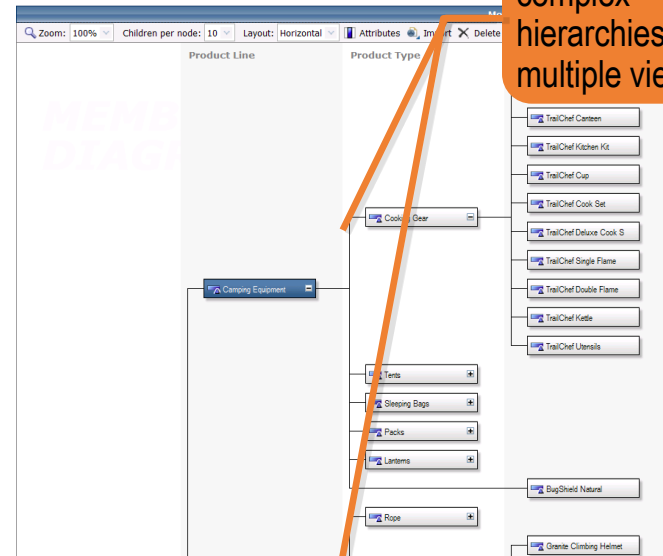
Create advanced hierarchies with simple tables

Easily manage complex hierarchies with multiple views

Manage hierarchies for reporting, planning and analysis

Flexible Lists, Tables & Business Hierarchies

Capability Highlights

- New **Relationship Tables** allow business modelers to create **advanced hierarchies** using simple tables

- Use **simple or calculated attributes** to create hierarchy

- "View as Hierarchy" in grid view

- Copy dimensions to create new scenarios

DEMO

What's NEW in Business Viewpoint 10.1

- Create advanced hierarchies with simple tables

Easily update reporting databases

Wizard and Guided user interface for importing and updating dimensions in databases and reporting datamarts

Connections to Enterprise Reporting Databases

Capability Highlights

- Nominate **snowflake and star schema**

- More granular control of **mapping attributes and keys**

- **Import and consolidate** data into existing Business Viewpoint dimensions

Pre built integration to relational databases
(DB2, SQL Server, Oracle, ODBC)
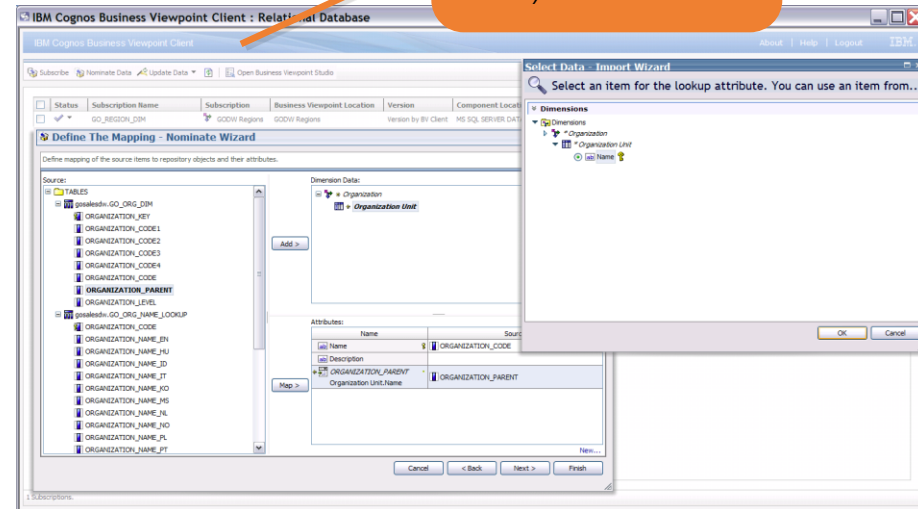
DEMO

What's NEW in Business Viewpoint 10.1

- Easily update reporting databases

Easily create user driven business rules

Validate user entry and ensure consistency across dimensions and hierarchies i.e. "store close date" must be greater than "store open date"

Enhanced Business Rules

Capability Highlights

- Important **validation rules**
  - Key attributes, such as Name and Description
  - Rules that reference lookups and picklists
- Flexibility business rules including **default values and custom messages**
- **Uniqueness rules** across Lists, Hierarchies, Relationship Tables or Dimensions
- Rules to ensure **Member Names and attributes are not blank**
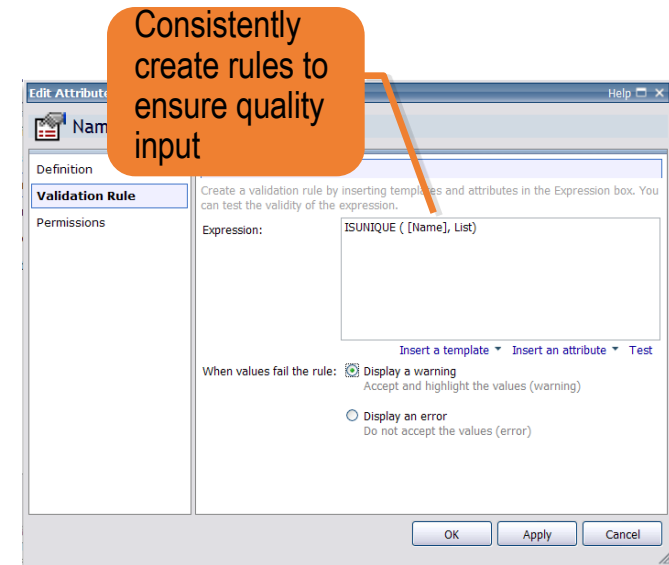
Consistently create rules to ensure quality input

User is warned when input is not valid

DEMO

What's NEW in Business Viewpoint 10.1

- Easily create user driven business rules

Reuse saved dimensional structures

Save the dimension structure (lists, hierarchies, sets, and optionally members) as a template.

Packaged Dimension Templates

Capability Highlights

- Package of **key dimensions is re-usable** by others.
- Use a **packaged template as starting point** for new similar dimensions
- **Import and export password-protected template** files between business modelers across the company
- **Copy a dimension** to make changes independent of the 'Standard' dimension

Create a file with dimensions and rules to be reused
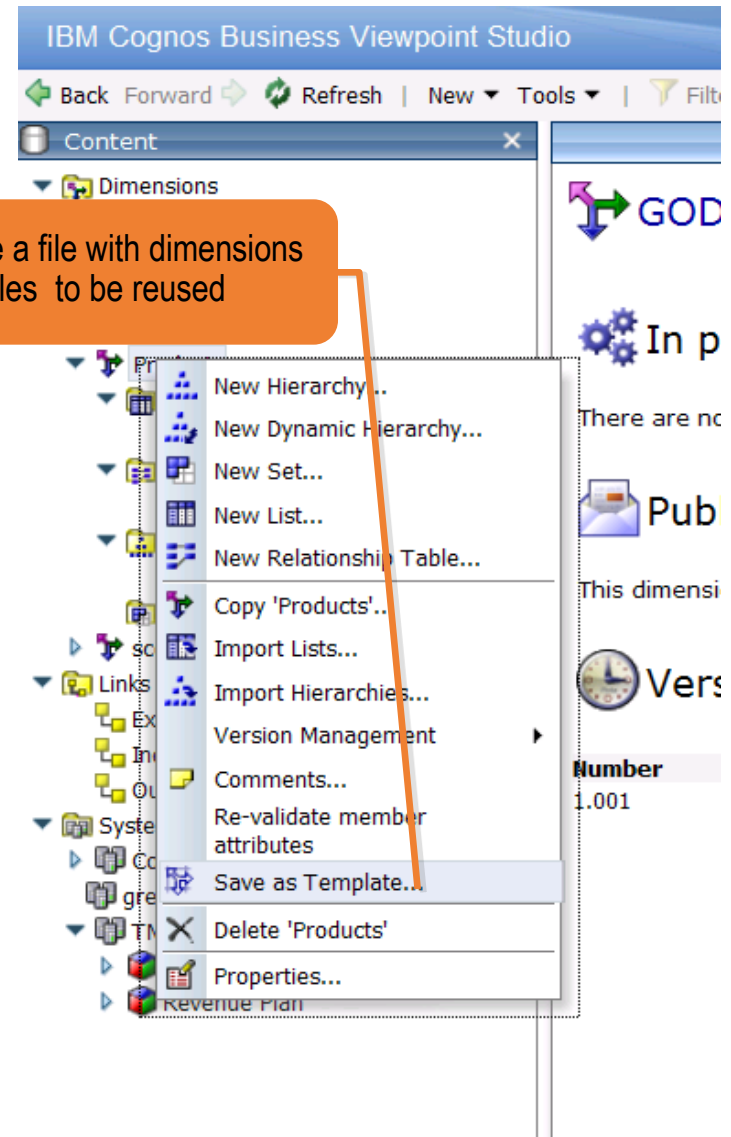
DEMO

What's NEW in Business Viewpoint 10.1

- Reuse saved dimensional structures

Coordinate the flow of business information across your Performance Management system

Apply approved dimension mappings to address challenges with data quality and consistency

Business User Data Management

Capability Highlights

- Address challenges with data quality and consistency by **applying approved dimension mappings** to update facts and measures
- **Simplifies** the technology to support Performance Management activities

Coordinate information updates between dimension and fact data

DEMO

What's NEW in Business Viewpoint 10.1

- Coordinate the flow of business information across your Performance Management system

How customers are leveraging Business Viewpoint today
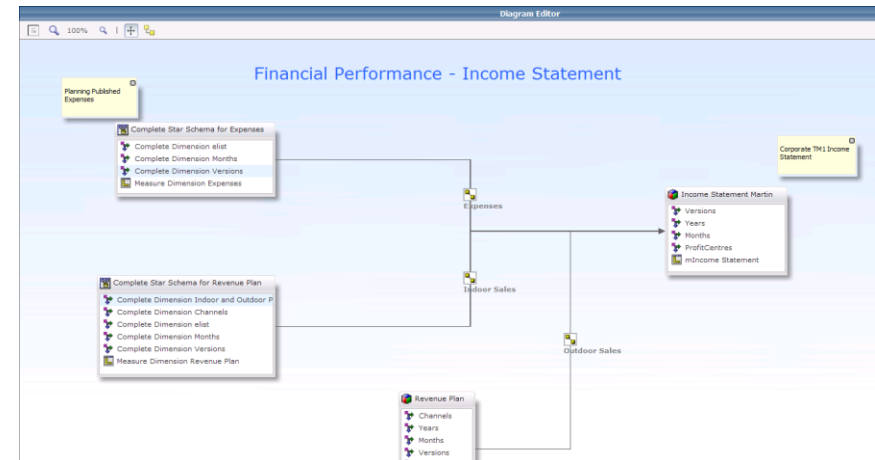
Pension Investment Plan

- **Problem:** Had a core problem to manage different versions of key structures from Oracle Financials, needed to revert to previous versions, needed history of change for audit and compliance.
- **Products:** TM1, Oracle Financials
- **Solution:** Used Business Viewpoint to manage all updated to TM1 dimensions

Financial Services

- **Problem:** Manage rapidly changing business, regulatory controls and provide transparency, map business structures across acquired entities.
- **Products**: TM1, Enterprise Planning, BI Reporting
- **Solution**: Needed Business Viewpoint to create standardized and versioned hierarchies that update their plans, analysis cubes and reporting databases.

Pharmaceutical Manufacture

- **Problem**: Needed to provide flexibility for business users to manage brands and consumer packaging business structures
- **Products**: Business Intelligence
- **Solution:** Provided Business Viewpoint to their business user to create hierarchies from managed / golden lists of products and customers

Multiple Customers with Excel

- **Problem**: Manage and update important business dimensions in Excel, circulate spreadsheets for update by multiple people, correct errors.
- **Products:** Using spreadsheets to manage constantly changing sales territories, customers and business units structures.
- **Solution:** Needed Business Viewpoint to reorganize dimensions based on business need and change

Business and IT Partnership

Business

IT
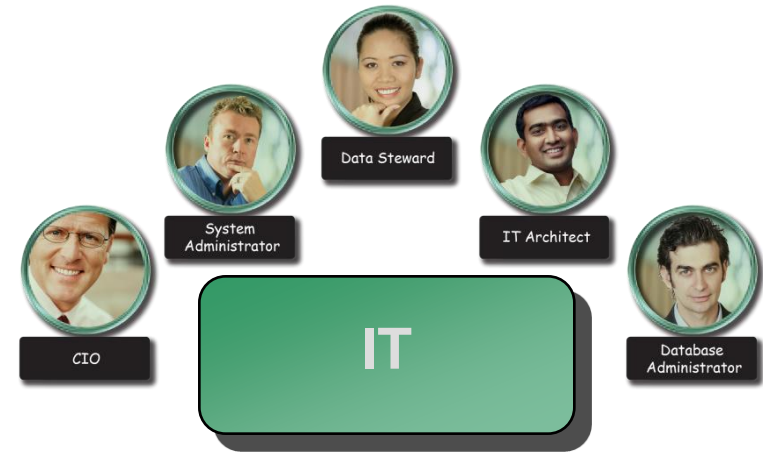
Freedom to own dimension structures, relationships and attributes in a shared view

Replacement of manual, error-prone efforts with fully transparent, automated and auditable processes

Approved shared viewpoints for use across BI and Performance Management, and provide those approved structures to IT for other systems

- **Embrace business ownership of dimensions** while maintaining oversight of their work

- **Retain control** of how approved versions are published and used with minimal disruption to downstream systems

- Ensure organization can **respond to business change** with minimal delay

Business Viewpoint: a summary
# 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.

Business users maintain any and all dimensions, attributes and hierarchies
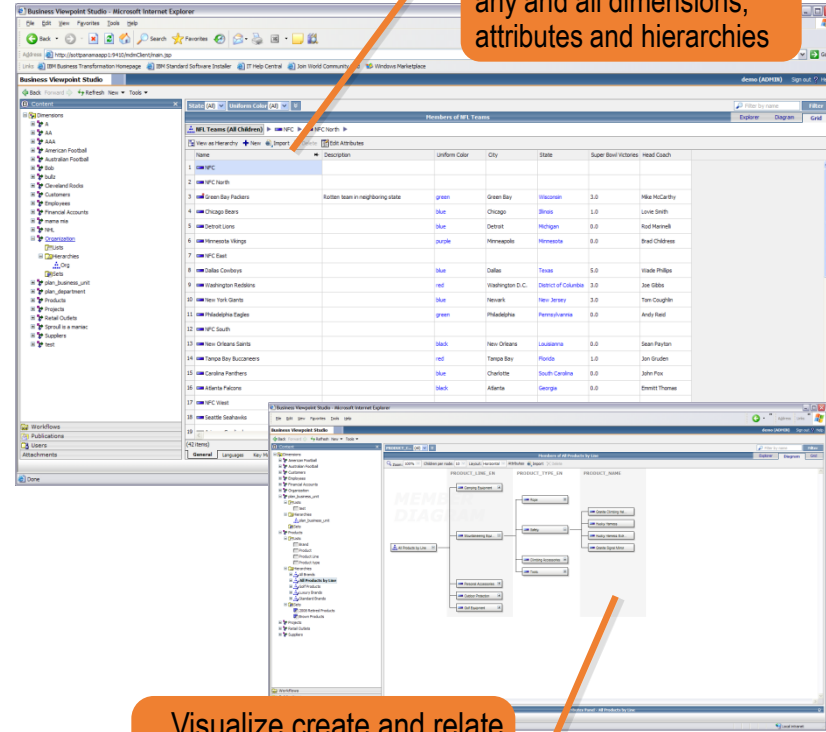
Visualize create and relate dimensions and flexibly add any number of attributes

Delivering Program Success

- New "How-to" Books Deliver Expertise
  - BI Strategy Book, BI on Cloud, BI Redbook
- Proven Practices, Communities & Workshops
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  - Expanded offering for System z
  - On IBM Compute Cloud

For further information

Business Viewpoint whitepeper, demo, fact sheet on IBM.com

http://www-01.ibm.com/software/data/cognos/products/cognos-8-business-viewpoint/

Visit our Business Viewpoint Booth

http://w3-103.ibm.com/software/xl/download/ticket.do

Attend additional sessions on Business Viewpoint

WHAT: CFP 1267 – Coordinating Business Dimensions in a Dynamic Environment - An inside look at IBM Cognos Business Viewpoint
WHEN: Friday November 5th at 1400

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