

IBM Software

Business Analytics **Forum** 2010

See The Future Of Decision Making

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Gold Coast – QLD – Australia

IBM Cognos Business Insight: Delighting Business Managers with Integrated Query and Analysis

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IBM



Agenda

- Design principles for IBM Cognos Business Insight
- IBM Cognos Business Insight Advanced
- Working with External Data
- Demonstration

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.



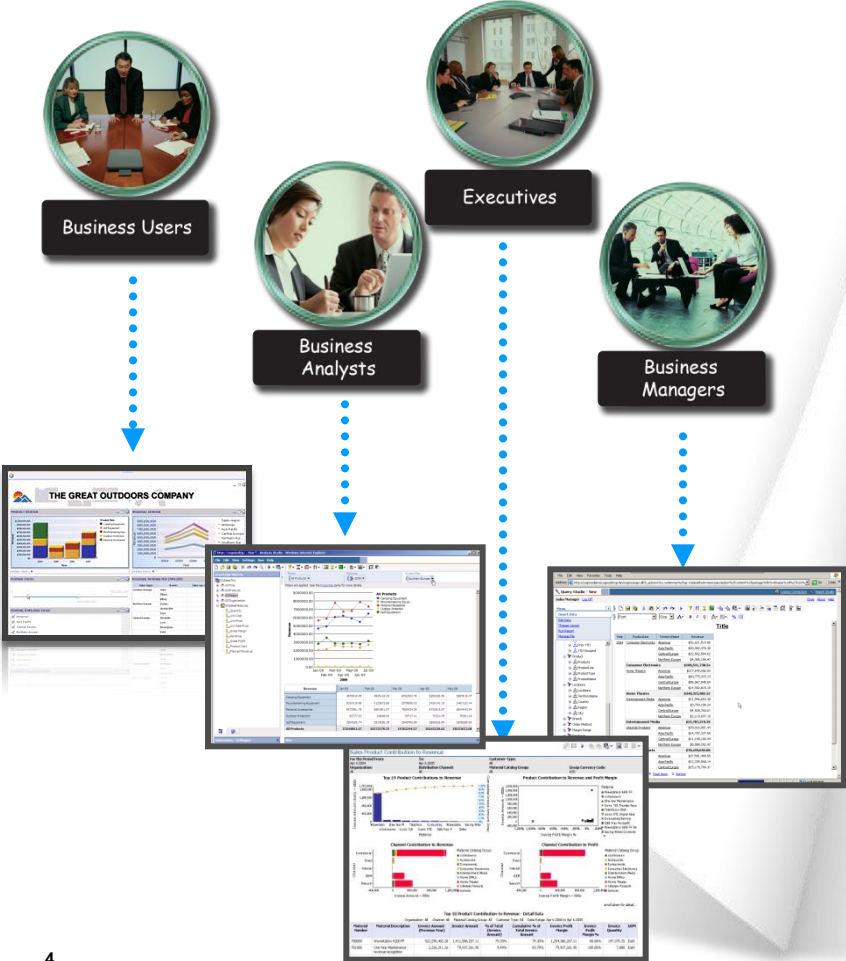
A revolutionary BI workspace delivered on a proven platform with seamless upgrade.

Design Principle #1:

- Fuel each individual's train of thought

From...

Role-centric capabilities



To...

Common workspace with progressively more interaction



Design Principle 2: Expand horizons for a broader perspective



Design Principle 3: Balance the needs of Business and IT



vs.



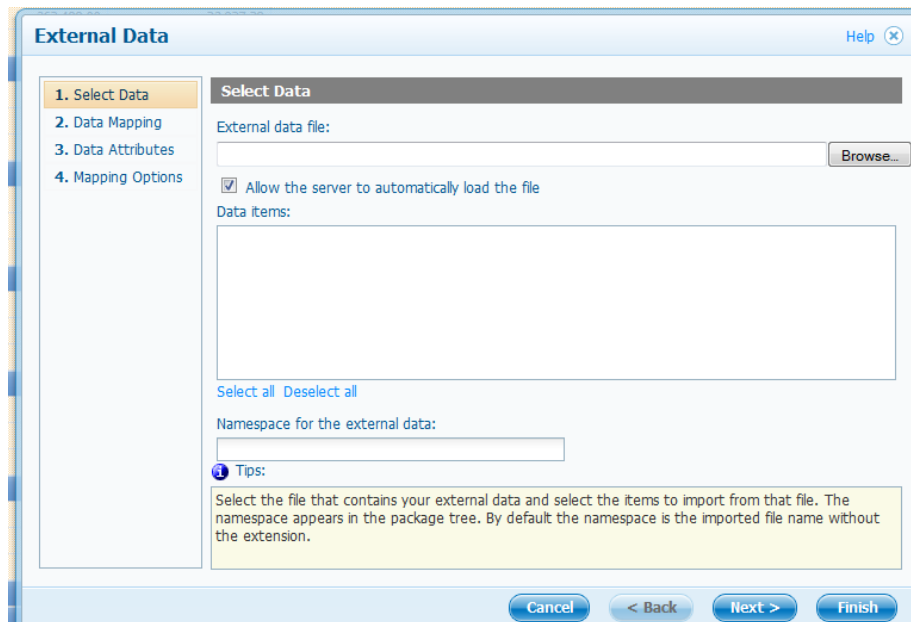
- Repeatable Processes
- Scalable
- Managed Infrastructure

- Fast time to results
- Adhoc one-offs
- Local & "in my control"

See More Information

Integrate external data

- Add new and broader perspectives to corporate information
- Improve confidence in information by removing long, manual, and error-prone processes of stitching data together in Excel
- Provide users with the flexibility they are demanding to use additional data without impacting the BI System and reduce reliance on IT to store external data in IT data stores



"Cognos provides us a very unique application. Our analysts over the years have spent a lot of time what I like to call hunting and gathering cutting and pasting so they will find very creative ways to go tackle this data and they do a lot of very unique way."

Chris Hamilton

*Program Manager - Boeing Defense Systems Financial Data Warehouse
The Boeing Company*

IBM Cognos Business Insight:

Revolutionary BI workspace that supports how people think



Business Users

Reach more users.

Discover unknown insights by following individual train of thought.



Business
Managers

See more information.

Explore all types of information from all time horizons.



Business
Analysts

Do more with information.

Create custom views, Deeper analyses and Ad-hoc queries. Work with external data.



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