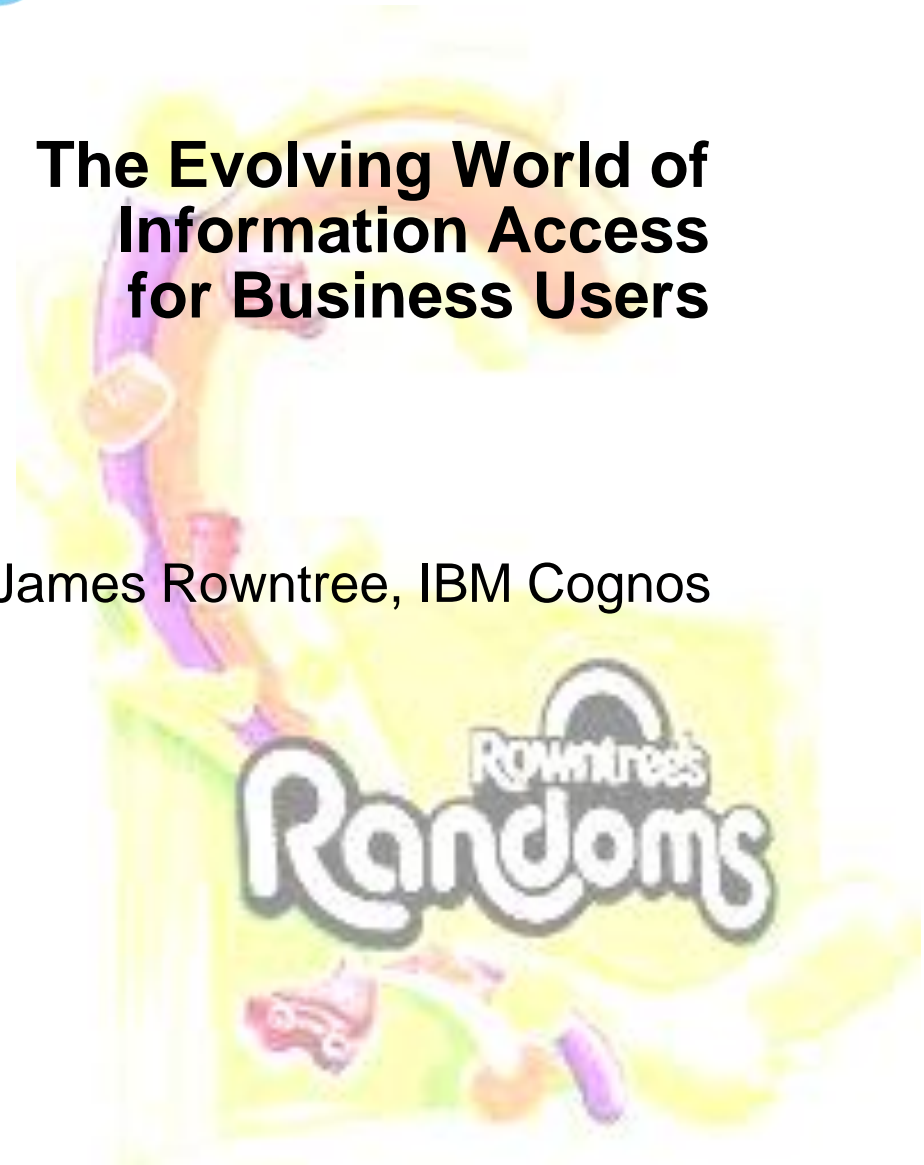# The Evolving World of Information Access for Business Users

James Rowntree, IBM Cognos

Information On Demand **2010**
The Premier Forum for Information & Analytics

Gain Insight. Optimize Results.

Disclaimer

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.

Wouldn't it be nice if your BI implementation could…

- Adapt to the way people work

- Encourage natural thought process

- Be simple, yet so powerful and fun anyone can use it

A+B=C

1+2=C
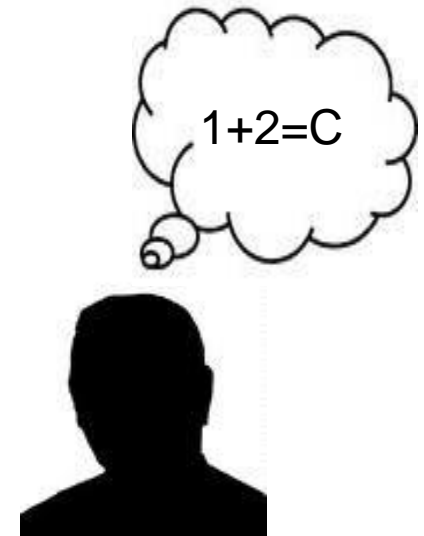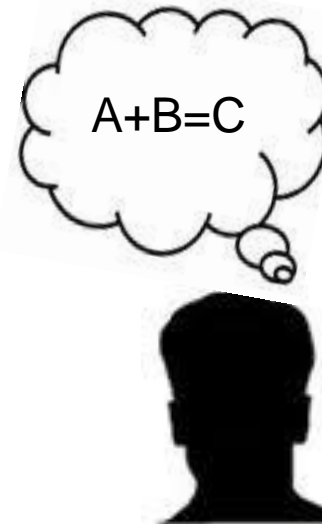
Picture all employees having access to information to support their daily decisions and actions, with tools that work in the ways they need them to.

Source: 2009 Successful BI Survey
Best Practices in business intelligence for greater business impact
By Cindi Howson

A better BI workspace

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

IBM Cognos Business Insight

Highlights

- Pre-assembled workspace content
- Search assisted authoring
- Drag and drop assembly
- Dynamically filter
- Quicker and deeper insight in to data
- Seamless graduated experience
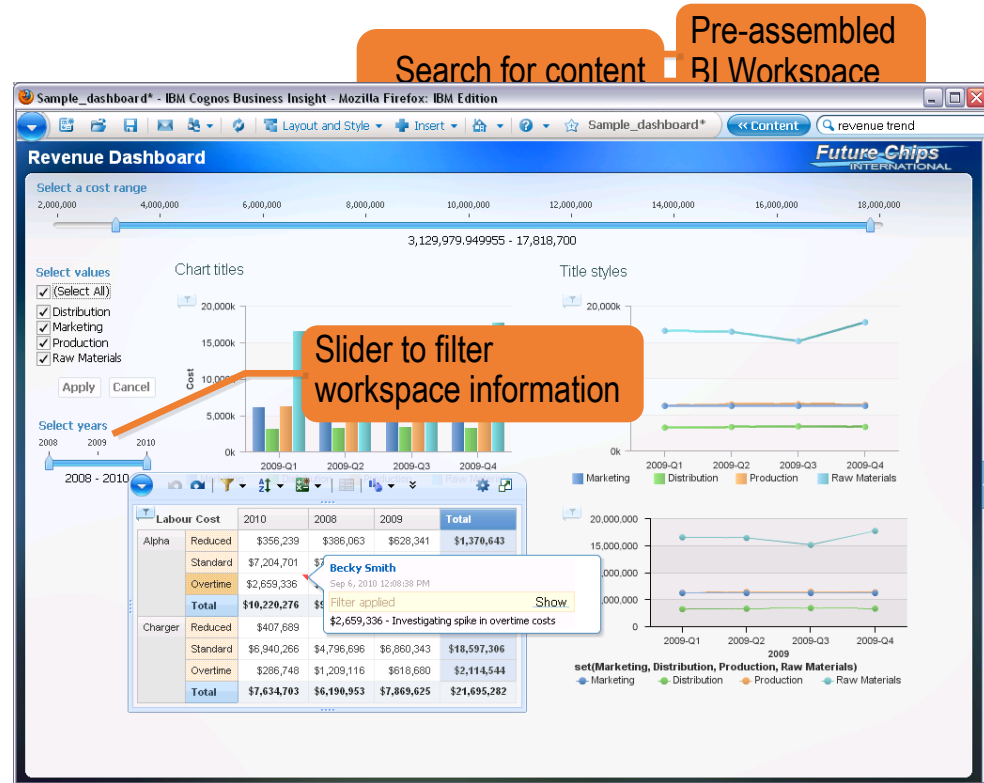
IBM Cognos Business Insight:
Revolutionary BI workspace that supports how people think

Business User

Reach more users.
Discover unknown insights by following individual train of thought.

Manager

See more information.

Explore all types of information from all time horizons.

Business Analyst

Do more with information.

Deeper analysis and Ad-hoc Query.

IBM Cognos Business Insight
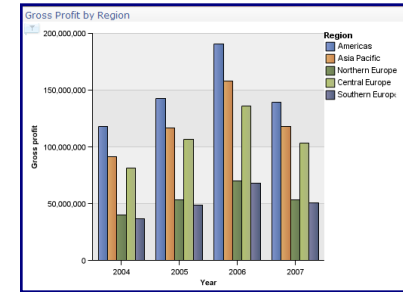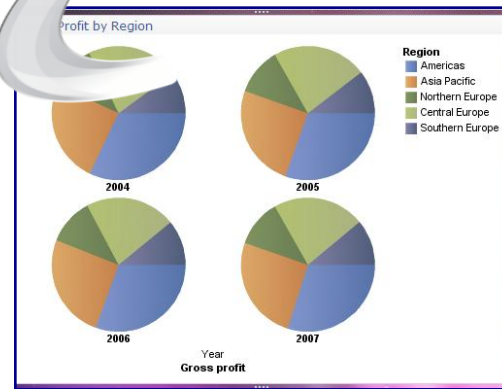*Support personal decision-making styles*

- Personalize information

- Generate unique perspectives

- Get an 'at a glance' view of the business

Reach more users.
Discover unknown insights by following individual train of thought for more informed business decisions.

DEMO 1.
IBM Cognos Business Insight – the experience

- Marvel at the new 'look and feel' of Business Insight !

- Key features for you to notice:

  - Drag and drop UI !

  - On demand toolbar !

  - Change of chart types !

  - Applying slider controls !

  - Adding Calculations !

  - Searching for content !

- Watch James sweat as he tries to remember what he was saying !

IBM Cognos Business Insight
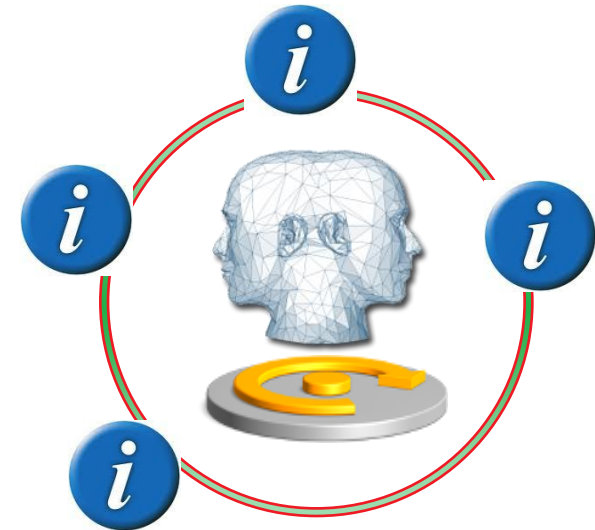*See all information from all the angles, in context.*

- Get unique perspectives by having access to the information

  – Any BI content

  – Real-time information with IBM Cognos Real-time Monitoring

  – Scenario planning

  – Scorecarding

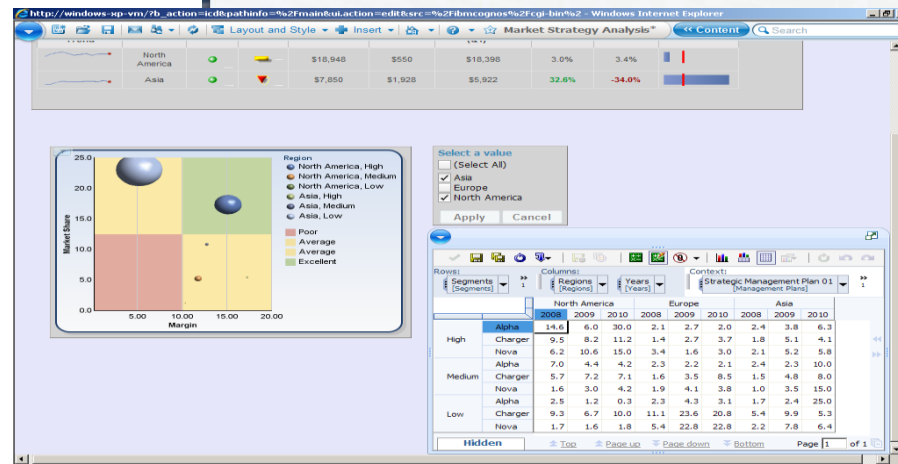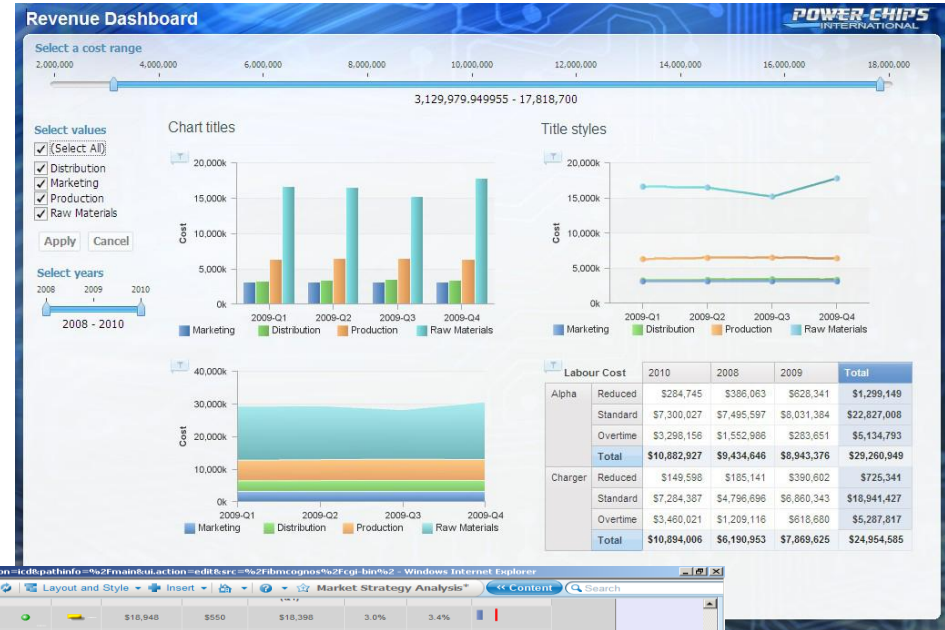 – Statistical data

See more information.
Explore all types of information from all time horizons for a complete view of the business.

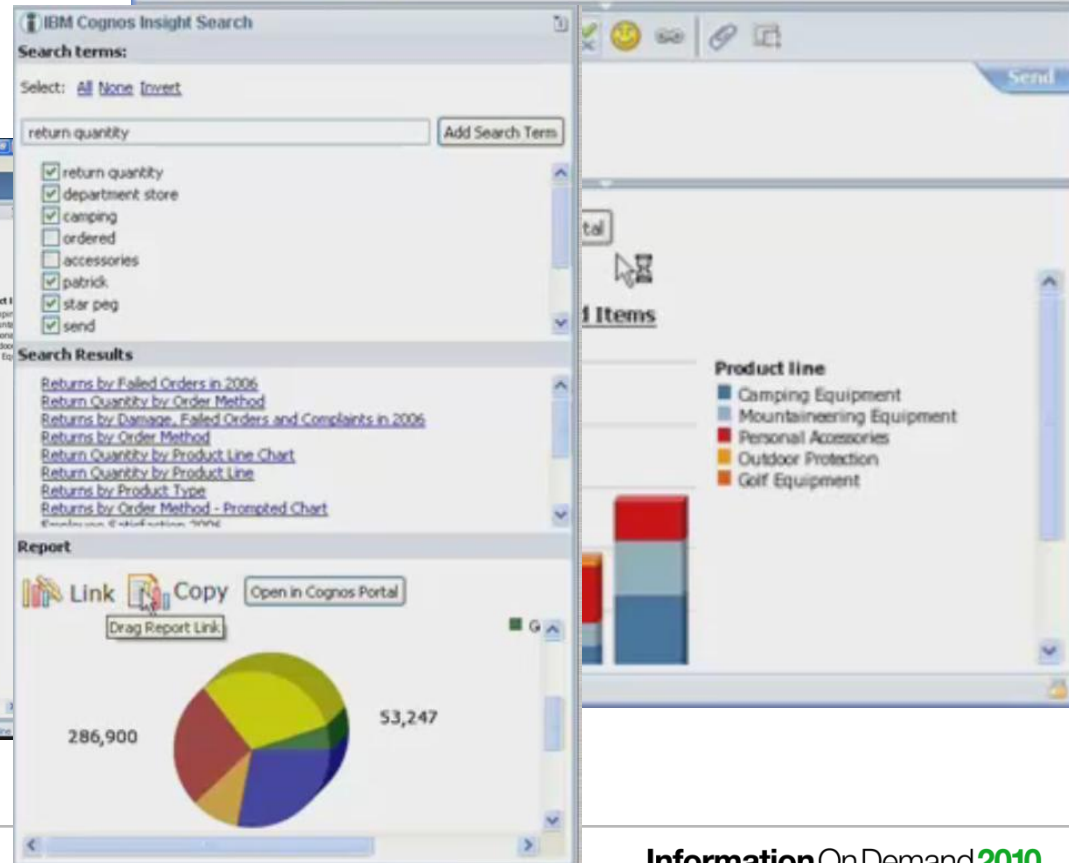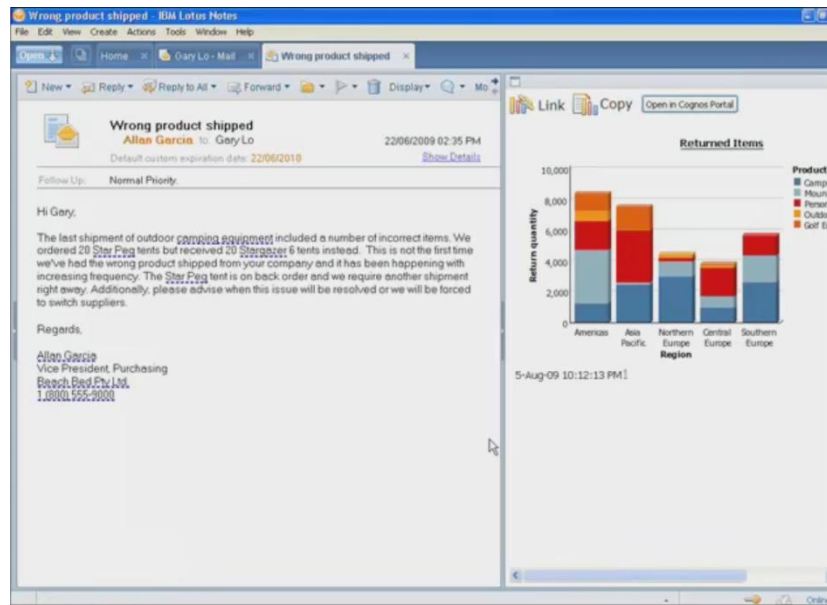# DEMO 2: Collaboration & Human Tasks

- Note the cool stuff you can do
- Key features to be covered off include:
  - Cell level Annotation
  - Discussion Threads
  - Workflow

DEMO 3: Sneaky Peek from the labs

- Surely collaboration could do more…
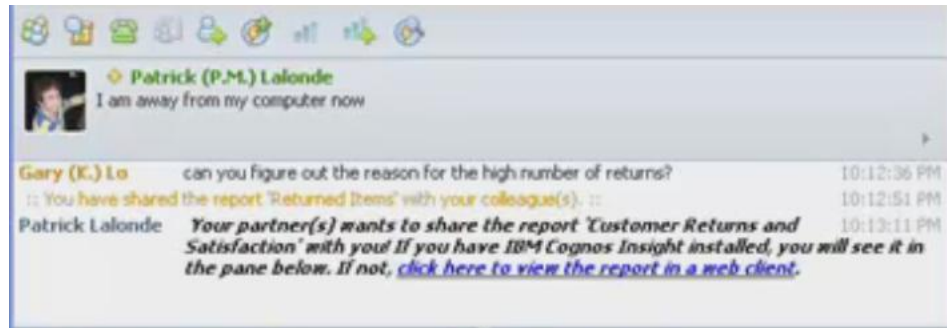
Cognos 10 delivers the freedom to see more and do more

- Easily view, assemble and personalise information to follow a train of thought and generate unique perspectives

- Explore all types of information from all angles to asses the current business situation

- Analyse facts and anticipate tactical and strategic implications by simply shifting from viewing to more advanced, predictive or what-if analysis

**Sharpen individual skills
to improve business outcomes.**

What else do I need to know?

- 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, C3 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

- Go the PODS MAN!!!

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www.spss.com/goldcoast

For a chance to win an Apple® iPad

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