

If a picture is worth a 1,000 words ....

What are, interactive maps within your IBM Cognos reports worth to your organisation?





# Esri - the Worlds Largest Supplier of GIS

- Gartner Top 10 Strategic Technologies for 2011
  - GIS is included in Next Generation Analytics
- GIS is more than dots on a map
  - Integrates multiple layers of data and allows analysis across seemingly disparate data sets



Store Locations

Customer Locations

Demographics

Transportation Network

Show me  
Customer  
travel times

Show me the  
best site for a  
new store

Where are  
my best  
Customers?

Where are my  
Competitors?

Using maps as a language to engage everybody.....

**Product Summary**

Retirement Account



Total # of Retirement Accounts: 385

Mortgage



Total # of Mortgages: 373

Line of Credit



Total # of Line of Credits: 358

Investment Account



Total # of Investment Accounts: 23

Education Savings Account



Total # of Education Savings Accounts: 78

Note: This panel depicts the number of products sold, for each product, segmented along the customer's gender.

**Key Customer Metrics**



Current Balance Value: \$1,119,600.72



Total Savings Value: \$1,790,321.90



Total Clients: 1,217



Average Current Balance: \$919.97



Other Account Value: \$9,679.29

536 x



Average High Balance: \$1,206.90



Other Account Average: \$7.95

681 x

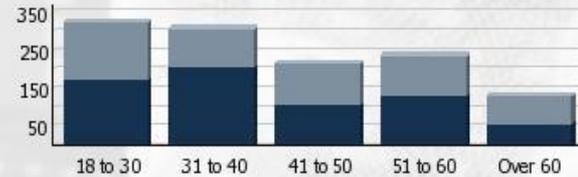
**Demographic Perspective (All products)**



%parents



% Full Time

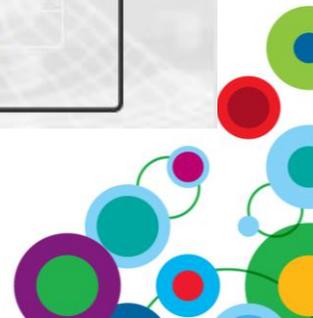


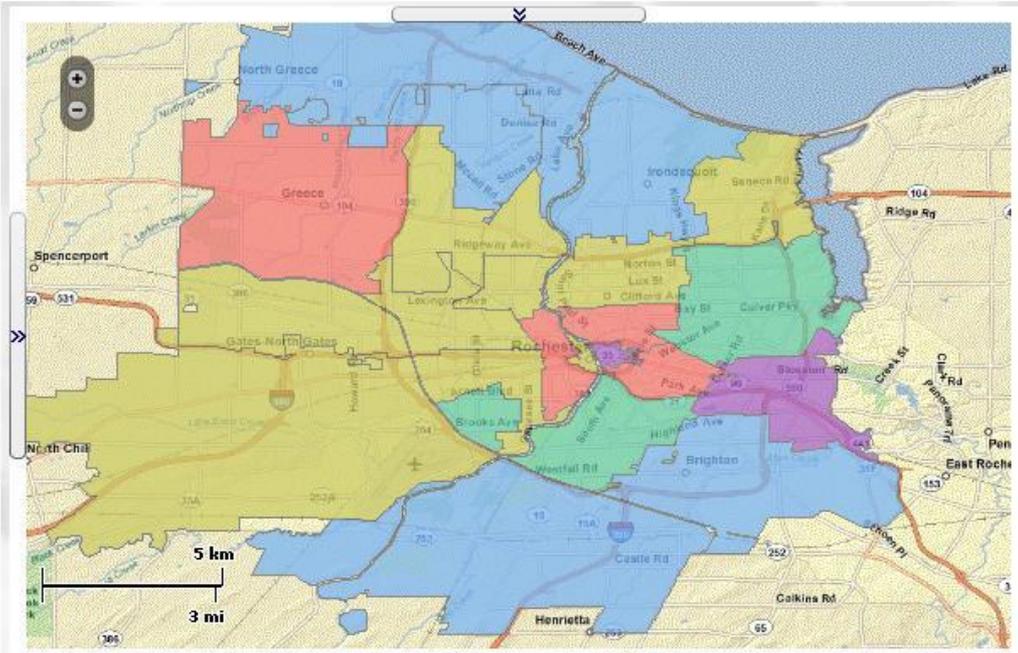
This panel illustrates the demographic breakdown of our customers within our trading area. Key segmentation is on age group and gender

**Customer Segmentation**(view segment descriptions)

	Current Balance	Highest Balance	Savings	Yearly Transactions	Last Transaction	Tenure (years)
House Poor Newly Weds	\$827.71	\$1,049.12	\$1,304.95	61.6	\$95.95	5.6
Boarding Housers	\$917.30	\$1,142.40	\$1,406.65	70.6	\$101.89	5.8
Middle Class	\$938.74	\$1,173.90	\$1,452.41	67.7	\$101.12	6.1
RV Retirees	\$795.17	\$1,030.10	\$1,319.40	60.7	\$99.42	5.4
Yumpees*	\$785.04	\$989.27	\$1,273.84	61.1	\$101.24	5.5

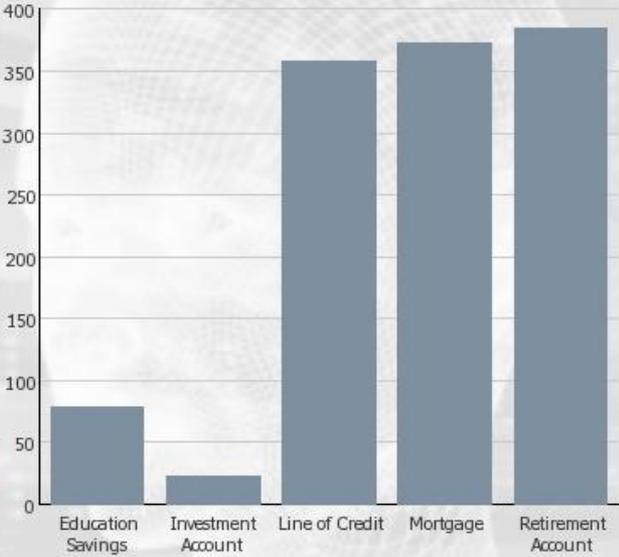
\*Young upwardly mobile parents





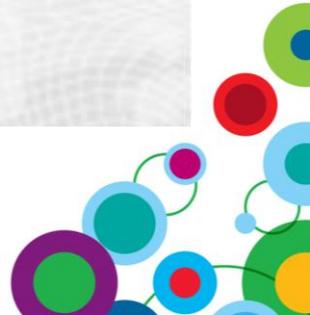
Segment details

Current Balance	Highest Balance	Avg Transctions per year
\$919.97	\$1,206.90	68



	Middle Class	RV Retirees	Boarding Housers	Yumpees*	House Poor Newly Weds
Household Income	Average Income	Very low Income	Lower Income	Very high Income	Lower Income
House Value	Average value	Lower value	Very low	Lower value	Very high value
Number of Vehicles	Average number (1.25)	Very high (1.65)	Average number (1.25)	Average number (1.25)	Very low (1.0)
Number of Children	Few kids	Average number	Average number	Average number	Average number
Number of Occupants	Fewer total occupants	Average number	Very high number of occupants	Higher number of occupants	Average number
Mortgage Value	Average mortgage	Lower mortgage amount	Lower mortgage amount	Higher mortgage amount	Very high mortgage amount
Age	Average age	Older	Average age	Lower age	Average age

\*Young unwardly mobile parents



Cognos Viewer - ARRA\_Project\_Viewer\_v1 Vantage 3.2 VM

Keep this version Add this report

## ESRI State of Utah ARRA Project Viewer

Map interface showing project locations in Utah with a red buffer zone. Controls include: Disable buffer (Buffer Distance: 5 Miles), Multiple Graphics, Auto Buffer, Auto Query. Drawing Mode is active.

County	Program	Jobs Created	Funding	Pct Completed	Budget Pct
Sevier	Energy	45	\$917,600	90%	86%
Carbon	Health	12	\$243,860	55%	104%
Sevier	Health	11	\$218,865	60%	96%
Sevier	Health	1	\$42,825	100%	81%
Sevier	Other	1	\$21,152	90%	110%

**Program**

- Energy
- Health
- Other
- Public S...
- Workforce

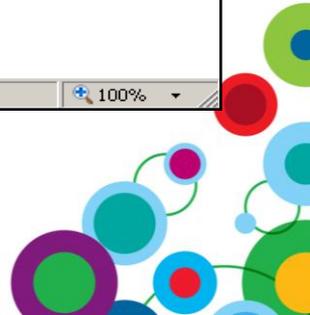
**Unallocated ARRA Funds**  
for selected county(ies)

Energy	\$71,941
Health	\$0
Other	\$0
Public Safety	\$0
Workforce	\$0

**Top 5 Industries**  
for employment in selected county(ies)

State & Local Government	10,544
Retail Trade	10,156
Local Government Accommodation & Food Services	7,957
Health & Social Assistance	6,771
Construction	6,452

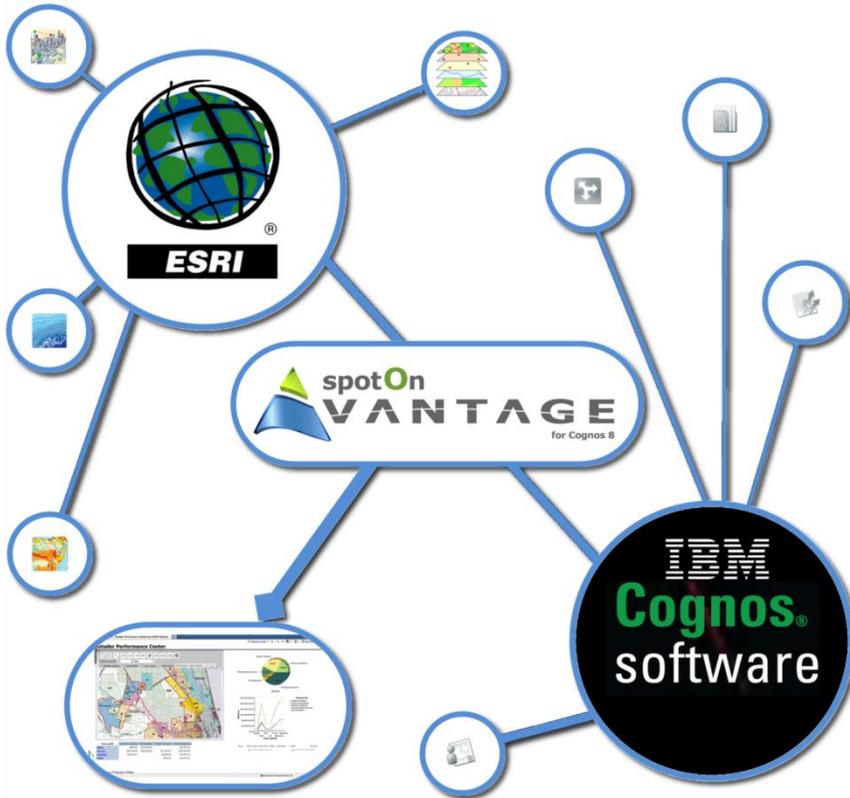
Done Local intranet 100%





What's the integration story with Cognos?





**Out-of-the-box  
integration**

**No custom coding**

**Award Winning  
Software Solution**

# SpotOn Vantage™





# Demonstration



“Created a high-impact operational dashboard, increased public access to information, and resulted in greater usability and adoption amongst the public via the internet.”



Massachusetts Department of Public Health



“SpotOn Vantage enabled us to link our ESRI data to our business data, and answer a critical business question for the very first time! This information will help us better manage our product distribution and our distributor relationships.”

Alan Atkinson  
Constellation Brands  
 **Constellation**





The foundation of the GIS platform saw Energex carry out an initial data capture project that identified an extra **\$500 million** worth of Energex assets such as underground pillars and cable joints that had not been previously tracked.

A surprising result which in turn led to increased revenue of **\$21 million** a year through return on capital.

Please come and talk to us at the stand for more information on these case studies



# Questions?





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**Thank You come and have  
a coffee on us !**





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