

IBM Software

Business Analytics **Forum** 2010

See The Future Of Decision Making

November 3-5, 2010

Gold Coast – QLD – Australia

**Leverage Expertise to
Accelerate Business
Processes**

Collaborative Decision Making



Kristo, Joe

BA Client Tech Mgr

ST LEONARDS, NSW Australia

Building: NH | Floor: 09 | Office: NH09

612-9462-5247



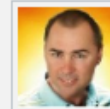
Handes, Michael B.

Portal & Emerging Techno

ST LEONARDS, NSW Australia

Building: NH |

61-2-9354-8643



Buckley, Martin H.

Lotus Collaboration Sale

ST LEONARDS, NSW Australia

Building: NH | Floor: NA | Office: MOBILE

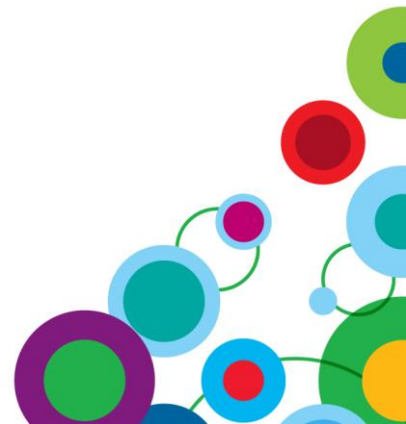
61-2-93548665

martybucko@au1.ibm.com



Disclaimer

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Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.

Freedom to **Think**,

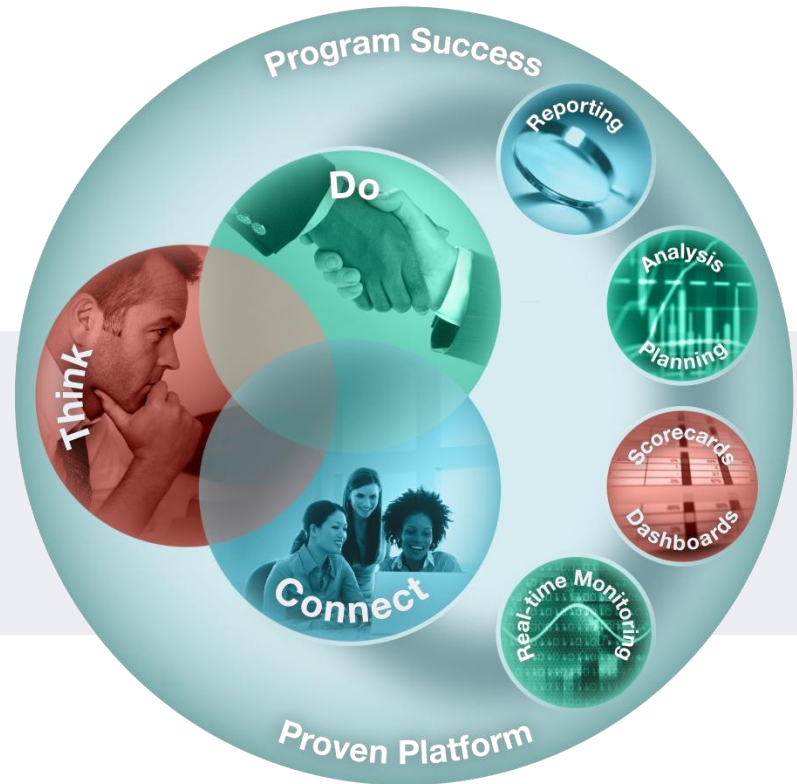
Unified workspace,
All time horizons,
Progressive interaction.

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.

Connect with Others

Collective Intelligence

To connect people and insights to gain alignment



- **IBM Cognos 10** delivers
 - **Built-in Collaboration and social networking** giving groups the means to **engage more** :
 - Establish decision networks to share insights and drive toward a collective intelligence
 - Provide transparency and accountability to drive alignment and consensus
 - Communicate and coordinate tasks to engage the right people at the right time
- **So organizations can:** Engage workgroups to easily collapse the time to align, decide and act



Agenda

- Collective Intelligence

1. Social Networking for Business

2. Collaborative Decision Making (CDM)

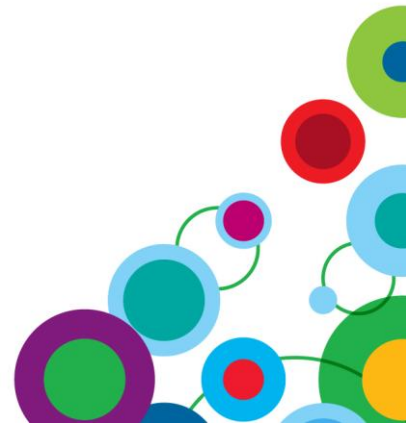
- IBM Cognos Collaboration

1. Solution Overview and demo

2. Lotus Connections – Social Software for Business

3. Searching – Collaboration with Business Intelligence

4. What about Portals? IBM & Sharepoint



Collaboration is Everywhere



The Chasm

Just like...



LinkedIn  

flickr 



orkut  bebo 



IBM Cognos Collaboration



Just as people expect from their social networks



Business User

“I want to connect and share things with the friends in my life.”



Manager

“I want to be updated on what’s new in my friends’ lives.”



Executive

“I want to look back at old times we’ve enjoyed.”



They also need in their organizations



Business User

“I need to easily connect with people who are relevant to the decisions I make.”



Manager

“I need to better understand the perspectives of my colleagues.”



Executive

“I need to easily access decision history in order to learn, reference and create best-practices.”



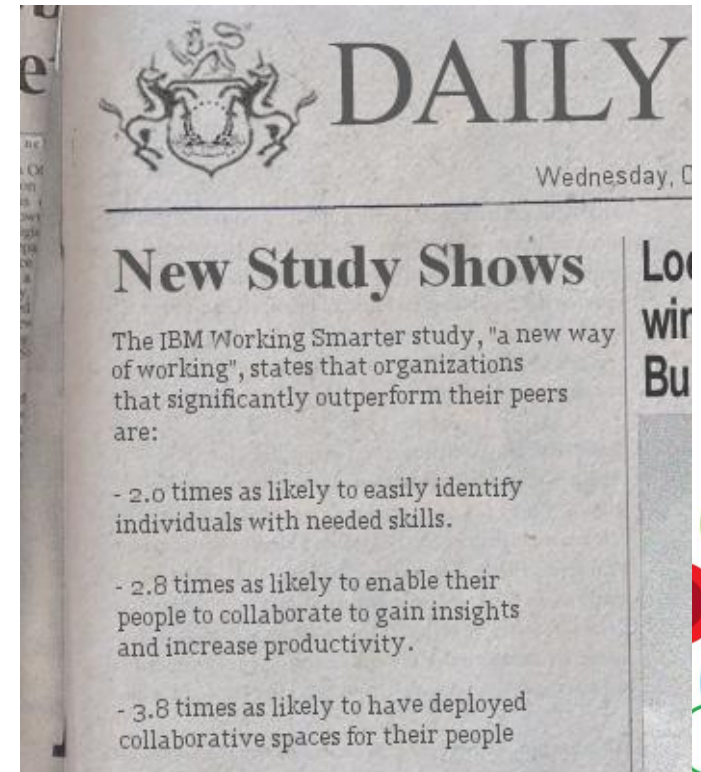
Social Software for Business

89% of CEO's believe their customers will expect more collaboration and information sharing over the next five years

Capitalizing on Complexity 2010 IBM Global CEO Study

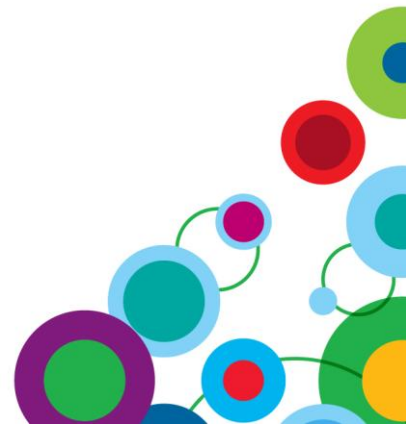
*Cost and quality of healthcare are complex issues that can benefit from **social networking tools** that **help decision makers** form a shared understanding of what the 'system' is doing and how to improve it.*

William Marder, PhD,
senior vice president for research at the Healthcare business of Thomson Reuters.

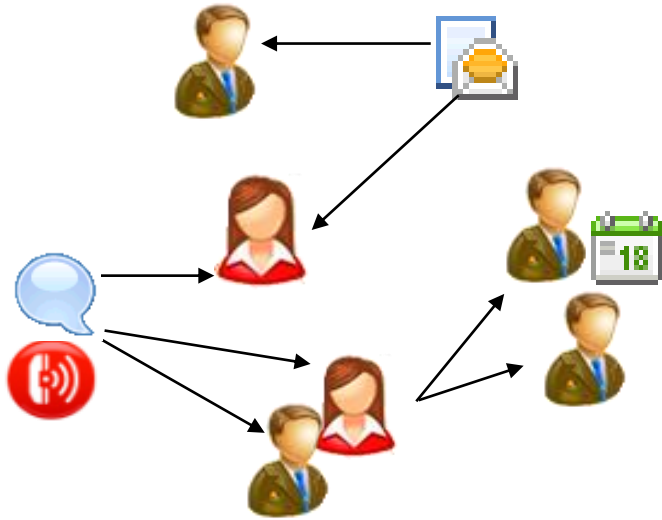


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- Collective Intelligence
 1. Social Networking for Business
 2. Collaborative Decision Making (CDM)
- IBM Cognos Collaboration
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Collaborative Decision Making Facilitating the Human Dimension of BI

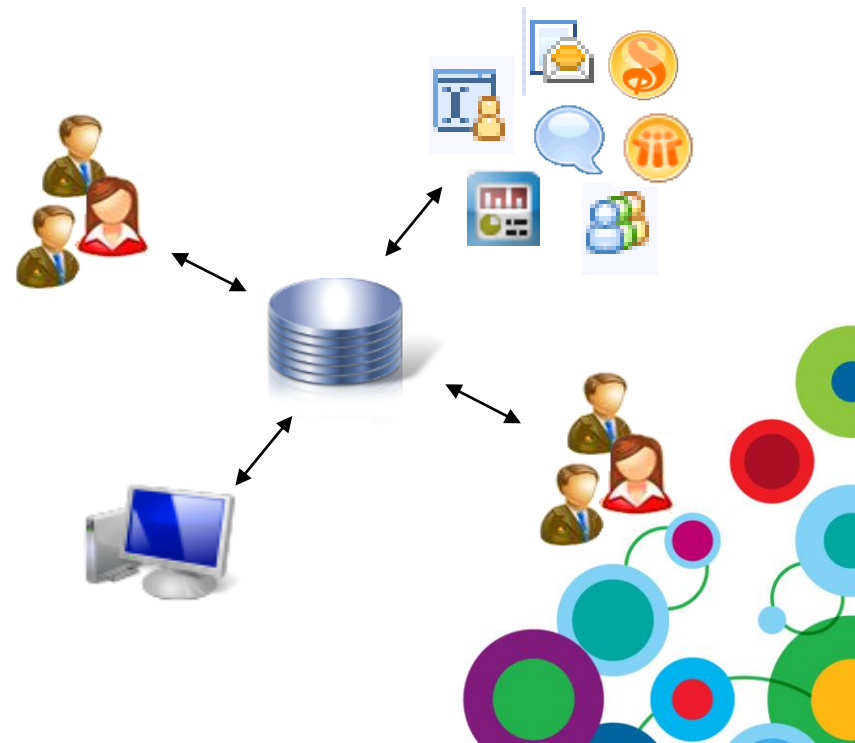


Adding Collaboration makes it easier to:

- Facilitate the process and pieces
- Include business intelligence evidence for single version of truth
- Retrieve a single historical decision
- Analyze decisions as single data set
- Track and audit decisions and initiatives

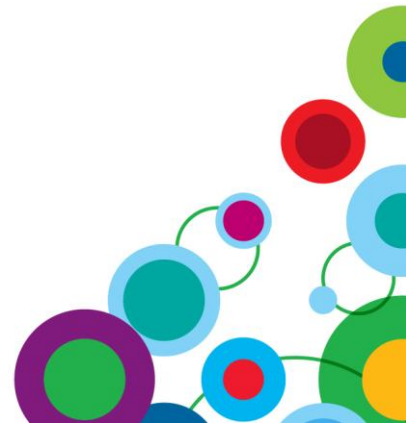
Today's decision-making software doesn't support teaming

- Geographically dispersed teams can overlook stakeholders
- No single place for history, accountability or transparency
- Siloed, difficult to track decisions made & follow through
- Informal decisions not communicated
- Inconsistent use of best practice techniques
- Cannot easily evaluate decisions or decision makers



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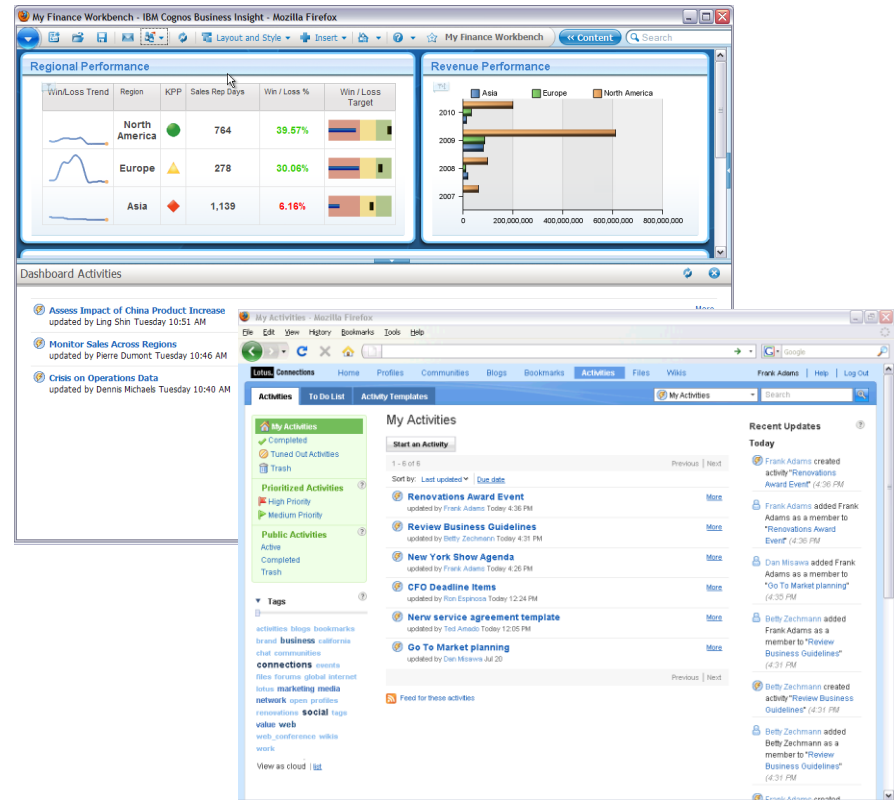
Build Stronger Relationships

Collect, organize, share and reuse work

IBM Cognos Collaboration

Solution Highlights:

- Link directly from Activity to a Business Insight Dashboard
- Single sign-on
- Send email notifications directly from Activity
- Filter Activities based on dashboard
- See updates to Activities in dashboard



Products Workspace

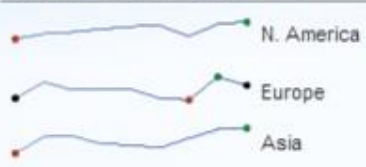
2010 Expenses



YTD Cost

120,111,102

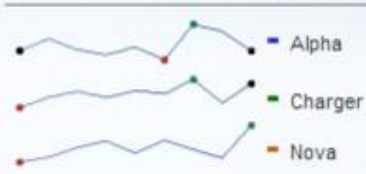
2010 Income Statement



YTD Income

207,446,557

2010 Revenue by Products



YTD Product Sales

104,410,797

Choose Year



Choose Product

- (Select All)
- Alpha
- Charger
- Nova

Apply Cancel

Demo

Connect with Others

The BI Workspace



2010	Total
899	2,509
787	1,881
463	1,102
149	5,492

2010	Total
170	453
154	347
99	111
105	257
240	602

Products Workspace

2010 Expenses



YTD Cost

120,111,102

2010 Income Statement



YTD Income

207,446,557

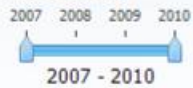
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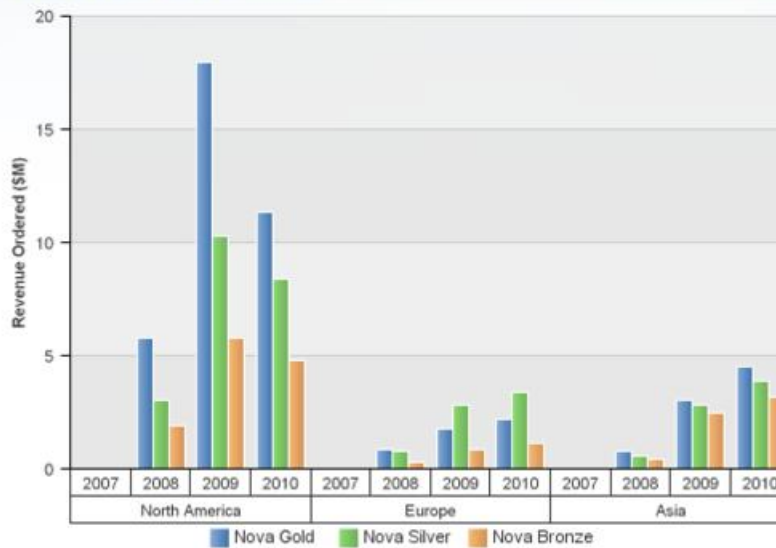


Choose Product

- (Select All)
- Alpha
- Charger
- Nova

Apply Cancel

Revenue by Region Chart



Units Ordered

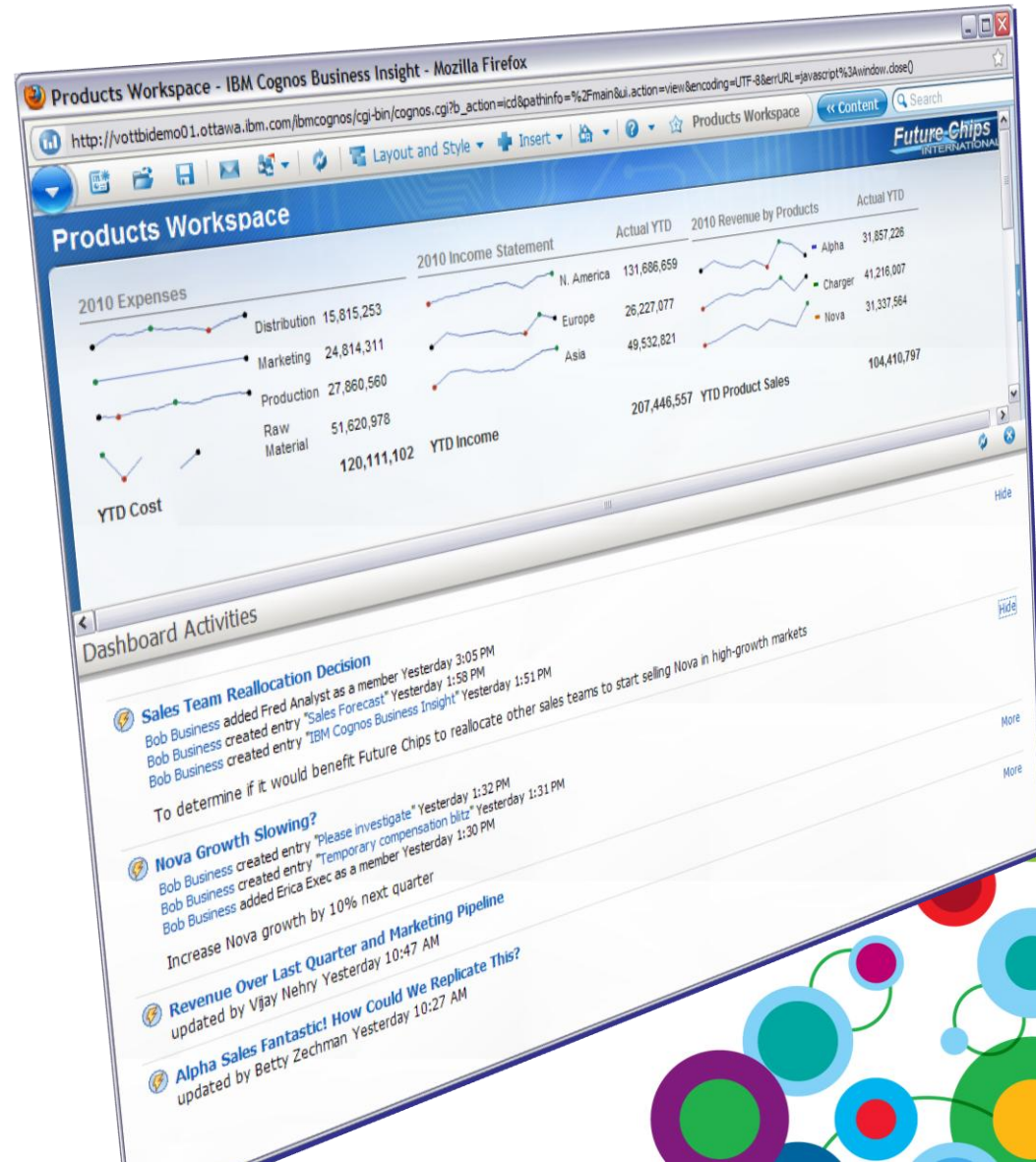
Units Ordered	2007	2008	2009	2010	Total
Nova Gold		402	1,208	899	2,509
Nova Silver		239	855	787	1,881
Nova Bronze		145	494	463	1,102
Nova		786	2,557	2,149	5,492

Sales Success by Product

# Successful Sales	2007	2008	2009	2010	Total
Nova Gold		89	194	170	453
Nova Silver		63	130	154	347
Nova Bronze		55	99	111	265
Nova		105	257	240	602

IBM Lotus Connections: part of Cognos 10 BI

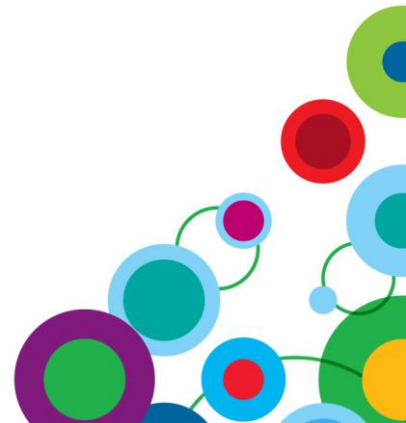
- Cognos 10 BI includes IBM Lotus Connections and **all required components**
- Integration points:
 - Activities
 - Search
 - Security
- Licensing

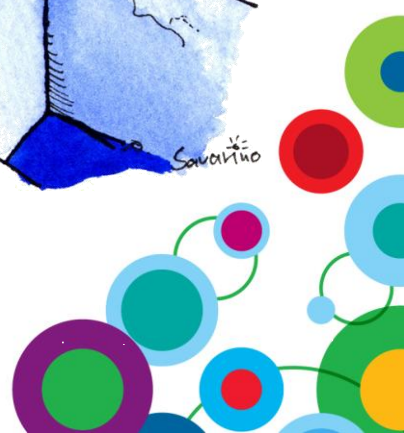


Agenda

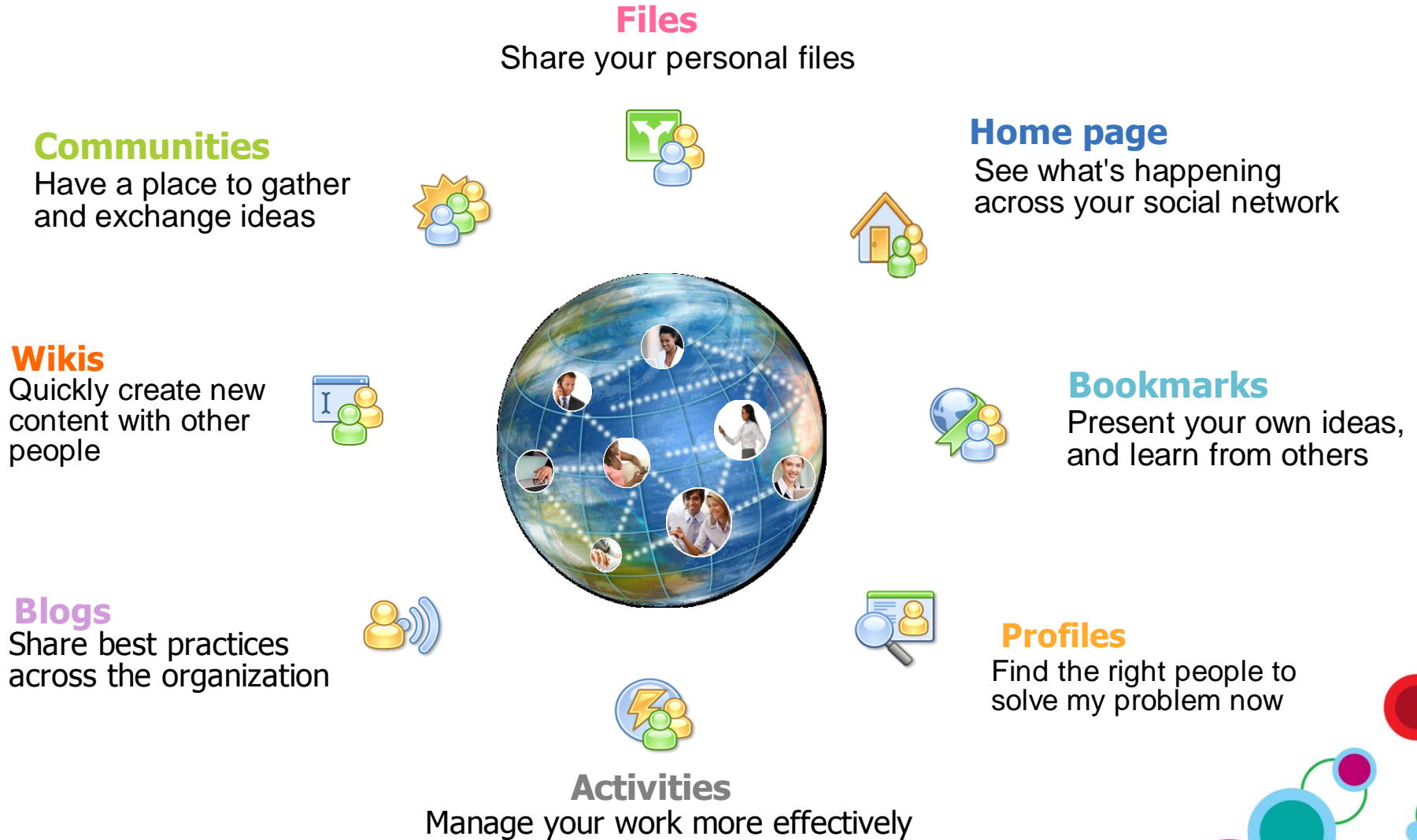
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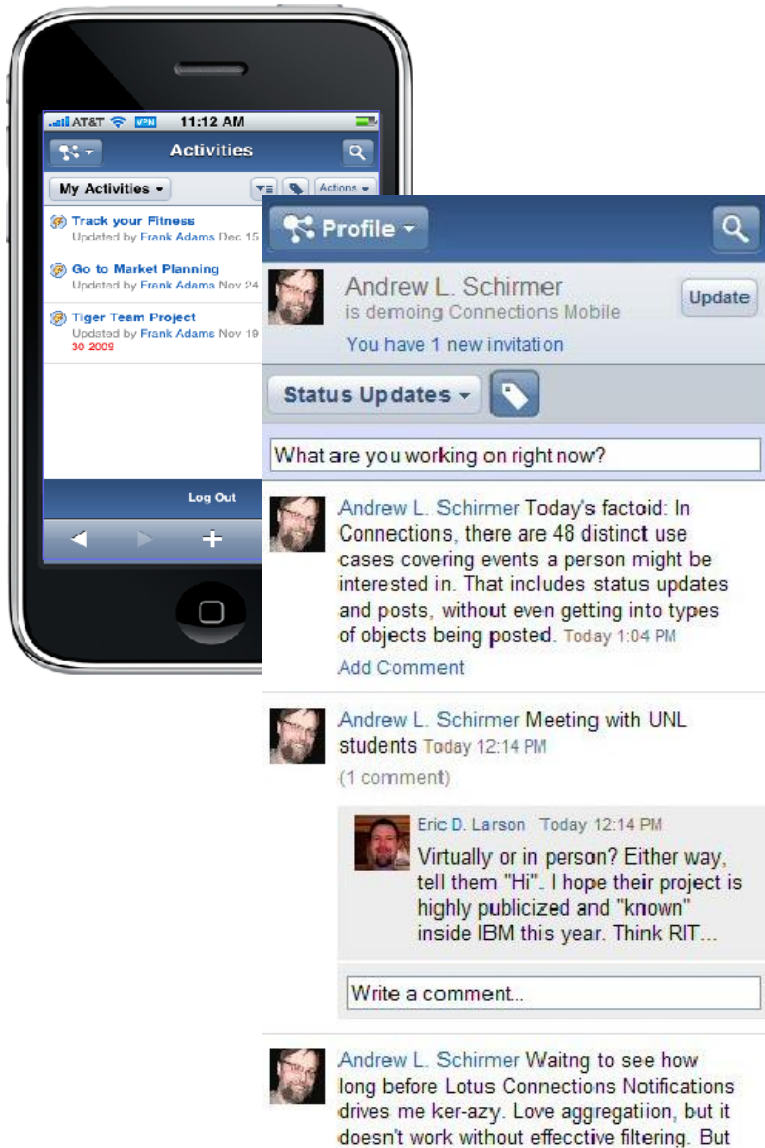




IBM Lotus Connections



IBM Lotus Connections - Connections Everywhere



Sales Team Reallocation Decision Mark Activity Complete More Actions

Activity Goal - To determine if it would benefit Future Chips to reallocate other sales teams to start selling Nova ... [more]

Add Entry Add To Do Item Add Section

Display: [List Icon] [Grid Icon]

Objectives

Actions



Demo Lotus Connections

- Activity Outline
- Recent Updates
- To Do Items
- Trash
- Sections
 - Objectives
 - Supporting Evidence
 - Proposals
 - Decisions
 - Actions Required
- Members
 - Add Members

- Owners
 - Bob Business
- Authors
 - Betty Zechman
 - Erica Exec

I agree that it's aggressive, but considering that we'll be reallocating reps to Nova I think it's reasonable.

Could you contact Finance about updating the quarterly plan? Start by talking to Fred.

Add Comment Add To Do Item Edit More Actions

Add to this section: Entry To Do Item

Sales Team Reallocation Decision Mark Activity Complete More Actions

Activity Outline

- Recent Updates
- To Do Items
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- Sections
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[Add Section](#)

Members

[Add Members](#)

Owners

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Erica Exec

Activity Goal - To determine if it would benefit Future Chips to reallocate other sales teams to start selling Nova ... [more]

[Add Entry](#) [Add To Do Item](#) [Add Section](#)

Display: [icon]

Objectives Actions

Objective: determine if it would benefit Future Chips to reallocate other sales teams to start selling Nova in high-growth markets	Bob Business	Today 8:02 PM	+
Success Criteria	Bob Business	Today 8:02 PM	+

Supporting Evidence Actions

Sales Forecast hide

by Bob Business | Sep 22

Nova Sales Forecast: [Sales Forecast for Nova Products.xls](#) Download

This sales forecast for Nova looks quite aggressive

[Add Comment](#) [Add To Do Item](#) [Edit](#) [More Actions](#)

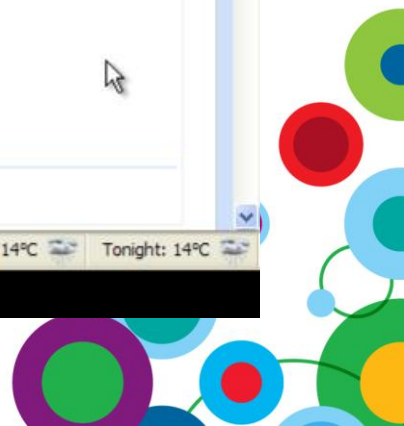
comment by Erica Exec | Today 8:19 PM hide

I agree that it's aggressive, but considering that we'll be reallocating reps to Nova I think it's reasonable.

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[Add Comment](#) [Add To Do Item](#) [Edit](#) [More Actions](#)

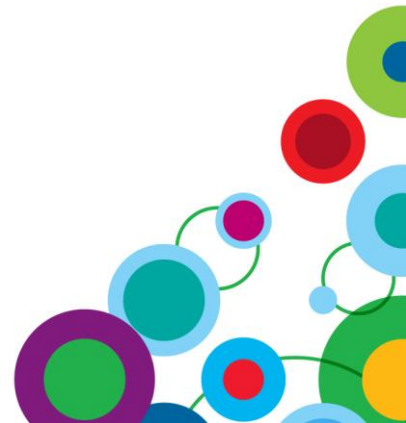
Add to this section: [Entry](#) [To Do Item](#)



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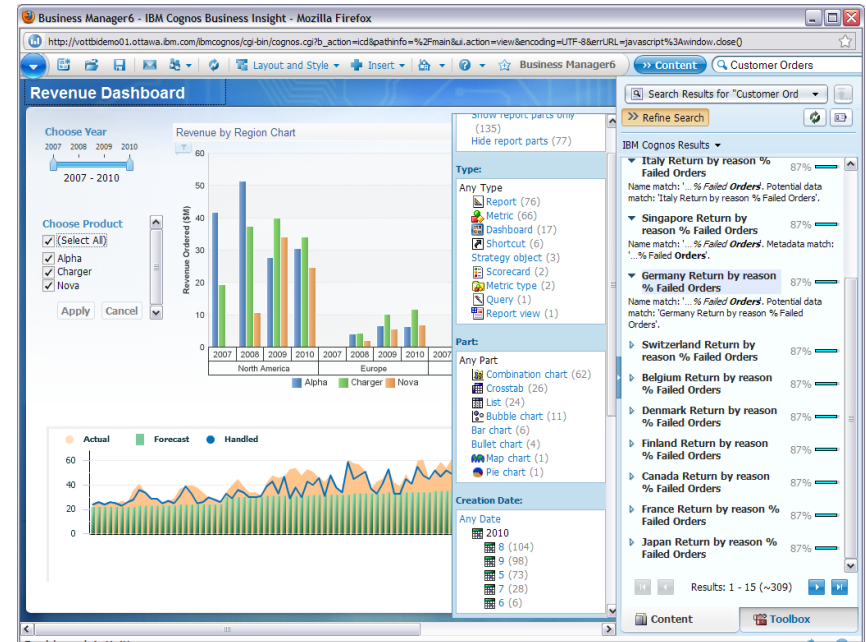
Build a reliable corporate memory

Easily reference past decisions

Integrated Search

Solution Highlights:

- Search for the following directly from Business Insight:
 - Activities history
 - Annotations
 - Current Activities
 - Any related items in Lotus Connections

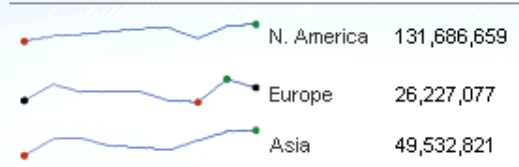


Products Workspace

2010 Expenses

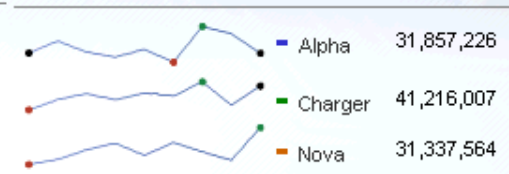


2010 Income Statement



Actual YTD

2010 Revenue by Products



Actual YTD

YTD Cost

Choose Year

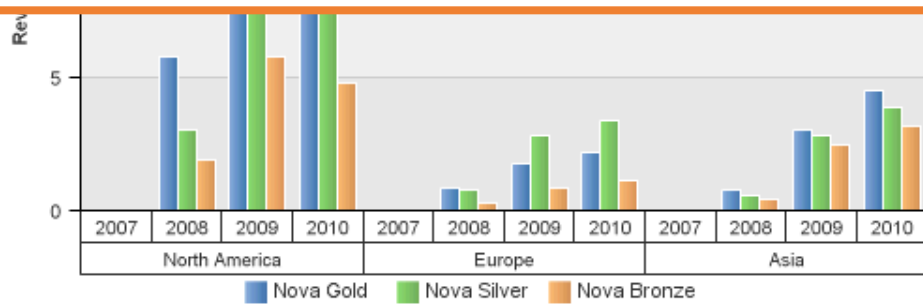


Choose Product

- (Select All)
- Alpha
- Charger
- Nova

Apply Cancel

Demo Search



2009	2010	Total
399	194	2,509
787	105	1,881
463	170	1,102
149	240	5,492

	2009	2010	Total
Nova Gold	89	194	170
Nova Silver	63	130	154
Nova Bronze	55	99	111
Nova	105	257	240

Products Workspace



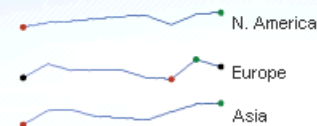
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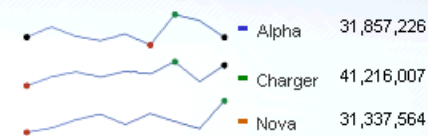
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2010 Revenue by Products



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Choose Year

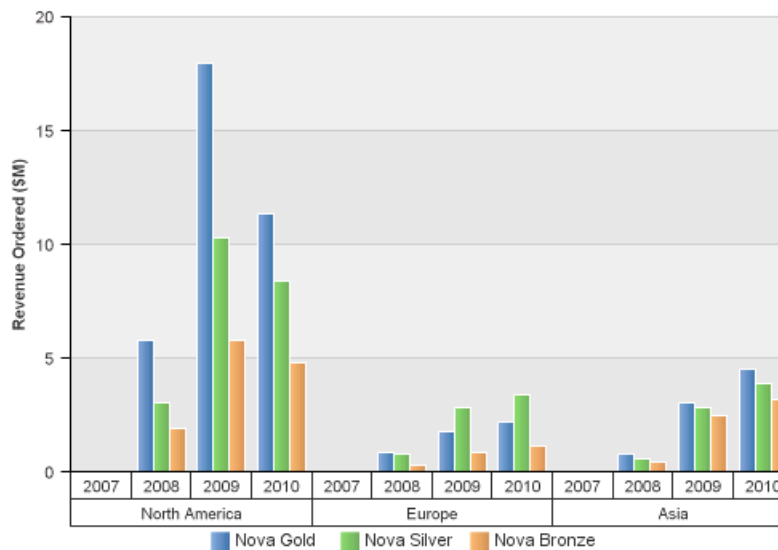


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Revenue by Region Chart



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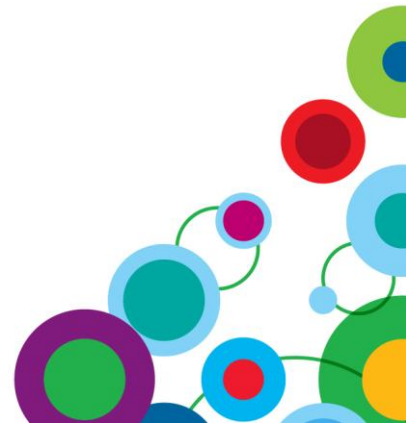
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What about Portals? IBM & Sharepoint

- Lotus Connections and SharePoint are quite different products
 - Lotus Connections social software provides significant functionality beyond SharePoint
- Lotus Connections integrates with SharePoint
- Portal Integration: Cognos portlets (web parts) can be embedded in SharePoint and other supported portals
 - Existing 8.4 portlets will continue to work with Cognos 10
 - Navigator, Viewer, Search, SDK, Metrics, and more
 - New Business Insight portlet in Cognos 10

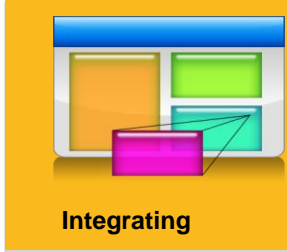
Future considerations:

- Based on customer demand, we are researching how customers use SharePoint and how you would like to use it for collaborative decision making



Access Business Information

Seamlessly integrate internal & external Applications & Services



Apps

Content

Cloud

Collaboration

Consumer



Role Based
Personalized
Contextual
Secure
Self Service
Dynamic



Portals add personalization, integration, context, roles, agility, community groups, user site creation, etc, to help drive better business outcomes



IBM WebSphere Portal Integration

Fully Integrated Page

My Stocks

Tuesday, May 27, 2008 2:52:00 PM EST

▲ IBM	126.81	2.61	2.10%
▲ \$COMPQ	2,477.68	33.01	1.35%
▲ \$DJI	12,557.96	78.33	0.63%
▲ \$SPX	1,385.10	9.17	0.67%

Data delayed at least 20 minutes.

[Symbol Lookup](#)

MarketWatch © MarketWatch, Inc. 2008
Intraday data provided by ComStock, an Interactive Data Company.

IBM Cognos Navigator

Public Folders > GO Data Warehouse (analysis) > Report Studio Report Samples

Entries: 1 - 10

Name	Actions
Budget vs. Actual	More...
Customer Returns and Satisfaction	More...
Employee Satisfaction 2006	More...
Employee Training by Year	More...
Eyewear revenue by brand and size	More...
Global Bonus Report	More...
GO Balance Sheet as at Dec 31 2006	More...
Great Outdoors Company Balance Sheet as at Dec 31 2006	More...
Manager Profile	More...
Planned Headcount	More...

IBM Cognos Search

Search:

[Advanced](#)

IBM Cognos Viewer

Back to default entry

Customer Satisfaction

Asia Pacific Customers 2007

Survey Results

Return reason	Percentage of Customers	Return quantity
Defective product	5.66%	1,923
Incomplete product	32.35%	11,001
Unsatisfactory product	18.99%	6,456
Wrong product ordered	8.45%	2,873
Wrong product shipped	34.55%	11,749

Seamless access to Cognos Folders

Cognos viewer access to reports and pages, including multi-page dashboards

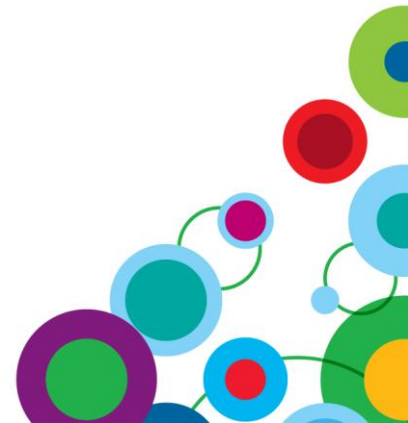
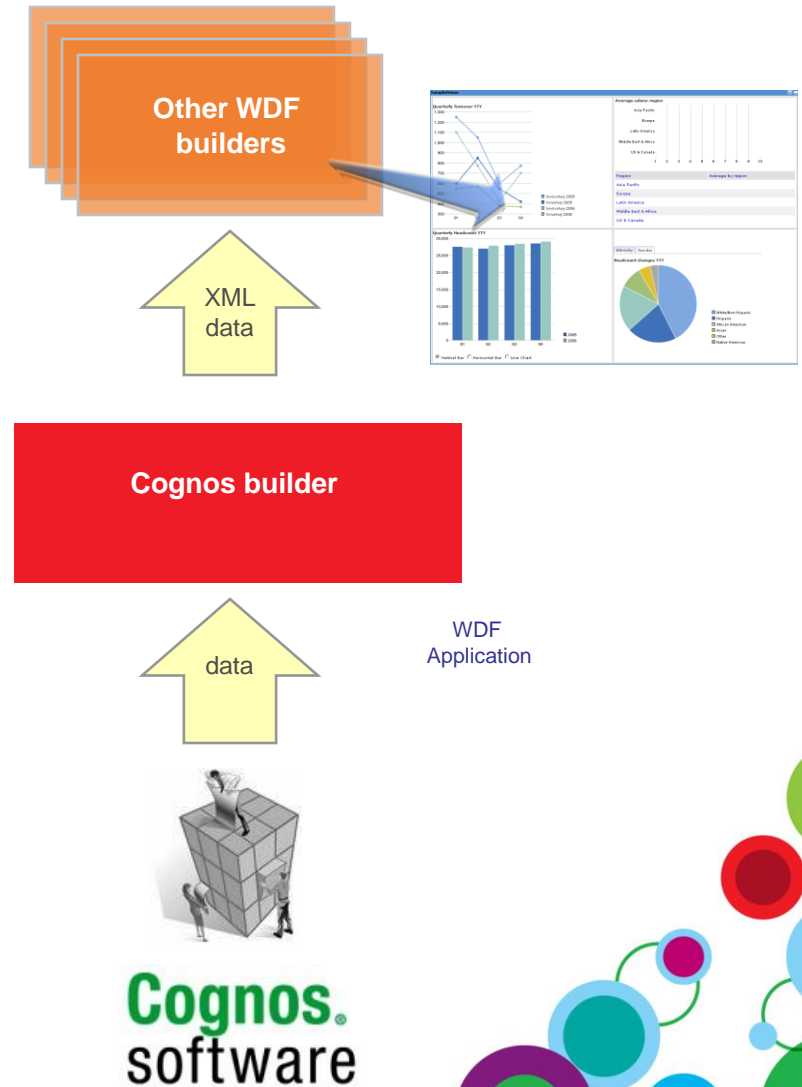
Full search capabilities to Cognos data



IBM Portal Business Intelligence Builders

- Cognos Builder

- Provides the ability to select and query data from Cognos reports
- Provides XML data as input for other Dashboard builders to generate charts and reports
- Investment protection: Leverages reports that customers already have in place



Cognos and SharePoint Portal Integration

- You can integrate Cognos portlets into many portals, including WebSphere and Sharepoint

Home > Cognos 8

Left

Add a Web Part

Cognos Viewer edit x

Back to default entry

The following items have fallen below safety stock levels:

	CurrentInventory	SafetyStockLevel	ReorderPoint	ReorderCount
Half-Finger Gloves, M	0	4	3	-3
Hitch Rack - 4-Bike	0	4	3	-3
Short-Sleeve Classic Jersey, M	0	4	3	-3
Women's Tights, M	0	4	3	-3
Paint - Black	47	60	45	2
Paint - Silver	65	60	45	20
Touring-1000 Yellow, 54	75	100	75	0
HL Mountain Seat/Saddle	355	500	375	-20

Right

Add a Web Part

Cognos Search edit x

Search: Name field

Advanced

Cognos Navigator edit x

Adventure Works Transaction

Name

- Current Open Applications
- HR Significant Dates
- Product Reviews
- Reorder Report
- Sick and Vacation Day Monitor

Untitled edit x

Integrate Lotus Connections Capabilities with SharePoint

Marketing research team site

Home German Arabic Korean French Chinese Japanese TW Hebrew

This Site
This Site
Profiles by Name

View All Site Content

Documents

- Shared Documents

Lists

- Calendar
- Tasks

Discussions

- Team Discussion

Sites

- German
- Arabic
- Korean
- French
- Chinese
- Japanese
- TW
- Hebrew

Announcements

Agenda for Wednesday's team meeting
by Tom Spade

Blogs	Profile	Activities	Bookmarks
Communities	Wikis	Files	

Enter
by Tom

Test
by H Cl

2009 2:18 PM

2009 12:27 PM

Links

There are currently no links.
To add a new link, click 'Add new link'

Lotus

Sametime: I am Active

Send e-mail | Chat | More Actions

research sametime sap search security soa social social-software software tools w3 web web2.0 websphere wiki

Microsoft Windows SharePoint Services

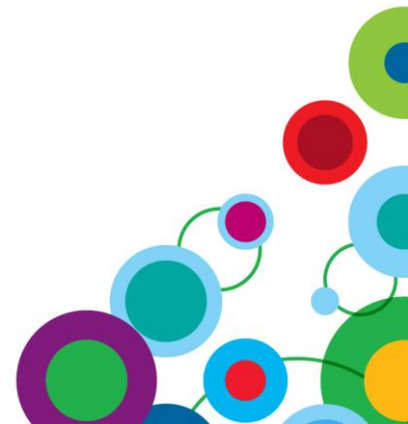
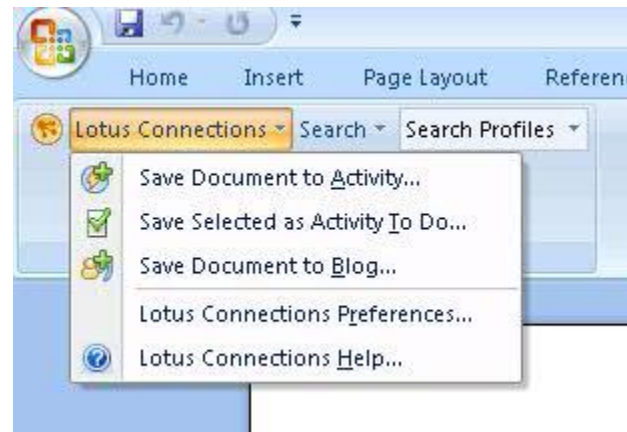
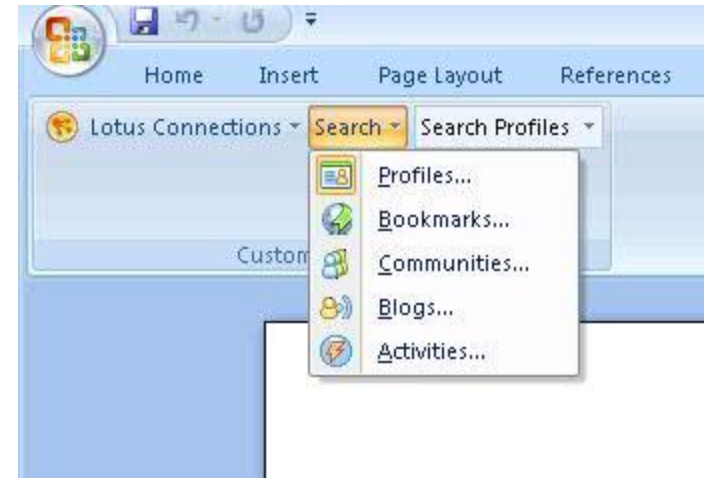
Search Lotus Connections from SharePoint

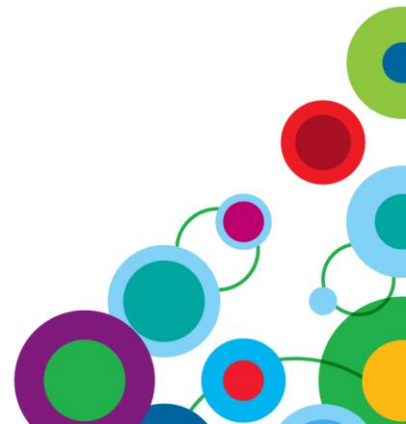
Hover over names with Business Cards; go to Profiles etc

Federated Tag Cloud; click to search Lotus Connections

Integrate Lotus Connections into Microsoft Office and Windows

- Add-ons for Microsoft Office Professional
- Lotus Connections Business Card integration
- Search Lotus Connections Profiles
- Save documents to Blogs and Activities
- Create to-do entries in Activities





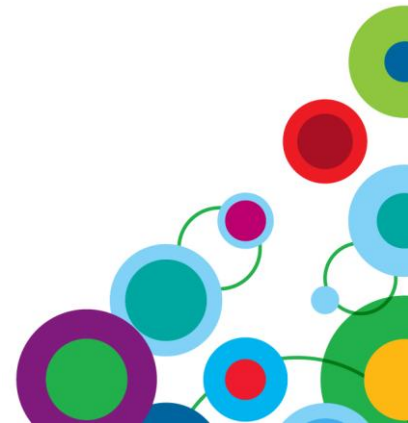
WIN *an Apple® iPad*

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

