



***“Insight and foresight are linked with leadership.
It's insight that helps to capture opportunity.”***

Zhou Ming, Executive Vice President and Secretary General, China Council for Int'l Investment Promotion (Source: IBM Global CEO Study, 2010)





Better
Outcomes



Smarter
Decisions



Actionable
Insights



Relevant
Information





**Generate
More Revenue**

Reduce Risk

**Predict Future Outcomes
with Greater Confidence**

Lower Costs



Analytics Driven Organizations...

**Anticipate
& Shape**

Business Outcomes



Becoming Analytics Driven

From...

Obstructed View

Distracted

Fragmented

Rigid

Reactive

To...

Aware

Focused

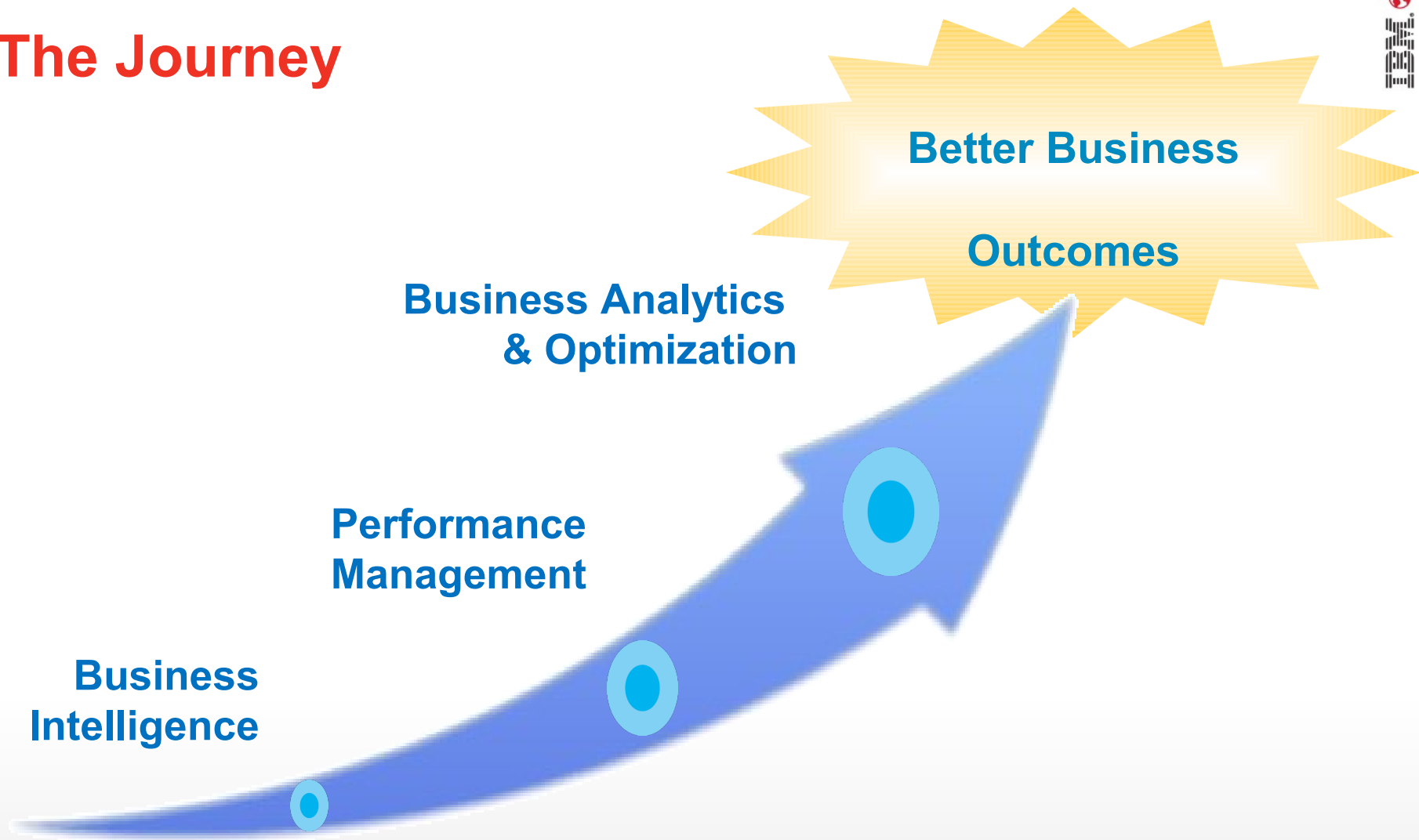
Aligned

Agile

Proactive



The Journey





Continued Innovation



Better Business

Outcomes



• Cognos TM1

• Cognos Express

• Cognos 8 Mashup Service

• Content Analytics

• New Analytic Applications

• Smart Analytics System

• System z support

• Many Eyes

• Massive scale analytics



Business Analytics & Optimization Solutions

Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

Cross-Industry Solutions

Finance

Human Capital

Supply Chain / Operations

Customer

Business Analytics

Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

Information Management and Governance

Information Integration & Master Data Management
Data Warehousing

Content Management

Data Management

Workload Optimized Systems



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 **OPENPAGES**
an IBM® Company



 **CLARITY SYSTEMS**
an IBM® Company



OpenPages software helps businesses establish and maintain a comprehensive compliance and risk management process across a variety of risk domains including operational risk, financial controls management, IT risk, compliance and internal audits.

Clarity software enables organizations to automate the process of collecting, preparing, certifying and controlling financial statements for electronic filing, in support of mandates by the SEC (including XBRL) and other financial regulatory agencies.





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COGNOS

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Integration & Master Data Warehousing

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Workload Optimized Systems



10

COGNOS

INTELLIGENCE UNLEASHED



INTELLIGENCE UNLEASHED

Freedom to **Think**

Connect with Others

and Simply **Do**



**Proven platform with
seamless upgrade.**



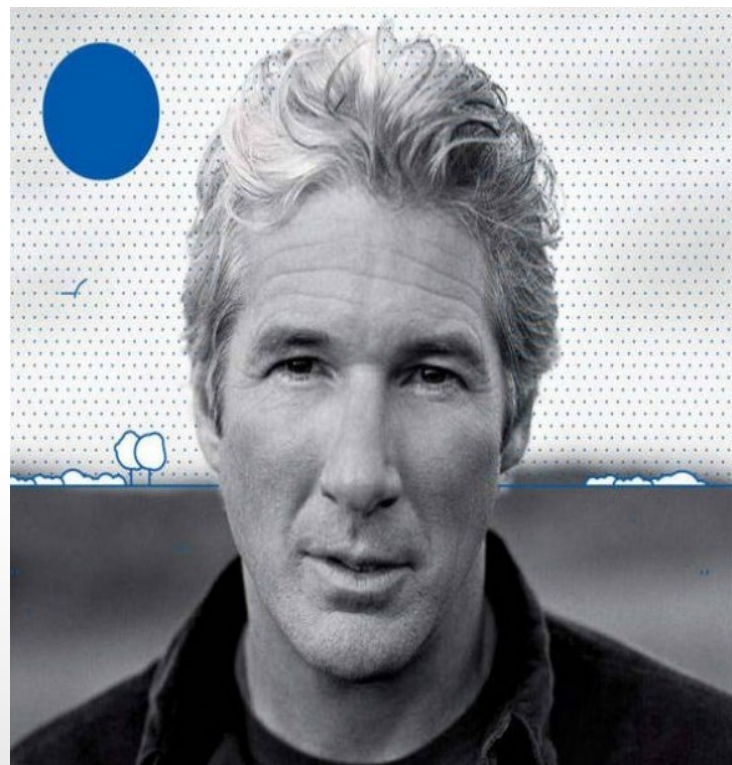
Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction



Il Richard Gere delle architetture Business Analytics

Riccardo Paganelli



Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction



Connect with Others

- Decision networks
- Business context
- Accountability



Il Luca Zingaretti dell'area budget e pianificazione

Claudio Favero



Connect with Others

- Decision networks
- Business context
- Accountability



and Simply Do

- Mobile and Portable
- Integrated
- Real-time



La Salma Hayek della Business intelligence

Simona Ravizza



and Simply Do

- Mobile and Portable
- Integrated
- Real-time

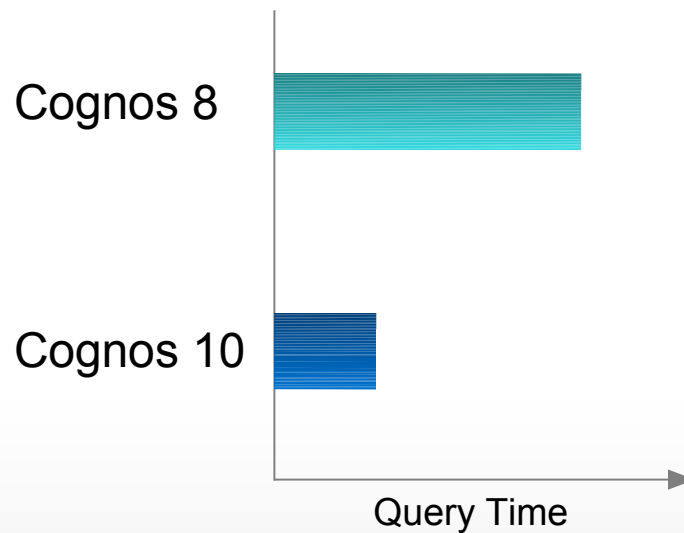




Platform Advances

- Optimize Performance
- Enhance Management
- Seamless Upgrade

**3x faster
query**



When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software



Il Peter Sellers dell'Office of Finance

Andrea Magnaguagno





Organizations Ready to Reap the Value

“I’m very impressed...”

“...be able to see the information and ...drill into something when you're having a chat with a colleague.”

Canadian Blood Services

“...simply stunning!”

“We have been making data sing and dance via Cognos since 1998... We have never been this excited about a product release...”

Barrachd Ltd

“...unprecedented level of innovation...”

“...business users are not just consuming information, they are actively participating and shaping the information and the way it is used

ISA Consulting

“...fast upgrade...”

“I am impressed with how fast we were able the upgrade to Cognos 10”

Canadian Blood Services



Greater Value



- **Broader Business Analytics**
- **Business Optimization**
- **Information Governance**
- **System Management**
- **Optimized Systems**



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**Proven platform with
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