

# New Intelligence for A Volatile Economy

*Ku Chih-Feng*

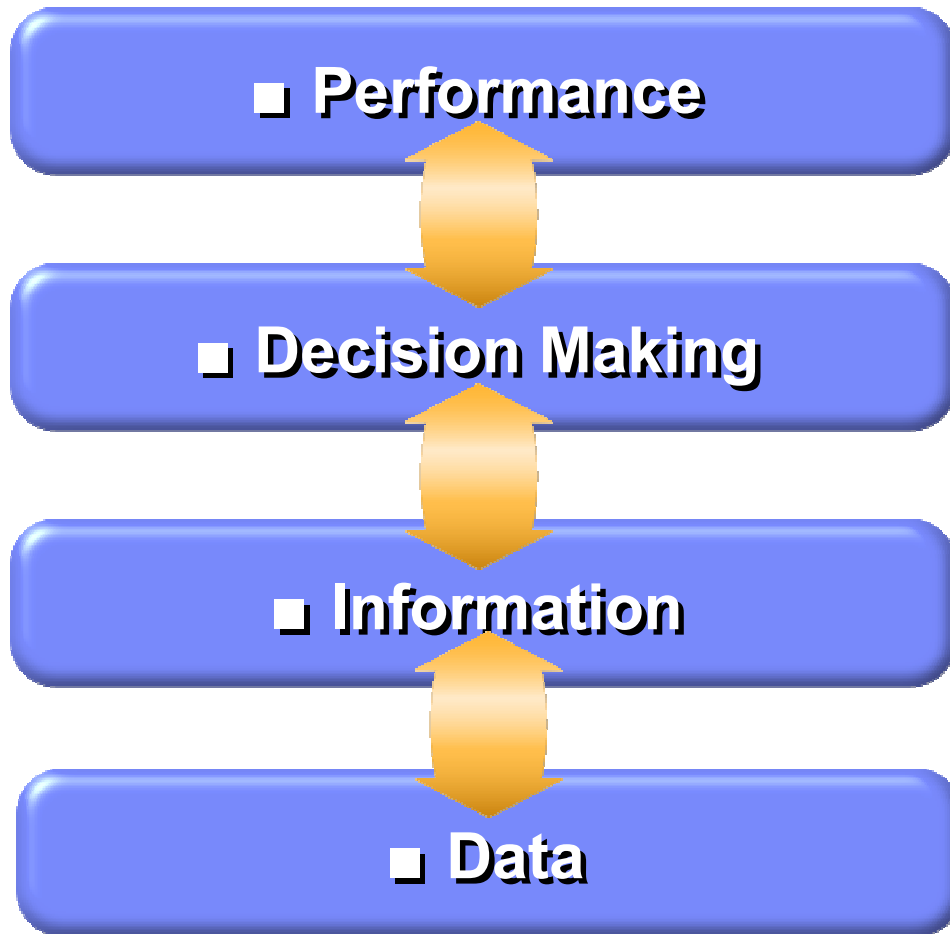
*Manager, Business Intelligence & Performance Management,  
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# ***New Intelligence to Optimize Performance***





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# Three Questions that Drive Performance

*How are we doing?*

*Why?*

*What should  
we be doing?*



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# Three Questions that Drive Performance





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# Three Questions that Drive Performance

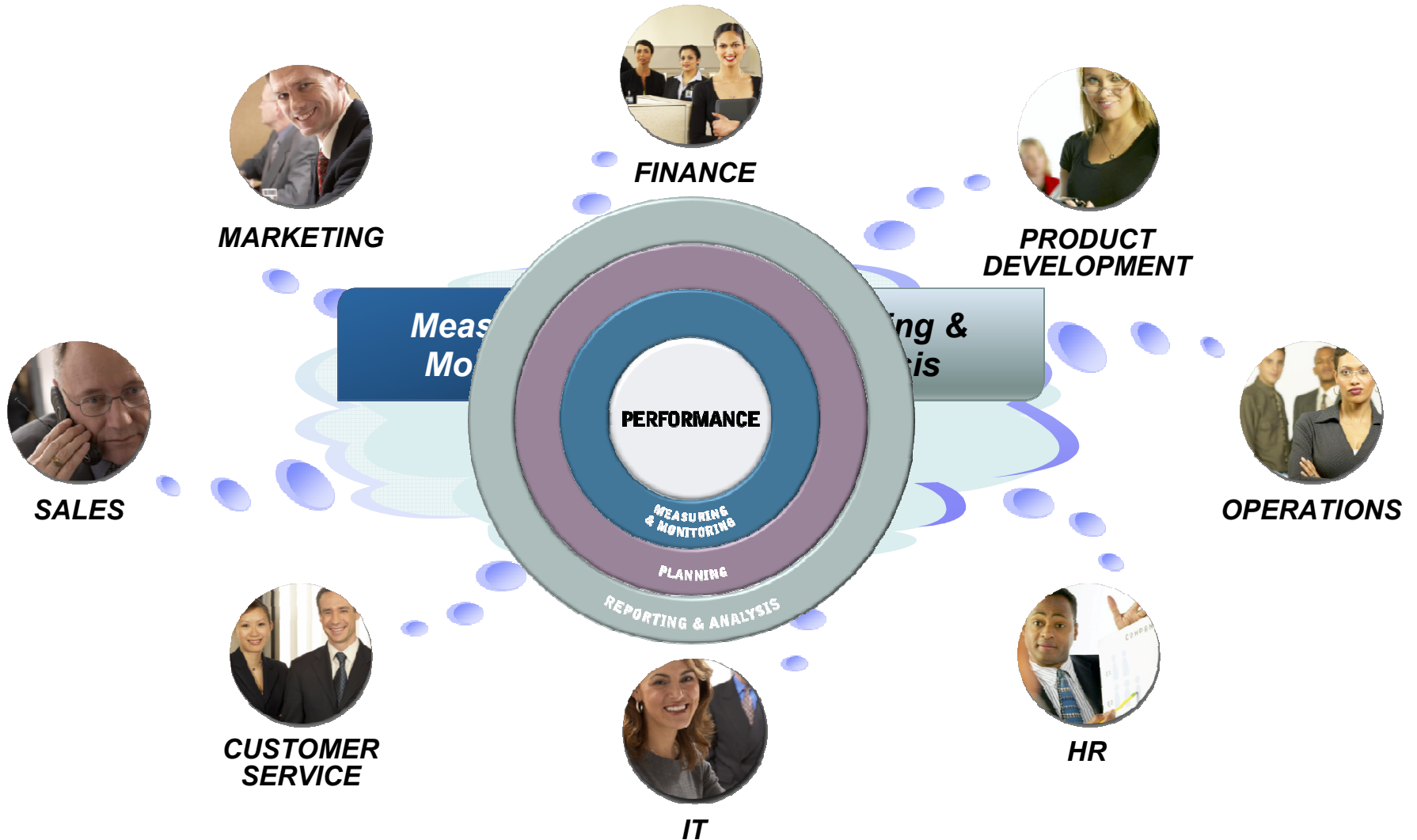




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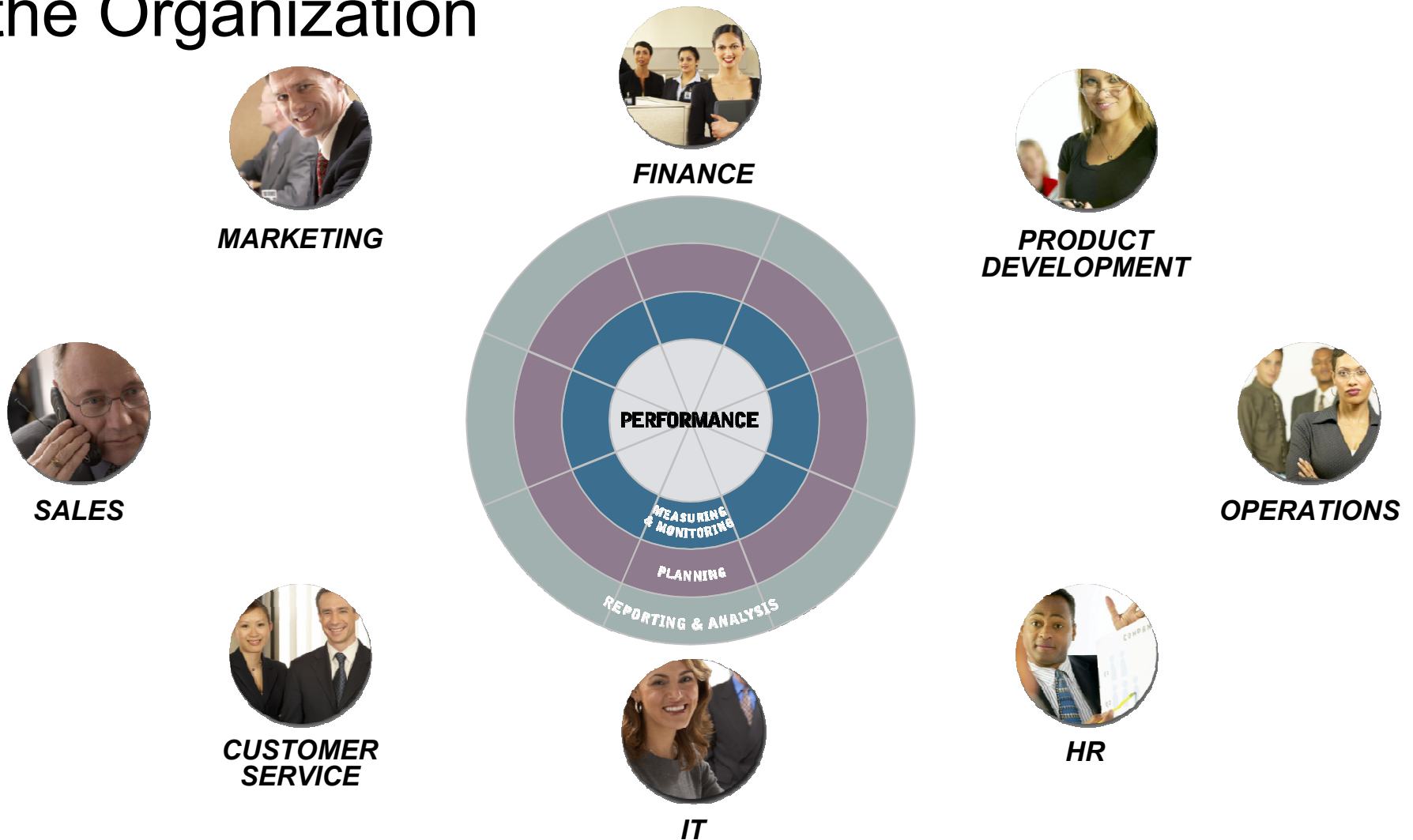


# Performance Management Capabilities





# Performance Management Capabilities Across the Organization



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IBM

Off



Manager



Inventory -

tions →

tions →

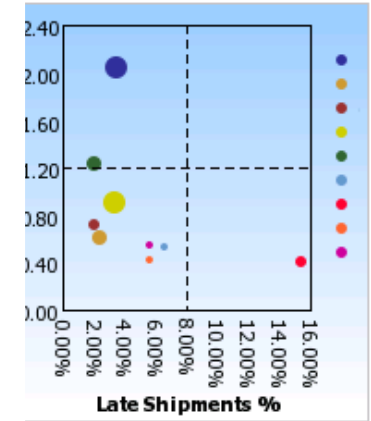
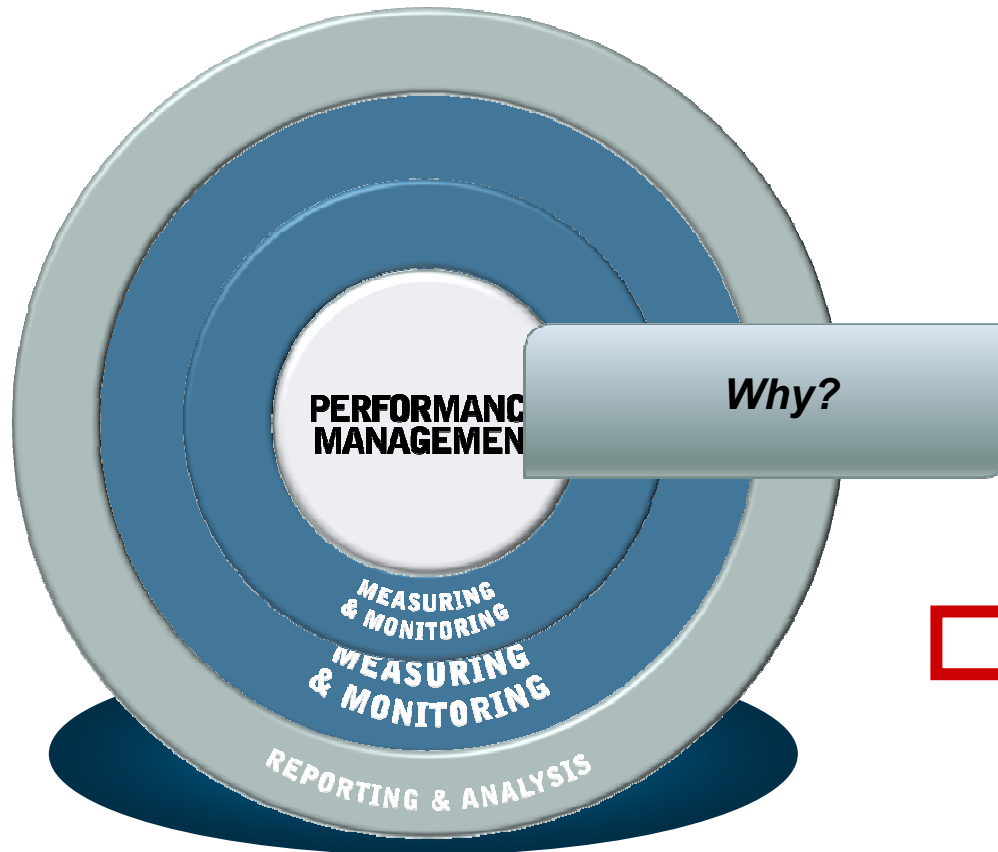
Scorecard or dashboard shows On Time Shipments below plan



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How are we doing?



T. Ordered	Mat. Shortage Desc.
43,074,732	
40,521,303	
99,800,000	
28,662,628	
888,867	Yes
41,544,732	

Report shows production bottleneck due to Material Shortage



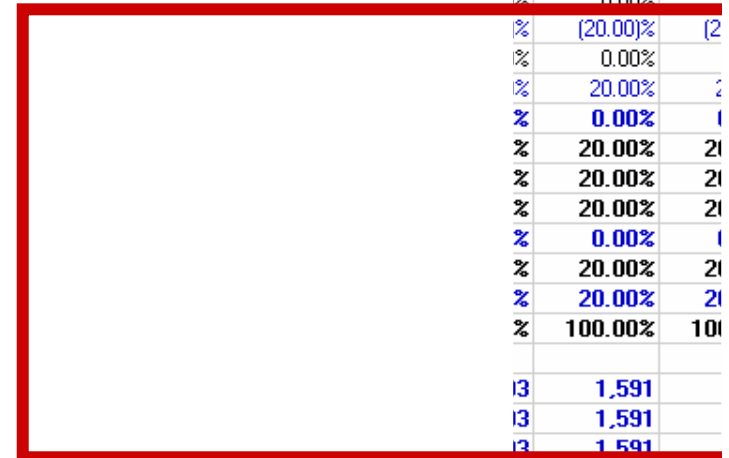
*How are we doing?*

*Why?*




straints | Contractor

	Jul-07	Aug
6	7,956	
%	20.00%	2
%	20.00%	2
%	20.00%	2
%	20.00%	2
%	20.00%	2
%	0.00%	
%	100.00%	10
%	0.00%	
%	0.00%	
%	0.00%	
%	(20.00)%	(2
%	0.00%	
%	20.00%	2
%	0.00%	1
%	20.00%	21
%	20.00%	21
%	20.00%	21
%	0.00%	1
%	20.00%	21
%	20.00%	21
%	100.00%	10
13	1,591	
13	1,591	
13	1,591	



Demand Volume is reviewed and Plant Production Plan is adjusted to remove bottleneck



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# The Impact on Organizations



**78.5M**



**ROI 1,822%**



**28M**

Source: Nucleus Research



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# Information On Demand

**Better Business Outcomes**

**End-to-end Capabilities**

Financial Risk Insight    Workforce Optimization    Dynamic Supply Chain

Customer & Product Profitability    **Business Optimization**    Multi-channel Marketing...

**Cognos.**  
software

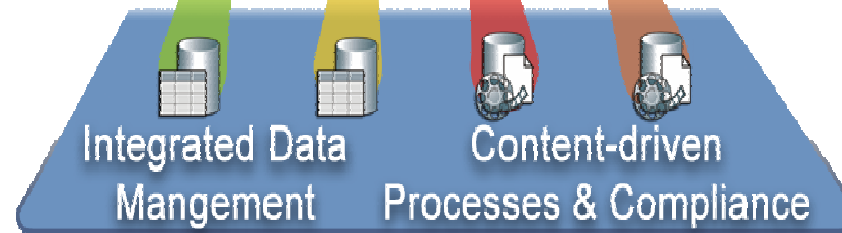


**InfoSphere™**  
software



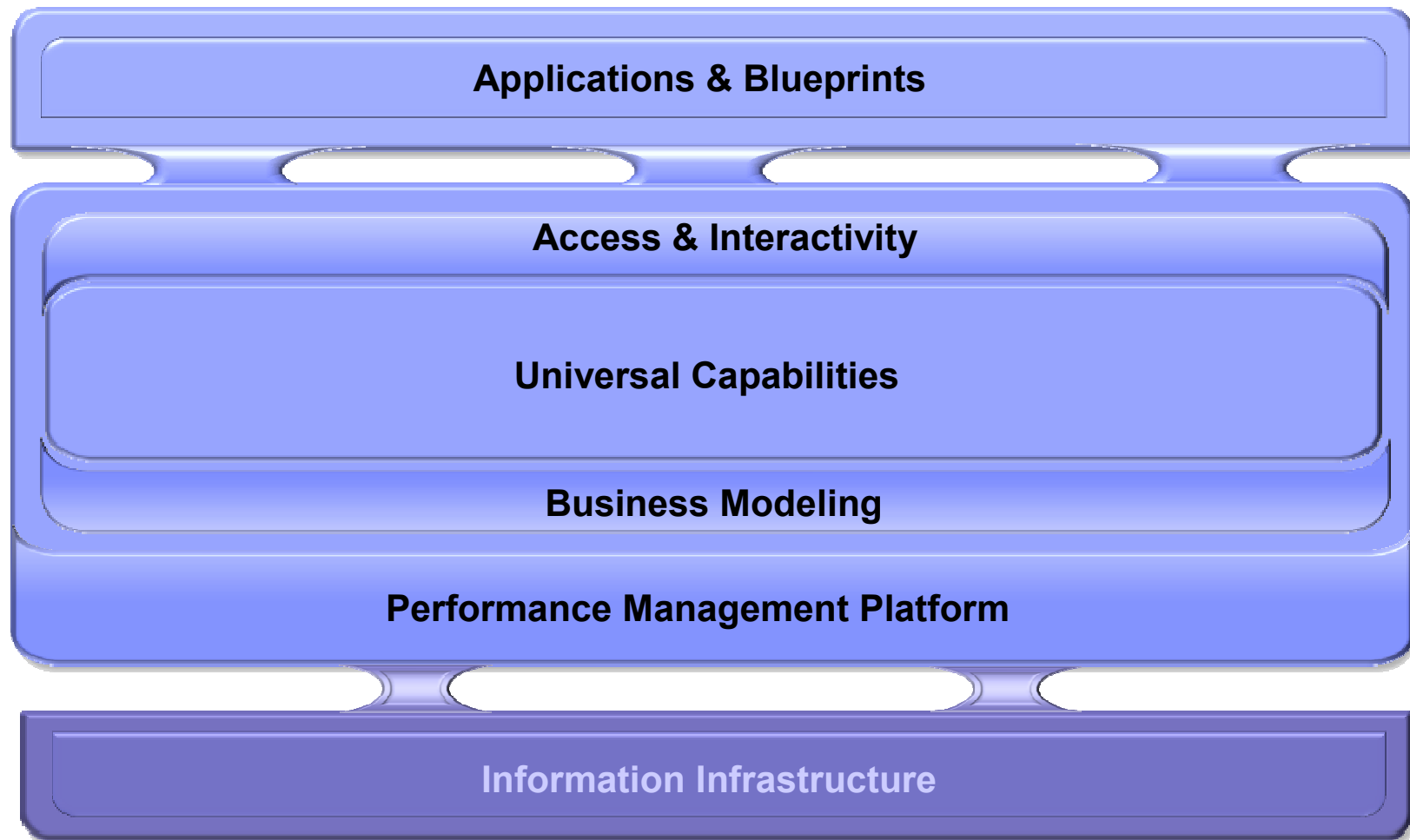
**FileNet.**  
software

**DB2.**    **Informix.**  
software    software





# IBM Cognos Performance Management System





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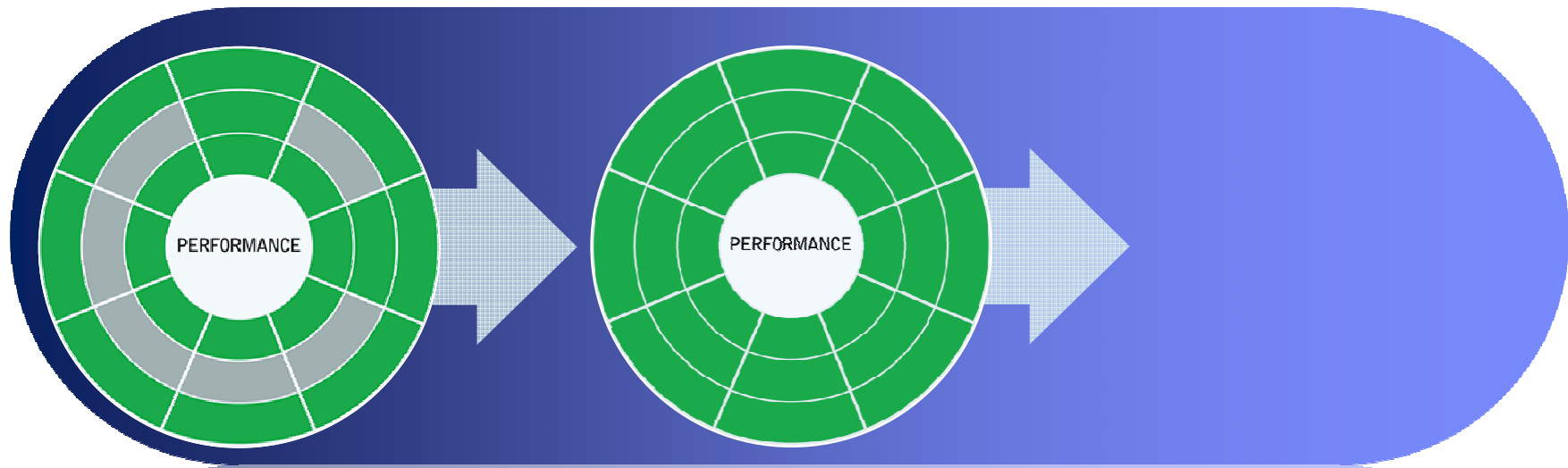


# Start Anywhere and Get Value at Each Step

*Departmental BI Applications*

*Driver-Based Planning*

*Coordinated Decision Making*

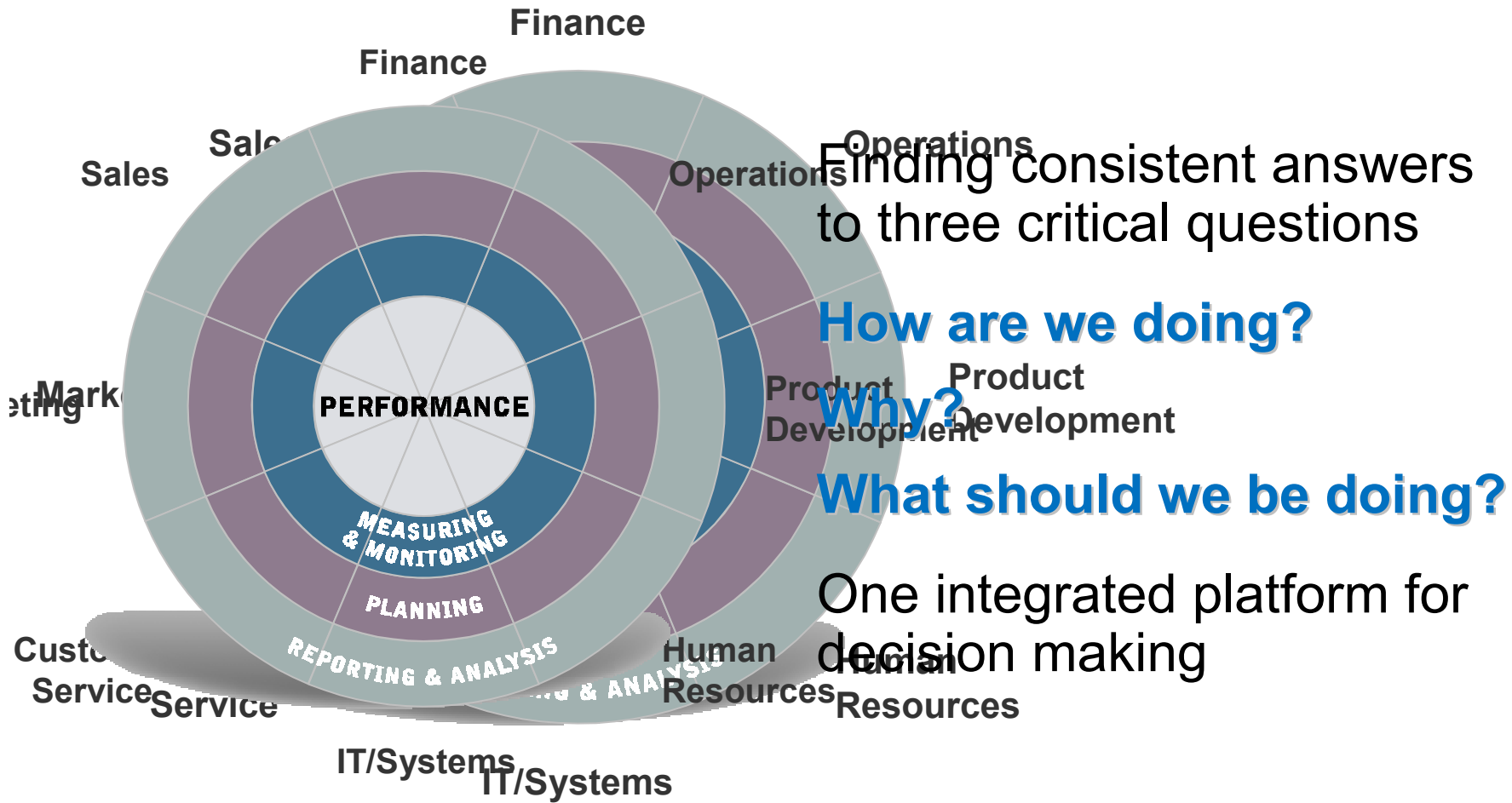




# IBM Cognos has a broad and loyal customer base across all major industries

- 1,000+ financial services institutions worldwide
  - All of the top 10 U.S. banks
  - 9 of the top 10 European banks
  - 9 of the top 10 global insurance companies
- 19 of the top 20 consumer packaged goods companies
- 25 of the top 30 pharmaceutical firms
- 325+ retail chains worldwide
- All of the top 10 automakers
- 1,000+ post secondary education institutions globally
- U.S. Federal Department of Education
- 13 U.S. State Departments of Education
- 530+ K-12 U.S. school districts
- 40 U.S. State agencies









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IBM



# Our Commitment:

- Innovation that drives performance
- Solutions for your success
- Partnership for the journey

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THANK  
YOU

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