

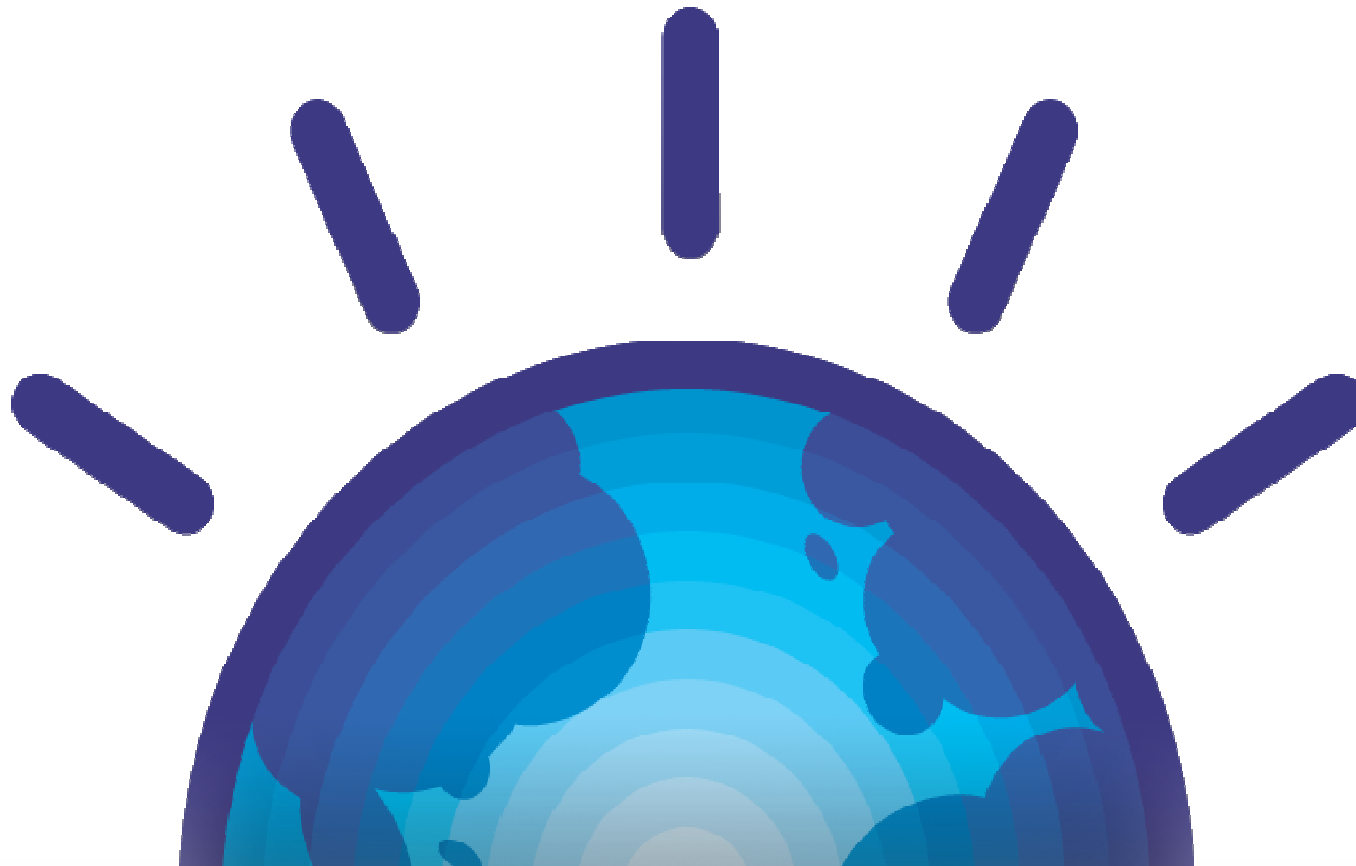


## IBM Smarter Business & Technology

Intelligence Unleashed.  
Smarter Decisions. Optimized Outcomes.

**Tan Ser Year**

Technical Sales Executive, Asia Pacific  
Business Analytics Software



***“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)





**Generate  
More Revenue**

**Reduce Risk**

**Predict Future Outcomes  
with Greater Confidence**

**Lower Costs**







**Weapons seizures up 246%, gunfire incidents down 49%, homicide rates down 40%**

*-- Richmond Police*

**\$300-400 million annually in fuel savings and fraud reduction**

*-- Ceridian*

Operations

Product Development

HR

**Reduced waste and fraud by more than \$11 million, freeing up resources to better serve customers**

*-- Alameda County*

**Increased productivity of by 80%, and increased compliance reporting score to 97% (up from 57%)**

*-- Bancolumbia*

Customer Service

**600% increase in uptake of cross-sell campaign, increased response rates by 3%, reduced mailing costs by 20%**

*-- First Tennessee Bank*

Finance

**Grew working capital by \$200 million and lowered accounts receivable greater than 60 days by 3.5%**

*-- Omnicom*

Marketing



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gunfire incidents down 49%,  
homicide rates down 40%*  
-- Richmond Police

Operations

*\$300-400 million annually in  
fuel savings and fraud  
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-- Ceridian

Product  
Development

# What's Your AOL?

HR

*Reduced wa  
by more tha  
freeing up  
better serv*

*ctivity of by  
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om 57%)  
-- Bancolumbia*

IT

Customer  
Service

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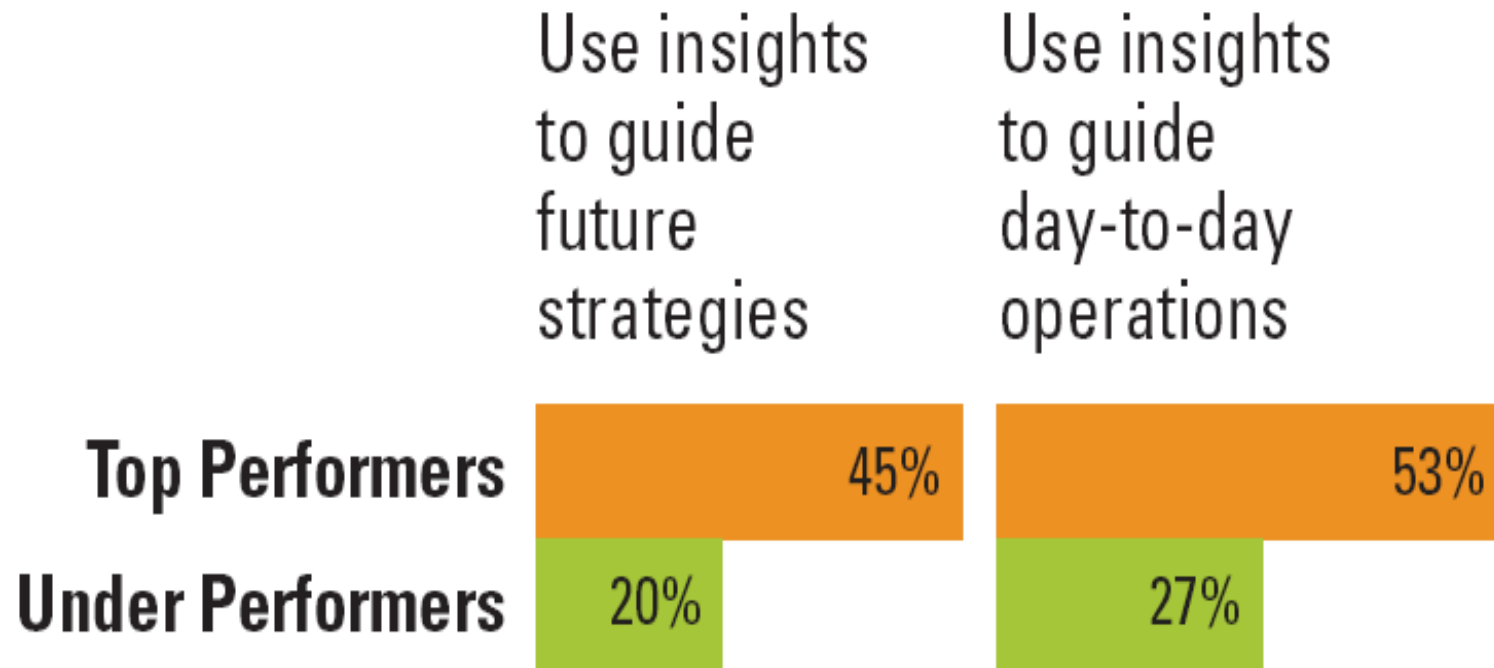
Marketing

*Grew working capital by  
\$200 million and lowered  
accounts receivable greater  
than 60 days by 3.5%*  
-- Omnicom

Finance



# Analytics Drives Better Business Outcomes



Source: IBM IBV and MIT Sloan Management Review. Groupings based upon respondent self-assessment for enterprise relative to industry peer group; top and lower performers were upper and lower 18%, respectively. N=2535. Full preview available at:

<http://sloanreview.mit.edu/>



## Analytics Driven Organizations...

Anticipate

&

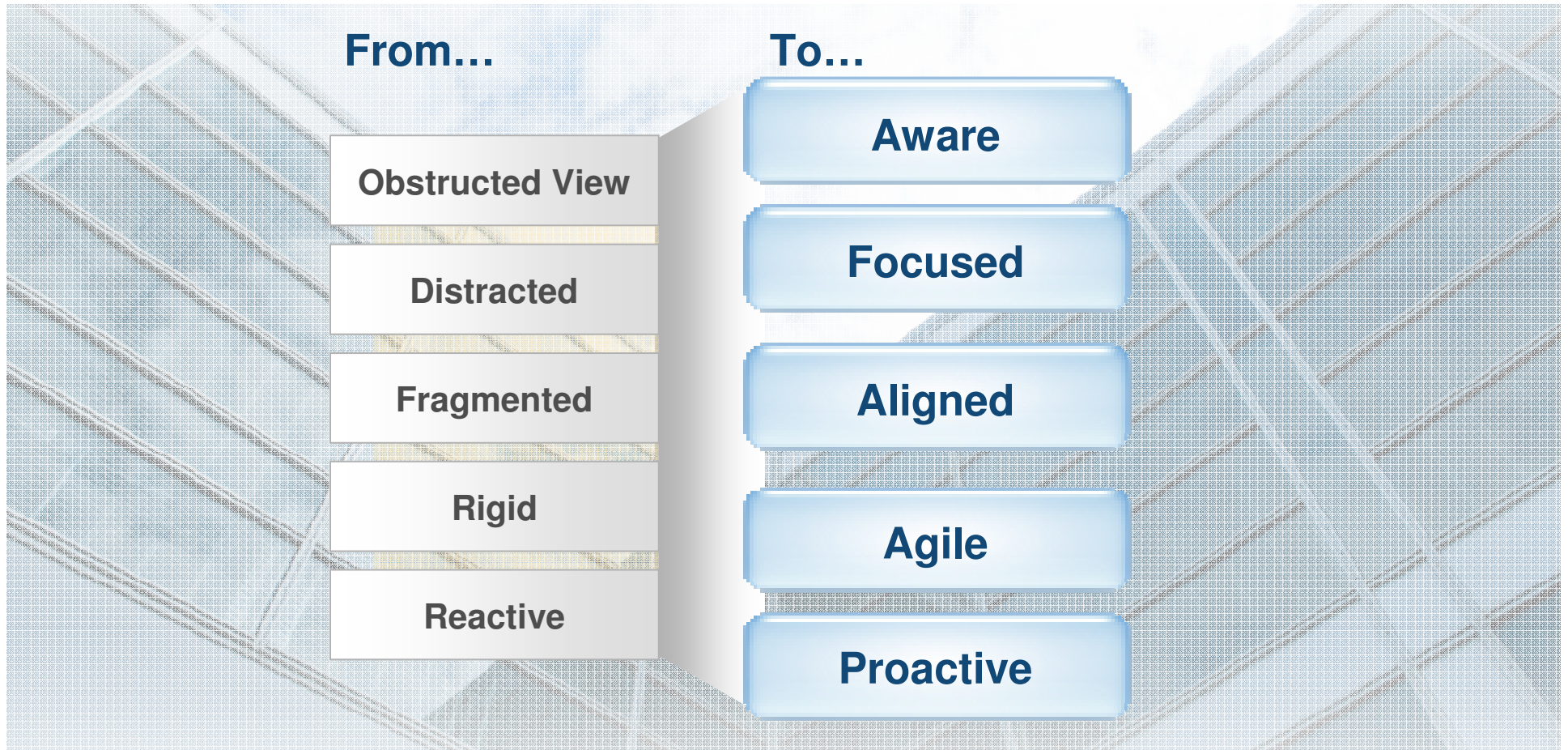
Shape

Business Outcomes



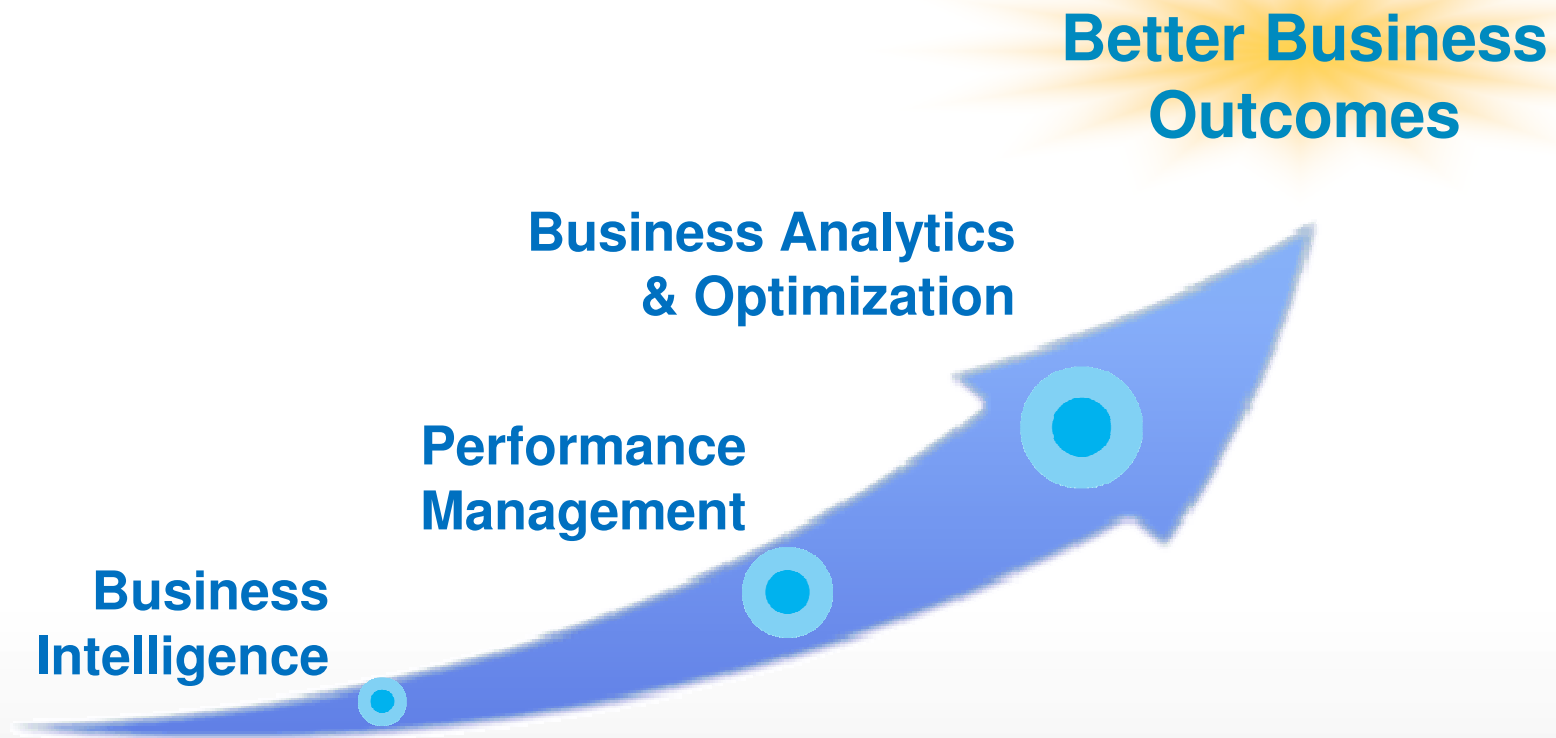


# Becoming Analytics Driven





# The Journey





# Continued Innovation

## Better Business Outcomes



- Cognos TM1

- Cognos 8 Mashup Service

- Cognos Express

- New Analytic Applications

- System z support

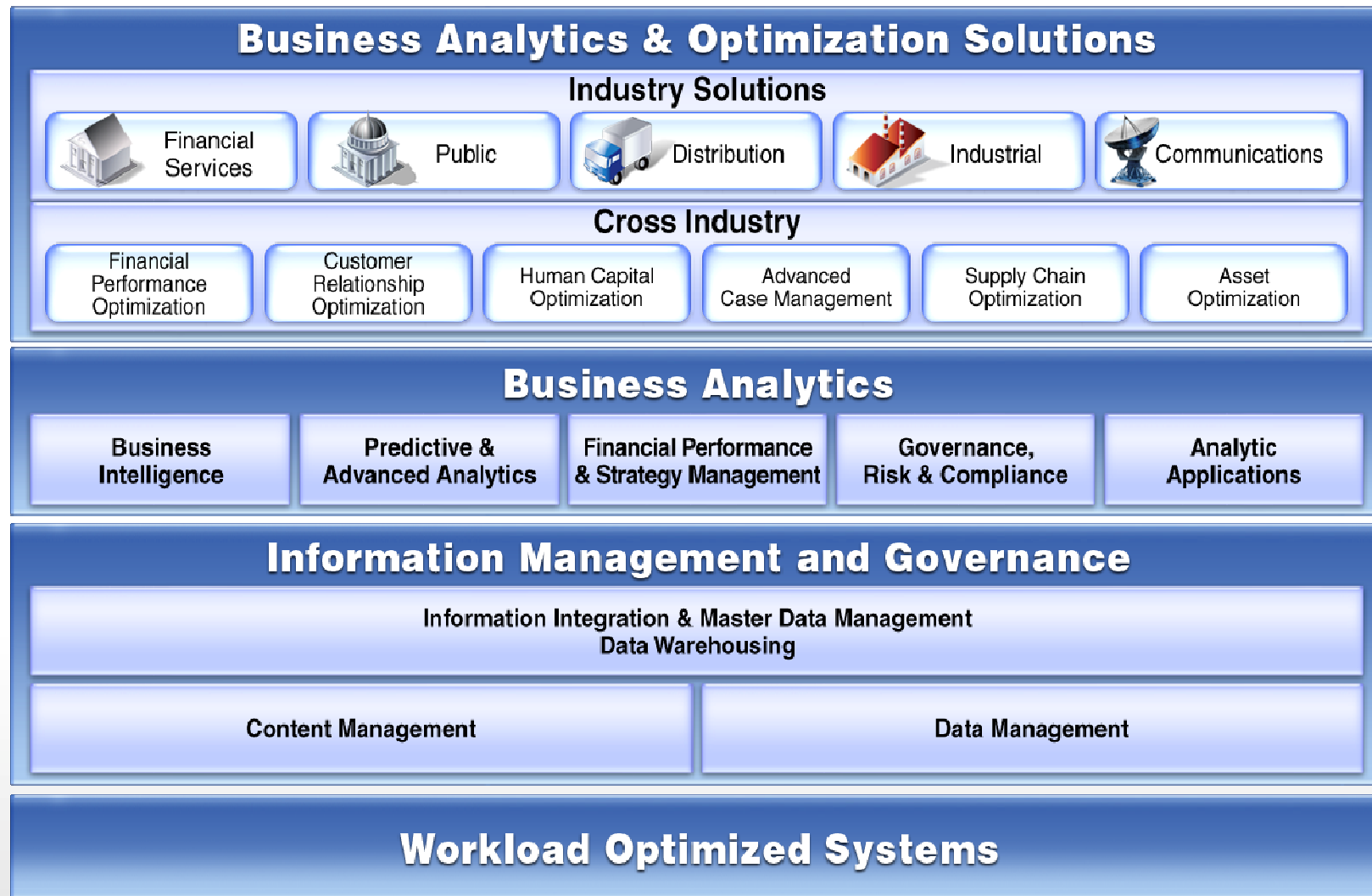
- Massive scale analytics

- Many Eyes

- Smart Analytics System



# Helping you optimize your business

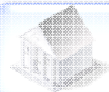




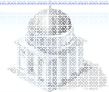


## Business Analytics & Optimization Solutions

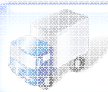
### Industry Solutions



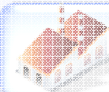
Financial Services



Public



Distribution



Industrial



Communications

### Cross Industry

Financial Performance Optimization

Customer Relationship Optimization

Human Capital Optimization

Advanced Case Management

Supply Chain Optimization

Asset Optimization

## 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



# Business Analytics & Optimization Solutions

Industry Solutions

- Financial Services
- Healthcare
- Manufacturing
- Communications

Cross-Industry Solutions

- Financial Performance Optimization
- Customer Relations Optimization
- Human Capital Optimization
- Supply Chain Management
- Energy Efficiency
- Asset Optimization

## COGNOS

Business Intelligence | Predictive Analytics | Data Science | Analytic Applications

### Information Management and Governance

- Integration & Data Warehousing
- Content Management
- Data Management

### Workload Optimized Systems



**INTELLIGENCE UNLEASHED**





# C10 VIDEO





# 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





# DEMO

**Analytics Everyone  
Can Use**



Business Manager6\* - IBM Cognos Business Insight - Mozilla Firefox

http://vottbidemo01.ottawa.ibm.com/ibmcognos/cgi-bin/cognos.cgi?b\_action=icd&pathinfo=%2Fmain&ui.action=view&encoding=UTF-8&errURL=javascript%3Awindow.close()

Layout and Style Insert Business Manager6\* << Content Search

## Revenue Dashboard

**Future Chips INTERNATIONAL**

**Choose Year**

2007 2008 2009 2010

2007 - 2010

**Choose Product**

(Select All)

Alpha

Charger

Nova

Apply Cancel

**Revenue by Region Chart**

Region	Year	Alpha (\$M)	Charger (\$M)	Nova (\$M)
North America	2007	42	19	10
	2008	51	37	10
	2009	28	40	34
	2010	30	34	24
Europe	2007	4	4	2
	2008	7	10	5
	2009	6	12	6
	2010	6	12	6
Asia	2007	14	2	1
	2008	23	9	8
	2009	29	8	11
	2010	29	8	11

**Units Ordered**

Units Ordered	2007	2008	2009	2010	Total
Alpha	3,475	6,527	5,762	6,916	22,680
Charger	1,068	2,588	3,547	3,359	10,562
Nova		786	2,557	2,149	5,492
<b>Total</b>	<b>4,543</b>	<b>9,901</b>	<b>11,866</b>	<b>12,424</b>	<b>38,734</b>

**Actual Forecast Handled**

Transferring data from vottbidemo01.ottawa.ibm.com...



# Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction



# Connect with Others

- Decision networks
- Business context
- Accountability





# DEMO

**Gain Insights and  
Drive Alignment**

# Products Workspace

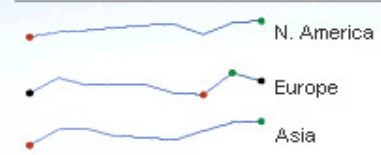


## 2010 Expenses



**YTD Cost** 120,111,102

## 2010 Income Statement

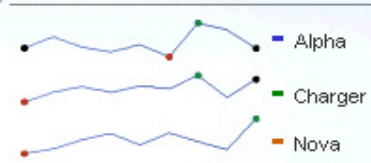


**YTD Income** 207,446,557

## Actual YTD

131,686,659  
26,227,077  
49,532,821

## 2010 Revenue by Products



**YTD Product Sales** 104,410,797

## Actual YTD

31,857,226  
41,216,007  
31,337,564

### Choose Year

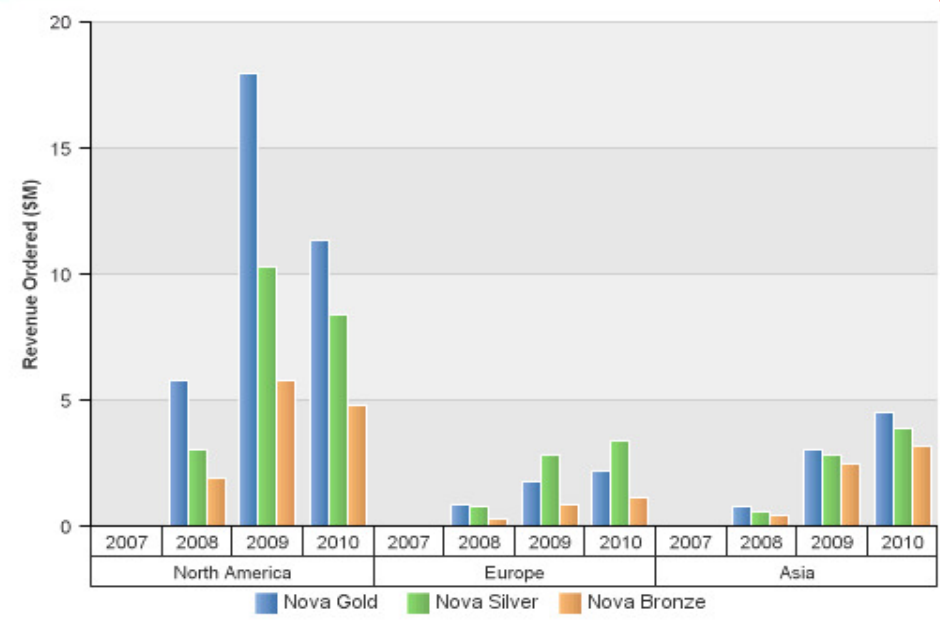


### Choose Product

- (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
<b>Nova</b>		<b>786</b>	<b>2,557</b>	<b>2,149</b>	<b>5,492</b>

### 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
<b>Nova</b>		<b>105</b>	<b>257</b>	<b>240</b>	<b>602</b>

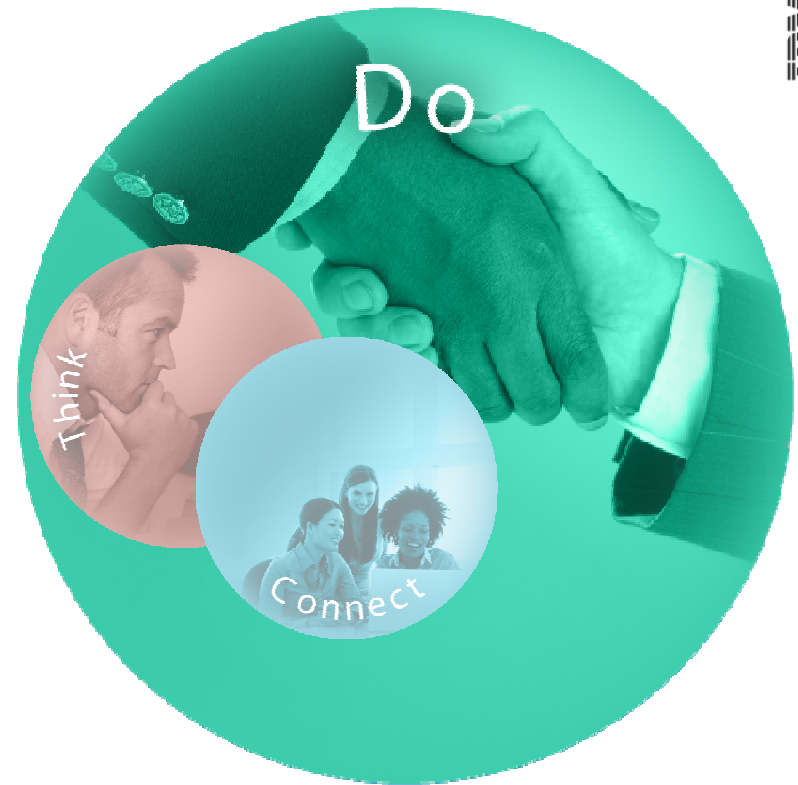
# Connect with Others

- Decision networks
- Business context
- Accountability



# and Simply Do

- Mobile and Portable
- Integrated
- Real-time







# DEMO

**Actionable Insight  
Everywhere**



# Shift to show live IBM Cognos Active Report





# and Simply Do

- Mobile and Portable
- Integrated
- Real-time

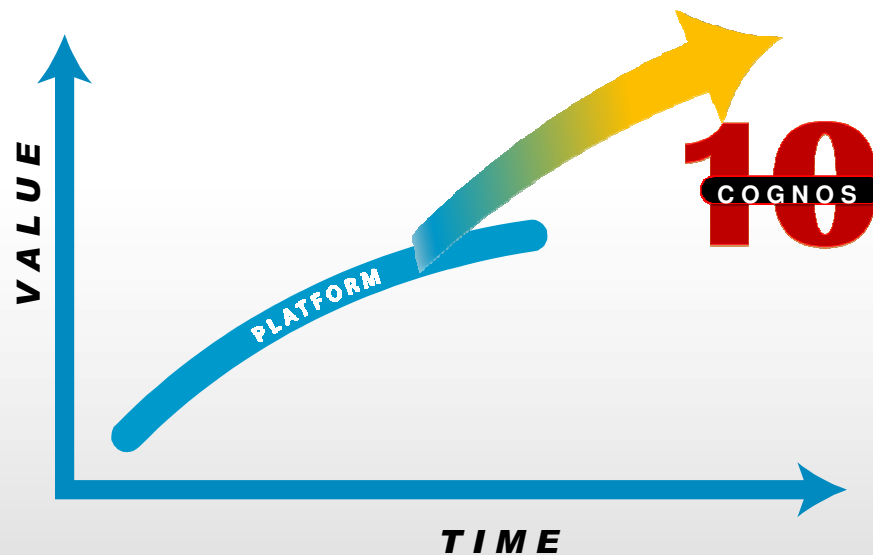


# Platform Advances

- 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*





# DEMO

**Cost-effective Scale**

Output Comparison > Future Chips International > **Operational Reports** 1 - 23 of 23

Tasks	Name	Status	DQM enabled	Progress	Options
<a href="#">Validate in Source</a>	Balance Sheet as at Dec 31 2009	No Differences	D D	● ● ● ●	[Icons]
<a href="#">Run in Source</a>	Budget vs. Actual	Approved	D D	● ● ● ●	[Icons]
<a href="#">Validate in Target</a>	Company Balance Sheet as at Dec 31 2009	No Differences	D D	● ● ● ●	[Icons]
<a href="#">Run in Target</a>	Customer Returns and Satisfaction	No Differences	D D	● ● ● ●	[Icons]
<b>Output Comparison</b>	Employee Satisfaction 2010	No Differences	D D	● ● ● ●	[Icons]
<b>Dashboards</b>	Employee Training by Year	No Differences	D D	● ● ● ●	[Icons]
	Eyewear revenue by brand and size	No Differences	D D	● ● ● ●	[Icons]
	Global Bonus Report	No Differences	D D	● ● ● ●	[Icons]
	Manager Profile	No Differences	D D	● ● ● ●	[Icons]
	Planned Headcount	No Differences	D D	● ● ● ●	[Icons]
	Positions to fill	New	..	● ● ● ●	[Icons]
	Promotion Success	New	..	● ● ● ●	[Icons]
	Quantity Sold vs. Shipped and Inventory	New	..	● ● ● ●	[Icons]
	Recruitment Report	New	..	● ● ● ●	[Icons]
	Return Quantity by Order Method	New	..	● ● ● ●	[Icons]
	Returned Items	New	..	● ● ● ●	[Icons]
	Returns by Damage, Failed Orders and Complaints in 2010	New	..	● ● ● ●	[Icons]
	Returns by Failed Orders in 2010	New	..	● ● ● ●	[Icons]
	Returns by Order Method	New	..	● ● ● ●	[Icons]
	Returns by Order Method - Prompted Chart	New	..	● ● ● ●	[Icons]
	Sales Commissions for Central Europe	New	..	● ● ● ●	[Icons]
	Sales Growth Year Over Year	New	..	● ● ● ●	[Icons]
	Succession Report	New	..	● ● ● ●	[Icons]

Compare reports **Go**

[Launch Source Portal](#)  
[Launch Target Portal](#)

I



## 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”

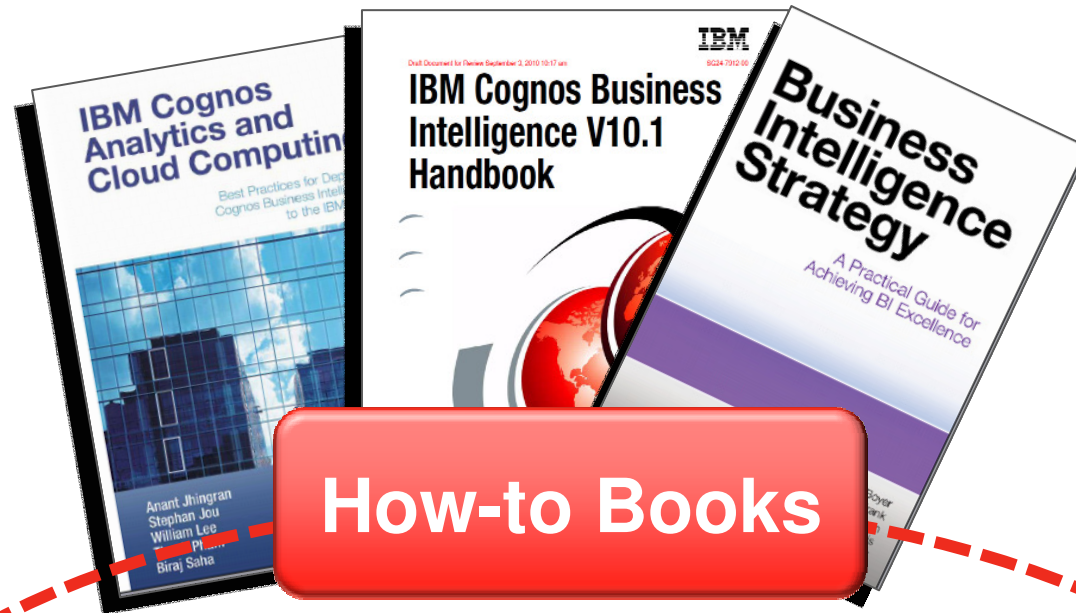
*Canadian Blood Services*





# Broader Deployment Choice





**How-to Books**

**Communities**

**Workshops**

**Services**







## Business Analytics & Optimization Solutions

Financial Services    Industry Solutions    Communications

Financial Performance Optimization    Customer Relations Optimization    Human Capital Optimization    Risk Management    Asset Optimization

**COGNOS**

Business Intelligence    Predictive Analytics    Reporting    Analytic Applications

## Information Management and Governance

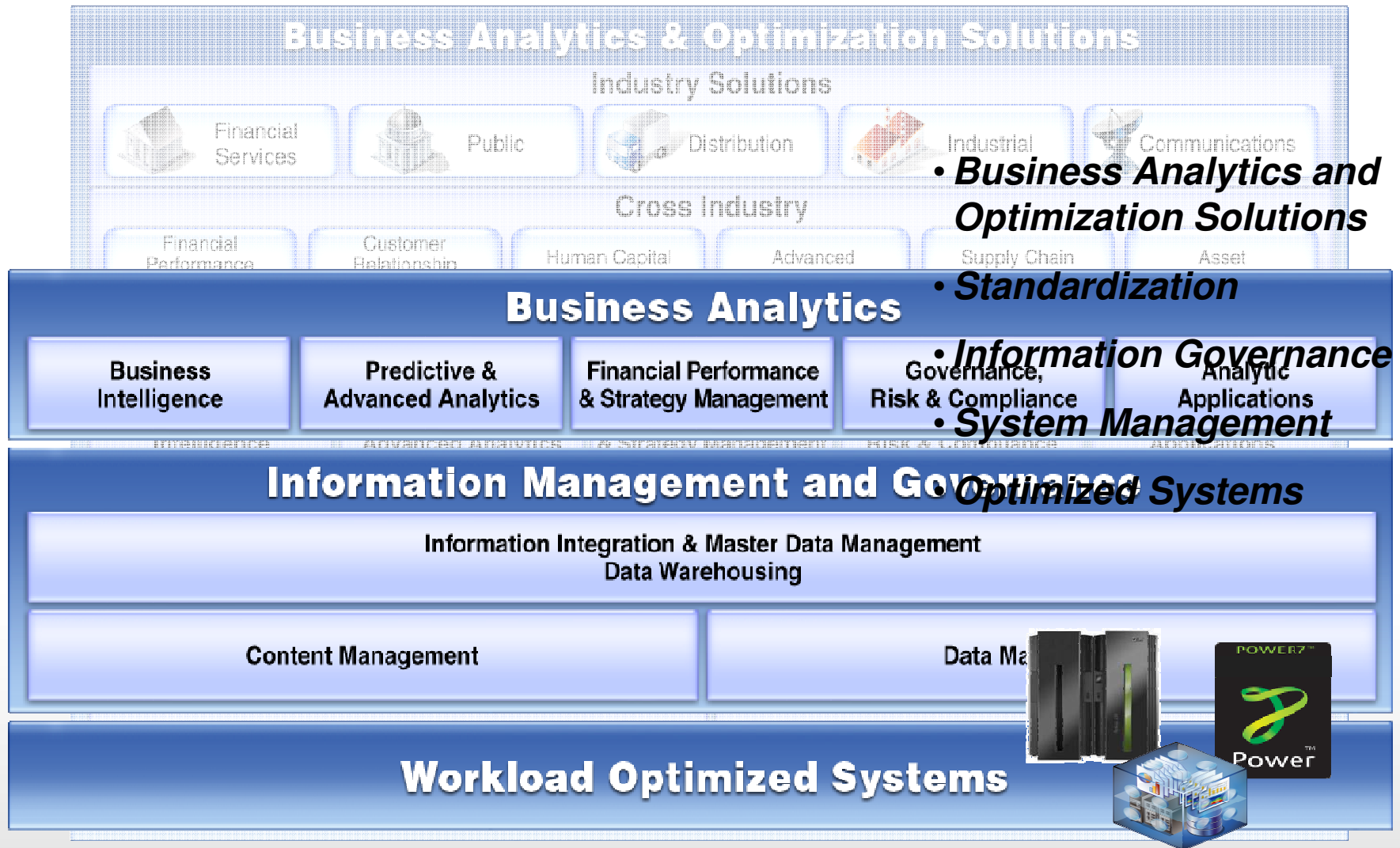
Integration & Data Warehousing    Master Data Management

Content Management    Data Management

## Workload Optimized Systems



ITSO to show image full size like this and shrink to one side to expose bullets and icons to the right





# INTELLIGENCE UNLEASHED

Freedom to **Think**

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and Simply **Do**



**Proven platform with  
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