

# IBM Performance 2012

Smarter Analytics. Smarter Outcomes.



## Introduction to IBM Cognos Express

=  
**BA 4 ALL**

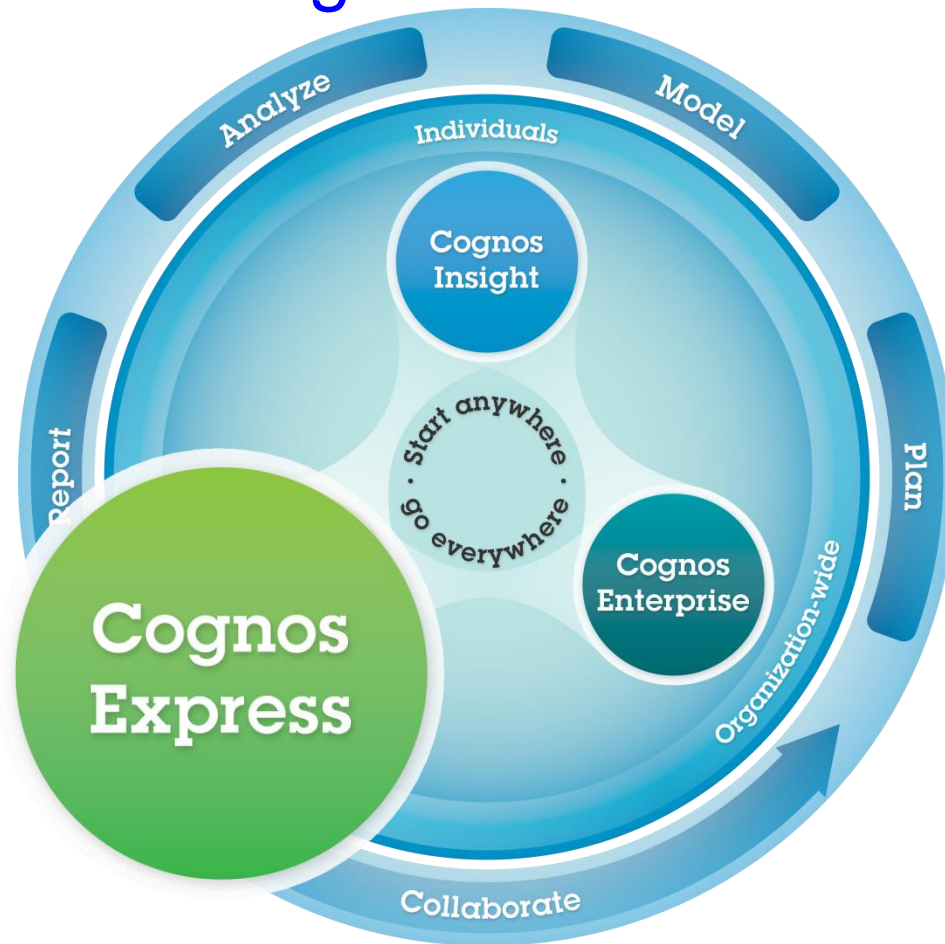
Wilma Fokker, IBM  
account manager BA

Ton Rijkers,  
Business Project  
Manager EMI Music



# IBM Cognos Express

Think big. Smart small.



- **Easy to install**  
pre-configured solution
- **Easy to use**  
self-service empowers  
business users
- **Easy to buy**  
packaged and priced  
right



# What is IBM Cognos Express?



The **only** integrated Reporting, Analysis and Planning solution purpose built for workgroups and midsize organizations

# IBM Performance 2012

Smarter Analytics. Smarter Outcomes.



## Cognos Express implementatie binnen

**EMI** Music Operations Europe BV

Ton Rijkers

30 Oktober 2012



# Agenda



- Wie zijn wij?
- Waarom Cognos?
- Hoe ging de implementatie?
- Vragen?



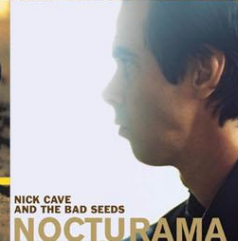
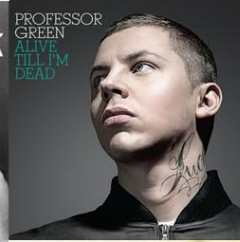
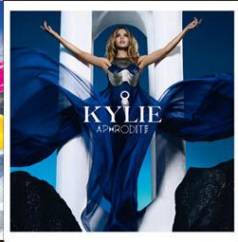
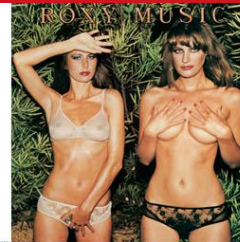
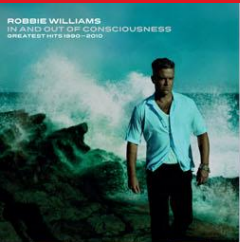


# Wie zijn wij?

- Onderdeel van EMI Music / UMG
- EMI Music Operations Europe BV
- Verantwoordelijk voor fysieke supply chain in Europa
- Circa 35 mensen
- Dynamische markt (6.500x nieuwe produkten per jaar)
- 25.000 actieve produkten
- Music en merchandise
- Levering direct-to-retail in Europa en naar circa 50 distributiecentra buiten Europa
- Snelheid van levering en kostenbeheersing









ИП. ЛЕБЕДИ

Студия Артемия Лебедя



**IBM Performance 2012**  
Smarter Analytics. Smarter Outcomes.



© 2012 IBM Corporation











**IBM Performance 2012**  
Smarter Analytics. Smarter Outcomes.



© 2012 IBM Corporation





**IBM Performance 2012**  
Smarter Analytics. Smarter Outcomes.



© 2012 IBM Corporation



**IBM Performance 2012**  
Smarter Analytics. Smarter Outcomes.









**IBM Performance 2012**  
Smarter Analytics. Smarter Outcomes.



© 2012 IBM Corporation





**IBM Performance 2012**  
Smarter Analytics. Smarter Outcomes.



© 2012 IBM Corporation



# Waarom Cognos?

- Vervanging van Cognos Impromptu 7.4
- Issues met groeperen
- Behoefte aan inzicht in data om snelle beslissingen te kunnen nemen
- Data verspreid over verschillende systemen
- Hoog detailniveau gegevens
- Zowel operationele rapporten als management informatie
- Mogelijkheid snel en gemakkelijk te kunnen queryen
- Scheduling & emailing





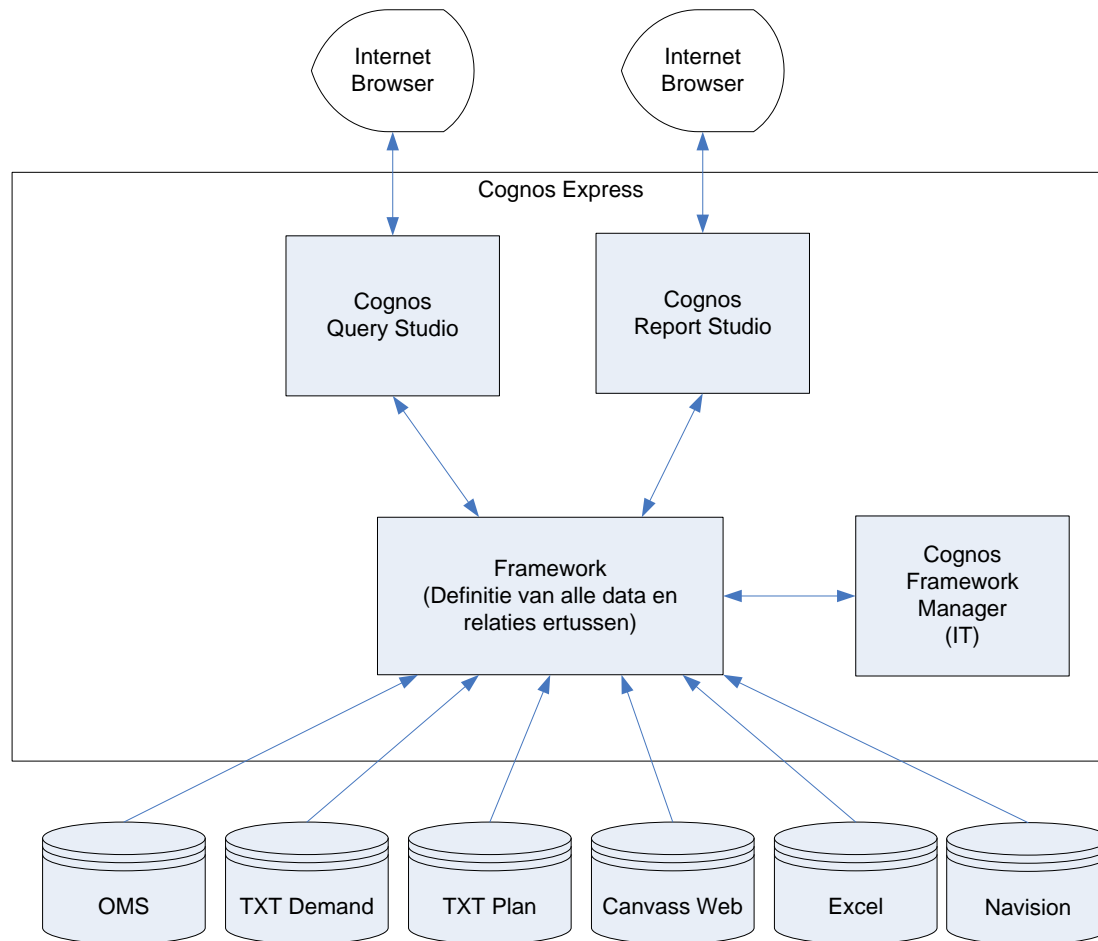


# Implementatie

- Cognos Impromptu 7.4
  - 68 dagelijkse rapporten
  - 22 wekelijkse rapporten
  - 81 maandelijkse rapporten
  - 50+ queries
- Project team 4 mensen
- Inventarisatie & opschoning rapporten
- Opnieuw opbouwen / niet converteren
- Geen datawarehouse maar direct op de database
- In-house trainingen (basic & advanced)

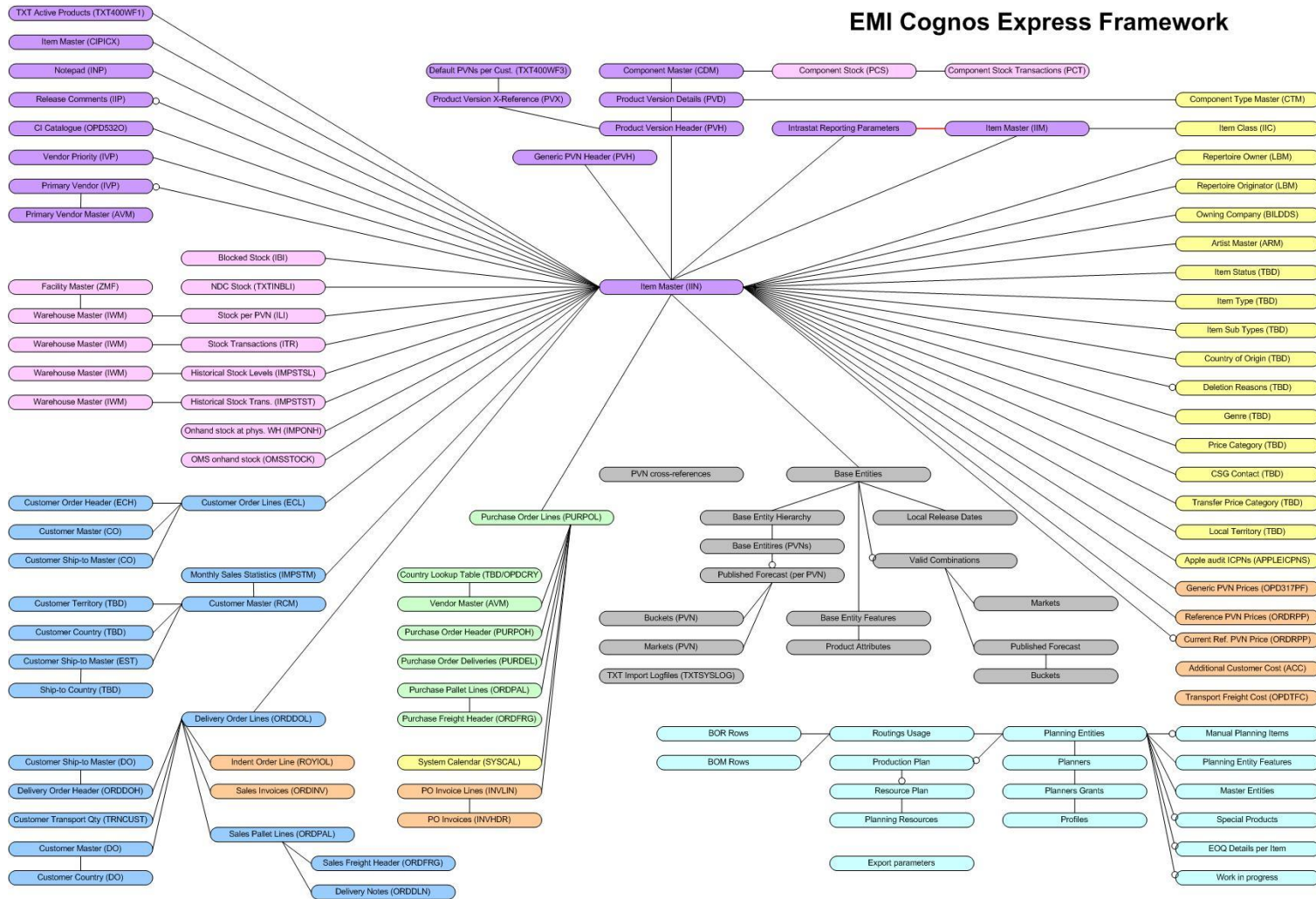


# Implementatie (2)





# Data model





# Implementatie (3)

- Voorbeelden van rapporten:
  - Maandeinde rapporten Finance
  - Operationele rapporten Planning
  - Management KPI's
  - Forecast rapporten voor leveranciers
  - Actieve catalogus voor klanten
  - Forecast accuracy rapporten
- Koppelen gegevens uit
  - Order management systeem
  - Forecasting systeem
  - Plannings systeem
  - Finance systeem







# Voordelen voor EMI

- Gebruiksgemak
- Combineren van data uit verschillende bronnen
- Beter inzicht in schedules
- Eenvoudig beheer
- Flexibiliteit





# Uitdagingen voor EMI

- Beter kennis van applicatie (functies)
- Uitwisseling van kennis met andere gebruikers
- Duidelijk datamodel & definities
- Verder ontwikkelen management KPI's (dashboards?)





# Vragen?







Thank  
YOU

© Copyright IBM Corporation 2008 All rights reserved. The information contained in these materials is provided for informational purposes only, and is provided AS IS without warranty of any kind, express or implied. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, these materials. Nothing contained in these materials is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM software. References in these materials to IBM products, programs, or services do not imply that they will be available in all countries in which IBM operates. Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way. IBM, the IBM logo, Cognos, the Cognos logo, and other IBM products and services are trademarks of the International Business Machines Corporation, in the United States, other countries or both. Other company, product, or service names may be trademarks or service marks of others.



**IBM Performance 2012**  
Smarter Analytics. Smarter Outcomes.

© 2012 IBM Corporation