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The Performance Platform with IBM Cognos Software

Yves Baggen: Client Technical Professional

15 September 2010

MEET IBM 2010
see differently

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Driving Smarter Decisions
for better business outcomes

- **Cut costs**
- **Improve profits**
- **Drive Cash Flow**
- **Manage risk**
- **New Opportunities**
- **Compliance & Governance**

Through the strategic application of ***Business Intelligence and Performance Management*** *Software*

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Optimizing Performance

- Performance
- Decision Making
- Information
- Data

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Addressing the Needs of Business

Informed

Provides more trusted information with the additional context to add perspective to the information.

Engaged

Invites business users with more a dynamic & interactive business intelligence experience.

Aligned

Improves alignment between strategy & operations with complete visibility from business operations to advanced analytics & strategic plans

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MARKETING

FINANCE

SALES

HR

Decide & Act

CUSTOMER SERVICE

IT

PRODUCT DEVELOPMENT

OPERATIONS

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MARKETING

FINANCE

SALES

HR

What is Happening?

Why?

What is Likely to Happen?

CUSTOMER SERVICE

IT

PRODUCT DEVELOPMENT

OPERATIONS

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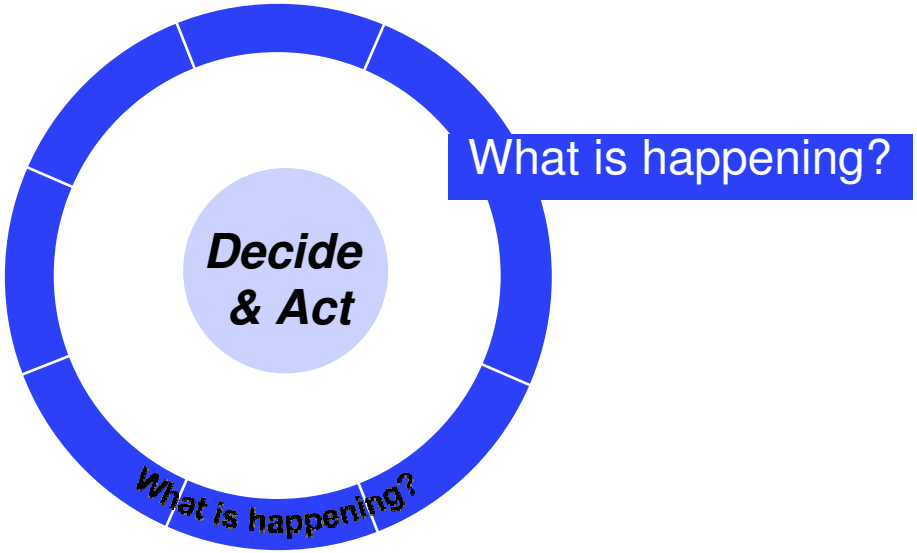
Scorecards & Dashboards



Immediate Insights to Business Performance

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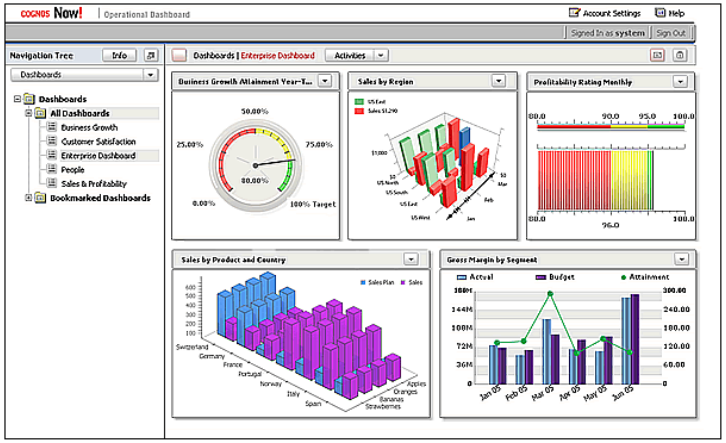
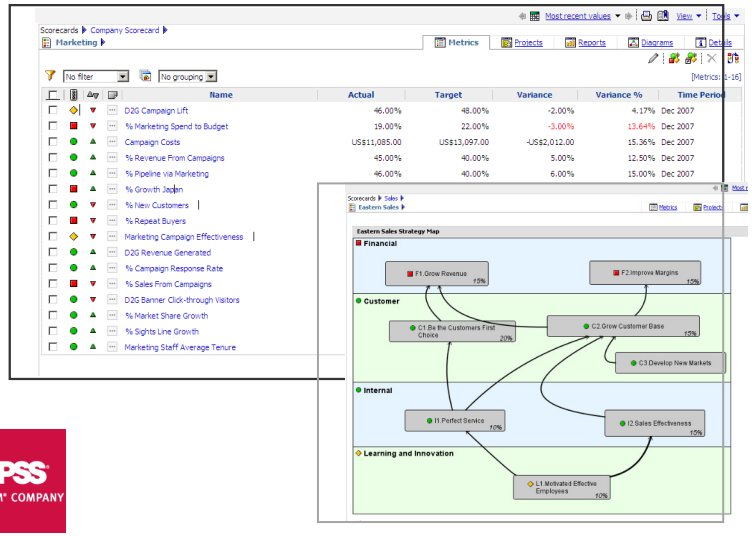
Answering the question “What’s happening?”





- **Dashboards**
  - Provides at-a-glance, high impact views of complex information
  - Helps quick focus on issues that need attention and action
  - Are highly visual and intuitive
  - Combines information across disparate sources
- **Scorecarding**
  - Provides instant measurement relative to targets and benchmarks
  - Aligns decisions and tactics with strategic initiatives
  - Ensures ownership and accountability

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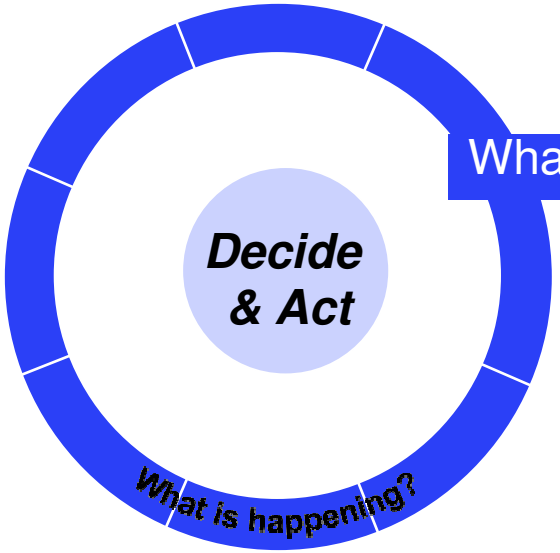
Scorecards & Dashboards

Reports



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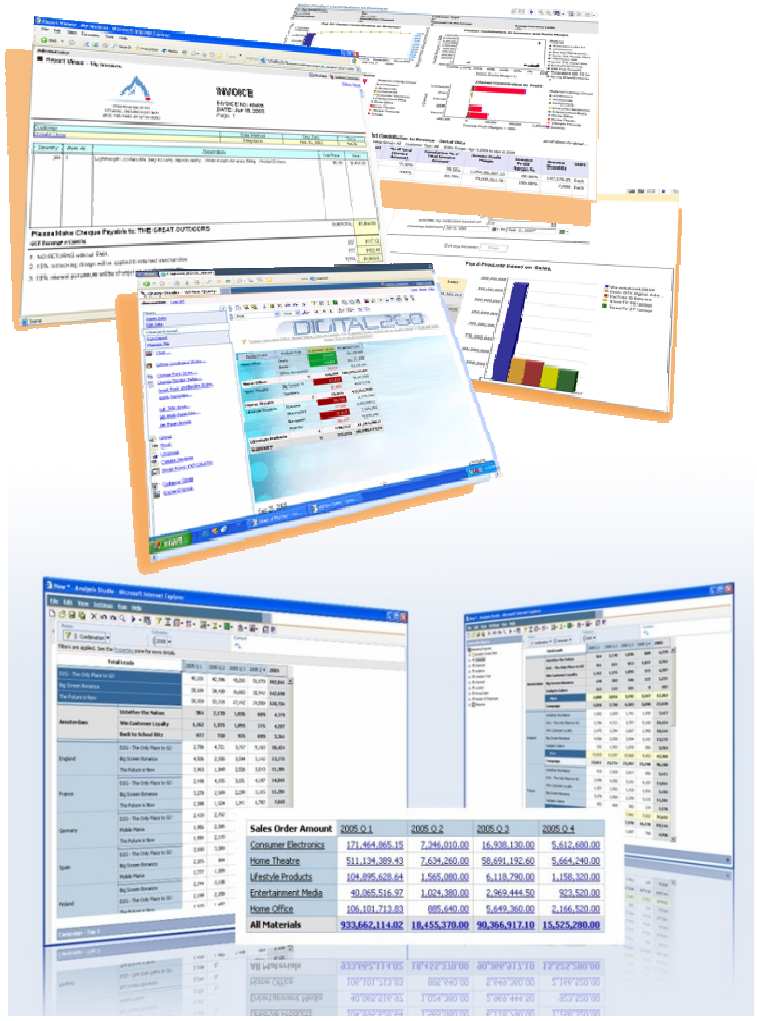
Answering the question "What's happening?"



- **Reporting**
  - Provides full breadth of report types
  - Delivers consistent information across all types of report output
  - Provides access via email, portal, MS-Office, search and mobile devices etc.
- **Analysis**
  - Provides guided exploration across multiple dimensions of information
  - Performs complex analysis and scenario modeling easily and quickly
  - Gets to the "why" behind trends to reveal symptoms and causes

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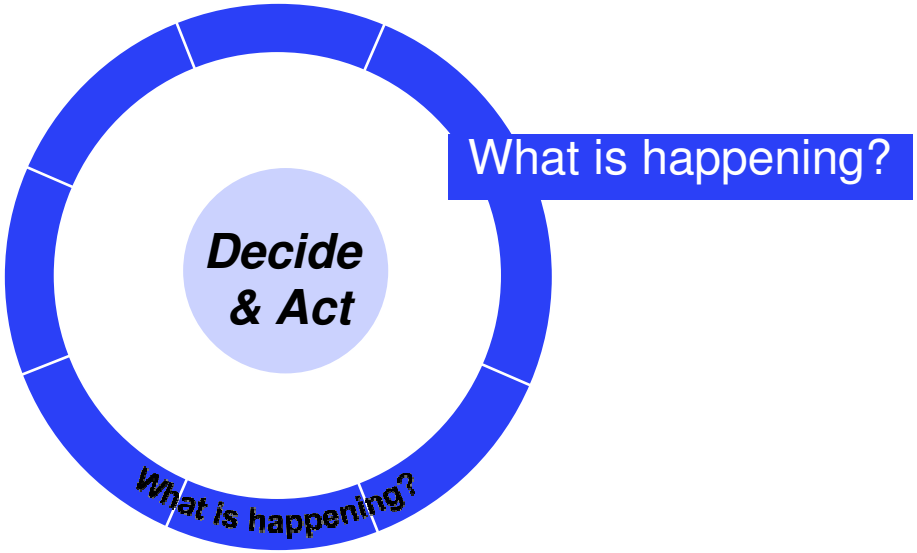
Scorecards & Dashboards | Reports | Real Time Monitoring



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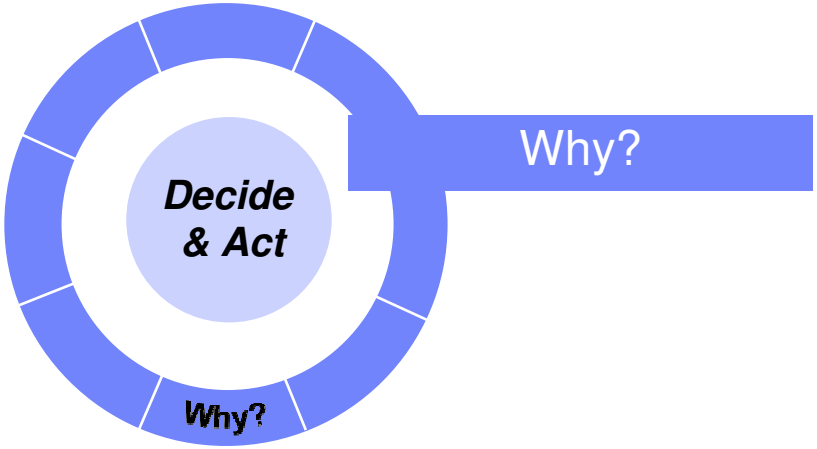
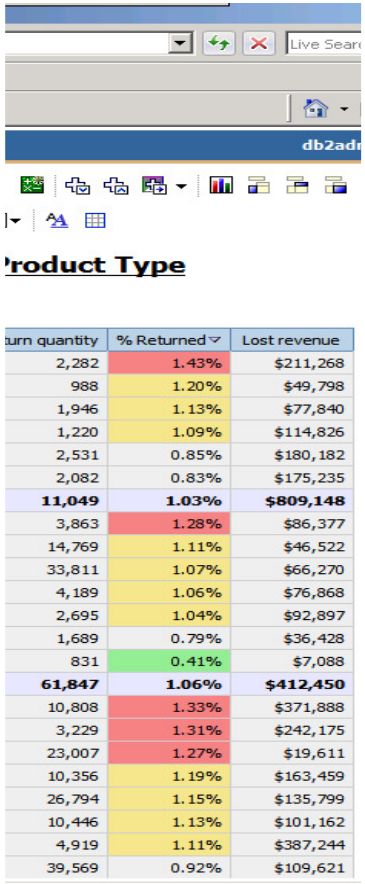
Ad Hoc Query





Product Type

urn quantity	% Returned	Lost revenue
2,282	1.43%	$211,268
988	1.20%	$49,798
1,946	1.13%	$77,840
1,220	1.09%	$114,826
2,531	0.85%	$180,182
2,082	0.83%	$175,235
11,049	**1.03%**	**$809,148**
3,863	1.28%	$86,377
14,769	1.11%	$46,522
33,811	1.07%	$66,270
4,189	1.06%	$76,868
2,695	1.04%	$92,897
1,689	0.79%	$36,428
831	0.41%	$7,088
61,847	**1.06%**	**$412,450**
10,808	1.33%	$371,888
3,229	1.31%	$242,175
23,007	1.27%	$19,611
10,356	1.19%	$163,459
26,794	1.15%	$135,799
10,446	1.13%	$101,162
4,919	1.11%	$387,244
39,569	0.92%	$109,621

Deeper Analysis of Trends & Patterns

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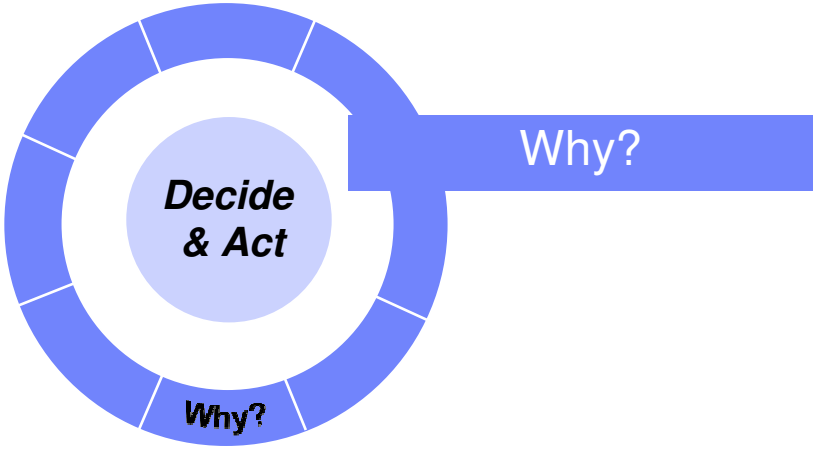
Ad Hoc Query

Trend & Statistical Analysis



Deeper Analysis of Trends & Patterns

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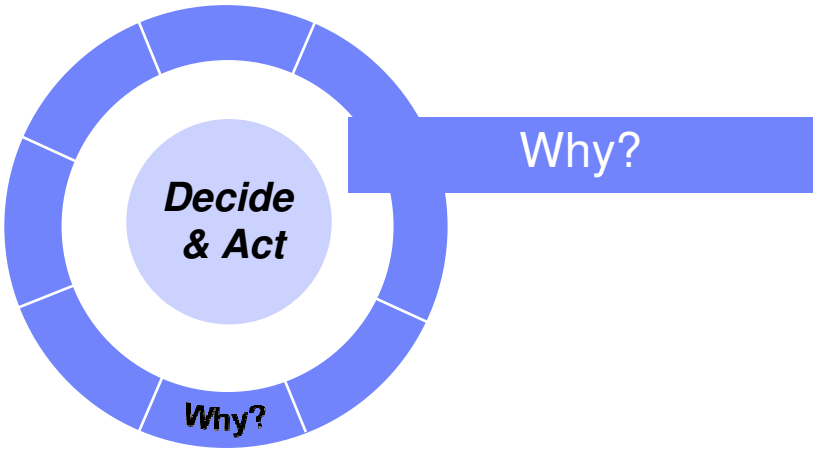
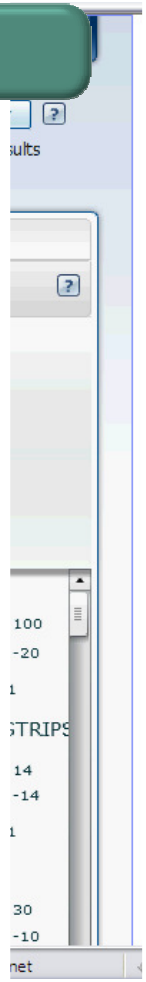
Ad Hoc Query

Trend & Statistical Analysis

Content Analytics





Deeper Analysis of Trends & Patterns

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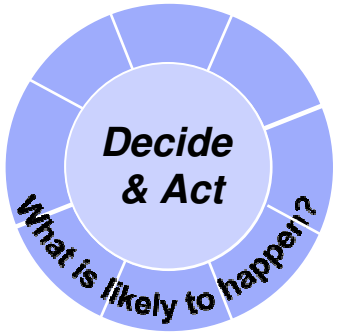
What if



What is Likely to Happen?

Foresight to Plan & Allocate Resources

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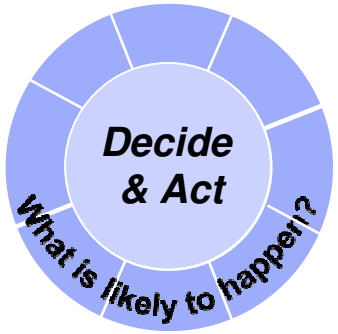
What if

Predictive Modeling



What is Likely to Happen?

Foresight to Plan & Allocate Resources

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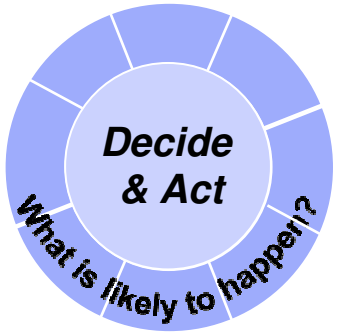
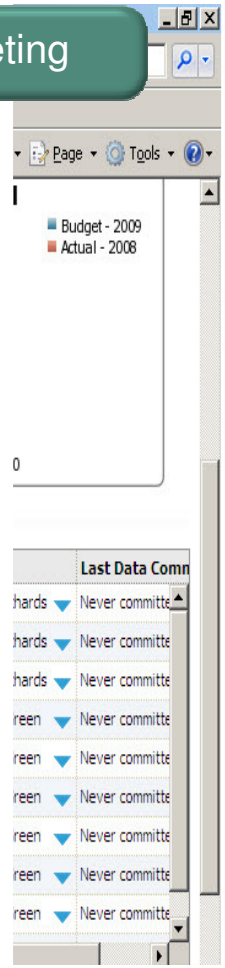
What if

Predictive Modeling

Planning & Budgeting



What is Likely to Happen?



Foresight to Plan & Allocate Resources

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Reference cases:

- Medisch Centrum Alkmaar
- Carante Groep

Carante Groep

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1. Optimized Decision Making
2. Maximized Business & IT Productivity
3. Accelerated Success

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Optimized Decision Making

Executive

Business Manager

Line Manager

Casual Business User

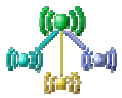
Business Analyst

Financial Analyst

Intuitive and tightly integrated capabilities accommodate decision makers with different needs and skill sets

Easy access to a consistent, trusted and relevant view of information where, when and how it is needed

Common Business Model


Message Sources

Relational Sources

Application Sources

OLAP Sources

Modern and Legacy Sources

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Maximized Business and IT Productivity

Self-service increases business satisfaction and productivity, e.g.:

- ✓ Intuitive, self-service reporting and analysis
- ✓ Guided contribution to plans, budgets and forecasts
- ✓ Business dimension management

Decision-making system is easy to deploy and manage, with capabilities that reduce the burden on IT while delivering higher business satisfaction, e.g.:

- ✓ Open SOA platform that fits your environment
- ✓ Flexible deployment options
- ✓ Author once, publish anywhere

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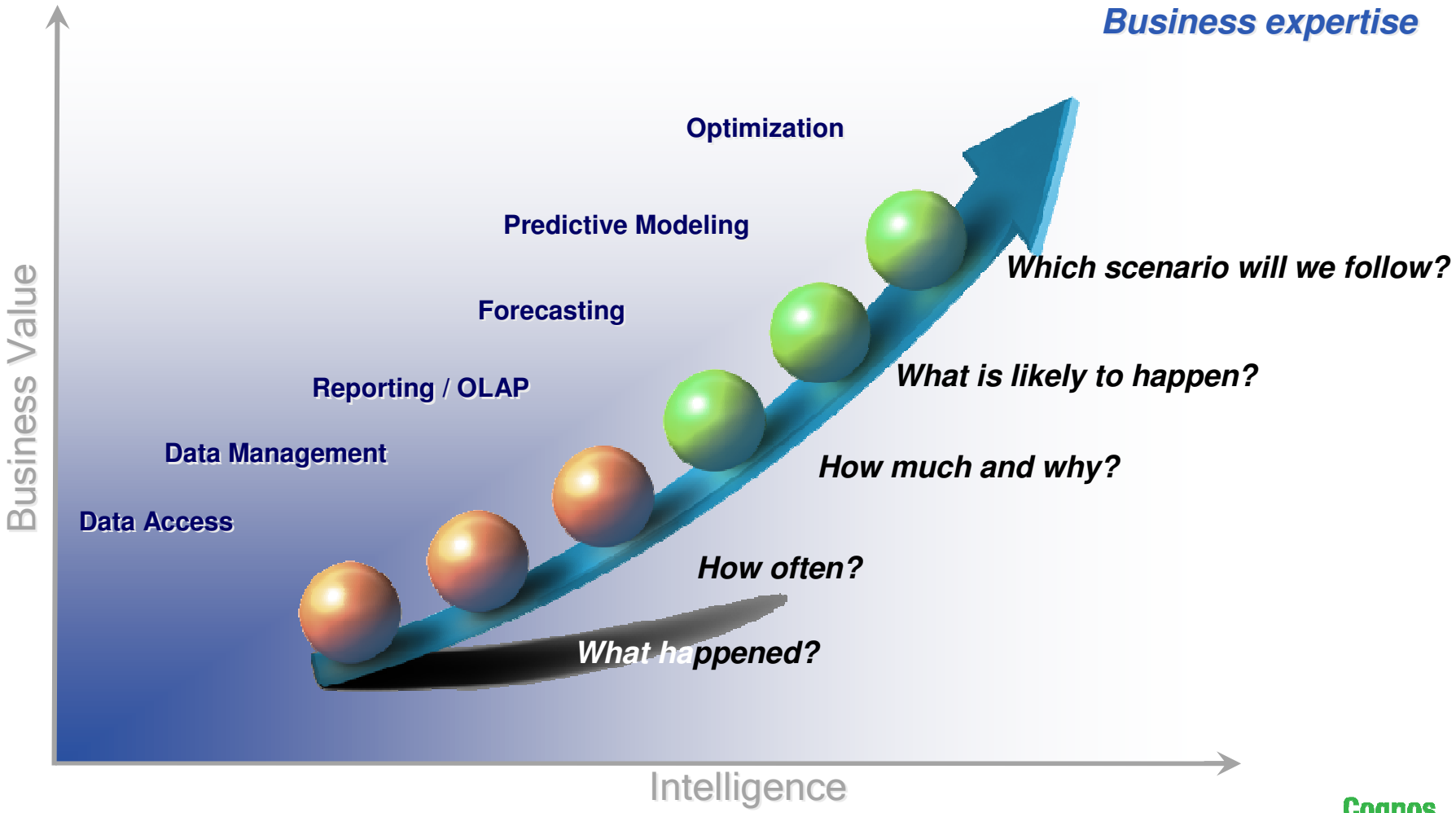
Streven naar Optimaliseren ipv automatisatiseren



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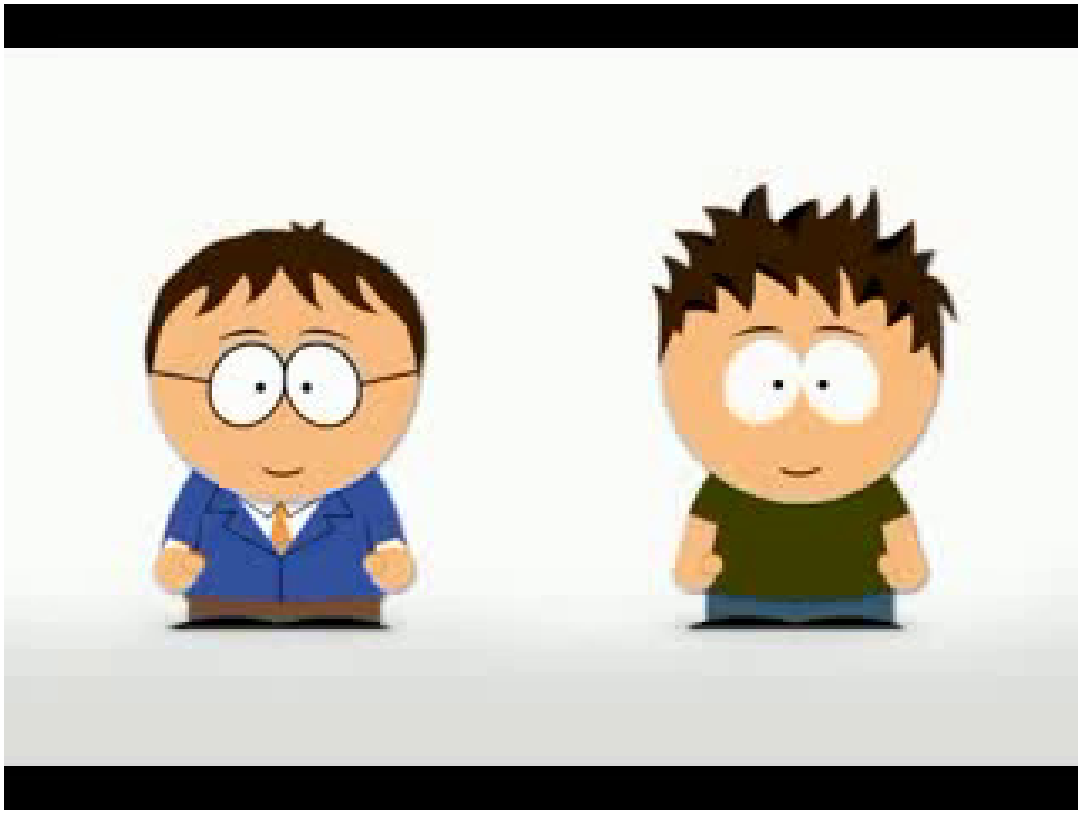

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Questions?

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