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# New Innovations for Planning, Analysis & Forecasting



## New Pressures

30%

Percentage of their companies' performance potential CFOs say is lost due to subpar enterprise performance management; some say that as much as 80% is lost.<sup>(1)</sup>

65%

Percentage of CFOs citing business intelligence / analytics / performance management as the top technology initiative for their company in 2011.<sup>(2)</sup>


(1) The CFO Executive Board

(2) The CFO's Impact on Technology Investment Decisions, 2011 Gartner FEI (Financial Executive Institute) Technology Study



## Current Performance Management systems are failing

- Slow
- Expensive
- Disconnected



“The budget is the bane of corporate America. It should I never have existed”

Jack Welch, CEO of GE  
Fortune magazine (May 1995)



# Common Planning, Analysis and Forecasting Alternatives



Great flexibility



No workflow support  
Very limited scalability

# spreadsheets



# Common Planning, Analysis and Forecasting Alternatives



performance management applications



spreadsheets



Great flexibility



No workflow support  
Very limited scalability



Application support



Isolated, separate systems  
Slow information flow





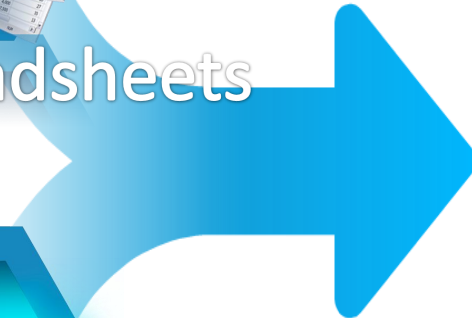
# A New Alternative: Retain the best of each



spreadsheets



performance management applications

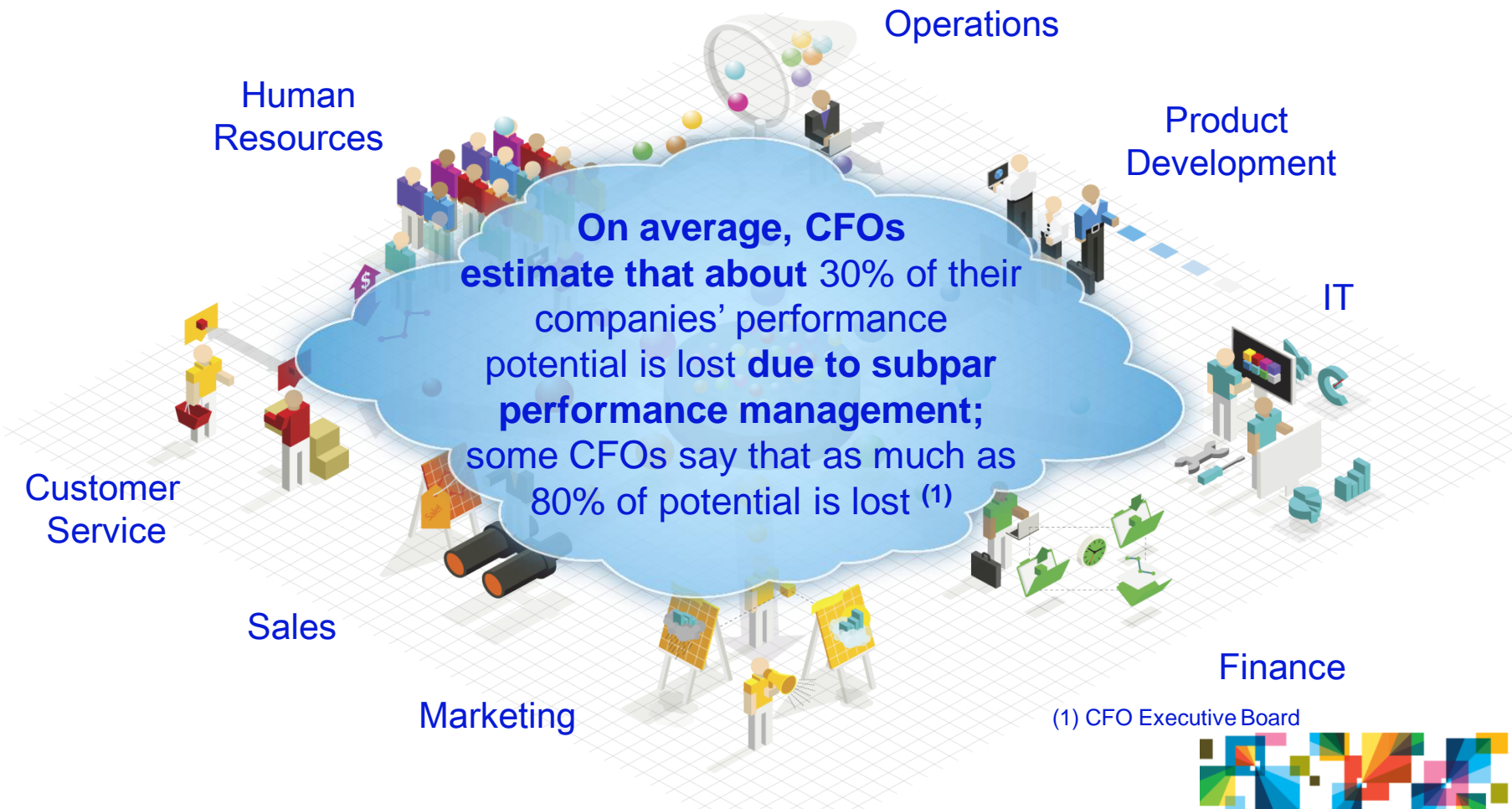


- Flexible, powerful modeling
- Agile solution development
- Familiar user experience
- Application Advantages
- Predictable performance at scale



# Transforming Performance Management

## Drive Optimal Performance

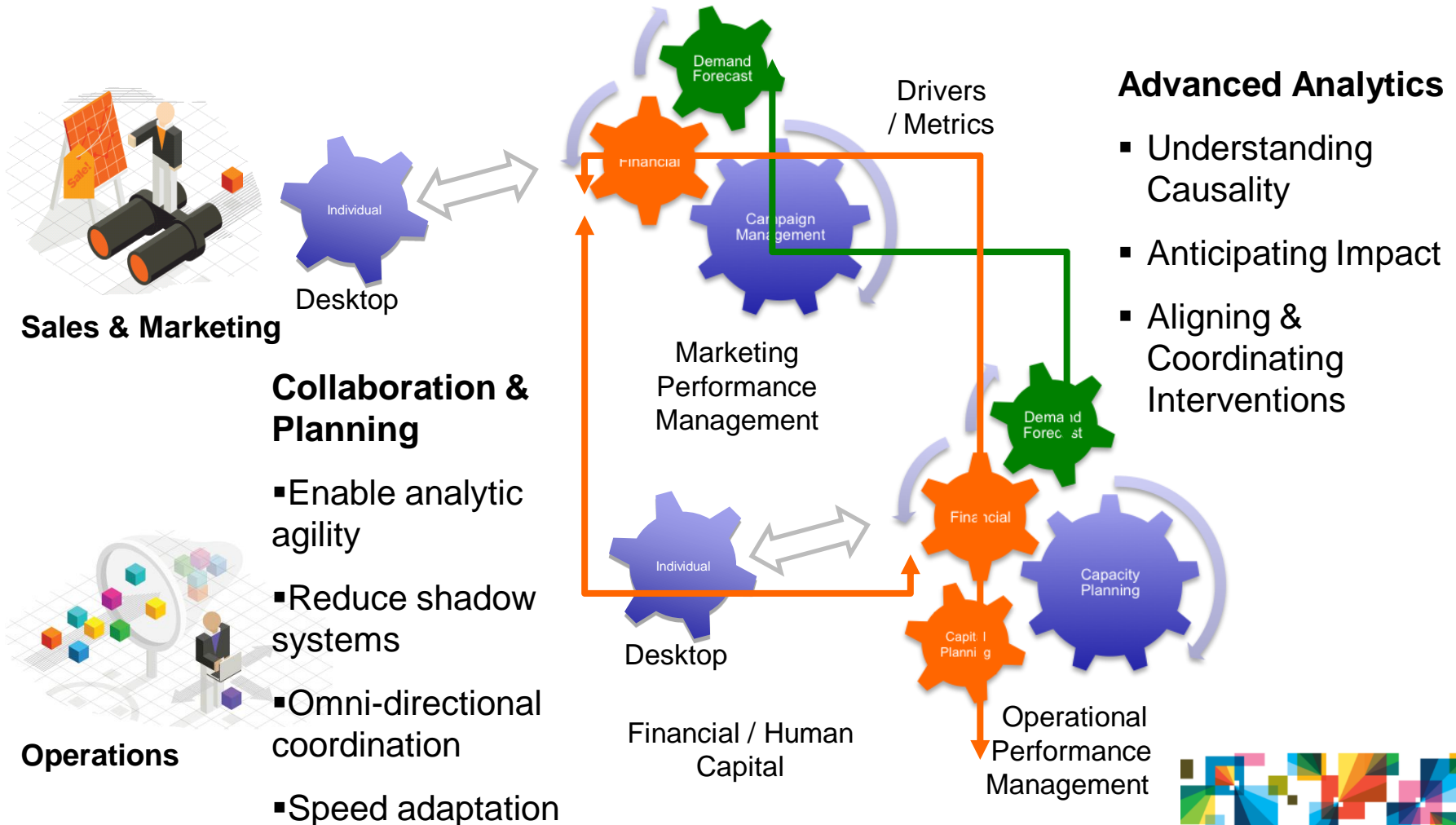


(1) CFO Executive Board



# Transforming Performance Management

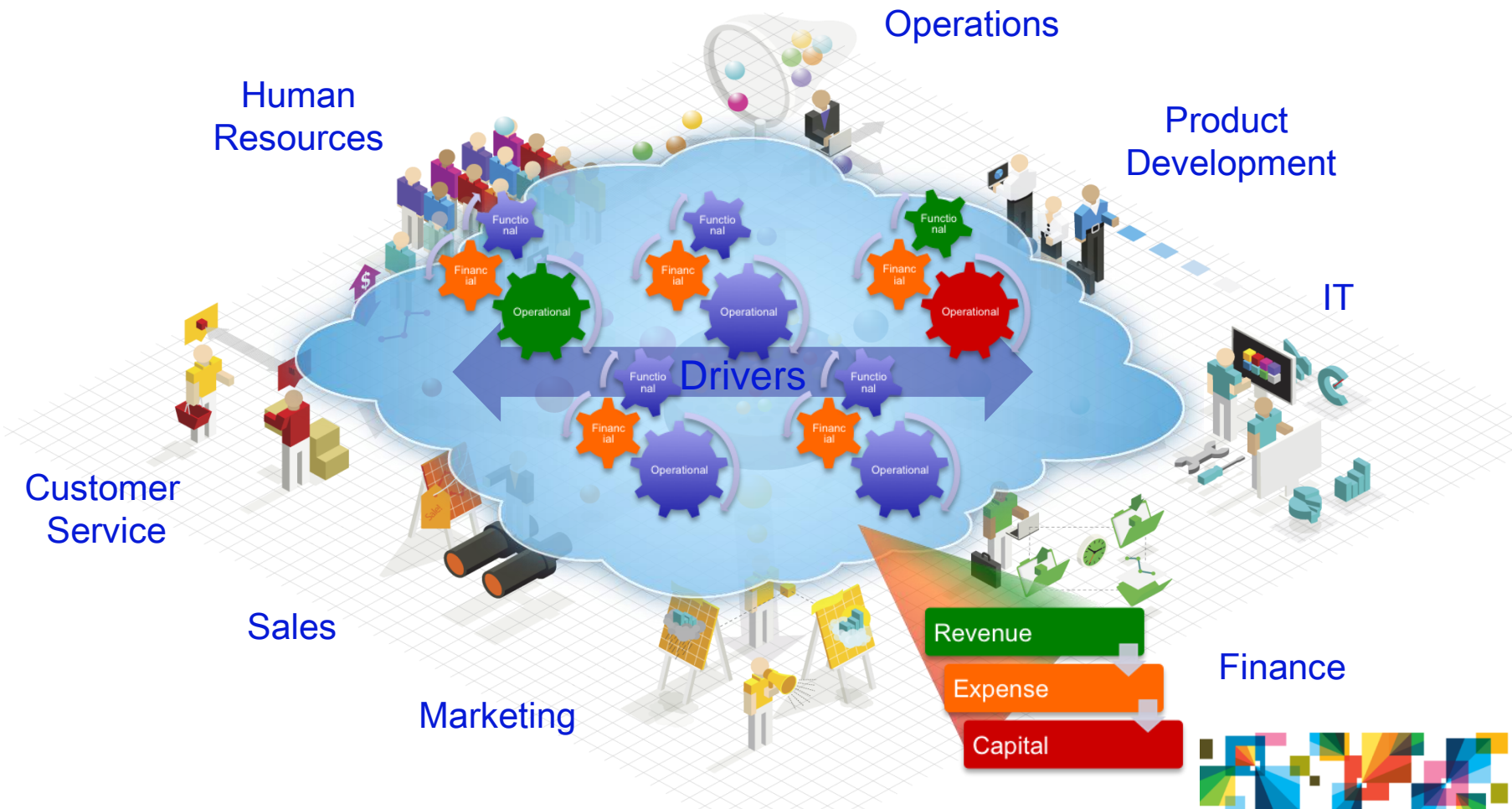
## Dynamic, Connected, Efficient Processes





# Transforming Performance Management

## Better Information; Faster Response



# IBM Cognos 10

## Facing the Challenges

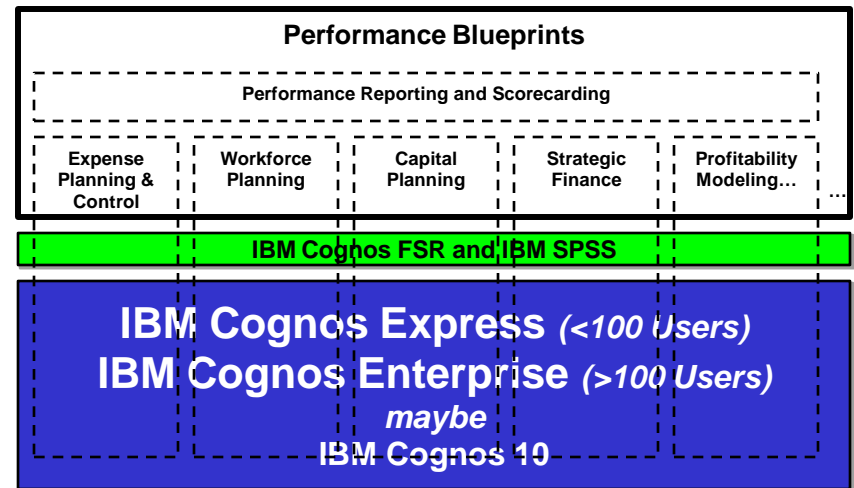
### The Challenge

- Disconnected systems
- Multiple Interfaces
- Low speed update; long cycles
- High effort
- Low confidence



### The Solution

- Simply powerful architecture; very diff from competition (e.g., Oracle, SAP)
- Dynamic and Agile
- Spans a wide area of Planning, Analysis, & Profitability Modeling requirements
  - Across fin and ops
  - Across Plan, Report, Analyze, & Model steps



\* Cognos Enterprise is “new” in February 2012 & represents a package of Cognos TM1 and Cognos BI



# Cognos Enterprise for Planning, Analysis, and Forecasting

**Cognos  
Enterprise**

**Cognos TM1 10**  
PART OF COGNOS ENTERPRISE



- Improved, flexible solution design environment
- Easily spans analytics and planning requirements
- Unrivalled performance at high user and data scale
- Breakthrough user experience and analytic agility



# Flexible Solution Design Environment

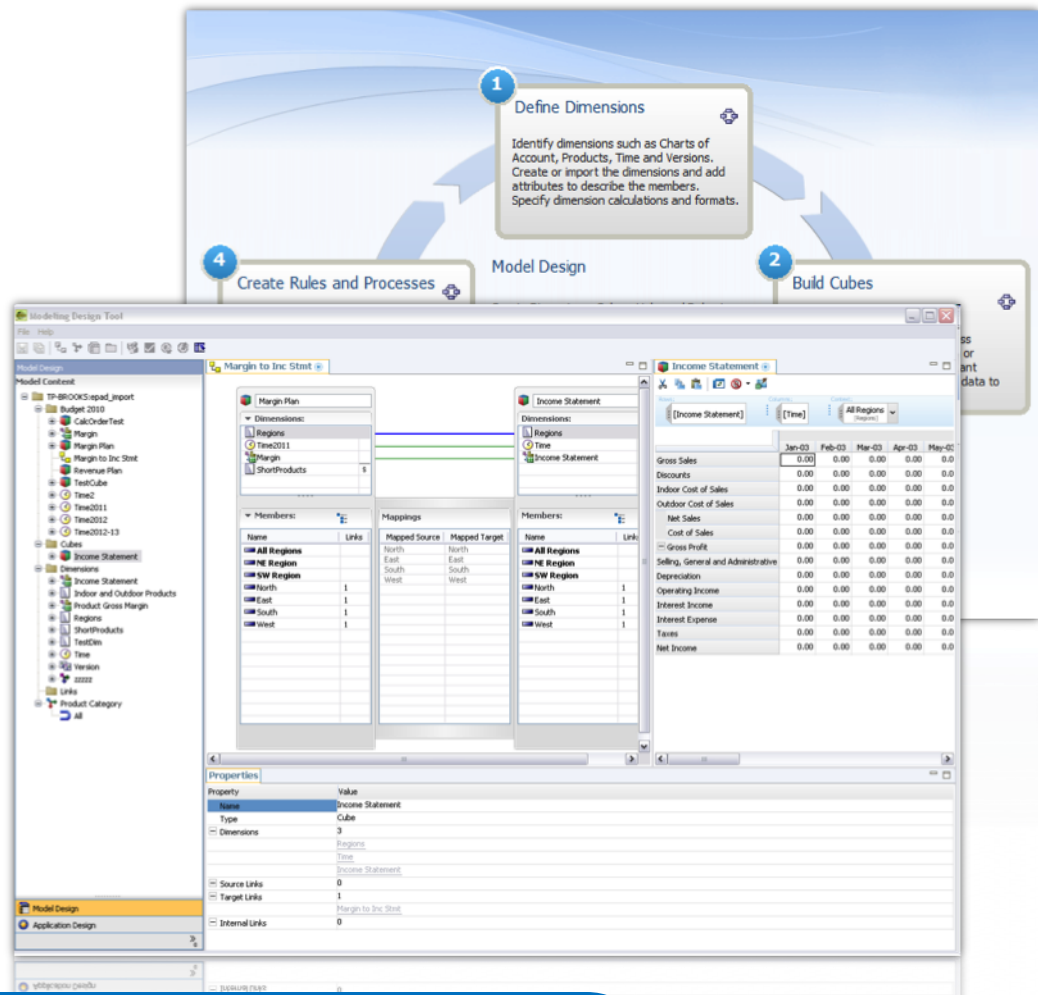
- **Simplifies design** for performance management solutions
- Empowers **MORE** planning application development, **more prototyping**
- Easily wires Cognos Insight “**personal analysis**” into enterprise solutions

Address Broad Range of Performance Management Challenges



# Fast, Easy Modeling

- **Guided modeling** steps
  - define dimensions
  - build cubes
  - define rules
  - easy linking paradigm
  
- Widespread use of drag and drop and **visual composition**
  
- Easy **transfer of applications** from development to test to production environments



Empowering more users to model, reduced time to value





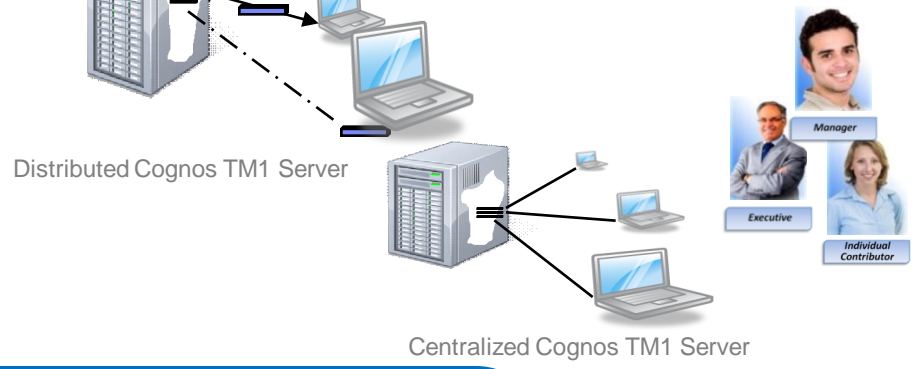
# Simple Application Deployment

## Support for multiple application types, clients and connections

- Workflow/Non-Workflow
  - Approval Hierarchy/Continuous
- Client support
  - Web, Contributor, Cognos Insight
- Connection modes
  - Centralized or Distributed

## Application Deployment

- Development or Production
- Cognos Connection or 3rd Party Portal



Unrivaled flexibility and performance at high user and data scale

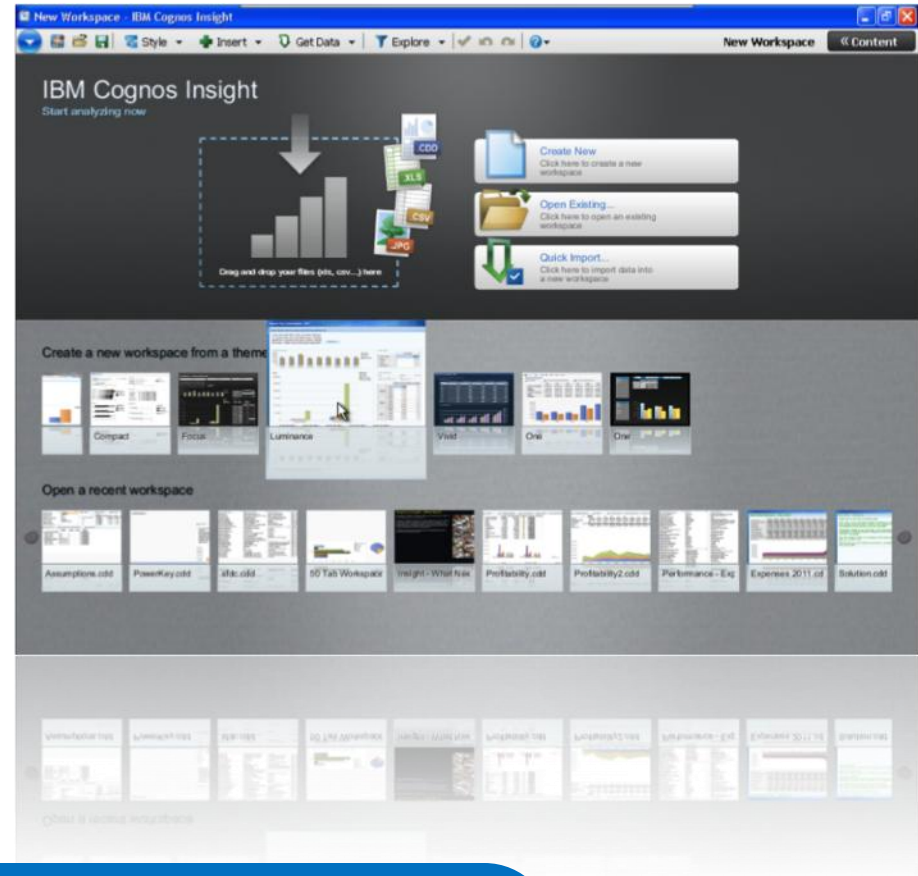


# Cognos Performance Modeler Demonstration

Cognos Performance Modeler .avi here

## New, visually rich and interactive “canvas” for smarter contribution

- Users work with their data of choice, on their desktop, without IT
- Discover trends and explore scenarios via speed-of-thought interactions
- Share findings & results within a workgroup or throughout the enterprise



Breakthrough User Experience



# Takes insight into action with Cognos Insight

## ■ Analyze

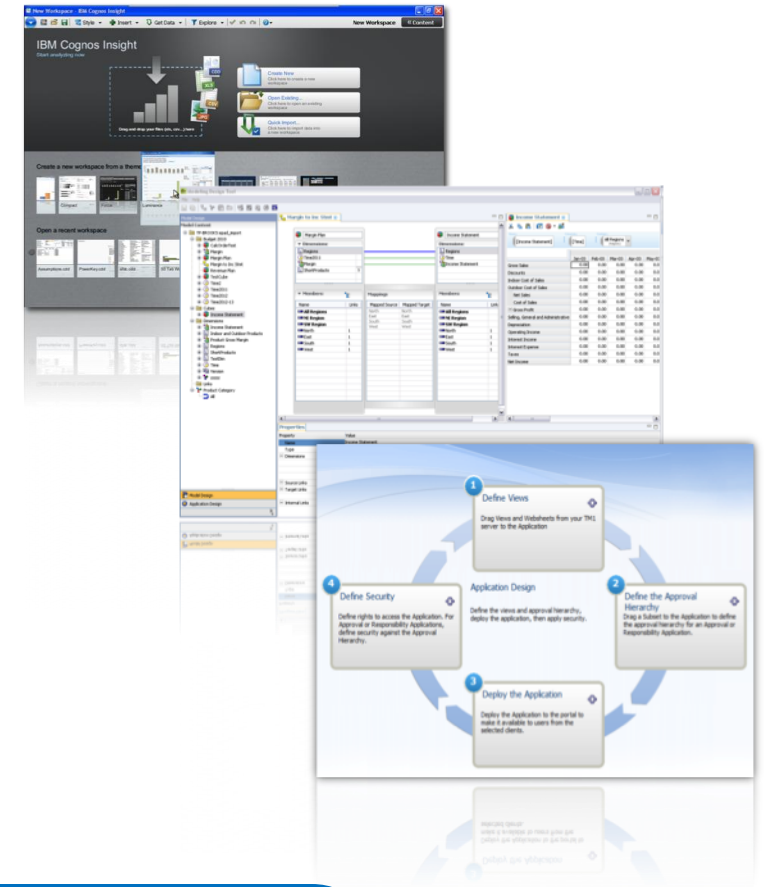
- Prototype situations, plans
- Work with existing or pull in new data
- Perform what-if scenarios, associative analysis, profitability analysis
- Customize views and “explore points”

## ■ Prototype a plan

- Create new version, shortcuts, views, charts
- Create or add to dashboards
- Add Instructions

## ■ Share and / or Initiate new workflow

- Promote insights in a tailored dashboard
- Collect new information via workflow



Foundation of an agile planning and analytic platform



# Cognos Insights Demonstration

Cognos Insights .avi here

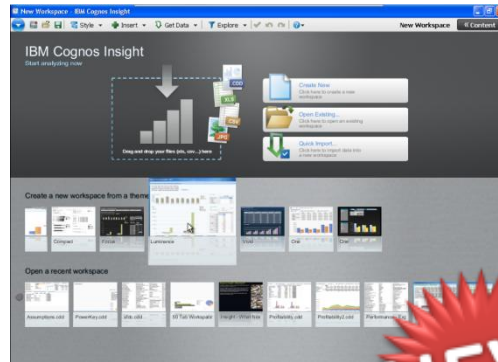


# User Experience Flexibility

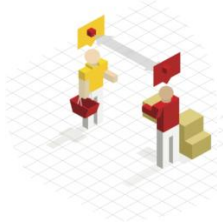
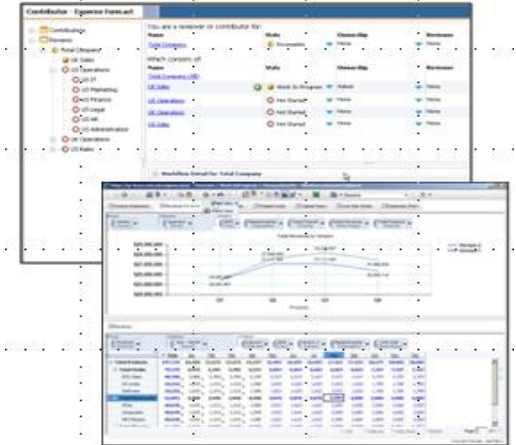
## Excel-Based



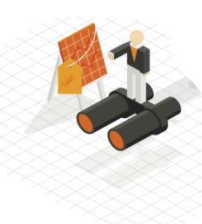
## Desktop



## Managed Collaboration



Customer Service



Sales



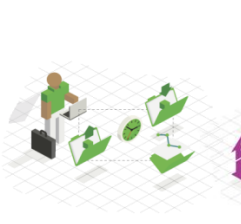
Marketing



Operations



Product Development



Finance



Human Resources



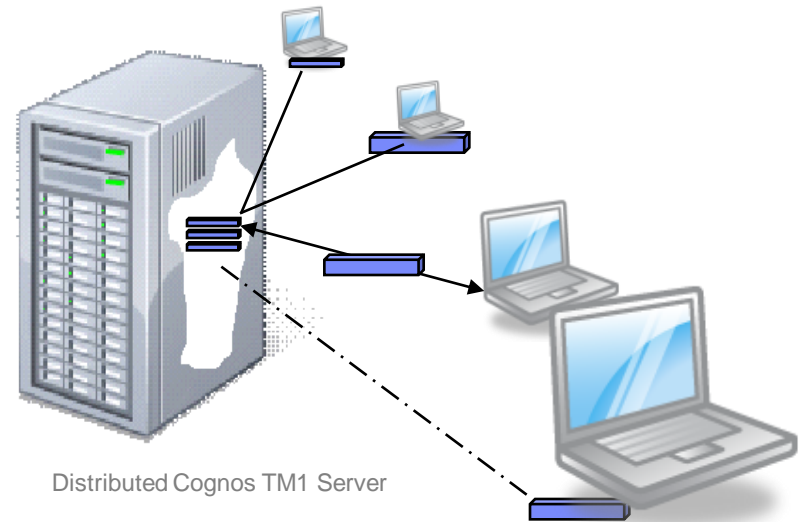
IT

Span All Users and User Experience Needs



## Proven Analytics Engine

- Distributed Cognos TM1 Server
  - Improved WAN performance
  - Better user scale
- Built on the high-performance, stable 9.5.2 Server Engine
- First-in-line with parallel interaction
- More tools to accelerate ETL performance
- Multi-server management console



+20% Contributor performance improvement

Delivers Quality, Scale, and Performance



“[Performance Modeler] will allow more people to develop TM1 solutions as well as speed up the development process.”

-- Jack Purvis, Senior Manager, BI/PM, DIRECTV

“The single product IBM Cognos solution with the personal desktop component wraps together the full cycle of processes – planning, analysis, forecasting, and reporting. You can easily create the templates or models for planning – and then roll them out to the enterprise over your WAN for rapid turnaround.”

-- Sherain Messenger, Cognos Competency Centre Manager, Hiscox



# Performance Blueprints: Deliver Application Value on Single Technology Platform

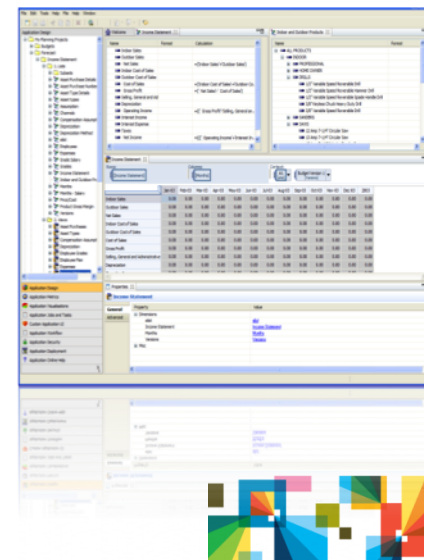
- Support solution design, springboards for innovation
- Pre-defined data, process and policy models
- Exemplify technology-enabled best practices
- Many available today as Cognos Insight samples

Reduce time, risk...Rapid time to value



# Summary: New Innovations for Planning, Analysis & Forecasting

- Improved, flexible solution design environment
- Easily spans analytics and planning requirements
- Unrivalled performance at high user and data scale
- Breakthrough user experience and analytic agility





# Only IBM: Powers Performance Management Transformation

## What used to be:

**x**Slow

**x**Expensive

**x**Disconnected

## Will become:

**✓**Dynamic

**✓**Efficient

**✓**Comprehensive & Connected



Questions?

## IBM Smartphone Event Application

Question:

How does IBM Cognos TM1 10 transform Performance Management (PM)?

- a) Flexible Modeling Environment to address broad range of PM Challenges
- b) New, visually rich and interactive “canvas” for smarter contribution
- c) Proven Analytics Engine for Quality, Scale, Performance
- d) All of the above



Answer.....

Question: Is the following statement True or False?

How does IBM Cognos TM1 10 transform Performance Management (PM)?

- a) Flexible Modeling Environment to address broad range of PM Challenges
- b) New, visually rich and interactive “canvas” for smarter contribution
- c) Proven Analytics Engine for Quality, Scale, Performance
- d) All of the above**

**Answer is ( d )**



# Thank You



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