

# IBM Cognos Discovery and Validation Workshop

## Understand and gain support for your performance management initiative

### How are we doing? Why? What should we be doing?

Being able to answer these three fundamental questions is a necessity in business and government alike. But to answer these questions in any depth, with any confidence, you must be able to see all of your organizational data together, and you must be able to make sense of it.

You have heard performance management initiatives can help you do this, but where do you start? Are your executives asking for dashboards with key performance metrics? What would your IT organization need to do to support that? What data does a business user need to see in order to make better decisions, and to plan and feed those key performance metrics?

### The road to performance

The IBM Cognos Discovery and Validation Workshop (CDVW) sets you on the right course while helping your colleagues see the greater potential of performance management. The workshop methodology helps you document your goals and challenges, both business and technical, and charts out a roadmap for project success. This free-of-charge workshop involves all business and technical stakeholders, and so builds consensus and enthusiasm at every step. Your stakeholders see a graphical “map” of their current business goals and challenges. The process is often completed within a month (based on availability).

Whether your goal is enterprise-wide performance management, business intelligence, planning, consolidation, dashboards, scorecarding, or simply better reporting and sharing of information, this proven series of steps will give you an achievable roadmap to transform your business quickly and successfully

The Workshop consists of:

### Discovery mapping

To begin, we help you articulate your business goals with your business users, understand how you do business today, and then identify the tactical pains, challenges, and hurdles that are preventing you from achieving those goals. We also work with your technology department and program

management office to map the IT architecture and environment to understand the fit, process, and management of the data in your environment.

### Presenting your discovery maps

With your sponsorship, we present your “discovery map,” along with the conceptual IT architecture roadmap, to stakeholders to build consensus and establish priorities. This step aligns the members of your organization whose pains and needs the initiative will address. Stakeholders can also see where they have similarities and differences with other members of the organization. At the same time, your technology department will understand the vision for implementing a solution within your environment.

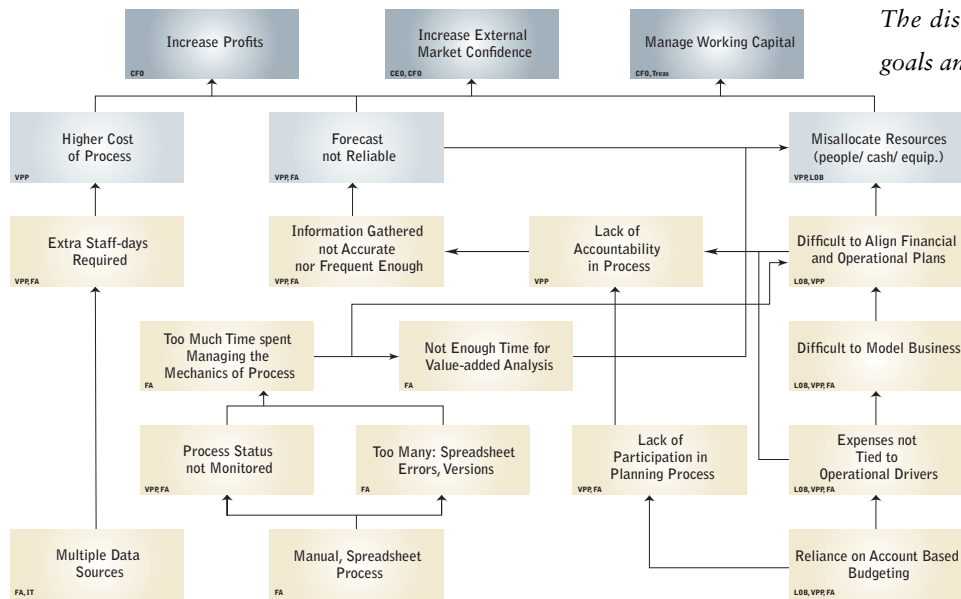
### Your future performance solution

Once we have completed and presented the discovery maps for approval, you may choose to engage Cognos further in articulating how Cognos performance solutions can address your organization’s needs. Many Cognos customers jointly design solution proofs with their Cognos team and take the lead in presenting that proof to their own organization. Others engage Cognos Professional Services to provide in-depth fee-based Cognos solution services. These more intensive solution development services result in contract-ready implementation plans, functional pilots, and other related formal deliverables.

### Your partner in success

At Cognos, the success of your project is part of our business. Our value proposition includes the knowledge and expertise that guides a performance management initiative around typical barriers and through to successful completion. We:

- Help you organize your people and schedule the interviews that result in your discovery map
- Conduct the interviews with you, the sponsor, present
- Gather our team to map the results and prepare our findings
- Deliver our findings to you for approval and signoff by stakeholders



*The discovery map articulates your goals and the barriers to your success*

When you choose to proceed further, we:

- Prepare your proof workshop based on the stakeholders' input
- Work with you to understand your process for making the proof a reality
- Help you develop a project plan specific to your organization's processes, including implementation, training, support, solution management and future vision.

### Benefits to you

The IBM Cognos Discovery and Validation Workshop:

- Creates alignment with your users and their business mandates so that they can see how your efforts will help solve their business challenges
- Benchmarks your organization against industry best practice through membership of similar organizations in the Cognos Innovation Center
- Provides a more compelling proposal for project funding to executives by showing how your efforts will help the organization reach its goals
- Develops a visual for prioritizing where to apply a solution to diverse populations for maximum return on investment in the shortest amount of time
- Gives you a clear articulation of the vision to share within your organization and to expand the performance management objectives as they change and grow.

### Your commitment

To make the workshop a fruitful step in the success of your organization's performance management initiative, you must be committed to:

- Providing access to the business and technology stakeholders who care about fixing the tactical pains and challenges that are barriers to meeting your key business goals
- Setting their expectations about the process and how they need to participate, using guidelines we share with you
- Schedule interviews and organize the logistics of the process.

You are not committed to carry out a project at the end of the CDVW, but we are confident that your organization will see the value of performance management solutions, and, specifically, that you will see the value of working with Cognos.

### How to proceed

If you are interested in the IBM Cognos Discovery and Validation Workshop, contact your local Cognos account representative or contact Cognos at any of the following locations:

Toll free in North America 800-426-4667

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