

Predictive Perspectives **2011**



Achieving Peak Business Performance with IBM Cognos Business Intelligence

Business Analytics

www.spss.com/perspectives

Agenda

- Market Dynamics
- Business Intelligence Journey
- IBM Cognos BI: Inform with Demo
- IBM Cognos BI: Engage with Demo
- IBM Cognos BI: Align with Demo
- IBM Cognos Platform with Demo
- Broad Deployment Choice
- Achieving BI Success
- Conclusion

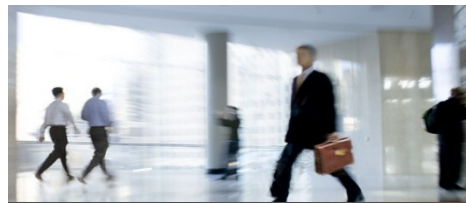
Today's Reality



Volume of Digital Data

Information Growth

Worldwide volume of digital data was 800,000 petabytes in 2009, 1.2 million petabytes in 2010, 35 million petabytes by 2020



Changing Workforce

Business Users Evolving

Role centric capabilities are giving way to different styles of interaction driven by business need



Speed of Business

Business Pace Accelerating

Today's online business cycles are 3-7 times shorter



CIO #1 Concern

Business Analytics 83%

Virtualization 76%

Cloud 71%

ITSM 68%

Self-service

Application Harmonization

Business Process Management 64%

SOA / Web Services 61%

Unified Communications 60%

Business Analytics

83%

BI must balance the needs of both Business and IT



Business Users

**Self-Service
Flexibility**



IT

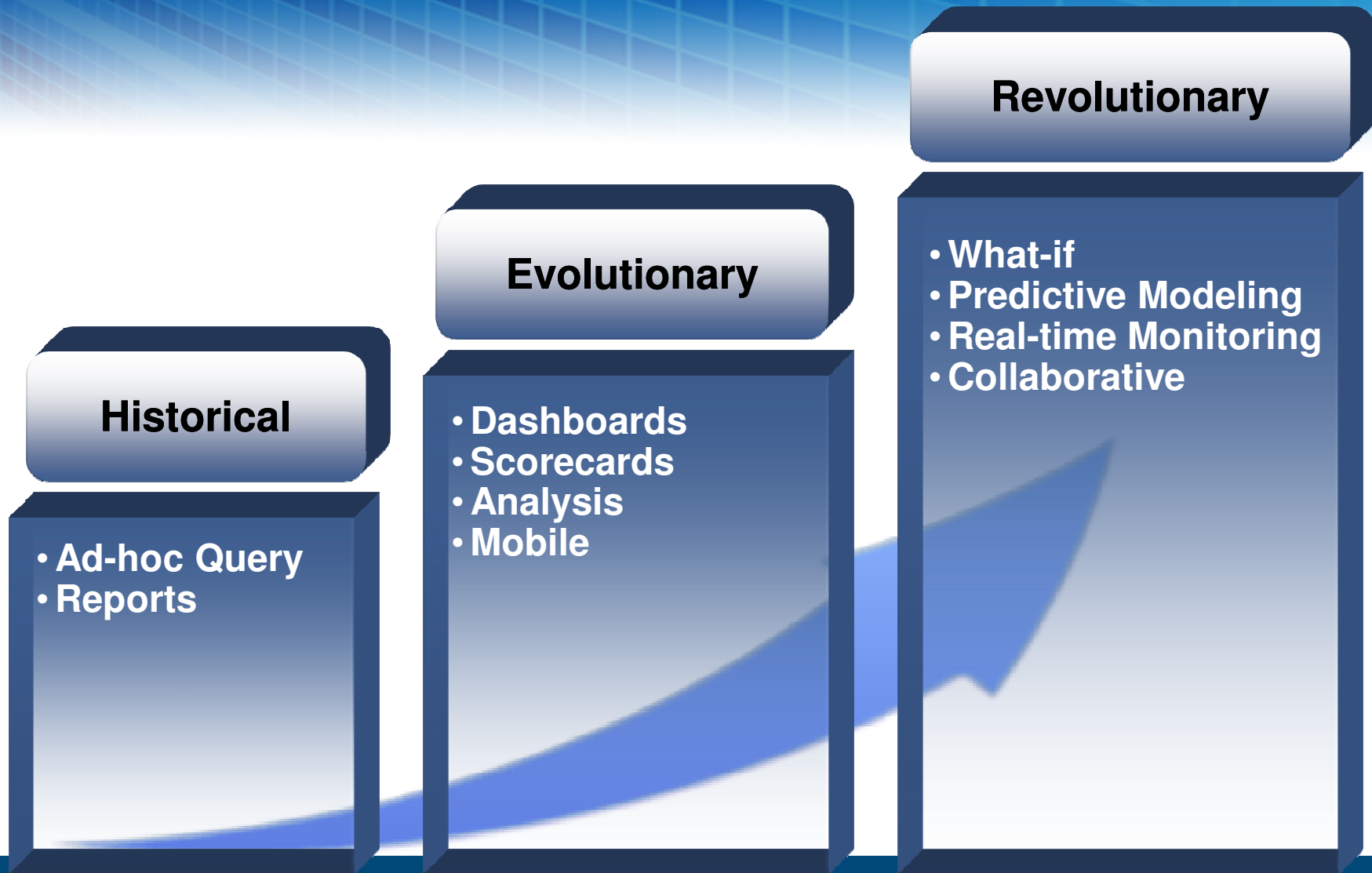
**Centrally managed
access to
information**



Requirements

- Blend IT-delivered and local data
- Assemble personal views quickly
- Access anywhere including on the road

The Business Intelligence Journey



The New Promise of BI

→ Inform

→ Engage

→ Align

Business Intelligence

Delivering business users the freedom they need and IT the performance, security and reliability they demand.

Inform

Access the right information at the right time

Engage

Actively explore, analyze and use information

Align

Team to make smarter, more insightful decisions

The Impact on Organizations



\$78.5M

Direct Benefit



1,822 %

ROI



United States Coast Guard
U.S. Department of Homeland Security

\$28M

Savings

Source: Nucleus Research

Inform

Inform

Engage

Align

Why it's a business imperative

- Data is critical to understand and manage business but is scattered
- Information in hands of right people at right time makes difference between winning and losing
- Value of information depreciates over time

Requirements

- Access to information easily without depending on IT
- Access to all data sources
- Access to information across all time horizons

Inform

BI everyone can use to answer key business questions

Engage

Inform

- Reports
- Dashboards
- Real-Time Monitoring
- Mobile

Capabilities/Features

- Limitless BI Workspace
- Support for External Data
- Support for Predictive Results
- What-if Analysis

With IBM Cognos BI...

- Explore data from any perspective without limitation ensuring a **complete perspective of your business**
- Search and assemble any amount of BI content from any source, across all time horizons to **quickly gain insight**
- Progress seamlessly from viewing to advanced analytics allowing users to **see more and do more**

IBM Cognos Business Insight

 [Create New](#)

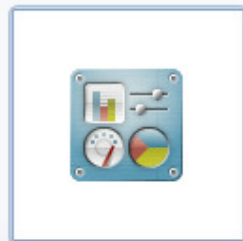
 [Open Existing](#)



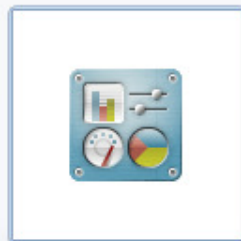
Favorites



My Workbench



My Finance Workbench



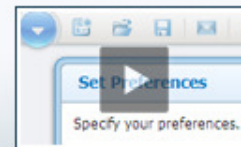
Employee Satisfaction Dashboard ...

How-to Videos

[Show all videos](#)



Customize your Dashboard
How to easily customize your dashboard style



Set your Preferences
How to easily set your preferences

Inform (cont.)

Delivering BI wherever and whenever needed

Engage

Inform

- Reports
- Dashboards
- Real Time Monitoring
- Mobile

Capabilities/Features

- Mobile
- Full Interactive, Self-contained BI
- Real-time Monitoring
- BI Mashups and Portlets

With IBM Cognos BI...

- Adopt mobile to **accelerate delivery of interactive analysis** to executives and front lines
- **Address challenges of compressed decision cycles** with real-time analysis
- Integrate analytics in everyday work and in workflow to **inform business processes**

Engage

Inform

Engage

Align

Why it's a business imperative

- Deep analysis is necessary to gain additional insight
- Exploration and investigate makes the smartest decision, all possible outcomes must be considered

Requirements

- Progress from tactical viewing to strategic analysis
- Look at information in new ways to derive new insights
- Perform side-by-side comparative analysis

IBM Cognos Business Insight

 Create New

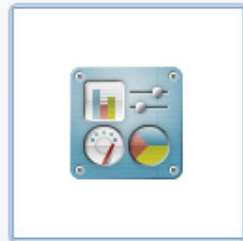
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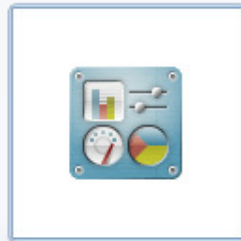
Favorites



My Workbench



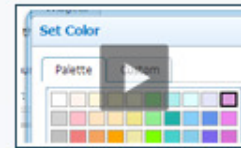
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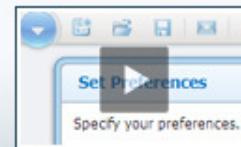
Employee Satisfaction Dashboard ...

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Customize your Dashboard
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How to easily set your preferences

Align

Inform

Engage

Align



Why it's a business imperative

- The best decisions cross over many decision makers, functions, departments, systems and processes.
- Individuals have key insights, knowledge and anecdotal evidence critical to effective decisions

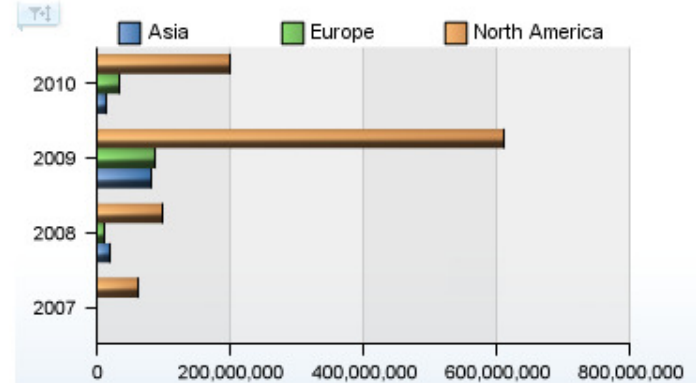
Requirements

- Collaborate to form decision networks
- Link BI to everyday tasks
- Add business context to information
- Establish accountabilities and accelerate alignment

Regional Performance

| Win/Loss Trend | Region | KPP | Sales Rep Days | Win / Loss % | Win / Loss Target |
|----------------|---------------|---------------------------------------|----------------|---|-------------------|
| | North America | ● | 764 | 39.57% | |
| | Europe | ▲ | 278 | 30.06% | |
| | Asia | ◆ | 1,139 | 6.16% | |

Revenue Performance



Headcount Forecast

Tools icons | [Base]

| | 2007 | 2008 | 2009 | 2010 |
|-------------------|------|------|------|------|
| [-] Asia | 0 | 25 | 45 | 7 |
| China | 0 | 6 | 9 | 1 |
| Indonesia | 0 | 4 | 8 | 1 |
| Japan | 0 | 6 | 10 | 1 |
| Korea | 0 | 4 | 9 | 1 |
| Singapore | 0 | 5 | 8 | 1 |
| [+] Europe | 0 | 11 | 74 | 29 |
| [+] North America | 28 | 31 | 59 | 39 |

Available Regions

- (Select All)
- Asia
- Europe
- North America

Apply Cancel

Align

Collective intelligence to share insights and gain alignment



Capabilities/Features

- Built-in Collaboration and Social Networking
- Annotations/Comments
- Common Business Terms
- Data Lineage
- Workflows

With IBM Cognos BI...

- Engage others in decision networks to discuss issues, share insights and align to **make smarter decisions**
- Attach comments/annotations to BI content, build a repository of decision history to **raise knowledge capital in the organization**
- Establish accountability through workflows and **engage the right people at the right time**

IBM Cognos Business Intelligence

Inform

- *Reports*
- *Dashboards*
- *Real-Time Monitoring*
- *Mobile*

Engage

- *Ad Hoc Query*
- *Trending and Drill Down*
- *Statistical Analysis*

Align

- *Scorecards*
- *Collaboration*

COGNOS BI

Unified workspace

All time horizons

Progressive Interaction

**Cognos
Collaboration**

**Cognos
Real-time
Monitoring**

**Cognos
TM1**

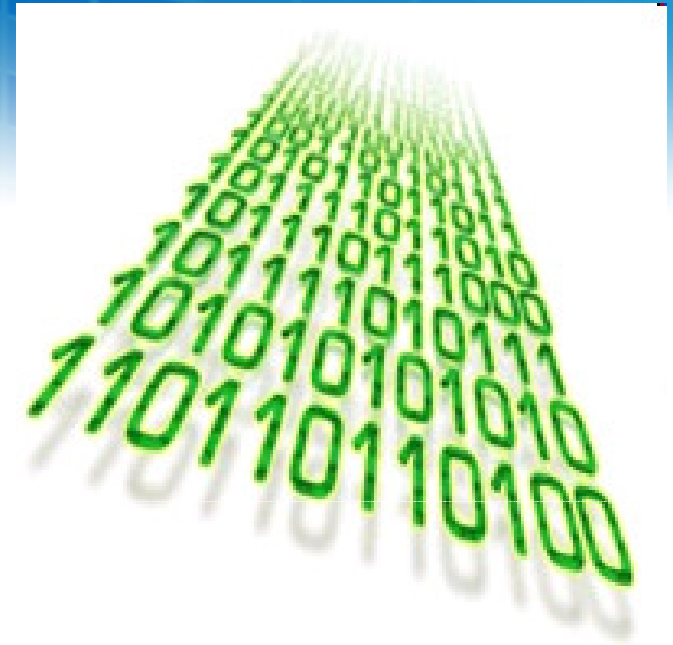
**Cognos
Statistics**

**Cognos
Mobile**

IBM Cognos Platform

Enable IT to effectively and efficiently address evolving business demands

- **Optimize Performance**
 - In-memory processing
- **Accelerate Model Design**
 - Guided workflow-driven modeling
- **Simplify Systems Management**
 - Granular visibility and control
- **Streamline Lifecycle Management**
 - Seamless upgrade



- Tasks
- Validate in Source
- Run in Source
- Validate in Target
- Run in Target
- Output Comparison

Dashboards

Tasks Summary

Tasks Summary

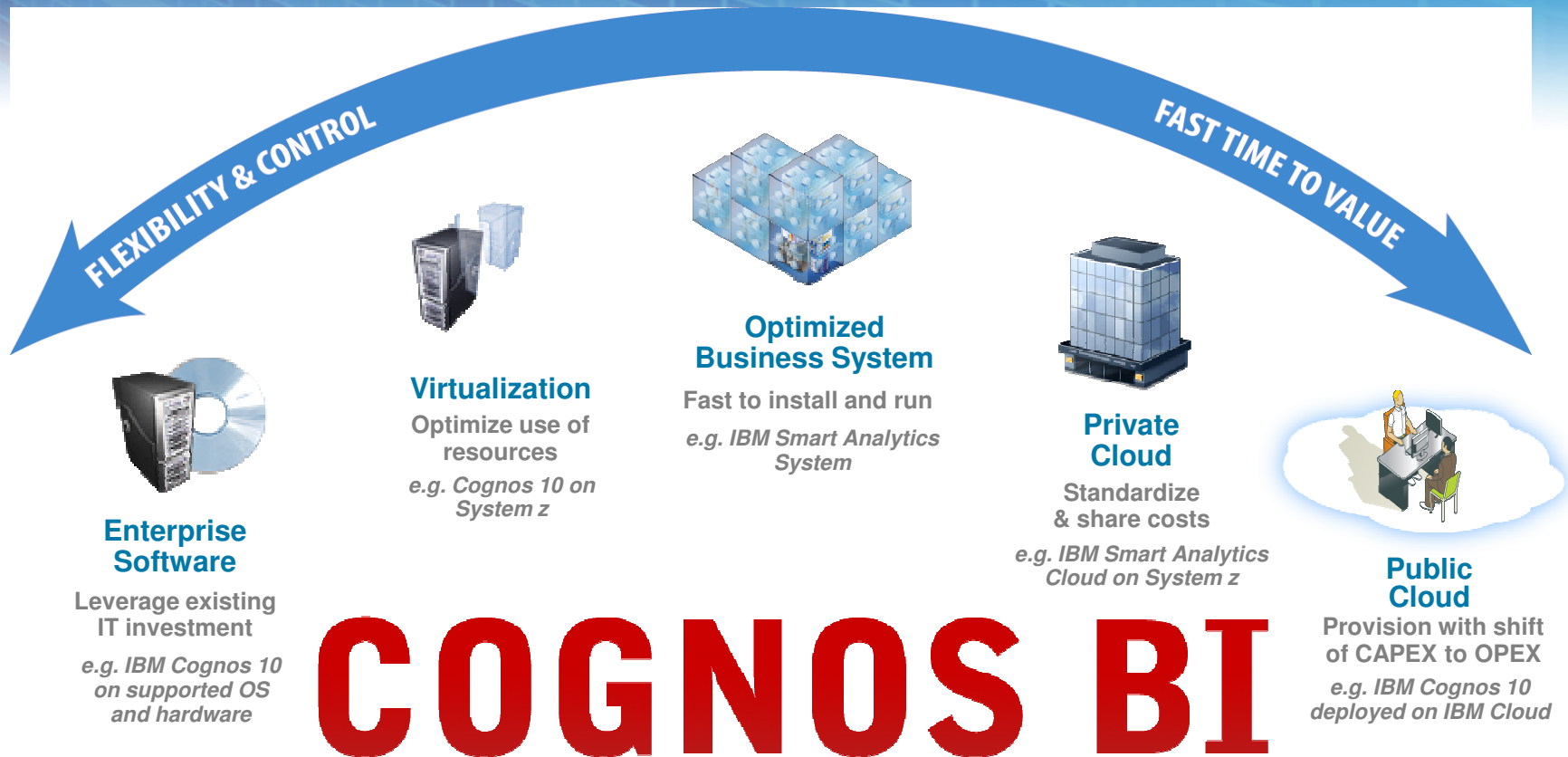
| Tasks | Validate | Source | Target | Run | Source | Target | Compare |
|----------|----------|--------|--------|-----------------|--------|--------|-----------------|
| Validate | 60 | 0 | 0 | Succeeded | 12 | 12 | No Differences |
| Run | 59 | 0 | 0 | Fail | 0 | 0 | Differences |
| Compare | 25 | 35 | 24 | New | 22 | 12 | New |
| Total | 144 | 1 | 0 | Prompts Missing | 1 | 0 | Prompts Missing |
| | | | | In Progress | 0 | 0 | In Progress |
| | | | | Partial Success | 0 | 0 | Partial Success |
| | | | | | | | Visual |
| | | | | | | | Approve |
| | | | | | | | Reject |

Total

| Name | Source Run (Sec) | Target Run (Sec) | Progress |
|---|------------------|------------------|--------------------|
| Company Balance Sheet as at Dec 31 2009 | 3.783 | 1.278 | • [Progress icons] |
| Positions to fill | 5.872 | 1.929 | • [Progress icons] |
| Employee Satisfaction 2010 | 6.4 | 10.424 | • [Progress icons] |
| Eyewear revenue by brand and size | 21.453 | 10.892 | • [Progress icons] |
| Manager Profile | 3.411 | 2.268 | • [Progress icons] |
| Balance Sheet as at Dec 31 2009 | 4.413 | 4.013 | • [Progress icons] |
| Planned Headcount | 10.865 | 4.962 | • [Progress icons] |
| Global Bonus Report | 6.065 | 5.778 | • [Progress icons] |
| Employee Training by Year | 7.825 | 6.692 | • [Progress icons] |

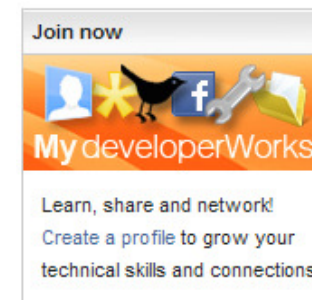
- [Launch Source Portal](#)
- [Launch Target Portal](#)

Broad Deployment Choice



Achieve BI Success

- **New “how-to” books deliver expertise**
 - BI Strategy Book
 - BI on Cloud
 - BI Redbook
- **Workshops to help shape strategy**
 - Champion workshops
 - Business Analytics experience
- **Services & Training**
 - Proven practice workshops, learning assessment and user adoption services
 - Broader portfolio of self-paced training options
- **Growth in communities**
 - Innovation Center
 - DeveloperWorks, C^3 Blog
 - Twitter, facebook and linked-in



Conclusion

IBM Cognos Business Intelligence

- Offers ***Self-service flexibility based on IT standards***
- Enables access to ***all data sources***
- Delivers information across ***all time horizons***
- Supports the ability to ***plan and predict future outcomes***
- Delivers ***BI wherever and whenever*** required
- Supports ***collaborative BI***
- Cost-effectively scales***
- Delivers ***high performance***





Thank You