

Introducing

IBM Cognos Express



Marco Loprete
Senior Solution Specialist

Agenda

- **The Opportunity and challenges for midsize companies**
- **Introducing IBM Cognos Express**
- **Break**
- **Getting Started**

Midsize Companies, Supersize Impact

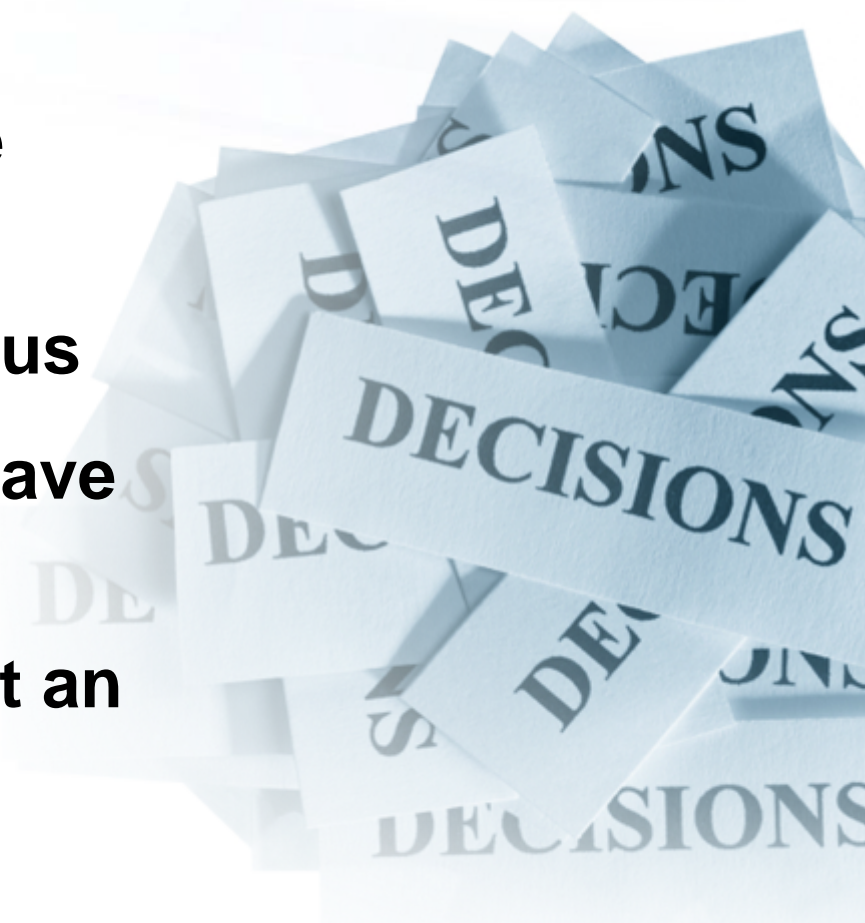
- **The growth engine for global economy**
- **65% of the worlds GDP**
- **Employ 90% of the world's workforce**



Dynamic Economy

Threats and Opportunities for a midsize company

- **Midsize companies are more resilient in a tough economy**
- **53% are in a cost-cutting focus**
- **47% of midsize companies have a strategic focus**
- **Deliver innovation to support an accelerating rate of change**



Adaptability Delivers Competitive Edge

- **Change business model**
- **Align resources quickly**
- **Capitalize on new opportunities**



**Insight
to make
smart decisions
and take action**

