IBM Performance 2011

From Insight to Foresight.

Christoph Papenfuss
Global Best Practices Leader
IBM Business Analytics

Agenda

- The role of Business Analytics

- Cognos 10 introduced

- What's new? – The latest innovations

Success with old recipes?

Improve Production Capacity
Reduce Buffer Inventory

Operations

Optmize Staffing Mix
Benchmark Benefits

Human
Resources

Reduce Portfolio Gaps
Reduce Development Risk

Product
Development

Reduce Churn
Improve Customer
Satisfaction and Loyalty

Strengthen IT Capabilities
Across Business Units

Customer
Service

Sales

Finance

Close Deals Faster
Improve Customer Profitability

Marketing

Drive Growth and Profit Through
Resource Allocation
Comply with Confidence

Improve Competitive Positioning
Prioritize Profitable Product Delivery
Drive Greater Demand

Operations

Human Resources

Product Development

IT

WHY?
HOW ARE WE DOING?
WHAT SHOULD WE BE DOING?

Customer Service

Sales

Marketing

Finance

Analytics
Correlates to Performance

Organizations that lead in analytics outperform those who are just beginning to adopt analytics

Top Performers are more likely to use an analytic approach over intuition*

3x

5.4x

*within business processes

Source: Analytics: The New Path to Value, a joint MIT Sloan Management Review and IBM Institute of Business Value study. Copyright © Massachusetts Institute of Technology 2010.

Driving Better Business Outcomes Across the Enterprise

$300 Million
in savings
& fraud reduction

From >1% to <0.5%
Reduction in product return rates

$200 Million
increase in Cash Flow

$24 Million
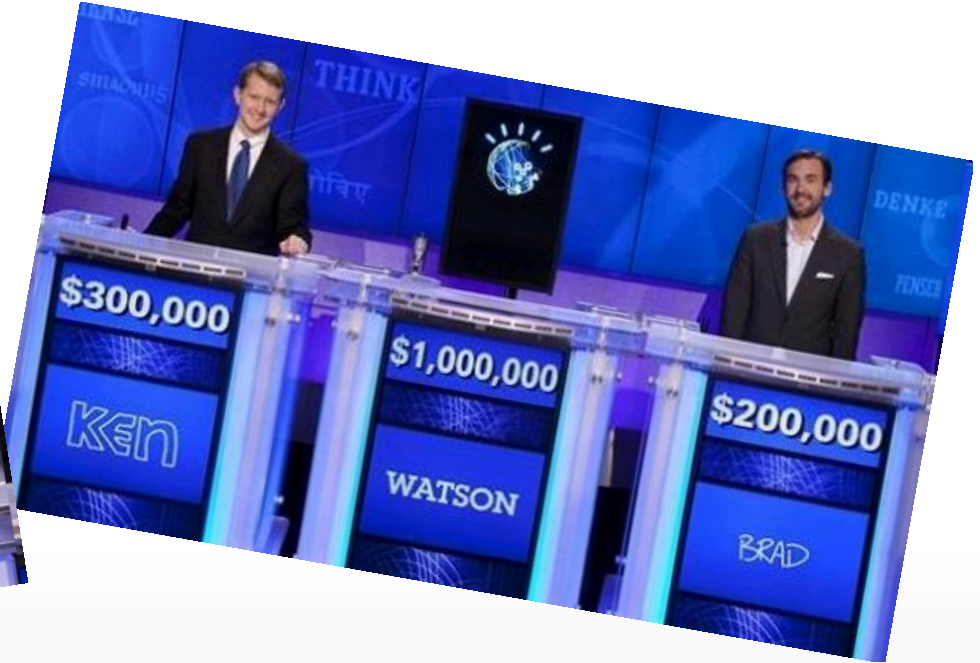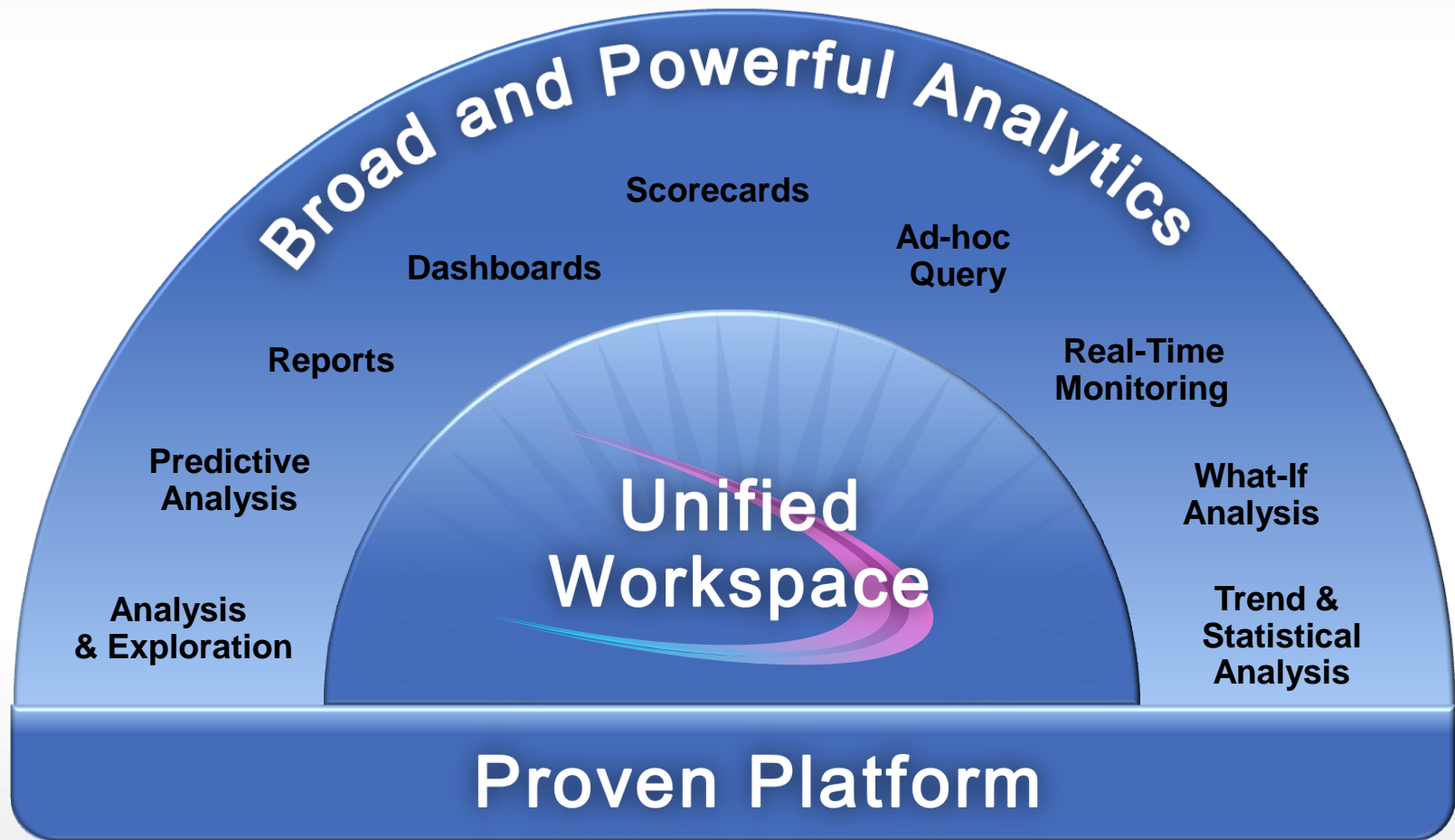in reduced waste and fraud

600% increase
in cross-sell campaign

40% decline
in homicide rates

IBM Watson – Unprecedented potential

Introducing Cognos Business Intelligence

Broad and Powerful Analytics

Scorecards

Dashboards

Ad-hoc Query

Reports

Real-Time Monitoring

Predictive Analysis

Unified Workspace

What-If Analysis

Analysis & Exploration

Trend & Statistical Analysis

Proven Platform

A Unified Workspace instantly usable by everyone

Unified Workspace

All Time Horizons

Progressive Interaction

Built-in Collaboration

IBM Cognos Business Insight

📋 **Create New**

📂 **Open Existing**

Favorites

To add a favorite, use the add to favorites button ☆ in the application bar, or use the right-click menu on items in the content pane.

How-to Videos   Show all videos

Customize your Dashboard
How to easily customize your dashboard style

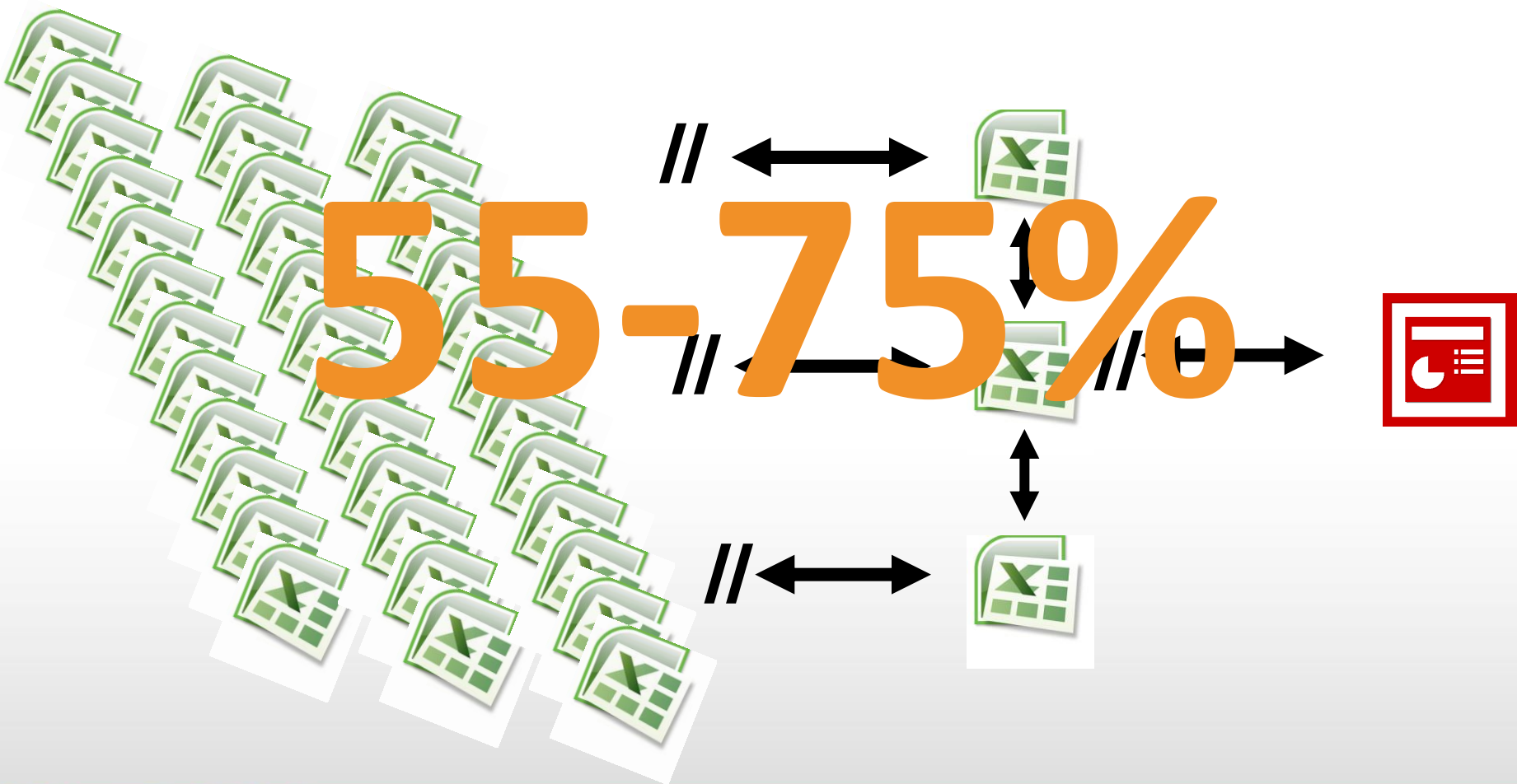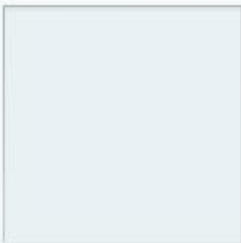**Set your Preferences**
How to easily set your preferences

Business Analytics for Finance

- **Connect Financial and Operational Planning and Forecasting**

- **Identify risks & opportunities with scenario planning**

- **Address new governance mandates**

Finance

The reality: Too much manual labor

IBM Cognos Business Insight

Create New

Open Existing

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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

New IBM Business Analytics Acquisitions

OPENPAGES
an IBM® Company

*Leading Provider of Enterprise GRC Platforms**

plus

CLARITY SYSTEMS
an IBM® Company

*Fastest Growing CPM Vendor**

* Source: Gartner MQ; 2010 Gartner Dataquest Market Statistics report

IBM Performance 2011

13 applications

40,000 report objects

3,500 users

6 days

BOEING®

Business Analytics Solutions

- **For customer care that…**
  - **Understands** customer behavior patterns and anticipates their needs
  - **Identifies** traditional and social customer interaction points
  - **Improves** customer satisfaction with rich insight from across all time horizons
  - **Analyzes** social media to improve retention, advocacy and loyalty

Operations

Human Resources

Customer Service

Product Development

Sales

IT

Marketing

Customer Service

Sales

Finance

Marketing

Customers are talking…with each other

78%
Of all consumers trust the opinion of other customers

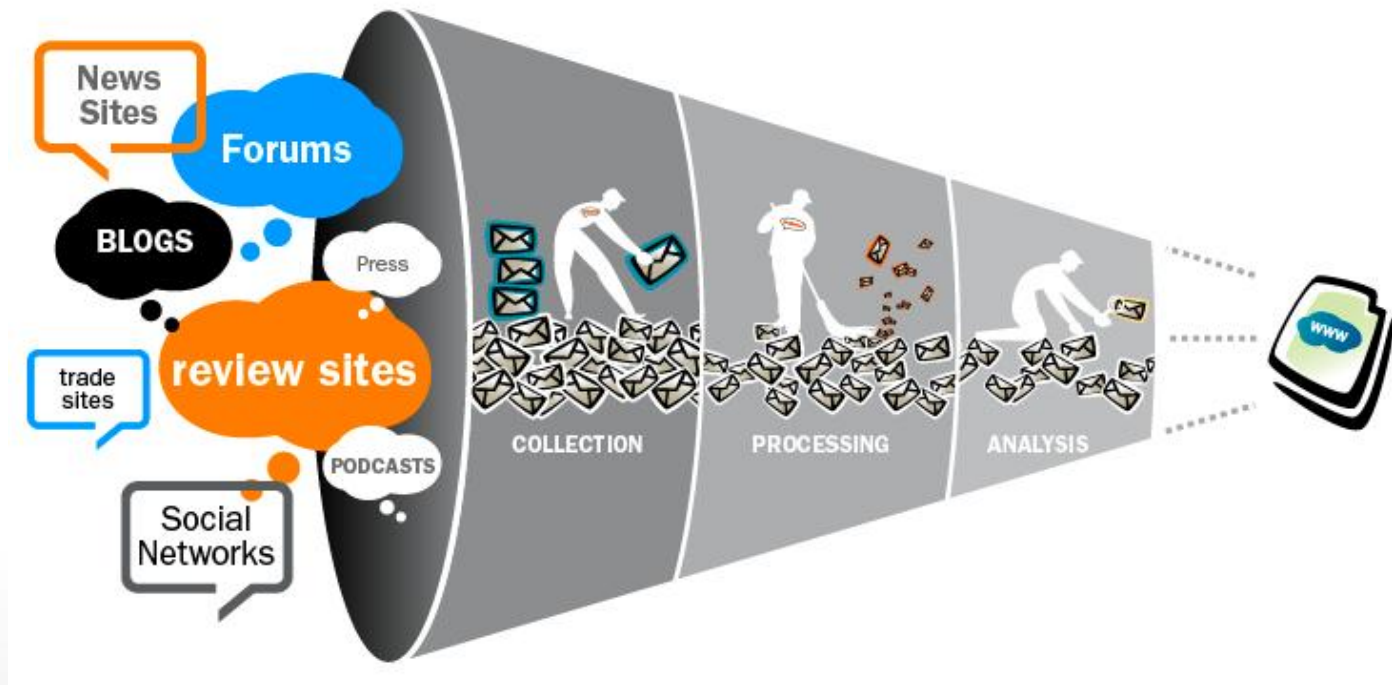Source: August 25, 2009, "The Broad Reach Of Social Technologies" Forrester report

95M
Tweets sent via Twitter …every day

Social Media is more than Facebook!

Conversations in Social Media – Version 2.0 – 04.2010 by ethority | http://social-media-prisma.ethority.de | http://www.twitter.com/ethority | Contact us for updates: prisma@ethority.de

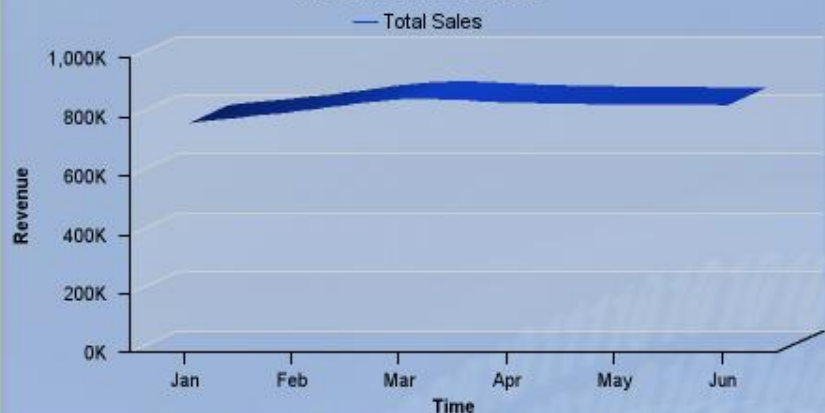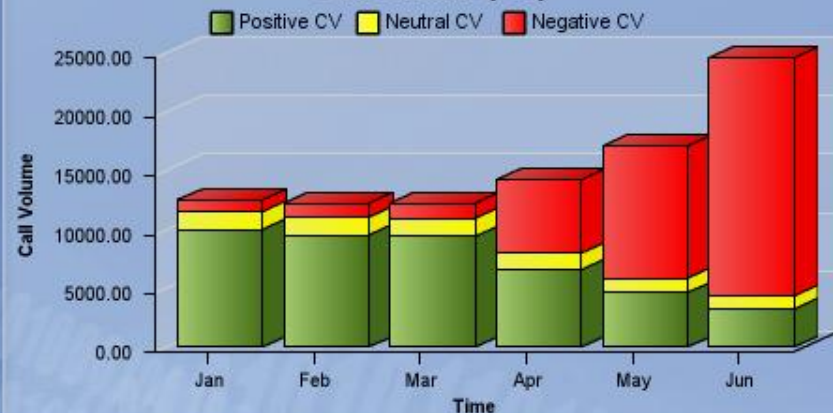# Analysis of unstructured Social Media Data with IBM Cognos Consumer Insight

Cognos Consumer Insight - Demo

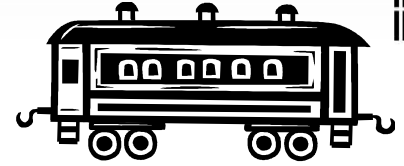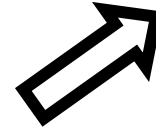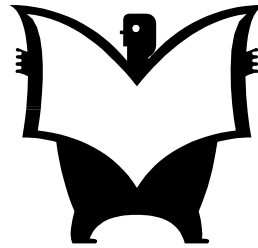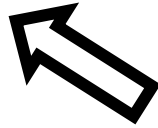# MARKETING WORKSPACE

Product Revenue

— Total Sales

Call volume (CV)

☐ Positive CV ☐ Neutral CV ☐ Negative CV

Customer Reputation Index

● Social Sentiment ● Customer Satisfaction ● Ease of Doing business ● Loyalty

- **Mobile BI**
- **Online and Offline**

Available to everyone
when, where and how needed

Mobile

- Full BI interactivity including drill up/down/through
- Scheduled reports for immediate access to key content
- iPhone, iPad, BlackBerry, Windows Mobile, Symbian
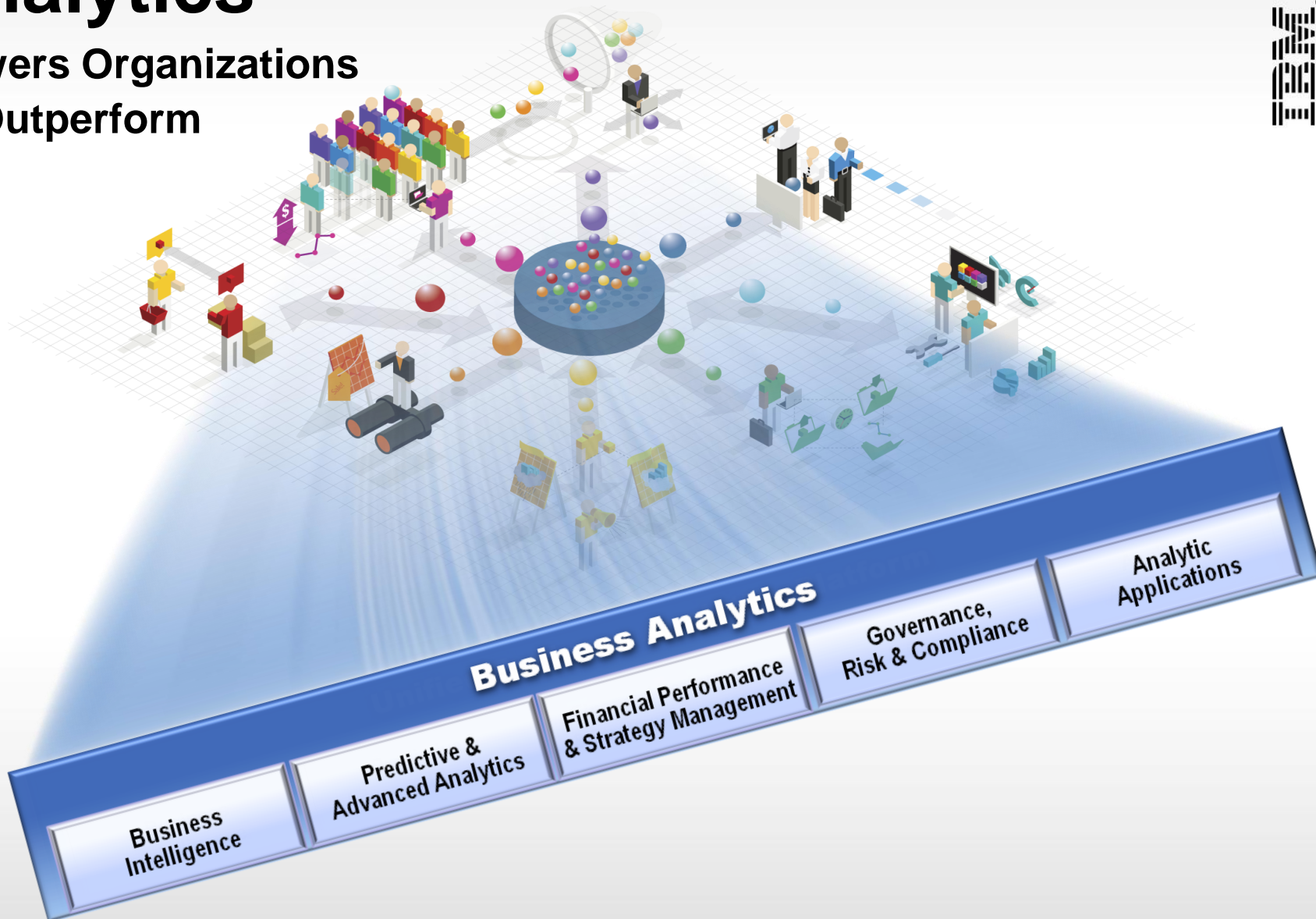
Disconnected BI

- Self-contained, interactive content
- Offline BI application, fun and fast
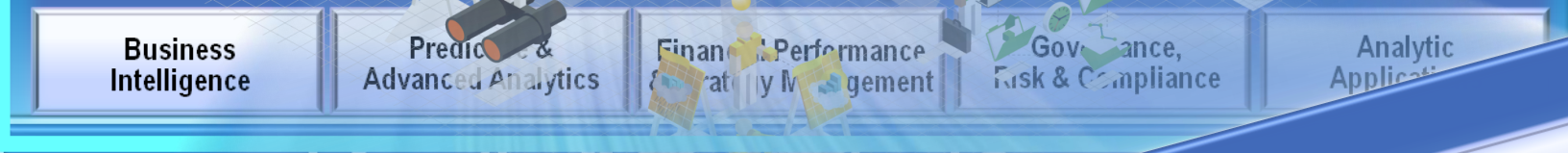- Easy delivery to wide audiences

Mobile BI
Online & Offline

Business Analytics & Optimization Solutions

Industry Solutions

| Financial Services | | Distribution | Industrial | Communications |

Cross-Industry Solutions

| Finance | Human Capital | Supply Chain / Operations | Customer |

Business Analytics

| Business Intelligence | Predictive & Advanced Analytics | Financial Performance & Strategy Management | Governance, Risk & Compliance | Analytic Applications |

Business Analytics

| Business Intelligence | Predictive & Advanced Analytics | | | Analytic Applications |

Content Management · Data Management

Business Analytics

| Business Intelligence | Predictive & Advanced Analytics | Financial Performance & Strategy Management | Governance, Risk & Compliance | Analytic Applications |

Workload Optimized Systems

Government

Healthcare

Energy & Utilities

Transportation

Industry solution

Proven practices

Client communities

Solution accelerators

"How to" expertise

Innovation

Banking

Retail

Insurance

Electronics

Telecom
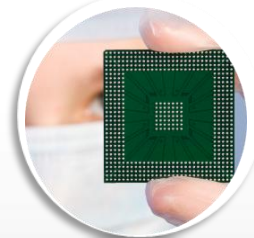
Chemical & Petroleum

IBM

Thank you for attending!