



Introducing

IBM Cognos Express

Christoph Papenfuss, Business Unit Executive
Stephen Brook, Manager

The IBM Cognos Innovation Center

Information Management

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Agenda

- **The Opportunity and challenges for midsize companies**
- **Introducing IBM Cognos Express**
- **IBM Cognos Express in Action**

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Midsize Companies, Supersize Impact

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



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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



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4 (*IBM's Midmarket Trends IT Survey)

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Insight to make smart decisions and take action



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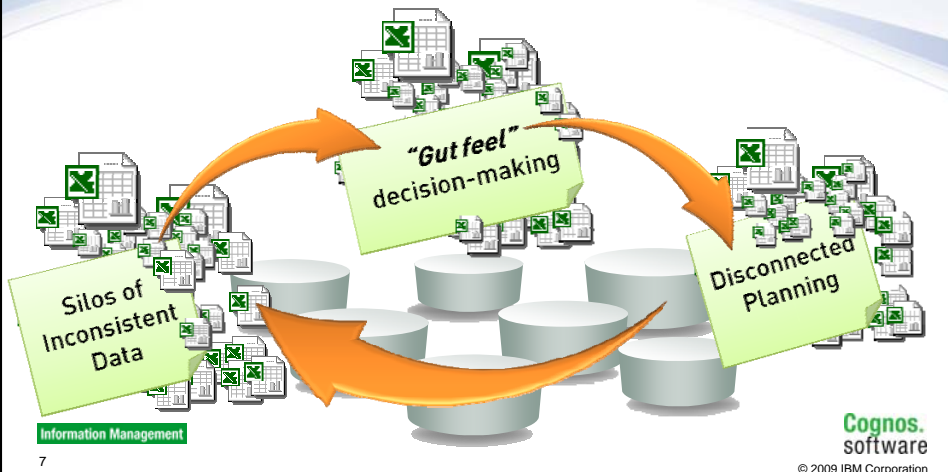
But funds &
resources are
typically tight...



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HOPE IS NOT A STRATEGY



Information

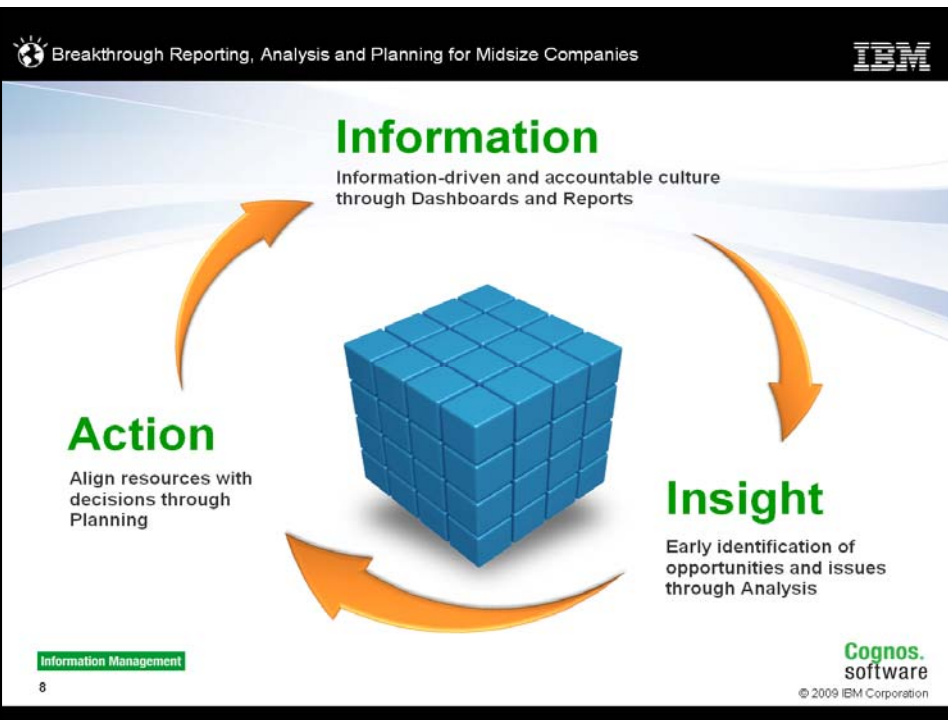
Information-driven and accountable culture through Dashboards and Reports

Action

Align resources with decisions through Planning

Insight

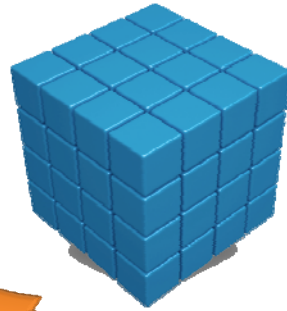
Early identification of opportunities and issues through Analysis





Dashboards/Reports

Planning



Analysis



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Introducing IBM Cognos Express



The **only** integrated Reporting, Analysis and Planning solution purpose built for midsize companies

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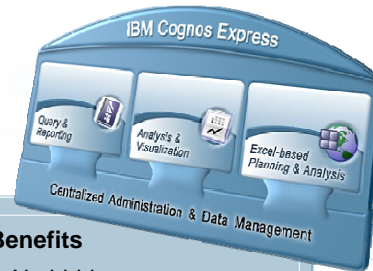
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Easy to Install

- **Preconfigured “No assembly required”**
- **All you need - Embedded**
 - OLAP, Security, Content store, Web server, Data integration
- **Central management console for content, security, licensing and administration**

- **Benefits**
 - No hidden costs
 - Minimum resource needed
 - Quick time to value



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Easy to Use

- **Novice to advanced Users**
- **Simple business view creation**
- **Data viewed in business context**
- **Right interface for the right user**
- **Flexible delivery model**

- **Benefits**
 - Reduce IT Backlog
 - Reduce burden on IT
 - Business empowered
 - Minimum resource needed
 - Quick time to value

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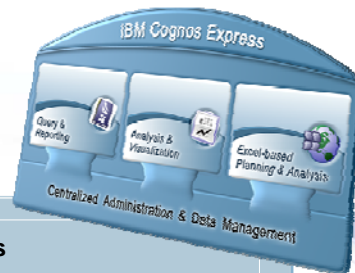
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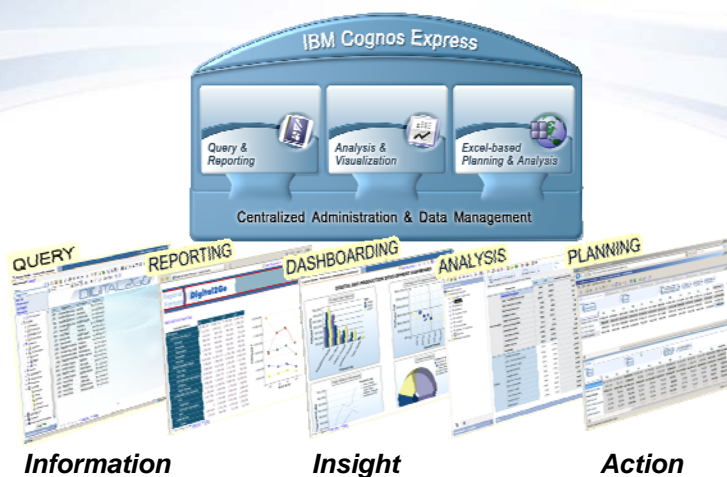
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Easy to Buy

- Buy what you need and when you need it
 - Low entry price point
 - No hidden costs
 - Room to grow
 - Affordable
- **Benefits**
 - Start small, start anywhere
 - Match projects to match resource and budget constraints
 - Quick time to business value
 - Low risk

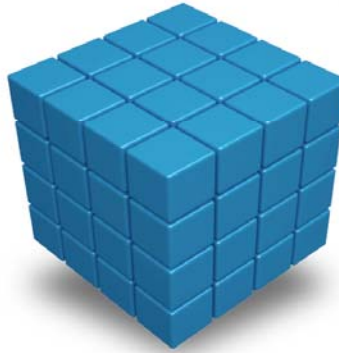


Solving the Business Need



Start with an in-memory analytic server

- Unlock silos
- Business context
- Trending analysis



- Reduces burden on IT.
- Managed self-service
- Current data and information

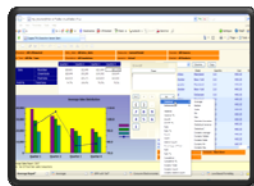
Express Reporter

Query & Reporting



Reporting and Ad Hoc Query

- Simple, intuitive authoring for novice to experts
- Reports and dashboards to meet the needs of different users
- Breadth of report coverage – operational, transactional, managed, dashboards, ad hoc
- Connect to any type of data and in any combination – relational, OLAP, desktop files
- Flexible report delivery via web interface, PDF, Excel, email or Portal



Analysis and Visualization

- Real-time analysis with in-memory multidimensional capability
- Slice and dice, drill down/through capabilities
- High impact data visualizations
- Simplified business view creation and building
- On-the-fly business view changes
- 'What if' scenarios with write-back
- Embed live content into MS Office applications

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Planning, Budgeting, Forecasting

- Transforms Excel with a powerful in-memory analytics server for multi-dimensional analysis and planning
- Centrally managed data, business hierarchies, rules, calculations
- Continuous planning, aggregation, analysis
- Excel or Web Interface
- "What if" scenario modeling & write-back
- Role-based security and clear audit trails
- Workflow management

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DEMO

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A smart approach for a midsize company

Think Big Start Small

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Summary

- **Integrated BI & Planning**
- **Purpose built and priced for midsize companies**

**Easy to install,
Easy to Use,
Easy to Buy**



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Introducing IBM Cognos Express

Q&A

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