

**IBM Cognos Performance**  
Better Intelligence. Better Business.

# New Intelligence for Smarter Business



## ***Smarter Business***

- Faster, better outcomes and results
- Today's focus
  - Optimize
  - Innovate
- Make your business smarter, more efficient, more effective

## IBM Cognos Performance

### **Guinness Anchor Berhad**

*True performance management with IBM Cognos Planning*

#### **Business Challenge**

- Grow from spreadsheets to a budgeting tool that is easy to use and provides accurate reporting in timely manner.

#### **Why IBM?**

- IBM Cognos Planning selected because it meets all user requirements, is less reliant on IT support and less costly and faster to implement .

#### **Solution**

- An IBM Cognos Planning solution that consolidates complex data and provides reliable, error-free budget reports quickly and accurately.

#### **Key Benefits**

- Instantaneous budget reporting; accurate and reliable data; easier and faster budget planning

#### **Quantifiable ROI**

- **Reduce planning cycle time from 3 months to 2 weeks!**

***“We have also significantly cut down the planning cycle time from three months to two weeks and now have the visibility to see more clearly where the business is headed when compared with our business goals and forecasts. This new insight will better lead us to adapt plans and targets accordingly, to ensure we are on course with our growth plans. Furthermore, we now have more time for analysis.”***

*Ms Chan Mieng Chaan, Financial Planning & Decisions Support Manager, GAB*



## IBM Cognos Performance

### ***Victoria University of Wellington*** *Empowers budget holders with IBM Cognos*

#### **The Need:**

- An easier way to manage budget preparation throughout multiple faculties, schools, institutes and centres of research in an intranet environment.

#### **The Solution:**

- An integrated IBM Cognos solution that provides a total package for performance management

#### **What Makes it Smarter:**

- Removal of budget consolidation and calculation errors;
- Support of multiple financial reporting and analysis requirements;
- Reduction of the time required for month-end processes from a maximum of 14 days to 3 days;
- Quick, easy adoption throughout the University.

***“The main objective for using IBM Cognos BI tools is to focus on consistent, accurate information for better decision making.***

***We also want to deliver the best information at the lowest cost possible & to enable users to delve into the details & look at all the factors that are driving performance”***

*Mark Hewitson, Manager of  
Financial Advice,  
Victoria University of Wellington*



# Wendy's Serves Up Faster Sales Figures

### Business Challenge

- Providing reliable Information to manage the business
- Company-wide trusted information has to be available right in time.

### What's Smart?

- Business Intelligence tool to analyse sales data in near real-time, enabling it to improve marketing decisions in a competitive market.

### Smarter Business Outcome

- Sales data available in a day that used to take a week to obtain;
- Timely & detailed information at their fingertips, Wendy's marketers are able to make robust decisions about future sales promotions.

***"It was a very powerful demonstration.***

***We had all of our management team in... and straight away they saw the potential of this too.."***

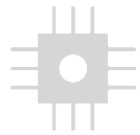
*James Irvine, Wendy's financial controller*

# IBM Cognos Performance



IBM®

# IBM Cognos Performance



Our world is becoming

## INSTRUMENTED



Virtually all things, processes  
and ways of working are becoming

## INTELLIGENT



Virtually all things, processes  
and ways of working are becoming

## INTELLIGENT



## *Transform Your Organization with Information*

Our world is becoming  
**\$40 billion annually**



Our world is becoming

**INTERCONNECTED**

**59%**



Virtually all things, processes  
and ways of working are becoming

**INTELLIGENT**

**\$360 billion**

# *Transform Your Organization with Information*



## Lack of Insight

1 in 3 managers frequently make critical decisions without the information they need



## Inefficient Access

1 in 2 don't have access to the information across their organization needed to do their jobs

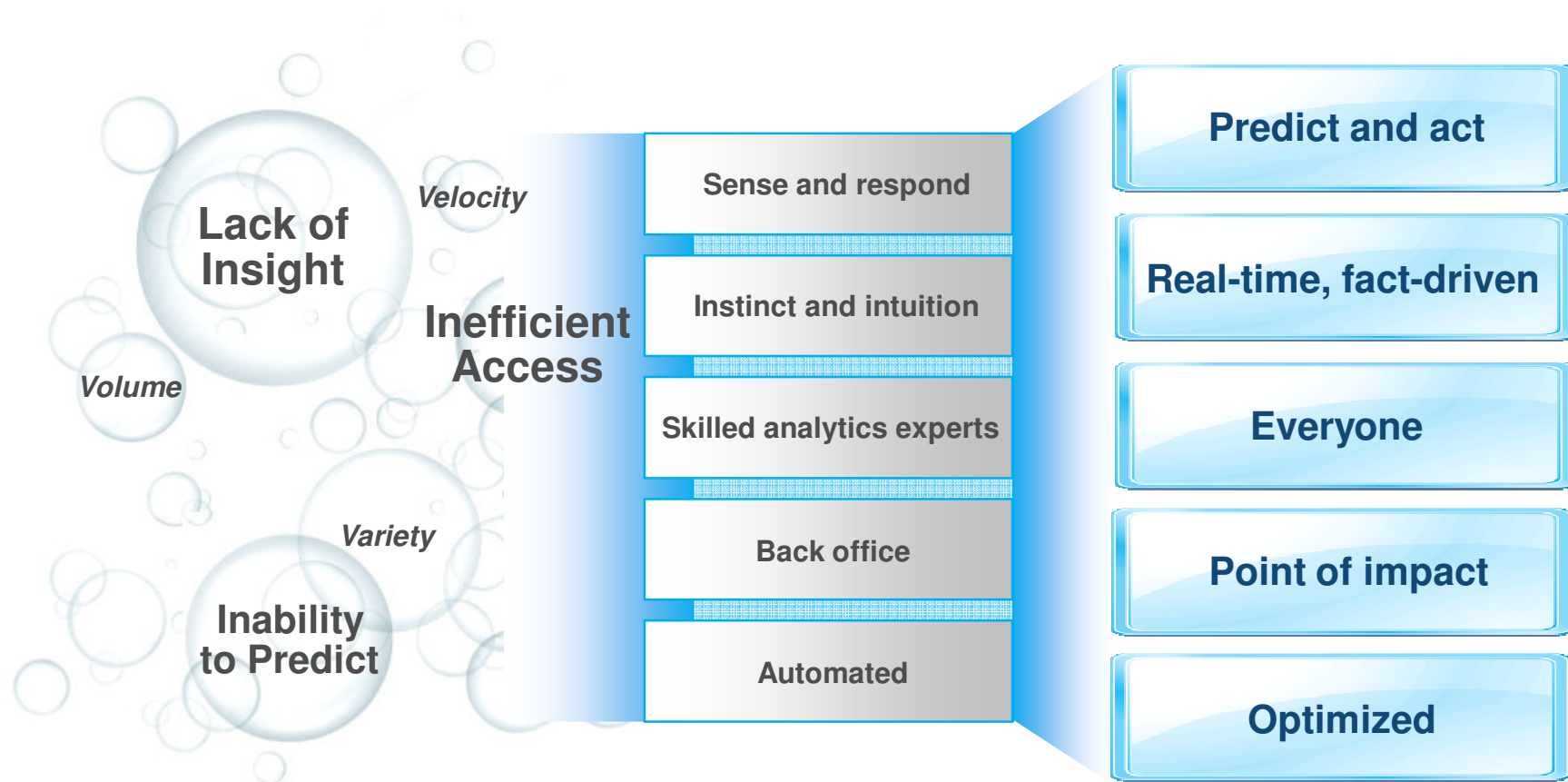


## Inability to Predict

3 in 4 business leaders say more predictive information would drive better decisions



# *New ways of working to optimize decisions and actions*



# Predictive Analytics





# **SPSS: A Leader in Predictive Analytics**

- **Unique data collection**
- **Text and data mining**
- **Advanced statistics**
- **Predictive solutions**
- **Rich expertise**



**Moves beyond Sense & Respond  
to Predict & Act...**

**At the time and point of impact!**

***New ways of working to optimize decisions and actions***



# IBM Cognos Content Analytics

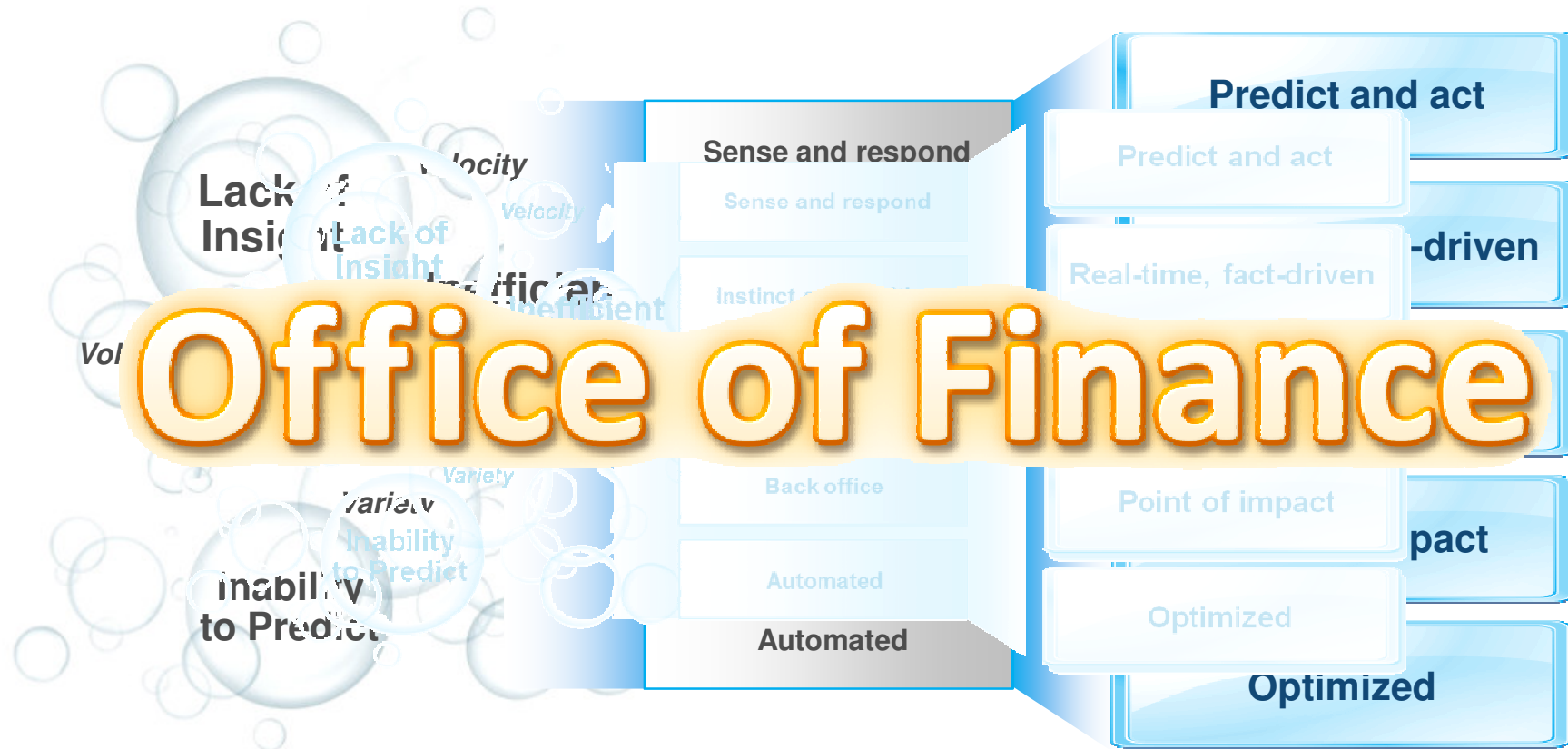
- New insights from the content and context of unstructured information
  - Automated discovery
  - Continuous refinement to provide context
  - Delivery to users, applications or processes



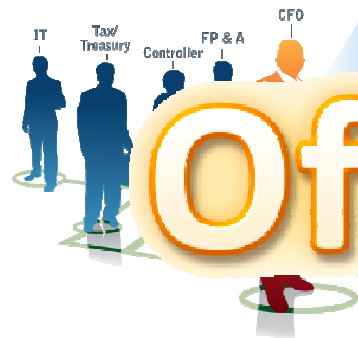
**Enables market insight, customer intelligence, early warning of fraud and more**



# *New ways of working to optimize decisions and actions*



# *Driving Smarter Decisions through the Office of Finance*



*Enterprise Planning and Analysis*

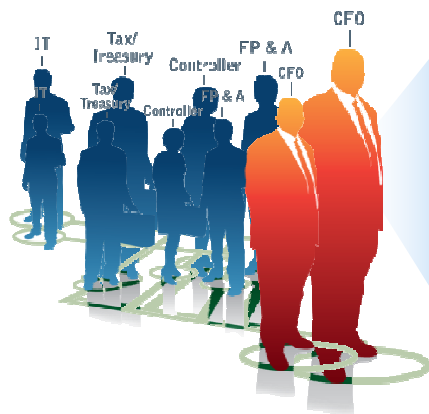
*Consolidation and Corporate Reporting*

**Office of Finance**

*Strategy Management and Scorecarding*

# ***Advancing TM1 Capabilities and Solutions***

## ***IBM Cognos TM1 9.5***



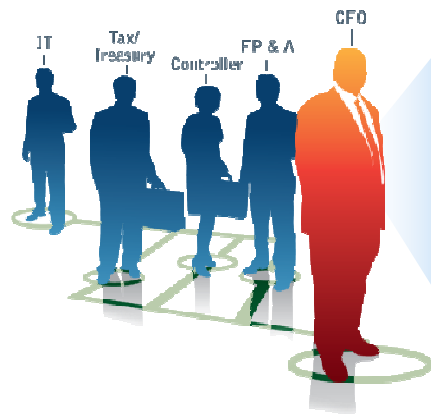
- Personal Scenarios
- Contribution and Workflow
- Easier, Quicker Solution Deployment

Unmatched blend of high contribution planning and forecasting, scenario analytics and flexibility



# ***Advancing Controller Capabilities***

## ***IBM Cognos 8 Controller 8.5***

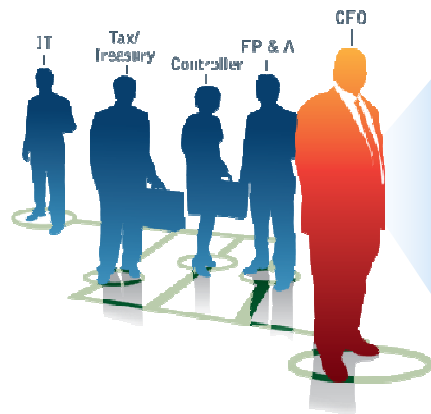


- Enhanced Global Consolidation Capabilities
- Enhanced User Experience
- Extended Financial Analytics

Best-in-class, built-for-purpose engine; unmatched financial analytics powered by TM1

# ***Advancing Dimension Management Capabilities***

*IBM Cognos 8 Business Viewpoint 8.4*



- Enhanced business driven user interface & collaboration
- Relational, MDM Adapters

Unrivaled blend of high collaboration and control over dimensions defined, governed, and shared across performance management environment



# *New ways of working to optimize decisions and actions*



# ***Complete Analytic Application Coverage***

*Solutions for Smarter Decisions from Line of Business*



- Faster insight drives faster time-to- value and action
- Consistent measurement of business strategy
- More effective management of risks and controls
- Anticipate and explore new opportunities

## ***New Analytic Applications***



IBM Cognos Performance

# ***Industry and Functional Domain Accelerators***

**FUNCTIONAL**

IBM Cognos  
**Innovation Center**  
for Performance Management

- ***Critical performance management processes***
- ***Operational and financial planning and analytics***
- ***Horizontal and industry domains***





DISTRIBUTION



EDUCATION



GOVERNMENT



COMMUNICATIONS



BANKING



LIFE SCIENCES



INSURANCE



INDUSTRIAL



HEALTHCARE

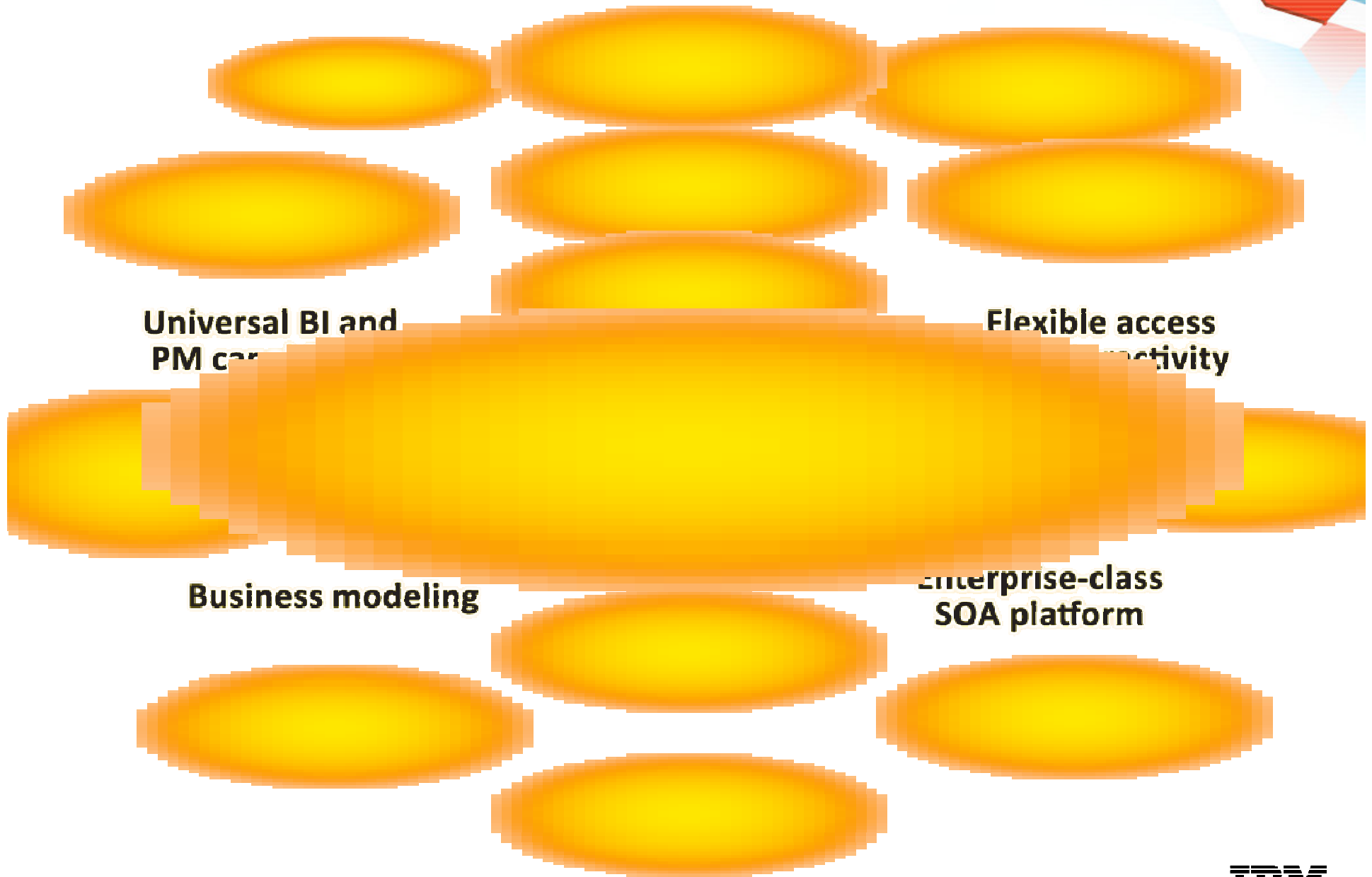
## ***IBM Cognos Blueprints***



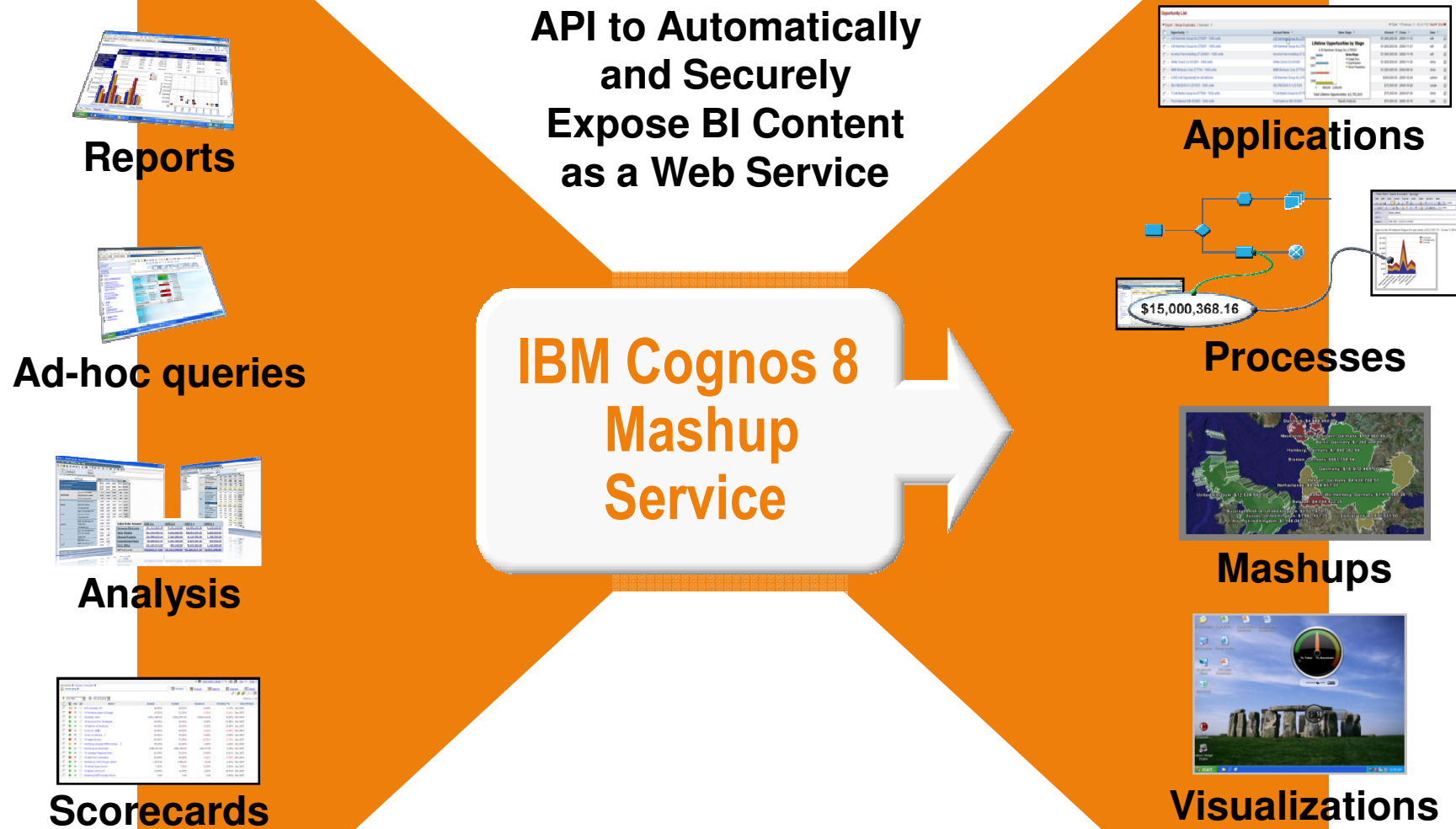
*New ways of working to optimize decisions and actions*

# BI and Performance Management Platform

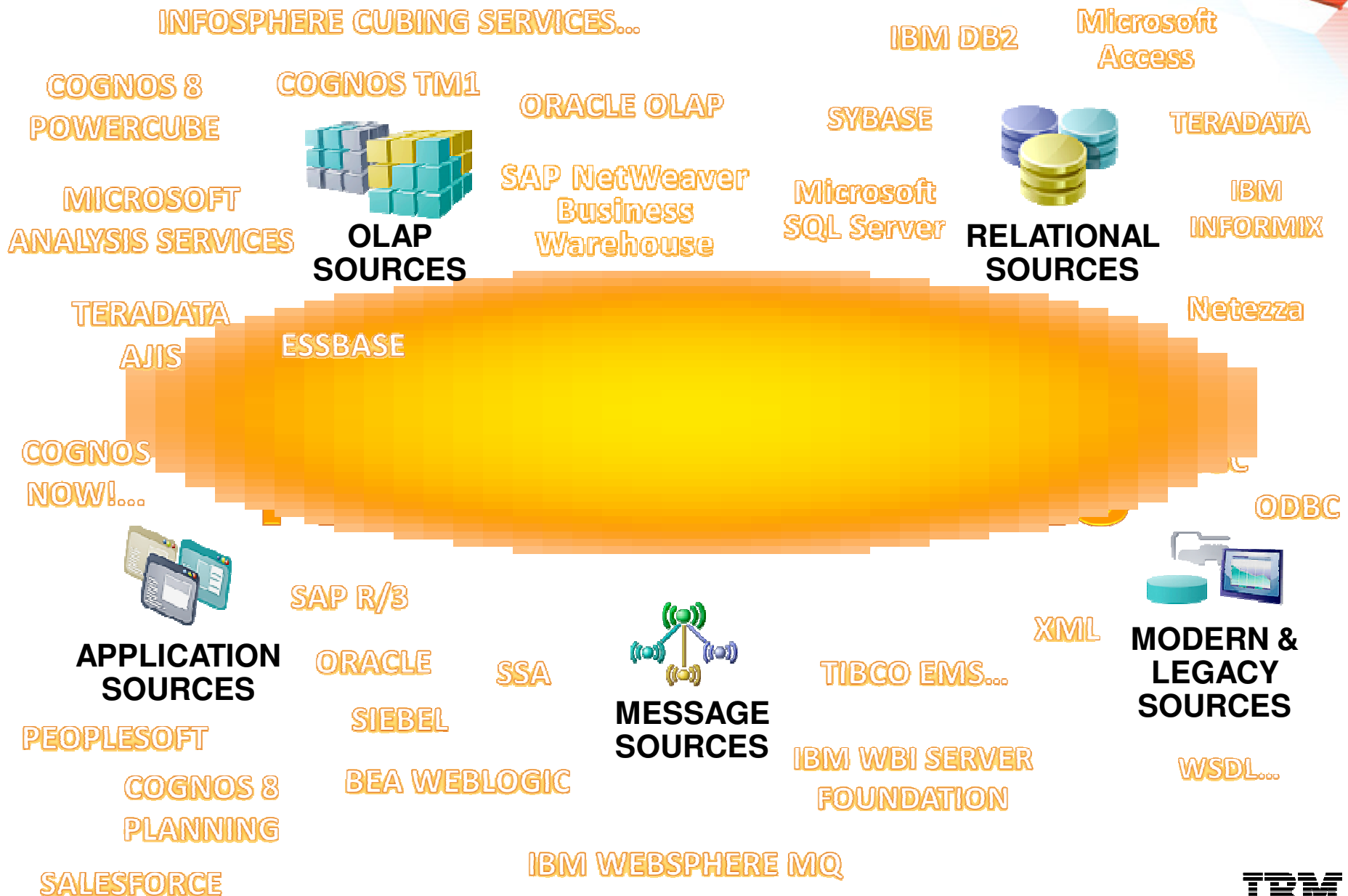
## IBM Cognos Performance



# IBM Cognos Performance



# IBM Cognos Performance



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# ***IBM Cognos 8 Platform and Capabilities:*** *Embrace, enhance & extend your investments in SAP® technology & applications*



- **SAP NetWeaver® Portal**
- **SAP® Web Application Server**

**SAP® Certified**  
Powered by SAP NetWeaver®



***Plus support for:***

- **SAP NetWeaver Namespace**
- **Business Warehouse Accelerator**



- **SAP NetWeaver® Business Warehouse**
- **SAP® Business Suite**
- **SAP® R/3®**

**SAP® Certified**  
Integration with SAP NetWeaver



## Business Glossary

Smart Analytics System

Industry models

Data

Analytics

Business process

Text analytics

System management

Data integration

Data mining

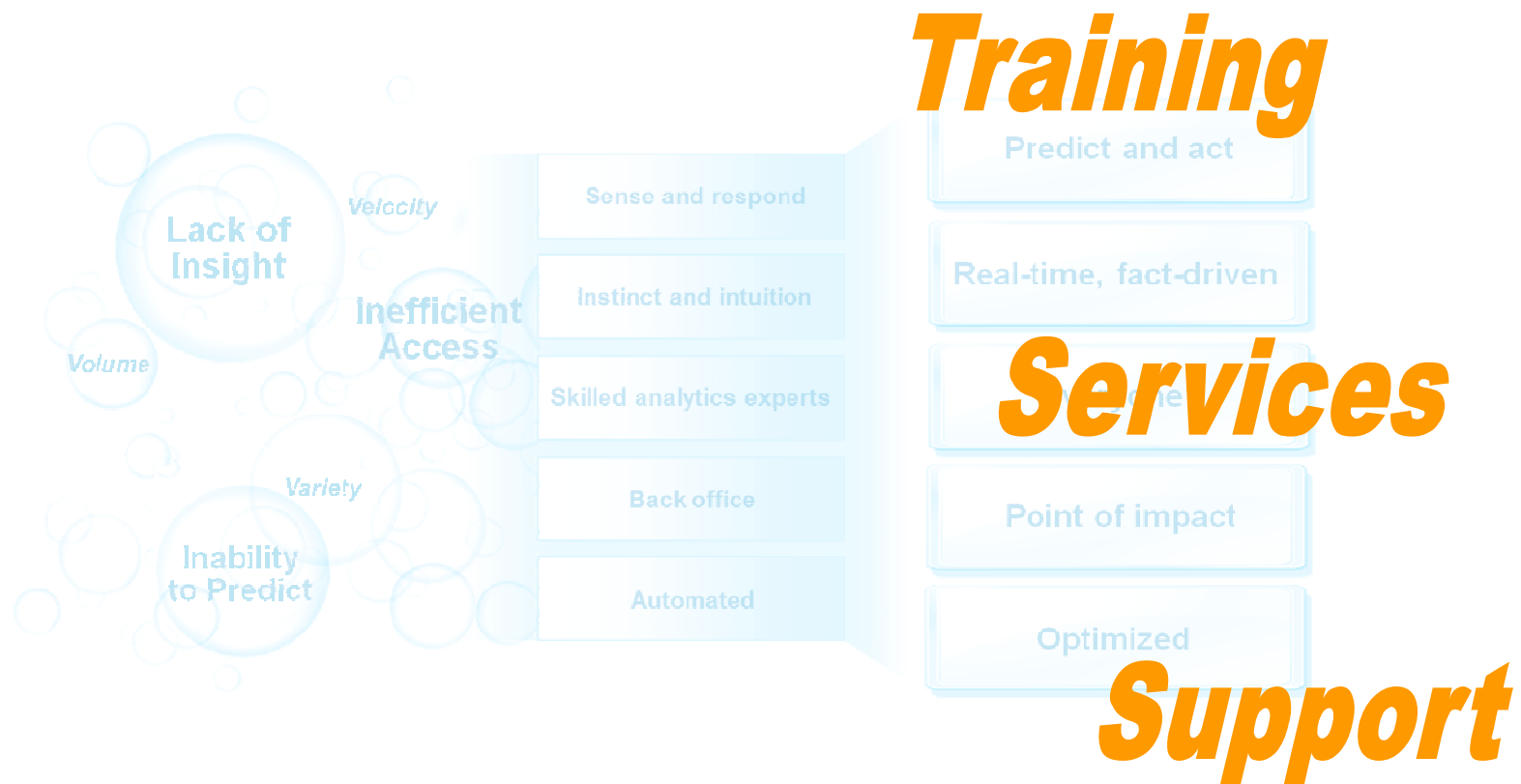
Data  
warehousing

Cloud Offerings

Enterprise search



## *The Right Know-How to Maximize Your Solution*



# Introducing **Information** IBM Cognos Express

Information-driven and accountable culture  
through Dashboards and Reports

IBM Cognos Express

**Action**

Align resources with  
decisions through  
Planning

Query &  
Reporting

Centralized

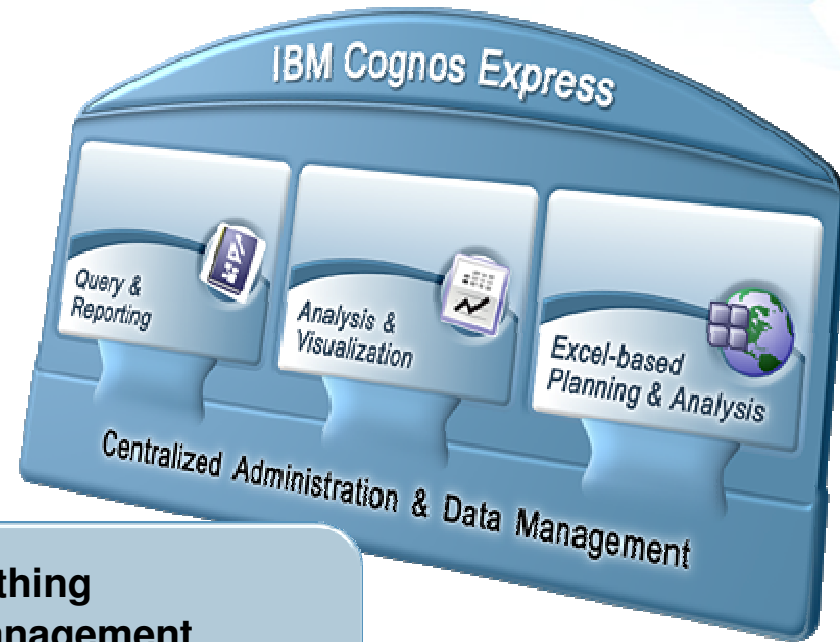
based  
ing & Analysis

**Insight**

Early identification of  
opportunities and issues  
through Analysis

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

# *Removing the Barriers*



## Easy to Install

Pre-configured solution includes everything required for simple deployment and management

## Easy to Use

Self-service access empowers business users and removes the burden from IT

## Easy to Buy

Packaged and priced right... Start small, start anywhere, deliver immediate value, and grow

# ***Continued Investment in Innovation***

- User Experience
- Cloud
- Advanced Analytics
- Business/ IT Partnership
- Collaboration  
& Visualization



## ***Smarter Business***

- Faster, better outcomes and results
- Capabilities, platform and know-how to make you successful
- Continued innovation to drive your success