

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

# Introducing IBM Cognos Express



## *Agenda*

- The opportunity and challenge for midsize companies
- Introducing IBM Cognos Express
- Getting Started

### ***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**



## Information

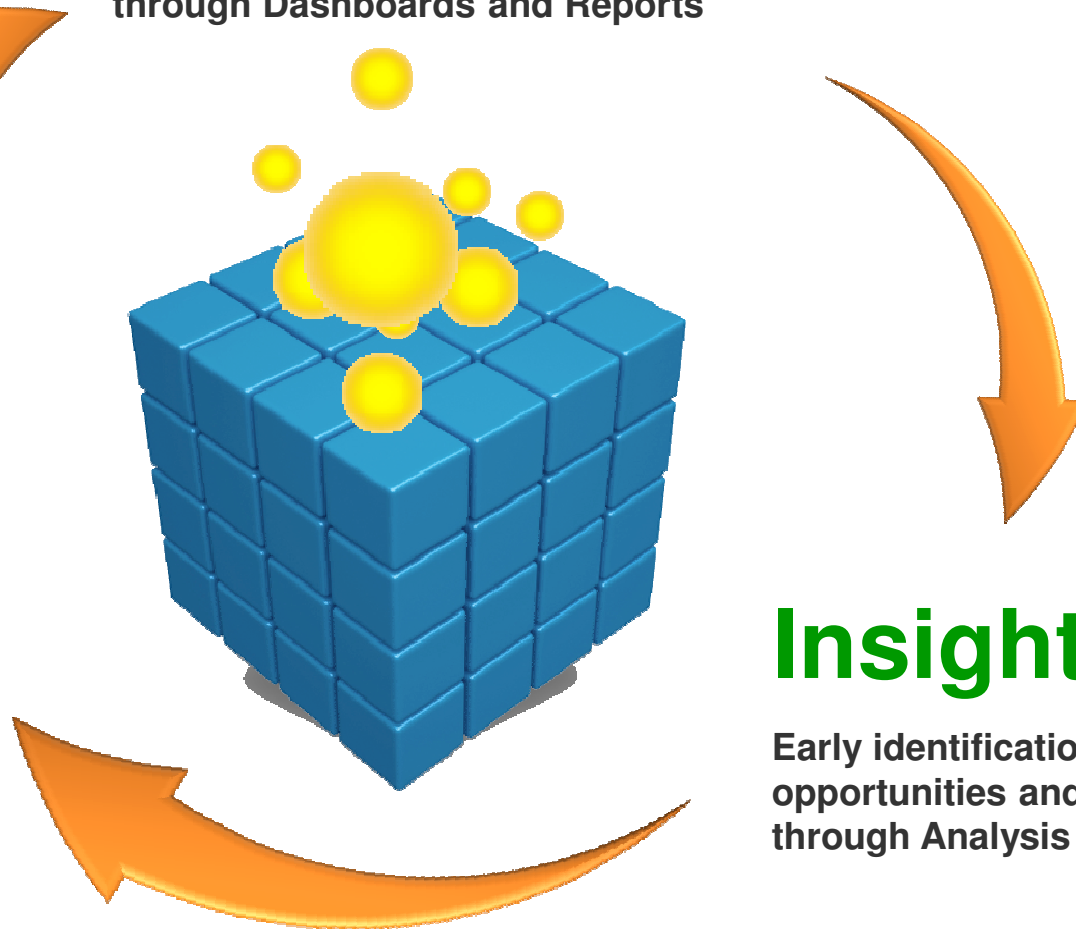
Information-driven and accountable culture through Dashboards and Reports

## Action

Align resources with decisions through Planning

## Insight

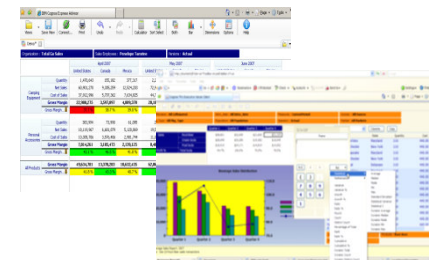
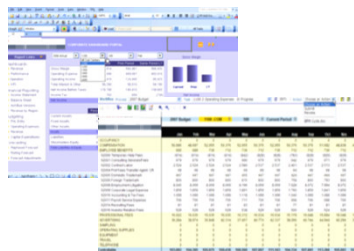
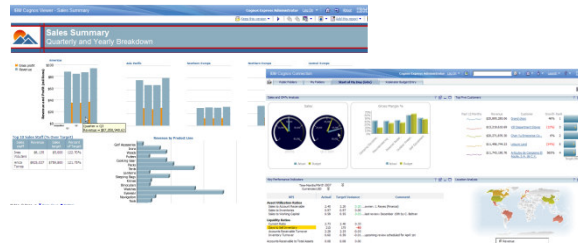
Early identification of opportunities and issues through Analysis



## Dashboards/Reports

Planning

Analysis



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ROI



*Reality....*



**Implemented BI**



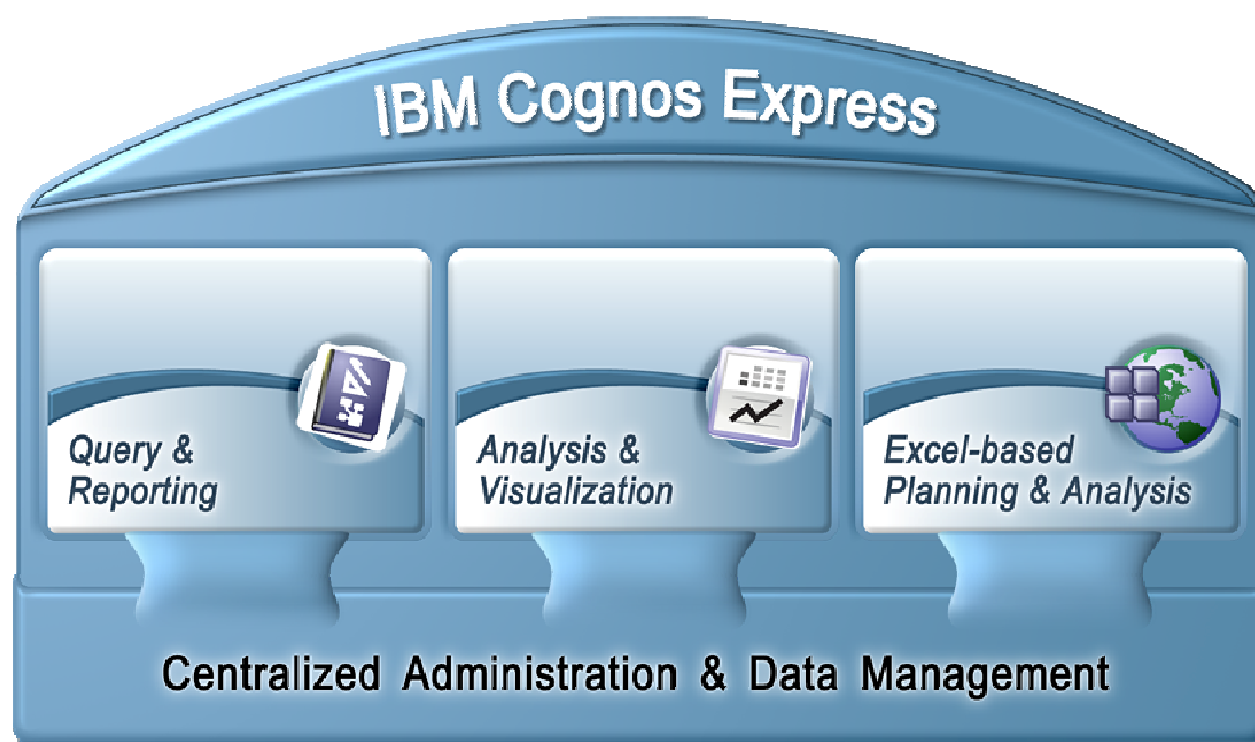
## *Barriers*

## Implemented BI





## *Introducing IBM Cognos Express*



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

## *Overcoming the Barriers*

### Easy to Install

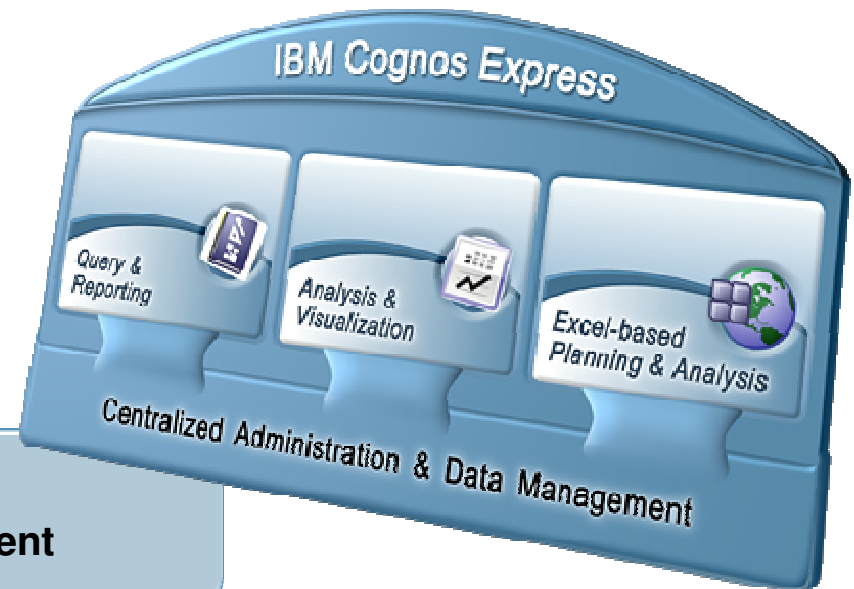
Pre-configured solution includes everything required for simple deployment and management

### 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

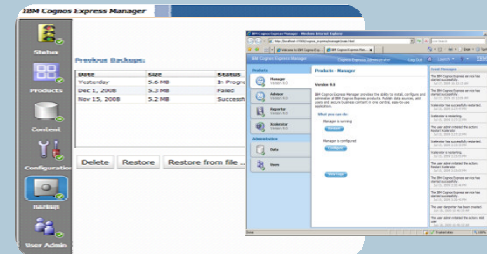
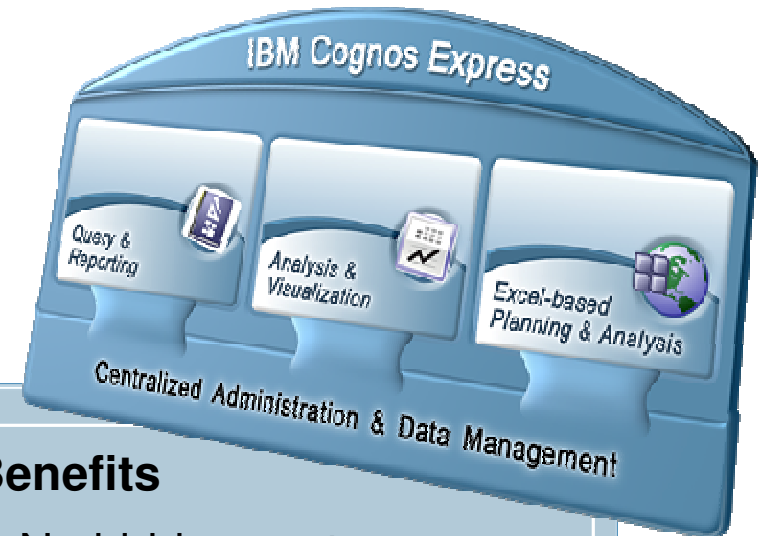


## Easy to Install

- 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

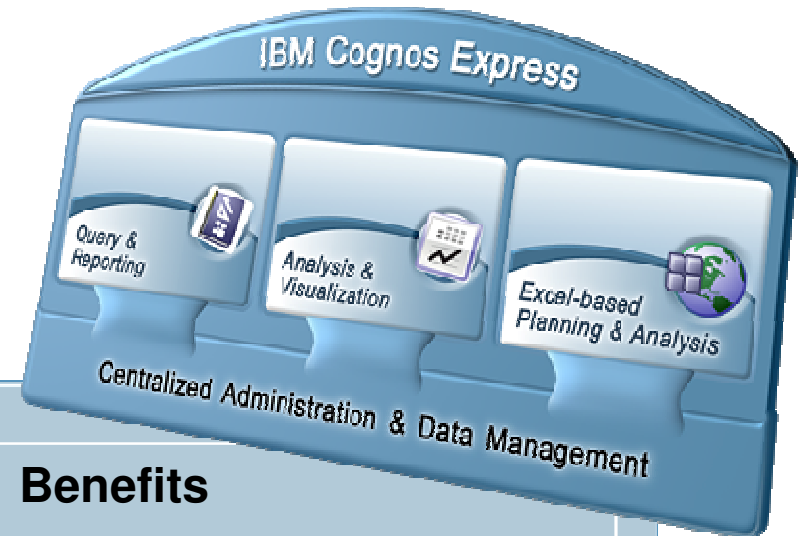
## ■ Benefits

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



## 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

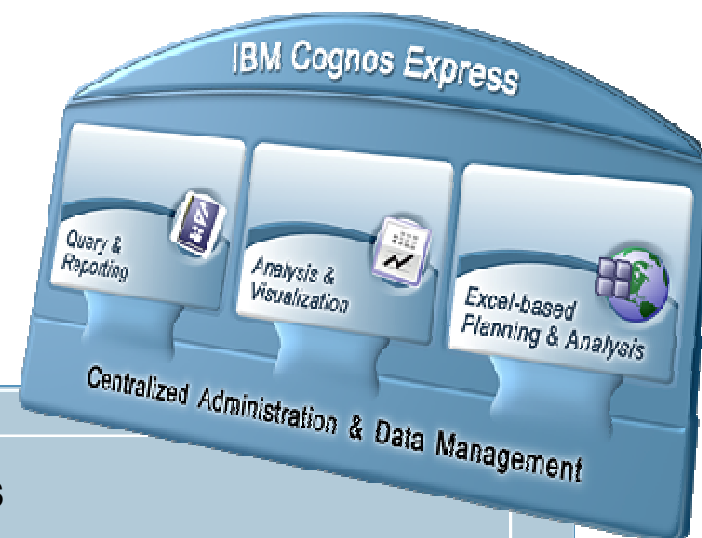
- Reduce IT Backlog
- Reduce burden on IT
- Business empowered
- Minimum resource needed
- Quick time to value

## Easy to Buy

- Buy what you need and when you need it
- Low entry price point
- No hidden costs
- Room to grow
- Affordable

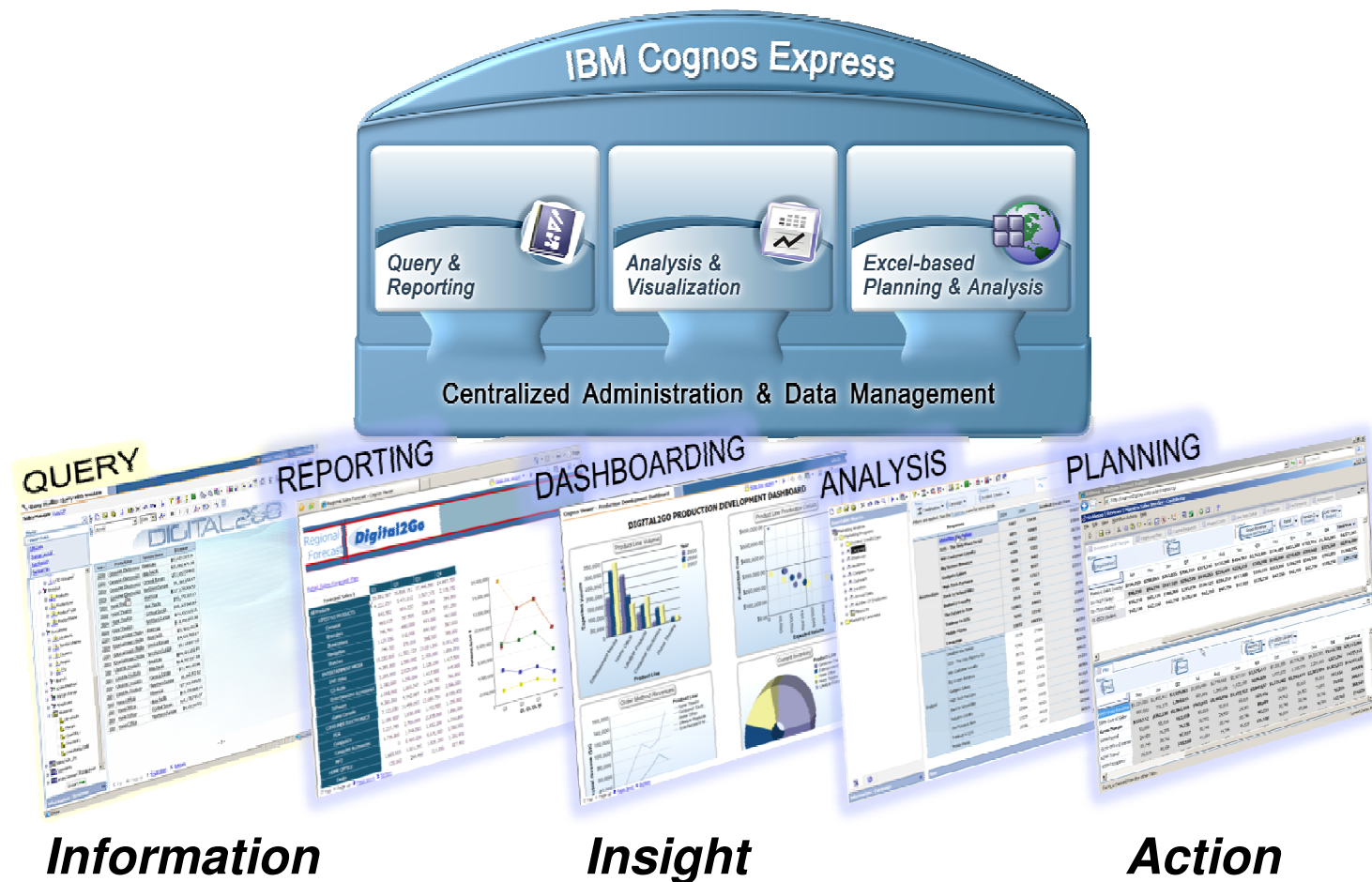
## Benefits

- Start small, start anywhere
- Match projects to match resource and budget constraints
- Quick time to business value
- Low risk



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## *Solving the Business Need*



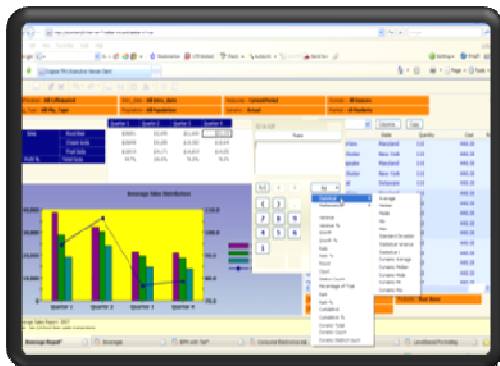




## Reporting and Ad Hoc Query

- 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





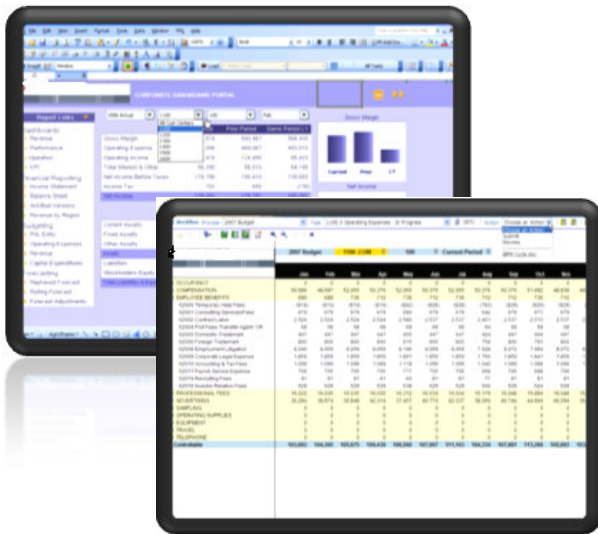
## Analysis and Visualization

- 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

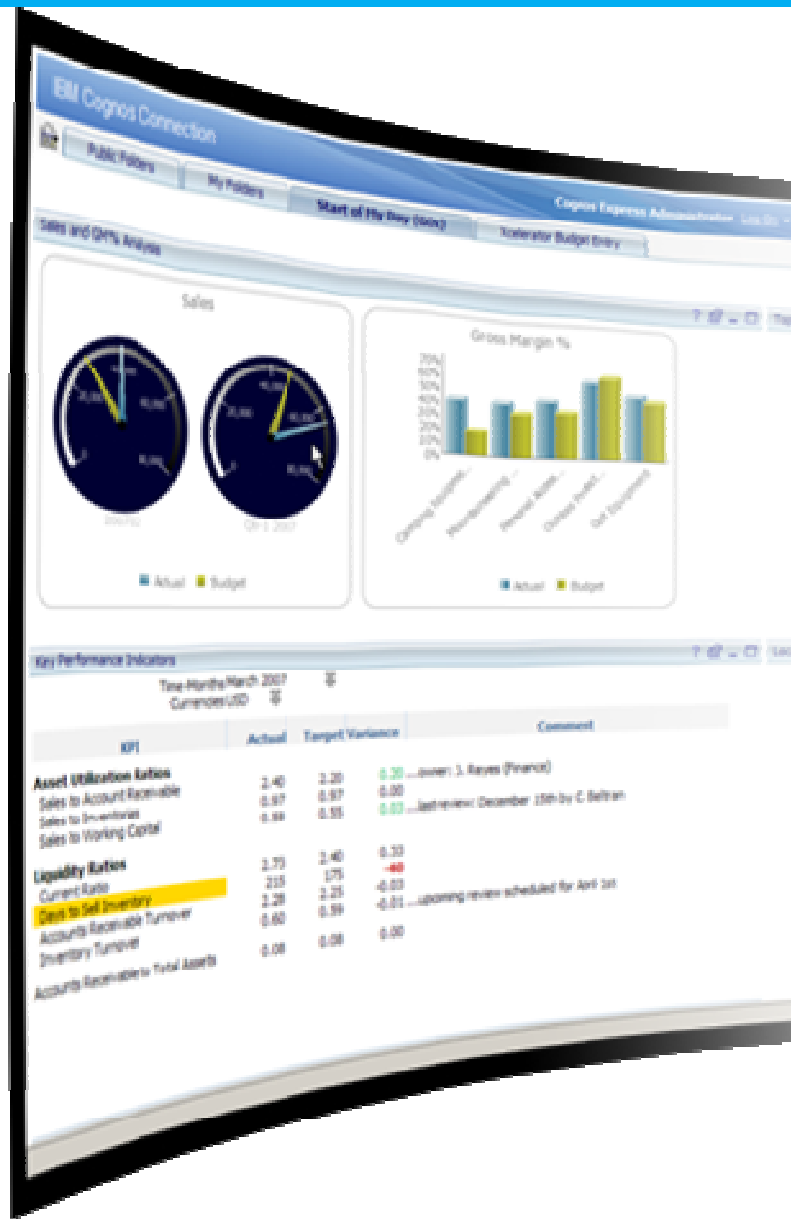


## Planning, Budgeting, Forecasting

- 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



*A smart approach for a midsize company*

*Think Big  
Start Small*



# *Think Big*

- A vision for an information driven culture
- Answer the three key business questions
  - How are we doing?
  - Why?
  - What should we be doing?
- Link Information and Insights gained through BI with action from Planning
- Provide a path to future enterprise-class requirements





## *Start Small*

- Create a roadmap that builds on small successes
- Modular and incremental strategy
- Start anywhere (Reporting, Analysis, Planning etc)
- Deploy tactically yet ensure initiatives are connected



*Think Big  
Start Small*

**Benefits**

***Enables project rollout to match resource capacity and budget***

***Realize business benefit quickly***

***Provides justification for further investment***

***Allows adjustments to respond to changes in business objectives***

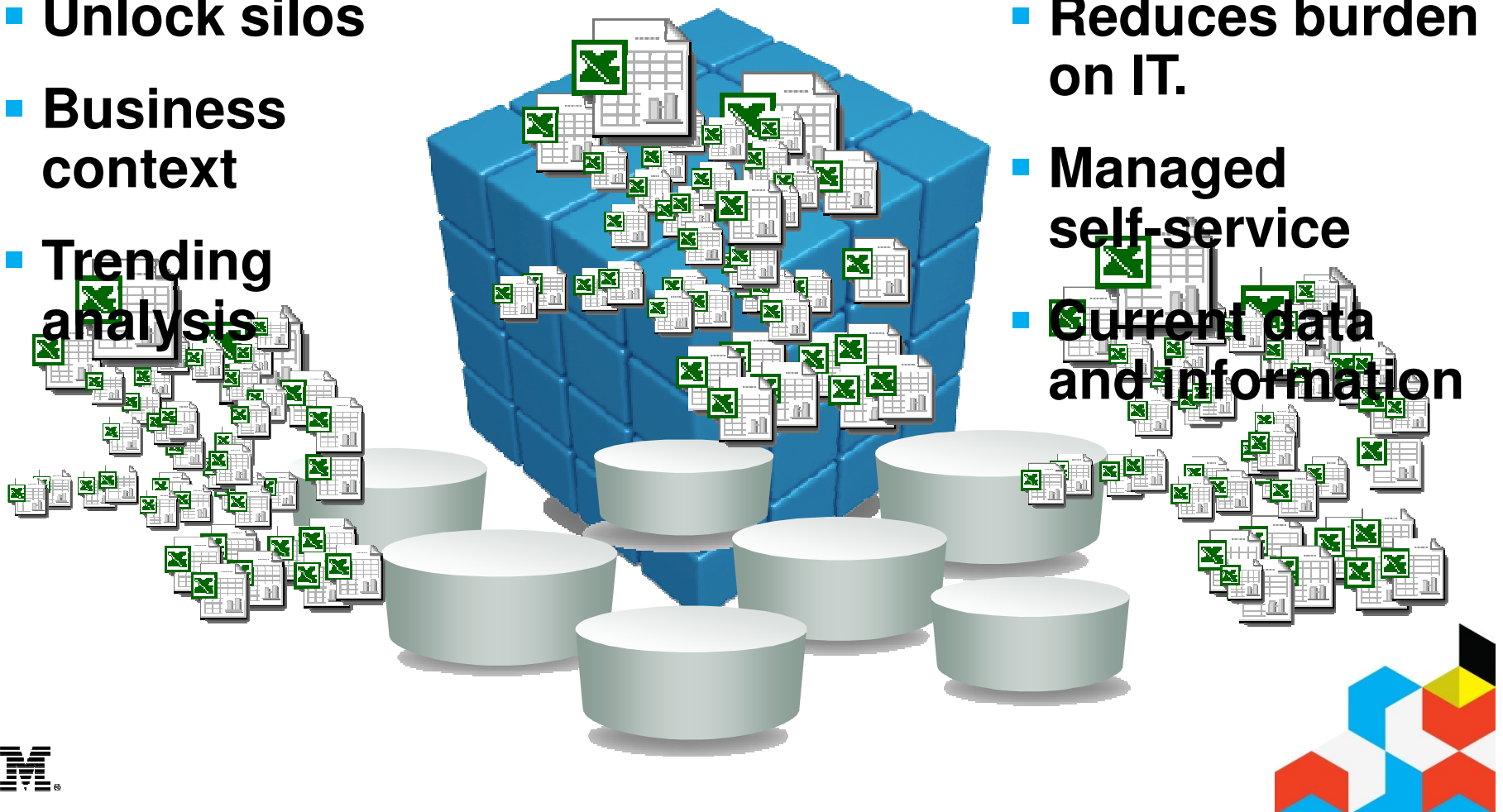
***A smart approach for a midsize company***



## *Start with an in-memory analytic server*

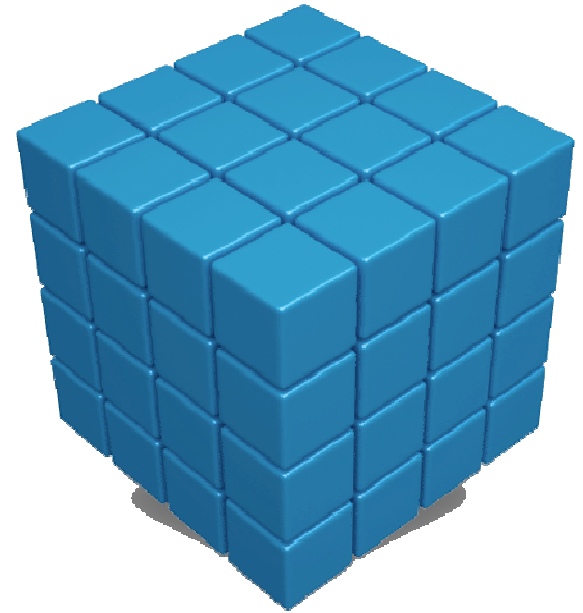
- Unlock silos
- Business context
- Trending analysis

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



### *The benefits of an in-memory analytic server*

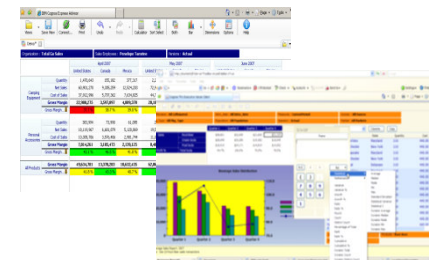
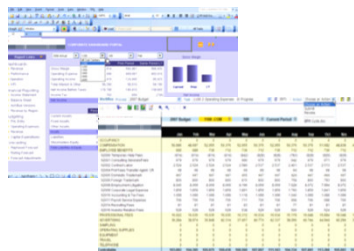
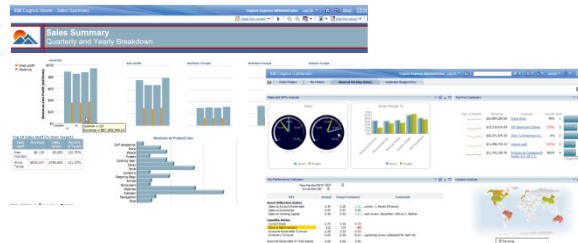
- Modern architecture for unmatched performance and flexibility
- Combine large amounts and different sources of data
- Consistent and centrally manage data, business hierarchies, rules and calculations
- Multi-dimensional for powerful analysis and more natural organization of information (products, customers, sales)
- Write back delivers closed loop process linking analysis and planning



## Dashboards/Reports

Planning

Analysis





*Download a*

*free* **TRIAL**

*and see for yourself!*

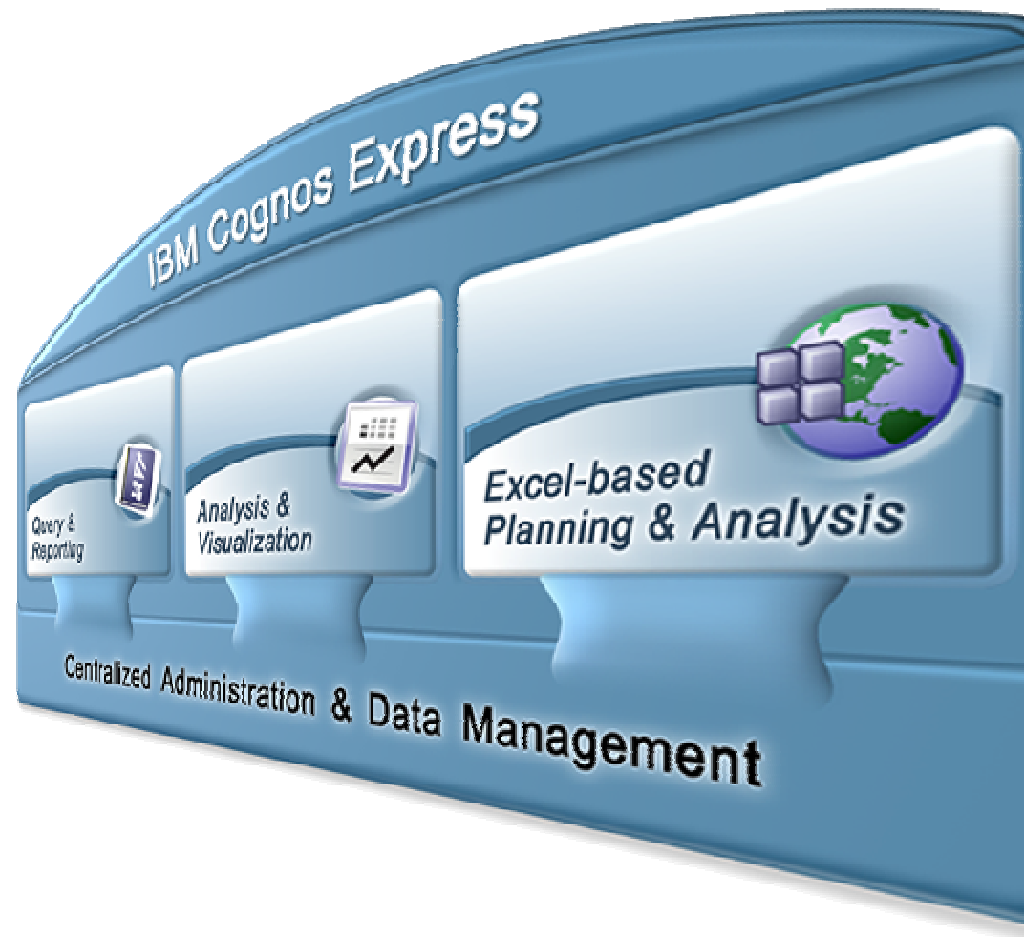




## *Summary*

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

Easy to install,  
Easy to Use,  
Easy to Buy



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Better Intelligence. Better Business.

# Q&A



# IBM Cognos Performance



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