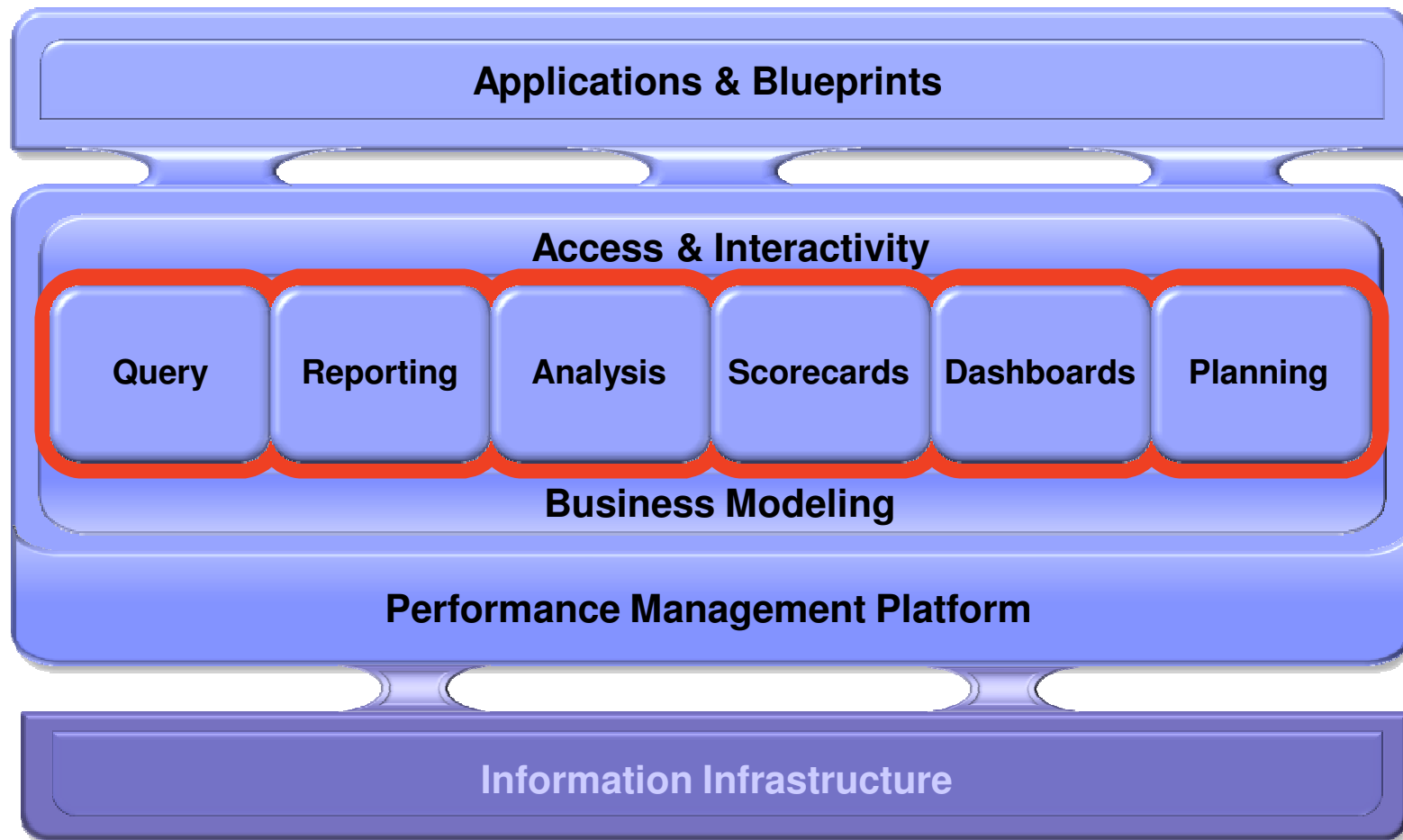


IBM Cognos Performance
Better Intelligence. Better Business.

IBM Cognos 8 BI Analysis

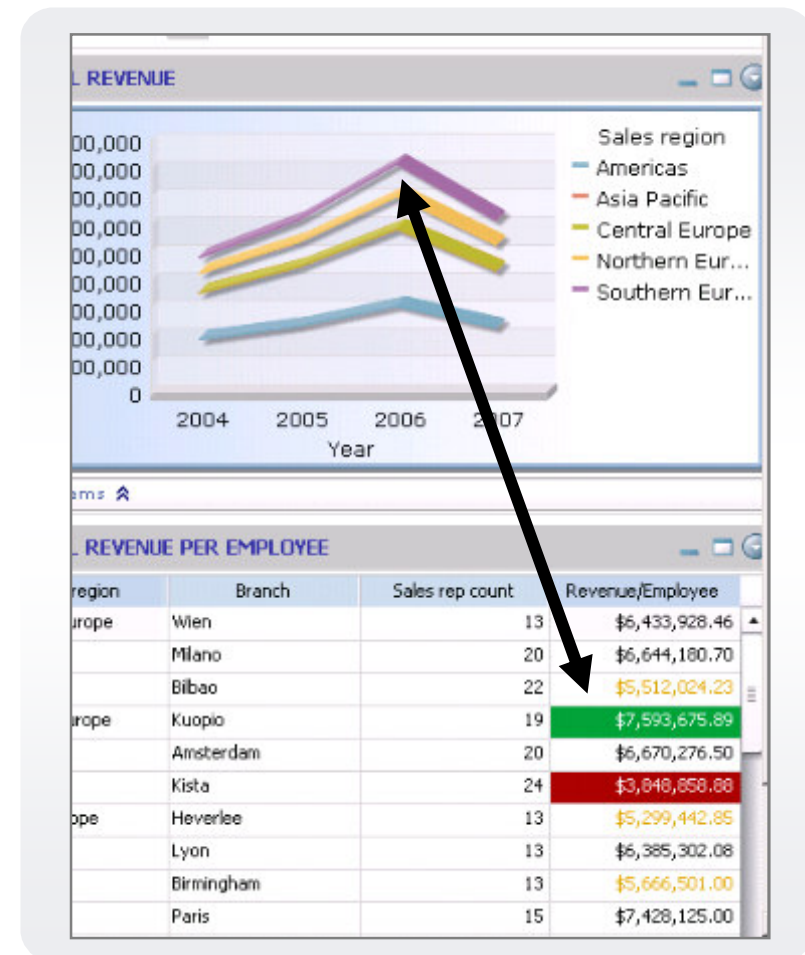


IBM Cognos Performance Management System – Universal Capabilities

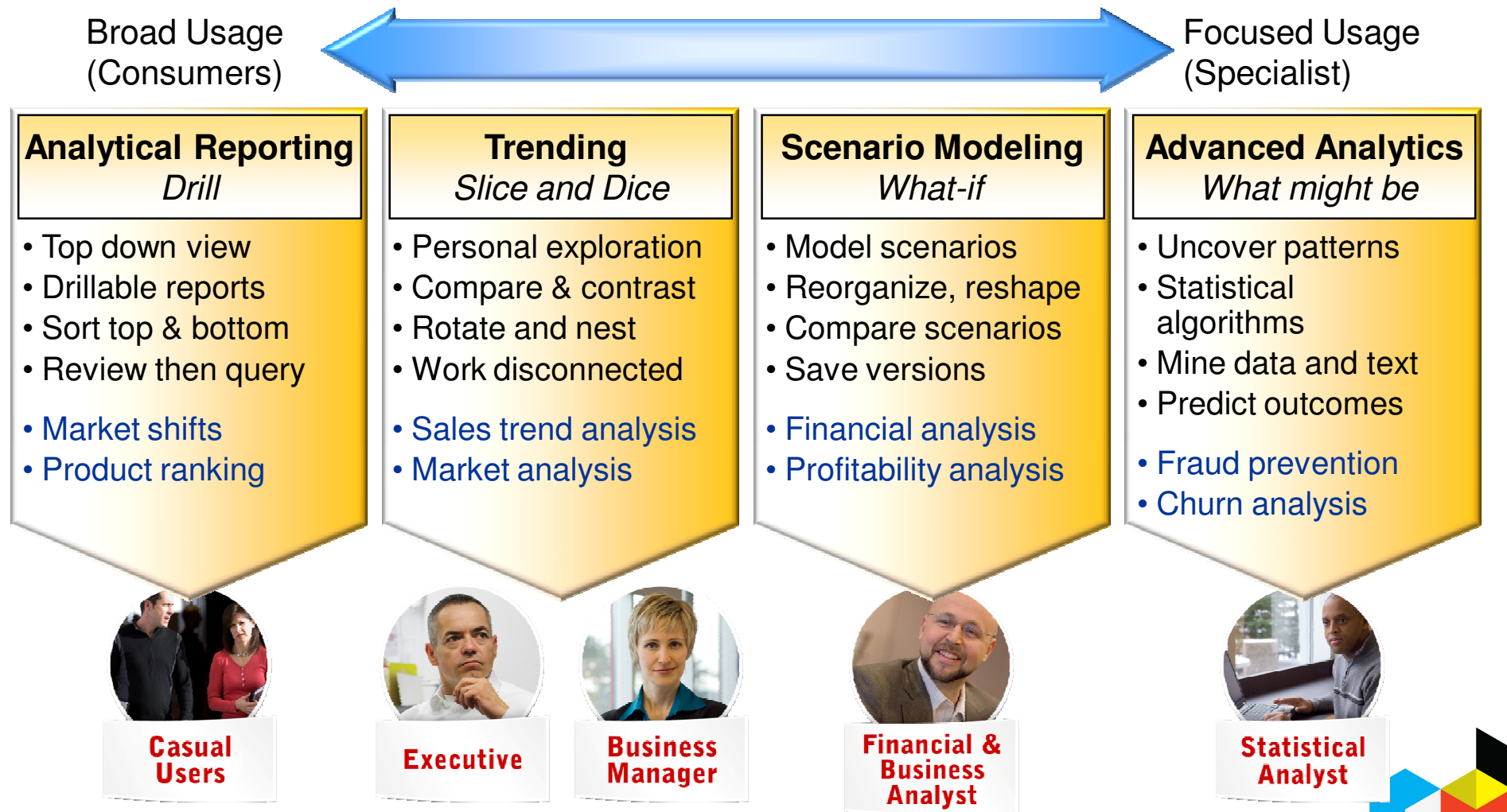


Analysis answers “Why”

- Enables guided exploration of information that pertains to all dimensions of your business
- Facilitates complex analysis and scenario modeling easily and quickly
- Gets to the “why” behind an event or action to improve business performance.
- Provides navigation from summary to detail levels of information effortlessly

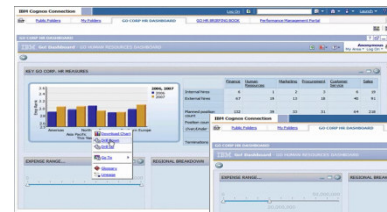


Breadth of Analysis styles

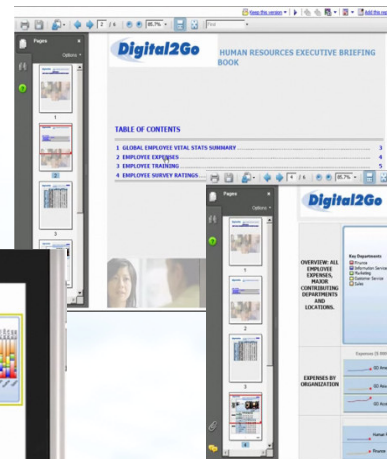


Broad Usage: Analytical Reporting

- Guided Analysis
- Dashboards
- Drillable reports
- Mobile Devices



Executive



Casual Users

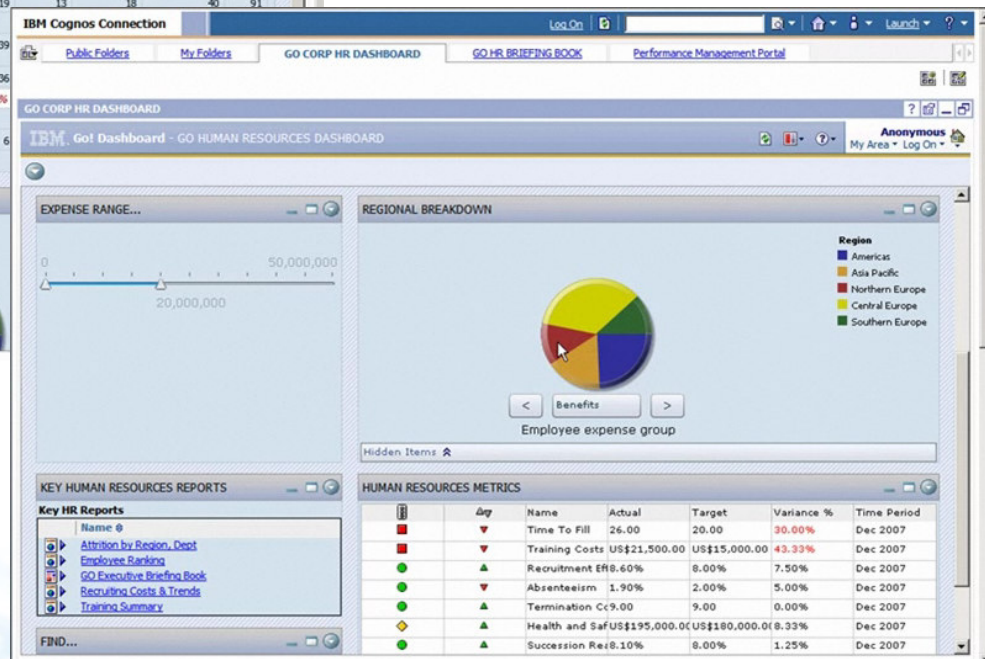
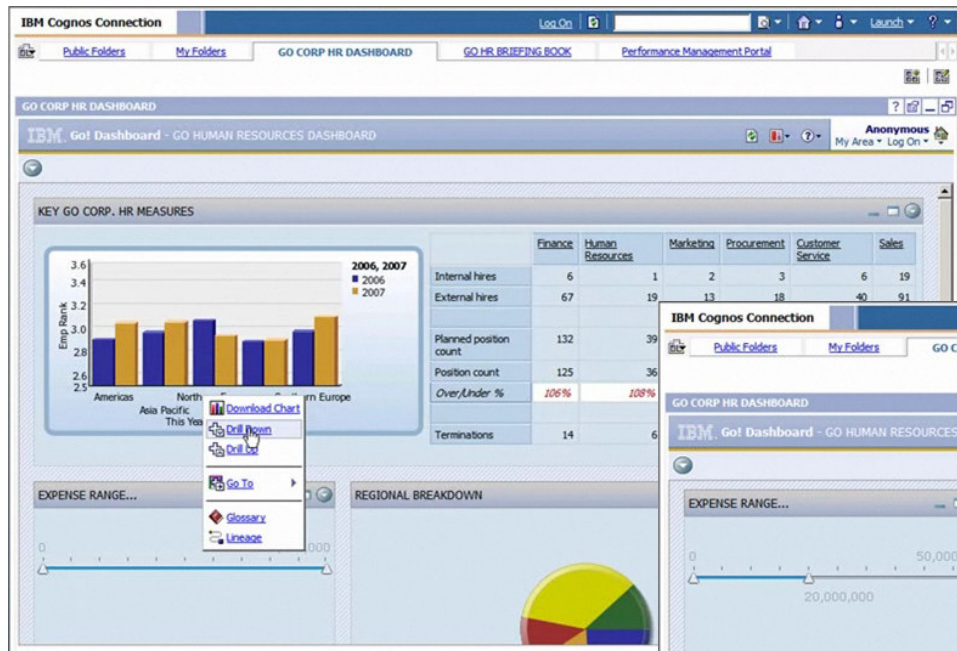


http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/exec.html
http://www-01.ibm.com/software/data/cognos/elq/rd/offid.html?offid=od_cognos8_mobile



IBM Cognos Performance

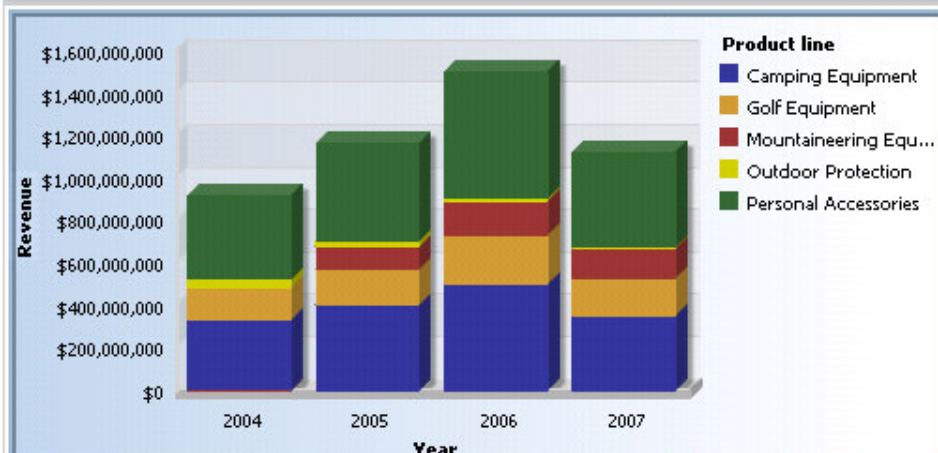
Dashboards



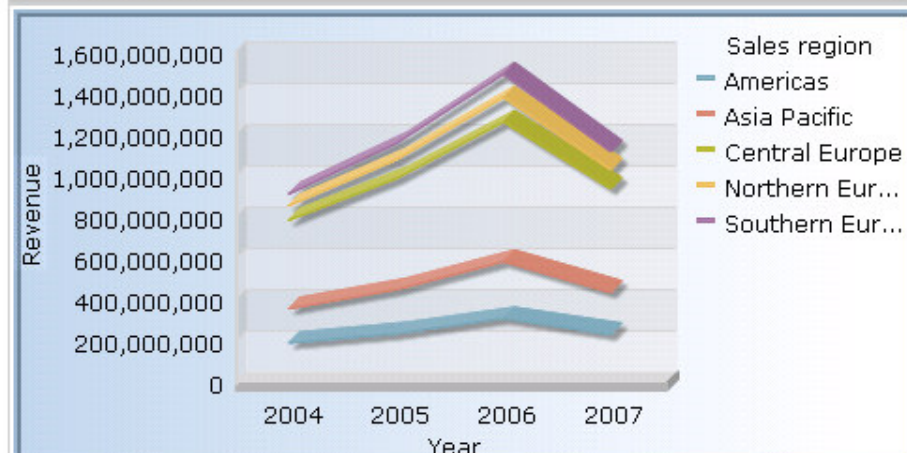


THE GREAT OUTDOORS COMPANY

PRODUCT REVENUE



REGIONAL REVENUE



REVENUE FOCUS



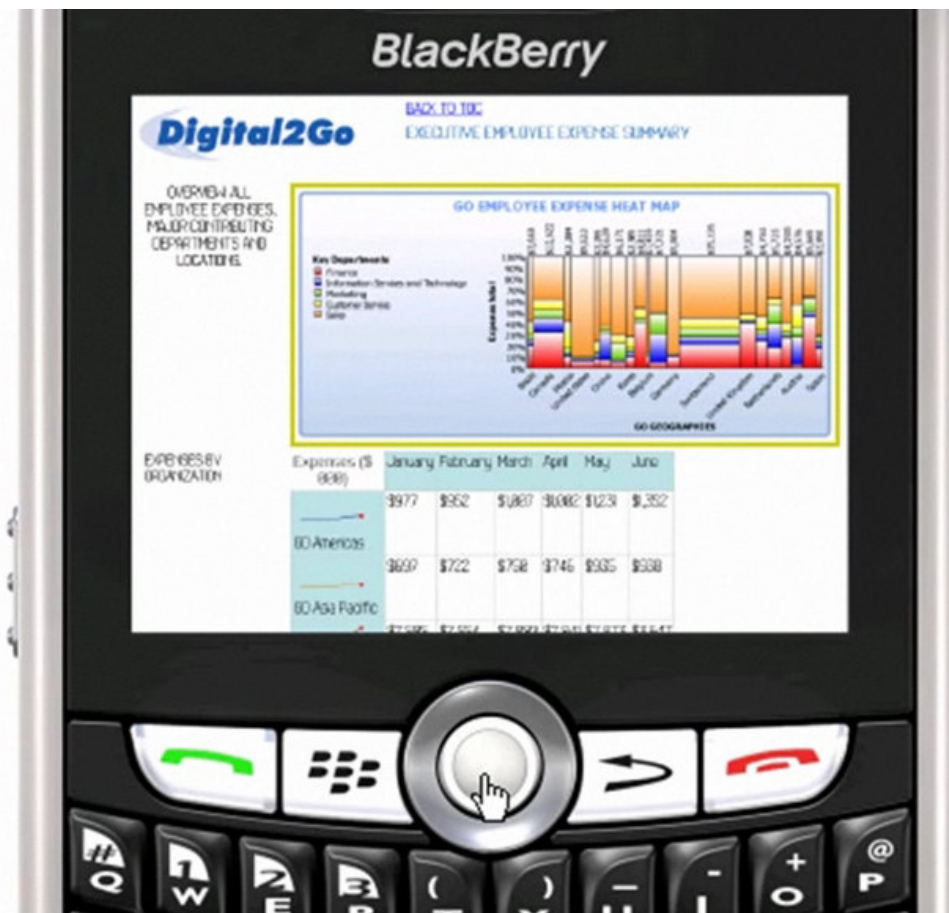
REGIONAL REVENUE PER EMPLOYEE

Sales region	Branch	Sales rep count	Revenue/Employee
Southern Europe	Wien	13	\$6,433,928.46
	Milano	20	\$6,644,180.70
	Bilbao	22	\$5,512,024.23
Northern Europe	Kuopio	19	\$7,593,675.89
	Amsterdam	20	\$6,670,276.50
	Kista	24	\$3,848,858.88
Central Europe	Heverlee	13	\$5,299,442.85
	Lyon	13	\$6,385,302.08
	Birmingham	13	\$5,666,501.00
	Paris	15	\$7,428,125.00

REVENUE/EMPLOYEE FOCUS

- ☒ Americas
- ☒ Asia Pacific
- ☒ Central Europe
- ☒ Northern Europe

Support for Mobile Devices



http://www-01.ibm.com/software/data/cognos/elq/rd/offid.html?offid=od_cognos8_mobile

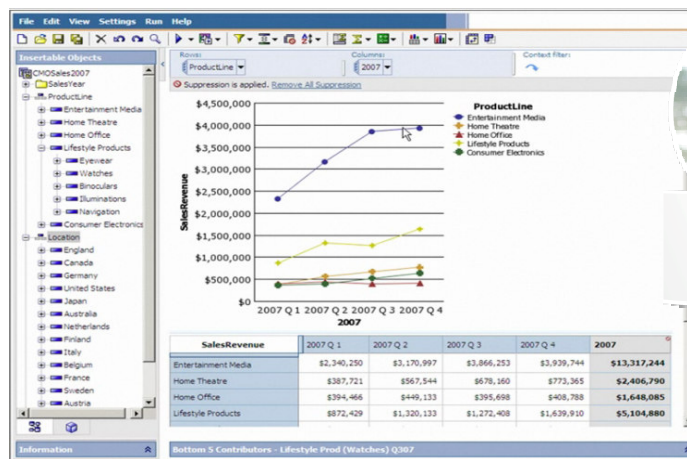


IBM Cognos Performance

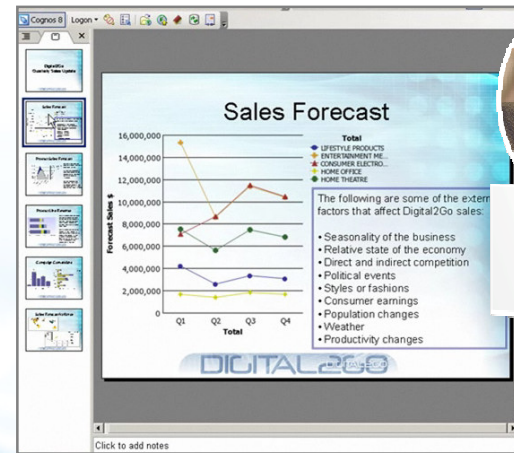


Trending

- Slice and Dice
- Drag and Drop
- Top/Bottom Performers
- Self Service
- Automatic Refresh



**Business
Manager**



**Financial &
Business
Analyst**

http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/manager.html
http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/analyst.html



File Edit View Settings Run Help



Insertable Objects

- GOSalesTM1
 - GOTime
 - GOProducts
 - GOREgion
 - GOOrganization
 - GOSalesMeasures

Rows:

Columns:

Context filter:

Drag & drop insertable objects to populate the following dropzones:

Measure

Columns

Rows

Measure

Include a measure from: GOSalesMeasures



Information - Navigation

New

Microsoft Excel - Book1

File Edit View Insert Format Tools Data Contributor Window Analyst TM1 Help

Type a question for help

Load <- Press Load

All Tasks Status Customize Help

IBM Cognos 8 Logon

A1

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Sheet1 Sheet2 Sheet3

Ready

NUM

IBM Cognos 8 BI Analysis

CognosD2G
GOSalesTM1

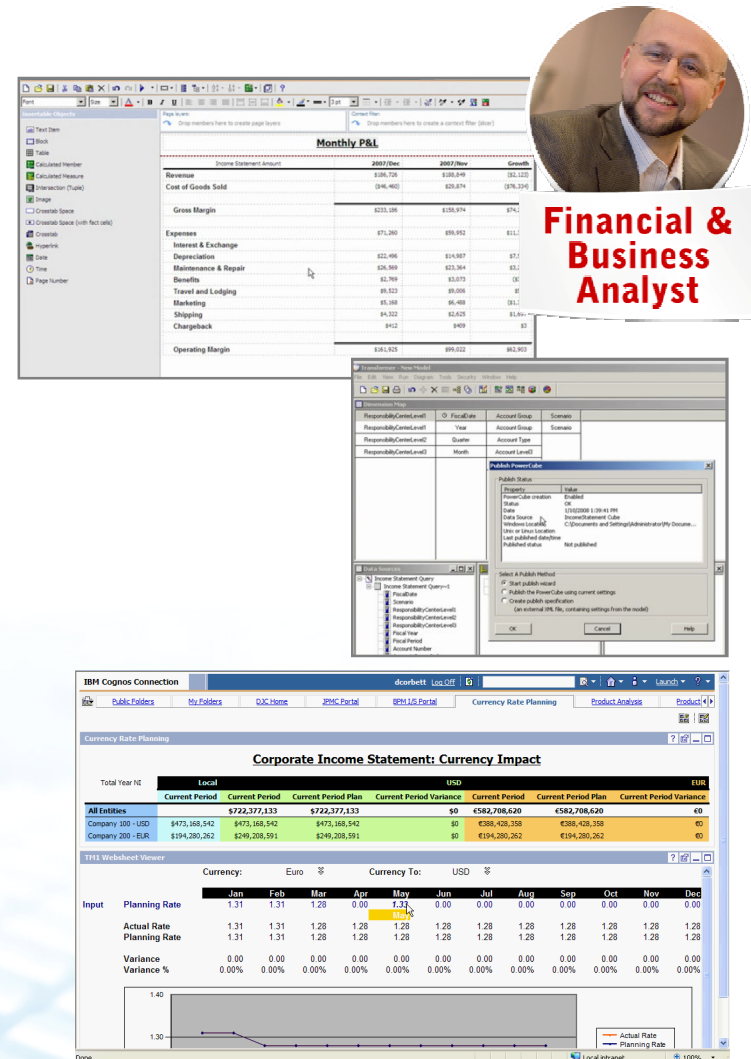
- GOSalesTM1
 - Information
 - Custom Sets
 - All Time
 - All Products
 - All Regions
 - All Organizations
 - GOSalesMeasures

Level:

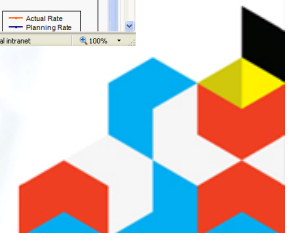
- Search metadata
- Create a new list
- Create a new exploration

Scenario Modelling

- Model and compare scenarios
- Reorganize, reshape
- Multiple versions
- Financial and profitability analysis
- Web-based, comparative analysis
- Exploration and 'what-if' scenario modeling within MS Excel
- Self-creation and publishing of high performance cubes
- Simplified financial statement-style report creation



http://forms.cognos.com/?elqPURLPage=2293&offid=od_tm1&mc=-web_ibm_rn_products



Microsoft Excel - Go Revenue Proposal.xls [Read-Only]

File Edit View Insert Format Tools Data Window TM1 Help

Type a question for help

100% 10 B I U

Load Personal Accessories Revenue Proposal 2010 3-Year Forecast: Revenue Proposal Form - In Progress (0/0) All Actions Submit All Tasks IBM Cognos 8

D10 fx

Instructions:
Use this form to name your Revenue Projection Proposal

Proposal Name

Date

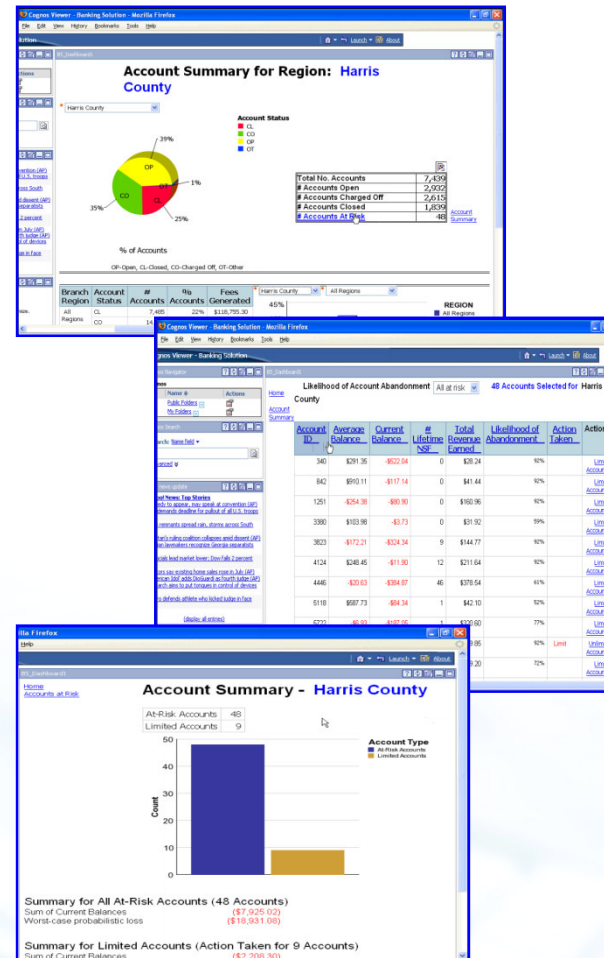
Summary

Revenue Analysis Revenue Proposal Add Product Forecast Revenue Cost Worksheet

Ready

Advanced Analytics

- Data Mining
- Segmentation
- Cluster Analysis
- Process Control Analysis
- Risk Analysis
- Churn



Statistical Analyst



Financial & Business Analyst

<http://w3.tap.ibm.com/w3ki2/download/attachments/374051/Banking+Short+V1.swf?version=1>

http://forms.cognos.com/?elqPURLPage=429&offid=wa_tt_predictive_analytics_with_c8_and_ibm_infosphere_warehouse&mc=web_ibm_techtalk_library



Business Scenario: Account Abandonment Prediction

- Business practice:
 - extend credit to customers by allowing them to overdraw their accounts by \$500 which generates fees through the overdrafts
 - incurs the risk of customers abandoning the account, generating charge-off losses
- Business goal:
 - Reduce charge-off losses by predicting which accounts are likely to default (at-risk) and pre-emptively limiting their allowable overdraft
- Solution:
 - Enable branch managers to review and manage at-risk accounts through a web-enabled embedded data mining application



BS_Dashboard1

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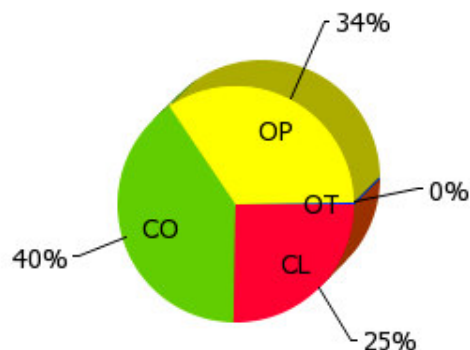
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[d dissent \(AP\)](#)
[separatists](#)
[2 percent](#)
[in July \(AP\)](#)
[th judge \(AP\)](#)
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[ge in face](#)

Account Summary for Region: **Dallas** Region

* Dallas Region

Account Status

CL
CO
OP
OT



% of Accounts

OP-Open, CL-Closed, CO-Charged Off, OT-Other

Total No. Accounts	3,673
# Accounts Open	1,254
# Accounts Charged Off	1,471
# Accounts Closed	933
# Accounts At Risk	37

[Account Summary](#)

Branch Region	Account Status	# Accounts	% Accounts	Fees Generated
All Regions	CL	7,485	22%	\$118,755.30
	CO	14,072	40%	\$828,523.90

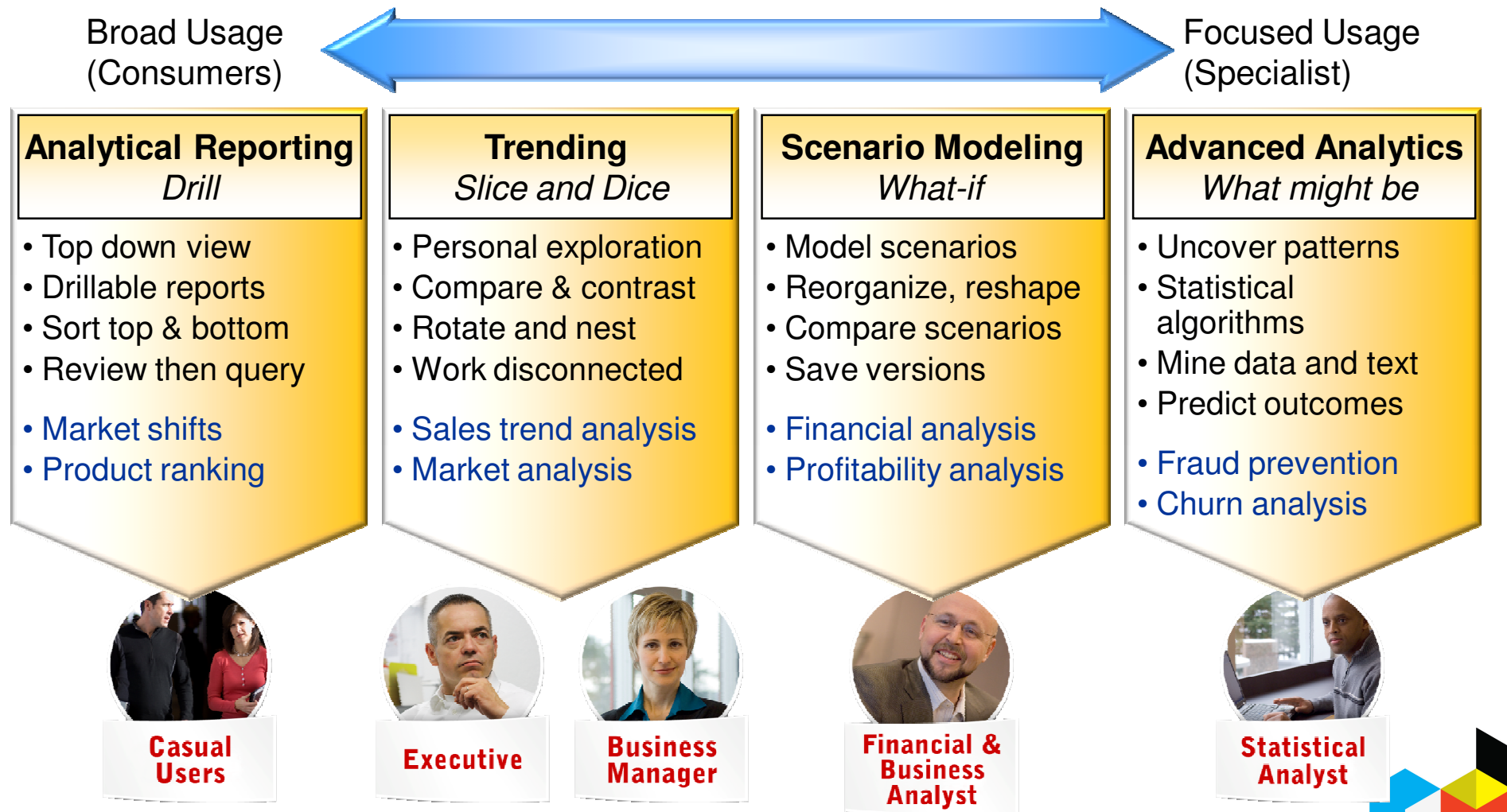
* Alabama

60%

REGION

All Regions
Alabama

Breadth of Analysis styles



Continue Your Learning

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 - Source of tried, tested, and proven technical information to help you succeed with IBM Cognos products in your specific environment
- IBM Cognos 8 BI Training Paths
 - View training recommended by role to determine which courses will help you increase your analysis skills
- www.ibm.com/cognos/training
 - Visit the IBM Cognos Education web pages to understand all of the ways that training can support the success of your solution
- www.ibm.com/cognos/customercenter
 - The Cognos Customer Center is the single place to go for easy access to valuable IBM Cognos resources

