

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.."

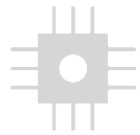
James Irvine, Wendy's financial controller

IBM Cognos Performance



IBM

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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

The IBM logo, consisting of the letters "IBM" in a bold, sans-serif font, with a registered trademark symbol (®) to the right.

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

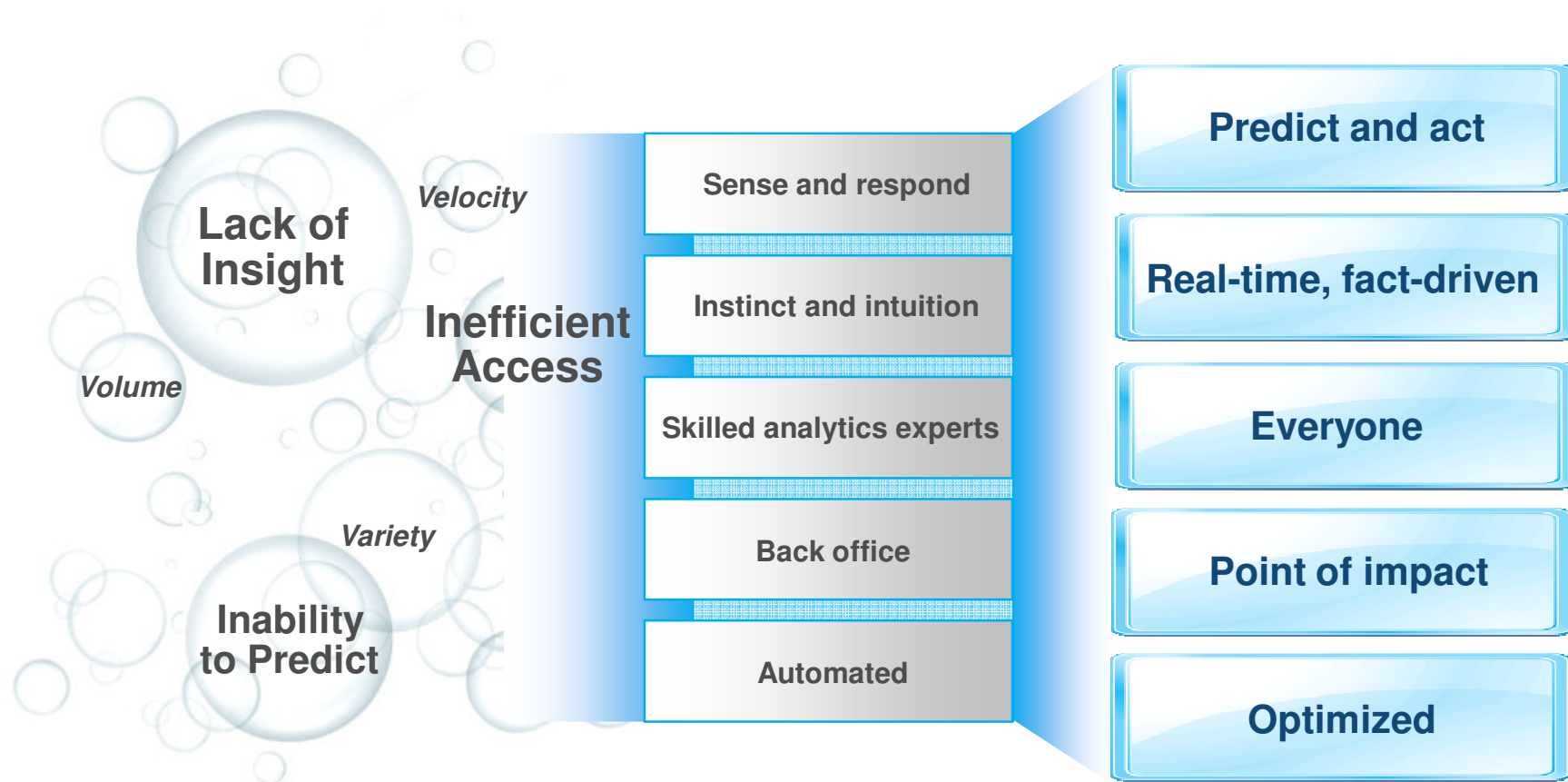
1 in 2 don't have access to the information across their organization needed to do their jobs



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



New ways of working to optimize decisions and actions





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



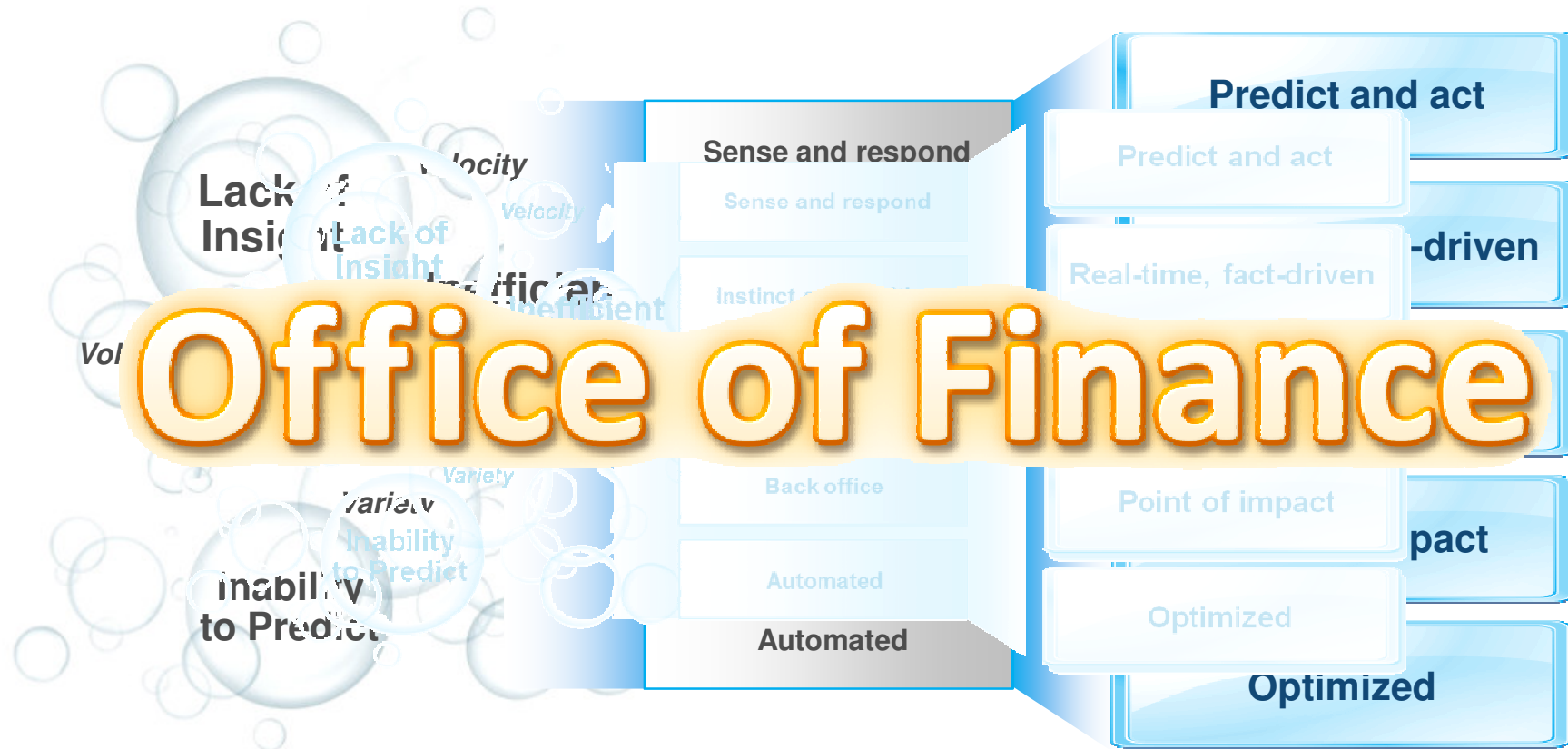
IBM Cognos Content Analytics

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

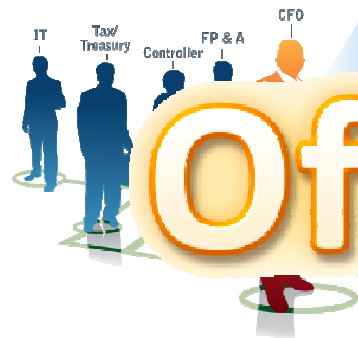


Enables market insight, customer intelligence, early warning of fraud and more

New ways of working to optimize decisions and actions



Driving Smarter Decisions through the Office of Finance



Enterprise Planning and Analysis

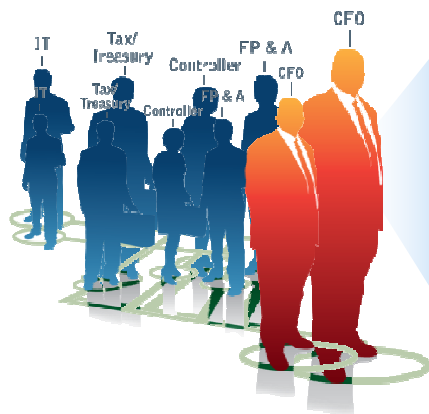
Consolidation and Corporate Reporting

Office of Finance

Strategy Management and Scorecarding

Advancing TM1 Capabilities and Solutions

IBM Cognos TM1 9.5



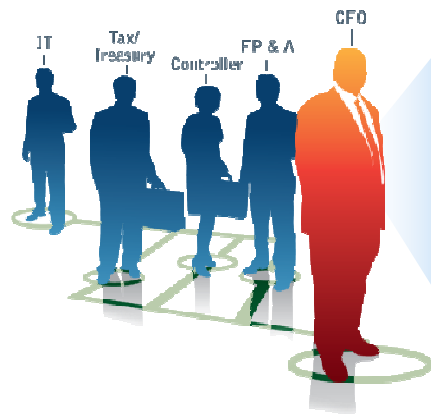
- Personal Scenarios
- Contribution and Workflow
- Easier, Quicker Solution Deployment

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



Advancing Controller Capabilities

IBM Cognos 8 Controller 8.5

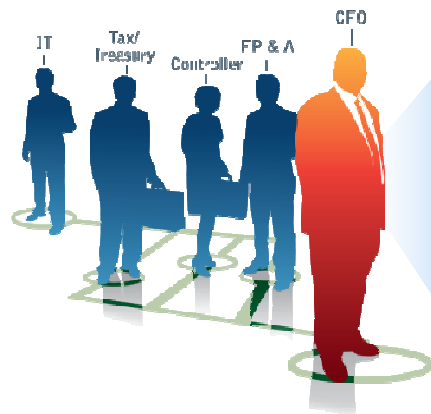


- Enhanced Global Consolidation Capabilities
- Enhanced User Experience
- Extended Financial Analytics

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

IBM Cognos Performance

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



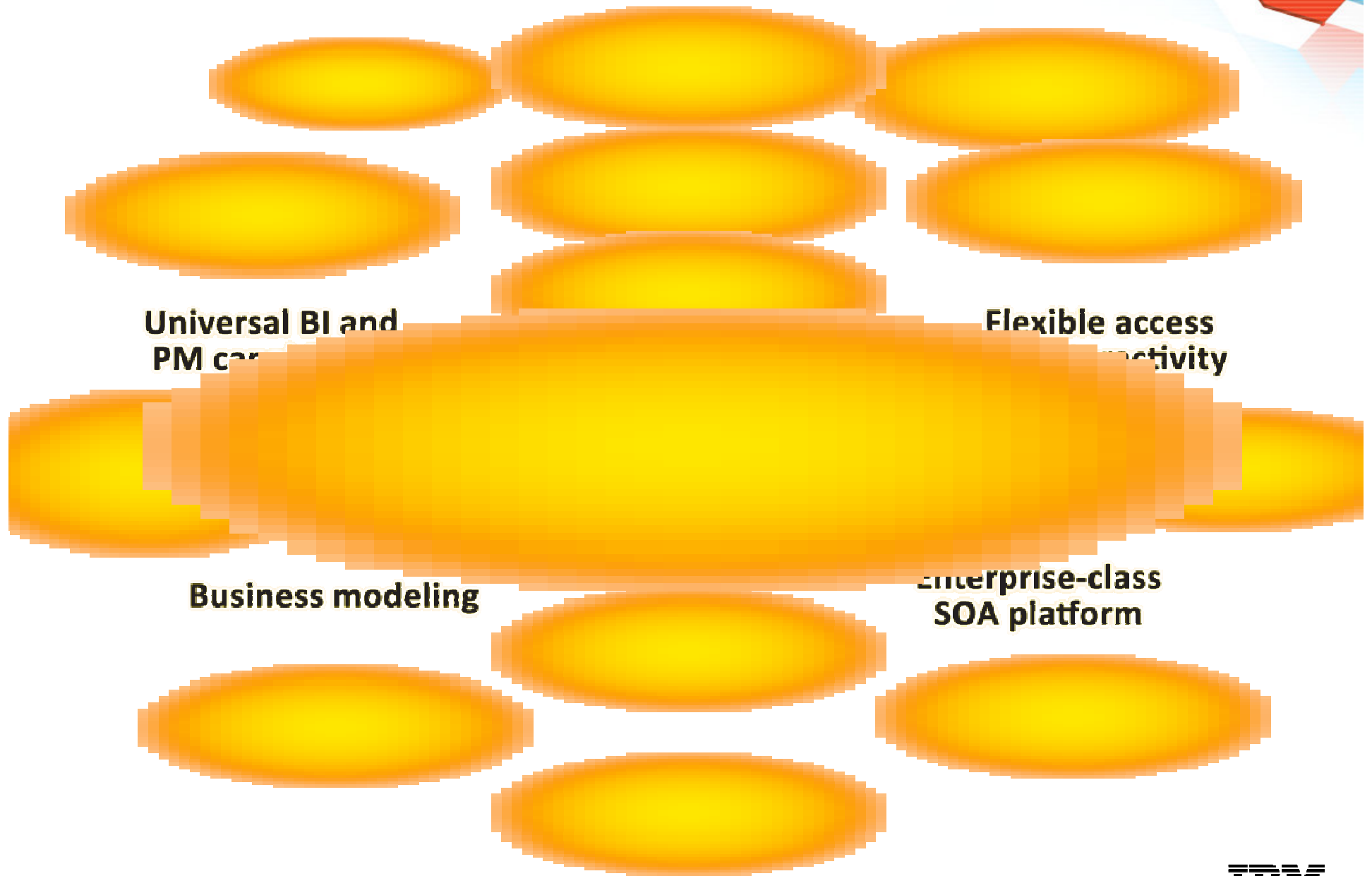
HEALTHCARE

IBM Cognos Blueprints

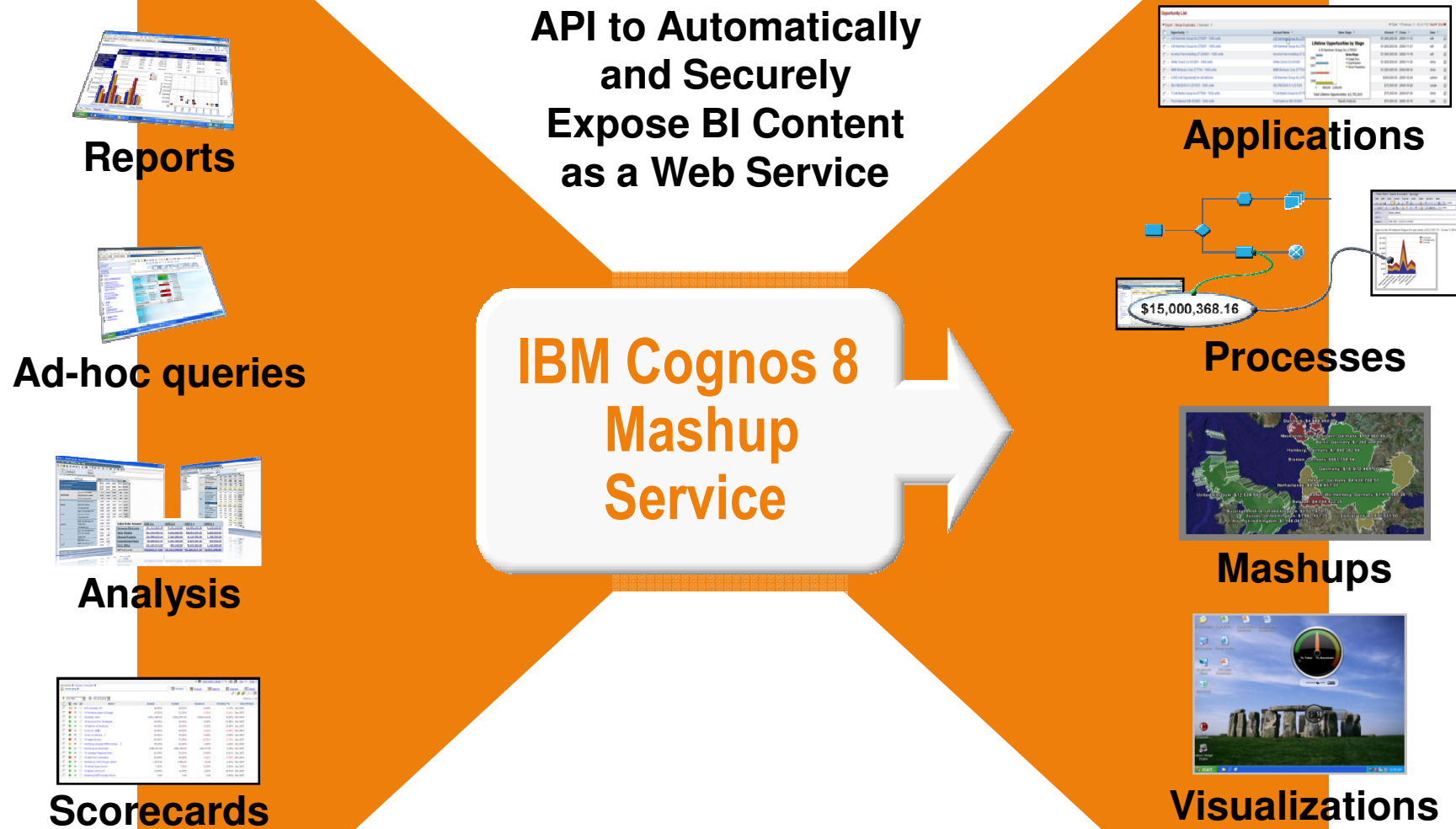
New ways of working to optimize decisions and actions

BI and Performance Management Platform

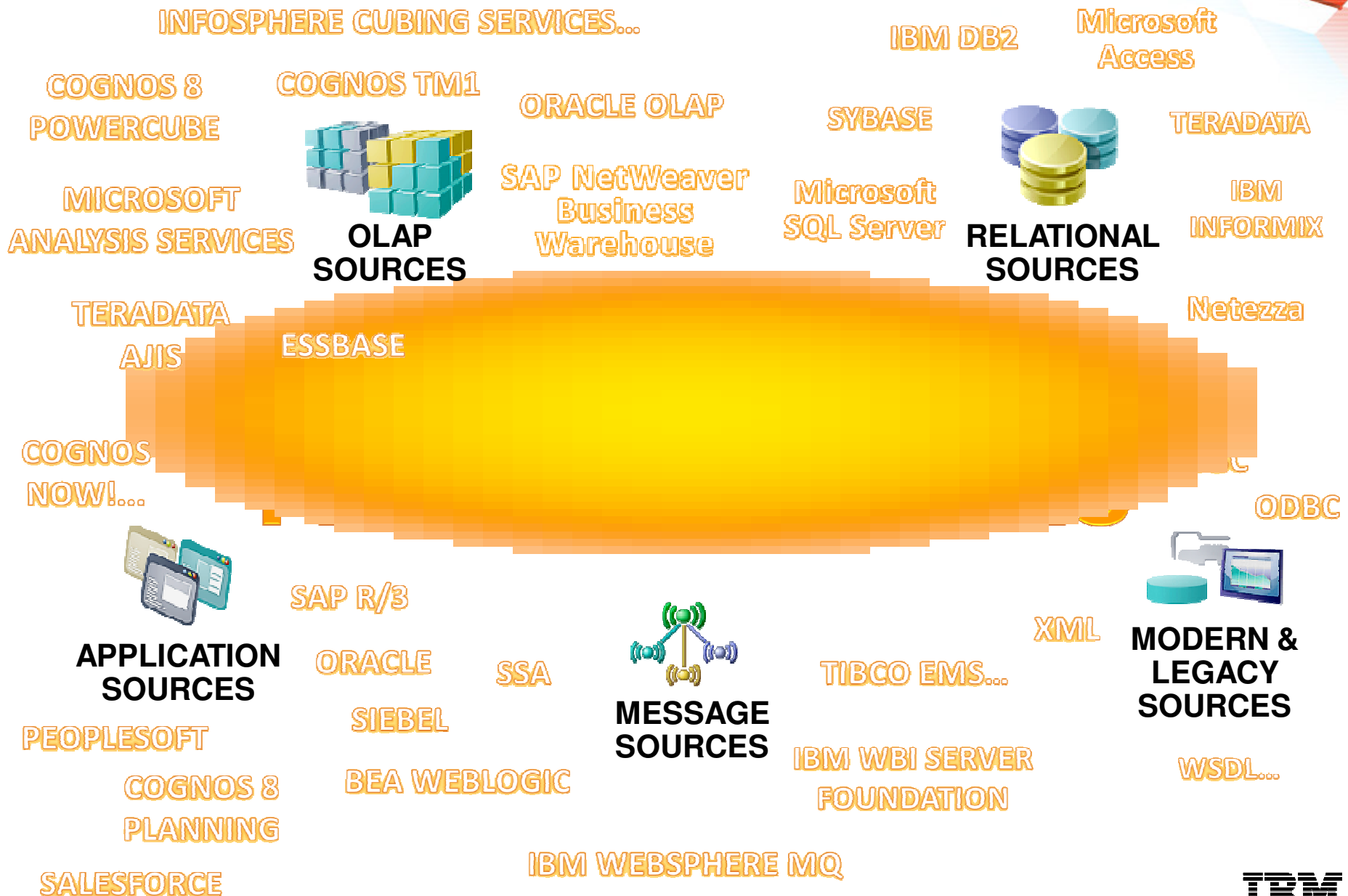
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IBM Cognos 8 Platform and Capabilities: *Embrace, enhance & extend your investments in SAP® technology & applications*



- **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

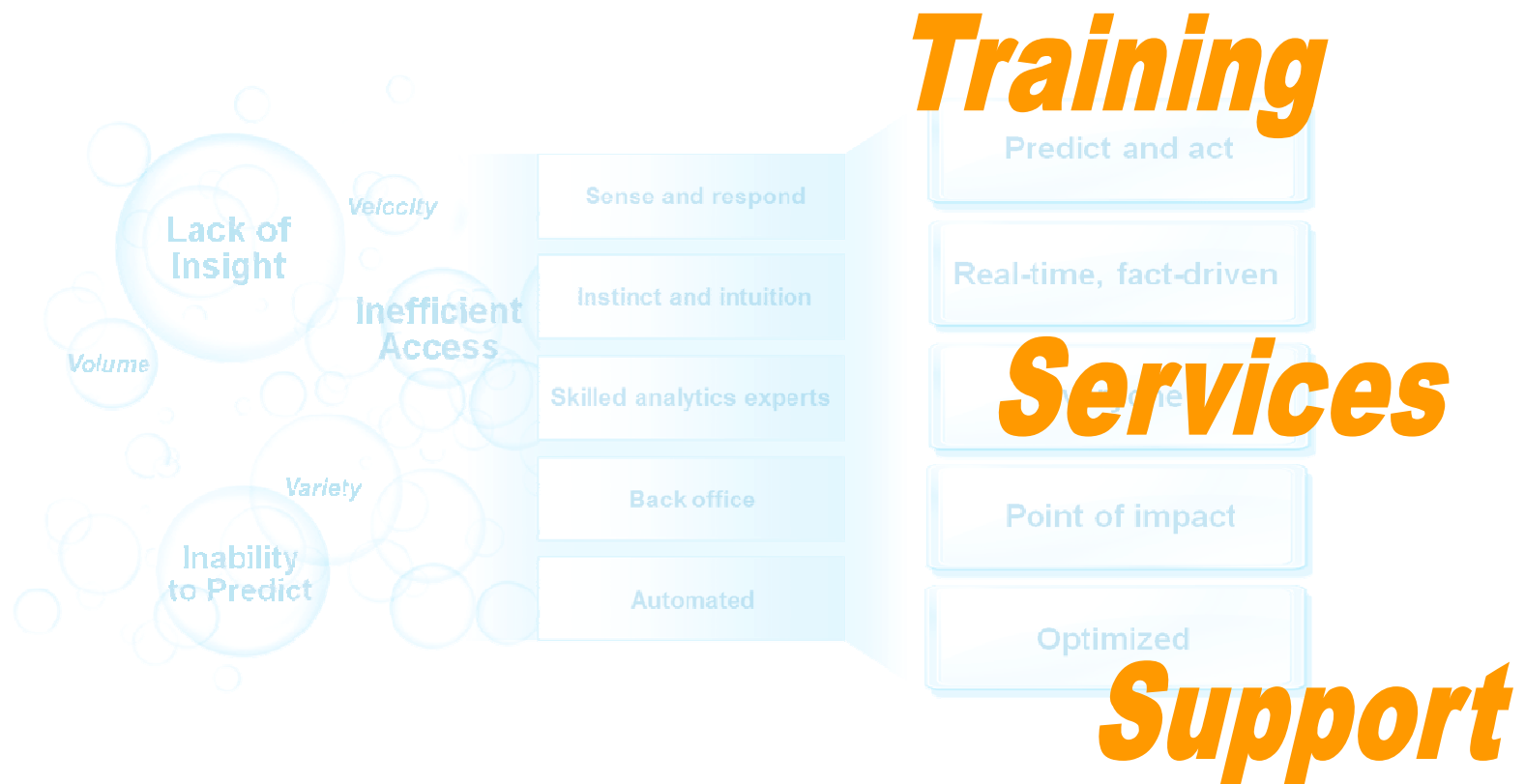
Data mining

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

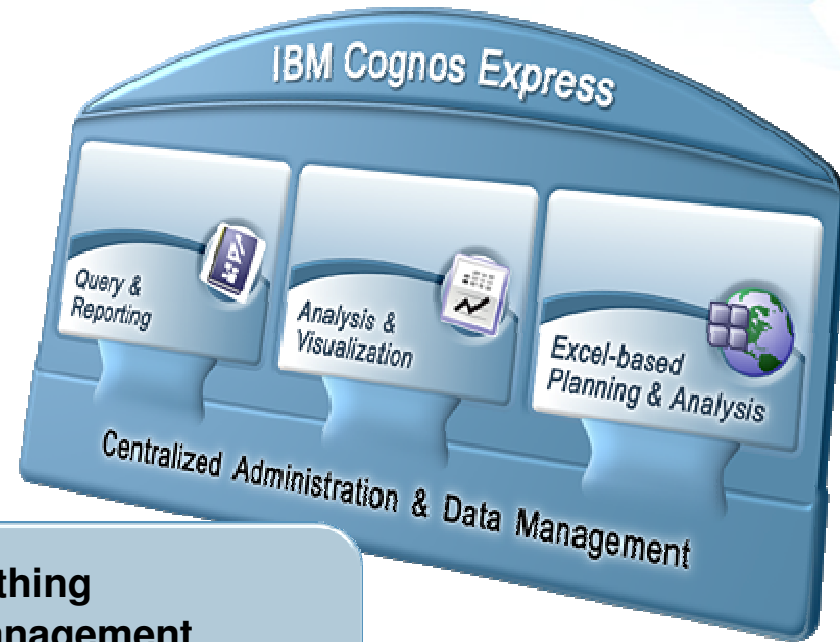
based
ing & Analysis

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