

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

**Analytic Applications:  
Measuring Corporate  
Performance Consistently  
Across the Enterprise**

Jonas Yong  
Cognos Tech Sales Manager, ASEAN



## *Agenda*

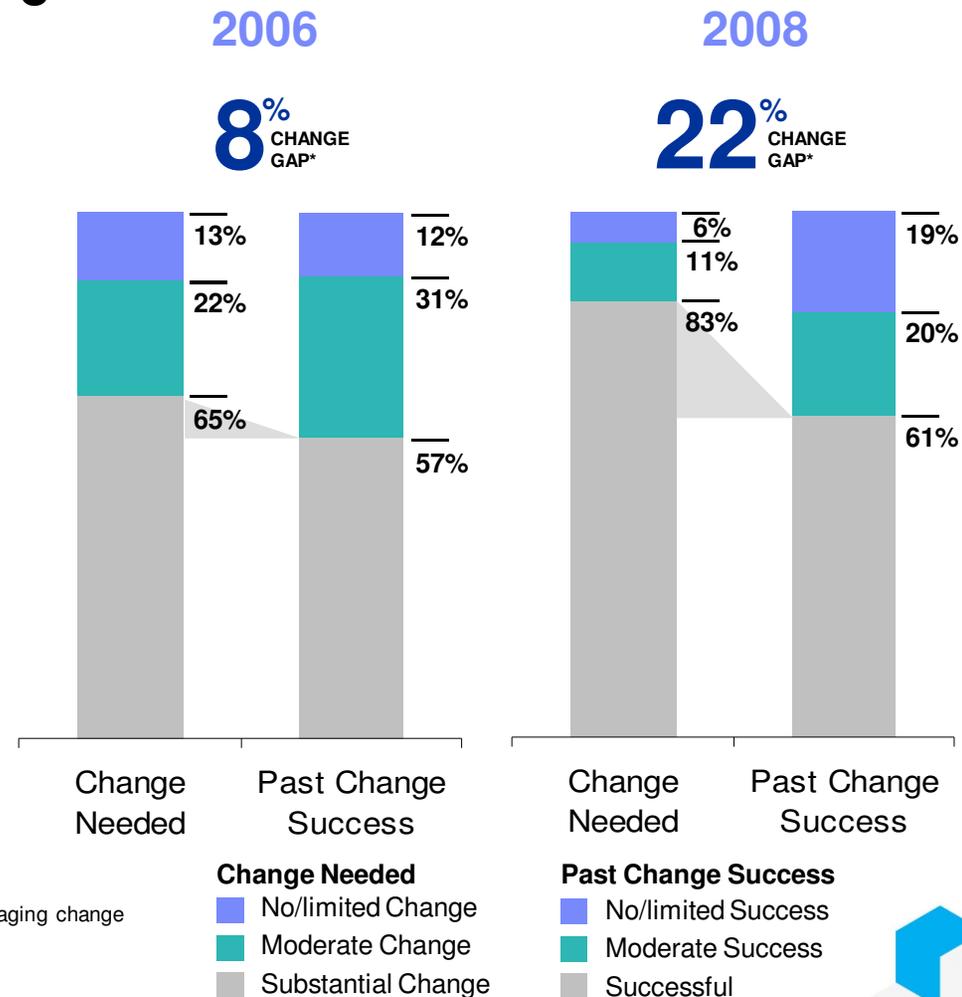
- Taking Advantage of Business Change
- Using Information as a Strategic Asset
- IBM Cognos Analytic Applications – Transformation Data to Insight
- New Applications
- Implications for Your Organization



## The “Change Gap” Triples in Just Two Years

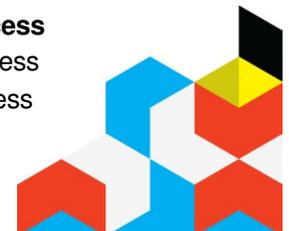
More CEOs than ever before – 8 in 10 – anticipate turbulent change, and plan bold moves in response

- In two years the gap between the ability to manage change and the challenge ahead has tripled
- The number of companies reporting limited or no success has surged 60%



\* Difference or 'gap' between expected level of change needed and past success in managing change

Source: IBM Global CEO Study 2008; n (2006) = 709, n (2008) = 1104



*... But Change Needs to Grapple with an Info Explosion*

**3 in 4**

business leaders say  
more predictive  
information would drive  
better decisions

**1 in 3**

managers frequently make  
critical decisions without the  
information they need

**19+ Hours**

spent by knowledge workers each  
week just searching for and  
understanding information



*“...40 exabytes of data created in 2008...  
more than created in the previous 5,000 years combined...”*

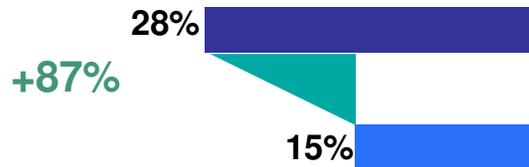


# IBM Cognos Performance

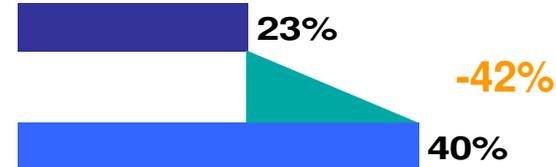
## *CIOs make it possible to bring innovative plans to life while "keeping the engines humming"*

High growth CIOs are expected to spend more time to enable the business and corporate vision

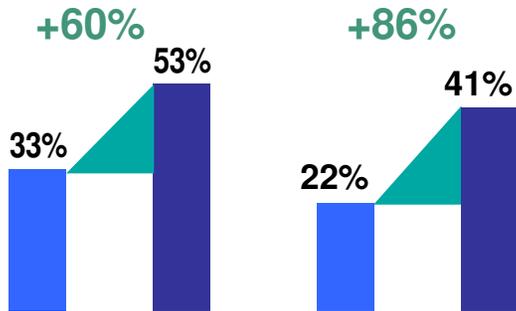
Business and corporate vision enabler



Core Technology services provider

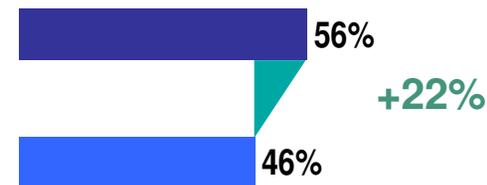


High growth CIOs actively use collaboration and partnering technologies...



IT Organization      Entire Organization

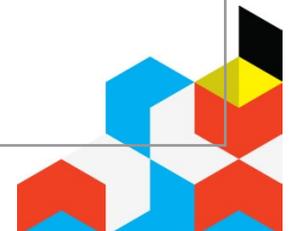
... and use third party business or IT services more often to improve their business agility



IBM Institute for Business Value

Source: IBM Global CIO Study 2009; n = 2598

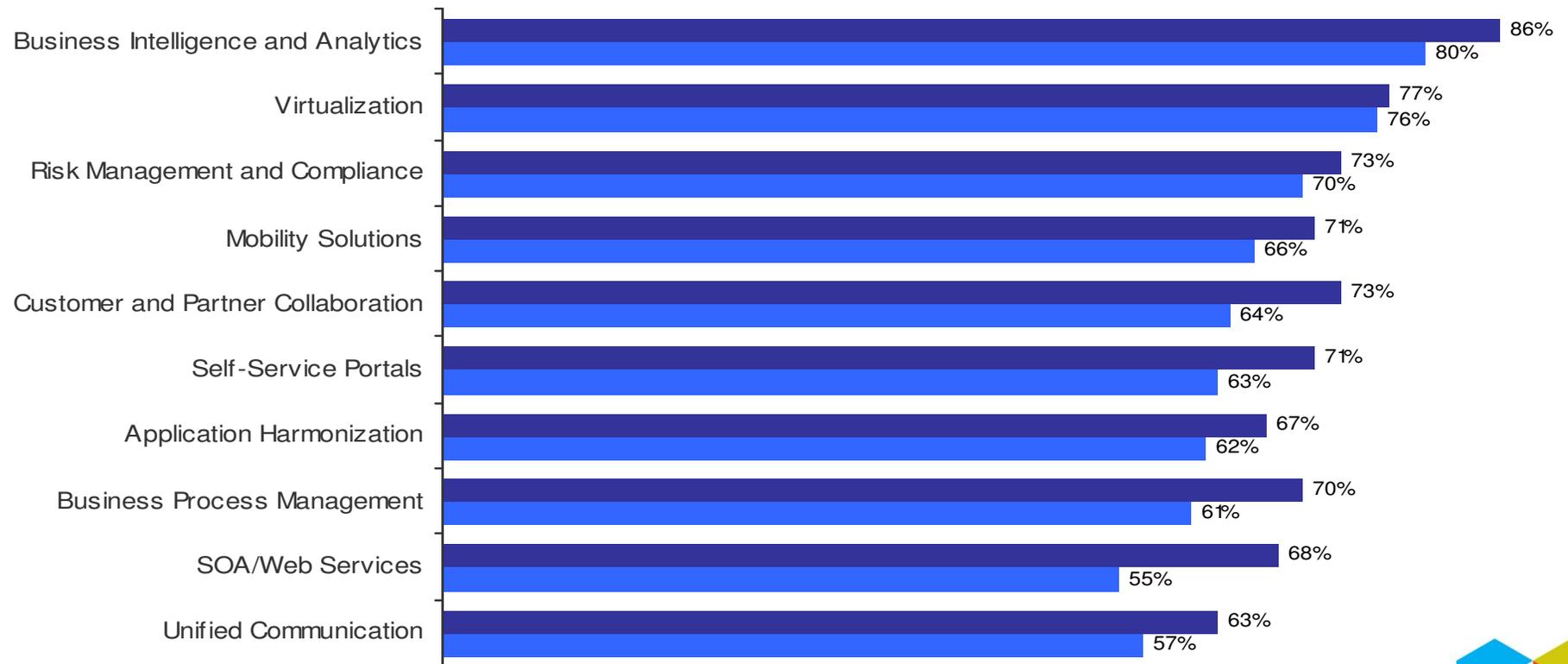
Low growth      High growth



# IBM Cognos Performance

## *Innovation is not limited to IT solutions: business-oriented plans rank high among CIOs' visions of enhancing competitiveness*

**Ten Most Important Visionary Plan Elements**  
*Interviewed CIOs could select as many as they wanted*

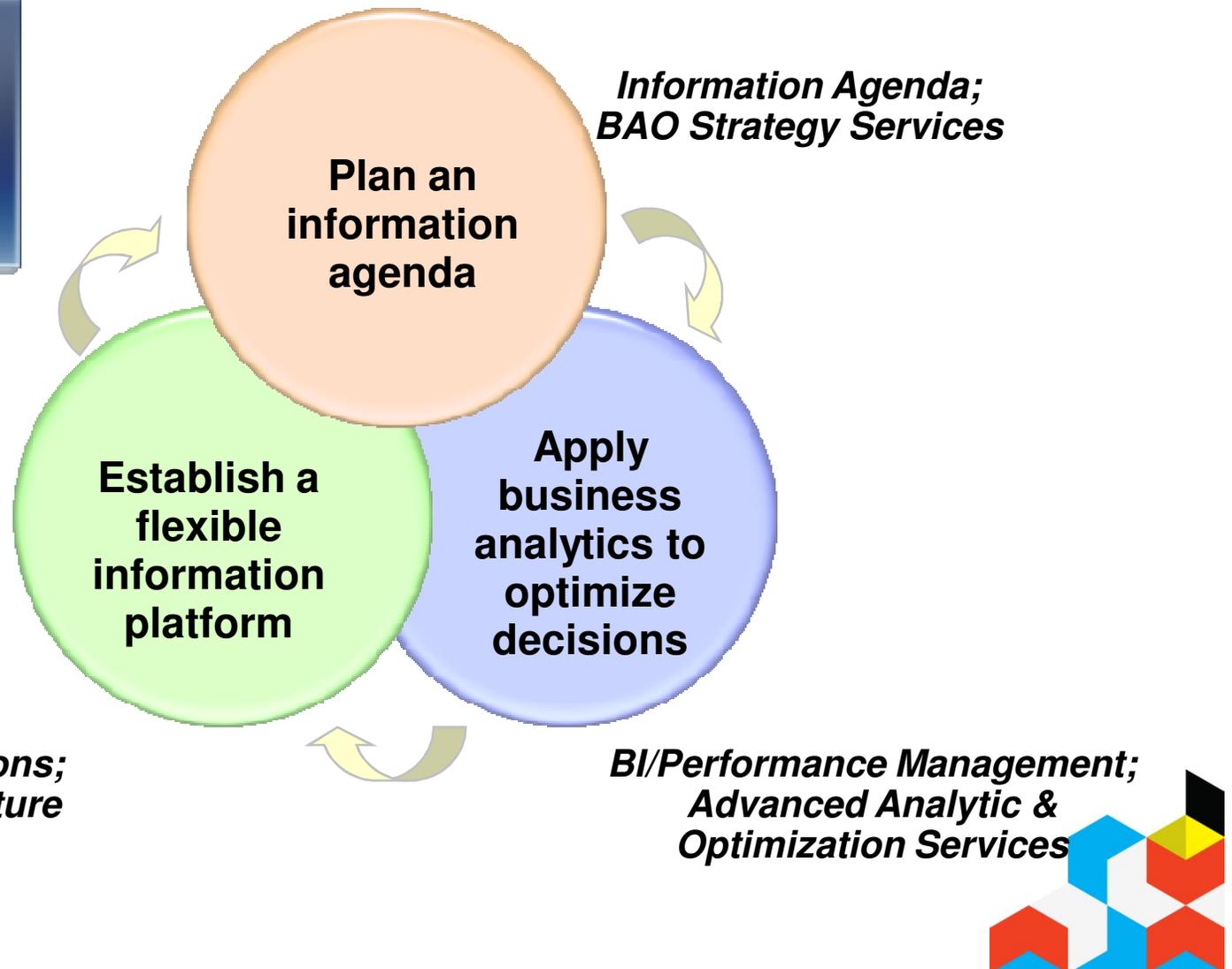


■ Low growth ■ High growth



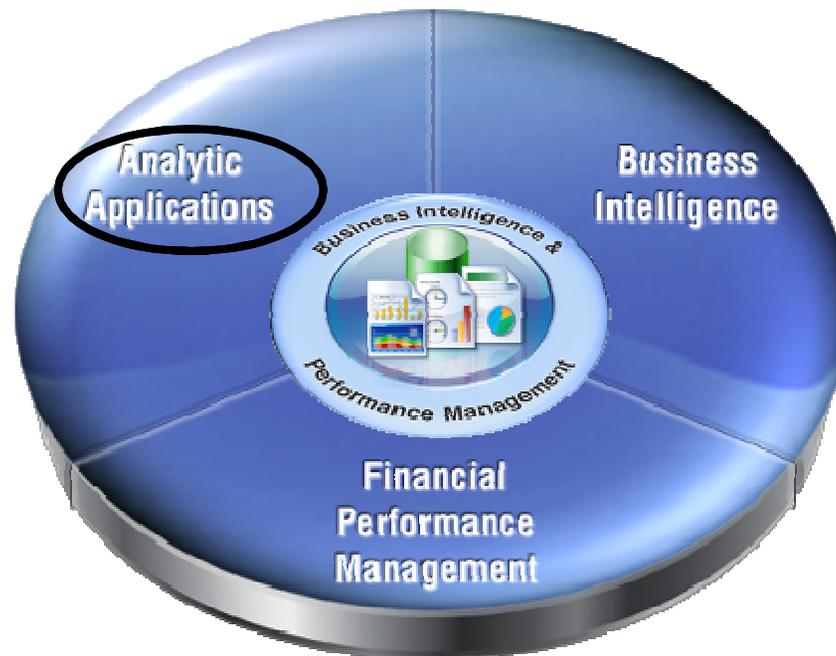
## How Do You Get Started on an Information-led Transformation?

Industry out-performers are **8 times** more likely to pursue information-led transformation at an enterprise level than industry under-performers



## ***Business Intelligence & Performance Management Optimize Business Performance***

Realize fast time to value with adaptable, packaged BI applications  
*IBM Cognos Analytic Applications*



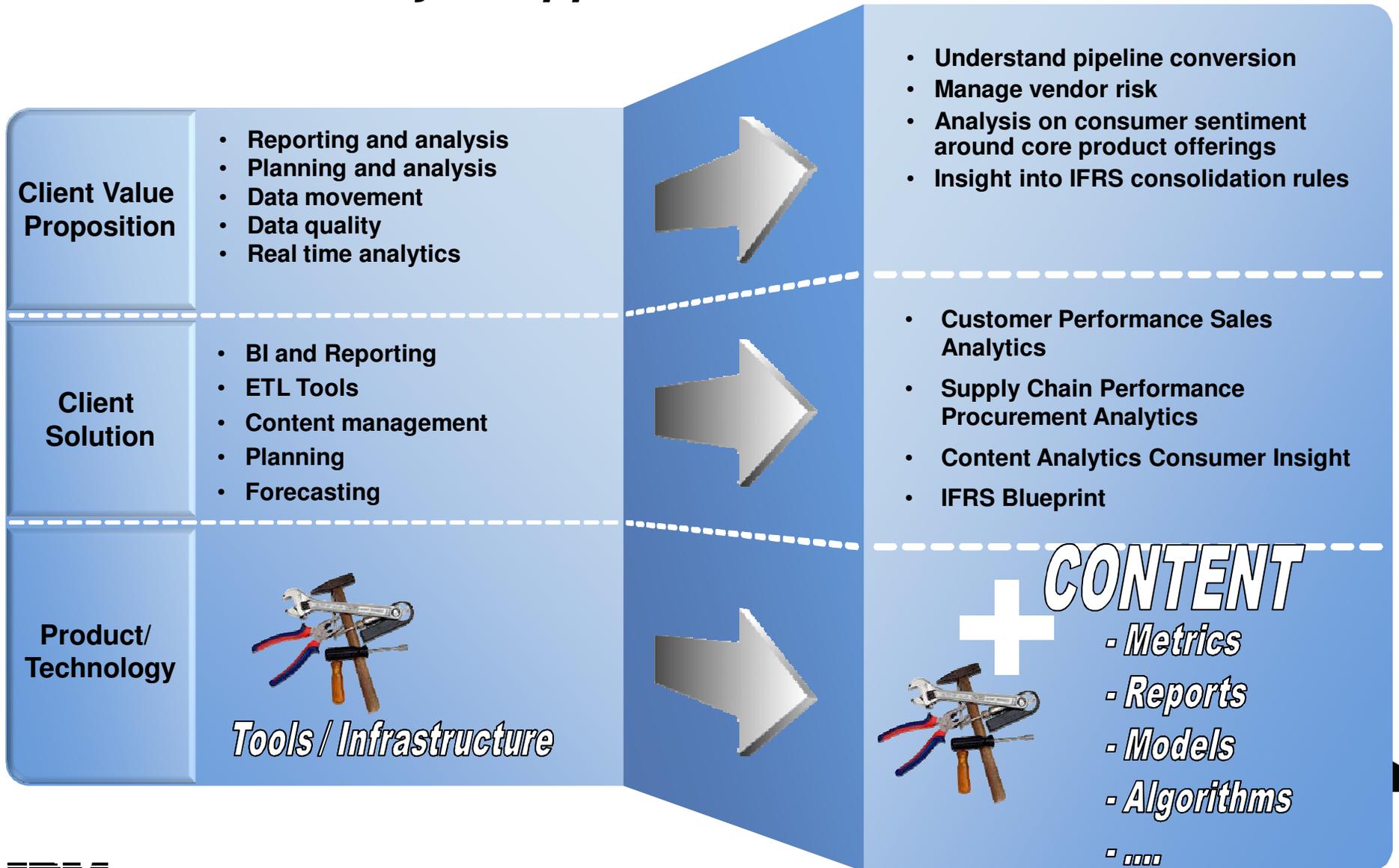
Make better, faster decisions by sharing, understanding, analyzing and sharing information  
*IBM Cognos 8 BI*

Drive dynamic, reliable and sustainable financial performance management practices

*IBM Cognos 8 Planning, IBM Cognos 8 BI, IBM Cognos 8 Controller  
IBM Cognos TM1*



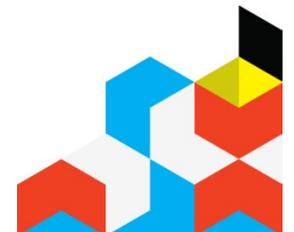
## What Defines Analytic Applications?



# ***IBM Cognos Analytic Applications = Smarter Decisions***



- 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



***Smarter Decisions = Smarter Businesses***

**Faster insight at the point  
of impact**

**Pervasive fact based  
decision making**

**Action led aligned outcomes**

**Common decision framework  
across the value chain**



## ***Packaged BI = Analytic Applications***



***Defined data extraction:*** Enables the application to access and manage data from disparate sources.



***Defined data model:*** A codified set of measures and analysis.



***Defined business content:*** A collection of reports and metrics derived from the pre-defined data model.

*Gartner Inc. Definition*

**Who cares?**

**“... well imagine the solution to your performance challenge was on the 10<sup>th</sup> floor of an office building?”**

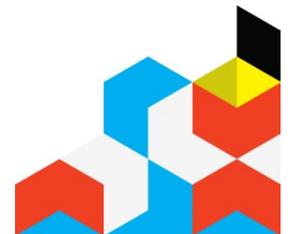


## *Your Options*

**Build**



**Buy**



## Smarter Financial Decisions

### Business Challenge

- Inconsistent financial view for all operating units
- Cumbersome month- and quarter-end financial reporting

### What's Smart?

One version of Financial Performance delivered via Packaged Financial Analytics  
Agility and adaptability to meet dynamic data requirements.

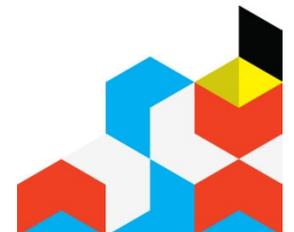
### Smarter Business Outcome

- Executives have access to unified view of financial performance
- Consistent financial metrics enterprise wide
- More accurate financial management reporting



*"Cartus is using Financial Performance Analytics to provide executives and LOB managers a unified financial view to ... drive smarter financial decisions across the enterprise."*

*Greg McMahon, Director*



## Smarter Workforce Decisions

### Business Challenge

- Small team of HR professionals supporting 9000 employees - highly distributed offices
- Need a standardised assessment of cost and management of compensation and talent acquisition.

### What's Smart?

Robust workforce reporting and analysis system

Consistent HR metrics for all LOB managers

### Smarter Business Outcome

- Standard workforce measurement metrics deployed through the organization
- Ability to measure and assess talent and HR needs against aggressive business



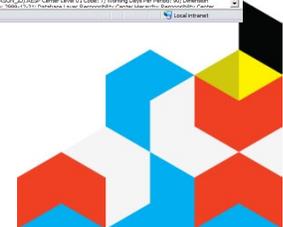
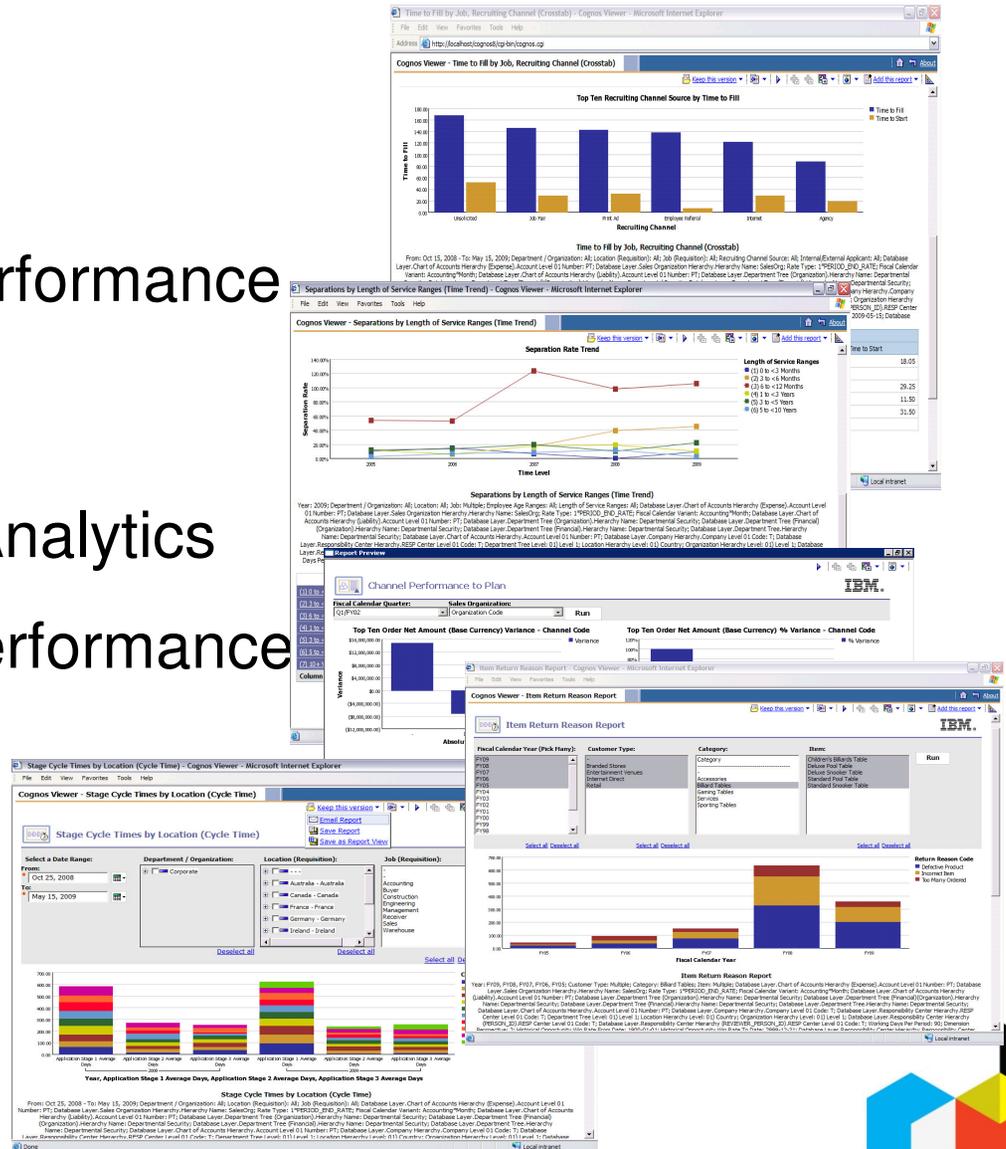
*“ ... ready access to strategic information and professional development tools that will drive growth throughout the organization ... [with] analytical capabilities they need to identify trends and make informed decisions.”*

*Pam Wilfong, VP HR, A.J.G.*



## Expanding Portfolio

- IBM Cognos 8 Customer Performance Sales Analytics
- IBM Cognos 8 Supply Chain Performance Procurement Analytics
- IBM Cognos 8 Workforce Performance Talent Analytics



## Why Should I Care About Sales Analytics?

Sales Analytics can save sales professionals time in their days and give them the information they need to grow their business.

*“Less than 2% of sales executives believe that their sales forces are productive.”*

Source: IDC, 2009

*“The top 20% of our sales force represents more than 60% of revenue.”*

Source: CSO Insights

*“Enterprises miss the equivalent of 10% of total annual sales in ‘lost opportunity’ revenue that could have been captured as a result of better insight on sales activities and target markets.”*

Source: Gartner Inc.

*“54% of sales representatives failed to turn leads into a meeting.”*

Source: CSO Insights

*“The percentage of salespeople failing to hit their sales quota rose from 38.8% to 41.2% last year.”*

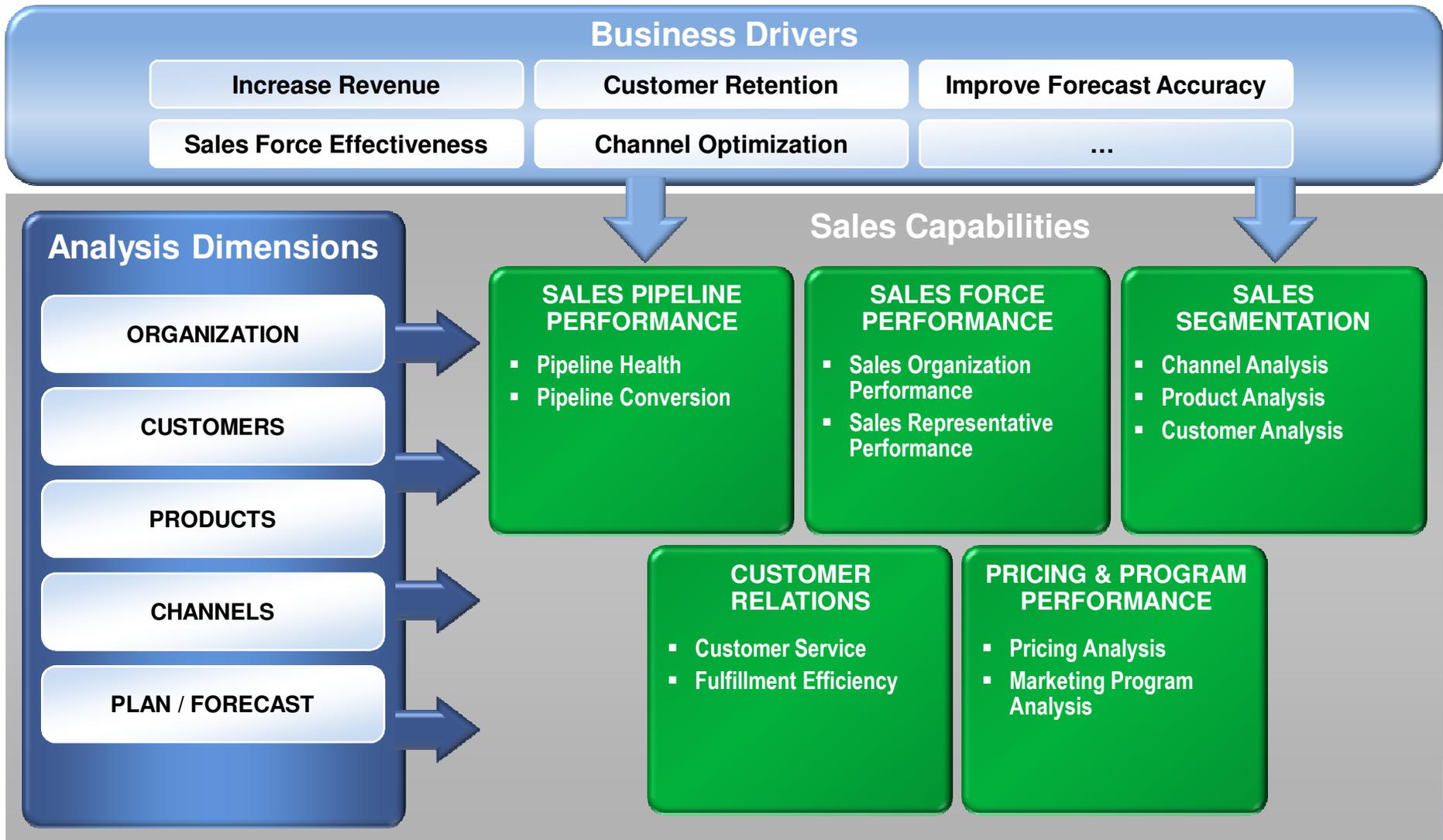
Source: CSO Insights

*“Forecasting Survey indicated only 21 percent of surveyed companies were able to achieve 90 percent or greater accuracy levels at 30 days out.”*

Source: Sirius Decisions



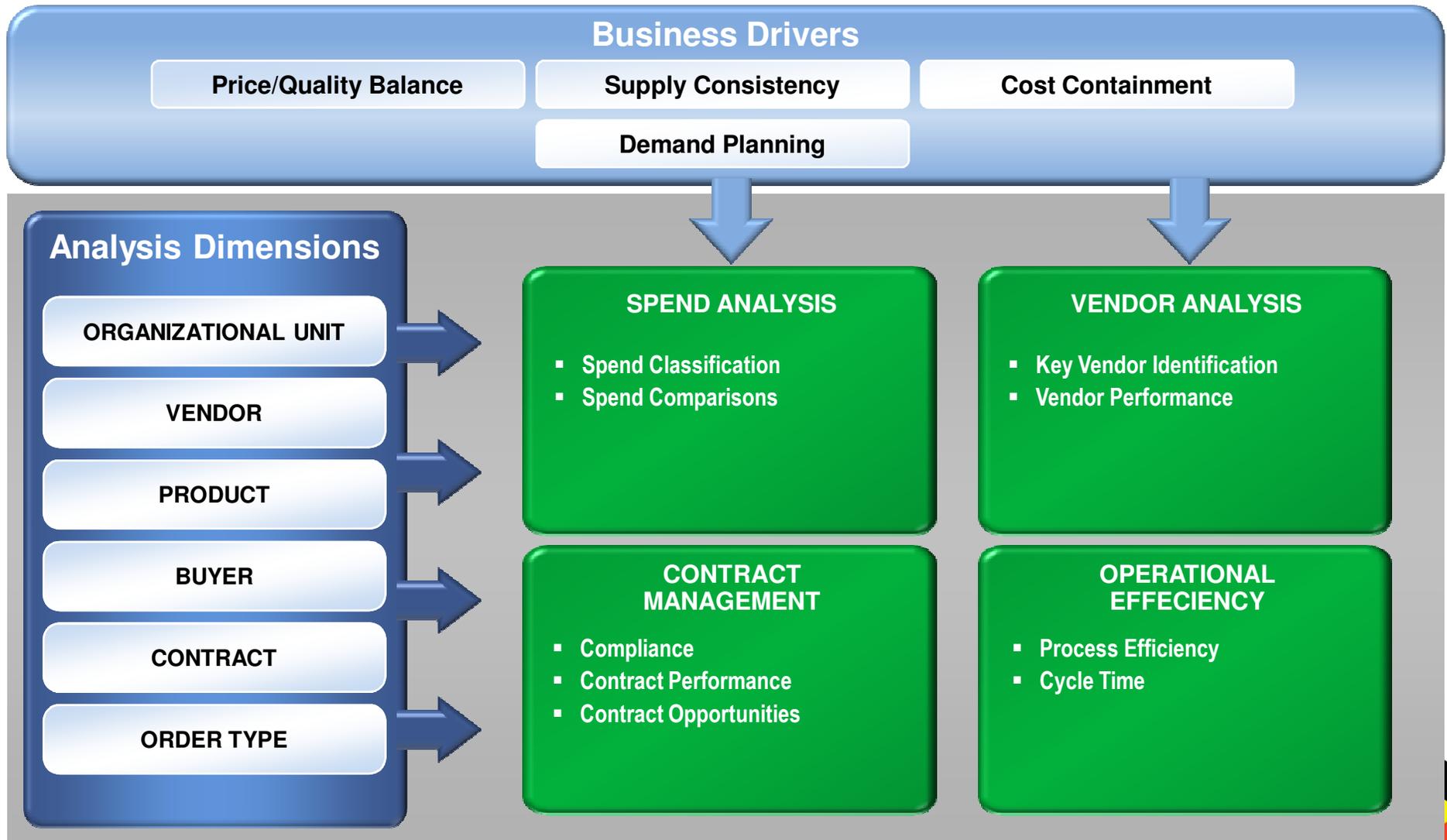
## Sales Analytics – Proactive Decision Making



## Why Should I Care About Procurement Analytics?



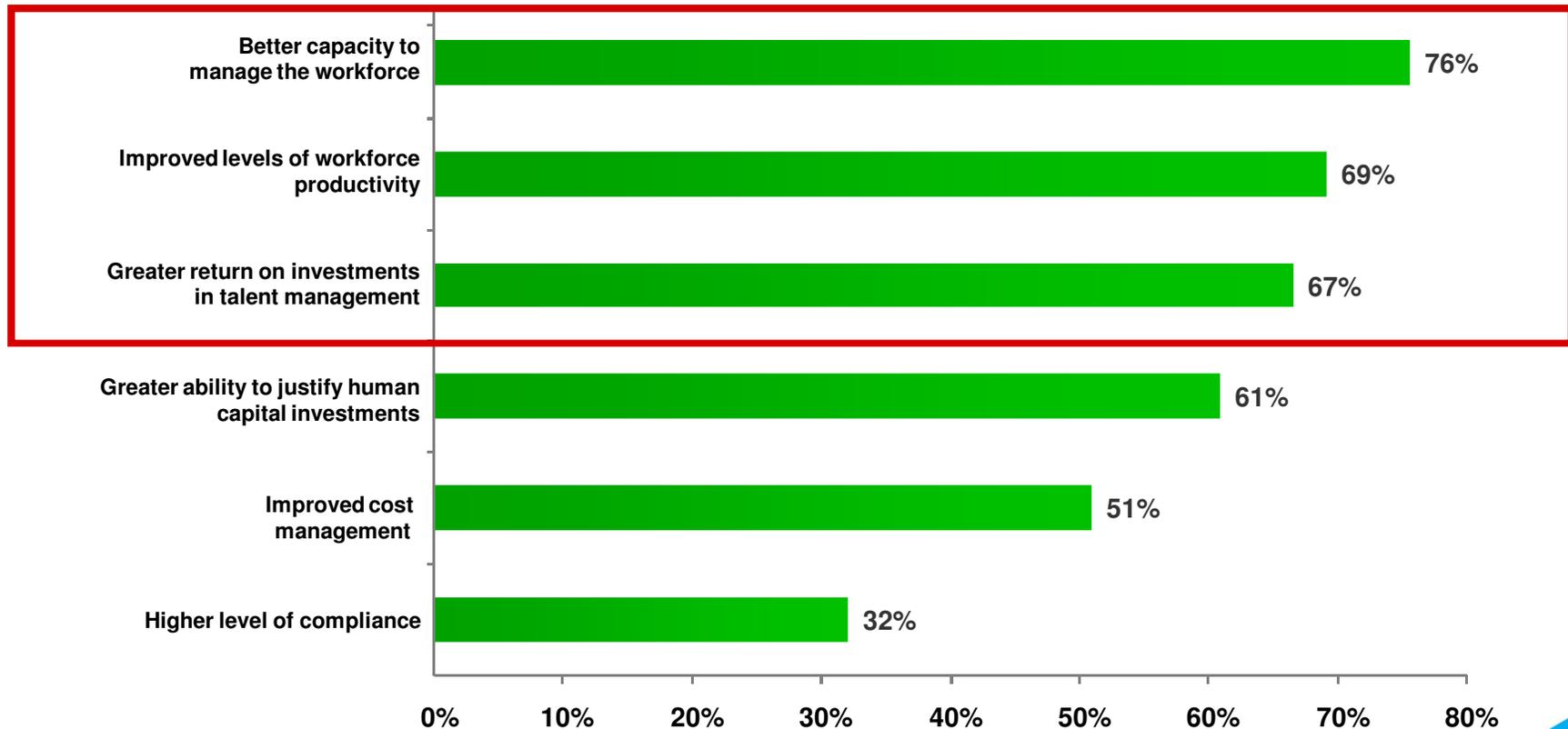
## Procurement Analytics – Proactive Decision Making



# IBM Cognos Performance

## Workforce and Talent Analytics

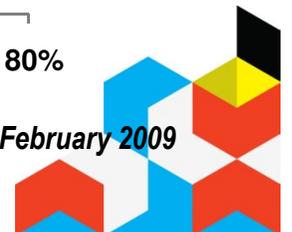
Where do you see the greatest potential benefits of workforce analytics?



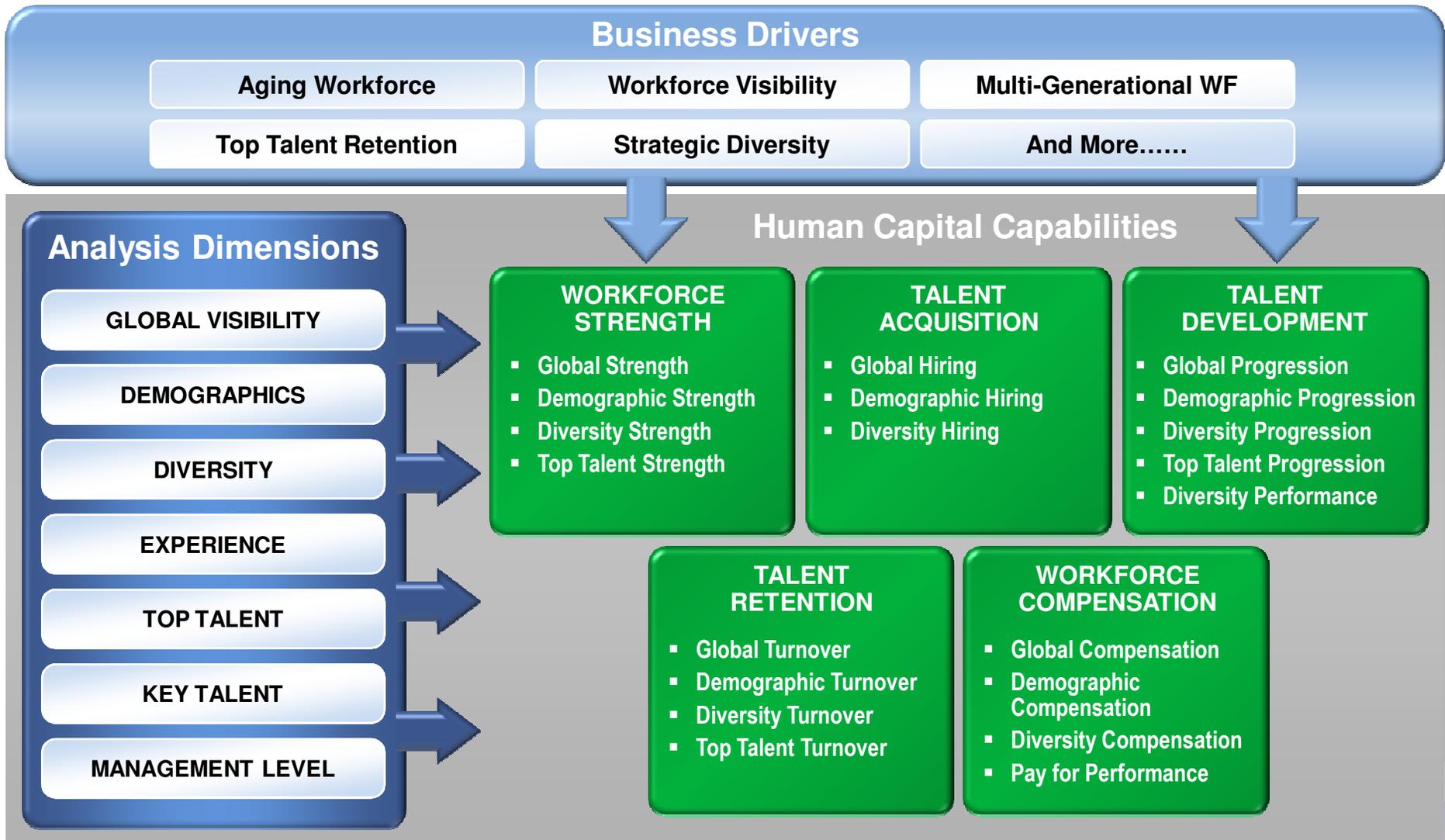
\* Percentages responding '4' and '5' with '1' being "not a challenge" and '5' being a "significant challenge"



APQC Survey, February 2009



## Talent Analytics – Proactive Decision Making



## When Selling Harder Isn't Working Smarter



Finance



Sales



Procurement



HR

### Why is revenue for our marquee product trending down?

#### ***IBM Cognos 8 Financial Performance Analytics***

- Revenue by Account Trend

#### ***IBM Cognos 8 Customer Performance Sales Analytics***

- Sales Segmentation Dashboard
- Sales and Margin by Customer
- Item Quality Report & Item Return Reason Report

#### ***IBM Cognos 8 Supply Chain Procurement Analytics***

- Item Quality Issue
- Vendor Performance Dashboard & Vendor Profile Dashboard

#### ***IBM Cognos 8 Workforce Performance and Talent***

- Workforce Performance Dashboard
- Stage Cycle Times by Region for New Hires

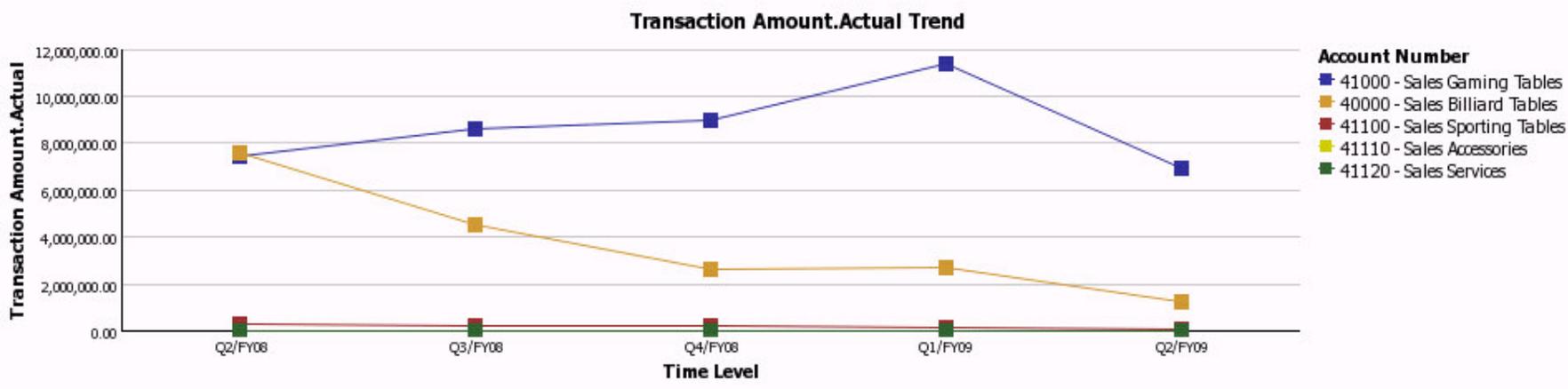
**Revenue by Account Trend**

Trend Type: Rolling Periods    Quarter: Q2/FY09    Number of Periods: 5    Account:

10000 - Total Assets  
 100000 - All Accts  
 11000 - Current Assets  
 11100 - Cash and Equivalents  
 11110 - Cash  
 11120 - Payroll Cash Account  
 11130 - Short Term Investments  
 11200 - Accounts Receivable  
 11210 - Trade Receivables  
 11220 - Accrued Receivables  
 11230 - Accrued Interest  
 11300 - Inventory

**Run**

[Select all](#) [Deselect all](#)



**Revenue by Account Trend**

Fiscal Calendar Quarter: Q2/FY09; Account: All; Database Layer.Chart of Accounts Hierarchy (Expense).Account Level 01 Number: PT; Database Layer.Sales Organization Hierarchy.Hierarchy Name: SalesOrg; Rate Type: 1\*PERIOD\_END\_RATE; Fiscal Calendar Variant: Accounting\*Month; Database Layer.Chart of Accounts Hierarchy (Liability).Account Level 01 Number: PT; Database Layer.Department Tree (Organization).Hierarchy Name: Departmental Security; Database Layer.Department Tree (Financial)(Organization).Hierarchy Name: Departmental Security; Database Layer.Department Tree (Financial).Hierarchy Name: Departmental Security; Database Layer.Department Tree.Hierarchy Name: Departmental Security; Database Layer.Chart of Accounts Hierarchy.Account Level 01 Number: PT; Database Layer.Company Hierarchy.Company Level 01 Code: T; Database Layer.Responsibility Center Hierarchy.RESP Center Level 01 Code: T; Department Tree Level: 01) Level 1; Location Hierarchy Level: 01) Country; Organization Hierarchy Level: 01) Level 1; Database Layer.Responsibility Center Hierarchy (PERSON\_ID).RESP Center Level 01 Code: T; Database Layer.Responsibility Center Hierarchy (REVIEWER\_PERSON\_ID).RESP Center Level 01 Code: T; Working Days Per Period: 90; Dimension Perspective: 2; Historical Opportunity Win Rate From Date: 2007-05-15; Historical Opportunity Win Rate To Date: 2009-05-15; Database Layer.Responsibility Center Hierarchy.Responsibility Center Level 01 Code: T;

### ***Making Businesses Smarter with Information Applications***

- Faster time to value
- Information leveraged as a strategic asset to affect change
- Driving aligned business value outcomes
- Smarter Decisions  
= Smarter Business

