IBM Cognos Performance
Better Intelligence. Better Business.

New Intelligence for Smarter Business

Phillip Beniac
Director Analytics & Performance Management, Asia Pacific & Japan
IBM Software Group

IBM Cognos Performance

Transform Your Business with Information

Transform Your Business with Information
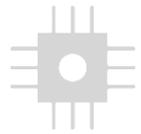
Our world is becoming
INSTRUMENTED

Virtually all things, processes
and ways of working are becoming
INTELLIGENT

Virtually all things, processes
and ways of working are becoming
INTELLIGENT

IBM®

Explosion of Information

- By 2010 – **988 Exabytes**

988 Exabytes

Explosion of Information

- By 2010 – **988 Exabytes**

- **200 billion** emails

200 billion

Explosion of Information

- By 2010 – **988 Exabytes**

- **200 billion** emails

- **19+ hours** per week

Explosion of Information

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- **1 in 3** Managers

IBM

Explosion of Information

- By 2010 – **988 Exabytes**

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- **1 in 3** Managers

IBM Cognos Performance

Where in the world are your peers with Information transformation?

"Inside the Midmarket: A 2009 Perspective"

"IBM Global CIO Study: 2009"

May, 2009.

IBM

IBM Cognos Performance

Industry	Top Business Challenges	Top IT Priorities
Retail	• Better predicting market trends, finding new opportunities and managing risk • Improving efficiency / Reducing costs • Selling more to existing customers	• Customer Dynamics • Information Management • Financial Management
Industrial Products	• Improving efficiency / Reducing costs • Increasing employee productivity • Selling more to existing customers	• Information Management • Security Management • Infrastructure Improvements (reliability / availability)
Consumer Products	• Optimizing business model / processes • Selling more to existing customers • Better predicting market trends, finding new opportunities and managing risk	• Supply Chain Management • Customer Dynamics • Business Process Management
Banking & Insurance	• Increasing employee productivity • Improving efficiency/ Reducing costs • Prospecting or going after new customers	• Financial Management • Unified Communications • Collaboration
Healthcare	• Improving efficiency/ Reducing costs • Prospecting or going after new customers • Improving customer service/ Managing relationships with customers	• Information Management • Security Management • Regulatory Compliance

"Inside the Midmarket: A 2009 Perspective"
IBM Global CIO Study 2009

IBM

A Shift is Underway

New investments are going into business optimization **2X** *faster*

Business Optimization

$105B

8% CGR

Business Automation

$566B
3% CGR

Information-Led Transformation

Application-Led Transformation

Major focus now

Major focus over last two to three decades

IT Spending Estimates, 2009*

13

Leveraging BI to Transform Your Business with Information

Business Analytics and Optimization Maturity

Business Operations

How the business applies information to achieve its goals
- Policies
- Biz Processes
- Organization

Breakaway
- Real-time analytics
- Integration of external collective

Micro:
Applied and operationalized at point of impact

- Customer and Partner Collaboration
- Business Process Integration

Differentiating

- Flexibility in internal processes
- Process Automation and Workflow

- Contextual Business rules
- Pattern-recognition

- Task Integration (eg. ERP)
- Workgroup Design
- SOPs

Competitive
- Master Data Management
- Metrics
- Dashboards/Scorecards

Foundational
- Data Warehouses
- Data Governance
- Production reporting

- Command and control
- Task automation

Macro:
Decision and Process Foundation

Heroics
- Spreadsheets
- Extracts

Information and Analytics

How the business manages information and learns from it

IBM

Next Generation of efficiencies come from optimizing every decision, transaction or process at the point of impact…

Foundational		Breakaway
Sense and respond	→	Predict and act
Back office		Point of impact
Skilled analytics experts		Everyone
Instinct and intuition		Real-time, fact-driven
Automated		Optimized

IBM.

Financial
Risk Insight

Workforce
Optimization

Dynamic
Supply Chain

Customer & Product
Profitability

**Business
Optimization**

Multi-channel
Marketing
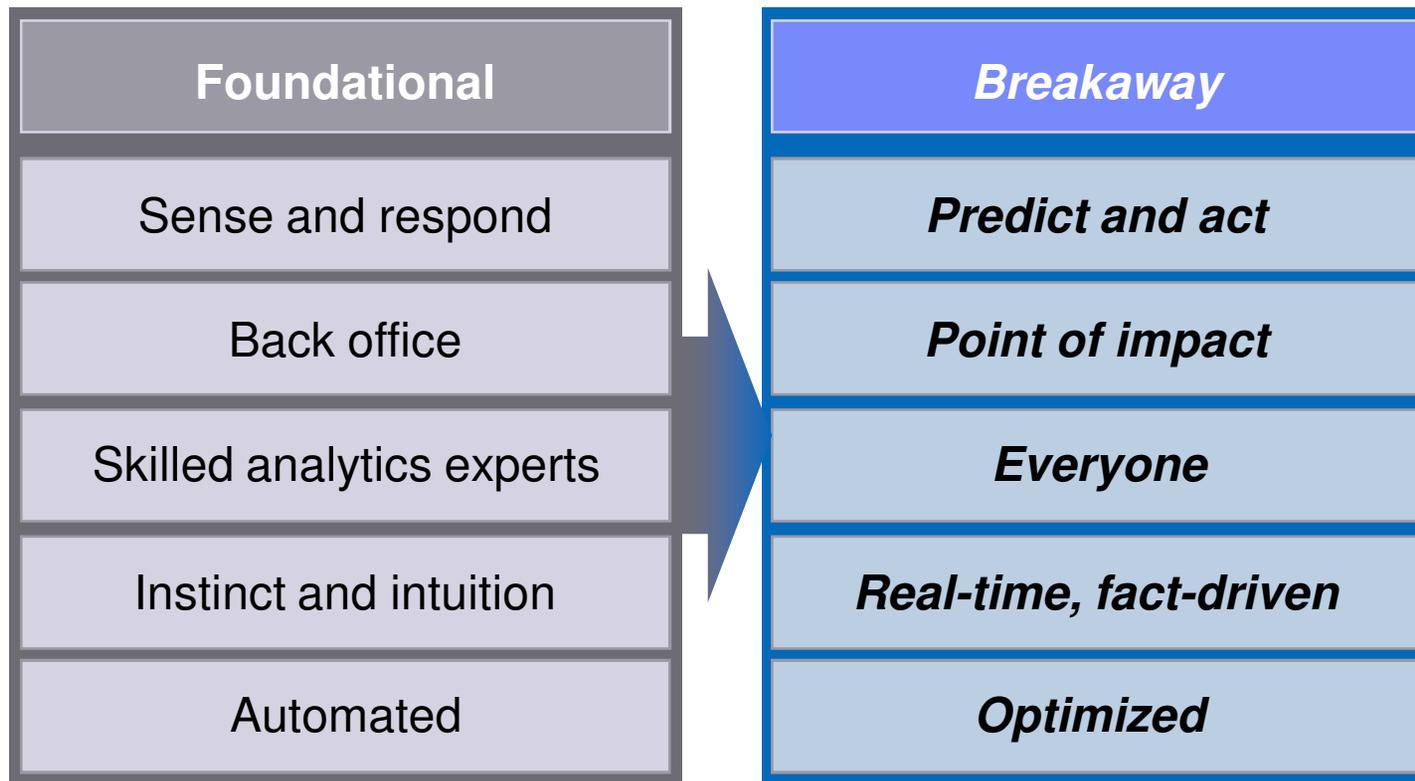
*Leveraging Information
for Smarter Business Outcomes*

Core & Other
Operational Systems

IBM

Typical staring point in Information transformation?

Common challenges

"Gut feel" decision-making

Silos of Inconsistent Data

Disconnected Planning

IBM.

Wendco

- Operates Wendy's NZ outlets

- 15+ Outlets

Challenge	To be more responsive to the customer service needs at the store level. By way of analyzing customer buying patterns near real time so being able to run more effective marketing campaigns and promotions.

IBM.

Wendco

- Operates Wendy's NZ outlets

- 15+ Outlets

Challenge	To be more responsive to the customer service needs at the store level. By way of analyzing customer buying patterns near real time so being able to run more effective marketing campaigns and promotions.
Results	**Marketing**: Can see within a day have a detailed analysis of the effectiveness of a promotion. **Finance**: Has an alert that highlights variances between store takings and the recorded sales. **District Managers**: Has an alert when the speed of services targets are not met.
James Irvine: "Wendy's could have carried on without the detailed business information it now enjoys. But it would have left it flying blind in an increasingly competitive market."	

IBM

TPF

- Operates Burger King NZ outlets

- 69+ Outlets

Challenge	Focus on three core areas for a fast-food company: 1) Sales. 2) inventory management and 3) speed of service.
Results	Serve meals 3 to 5 seconds faster than last year. Cut 15 hours off the time staff used to spend daily reconciling and dispatching reports Cut food wastage costs. System paid for itself in three months
Quote: "Over the past six months the group has seen a 0.25 per cent reduction in costs as a proportion of total revenue. That, for a company our size, is a huge amount of additional revenue."	

IBM

OF MARKET SHARE

**GUINNESS
ANCHOR
BE**

83%

REDUCTION IN
PLANNING CYCLE TIME

IBM.

G·A·B

GUINNESS
ANCHOR
BERHAD

*"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

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IBM Cognos Performance
Better Intelligence. Better Business.

Innovations for Smarter Business

Chih-Feng Ku
Technical Sales Manager, Analytics & Performance Management, Asia Pacific
IBM Software Group

New ways of working to optimize decisions and actions

Lack of Insight		Sense and respond	Predict and act
	Velocity	Instinct and intuition	Real-time, fact-driven
Volume	Inefficient Access	Skilled analytics experts	Everyone
	Variety	Back office	Point of impact
Inability to Predict		Automated	Optimized

IBM.
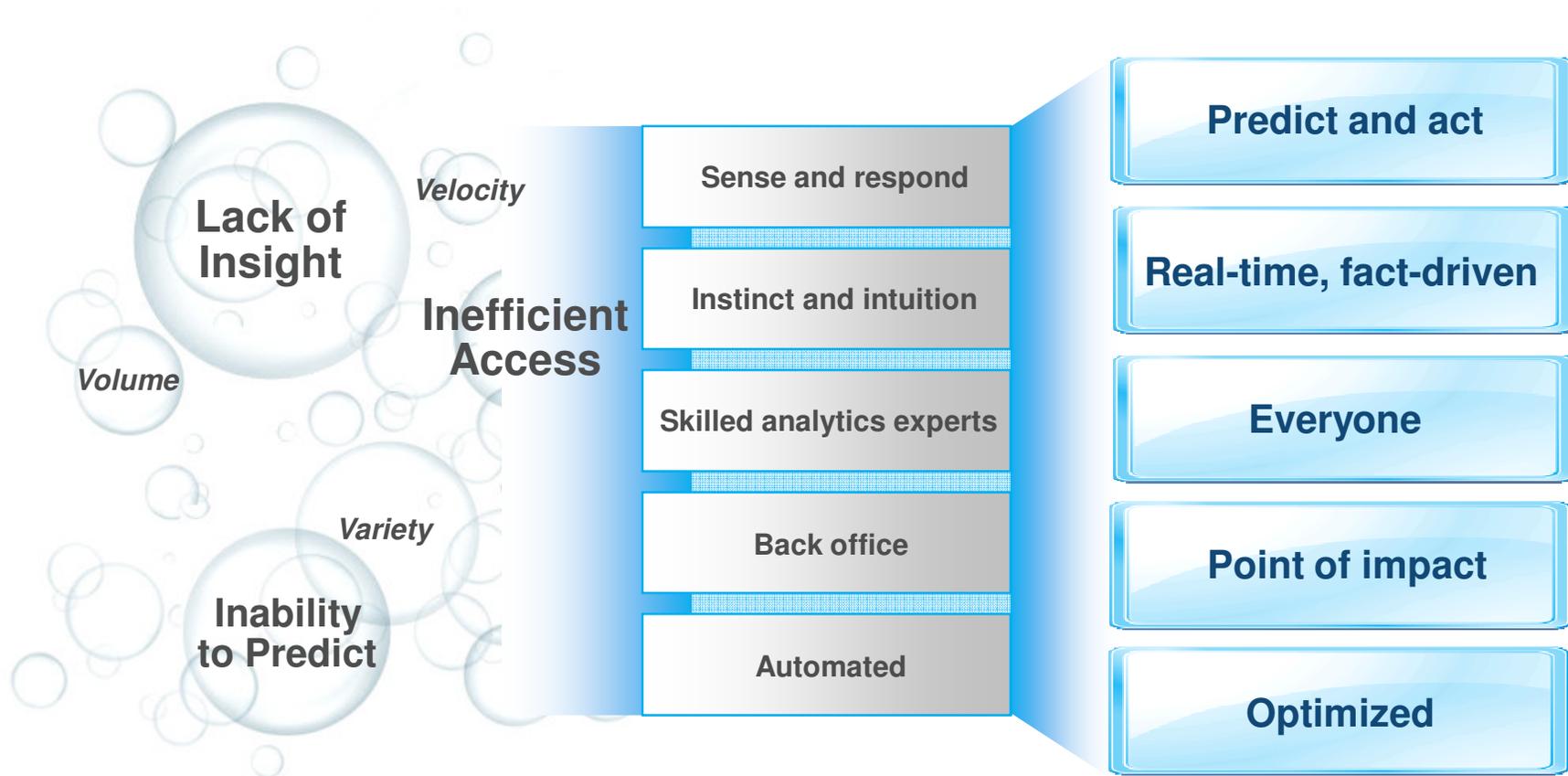
SPSS: A Leader in Predictive Analytics

- Unique data collection

- Text and data mining

- Advanced statistics

- Predictive solutions

- Rich expertise

SPSS®

AN IBM® COMPANY

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

At the time and point of impact!

IBM®

DEMO

SPSS Demo

IBM.

IBM Cognos Connection

Administrator Log Off   Launch

| **Retail Overview** | Stores | Merchandise | Customer | Multi Channel | Supply Chain - SCOR |
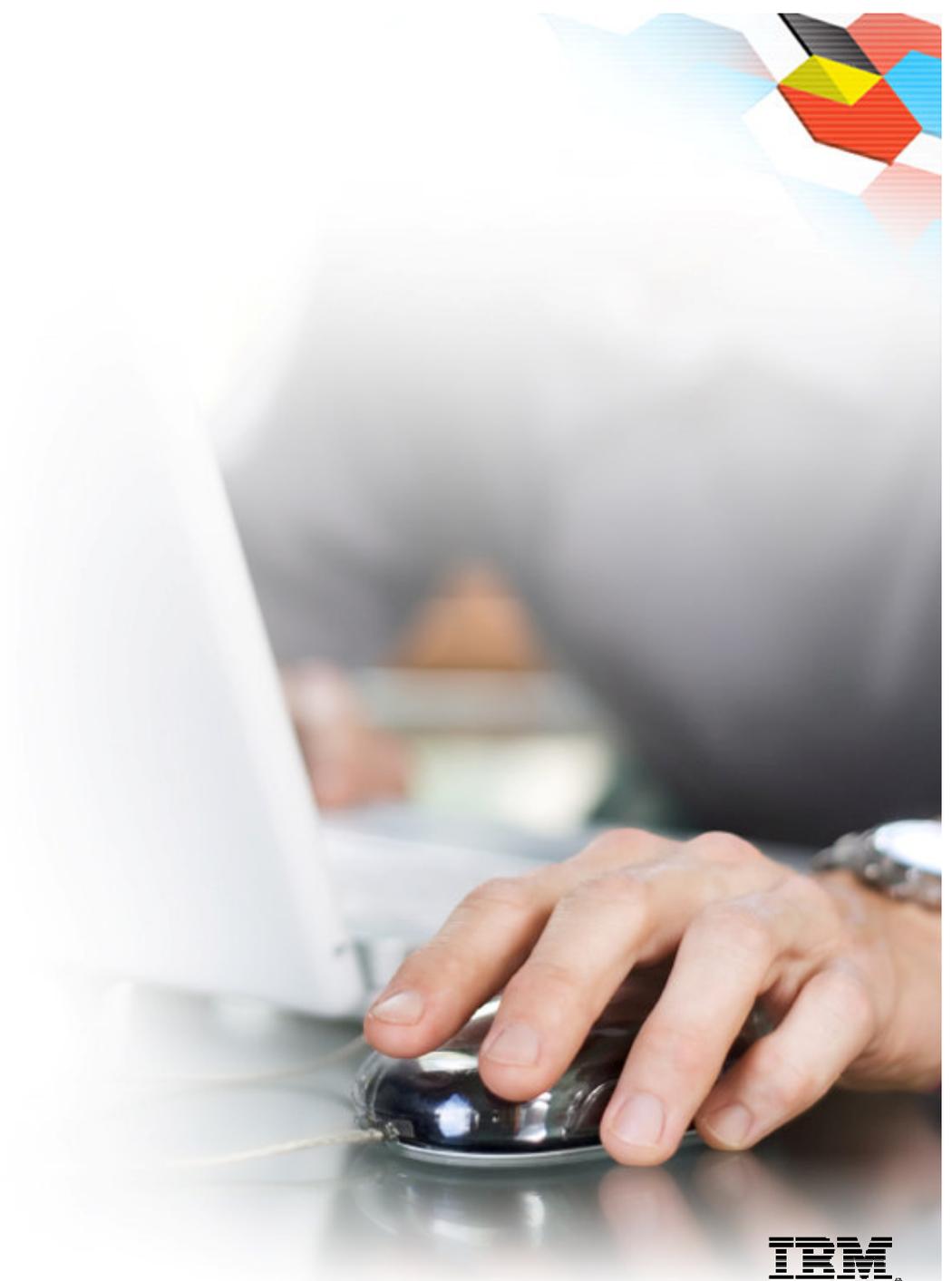
News Headlines

- NEW: YTD Comp Sales are down compared to last year!!
- NEW: Inventory Out of Stock Alert for the Cosmetics Sub Department.
- Recurring: Web Sales are down for the Current Week vs. Last Year.

YTD Customer Loyalty Comparison

Sales	2008	2008	Variance	Variance %
anonymous	$5,746,645	$5,746,645	($102,257)	-1.75%
loyalty card	$8,654,471	$8,654,471	($189,561)	-2.14%

Sales ▼

2008 YTD Sales by Store Type

- Center
- Convenience
- Full Fledged
- Health Center
- SuperCenter

YTD Customer Segment Profitability

- ■ 2008
- ■ 2007

Profit

1,200,000.00
1,000,000.00
800,000.00
600,000.00
400,000.00
200,000.00
0.00

Empty Nester, Affluent Family, Urban Bohemian, Poor Mixed Urban, Multinational Suburbs, Low income singles, Single elderly people, Mid Status Family Starter, Wealthy commuters, Retired home owners, Mid Status Suburban, Students

Gross Margin ▼

2008 YTD Gross Margin by Department

Department
- Beauty
- Drugs
- Entertainment
- Food
- Giveaways
- Health

New ways of working to optimize decisions and actions

Lack of Insight

Volume

Inability to Predict

Velocity

Inefficient Access

Variety

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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

IBM

Help for query syntax

:

[Search] [Clear] [?]
☐ Search within results

Saved Searches (0) ▾   Advanced Search ▾   Query Tree ▾

📄 Documents   ✳ Facets   ⌨ Time Series   📊 Deviations   📈 Trends   🗺 2D Map

Results 1-10 of 3000
(363562 results matched)

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You searched for "*:*"

Facet Navigation

▶ Part of Speech
▶ Phrase Constituent
▶ Named entity
▶ Report Information
▶ Device Information
▶ Manufacturer Information
▶ Patient Information
▶ Hazzards

Relevance	Date▾	Title	Source

100.00%   8/20/09   *MAUDE-967394.xml*   📄 Windows file syster...

967394 4258738 D PATIENT INITIATED TO TREATMENT IMMEDIATELY BECAME DIZZY AND THEN UNRESPONSIVE. B/P AT 127-60. REUSED BACK, OXYGEN O2 AT 44MM. PATIENT RESPONSIVE AND B/P 130/64. TREATMENT RESUMED AFTER 20 MI INCIDENT. Abnormal

100.00%   8/20/09   *MAUDE-967397.xml*   📄 Windows file syster...

967397 4272299 D A 10 MINUTES POST INITIATION, PATIENT'S EYES ROLLED UP B/P DROPPED TO 68/39 BECAME UNRES ADDITIONAL NS 300CC GIVEN. IMMEDIATELY POST RB BECAME ALERT AND VERBALLY RESPONSIVE WITHOUT RECOLLECTI IMPROVED TO 144/62. PRE TX B/P-113/61, PC 66 RG. O2 GIVEN AT 34 MIN VIA NASAL CANNULA. DIALYZER WAS REUSED CONTINUED USING THE SAME DIALYZER WITHOUT ANY FURTHER INCIDENCE. SEE SCANNED PAGE. Abnormal

100.00%   8/20/09   *MAUDE-928647.xml*   📄 Windows file syster...

928647 4025930 N PHYSIO-CONTROL, INC. EVALUATED THE DEVICE. THE ROOT CAUSE COULD NOT BE DETERMINED. PHY INVESTIGATE THE COMPLAINT. IT WAS REPORTED THAT THE DEVICE WAS USED TO ATTEMPT TO RESUSCITATE A FEMA DNR AVAILABLE. THE LP 5000 GAVE A CONNECT ELECTRODES ALARM WHEN USED WITH TWO DIFFERENT SETS OF ELECT NOT AVAILABLE FOR USE. THE PATIENT EXPIRED. ACCORDING TO THE VOLUNTEER FIRE DEPT, THE PATIENT WAS DOWN TO ATTEMPTS TO RESUSCITATE. EKG/ECG analysis, failure to perform

100.00%   8/20/09   *MAUDE-928661.xml*   📄 Windows file syster...

928661 4045089 D THE MFR REP REPORTED, PRIOR TO SURGERY, THE PT WAS NOT ABLE TO SPEAK FULL SENTENCES WI AND THE PT HAD A HISTORY OF FALLING IN HOME THREE TIMES PER DAY. THE REP CONSULTED WITH THE HCP PRIOR TO CONDITION; THE HCP DECIDED TO PROCEED WITH THE TRIAL. THE PT WAS INFORMED THAT THE TRIAL WOULD ONLY CO

New ways of working to optimize decisions and actions

Velocity

Lack of Insight

Inefficient Access

Volume

Variety

Inability to Predict

Sense and respond

Instinct and intuition

Skilled analytics experts

Back office

Automated

Predict and act

Real-time, fact-driven

Everyone

Point of impact

Optimized

IBM.
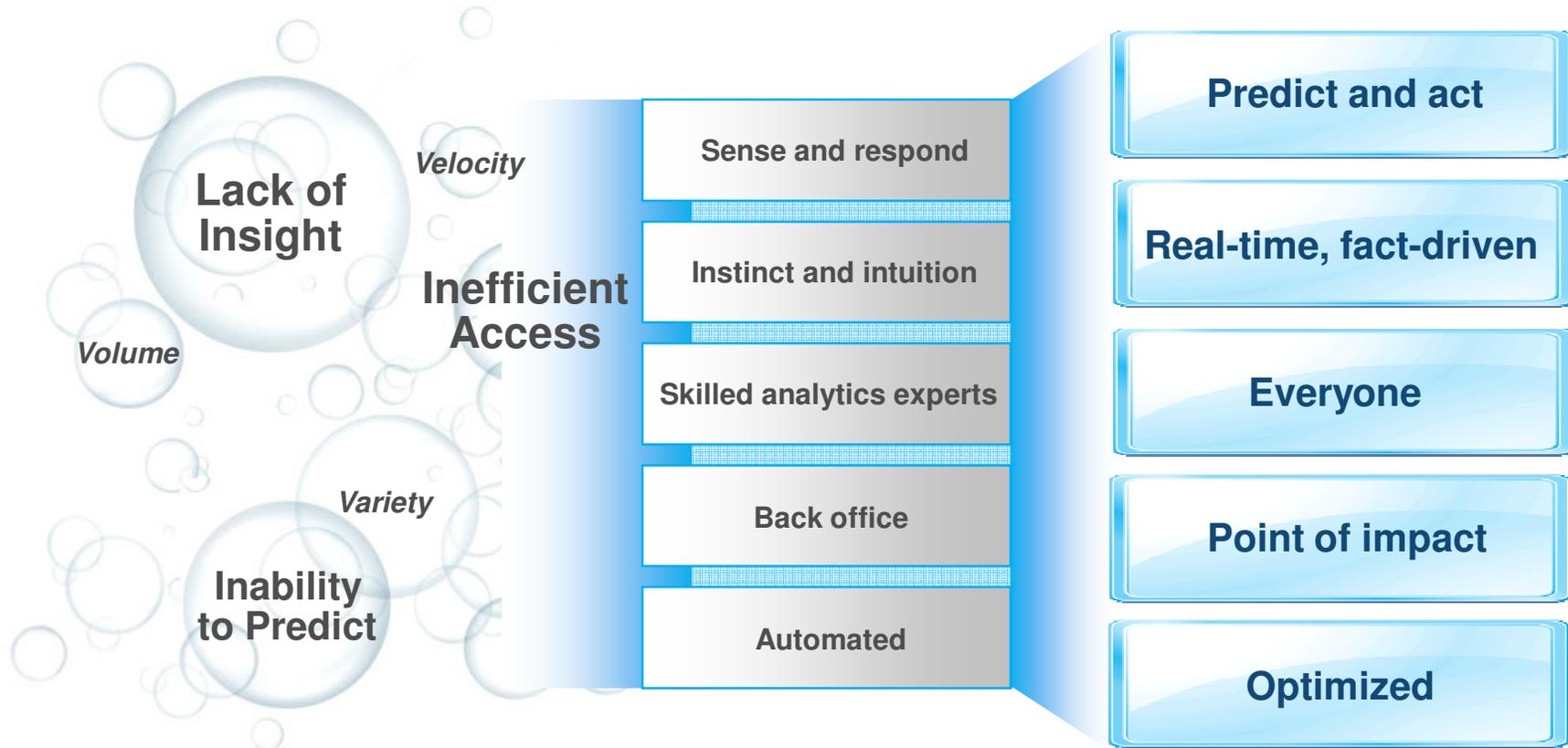
New ways of working to optimize decisions and actions
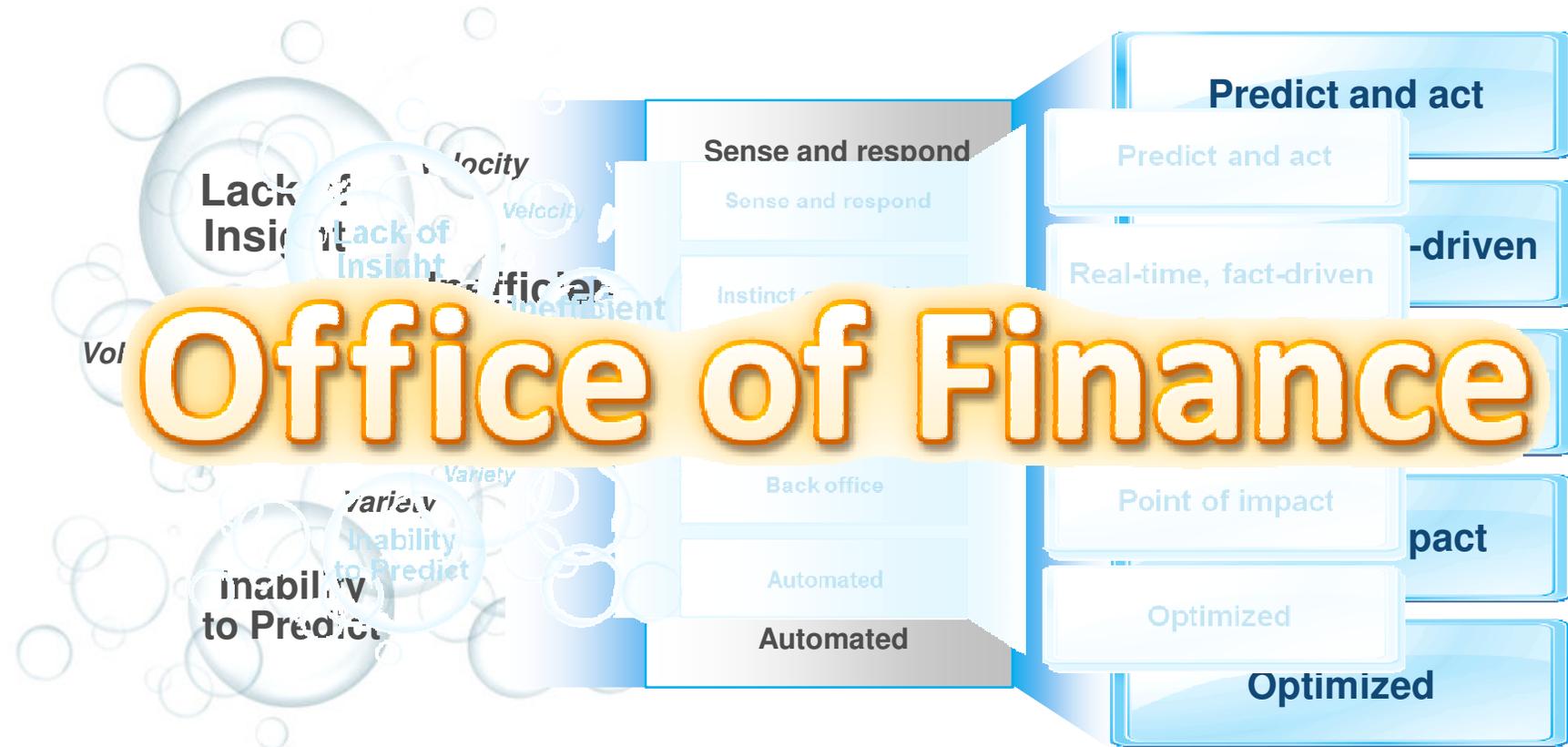
Advancing TM1 Capabilities and Solutions
IBM Cognos TM1 9.5
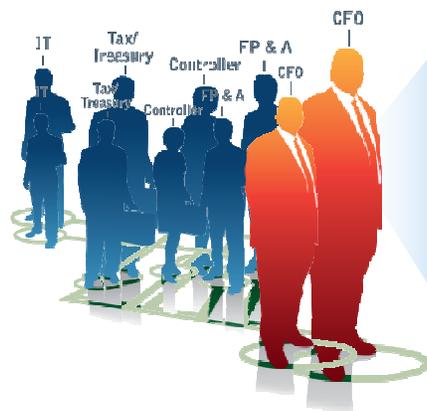
- Personal Scenarios

- Contribution and Workflow

- Easier, Quicker
  Solution Deployment

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

Income Statement | Revenue | Revenue V2 vs V1 | Employee Plan | Phased Costs | Capital Input | Line Item Detail | Expenses Chart

Rows:
Account
[Account]

Columns:
DemoVersions
[Version]

Context:
Local
[Currency Calc]

Year
[Month]

Massachusetts
[Organization]

2009
[Year]

	Version 2	Version 1	Variance	Var %	Explanation
4999 Gross Revenue	106,057,623	106,057,623	0	.0%	
5999 Cost of Sales	69,179,177	69,179,177	0	.0%	
Gross Margin	36,878,446	36,878,446	0	.0%	
⊞ 6099 PAYROLL	514,258	514,258	0	.0%	
⊞ 6199 OFFICE EXPENSE	251,700	251,700	0	.0%	
⊞ 6299 TRAVEL	536,298	536,298	0	.0%	
⊞ 6399 OCCUPANCY	420,000	420,000	0	.0%	
⊞ 6499 MARKETING	9,750	9,750	0	.0%	
⊞ 6599 DEPRECIATION	136,429	136,429	0	.0%	
Total Operating Expense	1,868,435	1,868,435	0	.0%	
Net Profit	35,010,011	35,010,011	0	.0%	
Headcount	6	6	0	.0%	
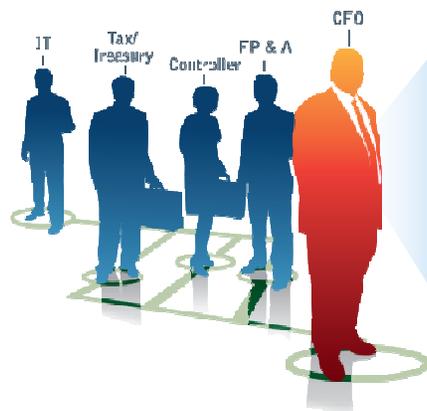
Top   Page up   Page down   Bottom   Page 1 of 1

Current Owner: Joe Perry

Done   Trusted sites   100%

New ways of working to optimize decisions and actions

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Lack of Insight

Volume

Inefficient Access

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IBM.
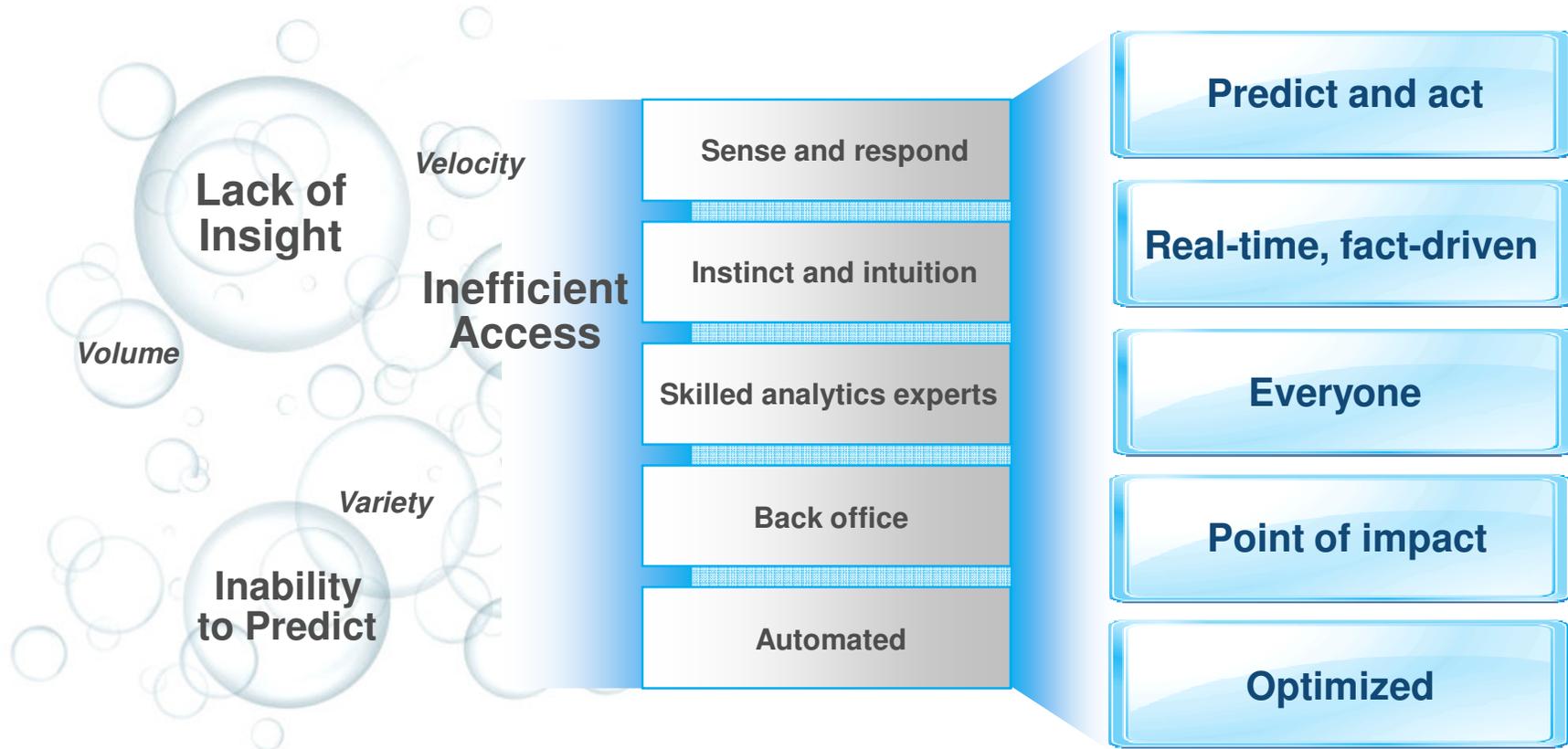
New ways of working to optimize decisions and actions

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

Procurement Analytics
e.g. Returns Trend by Item
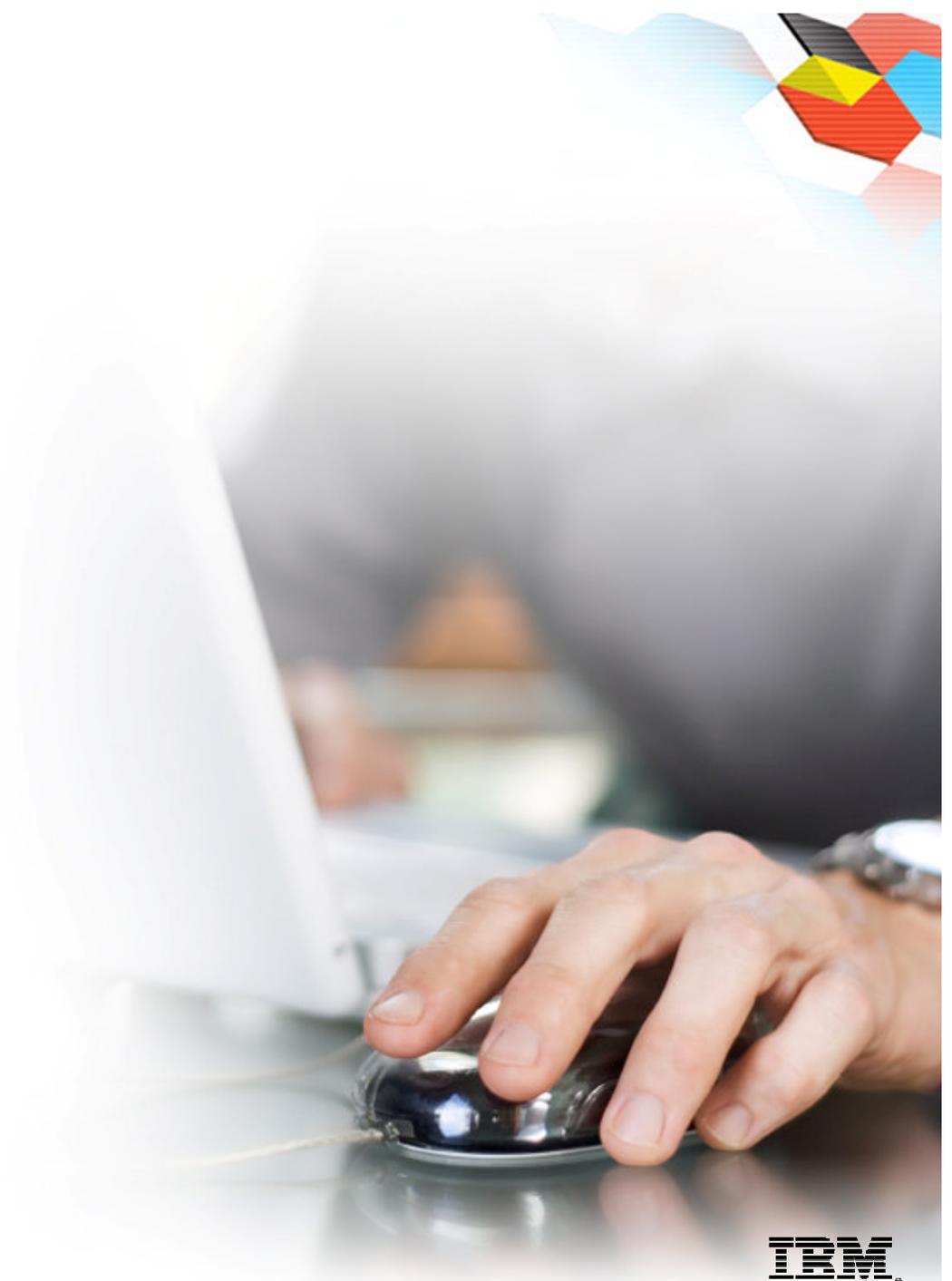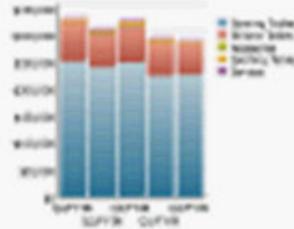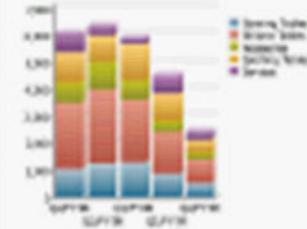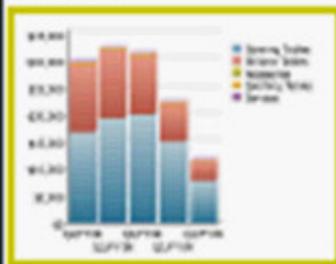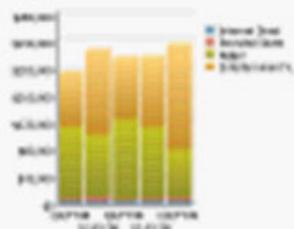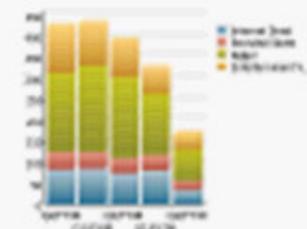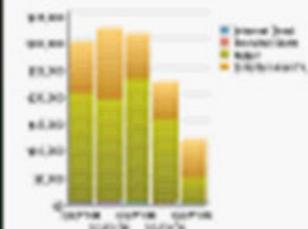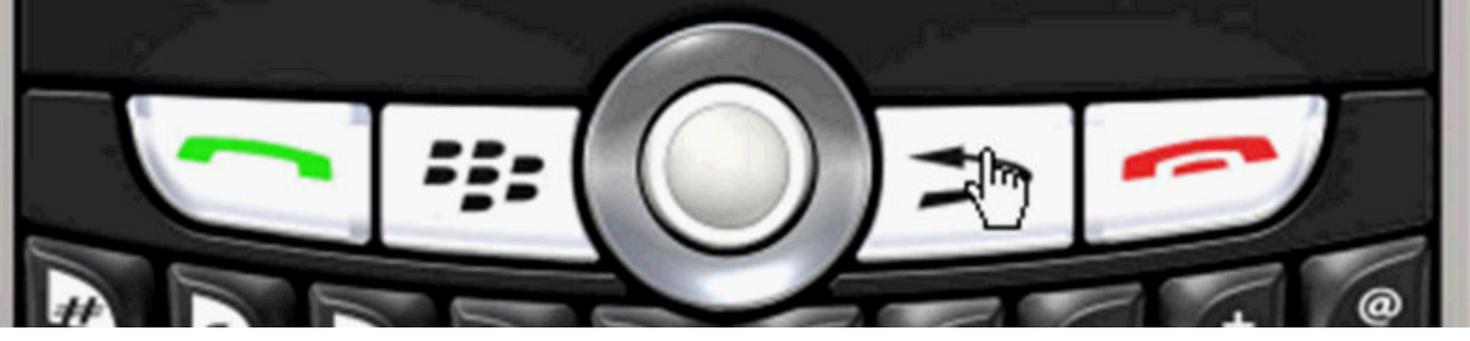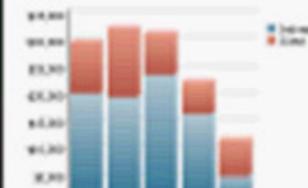
Industry and Functional Domain Accelerators

FUNCTIONAL

IBM Cognos
Innovation Center
for Performance Management

- *Critical performance management processes*

- *Operational and financial planning and analytics*

- *Horizontal and industry domains*

**IBM**

New ways of working to optimize decisions and actions
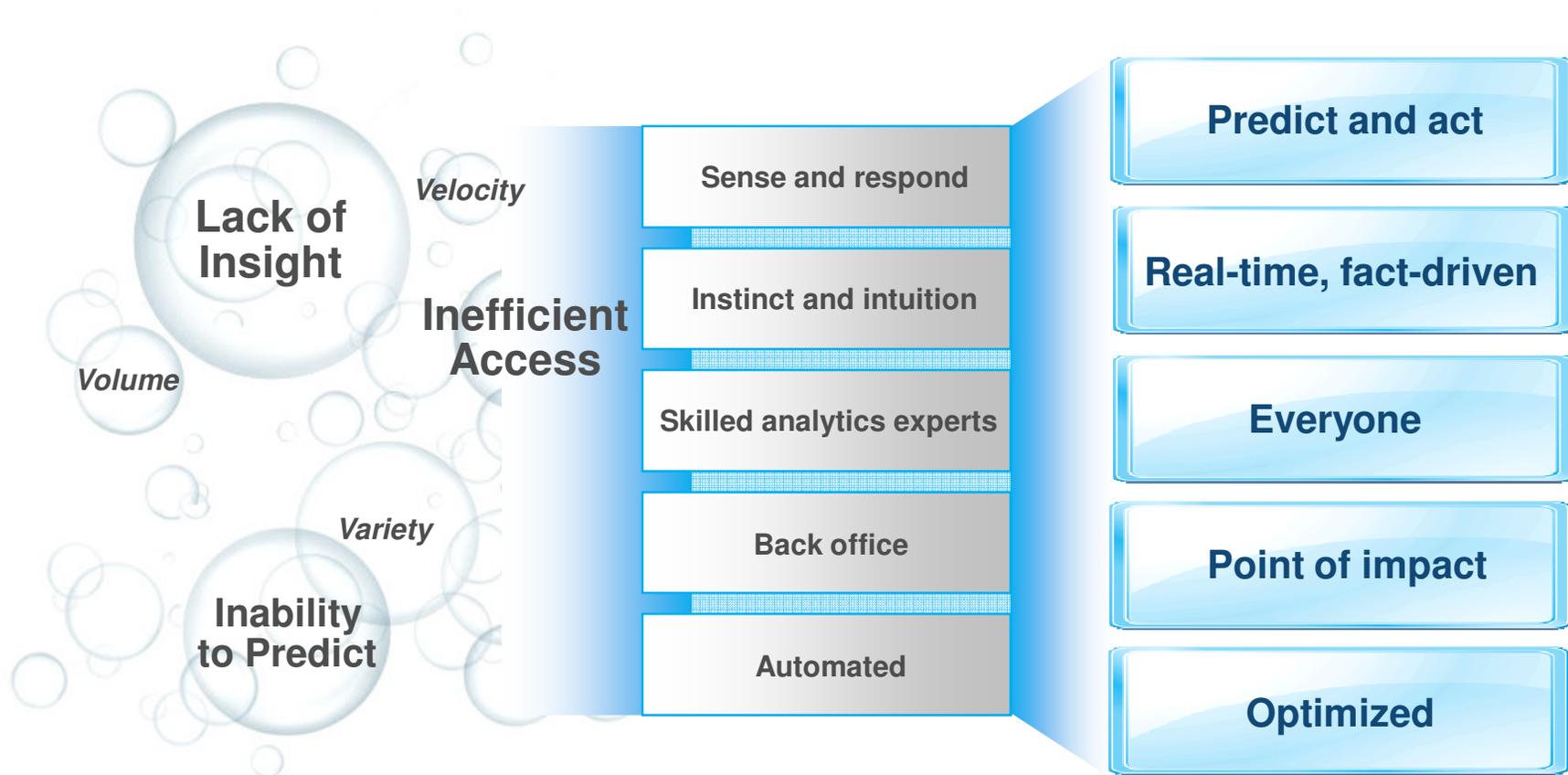
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IBM.
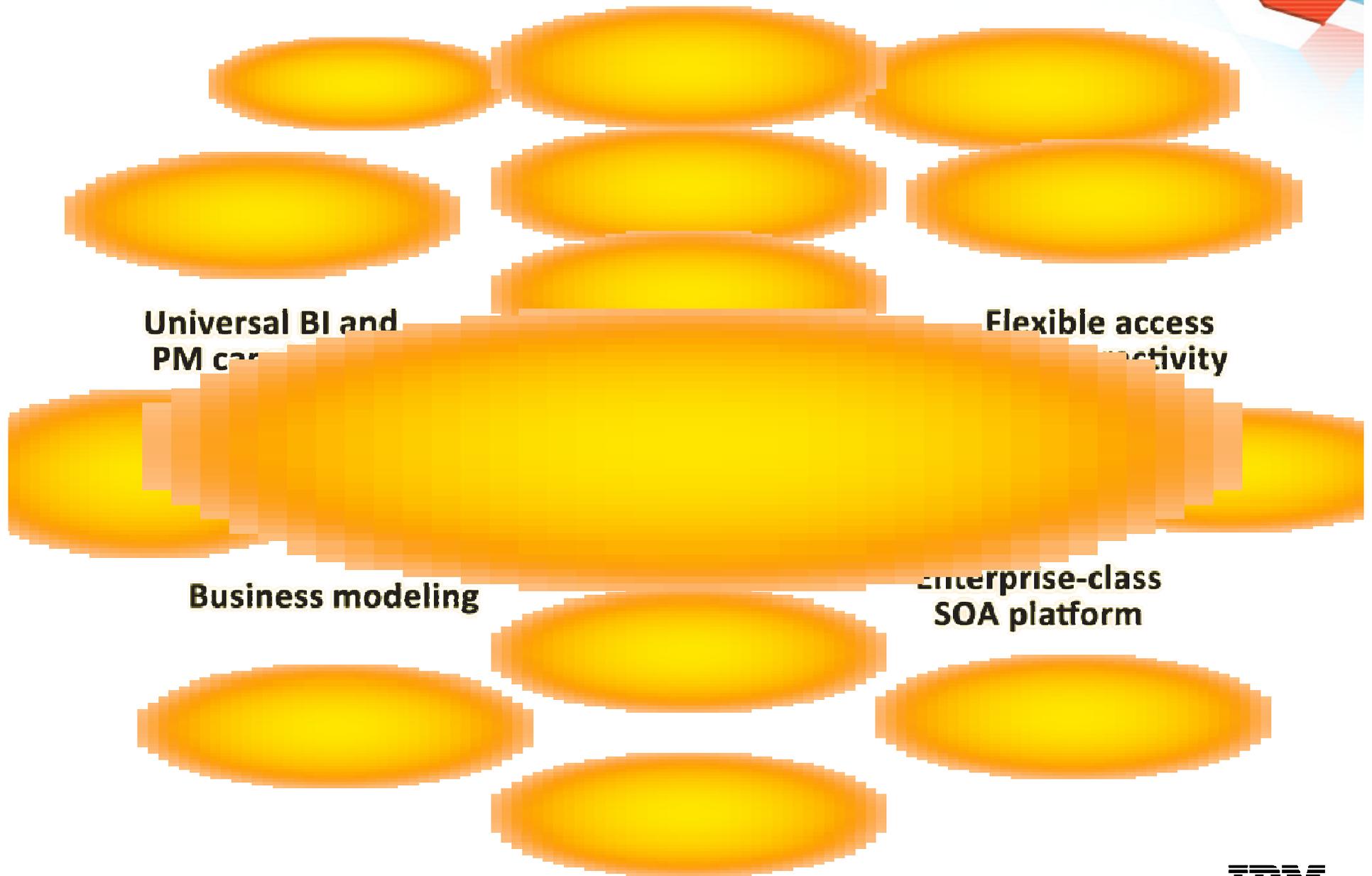
Universal BI and
PM ca~~~~ctivity

Flexible access

Business modeling

Enterprise-class
SOA platform

Reports

Ad-hoc queries

Analysis
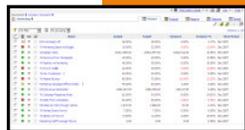
Scorecards

API to Automatically and Securely Expose BI Content as a Web Service

IBM Cognos 8 Mashup Service

Applications

$15,000,368.16
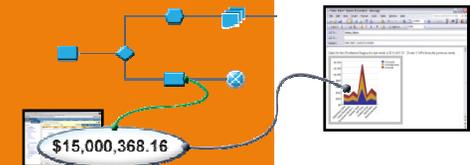
Processes

Mashups

Visualizations

IBM

Map   Satellite   Hybrid

789 Yonge Street, Toronto, Canada

Revenue	2006	2007	2004	2005	Total(Year)
Mountaineering Equipment	5,005,853.87	4,431,608.45		3,294,952.49	12,732,414.81
Personal Accessories	4,269,188.25	3,652,201.73	3,121,541.38	2,890,138.96	13,933,070.32
Outdoor Protection	327,847.29	139,360.38	1,236,837.02	753,738.62	2,457,783.31
Golf Equipment	6,883,167.12	4,945,611.49	5,300,111.51	5,074,103.74	22,202,993.86
Camping Equipment	15,271,200.73	10,777,267.57	11,053,360.71	12,112,598.14	49,214,427.15
Total(Product line)	31,757,257.26	23,946,049.62	20,711,850.62	24,125,531.95	100,540,689.45

Jan 12, 200912:38:29 PM

IBM Cognos Performance

INFOSPHERE CUBING SERVICES...

COGNOS 8 POWERCUBE

COGNOS TM1

ORACLE OLAP

IBM DB2

Microsoft Access

SYBASE

TERADATA

MICROSOFT ANALYSIS SERVICES

OLAP SOURCES

SAP NetWeaver Business Warehouse

Microsoft SQL Server

RELATIONAL SOURCES

IBM INFORMIX

TERADATA AJIS

ESSBASE

Netezza

COGNOS NOW!...

ODBC

APPLICATION SOURCES

SAP R/3

ORACLE

SSA

MESSAGE SOURCES

TIBCO EMS...

XML

MODERN & LEGACY SOURCES

PEOPLESOFT

SIEBEL

IBM WBI SERVER FOUNDATION

WSDL...

COGNOS 8 PLANNING

BEA WEBLOGIC

SALESFORCE

IBM WEBSPHERE MQ

IBM

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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

IBM

File   Edit   View   Favorites   Tools   Help

Address http://sapdemo.ottawa.ibm.com:50000/irj/portal   Go

Welcome TRAINM,   Help | Log Off   SAP

Search   Advanced Search

| Content Administration | User Administration | System Administration | **Cognos 8 for SAP - POK** |

Start of My Day | Interactive Reporting | Guest Spend Dashboard | Go Dashboard | SAP and Non-SAP Data | Operational Reporting | Financial Reporting | Ad-Hoc Reporting

Start of My Day | History Back Forward

Cognos Navigator

NewsItems

- Very High Discounting
- Review Process for New York - Late
- Pipeline shortfall for Netherlands
- Pipeline shortfall of 50.92: Europe
- Actual Revenue for USA is $52,519,145.90 Today

Cognos Navigator

Cognos > Public Folders > **SAP Demo**

Entries: 1 - 10

| Name ⇕ |
| Go D Interactive Dash |
| Launch Cognos |
| NewsItems |
| Portal Tabs |
| Reportlets |
| Sales |
| *NEW* Sales Activity Dashboard |
| Cognos Cockpit (VC) |
| Cognos Cockpit (WAD) |
| Google Report |

Cognos Search

Search: Full text and all fields ▾

Metric List

No filter ▾   No grouping ▾   [Metrics: 1-3] ➡

		Name	**Actual**	**Target**	**Variance**	**Variance %**	**Time Period**
●	—	Employee expense ➡	US$4,136,363.72	US$4,204,900.00	-US$68,536.28	1.63%	Dec 2006
●	▲	Inventory turnover ratio ➡	5.74	6.60	-0.86	13.03%	Dec 2006
●	▼	Gross profit margin % ➡	44.16%	42.50%	1.66%	3.91%	Dec 2006

Cognos Viewer

Keep this version ▾ | ▶ | ⊞ ⊞ ⊞ ▾ | ⊙ ▾ | Add this report ▾ | Watch new versions ▾ | Add comments ▾

Sales Activity Dashboard

Quantity by Region and Quarter   **Quantity by Top 5 Products and Quarter**

Region
- Japan
- Australia
- France
- Germany
- Austria
- Netherlands

56% 5% 5% 8% 3% 2% 3% 6% 8% 4%

Order Qty

112,898   100%
80,000   80%
60,000   60%
40,000   40%
20,000   20%
0   0%

Product
- Order Qty
- Cumulation

Rythm an... Easy Lis... DVD Dram... Jazz Country

Return Quantity by Top 5 Products and Quarter   **Revenue by Quarter and Top 5 Products**

Done   Internet

File   Edit   View   Favorites   Tools   Help

Address   http://sapdemo.ottawa.ibm.com:50000/irj/portal

Welcome TRAINM,   Help | Log Off   SAP

Search   Advanced Search

| Content Administration | User Administration | System Administration | **Cognos 8 for SAP - POK** |

Start of My Day | Interactive Reporting | Guest Spend Dashboard | Go Dashboard | **SAP and Non-SAP Data** | Operational Reporting | Financial Reporting | Ad-Hoc Reporting

SAP and Non-SAP Data | History Back Forward

Cognos Viewer

SAP BW and Relational Database Integration

Relational Database Query

Product Line	Product Type	Planned Revenue
Consumer Electronics	Computer Accessories	$269,628
	Computers	$874,976
	MP3	$749,716
	PDA	$860,605
Summary		**$2,754,926**

SAP BW Query

Product line	Product type	Actual Revenue (USD)	Order Qty	Gross Profit (USD)
Consumer Electronics	Computer Accessories	$301,130	7,650EA	$64,297
	Computers	$219,674	3,370EA	$77,368
	MP3	$497,407	8,716EA	$58,761
	PDA	$1,063,994	4,102EA	$321,128
Summary		**$2,082,205**	**23,838EA**	**$521,553**

Merged Query

Product line	Product type	Planned Revenue	Revenue	Order Qty	Gross Profit	Variance	% of Plan
Consumer Electronics	Computer Accessories	$269,628	$301,130	7,650EA	$64,297	$31,502	112%
	Computers	$874,976	$219,674	3,370EA	$77,368	($655,303)	25%
	MP3	$749,716	$497,407	8,716EA	$58,761	($252,309)	66%
	PDA	$860,605	$1,063,994	4,102EA	$321,128	$203,388	124%
Summary		**$2,754,926**	**$2,082,205**	**23,838EA**	**$521,553**	**($672,721)**	**76%**

Done   Internet

Introducing IBM Cognos Express

Information

Information-driven and accountable culture
through Dashboards and Reports

IBM Cognos Express

Query & Reporting

...based
...ng & Analysis
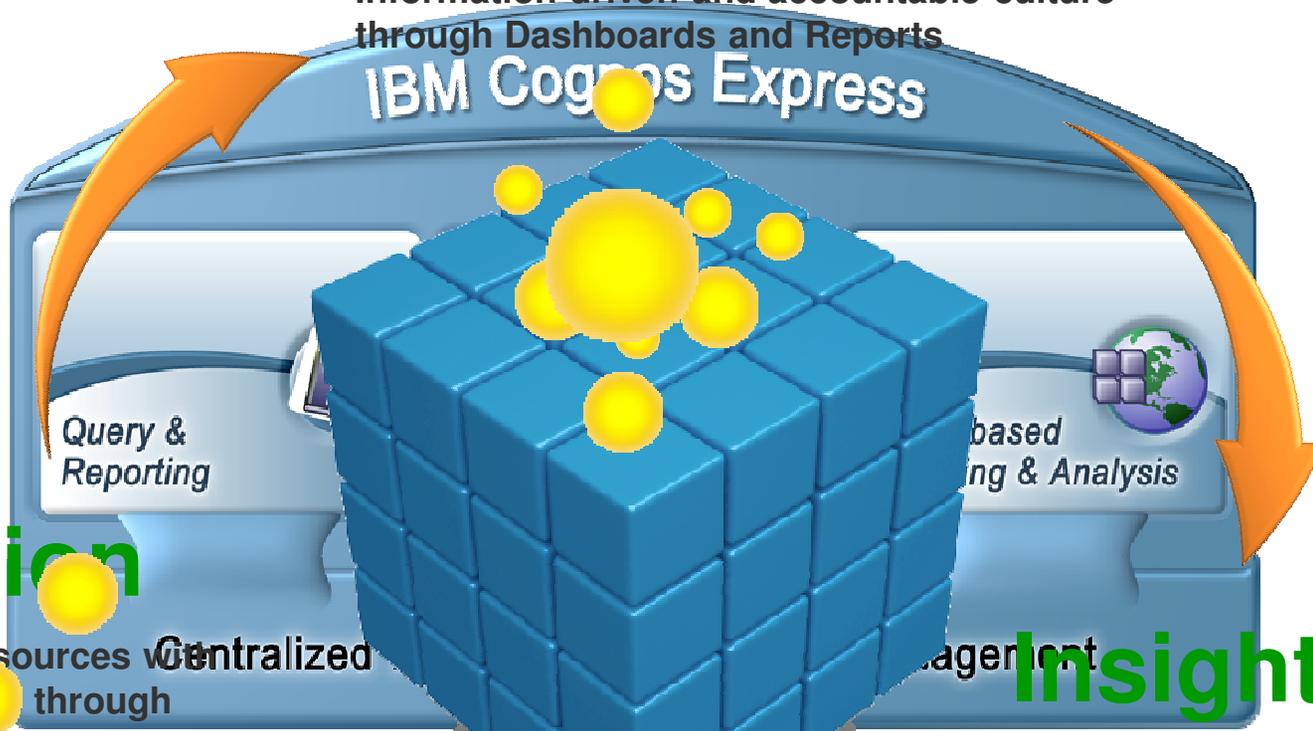
**Action**

Align resources with Centralized ...agement
decisions through
Planning

Insight

Early identification of
opportunities and risks
through Analysis

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

Removing the Barriers

IBM Cognos Express

Query & Reporting

Analysis & Visualization

Excel-based Planning & Analysis

Centralized Administration & Data Management
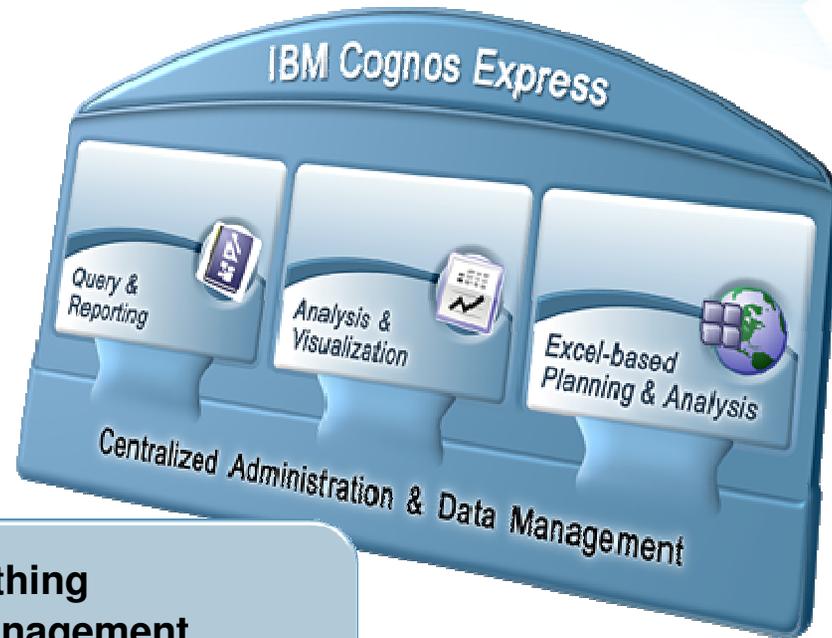
Easy to Install

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

IBM

Continued Investment in Innovation

- User Experience

- Cloud

- Advanced Analytics

- Business/ IT Partnership

- Collaboration
  & Visualization

IBM

DEMO

Sneak Peek

- iPhone Support

IBM

Smarter Business

- Faster, better outcomes and results

- Capabilities, platform and know-how to make you successful

- Continued innovation to drive your success

IBM

Thank You

IBM