IBM Cognos Performance
Better Intelligence. Better Business.

IBM Cognos 8 BI Analysis

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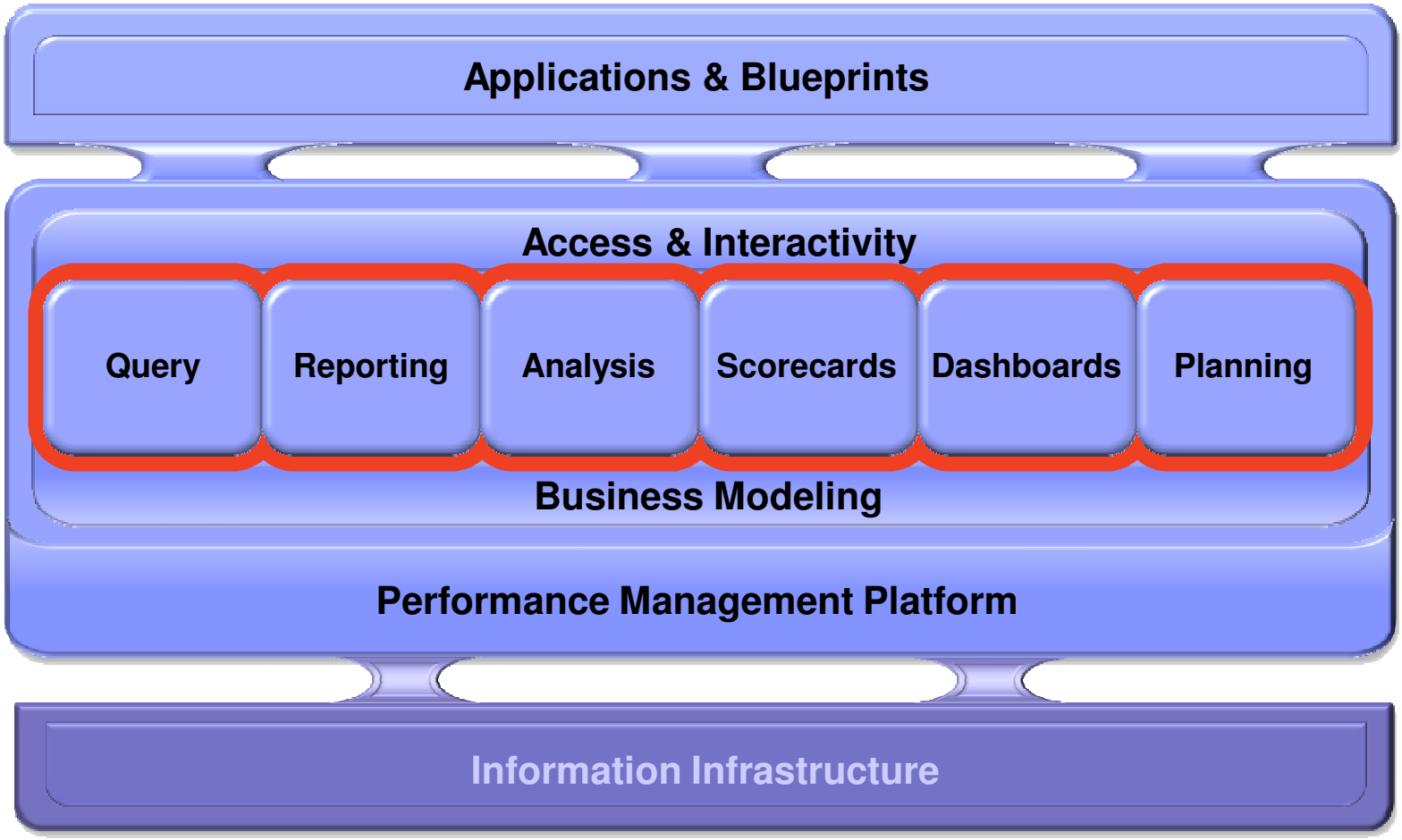
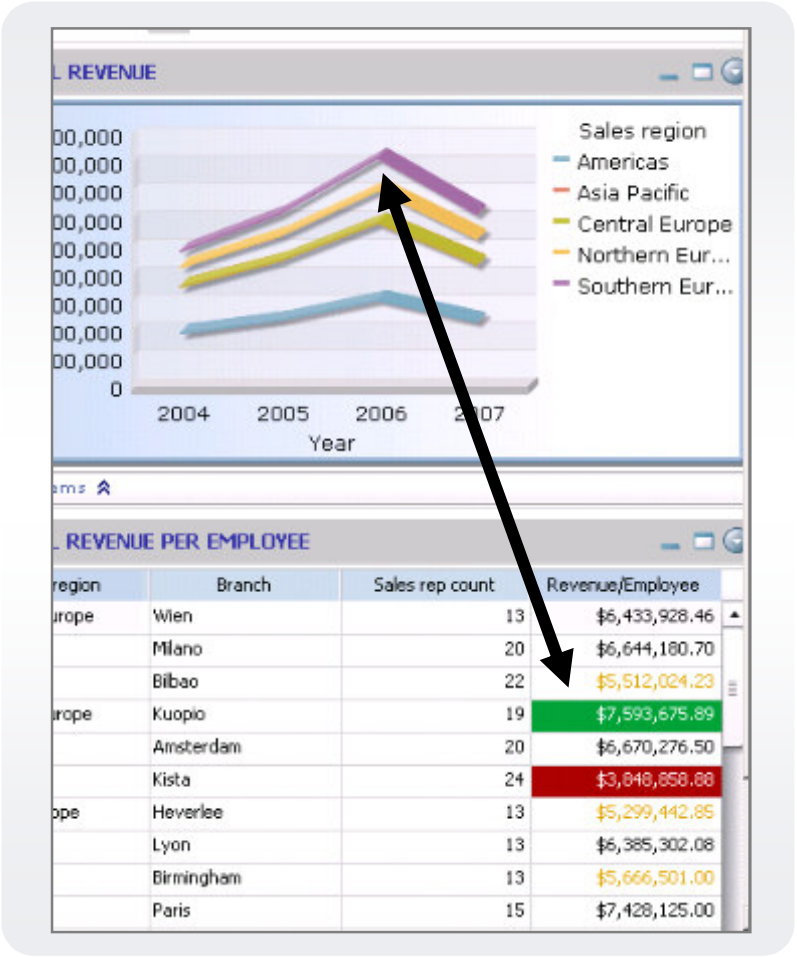
IBM Cognos Performance Management System – Universal Capabilities



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



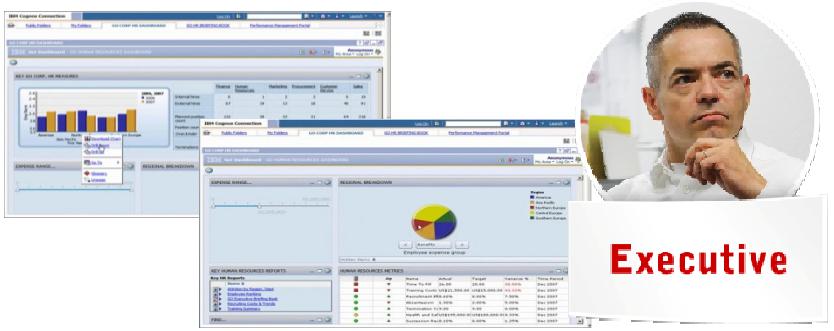
Breadth of Analysis styles

Broad Usage (Consumers) ⟷ Focused Usage (Specialist)

Analytical Reporting *Drill*	**Trending** *Slice and Dice*	**Scenario Modeling** *What-if*	**Advanced Analytics** *What might be*
• Top down view • Drillable reports • Sort top & bottom • Review then query	• Personal exploration • Compare & contrast • Rotate and nest • Work disconnected	• Model scenarios • Reorganize, reshape • Compare scenarios • Save versions	• Uncover patterns • Statistical algorithms • Mine data and text • Predict outcomes
• Market shifts • Product ranking	• Sales trend analysis • Market analysis	• Financial analysis • Profitability analysis	• Fraud prevention • Churn analysis
Casual Users	Executive	Business Manager	Financial & Business Analyst	Statistical Analyst

Broad Usage: Analytical Reporting

- Guided Analysis
- Dashboards
- Drillable reports
- Mobile Devices



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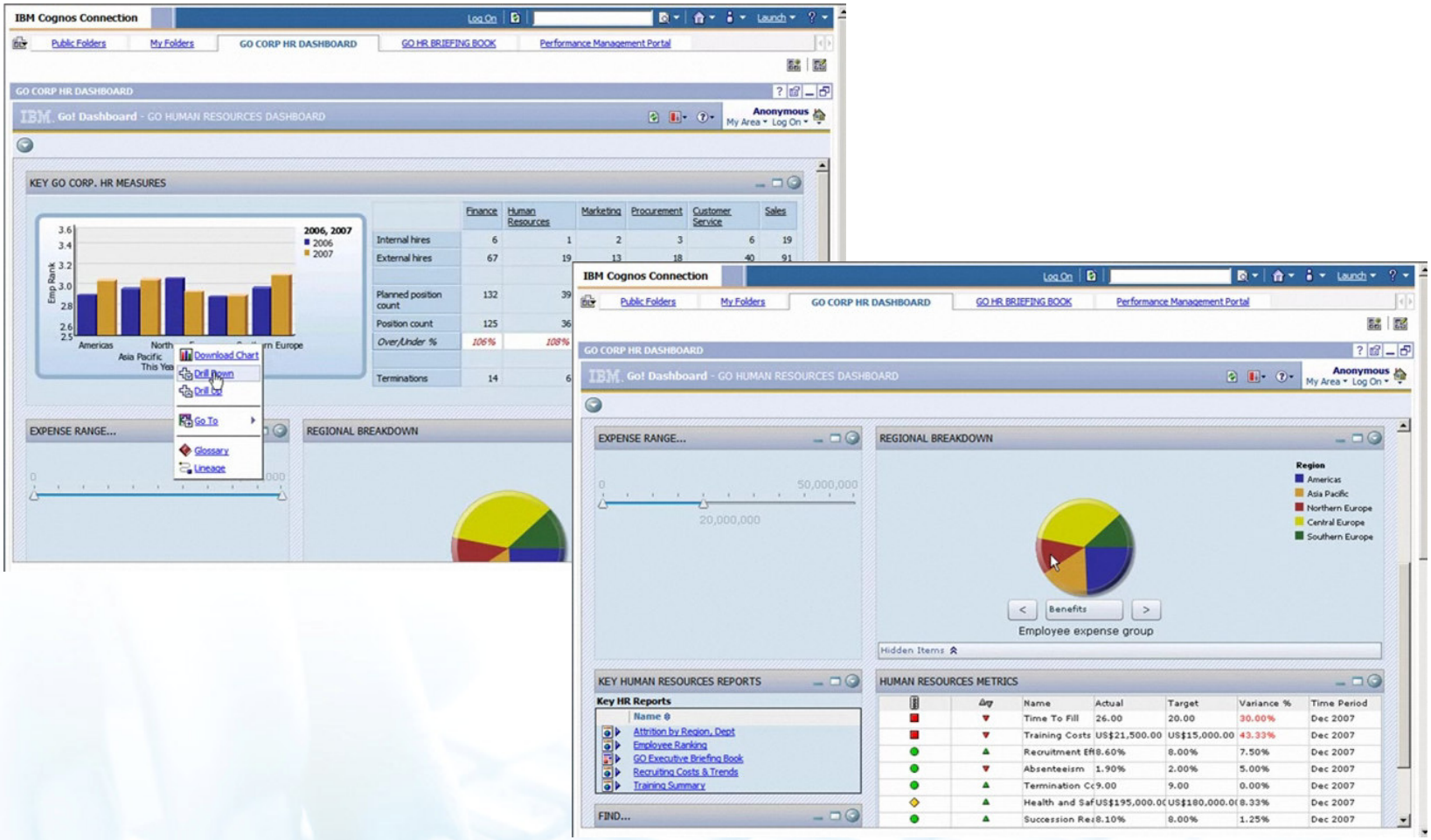
Dashboards


IBM Cognos Connection
Public Folders
My Folders
GO CORP HR DASHBOARD
GO HR BRIEFING BOOK
Performance Management Portal
GO! Dashboard - GO HUMAN RESOURCES DASHBOARD
KEY GO CORP. HR MEASURES
Finance
Human Resources
Marketing
Procurement
Customer Service
Sales
Internal hires
External hires
Planned position count
Position count
Over/Under %
Terminations
2006, 2007
2006
2007
Download Chart
Drill Down
Drill Up
Go To
Glossary
Lineage
EXPENSE RANGE...
REGIONAL BREAKDOWN
Region
Americas
Asia Pacific
Northern Europe
Central Europe
Southern Europe
Benefits
Employee expense group
KEY HUMAN RESOURCES REPORTS
Key HR Reports
Attrition by Region, Dept
Employee Ranking
GO Executive Briefing Book
Recruiting Costs & Trends
Training Summary
HUMAN RESOURCES METRICS
FIND...

GO Sales Prod Rev Dashboard - IBM Cognos 8 Go! Dashboard - Microsoft Internet Explorer

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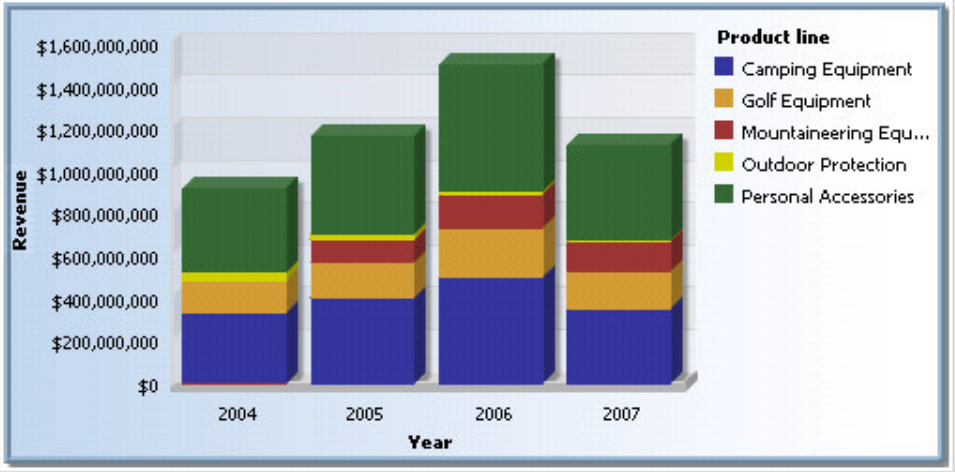
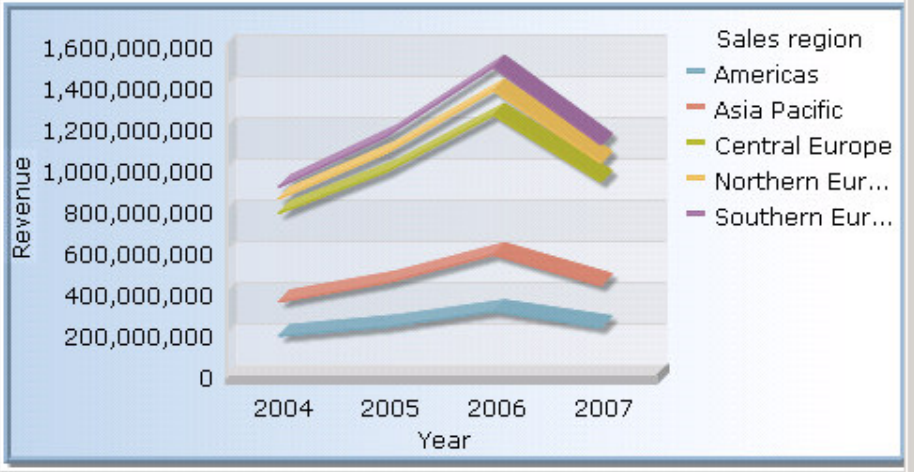
THE GREAT OUTDOORS COMPANY

PRODUCT REVENUE



REGIONAL REVENUE



REVENUE FOCUS

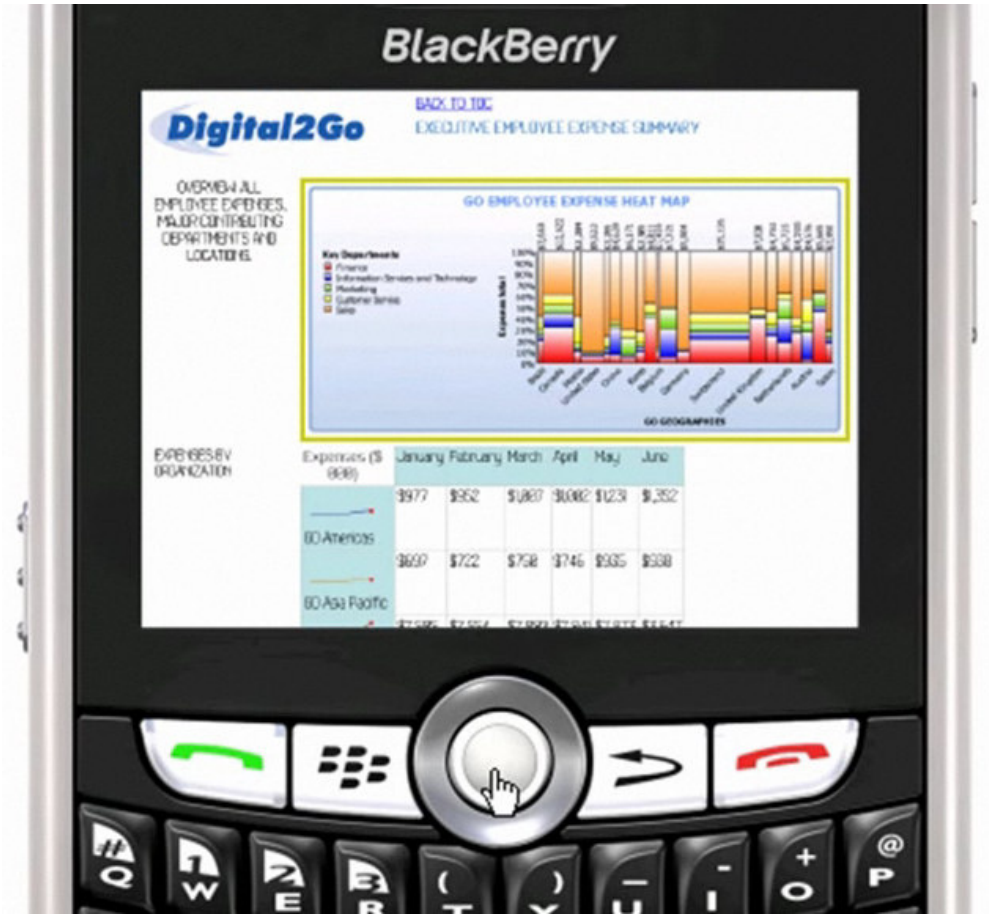
REVENUE/EMPLOYEE FOCUS

- [x] Americas
- [x] Asia Pacific
- [x] Central Europe
- [x] Northern Europe

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

Support for Mobile Devices



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BlackBerry
Browse
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My Folders
Public Folders
Business Confidence
Composite Components
Dashboard Folder
Education
Financial Performance
GO HR Dashboard Content
GOSalesRev09
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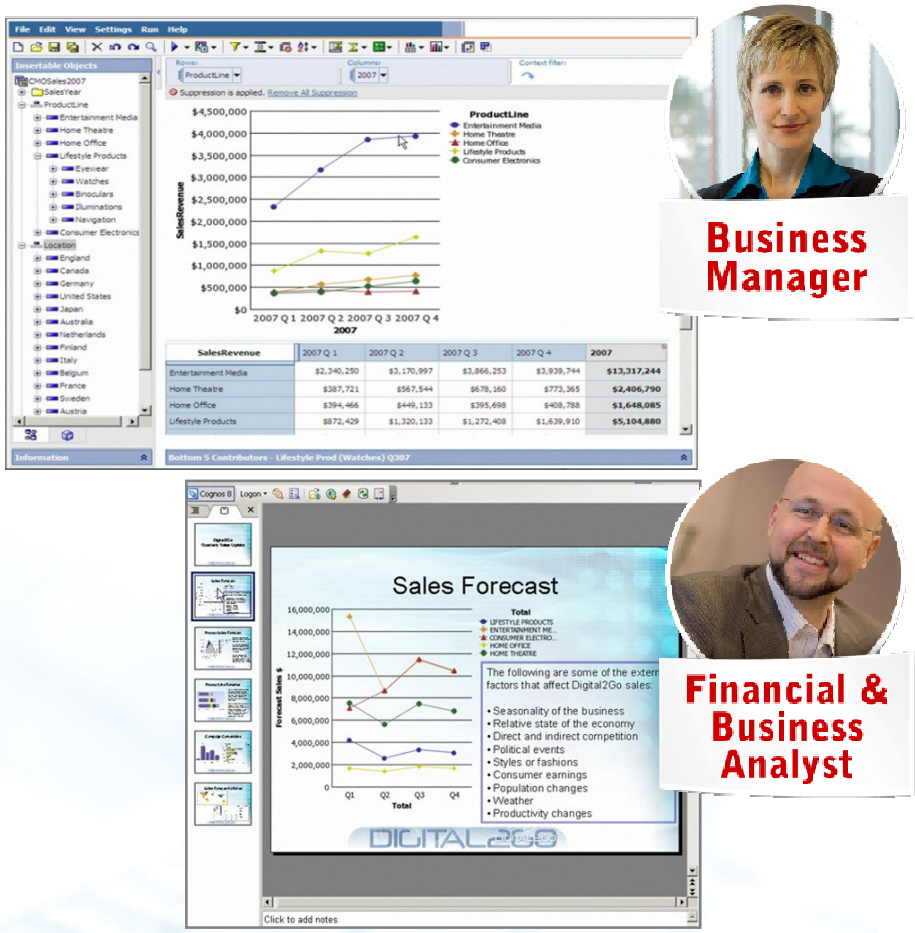
SPACE

Trending

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



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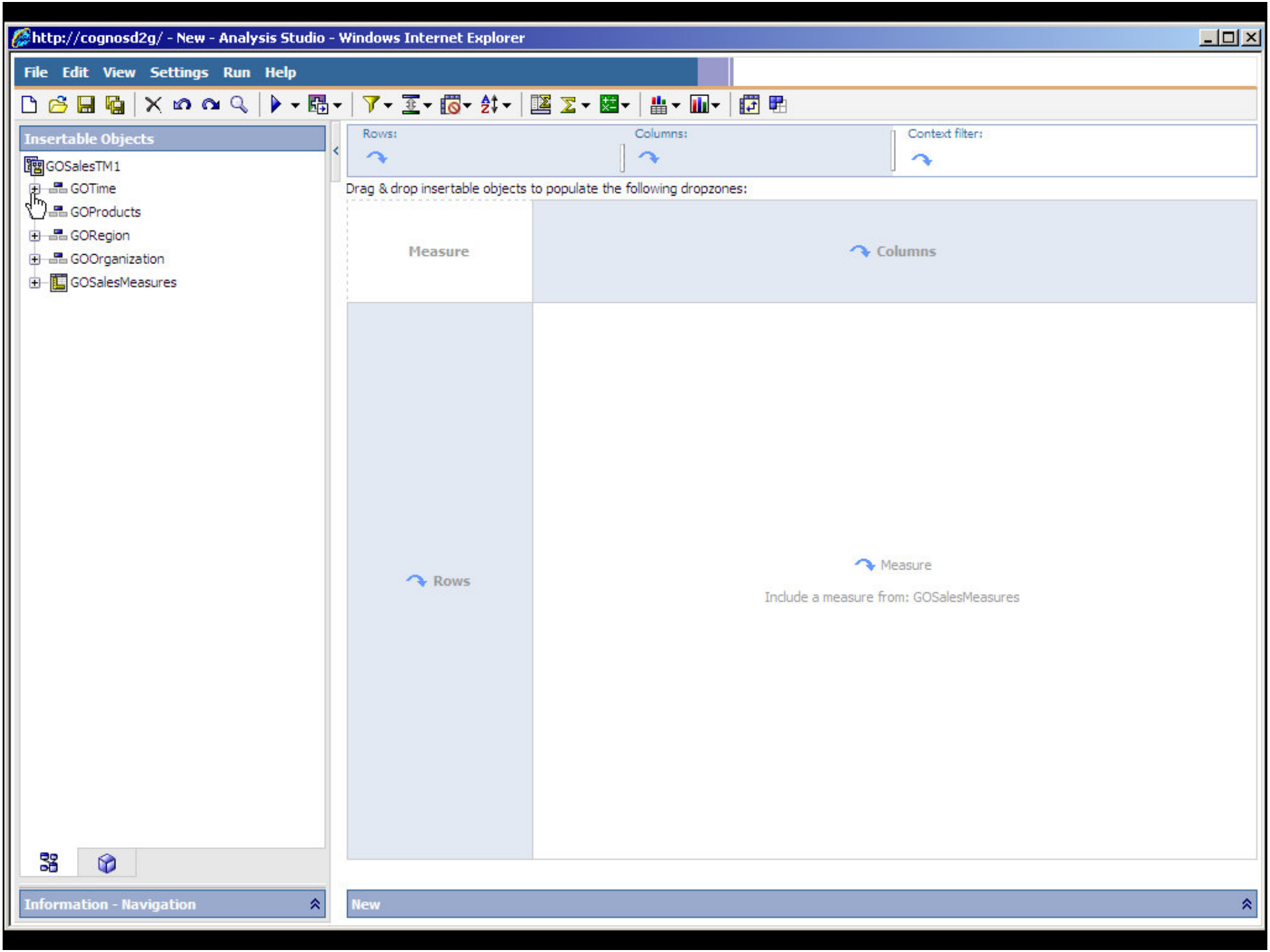
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Insertable Objects
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GOTime
GOProducts
GORegion
GOOrganization
GOSalesMeasures
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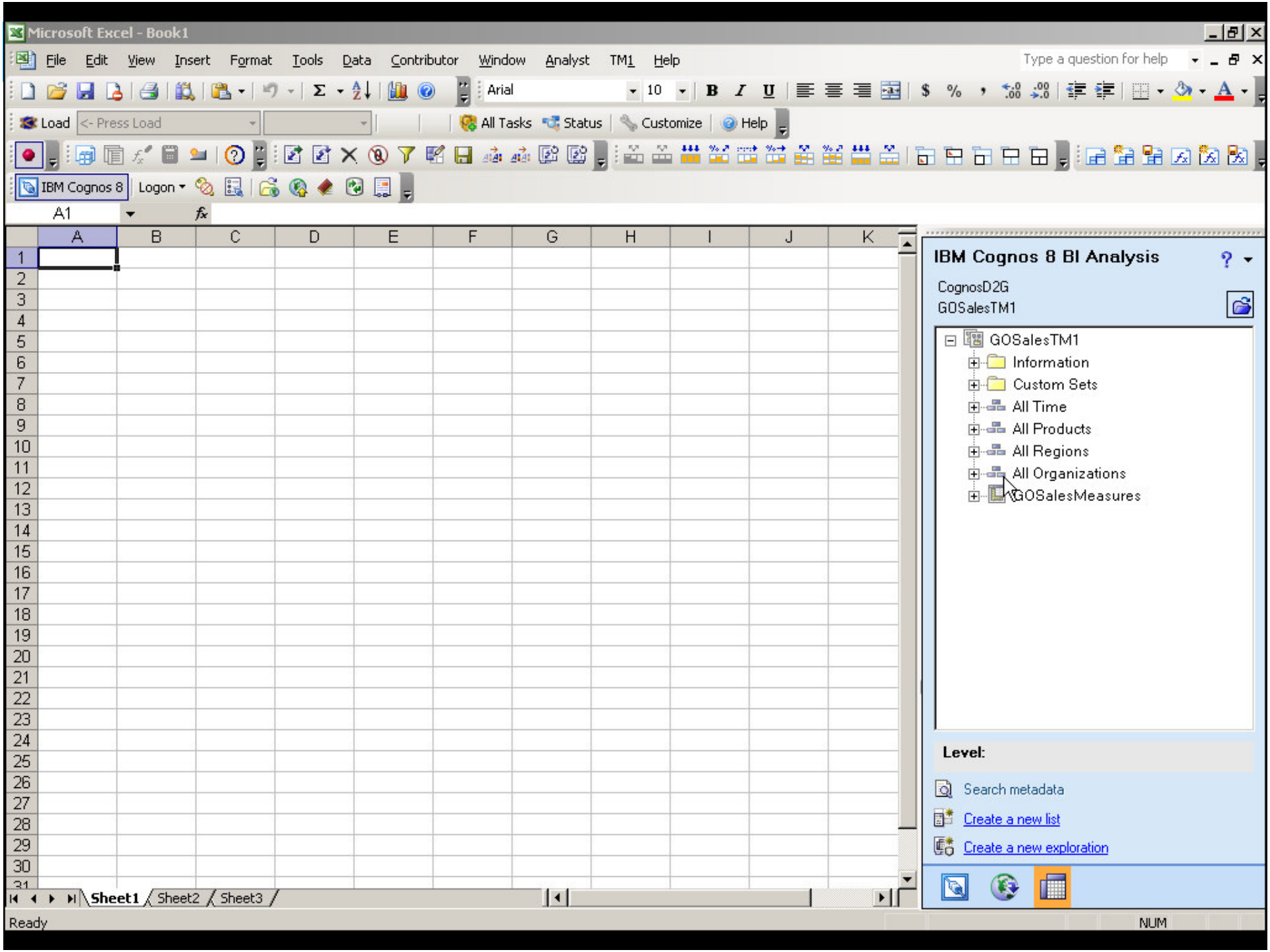
Microsoft Excel - Book1
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IBM Cognos 8 Logon
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Ready
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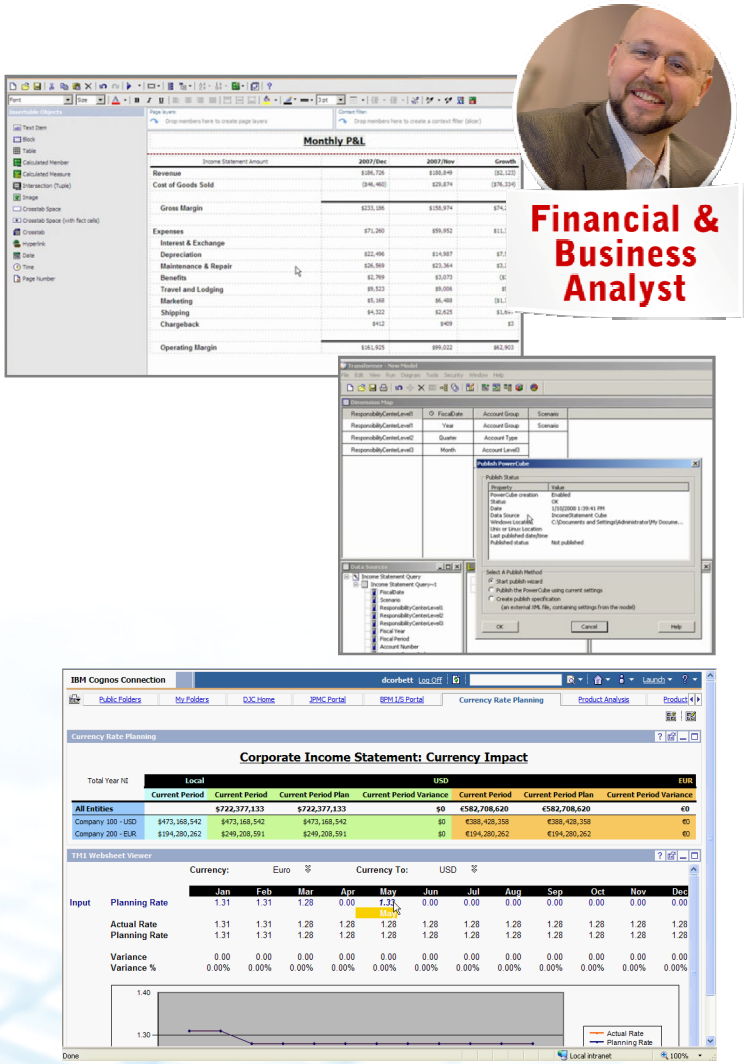
IBM Cognos 8 BI Analysis
CognosD2G
GOSalesTM1
GOSalesTM1
Information
Custom Sets
All Time
All Products
All Regions
All Organizations
GOSalesMeasures
Level:
Search metadata
Create a new list
Create a new exploration

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



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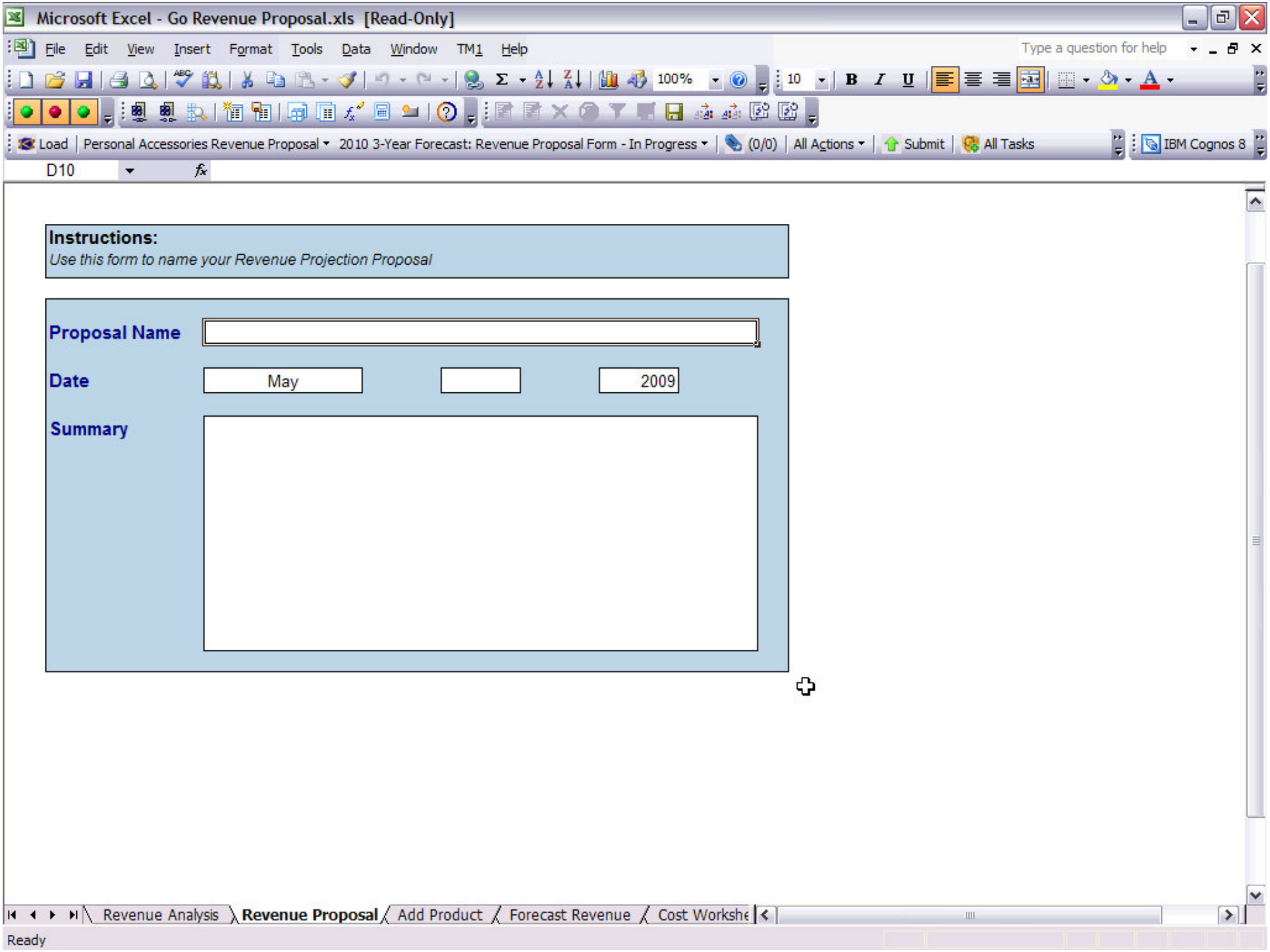
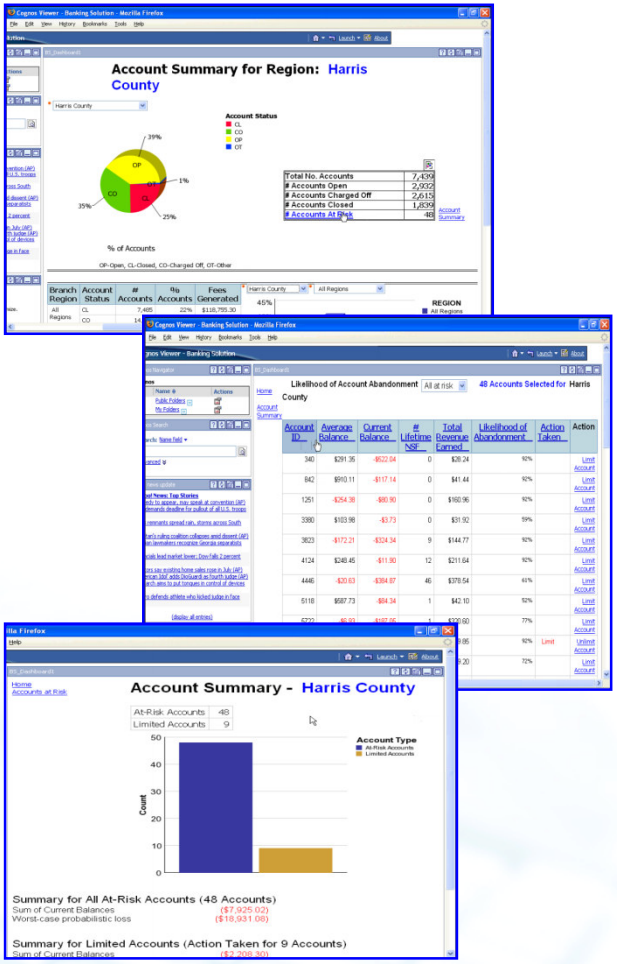

Microsoft Excel - Go Revenue Proposal.xls [Read-Only]
File Edit View Insert Format Tools Data Window TM1 Help
Type a question for help
Load | Personal Accessories Revenue Proposal | 2010 3-Year Forecast: Revenue Proposal Form - In Progress | (0/0) | All Actions | Submit | All Tasks | IBM Cognos 8
D10
Instructions:
Use this form to name your Revenue Projection Proposal
Proposal Name
Date
May
2009
Summary
Revenue Analysis
Revenue Proposal
Add Product
Forecast Revenue
Cost Workshe
Ready

Advanced Analytics

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



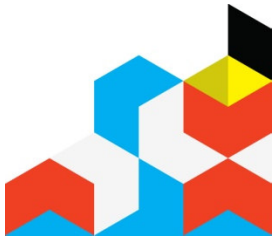
Statistical Analyst

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



Cognos Viewer - Banking Solution - Mozilla Firefox

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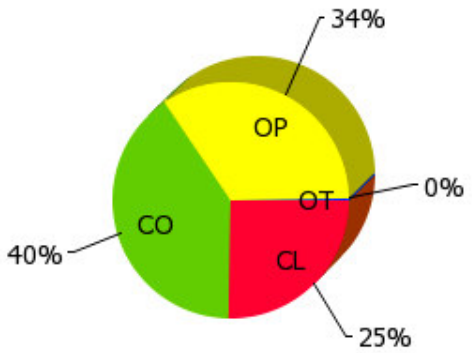
BS_Dashboard1

Account Summary for Region: Dallas Region

Dallas Region



% 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 All Regions

Done

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Casual Users

Executive

Business Manager

Financial & Business Analyst

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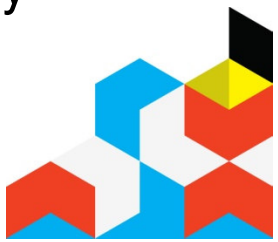
Continue Your Learning

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- IBM Cognos 8 BI Training Paths
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