

IBM Cognos Performance
Better Intelligence. Better Business.

New Intelligence for Smarter Business

Phillip Beniac

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IBM Software Group

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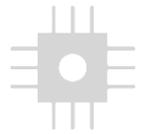
IBM Cognos Performance

Transform Your Business with Information



IBM

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

Transform Your Business 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

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

- By 2010 – 988 Exabytes
- 200 billion emails
- 19+ hours per week
- **1 in 3 Managers**

Explosion of Information

- **By 2010 – 988 Exabytes**
- **200 billion** emails
- **19+ hours** per week
- **1 in 3** Managers



***Where in the world are
your peers with
Information
transformation?***



“Inside the Midmarket: A 2009 Perspective”

“IBM Global CIO Study: 2009”

May, 2009.

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Industry	Top Business Challenges	Top IT Priorities
Retail	<ul style="list-style-type: none"> Better predicting market trends, finding new opportunities and managing risk Improving efficiency / Reducing costs Selling more to existing customers 	<ul style="list-style-type: none"> Customer Dynamics Information Management Financial Management
Industrial Products	<ul style="list-style-type: none"> Improving efficiency / Reducing costs Increasing employee productivity Selling more to existing customers 	<ul style="list-style-type: none"> Information Management Security Management Infrastructure Improvements (reliability / availability)
Consumer Products	<ul style="list-style-type: none"> Optimizing business model / processes Selling more to existing customers Better predicting market trends, finding new opportunities and managing risk 	<ul style="list-style-type: none"> Supply Chain Management Customer Dynamics Business Process Management
Banking & Insurance	<ul style="list-style-type: none"> Increasing employee productivity Improving efficiency/ Reducing costs Prospecting or going after new customers 	<ul style="list-style-type: none"> Financial Management Unified Communications Collaboration
Healthcare	<ul style="list-style-type: none"> Improving efficiency/ Reducing costs Prospecting or going after new customers Improving customer service/ Managing relationships with customers 	<ul style="list-style-type: none"> Information Management Security Management Regulatory Compliance

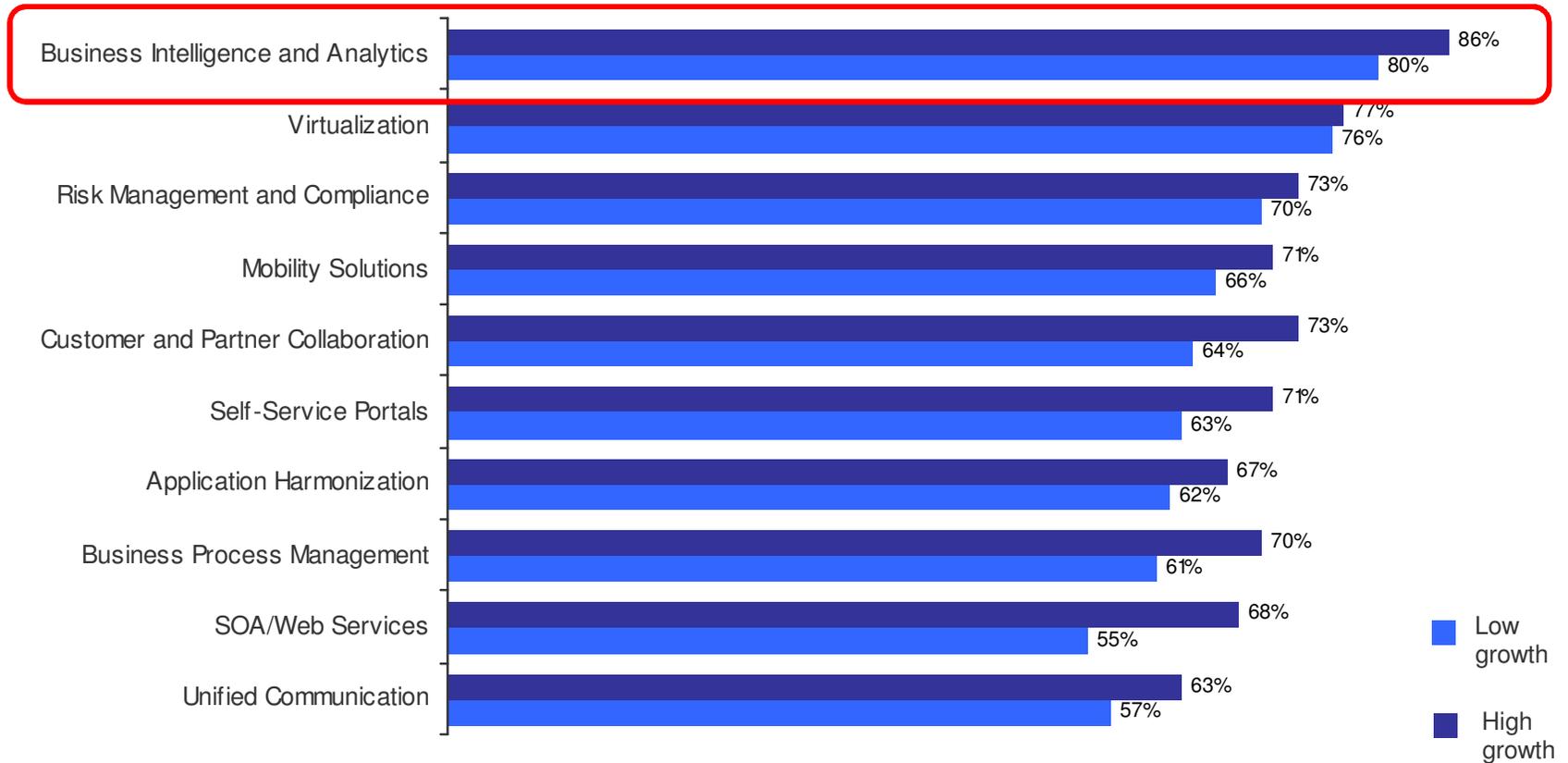
“Inside the Midmarket: A 2009 Perspective”
IBM Global CIO Study 2009



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BI and Analytics is critical for driving Competitive Advantage

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



BI/Analytics #1 investment to improve competitiveness

Source: IBM Global CIO Study 2009; n = 2345

IBM Global CIO Study 2009



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A Shift is Underway

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

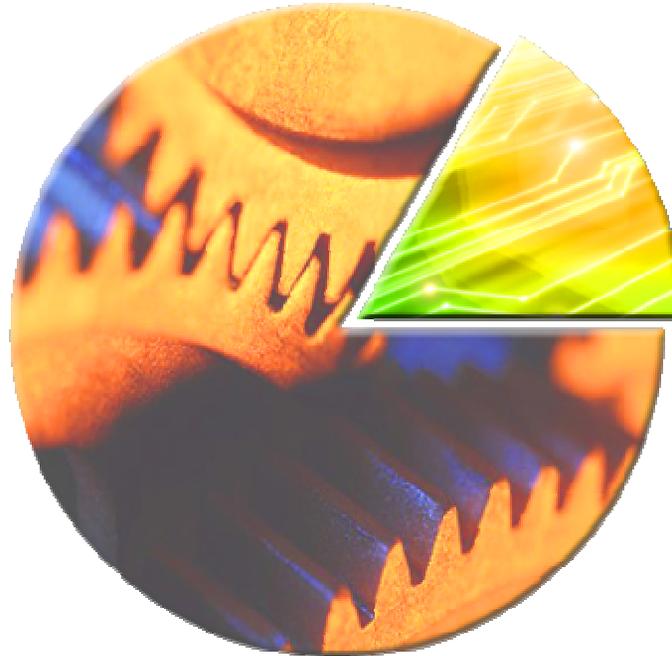


Business Automation

\$566B
3% CGR

Application-Led Transformation

Major focus over last two to three decades



Business Optimization

\$105B
8% CGR

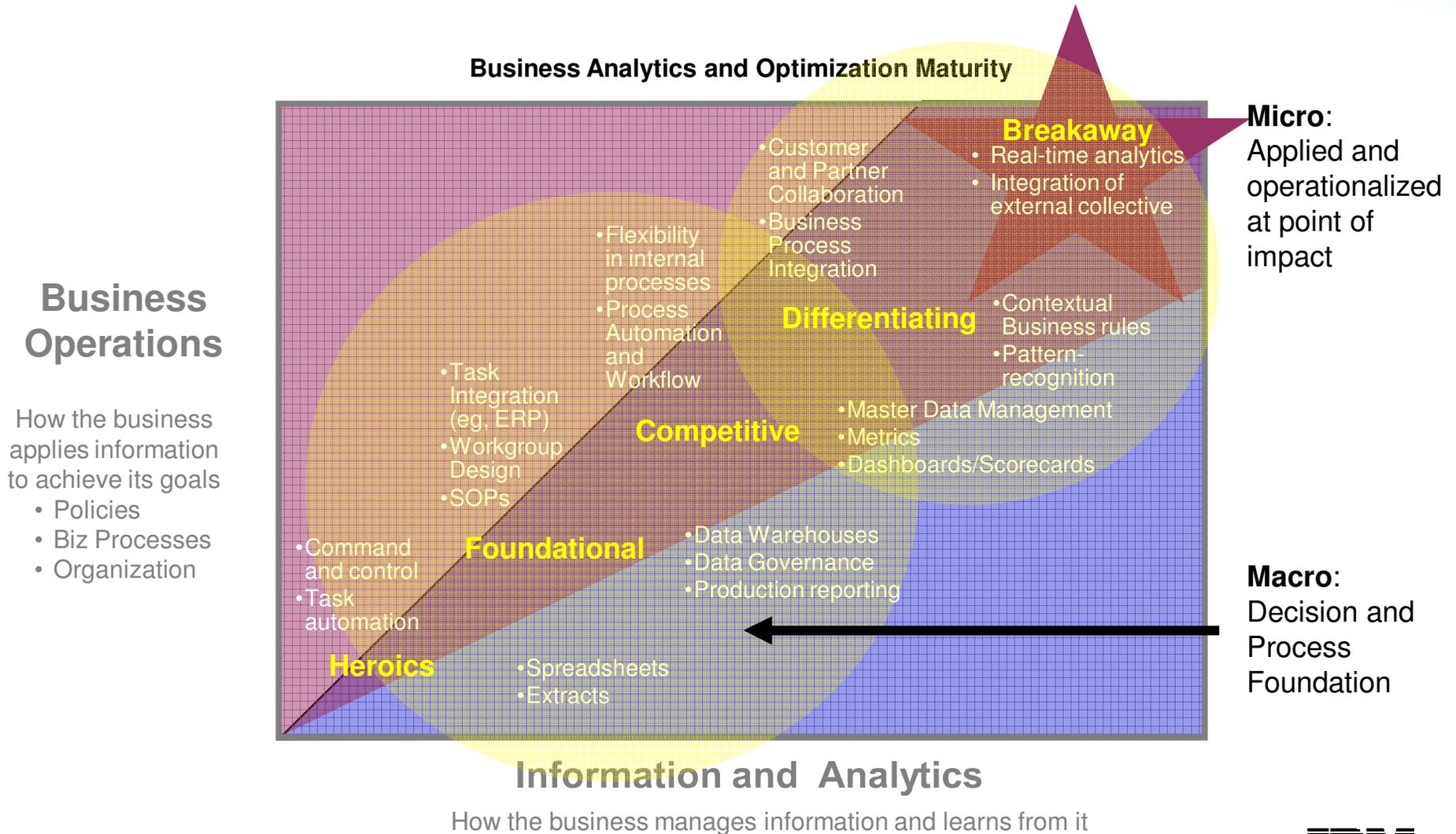
Information-Led Transformation

Major focus now

IT Spending Estimates, 2009*

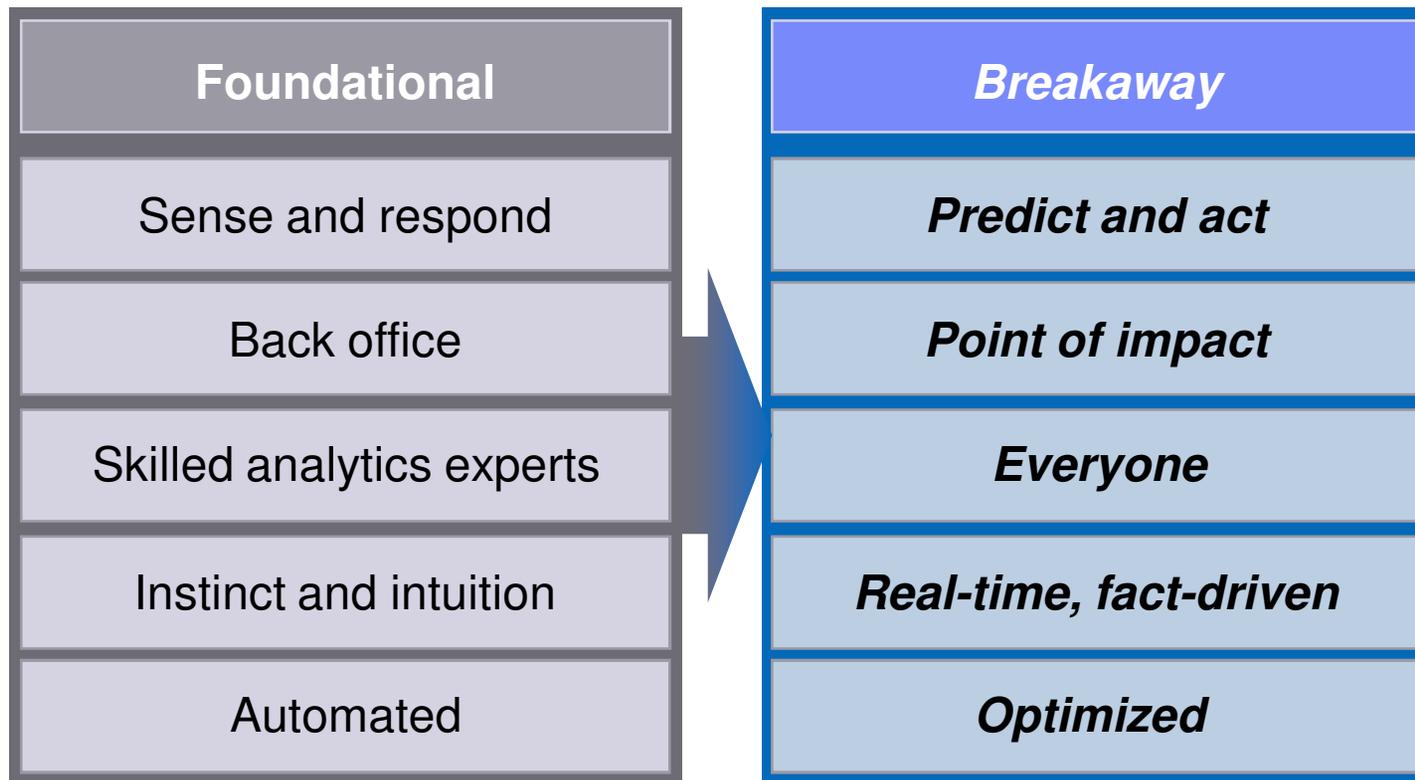
* Includes Hardware, Software and Services. Does not include Networking, Printer, or Standalone Printer or PC Markets. CGRs 2009– 2012. Opportunity estimates based on analysis done by the IBM Market Intelligence Department. IBM Market Intelligence data is provided for illustrative purposes and is not intended to be a guarantee of market opportunity.

Leveraging BI to Transform Your Business with Information





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



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***Leveraging Information
for Smarter Business Outcomes***



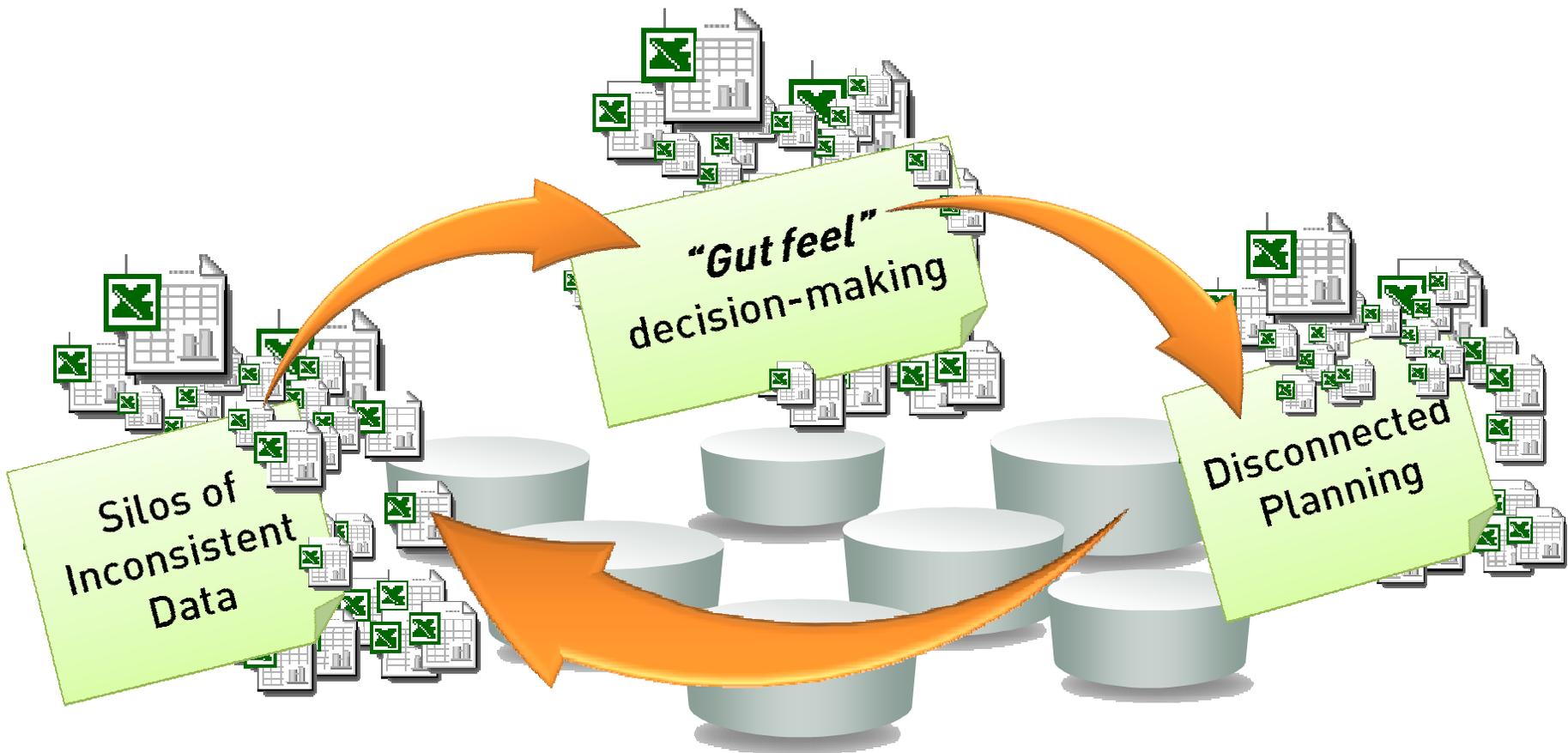
**Core & Other
Operational Systems**



***Typical starting point in
Information
transformation?***



Common challenges



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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.
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IBM Cognos Performance

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.
<i>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."</i>	

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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
<i>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."</i>	

50%
OF MARKET SHARE
83%

GUINNESS
ANCHOR
BEER

REDUCTION IN
PLANNING CYCLE TIME



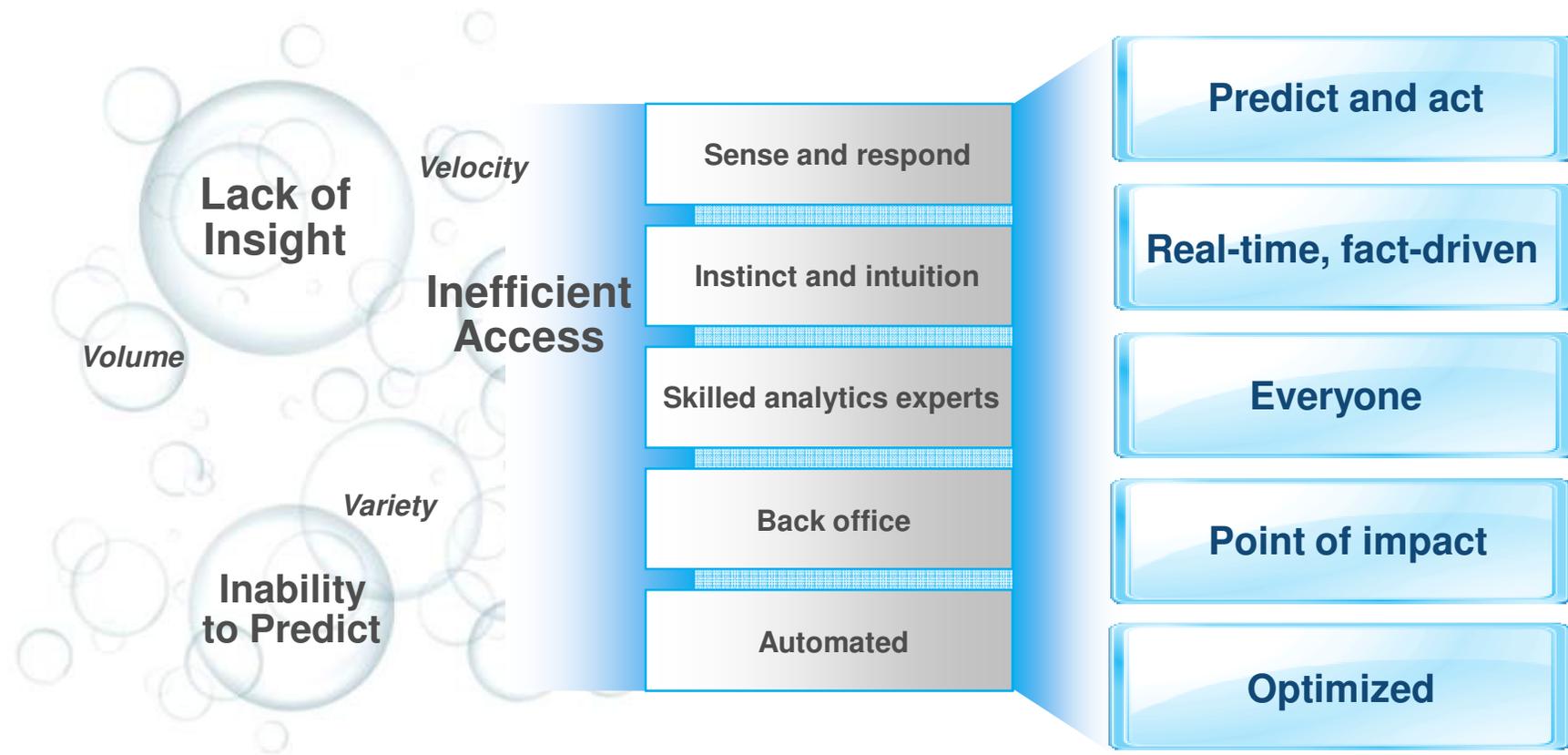


G·A·B
GUINNESS
ANCHOR
BERHAD

*“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

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**



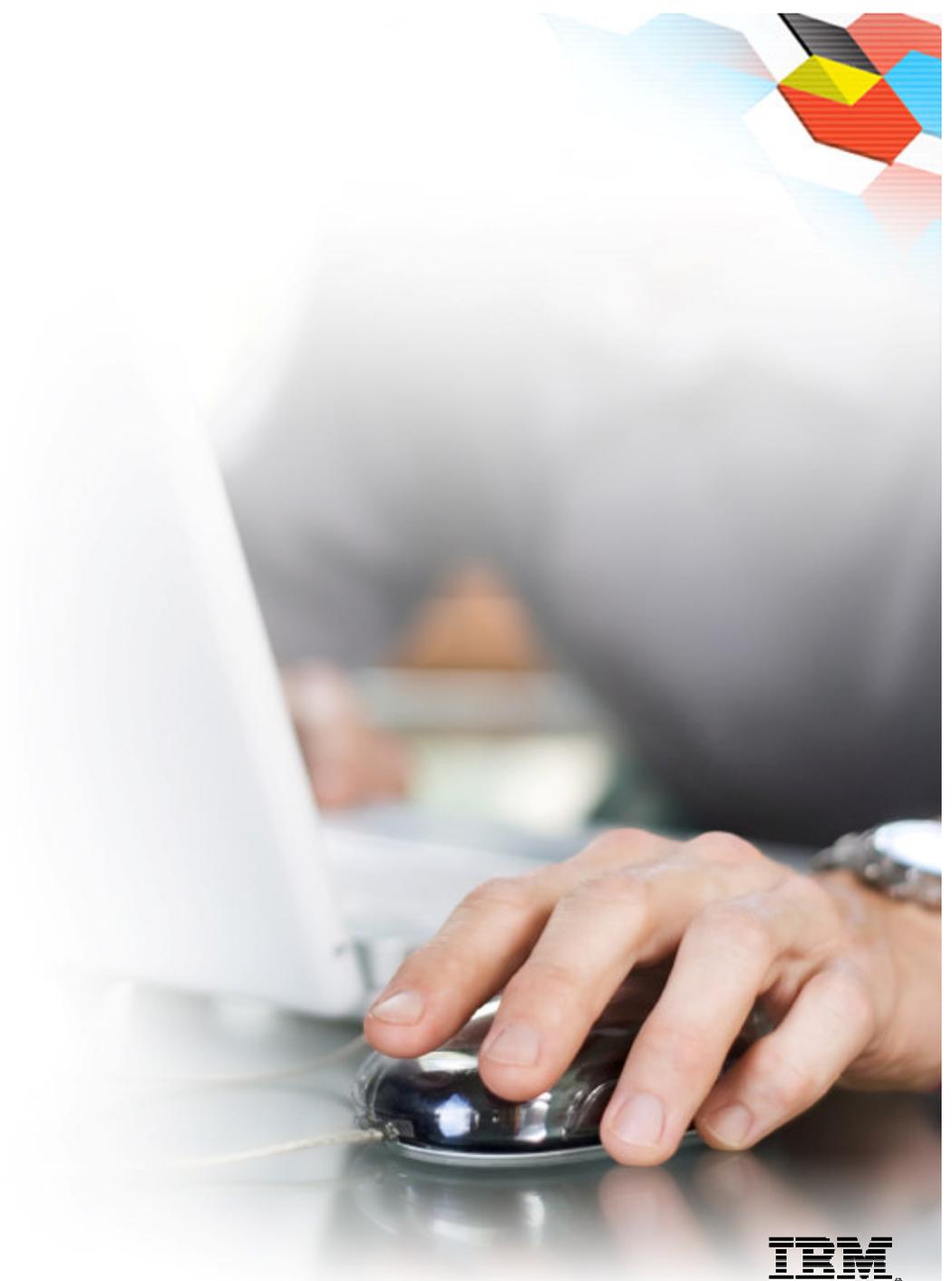
**Moves beyond Sense & Respond
to Predict & Act...**

At the time and point of impact!

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DEMO

SPSS Demo



IBM®

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

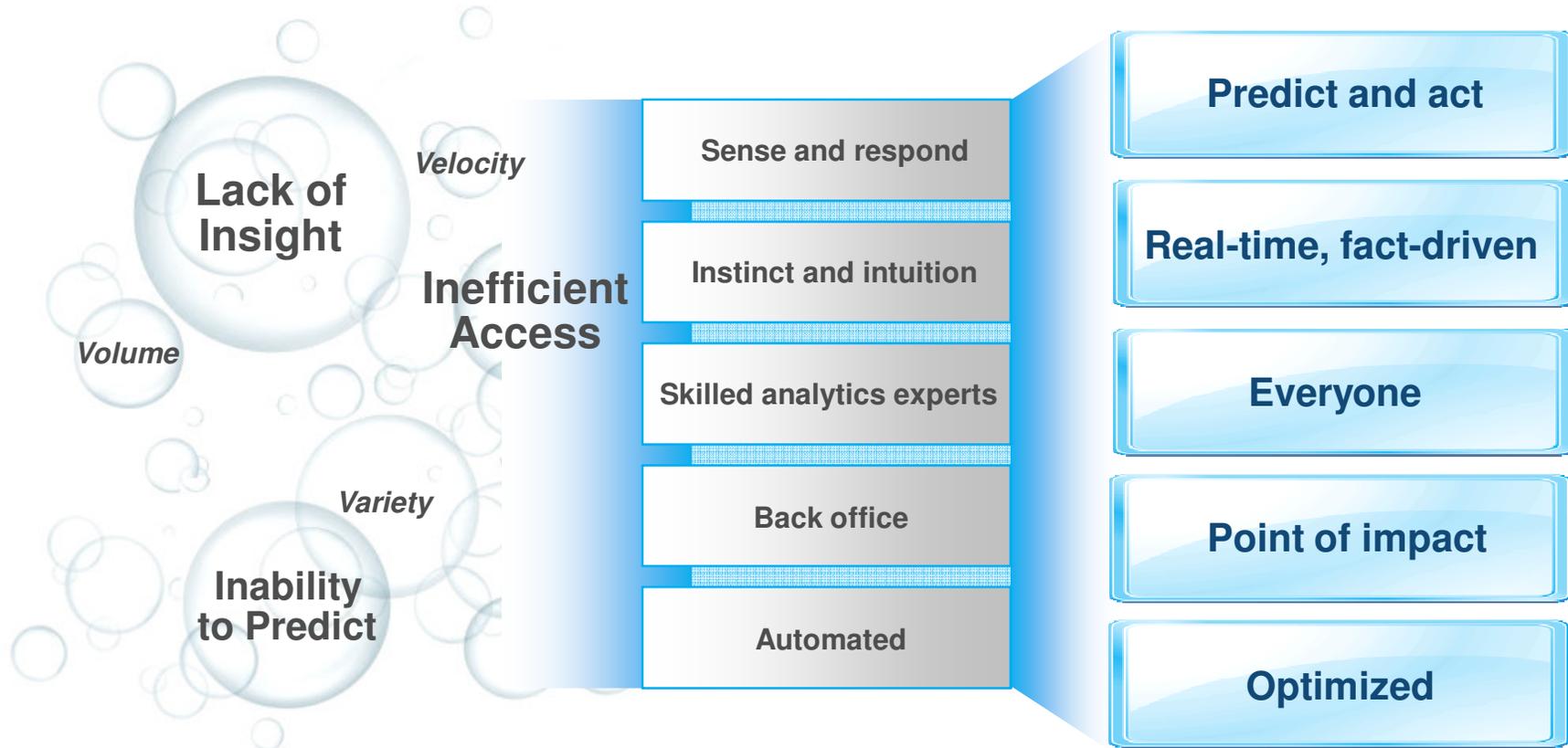


Gross Margin





New ways of working to optimize decisions and actions





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

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DEMO

Content Analytics



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)

View by file type: ALL Results per Page 10 1 2 3 4 5 6 7 8 9 10

You searched for "*.*"

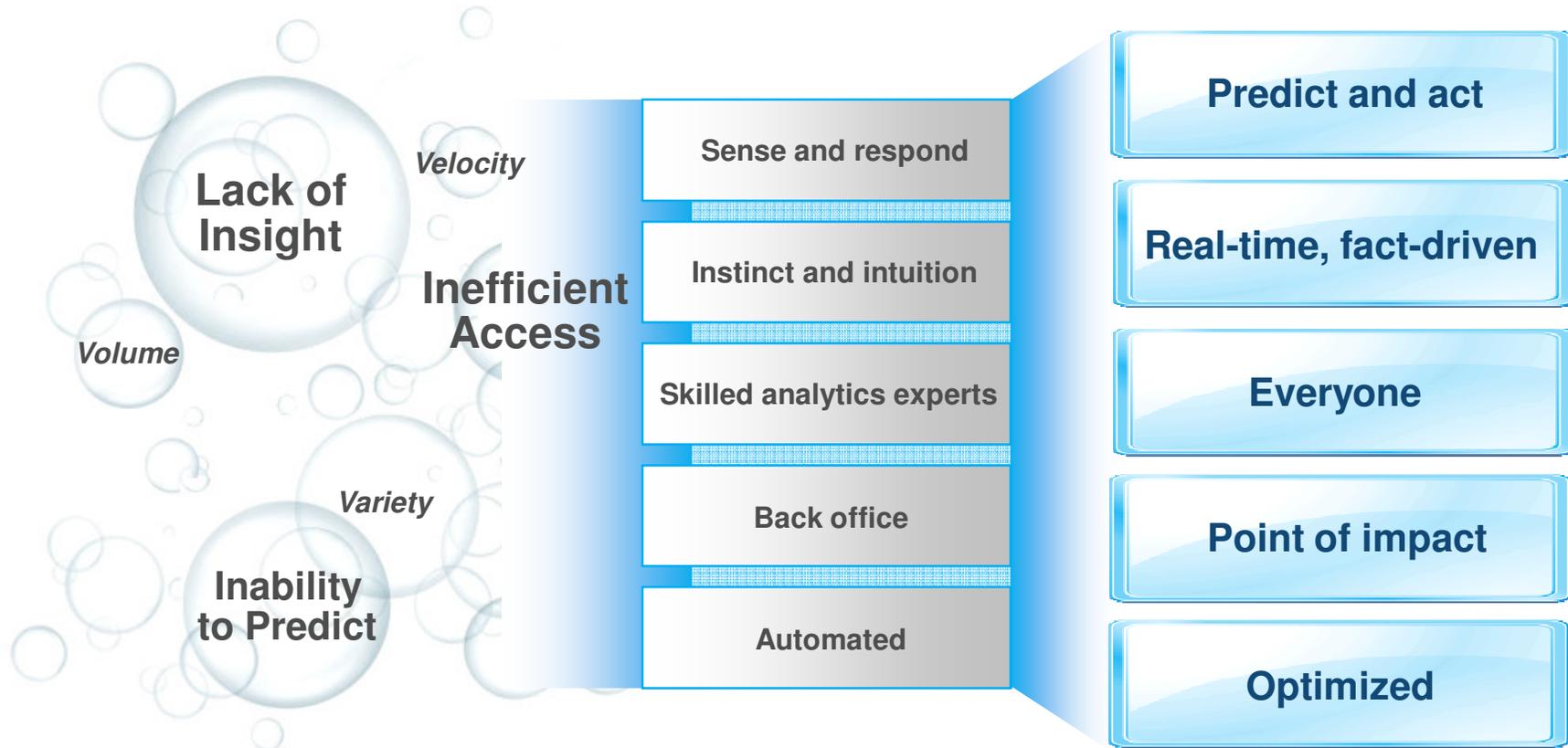
Facet Navigation

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

Relevance	Date	Title	Source
100.00%	8/20/09	MAUDE-967394.xml	Windows file system
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 system
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 system
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 FEM 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 system
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 TO THE TOP; THE PT STATED HE FULLY UNDERSTOOD THE PROCEDURE. THE PT WAS IMPLANTED WITH TWO LEADS R			

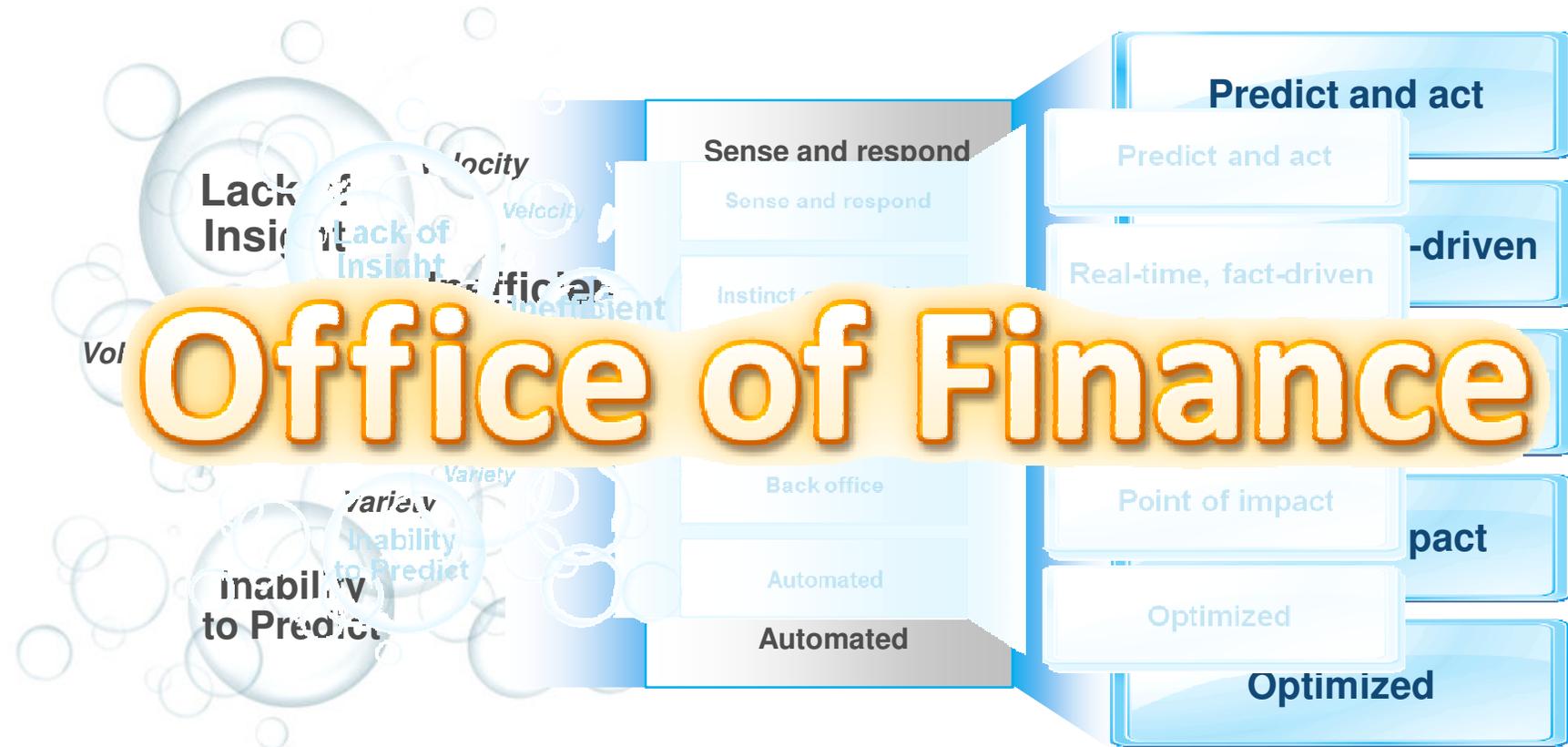


New ways of working to optimize decisions and actions





New ways of working to optimize decisions and actions





Driving Smarter Decisions through the Office of Finance



Office of Finance

Enterprise Planning and Analysis

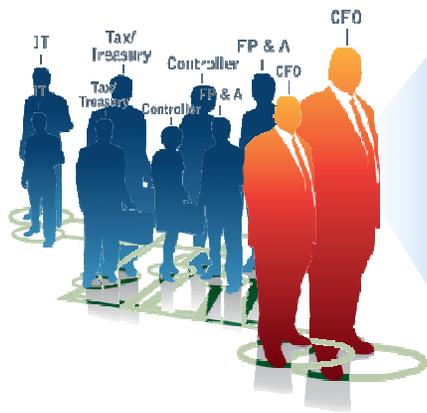
Consolidation and Corporate Reporting

Financial Analytics

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

IBM Cognos Performance

DEMO

*Scenario Analytics
with IBM Cognos TM1*

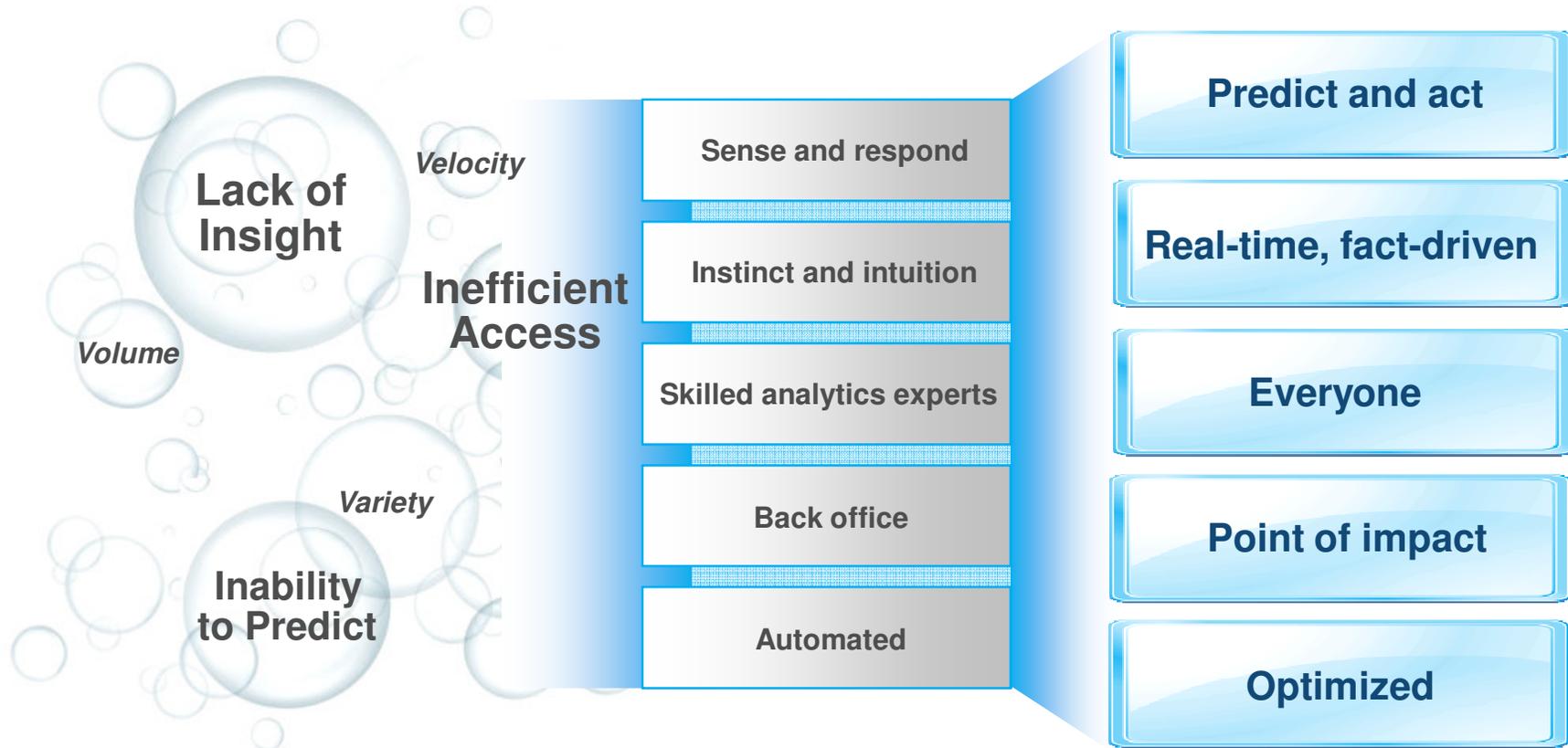
The IBM logo, consisting of the letters "IBM" in a bold, sans-serif font, is positioned in the bottom right corner of the slide. The background of the slide features a blurred image of a person's hands using a computer mouse, with a colorful geometric graphic in the top right corner.

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%	



New ways of working to optimize decisions and actions





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

Customer
Workforce
Finance
Supply Chain

IBM COGNOS ANALYTIC APPLICATIONS

FINANCIAL SERVICES
Distribution
Communications
Public
Industrial
Supply Chain

Analytics
Cycle Times

Procurement Analytics
e.g. Returns Trend by Item

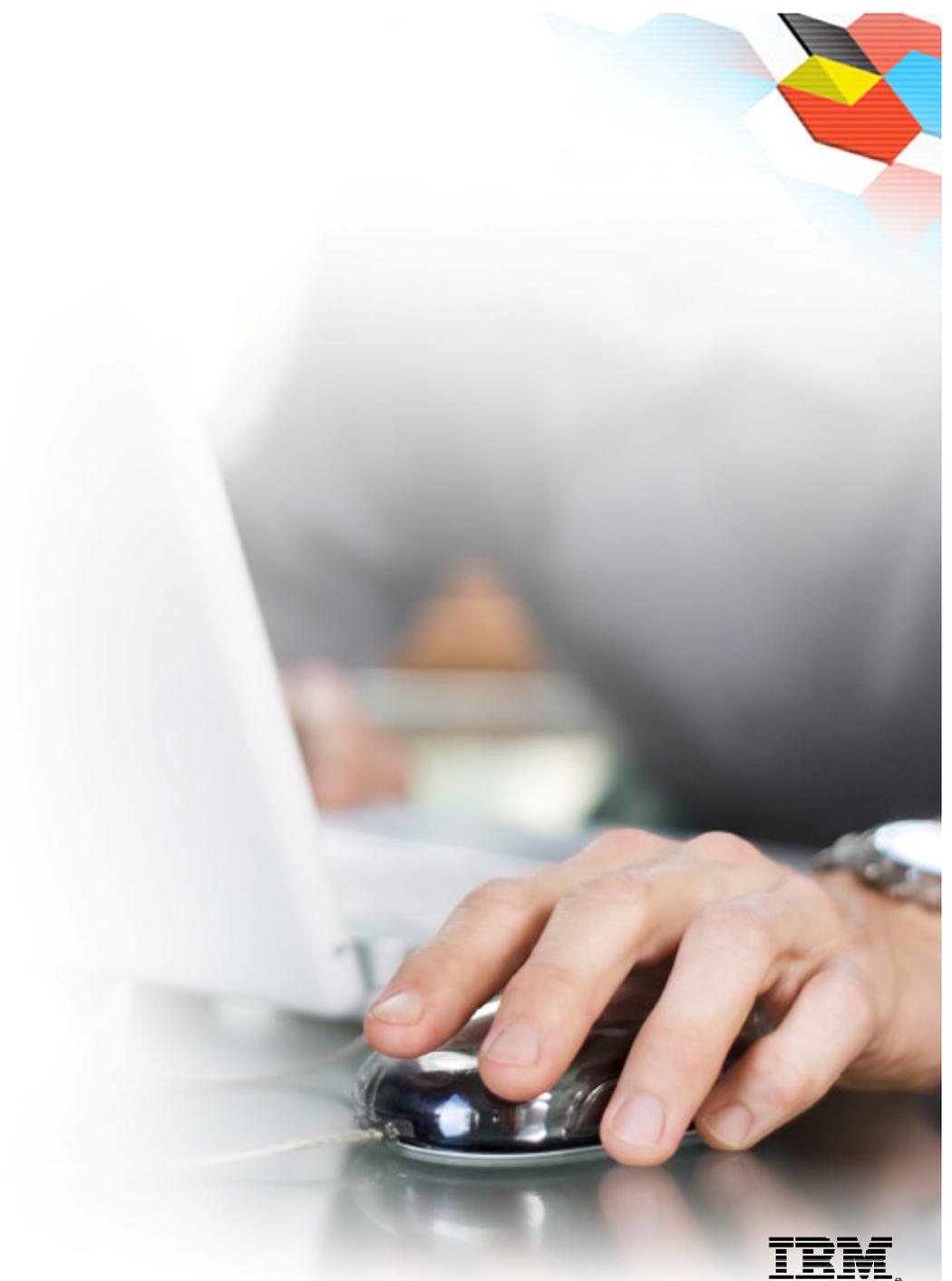
Item	Q4P05	Q4P02	Q4P03	Q4P04	Q4P05	Q4P06	Q4P07	Q4P08	Q4P09	Row Total(s)
IBM Cognos Analytics	50.00%	12.50%	50.00%	16.67%	33.33%	42.86%				25.00%
IBM Cognos Analytics		33.33%	100.00%	40.00%					50.00%	36.11%
IBM Cognos Analytics	50.00%			37.50%	33.33%		71.43%	14.29%	21.50%	36.50%
IBM Cognos Analytics			100.00%						37.50%	25.83%
Column Total(s)	12.50%	15.79%	62.50%	28.69%	30.77%	50.00%	45.45%	28.00%	44.00%	



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DEMO

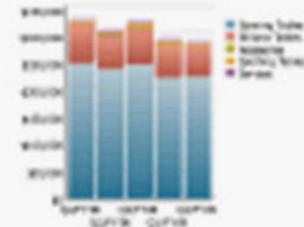
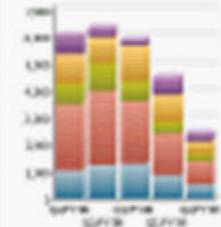
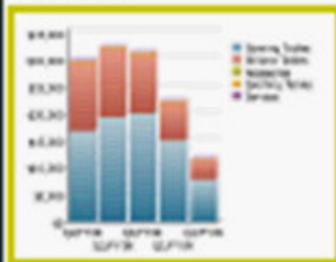
Sales Analytics



IBM®

BlackBerry

Sales by Company



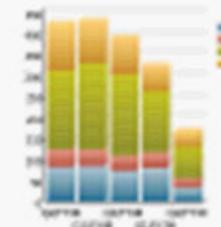
Sales by Device

Product Breakdown



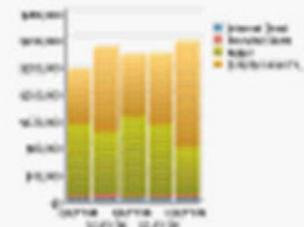
Sales by Device

Product Breakdown



Sales by Device

Product Breakdown



Sales by Device

Customer Breakdown



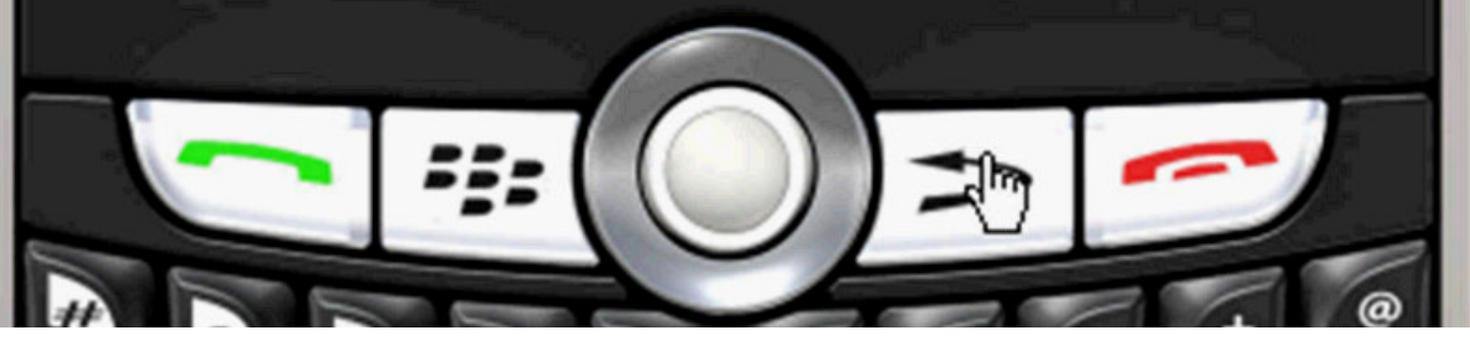
Sales by Device

Customer Breakdown



Sales by Device

Customer Breakdown



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***

IBM

IBM Cognos Performance



DISTRIBUTION



EDUCATION



GOVERNMENT



COMMUNICATIONS



HEALTHCARE



BANKING



LIFE SCIENCES



INSURANCE



INDUSTRIAL

IBM Cognos Blueprints

Continued Investment in Innovation

- User Experience
- Cloud
- Advanced Analytics
- Business/ IT Partnership
- Collaboration
& Visualization



DEMO

Sneak Peak

- iPhone Support

iPod

9:42 PM



Safari



Calendar



YouTube



Maps



Weather



Clock



Calculator



Notes



Settings



iTunes



Google Earth



Evernote



Spreadsheet



Saudragon



Cognos



Stocks



Music



Videos



Photos



Mail

Smarter Business

- Faster, better outcomes and results
- Capabilities, platform and know-how to make you successful
- Continued innovation to drive your success