

The background of the slide is a light gray gradient. On the left side, there is a complex, abstract geometric pattern of overlapping, semi-transparent blue and teal squares and hexagons. Two prominent red 3D cubes are positioned within this pattern, one in the lower-left and one in the upper-right, both with a bright white light source on their top faces, creating a lens flare effect.

Extending BI, Empower and Equip Business Users

Speaker: Herman Nielens, Presales
Date: 18 November 2010

Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.

Freedom to **Think**

- Unified workspace
- All time horizons
- Progressive interaction

Connect with Others

- Decision networks**
- Business context**
- Accountability**

and Simply **Do**

- Mobile and Disconnected**
- Integrated
- Real-time



A revolutionary BI workspace delivered on a proven platform with seamless upgrade.



Gartners Top 10 Technologies and The Changing Workforce



100M iPhones
500M Facebook Users
+30% Mobile Apps
35 Hours Video / Min





Pervasive BI as a Vision





Business drivers for extending BI

Better business decisions

Drive company performance through better decisions across levels and job functions

Faster decision cycles

Equip the Business with timely information at point of impact

Relevant BI to more users

Make BI relevant to users, provide in-context to decisions and workflow





Business drivers for Mobile BI

Business managers are looking to...

Equip front-line workforce with the timely information needed to make **informed decisions**, regardless of location

BI at the point of impact

Fully **Interact** with BI content on mobile devices

Deeper Insights

Provide full Enterprise support for **market leading** mobile platforms

Broad Platform Support



Demonstration



Demo

IBM Cognos Mobile 10



Equip front-line workforce with the timely information needed to make informed decisions, regardless of location



Provide business users with the information they need to make responsive and informed decisions regardless of their location.

IBM Cognos Mobile

Solution Highlights

- iPhone, iPad, BlackBerry, Windows Mobile, and Symbian
- Zero footprint Web application on iPhone and iPad
- New and Improved user interface using modern BlackBerry design paradigm
- Full BI interactivity including Drill Up/Down/Through using common Touch gestures
- Interact with prompts, drills for additional details, schedule reports for immediate access to key content



Business drivers for disconnected BI consumers

Disconnected users (Executives/front-line workers) are looking to...

Access and interact with dashboard content while disconnected from the network

Disconnected

Access dashboards as attachments in email rather than through a website

Distribution

Access and work with information without wait times

Performance

Interact with a rich user interface, and easily filter data in dashboards with prompts

Interactivity





Demonstration



Demo IBM Cognos 10 Active Report





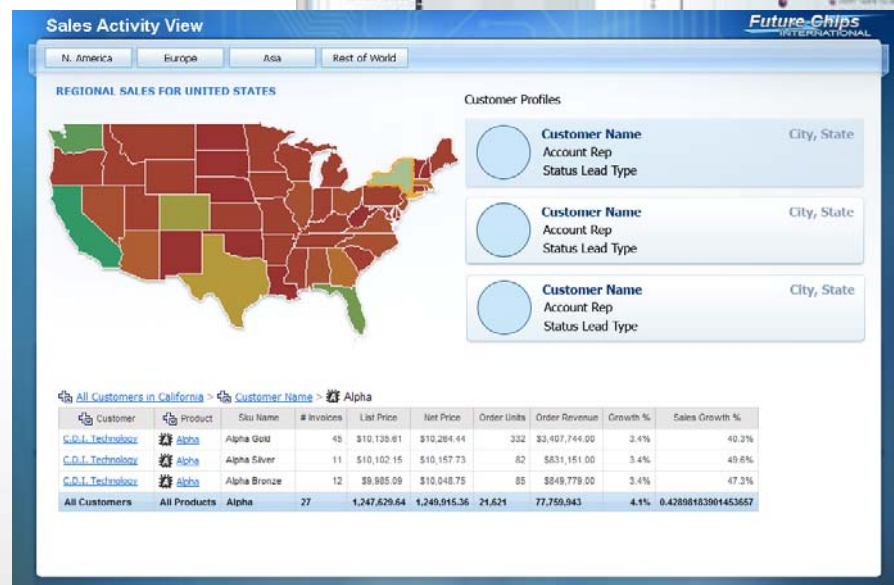
Offline interactive Dashboard and analysis, delivering very fast, self contained BI to reach more users

Extend the reach of BI and analytics to a broad audience of consumers so they can use interactive reports to uncover new insights and opportunities.

IBM Cognos Active Report

Solution Highlights

- Disconnected reporting application
- Self-contained, interactive content
- Easy to consume
- Mass deployment, Easy consumption
- Performance





Business drivers for collaborative BI

Business users are looking to...

Provide Context and reasoning around outliers and trends in Business data

Comments and Annotation

Support working groups and leverage BI as decision support

BI with Collaborative Tools

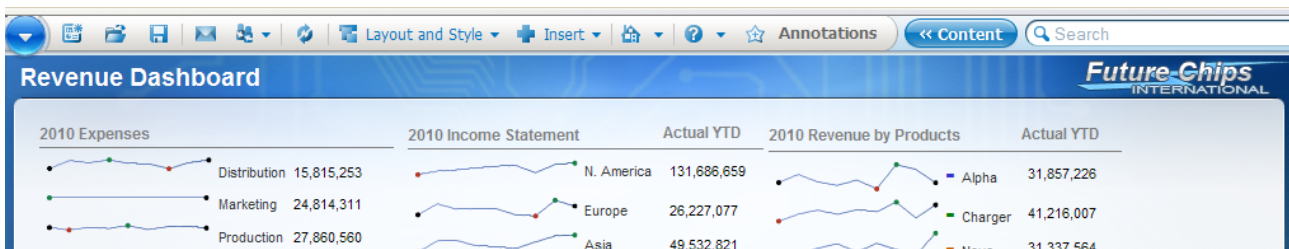
Provide insight into past decisions and business results

Leverage corporate memory + Compliance



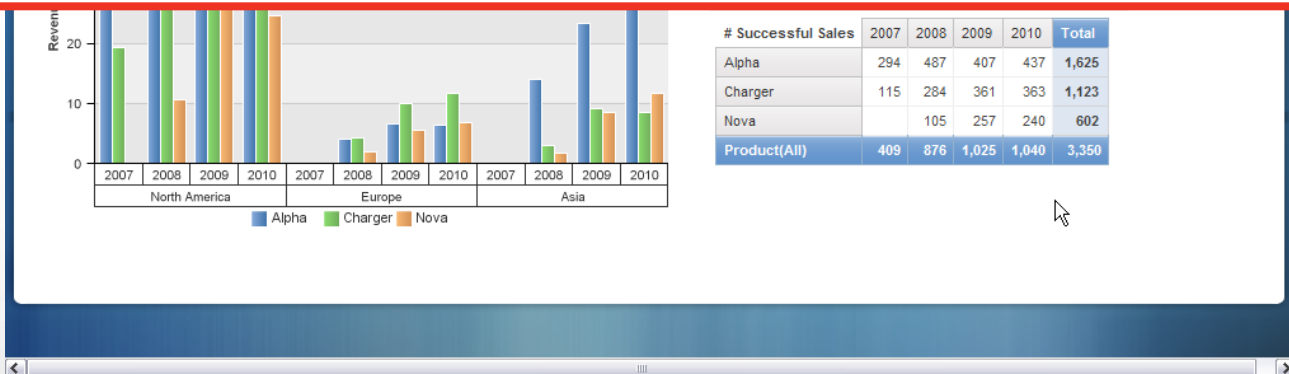


Demonstration



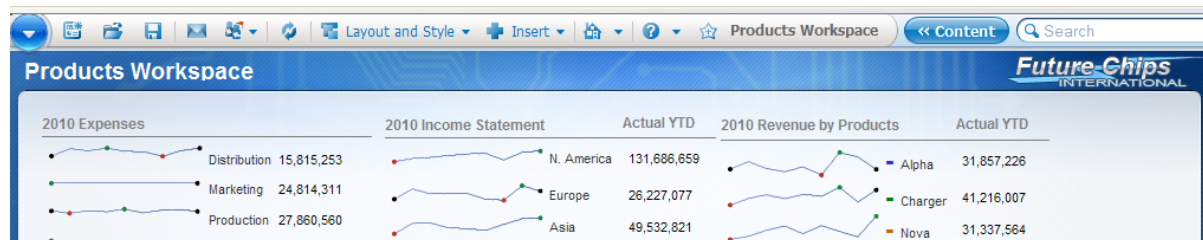
Demo

IBM Cognos 10 Comments & Annotations



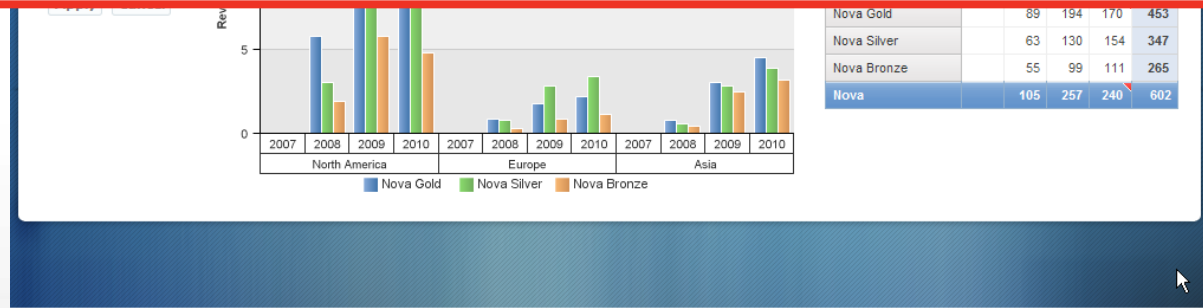


Demonstration



Demo

IBM Cognos 10 Collaboration



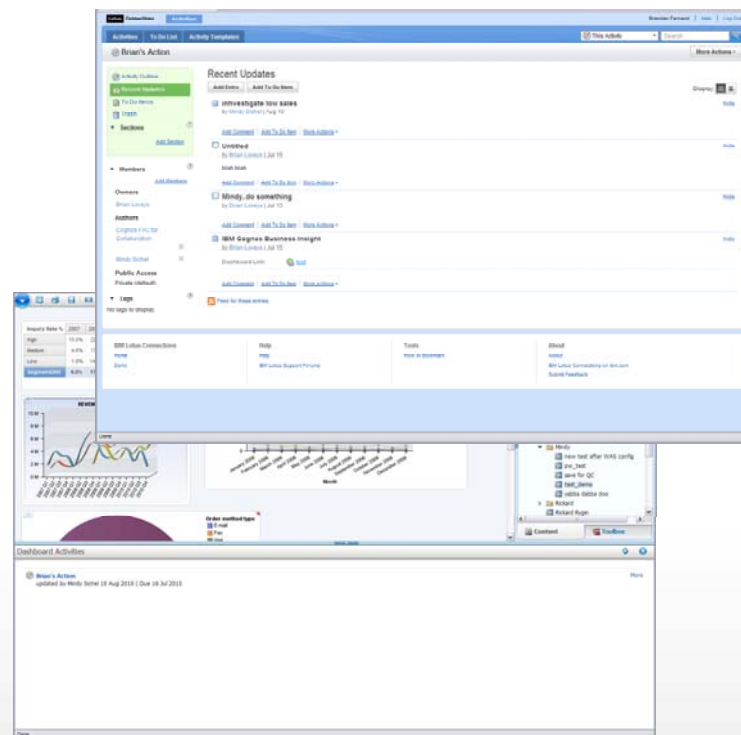
Share, Refine and work as a team with BI as decision support

*Quickly find the people and expertise you need.
Discuss and refine ideas with colleagues, partners,
and customers.*

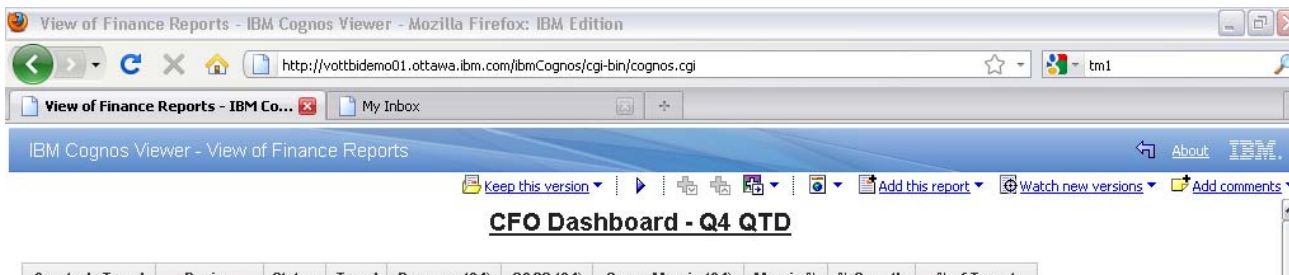
IBM Cognos Collaboration

Solution Highlights

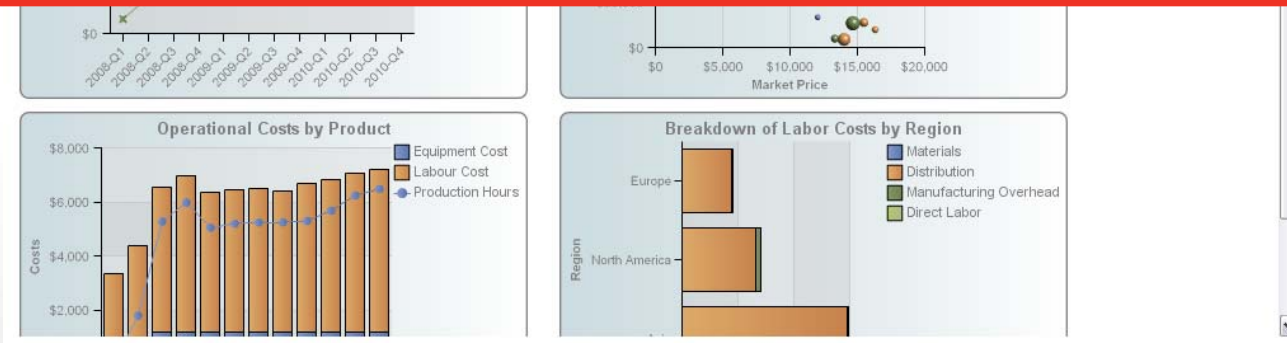
- Lotus Connections integration allows a user to:
 - Post messages, share files and links to web content (both BI and external)
 - Create and assign 'To-do' items
- Links directly to a Business Insight dashboard with ability to drive 'Activities' or requests for action
- Send email notifications directly from the Activity



Demonstration



Demo
IBM Cognos 10 Watch Versions
 & use of "My Inbox"



Business drivers for Microsoft Office integration

Business users are looking to...



Communicate BI content in standard MS Office formats

Communicate and present BI

Provide access to a single, trusted source of secure BI content through a familiar MS Office interface

Trusted content





Demonstration



Demo IBM Cognos 10 for Microsoft Office



Conclusion

- The way we work is **changing**
 - **Social Networking** is changing corporate culture
 - Growth in **Enterprise Mobility** is unsurpassed
- **Pervasive Business Intelligence** is more than a Vision
- **Cognos 10** provides the capabilities to **equip** and **empower** more **Business** Users in your organization





Conclusion

***"We at Imtech believe that
Cognos 10 is BI 3.0!"***



Marco Hartman
Senior Business Intelligence Consultant
Imtech ICT Performance Solutions B.V





Questions and Call to Action...



Delivering Program Success

- New “How-to” Books Deliver Expertise
 - BI Strategy Book, BI on Cloud, BI Redbook
- Proven Practices, Communities & Workshops
 - Champion & Business Analytics Workshops
 - Innovation Center & Communities
 - Champion Kit, Blueprints
 - DeveloperWorks, C^3 Blog
- Services & Training
 - Proven Practice Workshops, Learning Assessment and User Adoption Services
 - Broader portfolio of self-paced training options
- Broader Deployment Options
 - Expanded offering for System z
 - On IBM Compute Cloud





IBM Cognos BI 10

IBM Cognos 10: Intelligence unleashed

Cognos 10 delivers a revolutionary new user experience and expands traditional business intelligence (BI) with planning, scenario modeling, real-time monitoring and predictive analytics. With the ability to interact, search and assemble all perspectives of your business, Cognos 10 provides a limitless BI workspace to support how people think and work.

Cognos 10 enables organizations to outperform by providing:

- **Analytics everyone can use** in a BI workspace that sharpens individual skills to answer key business questions
- **Collective intelligence** with built-in collaboration and social networking to connect people and insights to gain alignment
- **Actionable insight everywhere** in mobile, real-time and business processes to instantly respond at the point of impact

Built on a proven technology platform, Cognos 10 is designed to upgrade seamlessly and to cost-effectively scale for the broadest of deployments. Cognos 10 provides you and your organization the freedom to see more, do more—and make the smart decisions that drive better business results.

