

The background of the slide is a complex, abstract geometric design. It features a dense arrangement of overlapping, semi-transparent blue and teal squares and rectangles of various sizes and orientations. Two prominent red 3D cubes are positioned on the left side of the image, one near the top and one near the bottom, both with a bright white light source on their top surfaces, creating a lens flare effect. The overall composition is dynamic and modern, suggesting a high-tech or data-driven environment.

IBM Cognos Business Insight: Redefining Business Intelligence

Luc Goossens
Presales Manager Business Analytics Benelux

Everyone talks about
information overload

But in fact there is only
non-information overload

Richard Saul Wurman (1976)



Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday





Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday



Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.

Freedom to **Think**

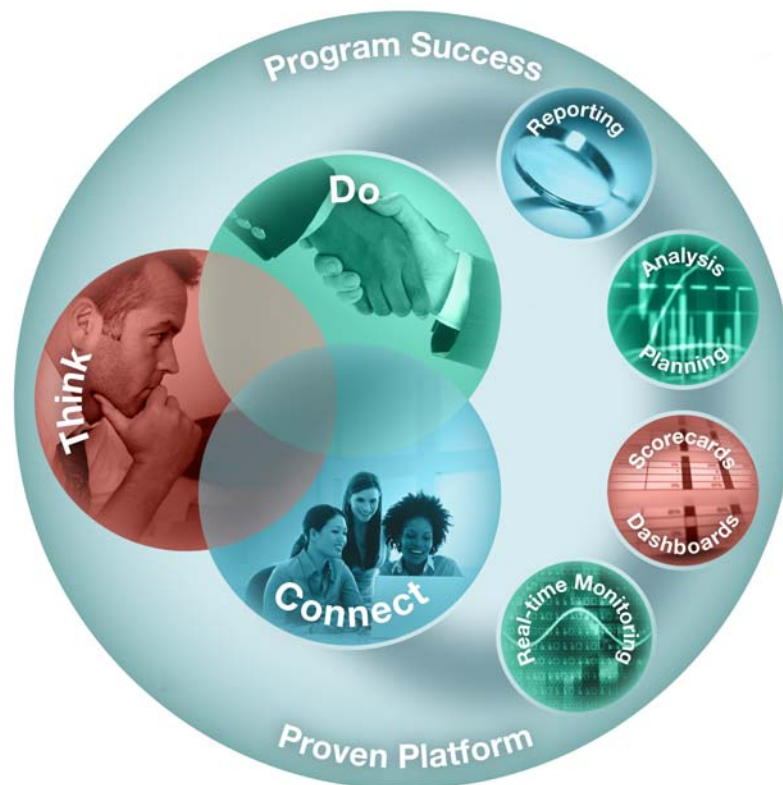
- Unified workspace
- All time horizons
- Progressive interaction

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.

Users are Hungry for Information



But current systems prevent them from accessing this information in a timely fashion.



IBM Cognos Business Insight:

Revolutionary BI workspace that supports how people think



Business User

Reach more users.

Discover unknown insights by following individual train of thought.



Manager

See more information.

Explore all types of information from all time horizons.



Business Analyst

Do more with information.

Deeper analysis and Ad-hoc Query.





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Revolutionary BI workspace that supports how people think



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IBM Cognos Business Insight – the experience

Revenue Dashboard



Choose Year

2007 2008 2009 2010

2007 - 2010

Choose Product

(Select All)

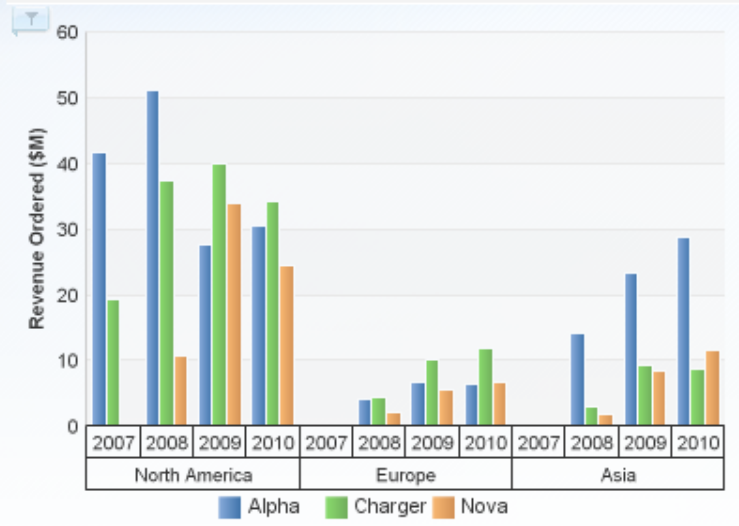
Alpha

Charger

Nova

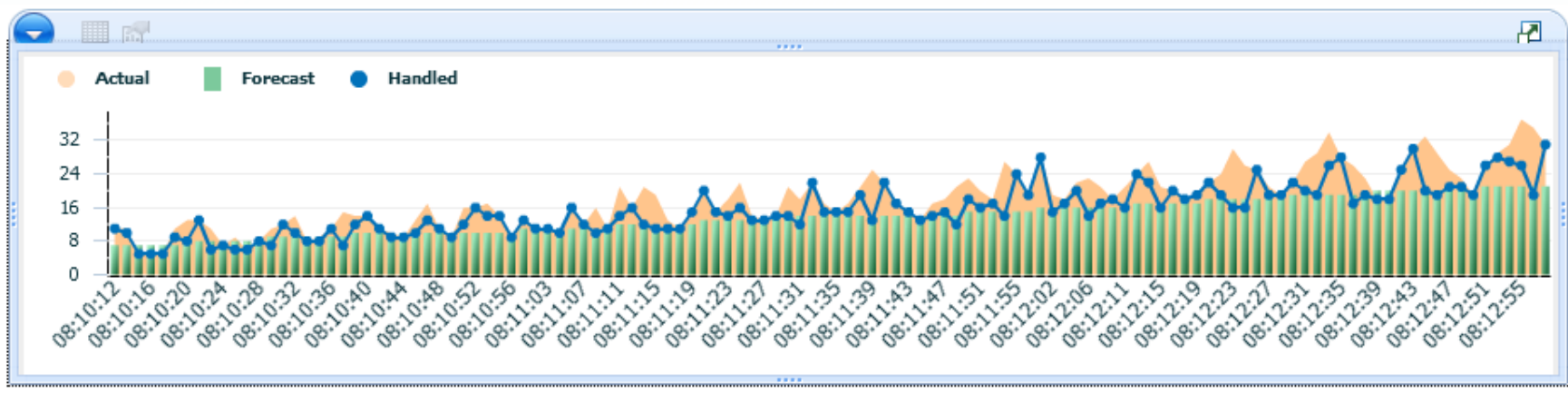
Apply Cancel

Revenue by Region Chart



Units Ordered

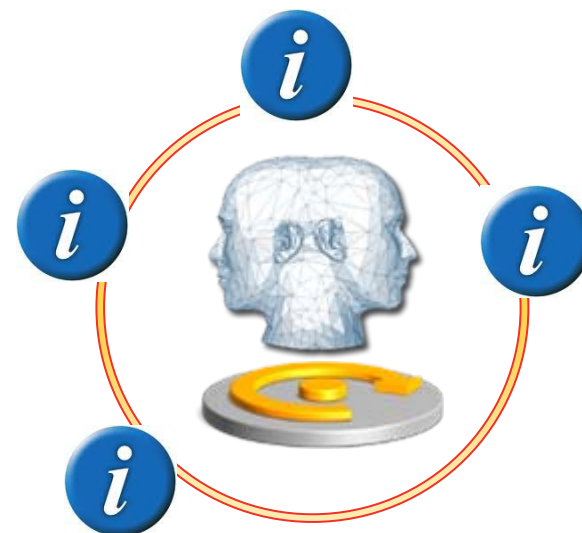
Units Ordered	2007	2008	2009	2010	Total
Alpha	3,475	6,527	5,762	6,916	22,680
Charger	1,068	2,588	3,547	3,359	10,562
Nova		786	2,557	2,149	5,492
Total	4,543	9,901	11,866	12,424	38,734



IBM Cognos Business Insight

See all information from all the angles, in context.

- Get unique perspectives by having access to the information
 - Any BI content
 - Real-time information with IBM Cognos Real-time Monitoring
 - Scenario planning
 - Scorecarding
 - Statistical data



See more information.

Explore all types of information from all time horizons for a complete view of the business.

EXECUTIVE DASHBOARD - Q3 2010

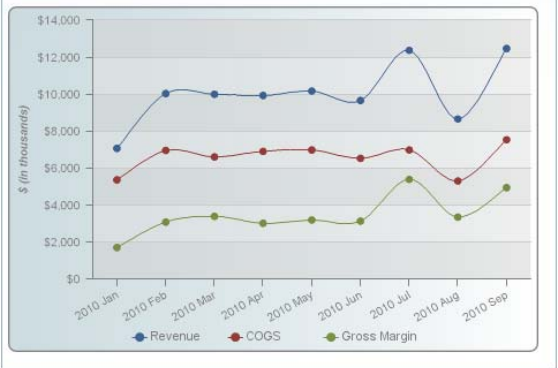
Overview Finance Sales & Marketing Operations

KEY METRICS - (QTD)

Quarter Trend	Metrics	Value	Growth	Status	Trend	Target %	Actual to Target
	Net Income	\$51,199,268	9.13%	1.56706196	1.27711463	156.71%	
	# Net New Sales Opportunities	\$800	2.83%	2.5477707	1	254.78%	
	Marketing Cost per Lead	\$7,524	-14.28%	0.11675692	0.96	11.68%	
	Operational Capacity (Prod. Hours)	1.64	3.62%	0.00025979	1.0	0.03%	

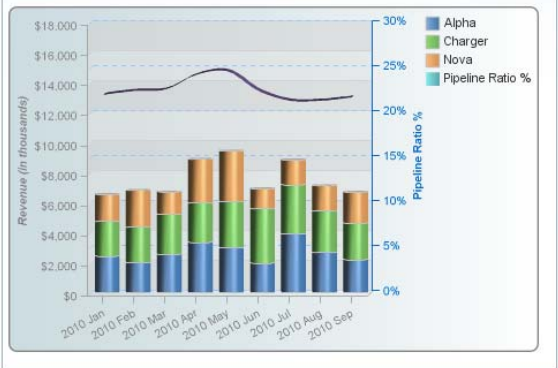
MONTHLY BREAKDOWN OF FINANCIALS

Product(All) Alpha Charger Nova



BREAKDOWN OF SALES PIPELINE AND WINS

Region(All) North America Europe Asia



IBM Active Report – Off line



IBM Cognos Business Insight:

Revolutionary BI workspace that supports how people think



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Manager

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Business Analyst

Do more with information.

Deeper analysis and Ad-hoc Query.

Seamlessly shift to more advanced analysis



*More sophisticated analysis tasks
get to the "why" behind an event or action
improve business performance*

IBM Cognos Business Insight Advanced

Solution Highlights

- Intuitive drag-and-drop interface
- Integrated data exploration and analysis
- Calculations, drill, filter, pivot, top/bottom count
- Manage set definitions
- Flexible format, layout and distribution
- Multiple queries, formatting and charting

Standard and Style toolbars

Switch between metadata or member tree

View and edit set definitions

Easily select common analysis gestures

IBM PERFORMANCE POINTS





IBM Cognos Business Insight Advanced 'Do More'

Revenue Dashboard



Choose Year

2007 2008 2009 2010

2007 - 2010

Choose Product

(Select All)

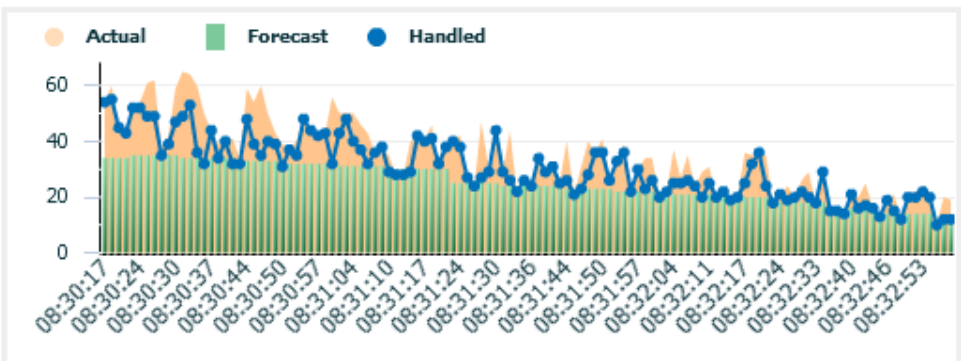
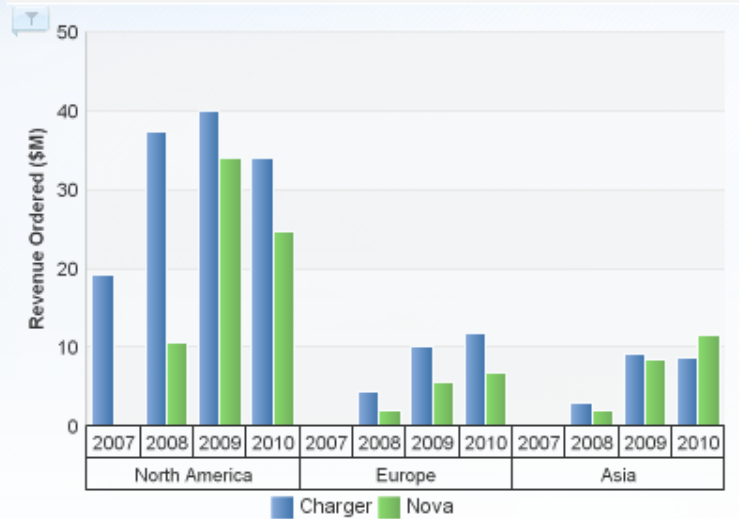
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Charger

Nova

Apply Cancel

Revenue by Region Chart



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IBM Business Insight Advanced External data

Revenue Dashboard



Choose Year

2007 2008 2009 2010

2007 - 2010

Choose Product

(Select All)

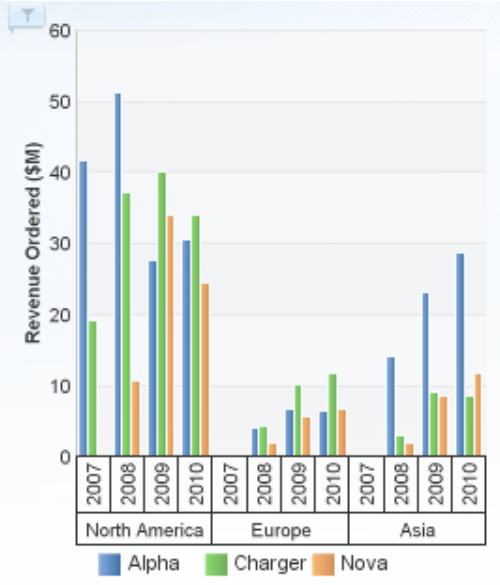
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Revenue by Region Chart



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Sales Success by Product

# Successful Sales	2007	2008	2009	2010	Total
Alpha	294	487	407	437	1,625
Charger	115	284	361	363	1,123
Nova		105	257	240	602
Total	409	876	1,025	1,040	3,350

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IBM Cognos Business Insight Advanced Slice and Dice

The main workspace displays a grid layout for report design. It features three primary sections: a top header area labeled 'Columns', a left sidebar area labeled 'Rows', and a central area labeled 'Measures'. The grid is currently empty, indicating a new report or a cleared workspace.

Insertable Objects

- ▶ Distribution / Logistics
- ▶ Expenses
- ▶ Income Statement
- ▶ Inventory
- ▶ Market Analysis
- ▶ Operations
- ▼ Sales Pipeline
 - ▶ Measures
 - ▶ By Quarter
 - ▶ Customer
 - ▶ Customer Geography
 - ▶ Customer Lead Type
 - ▶ Customer Priority
 - ▶ Customer Status
 - ▶ Year
 - ▶ Employee
 - ▶ Pipeline Status
 - ▶ Product
 - ▶ Region
 - ▶ Segment
 - ▶ YTD
- ▶ Vendor Scorecard

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IBM Business Insight Advanced Ad-hoc Query

Drop items here to create new columns				

Insertable Objects

- XTR_V2_REL
 - Business View
 - Relational
 - Customer Service Area
 - FACT
 - Customer
 - Customer Service Status
 - Date In
 - Date Out
 - Date Responded
 - Employee
 - Product
 - Demand Generation Area
 - Distribution / Logistics Area
 - Finance Area
 - Forecast Area
 - Market Analysis Area
 - Production Area
 - Purchasing Area
 - Sales Analysis Area



Cognos 10 BI workspace see more and do more

- Easily view, assemble and personalize information
 - follow a train of thought
 - generate unique perspectives
- Explore all types of information from all angles
 - asses the current business situation
- Shift from viewing to more advanced, predictive or what-if analysis
- Towards the NEXT LEVEL OF PERFORMANCE

**Sharpen individual skills
to improve business outcomes.**



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





Manager



Business Analyst



Business User

Cognos 10 BI Workspace – See more – Do more







Get a better insight?
Come visit us at our booth!

Cognos