



IBM Cognos 10 Seminar

Smarter Decisions. Better Results.

Key Drivers for Our Next Wave of Innovation



...**enable an evolving workforce** to become more analytics-savvy

...**expand perspective** on the business for a more complete view

...**balance needs** of business for creativity and IT for control

...**facilitate collaboration** about the information to fuel insight and alignment

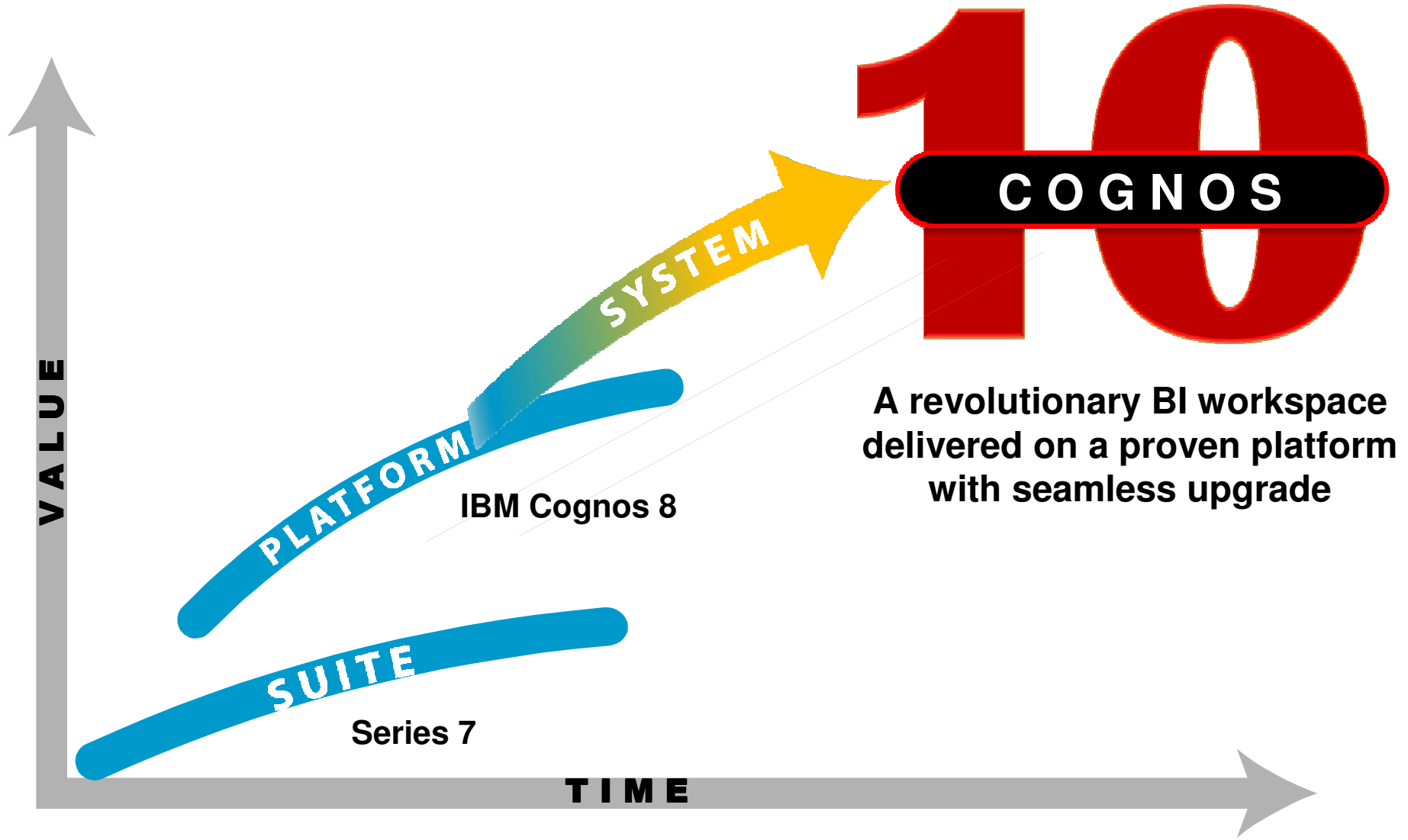
...**respond to growing user communities** and ever growing demands for faster performance to more data

“What makes companies stand out from one another is the ability to use analytics across the end-to-end business model.”

IBM CFO study (1)

(1) The New Value Integrator: Insights from the Global Chief Financial Officer Study, IBM Institute for Business Value, March 2010.

Deliver Innovation and Sustained Value



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



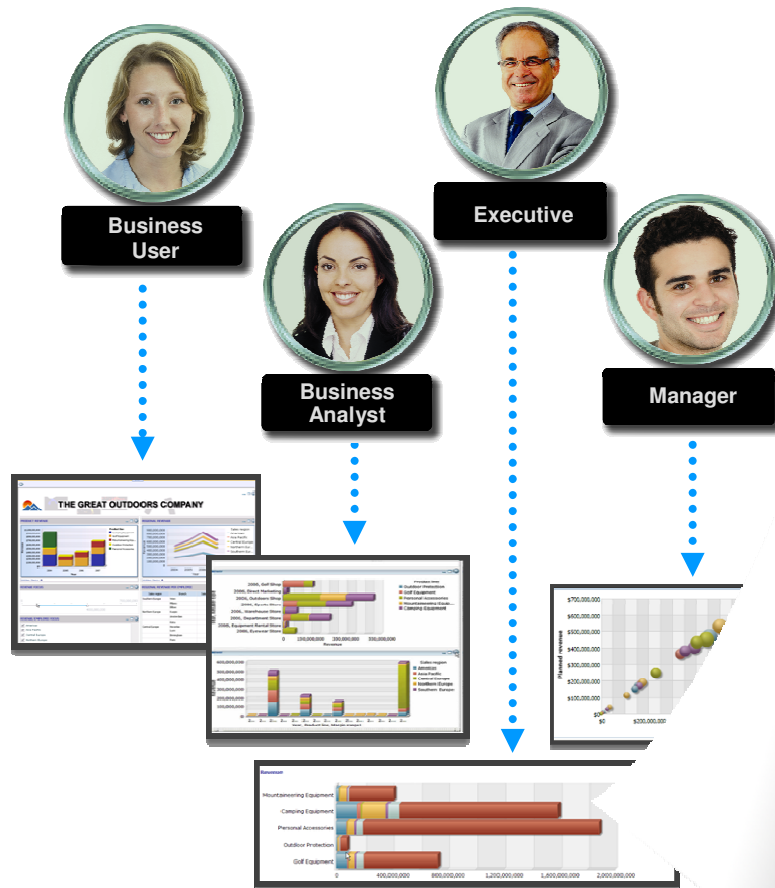
**A revolutionary BI workspace
delivered on a proven platform
with seamless upgrade**

To meet the needs of an evolving workforce that knows no boundaries



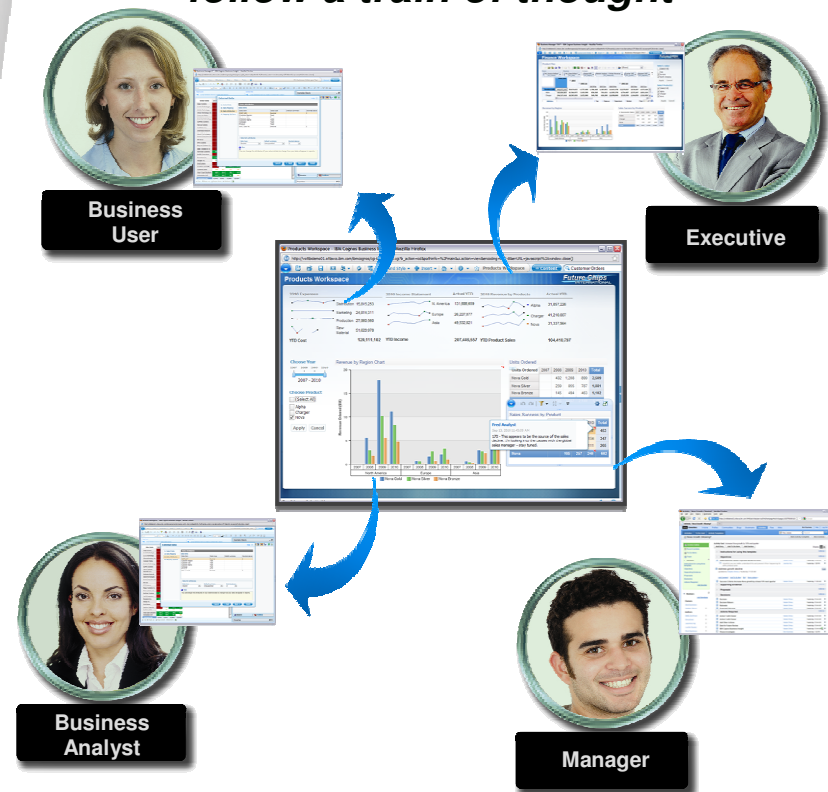
From...

Purpose built interfaces



To...

Unified BI workspace that seamlessly progresses to follow a train of thought

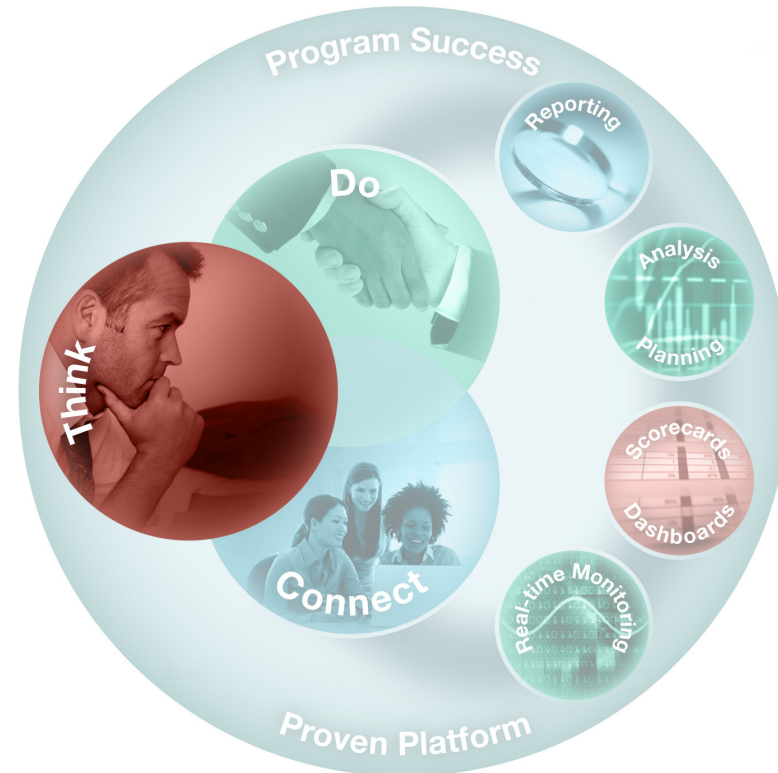


Freedom to **Think**

Unified workspace

All time horizons

Progressive interaction



Freedom to Think

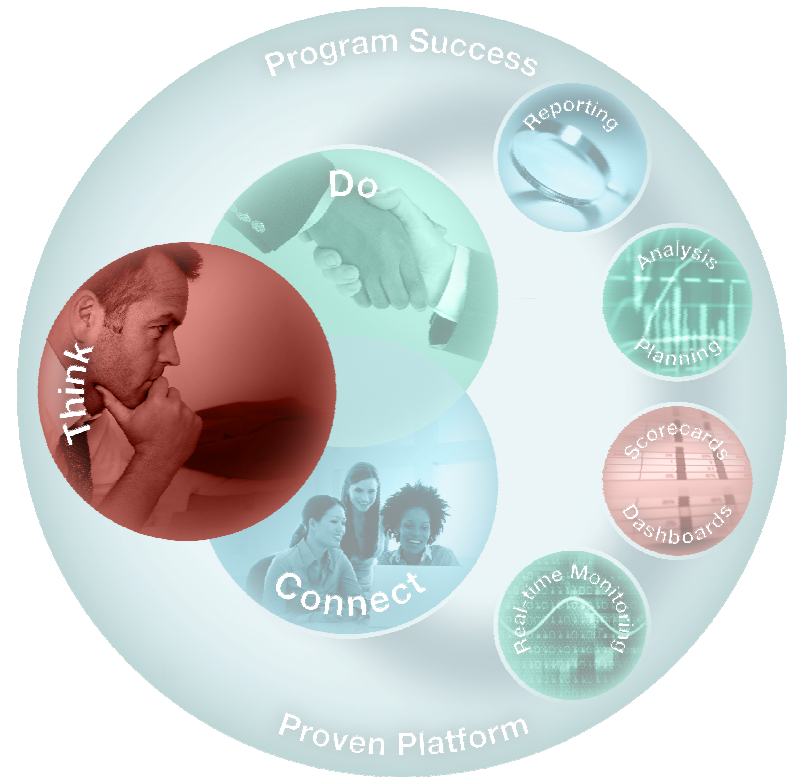
Analytics everyone can use to answer key business questions

- **Cognos 10 Advances**

- Explore data from any perspective without limitation ensuring a ***complete perspective of your business***
- Search and assemble any amount of BI content from any source to ***quickly gain insight***
- Seamless progressing from viewing to advanced analytics allowing users to ***see more and do more***

- **New/Enhanced Features**

- Business Insight
- External Data
- Statistics
- SPSS Modeler
- TM1



The new unlimited BI workspace supports the way you think, so you don't have to interrupt your train of thought to fit the software



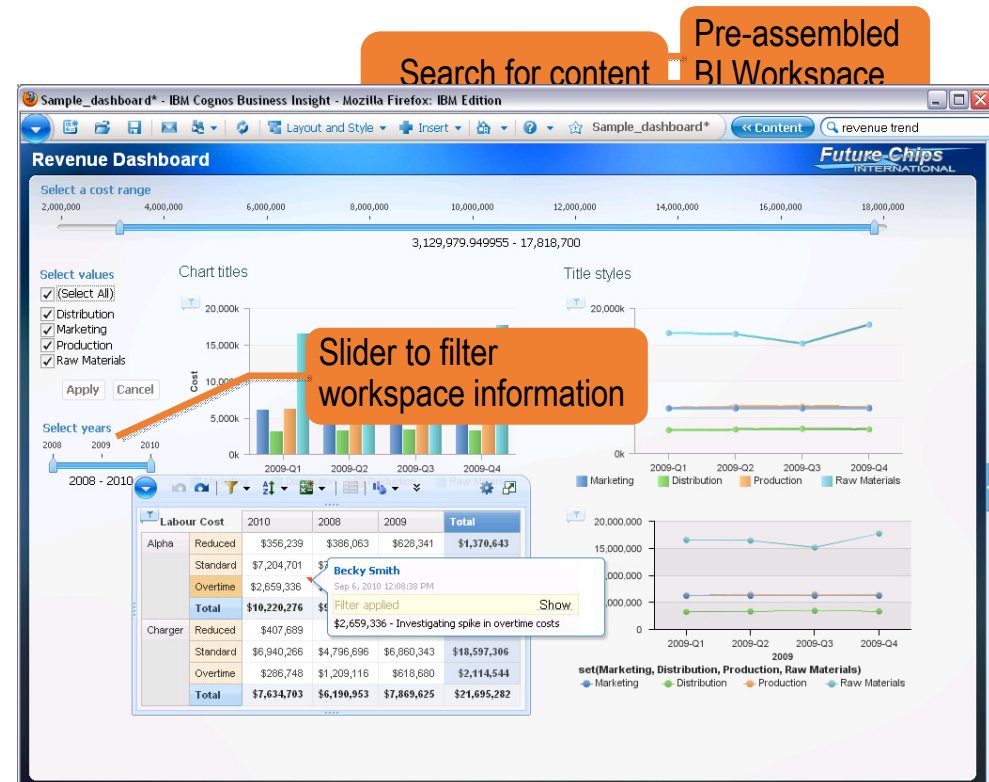
A BI workspace that is the start of your day

Intuitive and easy to use it is the single place that you go to find and do your work.

IBM Cognos Business Insight

Solution Highlights

- Pre-assembled workspace content
- Search assisted authoring
- Drag and drop assembly
- Dynamically filter
- Quicker and deeper insight in to data
- Seamless graduated experience





Seamlessly shift to more advanced analysis

Perform complex analysis tasks quickly and easily to get to the "why" behind an event or action to improve business performance

IBM Cognos Business Insight Advanced

Solution Highlights

- Intuitive drag-and-drop interface
- Integrated query and analysis
- Create complex calculations, drill, pivot, top/bottom count
- Manage set definitions
- Flexible format, layout and distribution
- Build multiple queries, add charts and change formatting

The screenshot shows the IBM Cognos Business Insight Advanced interface. It features a main data table with columns for Units, Defects, and % Defective, and rows for various quarters from 2010-Q1 to 2010-Q4. A 'Set Definition' dialog box is open, showing a hierarchical tree structure for 'Units' and 'Defects'. A context menu is visible over the 'Top or Bottom' option, listing various analysis gestures such as 'Top 3 based on Units', 'Top 5 based on Units', 'Top 10 based on Units', 'Bottom 3 based on Units', 'Bottom 5 based on Units', 'Bottom 10 based on Units', and 'Custom...'. Callouts point to the 'Standard and Style toolbars', the 'Switch between metadata or member tree' option, the 'View and edit set definitions' dialog, and the 'Easily select common analysis gestures' menu.

Standard and Style toolbars

Switch between metadata or member tree

View and edit set definitions

Easily select common analysis gestures





Augment corporate information with external data

Combine external, departmental, and your own data to corporate information resulting in broader perspectives

External Data

Solution Highlights

- Import external data sources into reports or query subjects
- Leverage external data as report filters
- Publish for reuse and updat

The image displays three screenshots from the IBM Cognos Business Insight interface, illustrating the process of integrating external data:

- Import external data:** A dialog box titled "External Data" showing the "External data file:" field with a file path: "C:\Documents and Settings\Administrator\My Documents\Downloads\CustomerComplaints.cs". The "Data items:" list includes "Product Line", "PLINECODE", "SKU", and "SKU (Short Name)".
- Map key items:** A "Data Mapping" dialog box showing the mapping of external data items. The "External data:" list includes "Product Line", "PLINECODE", "SKU", "SKU (Short Name)", "SKU_CODE", "# Complaints", "Status", "Sub Status", "Sub Sub Status", and "Summary (# Complaints)". The "Existing report items:" list includes "defective Units", "Product (All)", "Product Line", "Sku Name", "SKU_CODE", "Machine Type", "Defects", "Production Hours", "Summary (Defects)", and "Summary (Production Hours)".
- Combine external data to corporate information:** A screenshot of a report titled "Market Strategy - Sales Info Dashboard" showing a table of customer data. The table has columns: Customer Region, Customer Country, Customer City, CUST_KEY, Customer Lead Type, Customer Name, Customer Micro Segment, Customer Priority, and CUST_Segr. The data shows multiple rows for Toronto, Canada, with various CUST_KEY values and lead types.

Incorporate Statistical Results with Core Business Reporting

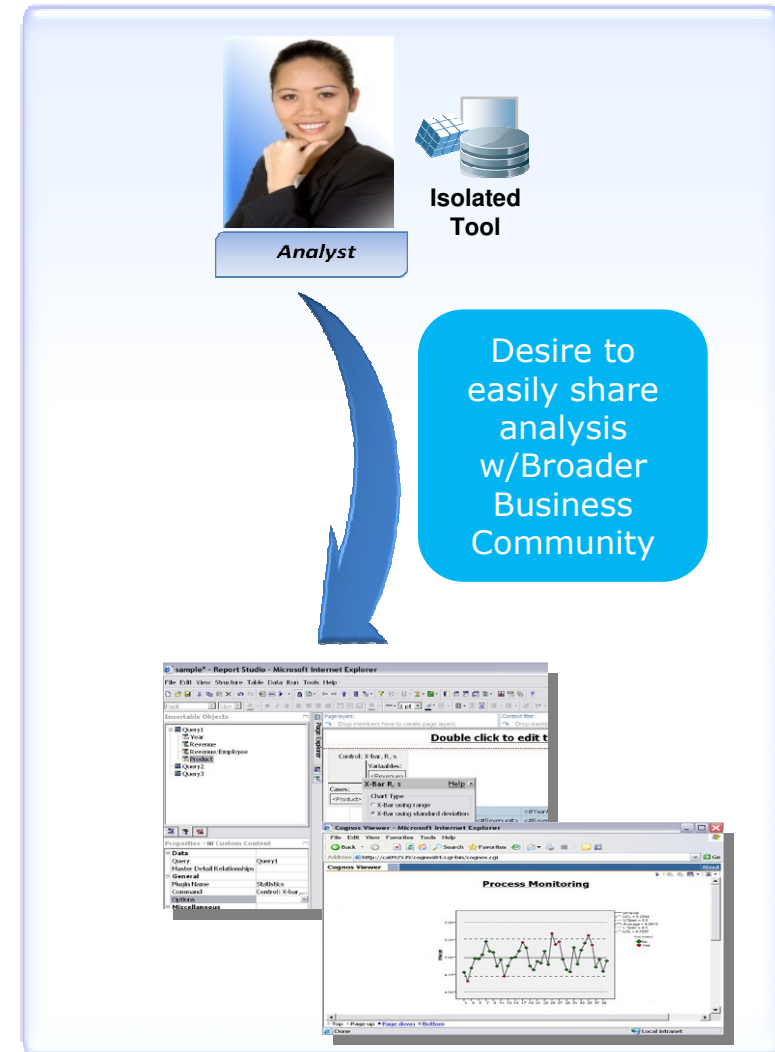


Validate information, and drive business decisions by incorporating statistical evidence in reports

IBM Cognos Statistics

Solution Highlights

- Based on the market leading SPSS statistical engine
- Seamlessly integrated in Report Studio Professional
- Easily distribute through dashboards and reports
- Works for all data sources



Deliver the power of predictive analytics into the hands of the business users

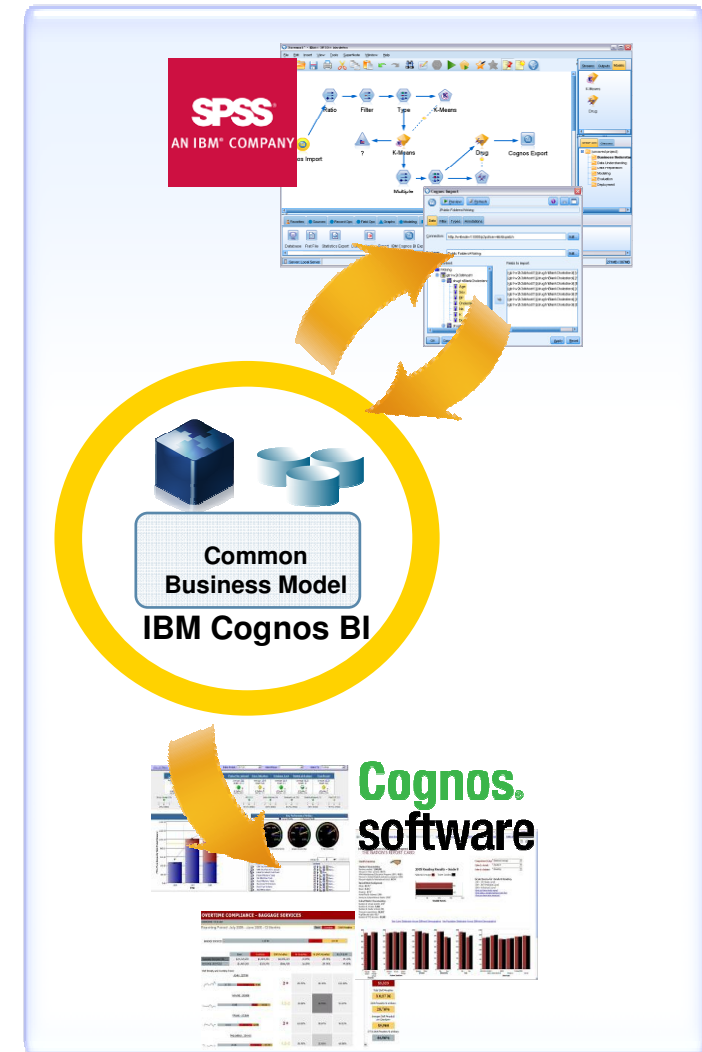


Uncover key insights in your corporate data by integrating predictive analytics as a core activity to drive business decisions

Integration with IBM SPSS Modeler

Solution Highlights

- Leverage BI to identify problem or situation needing attention
- Develop factual context using reliable trends, patterns and predictions.
- Distribute predictive results to broad user communities by publishing into the Cognos Business Intelligence environment.





Managed contribution powered by IBM Cognos TM1

Managed workflow blended with analysis delivers wider, deeper and more accurate view when planning business activities.

Contribution with IBM Cognos TM1

Solution Highlights

- Create personalized hierarchies and dimensions.
- Create views of information that suit your own business needs.
- Drill, sort, link and chart data.
- Make changes on the fly for up-to-the minute analysis.

Easily create, contribute and track changes via intuitive workflow

The screenshot displays the IBM Cognos TM1 interface. On the left, there is a 'Design' pane showing a tree view of objects including 'Expense Forecast', 'Views', 'Expense Detail (By Category)', 'Manual Entry', 'Expense Detail', 'Expense Summary', 'Expense Baseline', 'Drop TMI View here', 'Approval', and 'Approval'. Below this is the 'TMI Objects' pane showing a hierarchy of objects like 'Cubes', 'CorporatesDriver', 'Drivers', 'ExpenseBaseline', 'ExpenseDetail', 'Dimensions', 'ExpenseDetail_by_C', 'ManualEntry', and 'ManualEntry_Summary'. The main area shows a workflow diagram with four steps: 1. Define Contributor Views, 2. Select an Approval Hierarchy, 3. Deploy the Application, and 4. Define Security. An orange callout box points to the workflow diagram with the text 'Easily create, contribute and track changes via intuitive workflow'. Below the workflow diagram is a table titled 'Contributor - Expense Forecast'.

You are a reviewer or contributor for:			
Name	State	Ownership	Reviewer
Total Company	Incomplete	None	None
Which consists of:			
Name	State	Ownership	Reviewer
Total Company (All)	Work In Progress	Admin	None
UK Sales	Not Started	None	None
US Operations	Not Started	None	None
UK Operations	Not Started	None	None
US Sales	Not Started	None	None

Workflow Detail for Total Company

Current state: Incomplete

At least one item belonging to this item is Not started, and at least one other item is in a state of Work In Progress. The Incomplete state applies only to review approval items.

Changed time: June 15, 2009 9:26:21 AM EDT

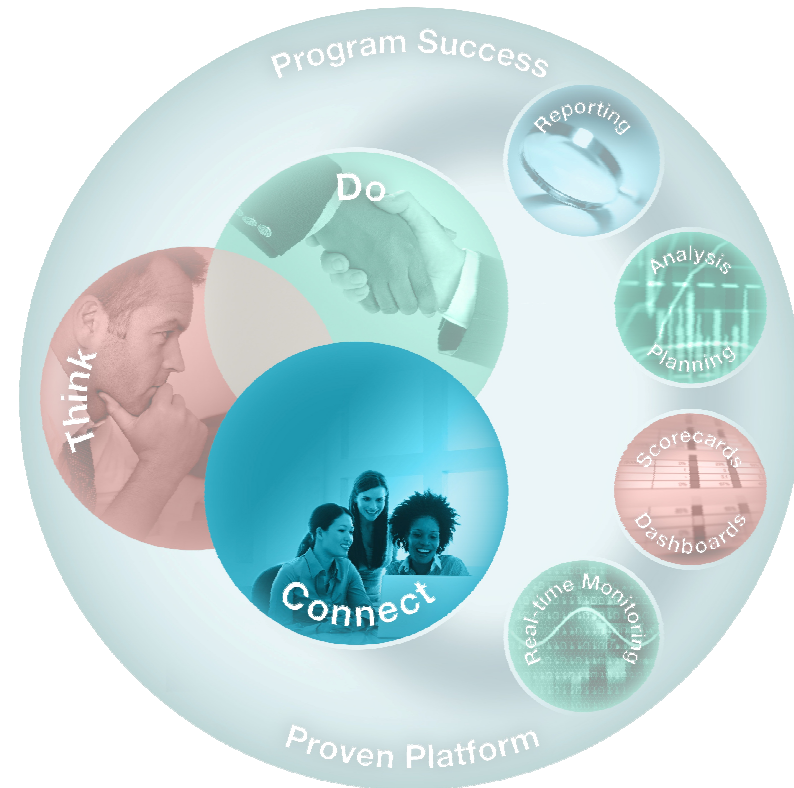
Changed by: Admin

Viewed: yes

Reviewed: no

Connect with Others

Decision networks
Business context
Accountability





Connect with Others

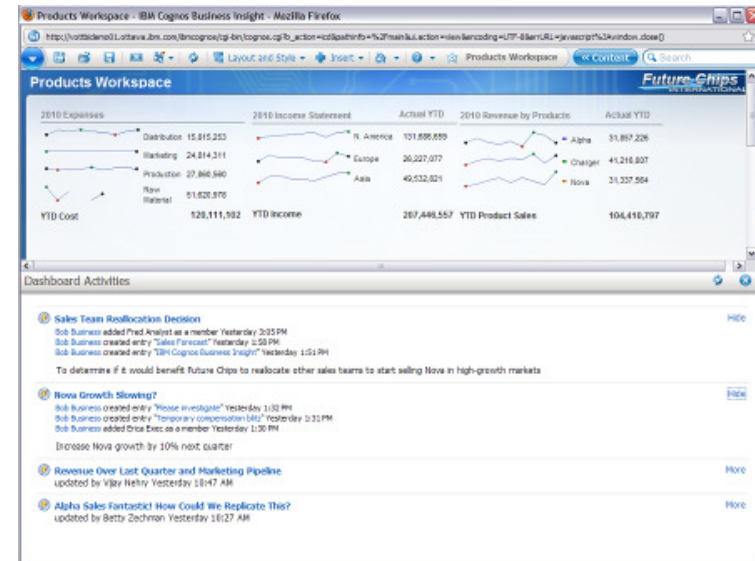
Collective intelligence to share insights and gain alignment

- **Cognos 10 Advances**

- Engage others in decision networks to discuss issues, share insights and align to *make smarter decisions*
- Attach comments/annotations to BI content, build a repository of decision history to *raise knowledge capital in the organization*
- Support workflow to establish accountability and *engage the right people at the right time*

- **New/Advanced Features**

- Annotations
- Cognos Collaboration (Lotus Connections)



Built-in collaboration and social networking fuels the exchange of ideas and knowledge that naturally occurs in the decision-making process



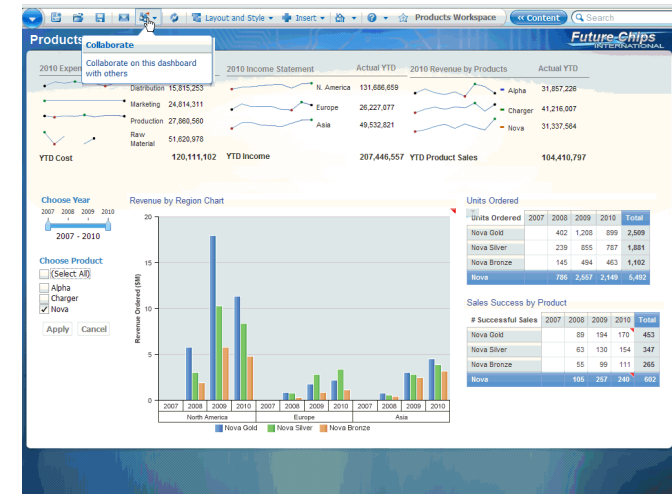
Built in social networking to connect and align

Build stronger relationships and a reliable corporate memory by collecting, organizing, sharing and reusing work

IBM Cognos Collaboration

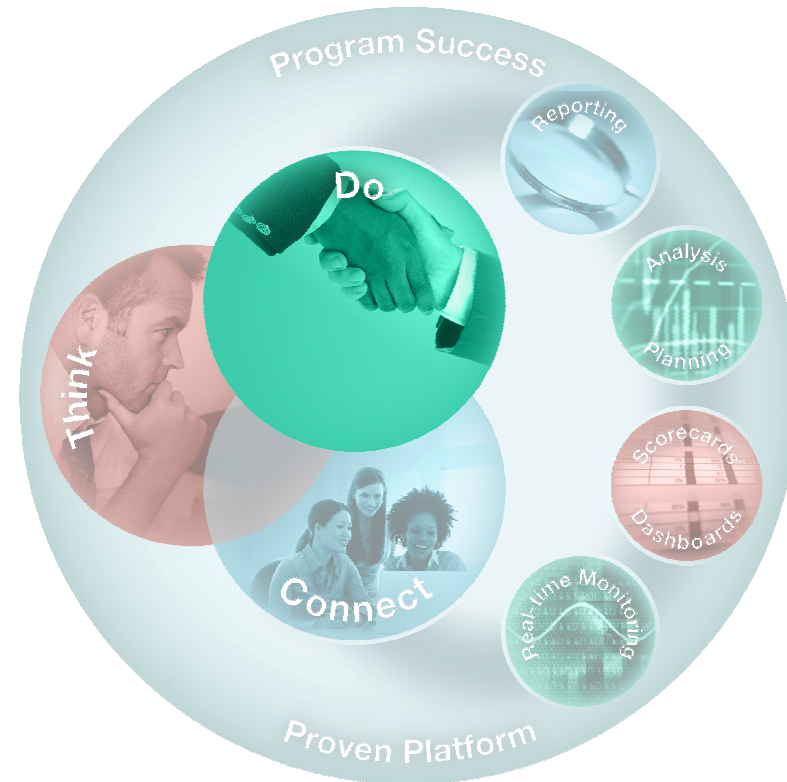
Solution Highlights

- Link directly from Cognos Business Insight to a Lotus Connections activity
- Create new activities directly from Business Insight
- Send email notifications directly from the Lotus Connections Activity
- Easily reference past decisions with integrated search



and Simply **Do**

Mobile and Disconnected
Integrated
Real-time



and Simply Do

Actionable insight everywhere at the point of impact



- **Cognos 10 advances**

- Adopt mobile to *accelerate delivery of interactive analytics* to executives and the frontlines
- *Address challenges of compressed decision cycles* with real-time analytics
- Integrate analytics in everyday work and in workflow to *inform business processes*

- **New/Enhanced Features**

- Cognos Mobile
- Cognos Active Report
- Cognos Real-Time Monitoring



Mobile, real-time, and portable BI transforms BI from a separate task, to BI informing everything you do



Analytics on the go for more devices and richer interaction

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

IBM Cognos Mobile

Solution Highlights

- Support for iPhone, iPad, BlackBerry, Windows Mobile, and Symbian mobile platforms
- Full BI interactivity including Drill Up/Down/Through
- Ability to schedule reports for immediate access to key content





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 interactively uncover new insights

IBM Cognos Active Report

Solution highlights

- Disconnected reporting application
- Fully interactive content
- Support for mass deployment
- Fast Performance





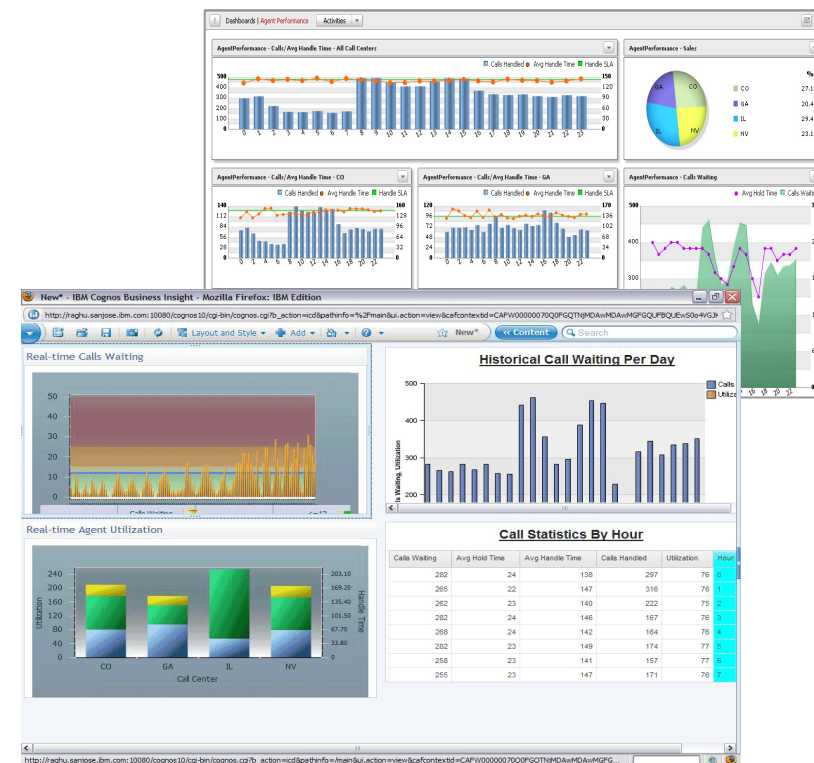
Ad-hoc analysis of real-time information

Make decisions in-flight by adding another dimension with integrated real time information to monitor the pulse of the business

IBM Cognos Real-time Monitoring

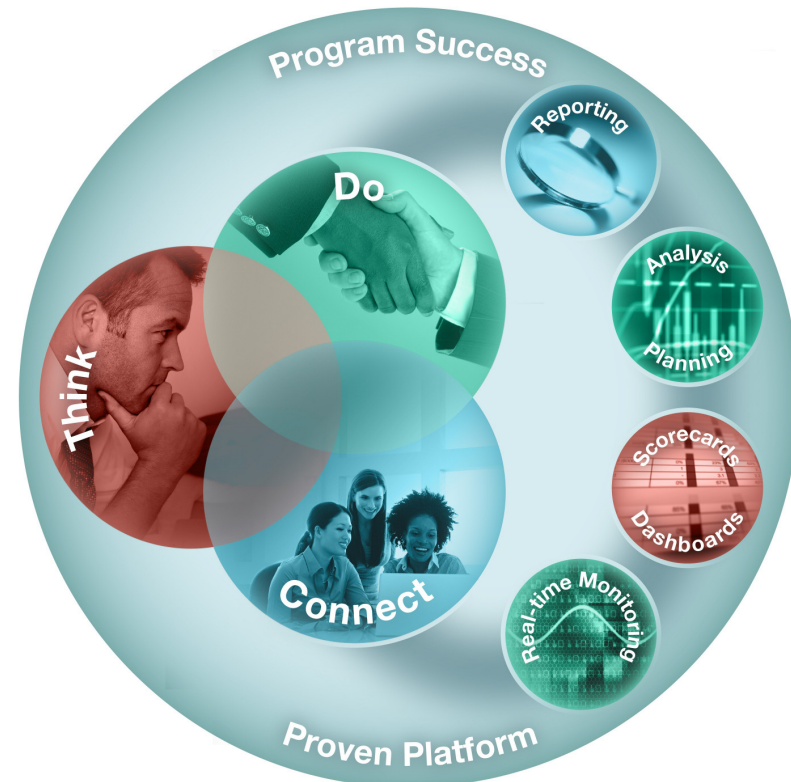
Solution

- Instantly view the information needed to monitor your business and make daily or hourly decisions
- View in context with other BI information directly in Business Insight
- Automatically alert the right people
- Determine the root cause of an issue
- Drill down and filter information so you have exactly what you need



Cognos 10 advances the platform

- **Optimize Performance**
 - In-memory processing
- **Accelerate Model Design**
 - Guided workflow-driven modeling
- **Enhance System Management**
 - More granular visibility and control
- **Streamline Lifecycle Management**
 - Ability to seamlessly upgrade



3x faster query

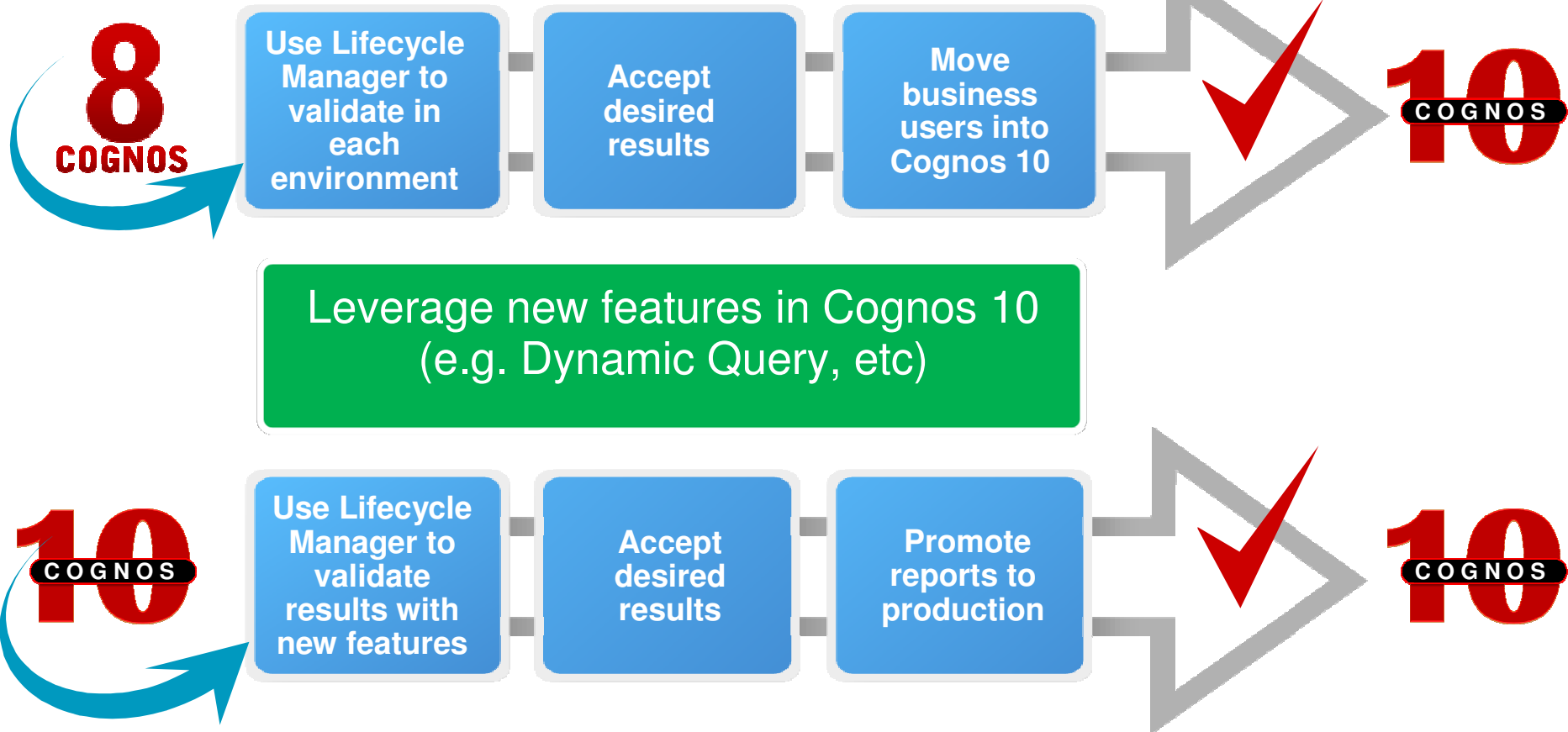
** When compared against IBM Cognos 8 BI software.
Based on selective results from tests conducted in
the IBM Performance and Scalability Labs on pre-
release Cognos 10 software*

**Proven platform to cost-effectively
scale for growing user
communities and data volumes**

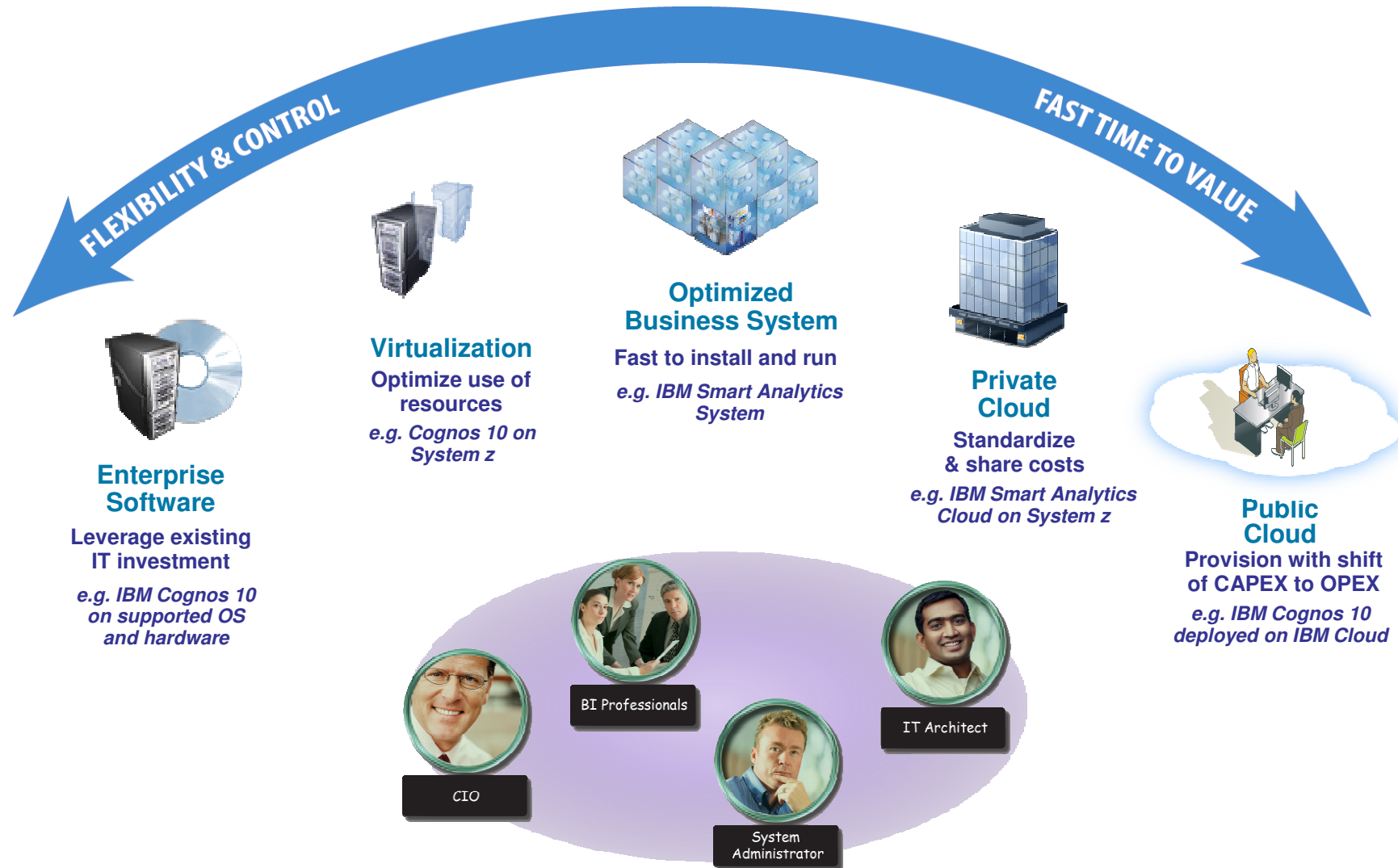
Cognos 10 streamlines lifecycle management with seamless upgrade



Upgrade first, then leverage new features



Expanded deployment options include Cloud, System z, and Power



Delivers expertise to our customers

- **New “how-to” books to deliver expertise**

- BI Strategy Book
- BI on Cloud
- BI Redbook

- **Workshops to help shape strategy**

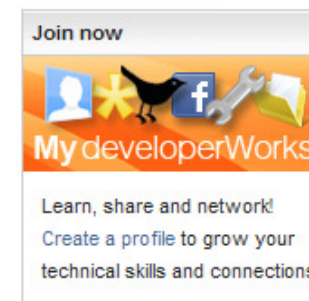
- Champion workshops
- Business Analytics experience

- **Services & Training to increase user adoption and productivity**

- Proven practice workshops, learning assessment and user adoption services
- Broader portfolio of self-paced training options

- **Communities to learn from, discuss hot topics and share experiences**

- Innovation Center
- DeveloperWorks, C^3 Blog
- Twitter, facebook and linked-in





Organizations Ready to Reap the Value

“I’m very impressed...”

“...be able to see the information and ...drill into something when you're having a chat with a colleague.”

Canadian Blood Services

“...simply stunning!”

“We have been making data sing and dance via Cognos since 1998... We have never been this excited about a product release...”

Barrachd Ltd



“...unprecedented level of innovation...”

“...business users are not just consuming information, they are actively participating and shaping the information and the way it is used

ISA Consulting

“...fast upgrade...”

“I am impressed with how fast we were able the upgrade to Cognos 10”

Canadian Blood Services



Thank You