



BA video





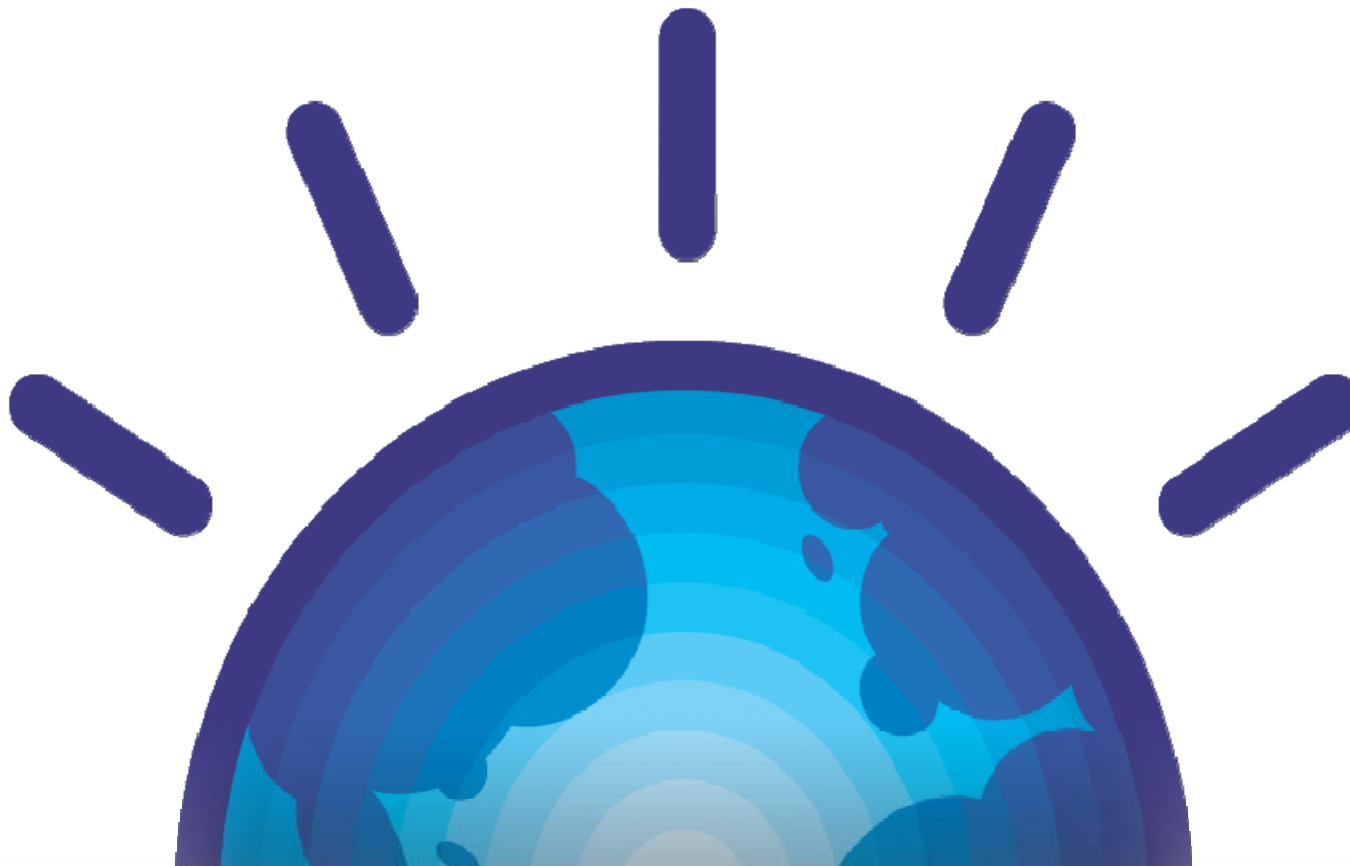
IBM COGNOS PERFORMANCE

Smarter Decisions. Better Results.



Sind Sie bereit, die Konkurrenz zu überholen?

**Chris Kaderli, Marketing und Strategic
Initiatives Executive, IBM Schweiz AG**



***“Insight and foresight are linked with leadership.
It's insight that helps to capture opportunity.”***

Zhou Ming, Executive Vice President and Secretary General, China Council for Int'l Investment Promotion (Source: IBM Global CEO Study, 2010)







**Generate
More Revenue**

Reduce Risk

**Predict Future Outcomes
with Greater Confidence**

Lower Costs



Saw weapons seizures grow 246%, gunfire incidents decrease 49% and homicide rates decline 40%...while reducing daily overtime costs by \$15k
– Richmond Police Department

Operations

Over \$300 million annually in customer fuel savings and fraud reduction
– Ceridian

Product Development

HR

Reduced waste and fraud by more than \$24 million unleashing resources to better serve customers
– Alameda County Social Services Agency

Generated productivity savings of 80% and increased compliance reporting scores from 57% to 97%
– Bancolombia

Customer Service

Created 600% increase in uptake of cross-sell campaigns, increased response rates 3% and reduced mailing costs by 20%
– First Tennessee Bank

Marketing

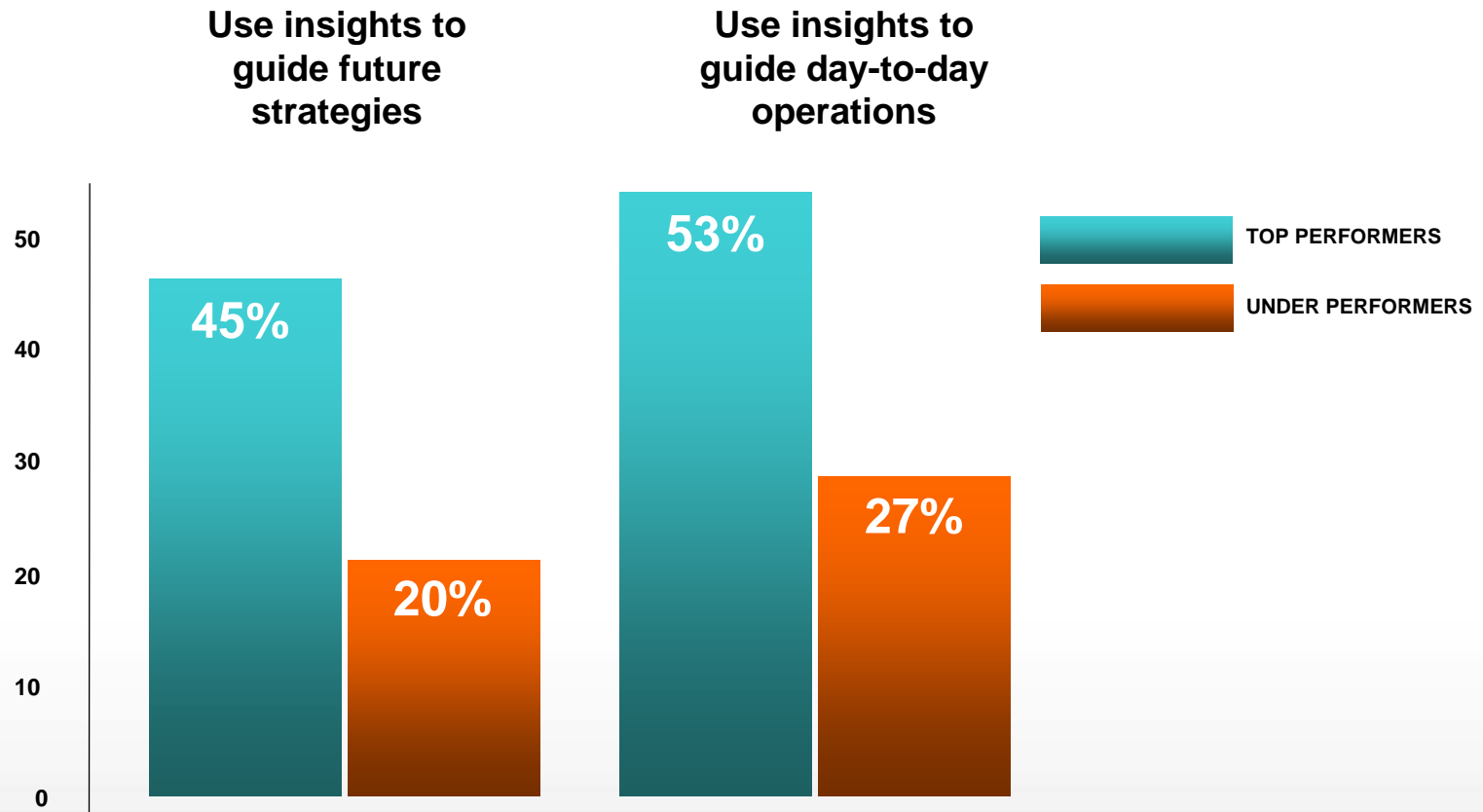
Lowered Accounts Receivable over 60 days by 3.5%, freeing up \$200 million of cash
– Omnicom Group

Finance





Analytics Drives Better Business Outcomes



Source: IBM IBV and MIT Sloan Management Review. Groupings based upon respondent self-assessment for enterprise relative to industry peer group; top and lower performers were upper and lower 18%, respectively. N=2535. Full preview available at: <http://sloanreview.mit.edu/>



Analytics Driven Organizations...

Anticipate

& Shape

Business Outcomes





Becoming Analytics Driven





The Journey

Better Business Outcomes

Business Analytics & Optimization

Performance Management

Business Intelligence





Continued Innovation

Better Business Outcomes

 OPENPAGES



• Cognos TM1

• Cognos Express

• Cognos 8 Mashup Service

• Content Analytics

• New Analytic Applications

• Smart Analytics System

• System z support

• Many Eyes

• Massive scale analytics





Business Analytics & Optimization Solutions

Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

Cross-Industry Solutions

Finance

Human Capital

Supply Chain / Operations

Customer

Business Analytics

Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

Information Management and Governance

Information Integration & Master Data Management
Data Warehousing

Content Management

Data Management

Workload Optimized Systems



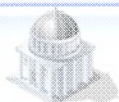


Business Analytics & Optimization Solutions

Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

Cross-Industry Solutions

Finance

Human Capital

Supply Chain / Operations

Customer

Business Analytics

Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

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Workload Optimized Systems



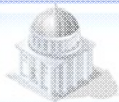


Business Analytics & Optimization Solutions

Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

Cross-Industry Solutions

Finance

Health

Retail / Consumer

Customer

Business Analytics

Business Intelligence

Predictive Analytics

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INTELLIGENCE UNLEASHED



C10 VIDEO



INTELLIGENCE UNLEASHED

Freedom to **Think**

Connect with Others

and Simply **Do**



**Proven platform with
seamless upgrade.**



Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction





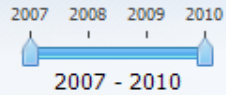
DEMO

**Analytics Everyone
Can Use**

Revenue Dashboard



Choose Year

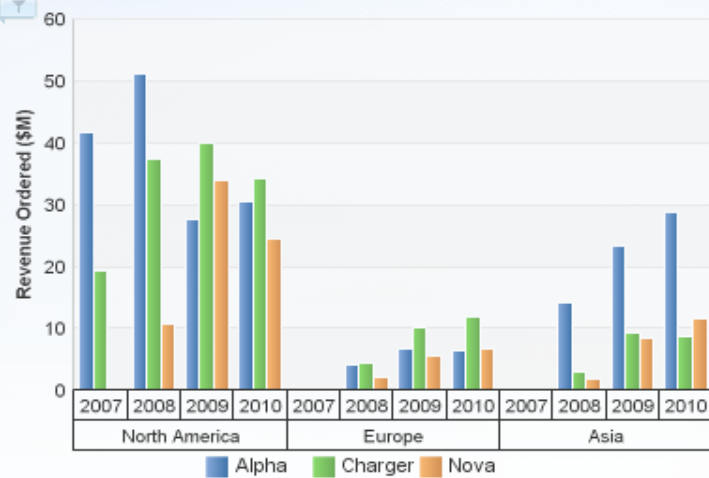


Choose Product

- (Select All)
- Alpha
- Charger
- Nova

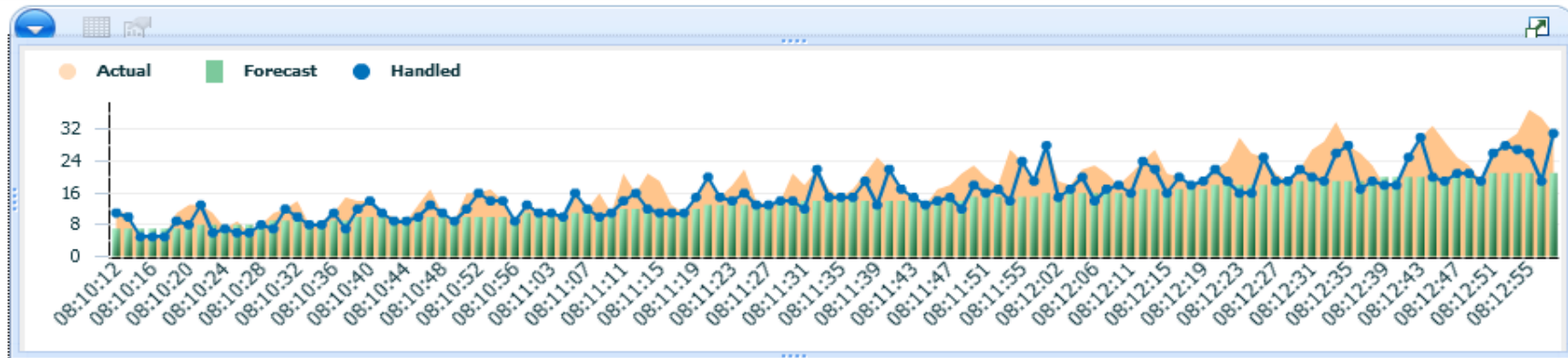
Apply Cancel

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



Transferring data from vottbidemo01.ottawa.ibm.com...

Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction



Connect with Others

- Decision networks
- Business context
- Accountability





DEMO

**Gain Insights and
Drive Alignment**

Products Workspace



2010 Expenses



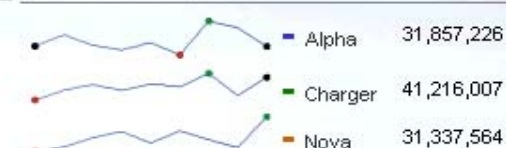
2010 Income Statement



Actual YTD

2010 Revenue by Products

Actual YTD



YTD Cost

120,111,102

YTD Income

207,446,557

YTD Product Sales

104,410,797

Choose Year

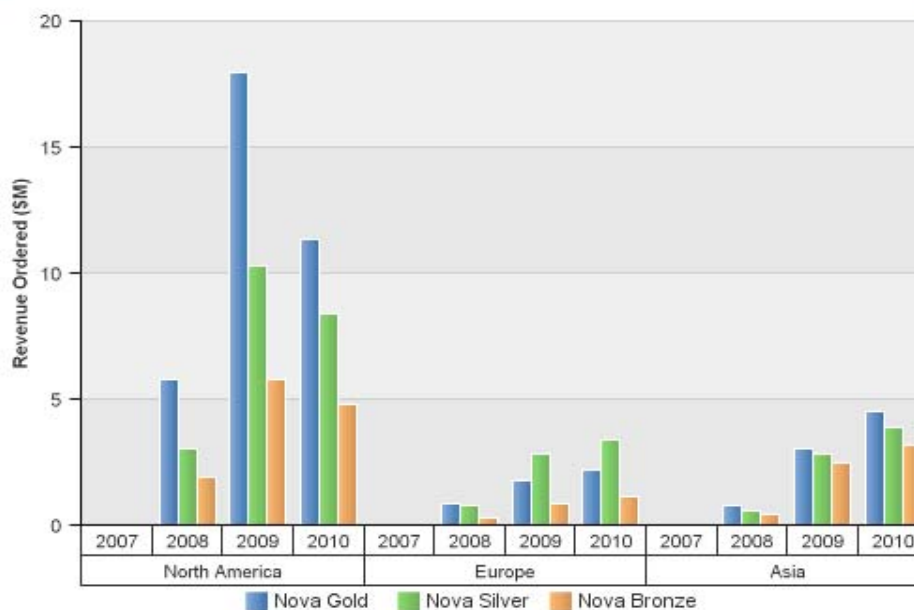


Choose Product

- (Select All)
- Alpha
- Charger
- Nova

Apply Cancel

Revenue by Region Chart



Units Ordered

Units Ordered	2007	2008	2009	2010	Total
Nova Gold		402	1,208	899	2,509
Nova Silver		239	855	787	1,881
Nova Bronze		145	494	463	1,102
Nova		786	2,557	2,149	5,492

Sales Success by Product

# Successful Sales	2007	2008	2009	2010	Total
Nova Gold		89	194	170	453
Nova Silver		63	130	154	347
Nova Bronze		55	99	111	265
Nova		105	257	240	602

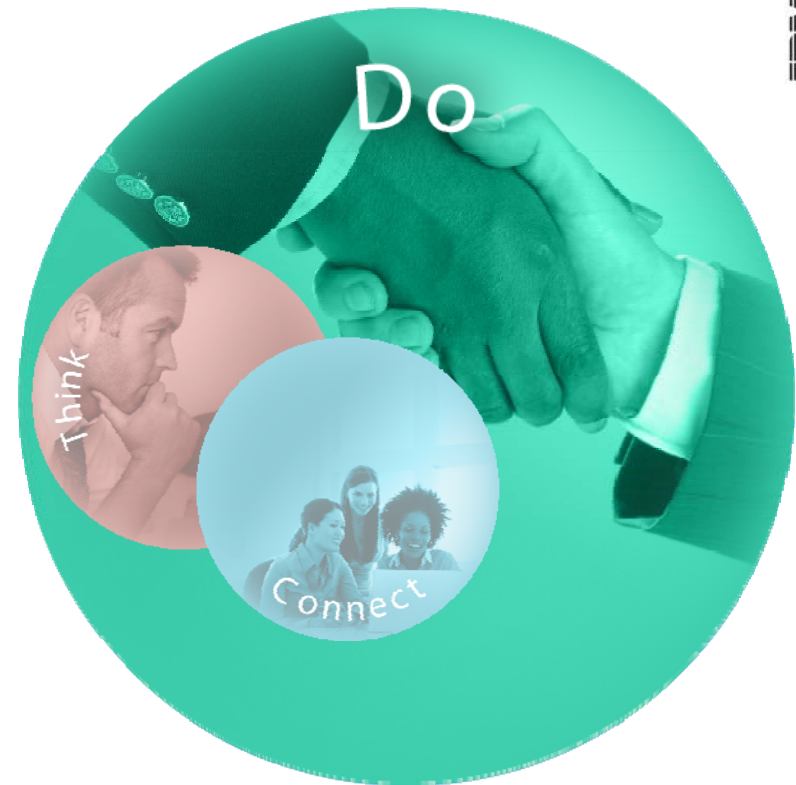
Connect with Others

- Decision networks
- Business context
- Accountability



and Simply Do

- Mobile and Portable
- Integrated
- Real-time





DEMO

**Actionable Insight
Everywhere**

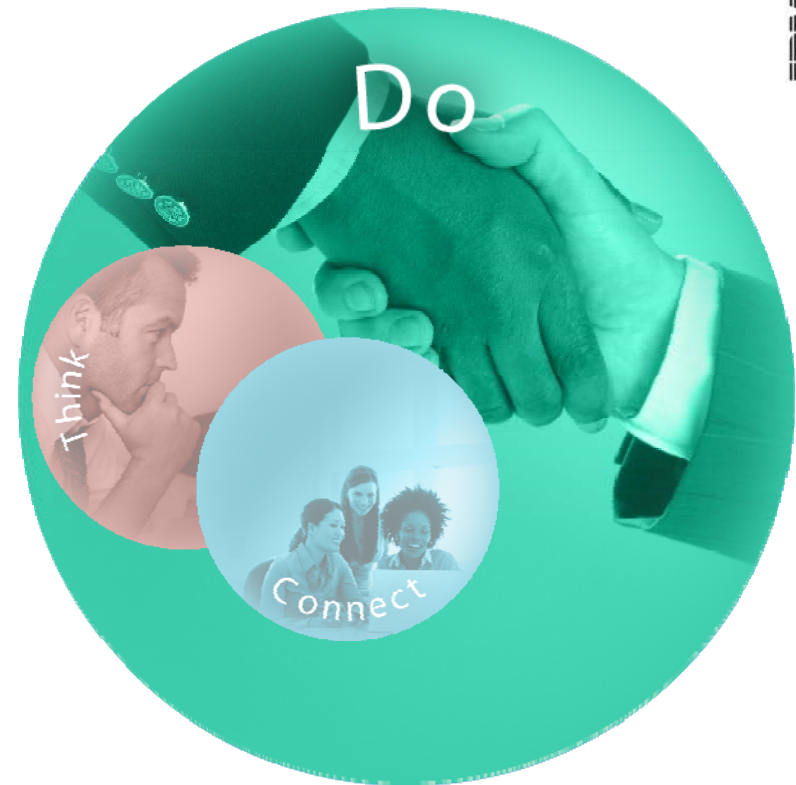


Shift to show live IBM Cognos Active Report



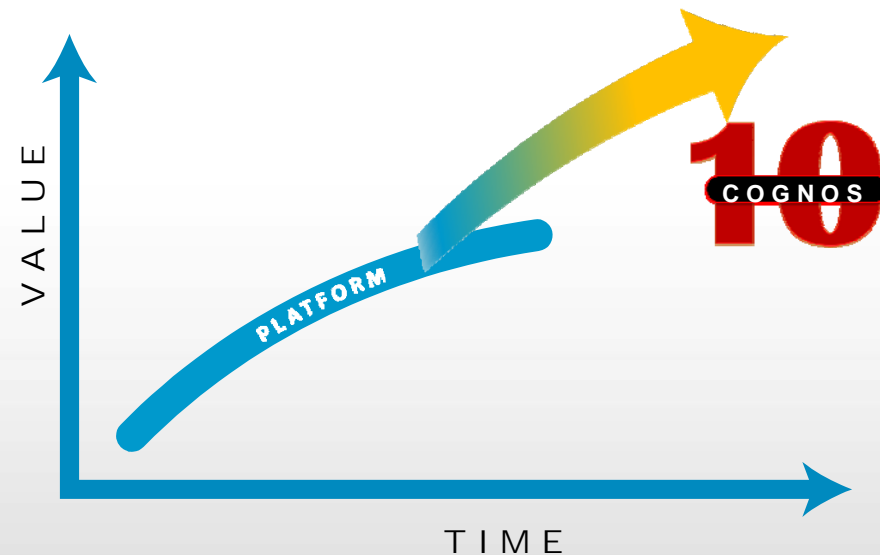
and Simply Do

- Mobile and Portable
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- Real-time



Platform Advances

- Optimize Performance
- Enhance Management
- Seamless Upgrade





DEMO

Cost-effective Scale

- Tasks
- [Validate in Source](#)
- [Run in Source](#)
- [Validate in Target](#)
- [Run in Target](#)
- [Output Comparison](#)**
- Dashboards
- [Tasks Summary](#)

Output Comparison > Future Chips International > **Operational Reports**

1 - 23 of 23

Name	Status	DQM enabled	Progress	Options
Balance Sheet as at Dec 31 2009	No Differences	D D	● ● ● ●	[Options]
Budget vs. Actual	Approved	D D	● ● ● ●	[Options]
Company Balance Sheet as at Dec 31 2009	No Differences	D D	● ● ● ●	[Options]
Customer Returns and Satisfaction	No Differences	D D	● ● ● ●	[Options]
Employee Satisfaction 2010	No Differences	D D	● ● ● ●	[Options]
Employee Training by Year	No Differences	D D	● ● ● ●	[Options]
Eyewear revenue by brand and size	No Differences	D D	● ● ● ●	[Options]
Global Bonus Report	No Differences	D D	● ● ● ●	[Options]
Manager Profile	No Differences	D D	● ● ● ●	[Options]
Planned Headcount	No Differences	D D	● ● ● ●	[Options]
Positions to fill	New	● ●	● ● ● ●	[Options]
Promotion Success	New	● ●	● ● ● ●	[Options]
Quantity Sold vs. Shipped and Inventory	New	● ●	● ● ● ●	[Options]
Recruitment Report	New	● ●	● ● ● ●	[Options]
Return Quantity by Order Method	New	● ●	● ● ● ●	[Options]
Returned Items	New	● ●	● ● ● ●	[Options]
Returns by Damage, Failed Orders and Complaints in 2010	New	● ●	● ● ● ●	[Options]
Returns by Failed Orders in 2010	New	● ●	● ● ● ●	[Options]
Returns by Order Method	New	● ●	● ● ● ●	[Options]
Returns by Order Method - Prompted Chart	New	● ●	● ● ● ●	[Options]
Sales Commissions for Central Europe	New	● ●	● ● ● ●	[Options]
Sales Growth Year Over Year	New	● ●	● ● ● ●	[Options]
Succession Report	New	● ●	● ● ● ●	[Options]

Compare reports **Go**

- [Launch Source Portal](#)
- [Launch Target Portal](#)

I



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”

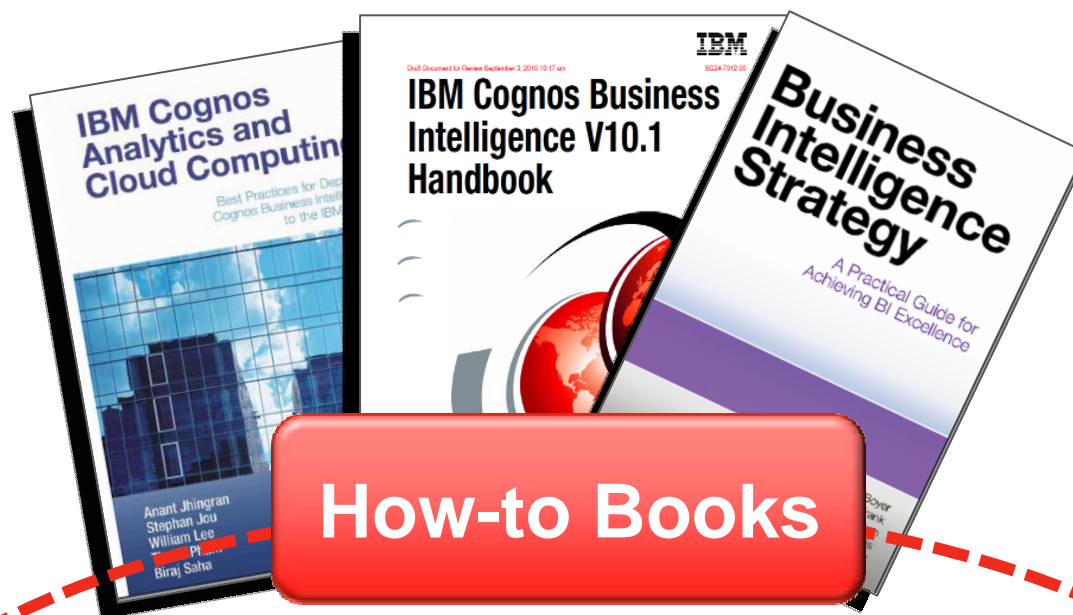
Canadian Blood Services





Broader Deployment Choice





How-to Books

Communities

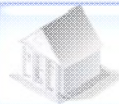
Workshops

Services

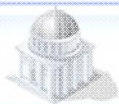


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Greater Value



- **Broader Business Analytics**
- **Business Optimization**
- **Information Governance**
- **System Management**
- **Optimized Systems**





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