



# IBM PERFORMANCE EVENTS

Smarter Decisions. Better Results.



# Reaching more people across the organisation with IBM Cognos 10

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# Agenda



- The changing workforce
- The vision of Pervasive BI
- IBM Cognos BI 10.1
  - IBM Cognos Mobile
  - IBM Cognos Active Report
  - IBM Cognos for Microsoft Office
  - IBM Cognos Collaboration
  - IBM Cognos Mashup Services
- Summary
- Questions



# 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.**

# The changing workforce

According to research from "Gartner's View of Enterprise Mobility," there will be a **30% growth of mobile application deployments per year** thru 2011. Devices for the enterprise have continued to impact the business world through new technology and services that can **improve productivity and communication.**

**iPhone Sales to Surpass 100 Million by 2011..**

## Massive growth of Social Networking

- *Facebook usage statistics:*
- More than 500 Million active users
- An average of 250,000 registrants per day since 2007







## Pervasive BI remains a vision

“For business intelligence to have a more profound business impact, BI needs to be deployed to all personnel who make decisions, whether strategic or operational.”

“For companies who still primarily view BI as a power user tool, instead, picture all employees having access to information to support their daily decisions and actions, with tools that work in the ways they need them to.”



Source: 2009 Successful BI Survey “Best practices in business intelligence for greater business impact” Nov 2009 - Cindi Howson - BIScorecard



# 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**

# 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
- 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





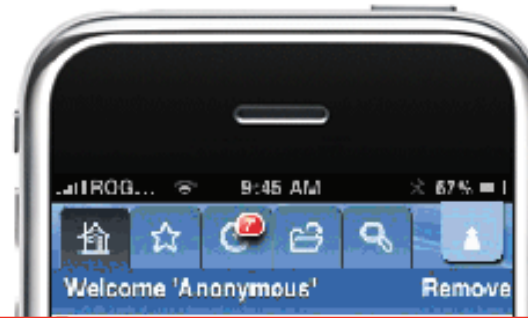
# IBM Cognos Mobile 10.1

- IBM Cognos Mobile support for iPhone and iPad
  - Zero footprint Web application for both iPhone and iPad
  - Full BI interactivity including Drill Up/Down/Through using common Touch gestures
- Broad and intuitive Prompt support
  - Support for additional prompt types and format pages
- New and Enhanced user interface for the BlackBerry device
  - New and Improved user interface using modern BlackBerry design paradigm

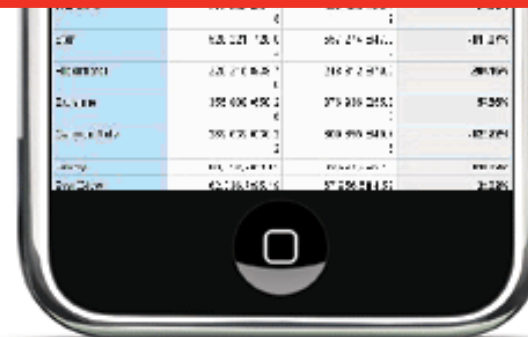




# Demonstration



## Demo IBM Cognos Mobile





# Business drivers for disconnected BI consumers

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

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

**Interactivity**

Access and work with information without wait times

**Performance**

Access and interact with dashboard content while disconnected from the network

**Disconnected**

Access dashboards as attachments in email rather than through a website

**Distribution**





# 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 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**







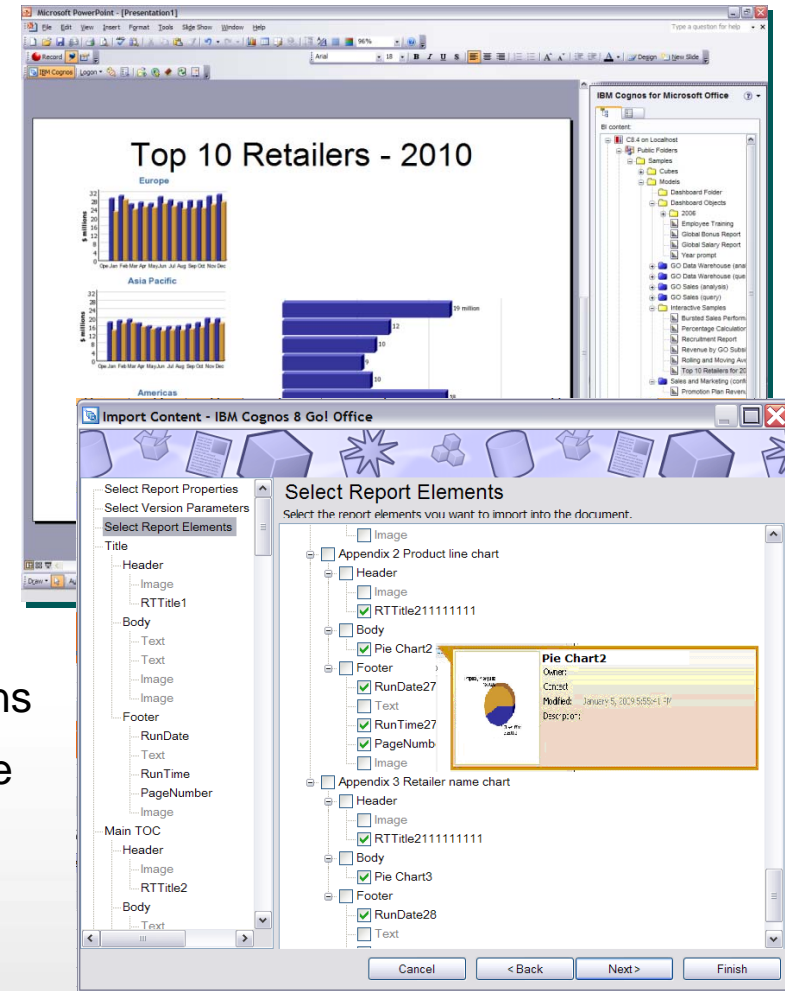
# Communicate BI content in standard MS Office formats

*Import BI content into MS Office tools and add additional context for Presentations and Briefing books*

## IBM Cognos for Microsoft Office

### Solution Highlights

- Create and distribute briefing books.
- Refresh BI content directly within MS Office tools
- Modify and share BI content using familiar applications
- Publish and share Cognos-enabled files to the secure BI portal





# Demonstration

Microsoft PowerPoint - [Presentation1]

File Edit View Insert Format Tools Slide Show Window Help

Type a question for help

Record IBM Cognos Logon

Arial 18 B I U S

Design New Slide

## Top 10 Retailers - 2010

### Demo

# IBM Cognos for Microsoft Office

Americas

\$ millions

0 4 8 12 16 20 24 28 32

0pe Jan Feb Mar Apr MayJun Jul Aug Sep Oct Nov Dec

0 8 16 24

Sales target

9 10 18 10 10 10 10 9

IBM Cognos for Microsoft Office

BI content:

- C8.4 on Localhost
- Public Folders

older  
bjects

e Training  
onus Report  
alary Report  
mpt  
arehouse (anal  
arehouse (que  
alysis)  
ery)  
amples  
Sales Perform  
age Calculation  
tment Report

Revenue by GO Subs  
Rolling and Moving Ave  
Top 10 Retailers for 20  
Promotion Plan Reven

New Folder  
Sample Template  
Report View of 2005 Sales Sun

My Folders

- Colorado demo env
- Colorado Test
- IB 37
- Julie Johnston

Search

Import content...

View report

Slide 3 of 4

Default Design

English (U.S.)

# 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**

# IBM Cognos Collaboration

IBM Cognos 10 BI

**Reports**

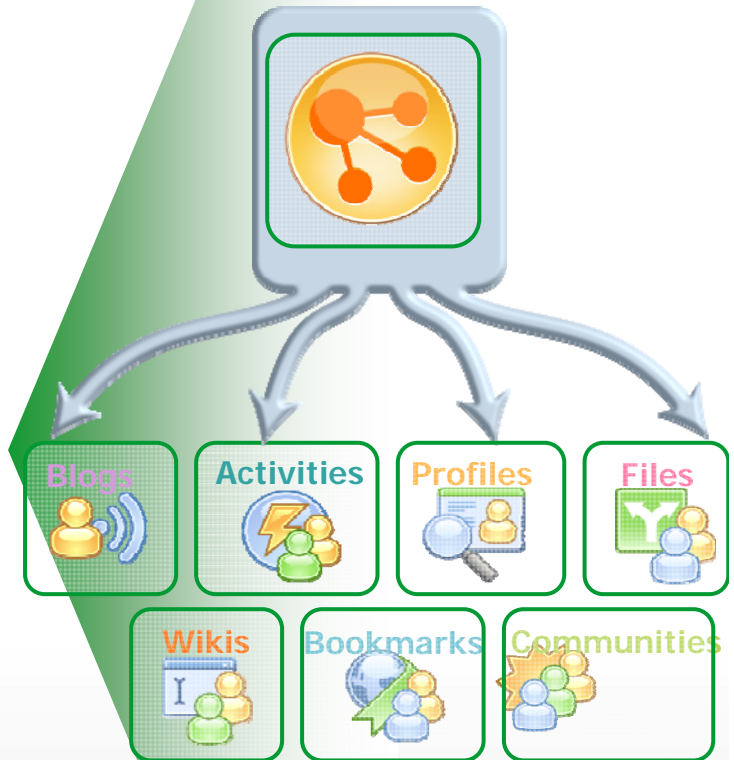
**Ad-hoc queries**

**Analysis**

**Dashboards**

**IBM Cognos  
Collaboration**

Lotus Connections





# Business drivers for embedded BI

## Business Users/Managers are looking to...

View BI information in the context of their day-to-day processes and applications

**Relevant and contextual BI**

Combine internal business information with changing market data

**Create situational or “Quick” apps**

Reduce Development costs and effort required to embed BI into third party applications, portals and visualization tools

**Increased ROI**



# View BI information in the context of your day-to-day processes and applications



*Provide BI that's relevant to the context of the users daily workflow and/or process*

## IBM Cognos Mashup Service

### Solution Highlights

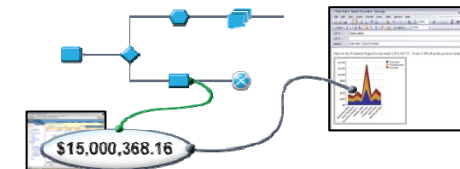
- API automatically and securely exposes BI content as a Web Service
- Provides Author once, use many times functionality
- Simplifies integration of BI content into applications and portals
- Powers vertical and domain specific visualizations

Product	Sales	Profit
Product A	100000	20000
Product B	200000	40000
Product C	300000	60000
Product D	400000	80000
Product E	500000	100000

Applications



Mashups



Processes



Visualizations



# Demonstration

## Demo IBM Cognos Mashup Service

The screenshot shows a web browser displaying the SFAutomation.com application. The page title is 'SFAutomation.com' and the URL is 'http://localhost:10000/...'. The navigation menu includes 'Home', 'My Portal', 'Calendar', 'Activities', 'Contacts', 'Accounts', 'Leads', 'Opportunities', 'Cases', 'Bug Tracker', 'Documents', and 'Emails'. The 'My Leads' section is active, displaying a table with the following data:

Name	Office Phone	Date Created
Abby Kam	(482) 429-8599	2007-07-29 10:46
Arianna Amelie	(489) 656-3974	2007-07-29 10:46
Ashley Tappan	(172) 837-2584	2007-07-29 10:46
Ashlene Silverman	(372) 393-0871	2007-07-29 10:46
Ahmad Silverberg	(144) 656-7033	2007-07-29 10:46

## Conclusion

- The way we work is changing
  - Social Networking is changing corporate culture
  - Growth in enterprise mobility is unsurpassed
- Pervasive BI remains a vision
- C10 provides the capabilities to equip and empower more Business Users in your organization using tools that are relevant, timely and in context





# 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





**PAUSE**