

change++ demo: Using interactive dashboards with IBM Cognos Express

Online demo transcript

This is a typical IBM Cognos Express dashboard. It's been designed with finance users primarily in mind, but it's easy to pull together dashboards for different hotel functions or sets of people. For example, you could just as easily build a dashboard for the sales team, which might contain details of reservations to date and how they were made – Internet bookings, telephone reservations, travel agent bookings and so on.

Think of a dashboard as your head-up display. This one contains key reports for finance. So starting at the top left, we have a set of KPIs – that is, key performance indicators – and an operating summary. Enough to show me that my occupancy is slightly down for period 9 and this means that despite achieving my budget for average day rate, my revenue per available room is lower than it should be. I'd like to see a bit more detail on my operating summary, so I can drill through to a report containing a lot more information.

This report uses the tenth edition of uniform accounts format, but you can design it however you like. It's a standard report, but color coding helps me to see just where my problems lie. It looks like I'm down on budget pretty well across the board, but still well up on last year.

Going back to my dashboard, you can see that I also like to keep a close eye on my RevPar trends. Now, I could drill in to see trends for individual hotels, but it's obvious from these reports that RevPar for London and the West region are suffering most. It looks like some of my largest London hotels are particularly struggling because both West Hampstead and Regents Park are in the bottom five in my top five/bottom five report based on budget variance.

Based on this evidence, my next move would be to use IBM Cognos Express analysis tools to take a closer look at the London hotels performance to find out exactly what's going on.

And assuming I can come up with some ideas to reverse the trend, I could use the modelling and forecasting components of IBM Cognos Express to see what effect they are likely to have on my bottom line.

I hope this has helped you to understand how IBM Cognos Express can:

- Cut the time it takes to prepare the figures by automating manual processes
- Enable you to broadcast the results to finance and other managers simply and reliably, and
- Drill into the detail for more information to help you to analyse your results

Which is explained in more detail on the change++ website. Thanks for watching.