

IBM Persona Demo – Analyst VO Script

Constant change in the business world requires your company to make faster, smarter decisions. As a result, many people across your organization, from general business consumers to departmental leads to specialized analysts, have a wide range of analysis requirements. With the help of IBM Cognos Business Intelligence, these individuals can view, assemble and analyze all the information required to make smarter decisions, and assess your immediate business situation with more advanced, predictive or what-if analysis.

In this scenario, we explore a fictitious company called Future Chips International, which manufactures and supplies electronic components. They have three major product lines: Alpha, Charger and Nova. We assume the role of the Analyst who has been asked to find out why the Alpha and the Nova products have been underperforming in the Asia market, and to investigate solutions to increase revenue.

To begin, the Analyst explores IBM Cognos Business Insight, the new Cognos Business Intelligence workspace, and quickly decides he needs additional information to help analyze why there is poor performance in Asia. Moving to the content pane and dragging in some information will provide further insight. This content area contains artifacts that have been previously authored and are based on a single, reliable version of the truth.

By simply dragging and dropping **Revenue by Year** into the workspace, the Analyst can now see this information in context with the rest of the information on his workspace.

In this mode, the Analyst has access to more advanced functionality. At the right, we have the modeled metadata tree, and more robust functions available in the context-sensitive menu.

First, he will narrow the investigation and focus only on the past two years, removing the 2008 data set.

Looking at the regions at a high level may not provide enough information, so he expands **regions** to take a closer look. Alternatively, he could choose to replace the current view with **Level Members** to display all countries in each geographic region, showing an apples-to-apples comparison at the level of detail required.

Notice that all of the standard analysis functions are available here. For example, he can perform a standard Top/Bottom analysis, and create a set that includes the top three regions by Win/Loss percentage.

Not surprisingly, there are no Asian countries in the resultant set.

So how do the Asian set of countries compare?

The Analyst drags and drops the Asian countries underneath the set of top three performers for comparison.

Style editing delivers a consistent look and feel across all the countries. With the eyedropper he picks up the targeted style and then applies it to the required fields.

Formatting options such as these are simple and accessible, eliminating the requirement for a report author's assistance.

The Analyst is now effectively working with two sets. For further analysis, he may want to unify these into a single set.

By accessing the modeled metadata, the Analyst can add headcount measures to this cross-tab just by dragging and dropping from the content pane. Deleting **revenue** focuses the analysis on the relationship between win/loss and headcount by region.

Essentially, the Analyst has now created his own set of data for analysis, and has discovered that win/loss has declined year-over-year in Asia, as has headcount.

For a Business Analyst, this analysis is simple yet extremely powerful. But it's also important that other business users who use the same type of analysis understand how it was created. Accessing the **Edit Set** function shows clearly how the set was created and enables additional manipulation of the results.

Now that the analysis is complete, selecting the **done** button brings the Analyst back to the context of his workspace, with the new addition of the modified object.

The original objective was not only to determine what was going on in Asia, but also to suggest some changes or possible solutions.

IBM Cognos Business Intelligence truly redefines how we think of business intelligence. For example, this **Headcount Forecast** widget is powered by a 64-bit in-memory analytic engine that is ideal for on-the-fly what-if scenario analysis and planning.

Exposing the value of driver-based planning, this model has a linkage between headcount and win/loss percentage, enabling easy what-if analysis around headcount.

Now the Analyst can simply adjust headcount and see what the material impact is on the rest of the values on the workspace.

Upping the headcount to 35 across the Asian regions and applying an equal spread, he sees an impact on the key metrics he is tracking. These top two widgets are based on the Cognos TM1 data, and upon refresh show the modified data after the write-back.

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