IBM COGNOS BUSINESS INTELLIGENCE DEPARTMENTAL DEMONSTRATION ONLINE TRANSCRIPT

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Overview

Today there's no such thing as "business as usual" or even "Business <u>Analytics</u> as usual." To outperform the competition, you have to seize on new challenges and opportunities *in a flash,* staying agile and able to rapidly assess, reinvent and adjust business strategies.

To succeed, all your departments have to be connected and collaborating with integrated access to the vast amounts of continually-burgeoning corporate information. And every department must be able to quickly sift and analyze that data … to discover nuggets of opportunity and insights.

There's a new way to achieve this organizational agility, connecting everyone in your organization with the insight, analytics and information they need to make better, faster, smarter decisions at every level, at every moment!

Now you can achieve this integration with IBM Cognos Business Intelligence.

IBM Cognos Business Intelligence brings together everything you need to maximize your competitive advantage. It enables an enterprise-wide integration and delivers a revolutionary new user experience with reporting, plus analysis, scorecarding and dashboards. It expands these business intelligence capabilities with planning, scenario modeling, real-time monitoring and predictive analytics.

IBM Cognos Business Intelligence ensures that your organization has strong interlocks. It enables everyone in your organization to think, connect with others to share insights, then simply do. The next winning strategy that will catapult you beyond the competition can now come from anywhere in your organization or from collaboration among a variety of departments.

Let's see how IBM Cognos Business Intelligence can deliver integrated business insight and better decisionmaking at the strategic, tactical and operational levels.

Departmental Demonstration

Here's a scenario using the hypothetical company, Future Chips International, or FCI. FCI is a global manufacturer and supplier of electronic components with three major product lines: Alpha, Charger and Nova.

An executive manager at FCI is critically reviewing the latest edition of the organizational performance dashboard periodic Active Report created with IBM Cognos Business Intelligence.

She uses her customized IBM Cognos Active Report to easily identify and freeze which regions, markets and segments Future Chips could better compete in along with which product lines need a push to optimize market returns. IBM Cognos Active Report is an output type that lets users explore business information without having to rely on network connectivity.

As she reviews some of her key dashboards, she wonders whether there's an opportunity to sell significantly more Nova product in North American markets.

She contacts the Finance department and requests that they run a scenario on her proposed North American sales strategy.

Finance leverages IBM Cognos Business Insight to assemble and explore all types of data across the three time horizons through this dynamic, highly personalized interface.

Then using what-if scenario analysis capabilities, they open up a market strategy web sheet.

IBM Cognos TM1 enterprise planning software provides "what-if" scenario modeling and driver-based planning. It's a complete dynamic environment for developing timely, reliable and personalized forecasts and budgets.

By adjusting the proposed market shares in North America, they can see immediately what impact the new strategy will have.

They quickly contact the executive manager to tell her that their analyses back up her initial findings. The proposed strategy to aggressively pitch Nova in North American markets is likely to be a strong financial win.

Our FCI executive opens her unified workspace and quickly begins to assemble a cross-departmental team using the built-in Lotus Connections software. She creates a threaded discussion for this project, so team members across roles and departments can easily come together to refine and review the new North American sales strategy.

A team member from Sales receives an email and in his workspace looks to see if the Sales department currently has the bandwidth to take on this new initiative.

He performs a search for the sales reps and partners by customer priority and looks at ways the sales resources could be calibrated to accommodate this new North American strategy. Yes, there is a way. Sales can take on this initiative, but not without significant help from Marketing and Customer Service.

He then contacts the team member in marketing to see how they could support the initiative.

Our marketing team member is able to quickly and easily pull together both internal and external data by himself without having to rely on specialized IT support.

He does this by using IBM Cognos Business Insight Advanced.

IBM Cognos Business Insight Advanced performs complex analysis with ease using relational queries to better analyze data and identify underlying patterns.

Marketing spend allocation is calibrated to support the new revenue target for the Nova product line for the North American markets.

The operations team member keeps an eye on the new initiative.

She customizes her "unified workspace" with a real time monitoring feed. She uses filters on important criteria, like the Inventory Management and Demand Forecasts.

She also takes time to monitor and calibrate decisions in Purchasing, Procurement, Distribution and Logistics. This way she can ensure the quality of raw materials and that the finished products are efficiently delivered to North America.

She then realizes she should touch base with the Product Development team to know more about the R&D spend on Nova.

The manager in Product Development sees that the budget for R&D on the Nova product line needs to be increased to ensure the success of the new initiative.

Customer Service, always a critical communications link in any sales campaign is kept up-to-date on the new strategy with the IBM Cognos Active Report.

The active report allows him to perform a few analyses of his own even when he's not connected to the network.

Now switching to his customized Business Insight workspace, he assures Product Development that a strong R&D on Nova product line directly reduces "Complaints and Claims" from customers.

Now that you've seen how all these departments worked together in the strategy implementation, let's fast-forward two quarters.

Our executive, using her personalized workspace checks the threaded discussion and continuously monitors the progress of this new strategy.

While on the go, she uses IBM Cognos Mobile. IBM Cognos Mobile lets her receive fully interactive IBM Cognos Business Intelligence reports, dashboards, metrics, analysis without any additional re-authoring, all in a secure environment.

Finance has been supplying the new numbers, projecting a consequent 45% sales growth, a higher "inquiry revenue" and a steady growth of market share for the Nova product line in the North American markets.

Customer Service, through smart allocation of resources, reports growing satisfaction levels among existing North American Nova customers, fueling increased cross-sell and up-sell opportunities.

Success! But it doesn't end here.

The team member from marketing has noticed a possible similar opportunity for the Charger product line in the South American markets. He contacts our executive and the team begins another quick-turnaround analysis.

Conclusion
Now you've seen how IBM Cognos Business Intelligence is the one solution for your entire enterprise. It empowers everyone in your organization to think, connect with others to share insights, then simply do.

Go beyond "business intelligence as usual."

Find out how IBM Cognos Business Intelligence can give your organization the freedom to see more, do more and make the smart decisions, enabling you to achieve breakaway performance and outperform the competition.

This is the *new* Business Intelligence. IBM Cognos Business Intelligence welcomes you to the decade of smart.