




**Are you ready to outperform?**

**Smarter Decisions. Better Results.**  
Christoph Papenfuss, Business Unit Executive

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**Agenda**

- The world of 2010 & beyond
- The role of Business Analytics and IBM Cognos
- The launch of IBM Cognos 10

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The world around us is changing



facebook  
twitter

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**Generate  
More Revenue**

**Reduce Risk**


**Predict Future Outcomes  
with Greater Confidence**

**Lower Costs**

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Opportunity



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***“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)



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The diagram features a globe with 'Business Analytics' written on it, with rays emanating from the top. Three blue wavy lines flow from the globe towards a vertical stack of four text elements: 'Better Outcomes', 'Smarter Decisions', 'Actionable Insights', and 'Trusted Information'. Each element is connected to the one above and below it by a blue double-headed arrow.

Better Outcomes  
↕  
Smarter Decisions  
↕  
Actionable Insights  
↕  
Trusted Information

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**Analytics Driven Organizations...**



The text 'Anticipate & Shape Business Outcomes' is overlaid on a background image of a modern glass skyscraper. 'Anticipate' and 'Shape' are in white, while the ampersand is a large, stylized brown font.

Anticipate  
&  
Shape  
Business Outcomes

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**Operations**

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

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

**HR**

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

**Product Development**

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

**Customer Service**

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

**Finance**

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

**Marketing**

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**IBM Cognos - The Journey**

Better Business Outcomes

Business Analytics & Optimization

Performance Management

Business Intelligence

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**Continued Innovation**

**Better Business Outcomes**

CLARITY SYSTEMS

OPENPAGES

SPSS

- Cognos TM1
- Cognos Express
- Cognos 8 Mashup Service
- Content Analytics
- New Analytic Applications
- Smart Analytics System

- Massive scale analytics
- Many Eyes
- System z support

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**The IBM Cognos Platform**

**Business Analytics & Optimization Solutions**

**Industry Solutions**

- Financial Services
- Public
- Distribution
- Industrial
- Communications

**Cross Industry**

- Financial Performance Optimization
- Customer Relationship Optimization
- Human Capital Optimization
- Advanced Case Management
- Supply Chain Optimization
- Asset Optimization

**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**

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Cross Industry

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**Workload Optimized Systems**

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**10 COGNOS**



**INTELLIGENCE UNLEASHED**

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**INTELLIGENCE UNLEASHED**

Freedom to **Think**

**Connect** with Others

and Simply **Do**



**Proven platform with  
seamless upgrade.**

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# Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction



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# Connect with Others

- Decision networks
- Business context
- Accountability



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# and Simply Do

- Mobile and Portable
- Integrated
- Real-time

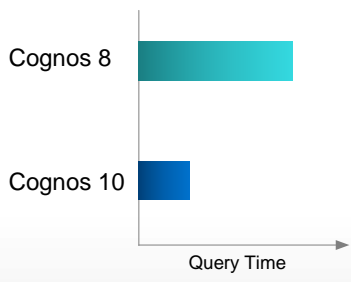


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# Platform Advances

- Optimize Performance
- Enhance Management
- Seamless Upgrade

**3x faster query**



Version	Query Time
Cognos 8	High
Cognos 10	Low (3x faster)

When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software

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## 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*



Customers  
Partners  
Instructional

<http://www.youtube.com/ibmbusinessanalytics>

**Now it's your turn to outperform!**

