

IBM Cognos Performance
Better Intelligence. Better Business.

Introducing IBM Cognos Express



Agenda

- The opportunity and challenge for midsize companies
- Introducing IBM Cognos Express
- Getting Started

Dynamic Economy

Threats and Opportunities for a midsize company

- Midsize companies are more resilient in a tough economy
- 53% are in a cost-cutting focus
- 47% of midsize companies have a strategic focus
- Deliver innovation to support an accelerating rate of change



Adaptability Delivers Competitive Edge

- Change business model
- Align resources quickly
- Capitalize on new opportunities



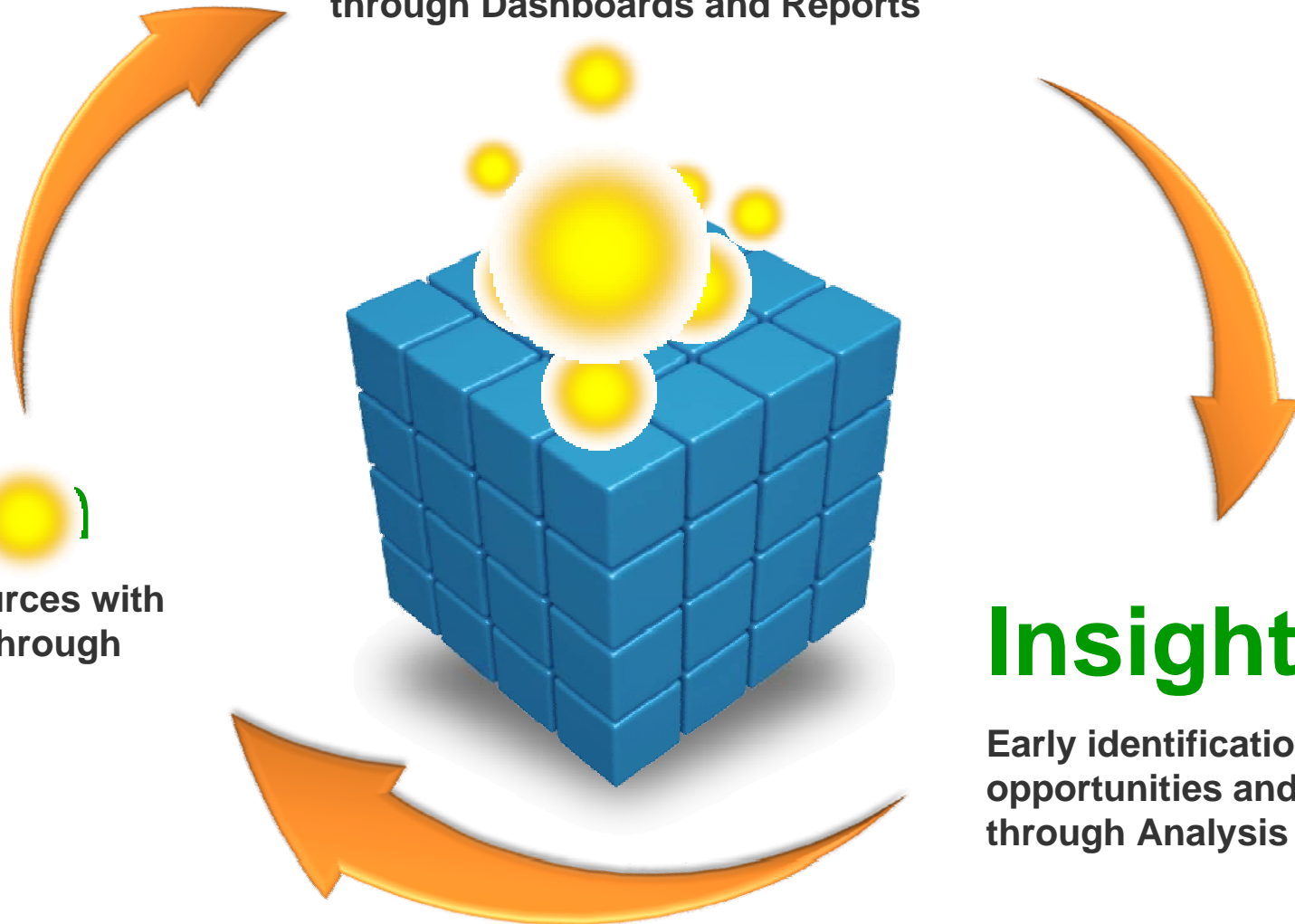
**Insight
to make
smart decisions
and take action**



Information

Information-driven and accountable culture through Dashboards and Reports

Activity
Align resources with
decisions through
Planning



Insight

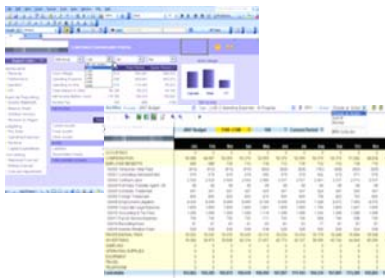
Early identification of opportunities and issues through Analysis



Dashboards/Reports



Planning



Analysis



envision credit union

178%

ABOUT US | CHECKING | eSERVICES | HOME LOANS | CD'S & IRA'S

BLUE MOUNTAIN

1,822%

HOME | WINTER | GREEN SEASON | LODGING | FINANCES & GROUPS | GALLERIES

U.S. LUMBER

3,623%

What You Want | Where You Want It | The Way You Want It

Trex® Create Your Space™

U.S. LUMBER GROUP is a \$250M distributor of building materials headquartered in Atlanta, GA. We currently sell and ship out of 8 distribution centers. We provide highly personalized service to the pro-contractor lumberyard and millwork houses and shops throughout 14 Southeastern and Mid-Atlantic states.

Complete | Correct | On Time | Learn more



Source: Nucleus Research 2008, 2009



Reality....



Implemented BI

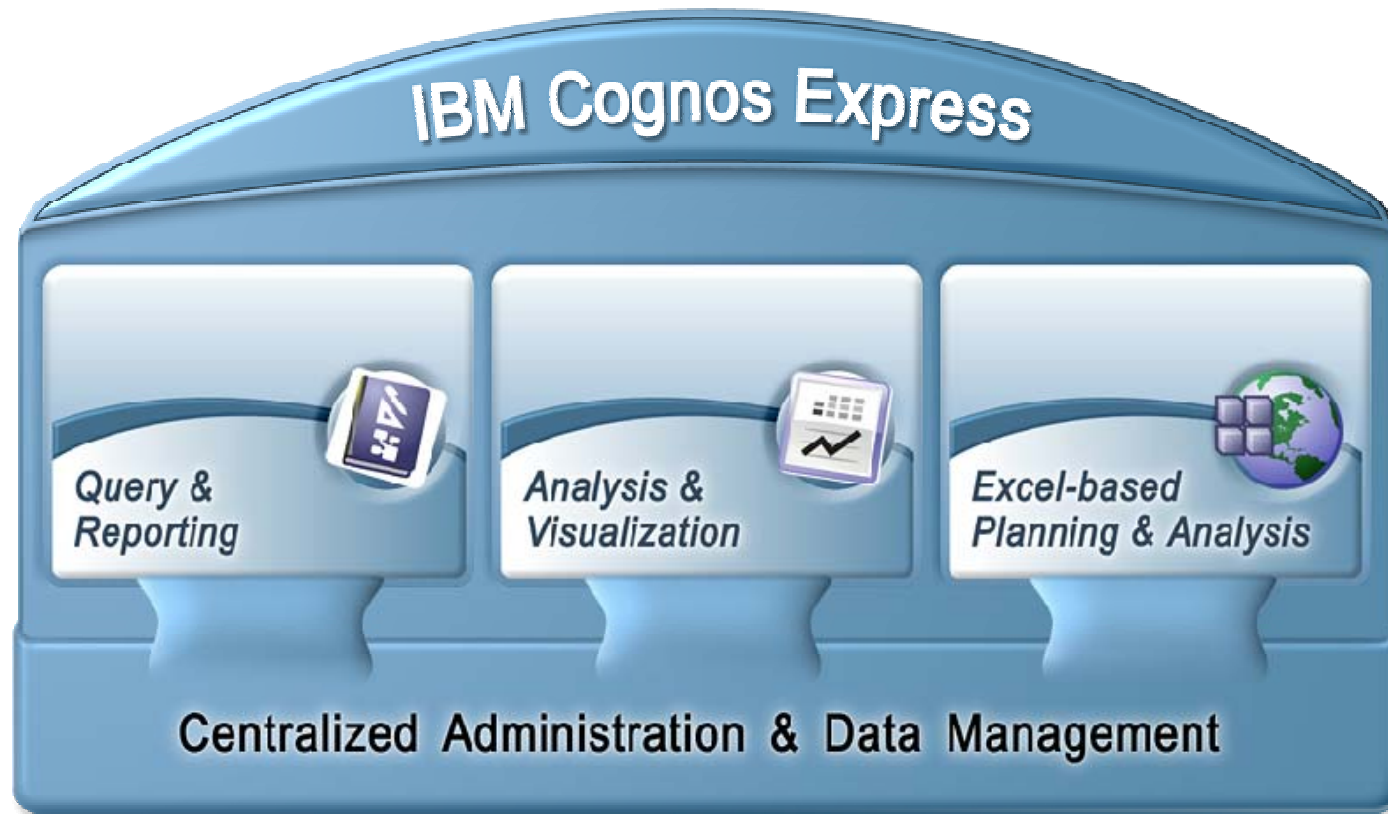


Barriers

Implemented BI

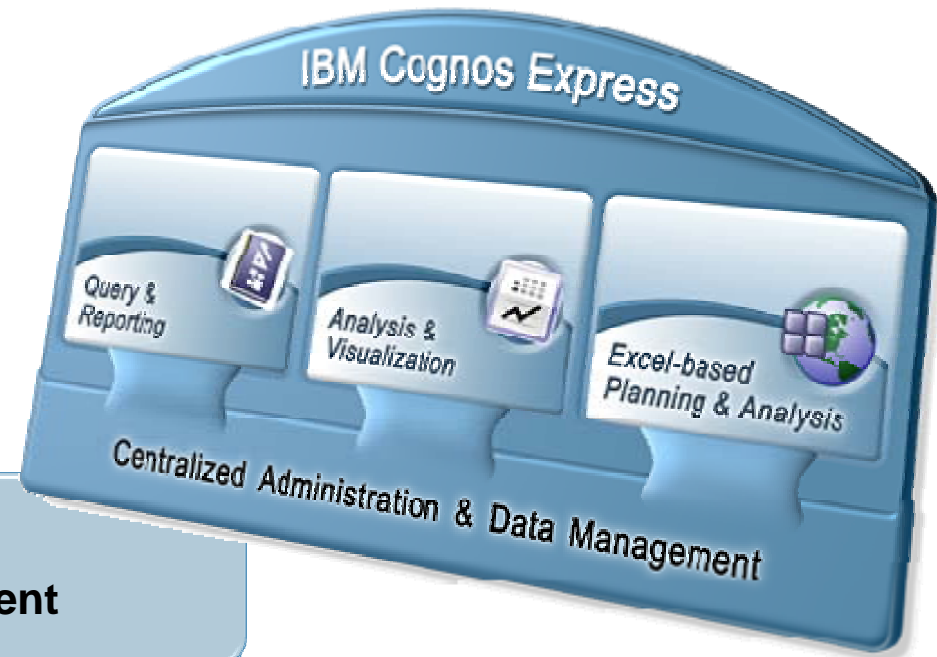


Introducing IBM Cognos Express



The **only** integrated Reporting, Analysis and Planning solution purpose built for midsize companies

Overcoming the Barriers



Easy to Install

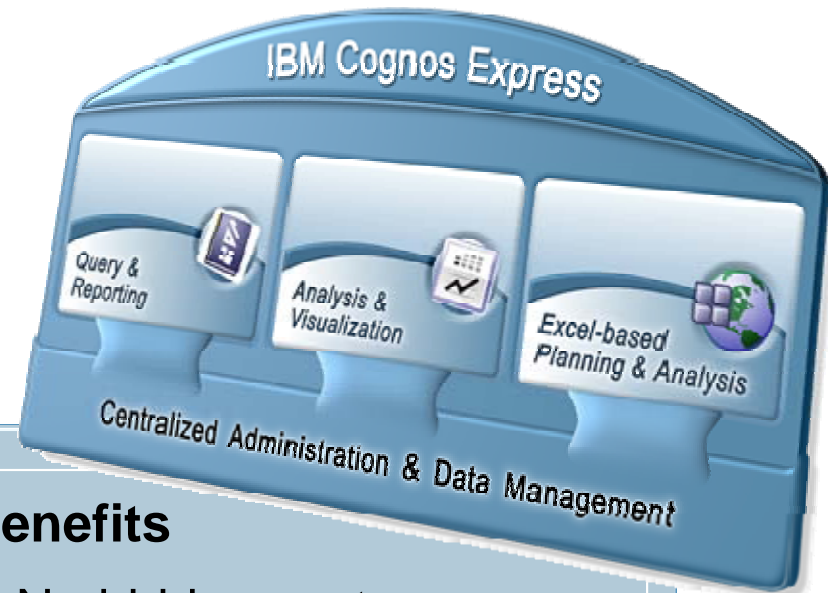
Pre-configured solution includes everything required for simple deployment and management

Easy to Use

Self-service access empowers business users and removes the burden from IT

Easy to Buy

Packaged and priced right... Start small, start anywhere, deliver immediate value, and grow

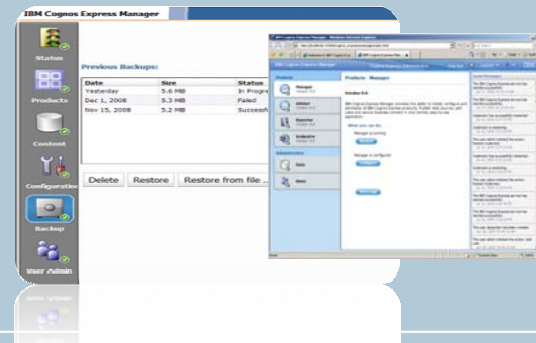


Easy to Install

- Preconfigured “No assembly required”
- All you need - Embedded
 - OLAP, Security, Content store, Web server, Data integration
- Central management console for content, security, licensing and administration

Benefits

- No hidden costs
- Minimum resource needed
- Quick time to value

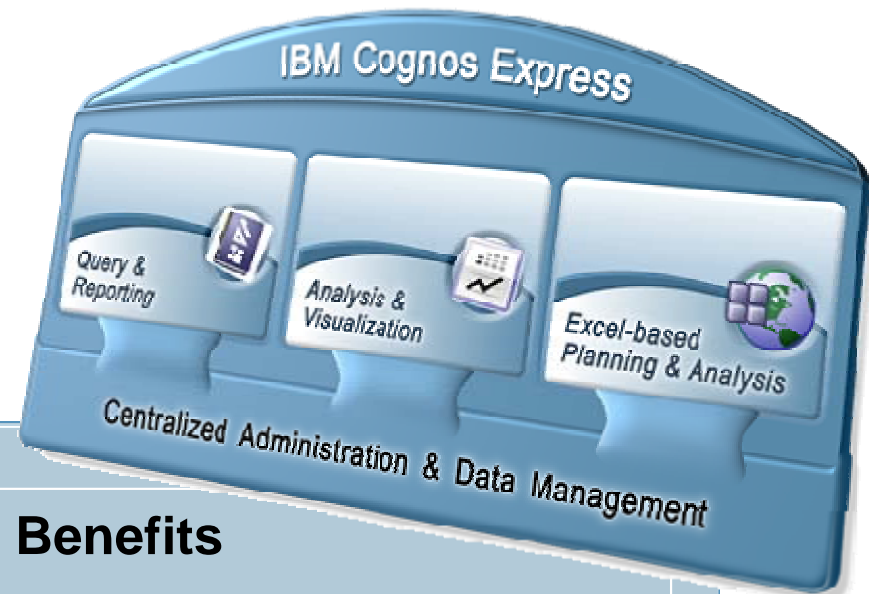


Easy to Use

- Novice to advanced Users
- Simple business view creation
- Data viewed in business context
- Right interface for the right user
- Flexible delivery model

Benefits

- Reduce IT Backlog
- Reduce burden on IT
- Business empowered
- Minimum resource needed
- Quick time to value

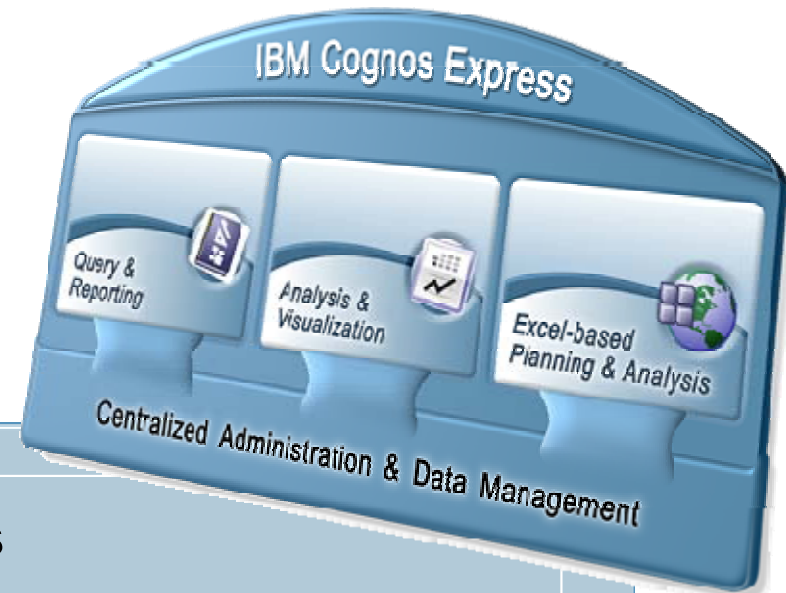


Easy to Buy

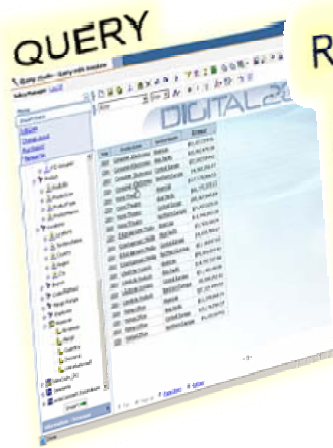
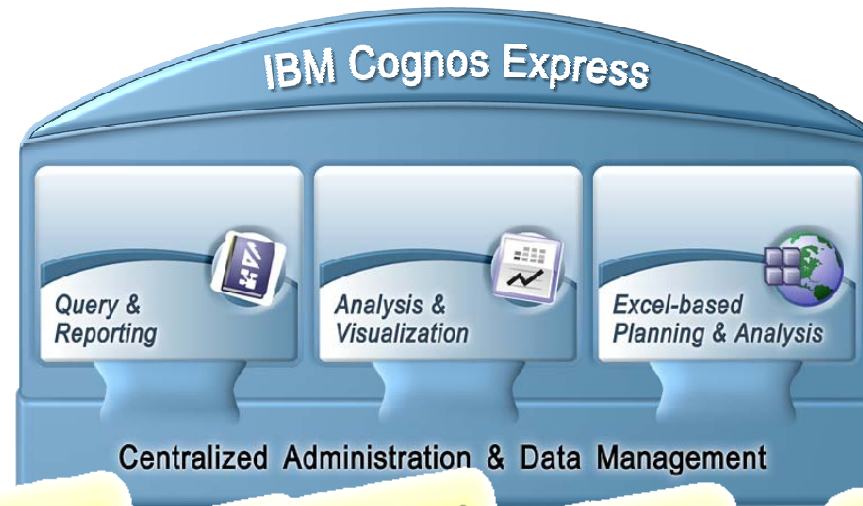
- Buy what you need and when you need it
- Low entry price point
- No hidden costs
- Room to grow
- Affordable

Benefits

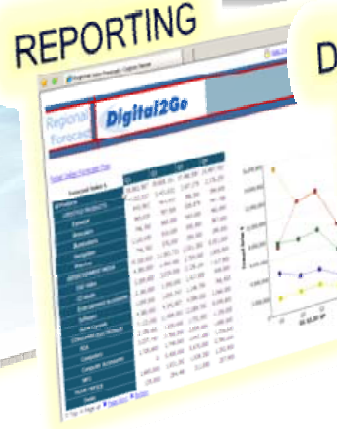
- Start small, start anywhere
- Match projects to match resource and budget constraints
- Quick time to business value
- Low risk



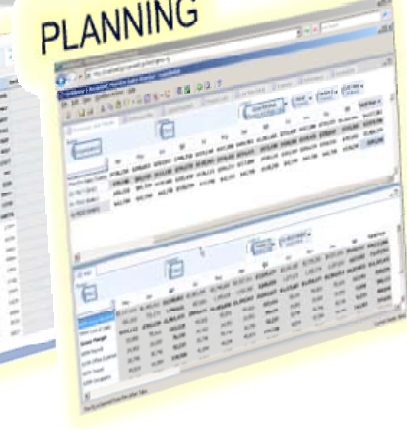
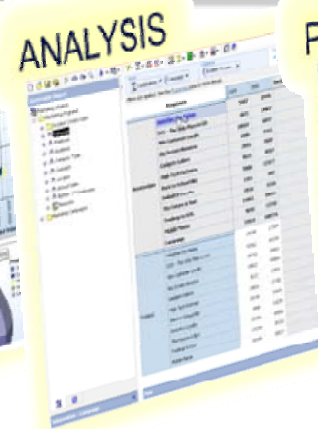
Solving the Business Need



Information



Insight

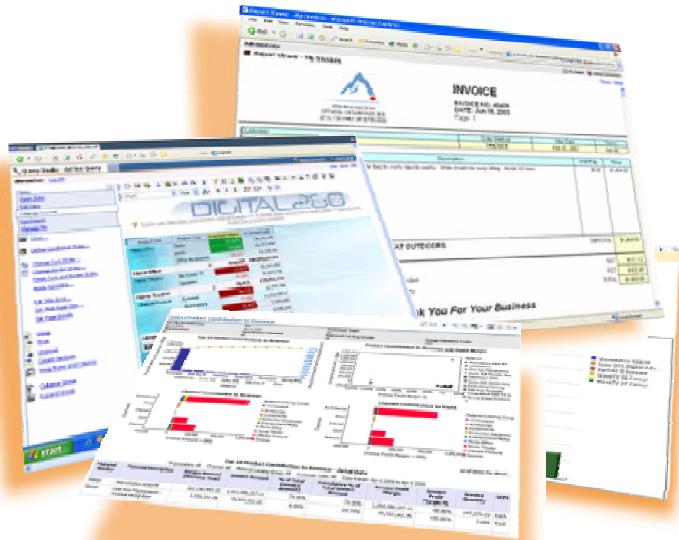


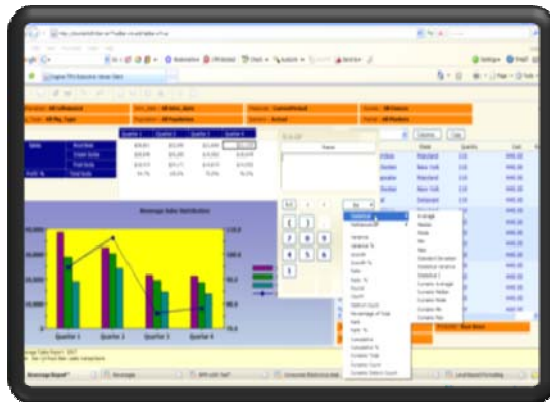
Action



Reporting and Ad Hoc Query

- Simple, intuitive authoring for novice to experts
- Reports and dashboards to meet the needs of different users
- Breadth of report coverage – operational, transactional, managed, dashboards, ad hoc
- Connect to any type of data and in any combination – relational, OLAP, desktop files
- Flexible report delivery via web interface, PDF, Excel, email or Portal





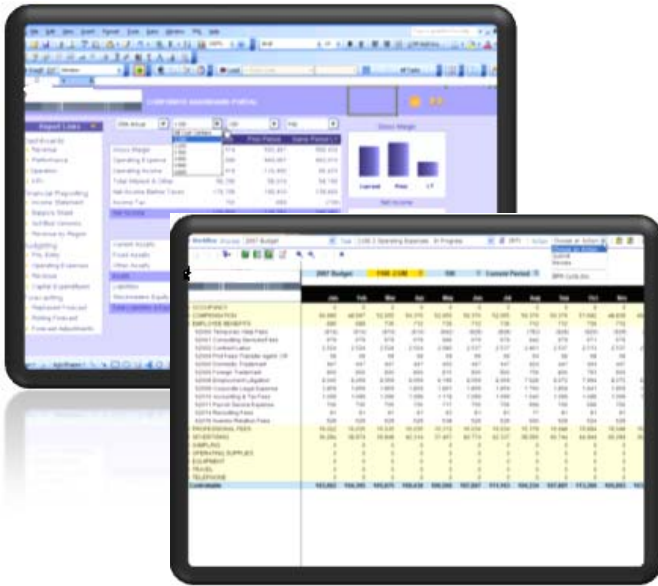
Analysis and Visualization

- Real-time analysis with in-memory multidimensional capability
- Slice and dice, drill down/through capabilities
- High impact data visualizations
- Simplified business view creation and building
- On-the-fly business view changes
- ‘What if’ scenarios with write-back
- Embed live content into MS Office applications



Planning, Budgeting, Forecasting

- Transforms Excel with a powerful in-memory analytics server for multi-dimensional analysis and planning
- Centrally managed data, business hierarchies, rules, calculations
- Continuous planning, aggregation, analysis
- Excel or Web Interface
- “What if” scenario modeling & write-back
- Role-based security and clear audit trails
- Workflow management



IBM Cognos Performance



DEMO
DEMO



A smart approach for a midsize company

*Think Big
Start Small*



Think Big

- A vision for an information driven culture
- Answer the three key business questions
 - How are we doing?
 - Why?
 - What should we be doing?
- Link Information and Insights gained through BI with action from Planning
- Provide a path to future enterprise-class requirements



Start Small

- Create a roadmap that builds on small successes
- Modular and incremental strategy
- Start anywhere (Reporting, Analysis, Planning etc)
- Deploy tactically yet ensure initiatives are connected



*Think Big
Start Small*

Benefits

Enables project rollout to match resource capacity and budget

Realize business benefit quickly

Provides justification for further investment

Allows adjustments to respond to changes in business objectives

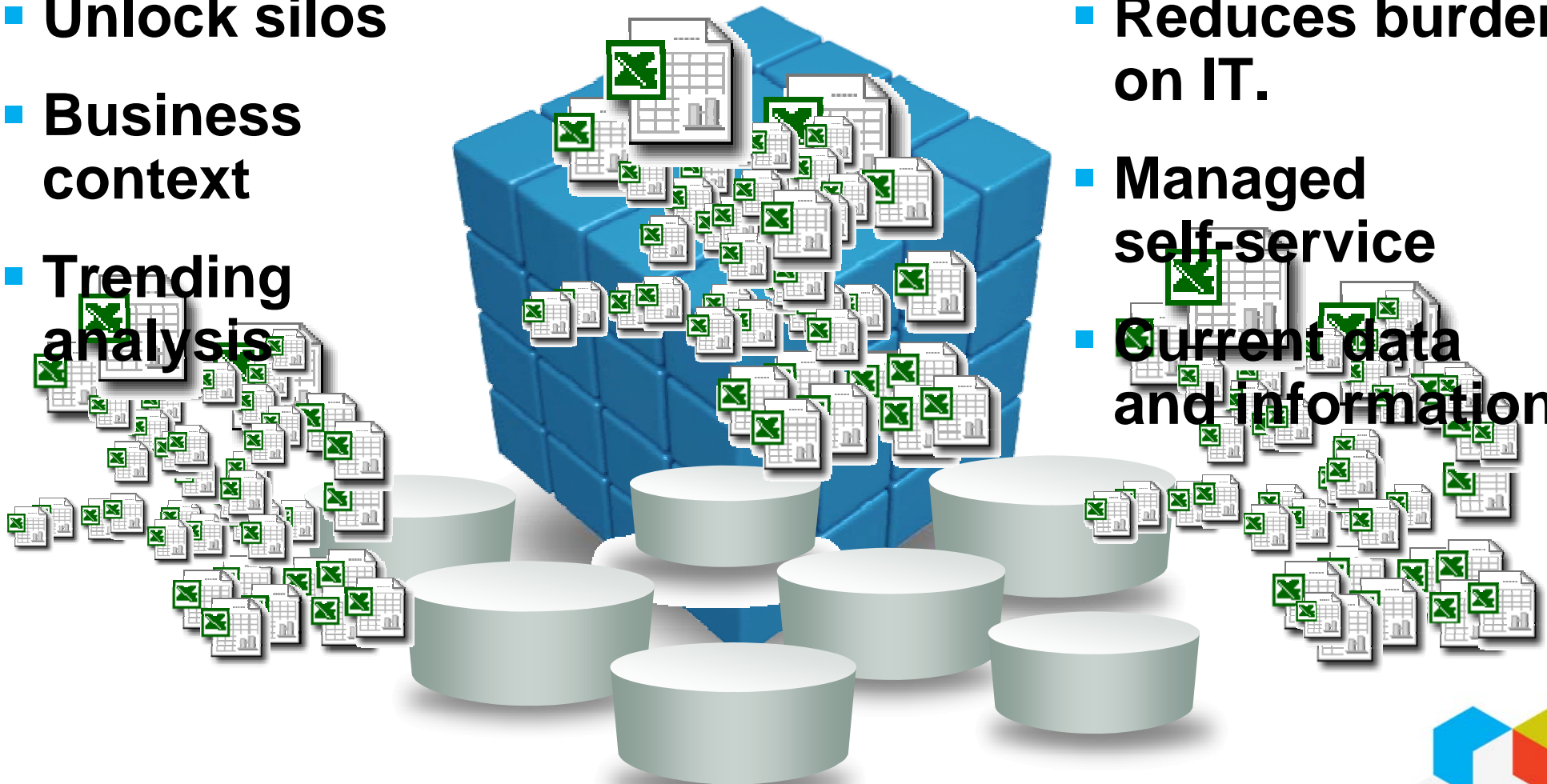
A smart approach for a midsize company



Start with an in-memory analytic server

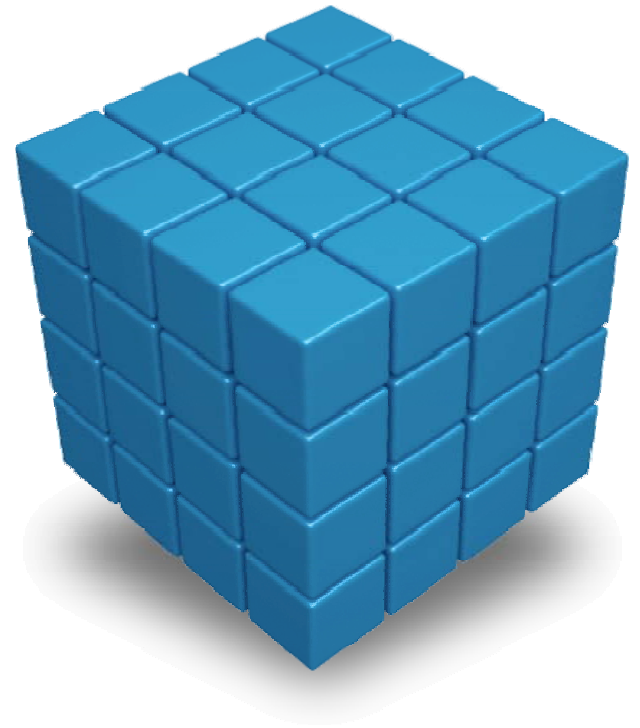
- **Unlock silos**
- **Business context**
- **Trending analysis**

- **Reduces burden on IT.**
- **Managed self-service**
- **Current data and information**



The benefits of an in-memory analytic server

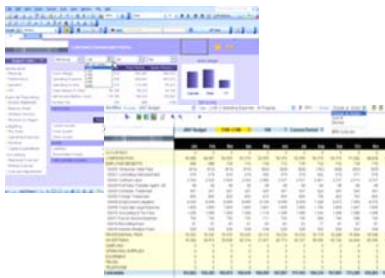
- **Modern architecture for unmatched performance and flexibility**
- **Combine large amounts and different sources of data**
- **Consistent and centrally manage data, business hierarchies, rules and calculations**
- **Multi-dimensional for powerful analysis and more natural organization of information (products, customers, sales)**
- **Write back delivers closed loop process linking analysis and planning**



Dashboards/Reports



Planning



Analysis



http://www



Download a

Free TRIAL

and see for yourself!



Summary

- Integrated BI & Planning
- Purpose built and priced for midsize companies

Easy to install,
Easy to Use,
Easy to Buy



IBM Cognos Performance
Better Intelligence. Better Business.

Q&A



THANK
YOU

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