

PM-01**Analytic Applications: Measuring Corporate Performance Consistently Across the Enterprise**

With this economy impacting all sectors, most companies are seeking solutions that can access relevant information to improve operating performance while maintaining vigilance over exposure and risk. IBM Cognos Analytic Applications provide a horizontal view of performance across the enterprise for supply chain, customers, human resources and finance. They allow organizations to measure the execution of business strategy and performance consistently – providing a multi-dimensional perspective from which to align and evaluate performance. In this session, you'll learn how organizations can measure performance faster, smarter and more consistently using IBM Cognos Analytic Applications.

Presented by: IBM
