



IBM Cognos Performance

Better Intelligence. Better Business.

**Better Intelligence.
Better Business.**





IBM Cognos Performance

Better Intelligence. Better Business.



While at Performance Events... Learn About

- Our newest solutions for reporting, analysis, planning, consolidation, dashboards, and scorecards
- Drillable reports, trending, slicing, dicing, and scenario modeling
- Breakthrough capabilities, like mashups and content analytics





**While at
Performance Events...
Learn About**

→ **Breakthrough capabilities,
like mashups and content
analytics**

IBM Cognos Performance
Better Intelligence. Better Business.



Performance 2009
Comes to a City Near You



58 cities



Solutions Showcase



**Discover new
strategies to maximize
your investment:**

- See in-depth demonstrations
- Get expert advice
- Network and make connections



Experience the Solutions



- **IBM Cognos 8 BI** – an open, enterprise-class platform that meets both IT and business user standards
- **IBM Cognos Analytic Applications** – packaged, highly adaptable reporting and analysis to improve business performance
- **IBM Cognos Financial Performance Management Solutions** – complete capabilities for planning, consolidation, reporting and analysis
- **IBM Cognos Software Services** – talk one-on-one with the experts



Experience the Solutions



- **Grow the Value of Your IBM Cognos Solutions –**
learn how to integrate other IBM solutions
- **IBM Cognos Express –** a breakthrough BI and planning solution for midsize companies
- **IBM Cognos Innovation Center –** learn more about our collaborative community, blueprints and exclusive offerings
- **IBM Cognos Solutions for SAP® & Oracle® –**
extend investments in SAP and Oracle





While at Performance Events... Learn How

- Our open, modular platform can reduce IT workloads
- Self-service capabilities can engage more users
- To gain more trust and confidence in your data





**While at
Performance Events...
Learn How**

→ To gain more trust
and confidence in
your data

IBM Cognos Performance
Better Intelligence. Better Business.



TechTalk Insider – Exclusively for IBM Clients



The screenshot shows the homepage of the TechTalk Insider website. At the top, there's a navigation bar with links for "Cognos Software > TECHTALKINSIDER", "View breakout session listing", "TechTalk Insider features", "Web Seminar Archives", and "TechTalk - Err. Software Tech". Below the navigation, a large banner features a smiling man in a blue shirt and glasses. The main content area has a heading "Welcome to TechTalk Insider" and a paragraph about the educational value of the event. It also mentions "IBM Cognos Forum 2009 On-Demand Sessions Available Now" and "Customer Information Series Web Seminars". A sidebar on the right displays an "Archive Web Seminar" titled "Modeling Proven Practices for IBM Cognos Framework Manager" with a "View seminar" button.

TechTalk Insider delivers:

- Valuable, practical insights from IBM Cognos software experts
- Access to a full library of Proven Practice documents

www.cognos.com/techtalkinsider



TechTalk Insider – Exclusively for IBM Clients



The screenshot shows the homepage of the TechTalk Insider website. At the top, there's a banner with the text "Cognos Software > TECHTALK INSIDER" and a subtext "The educational value of IBM Cognos Forum 2009 goes on". Below the banner is a photo of a smiling man with glasses. The main content area has a heading "Welcome to TechTalk Insider" and a paragraph about the service. It also features a section for "IBM Cognos Forum 2009 On-Demand Sessions Available Now" and a link to "View breakout session listing". A sidebar on the right shows an "Archive Web Seminar" titled "Modeling Proven Practices for IBM Cognos Framework Manager" with a "View seminar" button.

TechTalk Insider hosts live and on-demand webinars that deliver

- Deep, real-world technical information
- Opportunities to engage live with IBM Cognos software experts
- Best practices and technology updates from IBM Cognos software hands-on specialists

www.cognos.com/techtalkinsider



Cognos Customer Center

- Designed to address the specific needs of IBM Cognos software clients
- The place to start for easy access to valuable IBM Cognos resources

The screenshot shows the IBM Cognos Customer Center homepage. At the top, there's a navigation bar with links for Home, Solutions, Services, Products, Support & downloads, and My IBM. A search bar and a "Welcome back [IBM Sign In] [Register]" link are also at the top right. The main content area has a large banner with a colorful geometric pattern. Below the banner, the page title "Cognos Customer Center" is displayed, followed by a subtitle: "Hot topics, migration information, and how to be a Cognos champion in your organization". There are three tabs: "Hot Topics" (selected), "Migration", and "Champion's Kit". Under "Hot Topics", there's a list of links related to IBM Accelerated Value Program, license maintenance, support systems, transition tips, and a Champion's Kit. The "Migration" tab lists product updates for various IBM Cognos products like TM1, Cognos Analytics, and Cognos BI. The "Champion's Kit" tab has a link to find a Cognos training course. On the right side, there's a sidebar with a "We're here to help" section featuring a "Call me" button and a phone number (866-601-1934). Below that is a "Register Now!" section for "IBM Cognos Performance Events" with a "See the newest BI and performance management solutions, in-depth product demonstrations and more." link and a "Learn more and register" button. At the bottom left, there's a "Need help now? Search for your solution, create a service request, or find a course." link. The bottom right features the IBM logo.

www.ibm.com/cognos/customercenter



Cognos International User Groups

→ Encourage the sharing of experiences, insight, and knowledge about IBM Cognos software

→ Promote the use of IBM Cognos products and technology

The screenshot shows the homepage of the IBM Cognos International Users' Groups (CIUG) website. At the top, there's a navigation bar with links for Home, Solutions, Services, Products, Support & downloads, My IBM, and a search bar. A banner features a photo of three people working together on a laptop, with the text "Cognos International Users' Groups" and "Share knowledge. Learn from peers. See results". On the left, a sidebar lists regional user group pages: Brazil, Canada, Europe, United States, OEM, and China. The main content area contains a large paragraph about CIUG's mission to encourage sharing of experiences, knowledge about IBM Cognos software, and promote its products and technology. It also mentions that CIUG was established in 1989, has over 5,000 members, and is committed to encouraging growth of users' groups nationally and internationally. Below this, a section titled "Membership Is Your Connection" discusses the benefits of membership, mentioning it's open and free, rewards for novices and experienced users, and how members represent a wide range of organizations. Another section highlights that CIUG members share goals and appreciate a team approach to information gathering and problem solving, enabling them to learn from others and stay updated with industry trends.



Innovation Center for Performance Management



→ Share best practices with other senior-level finance and IT professionals as well as product experts and industry leaders



A screenshot of the IBM Innovation Center for Performance Management website. The header features the IBM logo and the text "Innovation Center for Performance Management: Your connection to best practices and industry leaders". Below the header is a banner for the "ROLLING FORECAST WORKSHOP 2008". The main content area includes a section titled "Get on the fast-track to success with expert solutions to your performance management challenges." and a "DISCUSSION SUMMARY" section.

Strategic Finance: RFI Reviews Total Connect - Cognos Planning - Coordinator						
File Edit View Tools Actions Help						
Income Statement Revenue Forecast Taxation Balance Sheet Cashflow from Operations Cashflow Management Data						
YTD Company	Current Yr	Next Yr	Q1	Q2	Q3	Q4
Revenue	\$115,422	\$104,398	\$27,291	\$27,291	\$27,291	\$27,291
Cost of Goods Sold	\$42,229	\$42,229	\$10,765	\$12,179	\$12,179	\$12,179
GROSS PROFIT	\$73,193	\$62,169	\$16,527	\$15,062	\$14,982	\$15,062
Other Revenue	212,705	208,671	56,146	43,659	49,532	52,823
Total Revenue	285,888	270,840	72,676	68,241	64,564	67,985
Interest Income	19,805	21,369	20,580	20,958	21,805	18,222
Product Revenue	213,893	206,667	54,686	412,681	44,397	542,396
Expenditure Item	Income Tax Expense Current Year	123,539	266,682	346,896	412,681	44,397
Income Tax Expense Current Year	123,539	266,682	346,896	412,681	44,397	542,396
Total Deferred Tax Liability	62,118	98,895	103,802	122,780	139,470	158,988
Net Income	1,200	1,200	1,200	1,200	1,200	1,200
NET INCOME AFTER TAX	111,590	187,677	242,294	288,621	325,449	382,077



There is no question that this requires a change in risk, cost, strategy and financial management. While there are no dramatic improvements over time, the financial department's role has changed from being a cost center to a revenue generator. This shift can be achieved through performance reporting and forecasting. Financial managers today recognize that traditional static forecasts are no longer sufficient, and are rapidly adapting more dynamic, rolling and driver-based approaches.

Create a reliable and flexible approach to anti-pasting and forecasting financial performance required to capture business unit support for the forecast. This will allow a workshop among financial, strategic and operational management to identify the best approach to the forecast.

The following points of discussion at the Paris seminar are summarized in the following document: Leading the workshop were David Axson, Director of the Susan Gao and Campbell Papermill, Director, Strategic Innovation Center of Cognos, at IBM company.

Cognos
INNOVATION
CENTER
For Performance Management

Attending IBM Gathering
Real-time
Cloud-based
Webcasts



Innovation Center for Performance Management

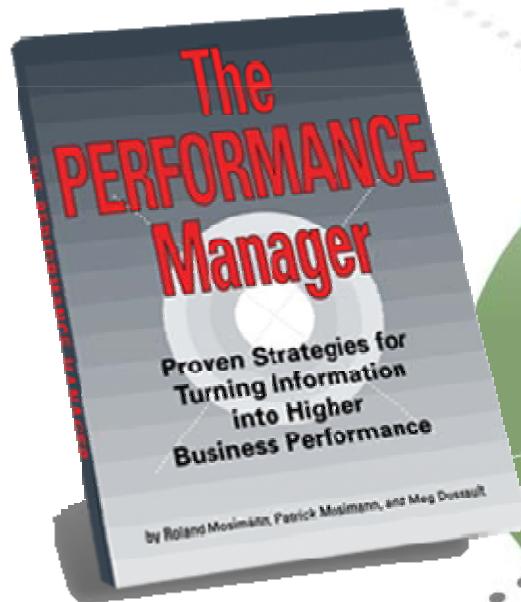
- More than 60 pre-build solutions
- Cross-industry & industry-specific
- Free to members



Büro für Projektmanagement



Your Performance Management Roadmap:

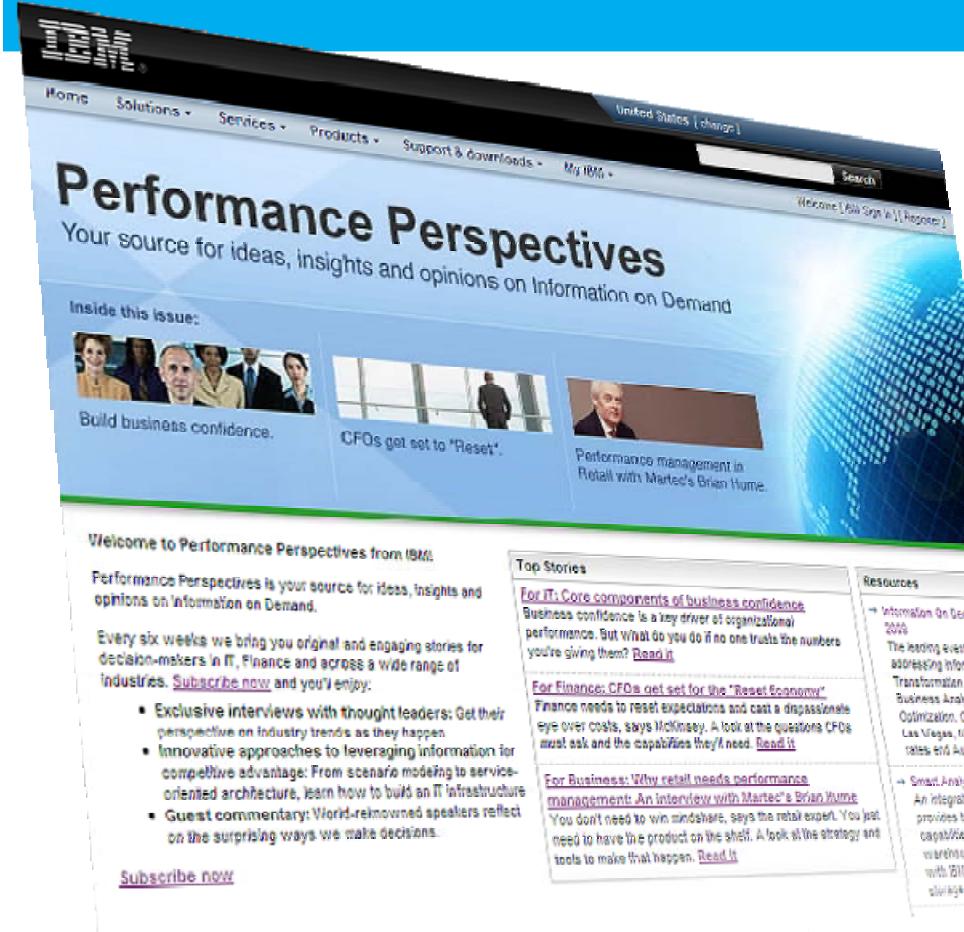


**Get Your Book or
Register for a Workshop**

www.ibm.com/cognos/pm



Performance Perspectives



The screenshot shows the homepage of the IBM Performance Perspectives website. At the top, there's a navigation bar with links for Home, Solutions, Services, Products, Support & downloads, My IBM, and a search bar. Below the navigation, the main title "Performance Perspectives" is displayed, followed by the subtitle "Your source for ideas, insights and opinions on Information on Demand". A sub-headline "Inside this issue:" lists three articles: "Build business confidence.", "CFOs get set to "Reset".", and "Performance management in Retail with Martec's Brian Hume.". The central content area features a large image of a globe with binary code patterns. Below the image, a section titled "Welcome to Performance Perspectives from IBM!" explains the purpose of the newsletter. It highlights that it brings original and engaging stories for decision-makers in IT, Finance, and across various industries. It encourages users to "Subscribe now" and promises exclusive interviews with thought leaders, innovative approaches, and guest commentary. To the right, there are two columns: "Top Stories" and "Resources". The "Top Stories" column includes links to articles for IT, Finance, and Business. The "Resources" column lists events like "Information On Demand 2010" and "Smart Analytics System".

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and opinions on
Information on
Demand

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[www.ibm.com/software/data/
performance-perspectives](http://www.ibm.com/software/data/performance-perspectives)



IBM Cognos Education

The screenshot shows the IBM Cognos Education website. The header includes the IBM logo and the text "Software > Information Management > Cognos BI and FPM > Business Intelligence and Financial Performance Management > IBM Cognos Education". The left sidebar has a blue background and lists categories: Products, Solutions, Services, Customer center, Library, Success stories, News, Training and certification, Find a course, Instructor-led training, Self-paced training, Certification, and Support. Below this is a "Related links" section with a link to "Partners". The main content area features a large image of two people working at a computer. The text "IBM Cognos Education" and "Accelerate learning. Ensure Results." is displayed. A sub-section titled "Why IBM Cognos Education" explains that it offers a range of courses to suit application, role, timeline, and preferred learning format. It highlights public or onsite classroom training, computer-based training, and instructor-led online courses. The "What we offer" section includes links for "Instructor-led training" (Public classroom, Instructor-led Online, Private, Customized), "Find a Cognos Course" (Start your search, Curricula and training paths, Search by country), "Self-paced training" (Web-based training, Experience self-paced training, Learn more), "Find a Cognos tool" (Start your search, Find the IBM Cognos Education tools for you, Training paths, Use the train interactive sheet), "Education Services" (User adoption services, Learning assessment service), "Certification" (IBM Cognos Certification, Learn more), and "Discount programs" (Education paths, Enterprise learning).

→ Get the **right training** for the **right people** at the **right time**, to drive:

- Deployment and adoption
- User performance and productivity
- Business value / ROI

www.ibm.com/cognos/training



IBM Cognos Education

Cognos Business Intelligence and Financial Performance Management

Software > Information Management > Cognos BI and FPM > Business Intelligence and Financial Performance Management

IBM Cognos Education

IBM Cognos Education

Accelerate learning. Ensure Results.

Why IBM Cognos Education

IBM Cognos Education offers a range of courses to suit your application, role, timeline and preferred learning format. Offered through public or onsite classroom training, computer-based training, or instructor-led online courses, Cognos Education's standard and customized training programs are designed to match your unique requirements. [Search and Register for a Course](#)

What we offer

Instructor-led training	Find a Cognos Course	Self-paced training
<ul style="list-style-type: none">Public classroomInstructor-led OnlinePrivateCustomized	<ul style="list-style-type: none">Start your searchCurricula and training pathsSearch by country	<ul style="list-style-type: none">Web-based trainingExperience self-paced training
Learn more	Learn more	Learn more

Education Services

- User adoption services
- Learning assessment service

Certification

- IBM Cognos Certification

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Discount programs

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- Enterprise learning paths

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TOP 2009

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