



**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<sup>®</sup> & Oracle<sup>®</sup>** – 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



**TechTalk Insider** delivers:

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

[www.cognos.com/techtalkinsider](http://www.cognos.com/techtalkinsider)



# TechTalk Insider – Exclusively for IBM Clients



**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](http://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



[www.ibm.com/cognos/customercenter](http://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





# Innovation Center for Performance Management



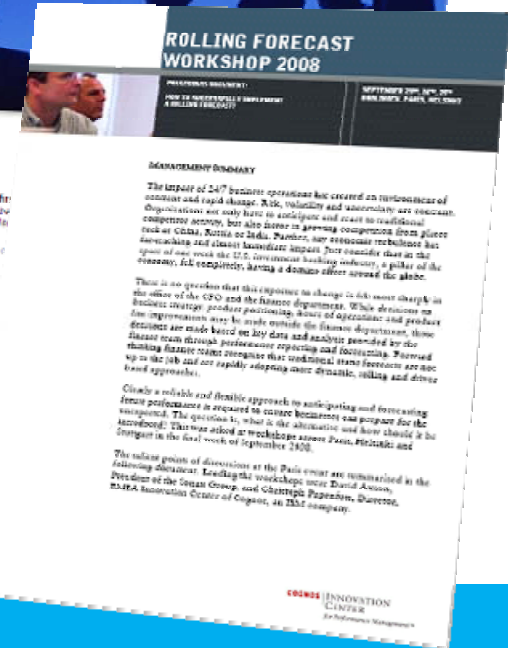
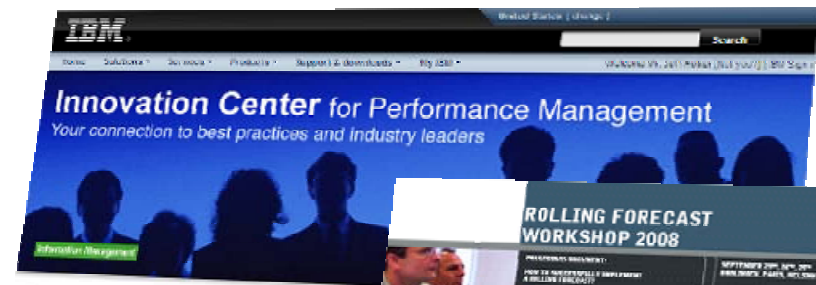
➔ Share best practices with other senior-level finance and IT professionals as well as product experts and industry leaders



Discussions



Blogs



Revenue	Cost of Goods Sold	GROSS PROFIT	Operating Expense	Interest Expense	Profit Before Tax	Income Tax Expense	NET INCOME	Income Tax Expense Current Year	Total Income Tax	NET INCOME AFTER TAX
315,727	282,968	47,211	505,832	14,395	487,644	106,881	382,285	738,181	783,396	6,528,195
18,423	34,275	158,745	127,173	29,862	136,682	144,082	91,715	159,732	158,025	1,284,829
212,715	208,671	36,546	431,619	85,932	529,823	548,719	80,478	682,468	824,127	4,743,356
19,885	21,989	20,580	20,958	21,005	18,825	17,322	18,153	18,277	18,195	134,364
913,029	296,682	346,896	412,881	84,307	548,299	523,296	382,517	584,189	685,377	4,348,932
213,839	206,682	346,896	412,881	84,307	548,299	523,296	382,517	584,189	685,377	4,348,932
82,110	80,805	103,802	127,780	129,478	158,580	158,819	88,256	175,256	181,793	1,364,626
		4,000	4,000							4,000
		1,000								1,000
111,590	187,677	242,204	288,823	125,449	362,879	370,577	283,762	488,933	424,184	3,185,294



Active session in IBM's Collaborative  
 Financial Intelligence Network webcasts  
 presentations, webinars, and reports



# Innovation Center for Performance Management



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



Review the People Participation in the process



# Your Performance Management Roadmap:

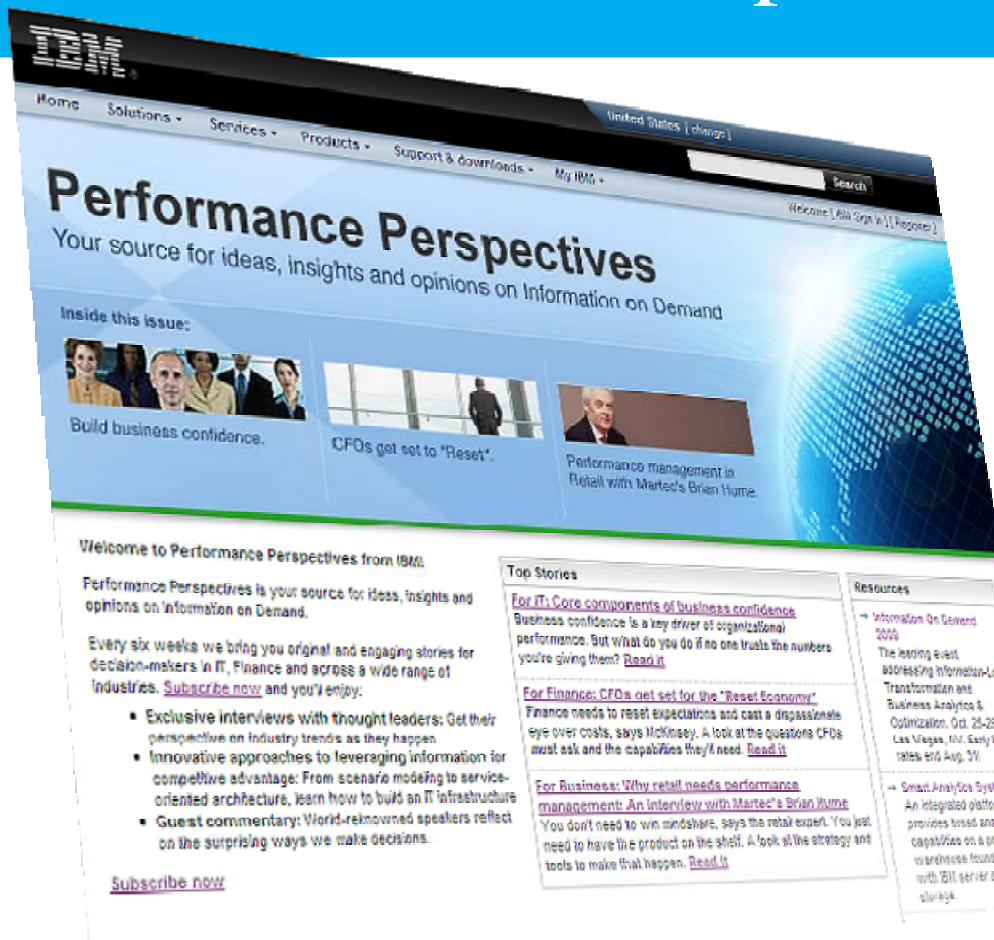


**Get Your Book or  
Register for a Workshop**

[www.ibm.com/cognos/pm](http://www.ibm.com/cognos/pm)



# Performance Perspectives



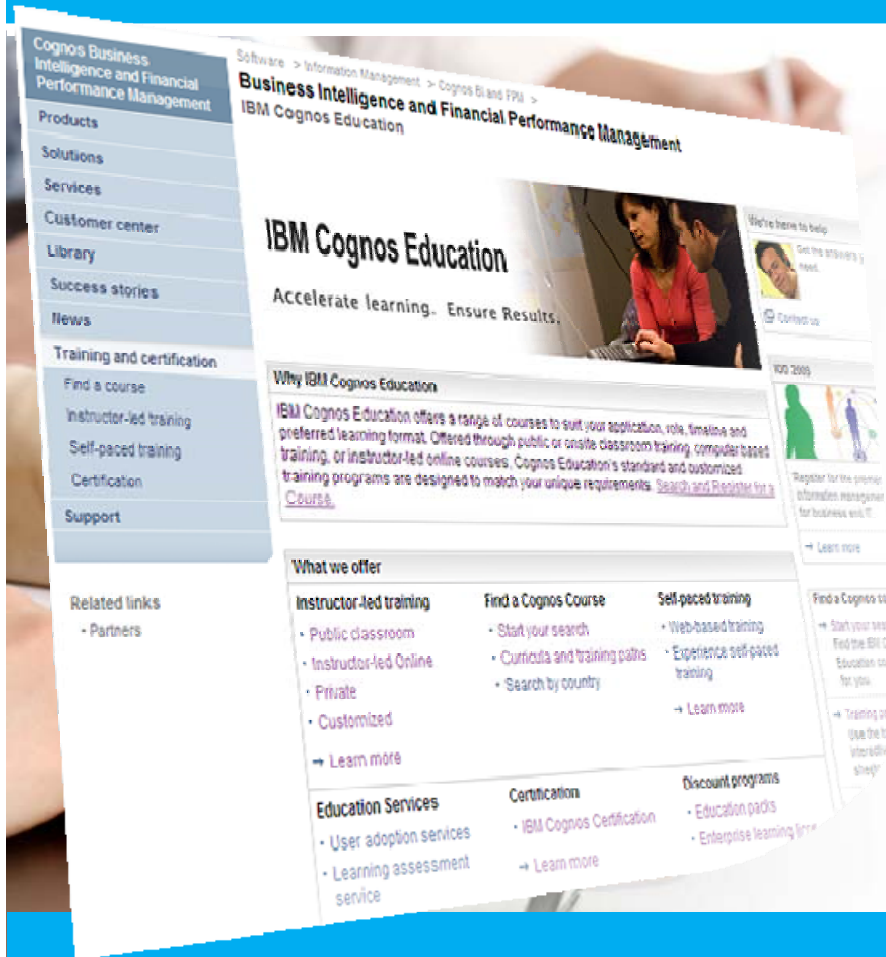
**Your Newsletter for...**  
**Ideas, insights  
and opinions on  
Information on  
Demand**

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





# IBM Cognos Education



→ 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](http://www.ibm.com/cognos/training)



# IBM Cognos Education

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**

<p><b>Instructor-led training</b></p> <ul style="list-style-type: none"> <li>Public classroom</li> <li>Instructor-led Online</li> <li>Private</li> <li>Customized</li> </ul> <p>→ <a href="#">Learn more</a></p>	<p><b>Find a Cognos Course</b></p> <ul style="list-style-type: none"> <li>Start your search</li> <li>Curricula and training paths</li> <li>Search by country</li> </ul>	<p><b>Self-paced training</b></p> <ul style="list-style-type: none"> <li>Web-based training</li> <li>Experience self-paced training</li> </ul> <p>→ <a href="#">Learn more</a></p>
<p><b>Education Services</b></p> <ul style="list-style-type: none"> <li>User adoption services</li> <li>Learning assessment service</li> </ul>	<p><b>Certification</b></p> <ul style="list-style-type: none"> <li>IBM Cognos Certification</li> </ul> <p>→ <a href="#">Learn more</a></p>	<p><b>Discount programs</b></p> <ul style="list-style-type: none"> <li>Education packs</li> <li>Enterprise learning innr</li> </ul>

**Related links**

- Partners

[www.ibm.com/cognos/training](http://www.ibm.com/cognos/training)

