

**IBM Cognos Performance**  
Better Intelligence. Better Business.

# IBM Cognos Business Intelligence

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## *What means BI for your organisation?*

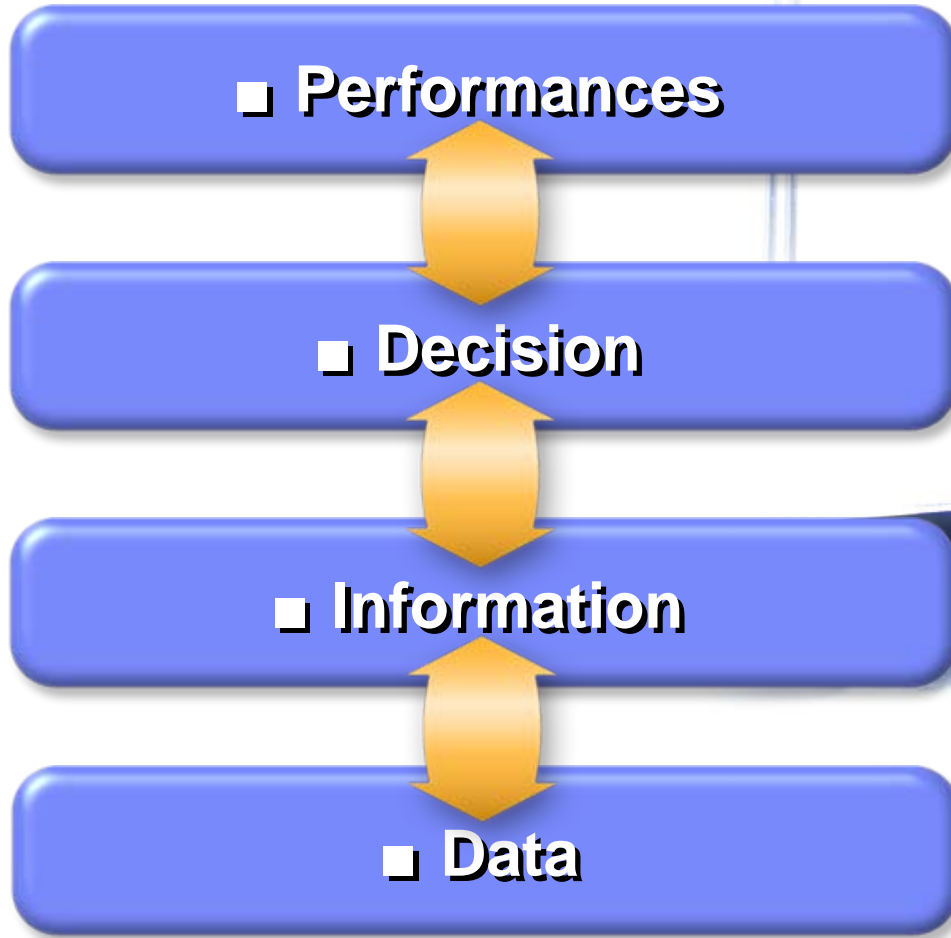


## ***Agenda:***

- CPM: Corporate Performance Management
- How does Cognos supports CPM with BI?
- New features in Cognos BI
- Cognos BI version 8 demo
- Questions



# *Cognos helps improving your performances*



## *Addressing the Needs of Business*



### Informed

Provides more trusted information with the additional context to add perspective to the information.



### Engaged

Invites business users with more a dynamic & interactive business intelligence experience.



### Aligned

Improves alignment between strategy & operations with complete visibility from business operations to advanced analytics & strategic plans



## *Three Questions that Drive Performance*

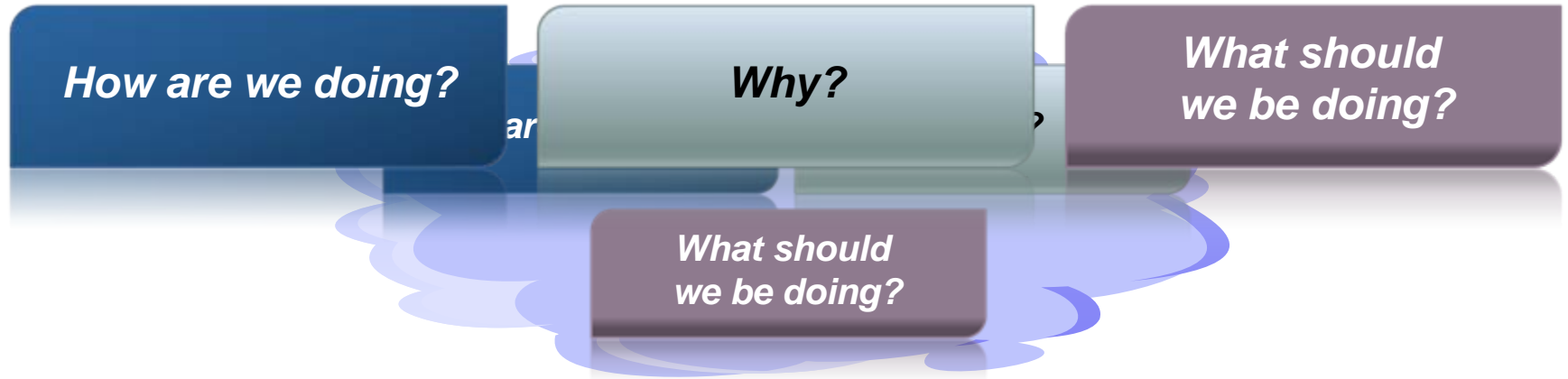
*How are we doing?*

*Why?*

*What should  
we be doing?*



## *Three Questions that Drive Performance*





## Three Questions that Drive Performance



The screenshot shows the IBM Cognos Performance interface. At the top, there's a navigation bar with "Sales & Operations Performance" and "Inventory Management". Below this, there are several performance metrics listed, including "On Time Customer Shipments" (indicated as below plan), "Forecast Accuracy - Operations" (highlighted with a red box), "Unplanned Maintenance Downtime - Operations", "Production Compliance - Operations", and "Committed Delivery Performance - Operations". A large blue circular graphic is overlaid on the left side of the dashboard, containing the text "PERFORMANCE" and "MEASURING & MONITORING". A dark blue banner with the text "How are we doing?" is positioned over the graphic.

Scorecard or dashboard shows On Time Shipments below plan

## Answering the question “How Are We Doing?”

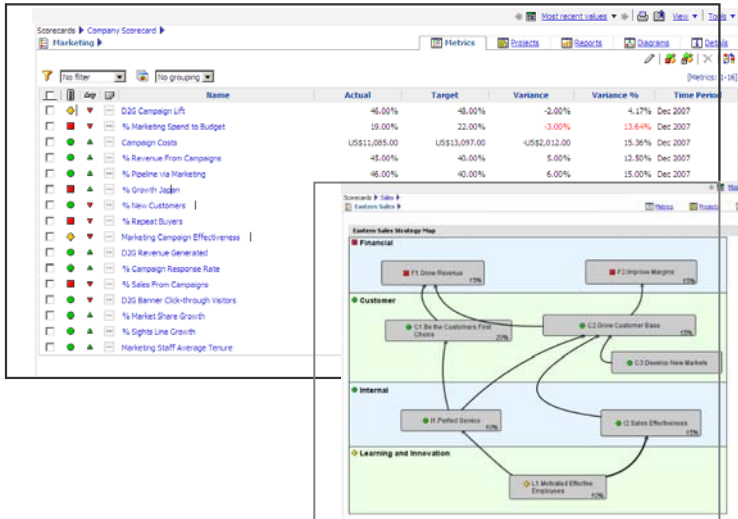


### ■ Dashboards

- Provides at-a-glance, high impact views of complex information
- Helps quick focus on issues that need attention and action
- Are highly visual and intuitive
- Combines information across disparate sources

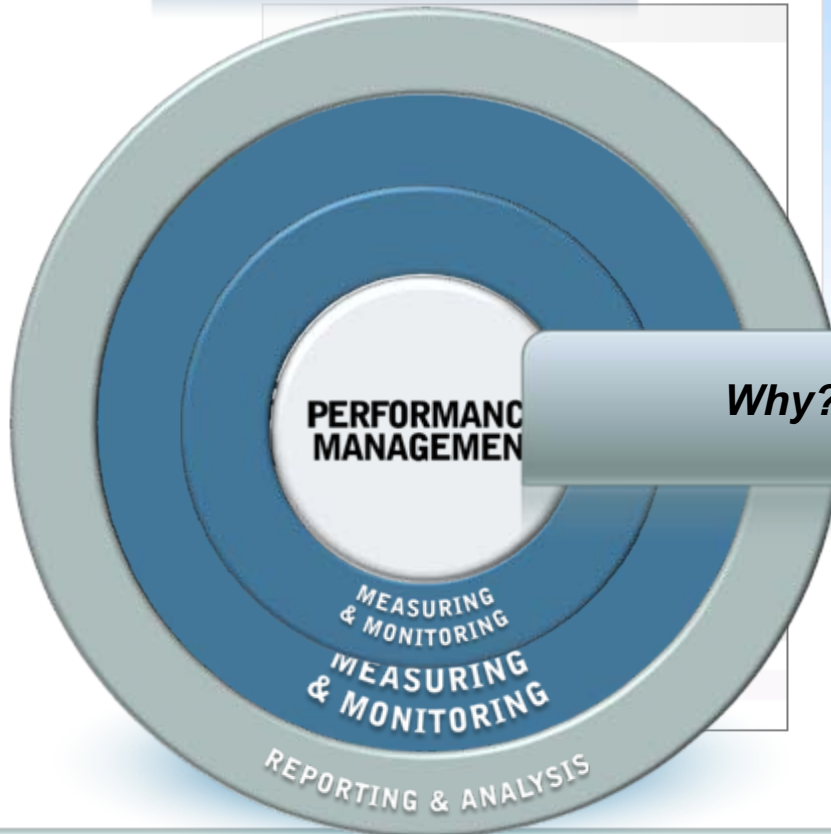
### ■ Scorecarding

- Provides instant measurement relative to targets and benchmarks
- Aligns decisions and tactics with strategic initiatives
- Ensures ownership and accountability

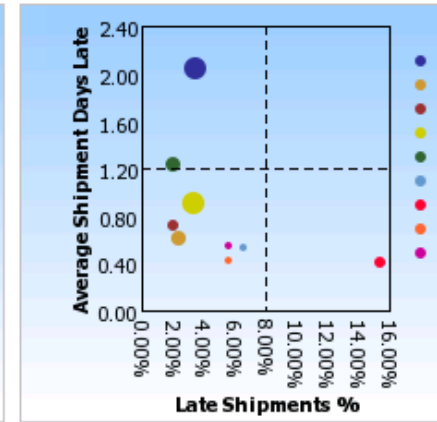
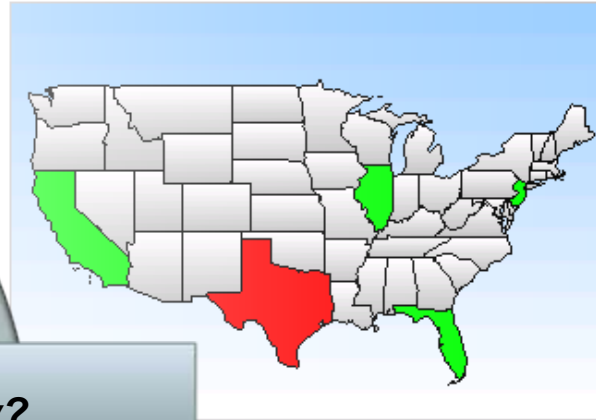


How are we doing?

Plant Production



Why?



Plant	Comp. Name	Mat Req'd	Tot Mat. Ordered	Mat. Shortage Desc.
Houston, TX	Circuit Boards	22,825,208	43,074,732	
Jacksonville, FL	Computer Cases	12,783,836	40,521,303	
Master Planning	Electrical Connectors	89,655,906	199,800,000	
Melrose, TX	Instrument Wiring	26,545,810	38,662,633	
Newark, NJ	Instrument Wiring	1,065,832	888,867	Yes
Santa Cruz, CA	LCD Monitors	0	41,544,732	

Report shows production bottleneck due to Material Shortage



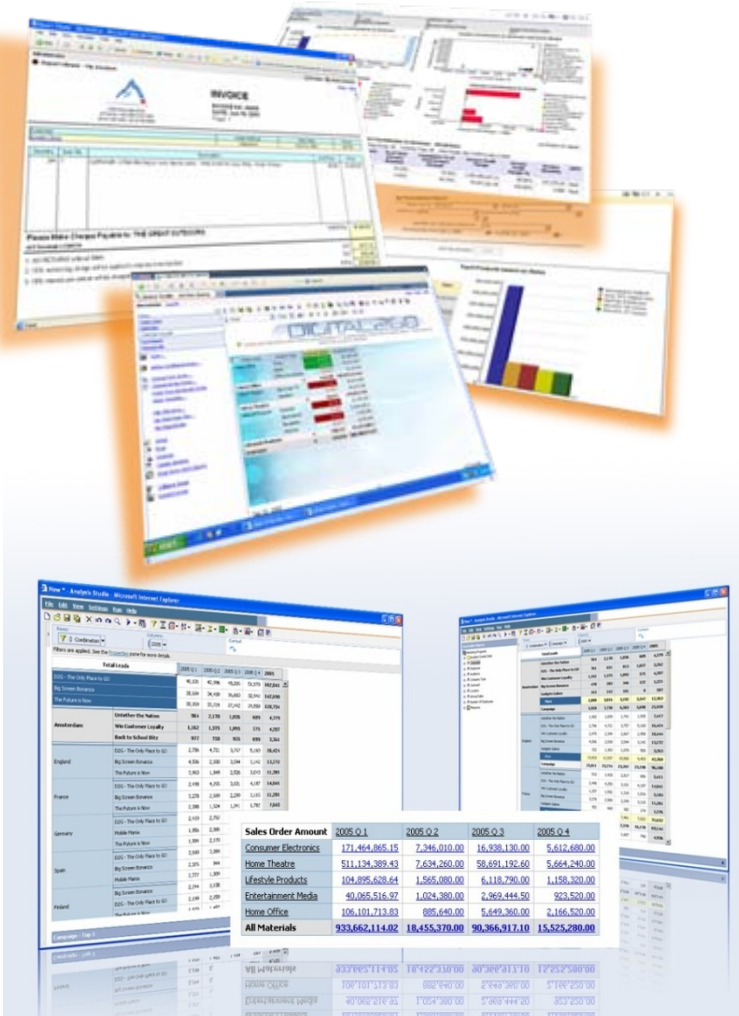
## Answering the question “Why?”

### ■ Reporting

- Provides full breadth of report types
- Delivers consistent information across all types of report output
- Provides access via email, portal, MS-Office, search and mobile devices etc.

### ■ Analysis

- Provides guided exploration across multiple dimensions of information
- Performs complex analysis and scenario modeling easily and quickly
- Gets to the “why” behind trends to reveal symptoms and causes



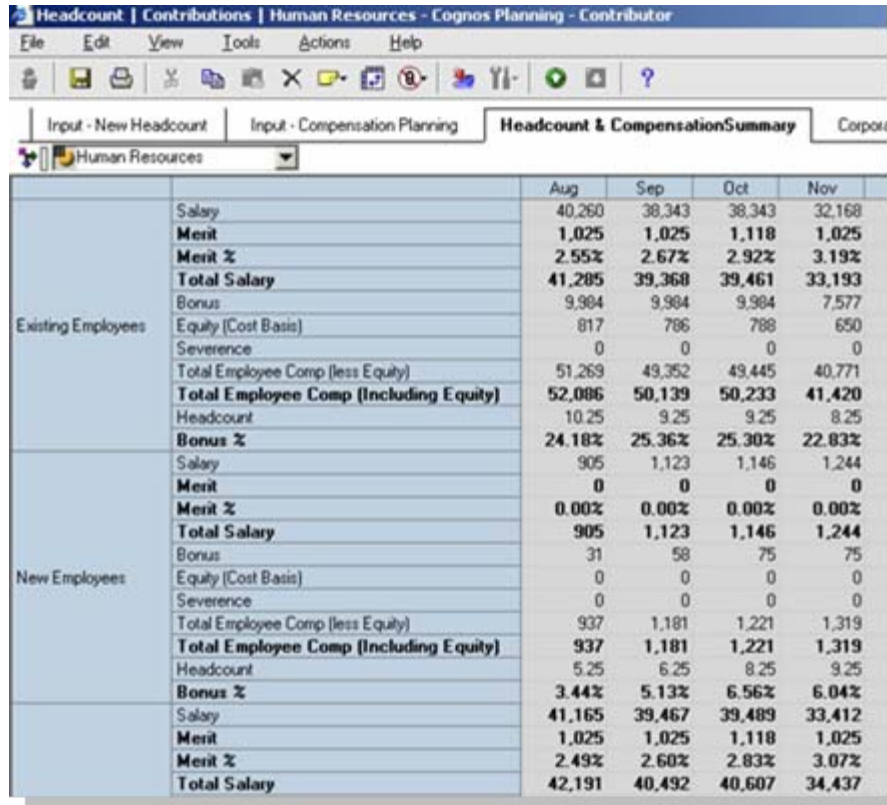




## Answering the question “What Should We Be Doing?”

### ■ Enterprise Planning

- Replaces spreadsheet based, manual budgeting and planning processes
- Connects operations and finance
- Engages the whole organization to make better informed decisions
- Replaces rigid, annual budgeting with continuous planning for higher responsiveness
- Supports best practices such as drive based planning and rolling forecasts



The screenshot displays the IBM Cognos Planning Contributor interface. The main window shows a table titled 'Headcount & CompensationSummary' with columns for months (Aug, Sep, Oct, Nov) and rows for various compensation components. The table is divided into three sections: Existing Employees, New Employees, and a summary row.

		Aug	Sep	Oct	Nov
Existing Employees	Salary	40,260	38,343	38,343	32,168
	Merit	1,025	1,025	1,118	1,025
	Merit %	2.55%	2.67%	2.92%	3.19%
	<b>Total Salary</b>	<b>41,285</b>	<b>39,368</b>	<b>39,461</b>	<b>33,193</b>
	Bonus	9,984	9,984	9,984	7,577
	Equity (Cost Basis)	817	786	788	650
	Severance	0	0	0	0
	Total Employee Comp (less Equity)	51,269	49,352	49,445	40,771
	<b>Total Employee Comp (Including Equity)</b>	<b>52,086</b>	<b>50,139</b>	<b>50,233</b>	<b>41,420</b>
	Headcount	10.25	9.25	9.25	8.25
	<b>Bonus %</b>	<b>24.18%</b>	<b>25.36%</b>	<b>25.30%</b>	<b>22.83%</b>
New Employees	Salary	905	1,123	1,146	1,244
	Merit	0	0	0	0
	Merit %	0.00%	0.00%	0.00%	0.00%
	<b>Total Salary</b>	<b>905</b>	<b>1,123</b>	<b>1,146</b>	<b>1,244</b>
	Bonus	31	58	75	75
	Equity (Cost Basis)	0	0	0	0
	Severance	0	0	0	0
	Total Employee Comp (less Equity)	937	1,181	1,221	1,319
	<b>Total Employee Comp (Including Equity)</b>	<b>937</b>	<b>1,181</b>	<b>1,221</b>	<b>1,319</b>
	Headcount	5.25	6.25	8.25	9.25
	<b>Bonus %</b>	<b>3.44%</b>	<b>5.13%</b>	<b>6.56%</b>	<b>6.04%</b>
<b>Total</b>		<b>42,191</b>	<b>40,492</b>	<b>40,607</b>	<b>34,437</b>
<b>Salary</b>		<b>41,165</b>	<b>39,467</b>	<b>39,489</b>	<b>33,412</b>
<b>Merit</b>		<b>1,025</b>	<b>1,025</b>	<b>1,118</b>	<b>1,025</b>
<b>Merit %</b>		<b>2.49%</b>	<b>2.60%</b>	<b>2.83%</b>	<b>3.07%</b>
<b>Total Salary</b>		<b>42,191</b>	<b>40,492</b>	<b>40,607</b>	<b>34,437</b>



## ***New BI features in Cognos BI version 8.4***

- Annotations
- Data Lineage
- Business Glossary
- Go!Dashboard
- Go!Office
- Cognos Analytics For Excel (CAFÉ)
- Planning possibilities
- Kleurenpaletten
- Grafieken





***IBM Cognos 8 – Start Demo***



SHOTSHOW

2008

[WWW.MILSPECMONKEY.COM](http://WWW.MILSPECMONKEY.COM)

PRESENTS:



MAGPUL INDUSTRIES CORP



tr/min x 100

***Questions?***





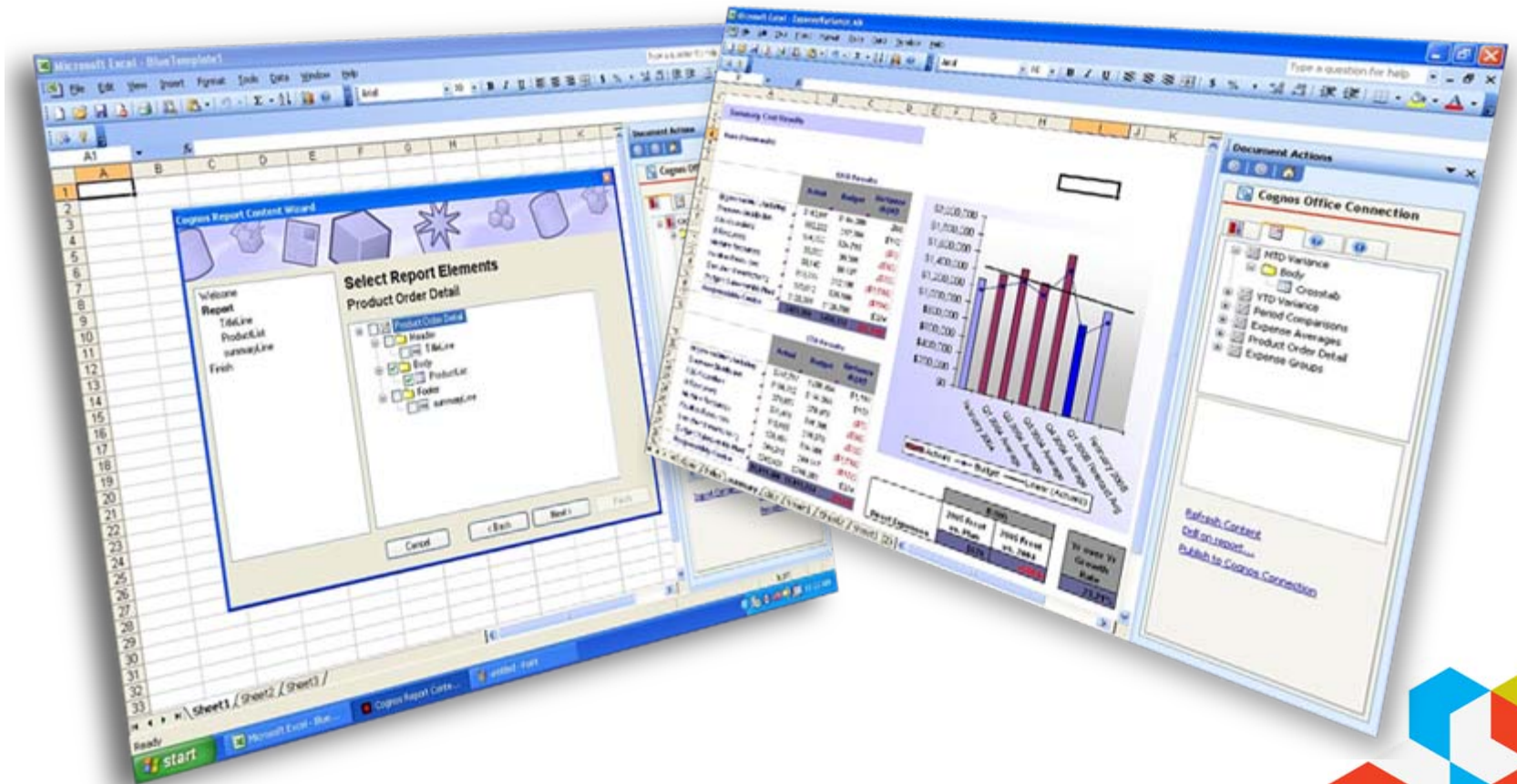
Thank  
YOU





## Microsoft Go! Office and CAFÉ!

- Integration with MS office products
- Author once, consume anywhere



## Go! Dashboard Engages the Business User



### Dynamic

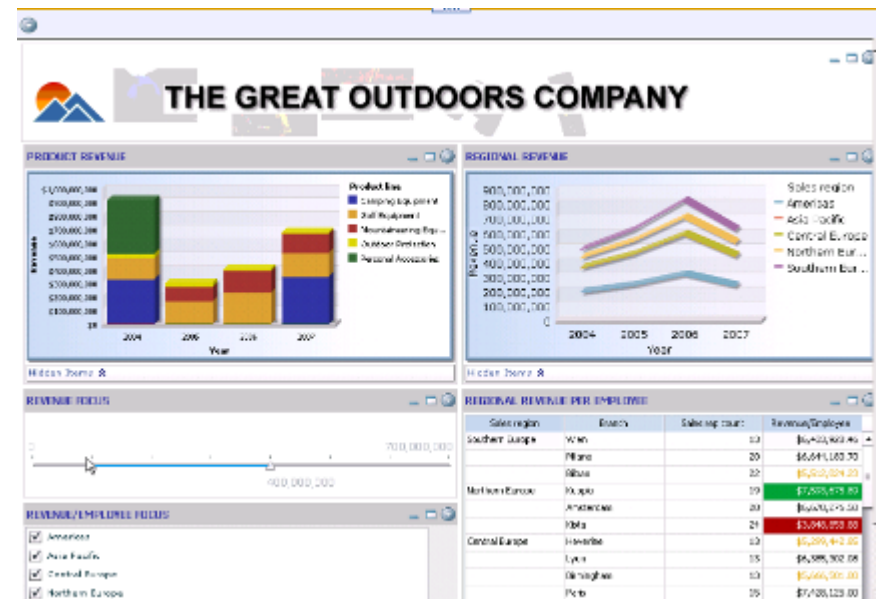
- Rich Flash or HTML graphics capabilities to quickly create visually appealing dashboards

### Personalized

- Easy to use drag-and drop interface
- Draw from existing report assets – grab what you need, arrange, sort, filter

### Trusted

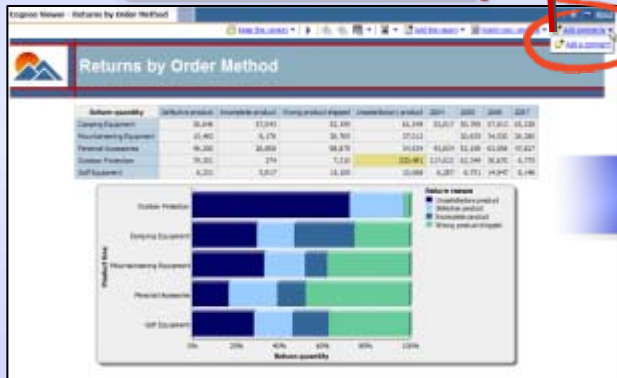
- Leverages existing trusted Cognos content
- Author Once, Use Many Times across the entire BI Portfolio



## Annotations



Initiate annotation while viewing report



**Add a Comment - Microsoft Internet Explorer**

Add a Comment

Specify the name and contents of the comment.

Name:  
Outdoor Product Quality

Comment:  
Investigation started to understand large spike in returns for Outdoor protection line. Update within 7 days.

Cancel Finish

**Name:** Outdoor Product Quality

**Comment:** Investigation started to understand large spike in returns for Outdoor protection line. Update within 7 days.

**Modification Time:** 12 September 2008 22:58:08

**Owner:** Anonymous

[View](#)

[Modify...](#)

[Delete](#)

Annotations travel with the report and others can make additional comments

- Add or edit thoughts, decision and actions
- Share comments across colleagues
- Create history of associated insight



## Data Lineage



Select objects of interest from report view or package

Year	Product	Order Method	Quantity Sold	Discount Amount	%Discount
2005	Husky Rope 50	Fax	140	588.93333333	0.1667327
		Telephone	1,140	4,847.4	1.0673801
		Mail	330	1,456.95	0.3499802
		E-mail	512	1,064.65882353	0.2335183
		Web	536	3,132.49684211	0.7335183
		Sales visit	972	3,468.27272727	0.7778438
		Special	24	181.92	0.0560027

Access Metadata Workbench directly from Cognos reports

PRODUCT_LINE_EN	ORDER_METHOD	Quantity Sold	Discount Amount	%Discount
Camping Equipment	E-mail	27,583		
	Fax	357.15		
	Mail	201.42		
	Sales visit	373		
	Special	722		
	Telephone	562.32		
	Web	722.51		
		586,799.05		
	E-mail	22,680.1		
	Fax	7,269		
	Mail	5,953.6		
	Sales visit	18,792.7		
	Special	2,311.6		
	Telephone	37,04		
	Web	258,144.0		
		352,193.64		
	E-mail	3,007.94		
	Fax	4,743.7		
	Mail	1,388.8		
	Sales visit	17,698,789.36		
	Special	1,421,460.74		

See business or technical lineage depending on your role

In Metadata Workbench view other reports with this data and trace where back to source

- Business users easily see where data originated to gain confidence in the data they use to drive decisions
- Data modelers and report authors see lineage from report to source, saving time with report development and troubleshooting

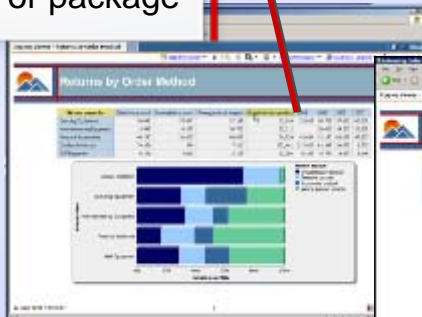




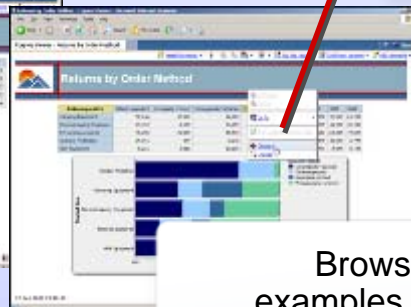
## Integration with InfoSphere Business Glossary



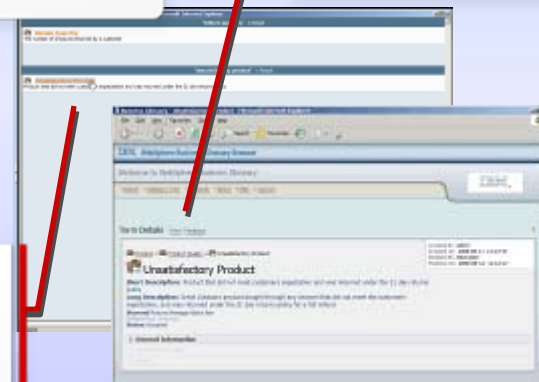
Select objects of interest from report view or package



Access Business Glossary directly from Cognos reports



With appropriate rights, contribute to dictionary of terms



Browse definitions, examples, term owner, usage and related terms

- Improve overall business understanding of what terms mean
- Build enterprise dictionary of terms to align organization and increase data confidence



## Scorecard vs Dashboard

### What is the difference between a scorecard and a dashboard?

- A standard definition of scorecard/dashboard is only one part of the process
- *“A dashboard is a performance monitoring system whereas a scorecard is a performance management system”*
- *“Goal scorecard is to keep business focused on a common strategic plan. Dashboard falls one level down in the process, it is specific for operational goals”*



## *Cognos terminology*

- **Scorecard**
  - A collection of performance metrics and projects designed to reflect the strategic goals of a unit in an organization.
- **Metric**
  - Metrics measure performance in key areas of a business and compare current results to target values.
- **Metric type**
  - A metric type defines the attributes for a collection of metrics.
- **Strategies**
  - To organize metrics in a way most meaningful to users.





→ **Why did IBM choose for Cognos?**



## Information On Demand

Unlocking the Business Value of Information for Competitive Advantage

*Customer & Product Profitability*   *Financial Risk Insight*   *Workforce Optimization*   *Dynamic Supply Chain*   *Multi-Channel Marketing*

**Business Optimization**

**Better Business Outcomes**

**Cognos software**

*Optimize business performance*

**End-to-End Capabilities**



*Flexible Architecture for Leveraging Existing Investments*



*Establish, Govern, and Deliver Trusted Information*

*Optimize content-based Operational & Compliance Processes*

*Manage data over its lifetime*

*“Industry solutions” based on proven practices.*

