IBM PERFORMANCE EVENTS

Smarter Decisions. Better Results.

IBM Cognos 10:
BI geïntegreerd in uw proces

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Cognos 10: Intelligence Unleashed
Smarter Decisions. Better Results.

Freedom to **Think**

- **Unified workspace**
- **All time horizons**
- **Progressive interaction**

Connect with Others

- **Decision networks**
- **Business context**
- **Accountability**

and Simply **Do**

- **Mobile and Disconnected**
- **Integrated**
- **Real-time**

A revolutionary BI workspace delivered on a proven platform with seamless upgrade.

The changing workforce

According to research from "Gartner's View of Enterprise Mobility, " there will be a **30% growth of mobile application deployments per year** thru 2011. Devices for the enterprise have continued to impact the business world through new technology and services that can **improve productivity and communication**.

iPhone Sales to Surpass 100 Million by 2011.

Massive growth of Social Networking

- *Facebook usage statistics:*
- More then 500 Million active users
- An average of 250,000 registrants per day since 2007

Drivers for Mobile BI

Equip front-line workforce with the timely information needed to make **informed decisions**, regardless of location

BI at the point of impact

Fully **Interact** with BI content on mobile devices

Deeper Insights

Provide full Enterprise support for **market leading** mobile platforms

Broad Platform Support

IBM Cognos Mobile 10.1

- IBM Cognos Mobile support for iPhone and iPad
  - Zero footprint Web application
  - Full BI interactivity
- Broad and intuitive Prompt support
  - Support for additional prompt types and format pages
- New and Enhanced user interface for the BlackBerry device
  - New and Improved user interface using modern BlackBerry design paradigm

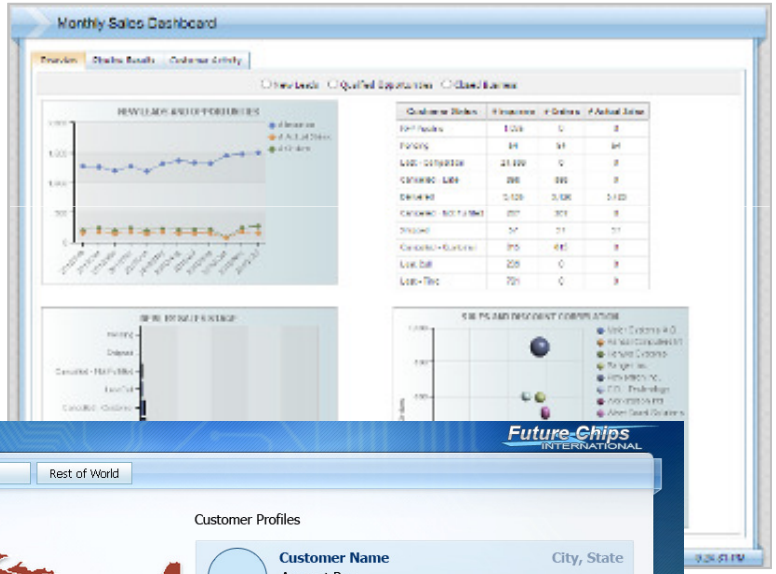
Drivers for disconnected BI consumers

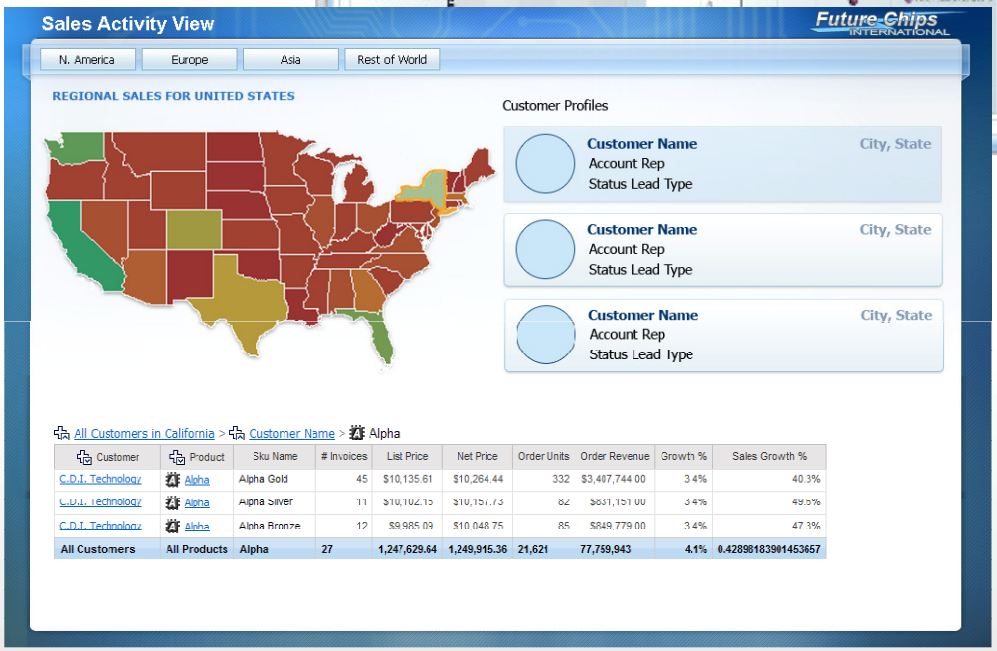
(Executives/front-line workers) are looking to…

Interact with a rich user interface, and easily filter data in dashboards with prompts	**Interactivity**
Access and work with information without wait times	**Performance**
Access and interact with dashboard content while disconnected from the network	**Disconnected**
Access dashboards as attachments in email rather than through a website	**Distribution**

IBM Cognos Active Report

Extend the reach of BI and analytics to a broad audience of consumers so they can use interactive reports to uncover new insights and opportunities.





Solution Highlights

- Disconnected reporting application
- Self-contained, interactive content
- Easy to consume
- Mass deployment, Easy consumption
- Performance

Drivers for Microsoft Office integration

Communicate BI content in standard MS Office formats

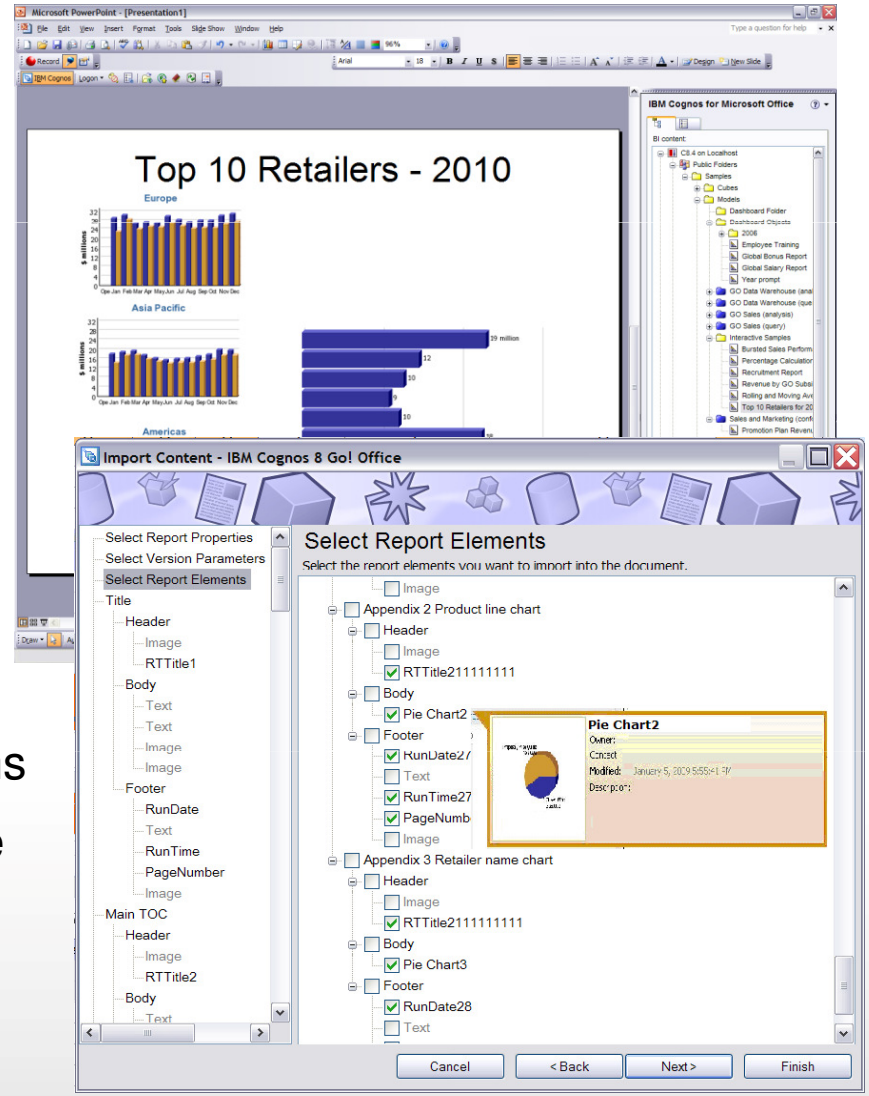
Communicate and present BI

Provide access to a single, trusted source of secure BI content through a familiar MS Office interface

Trusted content

IBM Cognos for Microsoft Office

Import BI content into MS Office tools and add additional context for Presentations and Briefing books



Solution Highlights

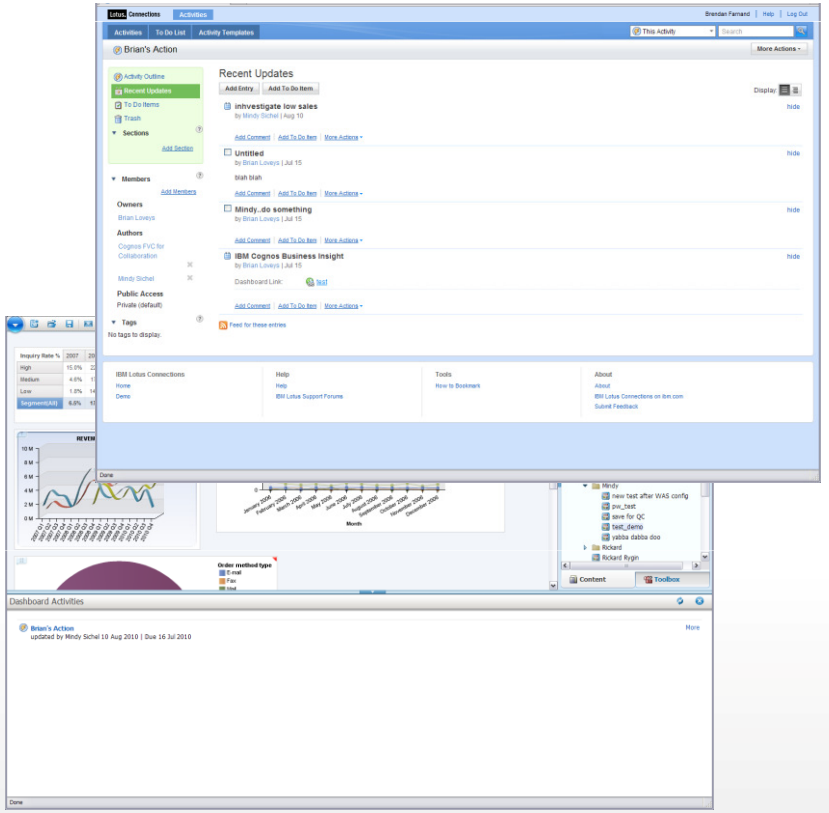
- Create and distribute briefing books.
- Refresh BI content directly within MS Office tools
- Modify and share BI content using familiar applications
- Publish and share Cognos-enabled files to the secure BI portal

Business drivers for collaborative BI

Provide Context and reasoning around outliers and trends in Business data	**Comments and Annotation**
Support working groups and leverage BI as decision support	**BI with Collaborative Tools**
Provide insight into past decisions and business results	**Leverage corporate memory**

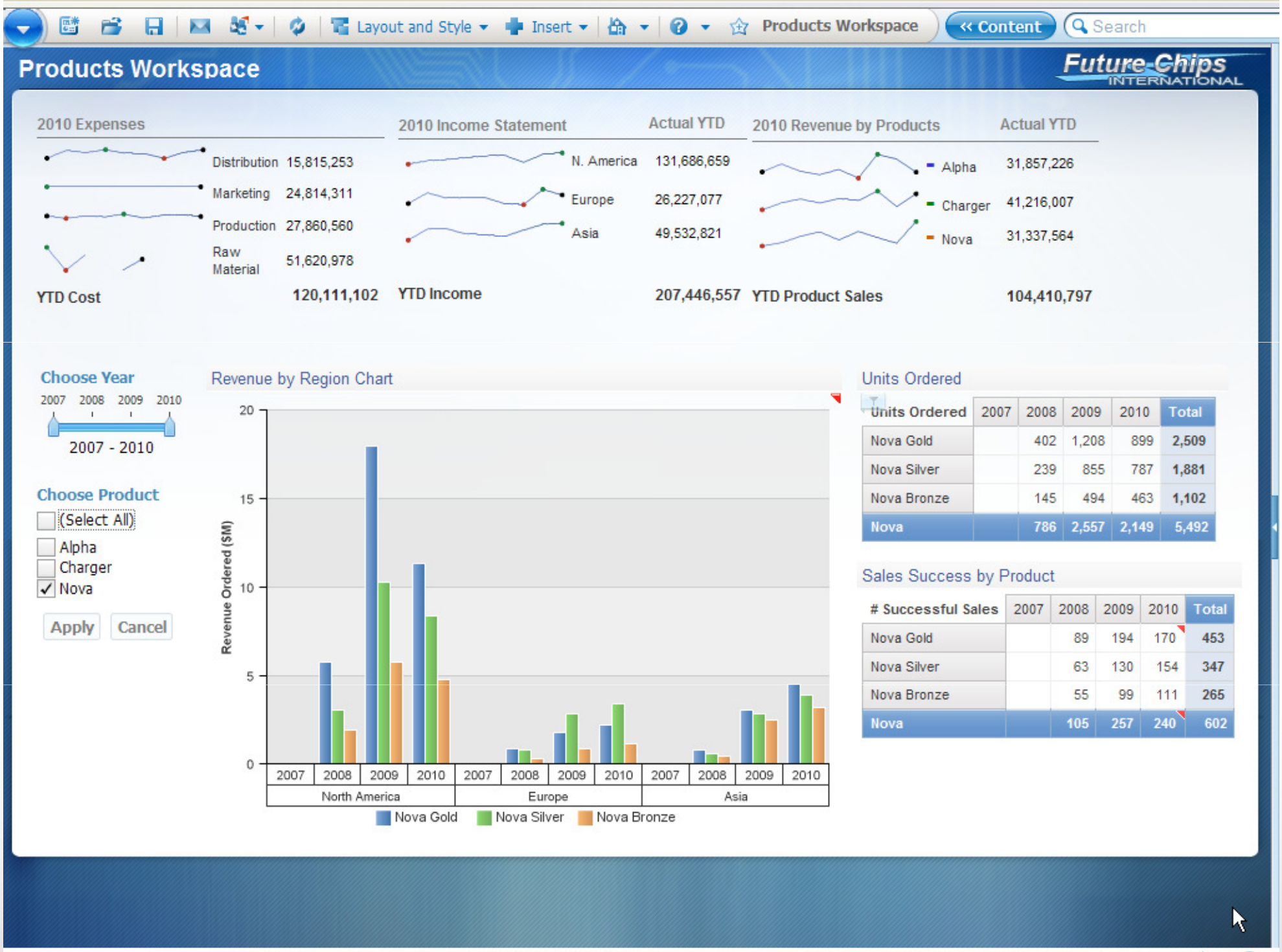
IBM Cognos Collaboration

Quickly find the people and expertise you need. Discuss and refine ideas with colleagues, partners, and customers.



Solution Highlights

- Lotus Connections integration allows a user to:
  - Post messages, share files and links to web content (both BI and external)
  - Create and assign ‘To-do’ items
- Links directly to a Business Insight dashboard with ability to drive ‘Activities’ or requests for action
- Send email notifications directly from the Activity


Layout and Style
Insert
Products Workspace
Content
Search
Products Workspace
Future Chips INTERNATIONAL
2010 Expenses
Distribution 15,815,253
Marketing 24,814,311
Production 27,860,560
Raw Material 51,620,978
YTD Cost 120,111,102
2010 Income Statement
Actual YTD
N. America 131,686,659
Europe 26,227,077
Asia 49,532,821
YTD Income 207,446,557
2010 Revenue by Products
Actual YTD
Alpha 31,857,226
Charger 41,216,007
Nova 31,337,564
YTD Product Sales 104,410,797
Choose Year
2007 2008 2009 2010
2007 - 2010
Choose Product
(Select All)
Alpha
Charger
Nova
Apply
Cancel
Revenue by Region Chart
Revenue Ordered ($M)
20
15
10
5
0
2007 2008 2009 2010 2007 2008 2009 2010 2007 2008 2009 2010
North America
Europe
Asia
Nova Gold
Nova Silver
Nova Bronze
Units Ordered
Units Ordered 2007 2008 2009 2010 Total
Nova Gold 402 1,208 899 2,509
Nova Silver 239 855 787 1,881
Nova Bronze 145 494 463 1,102
Nova 786 2,557 2,149 5,492
Sales Success by Product
Successful Sales 2007 2008 2009 2010 Total
Nova Gold 89 194 170 453
Nova Silver 63 130 154 347
Nova Bronze 55 99 111 265
Nova 105 257 240 602

Business drivers for embedded BI

View BI information in the context of their day-to-day processes and applications	**Relevant and contextual BI**
Combine internal business information with changing market data	**Create situational or "Quick" apps**
Reduce Development costs and effort required to embed BI into third party applications, portals and visualization tools	**Increased ROI**

IBM Cognos Mashup Service

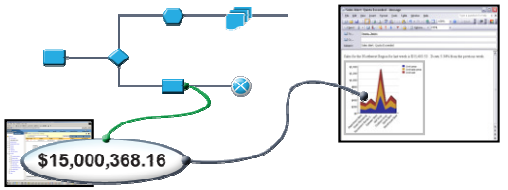
Provide BI that's relevant to the context of the users daily workflow and/or process

Applications

Mashups

Solution Highlights

- API automatically and securely exposes BI content as a Web Service
- Provides Author once, use many times functionality
- Simplifies integration of BI content into applications and portals
- Powers vertical and domain specific visualizations



Processes

Visualizations

Business drivers for extending BI

Better business decisions	Drive company performance through better decisions across levels and job functions
Faster decision cycles	Equip the Business with timely information at point of impact
Relevant BI to more users	Make BI relevant to users, provide in-context to decisions and workflow

Conclusion

- The way we work is changing
  - Social Networking is changing corporate culture
  - Growth in enterprise mobility is unsurpassed
- Cognos 10 provides the capabilities to equip and empower more Business Users in your organization using tools that are relevant, timely and in context