



IBM PERFORMANCE EVENTS

Smarter Decisions. Better Results.



IBM Cognos 10 Collaboration: Het nieuwe werken

Yves Baggen, Client Technical Professional
10 november 2010

Today's goal

Collaboration Facilitates Better Decision Making

- **Help build stronger relationships**
- **Ensure greater context for decisions**
- **Build a reliable corporate memory**



Collaboration.....What does it mean?

Definition

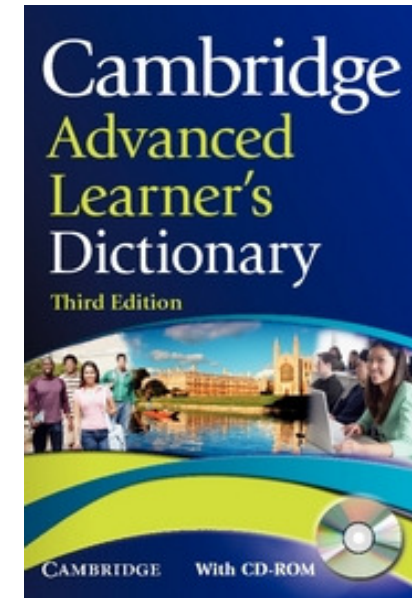
collaboration (*the ~*)
samenwerking (de ~ (v)),
samenwerkingsverband (het ~), **coöperatie** (de ~ (v))

collaborative software



een categorie van software die erop gericht is met een groep van gebruikers een gezamenlijk eindresultaat te bereiken.

Laudon en Laudon (1998; p. 325) gebruiken als definitie: “software die de significantie van groepen binnen kantoren erkent door het aanbieden van functies en diensten die de samenwerkende activiteiten van werkgroepen bevorderen.”



Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.

Freedom to **Think**

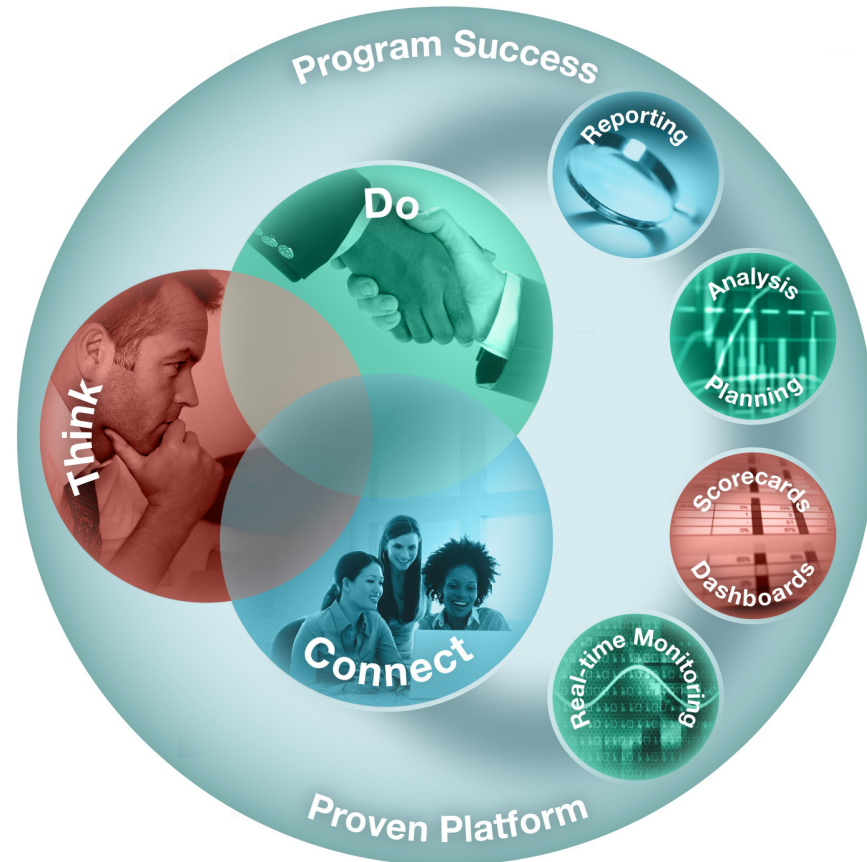
Unified workspace
All time horizons
Progressive interaction

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.

Collective Intelligence

To connect people and insights to gain alignment

- **Why?**

Organizations need more agile and responsive decision making processes to effectively respond to market opportunities and challenges.

- **How?**

IBM Cognos 10 delivers Built-in Collaboration and social networking giving groups the means to engage more.

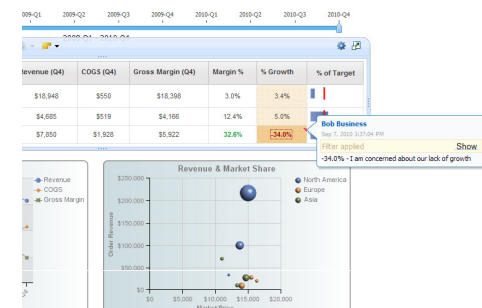
- **So organizations can?**

Engage workgroups to easily collapse the time to align, decide and act.

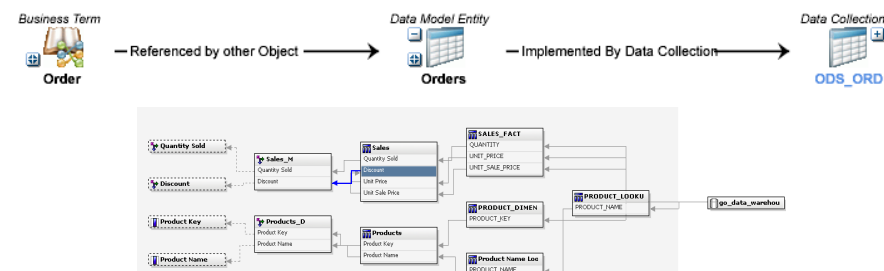
Collaboration

What we already have in Cognos

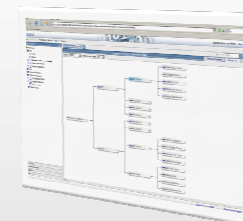
- **Comments**



- **IBM InfoSphere Business Glossary & Lineage**



- **IBM Cognos Business Viewpoint**



Collaboration is Everywhere



The Chasm

Just like...



LinkedIn  

flickr™

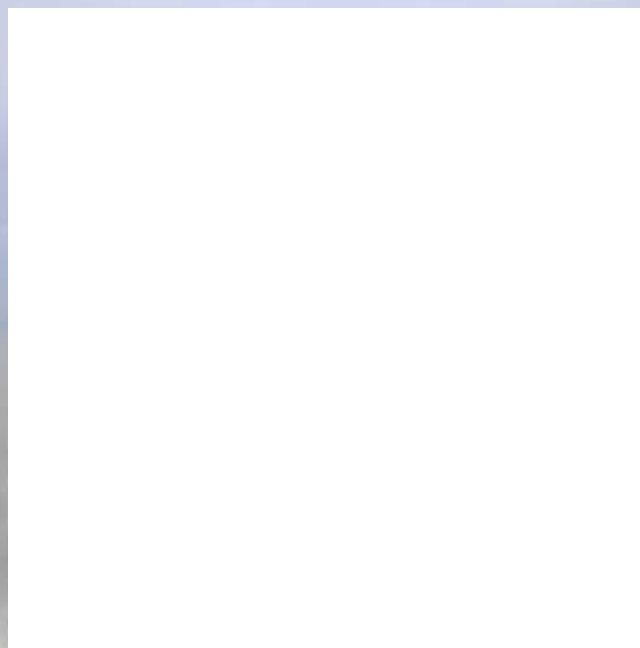
 

YouTube

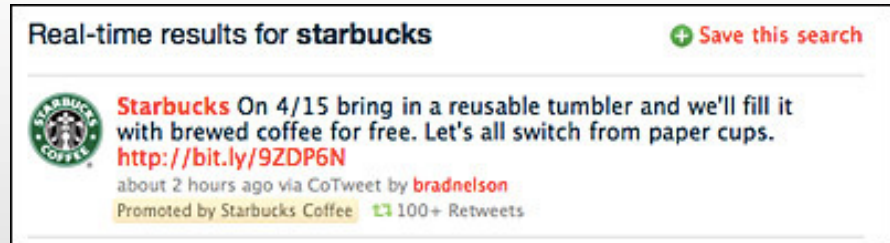
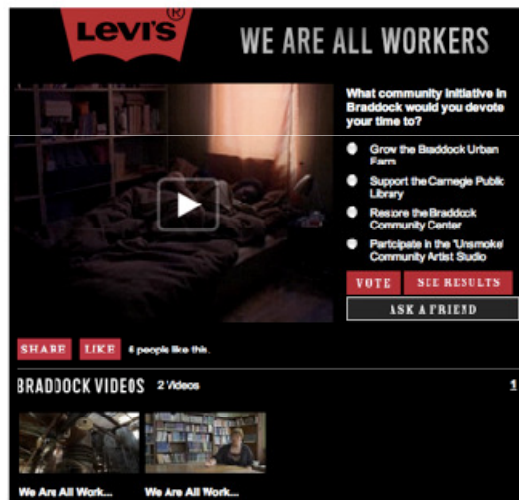




IBM Cognos Collaboration



Social Software for Business



IBM Cognos Collaboration

IBM Cognos 10 BI

Lotus Connections

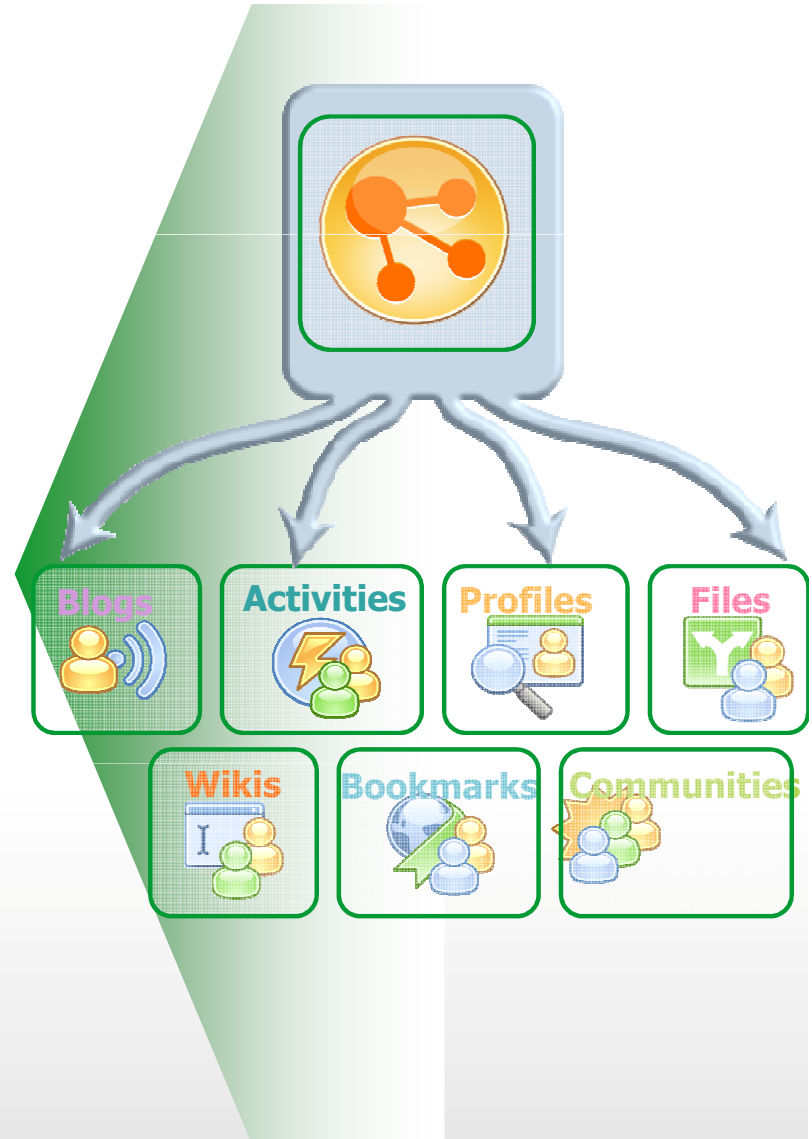
Reports

Ad-hoc queries

Analysis

Dashboards

**IBM Cognos
Collaboration**



With IBM Cognos Collaboration you can:

- Bring together the data

E-mails, IM chats,
documents...

- Increase efficiency and effectiveness

Use existing skills
discovered through the
professional network

- Instill greater confidence in decisions

Easily vet decisions by
experts

- Stimulate innovation

Access the experience and
knowledge of more
stakeholders

Products Workspace

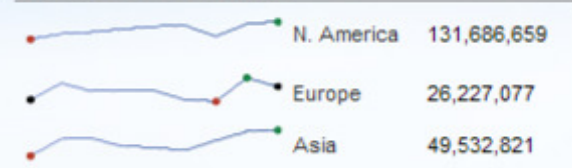


2010 Expenses



YTD Cost 120,111,102

2010 Income Statement



YTD Income 207,446,557

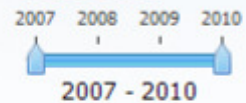
Actual YTD

2010 Revenue by Products



YTD Product Sales 104,410,797

Choose Year

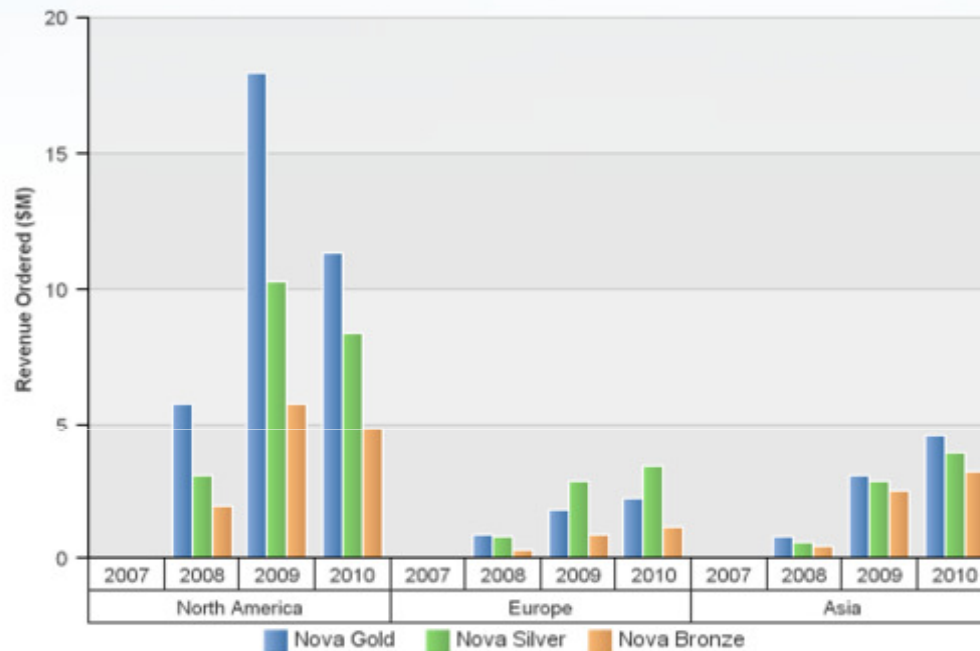


Choose Product

- (Select All)
- Alpha
- Charger
- Nova

Apply Cancel

Revenue by Region Chart



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

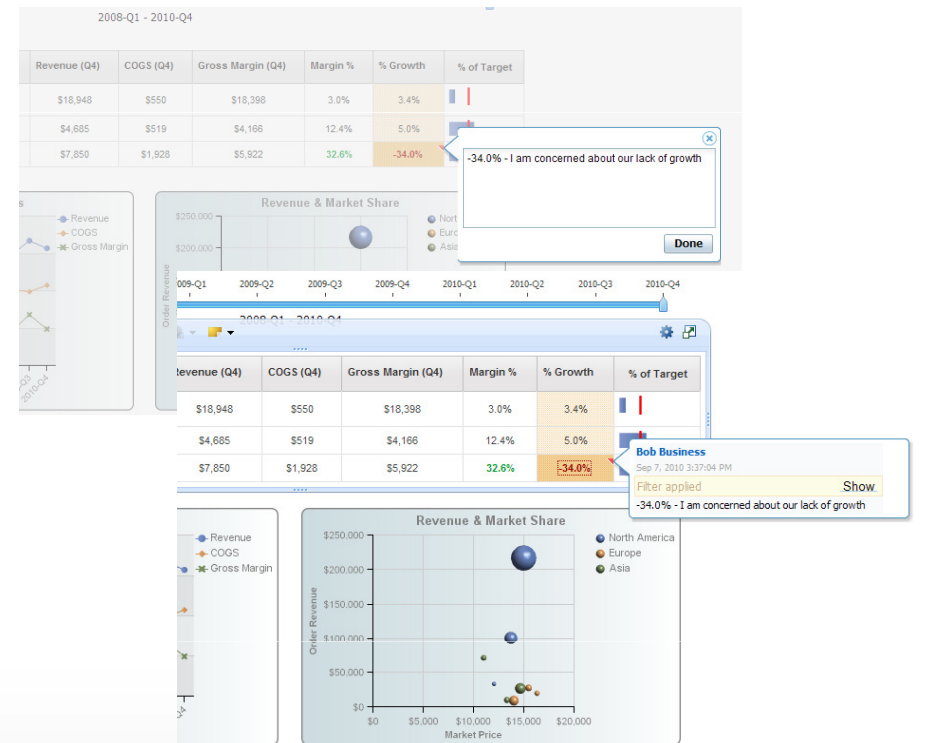
Ensure greater context for decisions

- Add another dimension to the information

Annotations

Solution Highlights:

- Add, view and edit comments on reports, report parts, individual cells or data points in reports and report parts
- Comments are indicated by colored flags
- All annotations are included as endnotes when exporting





With Annotations you can:

- Add another dimension to your data

Understand the reasons behind a decision

- Dramatically reduce duplication of work

See what others are working on

- Ensure consistency and completeness

Reuse processes for decision-making

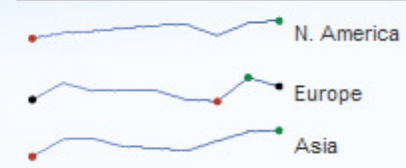
Revenue Dashboard Future-Chips INTERNATIONAL

2010 Expenses



YTD Cost **120,111,102**

2010 Income Statement

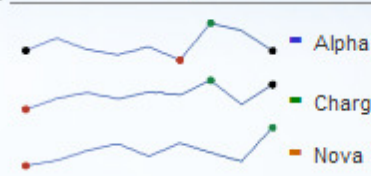


YTD Income **207,446,557**

Actual YTD

207,446,557

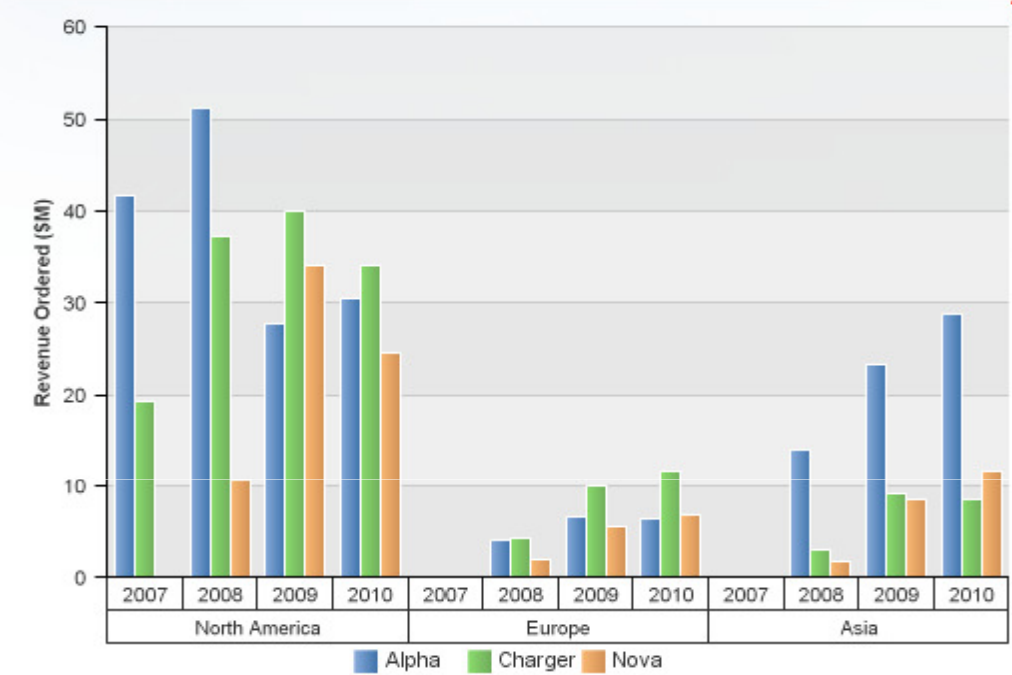
2010 Revenue by Products



Actual YTD

104,410,797

Revenue by Region Chart



Units Ordered

Units Ordered	2007	2008	2009	2010	Total
Alpha	3,475	6,527	5,762	6,916	22,680
Charger	1,068	2,588	3,547	3,359	10,562
Nova		786	2,557	2,149	5,492
Product(All)	4,543	9,901	11,866	12,424	38,734

Sales Success by Product

# Successful Sales	2007	2008	2009	2010	Total
Alpha	294	487	407	437	1,625
Charger	115	284	361	363	1,123
Nova		105	257	240	602
Product(All)	409	876	1,025	1,040	3,350

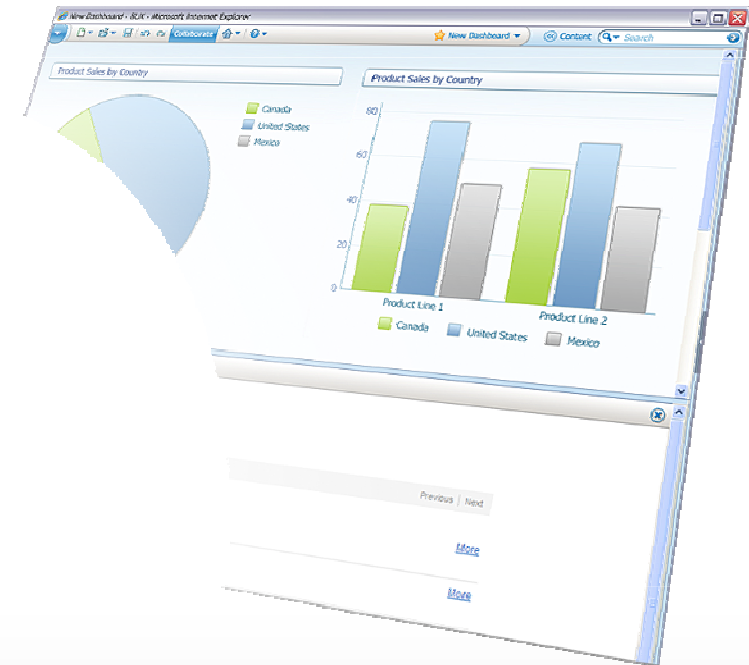
Build a reliable corporate memory

- Easily reference past decisions

Integrated Search

Solution Highlights:

- Search for the following directly from Business Insight:
 - Lotus Connections Activities history
 - Annotations
 - Current Lotus Connections Activities
 - Any related items in Lotus Connections



With integrated search you can:

- Track and audit decisions and initiatives

Ensure consistent use of best practices

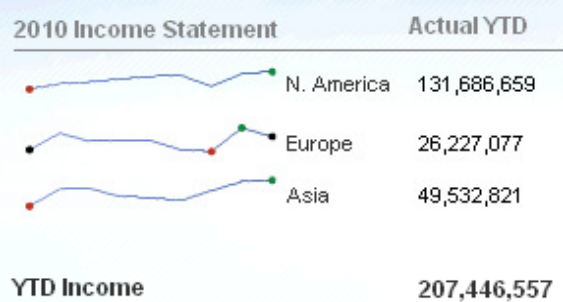
- Easily reference past decisions

Greater accountability and transparency

- Compare and analyze decision outcomes

Revisit past decisions for creation of best practices

Products Workspace *Future Chips INTERNATIONAL*



Choose Year

2007 2008 2009 2010

2007 - 2010

Choose Product

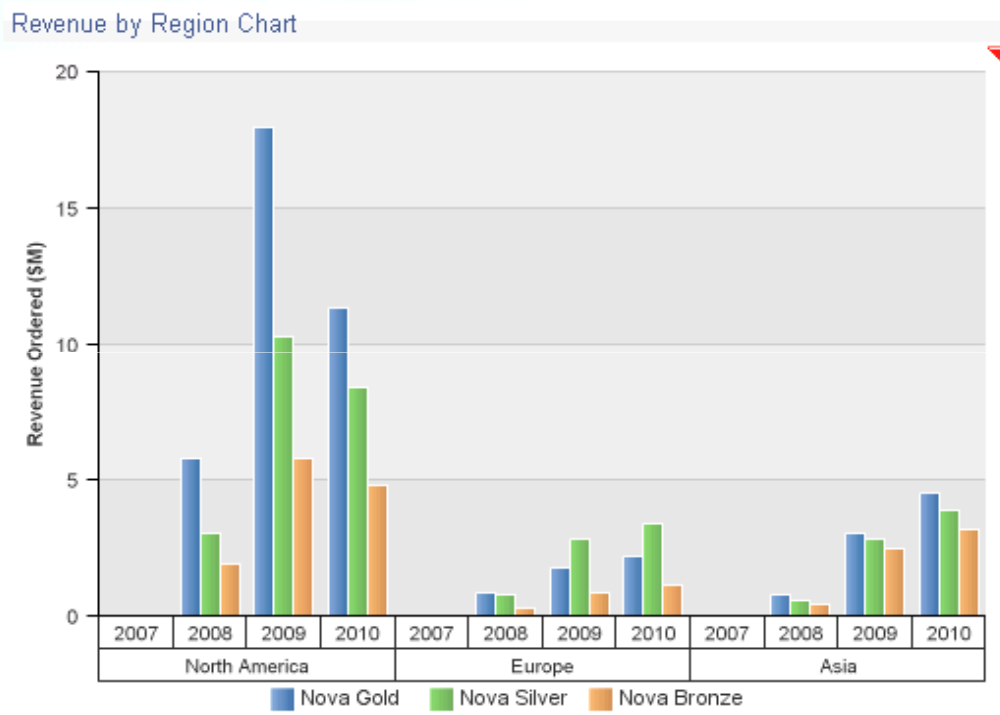
(Select All)

Alpha

Charger

Nova

Apply Cancel



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

Did we reached our Goal today?

Collaboration Facilitates Better Decision Making

- **Help build stronger relationships**
- **Ensure greater context for decisions**
- **Build a reliable corporate memory**

