



PERFORMANCE MANAGEMENT EXPERIENCE IN-HOUSE WORKSHOP

Experience the power of performance management in a real life business simulation at your office



PM Experience In-house Workshop:

- Exclusively performed for your company
- Optionally held at your office

Performance management solutions from IBM Cognos offer you exactly the kind of high-precision instruments and control mechanisms – specially tailored cockpits and dashboards – you need for every functional area of your business.

Plenty of people talk about business intelligence and performance management, but few have actually had the opportunity to see IBM Cognos solutions in operation, live, in a full-blown business.

That's about to change: In our Performance Management (PM) Experience Workshops, you can discover how these powerful business control solutions work in simulated real-world scenarios.

Lead a fictitious company to success

In a number of simulation cycles your team will set targets, analyze the opportunities and risks for “your” products in “your” markets, identify what steps need to be taken, and plan your actions.

A specially trained coach will guide you through your analyses and decision-making. You'll work with a variety of reports, discover the power of the information in the highly aggregated key indicators provided, and analyze data at different levels of detail and from different angles.

You'll rapidly become familiar with the basic functionality of IBM Cognos performance management solutions. A simulation will then be run on the system to determine the quarterly results for the business, based on the internal and external parameters defined. And the next cycle begins with an analysis of these results and new tasking.



Participate, learn and benefit

In your PM Experience In-house Workshop, decision-makers from any functional area of your company can learn about the enormous potential that can be unlocked with performance management.

- You'll find out how IBM Cognos performance management solutions can support you in both your strategic and your daily decision-making.
- Discover information sweet spots in the figures from finance, marketing, sales, development, operations, and services departments. And experience how intelligent aggregation, conditioning and presentation can transform seemingly overwhelming masses of data into instantly usable, valuable decision-making resources.

- Analyze the impacts of your decisions across departmental boundaries and learn about the surprising links between different areas of performance within the company.
- Understand how planning, monitoring and analysis interlock smoothly to provide you with easy-to-read instruments for the rapid assessment of situations, plus precise control levers to steer each functional area reliably.
- Use this unique training simulator for executives to advance your personal qualification and development.

Read more about our PM Experience In-house Workshops under:

>>> <http://www.ibm.com/software/data/cognos/pmes>

Discover the potential of performance management for practically every area of a business

Finance professionals will learn to ...

- immediately spot strengths and weaknesses in their business units;
- rapidly identify the reasons for anomalies;
- promote and guide precise, on-target planning;
- ensure optimum utilization of working capital and a steady cash flow;
- find the optimum mix of equity and outside funds;
- decide on investments according to their importance for the company's success;
- ensure effective liquidity management.

Sales people will discover how to ...

- use current sales to improve their situation and refine their product and pricing policies;
- greatly increase their customer and product profitability;
- permanently improve the effectiveness of their sales tactics;
- protect current and future revenue streams with sales pipelining;
- motivate every sales person to assume responsibility for the company targets in sales planning.

Marketing experts will understand how to ...

- discover and unlock dormant profit potential;
- chart and control their competitive position;
- implement optimum product life cycles;
- build an unassailable position with differentiated pricing;
- identify and employ the most successful marketing activities.

Customer service will be able to ...

- achieve a sustained improvement in fulfillment reliability;
- process inquiries, complaints and claims more efficiently;
- understand the company's strengths and weaknesses through external industry comparisons;
- determine the financial value of customer service for the company.

IT specialists will get the instruments to ...

- control and monitor IT's contribution to their company's success;
- align the IT portfolio accurately with business needs;
- maintain careful control over IT projects;
- optimize the cost/benefit of multi-vendor environments;
- ensure company compliance with statutory regulations and requirements.

HR managers will find out how to ...

- identify all of the functions and capabilities needed to make their business succeed;
- devise the perfect remuneration system to ensure high employee motivation and loyalty;
- identify strong performers and high potentials among their employees;
- develop optimum HR training and development programs;
- offer appropriate and competitive employee benefits.

Product developers will start to ...

- ensure continuous product and portfolio innovation;
- accurately assess the viability and risks of product additions and enhancements;
- respond rapidly to changes in priorities, deadlines and risks in the development process;
- receive continuous market and customer feedback to gauge the success of new products.

Operations professionals will find out that ..

- procurement now has quick access to inexpensive funding covering working capital requirements;
- capacity management can rely on punctual production in spite of unpredictable demand, complex processes and erratic supplies;
- inventory management can balance inventory stocks against supply capability;
- logistics management can distribute products more efficiently;
- cost and quality management can deliver high-quality products while constantly reducing costs;
- process management can continually identify improvement potential.

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Join our PM Experience In-house Workshop for joint PM sessions

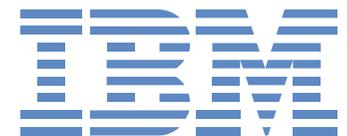


Our PM Experience In-house Workshop is designed for groups of managers from within the same company. Attendees should have a position of responsibility in the organization – in executive management, information technology, or another functional area like sales, procurement, marketing, internal control, HR, product development, manufacturing, or customer service.

The workshop typically lasts around a day. Given its scope, it offers far deeper insights into information-based performance management as well as an outstanding opportunity to explore how different departments interlock in real-world business situations. Sharing the success experience helps teams to bond and fosters a mutual understanding that carries over into the way individuals and groups work together subsequently within the company.

Breaks between simulation cycles and a group evening provide time for you to discuss what you specifically need and expect from a perfect performance management solution.

Read more about our PM Experience In-house Workshop:
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