

# The Deloitte-IBM Cognos software alliance

## Software and strategies for better business performance

### Overview

*Deloitte's extensive consulting experience has resulted in deep industry knowledge and a strong understanding of strategic needs, global complexity, and technology best practices. IBM Cognos® developers have created a world-leading corporate performance management (CPM) technology platform and garnered implementation knowledge in every industry. Teamed up, we can help you focus strategy, improve decision-making, and reach valuable insights that let you act quickly.*

***Our combination of technology expertise, methodology, tools, and techniques with a practical blend of industry-specific knowledge helps you identify, harness, and share your intellectual capital. Two market leaders with decades of success worldwide, Deloitte and the IBM Cognos team help you sharpen your strategic focus and overcome barriers to success.***



*Corporate performance management depends on three interlinked capabilities: enterprise planning to drive performance; enterprise scorecarding to monitor the performance of this plan; and enterprise business intelligence to report and analyze issues for maximum efficiency.*

### Technical specifications

#### *Deloitte and IBM*

Deloitte is an IBM Cognos Platinum Partner and an Accredited Service Partner. As such, it is authorized to perform large and complex corporate performance management (CPM) implementations for IBM Cognos customers around the world.

As a result of the partnership, the IBM Cognos team:

- Trains and certifies Deloitte consulting staff
- Develops Deloitte vertical knowledge of IBM Cognos products
- Dedicates senior executives to the Deloitte relationship and client projects
- Provides the highest level of technical phone and Web support

## *The Deloitte-IBM Cognos software alliance*

In addition, Deloitte:

- Participates in beta implementations of IBM Cognos product releases
- Collaborates with IBM Cognos development to customize solutions

### **Features and benefits**

Deloitte has been implementing IBM Cognos solutions for over 10 years.

Together, we have the means to design a business intelligence strategy and the right software to put it into action.

### *Corporate Performance Management*

Leading analyst firm Gartner calls the CPM cycle a rich blend of modeling, planning, forecasting, budgeting, consolidation, scorecarding, analysis, and reporting. CPM aligns tactics with strategy by letting plans, metrics, and information drive better decisions enterprise-wide. Yet while CPM has enterprise-scale potential, it doesn't require enterprise-scale investment. In fact, one winning approach to CPM is incremental: think big, start small, be strategic.

CPM is not just about technology.

Creating a culture of fact-based agility requires a change in attitude. Managing your direction based on accurate, real-time information means the information must be continuously accessible and easily usable. People from the CEO on down must have a single point of access to organizational metrics to make incisive, informed decisions that support strategy and create valuable efficiencies. Technology simply eases the way to this goal.

Expert consulting helps you with the culture change CPM will entail.

### *The IBM Cognos CPM platform*

IBM Cognos products provide all of the technology pieces you need to implement CPM. The software is uniformly easy to use, implement, and manage.

### *Reporting*

IBM Cognos ReportNet® is the first all-in-one reporting software that lets you create, modify, and distribute any type of report: invoices, statements, weekly sales, and inventory reports. You can standardize all enterprise reporting not simply with one vendor, but with one architecture as well. IBM Cognos ReportNet eliminates the need for multiple reporting tools and the resulting costs from duplicated training, maintenance, administration, servers, support, and lack of consistency in the information users need. The software is easy to use and simple to manage, with zero-footprint deployment, scalability to hundreds of thousands of users, and integration with any application or environment.

### *Analysis and exploration*

Using OLAP cubes for reporting and analysis, users can track changes in business metrics to uncover trends, risks, and opportunities. Users can explore and analyze information to make effective tactical or strategic decisions. They can look at a part of their organization from a variety of business perspectives, such as revenue, geography, product, or time.

### *Scorecarding and advanced visualization*

Deloitte customers can augment reporting and analysis to view data in rich graphical formats. The data underlying key performance indicators can be aggregated and represented by traffic lights or other visual displays, focusing users quickly on the critical issues.

### *Planning*

Enterprise planning, combines people, process, and technology in a continuous and collaborative budgeting and planning cycle. This provides insight into past, current, and future operating performance, enabling managers to spot trends, identify opportunities, and affect outcomes. IBM Cognos 8 Planning offers Deloitte customers an integrated, state-of-the-art solution for planning, budgeting, forecasting, modeling, consolidation, and financial reporting.

### *Business activity monitoring*

IBM Cognos software can automatically deliver time-critical BI to decision-makers through email and wireless technologies.

In concert with powerful reporting and analysis, IBM Cognos event notification pushes information to users, allowing them to focus quickly on what needs immediate attention. It delivers personalized, high-value information based on defined events. Any user, anywhere across the organization or value chain, can monitor key events using email notifications and alerts.

### Feature overview

#### *Success in your industry*

Deloitte and IBM Cognos developers have had success together in all industries. Whether it's a deployment for health care, public sector, financial services, manufacturing, or any other realm, IBM Cognos and Deloitte bring our outstanding trust and partnership to every opportunity. Together, we provide our customers with a solution that creates a competitive advantage in the market.

Deloitte and IBM Cognos developers continue to invest in this industry-leading relationship. With a shared mandate to continually improve technologies, products, and processes, we will make certain that we bring to each of our customers dependable, industry-specific, cost-effective solutions that match our customer's expectations.

### About IBM Cognos BI and Performance Management:

IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

For further information or to reach a representative: [ibm.com/cognos](http://ibm.com/cognos)

### Request a call

To request a call or to ask a question, go to [ibm.com/cognos/contactus](http://ibm.com/cognos/contactus). An IBM Cognos representative will respond to your enquiry within two business days.



© Copyright IBM Corporation 2009

IBM Canada Ltd.  
3755 Riverside Drive  
Ottawa, ON, Canada K1G 4K9

Produced in Canada  
March 2009  
All Rights Reserved.

IBM and the IBM logo are trademarks of International Business Machines Corporation in the United States, other countries or both. For a complete list of IBM trademarks, see [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml).

Microsoft, Windows, Windows NT, and the Windows logo are trademarks of Microsoft Corporation in the United States, other countries, or both.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

Any reference in this information to non-IBM Web sites are provided for convenience only and do not in any manner serve as an endorsement of those Web sites. The materials at those Web sites are not part of the materials for this IBM product and use of those Web sites is at your own risk. P22444