

IBM Cognos Now!

Business Intelligence for salesforce.com

Overview

Key Features

- **Out-of-the-box sales dashboards and metrics enable salesforce.com users to immediately realize the benefits of BI to monitor and manage their operations.**
- **Drill-down analytics make it easy to discover, analyze, and view crucial details related to your sales, marketing, and support activities.**
- **Easy-to-configure alerts allow you to receive immediate notification when you need to take action – for example, when critical deals are in jeopardy of not closing by month- or quarter-end or a marketing or sales channel is broken.**



Thanks to an intuitive, graphical interface, all the workers in your organization can enjoy the benefits of BI. More than a visualization tool, IBM Cognos Now! presents continuously updated information in an intuitive format, so users can see instantly what's happening in key areas of their business operations. And self-service IBM Cognos Now! operational dashboards make it easy to modify metrics, graphs, and indicators - without any need to involve IT.

Technical Specifications

Hosted Service and Appliance Delivery

Turn your salesforce.com data into critical business information you can use every minute of the day. IBM Cognos® Now! for salesforce.com delivers the power of Business Intelligence (BI) – true multi-dimensional analytics and multi-object reports – to enable comprehensive, real-time visibility into your sales, marketing, and support operations.

IBM Cognos Now! is an innovative operational BI platform that extends the power of your salesforce.com solution - bringing greater detail and more sophisticated analysis to the wealth of salesforce.com data.

- Powerful drill-down analytics. Examine metrics in the finest detail for root-cause analysis. Track performance across multiple dimensions: for example, product sales across multiple regions, multiple quarters, and multiple sales reps.

IBM Cognos Now!

- Join multiple salesforce.com objects. Generate reports on as many metrics as you require: opportunities, accounts, leads, contacts, campaigns, and more. You can also add your own custom objects to dashboards and reports.
 - Integrate multiple data sources. Combine salesforce.com data with financial, product, and other enterprise data sources, whether inside or outside your company's firewall.
 - Exception management. Set up custom alerts, so you can receive immediate notification when a key metric crosses a critical threshold.
- For the Marketing Executive: For each campaign or promotion, what are the response and conversion rates? Drill down on responses and closed sales to determine which promotion periods were most productive. What types (by industry, company, contact) of trade show leads are converting to actual sales?
 - For the Customer Service Executive: What is the daily volume of my call centers by region and service center? Which accounts or opportunities are experiencing heavy case volumes; and of those, what kinds of cases are coming up? Notify me when there are more than 20 cases for any product within a single account.

Track and Analyze Information that Matters to Your Business .

IBM Cognos Now! supports a complete multidimensional analytical model that enables end users to drill down to various levels of aggregation—unlike other hosted BI products that provide static reports only. The result? Instant answers to important questions about the health of your business operations:

- For the Sales Executive: Which sales reps and which partners are contributing the most to my pipeline across each region? Looking at the most productive partners, how are pipeline opportunities distributed among my sales reps? Map my current pipeline and my forecast by region and by sales channel.

Key Features

- Multi-dimensional, multi-object analysis capability allows to combine any salesforce.com data and make the most of your investment.
- Real-time, continuously updated metrics ensure your BI information is always current, always up to the minute.
- Rich graphical display options, including geography maps, 3D charts and tables, help you visualize key information in a meaningful way.

Features and Benefits

Seamless Integration with salesforce.com

IBM Cognos Now! delivers the power of BI by plugging directly into salesforce.com and transforming the data to deliver continuously updated dashboards and reports. IBM Cognos Now! integrates seamlessly with your salesforce.com data, since it's built on and certified with AppExchange.

The IBM Cognos Now! analytics engine uses a remote web services (SOA) interface to connect into the salesforce.com environment with secure credentials and encryption to ensure data integrity. Every time data is updated in salesforce.com, IBM Cognos Now! immediately updates the corresponding dashboards and reports—and updates the cubes and data models to reflect the latest changes.

Get up and running quickly with preset dashboards and metrics

IBM Cognos Now! for salesforce.com solutions includes sample out-of-the-box sales and marketing dashboards and metrics enable salesforce.com users to immediately realize the benefits of BI to monitor and manage their operations.

Feature Overview

Sample IBM Cognos Now! Sales Executive dashboard metrics

Included Metrics	Metric definitions
Quarterly Sales	Realtime Quarterly Sales
Quarterly Sales Funnel/Forecast	Sales forecast for current and next fiscal quarter
Quarterly Sales Pipeline	Sales pipeline for current and next fiscal quarter
90-Day Moving Sales – Funnel/Forecast	Sales forecast for next 90 days
90-Day Moving Sales Pipeline	Sales pipeline for next 90 days

Sample IBM Cognos Now! Sales Executive dashboard metrics

Included Metrics	Metric definitions
Sales by Source/Campaign	Revenue generated by each lead/campaign source
Opportunities By Source/Campaign	Opportunities generated by each lead source/ campaign
Opportunity Loss Analysis	What types of opportunities are reps losing?
Opportunity Win Analysis	What opportunity types are won? - new vs. existing customers
Competitive Knock-Outs	Whom did we beat at our closed deals?

IBM Cognos Now! Appliance: Complete BI Solution

Need to integrate salesforce.com data with data from your other applications? IBM Cognos Now! is a hardware-based appliance that enables you to combine data from salesforce.com and other applications to have a comprehensive view of your business. The IBM Cognos Now! appliance is a complete solution that provides dashboards, analytics, alerting, data integration, security all pre-installed and optimized along with a hardware server. Any dashboards can easily and quickly be migrated from the IBM Cognos Now! On Demand service to the IBM Cognos Now! appliance. The IBM Cognos Now! appliance gives you complete control over your BI solution.

Key Features

- Integrated reporting seamlessly aggregates salesforce.com data into interactive reports designed for sales and marketing executives.
- Support for multiple data sources gives you the option to build a more comprehensive picture of your operations by combining salesforce.com with data from other applications.

Upgrade to Enterprise-Class BI

Need to integrate salesforce.com data with IBM Cognos 8 Business Intelligence solution for enterprise reporting and analysis? IBM Cognos solutions offer a prebuilt connector to

access and extract your salesforce.com data so you can combine it with your strategic financial, product, and other enterprise data sources for a comprehensive view of your business. IBM Cognos solutions offers deployment options to suit the needs of every organization.

To learn more, please visit ibm.com/software/data/cognos/products/now/



**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.

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