



IBM Cognos Business Insight: Redefining Business Intelligence

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Agenda



- **Information for everyone**
- **IBM Cognos Business Insight**
 - Reach more users
 - See more information
 - Do more with information
- **IBM Cognos Business Insight Advanced**
 - Ad-hoc query and analysis
 - Leveraging external data



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.



Users are hungry for information



But current systems prevent them from accessing this information in a timely fashion.

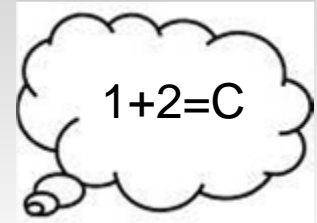
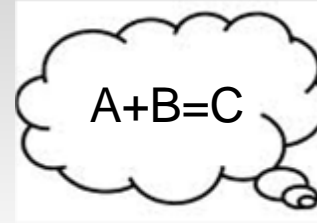


Analytics everyone can use



Successful BI solutions need to:

- Adapt to the way people work
- Encourage natural thought process
- Be simple, yet so powerful and fun anyone can use it



Picture all employees having access to information to support their daily decisions and actions, with tools that work in the ways they need them to.

Source: 2009 Successful BI Survey
Best Practices in business intelligence for greater business impact
By Cindi Howson



A BI workspace that is the start of your day



Intuitive and easy to use it is the single place that you go to find and do your work.

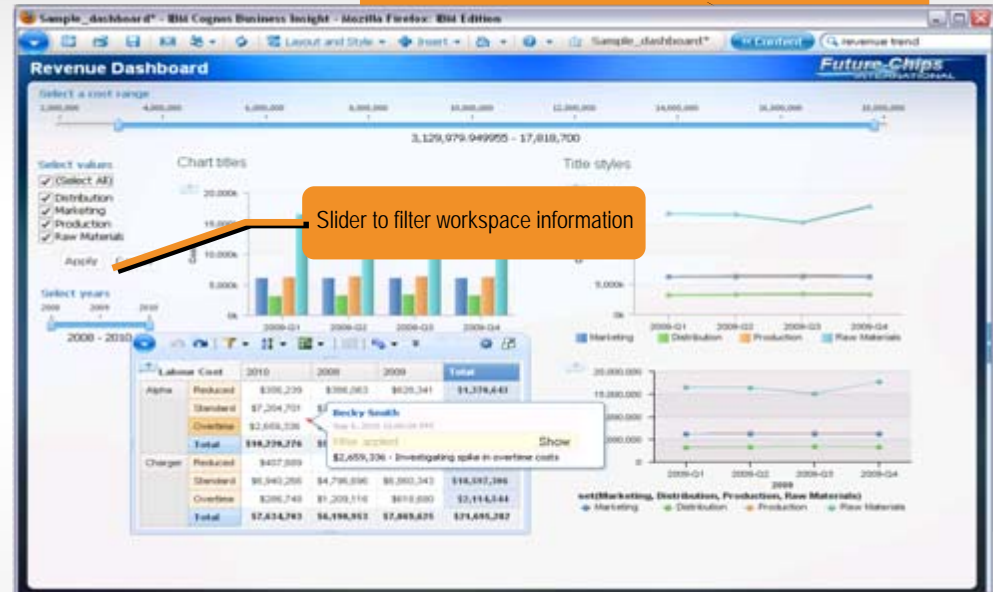
IBM Cognos Business Insight

Solution highlights:

- Pre-assembled workspace content
- Search assisted authoring
- Drag and drop assembly
- Dynamically filter
- Quicker and deeper insight in to data
- Seamless graduated experience

Search for content and data

Pre-assembled BI workspace



Slider to filter workspace information

IBM Cognos Business Insight

Revolutionary BI workspace that supports how people think



Business
User

Reach more users.

Discover unknown insights by following individual train of thought.



Manager

See more information.

Explore all types of information from all time horizons.



Business
Analyst

Do more with information.

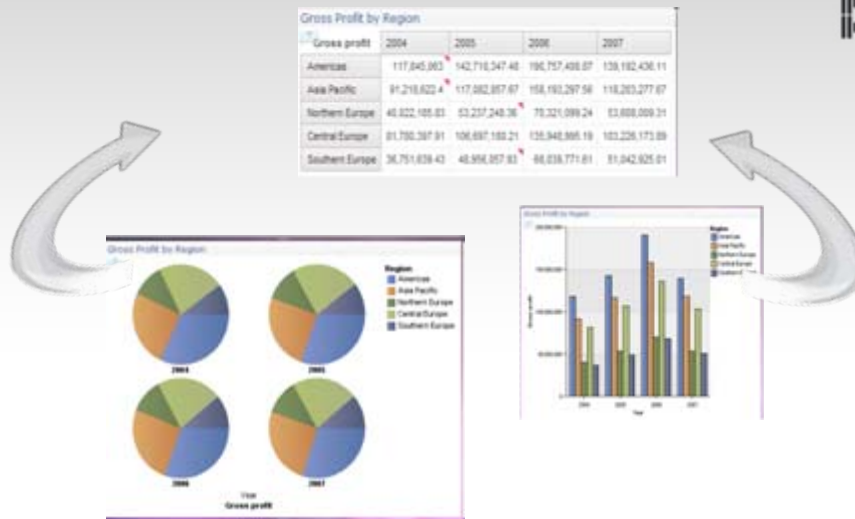
Deeper analysis and ad-hoc query.

IBM Cognos Business Insight

Support personal decision-making styles



- Personalize information
- Generate unique perspectives
- Get an 'at a glance' view of the business



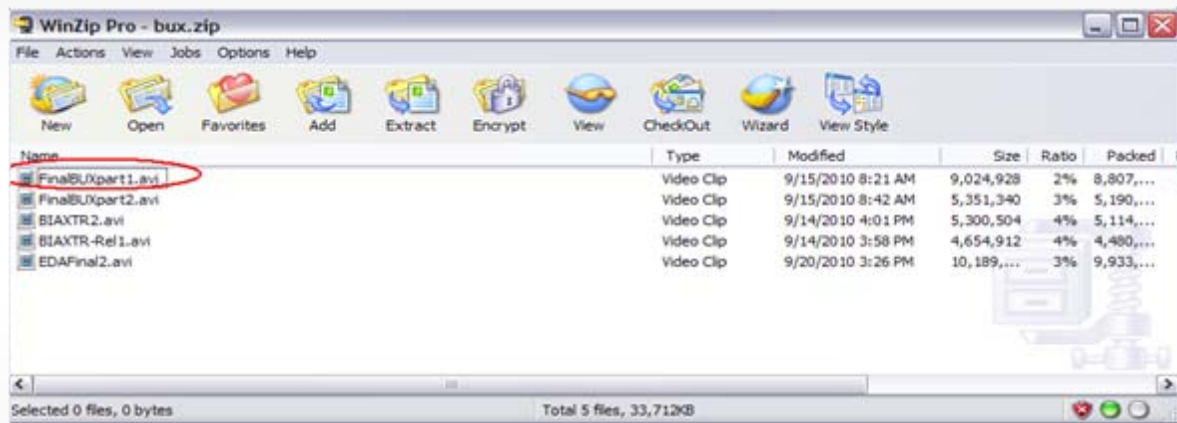
Reach more users.

Discover unknown insights by following individual train of thought for more informed business decisions.

DEMO: IBM Cognos Business Insight – the experience



- Highlight the ‘look and feel’ of Business Insight
- Key features to be covered off include:
 - Drag and drop ease
 - On demand toolbar
 - Change of chart types
 - Applying slider controls
 - Adding Calculations
 - Searching for content



IBM Cognos Business Insight

See all information from all the angles, in context



Get unique perspectives by having access to the information

- Any BI content
- Real-time information with IBM Cognos Real-time Monitoring
- Scenario planning
- Scorecarding
- Statistical data



See more information.

Explore all types of information from all time horizons for a complete view of the business.



IBM Cognos Business Insight

Unlimited data exploration



Find and leverage information that you didn't even know existed

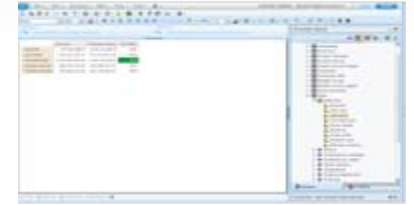
Assemble a complete view of all available information



Leverage enhanced search functionality



Seamless graduated user experience to more advanced features



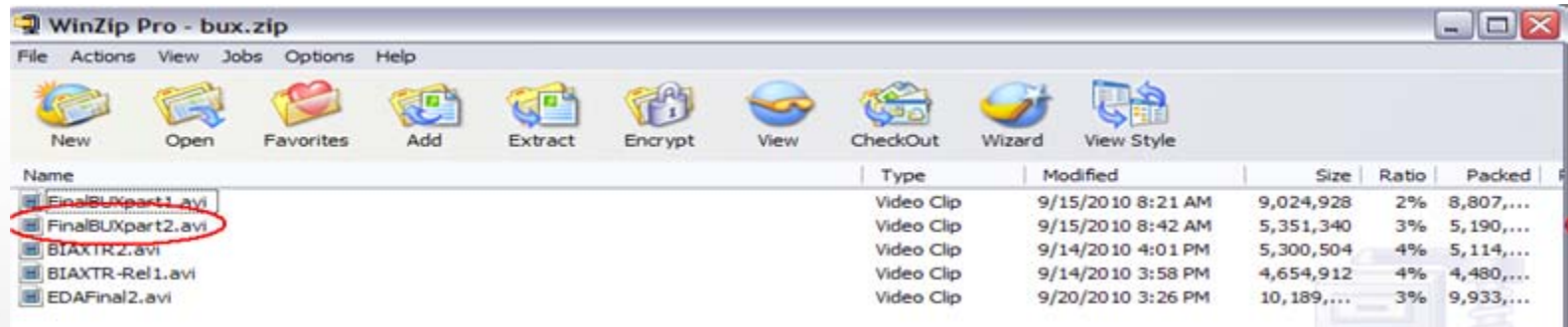
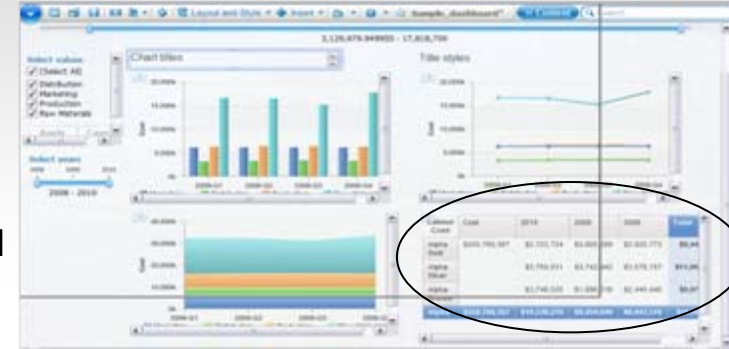
Updated view with your personalized content updated in context



DEMO: IBM Cognos Business Insight to Business Insight Advanced - 'Do More'



- Highlight the seamless migration from BI to BIA
- Key features to be covered off include:
 - Start with a configured Dashboard
 - Use Search to find a Report part
 - Add the part to the Dashboard
 - Select 'do more' and move to Business Insight Advanced
 - Add two measures, drill and do a top 5 set selection
 - 'Done' and move back to Business Insight



Seamlessly shift to more advanced analysis

Perform complex analysis tasks quickly and easily to get to the "why" behind an event or action to improve business performance

IBM Cognos Business Insight Advanced

Solution highlights:

- Intuitive drag-and-drop interface
- Integrated data exploration and analysis
- Calculations, drill, filter, pivot, top/bottom count
- Manage set definitions
- Flexible format, layout and distribution
- Multiple queries, formatting and charting



The screenshot shows the IBM Cognos Business Insight Advanced interface. It features a metadata browser on the left, a central workspace with a data table, and a right-hand pane for set definitions. Several callout boxes highlight key features:

- Standard and Style toolbars:** Located at the top of the interface.
- Switch between metadata or member tree:** A callout pointing to the metadata browser on the left.
- View and edit set definitions:** A callout pointing to the set definitions pane on the right.
- Easily select common analysis gestures:** A callout pointing to a list of analysis gestures, including "Top 3 based on Units", "Top 5 based on Units", "Top 10 based on Units", "Bottom 3 based on Units", "Bottom 5 based on Units", "Bottom 10 based on Units", and "Custom...".

IBM Cognos Business Insight Advanced

Single, intuitive interface for ad-hoc query and analysis



- **Easy and intuitive drag-and-drop interface for creating ad-hoc queries**
- **Analyze data from same interface**
 - Calculations, drill, filter, pivot, top/bottom count, etc.
- **Leverage multiple queries, objects and charting options**
- **Integration with IBM Cognos Report Studio**
 - Augment and enhance ad-hoc reports and analysis

Do more with information.
Deeper analysis and ad-hoc query in a single interface.

IBM Cognos Business Insight Advanced

Integrate external data for rapid ad-hoc reporting and analysis



- Add new and broader perspectives to corporate information
- Improve confidence in information by removing long, manual, and error-prone processes of stitching data together in Excel
- Provide users with the flexibility they are demanding to use additional data without impacting the BI System and reduce reliance on IT to store external data in IT data stores

See more information.

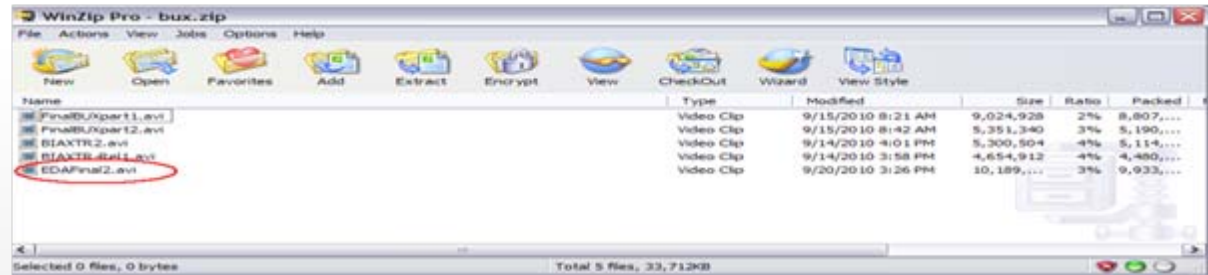
Merge external data with dimensional and relational sources to broaden perspectives.



DEMO: Business Insight Advanced – Slice and Dice



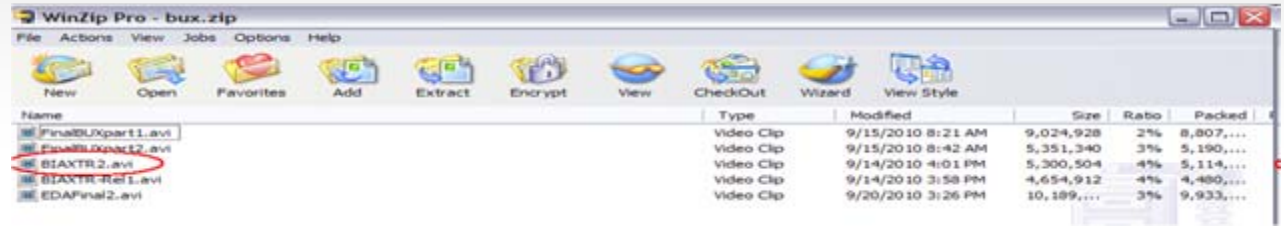
- Start with a table listing Products Sales Reps by quarter in year
- Do some exploration – expansions of products regions etc.
- Add External Data
- Exclude some members
- Use top 5 to focus on products that generate revenue and margin
- Use bottom 3 to focus on under-performing sales reps
- Add Calculation for Margin %
- Use the set editor to change exclusions
- Change column titles
- Add formatting
- Include a chart - modify legend and save



DEMO: IBM Business Insight Advanced – Ad-hoc Query



- Focus on list – relational operations
- Create product listing
- Add region
- Add years
- Use groupings
- Add two measures
- Filter aka QS
- Prompt aka QS
- Highlighting
- Simpler reporting and analysis tool for business authors
- Support for needs of the user – relational, charts etc.
- Movement toward a single UI – matching capability to the user



Cognos 10 delivers a BI workspace giving individuals the freedom to see more and do more



- Easily view, assemble and personalize information to follow a train of thought and generate unique perspectives
- Explore all types of information from all angles to assess the current business situation
- Analyze facts and anticipate tactical and strategic implications by simply shifting from viewing to more advanced, predictive or what-if analysis

Sharpen individual skills
to improve business outcomes.



Delivering program success



- **New “How-to” Books Deliver Expertise**
 - BI Strategy Book, BI on Cloud, BI Redbook
- **Proven Practices, Communities & Workshops**
 - Champion & Business Analytics Workshops
 - Innovation Center & Communities
 - Champion Kit, Blueprints
 - DeveloperWorks, C^3 Blog
- **Services & Training**
 - Proven Practice Workshops, Learning Assessment and User Adoption Services
 - Broader portfolio of self-paced training options
- **Broader Deployment Options**
 - Expanded offering for System z
 - On IBM Compute Cloud



Q & A

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