



# **IBM Cognos 10: Intelligence Unleashed**

# Business Analytics delivers insights to drive better outcomes



Better  
Outcomes



Smarter  
Decisions



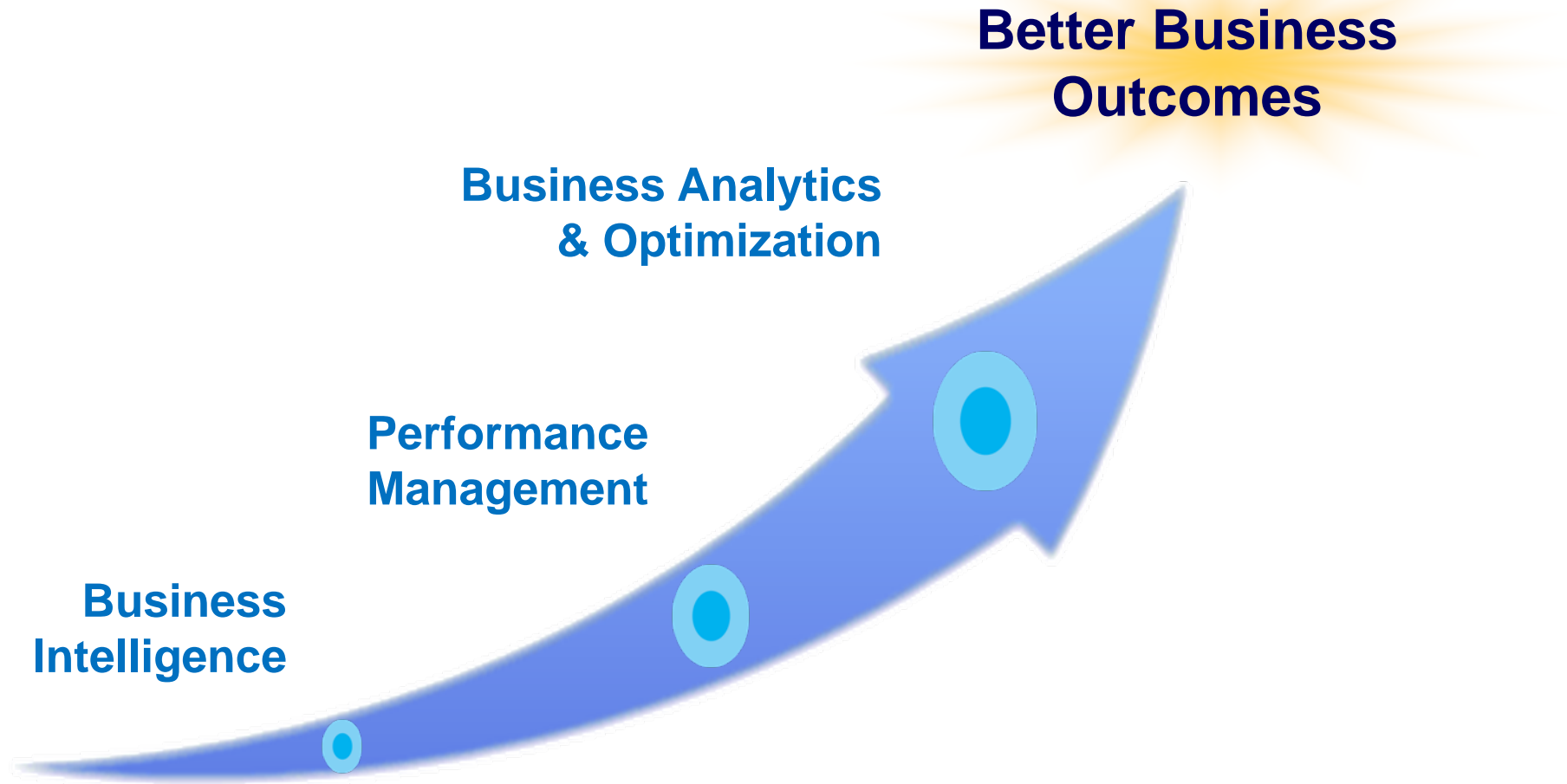
Actionable  
Insights



Trusted  
Information



# The Journey



# Business Analytics & Optimization Solutions

## Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

## Cross-Industry Solutions

Finance

Human Capital

Supply Chain / Operations

Customer

# Business Analytics

Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

# Information Management and Governance

Information Integration & Master Data Management  
Data Warehousing

Content Management

Data Management

# Workload Optimized Systems



# Business Analytics & Optimization Solutions

## Industry Solutions



Financial Services



Public



Industrial



Communications

Finance

Customer

# COGNOS

Business Intelligence

Adv

ernance, Compliance

Analytic Applications

# INTELLIGENCE UNLEASHED

Content Management

Data Management

## Workload Optimized Systems



# INTELLIGENCE UNLEASHED

Freedom to **Think**  
**Connect** with Others  
and Simply **Do**



**Proven platform with  
seamless upgrade.**



# Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction



# DEMO

**Analytics Everyone Can Use**







# IBM Cognos Business Insight



Create New



Open Existing



## Favorites



My Workbench



My Finance Workbench



Employee Satisfaction Dashboard ...

## How-to Videos

Show all videos



**Customize your Dashboard**  
How to easily customize your dashboard style



**Set your Preferences**  
How to easily set your preferences

# IBM Cognos Business Insight

 Create New

 Open Existing



## Favorites



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Employee Satisfaction Dashboard ...

## How-to Videos

Show all videos



**Customize your Dashboard**  
How to easily customize your dashboard style



**Set your Preferences**  
How to easily set your preferences

# Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction



# Connect with Others

- Decision networks
- Business context
- Accountability



# DEMO

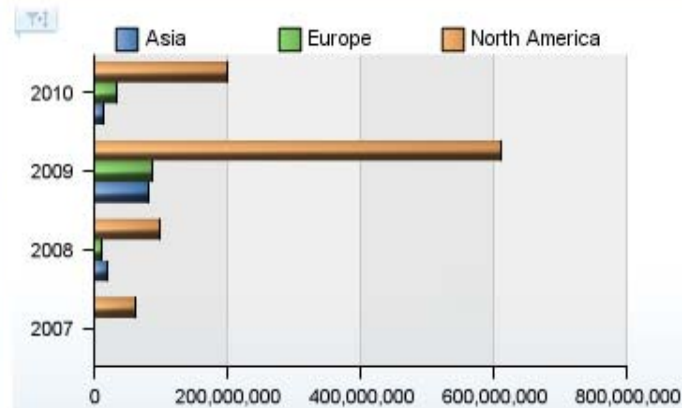
**Gain Insights and Drive Alignment**



### Regional Performance

Win/Loss Trend	Region	KPP	Sales Rep Days	Win / Loss %	Win / Loss Target
	North America	<span style="color: green;">●</span>	764	39.57%	
	Europe	<span style="color: yellow;">▲</span>	278	30.06%	
	Asia	<span style="color: red;">◆</span>	1,139	6.16%	

### Revenue Performance



### Headcount Forecast

Tools icons | [Base] ▼

	2007	2008	2009	2010
[-] Asia	0	25	45	7
China	0	6	9	1
Indonesia	0	4	8	1
Japan	0	6	10	1
Korea	0	4	9	1
Singapore	0	5	8	1
[+] Europe	0	11	74	29
[+] North America	28	31	59	39

#### Available Regions

- (Select All)
- Asia
- Europe
- North America

Apply Cancel

# Connect with Others

- Decision networks
- Business context
- Accountability



# and Simply Do

- Mobile and Portable
- Integrated
- Real-time





# DEMO

**Actionable Insight Everywhere**



# and Simply Do

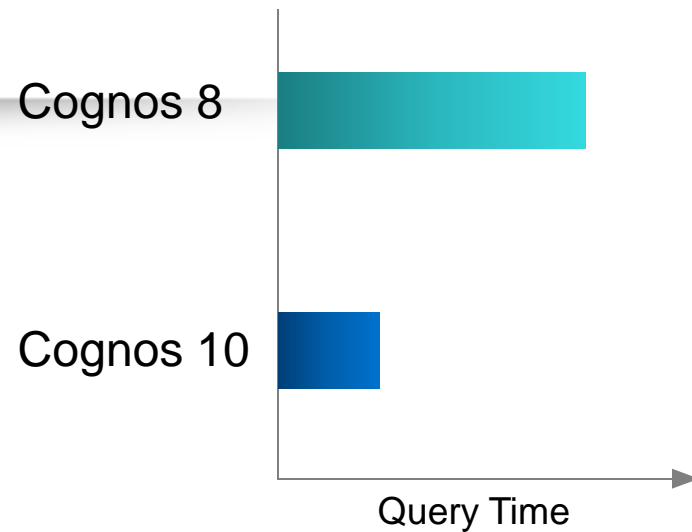
- Mobile and Portable
- Integrated
- Real-time



# Platform Advances

- Optimize Performance
- Enhance Management
- Seamless Upgrade

**3x faster**  
query



*When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software*

# DEMO

**Seamless upgrade**



Tasks

Validate in Source

Run in Source

Validate in Target

Run in Target

Output Comparison

Dashboards

Tasks Summary

Tasks Summary



Tasks		Validate	Source	Target	Run	Source	Target	Compare	
Validate	60	Valid	0	0	Succeeded	12	12	No Differences	12
Run	59	Invalid	0	0	Fail	0	0	Differences	0
Compare	25	New	35	24	New	22	12	New	12
Total	144	Prompts Missing	1	0	Prompts Missing	1	0	Prompts Missing	0
					In Progress	0	0	In Progress	0
					Partial Success	0	0	Partial Success	0
								Visual	0
								Approve	1
								Reject	0

Total

Name	Source Run (Sec)	Target Run (Sec)	Progress
•  Company Balance Sheet as at Dec 31 2009	3.783	1.278	•  •  •
•  Positions to fill	5.872	1.929	•  •  •
•  Employee Satisfaction 2010	6.4	10.424	•  •  •
•  Eyewear revenue by brand and size	21.453	10.892	•  •  •
•  Manager Profile	3.411	2.268	•  •  •
•  Balance Sheet as at Dec 31 2009	4.413	4.013	•  •  •
•  Planned Headcount	10.865	4.962	•  •  •
•  Global Bonus Report	6.065	5.778	•  •  •
•  Employee Training by Year	7.825	6.692	•  •  •

[Launch Source Portal](#)  
[Launch Target Portal](#)

# Broader Deployment Choice



# 10

**COGNOS**



# Deliver expertise to our customers

- New “how-to” books to share expertise
- Workshops to help shape strategy
- Services & Training to increase user adoption and productivity
- Communities to learn from, discuss hot topics and share experiences



# Organizations Ready to Reap the Value

**“...unprecedented level of innovation...”**

“...business users are not just consuming information, they are actively participating and shaping the information and the way it is used

*ISA Consulting*

**“...simply stunning!”**

“We have been making data sing and dance via Cognos since 1998... We have never been this excited about a product release...”

*Barrachd Ltd*



**10**  
**COGNOS**

**“...fast upgrade...”**

“I am impressed with how fast we were able the upgrade to Cognos 10”

*Canadian Blood Services*



# INTELLIGENCE UNLEASHED

Freedom to **Think**

**Connect** with Others

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**Proven platform with  
seamless upgrade.**



**Thank You**

