

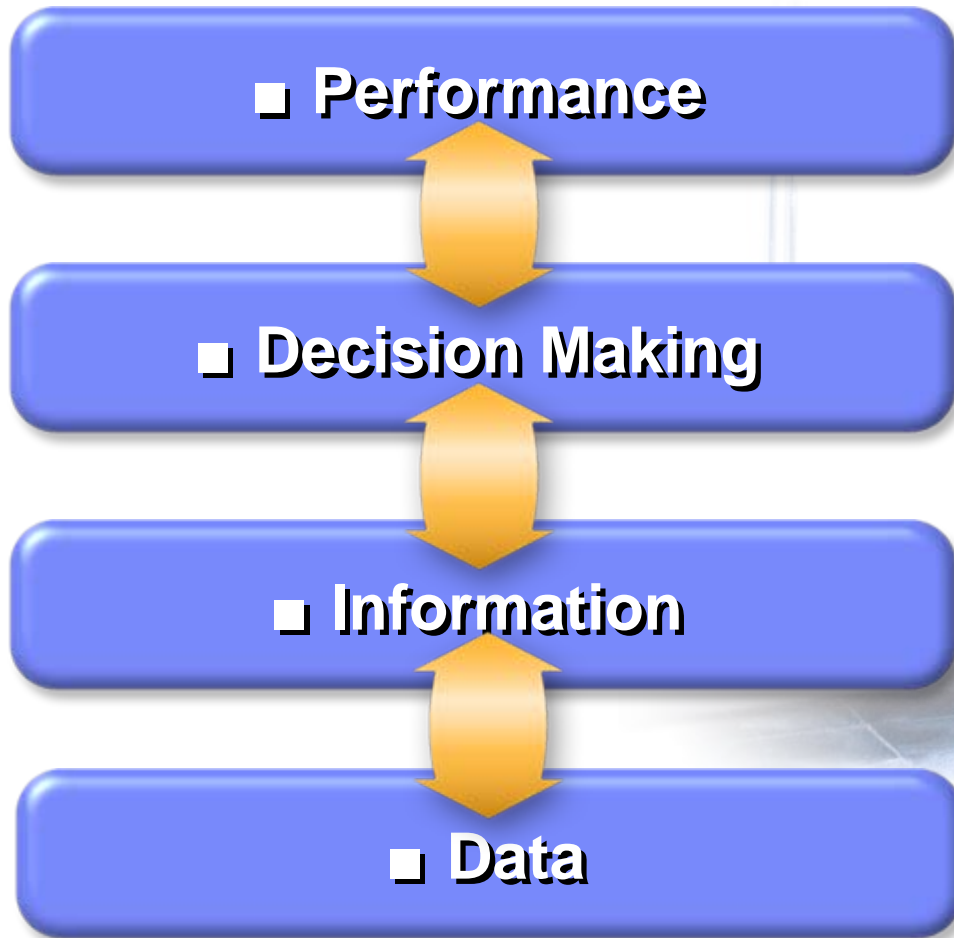
# *IBM Cognos Business Intelligence and Performance Management*

Your Name Here

**Cognos.**  
software

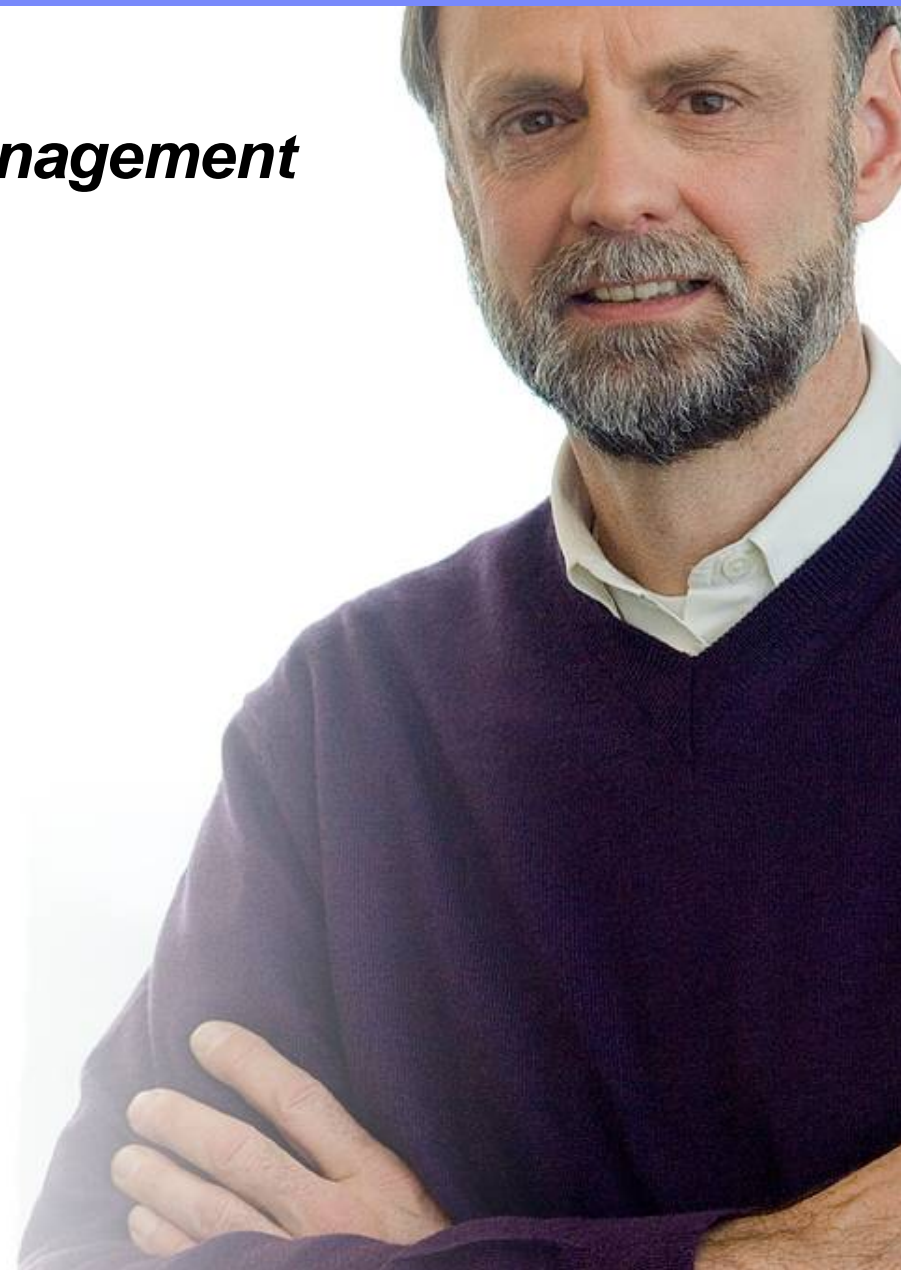


## Optimizing Performance



## ***IBM Cognos: The Experts in Performance Management***

- Acquired by IBM in Jan 08
- Global coverage
  - 23,000 customers in 135 countries
  - Strong channel network  
3,000 partners
- Exclusive focus on BI and Performance Management - pioneered over 17 years ago



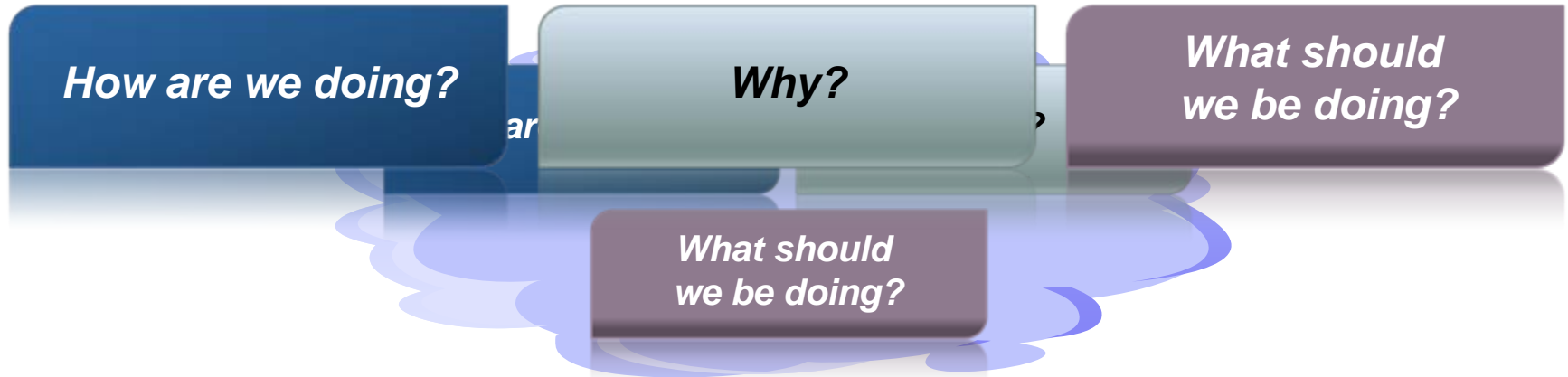
# *Three Questions that Drive Performance*

*How are we doing?*

*Why?*

*What should we be doing?*

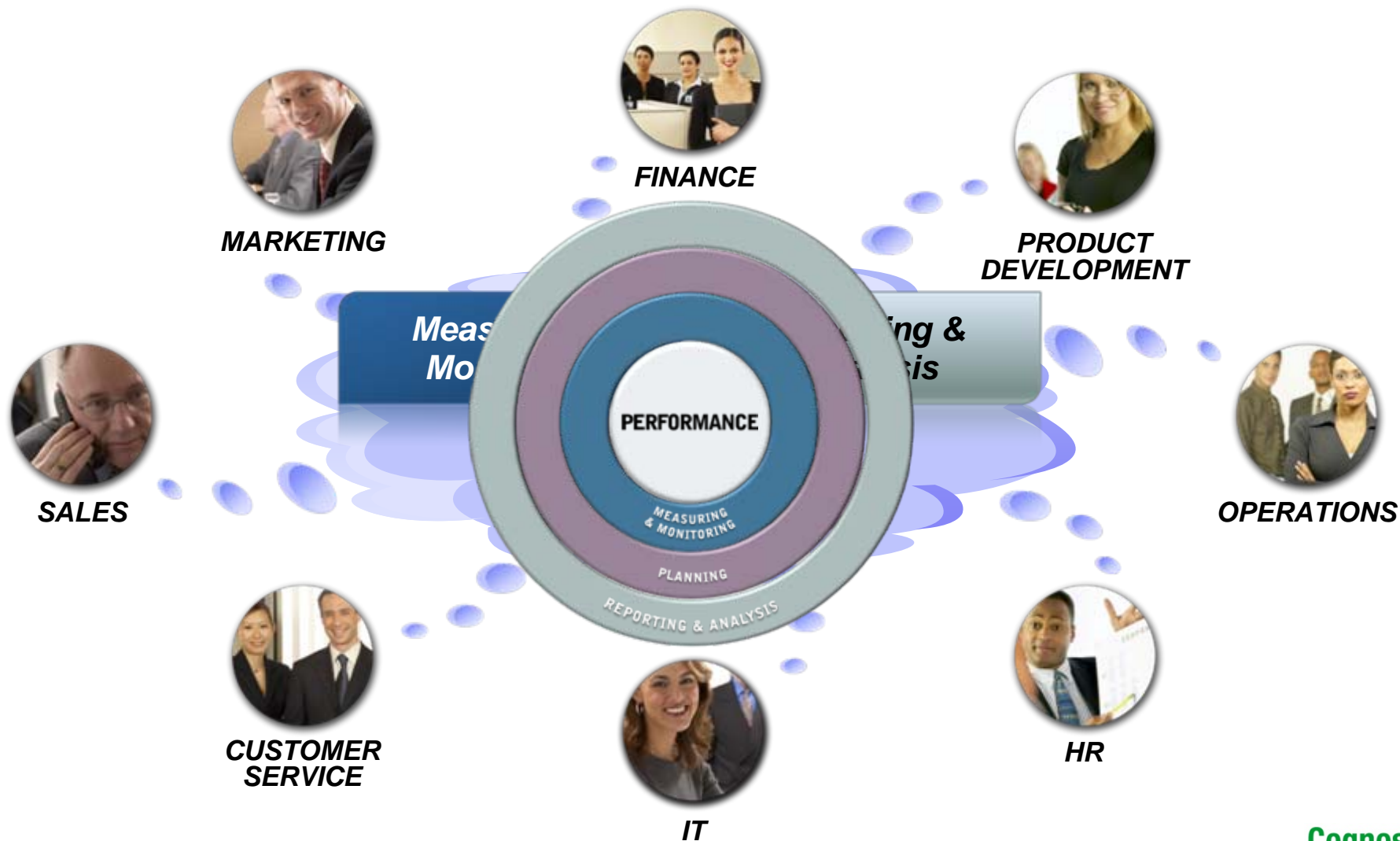
# Three Questions that Drive Performance



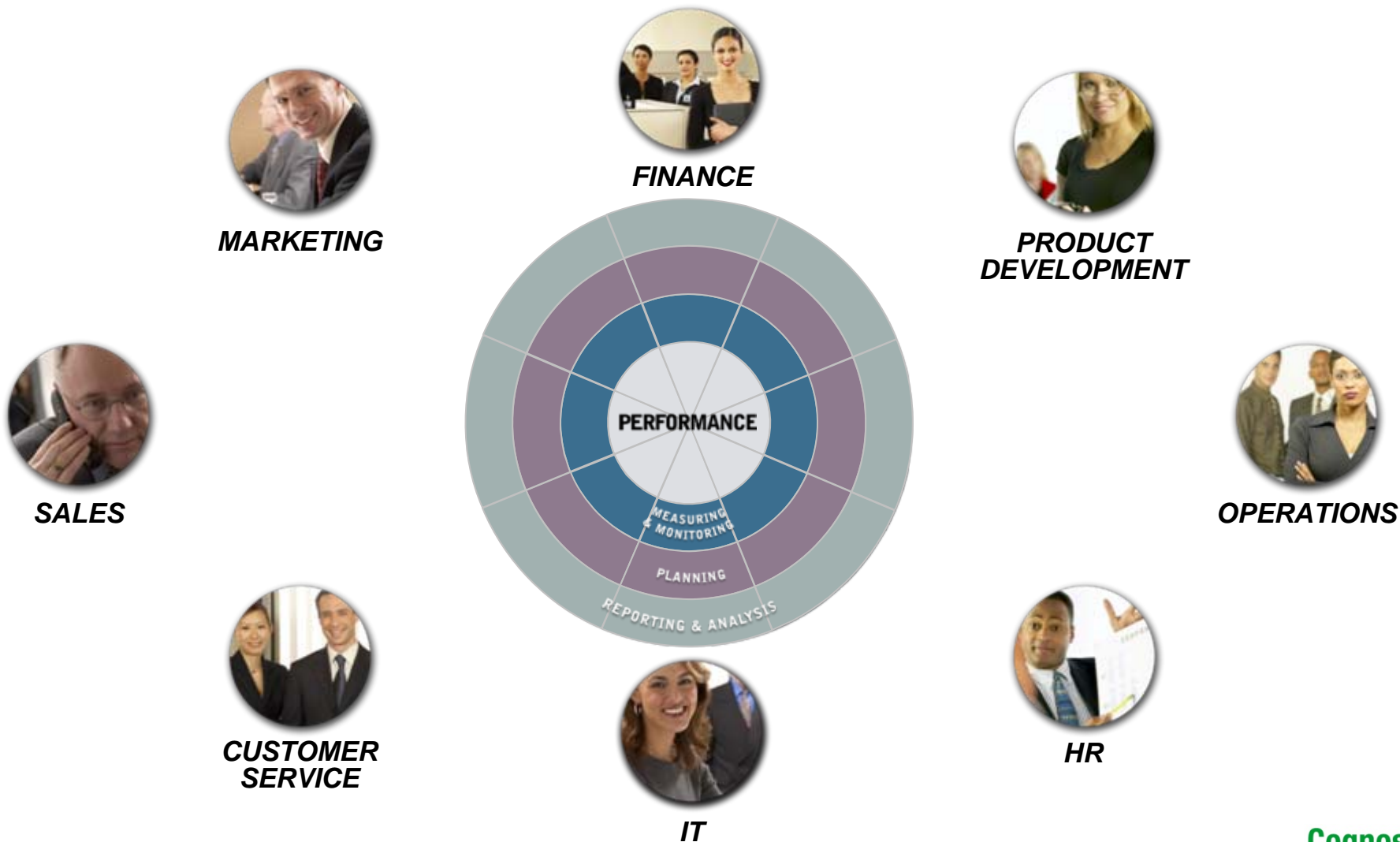
# Three Questions that Drive Performance



# Performance Management Capabilities



# Performance Management Capabilities Across the Organization

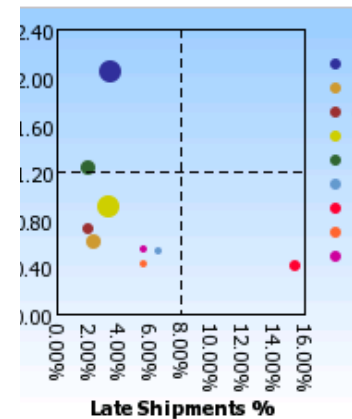
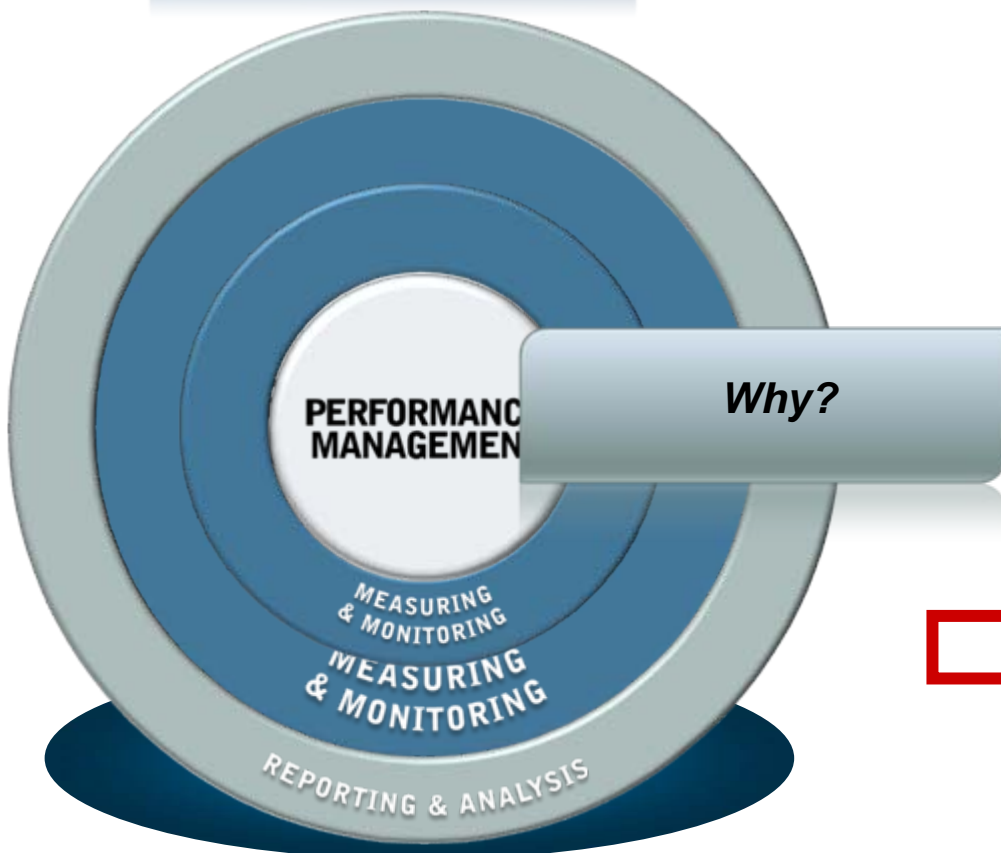






Scorecard or dashboard shows On Time Shipments below plan

How are we doing?



Q. Ordered	Mat. Shortage Desc.
43,074,732	
40,521,303	
99,800,000	
99,663,633	
888,867	Yes
41,544,732	

Report shows production bottleneck due to Material Shortage

*How are we doing?*

*Why?*

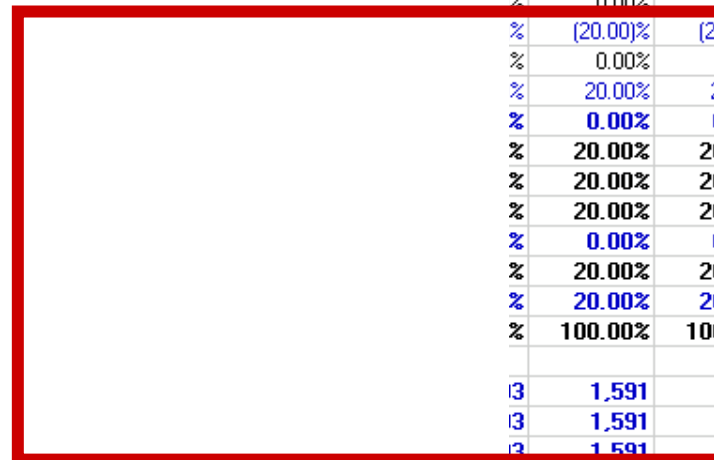


*What should we be doing?*




straints | Contractor

	Jul-07	Aug
6	7,956	
%	20.00%	
%	20.00%	
%	20.00%	
%	20.00%	
%	20.00%	
%	0.00%	
%	100.00%	100
%	0.00%	
%	0.00%	
%	0.00%	
%	(20.00%)	(2
%	0.00%	
%	20.00%	
%	0.00%	
%	20.00%	20
%	20.00%	20
%	20.00%	20
%	0.00%	
%	20.00%	20
%	20.00%	20
%	100.00%	100
13	1,591	
13	1,591	
13	1,591	



Demand Volume is reviewed and Plant Production Plan is adjusted to remove bottleneck



# The Impact on Organizations



78.5M



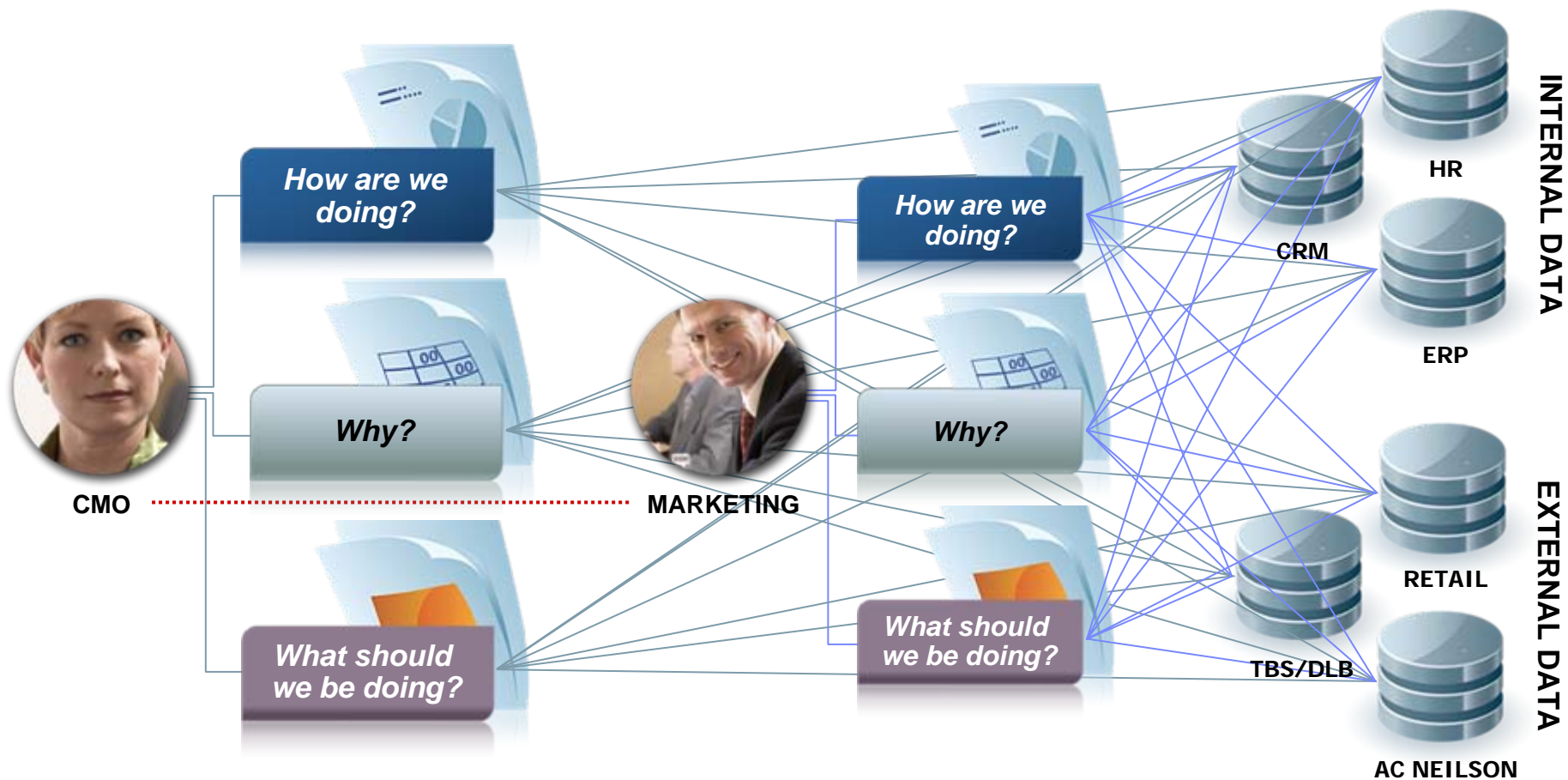
ROI 1,822%



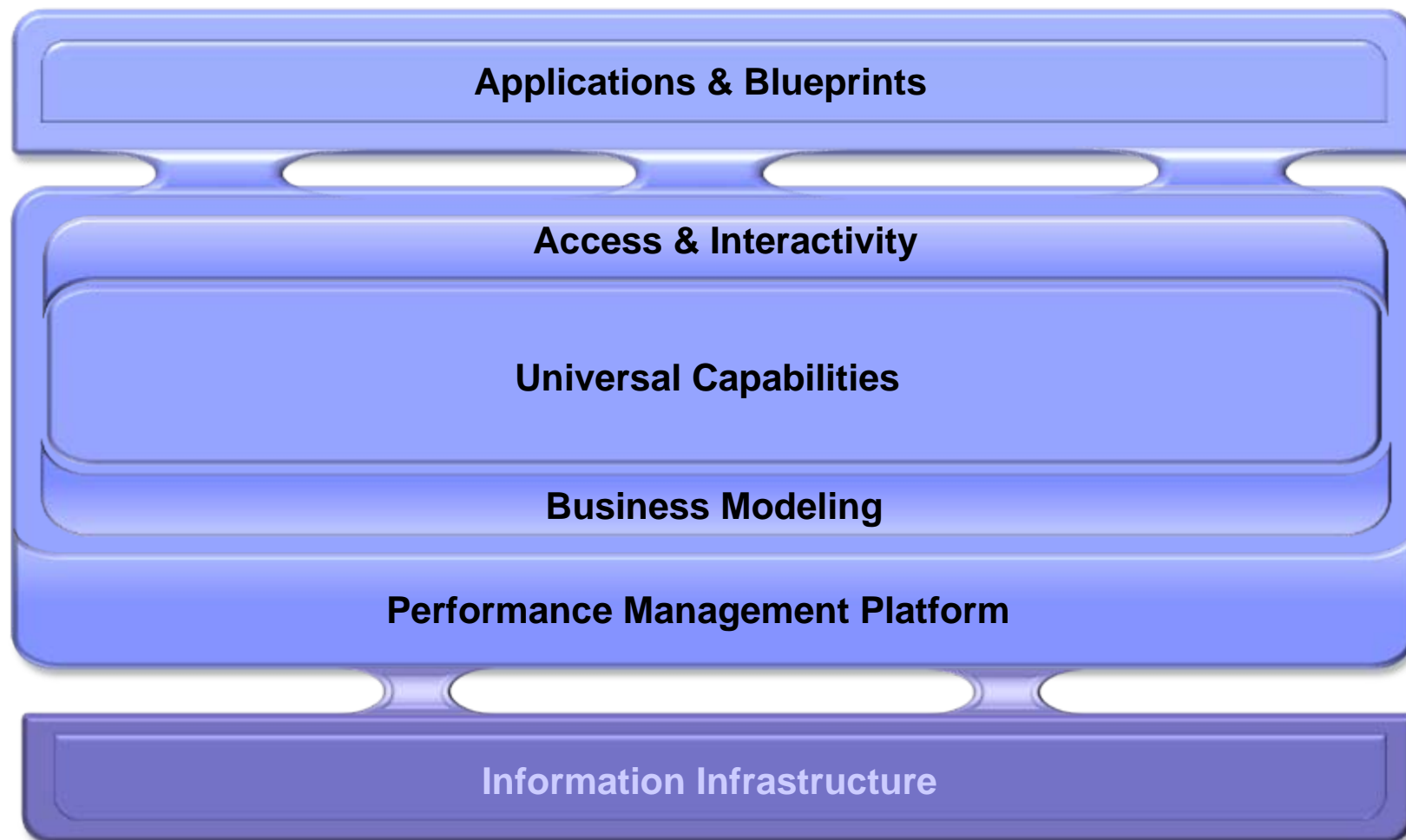
28M

Source: Nucleus Research  
 Cognus software

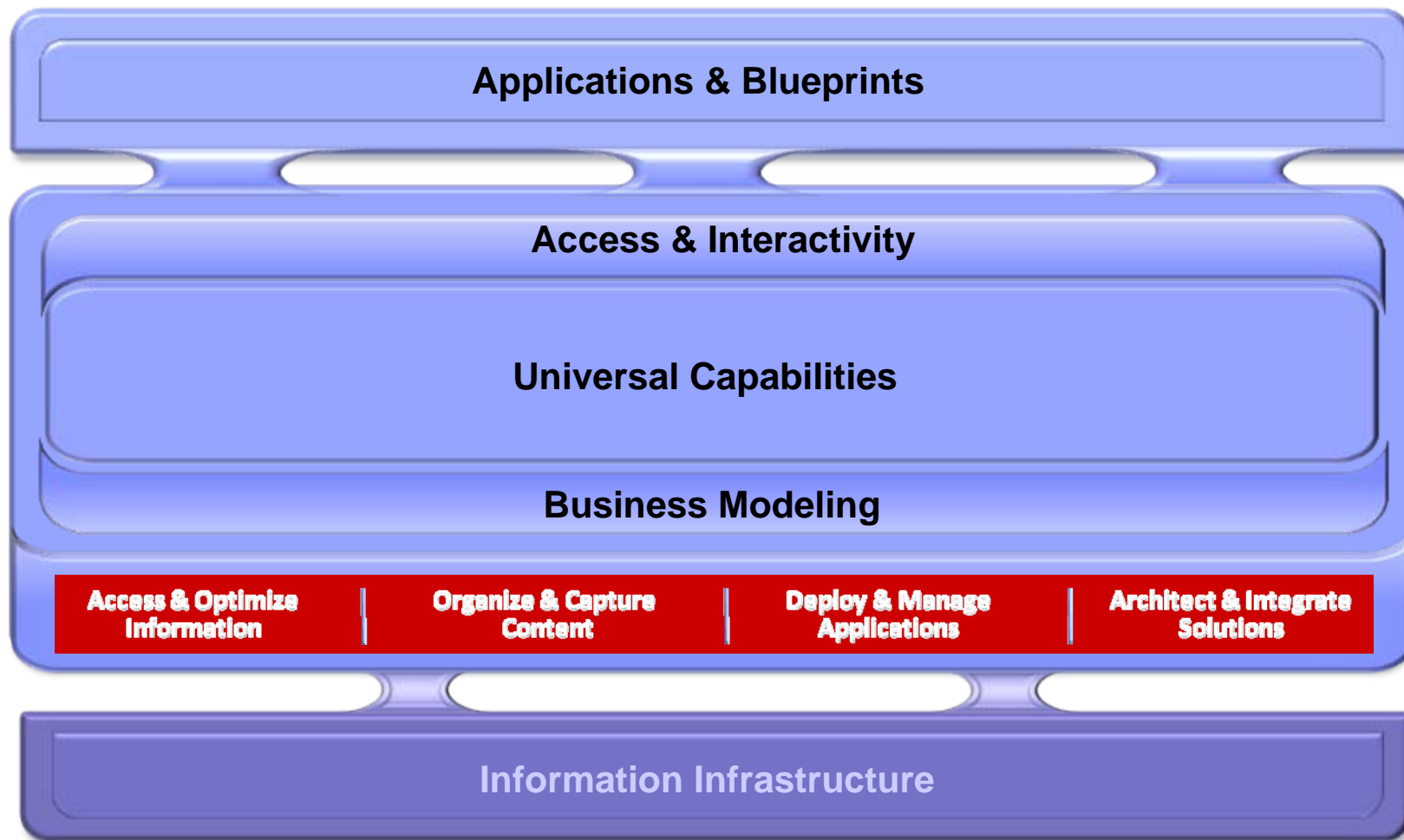
# How Answers are Often Found



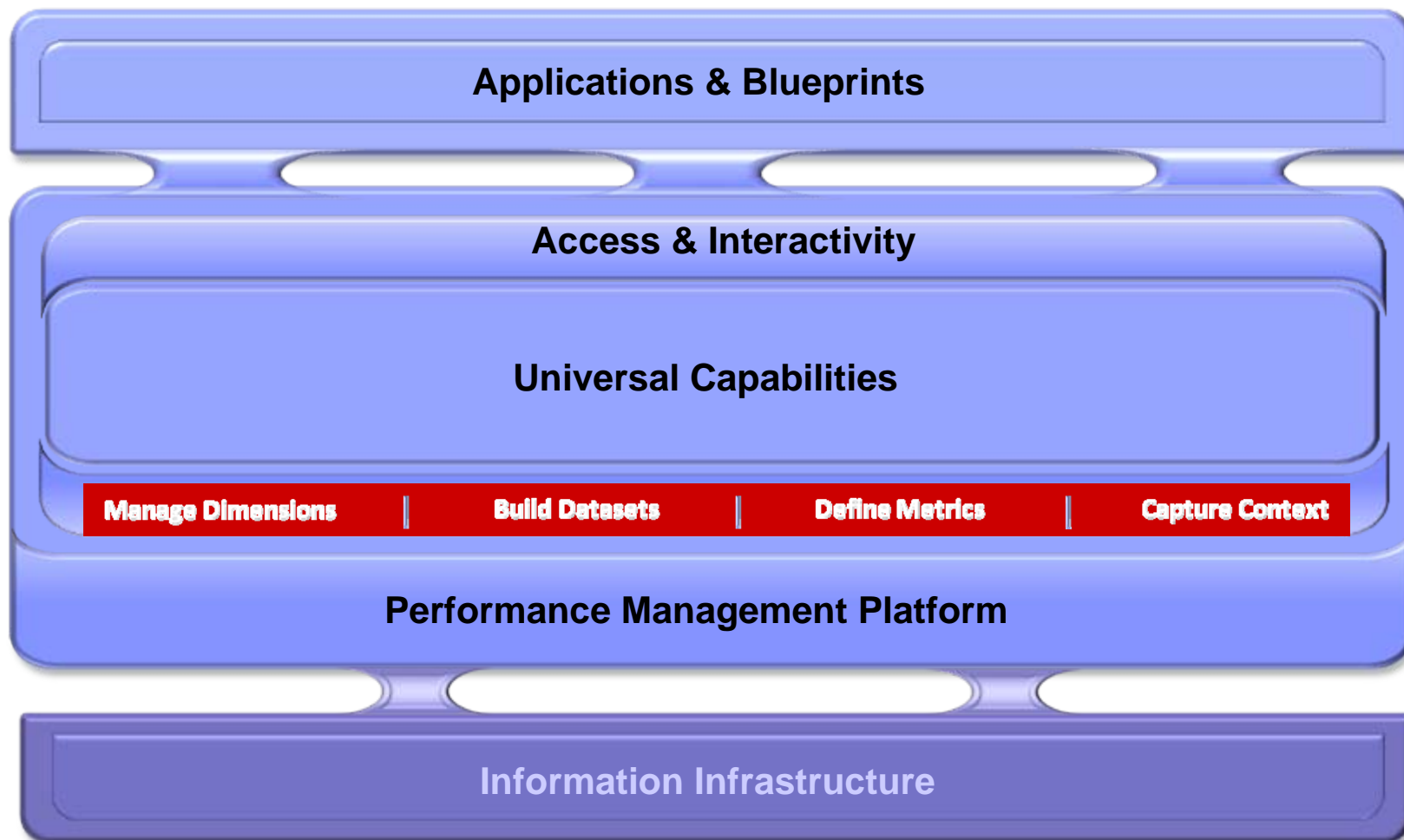
# *IBM Cognos Performance Management System*



# IBM Cognos Performance Management System – Performance Management Platform

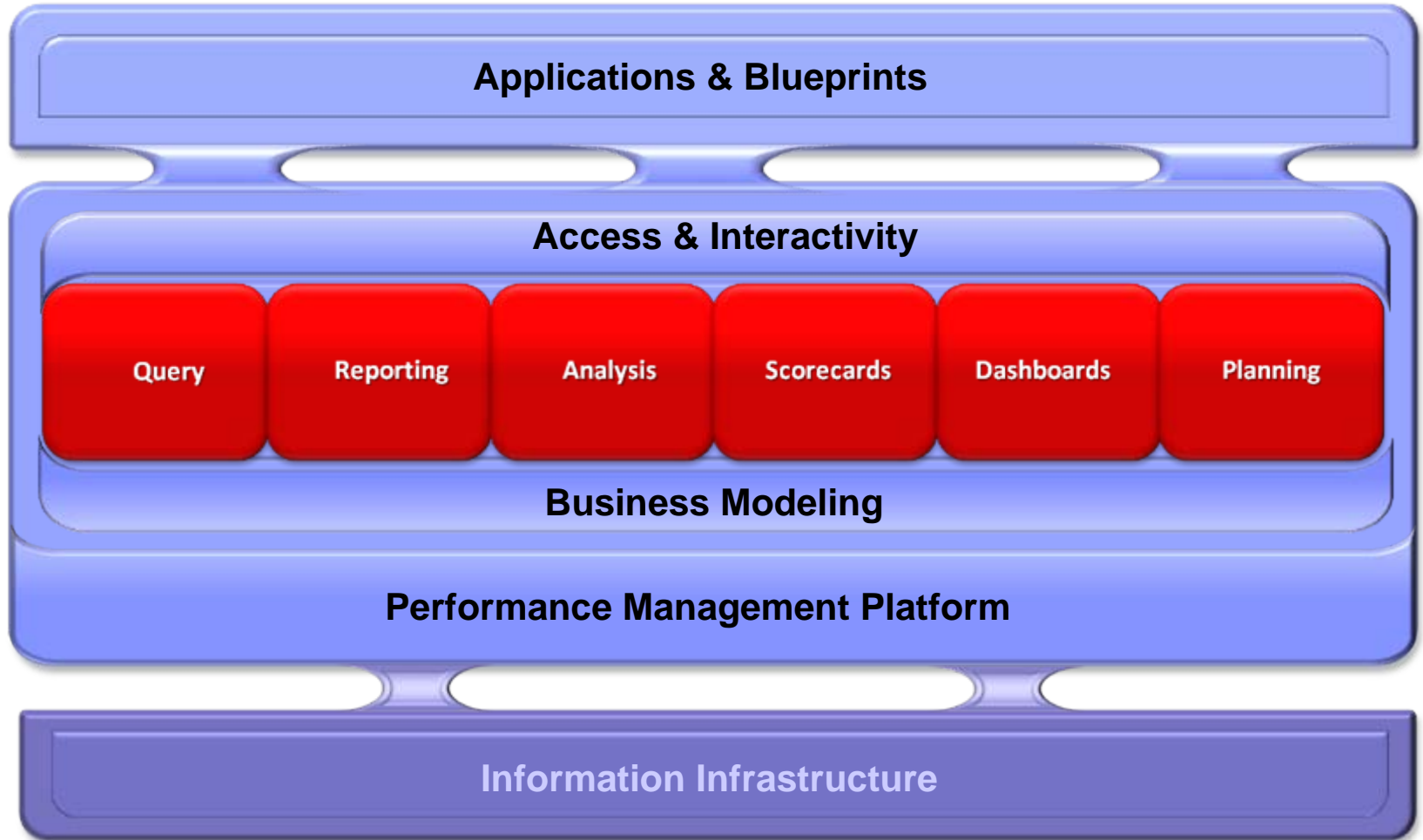


# *IBM Cognos Performance Management System – Business Modeling*

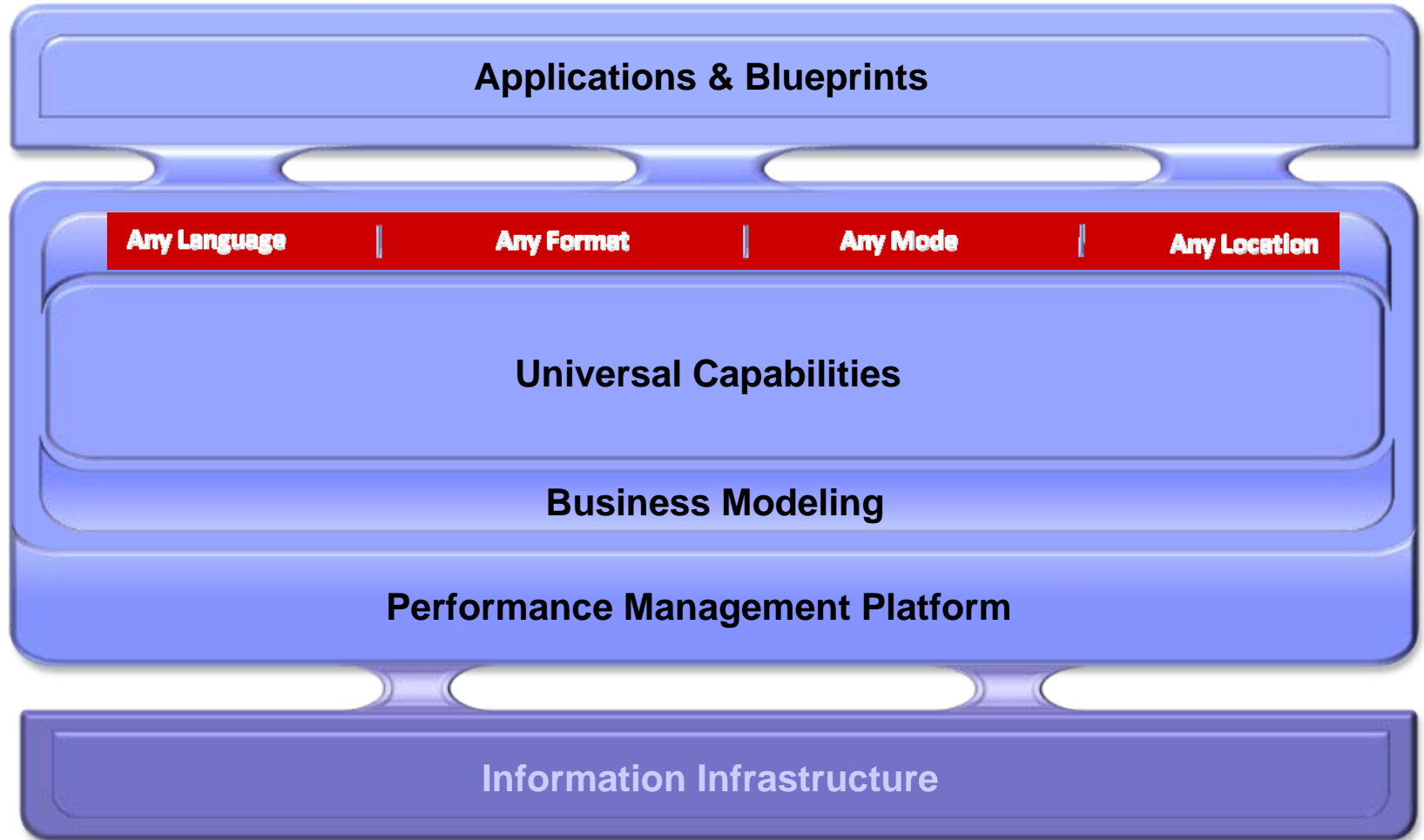




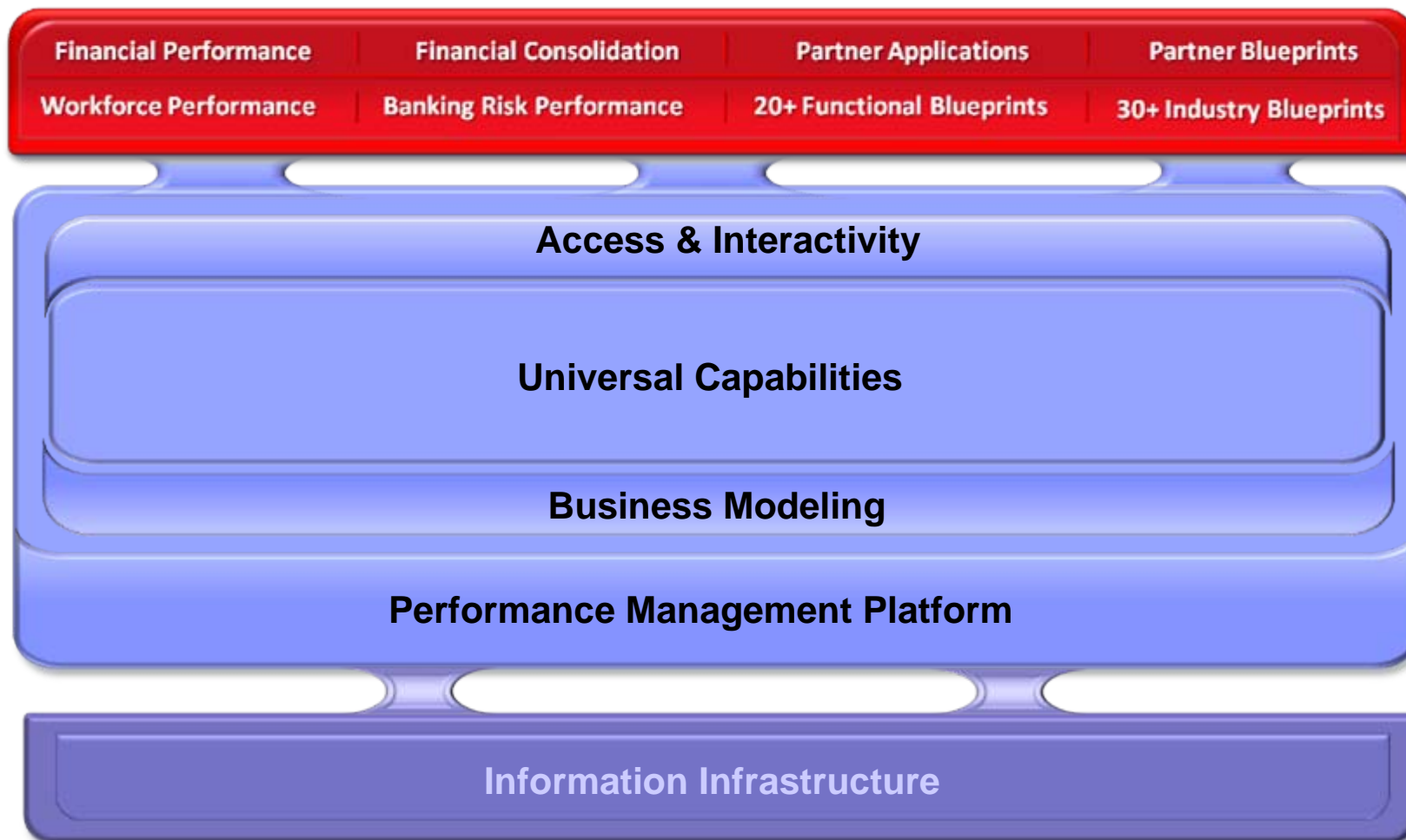
# ***IBM Cognos Performance Management System – Universal Capabilities***



# *IBM Cognos Performance Management System – Access and Interactivity*



# *IBM Cognos Performance Management System – Applications and Blueprints*



## ***IBM Cognos Performance Management System – Applications and Blueprints***

- Blueprints
  - Pre-built data, process and policy models based on best practices
- Financial Consolidation
  - Close the books, consolidate results, report out with confidence
- Analytic Applications
- Education
- Professional Services
- Support
- Partner Ecosystem

**Accelerate Your Time To Success**



# Applying the System to Financial Performance Management (FPM)

## Financial Analytics and Reporting

Analyze and optimize performance

## Enterprise Planning

Plan, forecast and control enterprise resources

## Financial Consolidation and Scorecarding

Monitor strategy and report with confidence



# Start Anywhere and Get Value at Each Step

*Departmental BI Applications*

*Driver-Based Planning*

*Coordinated Decision Making*



# Start Anywhere and Get Value at Each Step

## HSBC

Departmental BI  
Applications  
**Coordinated  
Decision Making**

Driver-Based Planning



**FROM SEVEN WEEKS TO SEVEN SECONDS:  
PERFORMANCE MANAGEMENT  
AT HSBC HONG KONG**



**COGNOS**  
THE NEXT LEVEL OF PERFORMANCE™

## Industry solutions based on proven practices that accelerate customer success



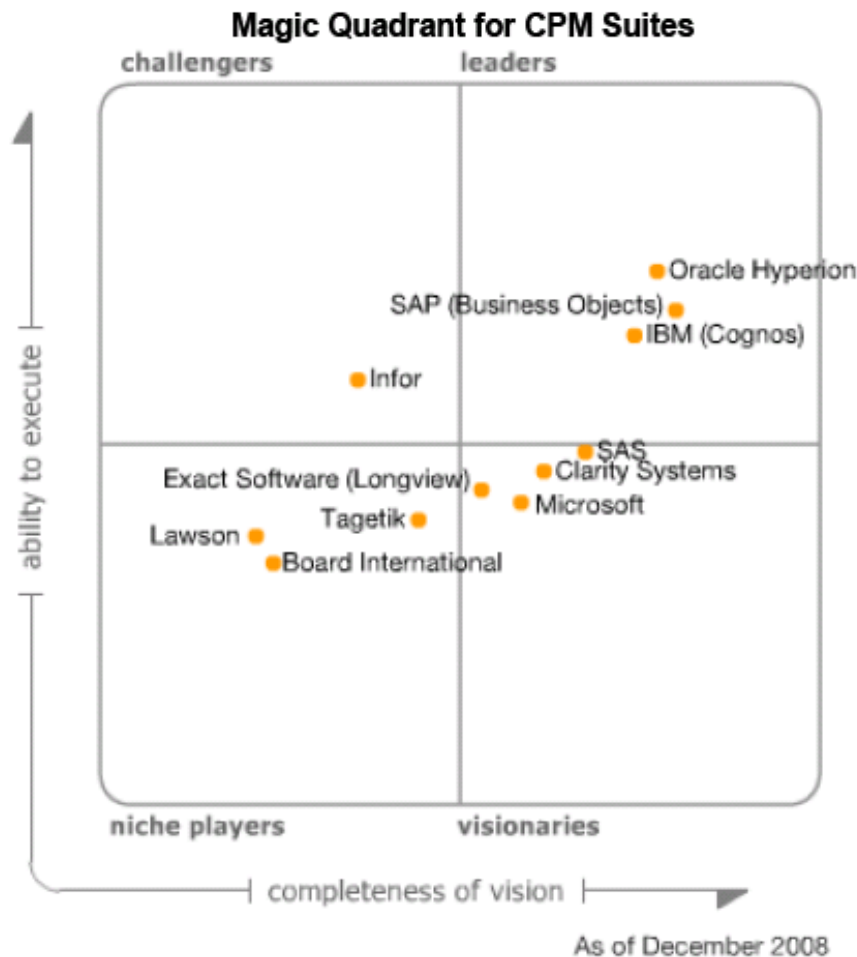


## ***IBM Cognos has a broad and loyal customer base across all major industries***

- 1,000+ financial services institutions worldwide
  - All of the top 10 U.S. banks
  - 9 of the top 10 European banks
  - 9 of the top 10 global insurance companies
- 19 of the top 20 consumer packaged goods companies
- 25 of the top 30 pharmaceutical firms
- 325+ retail chains worldwide
- All of the top 10 automakers
- 1,000+ post secondary education institutions globally
- U.S. Federal Department of Education
- 13 U.S. State Departments of Education
- 530+ K-12 U.S. school districts
- 40 U.S. State agencies



# IBM Cognos Positioned in Leaders Quadrant



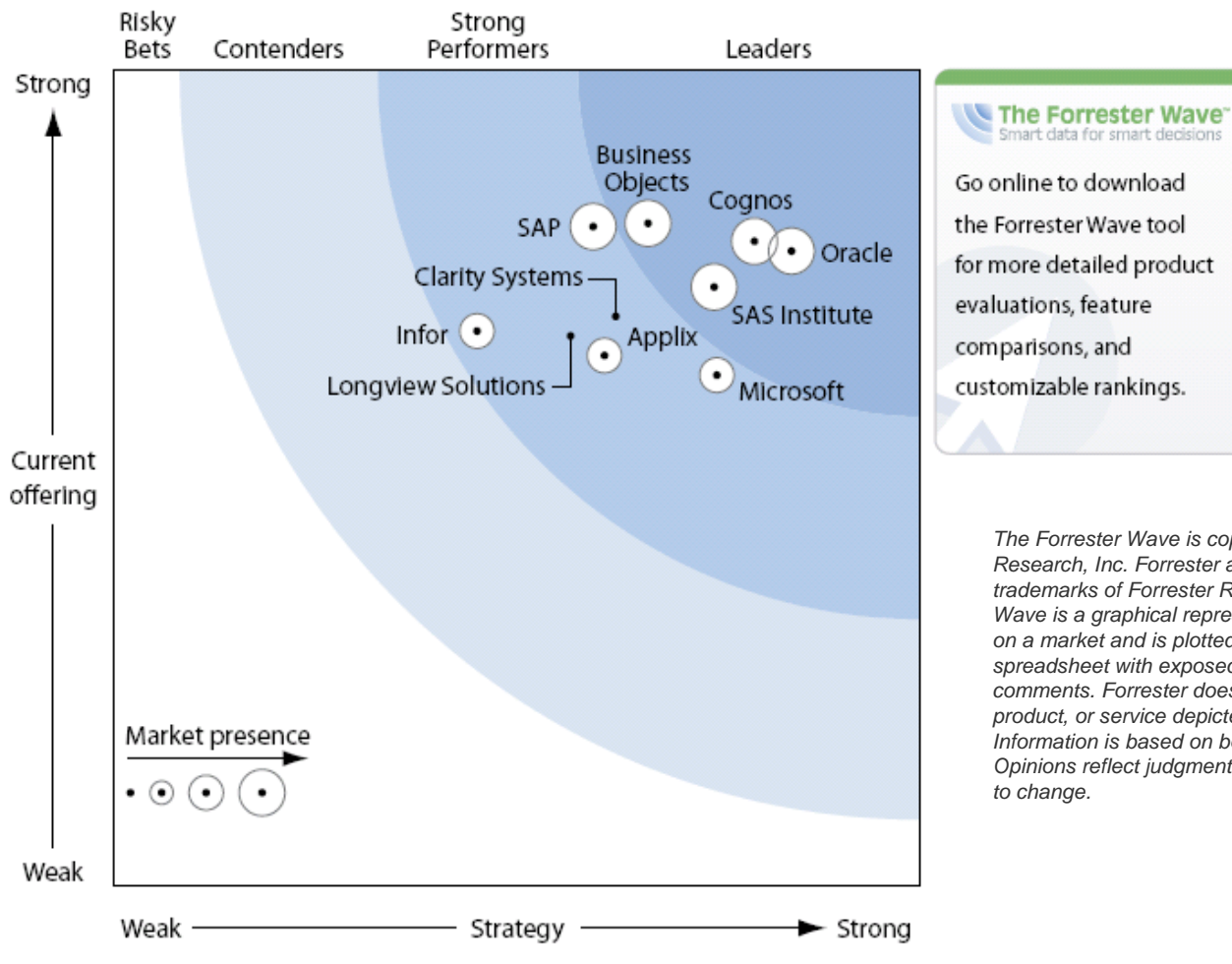
**Source: Gartner (December 2008)**

Source: Gartner "Magic Quadrant for CPM Suites", Neil Chandler, Nigel Rayner John E. Van Decker, December 19, 2008

This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available upon request from Cognos. The Magic Quadrant is copyrighted December 2008 by Gartner, Inc. and is reused with permission, which permission should not be deemed to be an endorsement of any company or product depicted in the quadrant. The Magic Quadrant is Gartner, Inc.'s opinion and is an analytical representation of a marketplace at and for a specific time period. It measures vendors against Gartner defined criteria for a marketplace. The positioning of vendors within a Magic Quadrant is based on the complex interplay of many factors. Gartner does not advise enterprises to select only those firms in the "Leaders" quadrant. In some situations, firms in the Visionary, Challenger, or Niche Player quadrants may be the right matches for an enterprise's requirements. Well-informed vendor selection decisions should rely on more than a Magic Quadrant. Gartner research is intended to be one of many information sources including other published information and direct analyst interaction. Gartner, Inc. expressly disclaims all warranties, express or implied, of fitness of this research for a particular purpose.

# Independent Analysis names Cognos a Leader in Business Performance Solutions

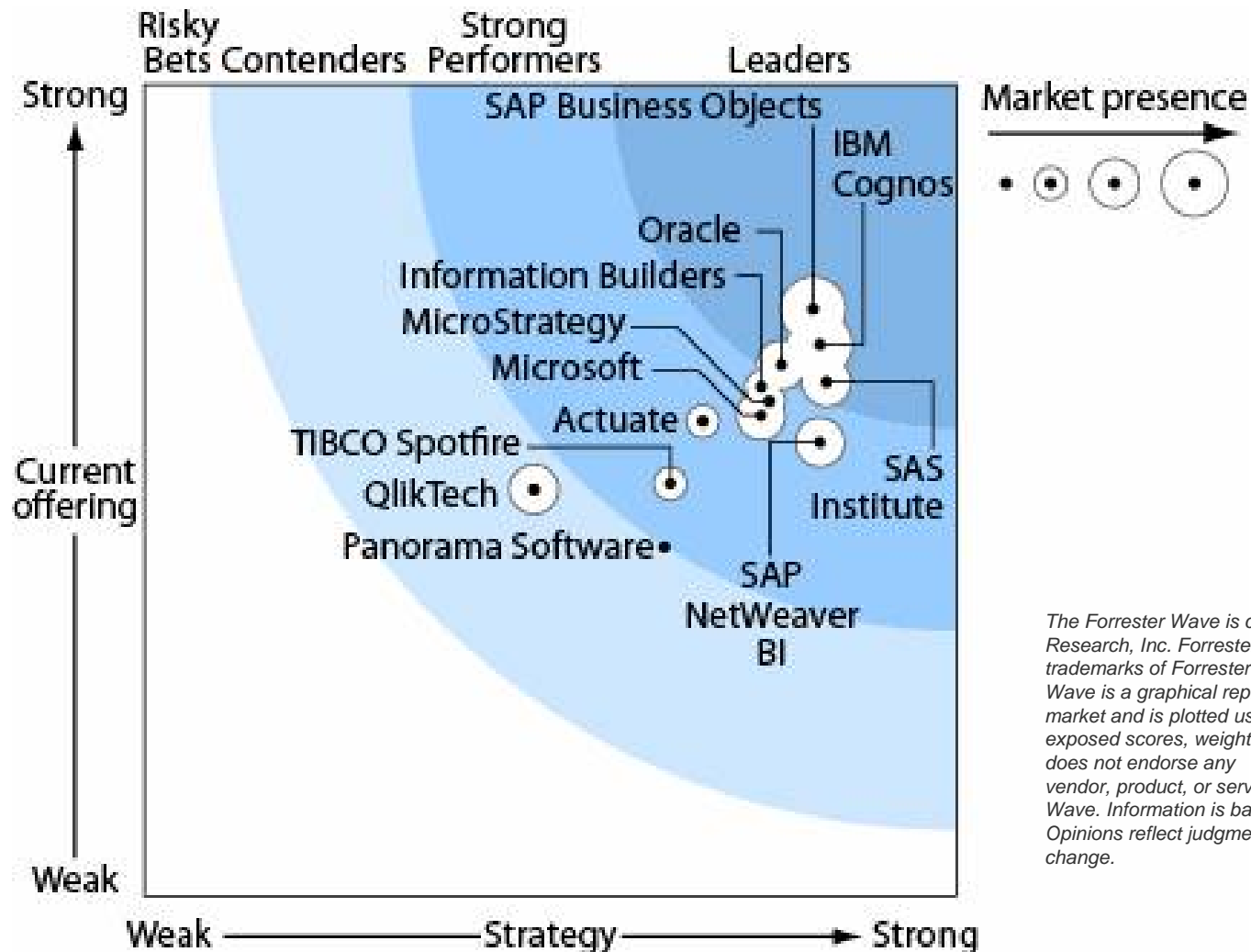
Figure 4 Forrester Wave™: Business Performance Solutions, Q4 '07



Source: Forrester Research, Inc.

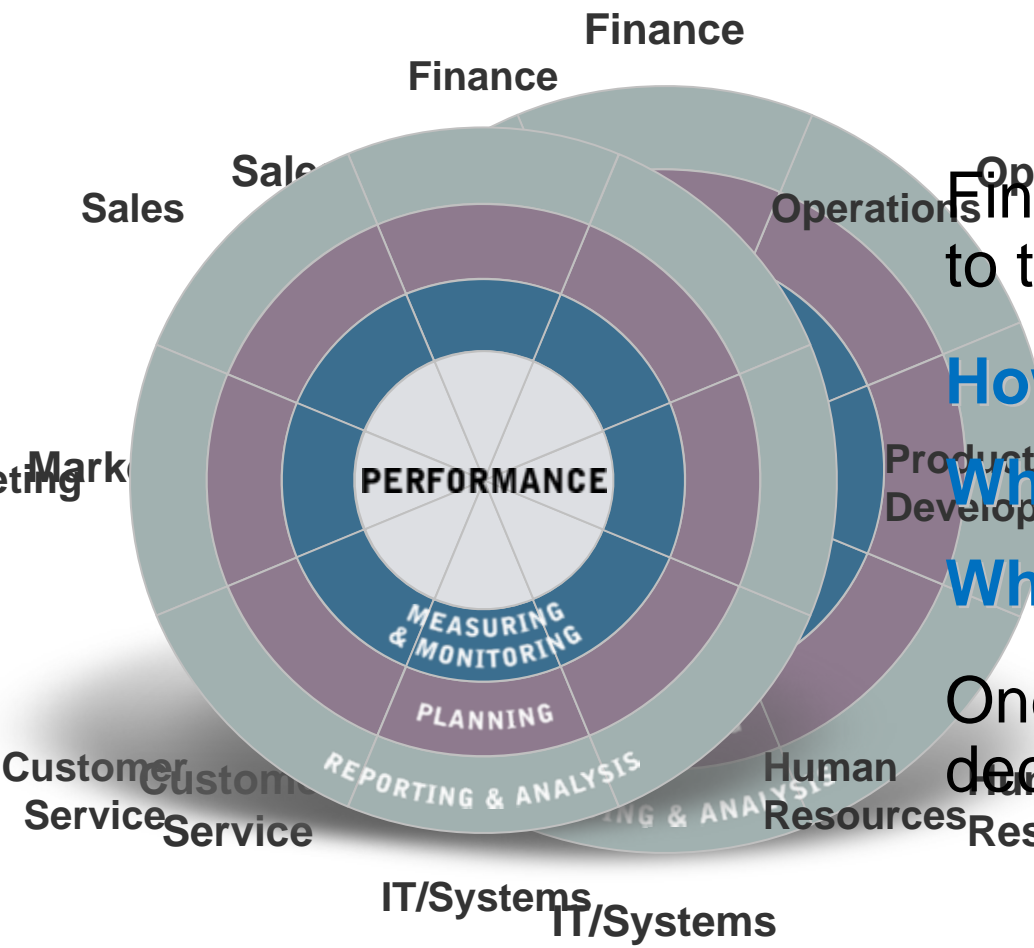
Source: Forrester Wave Business Performance Solutions, Q4 2007, October 10, 2007. Full report available on [Cognos.com/news/analyst\\_reviews](http://Cognos.com/news/analyst_reviews).

# Cognos a Leader in the Forrester Wave™: Enterprise BI Platforms



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Source: The Forrester Wave: Enterprise Business Intelligence Platforms, Q3 2008, July 31, 2008.



Finding consistent answers to three critical questions

**How are we doing?**

**Why?**

**What should we be doing?**

One integrated platform for decision making

→ **How does Cognos fit within IBM?**

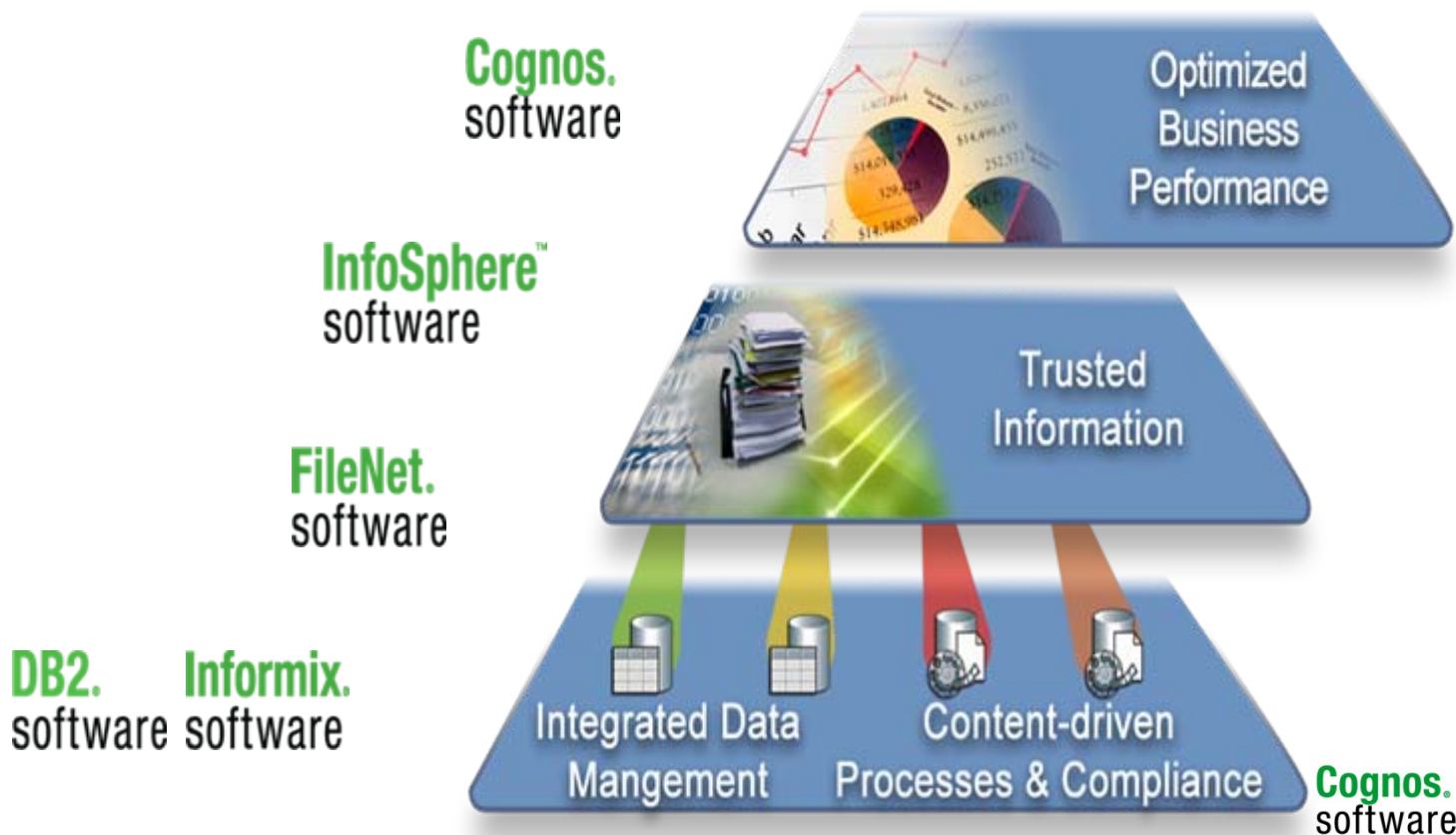
# Information On Demand

*Better Business Outcomes*

*End-to-end Capabilities*

Financial Risk Insight    Workforce Optimization    Dynamic Supply Chain

Customer & Product Profitability    **Business Optimization**    Multi-channel Marketing...



## Leading Capabilities...

*“...Blend the Cognos portfolio with IBM's data integration, data quality, data warehouse, content management, text mining & other offerings, & there's no more extensive information management portfolio available, period...”*



2008 Editor's Choice Awards  
Intelligent Enterprise Magazine



## *IBM Cognos*

- **Continued support for heterogeneous environments**
  - **Data sources, applications**
- **Focus on innovation not integration**
- **Broadest and deepest Performance Management coverage and expertise**



## *Our Commitment:*

- Innovation that drives performance
- Solutions for your success
- Partnership for the journey

