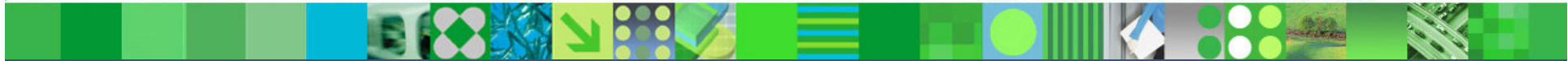




**Cognos.**  
software



# IBM Cognos Business Value Services 'Proof of Value Workshop' Overview

Dietmar Esser - Cognos SAP Business Value & Strategy Advisor

## *IBM Cognos Proof of Value Workshop Executive Overview*

### **IBM Cognos Proof of Value (POV) Workshop Overview**

- POV Workshop is a service for select strategic IBM Cognos clients
- **Our Goal is Your Success:** The workshop helps clients achieve key business requirements through providing a quantification method to understand the potential value of Cognos in the context of their organization

### **Objectives - Helping Clients Achieve Their Strategic Goals**

- A vital exploration of our clients most critical performance management technology challenges and key business requirements
- Ensuring our clients understand the value of the IBM Cognos solution that will become a platform to help transform and differentiate their business

## IBM Cognos Proof of Value Workshop Overview

### Proof of Value Workshop

**Overview:** A structured methodology and process for uncovering our clients technology challenges, key business requirements and evidence to justify the business value of the IBM Cognos solution

**Objective:** Provide the client economic justification for their IBM Cognos investment through detailing a set of customer specific business & IT benefits that shows defined links between the following:

- Client Technology Challenges & Pains
- Key Client Business Requirements
- Key Solution Features

**Customer Participation:**

- Requires Customer Champion sponsorship and Client Lead
- Includes 1 day workshop with business & IT stakeholders, and SME's

**Execution:** Completed in 3-5 days; Led by Cognos Business Value Team with support from the Cognos account team

## IBM Cognos Business Value Program Process

### Understand Key Business Challenges & Imperatives

Work with your team to understand the current-state problems, drivers for change, objectives and desired future-state environment

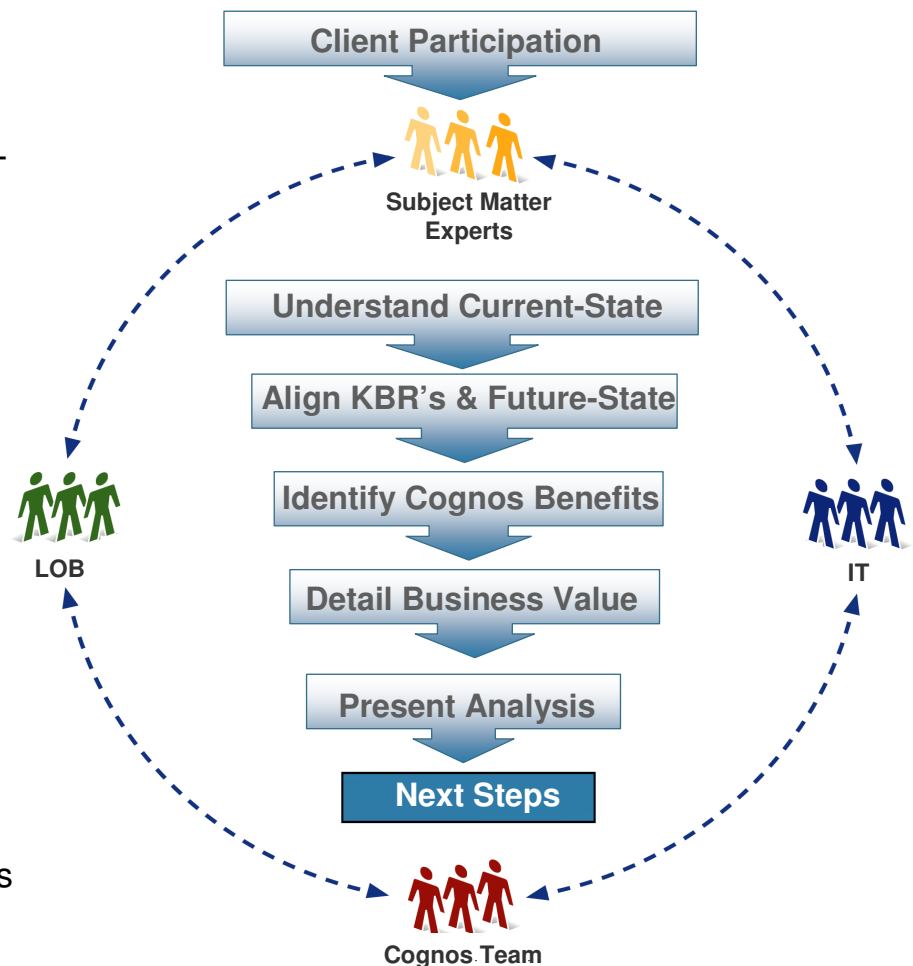
### Benefit Identification

Benefits identified and aligned with current-state operations, future-state Cognos solution, and corporate objectives

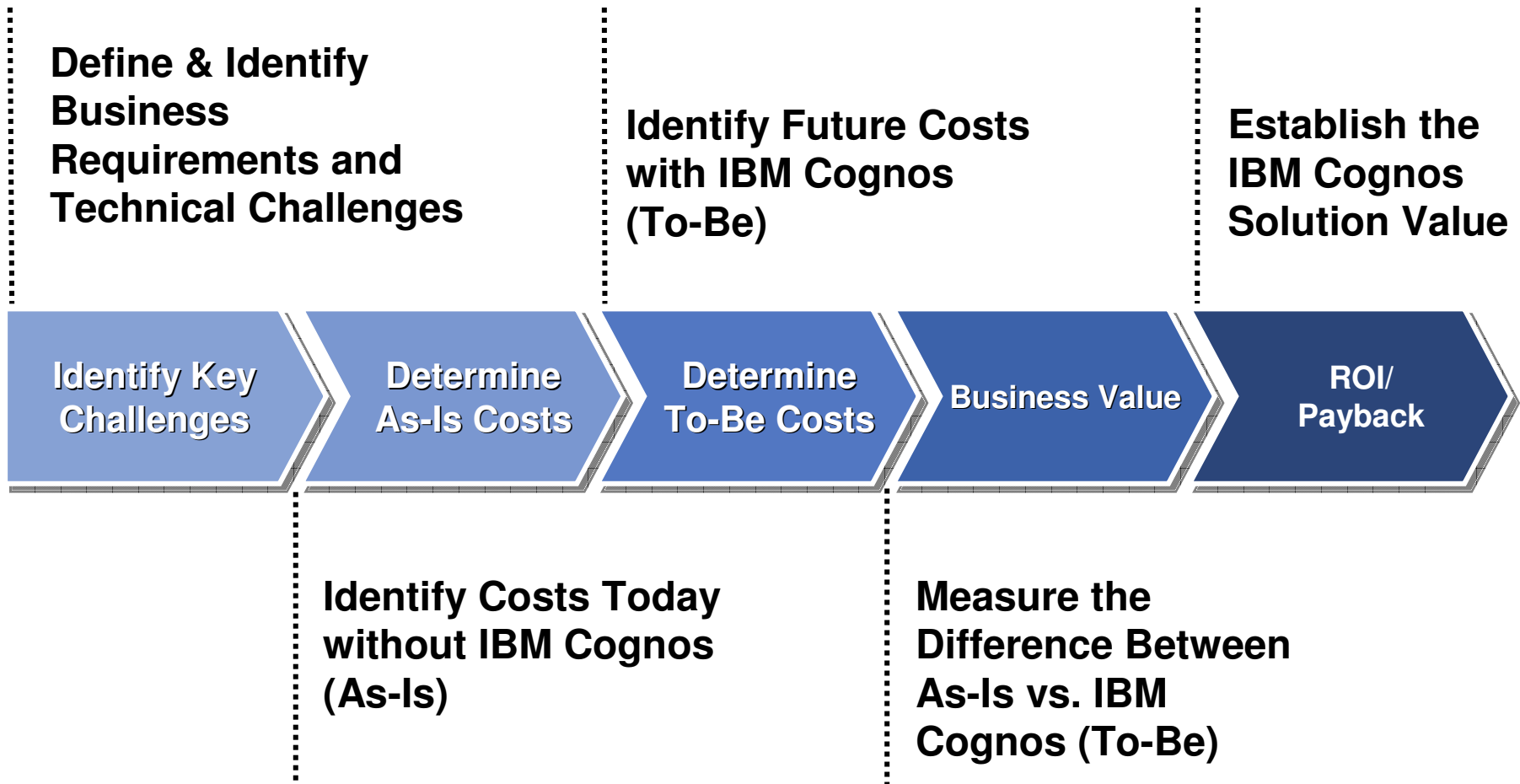
### Business Value

Detail a set of client specific business & IT benefits that shows defined links between the following:

- Technology Challenges & Pains
- Key Business Requirements & Strategic Objectives
- Key Solution Features



## IBM Cognos Proof of Value Workshop Process Overview



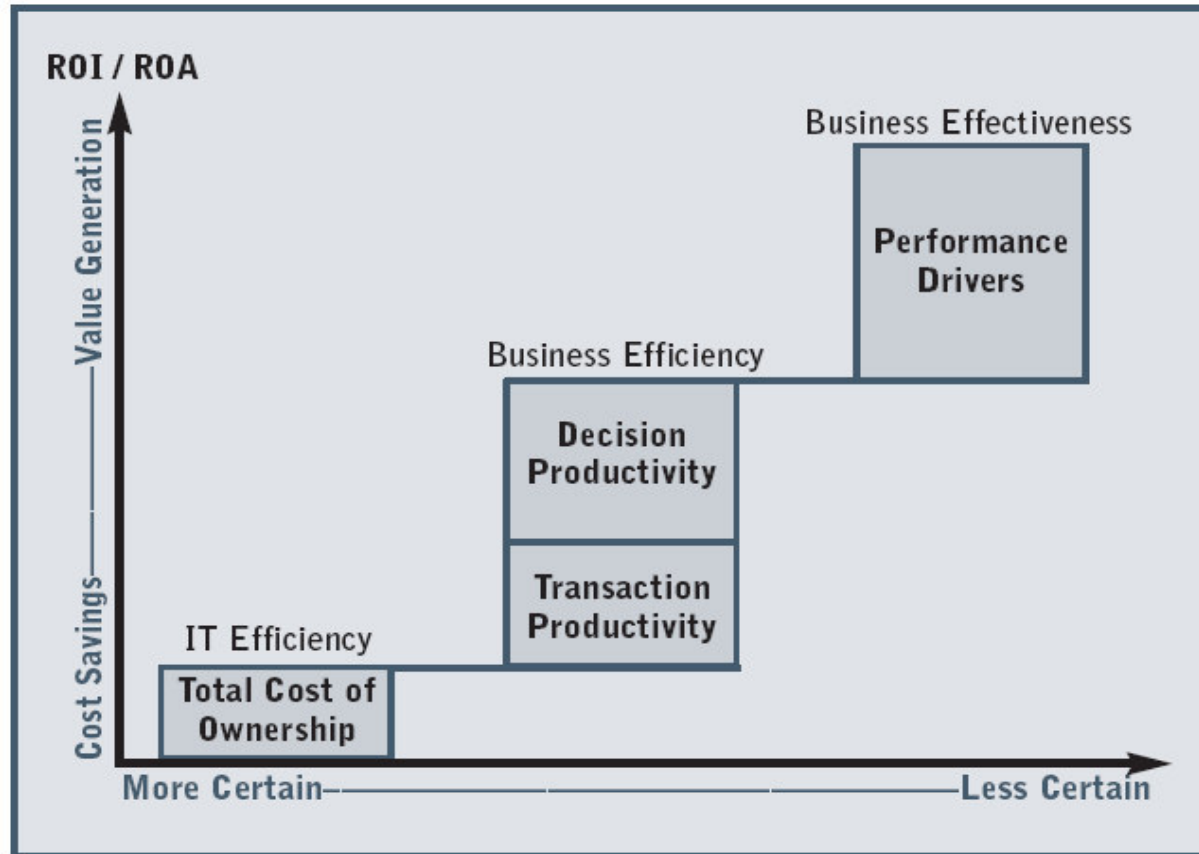
## Proof of Value Workshop Anticipated Client Participation

Client Roles	Role Description
<b>Executive Sponsor</b>	The client business executive and/or champion responsible for area of focus. The sponsor will be responsible for confirming the mission and goals of the workshop. <b>Anticipated time requirement: 1 hour</b>
<b>Client Lead</b>	A subject matter expert (SME) who is a member of the core team. This individual will be responsible for setting up workshop, meetings, resolving or elevating issues and helping to set direction. <b>Anticipated time requirement: 8 hours</b>
<b>Key Stakeholders</b> (Workshop and/or Interview Participants)	Participants will assist Cognos in understanding the current-state, drivers for change, and desired future-state environment. Example Participating Roles: <ul style="list-style-type: none"> <li>• LOB &amp; IT Management</li> <li>• Technology &amp; business process managers (SME's)</li> <li>• Performance Management Application Owners</li> <li>• Project/ IT Cost Manager</li> <li>• Performance Management Stakeholders (Business Users)</li> </ul> <b>Time requirement: 1 - 2 hours per stakeholder</b>

*Note: Time requirements listed above are over the span of the workshop and are subject to vary. Potential additional resources may be required during the workshop*

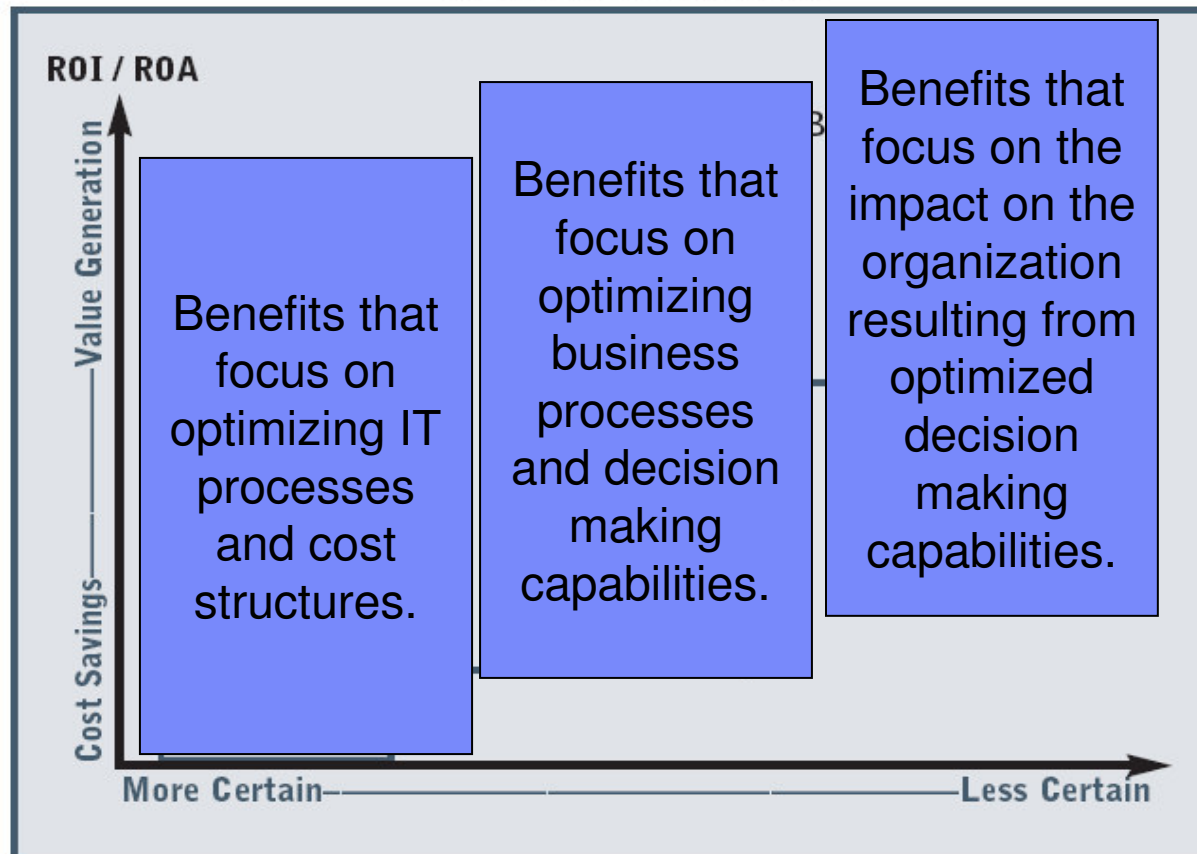
## Proof of Value Workshop Objective and Output

Customer Specific Business & IT Benefits



## Proof of Value Workshop Output

Customer Specific Business & IT Benefits





*Example: Business Value through Productivity Improvements of Report Developers and Less Reliance on IT*

Decrease Cost of Report Fulfillment & Condense Decision Making Timeframe by Extending IBM Cognos Self-Service Authoring Capabilities			
	<u>Variable</u>	<u>Baseline</u>	<u>IBM Cognos</u>
# of reports/analytics request made by business users per annum	<b>A</b>	150	150
Average # of days for IT to develop and deliver 1st iteration of requested report	<b>B</b>	5	0
Average # of days for IT to develop & deliver subsequent iterations	<b>C</b>	2	0
Average # of days required by business user to support report development process (definition, review, testing)	<b>D</b>	2	1
Average # of Iterations required per report prior to user acceptance	<b>E</b>	3	0
Average Daily Fully Loaded Labor Cost	<b>F</b>	\$900	\$900
% of process time dedicated to fulfillment of business request	<b>G</b>	20,00%	100,00%
	<b>Formula: (A*(B+(C*E)+D)*F)* G)</b>	<b>\$351.000</b>	<b>\$135.000</b>
	<b>Annualized Benefit (Baseline - Target)</b>	<b>\$216.000</b>	



**Benefit Assumption:**

The benefits refer to potential savings associated with the productivity improvements of SAP report developers who will avoid custom report development through a SAP integrated and data source agnostic performance management solution that reduces the reliance on specialized SAP resources.

