



IBM PERFORMANCE EVENTS

Smarter Decisions. Better Results.



IBM Cognos Collaboration - Connecting People and Information Together

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Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.

Freedom to **Think**

- Unified workspace
- All time horizons
- Progressive interaction

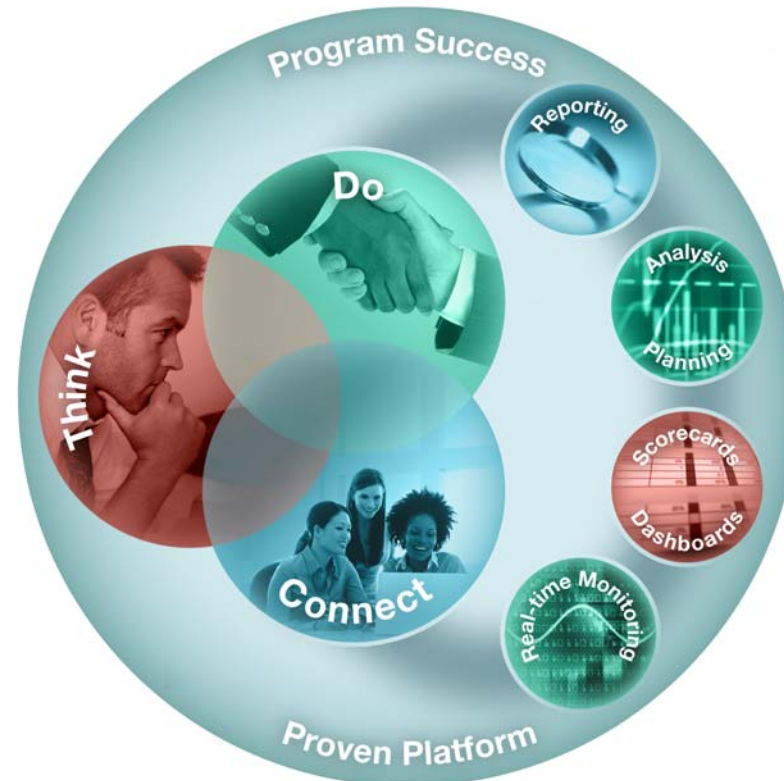


Connect with Others

- 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.**



Collaboration is Everywhere





Collective Intelligence

To connect people and insights to gain alignment

- **Why?** Organizations need more agile and responsive decision making processes to effectively respond to market opportunities and challenges.
- **IBM Cognos 10** delivers
 - **Built-in Collaboration and social networking** giving groups the means to **engage more** :
 - Establish decision networks to share insights and drive toward a collective intelligence
 - Provide transparency and accountability to drive alignment and consensus
 - Communicate and coordinate tasks to engage the right people at the right time
- **So organizations can:** Engage workgroups to easily collapse the time to align, decide and act



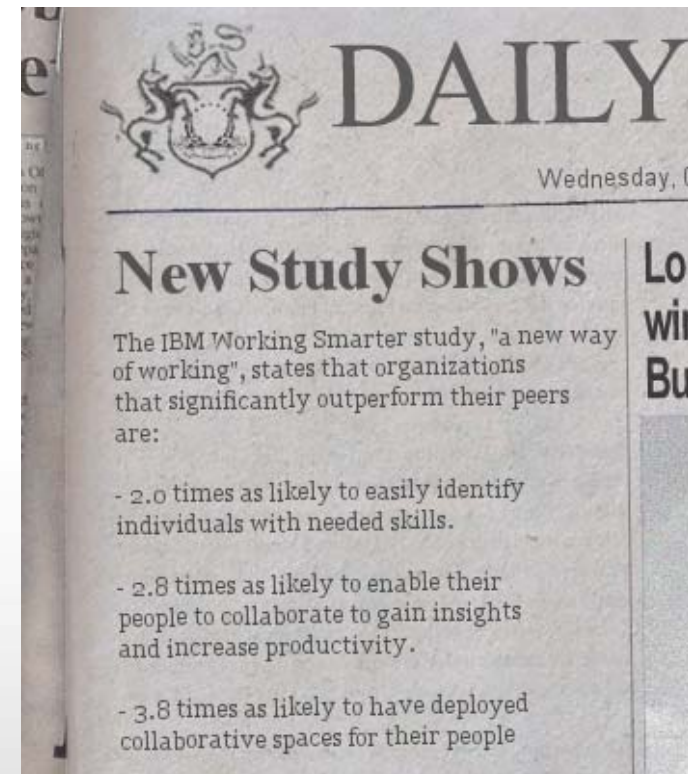
Social Software for Business

89% of CEO's believe their customers will expect more collaboration and information sharing over the next five years

Capitalizing on Complexity 2010 IBM Global CEO Study

*Cost and quality of healthcare are complex issues that can benefit from **social networking tools** that **help decision makers** form a shared understanding of what the 'system' is doing and how to improve it.*

William Marder, PhD, senior vice president for research at the Healthcare business of Thomson Reuters.



Just as people expect from their social networks



Sally

“I want to connect and share things with the friends in my life.”



Monica

“I want to be updated on what’s new in my friends’ lives.”



Donald

“I want to look back at old times we’ve enjoyed.”



They also need in their organizations



**Casual
Business User**

“I need to easily connect with people who are relevant to the decisions I make.”



**Business
Manager**

“I need to better understand the perspectives of my colleagues.”



Executive

“I need to easily access decision history in order to learn, reference and create best-practices.”





Provide transparency and accountability to drive alignment and consensus

Comments

- Add another dimension to your data with Annotations that can go all the way down to the cell-level.



IBM InfoSphere Business Glossary & Lineage

- Increase understanding with an Enterprise dictionary of terms, and visibility into where your data came from.



IBM Cognos Business Viewpoint

- Alignment to business structures that provide common sanctioned versions of the business dimensions to be used across the organization





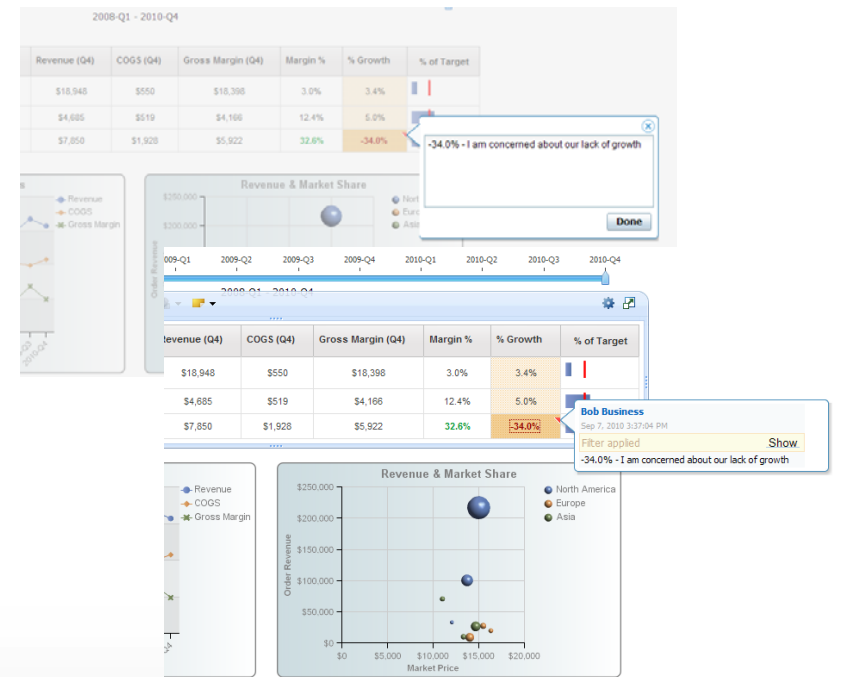
Ensure greater context for decisions

- Add another dimension to the information

Annotations

Solution Highlights:

- Add, view and edit comments on reports, report parts, individual cells or data points in reports and report parts
- Comments are indicated by colored flags
- All annotations are included as endnotes when exporting





With Annotations you can:

- Add another dimension to your data

Understand the reasons
behind a decision

- Dramatically reduce duplication of work

See what others
are working on

- Ensure consistency and completeness

Reuse processes for
decision-making

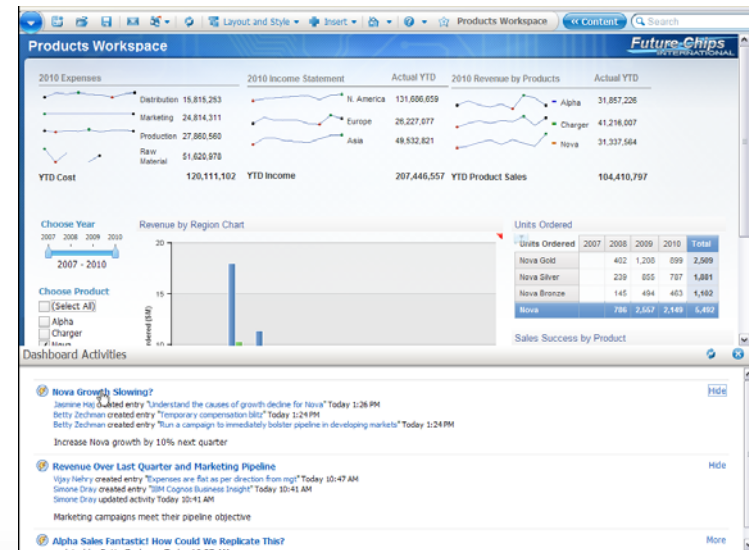




Establish decision networks to share insights and drive toward a collective intelligence

IBM Cognos Collaboration

- Social Networking for BI that lets you connect the right people to share insight and gather perspectives/opinions and enables better corporate memory to understand how and who was involved in past decisions.

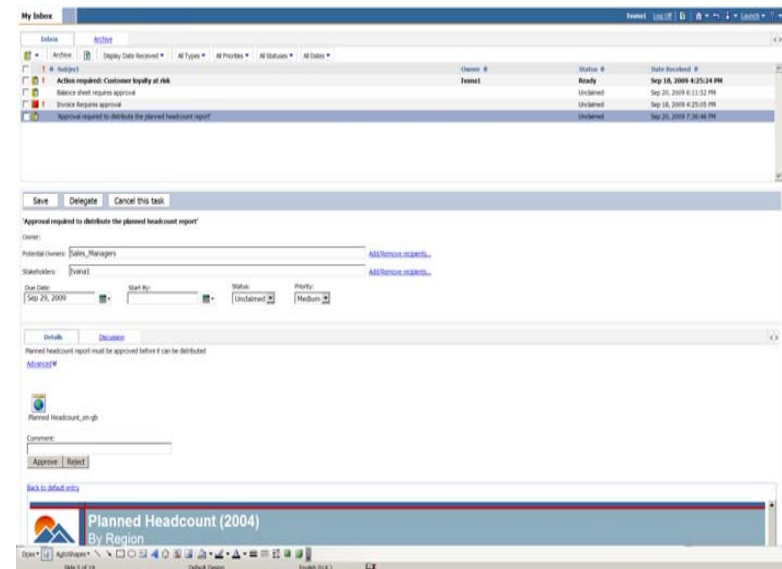




Communicate and coordinate tasks to engage the right people at the right time

My Inbox

- Ad Hoc workflow for BI lets you close the loop from decision to action to drive better business outcomes



IBM Cognos Collaboration

IBM Cognos 10 BI

Reports

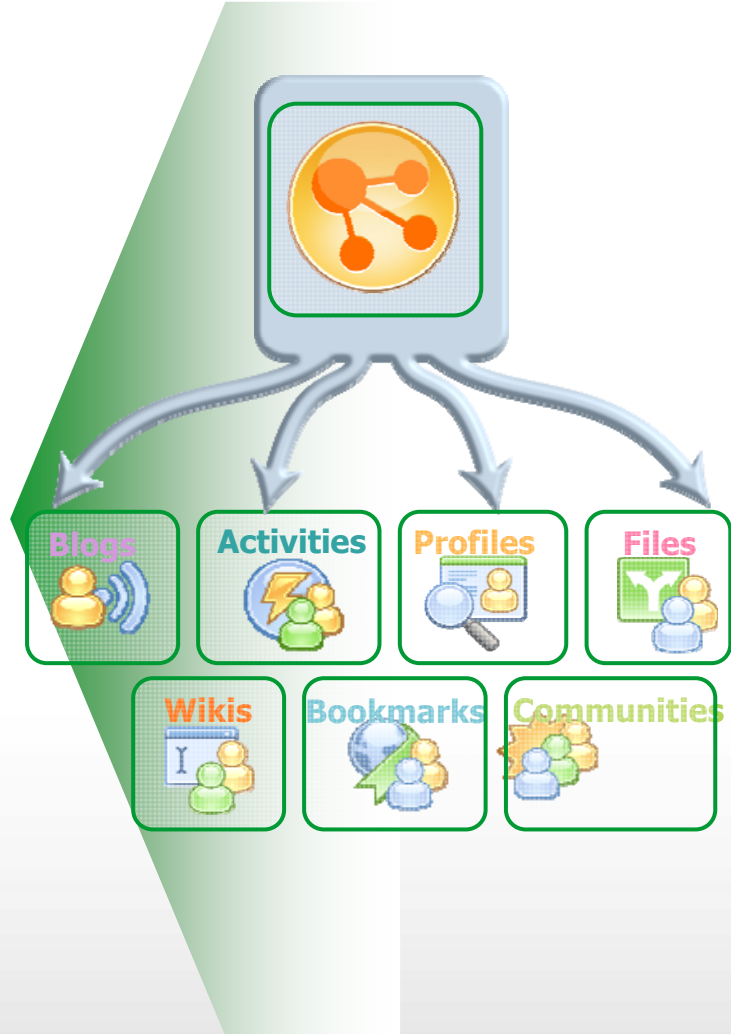
Ad-hoc queries

Analysis

Dashboards

**IBM Cognos
Collaboration**

Lotus Connections



Integration with Lotus Connections



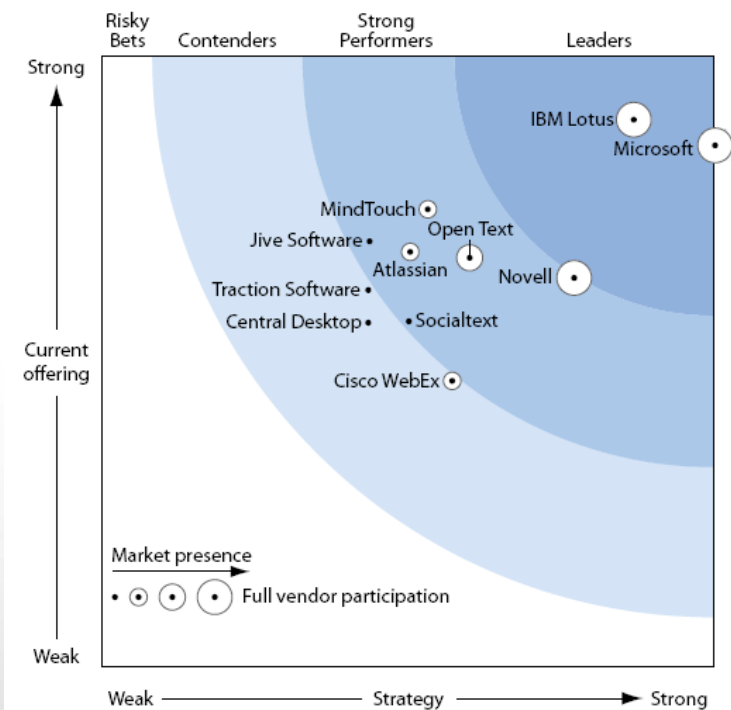
IBM positioned as a **leader** in Gartner's Magic Quadrant.

Gartner Magic Quadrant for Social Software in the Workplace, October 2009: *copyrighted October 2009 by Gartner, Inc*

IBM's Lotus Connections looked, at minimum, a year or more **ahead of SharePoint** in its social computing capabilities out of the box. It was a lot prettier looking, too.

C.G. Lynch, CIO.com Rants: Enterprise 2.0 Faceoff: Microsoft Lags Behind IBM in Social Software, June 10, 2008

Figure 3 Forrester Wave™: Collaboration Platforms, Q3 '09



Source: Forrester Research, Inc.

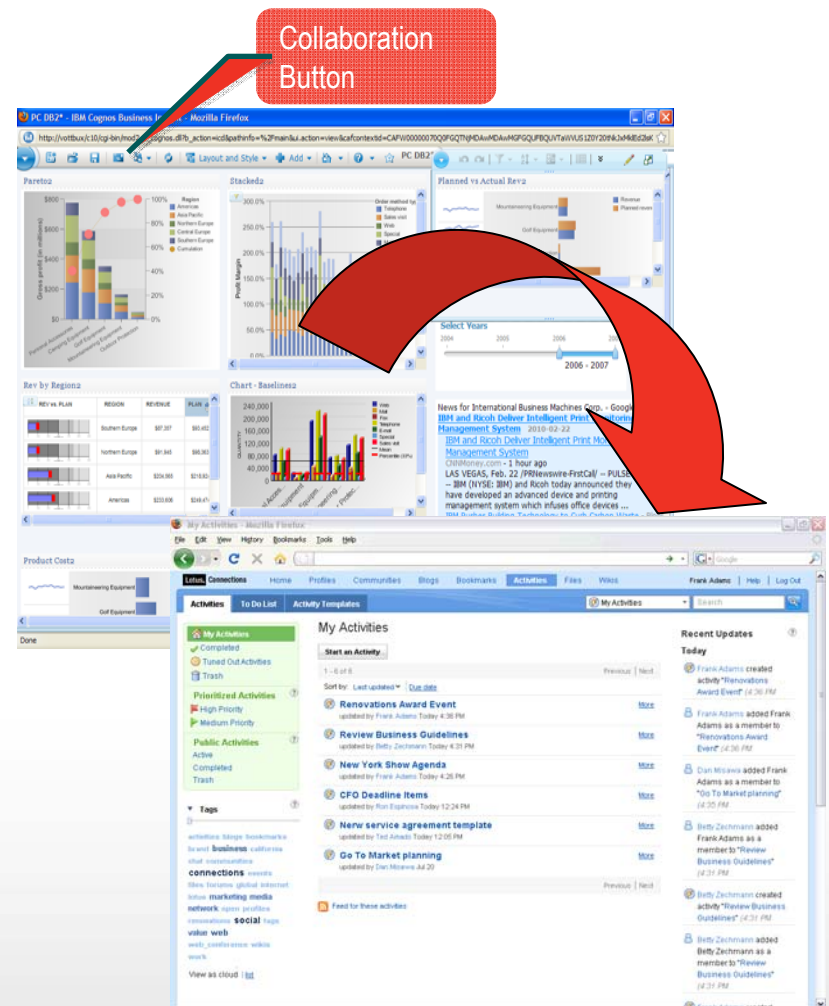
Build stronger relationships

- Collect, organize, share and reuse work

IBM Cognos Collaboration

Solution Highlights:

- Link directly from Lotus Connections to a Cognos Business Insight Dashboard
- Single sign-on for both Business Insight Dashboards and Lotus Connections
- Send email notifications directly from the Lotus Connections Activity
- Filter Activities based on the dashboard





With IBM Cognos Collaboration you can:

- Bring together the data

E-mails, IM chats,
documents...

- Increase efficiency and effectiveness

Use existing skills
discovered through the
professional network

- Instill greater confidence in decisions

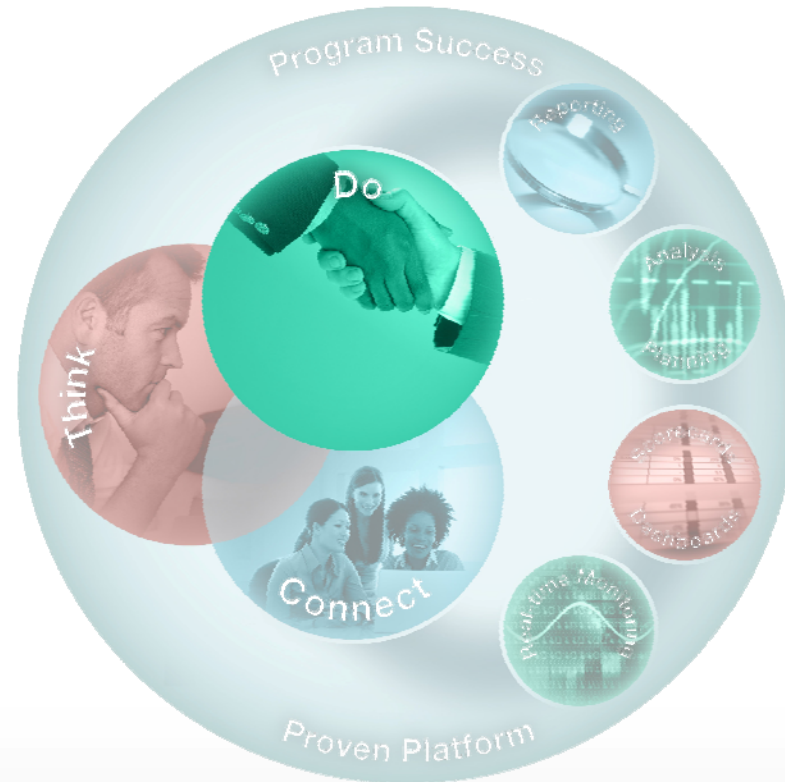
Easily vet decisions by
experts

- Stimulate innovation

Access the experience and
knowledge of more
stakeholders

Simply **Do**

How collaboration will help you make better decisions



Demonstration



IBM Cognos Collaboration

IBM Cognos 10 BI

Reports

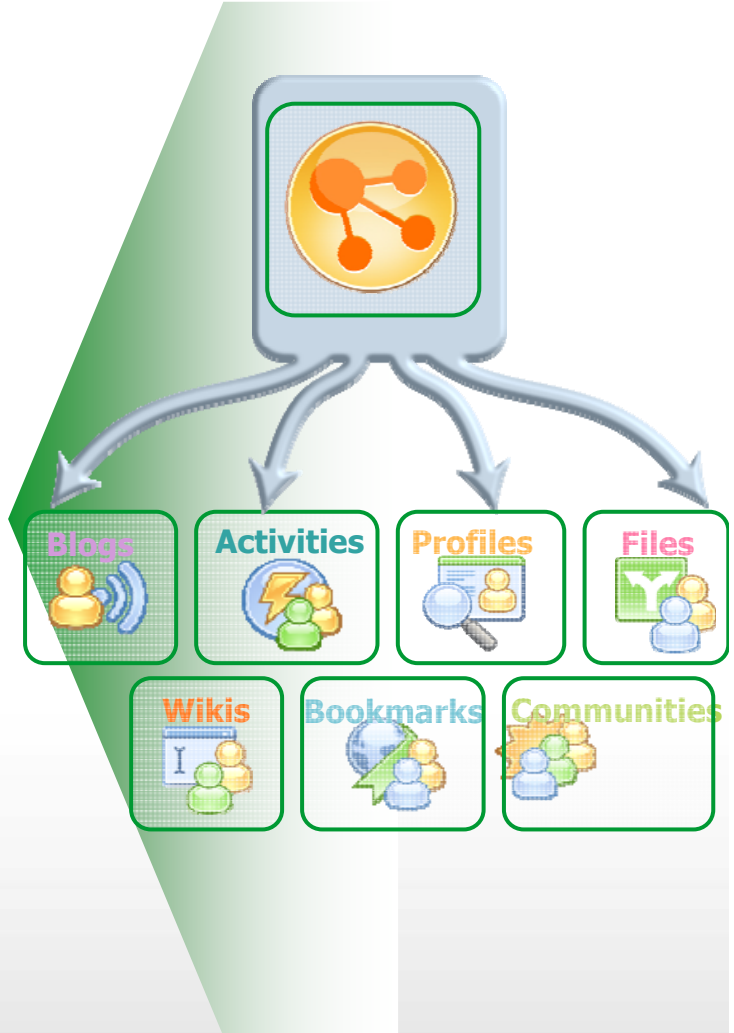
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**IBM Cognos
Collaboration**

Lotus Connections





Customer Quotes (BETA)

In making decisions we need to access the right stakeholders and experts. Social Media allows us to bring those people together and access the Trusted Information in Cognos 10.

We foresee Connections Activities as a means to capture the knowledge behind why decisions were made

Connections Wikis represent the perfect way for our business and IT users to document the requirements and model assumptions used in our Business Analytics implementation





Summary

- Collaboration is everywhere
 - Business users are becoming familiar with collaboration in their social lives and want to bring this into the business environment
 - Joint decision making is becoming more prevalent
- Cognos 10 also delivers **built-in collaboration and social networking** to fuel the exchange of ideas and knowledge that naturally occurs in the decision-making process

