

IBM Cognos Performance
Better Intelligence. Better Business.

Introducing IBM Cognos Express

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Agenda

- The opportunity and challenge for midsize companies
- Introducing IBM Cognos Express
- Getting Started

Dynamic Economy

Threats and Opportunities for a midsize company

- Midsize companies are more resilient in a tough economy
- 53% are in a cost-cutting focus
- 47% of midsize companies have a strategic focus
- Deliver innovation to support an accelerating rate of change



*Adaptability Delivers
Competitive Edge*

- Change business model
- Align resources quickly
- Capitalize on new opportunities



**Insight
to make
smart decisions
and take action**



Information

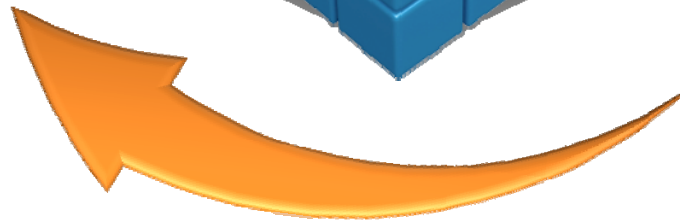
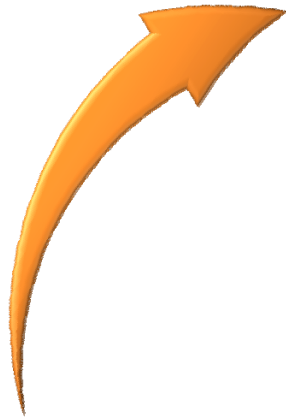
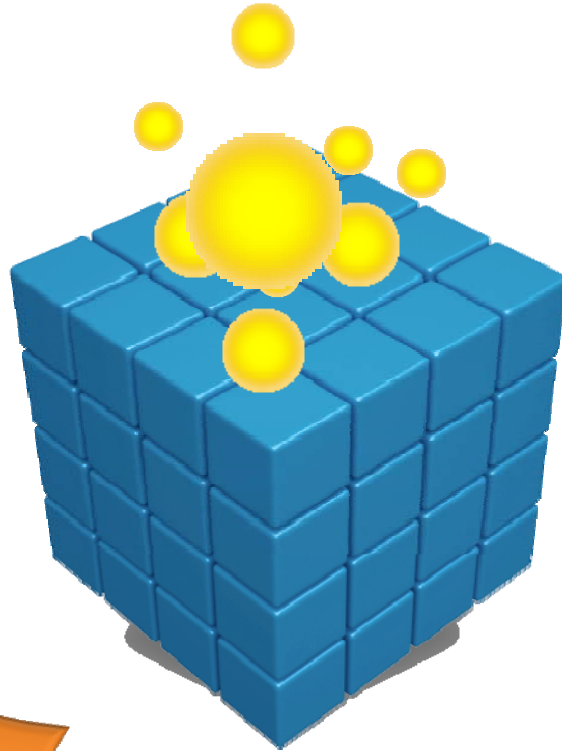
Information-driven and accountable culture through Dashboards and Reports

Action

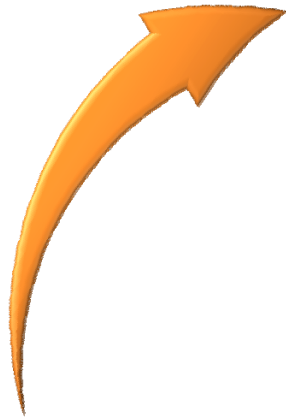
Align resources with decisions through Planning

Insight

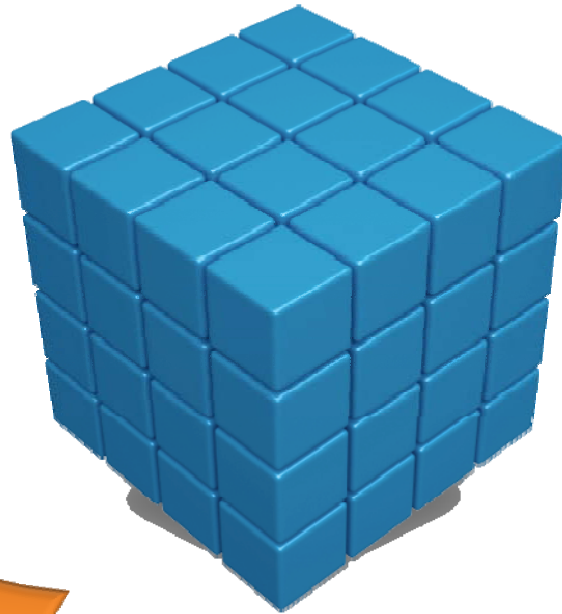
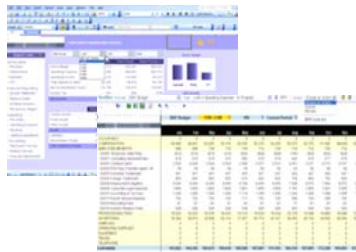
Early identification of opportunities and issues through Analysis



Dashboards/Reports



Planning



Analysis



Reality....



Implemented BI

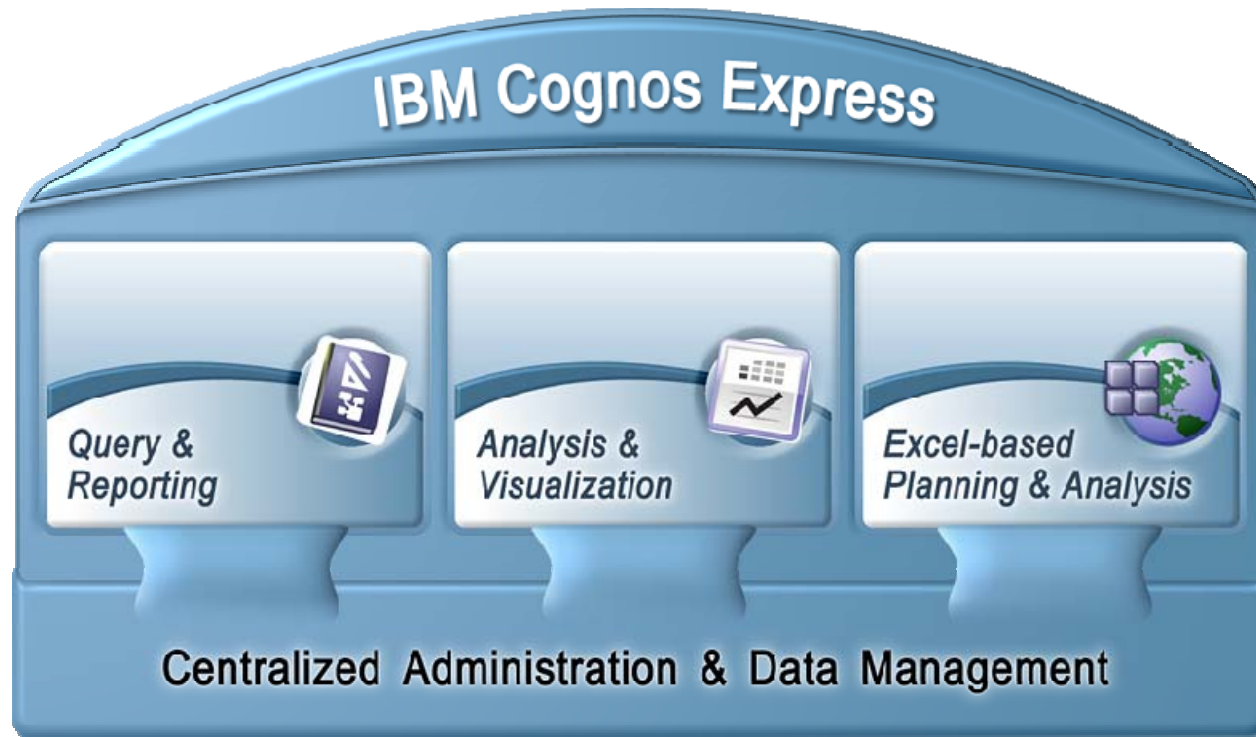


Barriers

Implemented BI

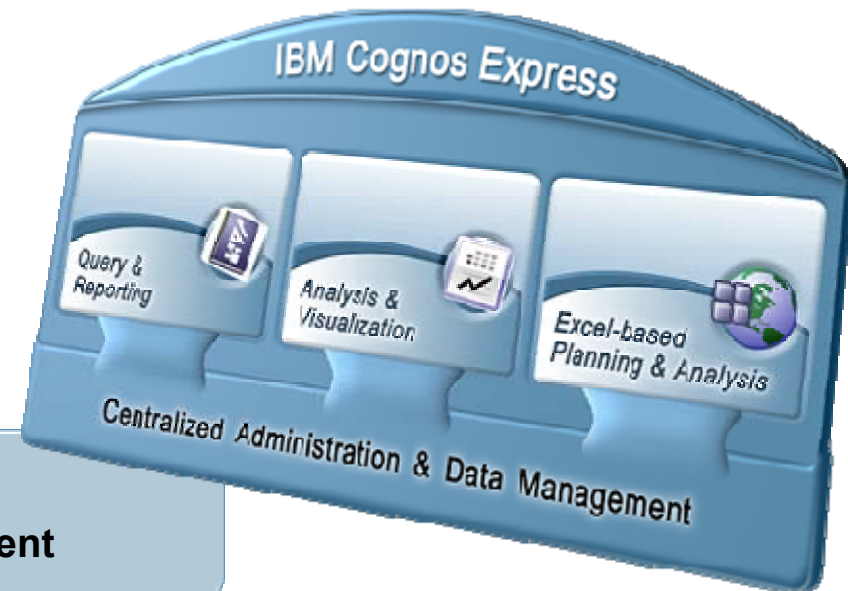


Introducing IBM Cognos Express



The **only** integrated Reporting, Analysis and Planning solution purpose built for midsize companies

Overcoming the Barriers



Easy to Install

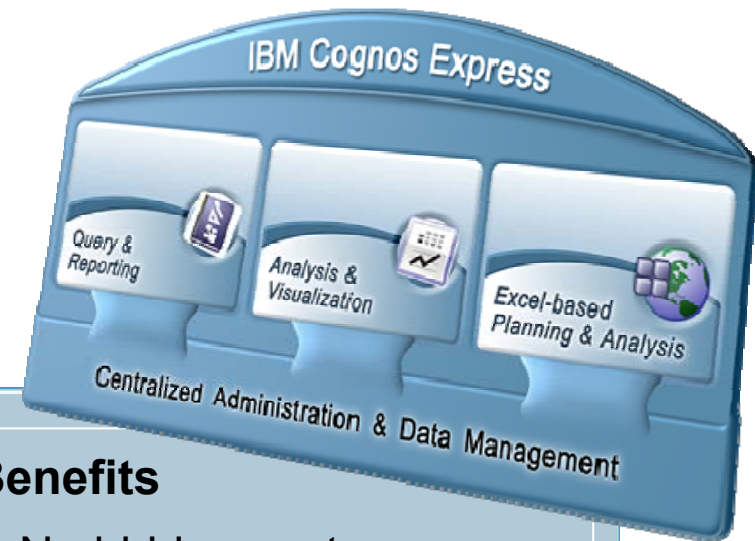
Pre-configured solution includes everything required for simple deployment and management

Easy to Use

Self-service access empowers business users and removes the burden from IT

Easy to Buy

Packaged and priced right... Start small, start anywhere, deliver immediate value, and grow

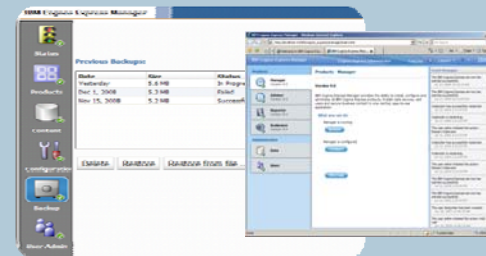


Easy to Install

- Preconfigured “No assembly required”
- All you need - Embedded
 - OLAP, Security, Content store, Web server, Data integration
- Central management console for content, security, licensing and administration

Benefits

- No hidden costs
- Minimum resource needed
- Quick time to value

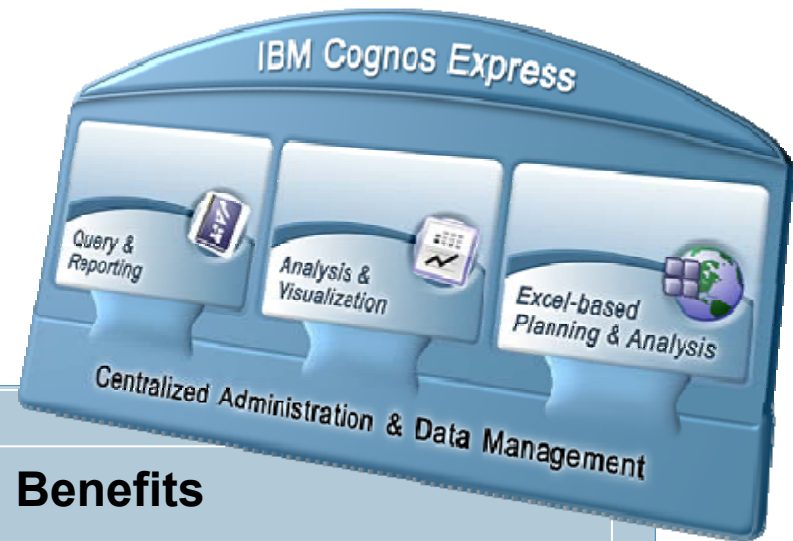


Easy to Use

- Novice to advanced Users
- Simple business view creation
- Data viewed in business context
- Right interface for the right user
- Flexible delivery model

Benefits

- Reduce IT Backlog
- Reduce burden on IT
- Business empowered
- Minimum resource needed
- Quick time to value

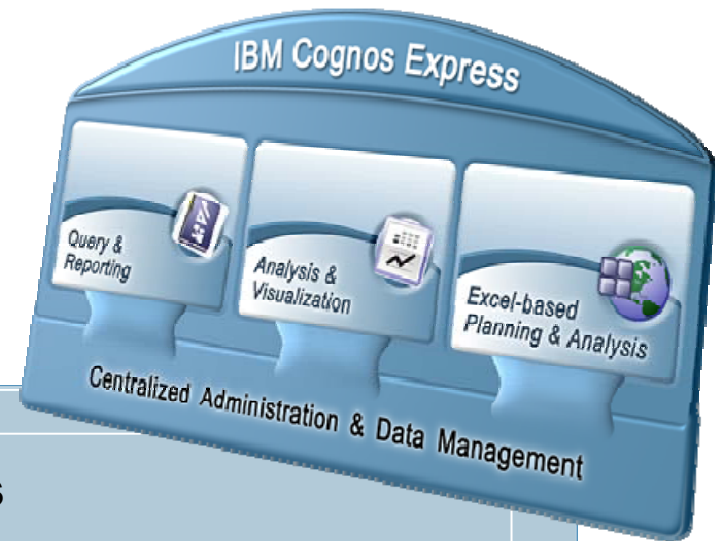


Easy to Buy

- Buy what you need and when you need it
- Low entry price point
- No hidden costs
- Room to grow
- Affordable

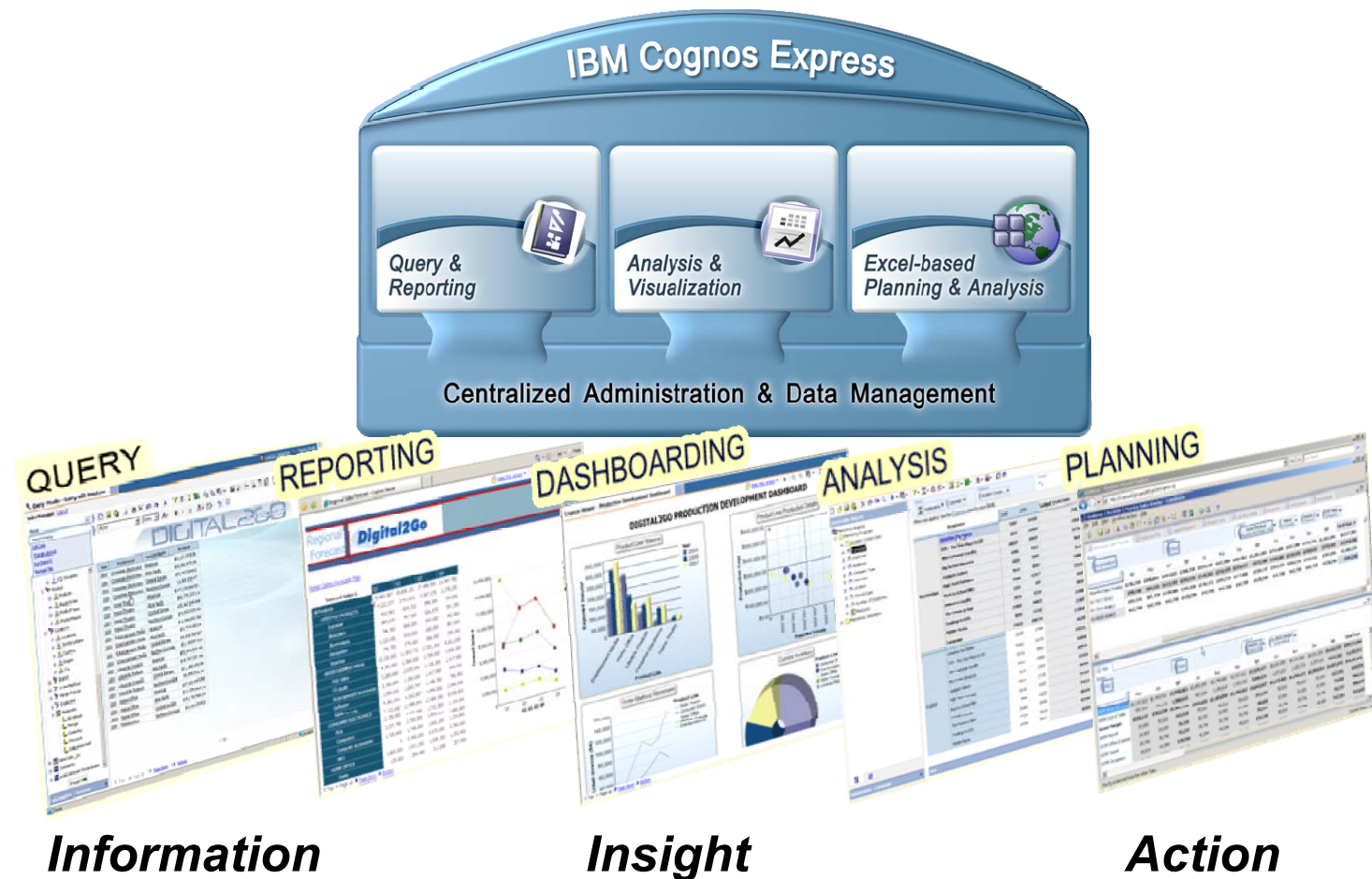
Benefits

- Start small, start anywhere
- Match projects to match resource and budget constraints
- Quick time to business value
- Low risk



IBM Cognos Performance

Solving the Business Need

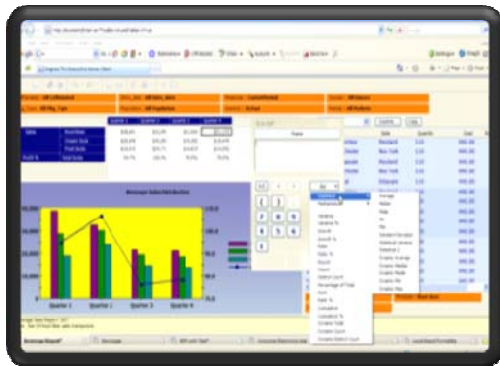




Reporting and Ad Hoc Query

- Simple, intuitive authoring for novice to experts
- Reports and dashboards to meet the needs of different users
- Breadth of report coverage – operational, transactional, managed, dashboards, ad hoc
- Connect to any type of data and in any combination – relational, OLAP, desktop files
- Flexible report delivery via web interface, PDF, Excel, email or Portal





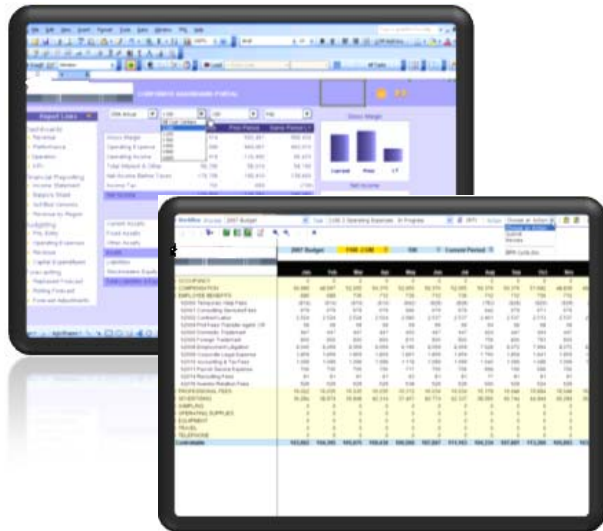
Analysis and Visualization

- Real-time analysis with in-memory multidimensional capability
- Slice and dice, drill down/through capabilities
- High impact data visualizations
- Simplified business view creation and building
- On-the-fly business view changes
- ‘What if’ scenarios with write-back
- Embed live content into MS Office applications



Planning, Budgeting, Forecasting

- Transforms Excel with a powerful in-memory analytics server for multi-dimensional analysis and planning
- Centrally managed data, business hierarchies, rules, calculations
- Continuous planning, aggregation, analysis
- Excel or Web Interface
- “What if” scenario modeling & write-back
- Role-based security and clear audit trails
- Workflow management





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Free **TRIAL**

and see for yourself!



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Q&A



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