

Introducing IBM Cognos Express



Cognos.
software

Webinar für die IBM Software Partner
Academy

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Agenda

- 1. The Opportunity**
- 2. Cognos Express Overview**
- 3. Target industry & audience**
- 4. Questions to Ask**
- 5. Licensing & Pricing**
- 6. Client references**
- 7. Call to action**



Today's Reality

47%

47% of users don't have confidence in their information

42%

42% of managers use wrong information at least once a week

59%

59% say they missed information they should have used

An average company with 1,000 employees spends \$5.3m a year to find information stored on its servers

Ideal Prospect for Cognos Express

- Midsize companies (100-999 employees).
- Starting out or expanding their BI and Planning Strategy
- That need reporting, analysis, planning, budgeting and forecasting capabilities
- That do not have a data strategy, data warehouse or information management initiatives
- For a limited number of users (<100)
- Not existing Cognos customer



Benefits all industries and LOB



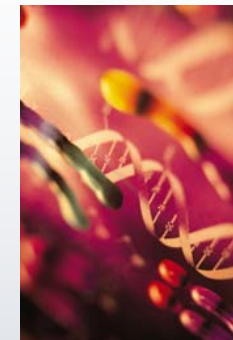
Financial

- Branch Profitability
- Customer
- Compliance Management
- Credit & market risk



Retail

- Store Performance
- Inventory/Demand Management
- Supplier execution



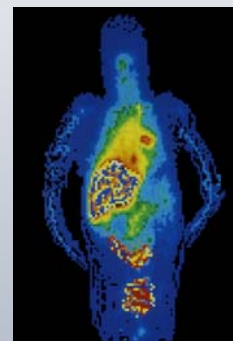
Life Sciences

- Drug Discovery



Telco

- Churn Management
- Revenue Assurance
- Wallet Share Analysis



Health Care

- Disease Management
- Patient Safety
- Predictive Medicine
- Provider/member



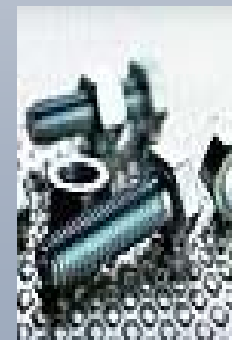
Automotive

- Supply Chain
- Quality Insight Early Warning
- RFID



Insurance

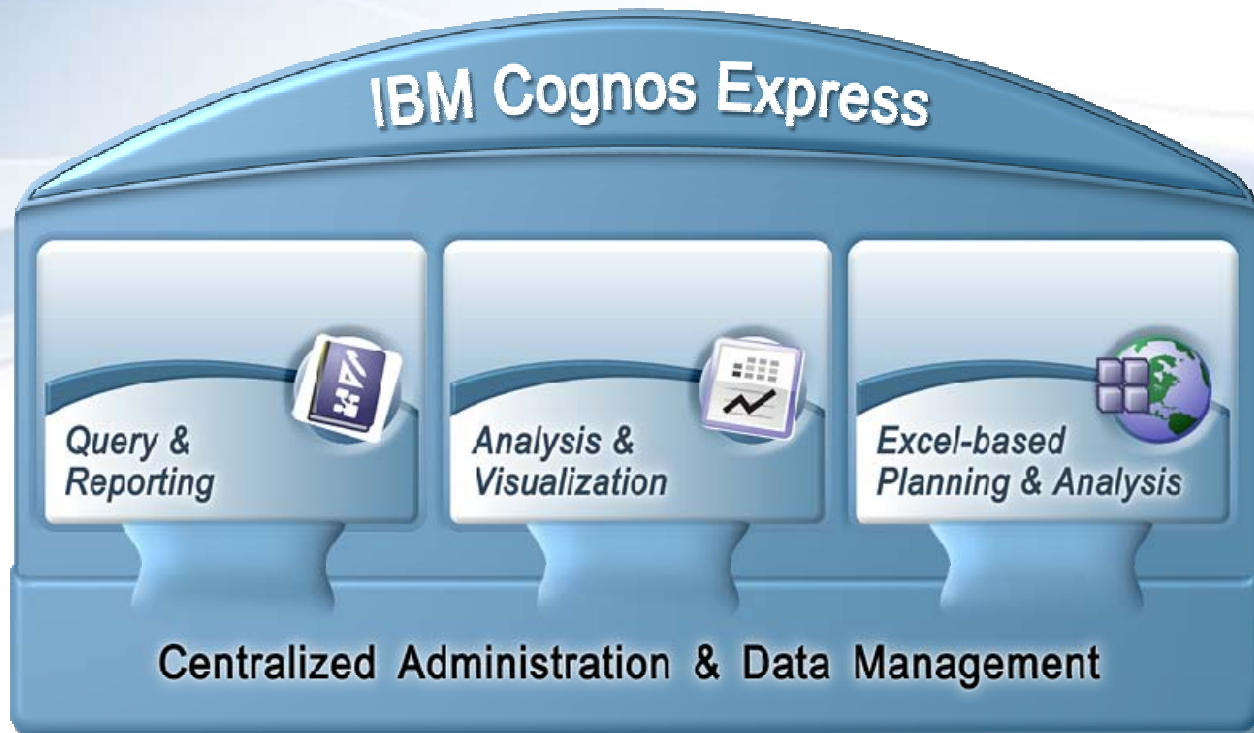
- No-touch Claims Processing
- Customer Insight



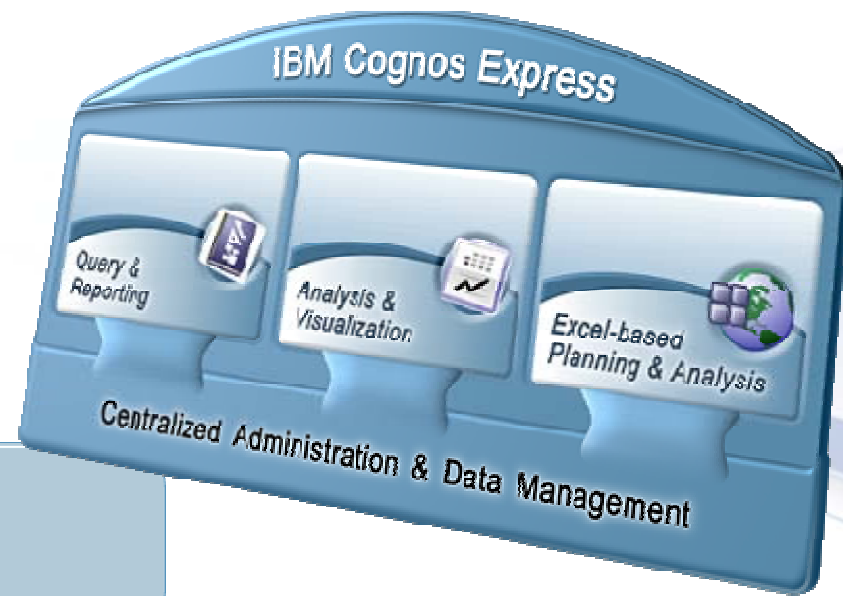
Manufacturing

- Quality Management
- Plant Visibility
- Fulfillment / Logistics

Introducing IBM Cognos Express



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



Easy to Install

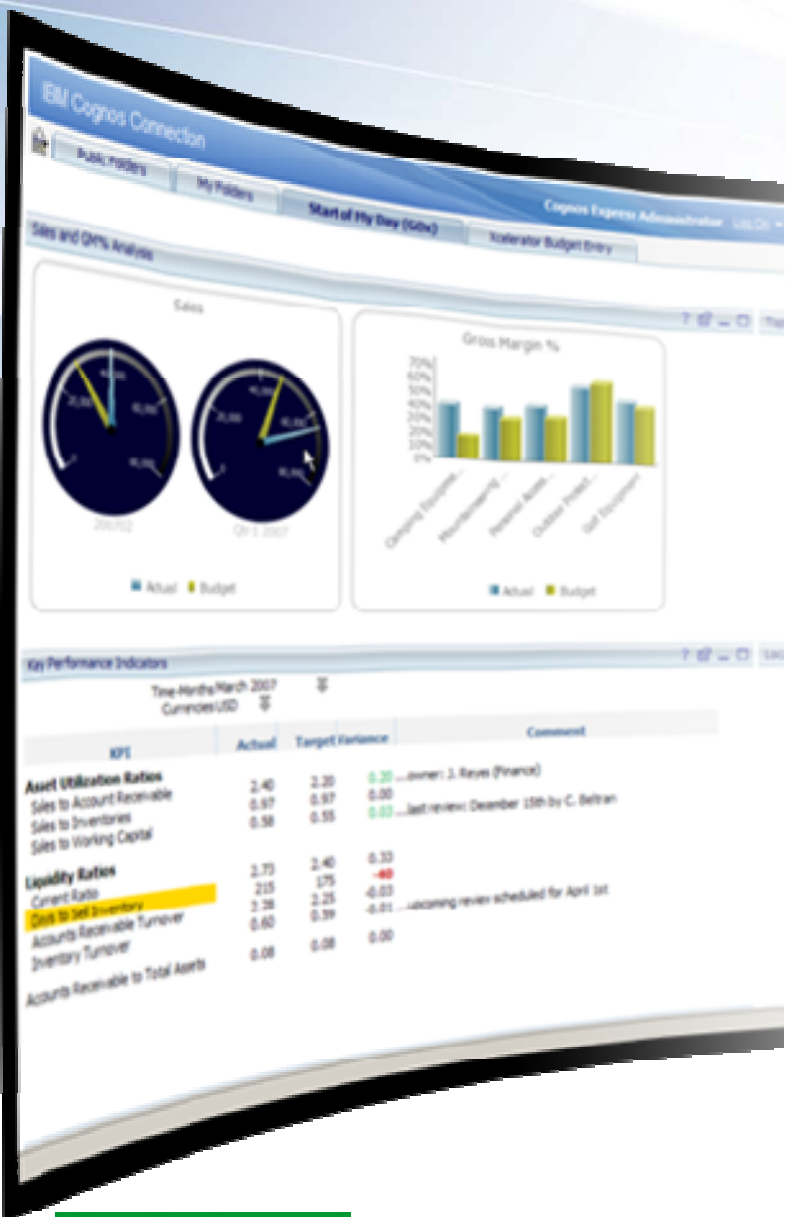
Pre-configured solution includes everything required for simple deployment and management

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



DEMO

Who to target

- **Both IT and LOB**
 - IT is more closely aligned with business
- **Top LOB Functions driving BI**
 - Customer Service
 - Sales
 - Finance/Accounting
 - Marketing
 - Operations (Inventory Management)
- **By Agenda**
 - Reporting – Senior technical and business functional managers
 - Analysis – Business functional managers, Financial Analysts, Business Analysts, Operations Analysts
 - Planning - CFOs, Controllers, Financial Analysts and planning contributors



Prospecting: IT Questions

Do you have a difficult time meeting the needs around information requests?

Are you often asked by business users for extracts of data? How do you manage that process?

Do business users require access to different data sources? Are you able to get access to all of the data across your organization?

Is the user adoption for your existing BI tools as high as you expect them to be?

Do you desire self-service user access to data but still provide an IT managed environment to ensure consistency and accuracy?

Do you want to implement BI and planning but resist due to limited staff and/or expertise.

Would you like to have a centralized portal to provide business users with secure access to key information, analysis and plans?

Prospecting: Line of Business and OoF Questions

Do you have accurate information needed to make business critical decisions?

Are business decision based on “gut feel” or fact-based?

Can you consistently answer: How are we doing? Why? What should we be doing?

Are you dependent upon IT for access to critical business information? Is there a backlog of requests?

If you have access to key business data, do you have the tools to perform the level of analysis to uncover new insight?

How do you know the information you receive and the business analysis is accurate and consistent?

Do you worry about the risks and limitations of using Excel only for planning and analysis? Is the information you need siloed? Accurate? Auditable?

Is your planning and budgeting process a well orchestrated process? Or is it disjointed, slow and manually assembled collection of Excel spreadsheets?

Is key financial data and budgets are stored on a variety of Excel files using unreliable links, inconsistent snapshots of data, and formulas/macros that are untrustworthy?

How about version control and auditability—how do you manage iterations of those plans, budgets, forecasts, reports and analyses?

Why we win with Cognos Express

- ✓ **Single solution** No need for multiple products from multiple vendors
- ✓ **Self Service** Empower Business minimizing IT effort
- ✓ **Preconfigured** No hidden costs – all you need
- ✓ **Central Administration** Easy to install and maintain minimizing IT impact
- ✓ **In-Memory analytics** Get control of your data without the need to build a data warehouse – speed to business value
- ✓ **Modular** Start Small, Start anywhere – match needs with budget
- ✓ **Excel Interface** Leverage existing skills
- ✓ **Growth path** Growth for the future – Same trusted vendor

**First and only integrated, one-stop BI and planning solution
purpose-built to meet the needs of midsize companies**

Licensing & Pricing Connector and User Model

	Reporter	Advisor	Xcelerator
Connector	10.797 €	10.797 €	10.797 €
User	540 €	540 €	1.080 €
Admin User	2.159 €		

- **Connector + Named User licensing model**
- **Minimum – Purchase of respective module connector & 1 Express Admin User**
- **Limitations: Single host; max 32 cores; maximum 100 users per product**

Licensing & Pricing Deployment Examples

	Reporter	Advisor	Xcelerator
Connector	10.797 €	10.797 €	10.797 €
User	540 €	540 €	1.080 €
Admin User	2.159 €		

Deployment Examples

- 5 Reporter = 15.656 €
 - 10.797 € (1 Connector) + 2.159 € (1 Admin) + 2.700 € (5 Reporter Users)
- 10 Reporter and 10 Xcelerator = 39.953 €
 - 21.594 € (2 Connectors) + 2.159 € (1 Admin) + 5.400 € (10 Reporter Users) + 10.800 € (10 Xcelerator Users)

Customer Success

Cognos has delivered significant ROI, for example:

- *Aqio Cigars - 28% sales increase*
- *Blue Mountain Ski Resorts - ROI 1,822%, Payback 1 month*
- *Envision Credit Union - ROI 178%, Payback 7 months*
- *Trillium Health Centre - ROI 46%, Payback 2.17 yrs*
- *Envision Credit Union - ROI 178%, Payback 7 months*
- *Ryerson Steel - ROI 63%, Payback 1.6 years*
- *VITAS - Financial planning effort reduced from 1 day to 10 minutes*
- *Blue Mountain Ski Resorts - ROI 1,822%, Payback 1 month*
- *US Lumber - US \$100K savings*
- *Creativity Inc. - 25% reduction in customer charge backs*

* See *Customer Reference database* for additional case studies.

Call to Action

- Review this presentation
- Identify your targets using the Target Audience guidance from this presentation
- Review the recommended Prospecting Questions. Tailor them to your style.
- Call your target customers and prospects. Schedule 30-minute meetings to explore their business needs.
- Engage your Cognos specialist
- Reminder: Prospecting participation, opportunity identification and pipeline are being tracked by the IMT leadership



Need more information?

- Contact your Cognos GB colleagues:

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Need more information?

- Information about Cognos Express: <http://www-01.ibm.com/software/data/cognos/cognos-express/>

Questions & Answers



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