



BA OPENING VIDEO – 1:07 sec





IBM Performance 2011

Smarter Decisions. Better Results.

Presenter
IBM Business Analytics

The IBM Centennial



*On June 16, 2011, IBM
celebrated its 100th anniversary!*



... from Punch Cards to a Smarter Planet.



Making the world work better

IBM as leader in applying technology to transform companies, industries, societies.



Thank You to our Sponsor!





Agenda

- **9:00 – 10:00 am** **General Session Keynote**
*Smarter Decisions. Better Results. :
Driving Better Business Outcomes with Business
Analytics*
- **10:00 – 10:45 am** **Breakout Sessions**
- **10:45 -- 11:00 am** *Break & Solutions Showcase*
- **11:00 – 11:45 am** **Breakout Sessions**
- **11:45 -- 1:00 pm** *Refreshments & Solutions Showcase*



Evaluation Form

Turn in your completed evaluation form at the end of today's event.

Receive a.....???





IBM Performance 2011

Smarter Decisions. Better Results.

Presenter
IBM Business Analytics



**Watson dominated 'Jeopardy!,'
but what else can it do?**

USA TODAY

**Computer Wins on 'Jeopardy!':
Trivial, It's Not**

THE NEW YORK TIMES, FEB 2011

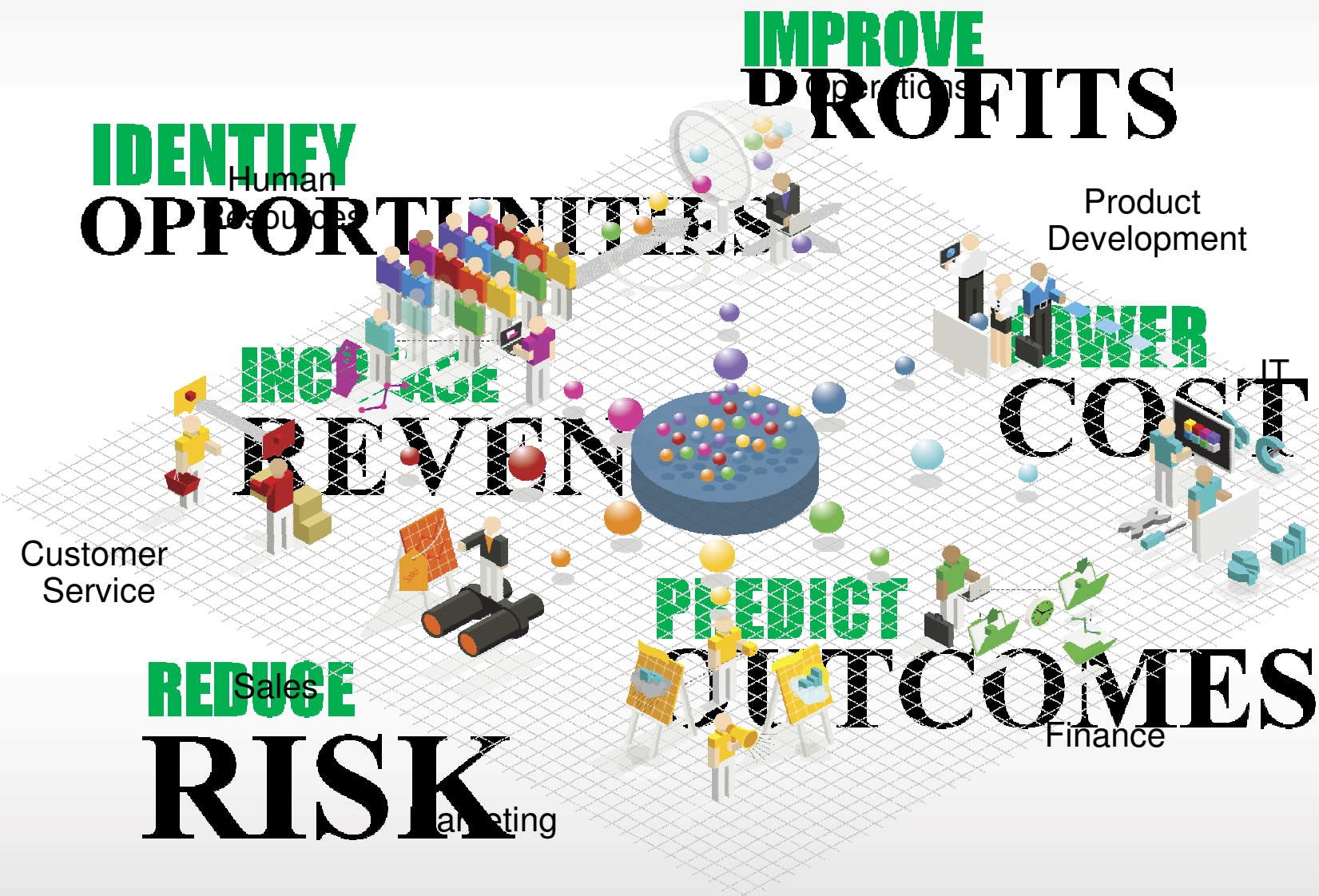
**What's Next For Watson,
IBM's Jeopardy Champ?**

THE HUFFINGTON POST



***WATSON VIDEO – total run time of
4:36 sec with optional fadeout at
about 2:30 sec....***





Analytics

Correlates to Performance



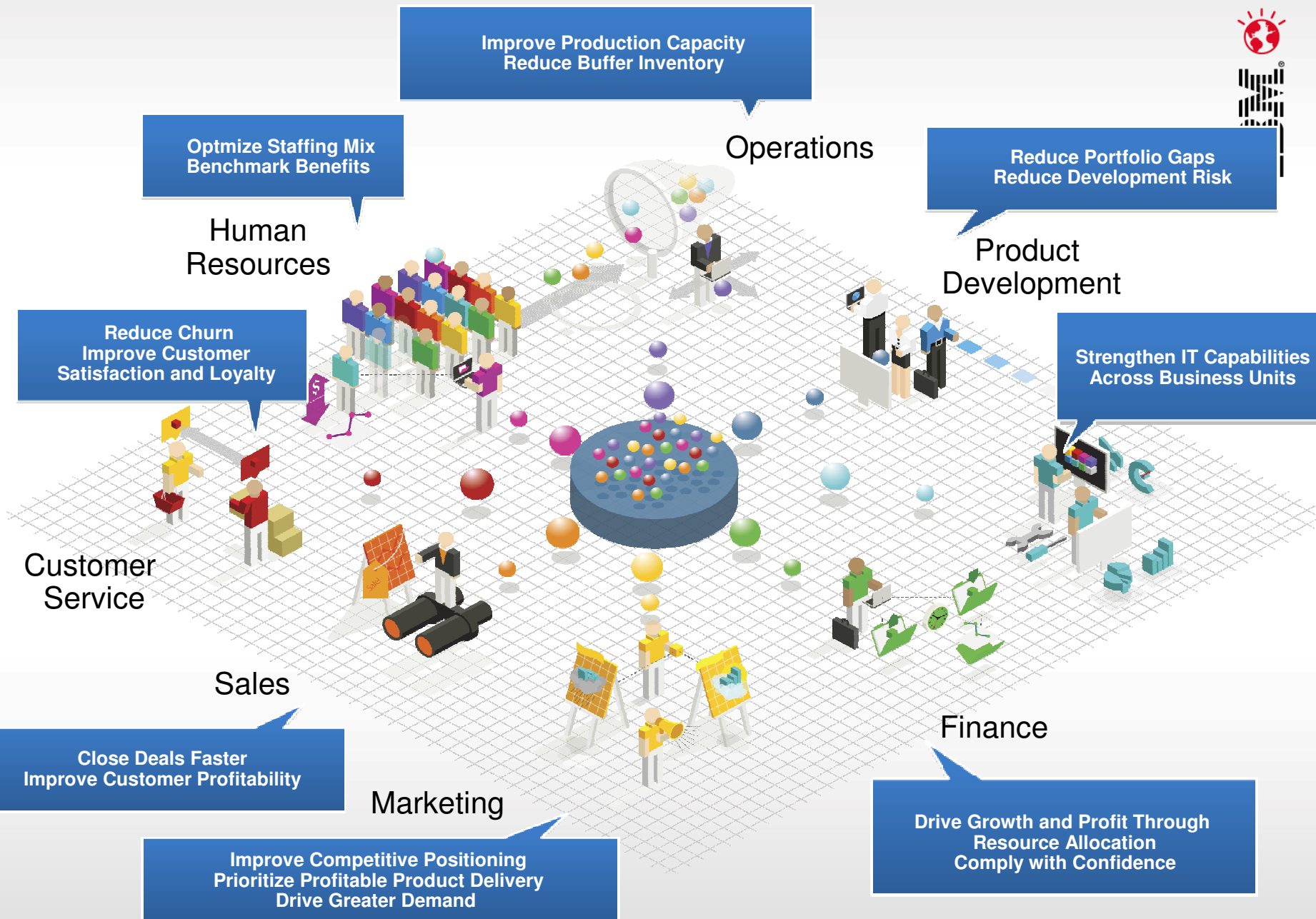
Organizations that lead in analytics outperform those who are just beginning to adopt analytics

Top Performers are more likely to use an analytic approach over intuition*



***within business processes**

Source: Analytics: The New Path to Value, a joint MIT Sloan Management Review and IBM Institute of Business Value study. Copyright © Massachusetts Institute of Technology 2010.



Driving Better Business Outcomes Across the Enterprise



\$300 Million
in savings
& fraud reduction



**From >1% to
<0.5%**
Reduction in product
return rates

OmnicomGroup



\$200 Million
increase in
Cash Flow



\$24 Million
in reduced waste
and fraud



600% increase
in cross-sell
campaign



40% decline
in homicide
rates



A Q

ANALYTICS QUOTIENT





ALIGNED

Collaboration across
business objectives

AWARE

Alert, observant,
informed
and perceptive



AGILE

Highly
responsive
to changing
priorities

FOCUSED

Clear understanding of
what's important

PREDICTIVE

Able to anticipate, look forward
and set expectations

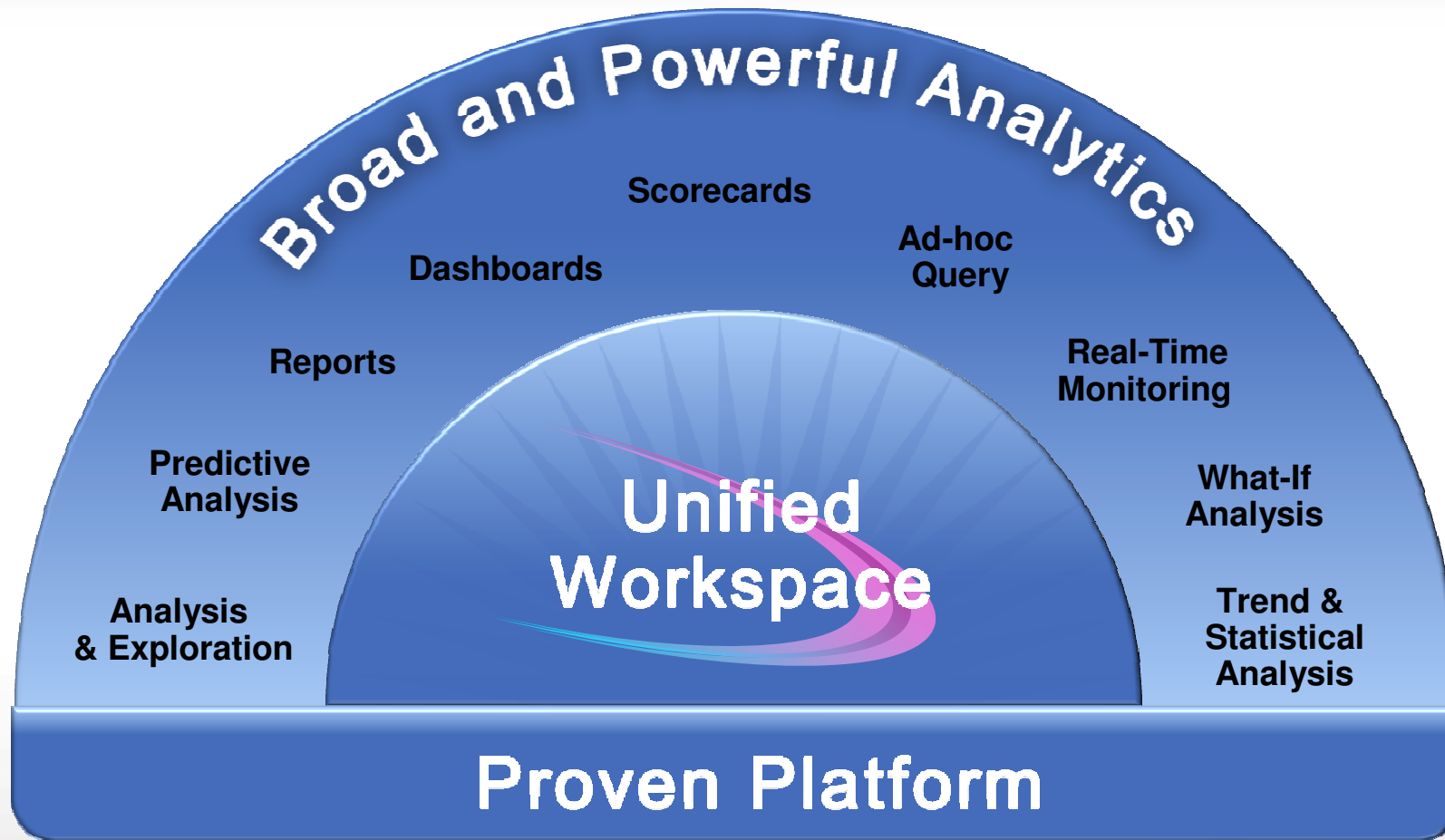




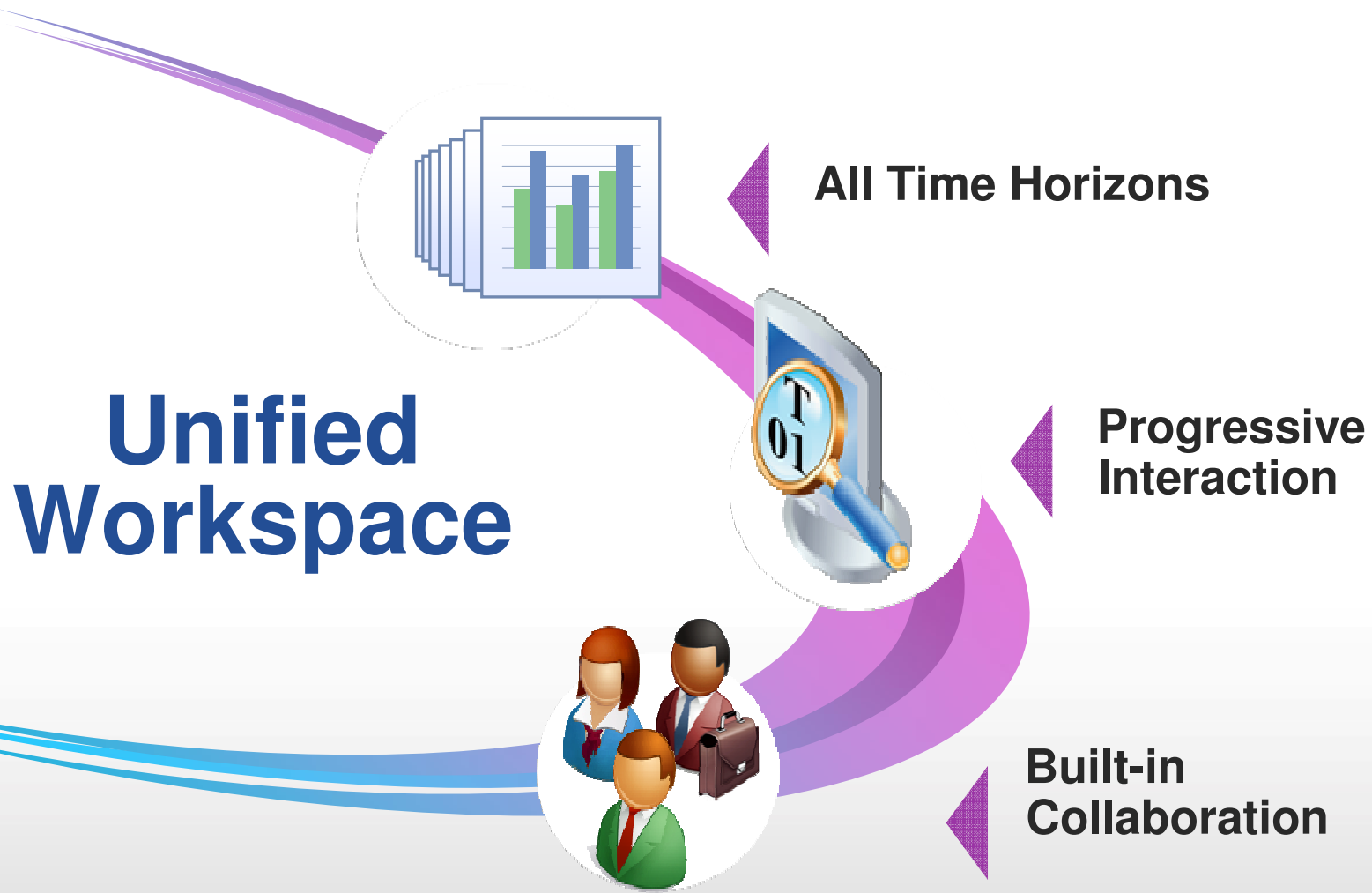


Broad and Powerful Analytics
Unified Workspace
Mobile BI

Introducing Cognos Business Intelligence



A Unified Workspace instantly usable by everyone





Unified Workspace Demo

**Search and assemble
any BI content**

IBM Cognos Business Insight

 Create New

 Open Existing



Favorites



My Workbench



My Finance Workbench

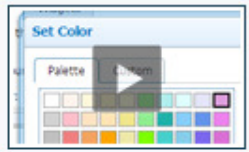


Employee Satisfaction Dashboard ...

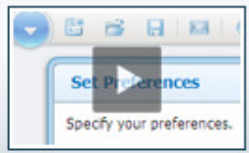
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How-to Videos

[Show all videos](#)



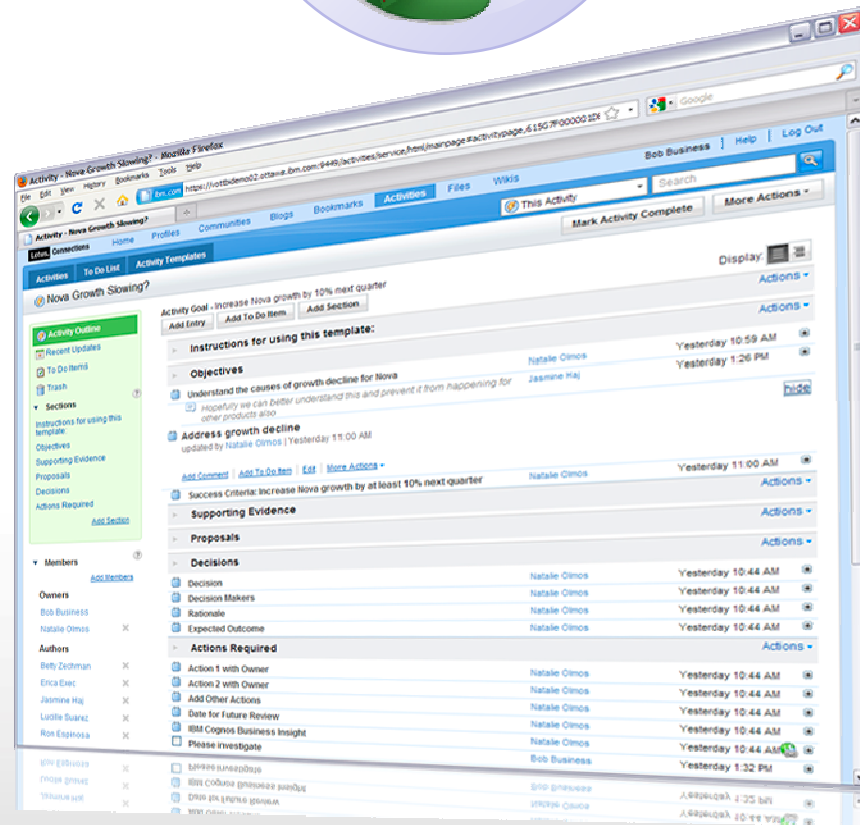
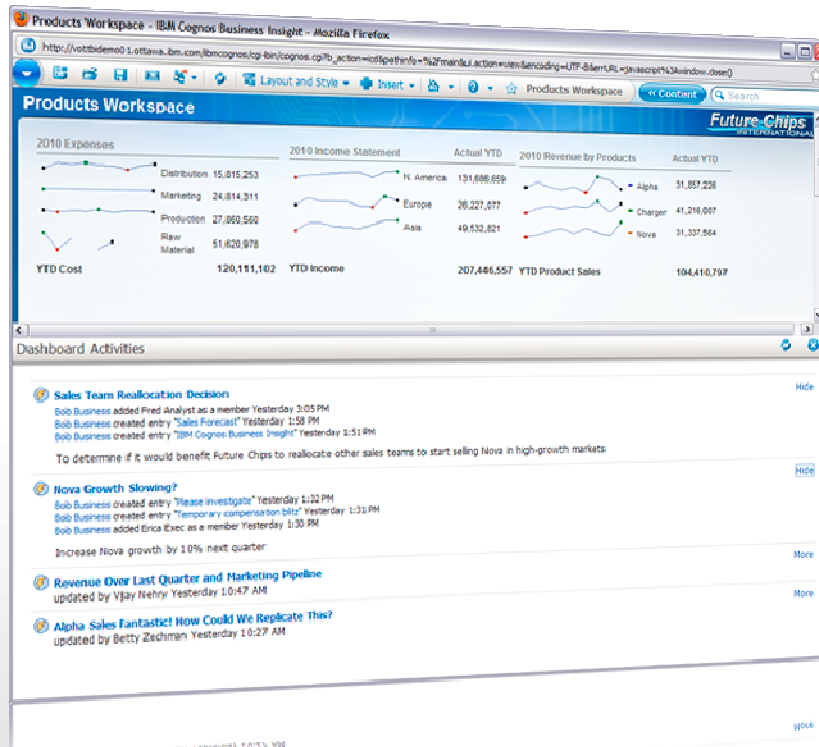
Customize your Dashboard
How to easily customize your dashboard style



Set your Preferences
How to easily set your preferences

IBM Cognos Collaboration

Built-in Collaboration
*Accelerate alignment
 and improve decision making*





IBM Cognos BI for the Mobile Workforce

- **Experience insight wherever you are**
 - Uninterrupted productivity with quick and easy access to analytics anywhere you go
- **Interact with information offline or online**
 - Rich, visual and interactive experience whether you are offline or online
- **Confidently and easily deploy BI to any device**
 - Single authoring and administrative environment to deliver secure, relevant, and reusable content



**On the road or in the office –
same great insight.
Simple, reliable, and secure.**





Disconnected Reports

Active Report

COGNOS



13 applications
40,000 report objects
3,500 users
6 days





“I give the Cognos team huge credit for emphasizing and ensuring that migration to Cognos 10 is a seamless ‘push-button’ experience....”

FORRESTER®

“I am impressed with how fast we were able to upgrade to Cognos 10”


Canadian Blood Services
Société canadienne du sang

“The upgrade process went smoothly and the overall product looks good and is stable.”

CDW®

10
COGNOS



Business Analytics for Finance

- **Connect Financial and Operational Planning and Forecasting**
- **Identify risks & opportunities with scenario planning**
- **Address new governance mandates**



Connect Financial & Operational Planning with Forecasting





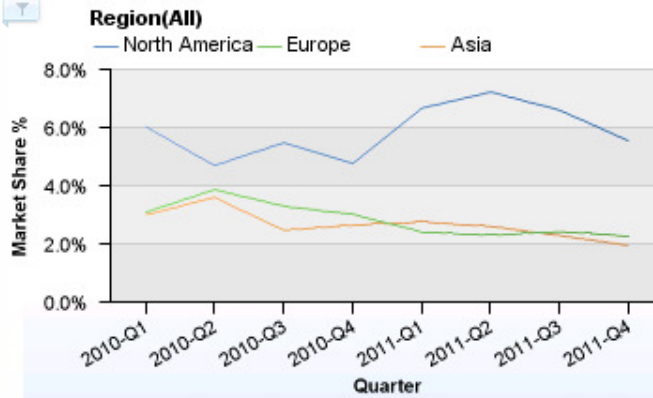
Unified Workspace Demo

Contribution and Workflow

Regional Performance

Win/Loss Trend	Region(All)	KPP	Rep Days	Win / Loss %	Win / Loss Target
	North America		654	29.6%	
	Europe		140	34.5%	
	Asia		361	19.3%	

Regional Market Share



Product Performance

Customer Region	Product Line	Win / Loss %	Shipping Cost	Shipping Cost * 1.1
Asia	Alpha	7.9%	7,452,443.76	8,197,688.13600001
	Charger	21.3%	2,296,551.34	2,526,206.474
	Nova	25.3%	1,933,774.47	2,127,151.917
Asia - Summary				
Europe	Charger	28.3%	1,373,320.20	1,510,652.22
	Alpha	32.3%	1,174,967.38	1,292,464.118
	Nova	47.1%	529,174.20	582,091.62
Europe - Summary				

Market Share Forecast

Rows: Segments [Segments] 1
 Columns: Market Strategy Calc [Market Strategy Calc]
 Context: 2011 [Years] 2

Market Size	
TOTAL PRODUCT LINES	2,664,602,181
TOTAL SEGMENTS	1,398,852,657
Alpha	765,355,876
Charger	500,393,646
Nova	838,252,445
TOTAL PRODUCT LINES	838,252,445

Hidden

Select Quarters



Identify Risks & Opportunities with Scenario Planning






Unified Workspace Demo

Scenario Analysis

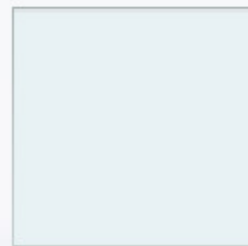
IBM Cognos Business Insight

 Create New

 Open Existing



Favorites



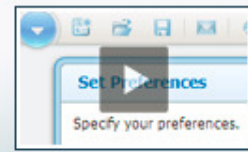
To add a favorite, use the add to favorites button  in the application bar, or use the right-click menu on items in the content pane.

How-to Videos

[Show all videos](#)

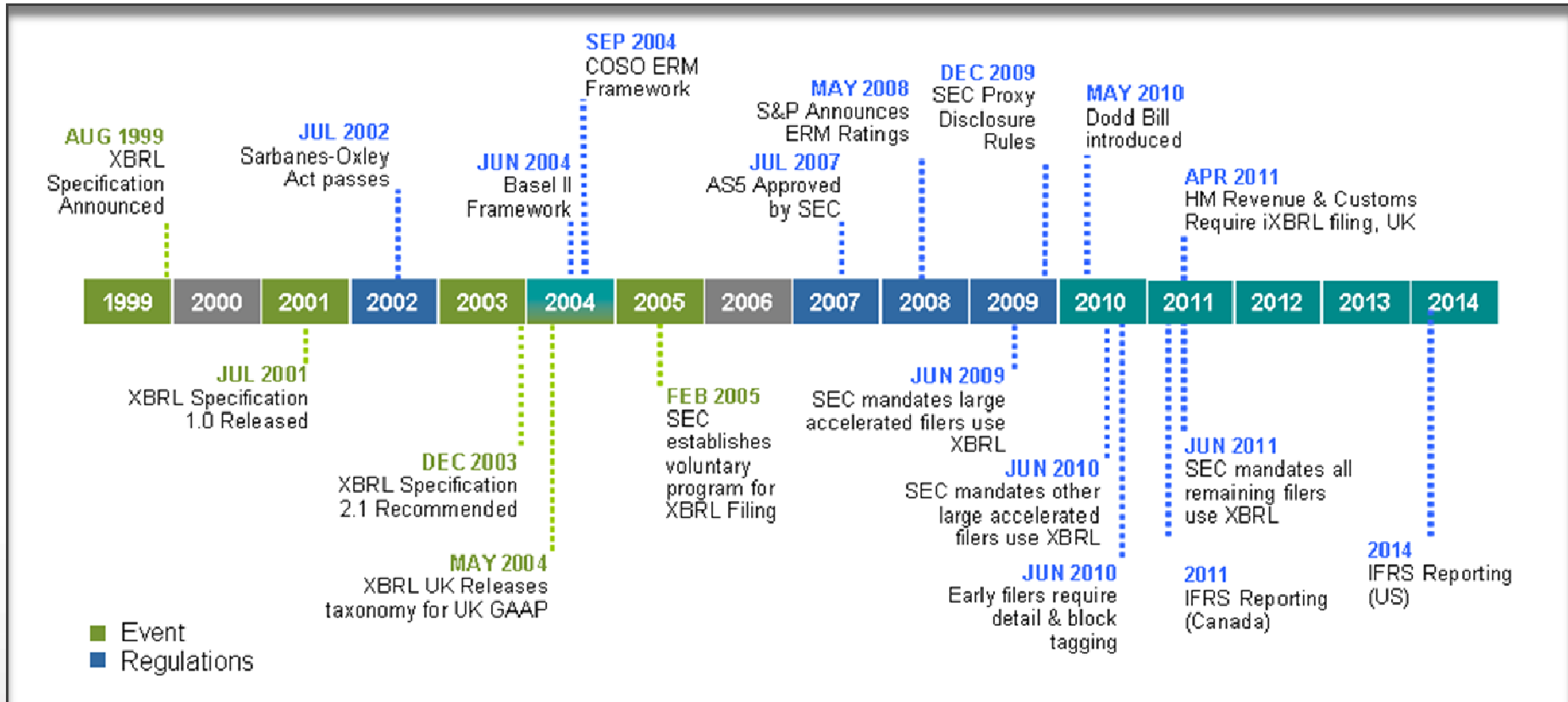


Customize your Dashboard
How to easily customize your dashboard style



Set your Preferences
How to easily set your preferences

Regulatory Mandates Demand Attention



New IBM Business Analytics Acquisitions Addressing Financial Governance



Fastest Growing
CPM Vendor*

- IBM Cognos Financial Statement Reporting (formerly known as Clarity FSR) is helping organizations meet an enormous new challenge:
 - Disclosure Management (External Reporting) and XBRL mandates (SEC, iXBRL, et al)
 - Internal Reporting Process Automation (e.g., Board Books)
 - Corporate Social Responsibility (CSR) Reporting
- No other solution can cite the sort of success with large enterprises with the most demanding requirements

The image shows two overlapping screenshots of IBM Cognos Financial Statement Reporting (FSR) reports. The top report is for Liverpool Victoria, and the bottom report is for British Airways. Both reports feature the IBM logo and the title 'IBM Cognos Financial Statement Reporting (FSR) and LV' or 'IBM Cognos Financial Statement Reporting (FSR) and British Airways'. The reports contain sections for 'Overview', 'Challenge', and 'Solutions', detailing the companies' financial reporting processes and the challenges they faced in meeting regulatory requirements. The Liverpool Victoria report mentions 'Simple just. IBM Cognos FSR (formerly Clarity FSR) gave LV - one version of the truth.' The British Airways report mentions 'British Airways gains greater control of its external report creation process with IBM Cognos FSR.'

www.ibm.com Search "FSR"

New IBM Business Analytics Acquisitions

Mastering Compliance and Risk Management



*Leading Provider
of Enterprise GRC
Platforms**

- IBM OpenPages GRC software allows organizations to:
 - Identify, manage, monitor, and analyze risk across the enterprise in a single integrated solution
 - Automate risk management and compliance processes to meet the persistent challenge of regulatory change
 - Leverage GRC information to make better business decisions
- Latest release OpenPages 6 couples business intelligence with grc management system
- Customer savings are significant; Unexpected losses reduced

www.ibm.com Search “OpenPages”

Business Analytics Solutions



- **For customer care that...**
 - **Understands** customer behavior patterns and anticipates their needs
 - **Identifies** traditional and social customer interaction points
 - **Improves** customer satisfaction with rich insight from across all time horizons
 - **Analyzes** social media to improve retention, advocacy and loyalty

The Empowered Consumer

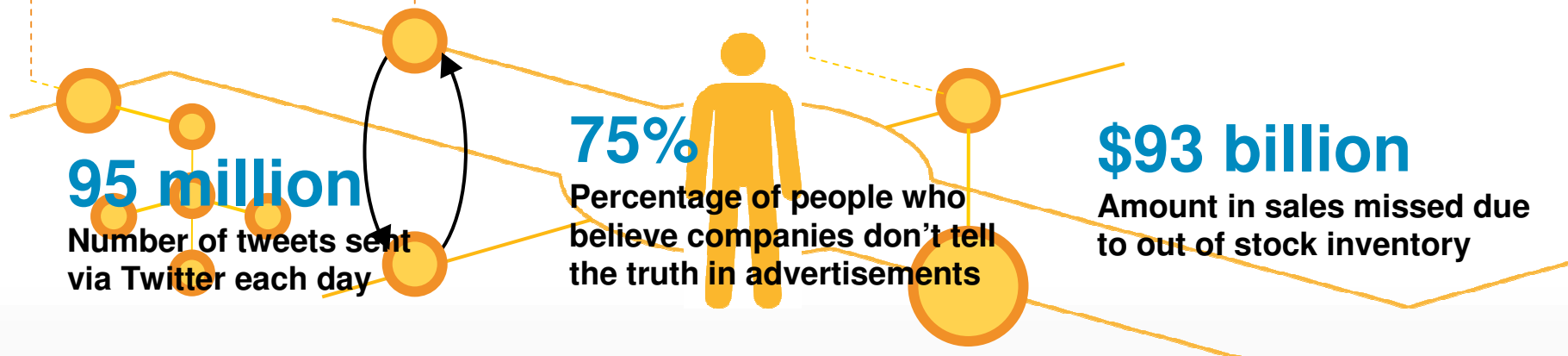


• **Leverage**
social networking

• **Expect**
consistent and
relevant information

• **Demand**
exactly what
they want

*Get it now
or go elsewhere!*



95 million

Number of tweets sent
via Twitter each day

75%

Percentage of people who
believe companies don't tell
the truth in advertisements

\$93 billion

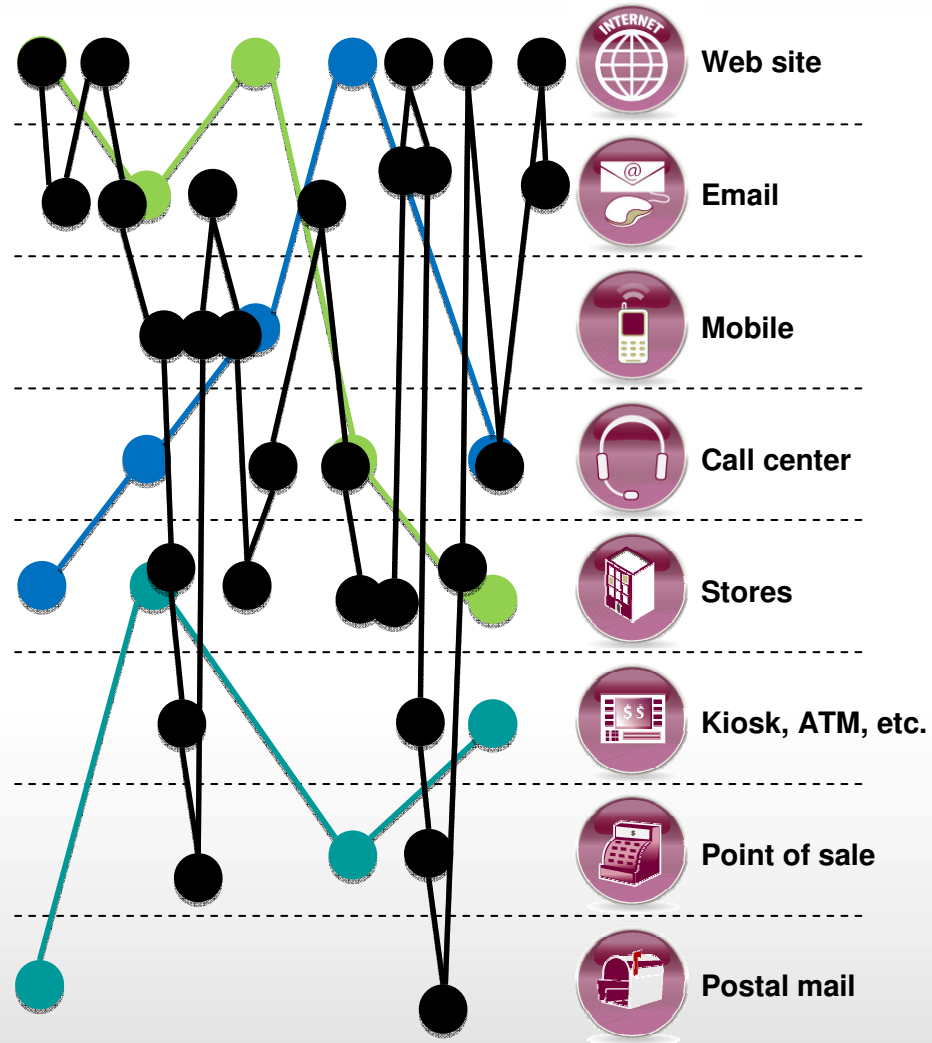
Amount in sales missed due
to out of stock inventory



How Customers Behave



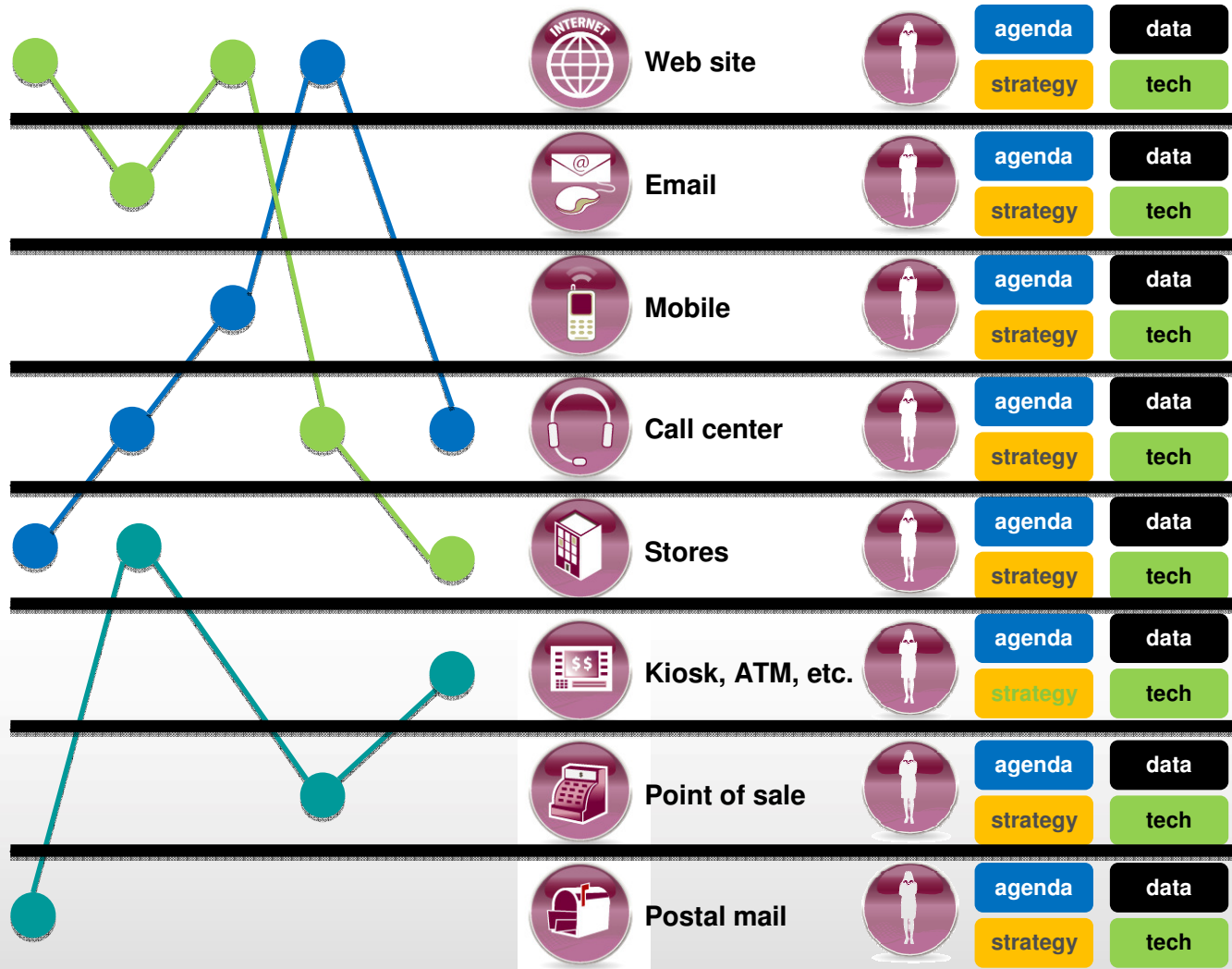
CUSTOMERS & PROSPECTS



What Customers Experience



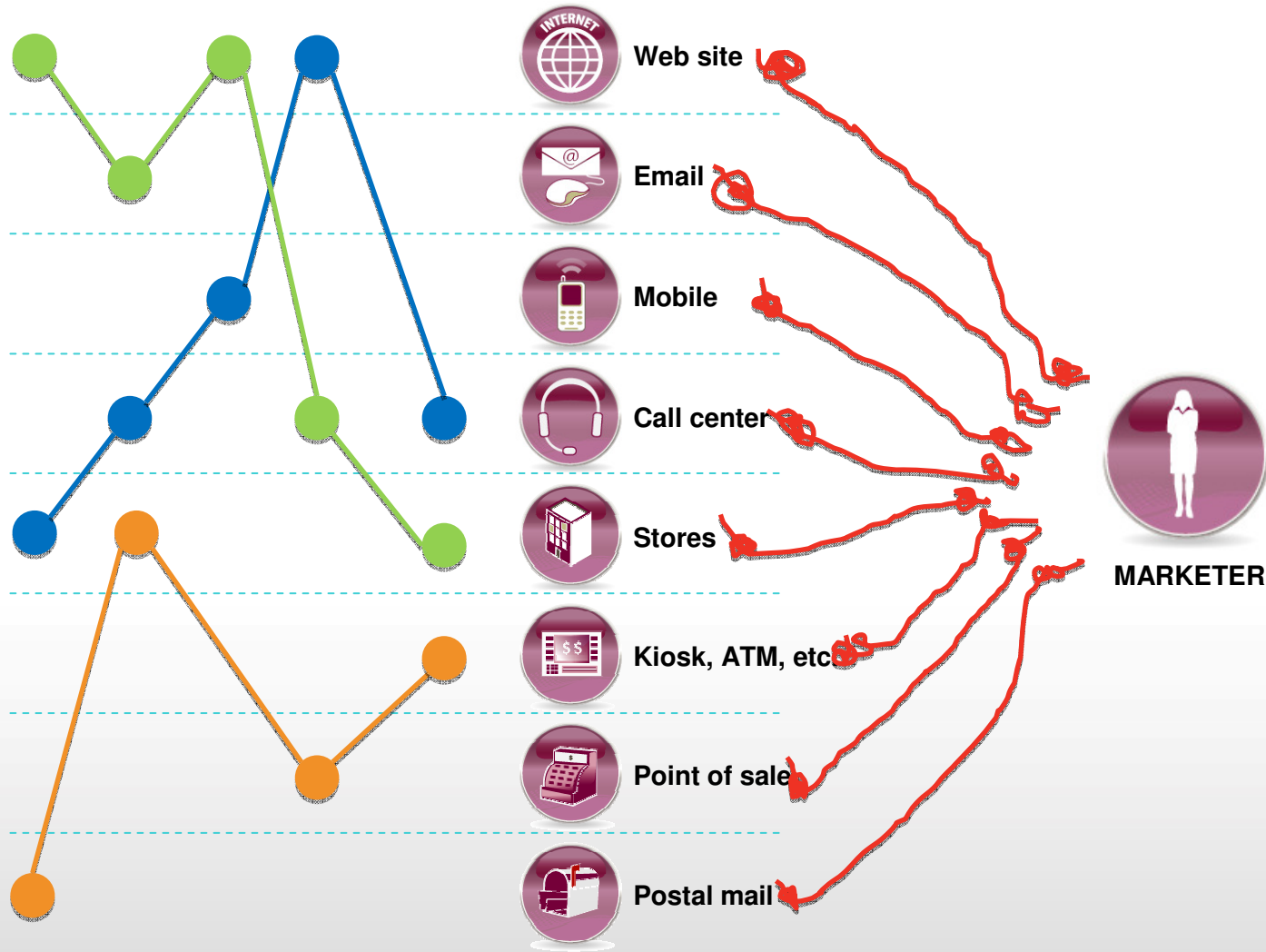
**CUSTOMERS
& PROSPECTS**



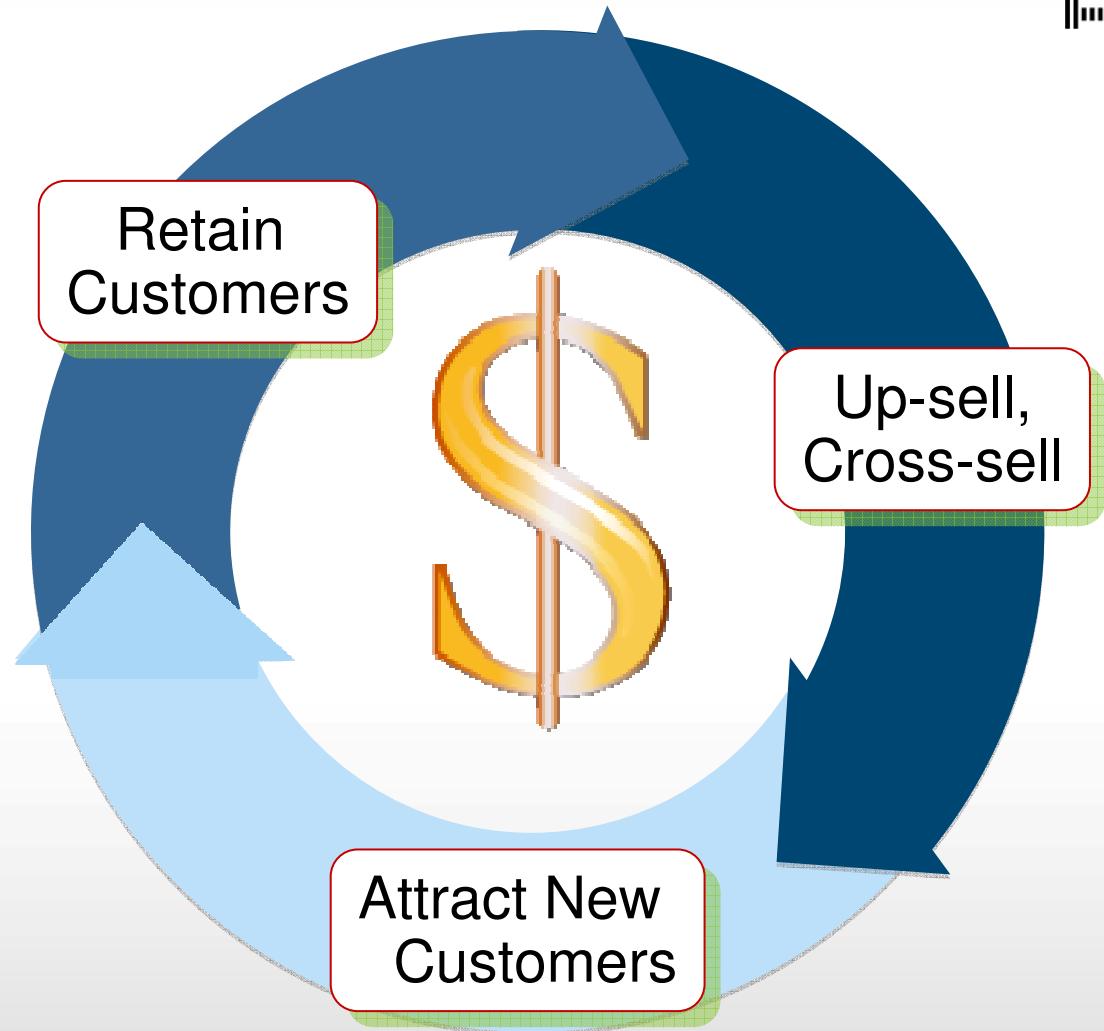
What Customers Expect



**CUSTOMERS
& PROSPECTS**



Growing Revenue with Customer Analytics



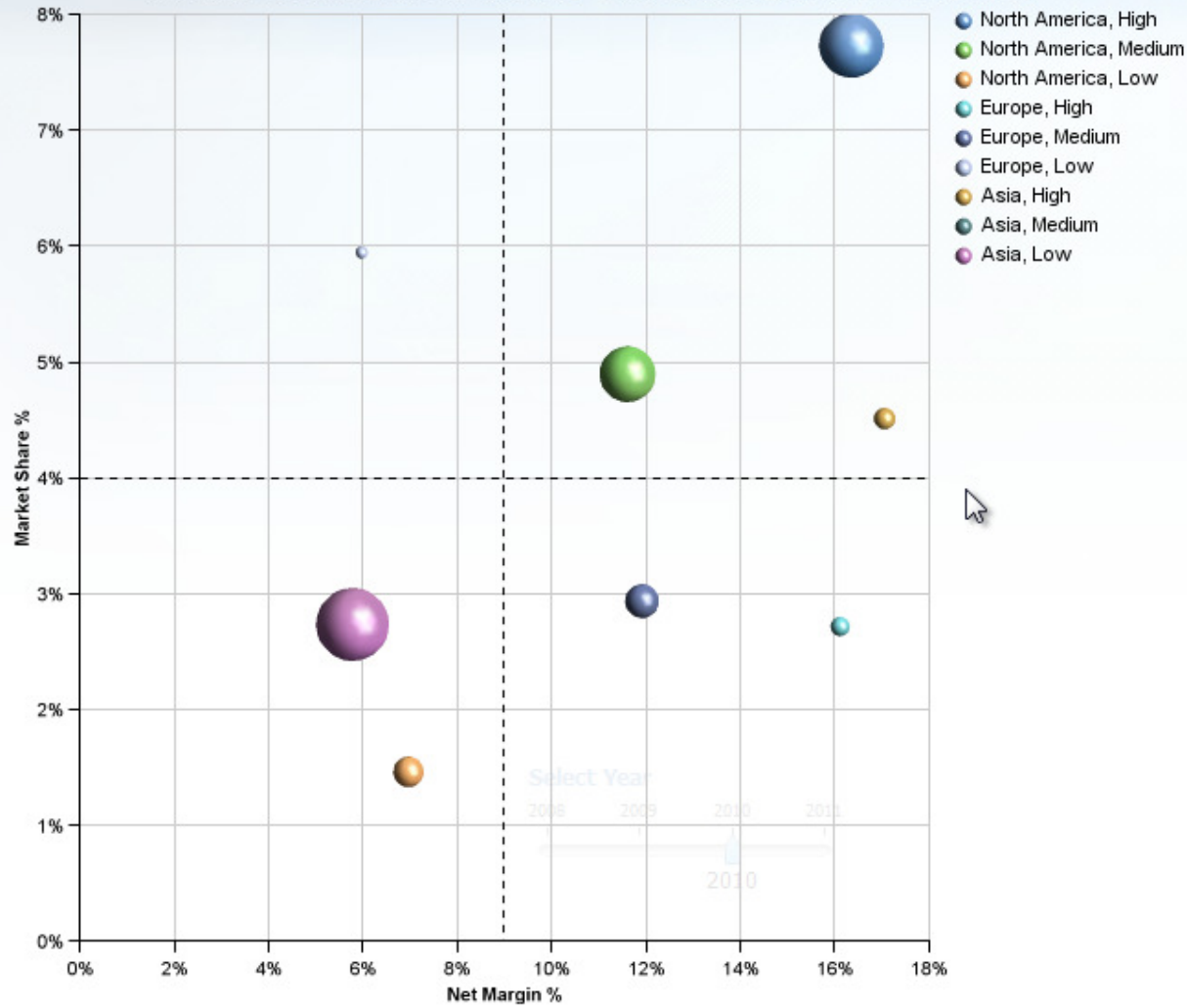


Customer Care and Insight

Demo

Market Strategy

Market Size, Margin % & Share by Customer Segments & Geography





**Workforce Performance
Talent Analytics**

Operations

**Supply Chain Performance
Procurement Analytics**

Human
Resources

IT

**Customer Performance
Sales Analytics**

Sales

Finance

**Financial Performance
Analytics**

Marketing

Cognos Customer Insight

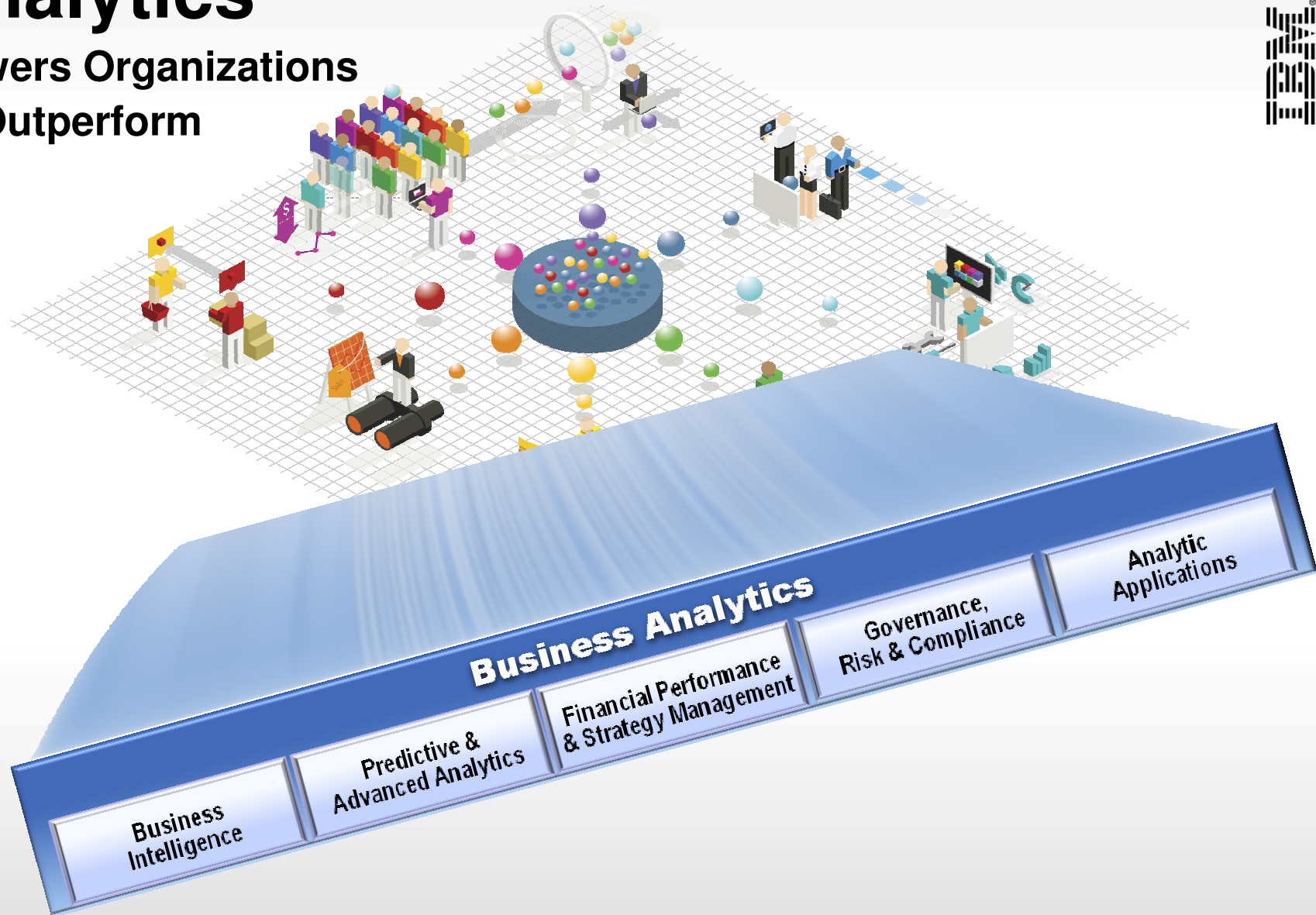




- **Packaged BI and Analytics**
- **Faster Time to Value with Generated Warehouse and Reporting**
- **Improved ROI with Adaptable and Automated Application Framework**

Analytics

Powers Organizations
to Outperform







Government



Healthcare



Transportation



Energy & Utilities



Retail

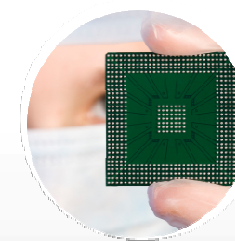


Banking

Industry solution
Proven practices
Client communities
Solution accelerators
“How to” expertise
Innovation



Insurance



Electronics



Telecom



Chemical & Petroleum



Thank you for attending!



IBM Performance 2011

Smarter Decisions. Better Results.