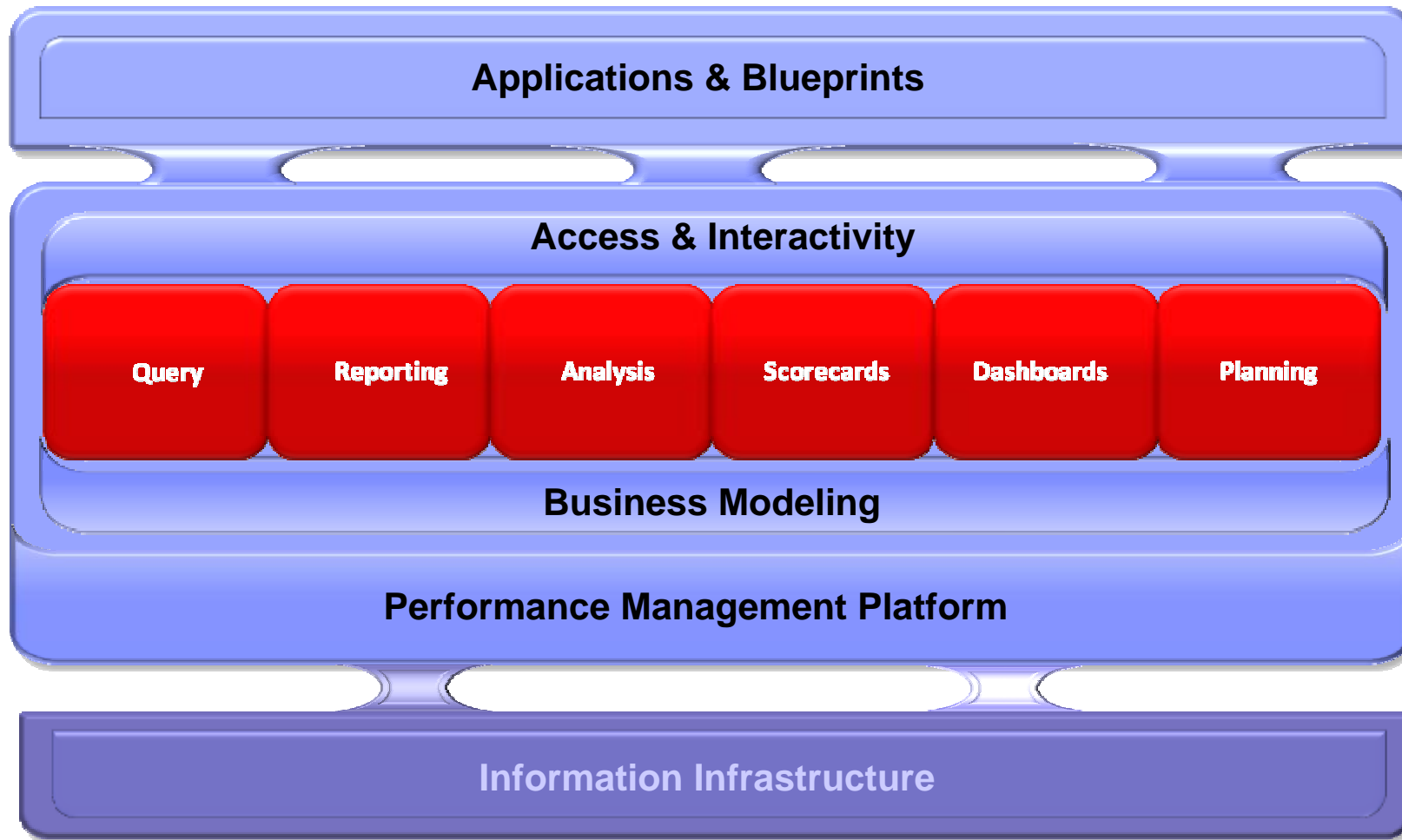




**Cognos.**  
software

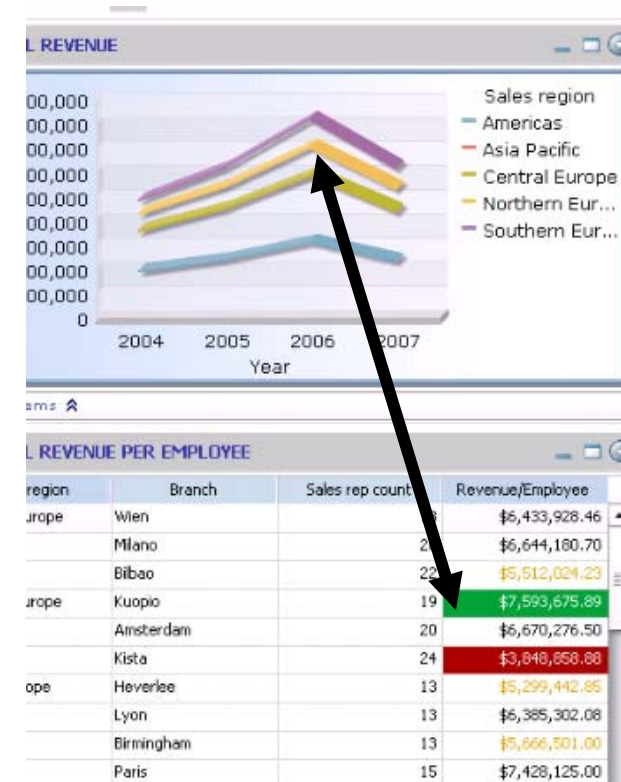
# IBM Cognos – SPSS

# IBM Cognos Performance Management System – Universal Capabilities

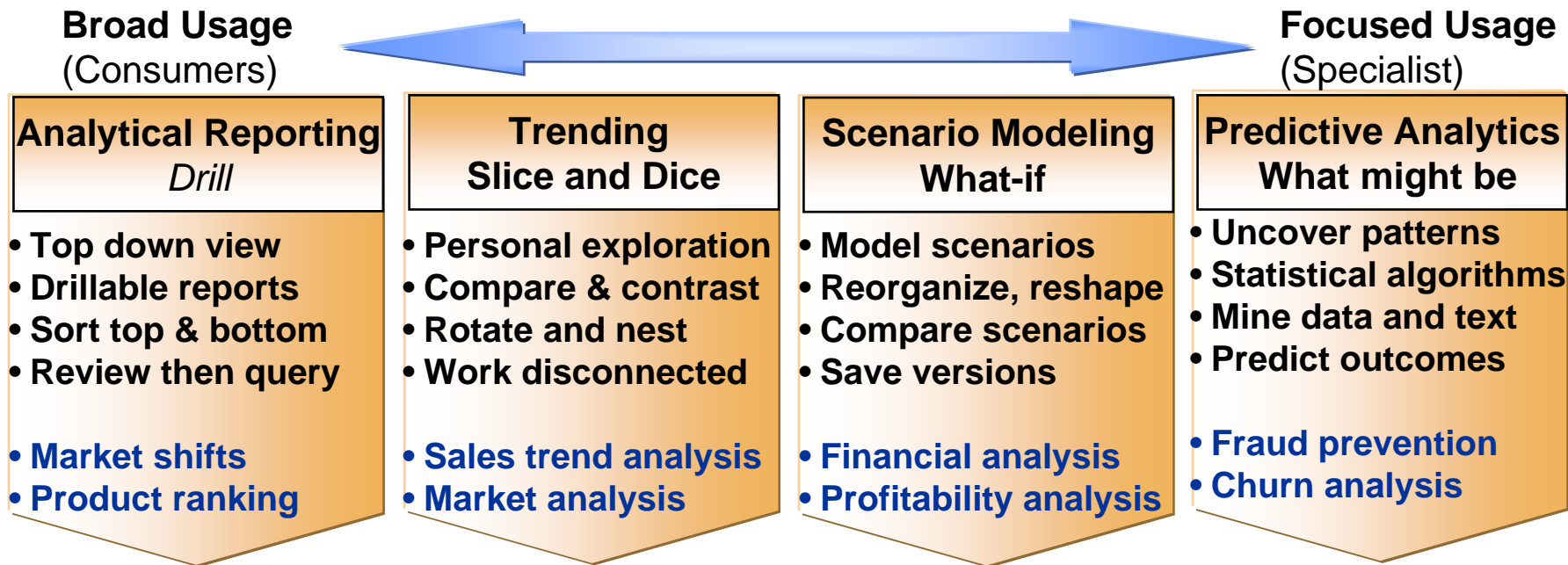


## Analysis answers “Why”

- Enables guided exploration of information that pertains to all dimensions of your business
- Facilitates complex analysis and scenario modeling easily and quickly
- Gets to the “why” behind an event or action to improve business performance.
- Provides navigation from summary to detail levels of information effortlessly



# The Four Styles of Analysis with IBM Cognos 8



Casual Users



Executive



BUSINESS MANAGER

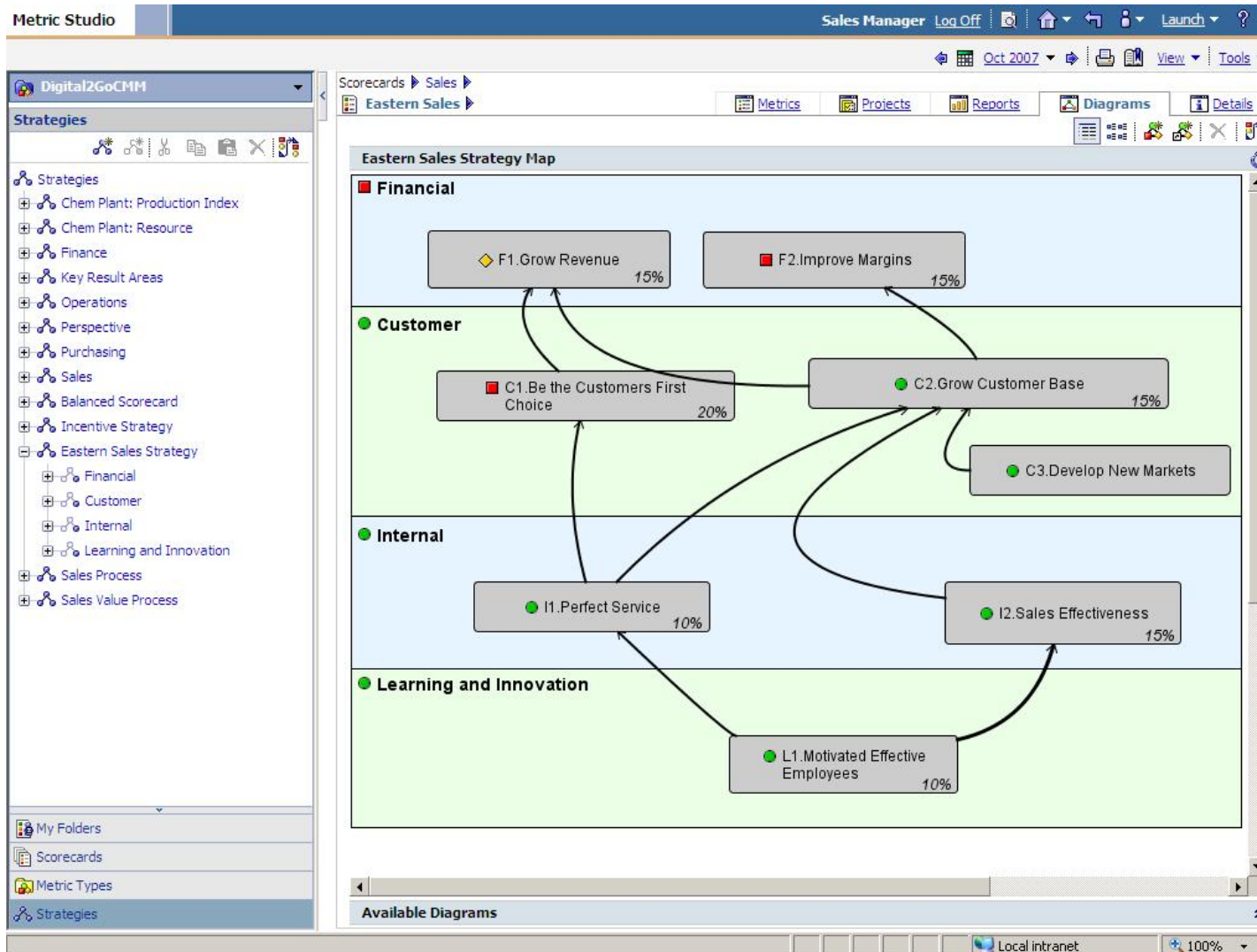


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Statistical Analyst

# Strategic View – Focus on Prioritization



# Operational View – Focus on Understanding

Metric Studio Sales Manager Log Off

Scorecards ▶ Sales ▶ Eastern Sales ▶  
Metric Types ▶ Discount Percentage

Discount Percentage

Status	Trend	Actual	Target	Variance	Owner	Last updated
<span style="color: red;">■</span>	<span style="color: red;">▼</span>	15.00%	2.50%	12.50%		Oct 5, 2007

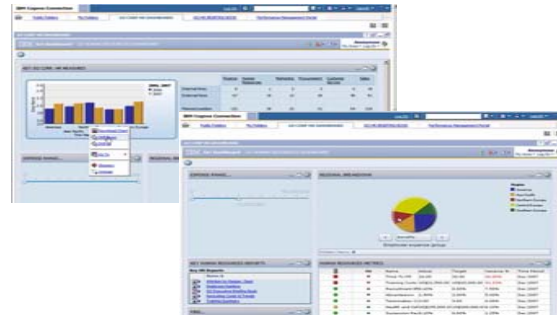
Impact Diagram

Available Diagrams

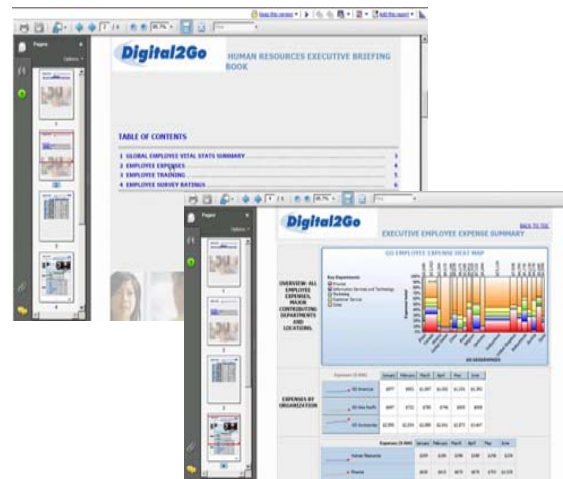
Done Local intranet 100%

# Broad Usage: Analytical Reporting

- Guided Analysis
- Dashboards
- Briefing Books
- Drillable reports
- Mobile Devices



**Executive**



*Casual Users*



[http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od\\_cognos8\\_businessanalyst/exec.html](http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/exec.html)  
[http://www-01.ibm.com/software/data/cognos/elq/rd/offid.html?offid=od\\_cognos8\\_mobile](http://www-01.ibm.com/software/data/cognos/elq/rd/offid.html?offid=od_cognos8_mobile)

# Dashboards

The screenshot displays the IBM Cognos Connection interface for the 'GO CORP HR DASHBOARD'. It features several key components:

- KEY GO CORP. HR MEASURES:** A bar chart comparing 'Emp Rank' for 2006 and 2007 across five regions: Americas, Asia Pacific, North, Central Europe, and Southern Europe.
- Table:** A data table showing internal, external, and planned positions across various departments.
- EXPENSE RANGE...:** A horizontal slider chart for filtering data.
- REGIONAL BREAKDOWN:** A pie chart showing the distribution of employee expense groups across five regions.
- KEY HUMAN RESOURCES REPORTS:** A list of reports including 'Attrition by Region, Dept', 'Employee Banking', 'GO Executive Briefing Book', 'Recruiting Costs & Trends', and 'Training Summary'.
- HUMAN RESOURCES METRICS:** A table of performance metrics with columns for Name, Actual, Target, Variance %, and Time Period.

	Finance	Human Resources	Marketing	Procurement	Customer Service	Sales
Internal hires	6	1	2	3	6	19
External hires	67	19	13	18	40	91
Planned position	132	39	33	31	64	218

Name	Δup	Actual	Target	Variance %	Time Period
Time To Fill	▼	26.00	20.00	30.00%	Dec 2007
Training Costs	▼	US\$21,500.00	US\$15,000.00	43.33%	Dec 2007
Recruitment Eff	▲	8.60%	8.00%	7.50%	Dec 2007
Absenteeism	▼	1.90%	2.00%	5.00%	Dec 2007
Termination Cc	▲	9.00	9.00	0.00%	Dec 2007
Health and Saf	▲	US\$195,000.00	US\$180,000.00	8.33%	Dec 2007
Succession Re	▲	8.10%	8.00%	1.25%	Dec 2007

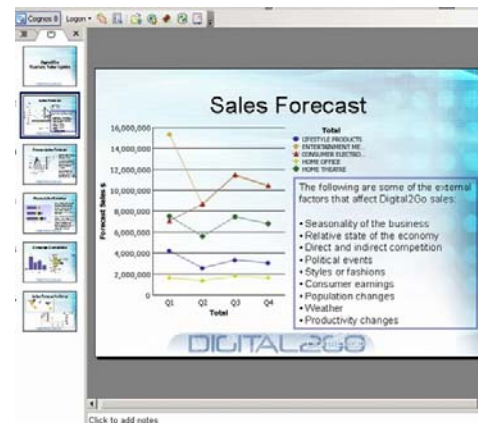
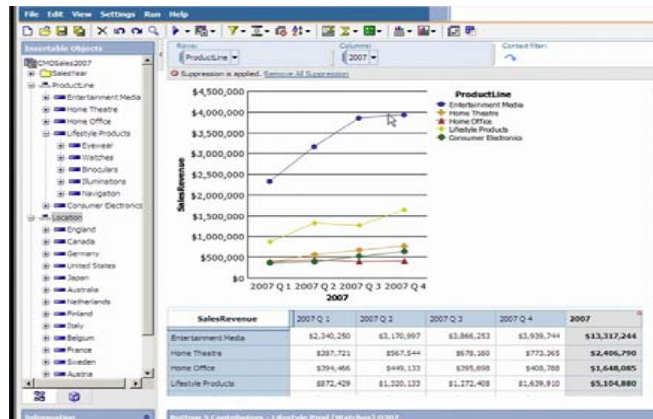
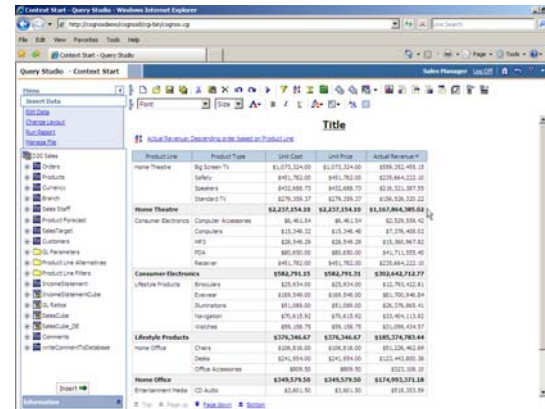


# Trending

- Slice and Dice
- Drag and Drop
- Top/Bottom Performers
- Self Service
- Automatic Refresh



**BUSINESS MANAGER**



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[http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od\\_cognos8\\_businessanalyst/manager.html](http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/manager.html)

[http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od\\_cognos8\\_businessanalyst/analyst.html](http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/analyst.html)

# Scenario Modelling

- Model and compare scenarios
- Reorganize, reshape
- Multiple versions
- Financial and profitability analysis
- Web-based, comparative analysis
- Exploration and 'what-if' scenario modeling within MS Excel
- Self-creation and publishing of high performance cubes
- Simplified financial statement-style report creation



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The screenshots display various Cognos reporting tools. The top screenshot shows a 'Monthly P&L' report with columns for 2007 (Dec), 2007 (Nov), and 2007 (Oct). The bottom screenshot shows a 'Corporate Income Statement: Currency Impact' report with a table of financial data and a line chart below it.

Income Statement Account	2007 (Dec)	2007 (Nov)	2007 (Oct)
Revenue	1,008,150	9,822,291	100,122
Cost of Goods Sold	(246,400)	(2,874)	(276,134)
<b>Gross Margin</b>	<b>\$761,750</b>	<b>\$79,417</b>	<b>\$24,988</b>
Expenses			
Interest & Exchange	\$71,290	\$9,952	\$11,308
Depreciation	\$22,498	\$24,987	\$7,326
Maintenance & Repair	\$26,988	\$23,364	\$3,025
Benefits	\$2,769	\$2,072	\$2,034
Travel and Lodging	\$9,522	\$9,399	\$9,399
Marketing	\$5,188	\$6,462	\$6,462
Shipping	\$4,522	\$2,622	
Chargeback	\$12	\$49	
<b>Operating Margin</b>	<b>\$643,523</b>	<b>\$69,522</b>	

All Entities	Local				USD			
	Current Period	Current Period Plan	Current Period Variance	Current Period Variance %	Current Period	Current Period Plan	Current Period Variance	Current Period Variance %
Company 001 - USD	\$475,368,942	\$475,368,942	\$0	0.00%	\$436,405,100	\$436,405,100	\$0	0.00%
Company 200 - USD	\$194,262,262	\$194,262,262	\$0	0.00%	\$194,262,262	\$194,262,262	\$0	0.00%

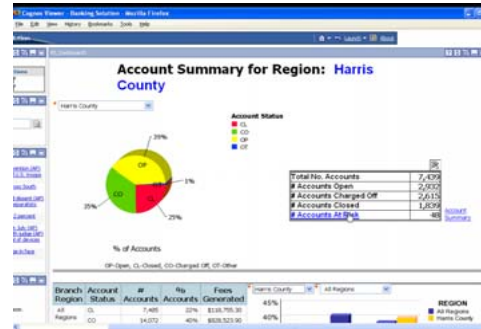
[http://forms.cognos.com/?elqPURLPage=2293&offid=od\\_tm1&mc=-web\\_ibm\\_rn\\_products](http://forms.cognos.com/?elqPURLPage=2293&offid=od_tm1&mc=-web_ibm_rn_products)

# Predictive Analytics

- Data Mining
- Segmentation
- Cluster Analysis
- Process Control Analysis
- Risk Analysis
- Churn



**Statistical Analyst**



Account ID	Current Balance	Current Balance	# Lifetime NSF	Total Lifetime Current	Likelihood of Abandonment	Action Label	Action
340	\$21.26	\$62.09	0	\$21.26	9%	Limit	Limit
562	\$10.11	\$11.14	0	\$41.44	9%	Limit	Limit
1281	\$24.39	\$60.90	0	\$160.90	9%	Limit	Limit
3380	\$103.96	\$1.73	6	\$11.52	9%	Limit	Limit
3823	\$172.21	\$24.34	9	\$144.77	9%	Limit	Limit
4124	\$246.45	\$11.96	12	\$211.64	9%	Limit	Limit
4446	\$333.13	\$264.07	46	\$376.54	9%	Limit	Limit
5118	\$597.73	\$14.34	1	\$42.10	9%	Limit	Limit
5722	\$6.93	\$197.06	1	\$300.60	7%	Limit	Limit
6680	\$116.53	\$62.79	3	\$79.86	9%	Limit	Limit
7083	\$40.20	\$163.10	1	\$139.20	7%	Limit	Limit



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<http://w3.tap.ibm.com/w3ki2/download/attachments/374051/Banking+Short+V1.swf?version=1>

# The Four Styles of Analysis with IBM Cognos 8

