

The background of the slide is a light gray gradient. On the left side, there is a complex, abstract geometric pattern of overlapping, semi-transparent blue and dark blue squares and hexagons. Two prominent red 3D cubes with a bright white light source on their top faces are positioned within this pattern, one near the top center and one near the bottom left.

Are you ready to outperform?

Smarter Decisions. Better Results.

Christoph Papenfuss, Business Unit Executive

Agenda

- The world of 2010 & beyond
- The role of Business Analytics
- The launch of IBM Cognos 10



**Generate
More Revenue**

Reduce Risk

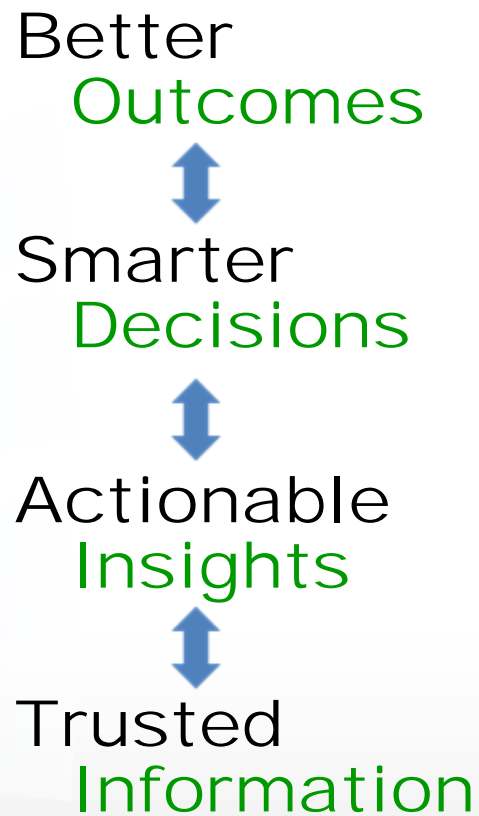
**Predict Future Outcomes
with Greater Confidence**

Lower Costs



***“Insight and foresight are linked with leadership.
It's insight that helps to capture opportunity.”***

Zhou Ming, Executive Vice President and Secretary General, China Council for Int'l Investment Promotion (Source: IBM Global CEO Study, 2010)



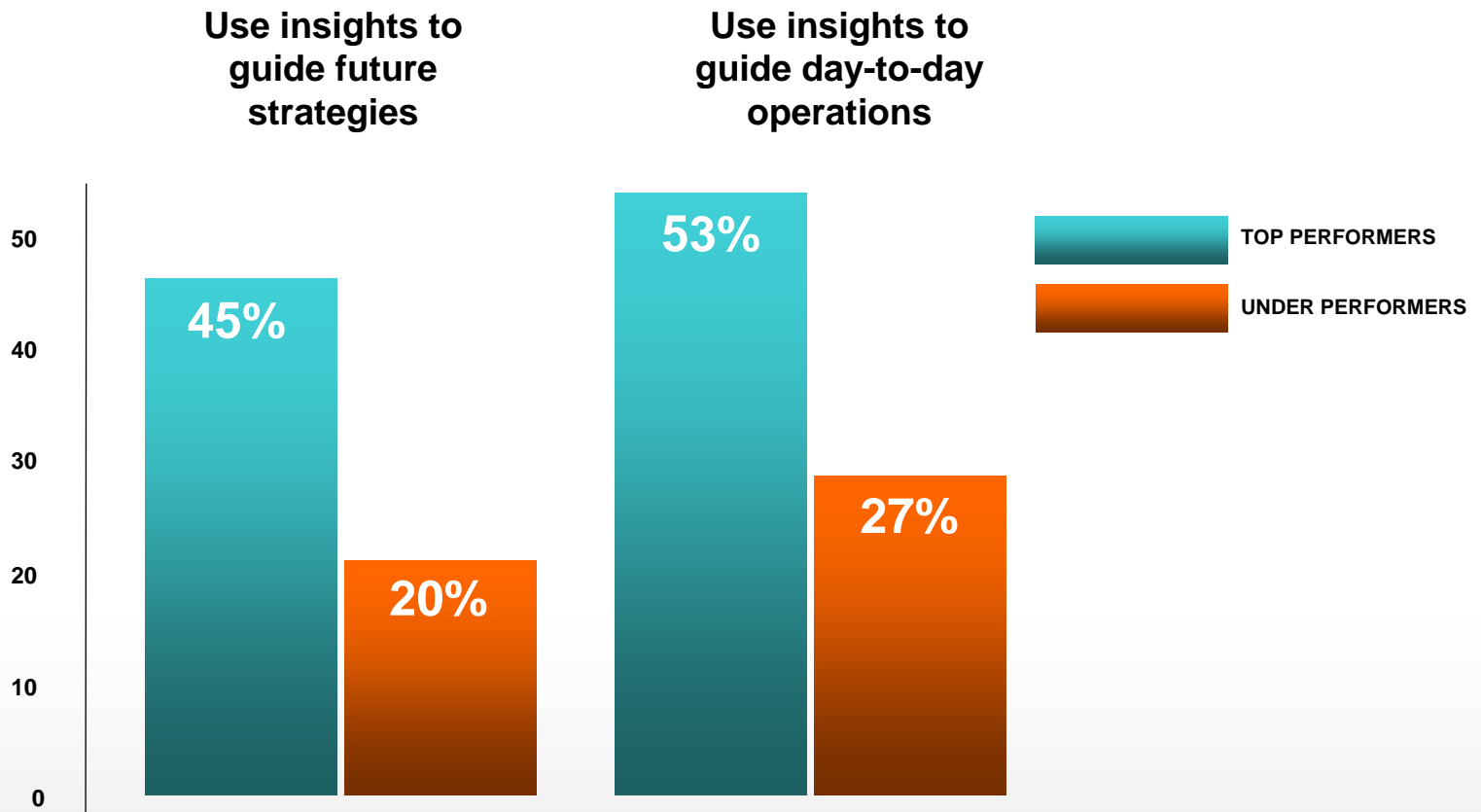
Analytics Driven Organizations...

**Anticipate
& Shape**

Business Outcomes

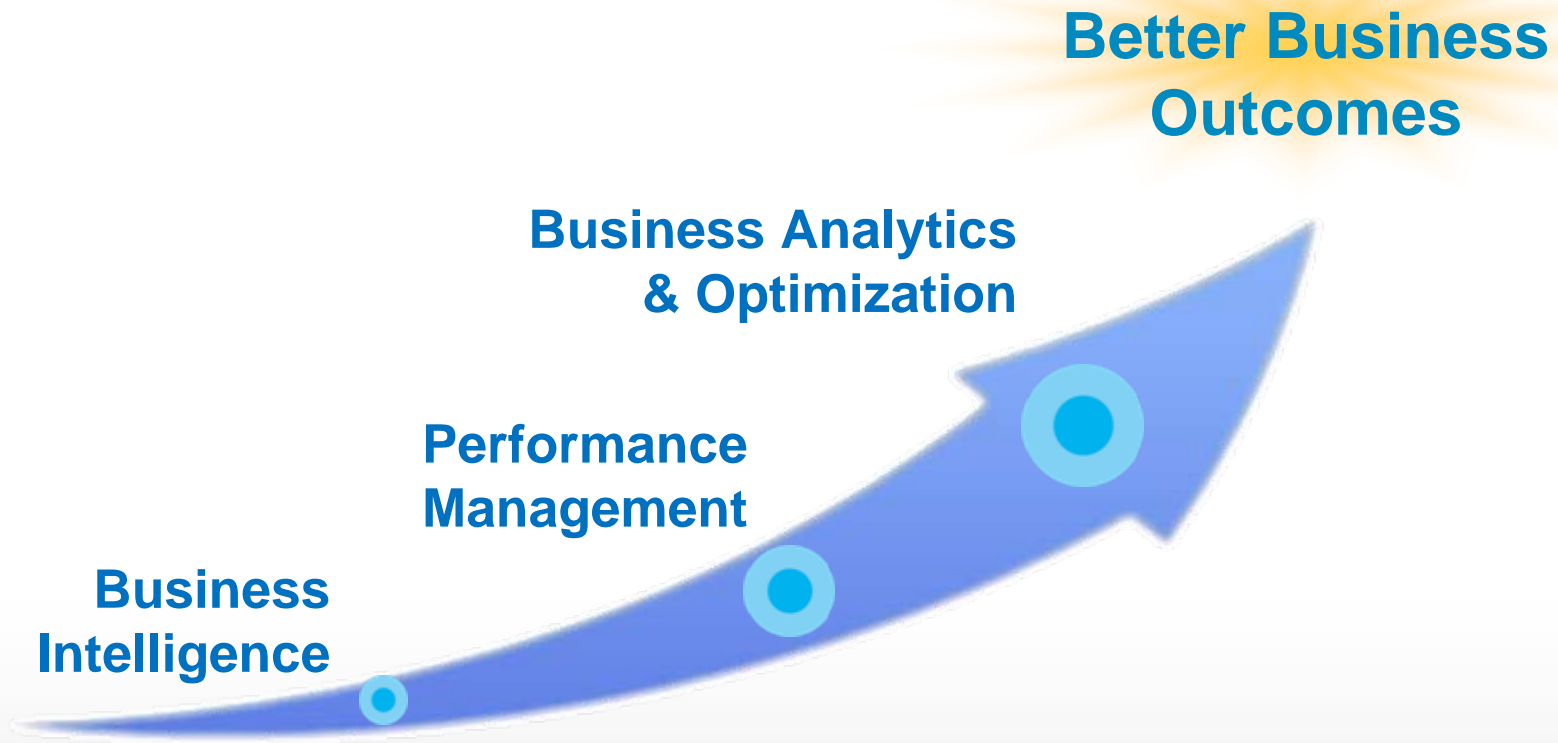


Analytics Drives Better Business Outcomes



Source: IBM IBV and MIT Sloan Management Review. Groupings based upon respondent self-assessment for enterprise relative to industry peer group; top and lower performers were upper and lower 18%, respectively. N=2535. Full preview available at: <http://sloanreview.mit.edu/>

IBM Cognos - The Journey



Continued Innovation

Better Business Outcomes



- Cognos TM1

- Cognos Express

- Cognos 8 Mashup Service

- Content Analytics

- New Analytic Applications

- Smart Analytics System

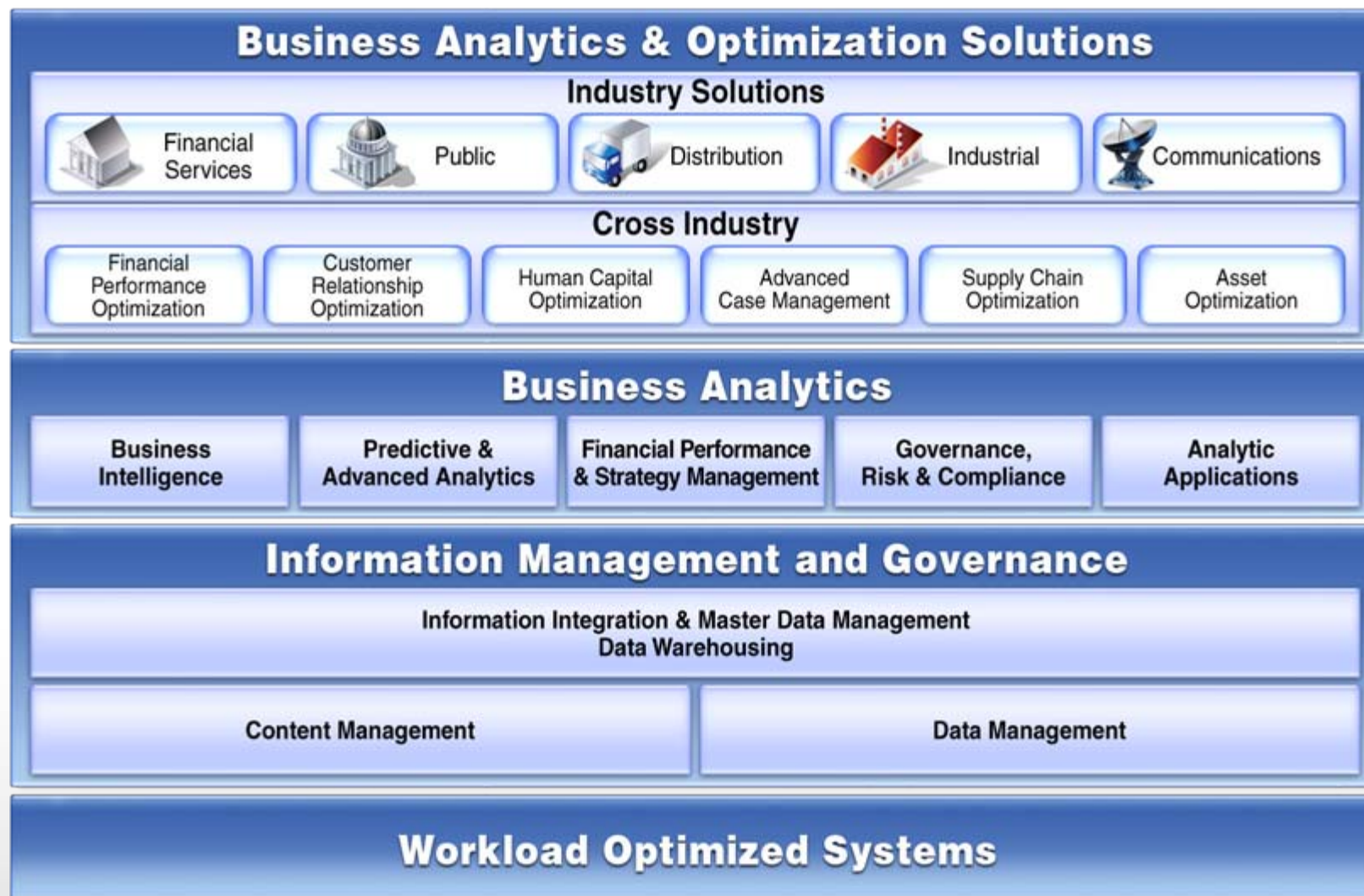
- System z support

- Many Eyes

- Massive scale analytics



The IBM Cognos Platform



Business Analytics & Optimization Solutions

Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

Cross Industry

Financial Performance Optimization

Customer Relationship Optimization

Human Capital Optimization

Advanced Case Management

Supply Chain Optimization

Asset Optimization

Business Analytics

Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

Information Management and Governance

Information Integration & Master Data Management
Data Warehousing

Content Management

Data Management

Workload Optimized Systems

Business Analytics & Optimization Solutions



Financial Services



Industry Solutions



Communications

Financial Performance Optimization

Customer Relations Optimization

Human Capital Optimization

Supply Chain Management

Asset Optimization

10

COGNOS

Business Intelligence

Pre-Advanced

Advanced

Analytic Applications

Information Management and Governance

Integration & Data Warehousing

Management

Content Management

Data Management

Workload Optimized Systems

10

COGNOS

INTELLIGENCE UNLEASHED

INTELLIGENCE UNLEASHED

Freedom to **Think**

Connect with Others

and Simply **Do**



**Proven platform with
seamless upgrade.**

Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction



DEMO

**Analytics Everyone
Can Use**



IBM Cognos Business Insight

 **Create New**

 **Open Existing**



Favorites



My Workbench



My Finance Workbench



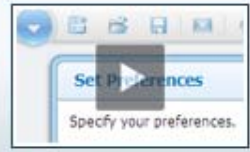
Employee Satisfaction Dashboard ...

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

Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction



Connect with Others

- Decision networks
- Business context
- Accountability



DEMO

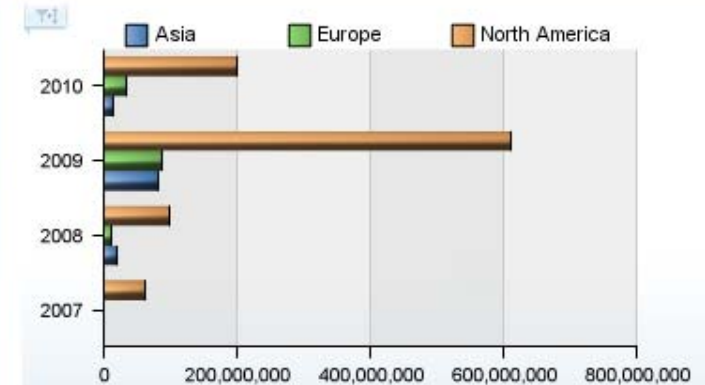
**Gain Insights and
Drive Alignment**



Regional Performance

Win/Loss Trend	Region	KPP	Sales Rep Days	Win / Loss %	Win / Loss Target
	North America		764	39.57%	
	Europe		278	30.06%	
	Asia		1,139	6.16%	

Revenue Performance



Headcount Forecast

Tools: [Base] [Dropdown]

	2007	2008	2009	2010
Asia	0	25	45	7
China	0	6	9	1
Indonesia	0	4	8	1
Japan	0	6	10	1
Korea	0	4	9	1
Singapore	0	5	8	1
Europe	0	11	74	29
North America	28	31	59	39

Available Regions

- (Select All)
- Asia
- Europe
- North America

Apply Cancel

Connect with Others

- Decision networks
- Business context
- Accountability



and Simply Do

- Mobile and Portable
- Integrated
- Real-time



DEMO

**Actionable Insight
Everywhere**



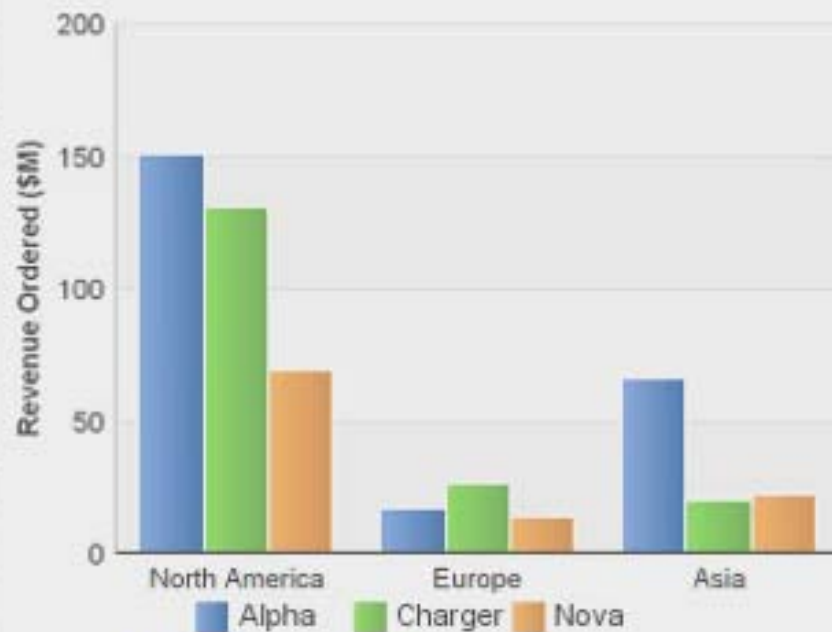
Presenting.....

.....Active Reports



Welcome 'Bob Business'

Remove



Ordered | North America | Europe | Asia



and Simply Do

- Mobile and Portable
- Integrated
- Real-time

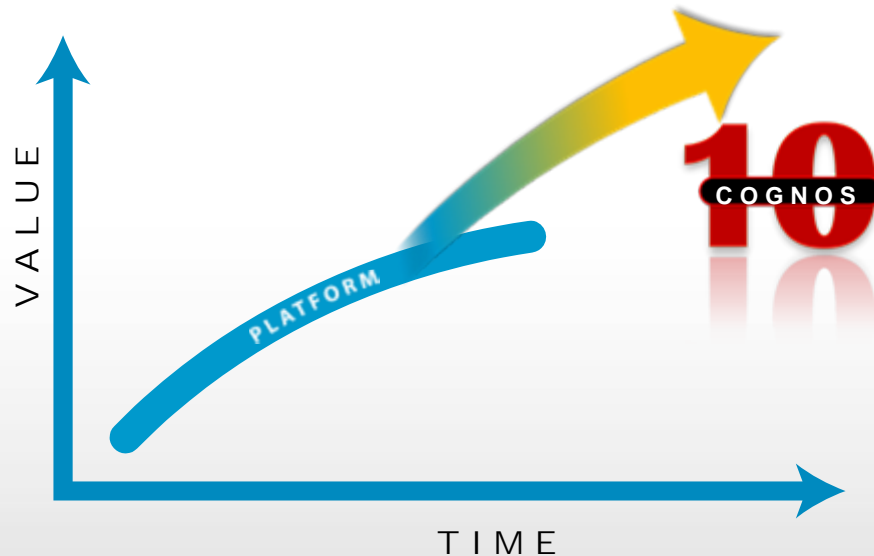


Platform Advances

- Optimize Performance
- Enhance Management
- Seamless Upgrade

3x faster query

* When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software



DEMO

Cost-effective Scale



Tasks

- [Validate in Source](#)
- [Run in Source](#)
- [Validate in Target](#)
- [Run in Target](#)
- [Output Comparison](#)

Dashboards

Tasks Summary

Tasks Summary

Tasks		Validate	Source	Target	Run	Source	Target	Compare	
Validate	60	Valid	0	0	Succeeded	12	12	No Differences	12
Run	59	Invalid	0	0	Fail	0	0	Differences	0
Compare	25	New	35	24	New	22	12	New	12
Total	144	Prompts Missing	1	0	Prompts Missing	1	0	Prompts Missing	0
					In Progress	0	0	In Progress	0
					Partial Success	0	0	Partial Success	0
								Visual	0
								Approve	1
								Reject	0

Total

Name	Source Run (Sec)	Target Run (Sec)	Progress
• Company Balance Sheet as at Dec 31 2009	3.783	1.278	• • •
• Positions to fill	5.872	1.929	• • •
• Employee Satisfaction 2010	6.4	10.424	• • •
• Eyewear revenue by brand and size	21.453	10.892	• • •
• Manager Profile	3.411	2.268	• • •
• Balance Sheet as at Dec 31 2009	4.413	4.013	• • •
• Planned Headcount	10.865	4.962	• • •
• Global Bonus Report	6.065	5.778	• • •
• Employee Training by Year	7.825	6.692	• • •

- [Launch Source Portal](#)
- [Launch Target Portal](#)

Organizations Ready to Reap the Value

“I’m very impressed...”

“...be able to see the information and ...drill into something when you're having a chat with a colleague.”

Canadian Blood Services

“...simply stunning!”

“We have been making data sing and dance via Cognos since 1998... We have never been this excited about a product release...”

Barrachd Ltd

“...unprecedented level of innovation...”

“...business users are not just consuming information, they are actively participating and shaping the information and the way it is used

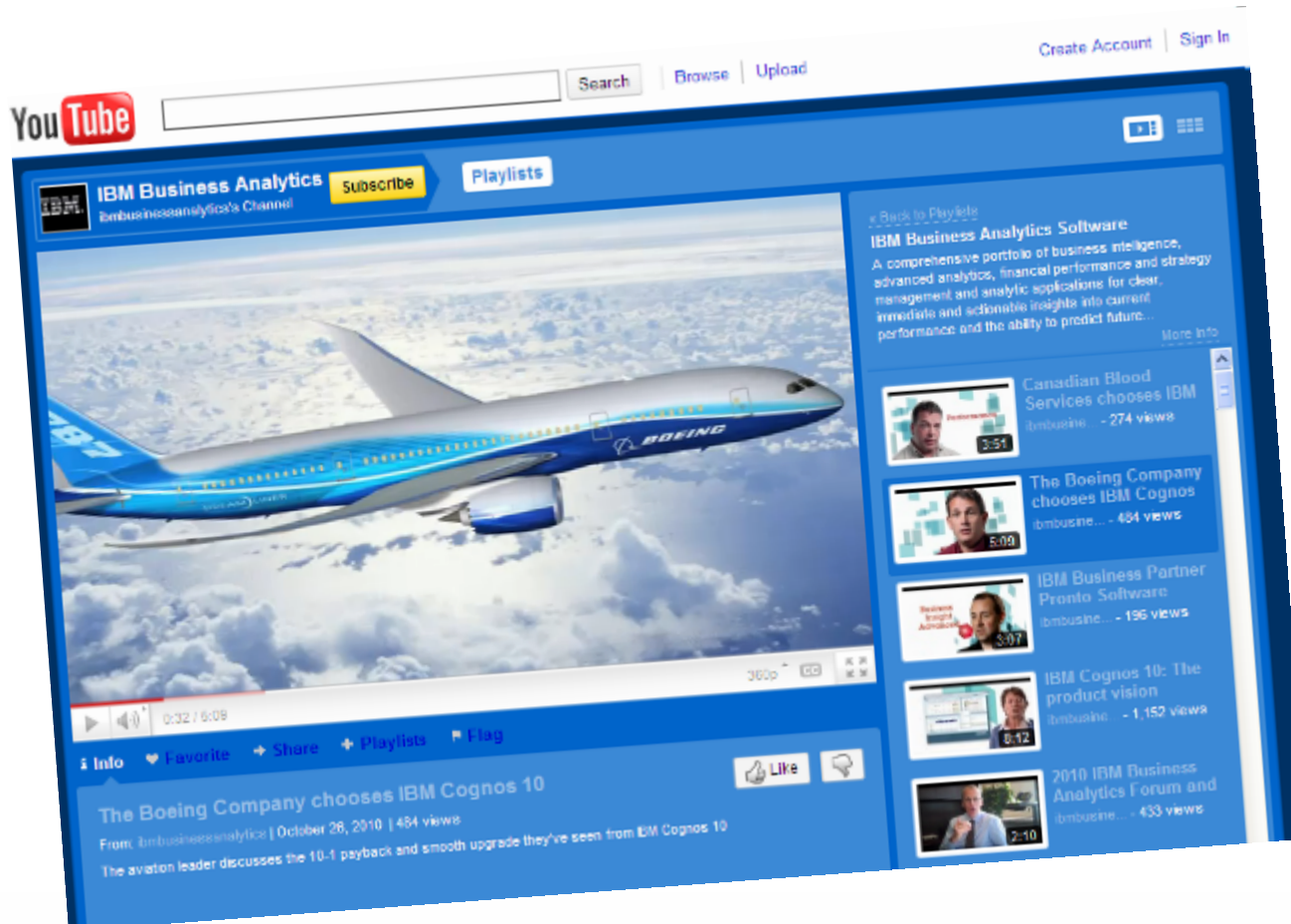
ISA Consulting

“...fast upgrade...”

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

Canadian Blood Services





<http://www.youtube.com/ibmbusinessanalytics>



How-to Books

Communities

Workshops

Services

„Nothing limits achievement like small thinking; nothing expands possibilities like unleashed imagination.“

William Arthur Ward

