

IBM Cognos Performance
Better Intelligence. Better Business.

**New Intelligence for
Smarter Business**



Smarter Business

- Faster, better outcomes and results
- Today's focus
 - Optimize
 - Innovate
- Make your business smarter, more efficient, more effective

IBM Cognos Performance

ROI

MAX

Home | Find | Events Calendar | Contact | Site Index | Secure Service

1,185%

Martin's Point
HEALTH CARE™

earning your trust

MARTIN'S POINT HEALTH CARE • MARTIN'S POINT HEALTH CARE • MARTIN'S POINT HEALTH CARE • MARTIN'S POINT HEALTH CARE • MARTIN'S POINT HEALTH CARE • MARTIN'S POINT HEALTH CARE

About Martin's Point Health Care Centers
US Family Health Plan
Generations Advantage

Welcome to Martin's Point Health Care

Martin's Point Health Care offers both health plans and primary care services.

Martin's Point News
Martin's Point Health Care...
TRICARE Regional Contractor...
Local Group to...
son, MD.

search: enter search terms here **GO!**

BLUE MOUNTAIN

HOME WINTER GREEN SEASON LODGING THE VILLAGE THINGS TO DO CONFERENCES & GROUPS GALLERIES

1,822%

U.S. LUMBER

personalized service.

Personalized Service | Company Info | Contact us

What You Want Where You Want It The Way You Want It

Our Partners

Trex
Create Your Space.™

CEDAR VALLEY

U.S. LUMBER GROUP is a \$250M distributor of building materials headquartered in Atlanta, GA. We currently sell and ship out of 8 distribution centers. We provide highly personalized service to the pro-contractor lumberyard and millwork houses and shops throughout 14 Southeastern and Mid-Atlantic states.

Complete Correct On Time Learn more

3,623%

Source: Nucleus Research 2008, 2009



Transform Your Organization with Information

Our world is becoming
\$40 billion annually



Our world is becoming

INTERCONNECTED
59%



Virtually all things, processes
and ways of working are becoming

INTELLIGENT
\$360 billion

Transform Your Organization with Information



Lack of Insight

1 in 3 managers frequently make critical decisions without the information they need

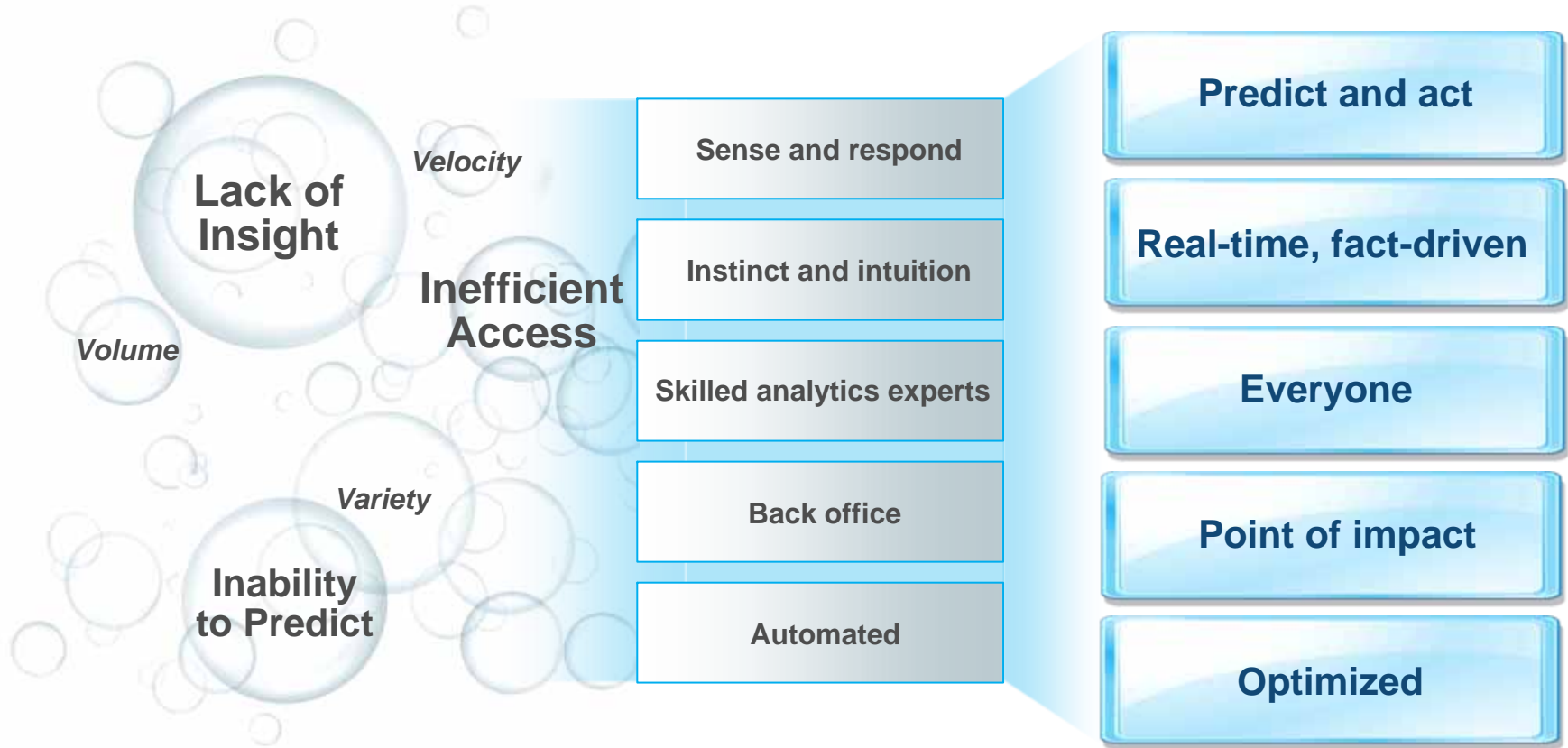
Inefficient Access

1 in 2 don't have access to the information across their organization needed to do their jobs

Inability to Predict

3 in 4 business leaders say more predictive information would drive better decisions

New ways of working to optimize decisions and actions



New ways of working to optimize decisions and actions



SPSS: A Leader in Predictive Analytics

- **Unique data collection**
- **Text and data mining**
- **Advanced statistics**
- **Predictive solutions**
- **Rich expertise**

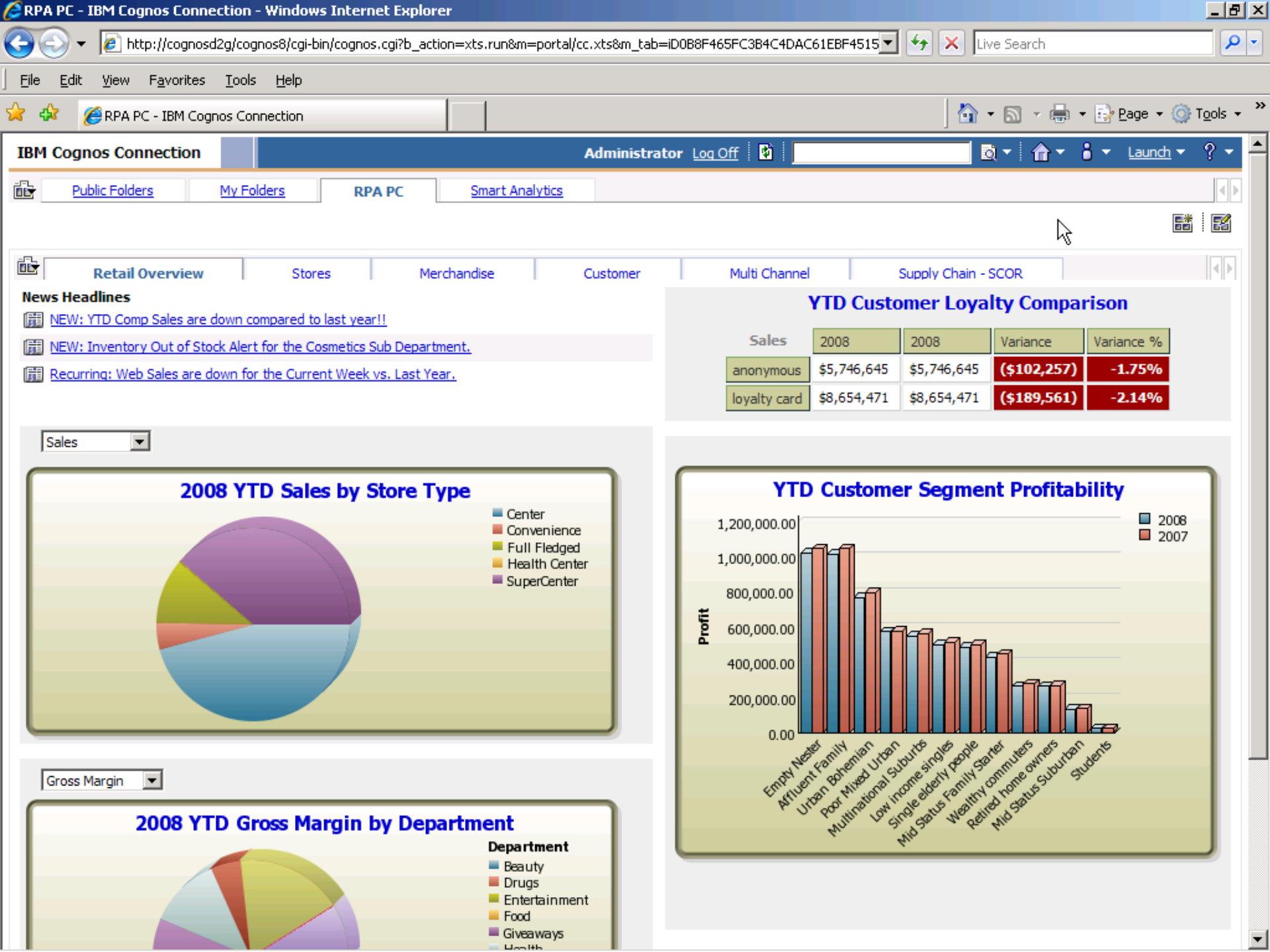


**Moves beyond Sense & Respond
to Predict & Act...**

At the time and point of impact!

DEMO

SPSS Demo



News Headlines

NEW: YTD Comp Sales are down compared to last year!!

NEW: Inventory Out of Stock Alert for the Cosmetics Sub Department.

Recurring: Web Sales are down for the Current Week vs. Last Year.

YTD Customer Loyalty Comparison

Sales	2008	2008	Variance	Variance %
anonymous	\$5,746,645	\$5,746,645	(\$102,257)	-1.75%
loyalty card	\$8,654,471	\$8,654,471	(\$189,561)	-2.14%

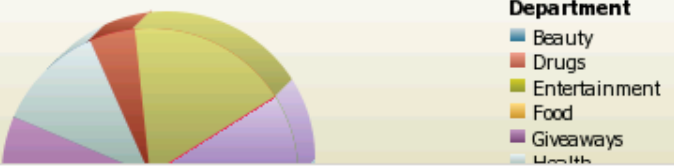
Sales

2008 YTD Sales by Store Type

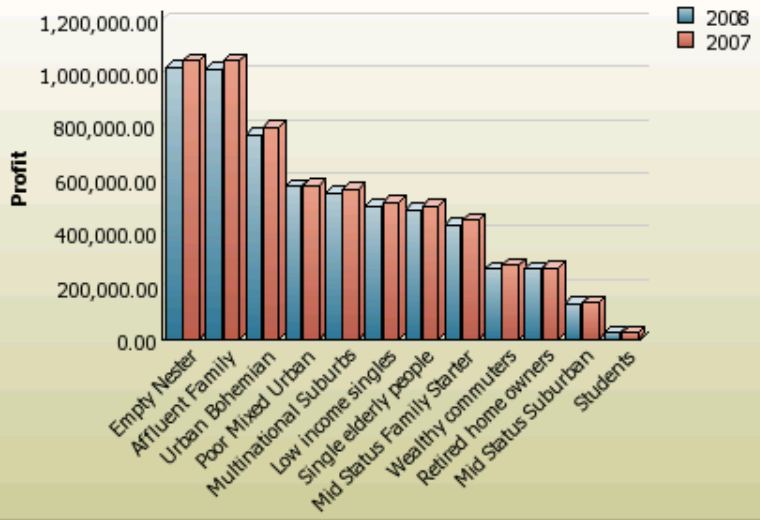


Gross Margin

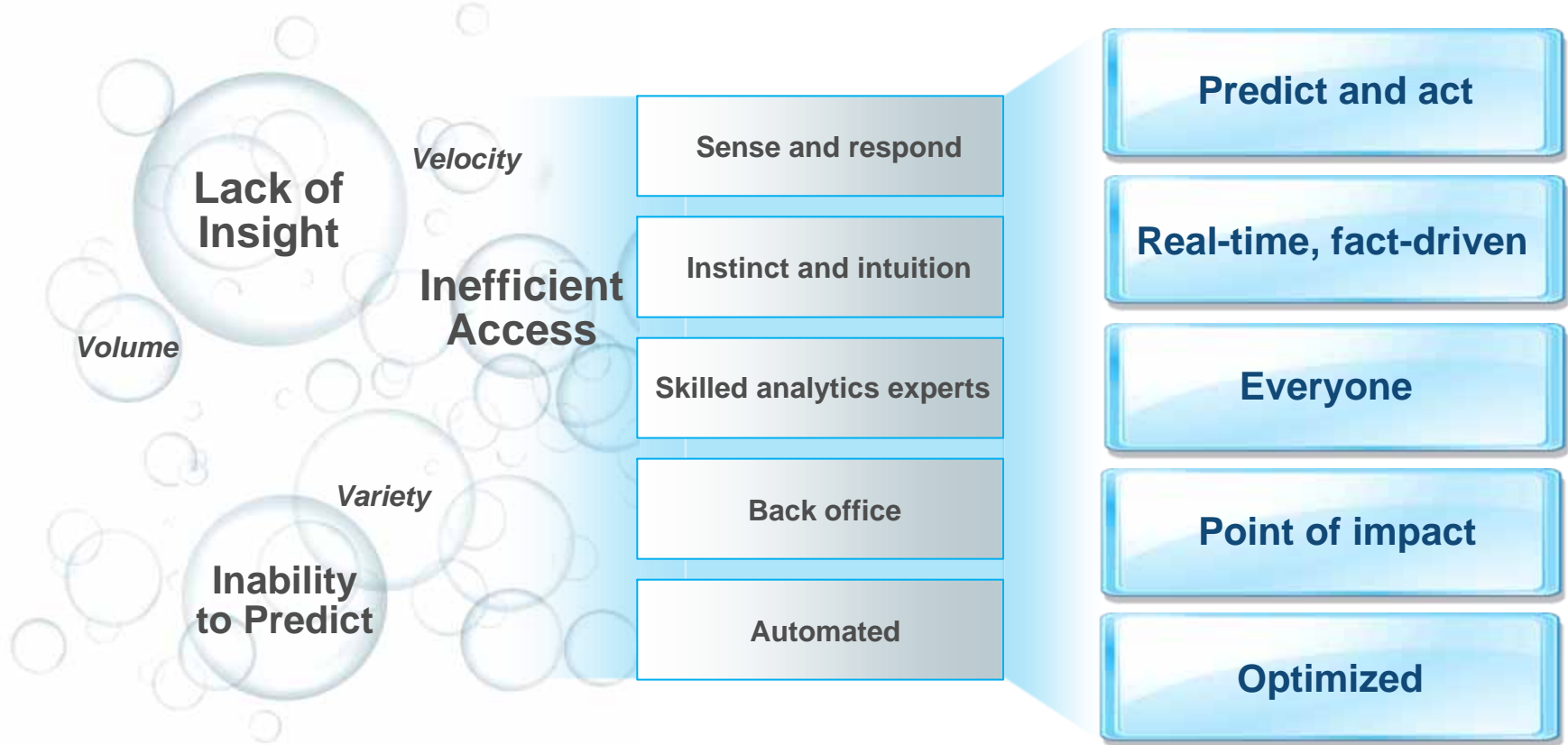
2008 YTD Gross Margin by Department



YTD Customer Segment Profitability



New ways of working to optimize decisions and actions



New ways of working to optimize decisions and actions



IBM Cognos Content Analytics

- New insights from the content and context of unstructured information
 - Automated discovery
 - Continuous refinement to provide context
 - Delivery to users, applications or processes



Enables market insight, customer intelligence, early warning of fraud and more

DEMO

Content Analytics

[Help for query syntax](#)


 Search within results

Results 1-10 of 3000
 (363562 results matched)

 View by file
 type: ALL

 Results per
 Page 10


1

2

3

4

5

6

7

8

9

10

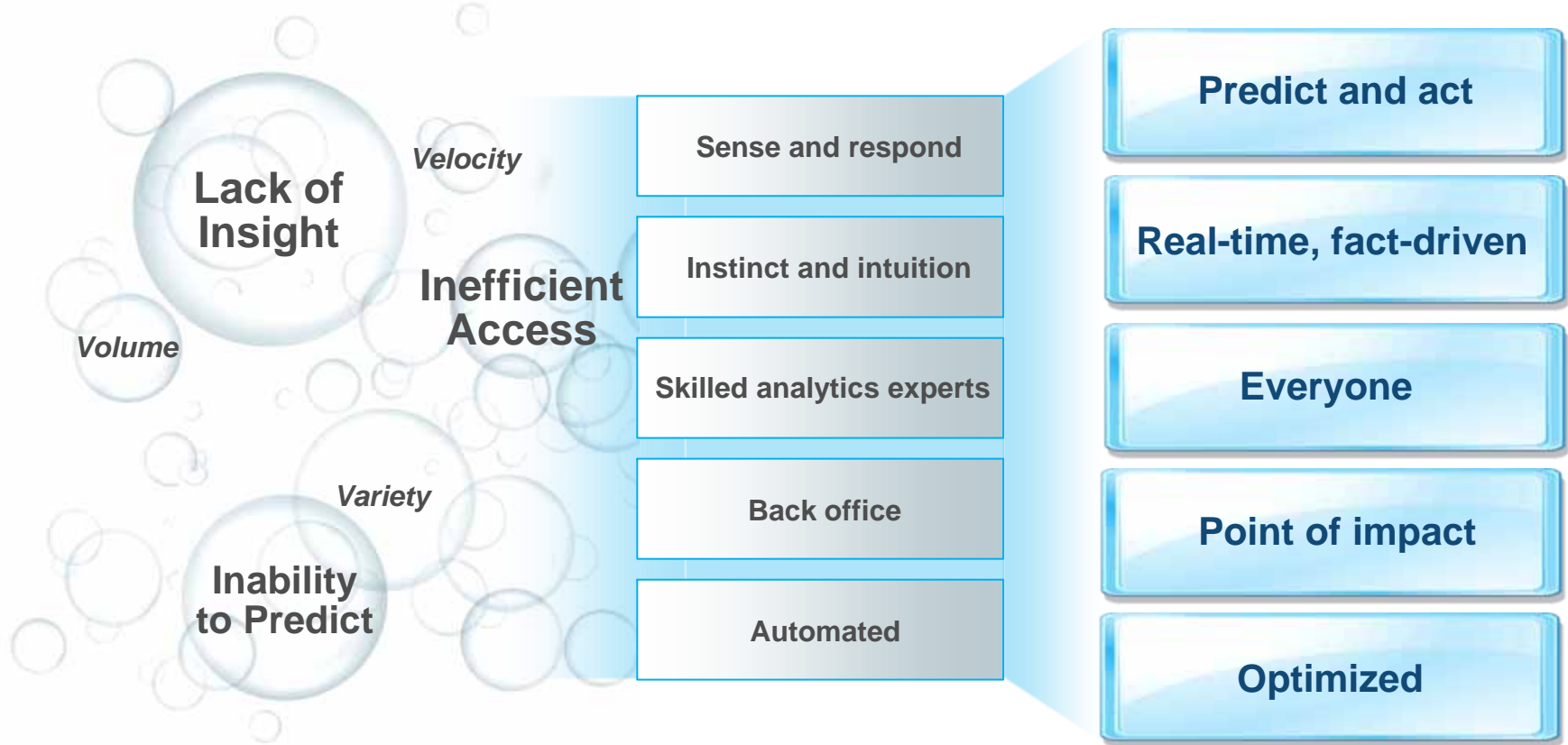


You searched for "*:*"

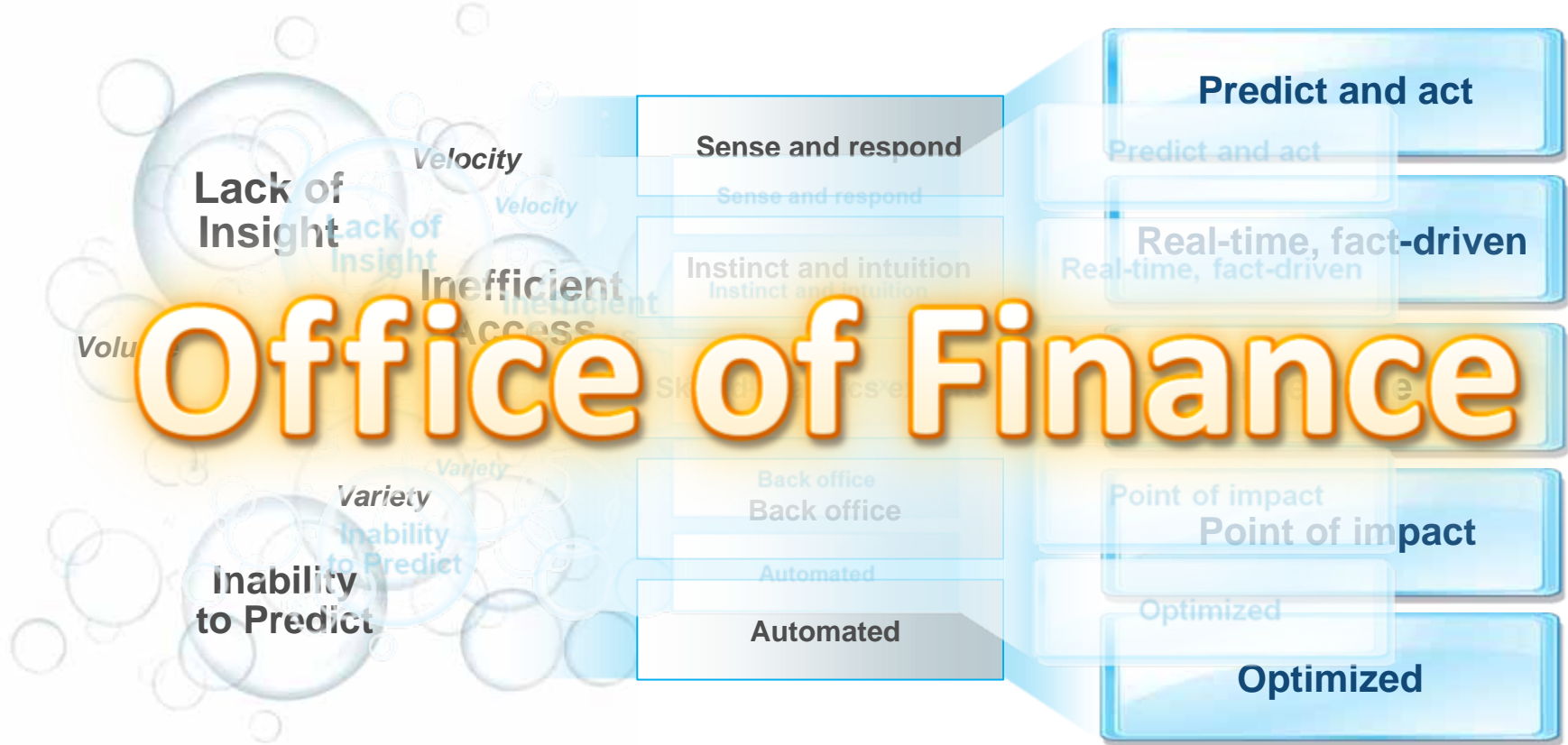
Facet Navigation

Relevance	Date	Title	Source
100.00%	8/20/09	MAUDE-967394.xml	Windows file system
		967394 4258738 D PATIENT INITIATED TO TREATMENT IMMEDIATELY BECAME DIZZY AND THEN UNRESPONSIVE. B/P AT 127-60. REUSED BACK, OXYGEN O2 AT 44MM. PATIENT RESPONSIVE AND B/P 130/64. TREATMENT RESUMED AFTER 20 MI INCIDENT. Abnormal	
100.00%	8/20/09	MAUDE-967397.xml	Windows file system
		967397 4272299 D A 10 MINUTES POST INITIATION, PATIENT'S EYES ROLLED UP B/P DROPPED TO 68/39 BECAME UNRES ADDITIONAL NS 300CC GIVEN. IMMEDIATELY POST RB BECAME ALERT AND VERBALLY RESPONSIVE WITHOUT RECOLLECTI IMPROVED TO 144/62. PRE TX B/P-113/61, PC 66 RG. O2 GIVEN AT 34 MIN VIA NASAL CANNULA. DIALYZER WAS REUSED CONTINUED USING THE SAME DIALYZER WITHOUT ANY FURTHER INCIDENCE. SEE SCANNED PAGE. Abnormal	
100.00%	8/20/09	MAUDE-928647.xml	Windows file system
		928647 4025930 N PHYSIO-CONTROL, INC. EVALUATED THE DEVICE. THE ROOT CAUSE COULD NOT BE DETERMINED. PHY INVESTIGATE THE COMPLAINT. IT WAS REPORTED THAT THE DEVICE WAS USED TO ATTEMPT TO RESUSCITATE A FEM DNR AVAILABLE. THE LP 5000 GAVE A CONNECT ELECTRODES ALARM WHEN USED WITH TWO DIFFERENT SETS OF ELECT NOT AVAILABLE FOR USE. THE PATIENT EXPIRED. ACCORDING TO THE VOLUNTEER FIRE DEPT, THE PATIENT WAS DOWN TO ATTEMPTS TO RESUSCITATE. EKG/ECG analysis, failure to perform	
100.00%	8/20/09	MAUDE-928661.xml	Windows file system
		928661 4045089 D THE MFR REP REPORTED, PRIOR TO SURGERY, THE PT WAS NOT ABLE TO SPEAK FULL SENTENCES WI AND THE PT HAD A HISTORY OF FALLING IN HOME THREE TIMES PER DAY. THE REP CONSULTED WITH THE HCP PRIOR TO CONDITION; THE HCP DECIDED TO PROCEED WITH THE TRIAL. THE PT WAS INFORMED THAT THE TRIAL WOULD ONLY CO TO THE TOP; THE PT STATED HE FULLY UNDERSTOOD THE PROCEDURE. THE PT WAS IMPLANTED WITH TWO LEADS	

New ways of working to optimize decisions and actions



New ways of working to optimize decisions and actions



Driving Smarter Decisions through the Office of Finance

Enterprise Planning and Analysis

Consolidation and Corporate Reporting

Financial Analytics

Strategy Management and Scorecarding



Office of Finance

Advancing TM1 Capabilities and Solutions

IBM Cognos TM1 9.5



- Personal Scenarios
- Contribution and Workflow
- Easier, Quicker Solution Deployment

Unmatched blend of high contribution planning and forecasting, scenario analytics and flexibility

DEMO

*Scenario Analytics
with IBM Cognos TM1*

Rows: Account [Account] Columns: DemoVersions [Version] Context: Local [Currency Calc] Year [Month] Massachusetts [Organization] 2009 [Year]

	Version 2	Version 1	Variance	Var %	Explanation
4999 Gross Revenue	106,057,623	106,057,623	0	.0%	
5999 Cost of Sales	69,179,177	69,179,177	0	.0%	
Gross Margin	36,878,446	36,878,446	0	.0%	
6099 PAYROLL	514,258	514,258	0	.0%	
6199 OFFICE EXPENSE	251,700	251,700	0	.0%	
6299 TRAVEL	536,298	536,298	0	.0%	
6399 OCCUPANCY	420,000	420,000	0	.0%	
6499 MARKETING	9,750	9,750	0	.0%	
6599 DEPRECIATION	136,429	136,429	0	.0%	
Total Operating Expense	1,868,435	1,868,435	0	.0%	
Net Profit	35,010,011	35,010,011	0	.0%	
Headcount	6	6	0	.0%	

Advancing Controller Capabilities

IBM Cognos 8 Controller 8.5



- Enhanced Global Consolidation Capabilities
- Enhanced User Experience
- Extended Financial Analytics

Best-in-class, built-for-purpose engine; unmatched financial analytics powered by TM1

Advancing Dimension Management Capabilities

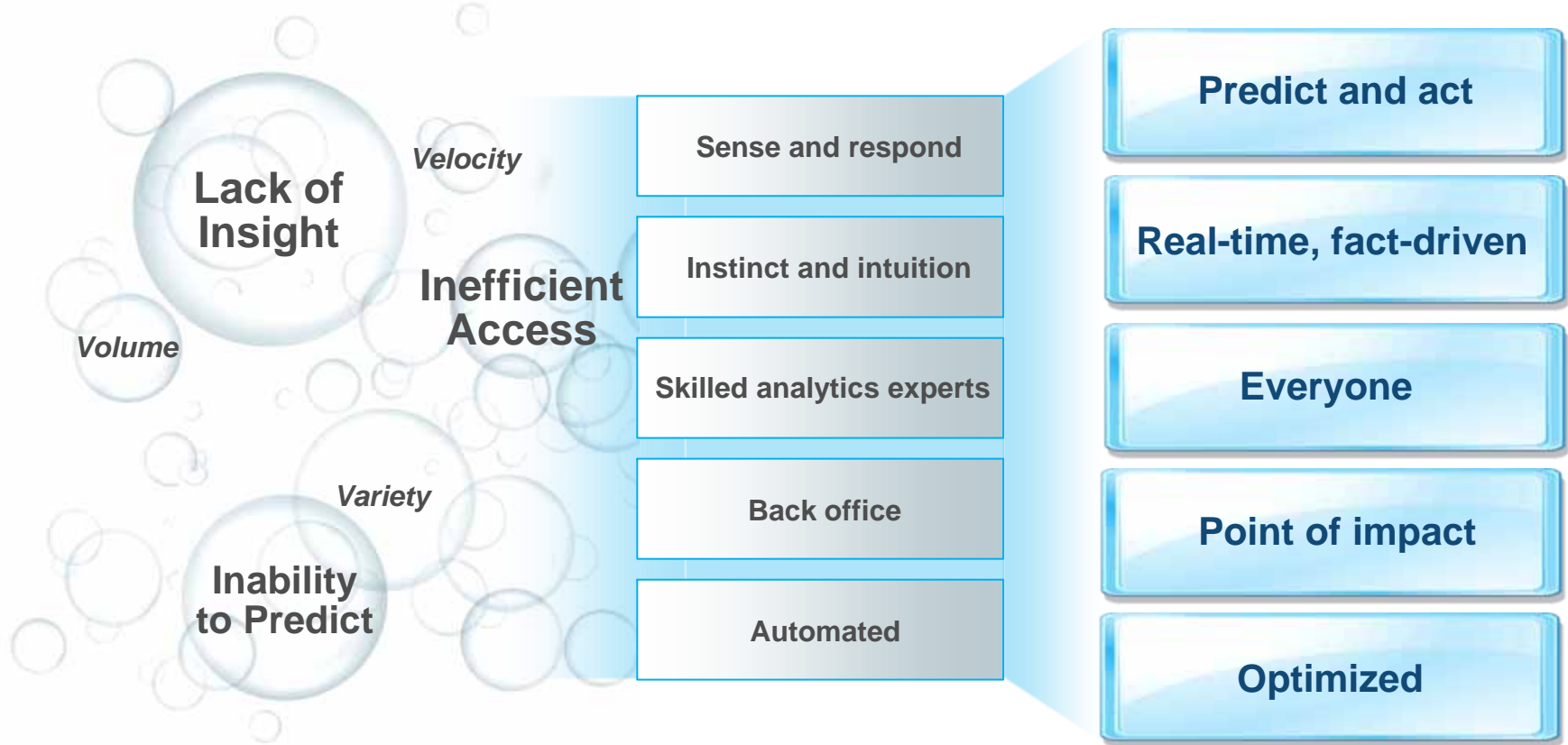
IBM Cognos 8 Business Viewpoint 8.4



- Enhanced business driven user interface & collaboration
- Relational, MDM Adapters

Unrivaled blend of high collaboration and control over dimensions defined, governed, and shared across performance management environment

New ways of working to optimize decisions and actions



New ways of working to optimize decisions and actions



Complete Analytic Application Coverage

Solutions for Smarter Decisions from Line of Business



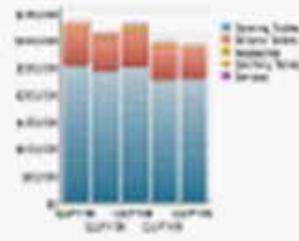
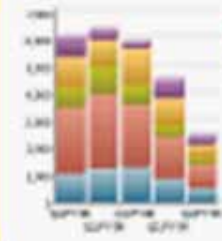
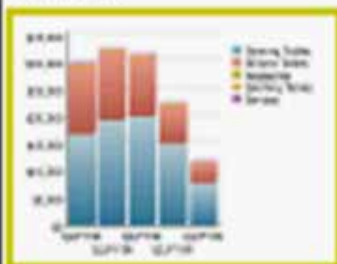
- Faster insight drives faster time-to-value and action
- Consistent measurement of business strategy
- More effective management of risks and controls
- Anticipate and explore new opportunities

DEMO

Sales Analytics

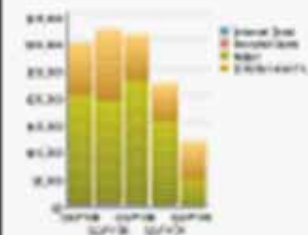
BlackBerry

Selects/Ontario



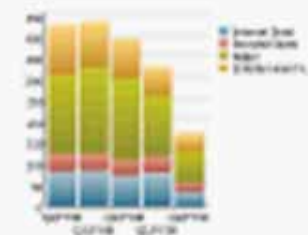
Sales Forecast

Product Breakdown



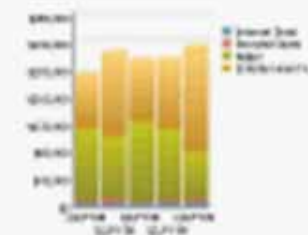
Sales Count

Product Breakdown



Full-Time Forecast

Product Breakdown



Sales Forecast

Customer Breakdown



Sales Count

Customer Breakdown



Full-Time Forecast

Customer Breakdown



Industry and Functional Domain Accelerators

FUNCTIONAL

- > Allocations Planning
- > Capital Project Planning
- > Discretionary Capital Expenditure Planning
- > Expense Planning & Control
- > Initiative Planning
- > Consolidated Financial Statements

IBM Cognos
Innovation Center
for Performance Management

- *Critical performance management processes*
- *Operational and financial planning and analytics*
- *Horizontal and industry domains*



DISTRIBUTION



EDUCATION



GOVERNMENT



COMMUNICATIONS



HEALTHCARE



BANKING



LIFE SCIENCES



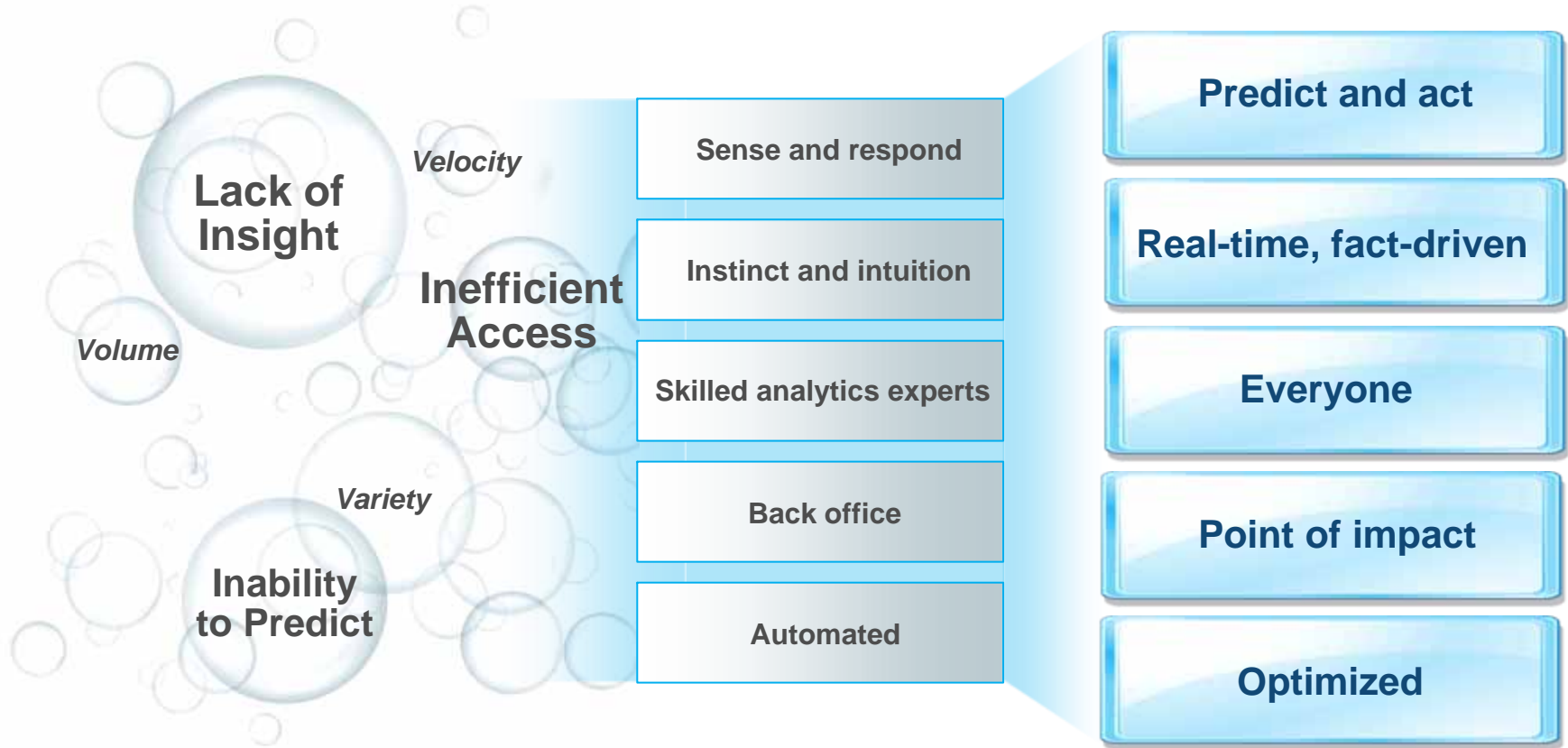
INSURANCE



INDUSTRIAL

IBM Cognos Blueprints

New ways of working to optimize decisions and actions



New ways of working to optimize decisions and actions





Reports



Ad-hoc queries



Analysis



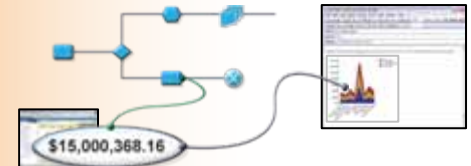
Scorecards

**API to Automatically
and Securely
Expose BI Content
as a Web Service**

**IBM Cognos 8
Mashup
Service**



Applications



Processes



Mashups



Visualizations

DEMO

*Go! Dashboard With
Market Basket
Analysis*

D2G SALES ANALYSIS

TOP SELLING PRODUCTS

Top: *

Rank	Product Name	MBA	SEQ	Sales [\$ 000]
1	Sonic DTC Digital Advance			\$85,849
2	Sonic 101 DTS/ES Receiver			\$47,091
3	Sonic TLR Thunder Receiver			\$46,184

Consumer Electronics \$179,123

1	D2G Blast Em			\$25,938
2	Microsoft Xbox			\$6,385
3	Sega Dreamcast			\$5,632

Entertainment Media \$37,955

1	Computer Extended Desk			\$51,852
2	Computer Desk Ultra			\$41,539
3	Standard Stool			\$38,477

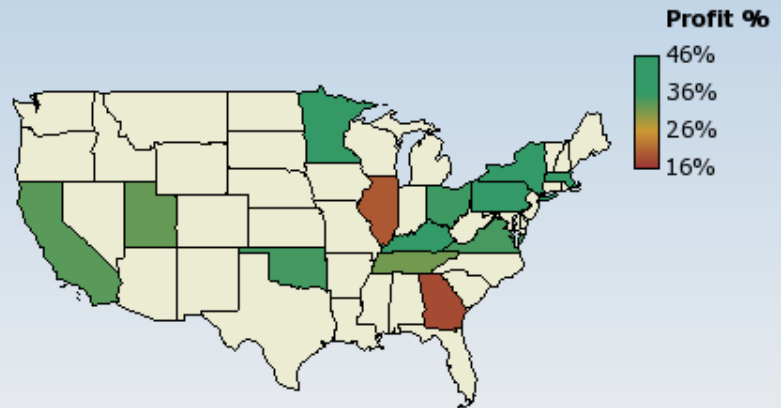
Home Office \$131,867

1	Wavestation 4200 FP			\$384,344
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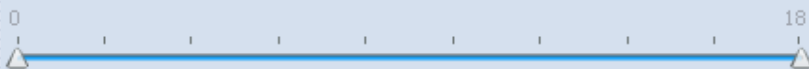
PROFITABILITY BY STATE

Product Line

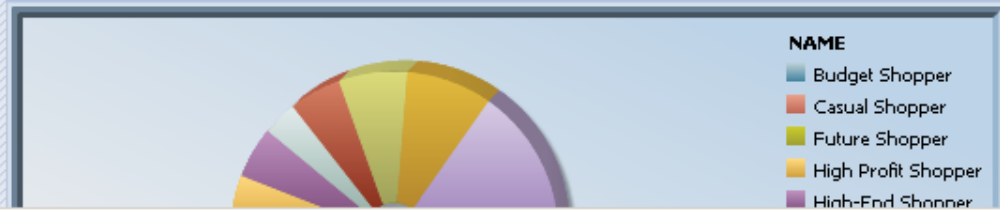
Profitability by State



RESTRICT CUST SEGMENTCOUNTS TO...



SEGMENTATION COUNTS



IBM Cognos 8 Platform and Capabilities: *Embrace, enhance & extend your investments in SAP® technology & applications*



- **SAP NetWeaver® Portal**
- **SAP® Web Application Server**

SAP® Certified
Powered by SAP NetWeaver®



Plus support for:

- **SAP NetWeaver Namespace**
- **Business Warehouse Accelerator**



- **SAP NetWeaver® Business Warehouse**
- **SAP® Business Suite**
- **SAP® R/3®**

SAP® Certified
Integration with SAP NetWeaver®

DEMO

SAP

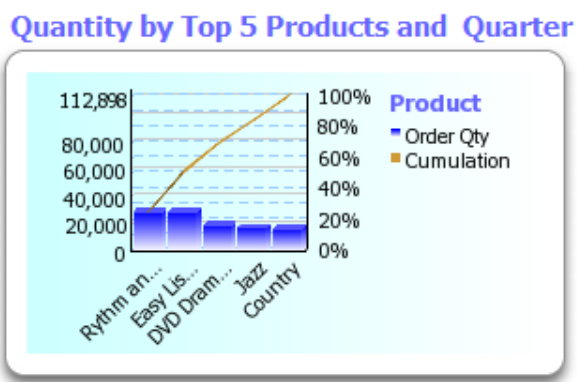
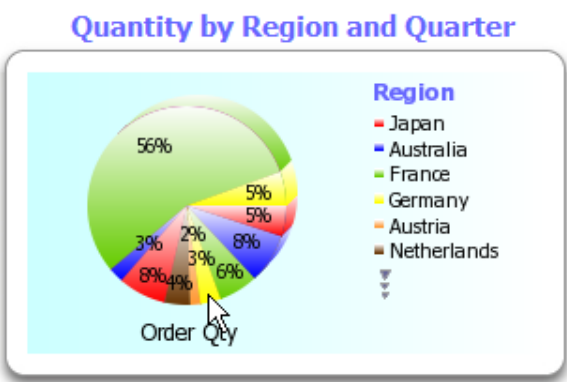
Cognos Navigator NewsItems
Very High Discounting
Review Process for New York - Late
Pipeline shortfall for Netherlands
Pipeline shortfall of 50.92: Europe
Actual Revenue for USA is \$52,519,145.90 Today

Metric List
No filter No grouping [Metrics: 1-3]
Table with columns: Name, Actual, Target, Variance, Variance %, Time Period
Rows: Employee expense, Inventory turnover ratio, Gross profit margin %

Cognos Navigator
Cognos > Public Folders > SAP Demo
Entries: 1 - 10
List of folders and reports: Go D Interactive Dash, Launch Cognos, NewsItems, Portal Tabs, Reportlets, Sales, *NEW* Sales Activity Dashboard, Cognos Cockpit (VC), Cognos Cockpit (WAD), Google Report

Cognos Viewer
Keep this version Add this report Watch new versions Add comments

Sales Activity Dashboard



Return Quantity by Top 5 Products and Quarter

Revenue by Quarter and Top 5 Products

Cognos Viewer

SAP BW and Relational Database Integration

Relational Database Query

Product Line	Product Type	Planned Revenue
Consumer Electronics	Computer Accessories	\$269,628
	Computers	\$874,976
	MP3	\$749,716
	PDA	\$860,605
Summary		\$2,754,926

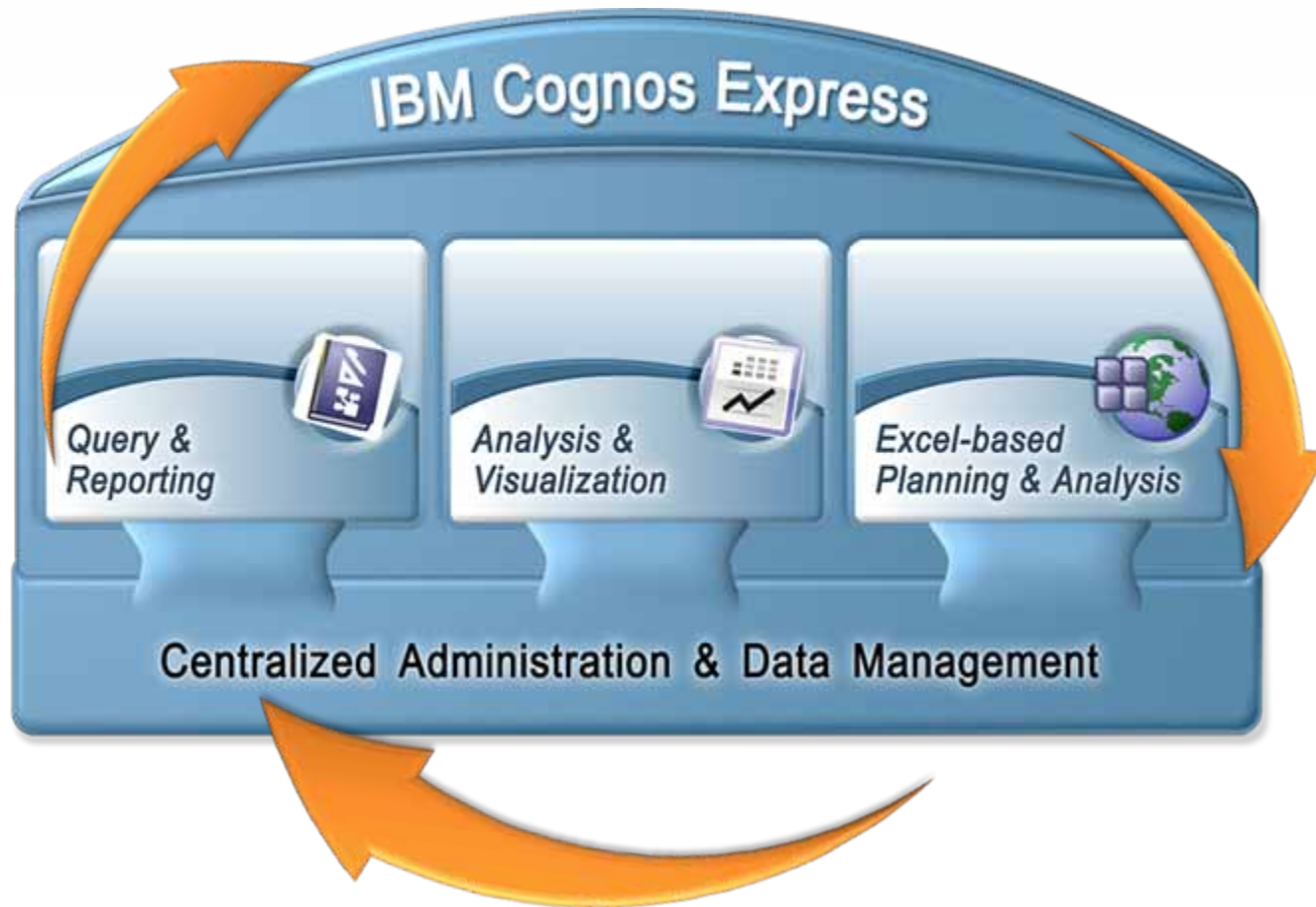
SAP BW Query

Product line	Product type	Actual Revenue (USD)	Order Qty	Gross Profit (USD)
Consumer Electronics	Computer Accessories	\$301,130	7,650EA	\$64,297
	Computers	\$219,674	3,370EA	\$77,368
	MP3	\$497,407	8,716EA	\$58,761
	PDA	\$1,063,994	4,102EA	\$321,128
Summary		\$2,082,205	23,838EA	\$521,553

Merged Query

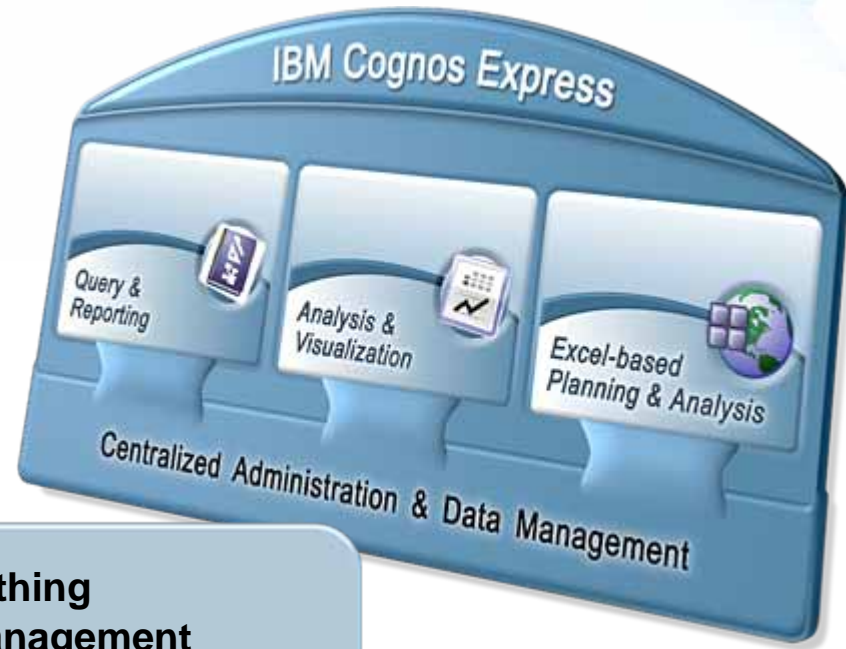
Product line	Product type	Planned Revenue	Revenue	Order Qty	Gross Profit	Variance	% of Plan
Consumer Electronics	Computer Accessories	\$269,628	\$301,130	7,650EA	\$64,297	\$31,502	112%
	Computers	\$874,976	\$219,674	3,370EA	\$77,368	(\$655,303)	25%
	MP3	\$749,716	\$497,407	8,716EA	\$58,761	(\$252,309)	66%
	PDA	\$860,605	\$1,063,994	4,102EA	\$321,128	\$203,388	124%
Summary		\$2,754,926	\$2,082,205	23,838EA	\$521,553	(\$672,721)	76%

Introducing IBM Cognos Express



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

Removing 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

Continued Investment in Innovation

- User Experience
- Cloud
- Advanced Analytics
- Business/ IT Partnership
- Collaboration
& Visualization

DEMO

Sneak Peak

- iPhone Support

iPod

9:42 PM



Safari



Calendar



YouTube



Maps



Weather



Clock



Calculator



Notes



Settings



iTunes



Google Earth



Evernote



Spreadsheet



Soudragon



Cognos



Stocks



Music



Videos



Photos



Mail

Smarter Business

- Faster, better outcomes and results
- Capabilities, platform and know-how to make you successful
- Continued innovation to drive your success