



IBM Performance 2011

From Insight to Foresight.

Becky Smith

IBM Business Analytics





IDENTIFY
OPPORTUNITIES

IMPROVE
PROFITS

INCREASE
REVENUE

LOWER
COST

REDUCE
RISK

PREDICT
OUTCOMES

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.



What's Your AQ?

Analytics Quotient:

- A measure of **overall analytic capability**
- Your **readiness and capacity to leverage analytics across critical processes and roles.**

The more you **infuse analytics into your business**, the higher your AQ and **the better you and your business will perform.**





High

AQ?

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

ALIGNED

Collaboration across
business objectives



Business Analytics

Solutions



Customer



Finance



Risk



Industry

Capabilities



Reporting & Analysis



Scorecarding & Dashboarding



In-memory Analytic Server



Predictive



Real-time Monitoring



Planning, Budgeting & Forecasting

Platform



Access



Model



Manage



Deploy





**Cognos on the
Cloud**

**In-memory
Optimizations**

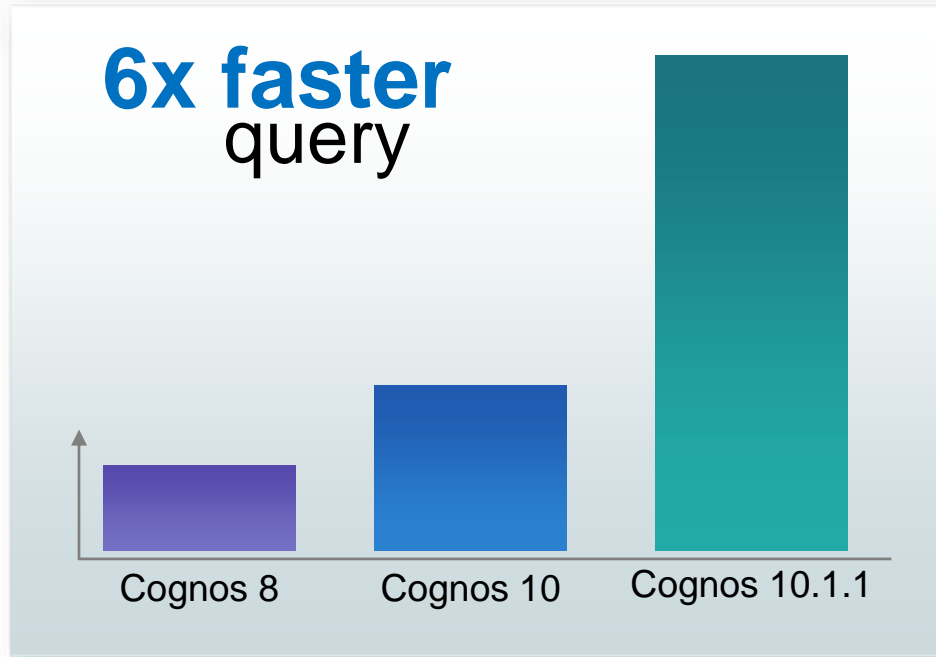
**ECM
Integration**

**Real-time
Decisioning**





2x faster
Business
Insight



90% faster
query on
Cognos TM1

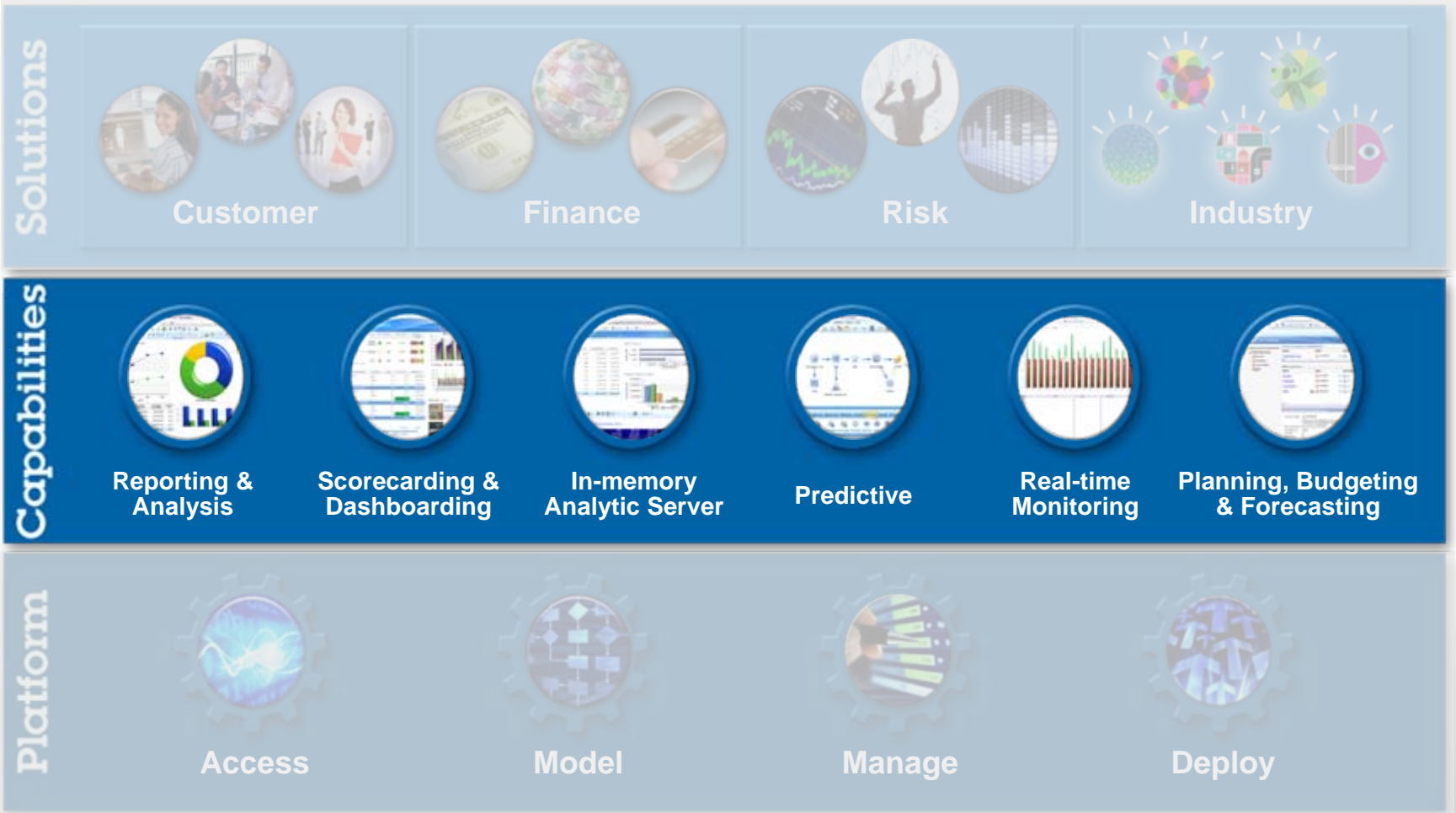
40% faster
query on
Cognos PowerCube

75% faster
query on **SAP NetWeaver®**
Business Warehouse

When compared against IBM Cognos 8.4.1 BI software.

Based upon mixed workload performance testing conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10.1.1 software







IBM Cognos Mobile

- Existing Cognos reports iPad ready
- In the boardroom or 35,000 feet in the air, same great interactive experience
- “Swipe and tap” to share insights





Business Insight Workspace

IBM Cognos Business Insight

 Create New

 Open Existing



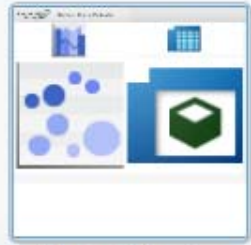
Favorites



Customer Workspace



New Plant Progress



Strategic Planning Workspace

How-to Videos

Show all



Customize your Workspace
How to easily customize your workspace style



Set your Preferences
How to easily set your preferences

IBM Cognos BI v10 Business Insight



- All time horizons
- Progressive interactive workspace
- Integrated collaboration





“The Cognos 10 upgrade was seamless...”

Argos Risk LLC

“working flawlessly...cubes build much faster...”

Merial

Seamless Upgrade

“...from 180 hours to just one minute...”

REXEL

“...available within seconds...”

Smith & Associates

Lightning Fast

“...Business Insight...gives them much more flexibility...”

Symmons

“IBM Cognos 10 provides a fully self-service environment...”

OMERS

Unrivaled Capabilities

IBM Performance 2011

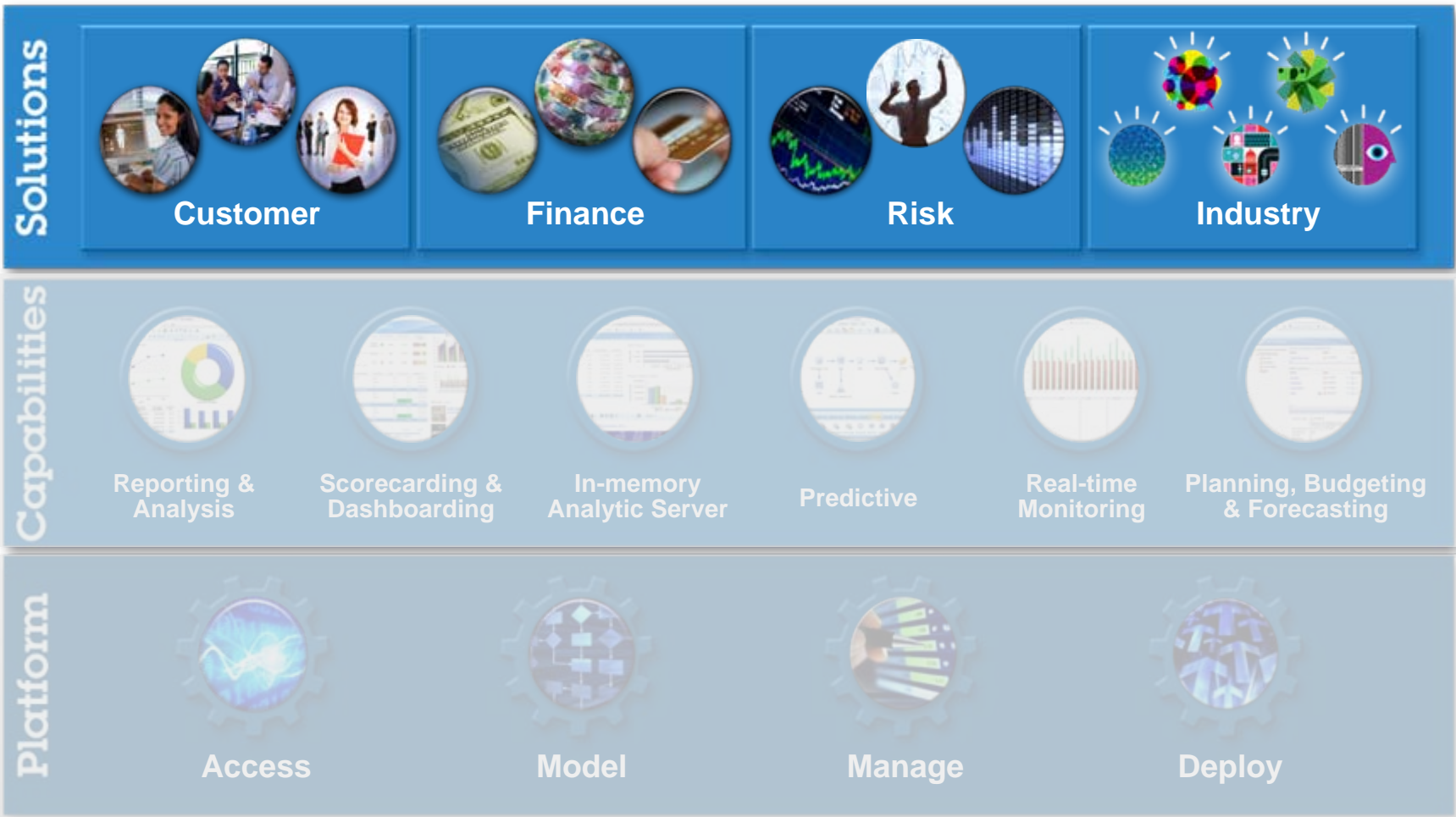




“...solution for
the future...”

Kdg mediatech AG





Business Analytics Industry Solutions



Retail



- Social Media and Brand Sentiment Analytics
- Market Basket Analytics
- Assortment Management

Financial Services



- Financial Risk Reporting and Analytics
- Operational Risk Management
- Customer Retention, Profitability and Growth Analytics

Telecom



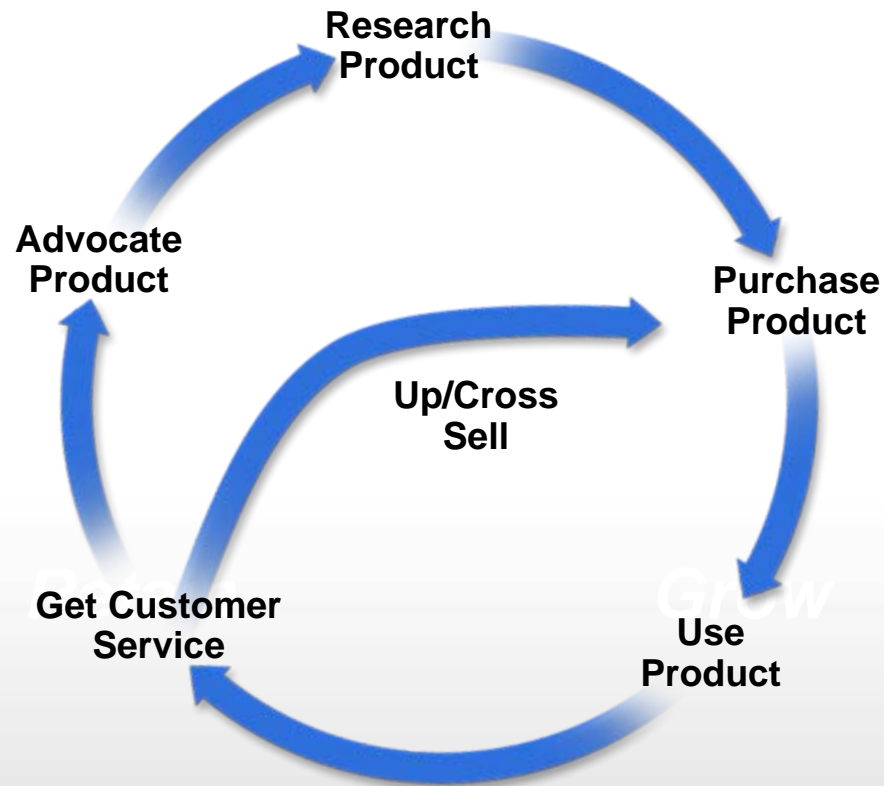
- Customer Churn Prediction
- Network Analytics
- Next Best Action

Government



- Tax and Revenue Analytics
- Budget Analytics and Planning
- Crime Prediction and Prevention

Everyone focused on the Customer



IBM Customer Analytic Solutions



Customer Analytics



Attract

- Segment customers for better targeting
- Influence purchase decisions via Social Media channels



Grow

- Spot and analyze trends in behavior and sentiment to cross-sell/upsell
- Propensity to buy/Next best action

Retain

- Identify which customers are likely to churn
- Identify the most profitable customers and reward loyalty

Capabilities



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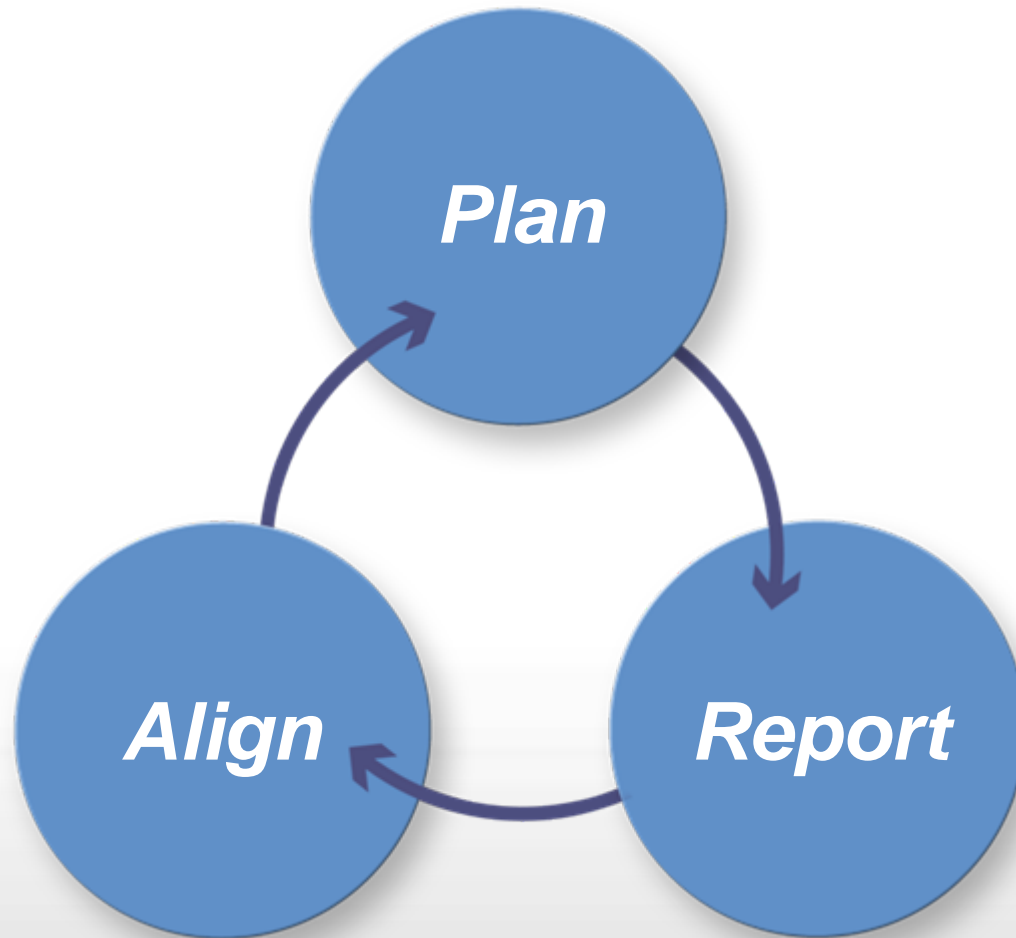
Predictive



Real-time Monitoring



Planning, Budgeting & Forecasting



IBM Finance Analytics Solutions



Finance

Plan

- Improve visibility with rolling forecasts
- Rapidly adjust and realign resources

Report

- Automate financial close process
- Meet new disclosure and filing mandates (XBRL)

Align

- Define, measure, and adjust strategy with metrics
- Deliver engaging, up-to-the-minute dashboards

Capabilities



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In-memory Analytic Server



Predictive



Real-time Monitoring



Planning, Budgeting & Forecasting

- Enterprise **Planning** and Profitability Modeling

Omnicom

\$200 Million

increase in cash flow

- Financial Statement **Reporting & Disclosure** Management (XBRL)



United Technologies

20% savings

efficiently address new XBRL and "last mile" demands

- **Alignment** with CFO Performance Dashboard



40% more satisfied

Leaders are 42% more likely to automate metrics*



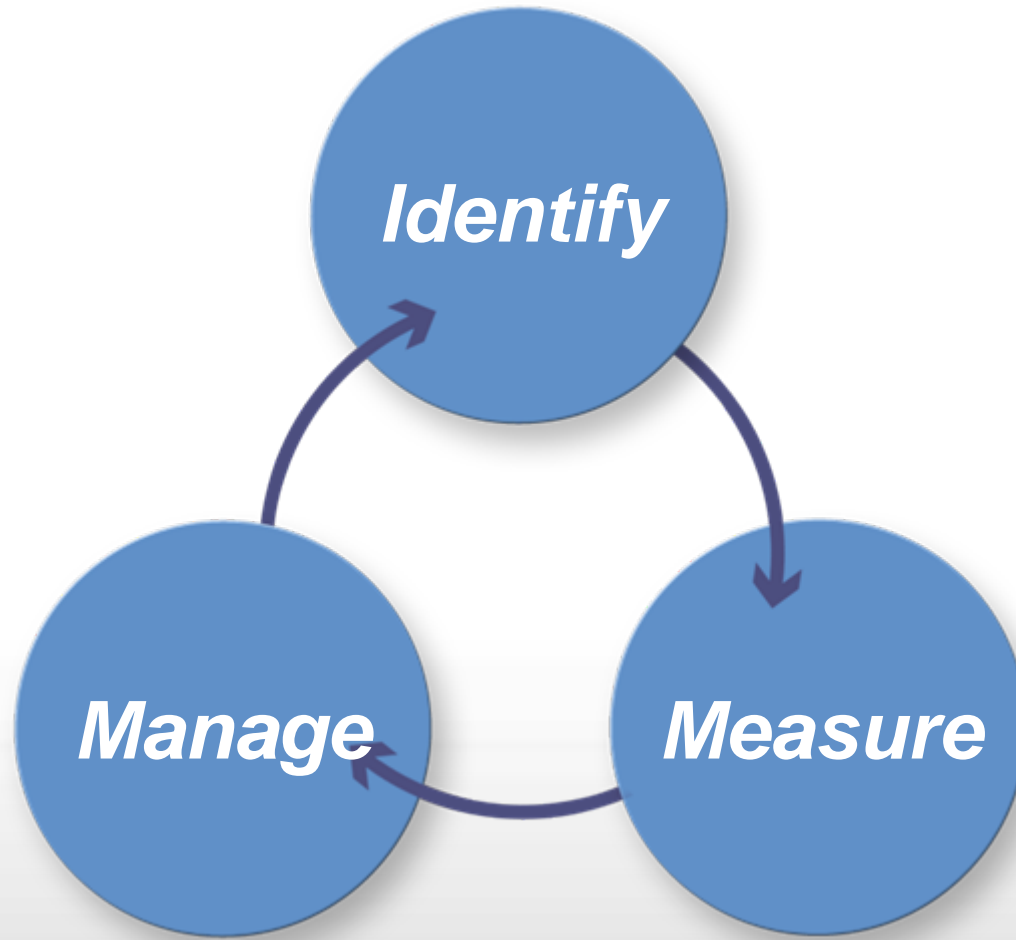
What's new for Finance



- IBM Cognos FSR (v6.6)
 - New regulatory and compliance support
- IBM Cognos TM1 (v9.5.2)
 - Improved scalability and performance
 - New rules functions and server management
- IBM Cognos Controller (v10.1)
 - Improved usability and advanced features



Risk



IBM Risk Analytics Solutions



Risk

- **Operational Risk** – Reduce unexpected loss
- **Policy and Compliance** – Reduce compliance burden
- **Financial Controls** – Ensure financial controls integrity
- **IT Governance** – Improve regulatory reporting
- **Internal Audit** – Leverage enterprise-wide data

Capabilities



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Most comprehensive risk solution



 OPENPAGES



Allianz

Solvency II compliance and improved risk modeling



- Greater insight into overall risk
- Risk reporting to days from weeks
- Reduced regulatory capital burden

Societe Generale

Market and credit risk management



- Manage capital market exposures across asset and liability functions
- Integration across front and middle offices

Large US Bank

Enterprise governance risk and compliance



- Reduced operational risk
- \$2 million annual savings
- Risk datamarts reduced from 25 to seven

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Deploy



Accelerate your success with our expertise



Government



Healthcare



Energy & Utilities



Transportation



Banking



Retail



Proven practices
Client communities
“How to” expertise
Innovation

Insurance



Electronics



Telecom



Chemical & Petroleum



Driving better business outcomes across the enterprise



OmnicomGroup

\$200 million
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High AOL?



600% increase
in cross-sell
campaign



20% savings efficiently
address new XBRL and
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