



IBM Software Network 2013

Fare partnership con il Software IBM

Roma, 24 - 25 gennaio 2013

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IBM SWG Business Analytics Channel Sales

IBM Business Analytics





BUSINESS ANALYTICS

Strumenti di analisi del business a supporto delle decisioni aziendali



Better
Outcomes



Smarter
Decisions



Actionable Insights



Relevant
Information



BUSINESS ANALYTICS

Risposte operative alle domande chiave





COSA CHIEDE IL MERCATO

ANALYTICS: DA INIZIATIVA DI BUSINESS AD IMPERATIVO DI BUSINESS

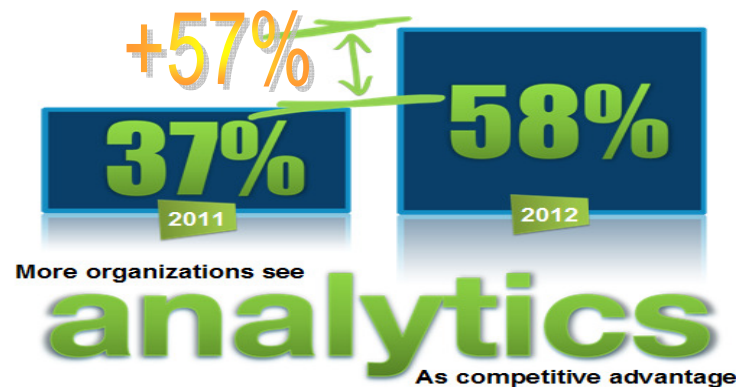
Gli studi dimostrano che le organizzazioni che utilizzano strumenti di Business Analytics raggiungono una performance superiore ai competitor

220%

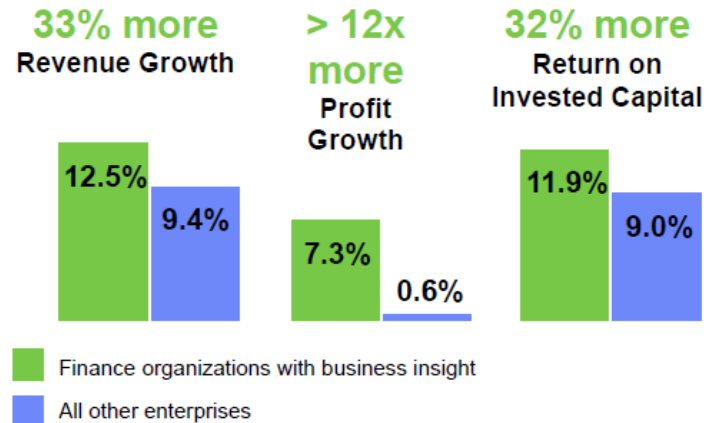
Organizations competing on analytics substantially **outperform** their peers

IBM IBS&T Sloan Management Review Study 2011
Copyright Massachusetts Institute of Technology 2011

E il numero di organizzazioni che vedono analytics come un vantaggio competitivo è in crescita



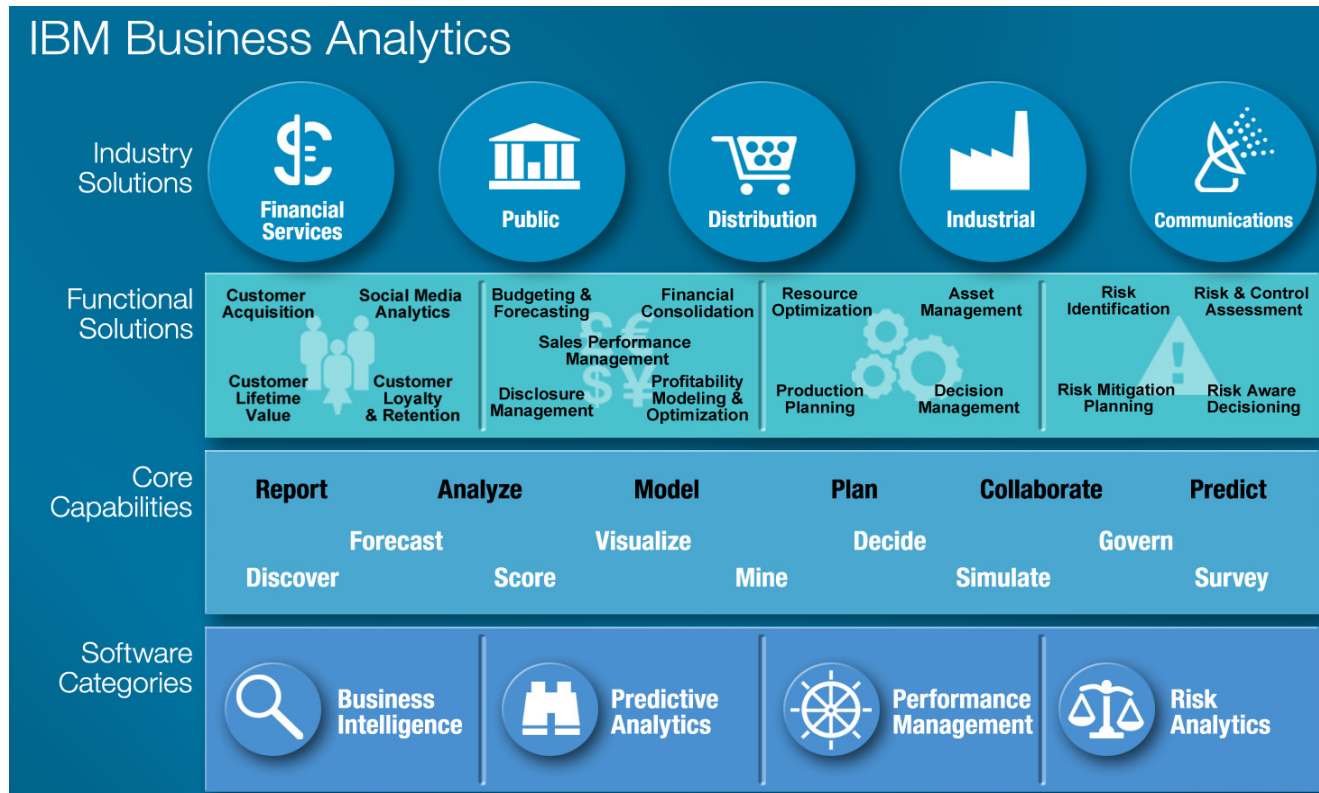
Why analytics matters...





IBM SWG BA SWG PORTFOLIO

Anticipare e modellare i risultati di business, rivelando le relazioni esistenti tra le informazioni, grazie alla capacità di individuare e analizzare le tendenze, i modelli e le anomalie. Cogliere opportunità ed evidenziare i rischi



COGNOS
Business intelligence & performance management
2008

SPSS
Predictive analytics
2009

OPENPAGES
Governance, compliance & Risk management
2010

CLARITY SYSTEMS
Financial governance
2010

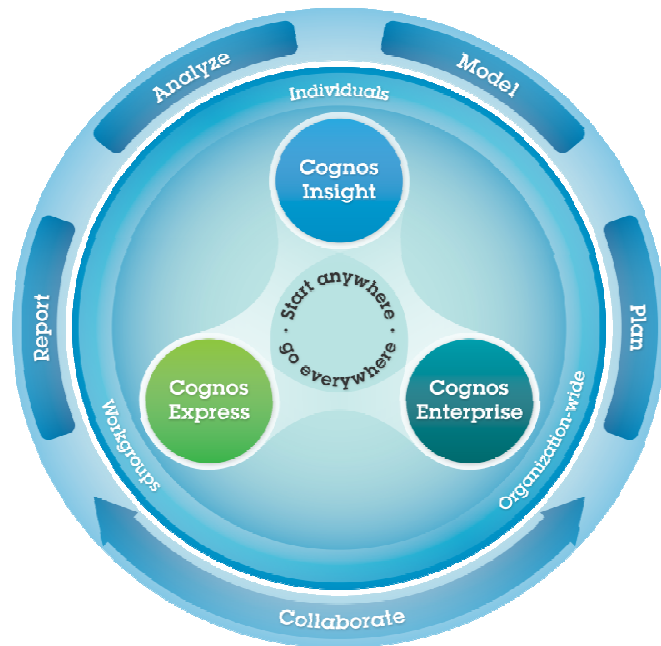
VARICENT
an IBM Company
Sales Performance Management
2012

Alghorithmics | **A**
an IBM Company
Financial Risk
2011



The Cognos 10 Family

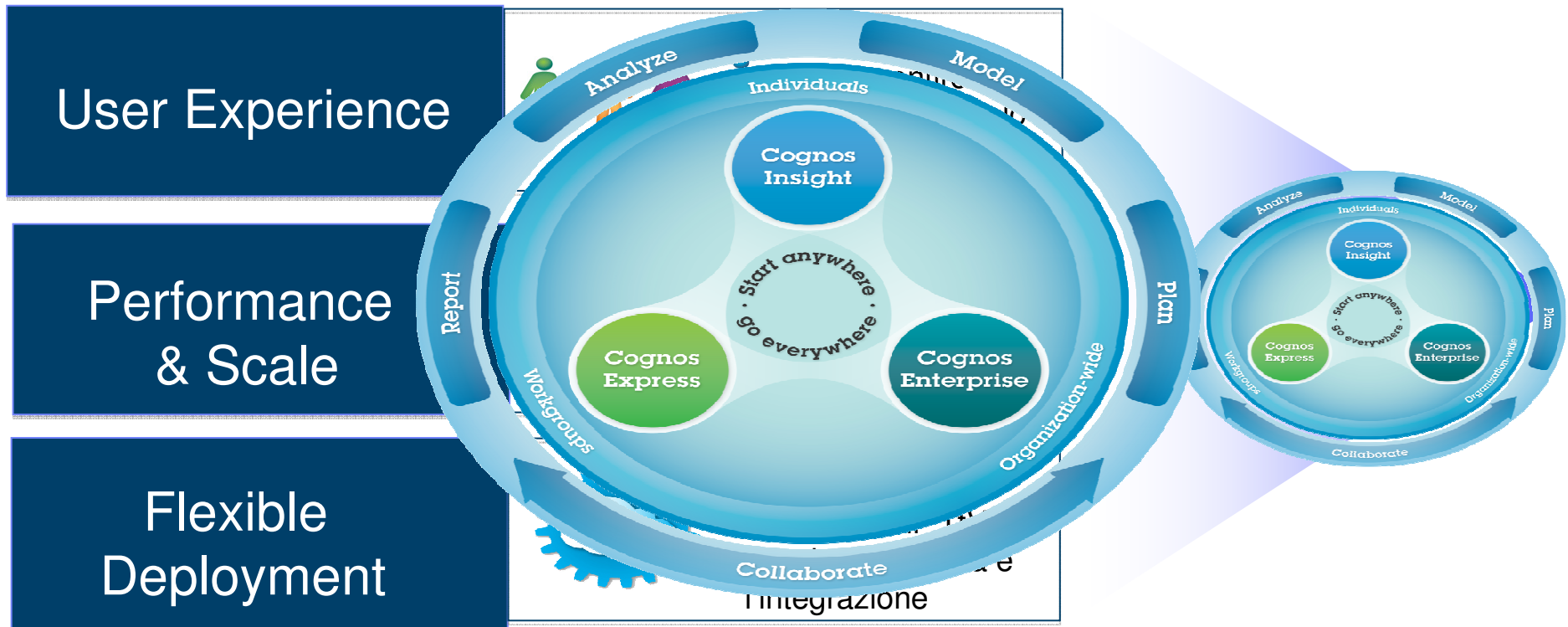
Start Anywhere, Go Everywhere



	Cognos Insight	Cognos Express	Cognos Enterprise
Buying center	Business User	LOB-led/LOBIT-advised	IT-led/LOB sponsorship
Community size	Individuals (1 to n)	Workgroups (<100)	Large (100+)
IT skill set	Unavailable	Limited	Strong
Deployment style	Stand alone	Single Server	Distributed



Strategia ed Innovazione BA IBM Cognos Business Analytics





Strategia ed Innovazione BA IBM Cognos Business Analytics

User Experience



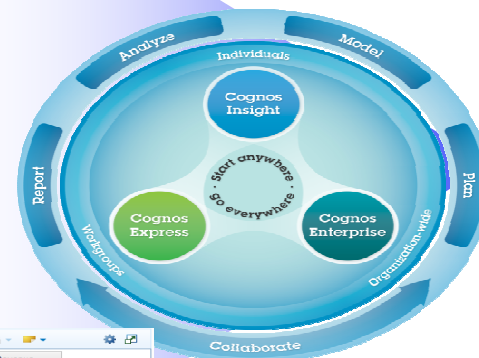
Consentire di concentrarsi solo sul business

Evoluzione Interfacce

- **Cognos BI** (Wizard + Promp API + Euristic Logic + Autocompletamento Editor Expression + Excel News + Improve WorkSpace + Maggiore Integrazione AR...)



Insieme a...



Strategia ed Innovazione BA IBM Cognos Business Analytics

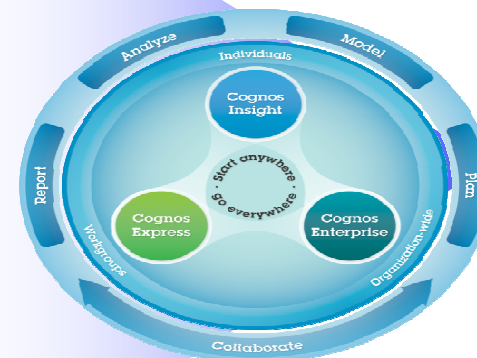
User Experience



Consentire di concentrarsi solo sul business

Evoluzione Interfacce

- **Cognos BI** (Wizard, Promp API, Euristic Logic + Autocompletamento Editor Expression, Excel News, Improve WorkSpace. Maggiore Integrazione AR...)
- **Cognos Insight** (Support Offline, Fiscal Year e Relative Time, import Package, Molto Più Easy, TreeMap, Full Fidelity Publish...)
- **Mobile** (Specify Mobile Server access, New “Mobile Users” group capability, Notifiche Push, Multi Page Report...)
- **TM1** (Nuovo Strumento di Sviluppo PM, Funzioni Finance Integrate, DLINK, Ricostruzione Automatica Cubi, Integrazione Totale BI ed Insight...)



Strategia ed Innovazione BA IBM Cognos Business Analytics

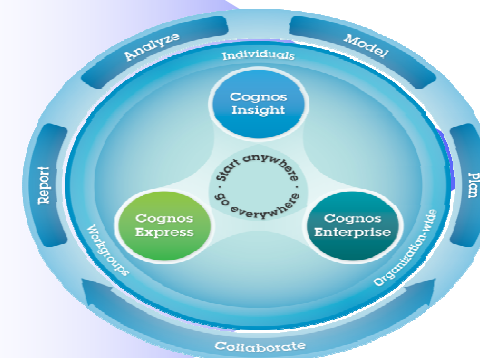
Performance & Scale



Trattare i dati di prossima generazione

Evoluzione Performance

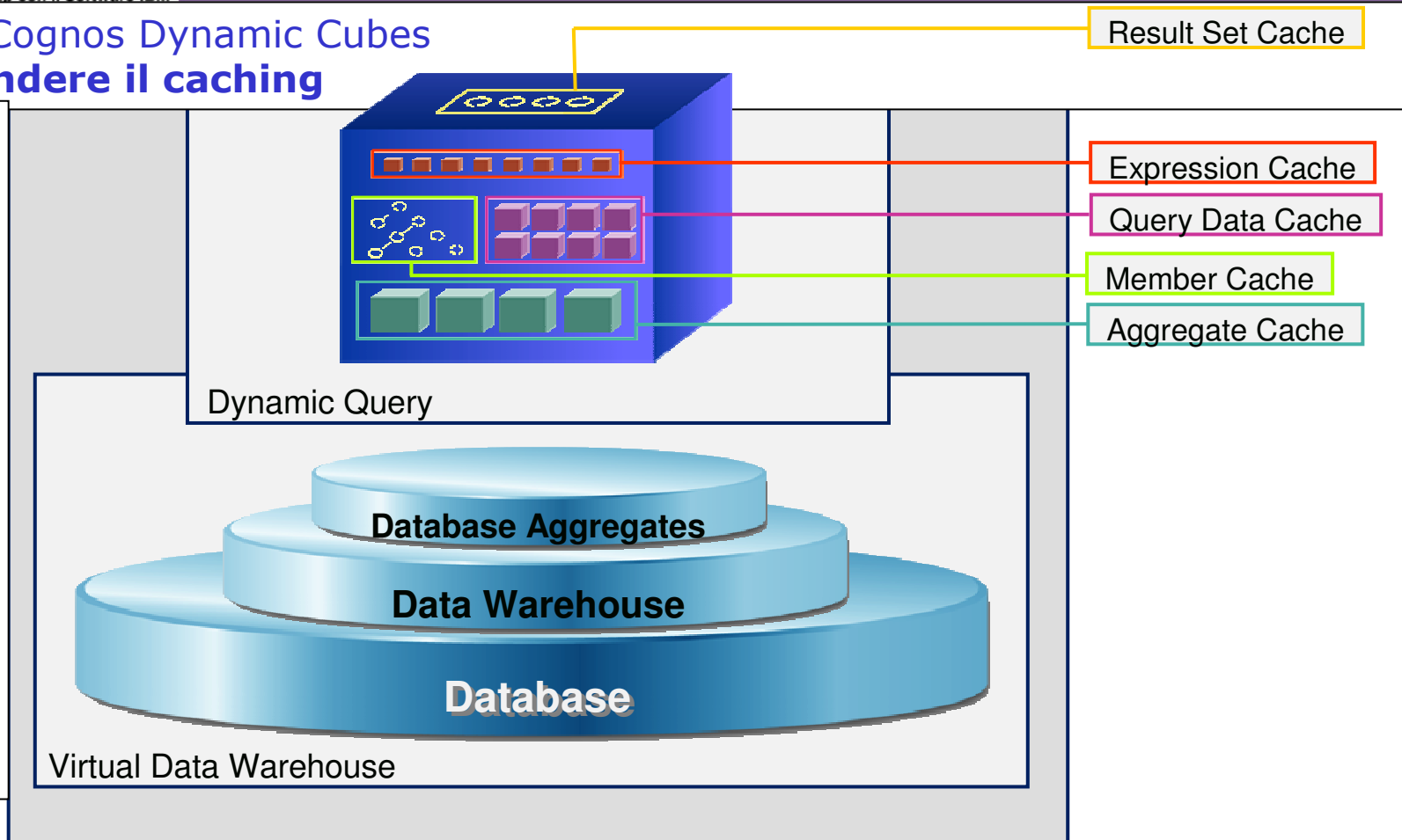
- **Cognos BI** (Sempre più in Memory: DQM, DC, TM1 10;)
- **Cognos Insight** (Ottimizzazione Valori In Memory)
- **Mobile** (Ottimizzati i tempi di elaborazione file .mht)
- **TM1** (Incremento delle performance di ricalcolo istantaneo, uso del parallel mode process. DMQ Ottimizzato con connettore dedicato BI, ottimizzazione automatica delle regole..)





IBM Cognos Dynamic Cubes Estendere il caching

- Caches are generally shared across all users
- Security is applied on top of the caches, so everyone benefits





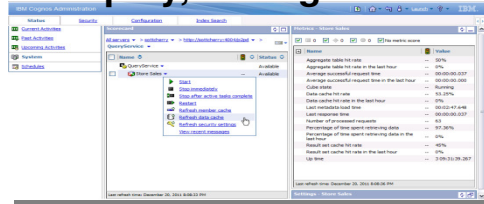
IBM Software Network 2013
Fare partnership con il Software IBM



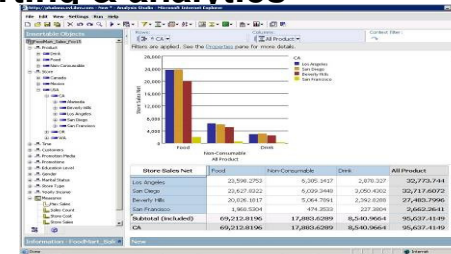
IBM Cognos Dynamic Cubes

Performance & Scale

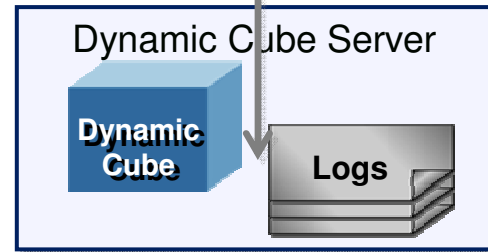
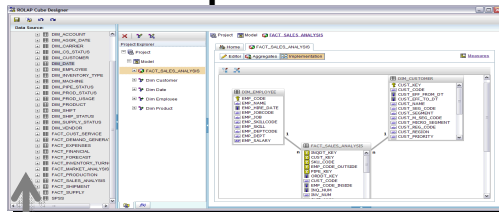
2. Deploy, manage



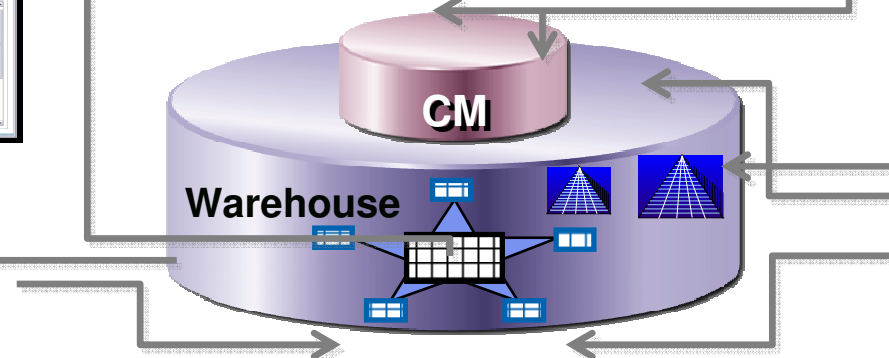
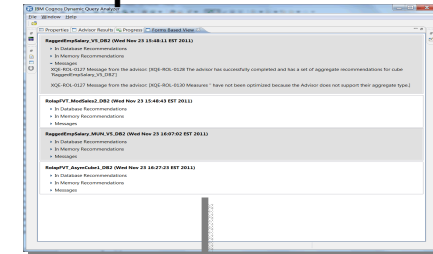
3. Reporting & analytics



1. Model & publish



4. Optimize

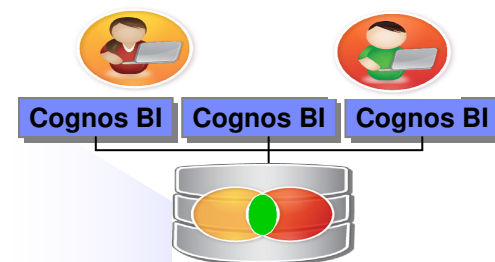


Strategia ed Innovazione BA IBM Cognos Business Analytics

Flexible
Deployment

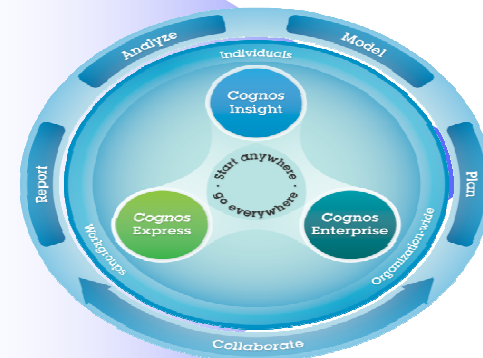


Aumentare il "TtV"
Con la Semplicità e
l'integrazione



Evoluzione Performance

- **Cognos BI** (Multi Tenant, Ready on SmarterCloud, Full 64Bit deploy, Data Manager Ottimizzazione Data Volumes)
- **Cognos Insight** (Distribuzione Dati e Metadati su BI, costruzione automatica Modelli TM1 + BI)
- **Mobile** (Plug N Play)
- **TM1** (Sempre più Integrato in BI, DrangNDrop, What IF Web Ready)

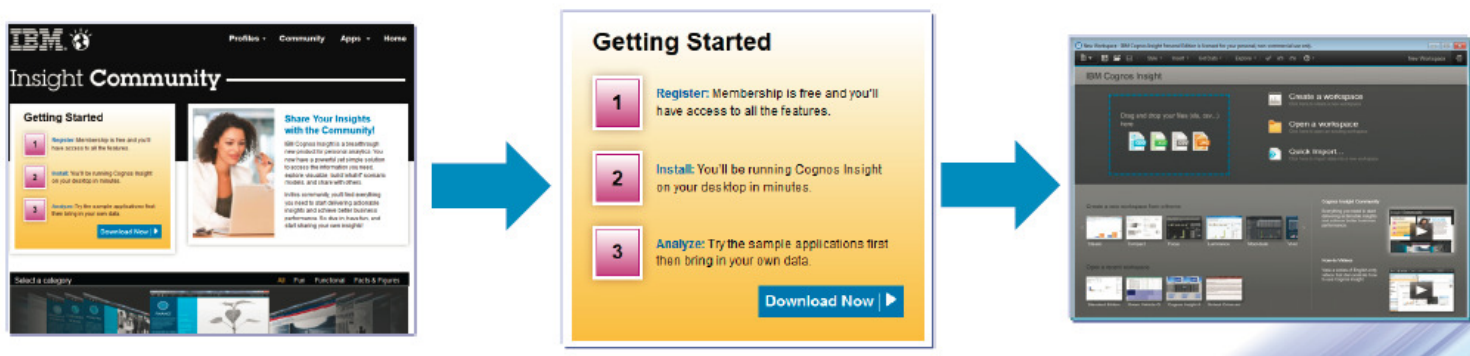




EXPERIENCE COGNOS INSIGHT!

New & Free! Cognos Insight Personal Edition

- Access your personal data to do fast, meaningful analysis right on your desktop
- Import data from spreadsheets and comma separated value files (.CSV)
- Create dashboards and plans in seconds, use built in calculations and what-if scenario modeling, all with no scripting
- Available in over 20 languages
- Utilize for non-commercial use only
- Quickly download Cognos Insight and access samples, demo videos or even a short tutorial all from [AnalyticsZone - Getting Started with Cognos Insight](#)



INVESTIMENTO IBM SUL CANALE DI VENDITA



INCENTIVI

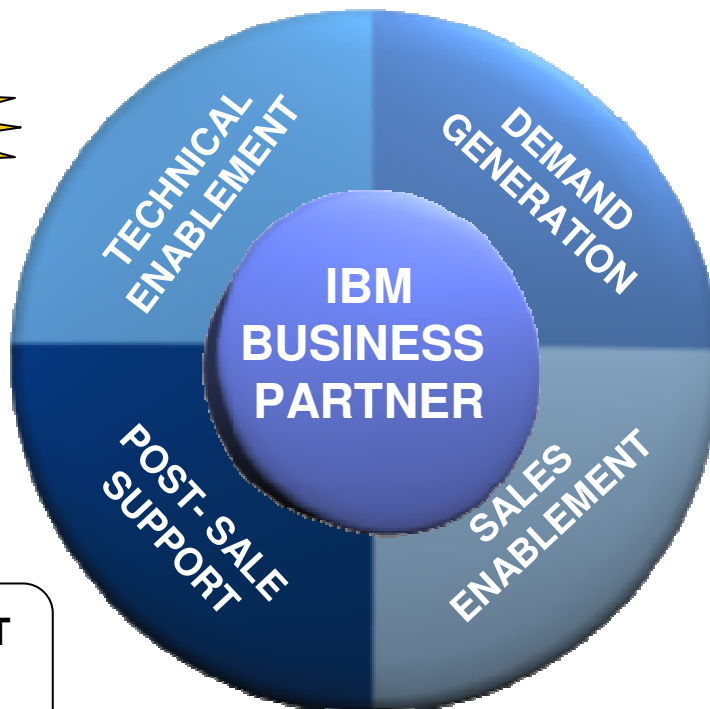
- SVI 10%-20%
- SPP
- BPLM (MIDMARKET FOCUS)
- YOU PASS WE PAY

TECHNICAL ENABLEMENT

SUPPORTO IBM PRE-SALE TEAM
SW VALUE PACKAGE
CERTIFICAZIONI
TEC WORKSHOPS
IBM INNOVATION CENTER

POST SALE SUPPORT

- SUBSCRIPTION & SUPPORT
- AD HOC SERVICES
- CUSTOMIZED TRAINING



DEMAND GENERATION

SINERGIA CON IBM SALES TEAM:
PIANIIFICAZIONE INTERVENTI,
ACCOUNT PLANNING,
VALIDAZIONE OPPORTUNITA'
LEAD PASSING <100K
CO-MARKETING

SALES ENABLEMENT

- PROMO & PLAYS (VELOCITY, S7=>CX)
- KIT DI VENDITA (EX:PLANNING=>TM1)
- PARTNERWORLD
(DEMO, PRZ, DOWNLOADS)
- REFERENZE
- VAD SALES SUPPORT

IBM FORNISCE SUPPORTO TECNICO ED INCENTIVI COMMERCIALI ATTRAVERSO TUTTE LE FASI DEL CICLO DI VENDITA



BP ENABLEMENT - 1Q 2013 Event Calendar (with 2Q Preview)

