

IBM Performance 2012

Smarter Analytics. Smarter Outcomes.



A hands-on experience **IBM Cognos Insight**

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30-10-2012





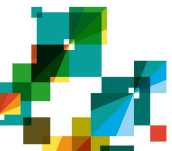
Agenda

1 Why ?

2 What is it ?

3 Where to get it ?

4 How does it work ?





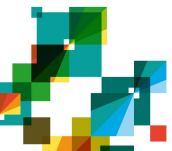
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Business analysts need the ability to do their own analysis – more than spreadsheets but don't want the complication of professional report designers

Business demands are increasing

- BI requirements change faster than an IT-centric support model can keep up

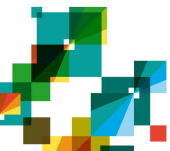
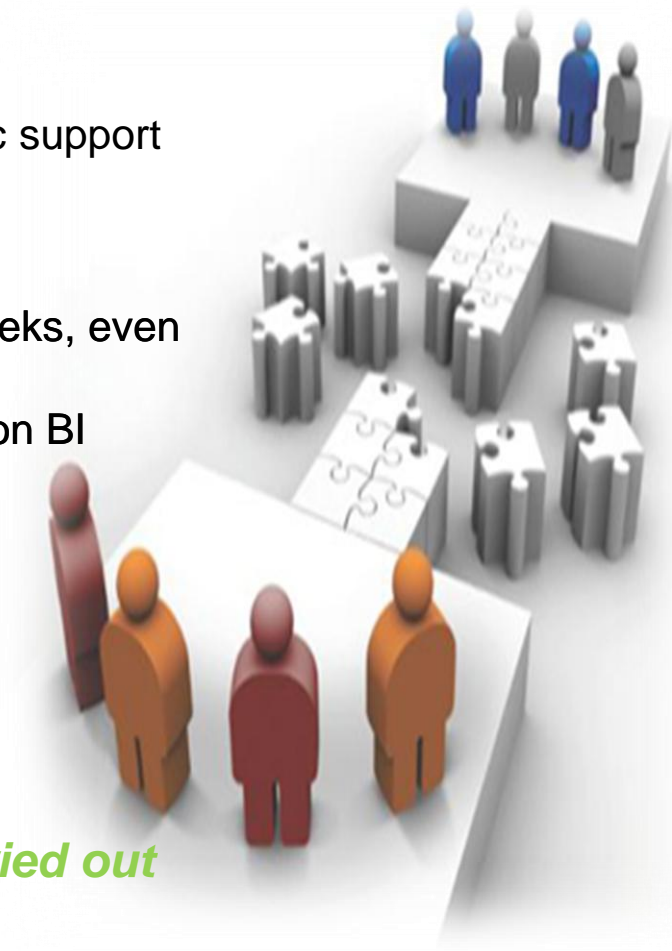
Complexity and Bottlenecks

- Traditionally supporting BI takes time: days, weeks, even months
- Business and IT do not always see eye to eye on BI applications and projects

Limited Time, Resources and Budget

- Multiple competing initiatives
- Need to do more with less

80% of all BI requirements should be carried out by the business user



Business Analyst

“The data | need is not only in corporate systems.”



HR Director

“I can’t afford to **wait** for
someone else to build it.”



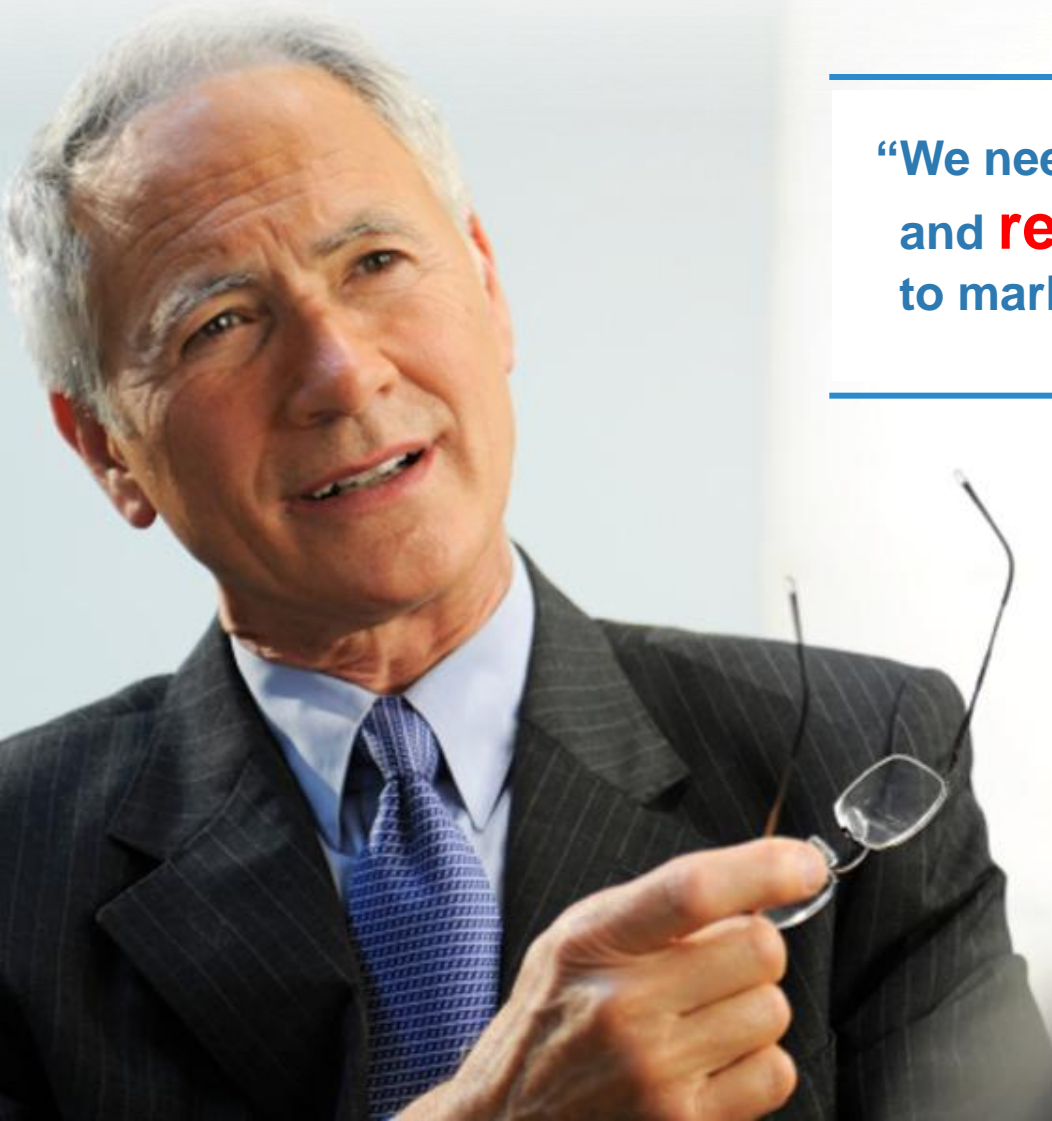
Marketing Manager

“I need to make **easy comparisons** between my data sets”



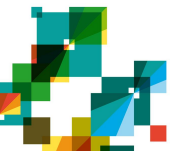
Regional Sales Executive

“We need to understand
and **respond** faster
to market changes.”



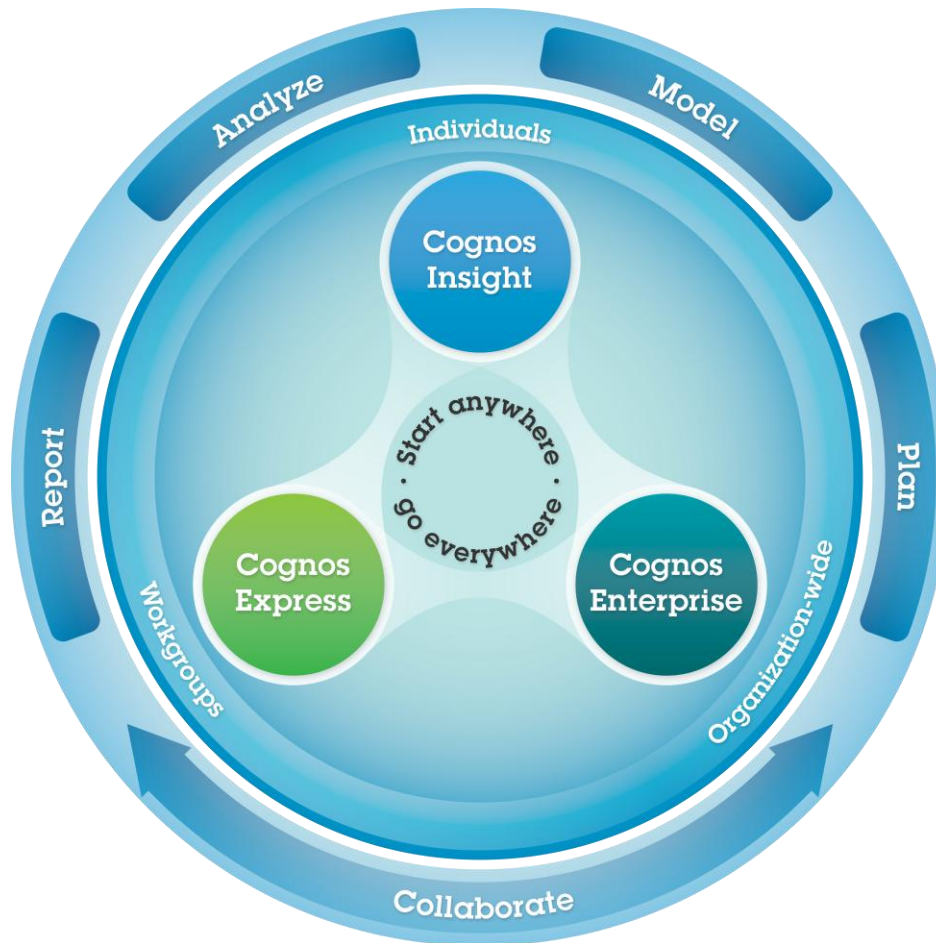


IBM Cognos Insight

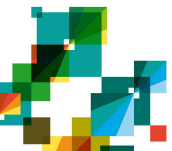


The IBM Cognos Family

Analytics in the hands of everyone

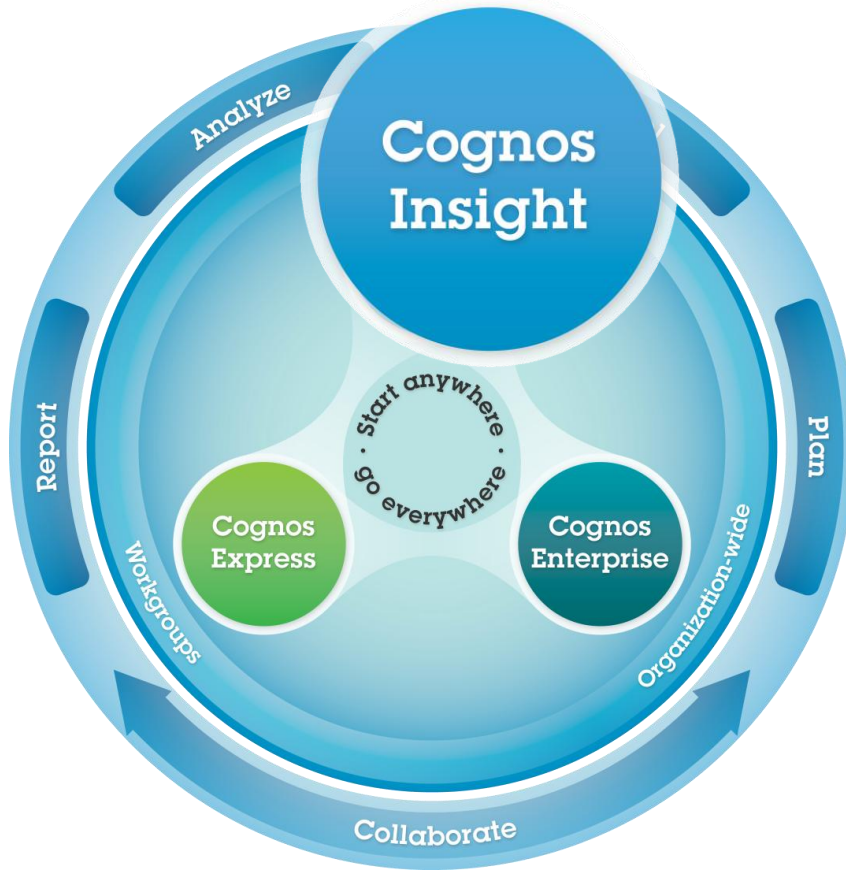


- **Insight to action with every product**
- **Right-sized for your organization**
- **Built to future-proof your investment**

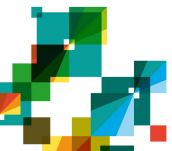


IBM Cognos Insight

Personal analytics without compromise

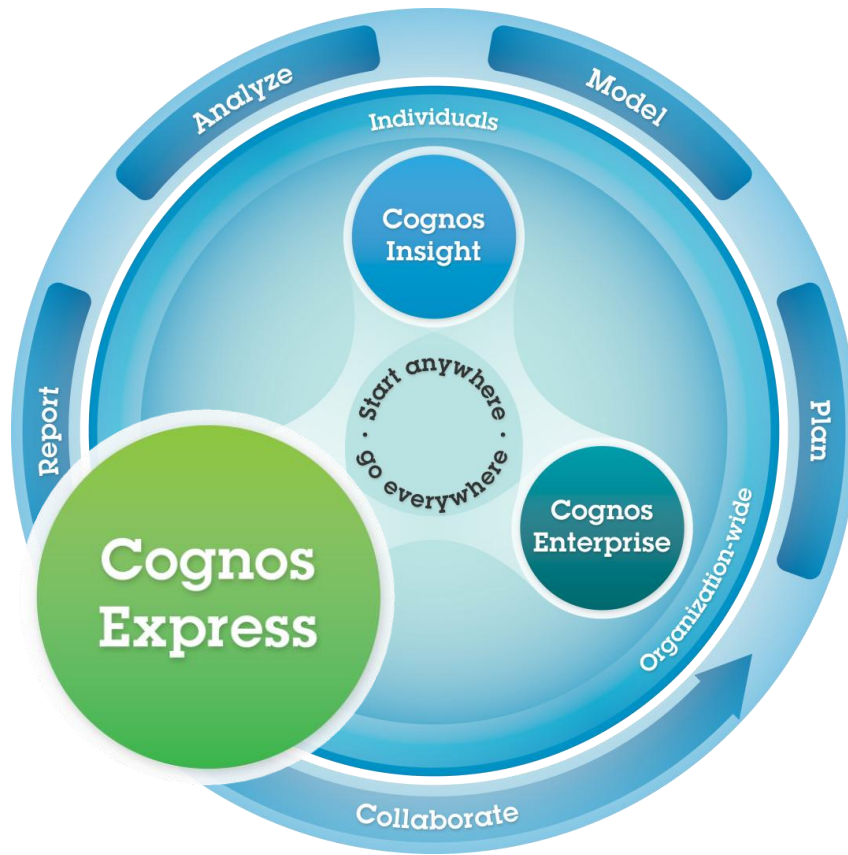


- Visualize, explore and share insight
- Independently take insight to action
- Wired for the enterprise

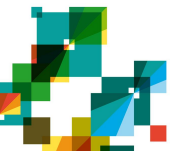


IBM Cognos Express

Think big. Start small.

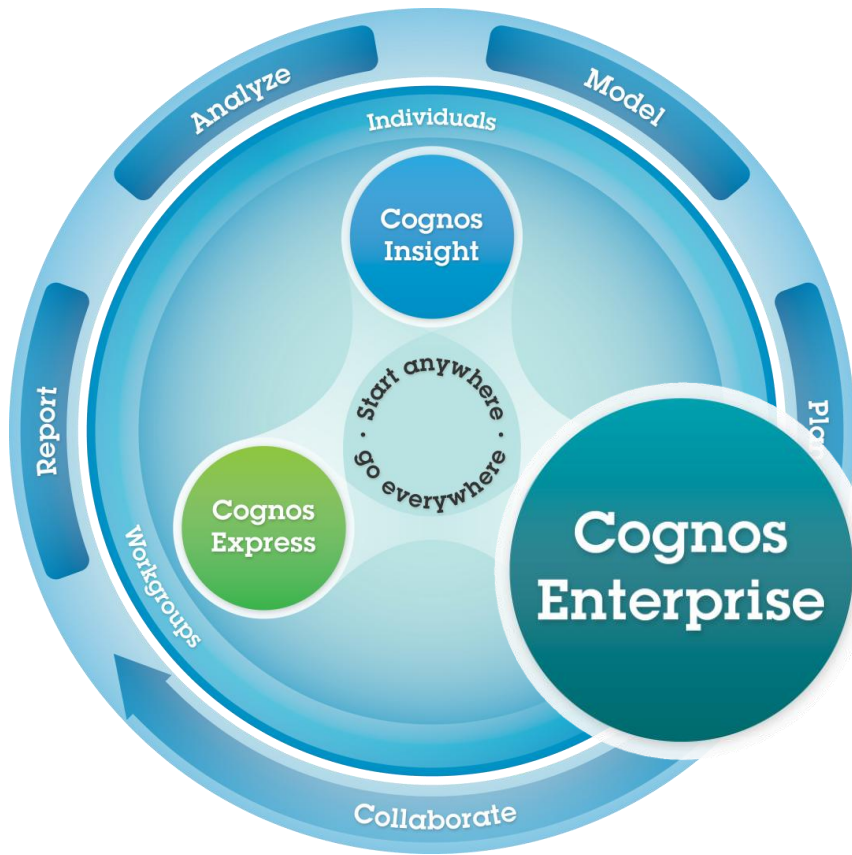


- **Easy to install**
pre-configured solution
- **Easy to use**
self-service empowers business users
- **Easy to buy**
packaged and priced right

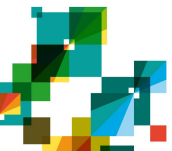


IBM Cognos Enterprise

Incredibly powerful. Incredibly simple to use.



- Arm every business user with the analytics they need
- Support the way business users choose to work
- Meet the entire organization's needs with cost-effective scale





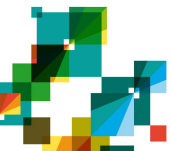
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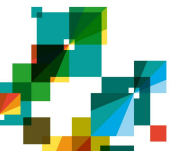
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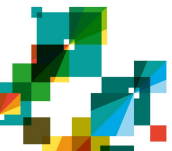
Insight to Action





DEMO

Insight to action





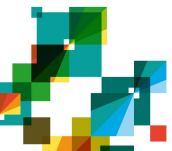
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Forums, Training, Examples, and more!

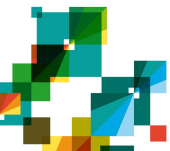
ANALYTICSZONE.com

Insight Community – Analyticszone.com



- **Web Community for registered users**
 - Prospects, customers, IBMers, partners
- **Compelling sample applications – over 25 for launch**
 - Mix of fun and professional apps
 - The Performance Manager apps
 - Blueprints
- **Training modules – video and samples**
- **Support via discussion boards**
- **User contributed uploads**
- **Free download Cognos Insight Personal Edition**
- **Purchase Standard Edition**
- **Designed to adhere to IBM.com style guide and BAO Smarter Analytics branding standards**

The screenshot shows the IBM Insight Community website. At the top, there's a navigation bar with the IBM logo, user profile information (Welcome, Sarah Connor), and links for Profiles, Communities, Apps, and Home. Below the navigation, the main content area features a 'Getting Started' section with a numbered list of three items and a 'Download Now' button. To the right is a video player showing a man and a woman. Below that is a 'What Insight Does For You' section with a chart and descriptive text. Further down, there are sections for 'Community' (listing topics like Getting Started with Cognos Insight, Development, etc.), 'Events and Workshops' (listing IBM Virtual Performance 2012, IBM Midsize Business Analytics Virtual Summit, etc.), 'Jump Start Applications by Function' (listing Sales, Marketing, Customer Service, Finance, Human Resources, etc.), and 'Resource Central' (listing various resources and a video player). A 'Join for Free' button is visible on the right side of the page.





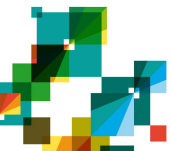
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WE WANT YOU!



Next:

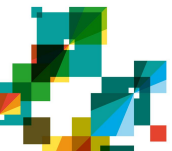
HERE : BA experience workshop

More:

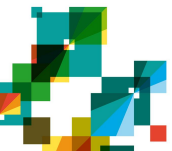
Gemeente Pijnacker

Imtech

Wehkamp



Thank You



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