

IBM Performance 2012

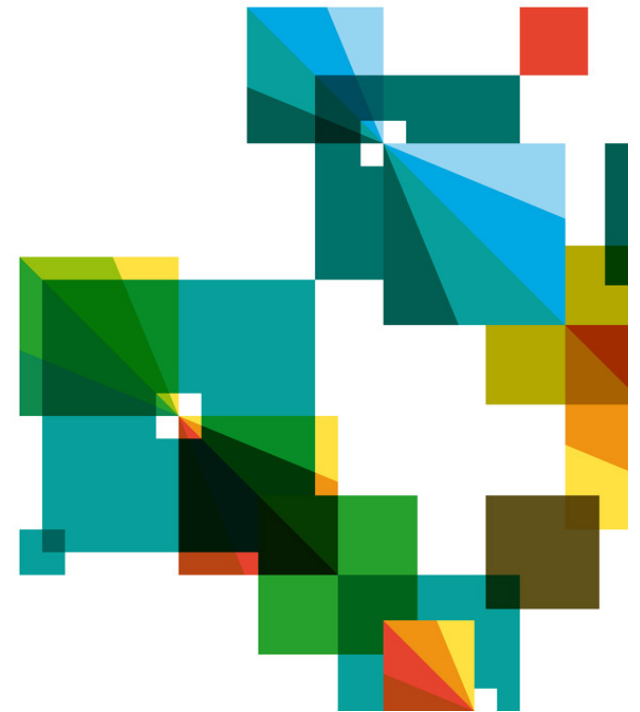
Smarter Analytics. Smarter Outcomes.



Cognos 10.2, what's new?

Richard Vanhouten

30th October 2012





Agenda

1 Introducing the Cognos family

2 What's New in IBM Cognos Enterprise and IBM Cognos Insight

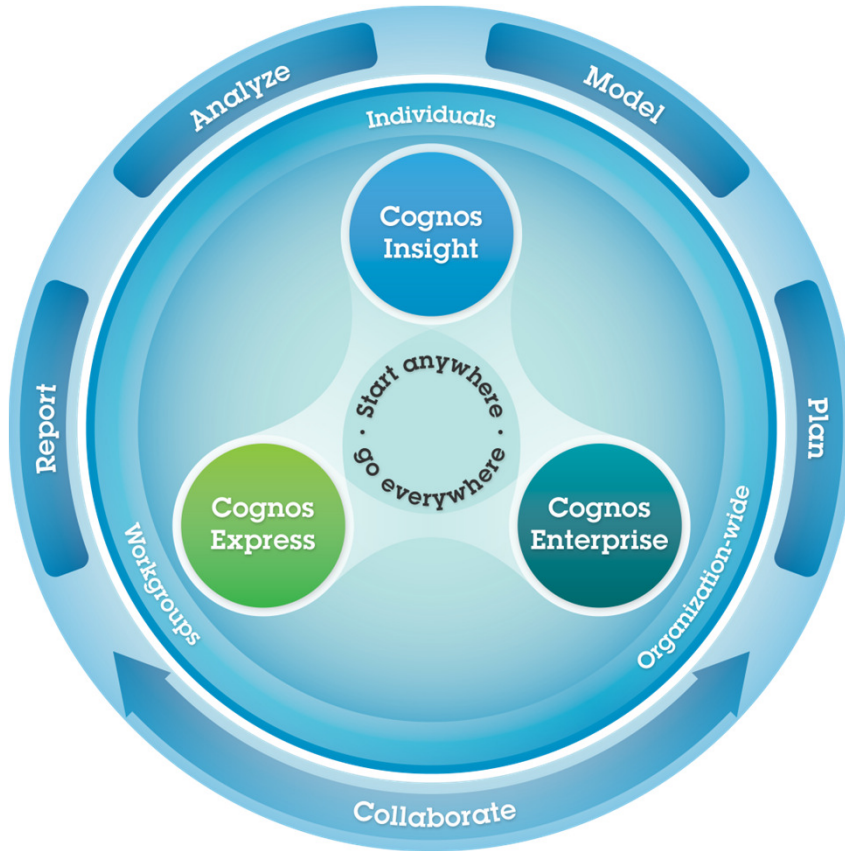
3 Summary and Close





IBM Cognos family

Analytics in the hands of everyone



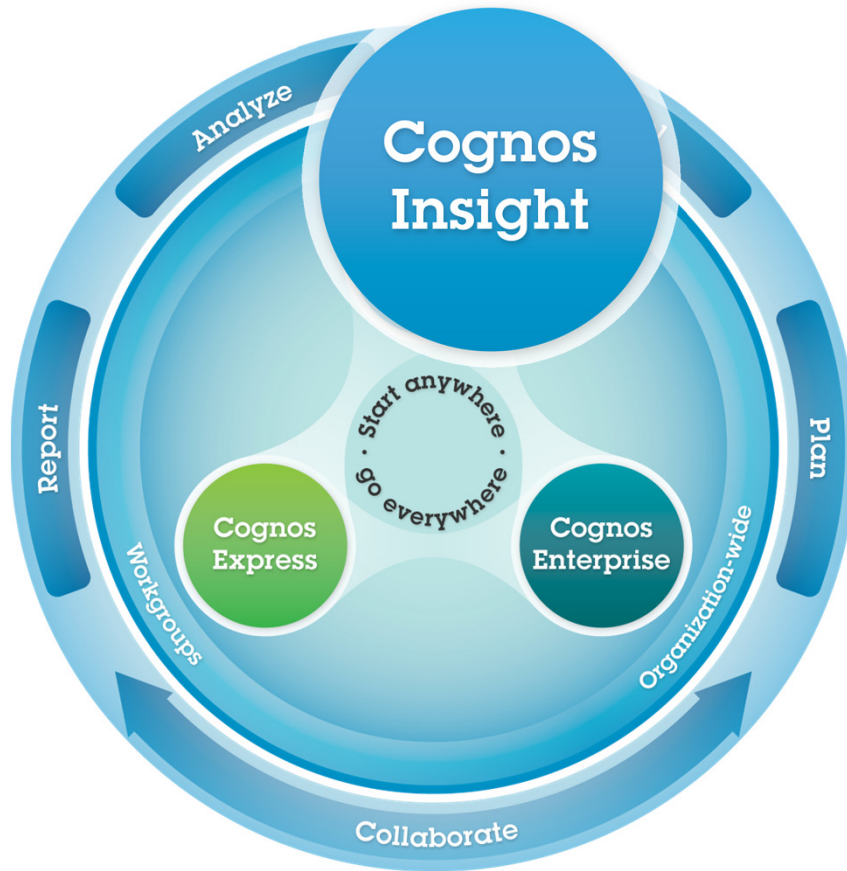
- Insight to action with every product
- Right-sized for your organization
- Built to future-proof your investment





IBM Cognos Insight

Personal analytics without compromise



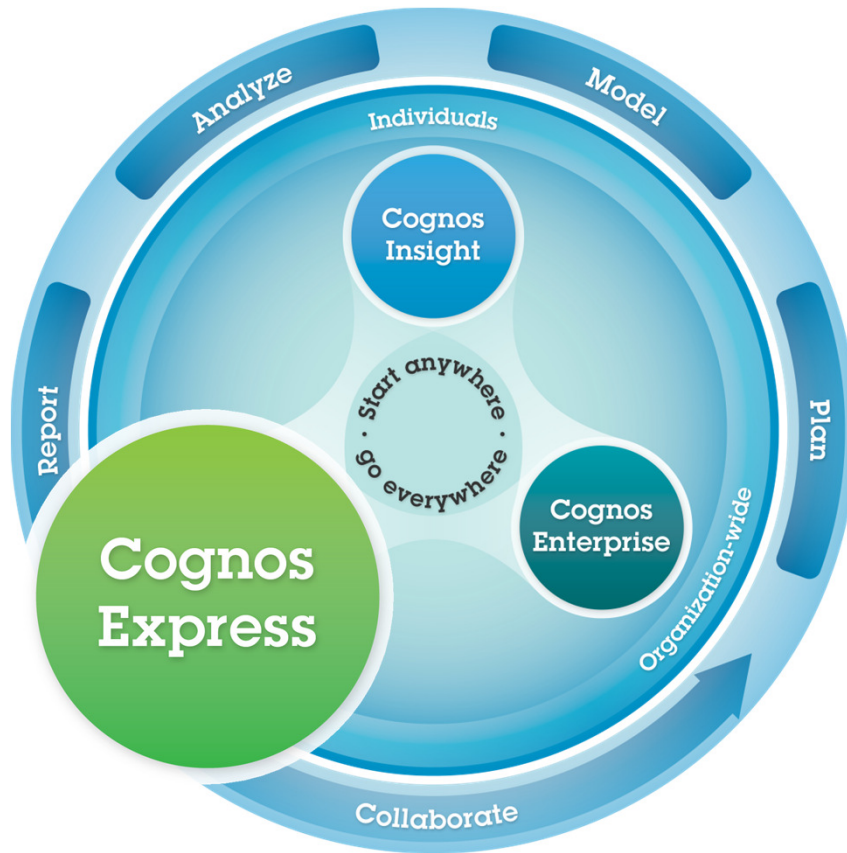
- Visualize, explore and share insight
- Independently take insight to action
- Wired for the enterprise





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



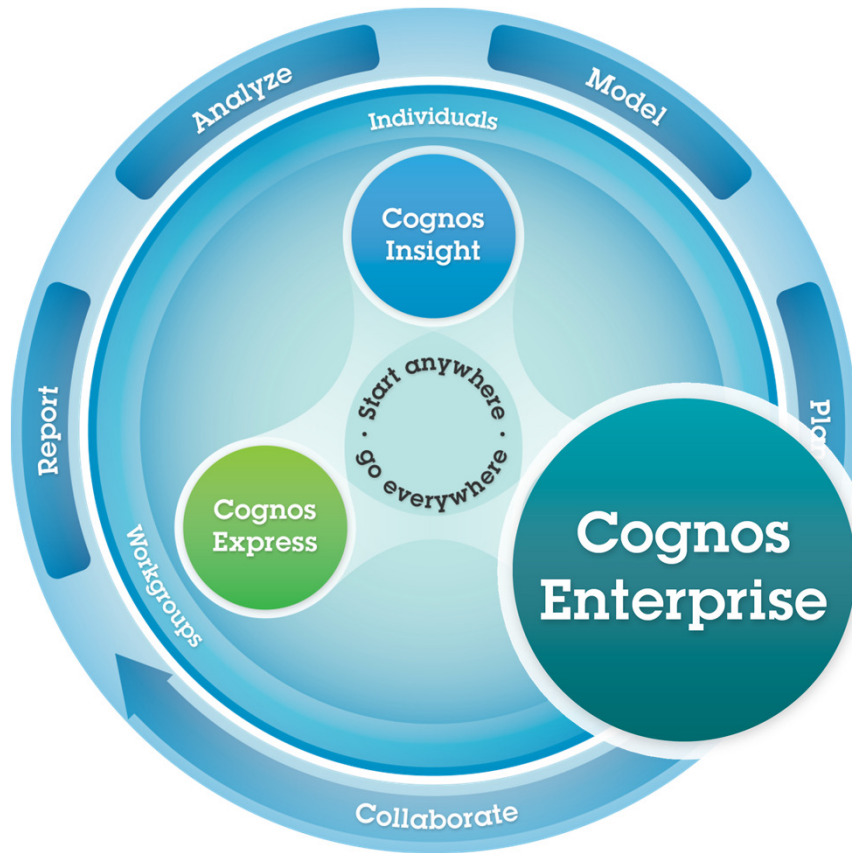
IBM Performance 2012
Smarter Analytics. Smarter Outcomes.





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





IBM Cognos family

Right-sized set of capabilities to fit the business need

	Cognos Insight	Cognos Express	Cognos Enterprise
Dashboards	✓	✓	✓
Analysis	✓	✓	✓
What-if Scenario Modeling	✓	✓	✓
Planning and Budgeting	✓	✓	✓
Production Reports		✓	✓
Microsoft Office Integration		✓	✓
Support for iPad		✓	✓
Other Mobile Devices			✓
Enterprise-wide Collaboration			✓
Scorecarding			✓





Agenda

1 Introducing the Cognos family

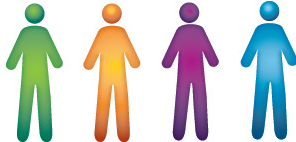


2 What's New in IBM Cognos Enterprise and IBM Cognos Insight

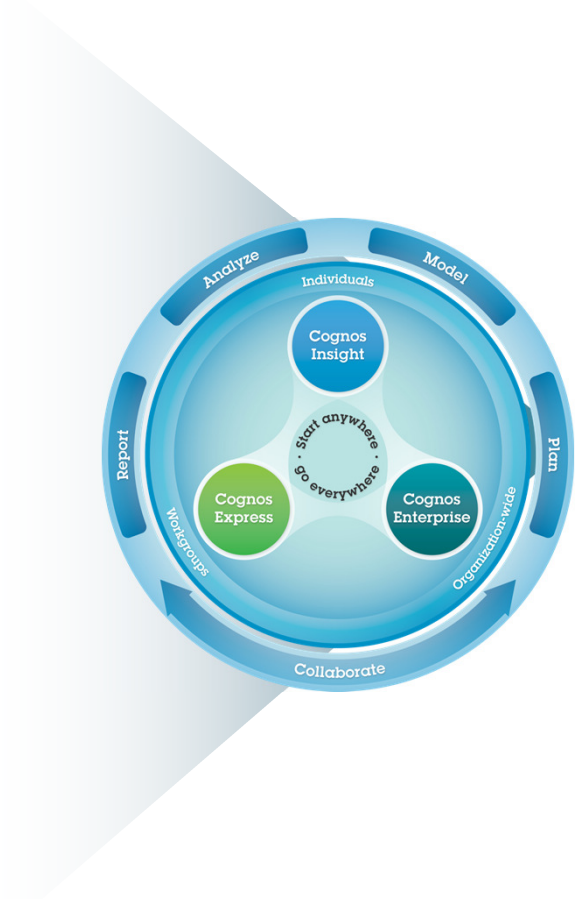
3 Summary and Close





What's new in the Enterprise and Insight?

<h2>User Experience</h2>	 <p>Enable users to focus on what's important</p>
<h2>Performance & Scale</h2>	 <p>Meeting the demands of growing data volumes</p>
<h2>Flexible Deployment</h2>	 <p>Accelerate time to value with simplicity</p>



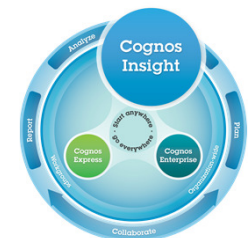
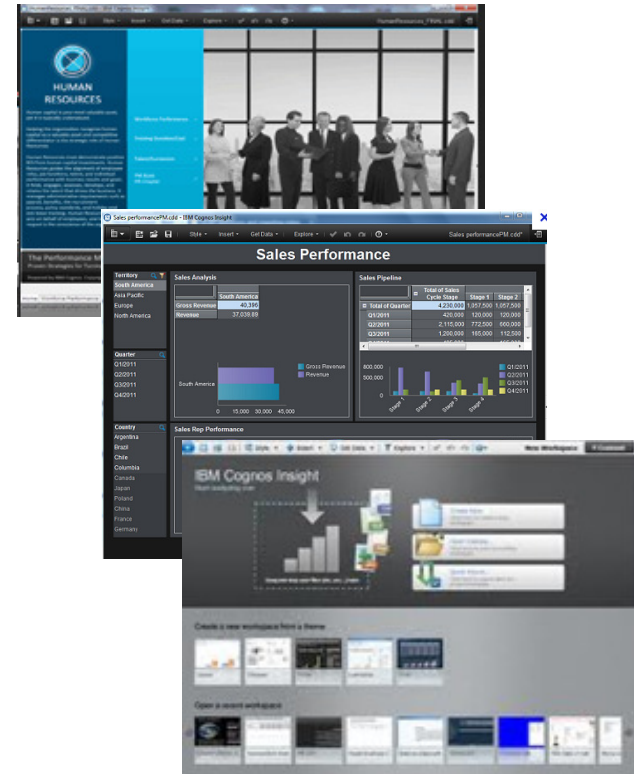


IBM Cognos Insight V10.2

Enable users to focus on what's important



- **New ways to visualize your data**
 - Beginning of next generation visualizations
- **Streamlined User Experience**
 - Smart metadata: automates detection of hierarchies within your data
 - Improved chart interactivity & analysis capabilities
 - Support for new data import sources
- **Share & obtain the enterprise data you want**
 - Consistent look & feel publishing information to the broader department or enterprise
 - Import data directly from Enterprise BI models
 - Take subsets of planning models disconnected





IBM Cognos Insight V10.2

IBM 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 calculators 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](#)

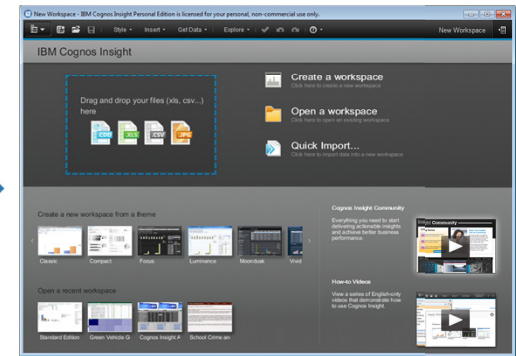
GRATIS!!!



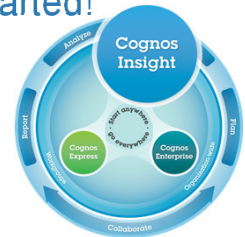
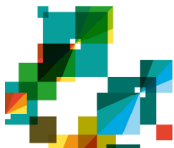
AnalyticsZone.com



Click Download Now



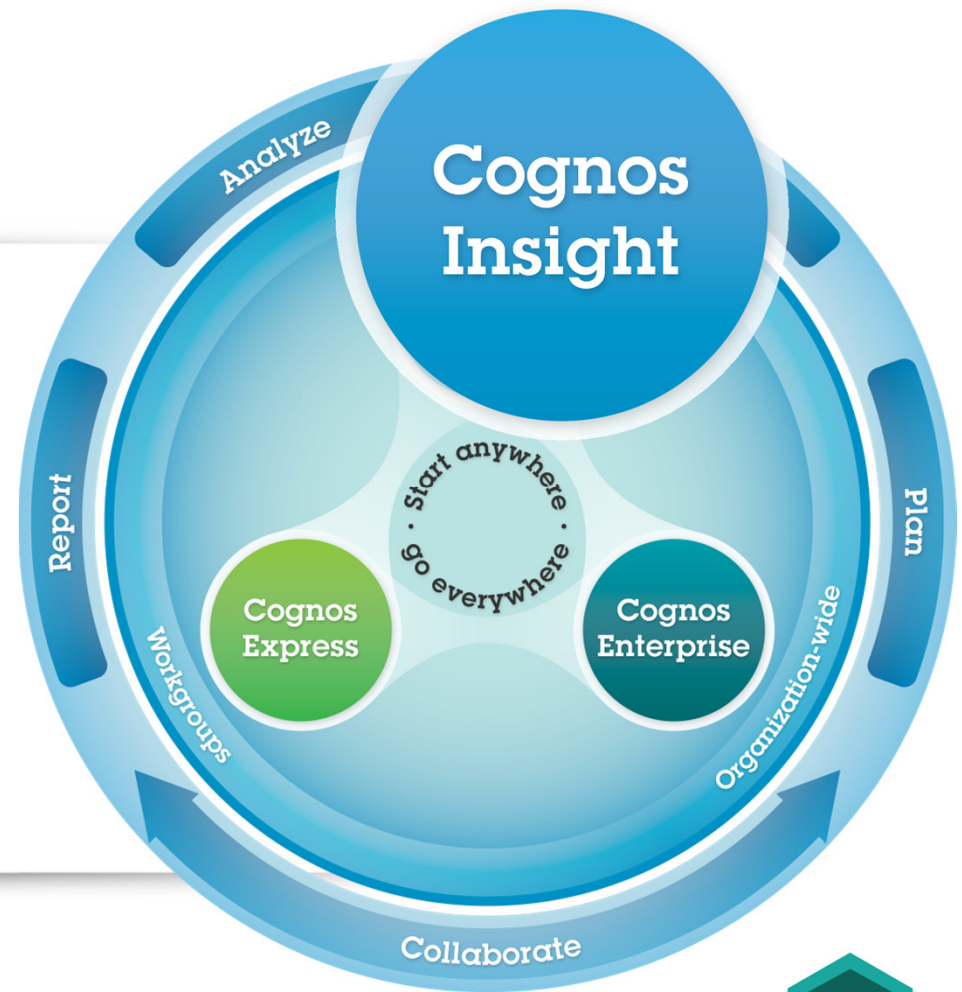
Install and Get started!



DEMO

IBM Cognos Insight V10.2

- IBM Cognos Insight

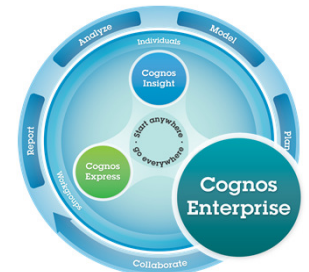




IBM Cognos Business Intelligence V10.2

*IBM Cognos Workspace & *IBM Cognos Workspace Advanced

- **Get the right visualization fast**
 - Visualization coach provides the right visualization based on best practice and underlying data
- **Simplifying navigation through your content**
 - Tab experience
 - Consistent global filtering across tabs
 - Ability to setup action buttons
- **Graduated Capability Experience**
 - Control and govern capabilities by user role ranging from consumption, to interaction, to assembly of information



Business Analytics software



Firefox | 2012 Executive Dashboard* - IBM Cogno... | 2012 Executive Dashboard*

Future Chips INTERNATIONAL Executive Dashboard

KPIs

	New orders	Target Orders	Revenue	Cust Sat	Churn rate	Late Shipments	Defects
Alabama	502.28	538.73	\$18,225.00	73%	3%	3%	10%
Arkansas	378.35	568.62	\$18,225.00	75%	3%	1%	8%
Delaware	617.46	699.11	\$18,225.00	76%	9%	3%	9%
District of Columbia	519.05	491.35	\$83,835.00	80%	23%	1%	9%
Florida	459.27	506.66	\$182,250.00	80%	18%	4%	12%
Georgia	727.54	505.2	\$218,700.00	73%	28%	4%	12%
Kentucky	398.03	617.46	\$18,225.00	79%	16%	1%	12%
Louisiana	443.96	605.8	\$18,225.00	75%	23%	1%	14%

Real-time Monitoring

Churn propensity

Call Volume

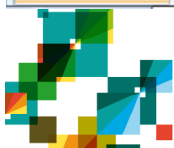
Customer Satisfaction

Select a value

2009-Q1 2009-Q2 2009-Q3 2009-Q4 2010-Q1 2010-Q2 2010-Q3 2010-Q4 2011-Q1 2011-Q2 2011-Q3 2011-Q4 2012-Q1 2012-Q2 2012-Q3 2012-Q4

2009-Q1 - 2012-Q2

Resource Allocation Plan



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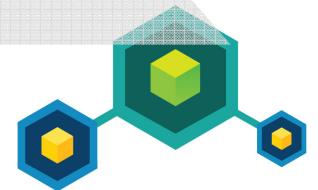
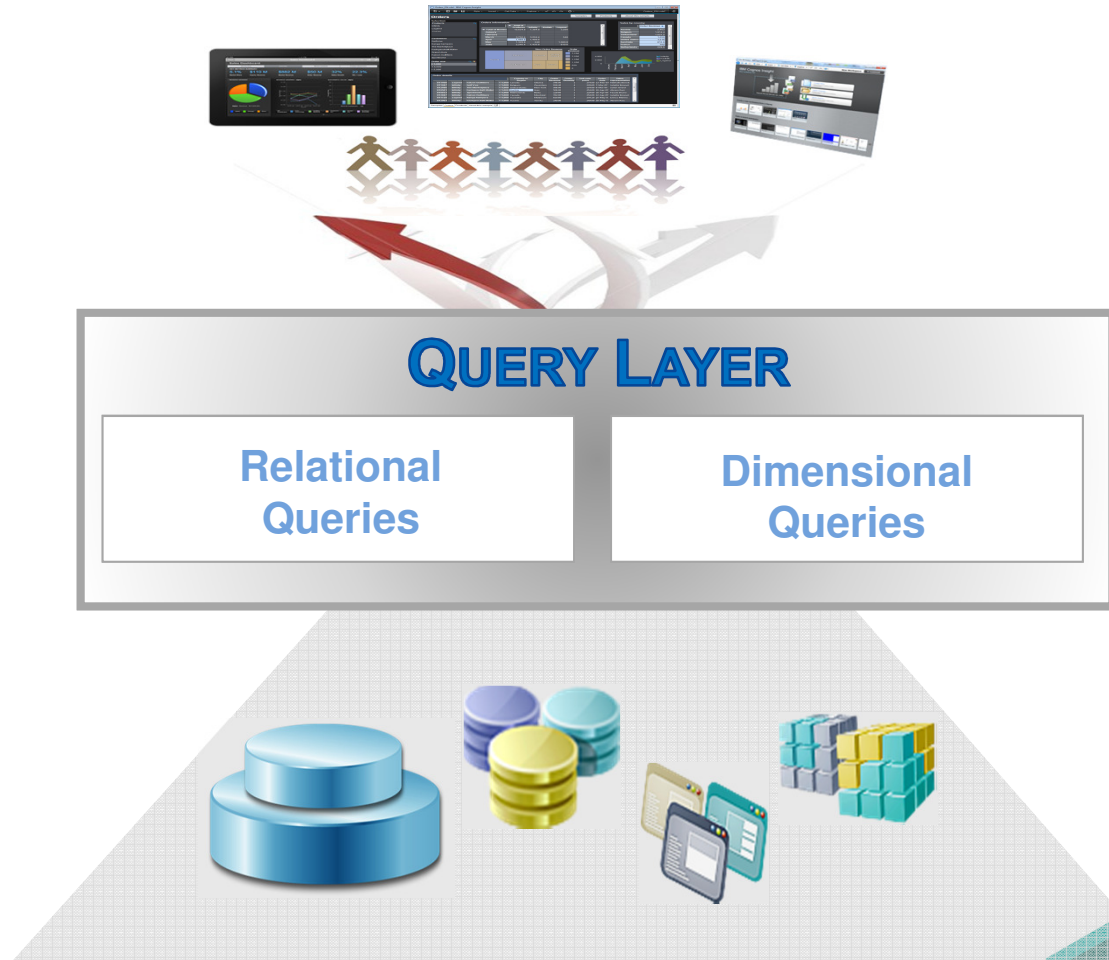


IBM Cognos Business Intelligence V10.2

Meeting the demands of growing data volumes

IBM Cognos Data Strategy

- Flexible, Fast, Optimized
- All Interfaces
- Common Business View
- Open Data Access





IBM Cognos Business Intelligence V10.2

IBM Cognos Dynamic Cubes

•Cognos Dynamic Cubes: Drive high performance analytics on large data volumes while reducing IT costs.

- Comprehensive in-memory caching accelerated with aggregate awareness
- Aggregate administration is streamlined and applies optimized aggregates without re-authoring
- Fully integrated with the Cognos BI platform

GRATIS!!!

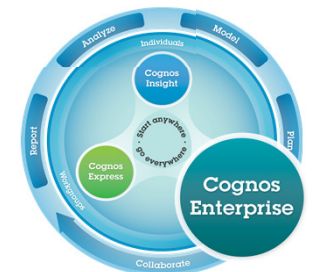


80x

Faster on average when leveraging in-memory aggregates



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IBM Cognos Business Intelligence V10.2

Accelerate time to value with simplicity



Enterprise ready BI environment up and running in minutes

- **Rapid Deployment with BI workload patterns**
 - Automatically deploys high availability BI environments with elastic scaling
 - Simplify management of entire BI environment
 - Get to the value of analytics faster
- **Ensure Isolation of Content in a Multi-tenancy environment**
 - Complete isolation of tenants within a single instance of Cognos BI
 - Simplified Management of Multitenant Applications





IBM Cognos Business Intelligence V10.2

Accelerate time to value with simplicity

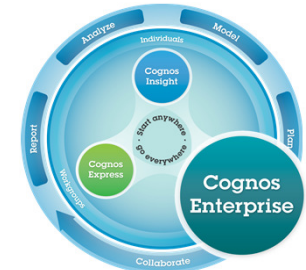
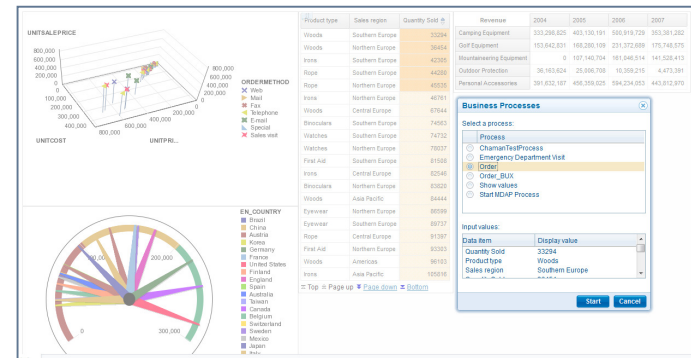


- **Report and analyze information from Big Data**
 - Cognos Enterprise integration with IBM BigInsights (Hive Support)

- **Instantly action a process from BI content**
 - Invoke a business process from WebSphere within BI content

- **Extended System Z support**

- Cognos BI v10.2 support for z/OS
- Cognos BI v10.2 support for Linux on System z
- Cognos Analytic Server support for Linux on System z
- ...plus real-time scoring with DB2 for z/OS and SPSS Modeler 15
- ...plus SPSS Statistics





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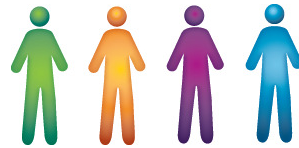
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What's new?

User Experience



Enable users to focus on what's important

Performance & Scale

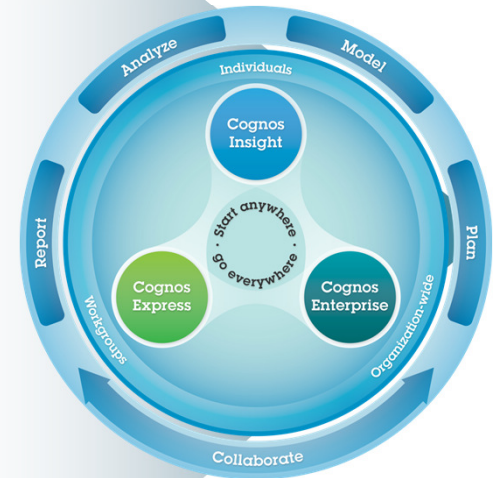


Meeting the demands of growing data volumes

Flexible Deployment



Accelerate time to value with simplicity





Next:

- *Roelof Hemmen*
- *Brian Farley, coach Dutch baseball team*

Closure -> drinks @ reception





Thank You



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