



IBM Business Analytics Showcase

Smarter Decisions. Better Results.

Note: This presentation will feature product demonstrations with fonts around this size >

- FINSLSW
 - + Periods
 - + Products
 - + Broker
 - + Staff
 - + Channel
 - + Sales Facts
 - + Data Tier
 - + Corporate Plan

Please sit where you can comfortably read the above text.



- Instrumented
- Interconnected
- Intelligent



Business Analytics delivers insights to drive better outcomes



“What makes companies stand out from one another is the ability to use analytics across the end-to-end business model.”

IBM CFO study (1)

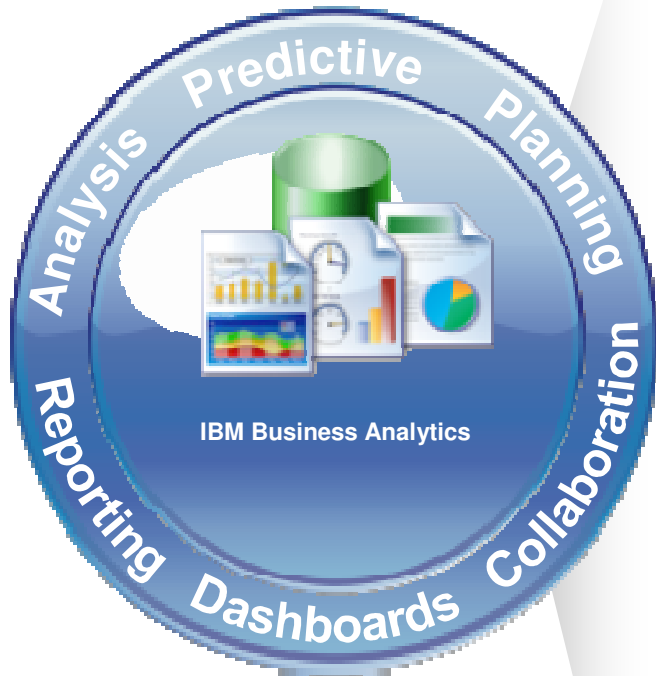
(1) The New Value Integrator: Insights from the Global Chief Financial Officer Study, IBM Institute for Business Value, March 2011.



IBM Business Analytics' Mission:

Empowering people
and organizations
around the world to
drive better business
outcomes through
analytic insight and
foresight





■ All People

- All people, all roles, across your organization and beyond to customers, partners, suppliers
- Start anywhere then grow, individual to internet scale
- Desktop, Workgroup, Enterprise, Cloud

■ All Decisions

- Supports *all* decision types
- Highly collaborative to fully automated
- Strategic, tactical, operational
- Ad hoc, managed delivery, what-if scenarios, predictive
- All time horizons, real-time, historical, potential future
- Structured and unstructured data
- Insight in context with right balance of trust and control

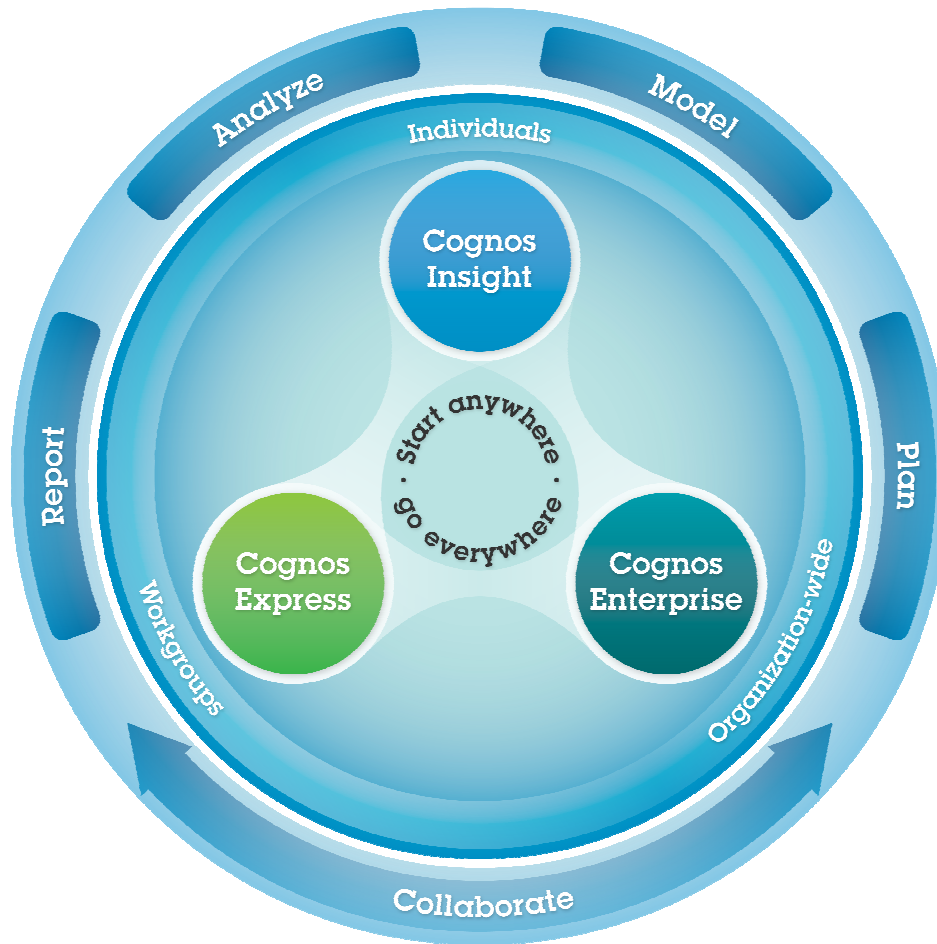
■ Analytic Freedom

- Fast and easy, anytime, anywhere; web, offline, mobile
- Self service, guided, managed or automated
- Discovery with progressive interaction



IBM Cognos 10 family

Analytics in the hands of everyone



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

Start anywhere...go everywhere.



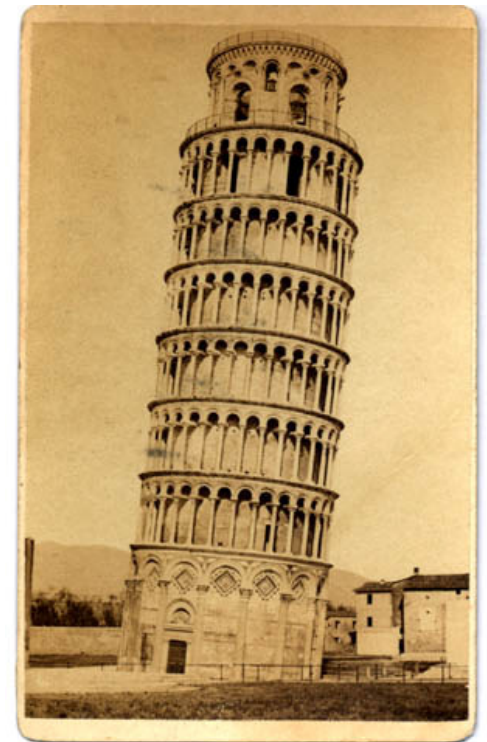
Live IBM Cognos 10 BI System Build

- 09:15 Welcome and Introduction
- 09:35 **Metadata and Data Modelling**
- 10:25 **Enterprise Content Creation**
- 11:10 *Break*
- 11:25 **Personal Data Exploration**
- 12:00 **End User Experience**
- 12:50 **Wrap Up with Q&A**
- 13:00 *Lunch and Interactive 1:1 Demonstrations*
- 13:45 **Elective Sessions:**
- (1) *IBM SPSS or*
 - (2) *Creating and Deploying Planning Models*
- 14:30 *Break*
- (3) *Lifecycle Manager and the Dynamic Query or*
 - (4) *Controller and Financial Reporting*
- 15:30 **Close**



The Foundation for Business Intelligence is the Data Source and Metadata Model.

- Why do we model the data for Business Intelligence?
 - All users must have confidence in the information they are using.
 - All information must be based on common data however or wherever the information is accessed.
 - Information must be easy to use and delivered in terms the business can understand.
- Using IBM Cognos 10 the modeler is able to satisfy these key requirements by
 - delivering a common platform of consistent information...
 - that is shared on an enterprise scale...
 - and used by all BI capabilities



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Break



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The Evolution of Analytics for Business Users



Great data interactivity

Complex analysis
Limited visualizations

spreadsheets



The Evolution of Analytics for Business Users



Great visualizations



Limited data interactivity
Pre-defined analysis

data discovery 1.0



spreadsheets



Great data interactivity



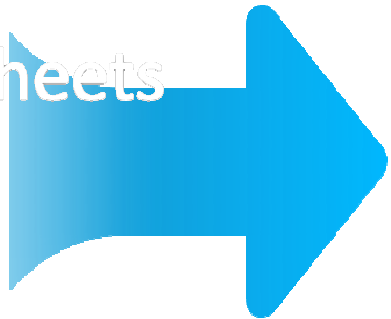
Complex analysis
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The Evolution of Analytics for Business Users



spreadsheets



data discovery 1.0

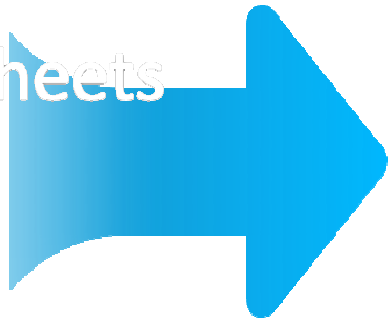
- Complete data interactivity
- Comprehensive analysis
- Great visualizations
- Take action



The Evolution of Analytics for Business Users



spreadsheets



data discovery 1.0



The Evolution of Analytics for Business Users

Cognos Insight

The only sheets
desktop product
that empowers
decision makers to
independently take
insight to action

data discovery 1.0

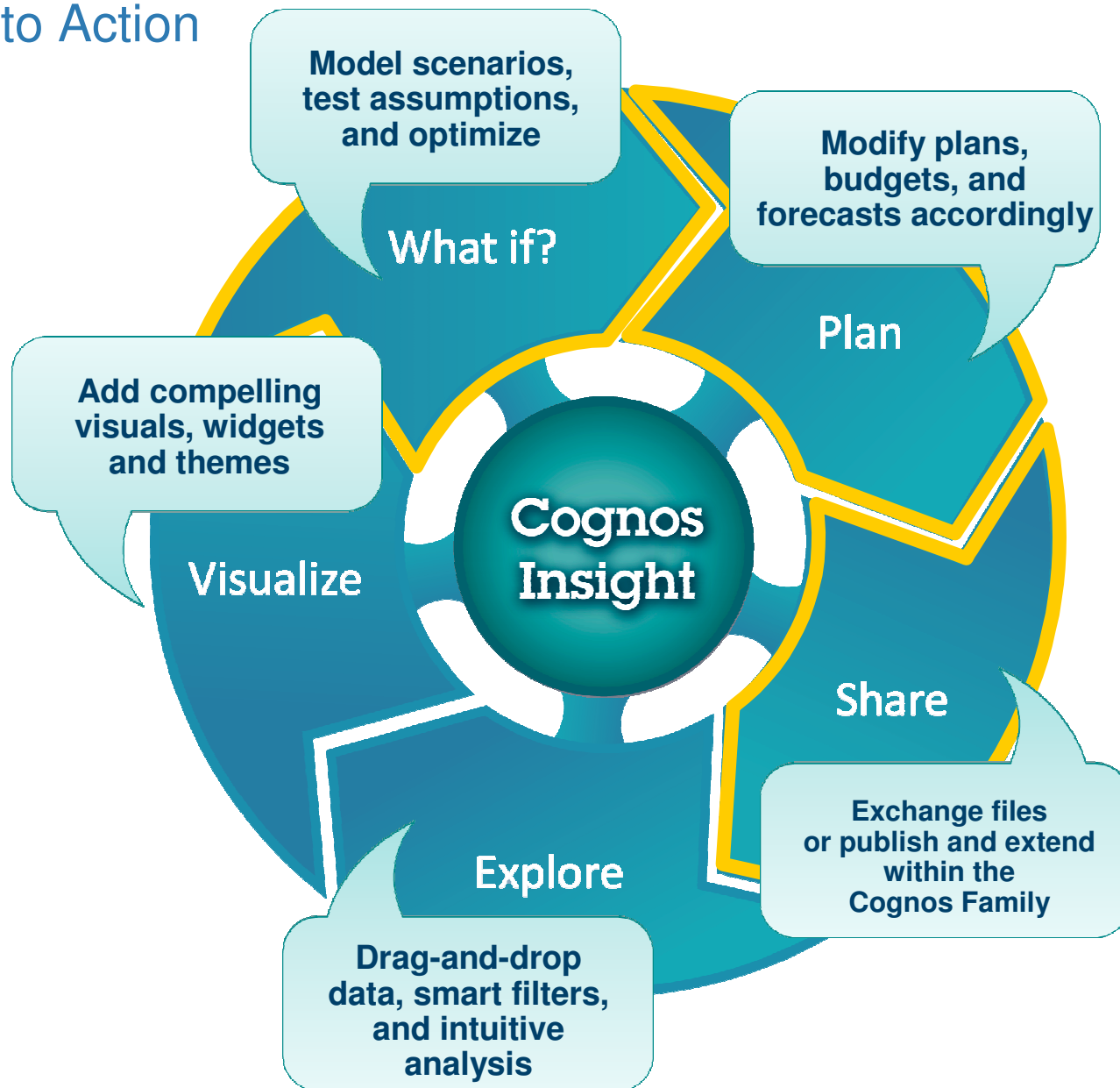


INSIGHT

ACTION



Insight to Action



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Morning Wrap-up

Business Analytics software



Stop Crime Before It Happens !



Business Analytics is about turning insight into outcomes IBM clients are doing it today

Grow, retain and satisfy customers



50%
increased inventory turns

Increase operational efficiency



300%
improved research licensing

Transform financial processes



US\$200 million
increased cash flow

Manage risk, fraud and regulatory compliance

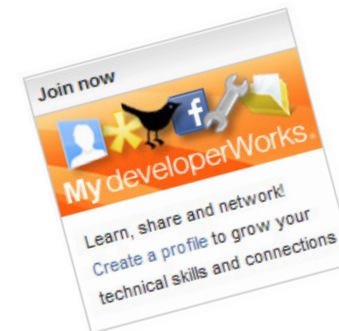


70x
settled legitimate claims faster



Delivering Program Success

- “How-to” Books Deliver Expertise
 - Business Intelligence Strategy
 - IBM Smart Analytics Cloud
 - IBM Business Intelligence Handbook
- Communities & Workshops
 - Business Analytics Experience Workshops
 - Innovation Center & Blueprints
 - DeveloperWorks & Communities
 - Analytics Zone for Cognos Insight
- Services & Training
 - Proven Practice Workshops, Learning Assessment and User Adoption Services
 - Portfolio of self-paced training options
- Broader Deployment Options
 - Expanded offering for System z
 - IBM SmartCloud Enterprise
 - PureApplication System (Expert Integrated System)



Live IBM Cognos 10 BI System Build

13:45 Elective Sessions:

IBM SPSS or Creating and Deploying Planning Models

IBM SPSS - Predictive analytics helps your organization anticipate change so that you can plan and carry out strategies that improve outcomes. This session shows how SPSS can be used to perform statistical analysis of data, find patterns and trends in your data more easily and deploy these solutions within your organisation to achieve measurable ROI including integration with your Cognos BI solution.

Creating and Deploying Planning Models - Understand how easily planning models can be built by the business user with Cognos TM1 10.1. This session provides an overview of the solution's intuitive modelling interface (importing data, defining business logic, etc) and publishing models to a wider audience to achieve structured planning processes.

14:30 *Break*

14:40 *Lifecycle Manager and the Dynamic Query or Controller and Financial Reporting*

Lifecycle Manager and the Dynamic Query: An overview demonstration of the tools IBM provides to automate upgrade testing within your Cognos Business Intelligence environment. This session also provides a first hand view of the Dynamic Query capabilities of Cognos 10 and how it helps to improve performance with visibility into query planning decisions.

Controller and Financial Reporting - Automate and accelerate your close process with a full suite of financial consolidation software designed for finance users. Deliver complete financial results, create financial and management reports

15:30 Close



Thank You

