



# IBM Cognos Forum

Ignite knowledge, ideas, connections

## Smarter Business Intelligence

**Brett King**

Business Intelligence Manager  
Brightstar Logistics



**Information Management**

**Cognos.**  
software

## Introductions

### > Brett King

- Business Intelligence Manager
- Brightstar Logistics



### > Anthony Lee

- BI Consultant
- Focus Strategies & Solutions

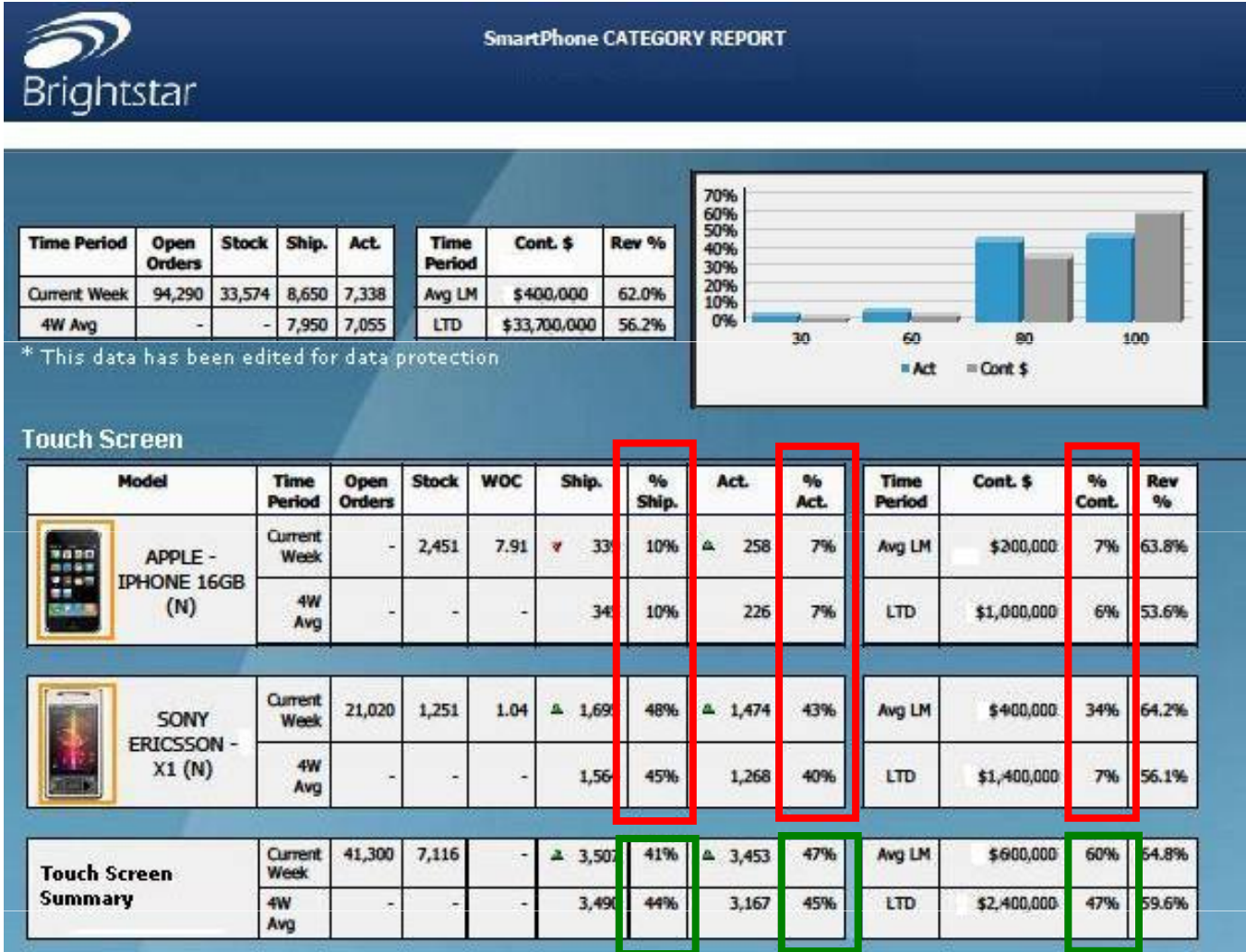


## Agenda

- > Deliver Intelligence**
  - Dashboard reports, Prompts & Filters and Portals
  
- > Cognos 8 is Flexible**
  
- > Manage by Exception**
  
- > Strategy and Project Approach**

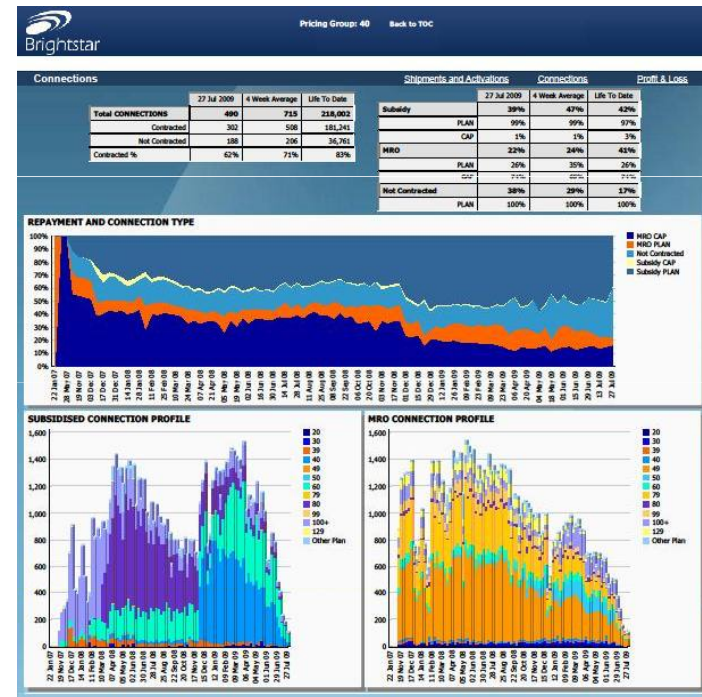
## Deliver Intelligence

- > Presentation and layout are critical
- > Enable recommendations, deliver information in context
- > Consider delivering a 'Decision Dashboard Report'
- > Drill-through to details





# Smarter Business Intelligence



## Use Filter and Structural prompts

- > Optional Filter prompts, 'Would you like to filter by State?'
- > Structural Prompt, 'Do you want this report by State or Business Area?'
- > These options deliver cube-like results without the blank page
- > The idea is to lead users on a guided discovery

## Required Prompts

This report requires that some values be defined by the user, please make your selections from the below options.

1.

**Please select an Analysis Dimension:**  
This prompt controls the axis of the chart, what do you want to display as the x axis?

Date

2.

**Please select a Time Period:**  
What time periods do you want to be able to select for this report?

Weeks

3.

**Please select a Report Period (Week)**  
Please select a start date, relevant end dates will then be displayed, click 'Next>' to then proceed.

From: 05 Jan 2009

To: 29 Mar 2009





## Incorporate a Portal

- > BI is not new, stakeholders now want sleek and sexy
- > Use a Portal or Welcome page
- > Deliver a reason to return
- > Encourage interaction and analysis



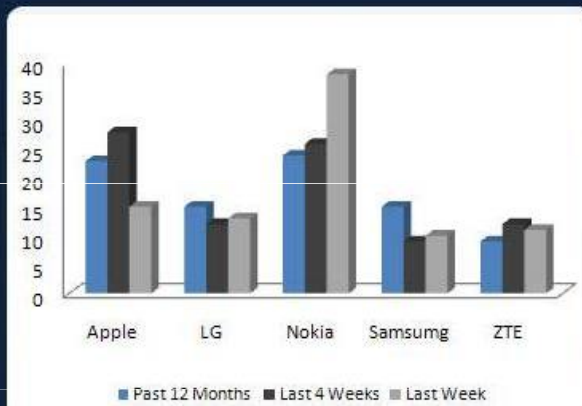
- Product Lifecycle Mgt
- News
- Analysis
- Reports
- Blogs

## Reporting

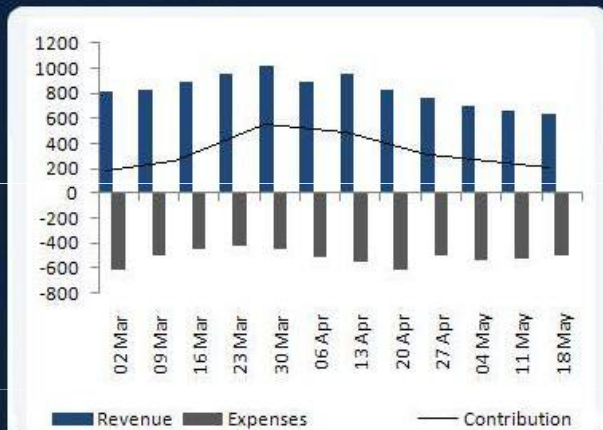
PLM Reporting extracts high value reports from multiple sources to deliver both detailed, data views and synthesised, expert evaluations from our team of PLM and Ranging experts.

Product Lifecycle Management

### Activations



### Contribution



### Good and Bad Ticker

Contribution Margin			
Handset	Cont. Margin	% Δ	4W % Δ
<b>1. Nokia N85</b>	72	20	60
<b>2. Samsung A511</b>	70	16	5
<b>3. LG Arena</b>	69	15	60
<b>4. Nokia E51</b>	69	12	15
<b>5. Apple iPhone 16Gb</b>	68	10	-5

*Best*

<b>1. Motorola V3xx</b>	53	-13	-8
<b>2. Nokia N96</b>	54	-12	-10
<b>3. Samsung Omnia</b>	56	-9	-3
<b>4. HTC Touch HD</b>	57	-8	-3
<b>5. Nokia 6120S</b>	58	-5	4

*Worst*

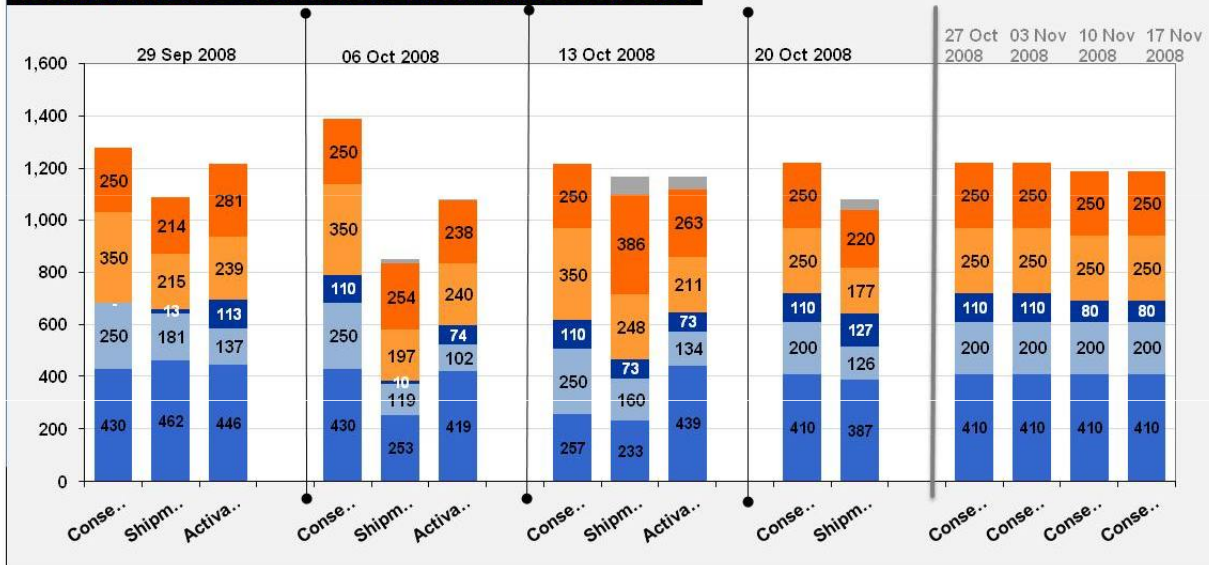
### Reports

- Archive
- Extranet Portal
- 1 Subsidy Performance v4 (NZ)
- 2 Revenue Breakdown (new prompts)
- 3 Connection by Plan Value v3 (NZ)
- 4 Connection Information v3 (NZ)
- 5 Store Network Inventory Report v2 (NZ)
- 6 Consensus Forecast V1 (NZ)
- 7 Category Summary Report v4 (NZ)

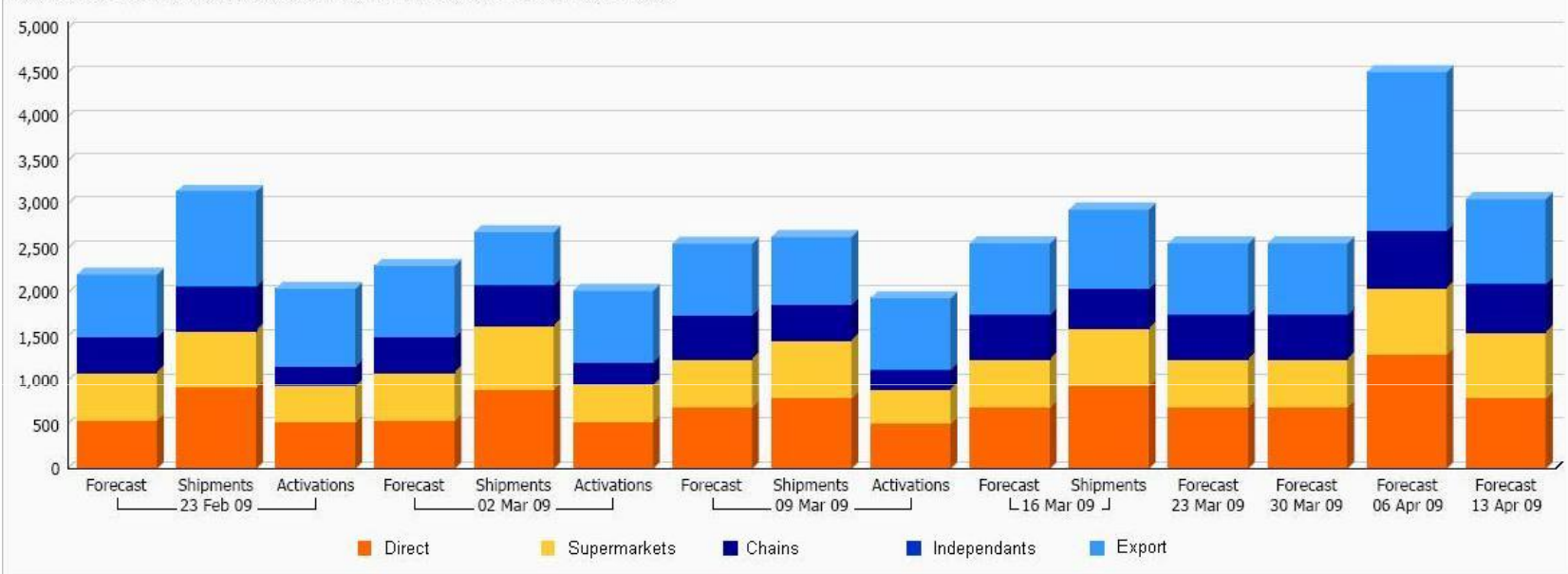
## Cognos 8 is flexible

- > Don't let the application negatively impact your initial design
  
- > Don't take no for an answer
  
- > Use the application capability to your advantage
  - Extend your solution with features such as;
    - Comments
    - Metrics
    - Events

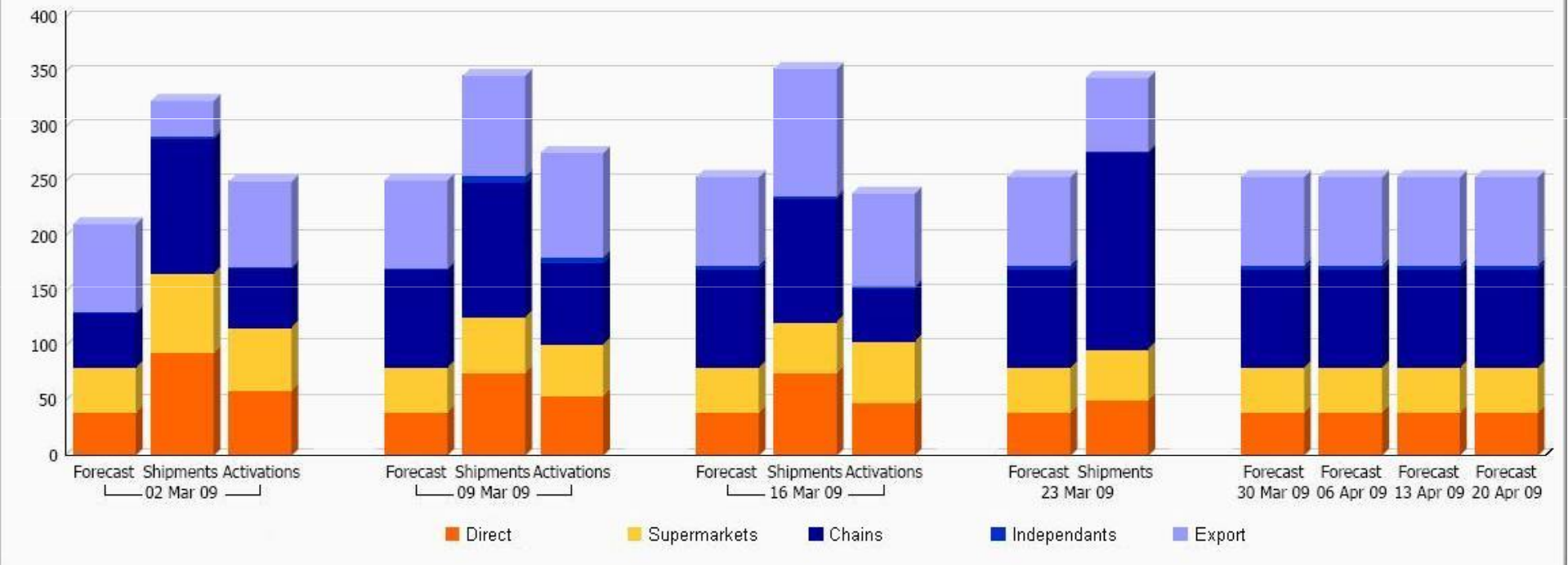
**ACTUAL SHIPMENTS & ACTIVATIONS VS CONSENSUS FORECAST**




**ACTUAL SHIPMENTS & ACTIVATIONS VS CONSENSUS FORECAST**



ACTUAL SHIPMENTS & ACTIVATIONS VS CONSENSUS FORECAST



## Navigation



Product Life Cycle Booklet  
Week Starting: 10 Aug 2009

### Table of Content

Category Summary Report .....	2
APPLE - IPHONE 16GB .....	5
APPLE - IPHONE 16GB 3GS .....	7
APPLE - IPHONE 32GB 3GS .....	10
APPLE - IPHONE 8GB .....	13
BLACKBERRY - 8110 .....	16
BLACKBERRY - BOLD .....	19
HTC - DIAMOND .....	22
HTC - TOUCH HD .....	25
I-MATE - 8502 .....	28
MOTOROLA - A3100 .....	31
MOTOROLA - Q700 .....	34



Price Group: 100 [Back to TOC](#)

[Shipments and Activations](#) [Connections](#) [Profit & Loss](#)

**STOCK**

	Stock on Hand	On Purchase Order	WOC	WOS
03 Aug 2009	1,251	21,020	1.04	0.80

**LATEST NOMINAL PLAN**

Fully-Subs Cap	Subsidised Plan	PrePaid RRP
\$ -	\$100	\$ -

**SHIPMENTS**

	03 Aug 2009	4 Week Average	Life to Date
Shipments	1,000	1,004	15,144

**Current Week** 59%

**Life to Date** 61%

Legend: Indirect, TLS, MSC, TELSTRA BUSINE..., TSN, TEG, Other - Internal





**Model Shot Name**

- Model Shot Name
- LG - KF390
- LG - KF700Q
- LG - KM900F
- MOTOROLA - V9 RAZR2

**Shipments and Activations**

**STOCK**

	Stock on Hand	On Purchase Order	WOC	WOS	Fully-Subs Cap	Subsidised Plan	PrePaid RRP
03 Aug 2009	5,585	7,500	3.79	3.15	\$ -	\$100	\$ -

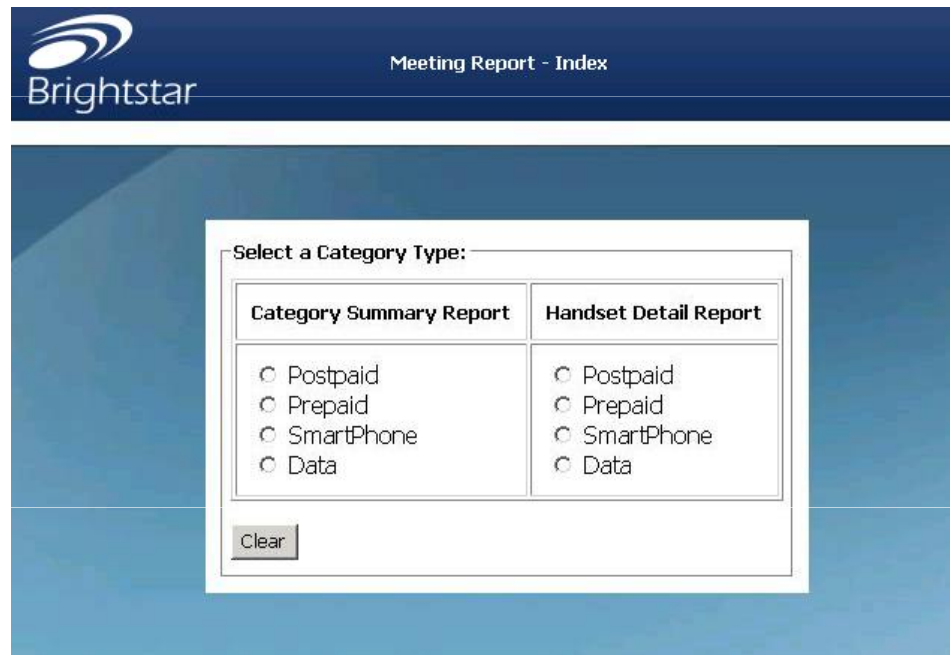
**SHIPMENTS**

	03 Aug 2009	4 Week Average	Life to Date
Shipments	1,672	1,773	801,370

**Current Week**

**Life to Date**

Legend: Indirect, TLS, MSC, TELSTRA BUSINESS, TCM



**Brightstar Meeting Report - Index**

**Select a Category Type:**

Category Summary Report	Handset Detail Report
<input type="radio"/> Postpaid	<input type="radio"/> Postpaid
<input type="radio"/> Prepaid	<input type="radio"/> Prepaid
<input type="radio"/> SmartPhone	<input type="radio"/> SmartPhone
<input type="radio"/> Data	<input type="radio"/> Data

Clear



## Manage by Exception

- > **Headline, “Company Folds – Data overdose expected”**
  
- > **More is not always better**
  
- > **Integrate Budget and Forecasts with Actuals**
  - **Use historic actuals for a trend, this month vs last 4 months**
  
- > **Analyse top and bottom performers**

**Good and Bad Ticker**

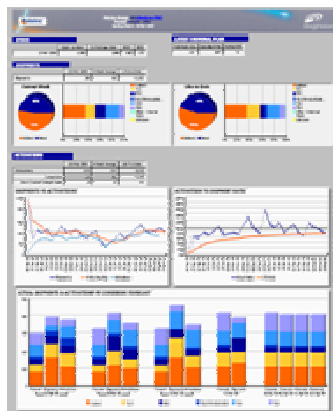
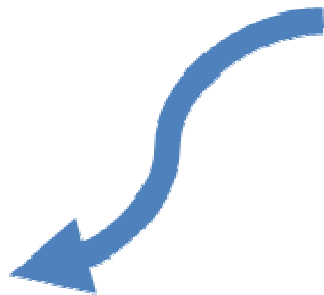
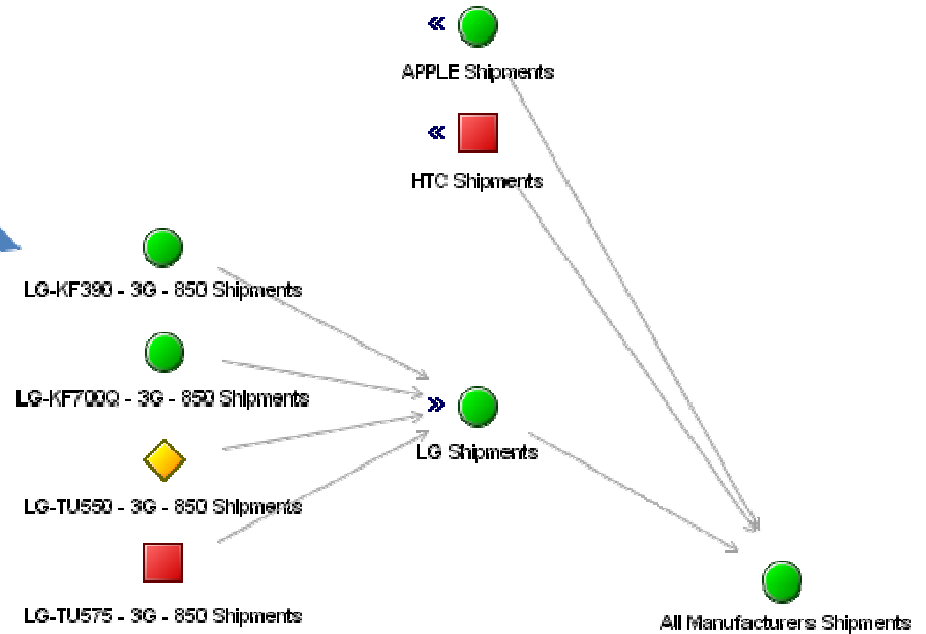
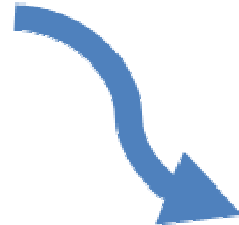
**Contribution Margin**

Handset	Cont. Margin	% Δ	4W% Δ
1. Nokia N85	72	70	60
2. Samsung AS11	70	16	5
3. LG Arena	69	15	60
4. Nokia ES1	69	12	15
5. Apple iPhone 16Gb	68	10	-5

**Best**

1. Motorola V3xx	53	-13	-8
2. Nokia N96	54	-12	-10
3. Samsung Omnia	56	-9	-3
4. HTC Touch HD	57	-8	-3
5. Nokia 6120S	58	-5	4

**Worst**



## Determine your BI goals

- > Why are you implementing a Business Intelligence solution?
  
- > Obviously to improve decision making ability, How?
  - More data? Faster? More Accurate?
  - Information to the correct people?
  - Easier to understand information?
  
- > Reduce the cost of BI development
  - Through Self-Service, Business empowerment
  
- > Make sure your goals align with projects, rank them

## ‘What do you do and Why?’

- > Consult the expert users
- > Gain an understanding
- > Focus on the data outcomes, how does data lead to recommendations?

## **'Why don't you do ...'**

- > Look outside the current process**
- > Is what they are doing now best practice or perfect?**
- > Research the company, department, solution and user**

## Manage Expectations

- > **Project Management of BI is critical**
- > **Plan for change**
- > **Strategise at the company level**
- > **Deliver in controlled phases**

## Questions?

### Evaluation Forms

#### SHARE YOUR FEEDBACK AND WIN

Visit IBM Cognos Central to fill out your session evaluations online.

- > **Each completed evaluation** qualifies you to win one of five \$100 daily prizes.
- > **Complete evaluations for every session you attend** and qualify to win an additional \$500! An overall conference survey will be available at IBM Cognos Central on Friday morning, and will also be emailed to you.