



# IBM Cognos Forum

Ignite knowledge, ideas, connections

## **Understanding Both Sides of the BI Paradigm *and Finding Synergy with IBM***

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**Performance Management Specialist**

**Information Management**

**Cognos.**  
software

# **Agenda**

- > The BI Paradigm**
- > Finding the Right Balance**
- > Find Synergy with IBM**

# Information is growing

## In volume.

**15** petabytes

Amount of new information being generated every day, 8x more than the information in all U.S. libraries.

**200** billion

More than 200 billion emails are sent every day.

**988** exabytes

Amount of digital information that will exist in 2010—equivalent to a stack of books from the sun to Pluto and back.

# Information is growing

## In variety.

**80%**

New data growth that is unstructured content, generated largely by email, with increasing contribution by documents, images, video and audio.

**30 billion**

By 2010, up to 30 billion RFID tags will be produced globally, embedded into products, pass-ports, buildings—even animals.

**\$5.7 million**

For every 1,000 knowledge workers it employs, a company loses \$5.7 million annually in time reformatting information between applications.

# Information is growing

## In delivery.

**2 billion**

There will be an estimated 2 billion people on the internet by 2011.

**4 billion**

There are an estimated 4 billion mobile phone subscribers worldwide.

**1 trillion**

Soon, there will be 1 trillion connected devices in the world.

**And yet...**

**1 in 2**

Business leaders don't have sufficient information from across their organisations to do their jobs



**And yet...**

**1 in 3**

Business leaders frequently make major decisions with incomplete information or information they don't trust





And yet...

3 in 5

Organisations don't share critical information with partners and suppliers for mutual benefit





Organisations must improve their ability to  
turn information into insight to  
***optimise business performance***



# The BI Paradigm

- **Delivering trusted, correlated and analysed information**

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- > Delivering trusted, correlated and analysed information
- > ... to the right people and processes

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- **... for optimised actions**

## The BI Paradigm

- **Delivering trusted, correlated and analysed information**
- **... to the right people and processes**
- **... at the time that it is needed**
- **... relevant to the event**
- **... for better decisions**
- **... for optimised actions**
- **... enabling enhanced performance**



## **Two sides to the BI paradigm**

### **Technical Infrastructure**

- > Source & cleanse data**
- > ETL processing**
- > Store & manage data**
- > Integrate & transform**
- > Aggregate & consolidate**
- > Optimise performance**
- > On-time availability**
- > Reliable & consistent results**

## Two sides to the BI paradigm

### Technical Infrastructure

- > Source & cleanse data
- > ETL processing
- > Store & manage data
- > Integrate & transform
- > Aggregate & consolidate
- > Optimise performance
- > On-time availability
- > Reliable & consistent results

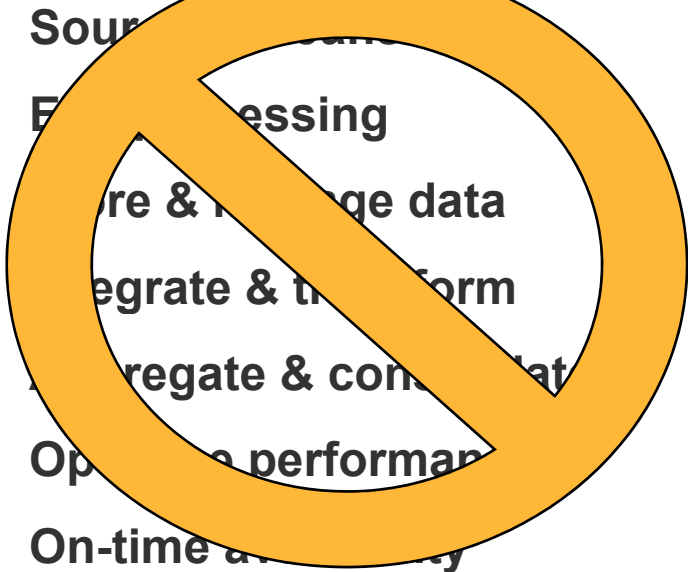
### Communication & Delivery

- > Explore & analyse data
- > Monitor & optimise results
- > Uncover trends & patterns
- > Derive insight & draw conclusions
- > Communicate findings
- > Effect change

# Two sides to the BI paradigm

*Without solid technical foundation*

## Technical Infrastructure

- > Source data connectivity
  - > ETL processing
  - > Store & manage data
  - > Integrate & transform
  - > Aggregate & consolidate data
  - > Optimize performance
  - > On-time availability
  - > Reliable & consistent results
- 

INFORMATION IS

**INCOMPLETE**

**INACCURATE**

**DISTRUSTED**

**UNAVAILABLE**

**INCONSISTENT**

# Two sides to the BI paradigm

*Without personalised communication & delivery*

INFORMATION IS

**INFLEXIBLE**

**UNDERVALUED**

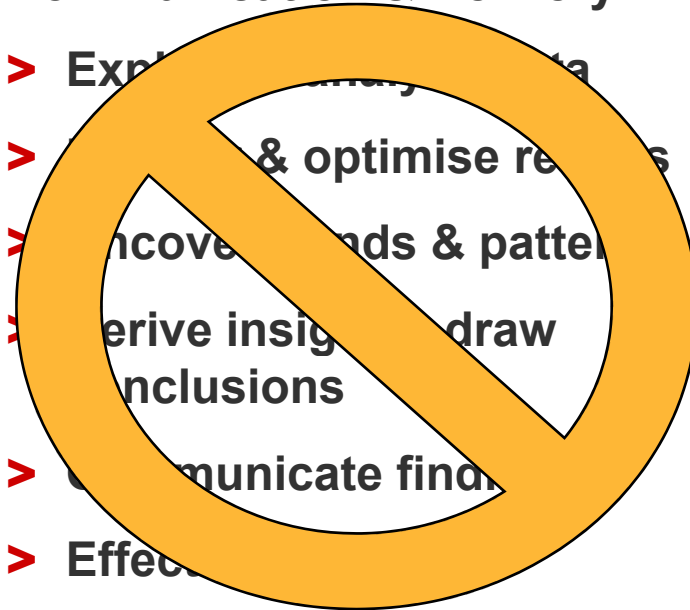
**IRRELEVANT**

**LOST**

**MISUNDERSTOOD**

## Communication & Delivery

- > Explore primary data
- > & optimise results
- > Uncover trends & patterns
- > Derive insights & draw conclusions
- > Communicate findings
- > Effectively



## Agenda

- > **The BI Paradigm**

*Deliver the right information, to the right people, at the right time*

- > **Finding the Right Balance**

- > **Find Synergy with IBM**

## Finding the right balance

### Technical Infrastructure

"I don't trust the information I receive"

"My report is not ready in time"

"I extract data into Excel and calculate my own results"

"The information in my report has errors"

### Communication & Delivery

"I can't find the information I need"

"I haven't seen that report"

"My report shows different results to yours"

"I don't understand how to use the tool"

"How does that affect me?"

"The tool doesn't do what I want it to"

"I'm waiting for them to build a report"

"?"

## Finding the right balance

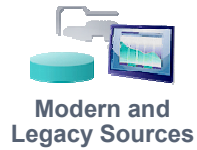
Communication & Delivery  
Technical Infrastructure

"I extract data into Excel and calculate my own results"

"My report is not ready in time"

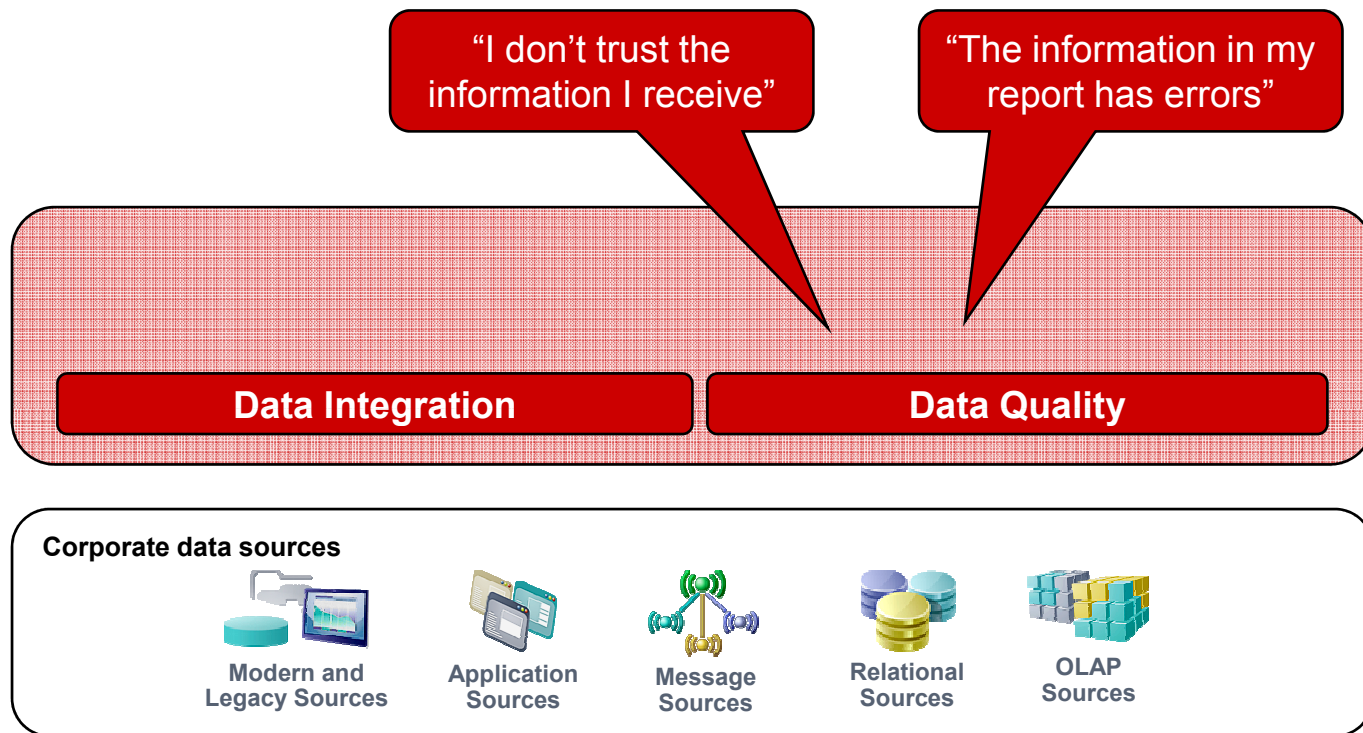
Data Integration

Corporate data sources



## Finding the right balance

Communication & Delivery  
Technical Infrastructure



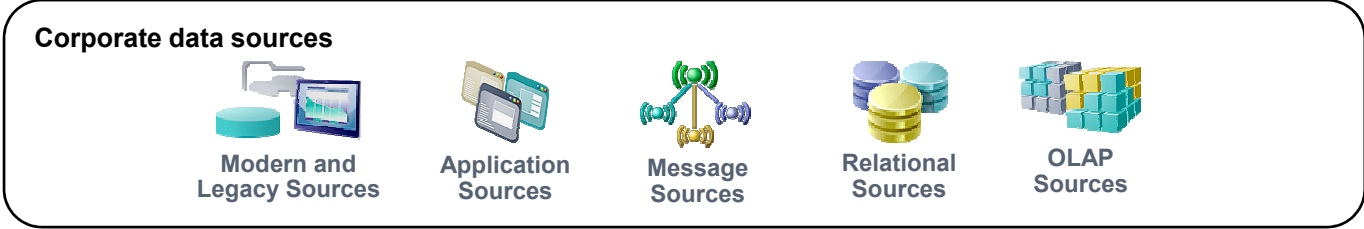
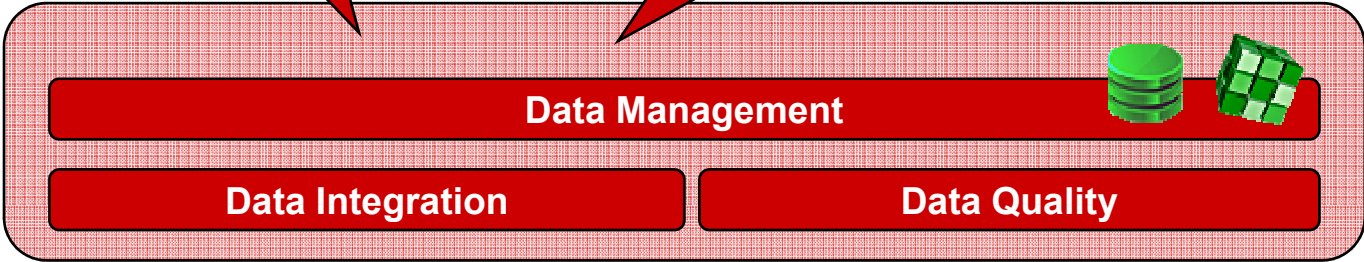


## Finding the right balance

Communication & Delivery  
Technical Infrastructure

“My report is not ready in time”

“I extract data into Excel and calculate my own results”



## Finding the right balance

Communication  
& Delivery

“My report shows different results to yours”

“I can’t find the information I need”

Common Business View

Technical  
Infrastructure

Data Management 

Data Integration

Data Quality

Corporate data sources



## Finding the right balance

Communication & Delivery

"I'm waiting for them to build a report"

"The tool doesn't do what I want it to"

"How does that affect me?"

"I don't understand how to use the tool"



Query



Reporting



Analysis



Scorecards



Dashboards

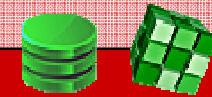


Planning

Common Business View

Technical Infrastructure

Data Management



Data Integration

Data Quality

Corporate data sources



Modern and Legacy Sources



Application Sources



Message Sources



Relational Sources



OLAP Sources

## Finding the right balance

Communication & Delivery

“?”

“I haven't seen that report”

“I can't find the information I need”

**Pervasive & Personalised Delivery**

Query Reporting Analysis Scorecards Dashboards Planning

**Common Business View**

Technical Infrastructure

**Data Management**

**Data Integration**

**Data Quality**

Corporate data sources

Modern and Legacy Sources Application Sources Message Sources Relational Sources OLAP Sources

## Finding the right balance

Communication  
& Delivery

### Pervasive & Personalised Delivery



Query



Reporting



Analysis



Scorecards



Dashboards

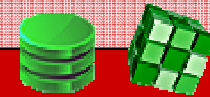


Planning

### Common Business View

Technical  
Infrastructure

### Data Management



### Data Integration

### Data Quality

### Corporate data sources



Modern and  
Legacy Sources



Application  
Sources



Message  
Sources



Relational  
Sources



OLAP  
Sources

## Agenda

> **The BI Paradigm**

*Deliver the right information, to the right people, at the right time*

> **Finding the Right Balance**

*Understanding current limitations will help focus areas for improvement and establish balance*

> **Find Synergy with IBM**

## Synergy

***“The whole is greater than the sum of the individual parts.”***

# Synergy







# Synergy

Iron



60,000 psi

Chromium

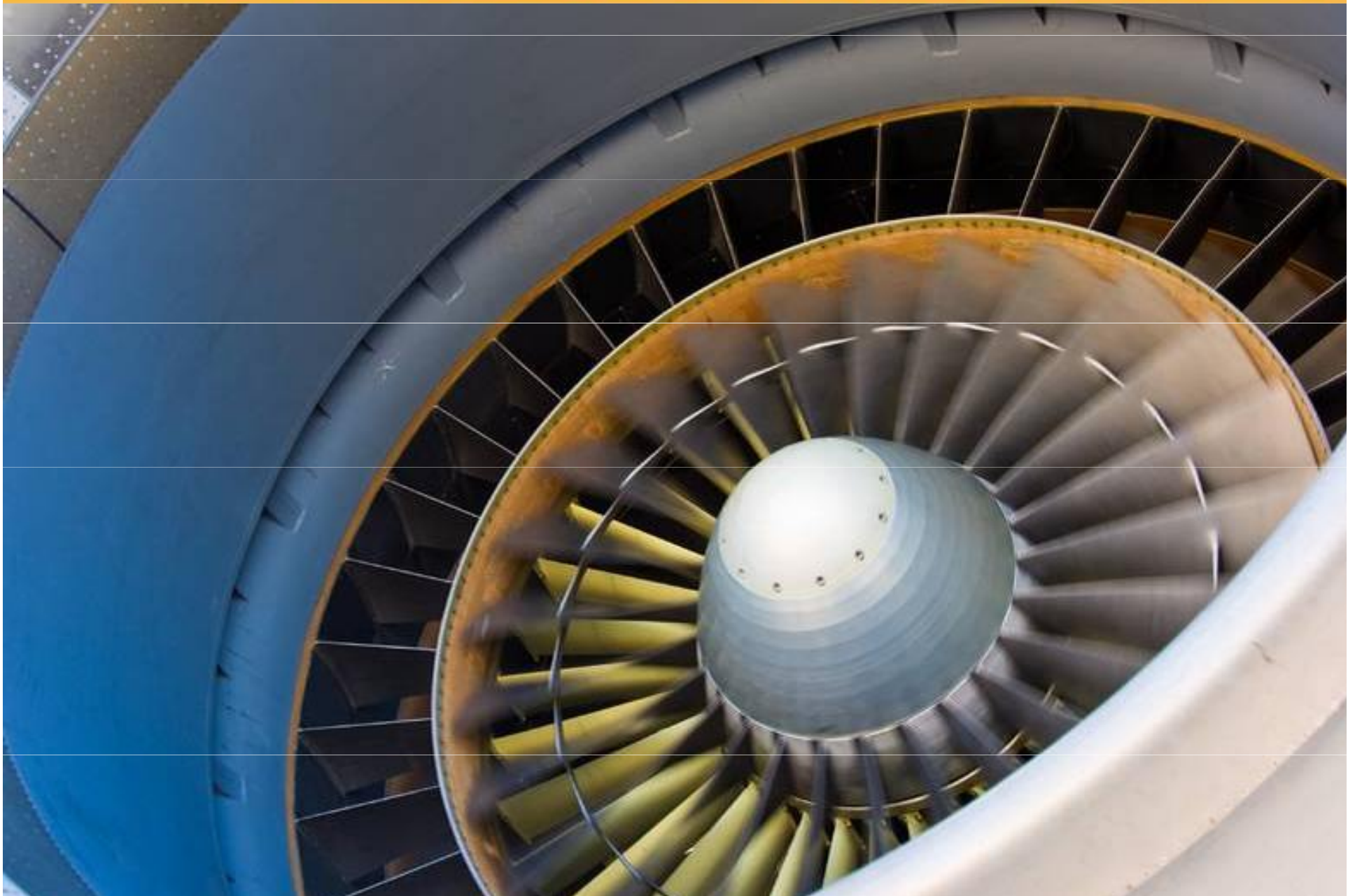


70,000 psi

Nickel



80,000 psi



## Find Synergy with IBM

Communication  
& Delivery

### Pervasive & Personalised Delivery



Query



Reporting



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Scorecards



Dashboards

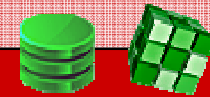


Planning

### Common Business View

Technical  
Infrastructure

### Data Management



### Data Integration

### Data Quality

### Corporate data sources



Modern and  
Legacy Sources



Application  
Sources



Message  
Sources



Relational  
Sources



OLAP  
Sources

## Find Synergy with IBM

Communication  
& Delivery

### Pervasive & Personalised Delivery



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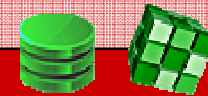


Planning

Common Bus **InfoSphere Information Server**

Technical  
Infrastructure

### Data Management



**InfoSphere Information Server**

### Corporate data sources



Modern and  
Legacy Sources



Application  
Sources



Message  
Sources



Relational  
Sources



OLAP  
Sources

## Find Synergy with IBM

Communication  
& Delivery

### Pervasive & Personalised Delivery



Query



Reporting



Analysis



Scorecards



Dashboards



Planning

Common Bus **InfoSphere Information Server**

Technical  
Infrastructure

Data Management **InfoSphere Warehouse**



**InfoSphere Information Server**

### Corporate data sources



Modern and  
Legacy Sources



Application  
Sources



Message  
Sources



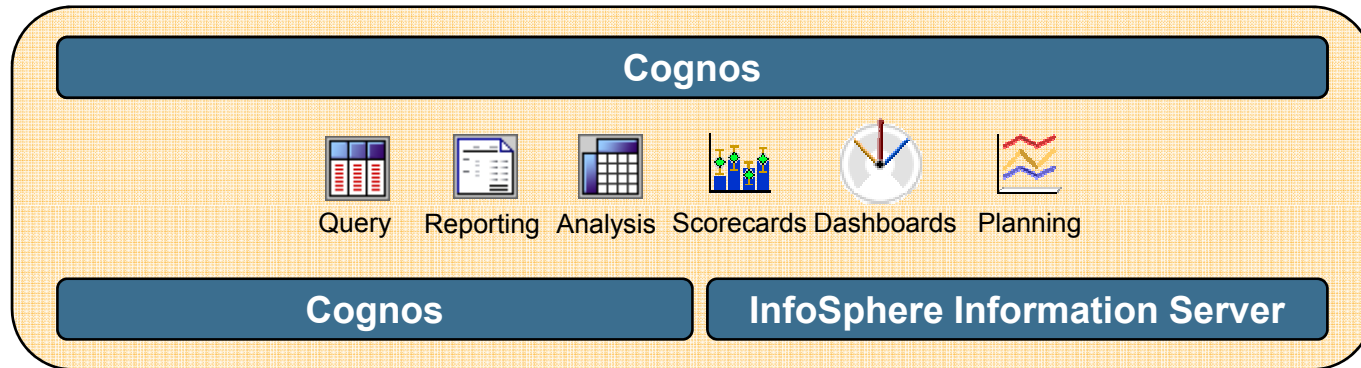
Relational  
Sources



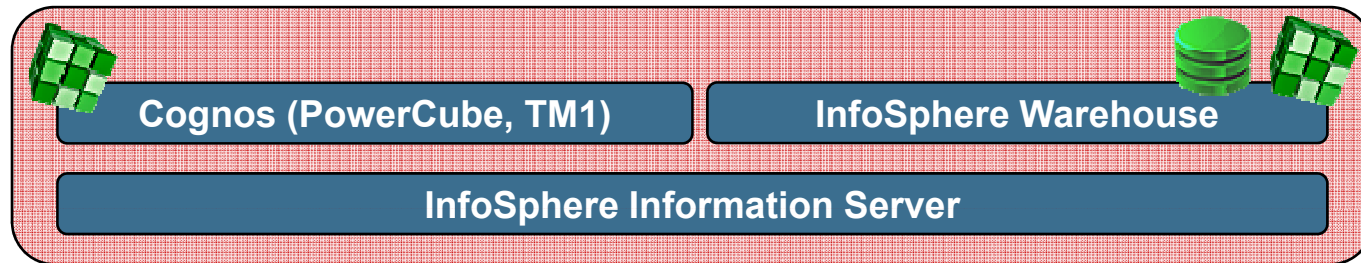
OLAP  
Sources

## Find Synergy with IBM

Communication & Delivery



Technical Infrastructure

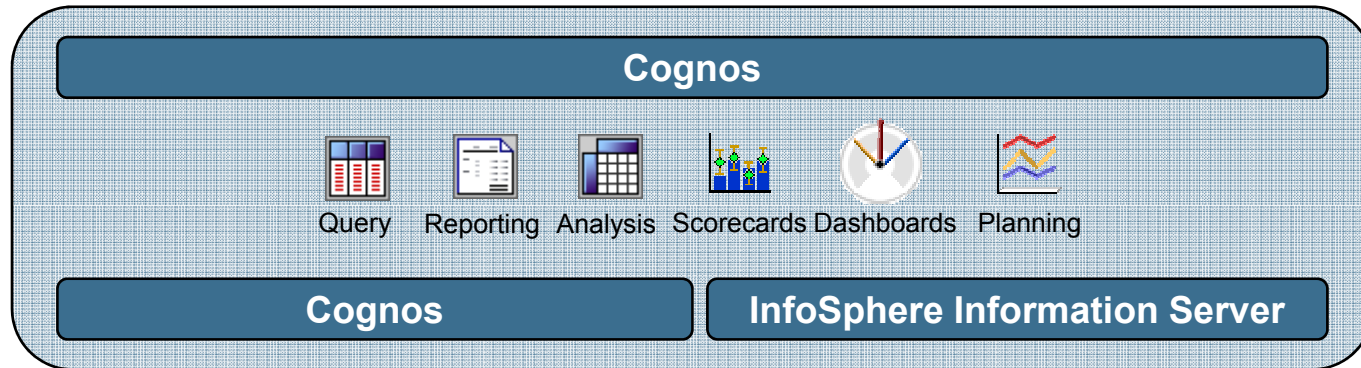


Corporate data sources

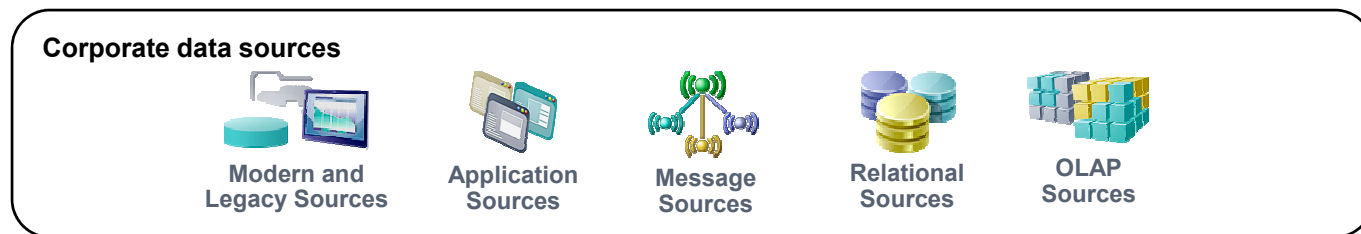
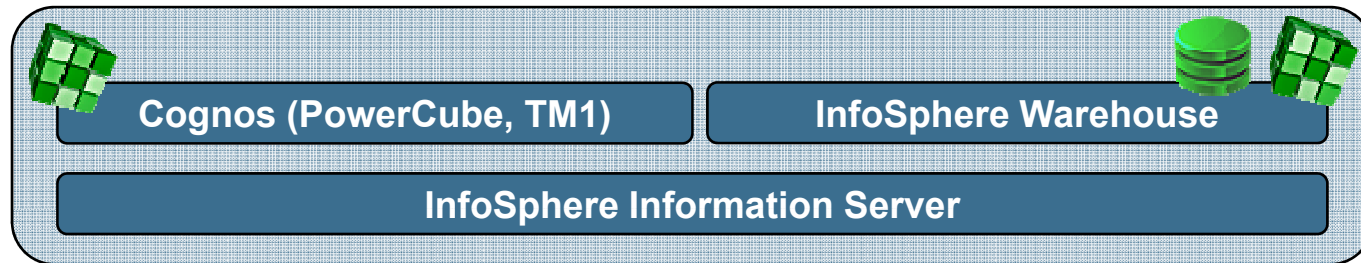


## Find Synergy with IBM

Communication  
& Delivery



Technical  
Infrastructure





## Find Synergy with IBM

- > IBM has unique strength to deliver and balance BOTH sides of the BI Paradigm
- > The value of an IBM solution is greater than the sum of individual products
- > Plan, Invest and Execute with balance in mind

*“...Blend the Cognos portfolio with IBM's data integration, data quality, data warehouse, content management, text mining & other offerings, & there's no more extensive information management portfolio available, period...”*

**intelligent**  
enterprise

2008 Editor's Choice Awards  
Intelligent Enterprise Magazine

## Find Synergy with IBM

### > IBM Smart Analytics

*Reduce the risk of product selection and integration*

*Pre-tuned for optimal performance*

*Deliver results in days, not months*

### > InfoSphere Business Glossary for Cognos

*Shared & common set of business terms*

*Promote trust in information and data stewardship*

### > Data Quality Dashboard

*Better understand the health of your data*

*Improve business confidence in data*

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**80%**

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**1** trillion

**2** billion

**4** billion

## Call to Action

- > Now is the time to act
- > Find the source of the pain
- > Talk to your friendly IBMer

Turn information into insight to  
*optimise business performance*



# Evaluation Forms

## SHARE YOUR FEEDBACK AND WIN

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- > **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.