

**IBM Cognos Performance**  
Better Intelligence. Better Business.

## IBM Cognos 8 BI Analysis

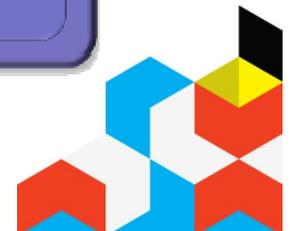
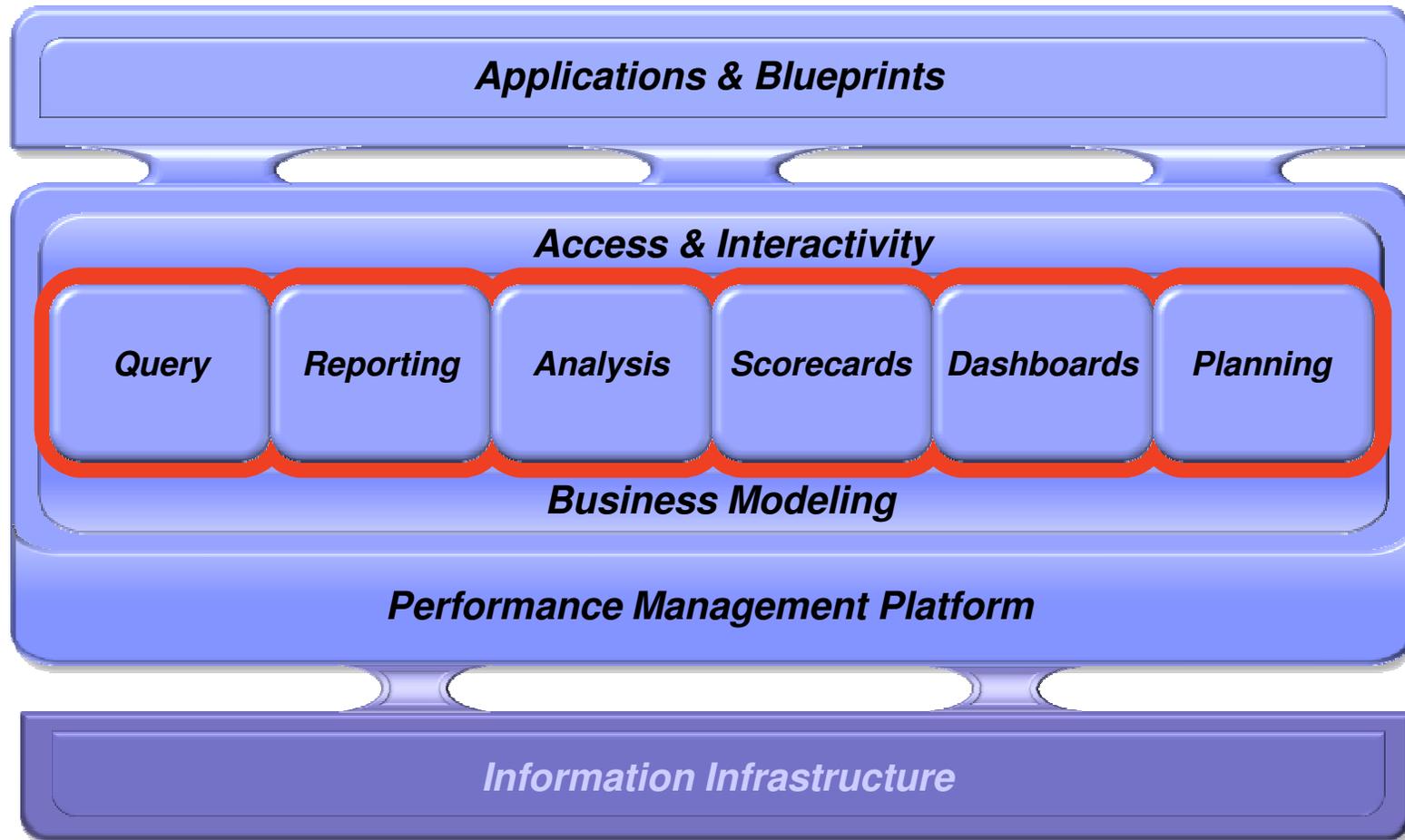
Business Analytics from IBM Cognos:  
Spreadsheets, scenario modeling, dimension  
management and predictive analysis.

***Presenter:***  
***Ken Wong***  
***BI and Performance Management,***  
***IBM Software Group***

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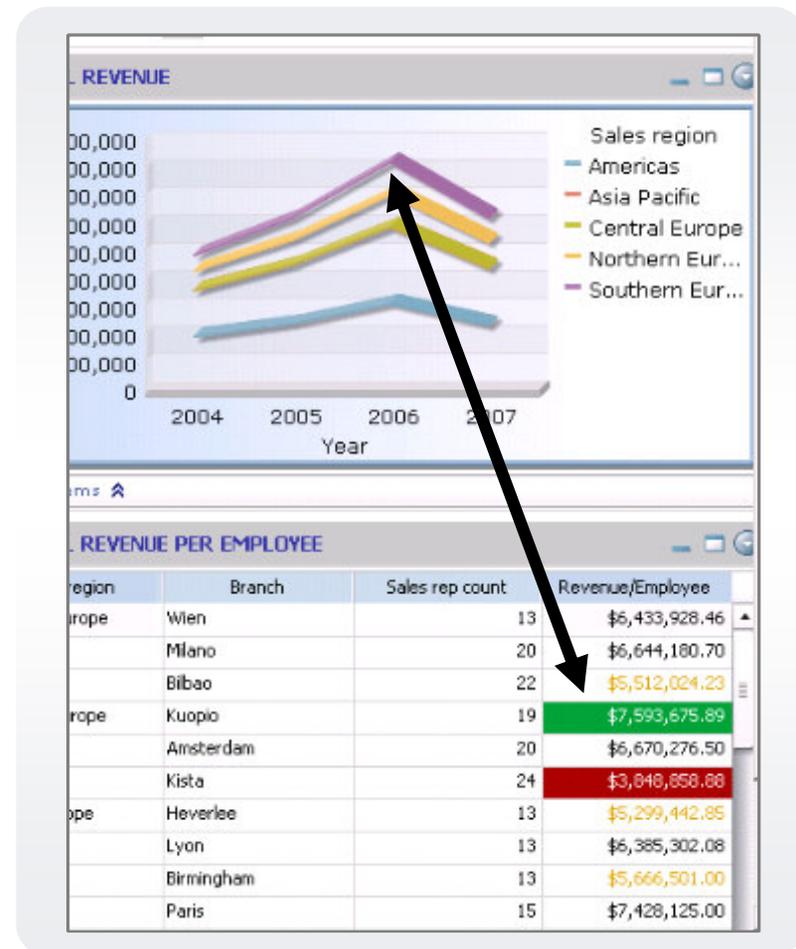


## ***IBM Cognos Performance Management System – Universal Capabilities***

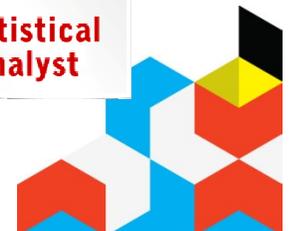
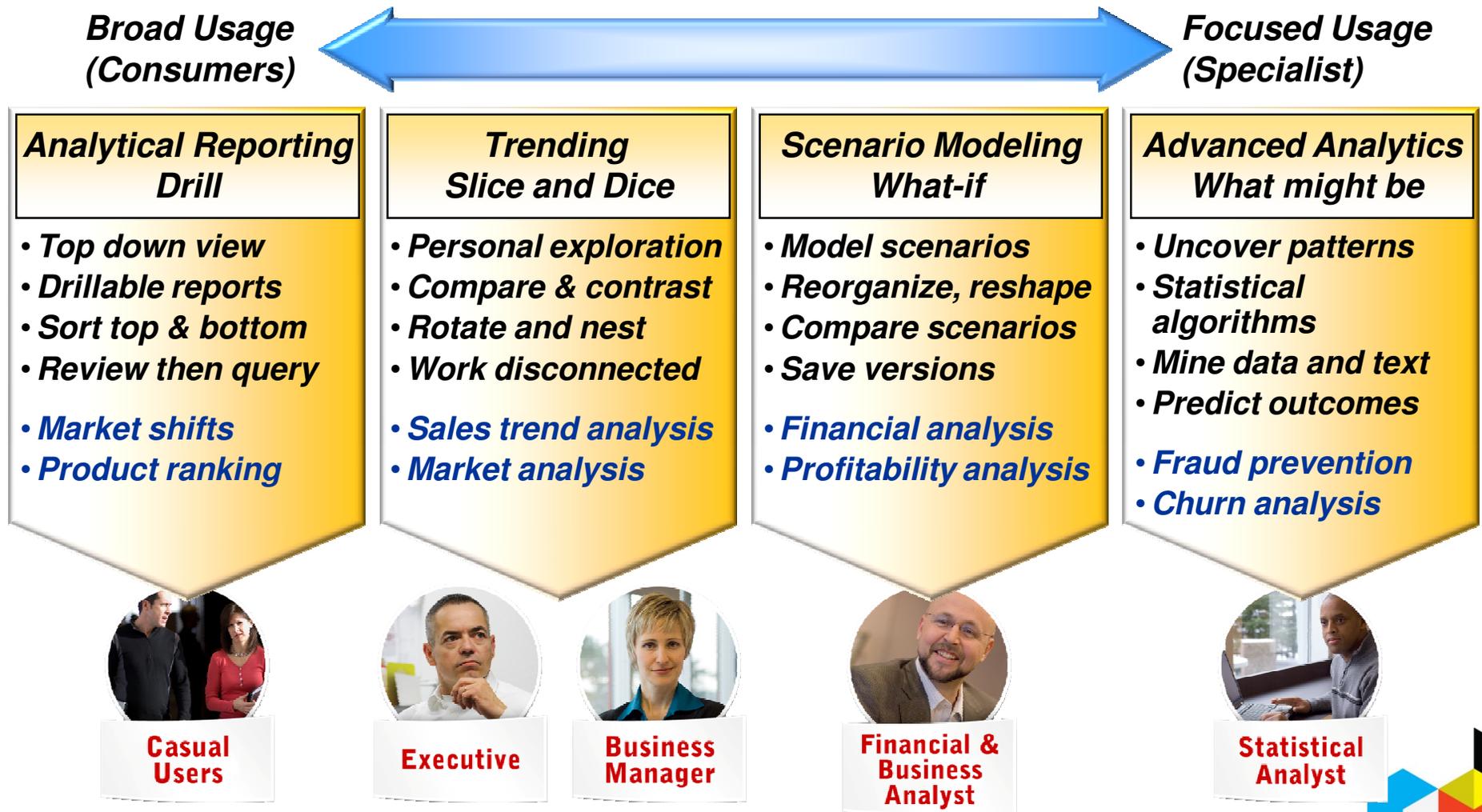


## Analysis answers “Why”

- **Enables guided exploration of information that pertains to all dimensions of your business**
- **Facilitates complex analysis and scenario modeling easily and quickly**
- **Gets to the “why” behind an event or action to improve business performance.**
- **Provides navigation from summary to detail levels of information effortlessly**

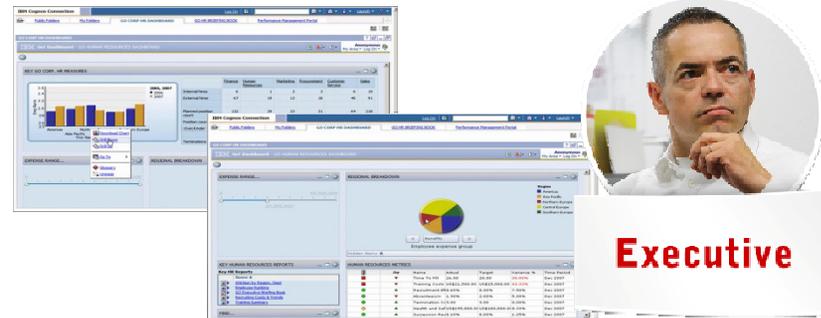


## Breadth of Analysis styles

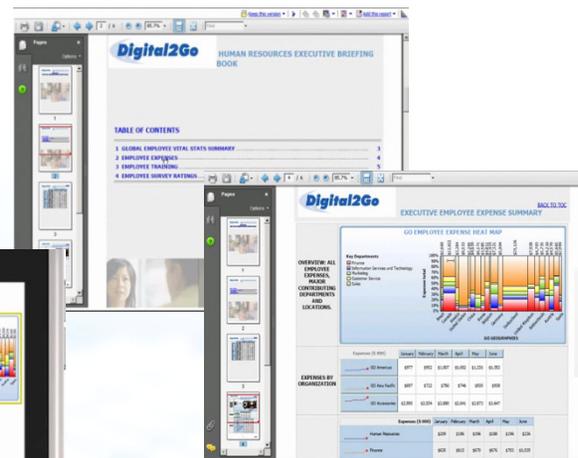


## Broad Usage: Analytical Reporting

- **Guided Analysis**
- **Dashboards**
- **Drillable reports**
- **Mobile Devices**



**Executive**



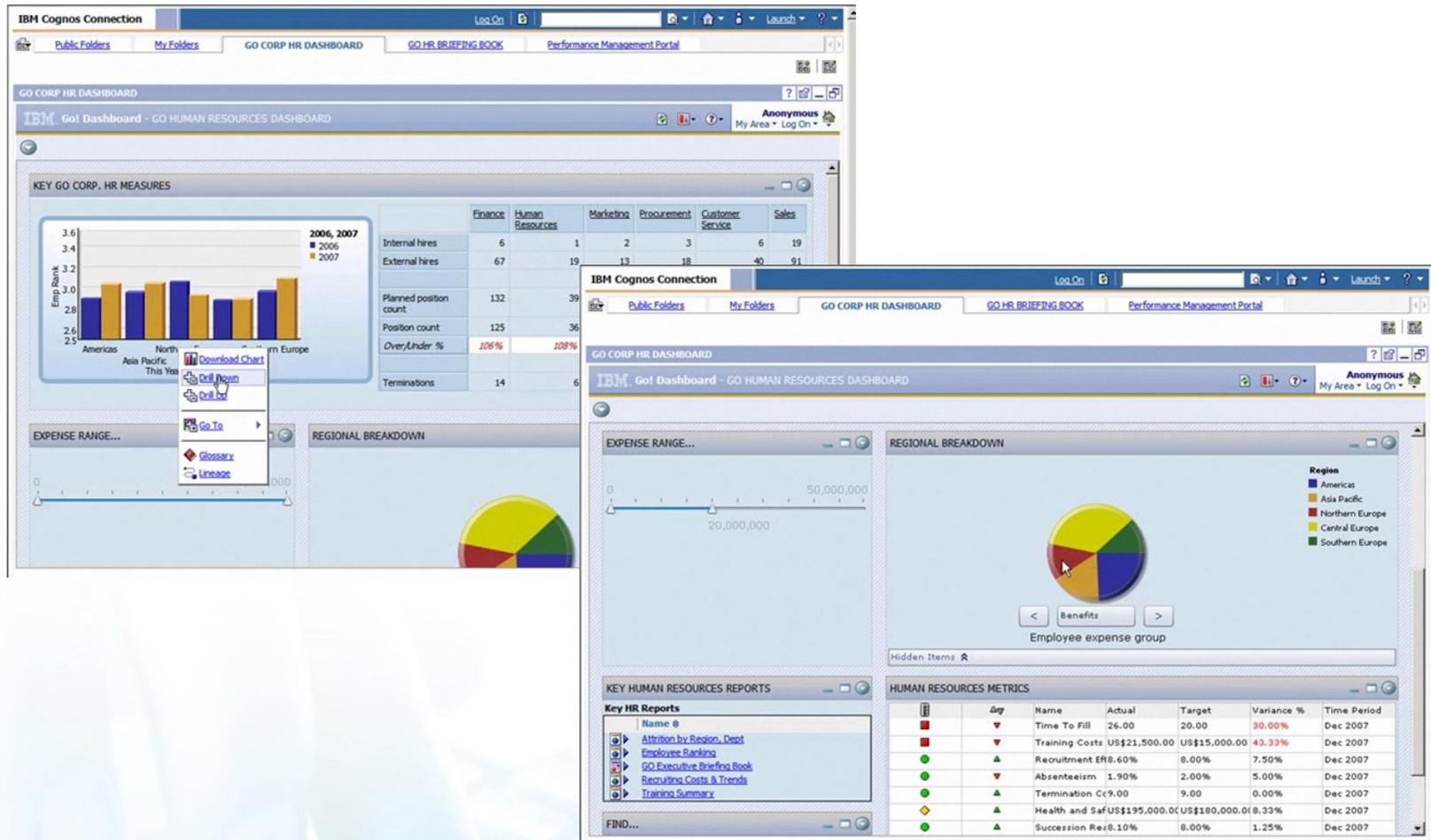
**Casual Users**



[http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od\\_cognos8\\_businessanalyst/exec.html](http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/exec.html)  
[http://www-01.ibm.com/software/data/cognos/elq/rd/offid.html?offid=od\\_cognos8\\_mobile](http://www-01.ibm.com/software/data/cognos/elq/rd/offid.html?offid=od_cognos8_mobile)



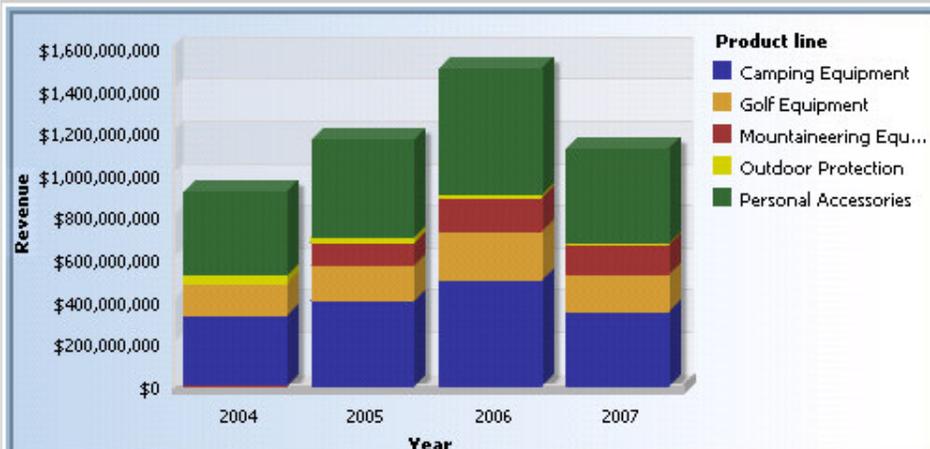
## Dashboards



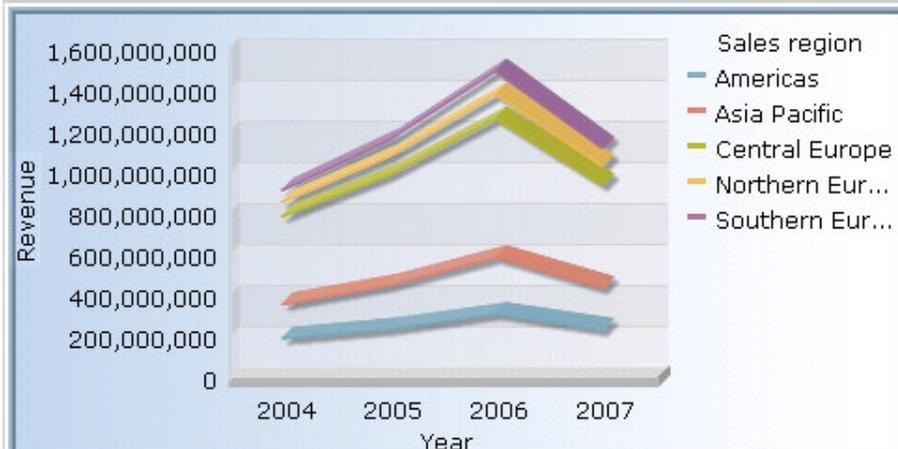


# THE GREAT OUTDOORS COMPANY

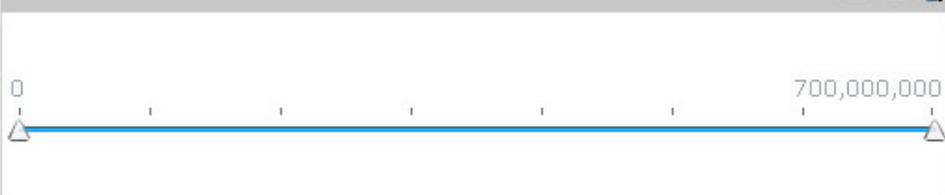
## PRODUCT REVENUE



## REGIONAL REVENUE



## REVENUE FOCUS



## REVENUE/EMPLOYEE FOCUS

- Americas
- Asia Pacific
- Central Europe
- Northern Europe

## REGIONAL REVENUE PER EMPLOYEE

Sales region	Branch	Sales rep count	Revenue/Employee
Southern Europe	Wien	13	\$6,433,928.46
	Milano	20	\$6,644,180.70
	Bilbao	22	\$5,512,024.23
Northern Europe	Kuopio	19	\$7,593,675.89
	Amsterdam	20	\$6,670,276.50
	Kista	24	\$3,848,858.88
Central Europe	Heverlee	13	\$5,299,442.85
	Lyon	13	\$6,385,302.08
	Birmingham	13	\$5,666,501.00
	Paris	15	\$7,428,125.00

# IBM Cognos Performance

GO Sales Prod Rev Dashboard - IBM Cognos 8 Go! Dashboard - Microsoft Internet Explorer

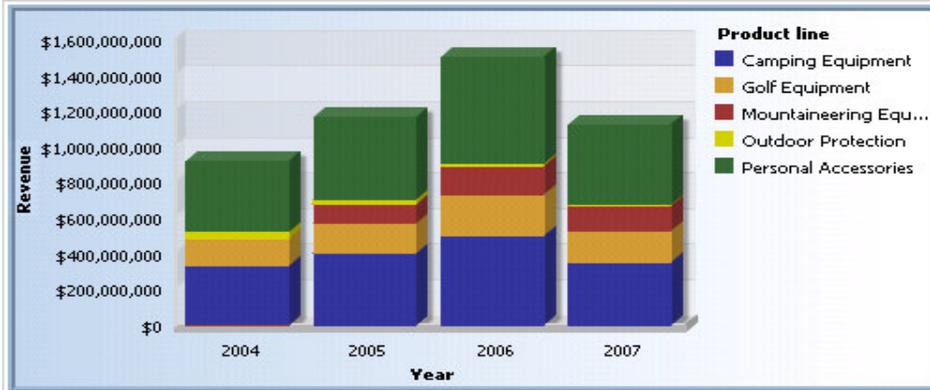
File Edit View Favorites Tools Help

Links

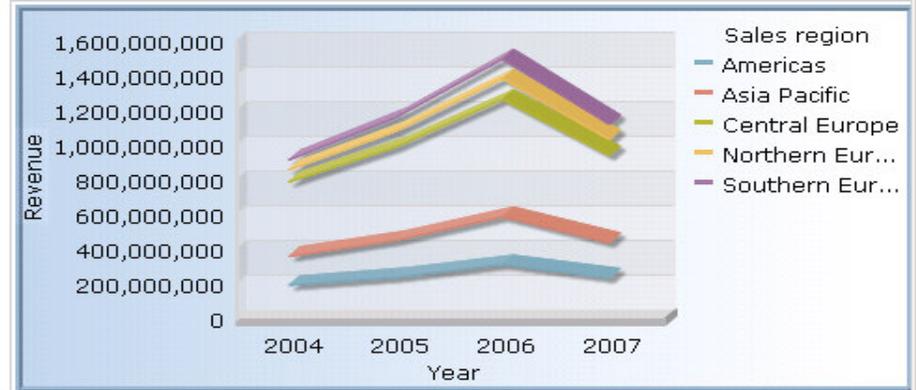


## THE GREAT OUTDOORS COMPANY

### PRODUCT REVENUE



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### REVENUE/EMPLOYEE FOCUS

- Americas
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Go Dashboard!



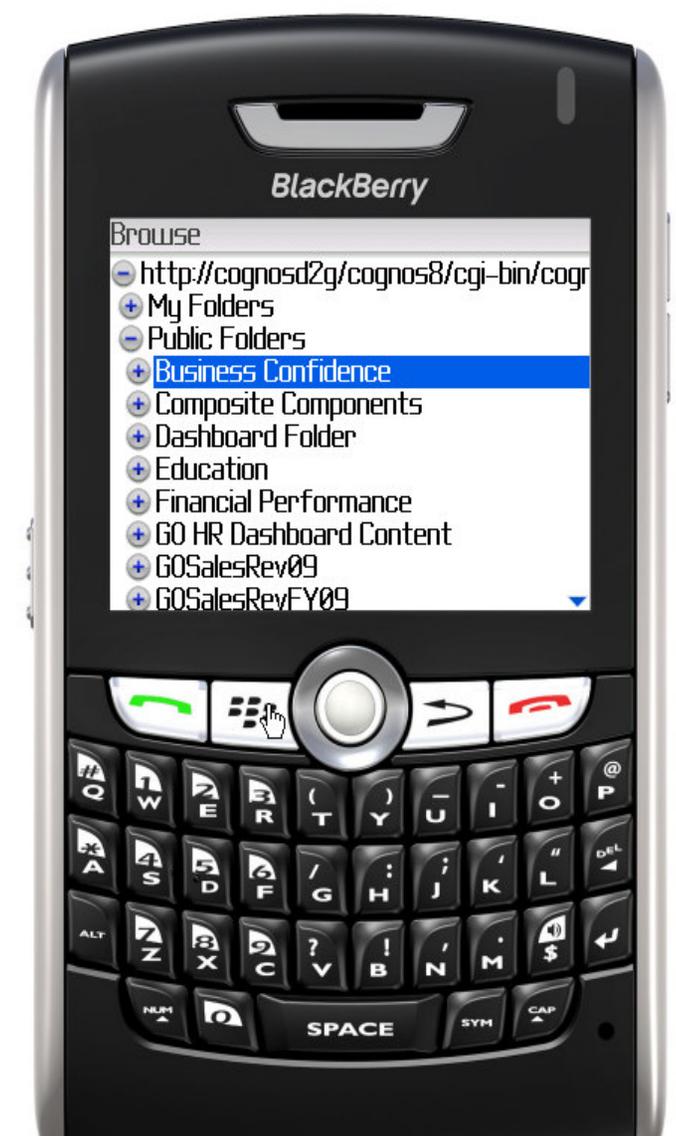
## Support for Mobile Devices



[http://www-01.ibm.com/software/data/cognos/elq/rd/offid.html?offid=od\\_cognos8\\_mobile](http://www-01.ibm.com/software/data/cognos/elq/rd/offid.html?offid=od_cognos8_mobile)



# IBM Cognos Performance

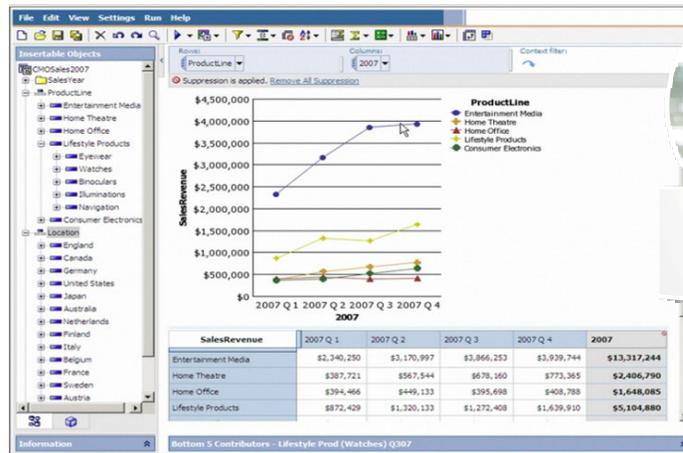


*Go Mobile! Demo*

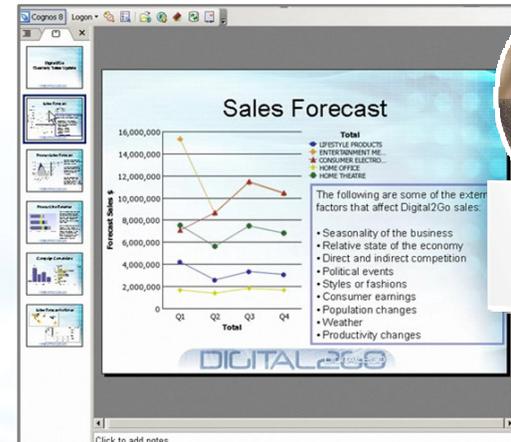


## Trending

- **Slice and Dice**
- **Drag and Drop**
- **Top/Bottom Performers**
- **Self Service**
- **Automatic Refresh**



**Business  
Manager**



**Financial &  
Business  
Analyst**

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[http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od\\_cognos8\\_businessanalyst/analyst.html](http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/analyst.html)



# IBM Cognos Performance

The screenshot displays the IBM Cognos Analysis Studio interface within a Windows Internet Explorer browser window. The browser's address bar shows the URL `http://cognosd2g/ - New - Analysis Studio - Windows Internet Explorer`. The application's menu bar includes **File**, **Edit**, **View**, **Settings**, **Run**, and **Help**. Below the menu is a toolbar with various icons for file operations and analysis functions.

On the left side, the **Insertable Objects** pane lists the following objects:

- GOSalesTM1
- GOTime
- GOProducts
- GORegion
- GOOrganization
- GOSalesMeasures

The main workspace is a large area for building a query, with the instruction: "Drag & drop insertable objects to populate the following dropzones:". The workspace is divided into several zones:

- Rows:** A vertical zone on the left side.
- Columns:** A horizontal zone at the top right.
- Context filter:** A small zone at the top right, above the Columns zone.
- Measure:** A vertical zone on the left side, below the Rows zone.

In the center of the workspace, the text **Analysis Demo** is displayed in a large, blue, italicized font. Below this text, there is a **Measure** zone with a curved arrow icon and the instruction: "Include a measure from: GOSalesMeasures".

At the bottom of the interface, there is a navigation bar with the text **Information - Navigation** on the left and **New** on the right.

Microsoft Excel - Book1

File Edit View Insert Format Tools Data Contributor Window Analyst TM1 Help

Type a question for help

Load <- Press Load

All Tasks Status Customize Help

IBM Cognos 8 Logon

A1

	A	B	C	D	E	F	G	H	I	J	K
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Café Demo

IBM Cognos 8 BI Analysis

CognosD2G  
GOSalesTM1

- GOSalesTM1
  - Information
  - Custom Sets
  - All Time
  - All Products
  - All Regions
  - All Organizations
  - GOSalesMeasures

Level:

- Search metadata
- Create a new list
- Create a new exploration

Sheet1 Sheet2 Sheet3

Ready NUM

## Scenario Modelling

- **Model and compare scenarios**
- **Reorganize**
- **Multiple versions**
- **Financial and profitability analysis**
- **Web-based, comparative analysis**
- **Exploration and 'what-if' scenario modeling within MS Excel**
- **Self-creation and publishing of high performance cubes**
- **Simplified financial statement-style report creation**

**Financial & Business Analyst**

**Monthly P&L**

	2007/Dec	2007/Nov	Growth
Revenue	\$36,728	\$38,849	10.12%
Cost of Goods Sold	(\$16,462)	\$20,874	(376.24%)
<b>Gross Margin</b>	<b>\$20,266</b>	<b>\$17,974</b>	<b>127.4%</b>
Expenses	\$75,260	\$99,912	\$24,652
Interest & Exchange	\$22,496	\$14,987	\$7,509
Depreciation	\$26,369	\$23,364	\$3,005
Benefits	\$2,769	\$2,053	\$716
Travel and Lodging	\$1,522	\$9,005	(\$7,483)
Marketing	\$5,168	\$6,469	(\$1,301)
Shipping	\$4,322	\$2,623	\$1,699
Chargeback	\$12	\$60	(\$48)
<b>Operating Margin</b>	<b>\$14,806</b>	<b>\$18,022</b>	<b>(\$3,216)</b>

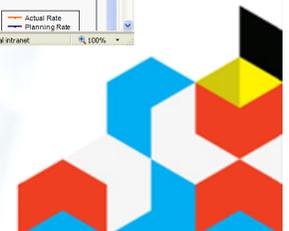
**Corporate Income Statement: Currency Impact**

Total Year/NT	Local				USD				EUR			
	Current Period	Current Period	Current Period Plan	Current Period Variance	Current Period	Current Period Plan	Current Period Variance	Current Period	Current Period Plan	Current Period Variance		
All Entities	\$722,377,133	\$722,377,133		\$0	€582,708,620	€582,708,620	€0					
Company 100 - USD	\$473,368,542	\$473,368,542		\$0	€386,426,262	€386,426,262	€0					
Company 200 - EUR	\$194,280,262	\$194,280,262		\$0	€194,280,262	€194,280,262	€0					

**TH1 Webdest Viewer**

Input	Currency: Euro				Currency To: USD							
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Planning Rate	1.31	1.31	1.28	0.00	1.31	1.28	1.28	1.28	1.28	1.28	1.28	1.28
Actual Rate	1.31	1.31	1.28	1.28	1.28	1.28	1.28	1.28	1.28	1.28	1.28	1.28
Variance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Variance %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

[http://forms.cognos.com/?elqPURLPage=2293&offid=od\\_tm1&mc=-web\\_ibm\\_rn\\_products](http://forms.cognos.com/?elqPURLPage=2293&offid=od_tm1&mc=-web_ibm_rn_products)



Microsoft Excel - Go Revenue Proposal.xls [Read-Only]

File Edit View Insert Format Tools Data Window TM1 Help

Type a question for help

100% 10 B I U

Load Personal Accessories Revenue Proposal 2010 3-Year Forecast: Revenue Proposal Form - In Progress (0/0) All Actions Submit All Tasks IBM Cognos 8

D10 fx

**Instructions:**

*Use this form to name your Revenue Projection Proposal*

**Proposal Name**

**Date**

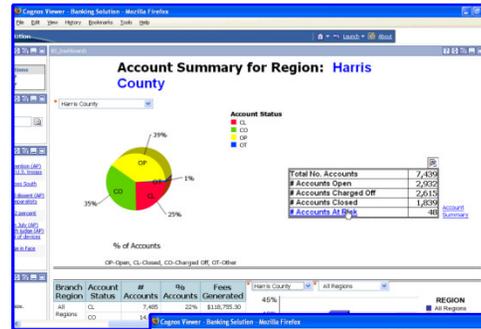
**Summary**



*Scenario  
Demo*

## Advanced Analytics

- **Data Mining**
- **Segmentation**
- **Cluster Analysis**
- **Process Control Analysis**
- **Risk Analysis**
- **Churn**



**Statistical Analyst**

Account ID	Balance	Current Balance	# Limited	Total Income	Likelihood of Abandonment	Action
340	\$291.36	-\$522.84	0	\$28.24	6%	Limit Account
842	\$950.11	-\$17.14	0	\$41.44	6%	Limit Account
1251	\$254.38	-\$80.90	0	\$160.96	6%	Limit Account
2080	\$103.98	-\$3.73	0	\$31.92	6%	Limit Account
3023	\$172.21	-\$24.34	9	\$144.77	6%	Limit Account
4124	\$240.45	-\$11.90	12	\$211.64	6%	Limit Account
4446	-\$20.63	-\$394.97	46	\$379.54	6%	Limit Account
5118	\$987.73	-\$84.34	1	\$42.10	6%	Limit Account
6720	-\$6.85	-\$187.56	0	-\$170.80	7%	Limit Account
					8%	Limit Account
					9%	Limit Account
					10%	Limit Account



**Financial & Business Analyst**

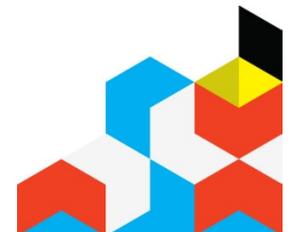


<http://w3.tap.ibm.com/w3ki2/download/attachments/374051/Banking+Short+V1.swf?version=1>  
[http://forms.cognos.com/?elqPURLPage=429&offid=wa\\_tt\\_predictive\\_analytics\\_with\\_c8\\_and\\_ibm\\_infosphere\\_warehouse&mc=web\\_ibm\\_techtalk\\_library](http://forms.cognos.com/?elqPURLPage=429&offid=wa_tt_predictive_analytics_with_c8_and_ibm_infosphere_warehouse&mc=web_ibm_techtalk_library)



### ***Business Scenario: Account Abandonment Prediction***

- ***Business practice:***
  - ***extend credit to customers by allowing them to overdraw their accounts by \$500 which generates fees through the overdrafts***
  - ***incurs the risk of customers abandoning the account, generating charge-off losses***
- ***Business goal:***
  - ***Reduce charge-off losses by predicting which accounts are likely to default (at-risk) and pre-emptively limiting their allowable overdraft***
- ***Solution:***
  - ***Enable branch managers to review and manage at-risk accounts through a web-enabled embedded data mining application***



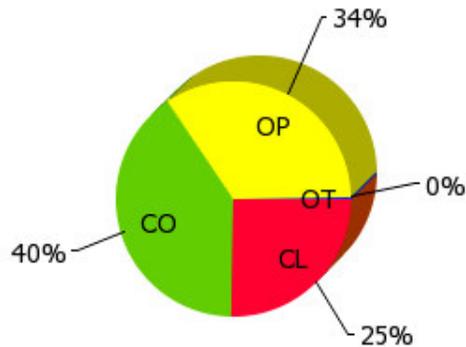
BS\_Dashboard1

# Account Summary for Region: Dallas Region

\* Dallas Region

### Account Status

- CL
- CO
- OP
- OT



% of Accounts

OP-Open, CL-Closed, CO-Charged Off, OT-Other

Total No. Accounts	3,673
# Accounts Open	1,254
# Accounts Charged Off	1,471
# Accounts Closed	933
# Accounts At Risk	37

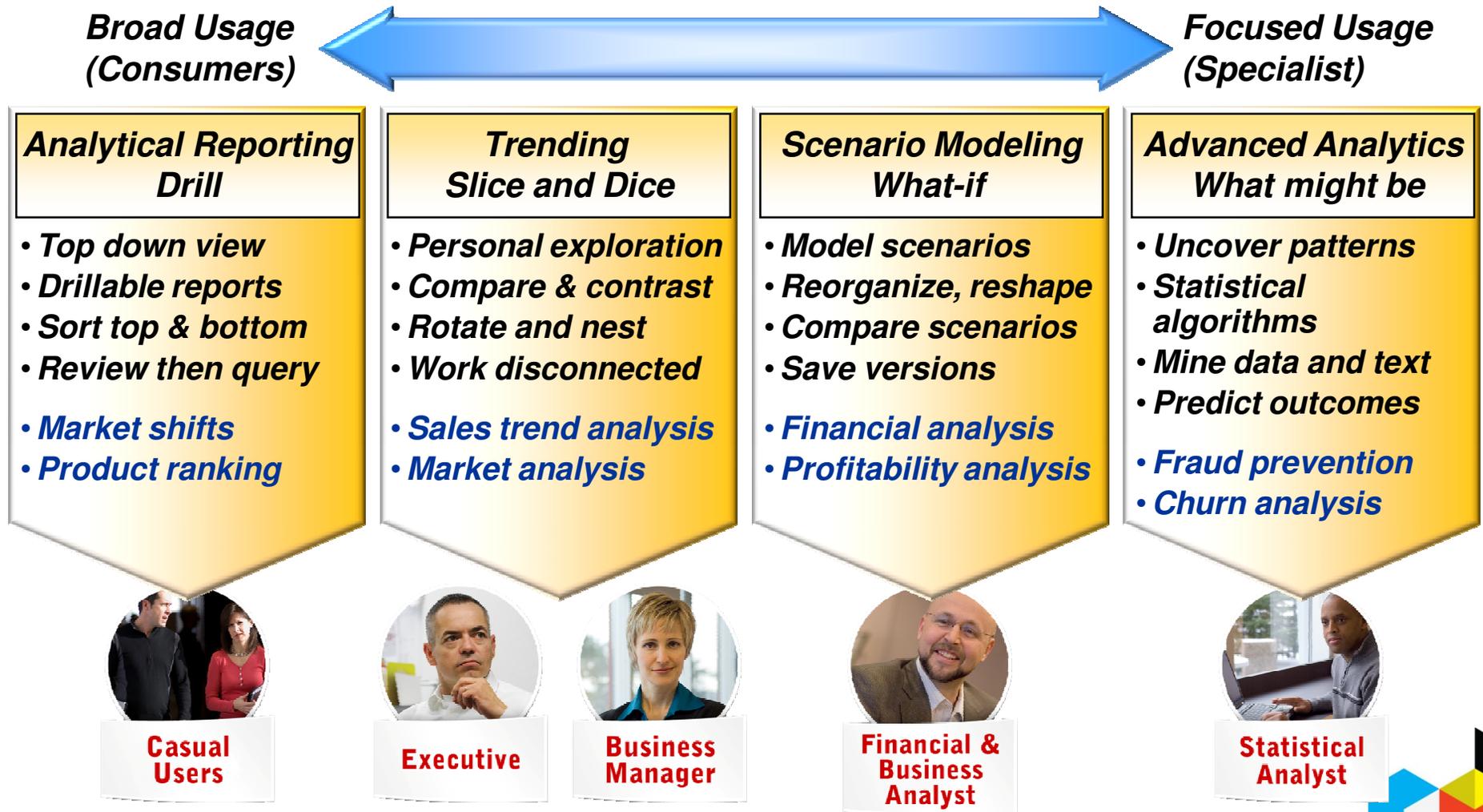
[Account Summary](#)

Branch Region	Account Status	# Accounts	% Accounts	Fees Generated
All Regions	CL	7,485	22%	\$118,755.30
	CO	14,072	40%	\$828,523.90

**REGION**  
■ All Regions  
■ Alabama

Predictiv  
e Demo

## Breadth of Analysis styles



# IBM Cognos Performance



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