



IBM Cognos 8 Business Intelligence - Overview

Marco Loprete, Senior Solution Specialists
Business Intelligence and Performance Management

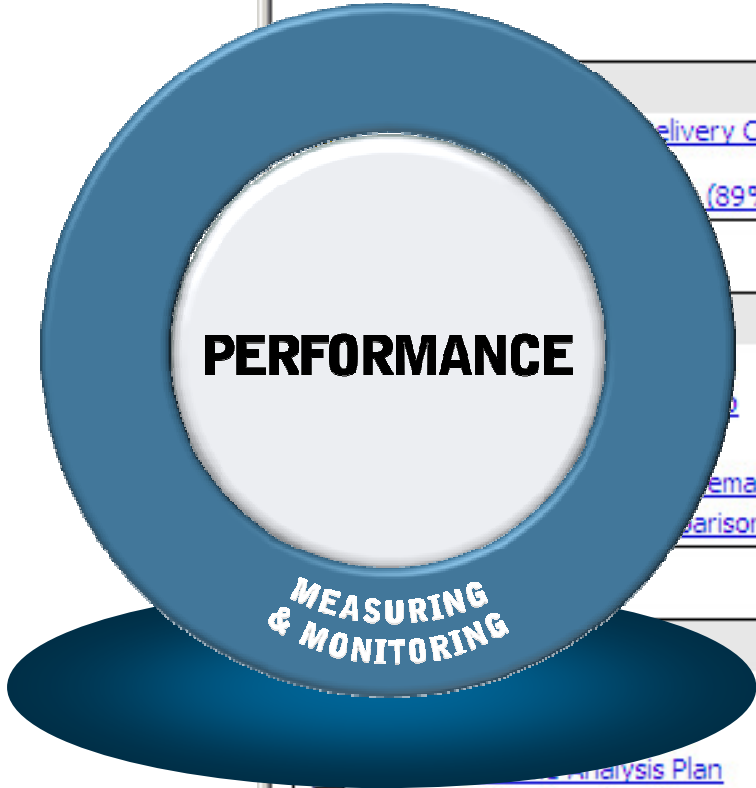
Three Questions that Drive Performance



Performance Management Capabilities

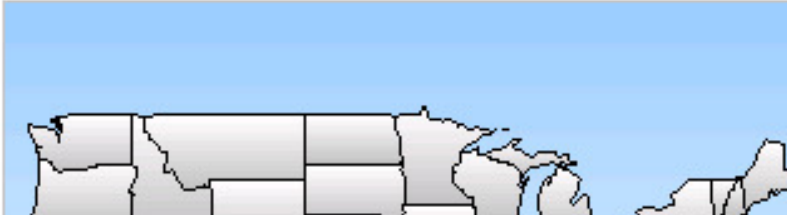


How are we doing?



Name
On Time Customer Shipments
Forecast Accuracy - Operations
Inventory Obsolescence as a % of Total Inventory - Operations
Unplanned Maintenance Downtime - Operations
Production Compliance - Operations
Committed Delivery Performance - Operations

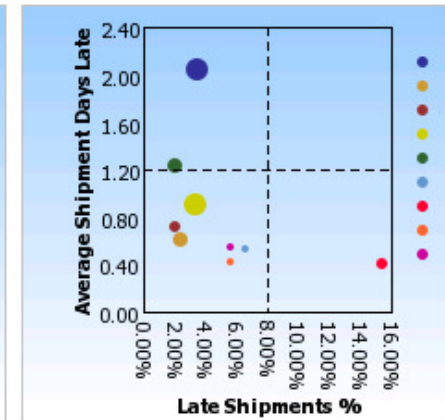
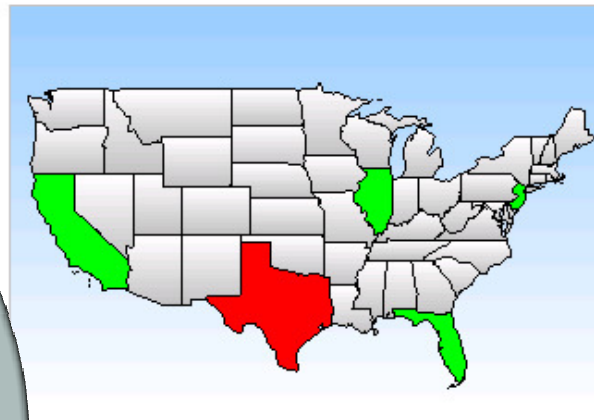
CAPACITY EXCEPTIONS



Scorecard or dashboard shows On Time Shipments below plan

How are we doing?

Why?



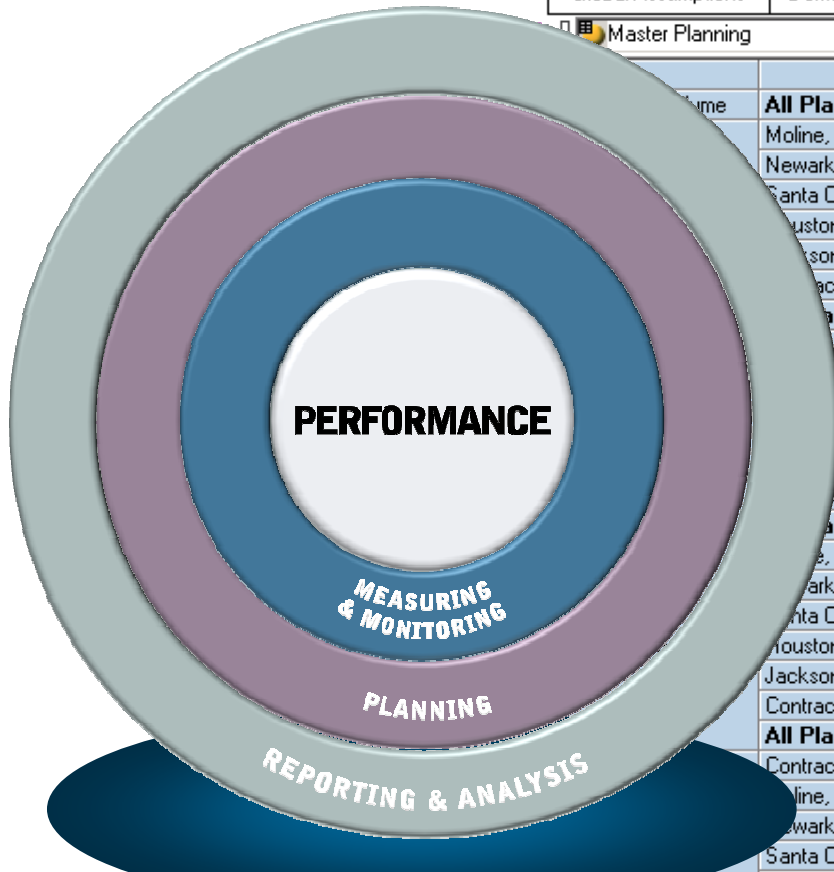
Plant	Comp. Name	Mat Req'd	Tot Mat. Ordered	Mat. Shortage Desc.
Houston, TX	Circuit Boards	22,825,208	43,074,732	
Jacksonville, FL	Computer Cases	12,783,836	40,521,303	
Master Planning	Electrical Connectors	89,655,906	199,800,000	
Malaga, FL	Instrument Wiring	26,545,840	26,662,632	
Newark, NJ	Instrument Wiring	1,065,832	888,867	Yes
Santa Cruz, CA	LCD Monitors	0	41,344,732	

Report shows production bottleneck due to Material Shortage

How are we doing?

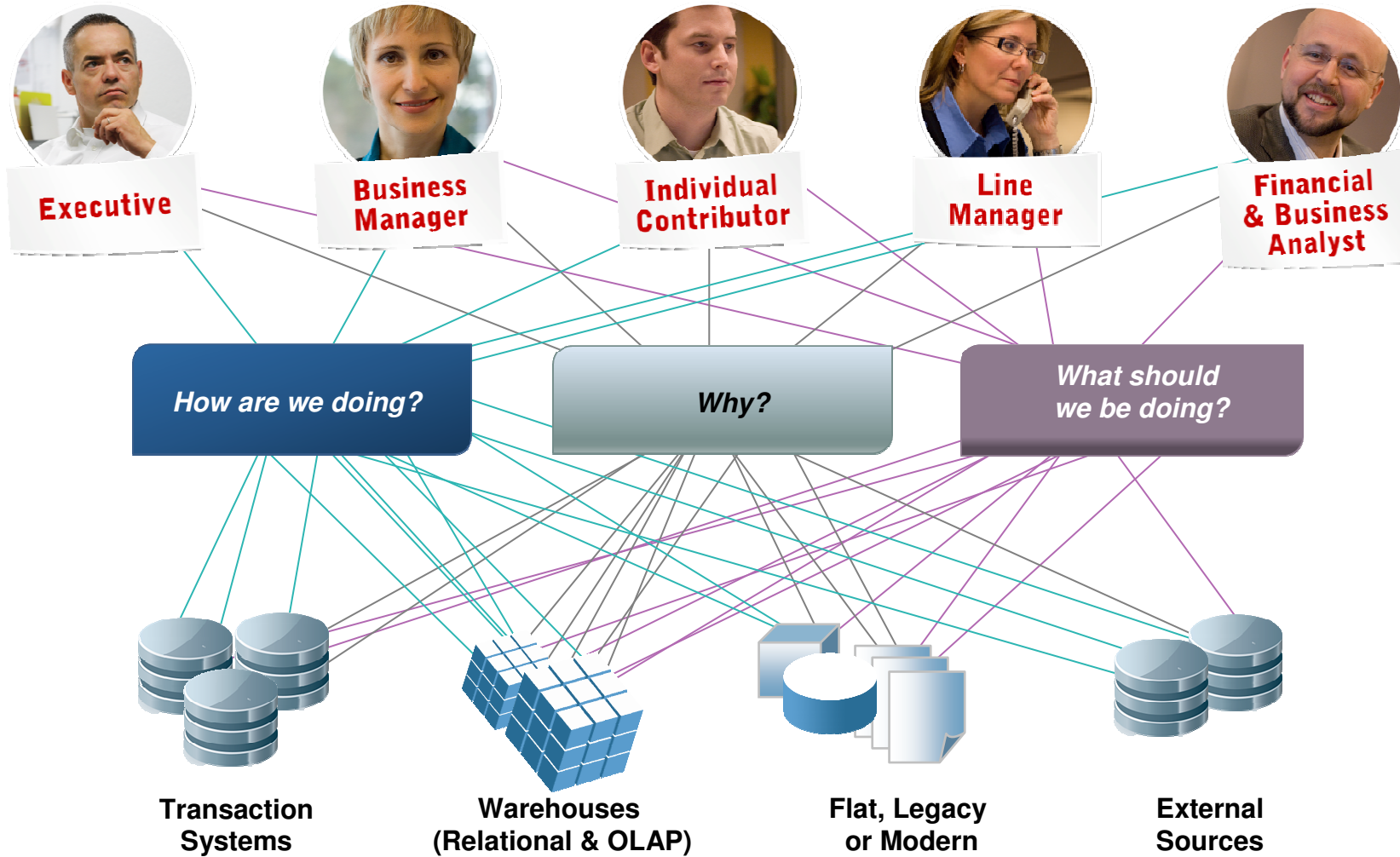
Why?

What should we be doing?

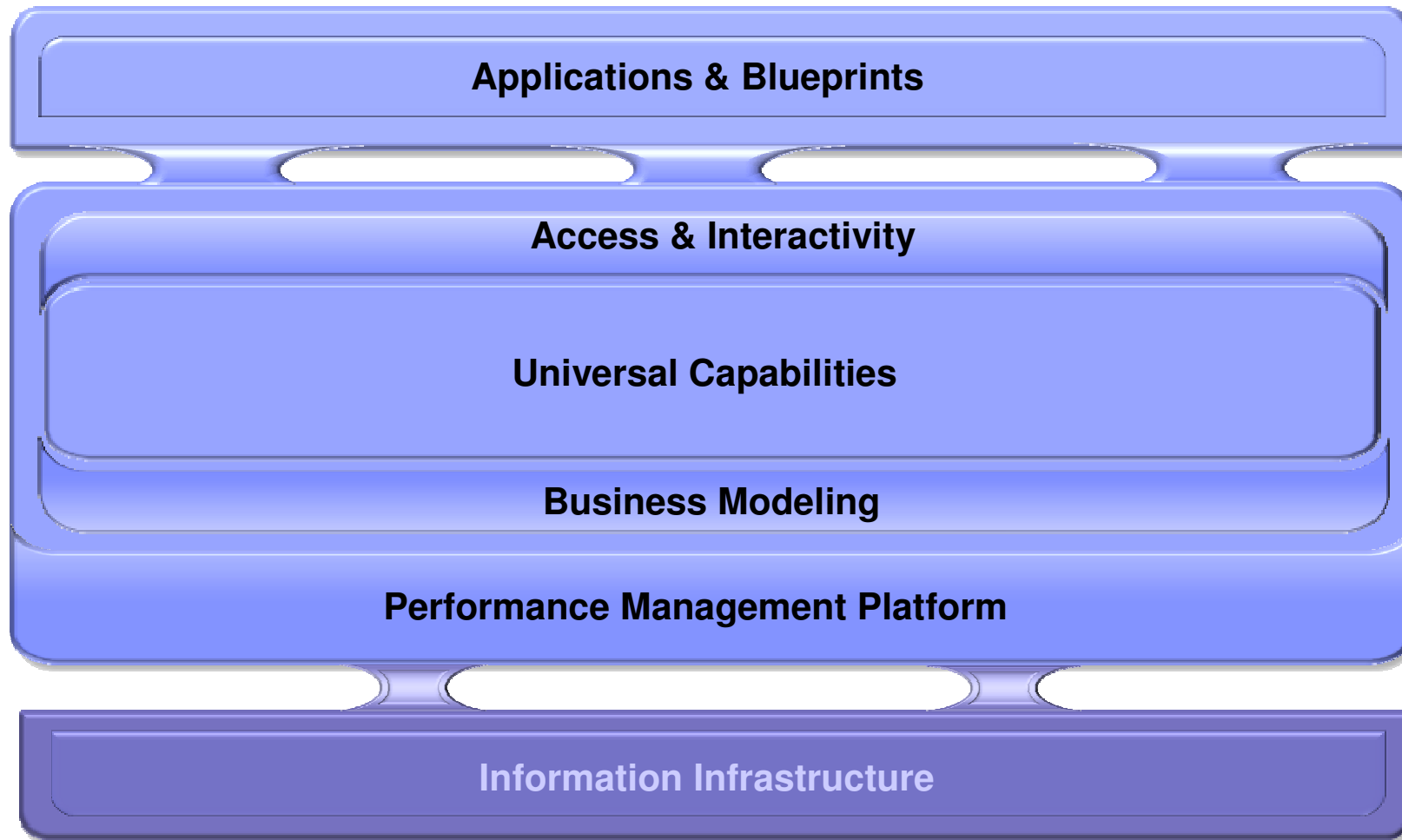


Global Assumptions		Demand Volume		Base Regional Breakdown		Plant Production		Contractor Volume Constraints		Contractor	
Master Planning		Strategic Accounts		Game Console							
		Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07		
All Plants		5,375	5,745	5,145	5,145	6,197	7,016	7,956			
Moline, IL		20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%			
Newark, NJ		20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%			
Santa Cruz, CA		20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%			
Houston, TX		20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%			
Jacksonville, FL		20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%			
Contractor		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			
All Plants		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%			100.00%
Moline, IL		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%
Newark, NJ		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%
Santa Cruz, CA		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%
Houston, TX		0.00%	0.00%	(20.00)%	(20.00)%	(20.00)%	(20.00)%	(20.00)%			(20.00)%
Jacksonville, FL		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%
Contractor		0.00%	0.00%	20.00%	20.00%	20.00%	20.00%	20.00%			20.00%
All Plants		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%
Moline, IL		20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%			20.00%
Newark, NJ		20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%			20.00%
Santa Cruz, CA		20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%			20.00%
Houston, TX		20.00%	20.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%
Jacksonville, FL		20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%			20.00%
Contractor		0.00%	0.00%	20.00%	20.00%	20.00%	20.00%	20.00%			20.00%
All Plants		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%			100.00%
Contractor											
Moline, IL		1,075	1,145	1,029	1,029	1,239	1,403	1,591			
Newark, NJ		1,075	1,145	1,029	1,029	1,239	1,403	1,591			
Santa Cruz, CA		1,075	1,145	1,029	1,029	1,239	1,403	1,591			

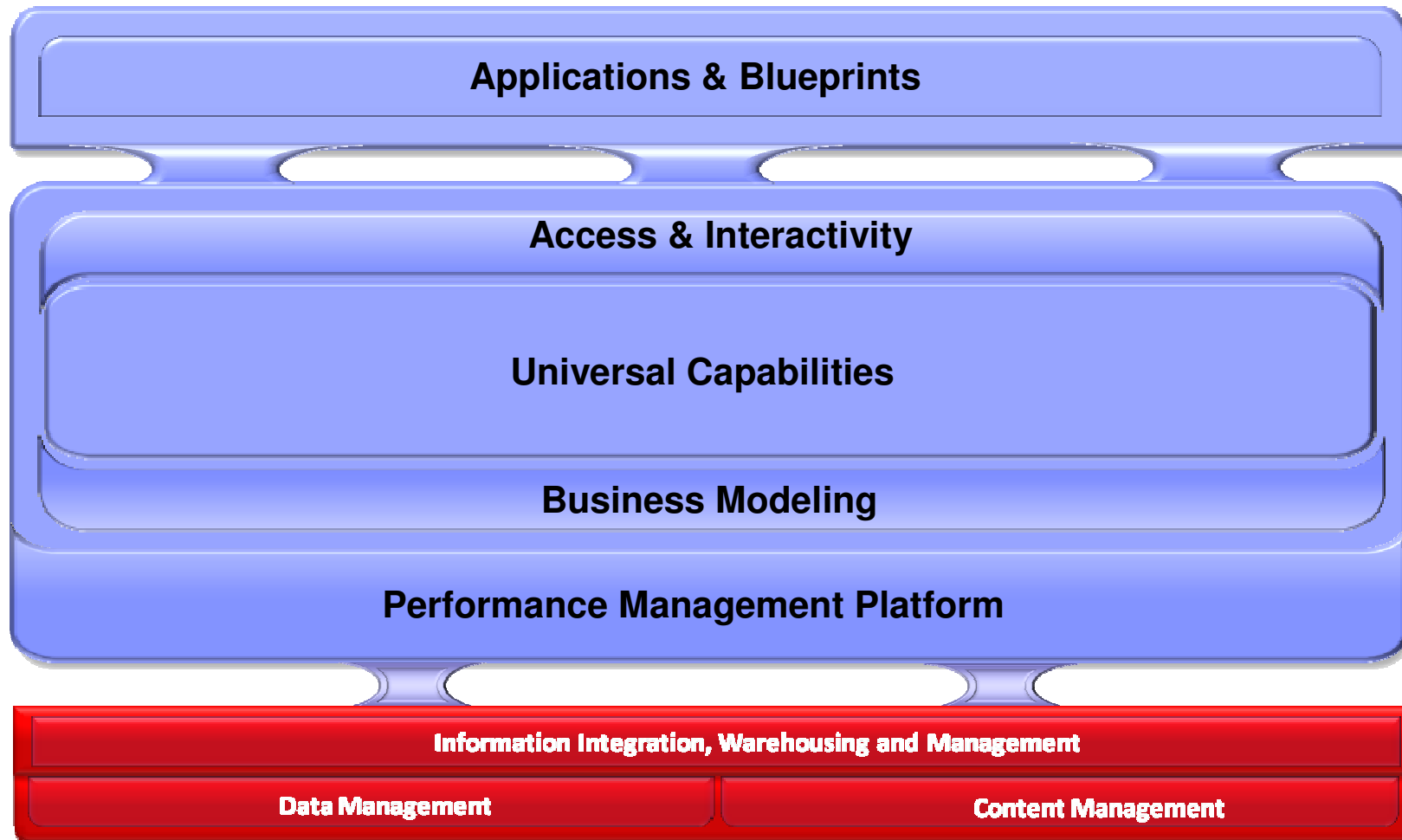
Demand Volume is reviewed and Plant Production Plan is adjusted to remove bottleneck



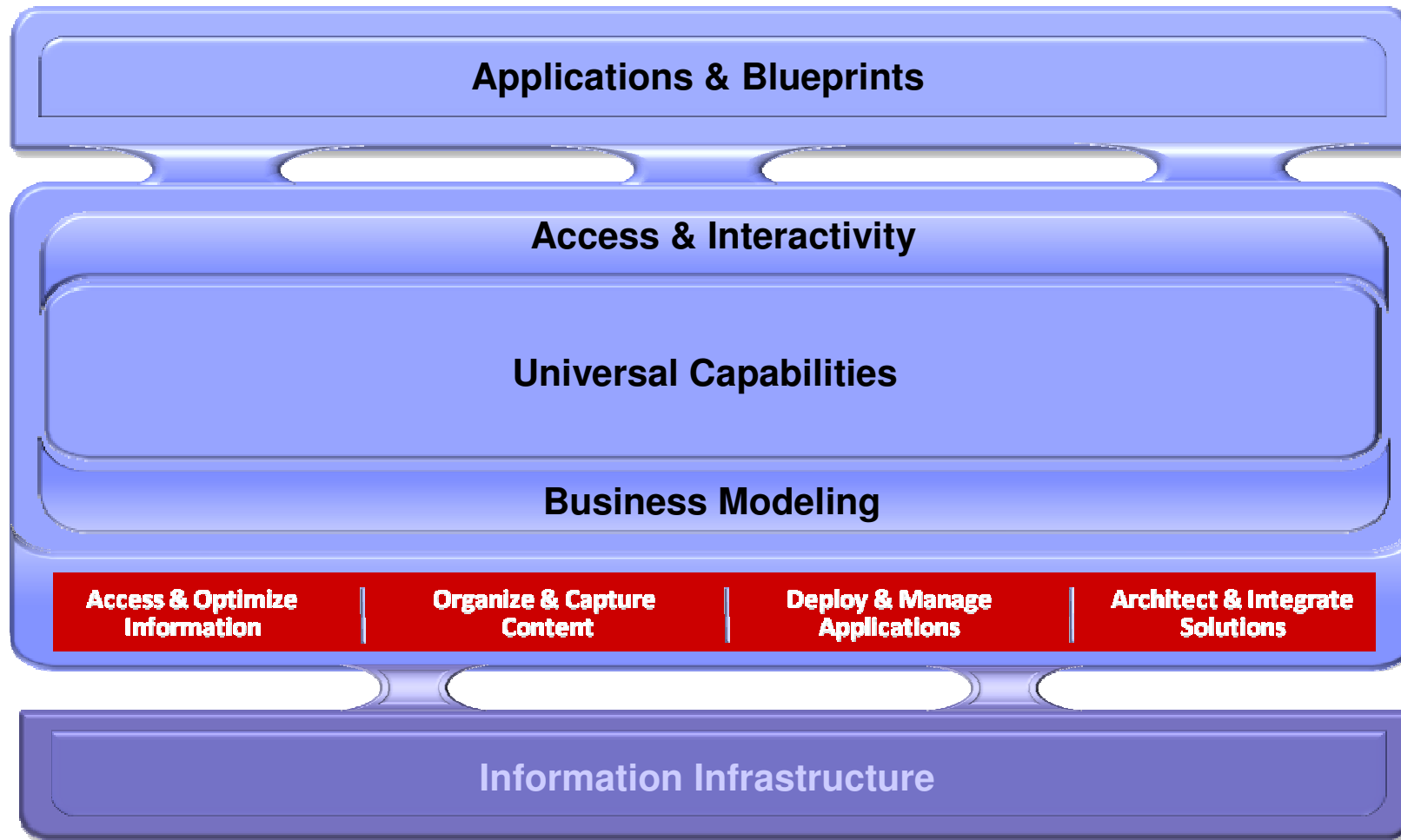
IBM Cognos Performance Management System



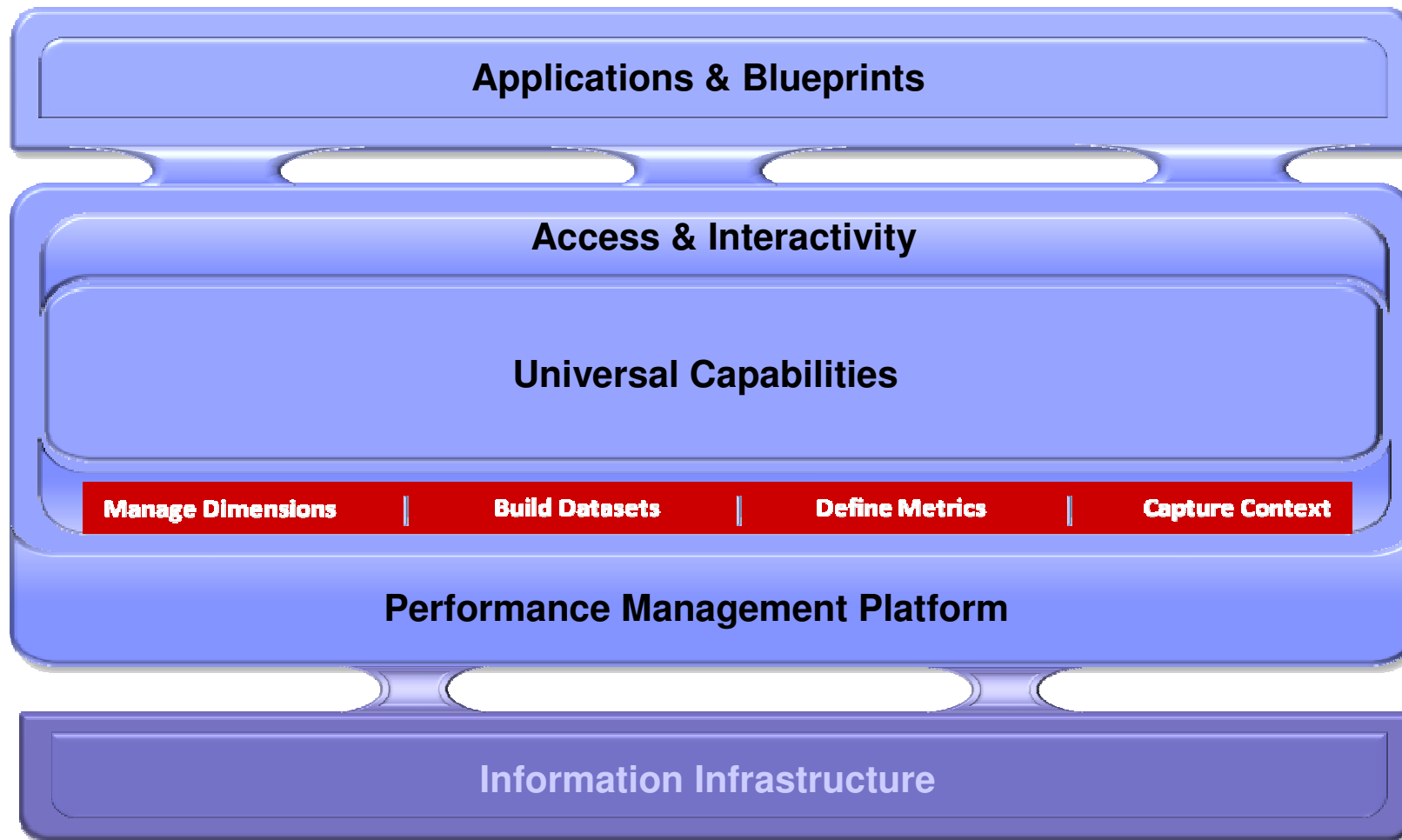
IBM Cognos Performance Management System



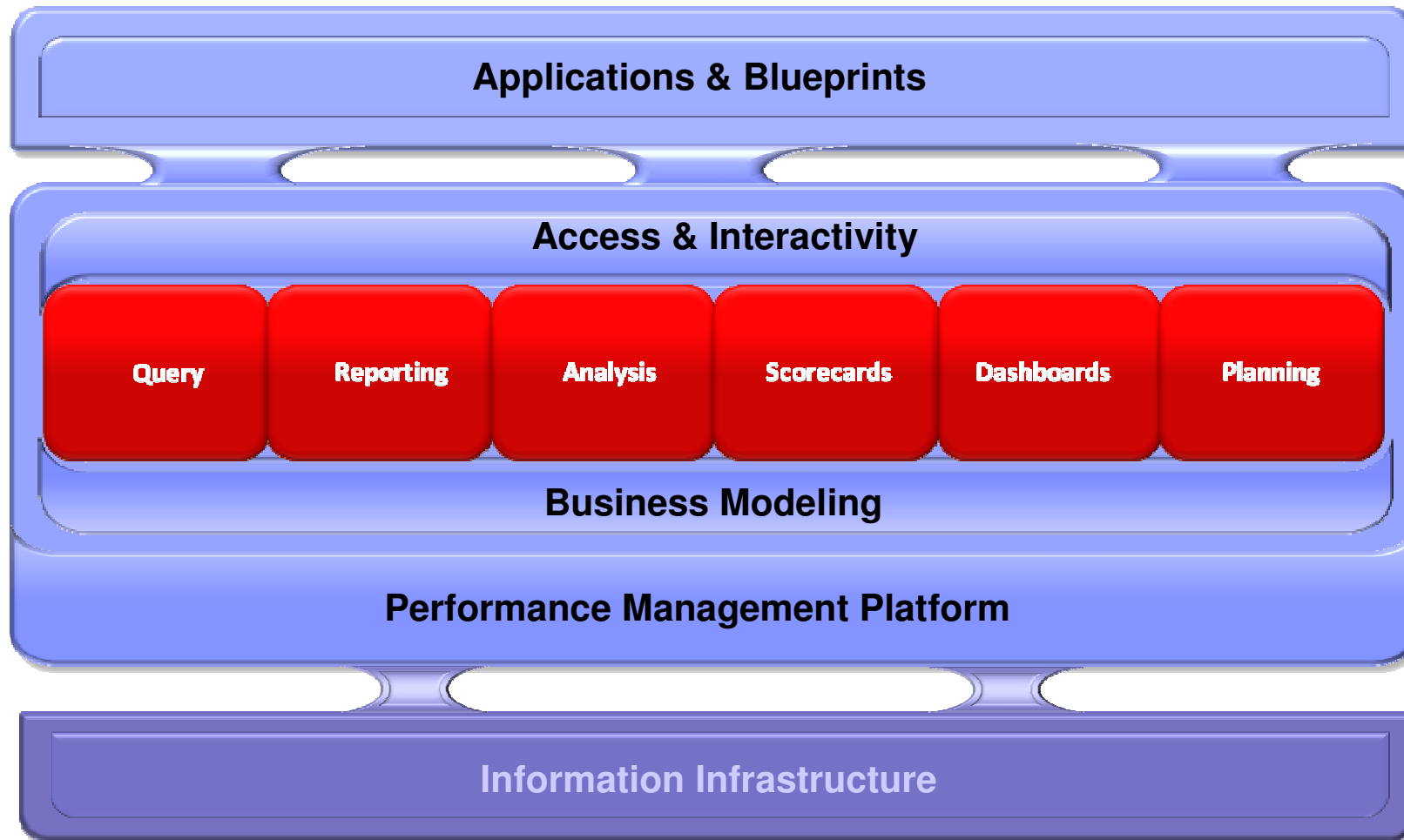
IBM Cognos Performance Management System – Performance Management Platform



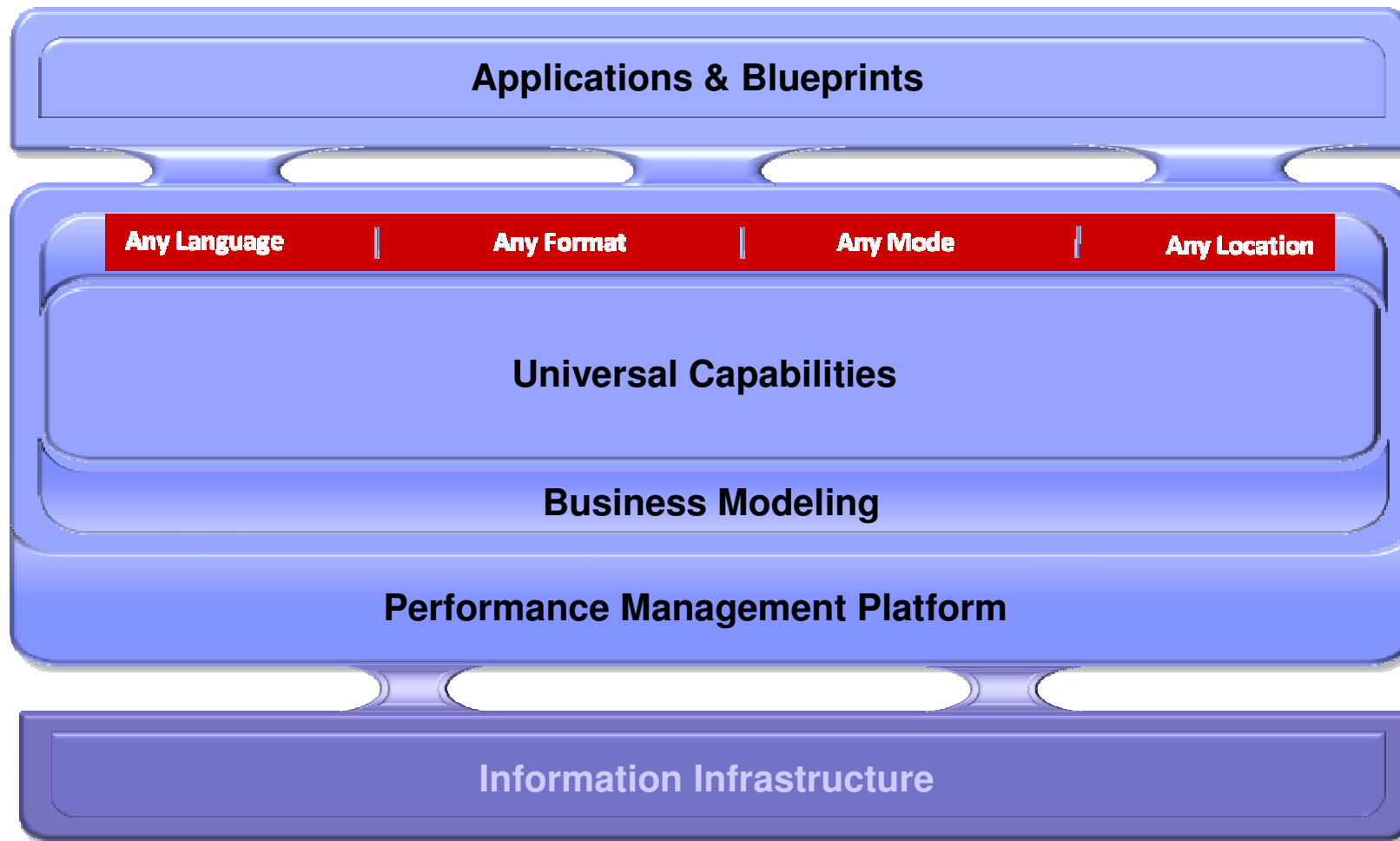
IBM Cognos Performance Management System – Business Modeling



IBM Cognos Performance Management System – Universal Capabilities



IBM Cognos Performance Management System – Access and Interactivity



exec dashboard - Cognos Viewer - Windows Internet Explorer

http://cognosd2g/cognos8/cgi-bin/cognos.cgi?b_action=cognosViewer&ui.action=view&ui.object=defaultOutput(%2fcontent%2f) Live Search

File Edit View Favorites Tools Help

exec dashboard - Cognos Viewer

Cognos Viewer - exec dashboard db2admin Log Off About

Keep this version Add this report Watch new versions Add comments

Great Outdoors Company Sales Dashboard

Prod Line Margin

Product Line	Gross Profit	Profit Margin
Lifestyle Products	\$11,285,569.44	50.88%
Home Office	\$11,236,904.84	19.11%
Consumer Electronics	\$18,884,105.85	17.60%
Home Theatre	\$47,336,064.25	15.30%
Entertainment Media	\$3,076,268.21	5.80%

Top 5 Customers (Revenue)

Customer Name	Customer Revenue
Precision Products	\$112,100,315.64
Telco House	\$87,526,498.70
Avantage.com	\$72,349,901.11
Communication Media	\$46,443,833.54
Eniatsum Inc	\$45,086,223.80

Top 5 SalesReps (Revenue)

Turpin, Yves	\$76,913,077.50
Moureux, Sally	\$43,882,840.24
Saint-Germain, Guido	\$35,197,602.20
Meng, Corey	\$28,367,660.20

GO Sales Territory Margin

Revenue: \$581,078,919.06
Margin: 110.05%

Americas

Revenue: \$183,951,523.67
Margin: 95.64%

Asia Pacific

Revenue: \$85,953,817.93
Margin: 112.19%

Central Europe

Revenue: \$64,372,587.68
Margin: 98.85%

Northern Europe

Territory	E-mail	Fax	Mail	Sales visit	Special	Telephone	Web
Americas	769,380						
Asia Pacific	251,685						
Central Europe	132,185						
Northern Europe	77,495						

Month	Revenue
2007/Jan	\$20,000,000.00
2007/Jan	\$45,000,000.00
2007/Jan	\$20,000,000.00
2007/Jan	\$30,000,000.00
2007/Jan	\$10,000,000.00
2007/Jan	\$10,000,000.00
2007/Jan	\$40,000,000.00
2007/Jan	\$95,000,000.00
2007/Jan	\$10,000,000.00
2007/Jan	\$25,000,000.00
2007/Jan	\$25,000,000.00

Done

Local intranet 100%

Start Tomcat IBM Cognos Configuratio... exec dashboard - Cog... 8:43 AM

stepline GO - Cognos Viewer - Windows Internet Explorer
 http://cognosd2g/cognos8/cgi-bin/cognos.cgi/lineageUIService - Windows Internet Explorer

Business View Technical View

Report Package Data Sources

```

    graph LR
      Revenue[Revenue] -.-> Query1[Query1  
Revenue  
Detail Filter 1]
      Query1 --> SalesFact[Sales fact  
Revenue]
      Query1 --> TimeDimt[Time dimt  
Current year]
      SalesFact --> SLS_SALE[SLS_SALE  
SALE_TOTAL]
      TimeDimt --> GO_TIME_[GO_TIME_  
CURRENT_YEAR]
      SLS_SALE --> go_data_[go_data_]
      GO_TIME_ --> go_data_
    
```

Properties for Revenue

Property	Value
ID	[Query1].[Revenue]
Name	Revenue
Type	Data Item
Expression	[Sales (query)].[Sales fact].[Revenue]

Start Tomcat IBM Cognos Configurati... stepline GO - Cognos Vi... http://cognosd2g/co... EN 8:47 AM

BlackBerry 8800 Simulator

File Edit View Simulate Tools Help

BlackBerry

Marketing Performance

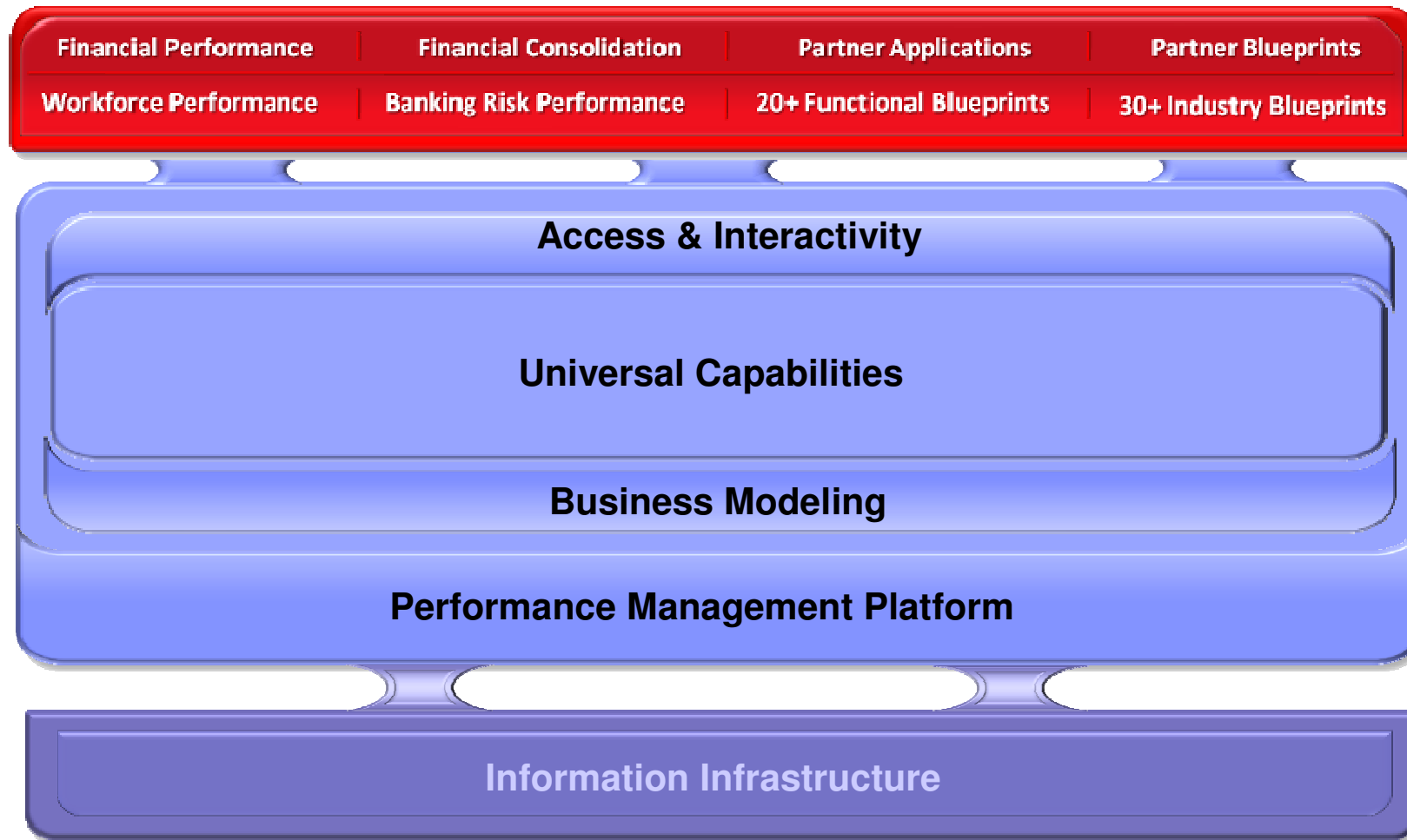
Program	2007Jul	2007Aug	2007Sep	2007Oct	2007Nov	2007Dec
Blue Tooth/BIC	1385	144	1545	1595	1354	1023
Air Force	8874	1197	8925	1412	14227	1305
Surprise Thanks	9936	843	882	519	5200	1615
Free DIB offer	953	8848	1465	8817	8559	894
M&M	8755	875	889	1647	8275	7855
Specialty (Other) M&M	879	258	1274	8823	1523	878
Bundled Accounts	8230	8258	785	4359	5218	510
Total(Top Programs)	88886	88628	17828	17588	19423	12388

Revenue	Dr Force	Surprise	Blue Tooth/BIC
2007Jul	\$12888	\$10788	\$4858
2007Aug	\$23488	\$21688	\$4388
2007Sep	\$8848	\$8888	\$7168
2007Oct	\$27288	\$24788	\$5228
2007Nov	\$25188	\$23588	\$8228
2007Dec	\$28588	\$12588	\$2558

marketing performance Page 1 of 1

Trackball (Keyboard: F9, Numpad 5 with num lock off)

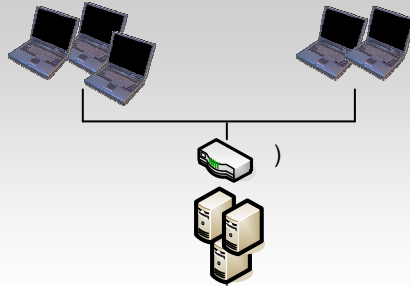
IBM Cognos Performance Management System – Applications and Blueprints



PRESENTATION/WEB TIER:

Zero Footprint Browsers

- Portal
- Ad Hoc Query
- Deep Comparative Analysis
- Event Lifecycle Management
- Reporting
- Dashboarding and Scorecarding
- All Administration



Microsoft Excel Users

Windows Client/Add-ins
 Disconnected OLAP Client
 Analysis Excel Client



APPLICATION TIER

FIREWALL/ROUTER/ENCRYPTION

IBM Cognos BI Bus – SOAP, XML



WINDOWS
UNIX
LINUX*

DATA TIER

FIREWALL/ROUTER/ENCRYPTION

IBM Cognos ETL, other in-place ETL

SQL

MDX

COMMON METADATA

TRANSACTION

- SAP R/3, mySAP etc

RELATIONAL

- IBM DB2 UDB, Oracle, Microsoft SQL Server, other...
- Dimensionally Aware Relational

MODERN

- XML, WSDL, LDAP, JDBC...

OLAP

- Enterprise Planning Real-Time Plans
- PowerCubes: High Performance Dimensional Cache
- Industry Standard OLAP Providers: SAP BW, Microsoft, IBM

CONTENT & METRICS STORE
 DB2, ORACLE, SQL Server, Sybase

SECURITY PROVIDERS
 SAP, LDAP, Active Directory, NTLM, Netegrity, IBM Cognos Namespace, Custom Providers

AUDIT
 RDBMS, UNIX Sys Logs, NT Event Log

Weitere Informationen

- **IBM Cognos 8 Performance Management Software**
<http://www-01.ibm.com/software/data/cognos/>
- **IBM Cognos Solutions**
<http://www.cognos.com/solutions/index.html>
- **Inspiration: IBM TV – A brief History of Intelligence**
<http://www-01.ibm.com/software/info/television/html/F645881N47756I96.html>

Your Contacts for Content in this Presentation



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THANK
YOU