

IBM Persona Demo – Executive VO Script

Key business information should be readily accessible, with full confidence that the data is consistent throughout the enterprise whether it's delivered in a report, dashboard or through another capability. The executive is ultimately responsible for everything he or she oversees, so ensuring that everyone is working towards a common company vision and set of goals is a must.

IBM Cognos Business Intelligence software is designed specifically to deliver this level of confidence. Our solutions offer enterprise scale Business Intelligence software, services, and hardware, while remaining open to any underlying data or platform. In this scenario we will assume the role of the executive who is responsible for the well being of the organization and wants quick access to the pulse of the organization.

To begin, the executive opens his workspace. IBM Cognos Business Insight offers a limitless workspace, making it easy for any user to create a personalized, at-a-glance view of all relevant aspects of the business. Business Insight offers a view of information across all time horizons: historical trends, predictive results and even real-time performance. With Cognos Business Intelligence, you can display real-time data streams within the unified workspace to continuously monitor important metrics around things like call center volumes, inventory levels or pay-per-click advertising.

At the fictional Future Chips International—a global electronic chip manufacturer—the job of this executive is to manage revenue by product line across geographies. He notices in the upper left of his workspace that performance in Asia is trending down and all key metrics are red. KPP—which stands for Key Performance PREDICTOR—is derived from a predictive model run in IBM Business Analytics software.

To understand what is happening in Asia, he simply right clicks to gain access to a context sensitive menu. Because the data is dimensional in nature he can drill for deeper insight into the root cause of Asia's poor performance. Here the executive can quickly see that the company's poor performance is prevalent across the continent.

It is easy for the executive to filter the view of information and provide greater context for analysis. This interactive slider can be wired to one or multiple objects on the workspace. The executive uses a line chart to clearly see the trends in market share across these regions. In the Content pane, the executive conducts research for additional context. He drags and drops a number of reports into the workspace, before bringing this Market Segmentation report into view.

This chart is based on the results of a clustering algorithm run in IBM Business Analytics software. He can easily filter views to exclude all countries outside Asia, delete columns not relevant to the analysis and quickly sort data. Now the Executive at Future Chips can quickly gain perspective through detailed information on problems in his organization. Let's see how he takes this information on the road.

The Executive opens/uses IBM Cognos Active Report, which delivers interactive dashboards that provide offline access to vital information even when he is not connected to a network. On this first tab, he gets a snapshot view of Sales, Revenue and Returns. Seeing the information in the context of key product lines is as easy as selecting a radio button.

Moving to the Market Analysis tab, we see the information from a specific geographic region. Focusing on California, the executive reviews the customers and products purchased in that region. Moving to the Distribution tab, the executive can do an ad hoc analysis and view the exact sales figures for each product over the last few years. With Cognos Active Report, a wider audience can realize the benefits of business intelligence through a stand-alone reporting application, enabling smart business decisions at the point of impact.

IBM Cognos Mobile delivers access to business intelligence away from the office, so the right information for making responsive and informed decisions is available wherever you are. Let's take a look at how the executive accesses information from his mobile device to identify business problems and take immediate action.

He peruses thumbnails of various actionable reports, before choosing one for closer review. With an iPad, iPhone or BlackBerry device, he can fully interact with business intelligence materials targeted to his needs, while enjoying the user experience that is consistent with his mobile device.

The executive drills down for additional information and insight right from his mobile device. With Cognos Mobile, he can add individual reports or dashboards to his Favorites list for a customized personal experience. Now he uses the Cognos Mobile integrated search capability to find the most relevant business intelligence reports. He selects the report that matches his search criteria and adds it to his Welcome screen where it's immediately available upon login.

Cognos Mobile delivers valuable business intelligence that is targeted, interactive and personalized to your needs, so you can stay fully connected and make informed decisions from anywhere, at any time.

For more information about IBM Cognos Business Intelligence, visit ibm.com or call 866-601-1934.