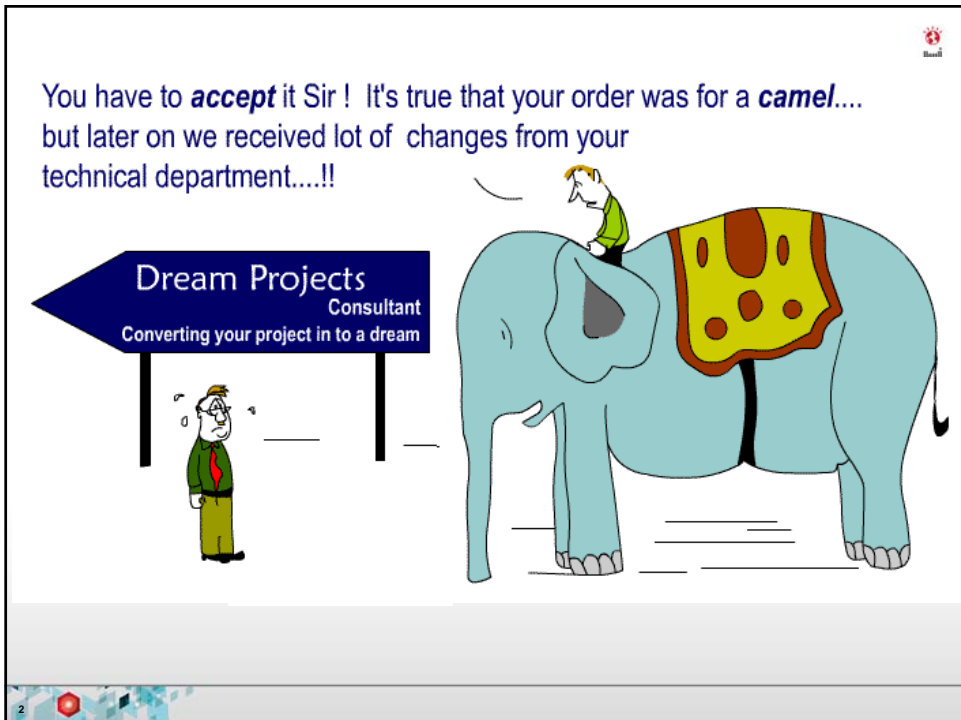




Maximize the value of IBM Business Analytics with IBM Services

Deepak Gautam, Services Team Leader

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You have to **accept** it Sir ! It's true that your order was for a **camel**... but later on we received lot of changes from your technical department....!!

Dream Projects
Consultant
Converting your project in to a dream

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IBM SWG Services



With the mission to support customers in the Technology Adoption, our team brings the talent and expertise you need to deliver solutions that advance your business



Our capabilities include:

- Solution Implementation; Consulting Services
- Guardian Services
 - Advisory Services
 - Assessment Services
 - Assist Services
- Installation and Configuration; Optimization
- Migration Services
- Upgrade Services
- Education and Training
- Accelerated Value Program

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IBM Business Analytic Professional Services



Proven tools & methodologies

- Implementation strategy
- Proven practices
- Industry Knowledge

Solid track record of success

- Delivering world-class solutions
- Engagements across all major industries
- Experience Counts - avg tenure of 5+ yrs



Our Expertise

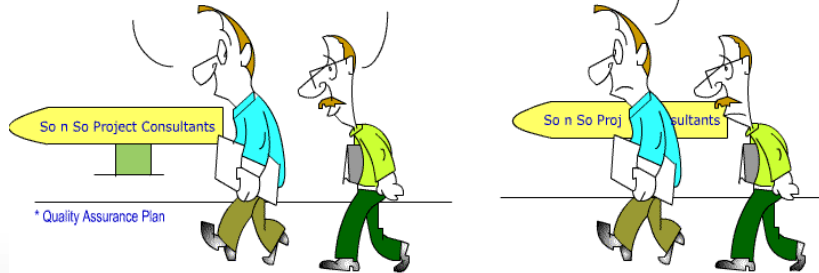
- Dedicated people who share a common passion, approach, understanding and language
- Specialists with deep product and industry expertise - the *"heart surgeons"* of a project
- Certified professionals
- Enablers, driving customers to be self-sufficient
- Over 12,000 product certified partners, IBM employees, and customers!
- 96% Customer Satisfaction - Training
- Built and trained the partner community

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I decided to implement our strict procedures in kitchen too.....and gave my *wife*, a complete QAP* to follow for the **Sunday lunch.....!!**

Wow....the food must be very tasty, hot and fresh.....!!

Yeah.....Only that I got the Sunday lunch **later on Friday.....!!**



When

Do You need services

- New Performance management project
- Solution/Readiness Assessment
- Leverage your existing IBM Cognos investment
- Knowledge transfer : Education & Training
- Enablement

Advisory Services are best when:

- Planning, analyzing & designing solution
- Determining approach to competency & training

Assessment Services are best at key milestones or post-implementation:

- Assessing & optimizing application & technical architecture design
- Assessing & optimizing model design and report design
- Performance, security, and environment "health checks"

Assist Services are best for:

- BA Lab Services "hands-on" expertise for specialized services such as installation, configuration, performance testing and tuning, product integration, and quality assurance.

Education

- **Instructor-Led – Classroom or Online**
 - Standard classroom training on the latest Cognos products at IBM training centers around the world. For Online, students are offered an experience similar to that of live classroom training, with the convenience of having it delivered directly to their desktop.
- **Custom**
 - Cognos customized user training eliminates the 'double learning curve' that students can experience when training using generic data.
- **Self-Paced Training**
 - Web-Based Training (WBT) is a convenient and cost-effective way to reach a large or globally diverse end-user community. These courses are modularly designed with a blend of multimedia and interactive labs



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How the Accelerated Value Program addresses YOUR Needs

We give you the time to focus on your business, while we focus on your IT environment by delivering:



Proactive Support

- Planning, deployment, upgrades, and migration
- Deployment planning and progress management
- Potential problem identification and prevention
- Early notification of potential critical situations
- Best practice sharing
- Researches and communicates new technotes, skills, products, features applicable to you

Knowledge and Skill Sharing

- On-site technical activities
- Staff coaching, workshops, and guidance
- Invitations to remote briefings and summits

Problem Management

- Assistance coordinating technical issue solutions
- Reporting on support issues and trends
- Escalation management



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Why

Contd....



- Reduce risk
- Realize business value & maximize ROI
- Enable faster adoption
- Pool of Experienced and technologically up-to-date resources
- Best practices and access to knowledge base
- Industry Expertise
- Proven skills; Experienced Leaders
- Business oriented implementation approach : Value for Investment
- Single point of contact : future application maintenance and upgrade services.
- Knowledge Transfer approach : Training and Education
- Resume of satisfied customers : References



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How

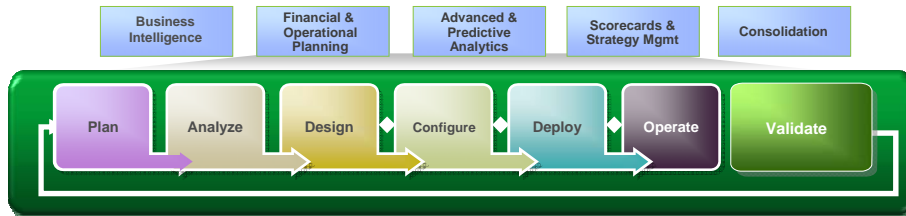
IBM Cognos delivers



- Apply Cognos Proven Practices and Cognos Solutions Implementation Methodology to achieve a 'right the first time' approach to delivery
- Deploy proactive assistance at critical points
- Utilize IBM Cognos expertise
- Build a lasting partnership with IBM Cognos
- Leverage mentoring and knowledge transfer
- Flexible Engagement Models : IBM plays the appropriate role in your engagement to ensure success
 - Direct IBM, Partner led, IBM + Business Partner, IBM + You, Guardian Services

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Methodology for Guided Path to Success



✓ **Alignment to business requirements and user expectations**

✓ **Preparation for success, ensure readiness, develop additional skills**

✓ **Partnership between business and IT, build a guiding team**

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IBM Professional Services Engagement Models



IBM plays the appropriate role in your engagement to ensure success

Lead

- IBM owns deliverables and leads the engagement
- IBM delivers turn-key solution

Partner

- IBM partners with the customer and jointly owns deliverables
- Enables customer to drive future phase work independently

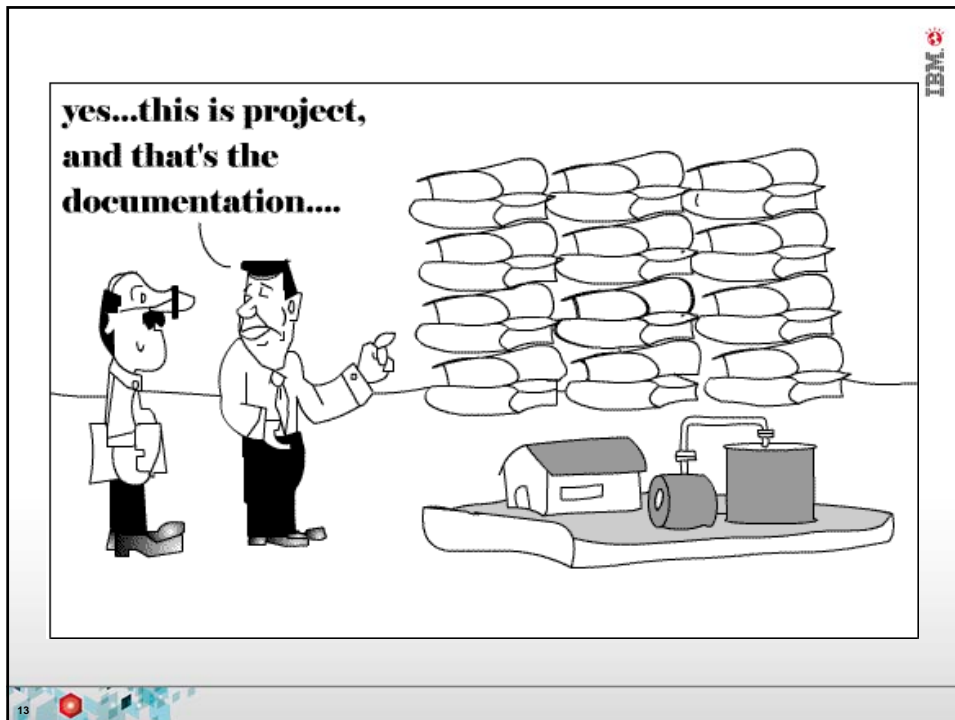
Enable

- IBM provides education and knowledge transfer
- Customer owns all deliverables and leads engagement (Guardian Services)



IBM Partners and System Integrators play a key role in these engagement models

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We look forward for working with you

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