IBM Cognos Performance

Better Intelligence. Better Business.

IBM Cognos Now!
Addressing the Frontline Needs with
Real Time Insight

Challenges in Frontline Operations

- Sub optimal utilization of front line agents and customer service reps
  - largest line item expense, call center, field service, customer service
  - results in angry, frustrated, churning customers

- Sub optimal resource utilization
  - energy, electricity, water waste, etc
  - supply chain – production, logistics, dispatch inefficiencies
  - online ad space/time for Google Key Word Search
  - Inefficiencies result in higher costs for consumers/businesses & lost opportunities for incremental revenue

- Managing increasing decision complexity with *__increasing speed and decreased time to act__*
  - More variables, more information to distill
  - Longer decision cycle equates to lost opportunities, less revenue

- Goals: Maximizing the customer renewals & retention while minimizing cost to serve and maintaining high customer satisfaction
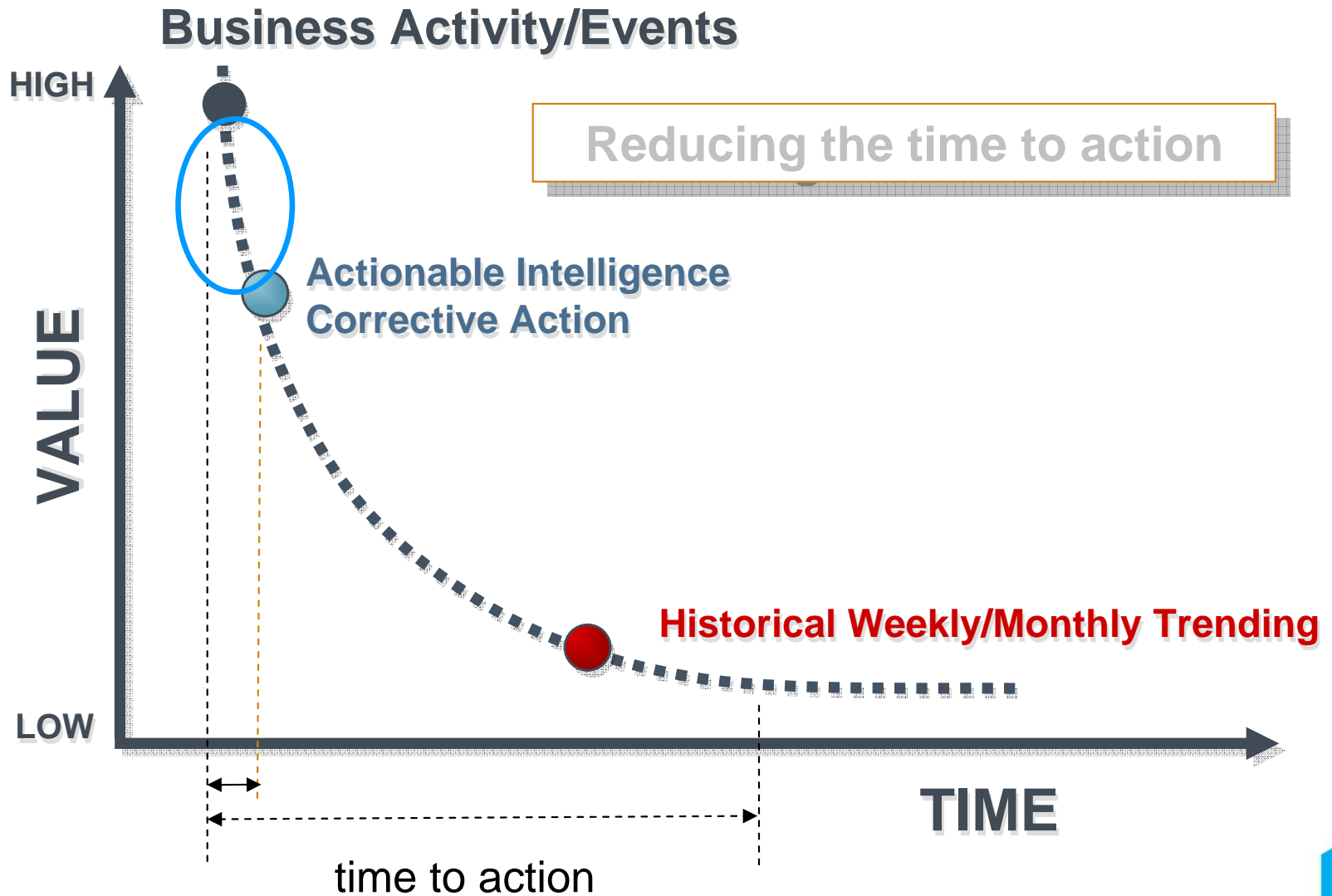
Real-time Updates of KPIs Help You Make Smart Decisions

Key Performance Indicators (KPIs) are metrics used to quantify and measure business performance against operational targets

For example:

- Call volume spikes/anomalies past 5 minutes, past 20 minutes
- Average call handling time past hour, past shift
- Service response time from 8am – 12pm, daily
- Intra day/intra hour online bank CD purchase volume
- Delays in expected time of arrival for daily shipments
- Keep track of metrics and targets in the areas most critical to your business

Information Delivery Time Reduction
Accelerated Ability for Corrective Action

Business Activity/Events

HIGH

Reducing the time to action

Actionable Intelligence
Corrective Action

VALUE

Historical Weekly/Monthly Trending

LOW

TIME

time to action

Real Time Insight is the Solution with IBM Cognos Now!

For critical, intra-day monitoring of operational KPIs and metrics

- Aggregated across multiple transactional systems and data sources
- Exception notification with automated alerting
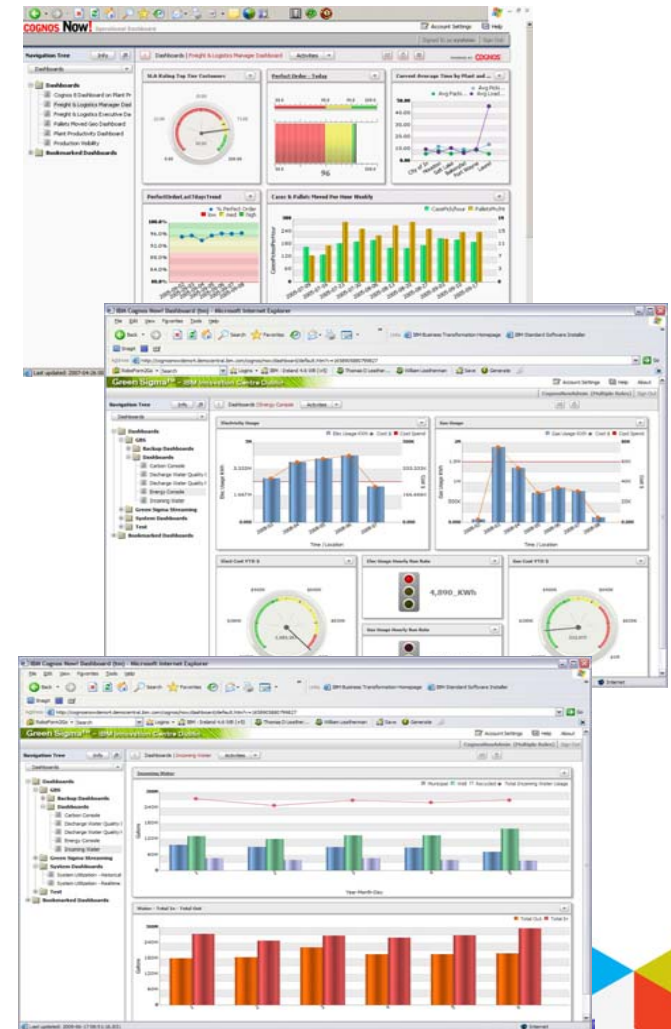
Closed loop business optimization

- Complete loop from monitor to insight to corrective action
- Identify, customize operational KPIs and metrics
- Understand and perform root cause analysis
- Drive rapid, effective decision-making and action

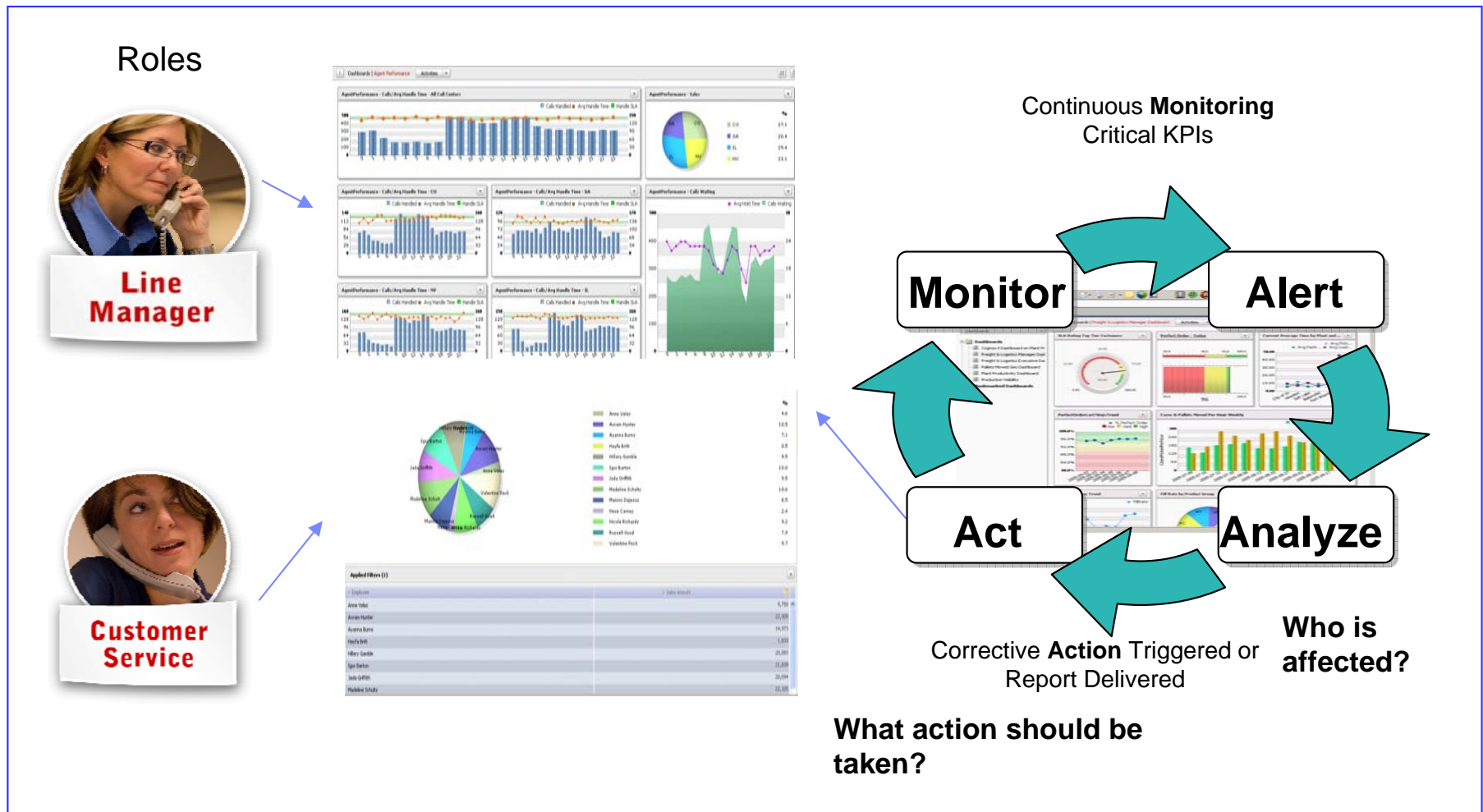**Autonomy for line of business user**

- Self service dashboards
- User-defined thresholds, business rules driven alerts
- Graphical watch points
- Customization by end users

Cost effective, low risk and rapid deployment

- No roles based pricing, unlimited user pricing in Americas
- Prepackaged hardware, software or VM appliance

Monitor, Alert, Decide, Act for Operations

Roles

Line Manager

Customer Service

Continuous **Monitoring** Critical KPIs

Monitor

Alert

Act

Analyze

Corrective **Action** Triggered or Report Delivered

Who is affected?

What action should be taken?

Addressing the Front Line Worker Pains

Call Center Operations – Call Center Manager

- Why are my calls in the queue increasing in Phoenix?
- Why is my average hold time increasing?
- What is driving my call abandons in Denver?
- Do I need to shift Level 2 support agents to the phones now?
- Do I need to shift managers to the phones in Dallas?
- What is driving the increase in open case aging?
- Why is there a spike in SR1s from 2pm – 4pm?
- What is this costing us?
- Do I need to reallocate service technicians from Orange County to LA this afternoon?

Financial Services Program Trader

- Have my trade orders exceeded a specified amount?
- What is the current status of my orders?
- Are my generated trade orders being executed?
- Have all my trade orders cleared?
- When is the most active time that orders are generated?

CPG Manufacturing Logistics Manager Pains

- Why are my on-time deliveries decreasing in San Diego today?
- Why are my order fill rates declining for my premium brands?
- Why do I have a clustering of order errors for Region 15?
- What's my exposure as five of my trucks are in service repair for 48 hours?

Financial Services

# Program Trader Desktop

Demonstration

http://cattail.boulder.ibm.com/cattail/?source=s#view=marytaylor@us.ibm.com/files/7FE9961016CB3DD997B245BB093F23B6
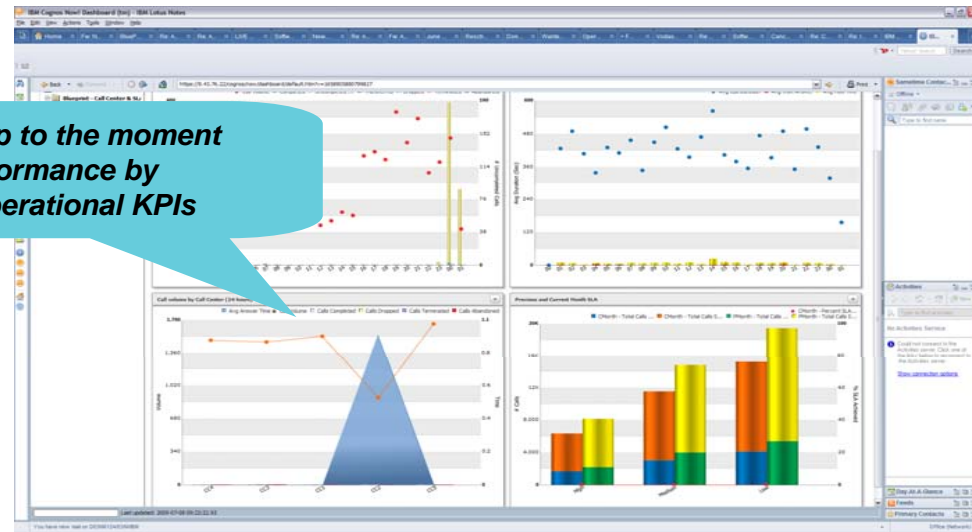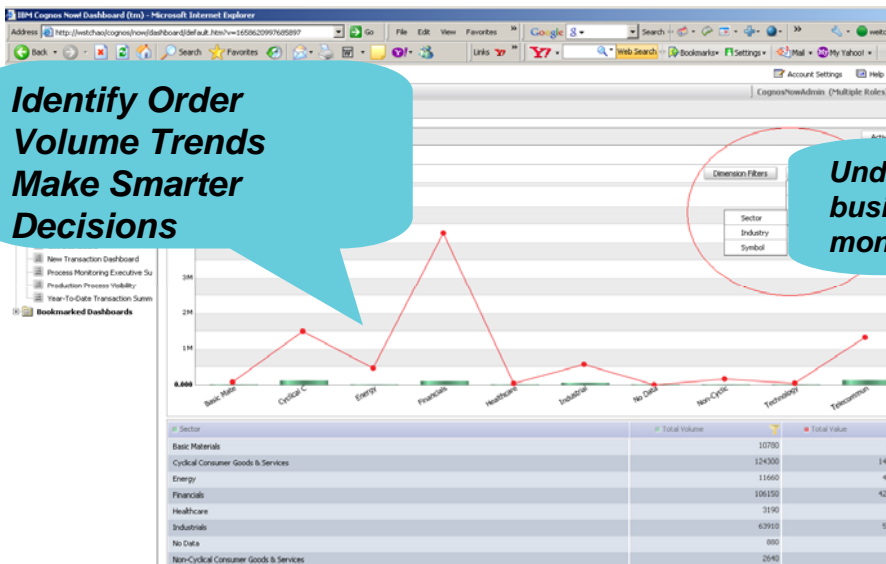
Camtasia and Script (approximately 7 minutes)

IBM.

Respond Rapidly to Changing Operational Landscape
## Real time visibility helps executives and Frontline better manage operations

Alerting – React rapidly to changes in business conditions

Personalize Dashboard Content
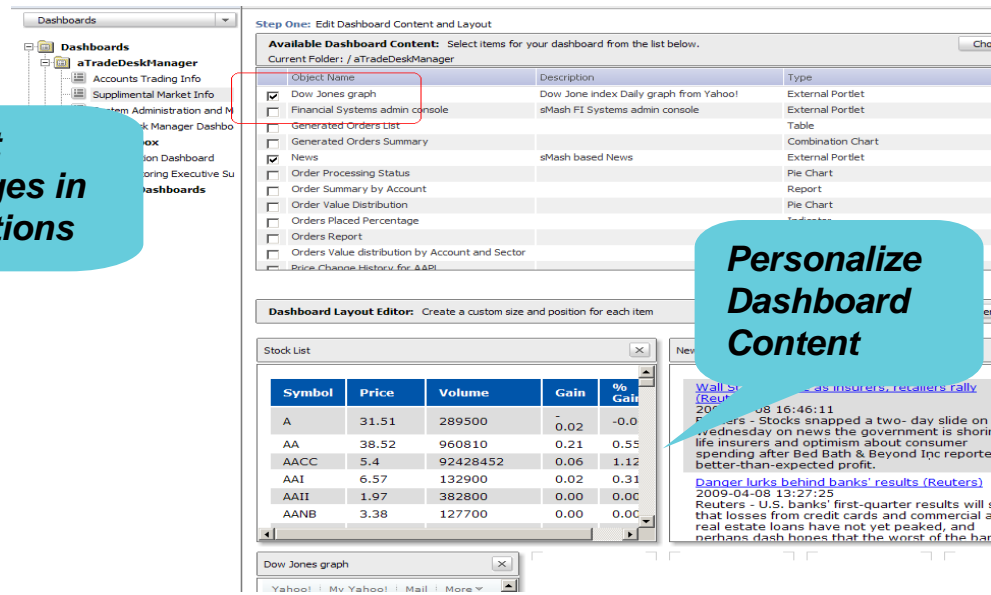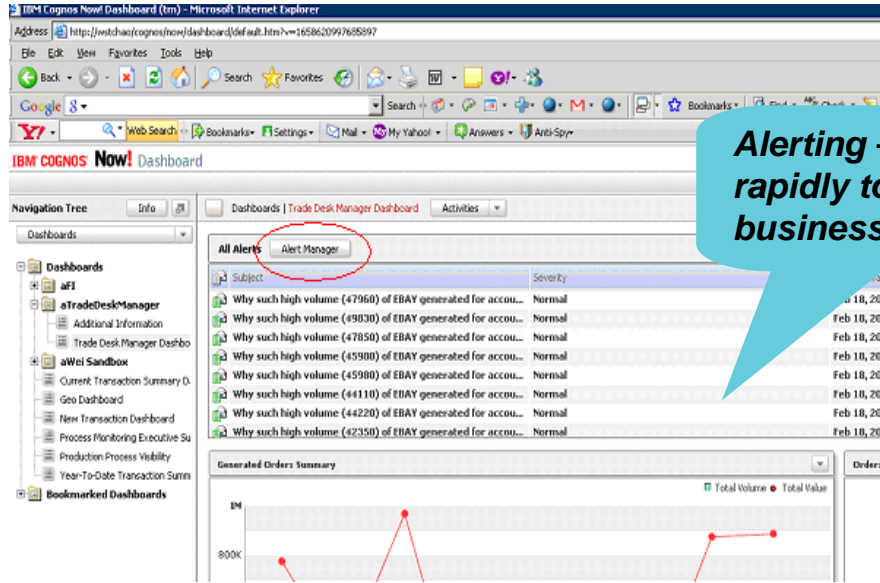
Identify Order Volume Trends Make Smarter Decisions

Understand up to the moment business performance by monitoring operational KPIs
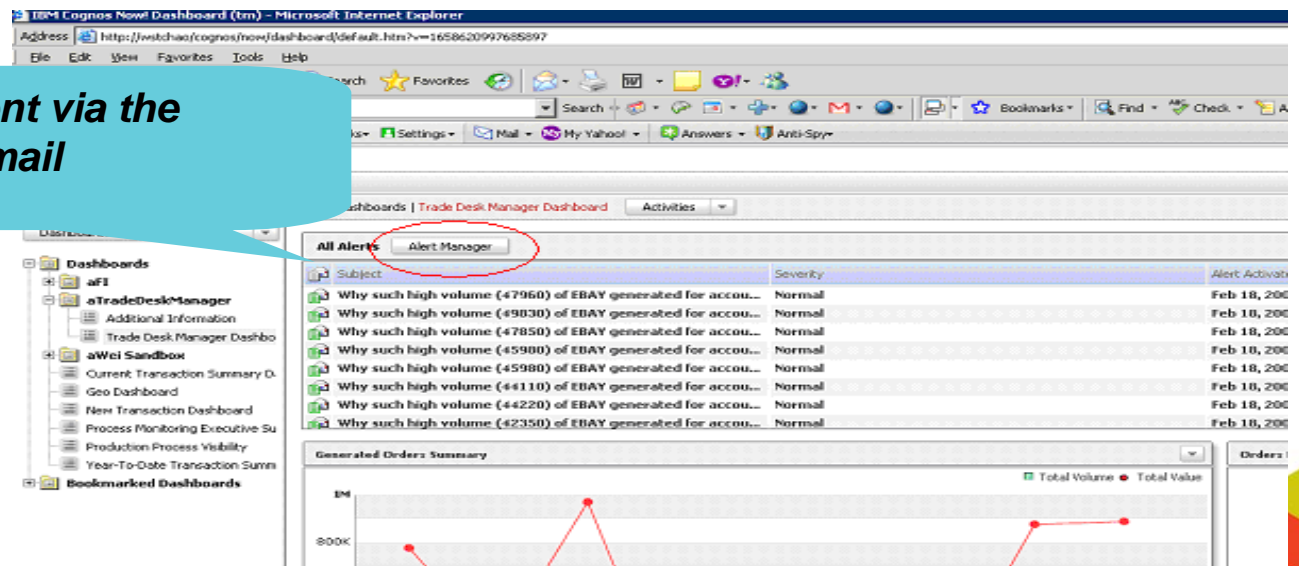
Business User Alerts
Respond immediately to business events and changes in operational environment
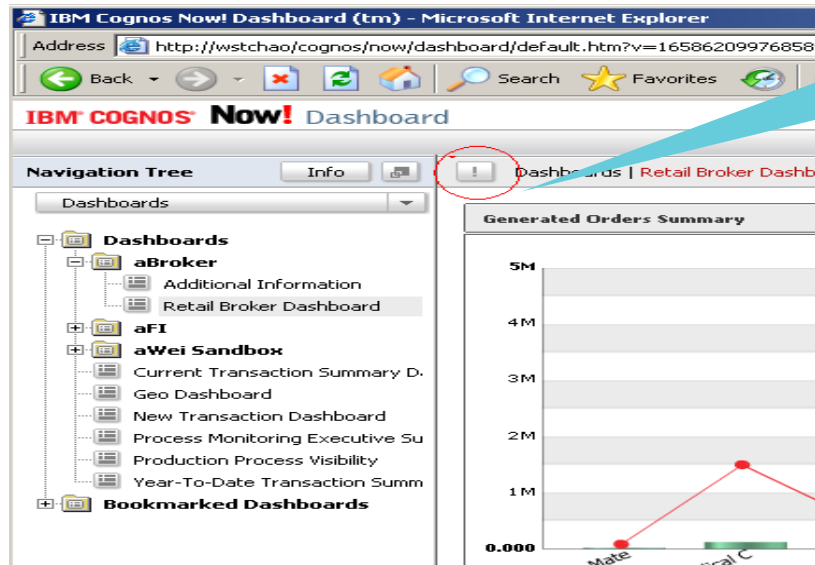
Allows business users to set conditions or thresholds under which alerts are sent

Alerts can be sent via the dashboard or email

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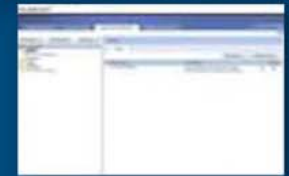
Cognos Now! - Native Data Source to Cognos 8 BI

IBM Cognos Administration

Status	Security	Configuration

Data Source Connections

- Content Administration
- Distribution Lists and Contacts
- Printers
- Styles
- Portlets
- Dispatchers and Services

Cognos Now! is now Native Source of data to Cognos 8 BI

Set properties - 28connectioncube

General | **Connection** | Permissions

Specify the parameters for the connection.

Type:

IBM Cognos Now! Cube ▼   Test

Oracle
Progress OpenEdge
Red Brick (ODBC)
SAP BW
Sybase Adaptive Server Enterprise (CT-Lib)
Sybase Adaptive Server Enterprise (CT-15)
Teradata (ODBC)
TM1
IBM Cognos Now! Cube
XML
Other type

OK   Cancel

Single Vendor For All Your BI Needs: Enterprise, Operational, Real-time

Cognos 8 BI

COGNOS Now!

Enterprise Portal

PDA

Enterprise Reporting, Analysis, Scorecards ...

Alerts

DW

Reference Data

SOA/Messaging

Transactional Applications

Databases	Web Services	CRM	ERP
Flat files	EAI	Financial	Legacy Systems

IBM.
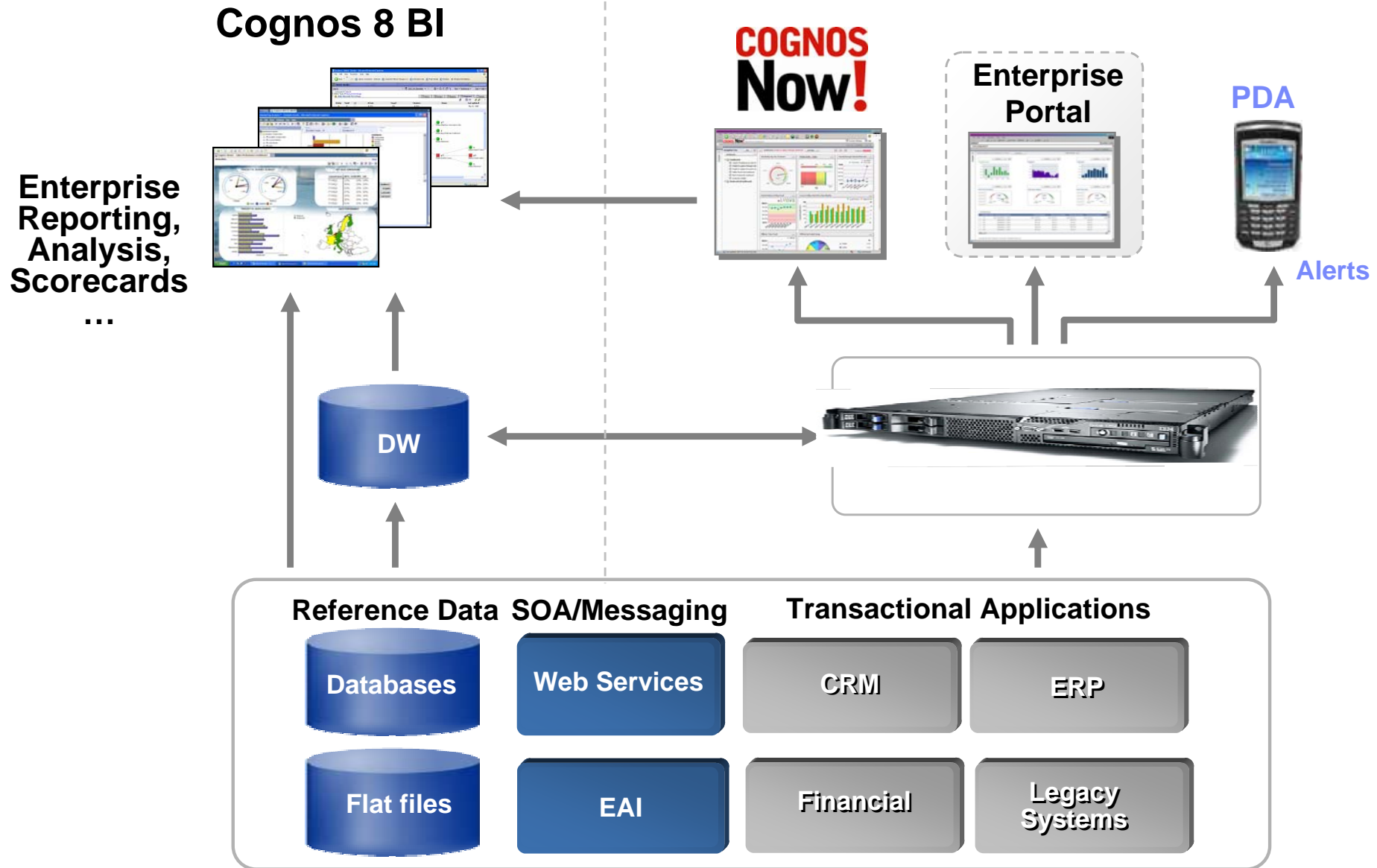
IBM Cognos Now! Appliances

Appliance Types

- All-in-one box that provides a hardware server preconfigured with all software components..

- **OR Software/VM** that is ready to be installed on hardware provided by the customer

- Includes: interactive dashboards, analysis, reports, alerting, and data integration

- Unlimited user licenses, dashboards, and data sources

▶Benefits:

- Immediate visibility & interaction into business performance

- Plugs into existing infrastructure

- Fast, low cost deployment

- Low maintenance

System Z Supports IBM Cognos Now! Q4 2009

- In market December 2009

- Real time monitoring delivered and available on System z

- IBM Cognos Now! on System z

  - For Linux

  - OEM software version of IBM Cognos Now!

  - No reporting capabilities with this release

NEW in Q4

Call Center Operations Blueprint and Additional Industry Solutions

Customer Examples Call Center Operations

Key Business Requirements

- Needed real time consolidated view of customer service health

- Needed to prioritize and route inbound calls based on insurance agent state licensing in online sales centers

- Needed a single view of customer care performance throughout the organization

- Difficulty tracking time sensitive SLA performance by 000s of customers

- Needed immediate and ongoing visibility of KPIs aggregated from 7+ data sources, quick deployment
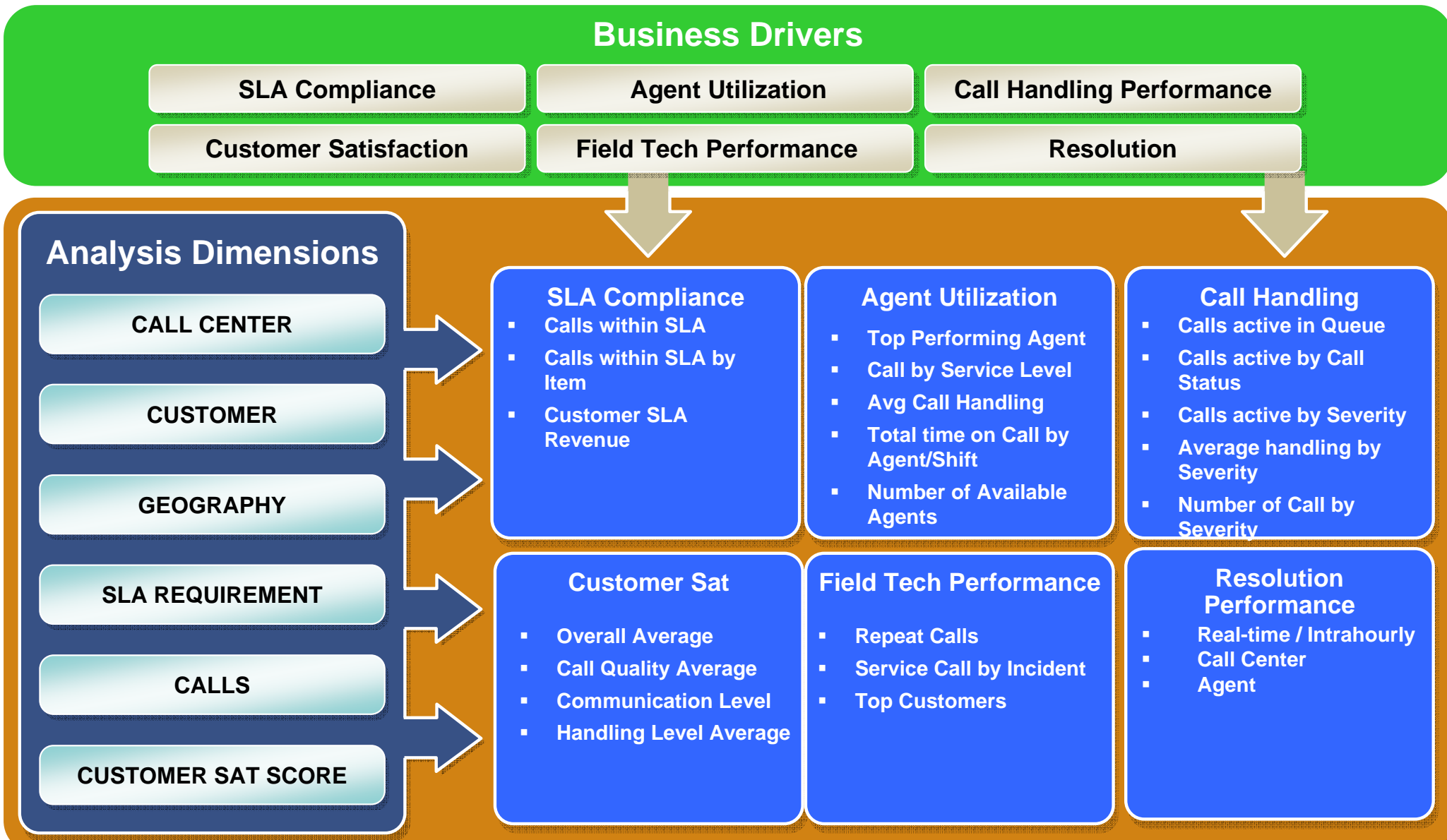

Key Metrics

- Calls in queue

- Calls answered in service (today)

- Service bail outs

- Calls answered within Service Level (half hour)

- Agent response time

- Agent call handling time

- Agent close time

- Agent resolution time

Solution

- Provided consolidated real time views of customer service health from multiple disparate source systems.
- Introduced a new online service level monitor solution for Elisa customer care
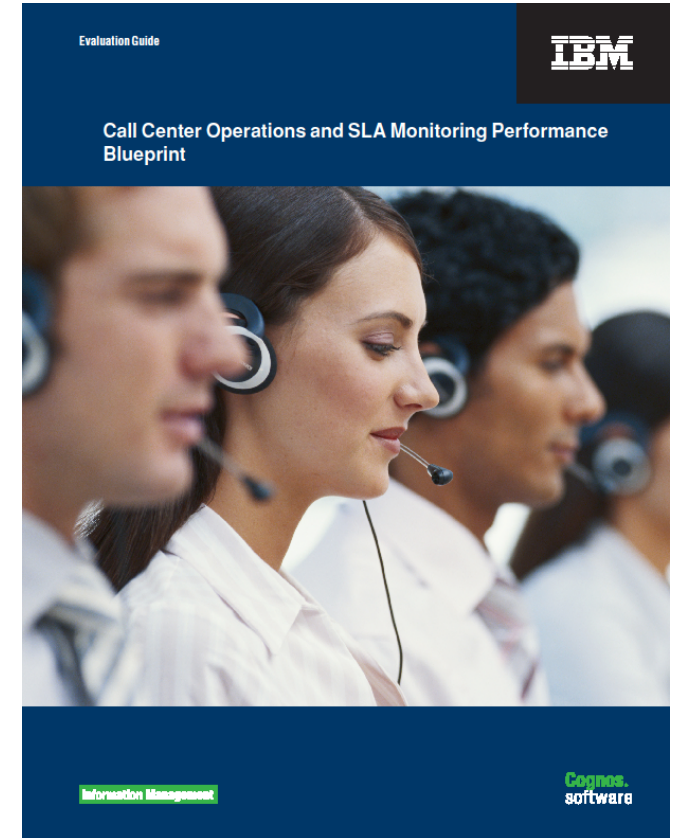
Call Center Ops/SLA Monitoring Business Drivers and Capabilities
Call Center Blueprint

Business Drivers

SLA Compliance	Agent Utilization	Call Handling Performance
Customer Satisfaction	Field Tech Performance	Resolution

Analysis Dimensions

- CALL CENTER
- CUSTOMER
- GEOGRAPHY
- SLA REQUIREMENT
- CALLS
- CUSTOMER SAT SCORE

SLA Compliance
- Calls within SLA
- Calls within SLA by Item
- Customer SLA Revenue

Agent Utilization
- Top Performing Agent
- Call by Service Level
- Avg Call Handling
- Total time on Call by Agent/Shift
- Number of Available Agents

Call Handling
- Calls active in Queue
- Calls active by Call Status
- Calls active by Severity
- Average handling by Severity
- Number of Call by Severity

Customer Sat
- Overall Average
- Call Quality Average
- Communication Level
- Handling Level Average

Field Tech Performance
- Repeat Calls
- Service Call by Incident
- Top Customers

Resolution Performance
- Real-time / Intrahourly
- Call Center
- Agent

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Additional Blueprint Information Available at Cognos Innovation Center

- Call Center Operations Evaluation Guide
- Call Center Operations Application Brief
- http://www-01.ibm.com/software/data/cognos/innovation-center/blueprints/industry.html

Brief

Call Center Operations and SLA Monitoring Blueprint

Information Management

Cognos. software

Evaluation Guide

Call Center Operations and SLA Monitoring Performance Blueprint

Information Management

Cognos. software

IBM.

Additional Industry Solutions

Banking
- ⑩ *Transaction Processing*
- • *CD Purchase Monitoring*
- • *Program Trader Desktop*

Utilities
- • *Grid Transmission Monitoring*
- • *Dispatch/Field Service Utilization*
- ⑩ *Smart Meter Monitoring*

Telecommunications
- ⑩ *Churn Management*
- ⑩ *Call Center Operations*
- ⑩ *Agent Utilization*
- ⑩ *SLA Monitoring*

Green Sigma
- ⑩ *Monitoring emissions rate near real time or sub-hourly for carbon, electric, gas, water for facilities, plants, office buildings, etc.*
- ⑩ *Carbon intelligence*
- ⑩ *Electricity/Gas/H20 consumption*

Insurance
- ⑩ *Online Sales Agent Utilization*

Manufacturing
- ⑩ *Quality Management*
- ⑩ *Delivery Monitoring*
- ⑩ *Fulfillment / Logistics*

Resources online at IBM.com

- **Advertising Analytics solution**: http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_ad_analytics_voice_over_v3/index.html%20

- **SLA Monitoring solution**: http://www-01.ibm.com/software/data/cognos/products/now/sla-monitoring.html

- **Call Center Operations Blueprint** information: http://www-01.ibm.com/software/data/cognos/innovation-center/blueprints/industry.html

- **IBM Cognos Now!** data sheet: http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/pdfs/factsheets/fs_cognosnow.pdf

Continue Your Learning

- www.ibm.com/cognos/customercenter
  - The Cognos Customer Center is the single place to go for easy access to valuable IBM Cognos resources

- IBM Cognos Proven Practices
  - Source of tried, tested, and proven technical information to help you succeed with IBM Cognos products in your specific environment

- IBM Cognos Training Paths
  - View training recommended by role to determine which courses will help you increase your IBM Cognos skills

- www.ibm.com/cognos/training
  - Visit the IBM Cognos Education web pages to understand all of the ways that training can support the success of your solution

- www.ibm.com/cognos/consulting
  - Engage a consultant to help you achieve successful implementation and deployment of your software solution