IBM Cognos Performance
Better Intelligence. Better Business.

IBM Cognos 8 BI Analysis

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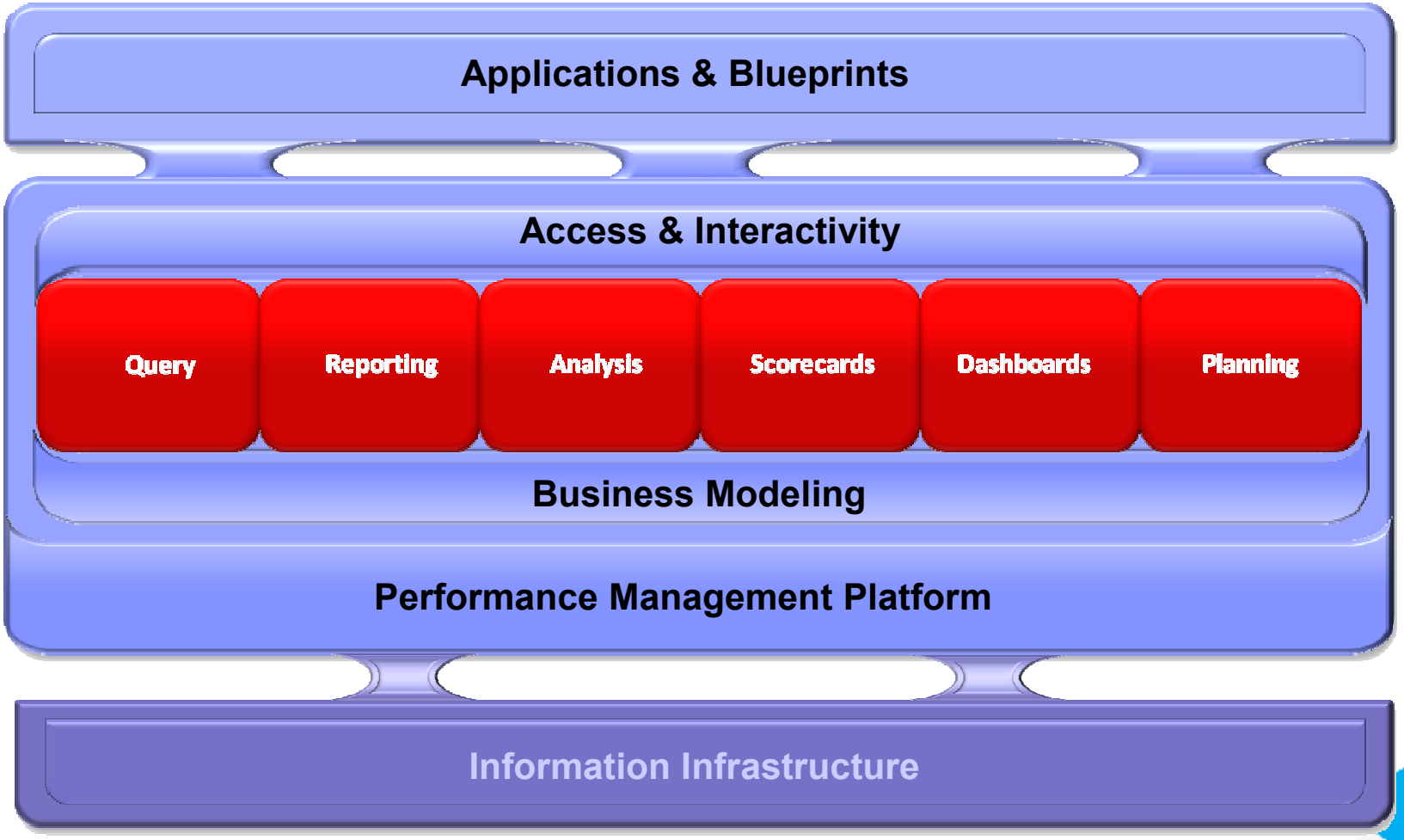
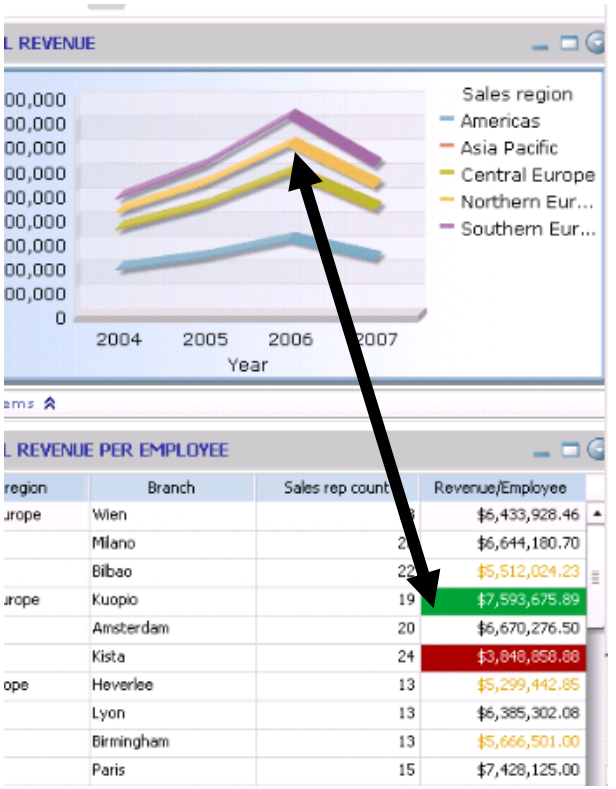
IBM Cognos Performance Management System – Universal Capabilities



Analysis answers "Why"

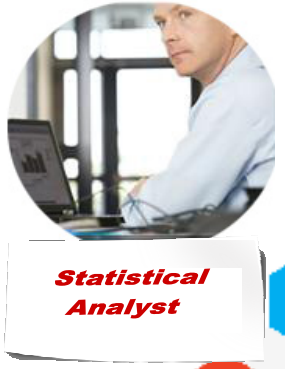
- Enables guided exploration of information that pertains to all dimensions of your business
- Facilitates complex analysis and scenario modeling easily and quickly
- Gets to the "why" behind an event or action to improve business performance.
- Provides navigation from summary to detail levels of information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



Breadth of Analysis styles

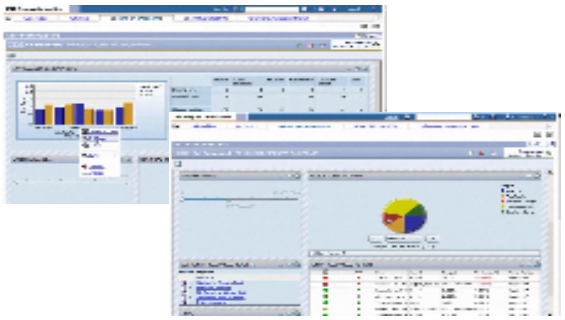
Broad Usage (Consumers) ⟷ **Focused Usage** (Specialist)

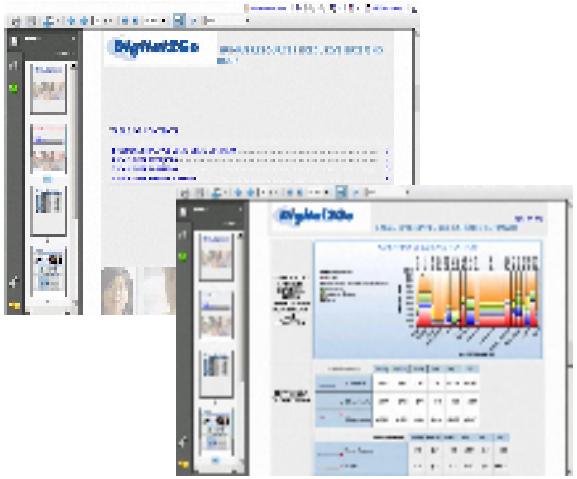
Analytical Reporting *Drill*	Trending Slice and Dice	Scenario Modeling What-if	Advanced Analytics What might be
• Top down view • Drillable reports • Sort top & bottom • Review then query	• Personal exploration • Compare & contrast • Rotate and nest • Work disconnected	• Model scenarios • Reorganize, reshape • Compare scenarios • Save versions	• Uncover patterns • Statistical algorithms • Mine data and text • Predict outcomes
• Market shifts • Product ranking	• Sales trend analysis • Market analysis	• Financial analysis • Profitability analysis	• Fraud prevention • Churn analysis



Broad Usage: Analytical Reporting

- Guided Analysis
- Dashboards
- Drillable reports
- Mobile Devices





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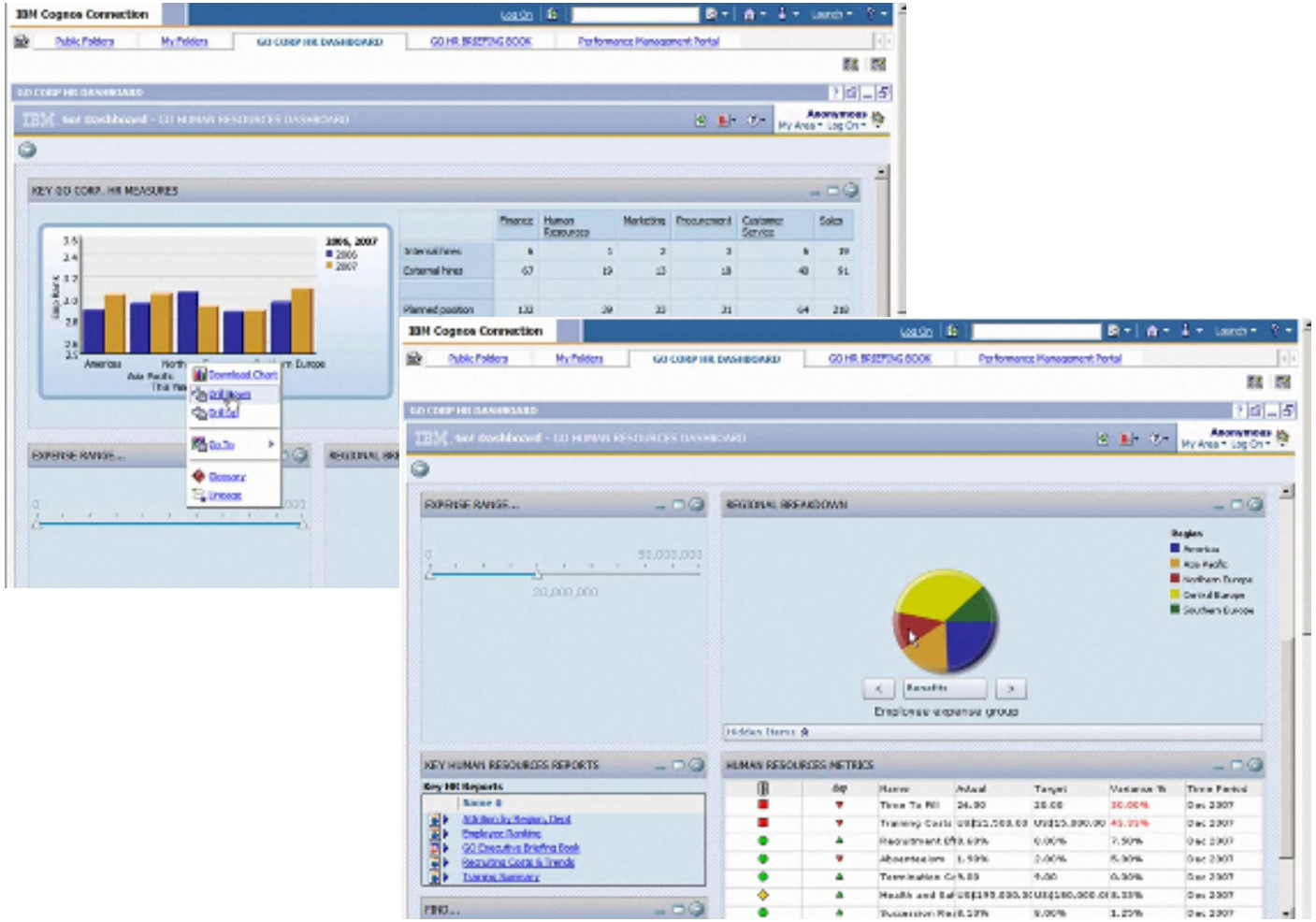
Dashboards

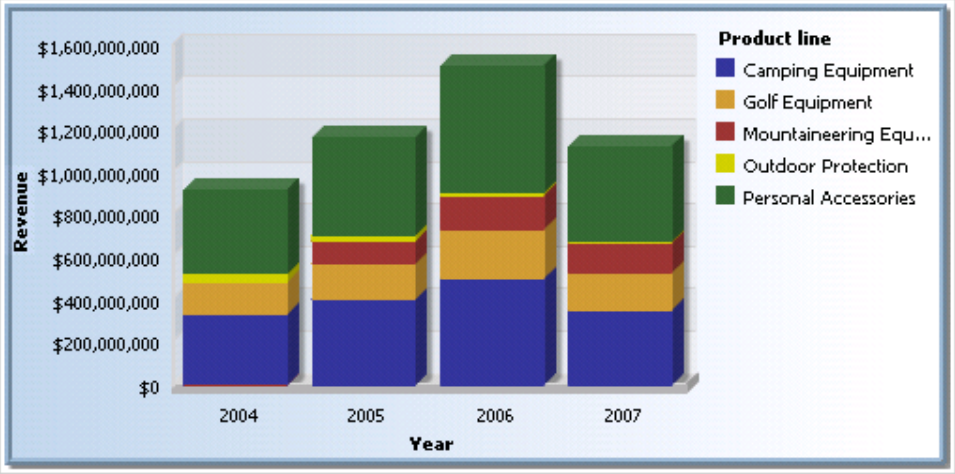

IBM Cognos Connection
Public Folders
My Folders
GO CORP HR DASHBOARD
GO HR BRIEFING BOOK
Performance Management Portal
KEY GO CORP. HR MEASURES
Finance
Human Resources
Marketing
Procurement
Customer Service
Sales
2006, 2007
2006
2007
Download Chart
Drill Down
Drill Up
Go To
Glossary
Lineage
EXPENSE RANGE...
REGIONAL BREAKDOWN
KEY HUMAN RESOURCES REPORTS
HUMAN RESOURCES METRICS

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

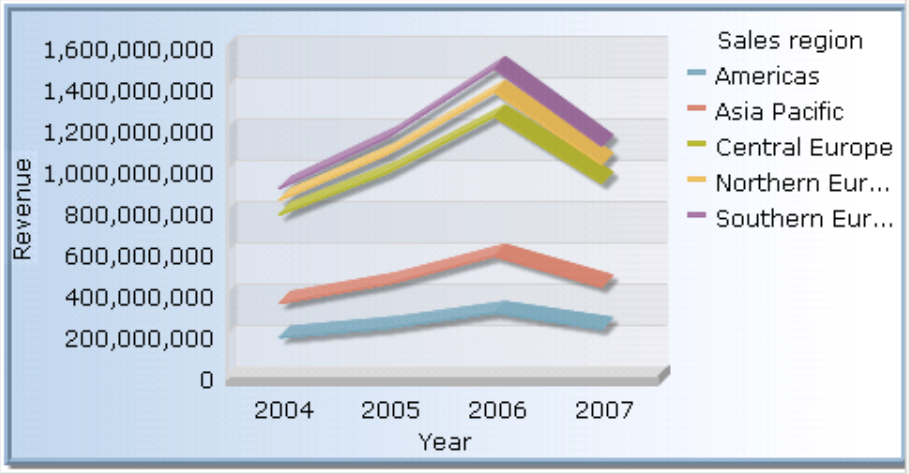
File Edit View Favorites Tools Help Links

THE GREAT OUTDOORS COMPANY

PRODUCT REVENUE



REGIONAL REVENUE



REVENUE FOCUS

REVENUE/EMPLOYEE FOCUS

- [x] Americas
- [x] Asia Pacific
- [x] Central Europe
- [x] Northern Europe

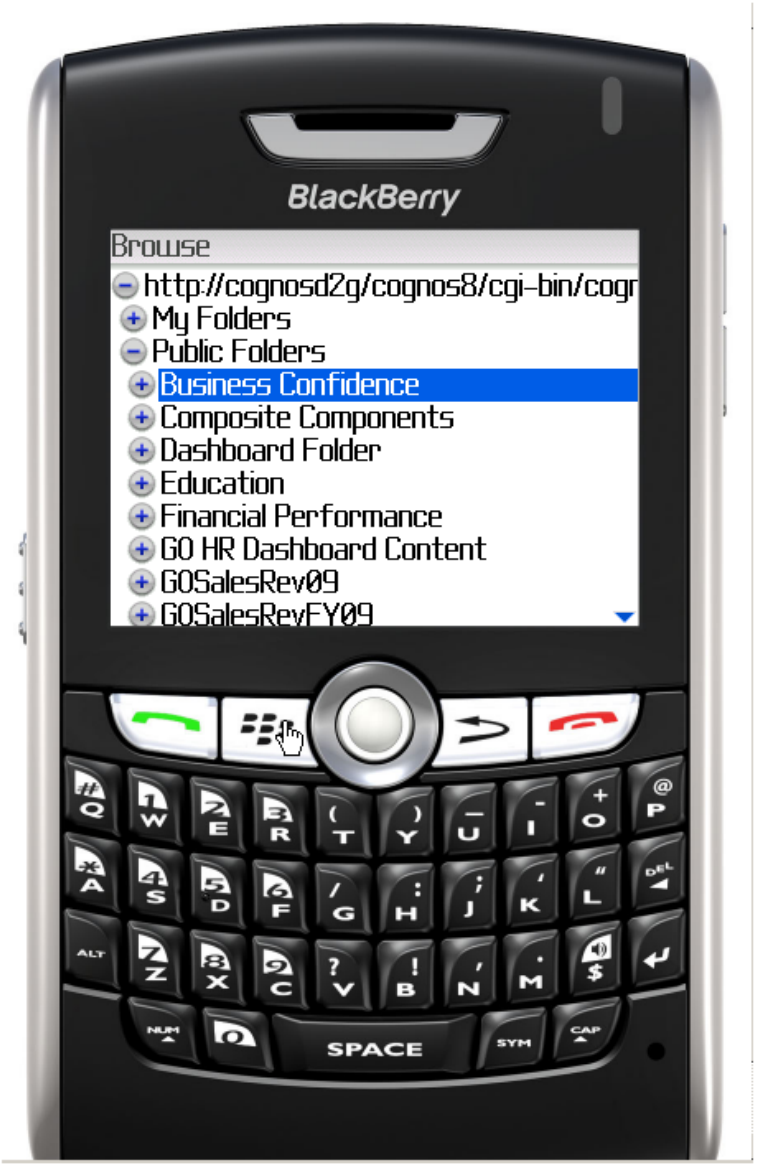
REGIONAL REVENUE PER EMPLOYEE

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

Support for Mobile Devices

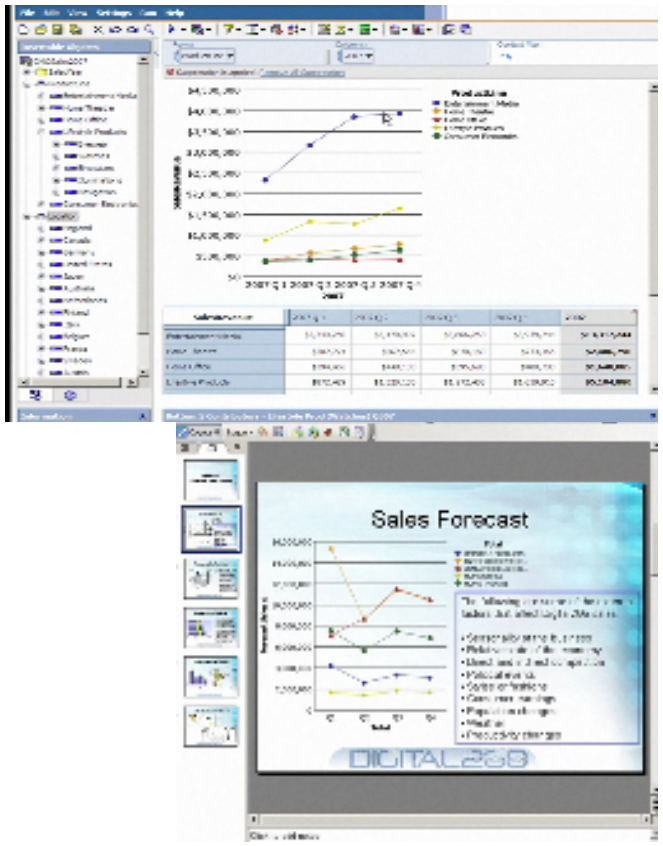
http://www-01.ibm.com/software/data/cognos/elq/rd/offid.html?offid=od_cognos8_mobile

IBM Cognos Performance



Trending

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



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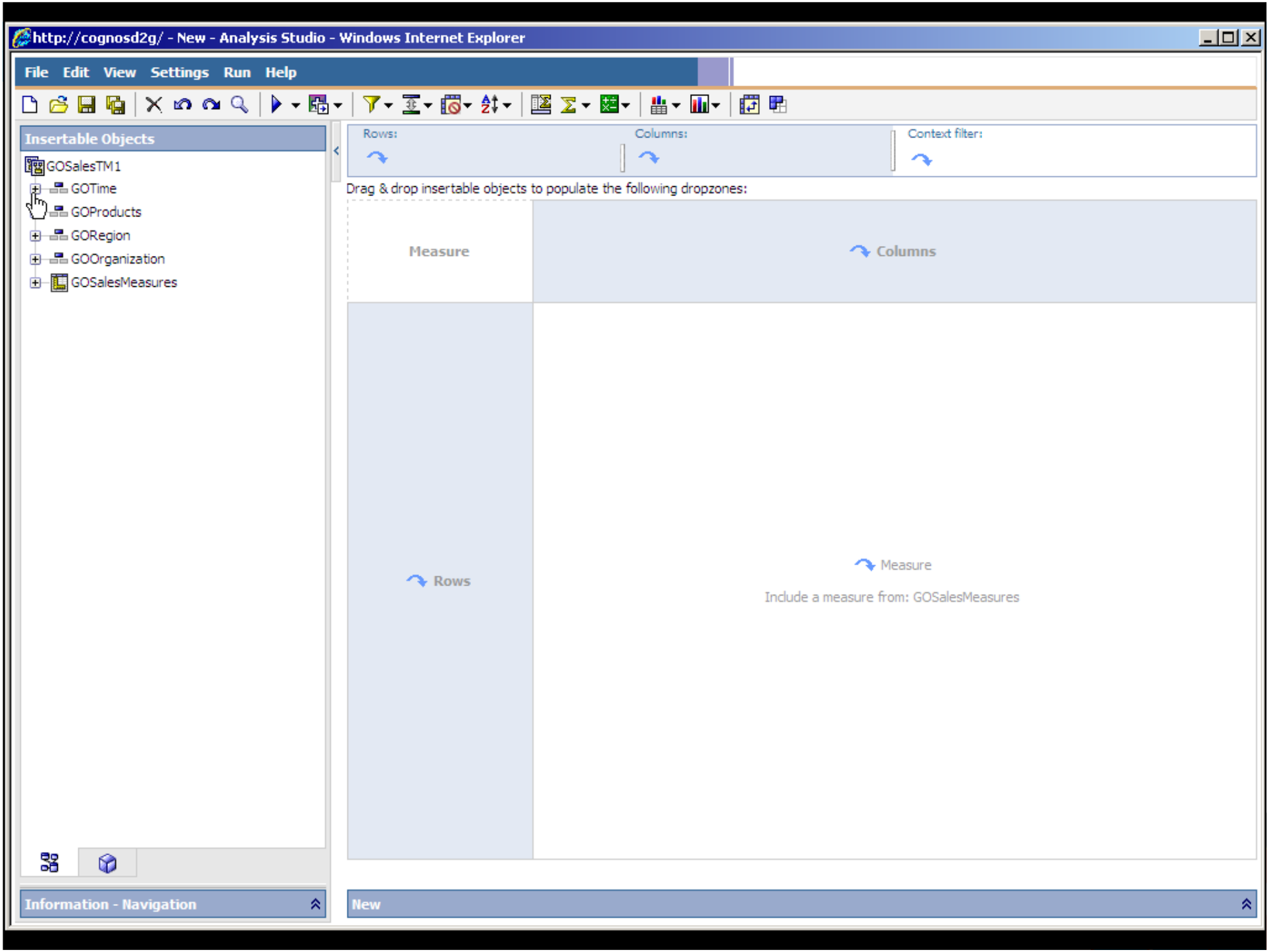
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Insertable Objects
GOSalesTM1
GOTime
GOProducts
GORegion
GOOrganization
GOSalesMeasures
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Columns:
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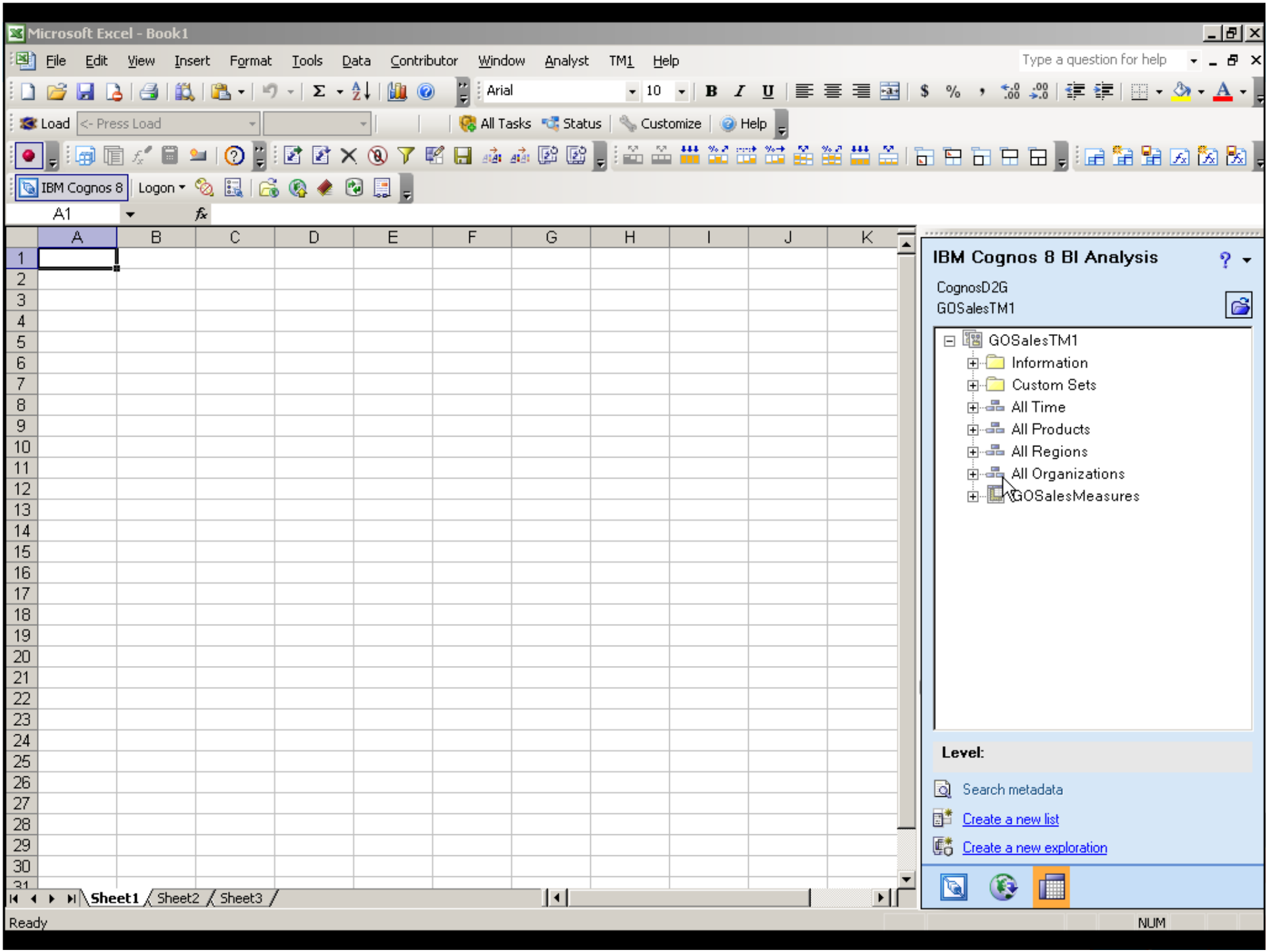
Columns
Rows
Measure
Include a measure from: GOSalesMeasures
New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IBM Cognos 8 Logon
A1
Sheet1 Sheet2 Sheet3
Ready
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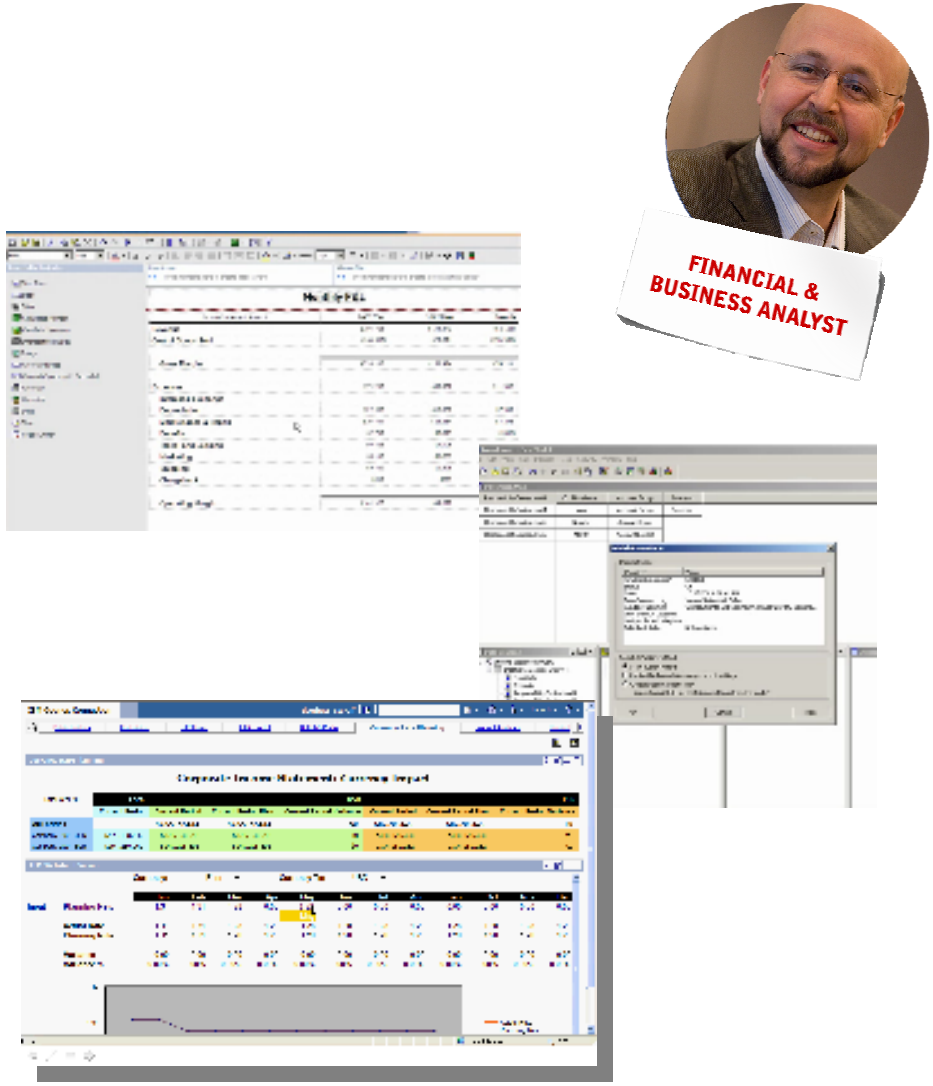
IBM Cognos 8 BI Analysis
CognosD2G
GOSalesTM1
GOSalesTM1
Information
Custom Sets
All Time
All Products
All Regions
All Organizations
GOSalesMeasures
Level:
Search metadata
Create a new list
Create a new exploration

Scenario Modelling

- Model and compare scenarios
- Reorganize, reshape
- 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



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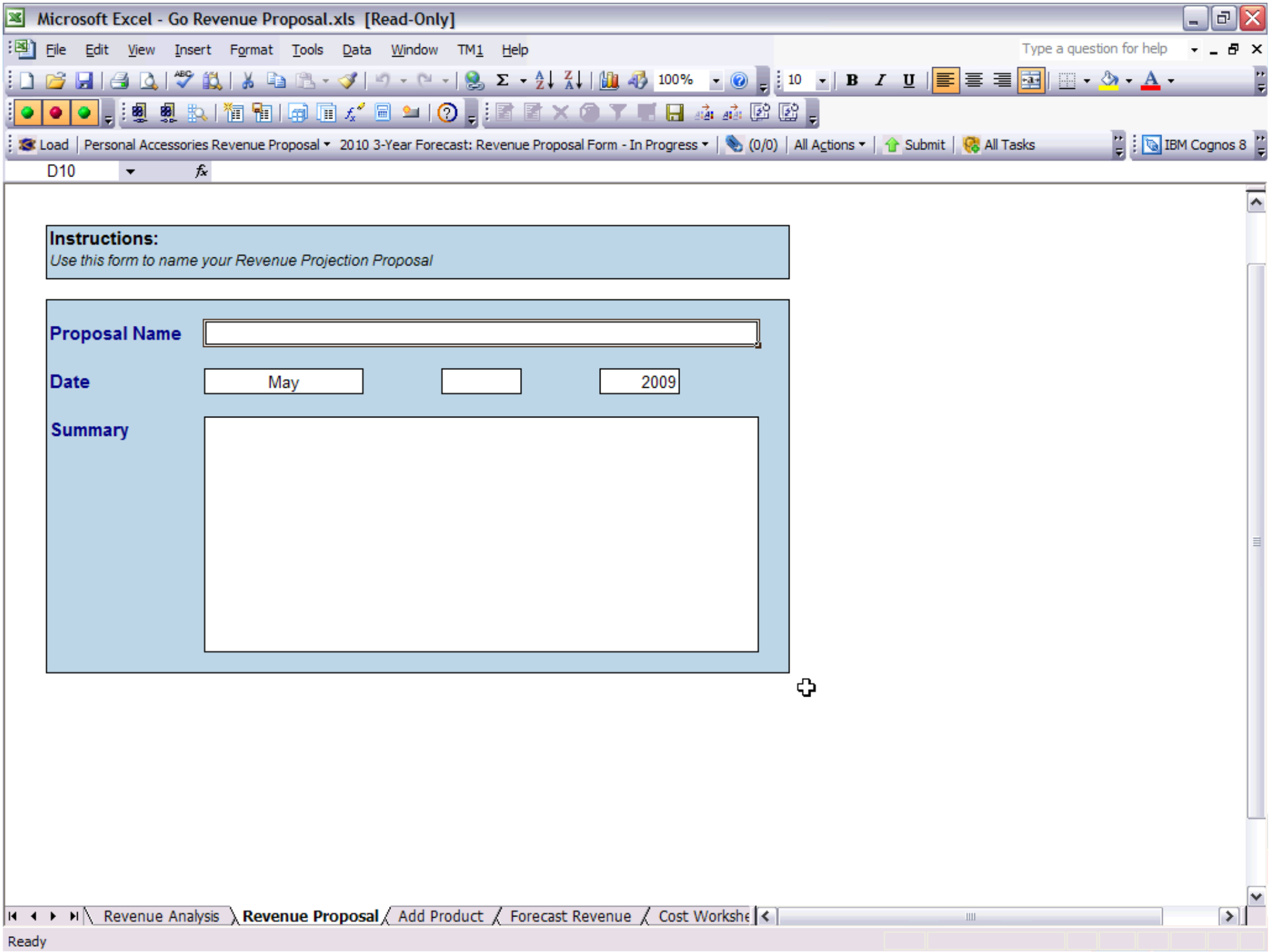
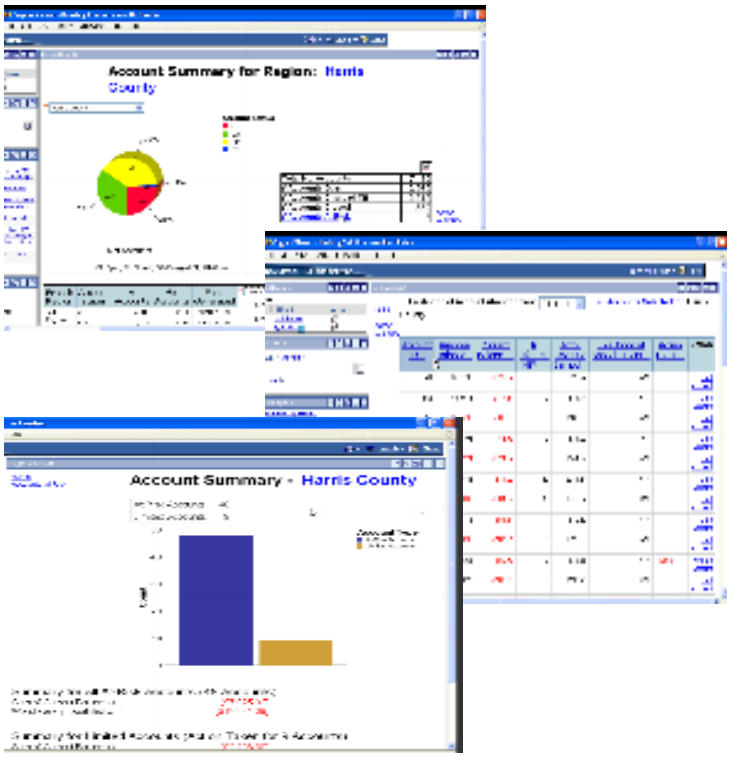

Microsoft Excel - Go Revenue Proposal.xls [Read-Only]
File Edit View Insert Format Tools Data Window TM1 Help
Type a question for help
Load
Personal Accessories Revenue Proposal
2010 3-Year Forecast: Revenue Proposal Form - In Progress
(0/0)
All Actions
Submit
All Tasks
IBM Cognos 8
D10
Instructions:
Use this form to name your Revenue Projection Proposal
Proposal Name
Date
May
2009
Summary
Revenue Analysis
Revenue Proposal
Add Product
Forecast Revenue
Cost Workshe
Ready

Advanced Analytics

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



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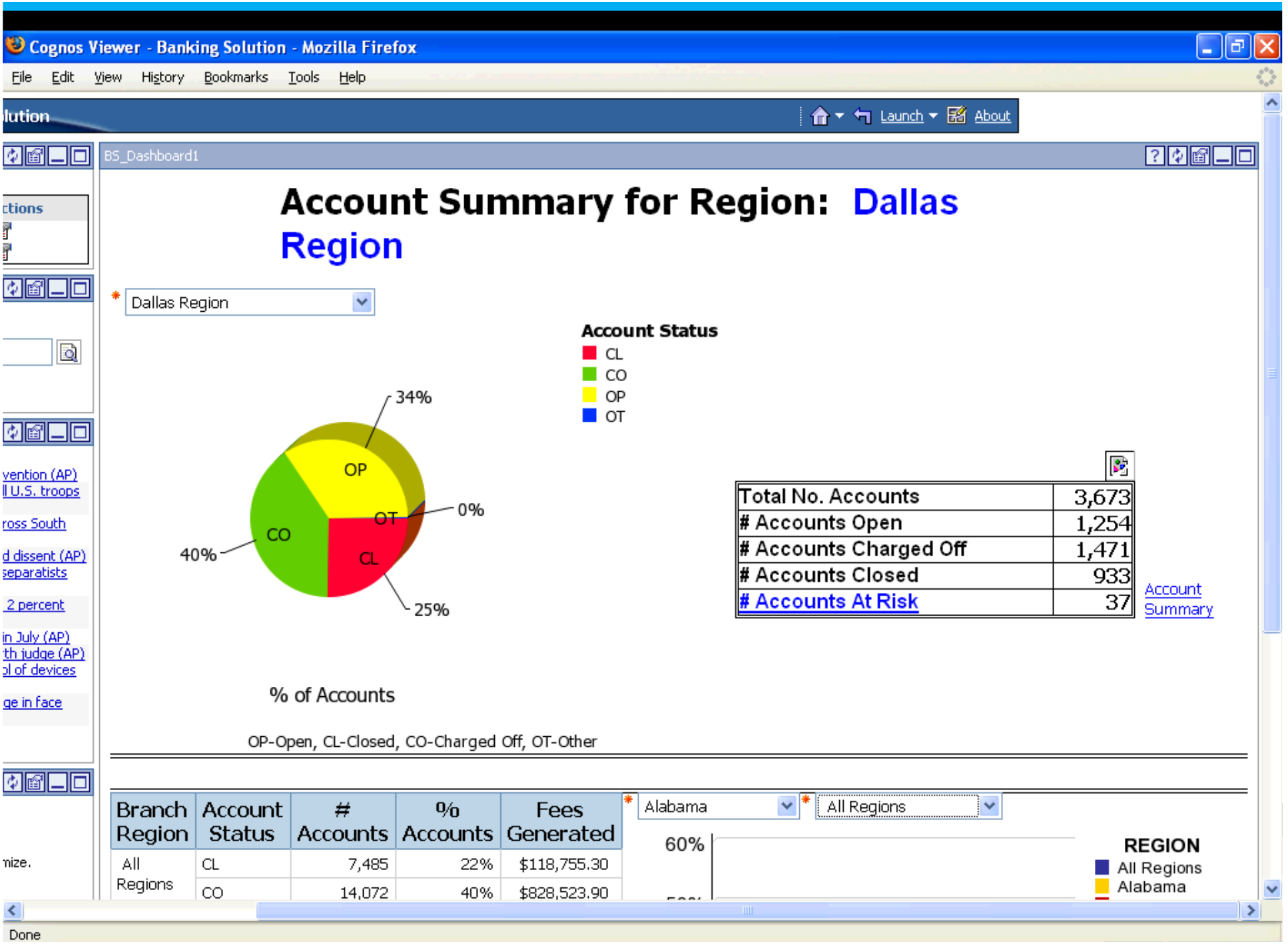
Business Scenario: Account Abandonment Prediction

- 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


Cognos Viewer - Banking Solution - Mozilla Firefox
File Edit View History Bookmarks Tools Help
Launch
About
BS_Dashboard1
Account Summary for Region: Dallas Region
Dallas Region
Account Status
CL
CO
OP
OT
34%
0%
40%
25%
OP
OT
CO
CL
% 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
Alabama
All Regions
60%
REGION
All Regions
Alabama
Done

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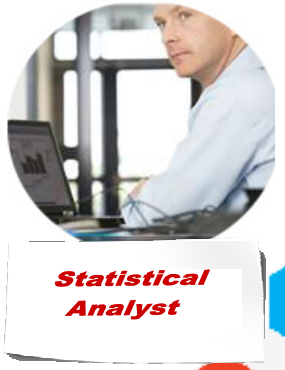
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