

Introducing

IBM Cognos Express



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Toronto Performance Event

Information Management



Cognos.
software

Agenda

- **The Opportunity and challenges for midsize companies & departmental applications**
- **Introducing IBM Cognos Express**
- **Demonstration**
- **How to Get Started & Best Practices**

HOPE IS NOT A STRATEGY



Information Management

Cognos.
software

HOPE IS NOT A STRATEGY



Information

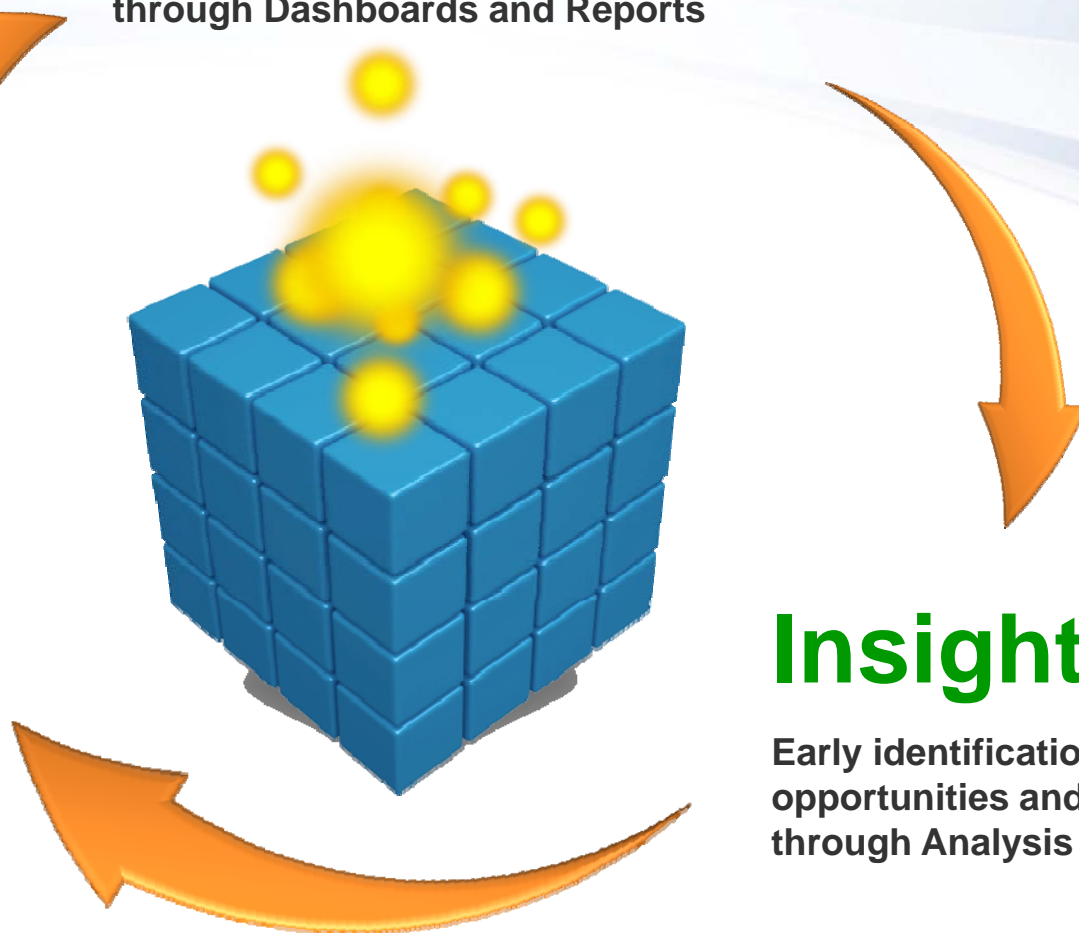
Information-driven and accountable culture through Dashboards and Reports

Action

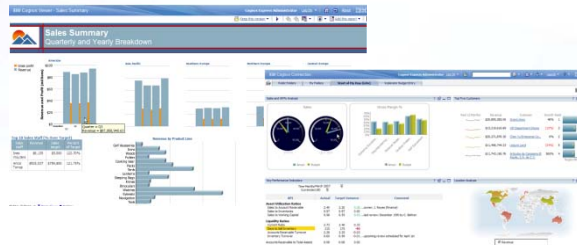
Align resources with decisions through Planning

Insight

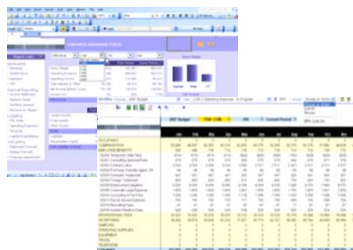
Early identification of opportunities and issues through Analysis



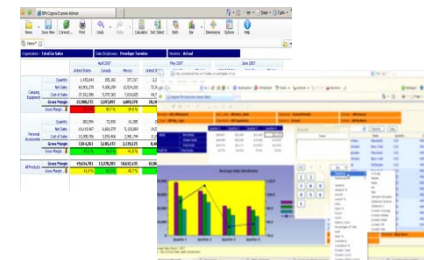
Dashboards/Reports



Planning



Analysis



Reality....

IBM Business Partner



Implemented BI

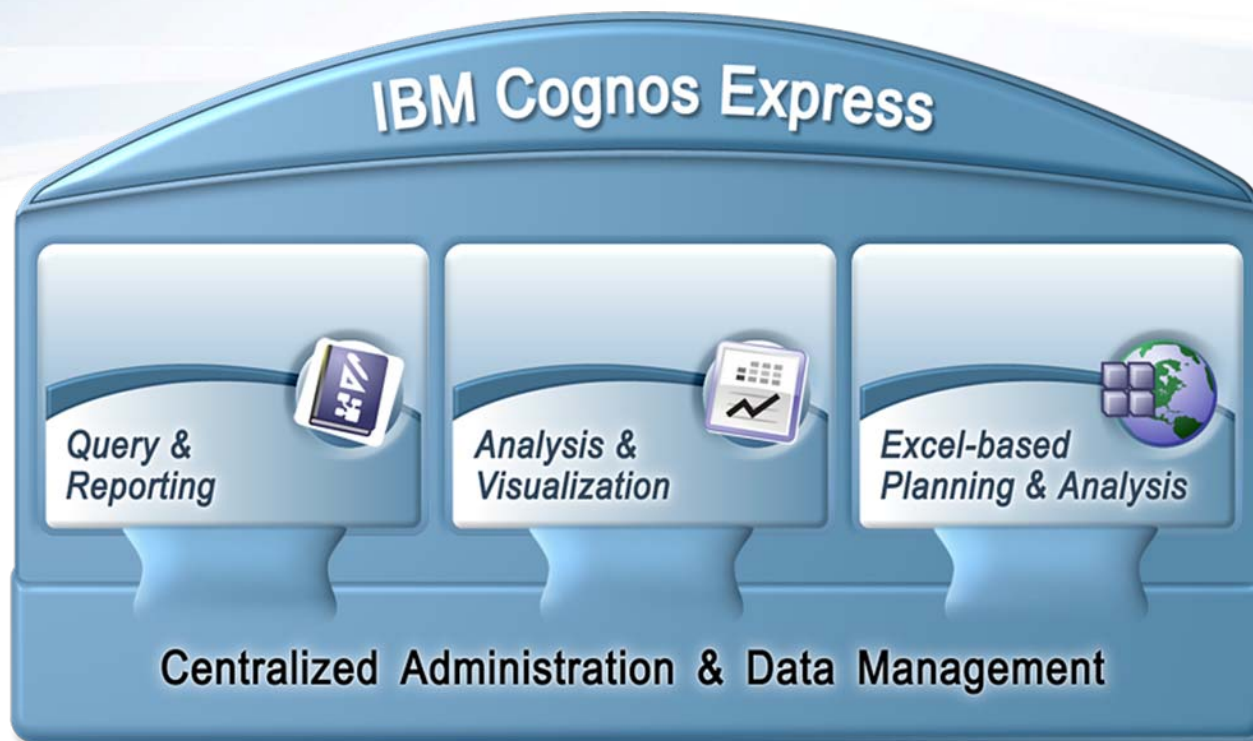


Barriers

Implemented BI

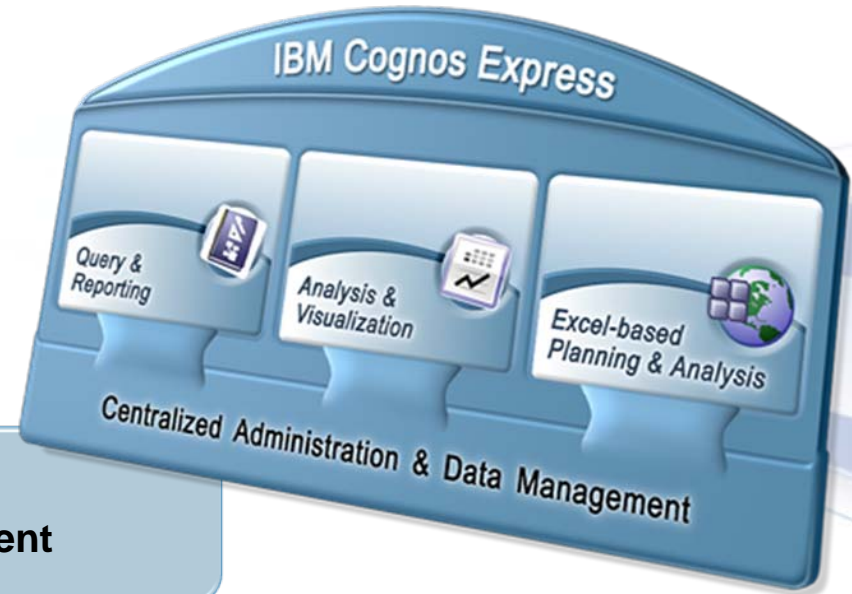


Introducing IBM Cognos Express



The **only** integrated Reporting, Analysis and Planning solution purpose built for midsize companies and departmental applications

Overcoming the Barriers



Easy to Install

Pre-configured solution includes everything required for simple deployment and management

Easy to Use

Self-service access empowers business users and removes the burden from IT

Easy to Buy

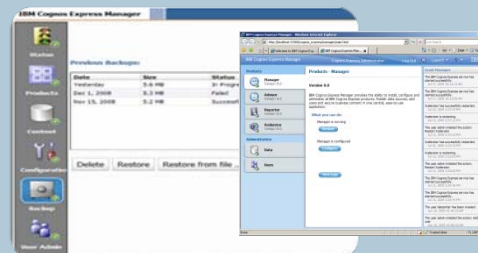
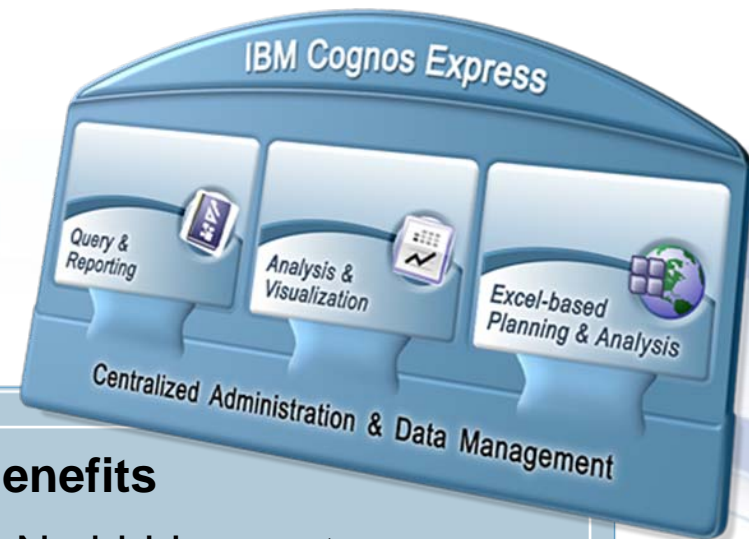
Packaged and priced right... Start small, start anywhere, deliver immediate value, and grow

Easy to Install

- **Preconfigured “No assembly required”**
- **All you need - Embedded**
 - OLAP, Security, Content store, Web server, Data integration
- **Central management console for content, security, licensing and administration**

Benefits

- No hidden costs
- Minimum resource needed
- Quick time to value





Easy to Use

- **Novice to advanced Users**
- **Simple business view creation**
- **Data viewed in business context**
- **Right interface for the right user**
- **Flexible delivery model**

Benefits

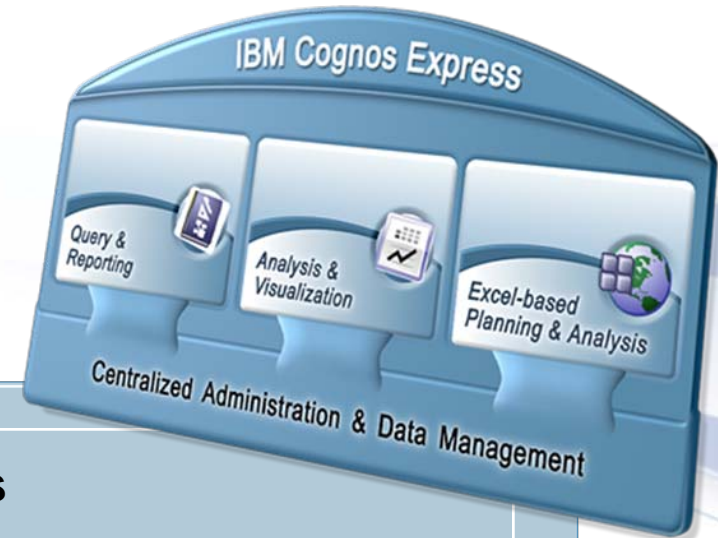
- **Reduce IT Backlog**
- **Reduce burden on IT**
- **Business empowered**
- **Minimum resource needed**
- **Quick time to value**

Easy to Buy

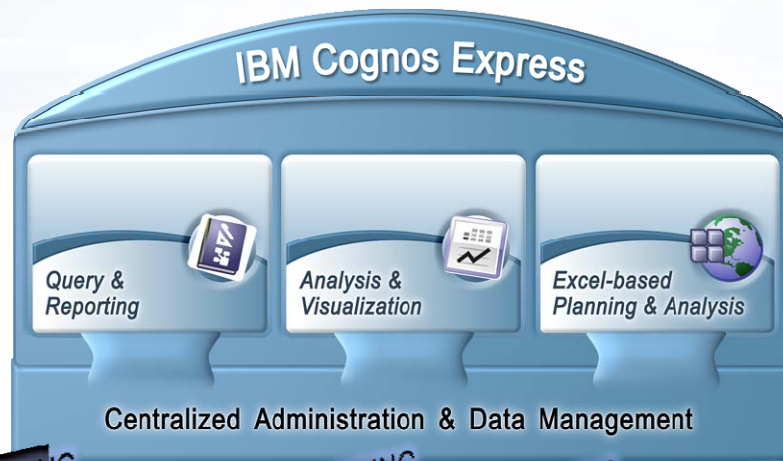
- **Buy what you need and when you need it**
- **Low entry price point**
- **No hidden costs**
- **Room to grow**
- **Affordable**

Benefits

- Start small, start anywhere
- Match projects to match resource and budget constraints
- Quick time to business value
- Low risk



Solving the Business Need



Information

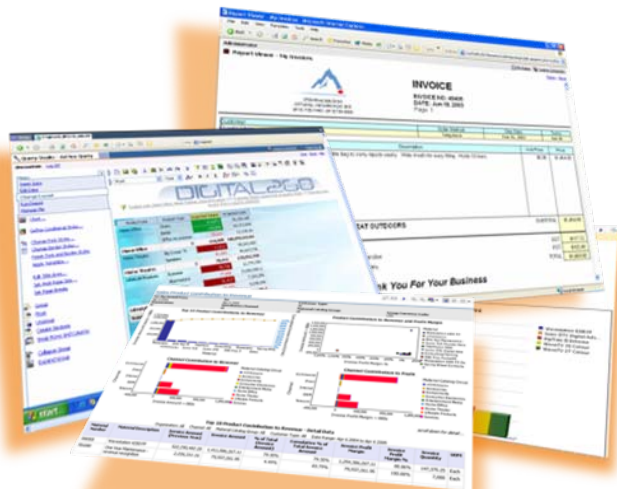
Insight

Action



Reporting and Ad Hoc Query

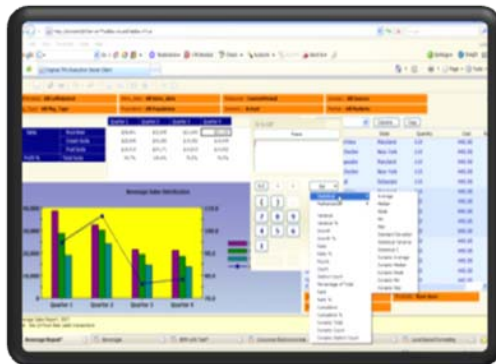
- Simple, intuitive authoring for novice to experts
- Reports and dashboards to meet the needs of different users
- Breadth of report coverage – operational, transactional, managed, dashboards, ad hoc
- Connect to any type of data and in any combination – relational, OLAP, desktop files
- Flexible report delivery via web interface, PDF, Excel, email or Portal





Analysis and Visualization

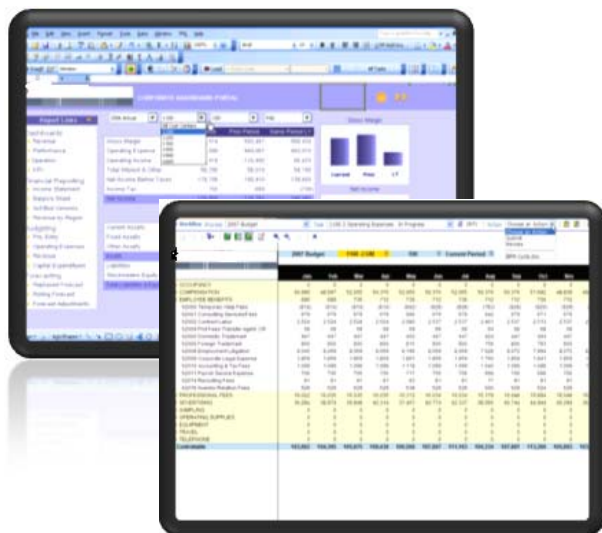
- Real-time analysis with in-memory multidimensional capability
- Slice and dice, drill down/through capabilities
- High impact data visualizations
- Simplified business view creation and building
- On-the-fly business view changes
- ‘What if’ scenarios with write-back
- Embed live content into MS Office applications





Planning, Budgeting, Forecasting

- Transforms Excel with a powerful in-memory analytics server for multi-dimensional analysis and planning
- Centrally managed data, business hierarchies, rules, calculations
- Continuous planning, aggregation, analysis
- Excel or Web Interface
- “What if” scenario modeling & write-back
- Role-based security and clear audit trails
- Workflow management





DEMO
DEMO

WHERE DO YOU START



A smart approach for a midsize company and departmental application

Think Big Start Small

Think Big

- A vision for an information driven culture
- Answer the three key business questions
 - How are we doing?
 - Why?
 - What should we be doing?
- Link Information and Insights gained through BI with action from Planning
- Provide a path to future enterprise-class requirements

Start Small

- Create a roadmap that builds on small successes
- Modular and incremental strategy
- Start anywhere (Reporting, Analysis, Planning etc)
- Deploy tactically yet ensure initiatives are connected



Think Big Start Small

Benefits

Enables project rollout to match resource capacity and budget

Realize business benefit quickly

Provides justification for further investment

Allows adjustments to respond to changes in business objectives

A smart approach for a midsize company or a departmental application

A good place to start

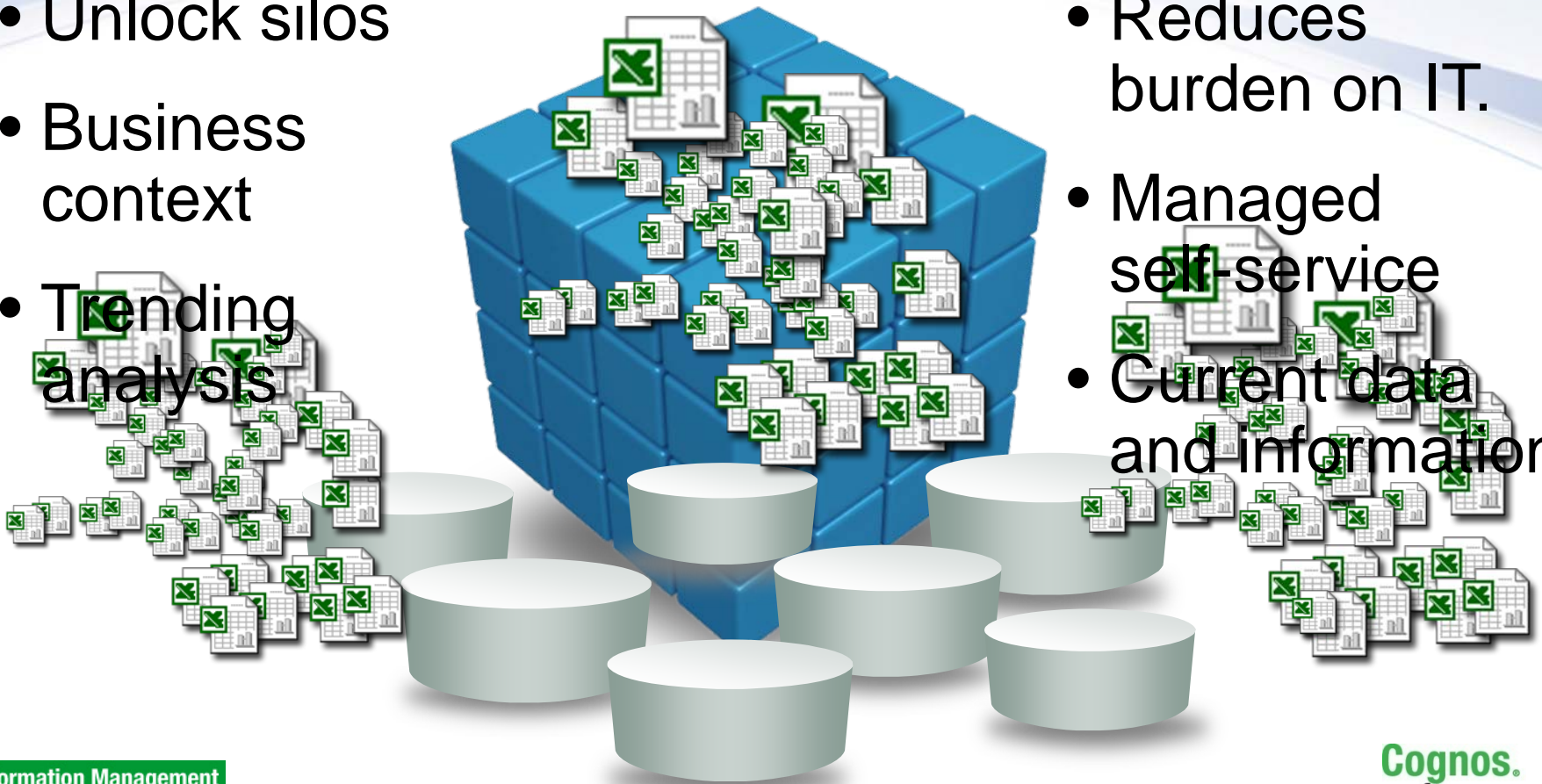
- **Develop a data strategy**
 - Can start without a warehouse
 - Early and sustained attention to the data, quality issues and ongoing data governance is critical to success
 - Turn data into information

Get control over your data

Start with an in-memory analytic server

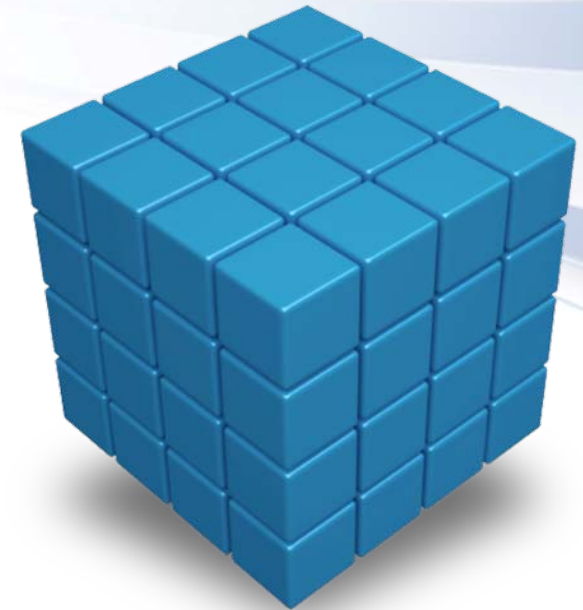
- Unlock silos
- Business context
- Trending analysis

- Reduces burden on IT.
- Managed self-service
- Current data and information

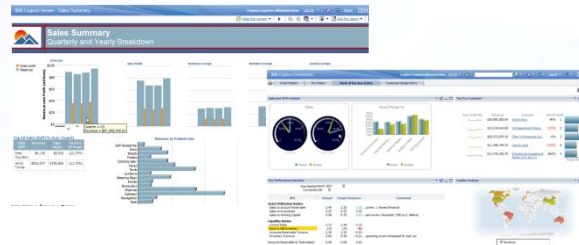


The benefits of an in-memory analytic server

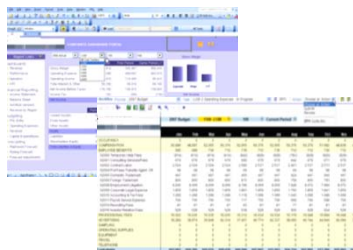
- Modern architecture for unmatched performance and flexibility
- Combine large amounts and different sources of data
- Consistent and centrally manage data, business hierarchies, rules and calculations
- Multi-dimensional for powerful analysis and more natural organization of information (products, customers, sales)
- Write back delivers closed loop process linking analysis and planning



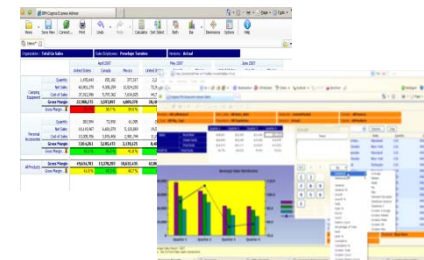
Dashboards/Reports



Planning



Analysis



Unsurpassed Resources to Ensure Success



**On-Site
Consulting
Services**

**Powered by
Cognos Solutions**

**Training,
Services,
Support**



PM Framework

Best Practices

**Industry & Functional
Blueprints**

About Newcomp Solutions

- **Canada's largest Cognos focused Implementation partner**
- **Over 300 Successful BI and Planning Projects**
- **Cognos Platinum partner since 1998**
- **Turnkey service offerings from on-site consulting to DW/BI Hosting**
- **Newcomp has developed Headstart templates by Vertical Industry and Line of Business**



http://www



Download a

Free **TRIAL**

and see for yourself!

Summary

- **Integrated BI & Planning**
- **Purpose built and priced for midsize companies**

**Easy to install,
Easy to Use,
Easy to Buy**



Introducing

IBM Cognos Express



Q&A

Information Management

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Cognos.
software

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