

BI-04

IBM Cognos Dashboards & Metrics

In this session, IBM Business Partner Trinus will describe how it used IBM Cognos solutions to meet the needs of customers in two very different industries. First, you'll learn how Trinus deployed a solution to manage the marketing program workflow for the world's largest direct response television company, improving productivity and providing executives with visibility into the success of marketing initiatives. Second, you'll learn how a leading health care provider successfully integrated their existing process for health plan amendments for small businesses using IBM Cognos performance tools.

Presented by: Sanjay Kucheria, Chief Executive Officer, Trinus Corporation
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