IBM®

Service Level Performance Management
Ensuring SLA Compliance with IBM Cognos Software BPO Solutions

Overview

IBM Cognos BPO solutions offer a platform for continual identification, monitoring and review of the service level metrics specified in your SLAs. By delivering executive-level insight into the key performance indicators driving your service level agreements, you can quickly identify areas of potential violation and make appropriate changes to reduce your financial risk exposure due to missed service targets.
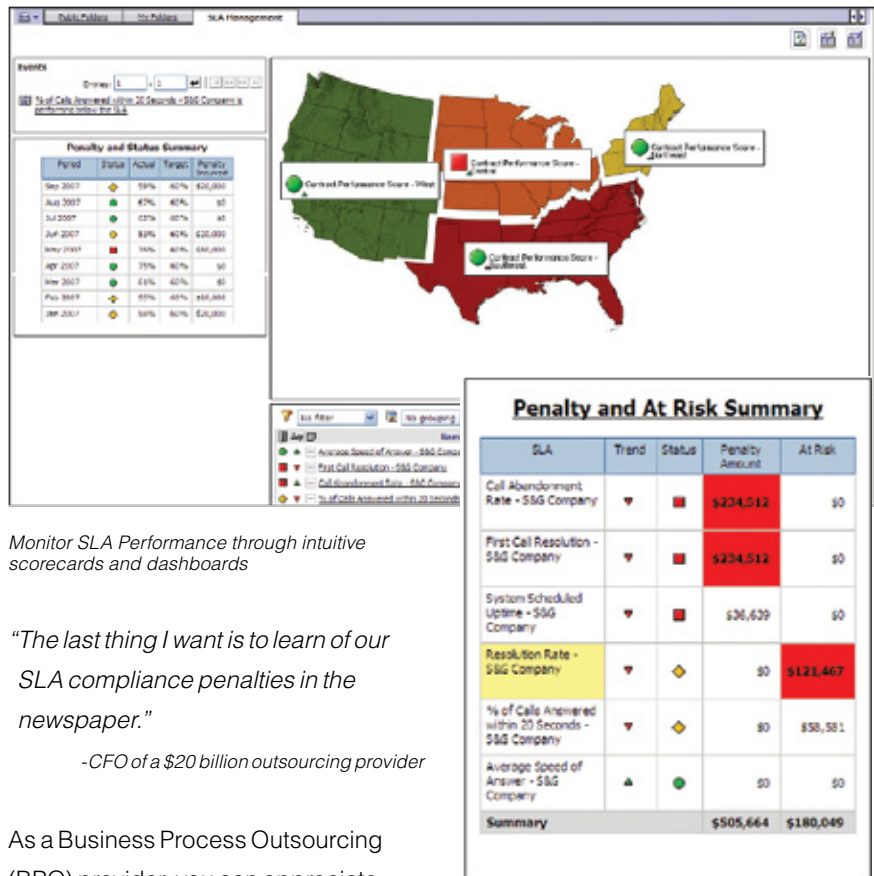
Monitor SLA Performance through intuitive scorecards and dashboards

"The last thing I want is to learn of our SLA compliance penalties in the newspaper."

-CFO of a $20 billion outsourcing provider

As a Business Process Outsourcing (BPO) provider, you can appreciate the concerns of this CFO. Your firm is engaged in complex multi-year agreements which produce significant management challenges to drive your client's transformation and achieve your firms operational and profitability goals. At the same time, third Party Intermediaries are driving an increased number of Service Level Agreements (SLAs) into your BPO contracts and contract expansions. You are

View your SLA compliance status at-a-glance

also finding that increased financial penalties, as well as incentives, are associated with those SLAs.

With these changes come new risks, such as reduced probability of term extension or scope expansion which BPOs depend upon for overall contract profitability. An SLA violation can result in more than a disappointed customer

Cognos®
software

– large financial penalties, reduced earnings per share, bad press, and difficulty in achieving critical BPO contract term and scope expansions. To effectively manage SLA compliance, you need proactive, automated and real-time visibility into your SLA performance metrics to ensure that SLA problems are addressed before they become contractual violations.

"I don't like calling my CEO to advise him I had to write a $500,000 check for an SLA violation directly impacting quarterly EPS."

- CFO of a $6 billion outsourcing provider

Visualize hot spots and understand business impact

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IBM Cognos software enables outsourcing providers to actively monitor SLA compliance through:

- **Impact diagrams:** Graphical representations of unique business process relationships between operations-level performance metrics and service level agreements demonstrate how day-today operations impact SLAs

- **Mobile access:** Users receive untethered real-time access for continuous SLA performance management via their BlackBerry or other mobile device.

- **Event notifications:** Stakeholders and process owners are notified when an SLA is in danger of being missed or is about to be exceeded.

Examine performance over time to identify SLA performance trends, patterns and business impacts

- **Personalized watchlists:** Users can keep a close eye on the SLAs of their choice to ensure that the most important SLA indicators are constantly under watch.

"We want to know the car is headed into the ditch before it gets there."

-IBM Cognos software BPO Partner General Manager & SVP

Identify trends and analyze root causes
Past, real-time and forecasted views of your service performance can help you avoid surprises and, more importantly, display performance trends from period to period, against single or multi-tiered SLA benchmarks, and against industry averages.

IBM Cognos software trend analysis capabilities let you:

- **Follow** a particular SLA metric over time to learn if it is trending in a positive or negative direction
- **Discover** patterns in past behavior that have led to SLA compliance or violation
- **Project** future SLA performance based on past trends
- **Compare** performance to previous periods and against internal or industry benchmarks to ensure you are providing a high level of service to your BPO clients

Become a trusted advisor
IBM Cognos 8 business intelligence (BI) offers BPO providers more than an internal SLA monitoring and management solution – it enhances the strategic value of your client partnership. Customizable views and reports allow specific, appropriate SLA performance information to be shared with customers. This validates the cost savings your customer sought when outsourcing the business process. It also provides documented, measurable proof that you are providing world-class capabilities and are focused on continuously improving service quality.

Using IBM Cognos 8 BI you can:

- **Differentiate** yourself and extend competitive advantage by providing strategic insight into the performance of your client's outsourced business processes
- **Enhance** your solution with industry-leading SLA performance management capabilities
- **Focus** less time on managing SLAs and more time on the business and the innovation your clients are seeking

Extend your platform to include robust performance management
In addition to providing SLA Performance Management, the IBM Cognos 8 platform can be extended to build a complete performance management system. Through business intelligence reports, analytics and dashboards, IBM Cognos 8 BI helps organizations paint a clearer picture of their current business performance and analyze how metrics, including SLA compliance indicators, map to overall business objectives.

How can I improve my organization's SLA performance management capability?
If you would like to:

- Identify SLA compliance problems before they result in lost business, unfavorable media coverage or financial penalties.
- Diagnose root causes for and factors influencing performance against SLAs
- Maximize the value of your IBM Cognos software BPO partnership by deploying an end-to-end performance management solution
- Extend the industry's most robust performance management platform to your customers…

For more information
Visit the our Web site at www.ibm.com/cognos or contact your representative directly, or you may contact our Global Manager, BPO at (857) 998-0216.

**About IBM Cognos BI
and Performance Management:**

IBM Cognos business intelligence
(BI) and performance management
solutions deliver world-leading
enterprise planning, consolidation
and BI software, support and services
to help companies plan, understand
and manage financial and operational
performance. IBM Cognos solutions
bring together technology, analytical
applications, best practices, and a
broad network of partners to give
customers an open, adaptive and
complete performance solution. Over
23,000 customers in more than 135
countries around the world choose IBM
Cognos solutions.

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An IBM Cognos representative will
respond to your enquiry within two
business days.

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