Solutions built around your needs
IBM Cognos business intelligence software for small and midsize companies

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Overview

IBM has deep, proven expertise in delivering business intelligence software to small and midsize businesses across a wide variety of industries and departments. IBM Cognos® business intelligence solutions can lower costs, improve margins, and gain increased efficiencies—all of which adds up to competitive advantage.

IBM Cognos® solutions have helped customers in these industries:

- *Automotive*
- *Manufacturing*
- *Financial services*
- *Energy and natural resources*
- *Healthcare/Pharmaceuticals*
- *Hospitality/Entertainment*
- *Publishing*
- *Retail*

Within these industries, our solutions have helped these departments:

- *Finance*
- *Sales*
- *Marketing*
- *HR*
- *Supply Chain/Operations*
- *R&D*

Technical specifications

IBM Cognos business intelligence solutions are modular and designed to be implemented incrementally, so you can start small, start anywhere, deploy tactically, yet connect the initiatives together. Solutions are packaged to suit your budgets and needs, including flexible delivery models.

Understanding the need for easy deployment and maintenance for resource-constrained IT departments, IBM has built its solutions on open standards, Web services, SOA architecture designed to leverage existing infrastructure and future investments. We provide out-of-the-box support for all data sources, security, portals, and more, to ensure ease of deployment and minimal maintenance requirements.

Lastly, we have a worldwide network of over 3,000 IBM Cognos partners ready to help accelerate your deployments and make you successful. Together, we have hundreds of solutions that we provide or are partner-delivered to ensure the fastest possible time to results.

Features and benefits

Here's how you can apply IBM Cognos business intelligence solutions to your industry:

Manufacturing

- **Streamline operations:** Scorecards and dashboards give immediate insight into key performance metrics. Get daily reports on under-performing departments, equipment, or operations. Analyze and identify excess, obsolete, or slow-moving inventory.

REPORTING ANALYSIS DASHBOARDING SCORECARDING PLANNING

Cognos®
software

- **Optimize your supply chain:** Increase throughput by analyzing supply and demand. Get immediate alerts to changes in demand, delayed shipments, or inventory shortfalls. Evaluate and rank suppliers by quality, responsiveness, or billing history to rationalize them for greater purchasing power.

- **Improve product quality and process efficiency:** Identify trends in product quality and the causes of defects or delays. IBM can help you drive Six Sigma initiatives and support SCOR best practices.

Retail banking and financial services

- **Improve customer profitability:** See where to invest, where to cut, and the results each will have on your bottom line. A top U.S. bank saved tens of millions by closing duplicate branches without losing key accounts. A large financial services provider used IBM Cognos software to segment its customer base by profitability.

- **Manage risk:** Manage all facets of risk: credit, operational, financial, or strategic. Analyze your exposed assets by customer, volume, or industry and correlate each segment with related risk factors. Distribute reports to risk management group, partners, and brokers. Or publish interactive dashboards that reveal where the greatest risks lie.
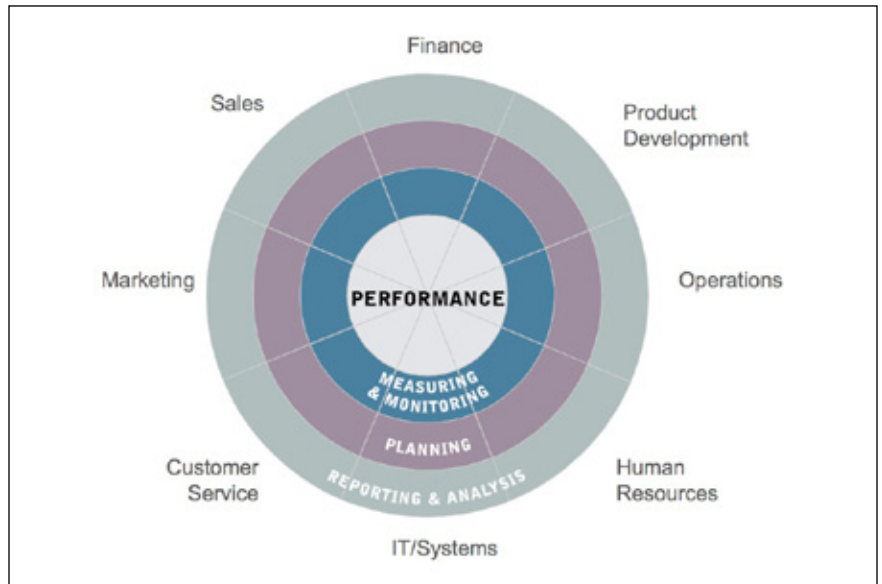
- **Improve performance:** Reduce your reliance on disconnected spreadsheets. Consolidate data from across departments into a single source of performance metrics and reports. Use strategy maps and cascading scorecards to ensure alignment with strategy at all levels and across departments.

You can also deploy IBM Cognos solutions at the departmental level:

- **HR:** Analyze your recruitment programs by cost, time to hire, candidate quality, or region to understand which programs attract the best candidates. Profile your workforce to identify your future leaders. Evaluate training effectiveness at the employee level or enterprise-wide. Expand enrollment in effective courses and drop the ones that return sub-par results. Match performance targets with training programs to spot the top performers.

- **Sales:** Get immediate visibility into your pipeline. Analyze by rep, product, or region and make the needed adjustments. Identify your top-performing sales reps– analyze your sales force by revenue, sales count, margin, product mix, or new vs. repeat customers. Spot and leverage trends in product performance to take immediate advantage.

- **Marketing:** Identify your most valuable customers– see who buys the most, the most often, and who costs the least to serve. Understand your campaign effectiveness– analyze response rates by demographic group, region, season, tactic, incentive, message, or medium to determine the right mix of tactics, channels, and message.

Solutions built around your needs

The IBM Cognos partner channel supports major vertical industries and provides solutions to hundreds of smaller niche markets that are important to the small and midsize business owner. No matter what your business, no matter what your business challenge—we can provide you with a cost-effective BI solution that gives you the power to compete.

The benefits include:

- **Greater competitive advantage:** Identify and understand the factors that drive results and focus on leveraging key business drivers.
- **Better visibility into performance:** See results across departments and drill down to discover underlying trends that affect outcomes.
- **Increased accuracy:** Create the elusive "single version of the truth" across divisions and departments and put an end to debates about whose numbers are the right ones.
- **Greater flexibility and responsiveness:** Get the right information to the right people at the right time. Take advantages of trends or opportunities as they emerge.
- **Better decisions:** Reduce your reliance on gut feel and best guesses. Explore customer behavior, sales and marketing trends, supply chain performance, and other processes and use the resulting information to make decisions based on what's actually going on.

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.

For further information or to reach a representative: www.ibm.com/cognos

Request a call

To request a call or to ask a question, go to www.ibm.com/cognos/contactus. An IBM Cognos representative will respond to your enquiry within two business days.

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