



IBM Performance 2011

IBM Cognos Business Insight:
Redefining Business Intelligence



Speaker:

Date:

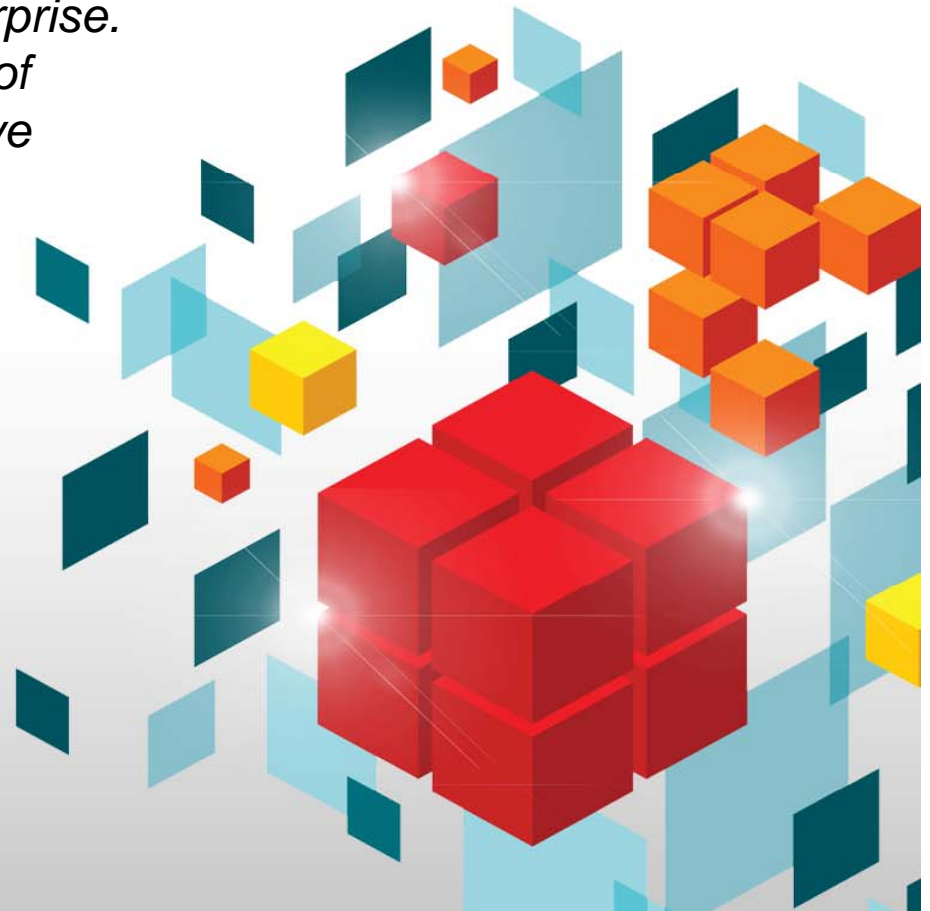


IBM Cognos Business Insight: Redefining Business Intelligence



Experience IBM Cognos Business Insight and how it will change the way your organization delivers information to everyone in the enterprise. In this session you will see demonstrations of IBM Cognos Business Insight, Cognos Active Report and Cognos External Data. Come discover these new capabilities and see how they can make an immediate impact in your organization.

9 a.m. to 10 a.m. - Meeting Room A



Agenda



- Information for everyone
- IBM Cognos Business Insight:
 - Reach more users
 - See more information
 - Do more with information
- IBM Cognos Business Insight Advanced:
 - Ad-hoc query and analysis
 - Leveraging external data



Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.



Freedom to **Think**

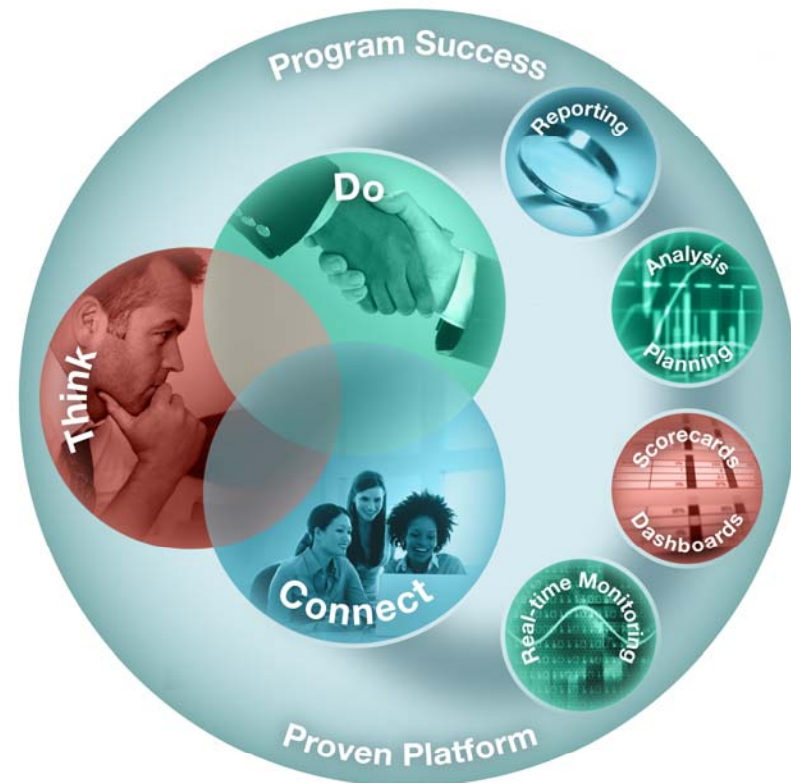
- Unified workspace
- All time horizons
- Progressive interaction

Connect with Others

- Decision networks
- Business context
- Accountability

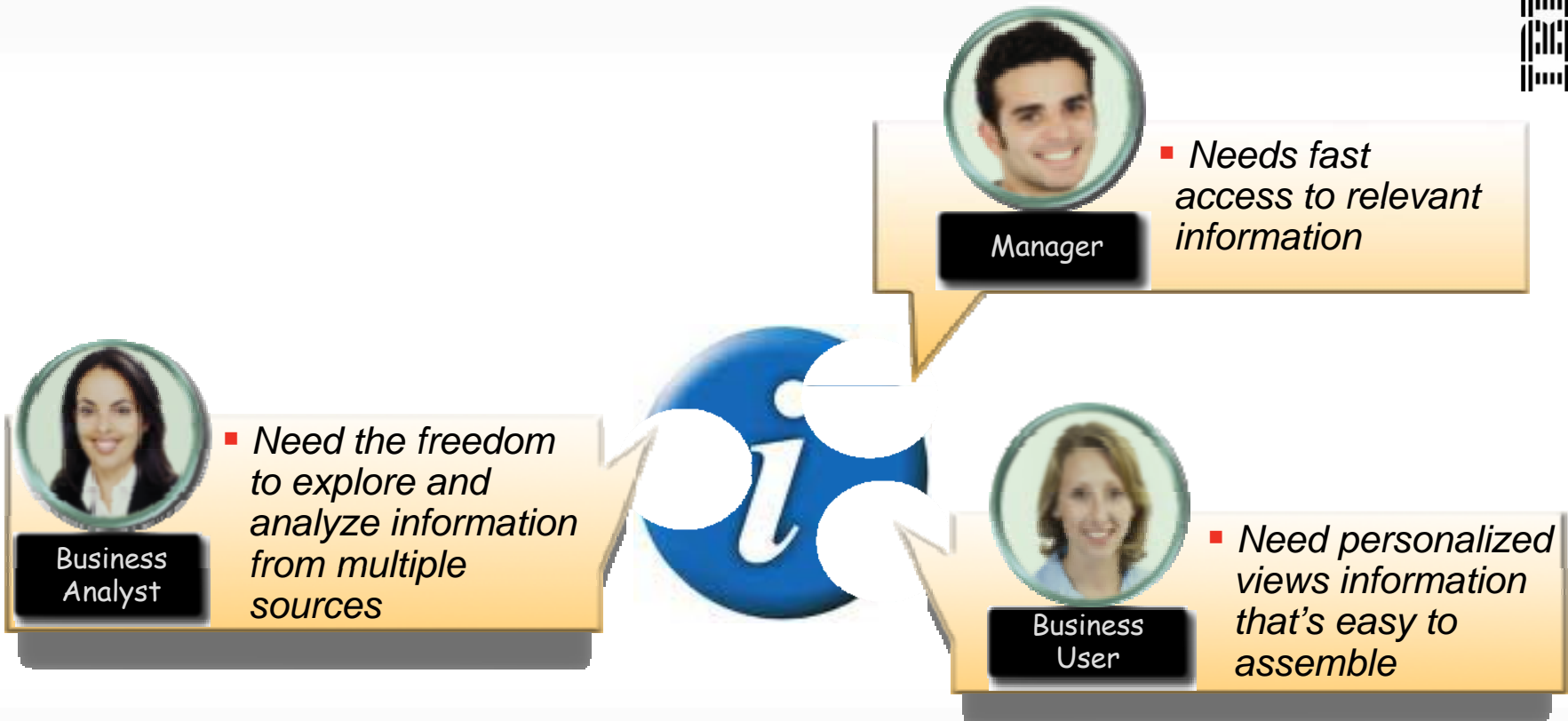
and Simply **Do**

- Mobile and disconnected
- Integrated
- Real-time



**A revolutionary BI workspace
delivered on a proven platform
with seamless upgrade.**

Users are hungry for information

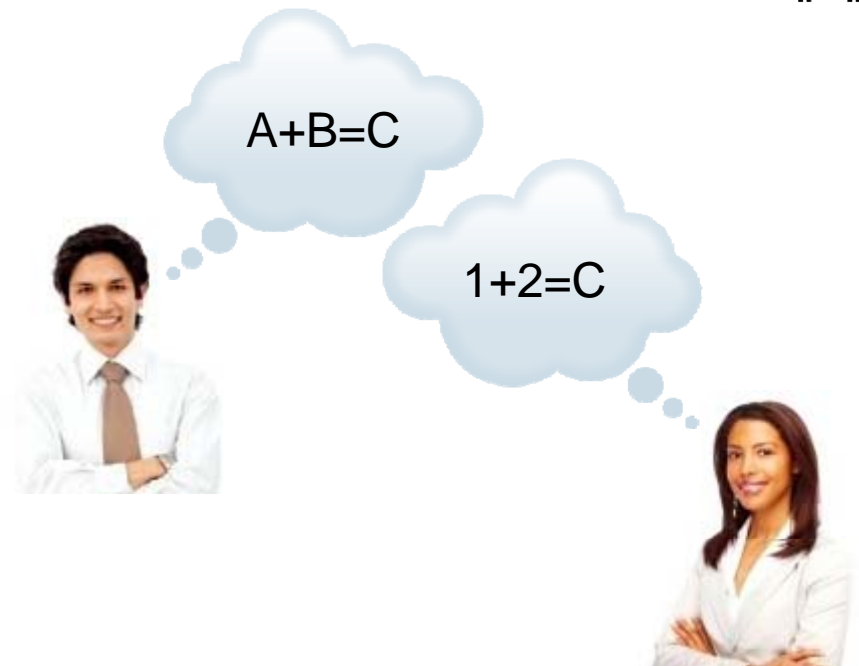


But current systems prevent timely access to this information.

Analytics everyone can use



- Successful BI solutions need to:
 - Adapt to the way people work
 - Encourage natural thought process
 - Be simple, yet so powerful and fun anyone can use it



Picture all employees having access to information to support their daily decisions and actions, with tools that work in the ways they need them to.

Source: 2009 Successful BI Survey
Best Practices in business intelligence for greater business impact
By Cindi Howson

A BI workspace that is the start of your day

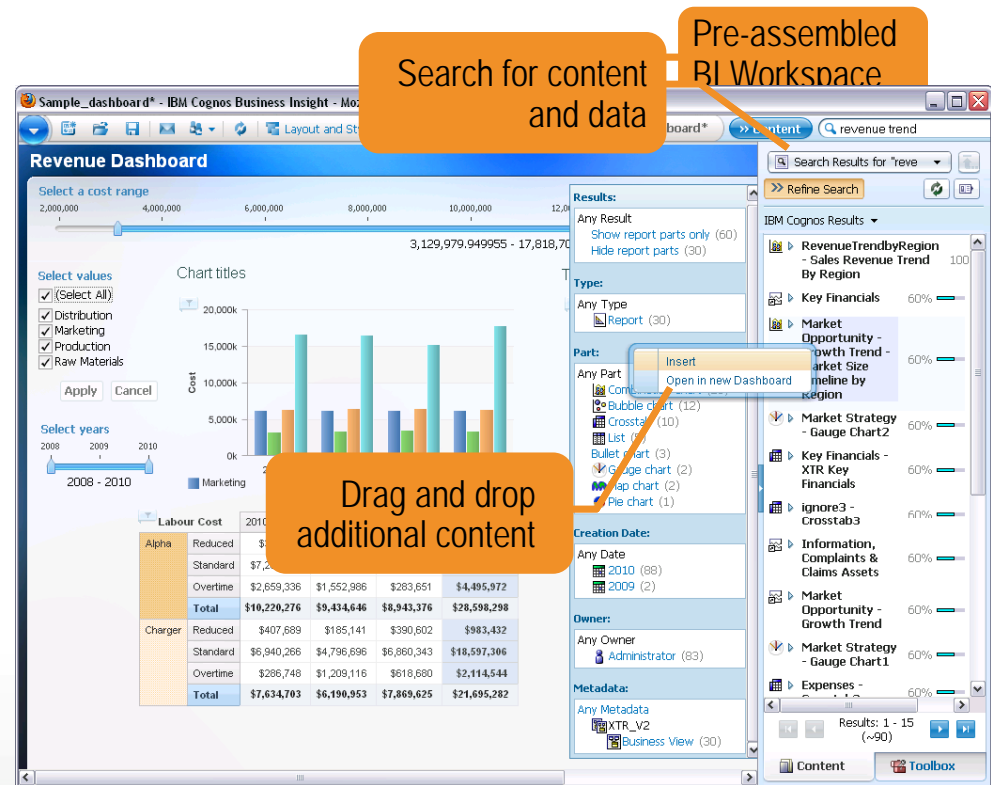


Intuitive and easy to use it is the single place that you go to find and do your work.

IBM Cognos Business Insight

Solution highlights:

- Pre-assembled workspace content
- Search assisted authoring
- Drag and drop assembly
- Dynamically filter
- Quicker and deeper insight in to data
- Seamless graduated experience



IBM Cognos Business Insight:

Revolutionary BI workspace that supports how people think



Business
User

Reach more users.

Discover unknown insights by following individual train of thought.



Manager

See more information.

Explore all types of information from all time horizons.



Business
Analyst

Do more with information.

Deeper analysis and Ad-hoc Query.



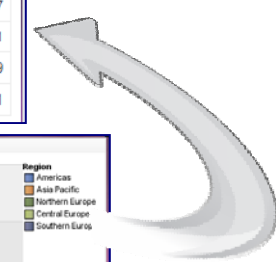
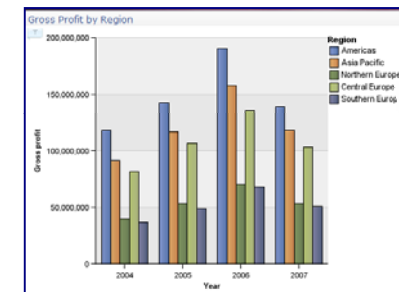
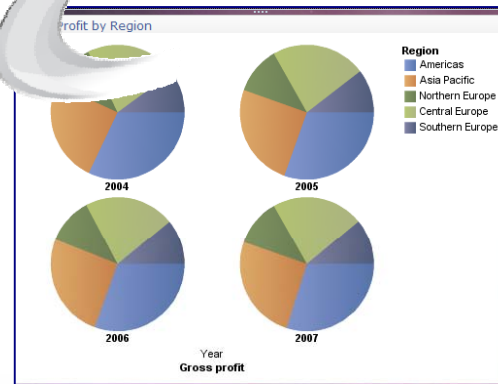
IBM Cognos Business Insight

Support personal decision-making styles



- Personalize information
- Generate unique perspectives
- Get an 'at a glance' view of the business

Gross profit	2004	2005	2006	2007
Americas	117,845,063	142,710,347.48	190,757,408.87	139,192,436.11
Asia Pacific	91,218,622.4	117,082,857.67	158,193,297.56	118,203,277.67
Northern Europe	40,022,185.83	53,237,248.36	70,321,099.24	53,608,009.31
Central Europe	81,780,397.91	106,697,180.21	135,948,995.19	103,226,173.89
Southern Europe	36,751,639.43	48,956,057.93	68,039,771.61	51,042,925.01



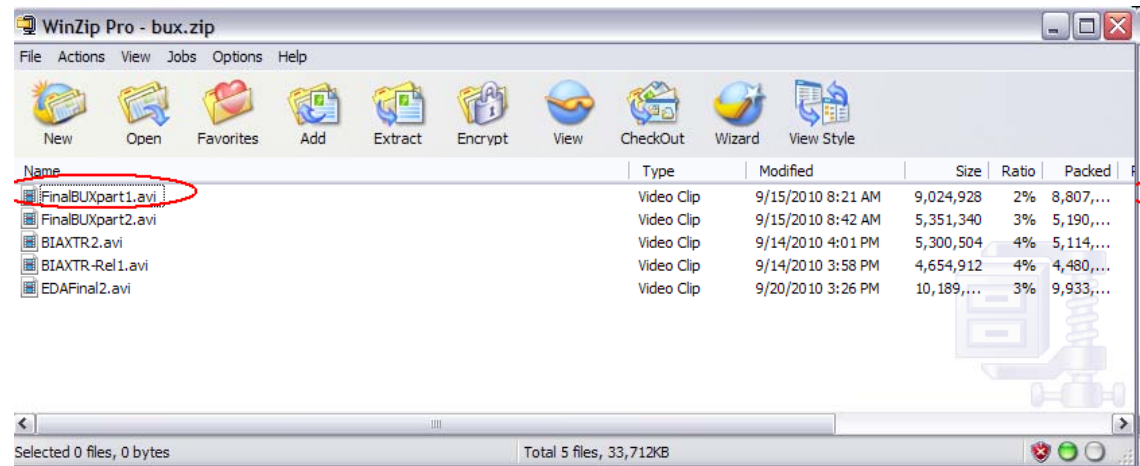
Reach more users.

Discover unknown insights by following individual train of thought for more informed business decisions.

INSERT DEMO: IBM Cognos Business Insight – the experience



- Highlight the 'look and feel' of Business Insight
- Key features to be covered off include:
 - Drag and drop ease
 - On demand toolbar
 - Change of chart types
 - Applying slider controls
 - Adding Calculations
 - Searching for content

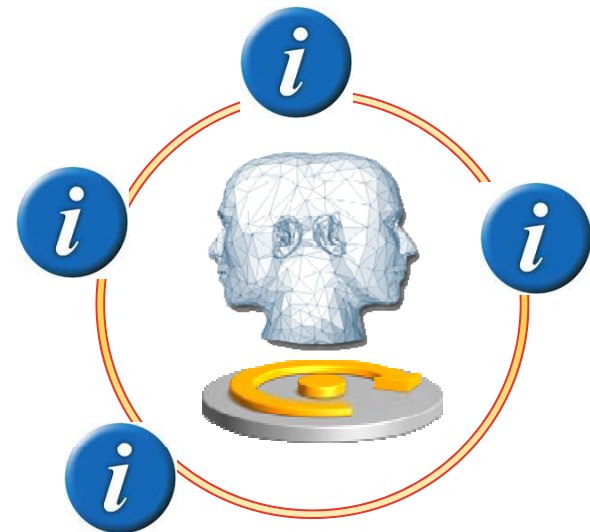


IBM Cognos Business Insight

See all information from all the angles, in context



- Get unique perspectives by having access to the information:
 - Any BI content
 - Real-time information with IBM Cognos Real-time Monitoring
 - Scenario planning
 - Scorecarding
 - Statistical data



See more information.

Explore all types of information from all time horizons for a complete view of the business.

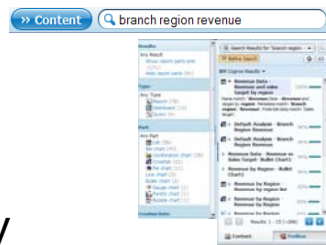
IBM Cognos Business Insight

Unlimited data exploration



- Find and leverage information that you didn't even know existed:

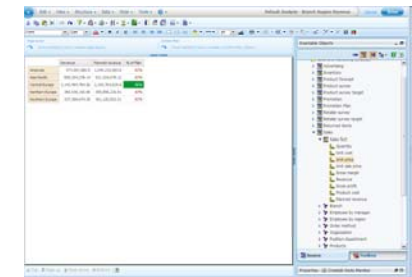
- Leverage enhanced search functionality



- Assemble a complete view of all available information



- Seamless graduated user experience to more advanced features



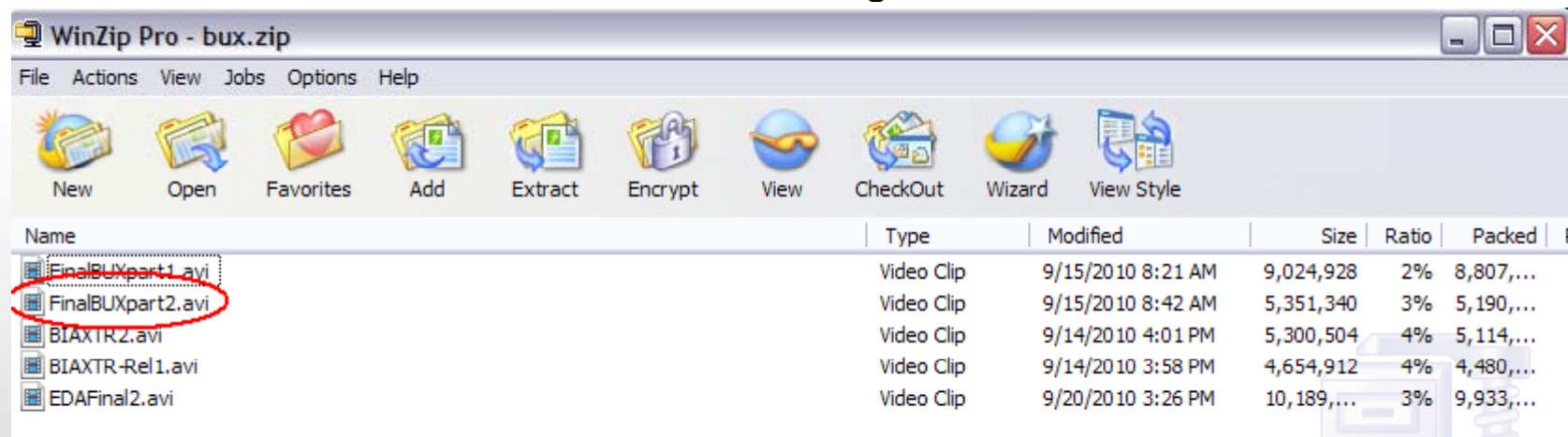
- Updated view with your personalized content updated in context



INSERT DEMO: IBM Cognos Business Insight to Business Insight Advanced – ‘Do More’



- Highlight the seamless migration from BI to BIA
- Key features to be covered off include:
 - Start with a configured Dashboard
 - Use Search to find a Report part
 - Add the part to the Dashboard
 - Select ‘do more’ and move to Business Insight Advanced
 - Add two measures, drill and do a top 5 set selection
 - ‘Done’ and move back to Business Insight



Seamlessly shift to more advanced analysis



Business Analyst

Perform complex analysis tasks quickly and easily to get to the "why" behind an event or action to improve business performance.

IBM Cognos Business Insight Advanced

Solution highlights:

- Intuitive drag-and-drop interface
- Integrated data exploration and analysis
- Calculations, drill, filter, pivot, top/bottom count
- Manage set definitions
- Flexible format, layout and distribution
- Multiple queries, formatting and charting

Standard and Style toolbars

Switch between metadata or member tree

View and edit set definitions

Easily select common analysis gestures

Insert Individual Members (currently creating sets)
Toggle between creating sets when inserting multidimensional data items and inserting the individual members.

Units	Standard	Standard	Standard
2010-Q1 Units	4,663	62	3
2010-Q2 Units	4,925	1,209	5,396
2010-Q3 Units	5,153	1,702	3,451
2010-Q4 Units	5,001	1,588	3,413

Defective Unit Analysis

Set Definition

- Top 3 based on Units
- Top 5 based on Units
- Top 10 based on Units
- Bottom 3 based on Units
- Bottom 5 based on Units
- Bottom 10 based on Units
- Custom...

IBM Cognos Business Insight Advanced

Single, intuitive interface for Ad-hoc Query and Analysis



Manager

- Easy and intuitive drag-and-drop interface for creating ad-hoc queries
- Analyze data from same interface:
 - Calculations, drill, filter, pivot, top/bottom count, etc.
- Leverage multiple queries, objects and charting options
- Integration with IBM Cognos Report Studio:
 - Augment and enhance ad-hoc reports and analysis

Do more with information.

Deeper analysis and ad-hoc query in a single interface.

IBM Cognos Business Insight

Integrate external data for rapid ad-hoc reporting and analysis



- Add new and broader perspectives to corporate information
- Improve confidence in information by removing long, manual, and error-prone processes of stitching data together in Microsoft Excel
- Provide users with the flexibility they are demanding to use additional data without impacting the BI System and reduce reliance on IT to store external data in IT data stores

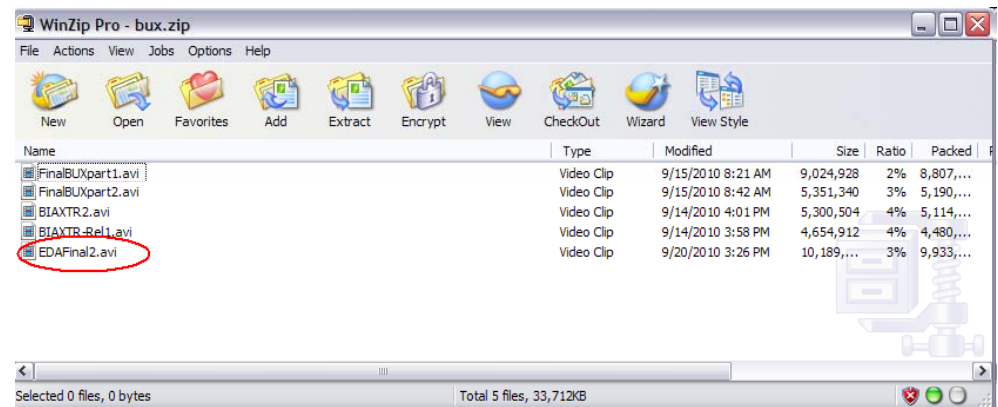
See more information.

Merge external data with dimensional and relational sources to broaden perspectives.

INSERT DEMO: Business Insight Advanced – Slice and Dice



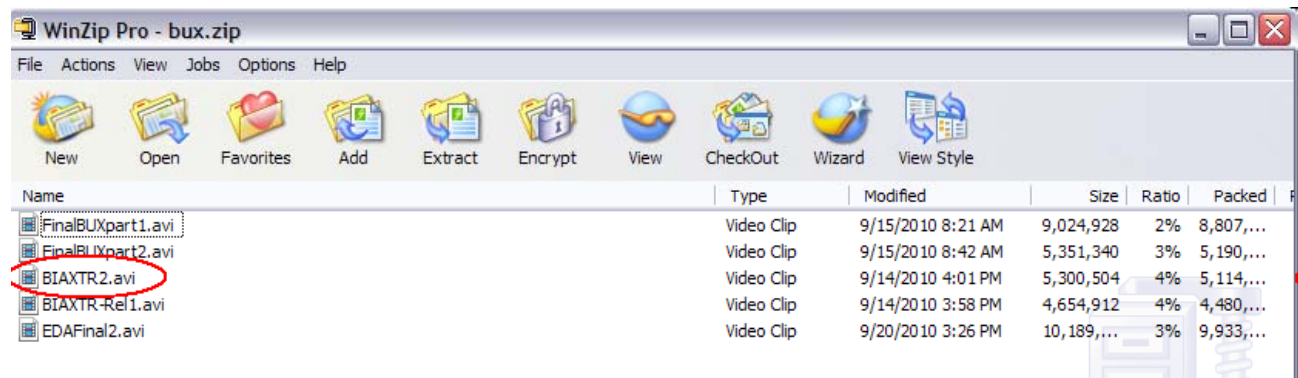
- Start with a table listing Products Sales Reps by quarter in year
- Do some exploration – expansions of products regions etc.
- Add External Data
- Exclude some members
- Use top 5 to focus on products that generate revenue and margin
- Use bottom 3 to focus on under performing sales reps
- Add Calculation for Margin %
- Use the set editor to change exclusions
- Change column titles
- Add formatting
- Include a chart - modify legend and save



INSERT DEMO: IBM Business Insight Advanced – Ad-hoc Query



- Focus on list – relational operations
- Create product listing
- Add region
- Add years
- use groupings
- Add two measures
- Filter aka QS
- Prompt aka QS
- Highlighting
- Simpler reporting and analysis tool for business authors
- Support for needs of the user – relational, charts etc.
- Movement toward a single UI – matching capability to the user



Cognos 10 delivers a BI workspace giving individuals the freedom to see more and do more



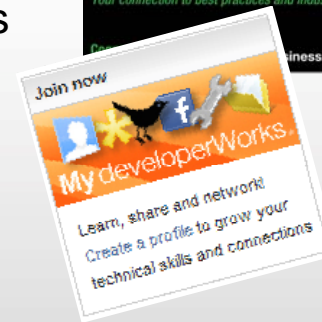
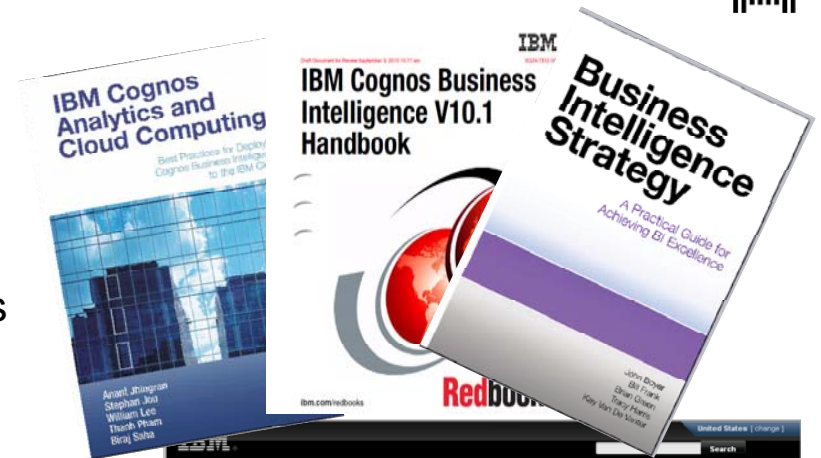
- Easily view, assemble and personalize information to follow a train of thought and generate unique perspectives
- Explore all types of information from all angles to assess the current business situation
- Analyze facts and anticipate tactical and strategic implications by simply shifting from viewing to more advanced, predictive or what-if analysis

Sharpen individual skills to improve business outcomes.

Delivering program success



- New “how-to” books deliver expertise:
 - BI Strategy Book, BI on Cloud, BI IBM Redbooks®
- Proven practices, communities and workshops:
 - Champion and Business Analytics workshops
 - Innovation Center and Communities
 - Champion Kit, Blueprints
 - IBM developerWorks®, C^3 Blog
- Services and training:
 - Proven Practice workshops, Learning Assessment and User Adoption Services
 - Broader portfolio of self-paced training options
- Broader deployment options:
 - Expanded offering for IBM System z®
 - On IBM Compute Cloud



LinkedIn



Business Analytics Software Services



Maximize your software investment and drive better business outcomes with Business Analytics Software Services.

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ibm.com/cognos/consulting
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