

IBM Cognos Aerospace & Defence Roadshow



2008 Editor's Choice Awards
Intelligent Enterprise Magazine

"...Blend the Cognos portfolio with IBM's data integration, data quality, data warehouse, content management, text mining & other offerings, & **there's no more extensive information management portfolio available, period...**"



SPONSORED BY:



CHAired BY:



IBM Cognos Aerospace & Defence Roadshow

Ian Lazenby, Defence and Public Safety, Cognos



SPONSORED BY:



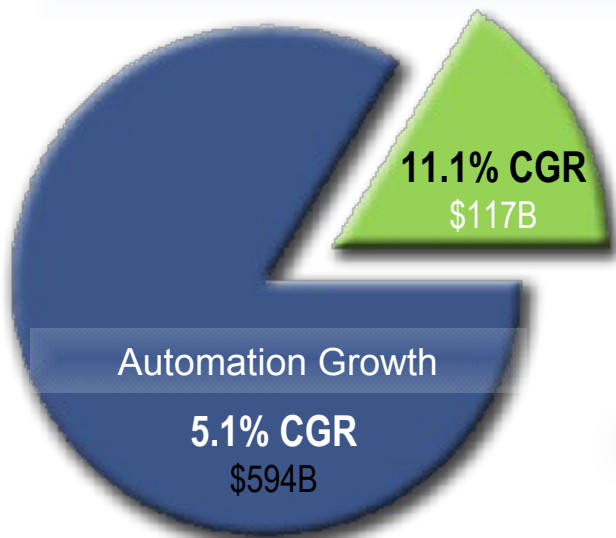
CHAired BY:



Focus on Business Optimisation is Accelerating

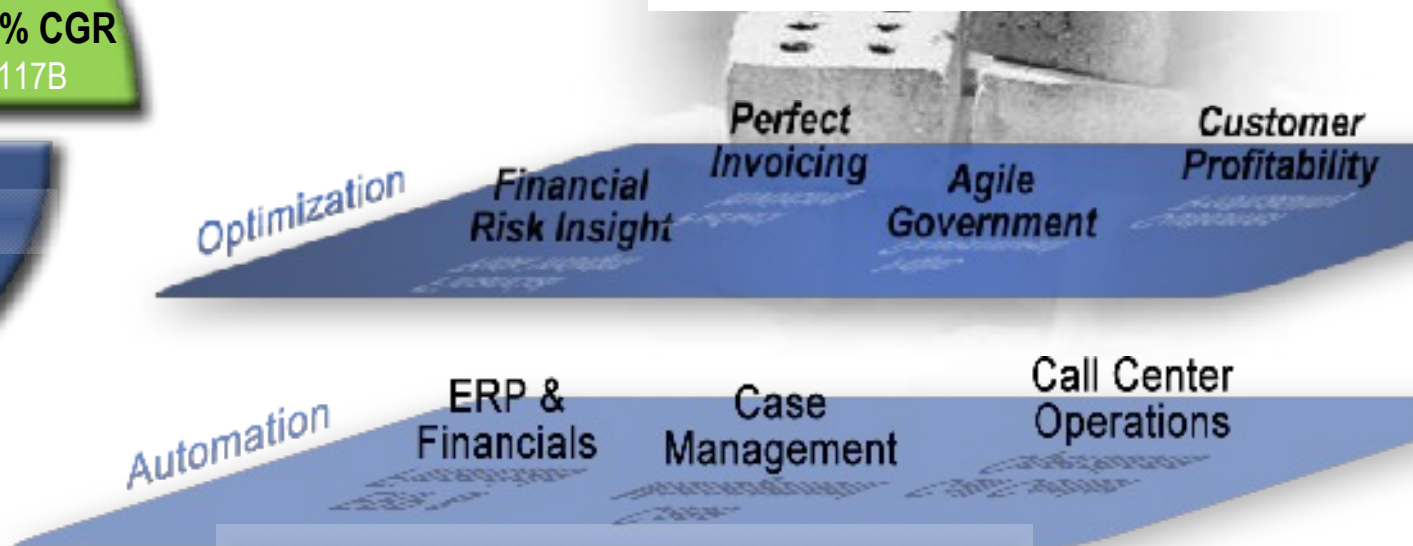
Creating an Information Agenda is critical

Business Optimisation Growth is 2 Times Faster than Business Automation Growth



Source: IT Spending Estimate* 2008

Information Agenda



Application Agenda



Management
Technology
Consulting



Bridging the Gap

Becoming an Information Based Enterprise

Transform information to provide increased flexibility and innovation

Information Based Enterprise

...an enterprise with an Information agenda



Current State
Information Intensive Projects

Data to Automate the Business

Information as a Strategic Asset

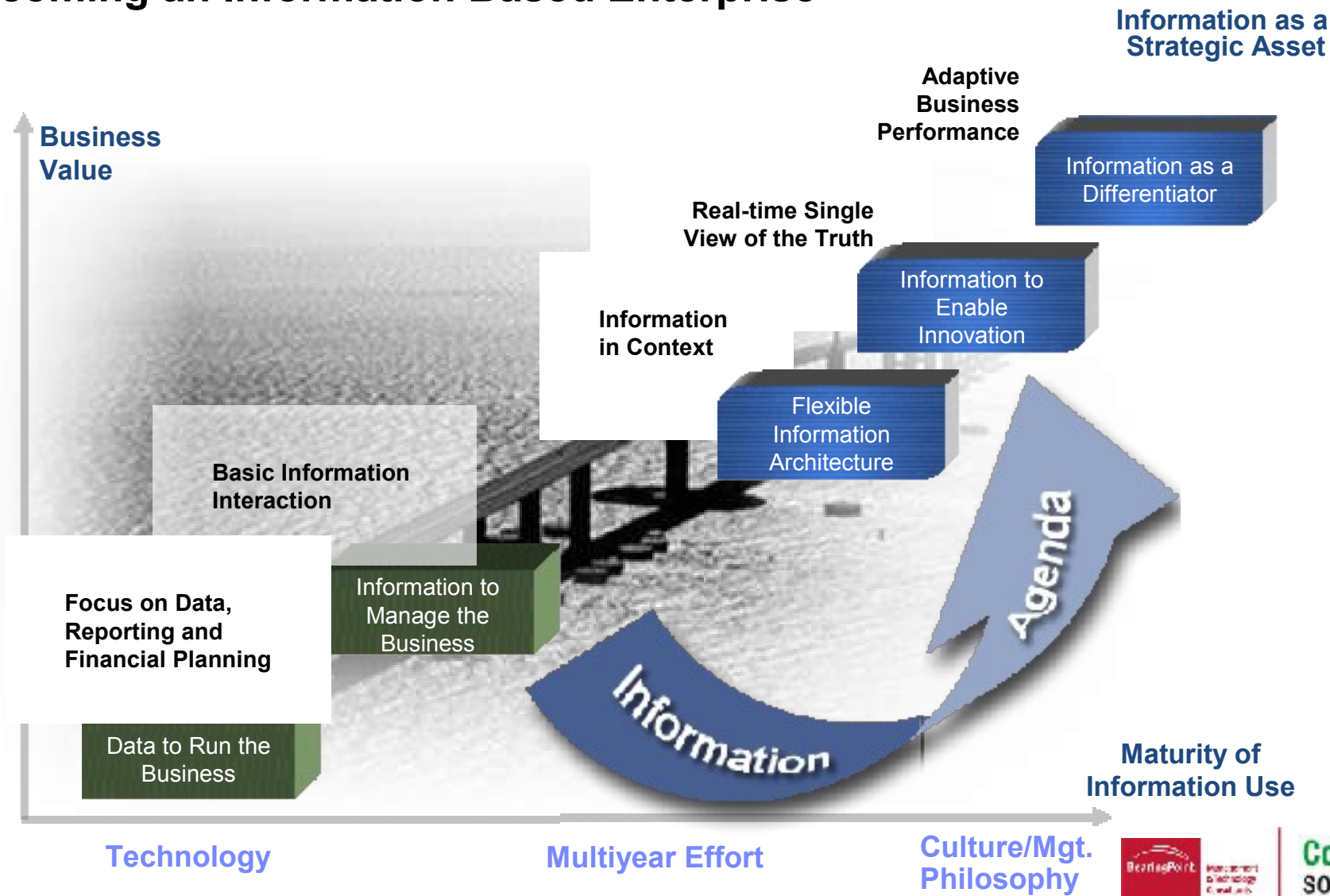
Business Optimization

Desired State
Flexibility & Speed

...rapidly leveraged across applications, processes and decisions to improve efficiency and accelerate desired outcomes

Bridging the Gap

Becoming an Information Based Enterprise

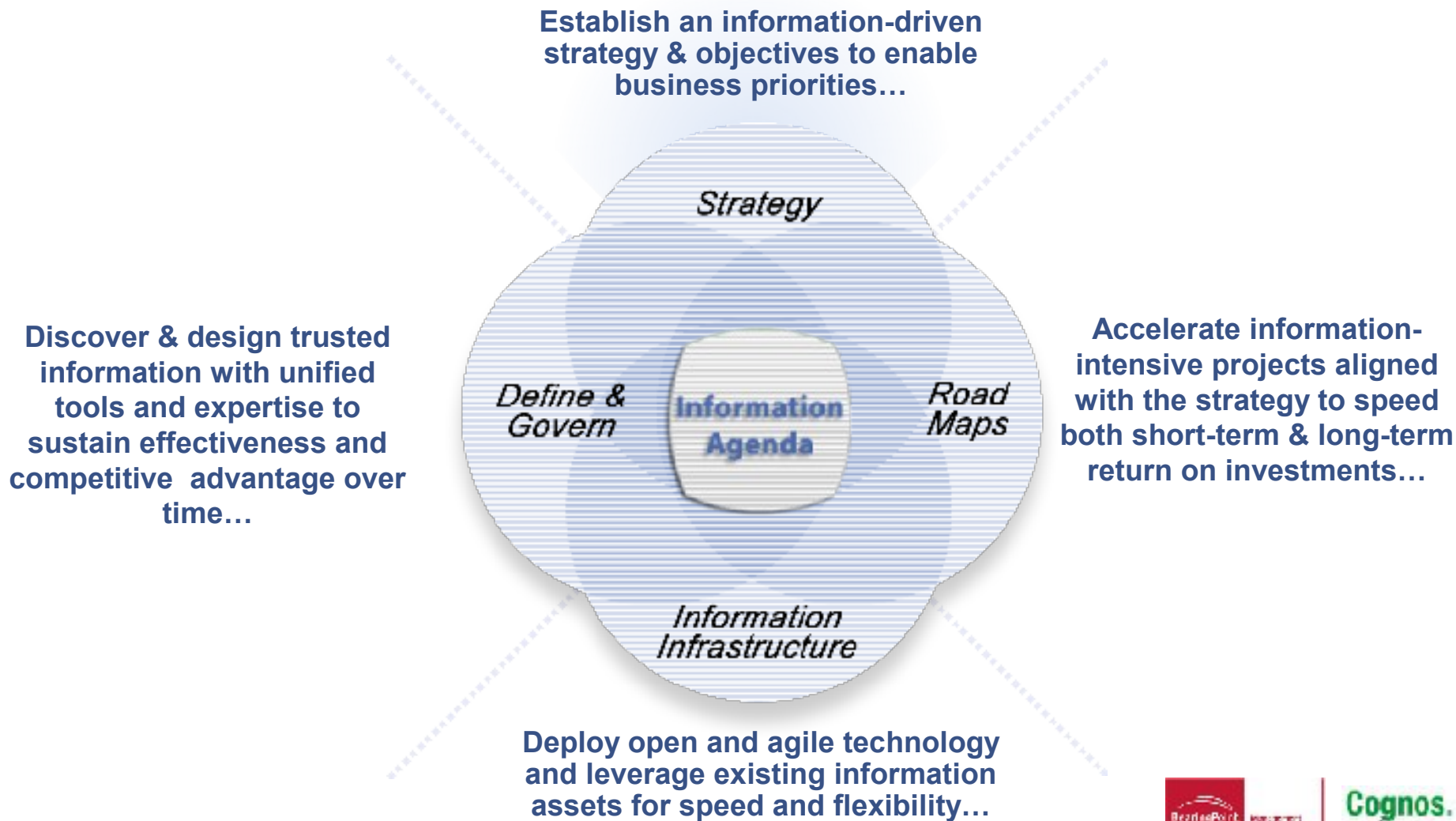


Management
Technology
Creativity



Becoming an Information Based Enterprise

Unlocking the Business Value of Information



Agenda

- | | | |
|-------|--|--|
| 10:00 | Welcome & Introduction | Ian Lazenby, IBM Cognos |
| 10:10 | Setting the Scene | Steve Shepherd, UK Council for Electronic Business (UKCeB) |
| 10:30 | JSC EDW Case Study | Udyan Patel, BearingPoint |
| 11:00 | Break | |
| 11:30 | Performance Management of the MoD Supply Chain | Graham Dawson, data2impact |
| 12:00 | Lunch | |
| 13:00 | IBM A&D Through Life Management | Martin Harris, IBM |
| 13:45 | Asset Lifecycle Management | Jarmo Vahtervuo, BearingPoint |
| 14:30 | Q&A | |
| 15:00 | Close | |

IBM Cognos Aerospace & Defence Roadshow

Steve Shepherd, UKCEB

Cognos.
software

SPONSORED BY:



CHAired BY:

