

Information Management



## *IBM Cognos 8 Roadshow*

Performance Management Stream

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## Agenda

- |               |  |
|---------------|--|
| 09:15 – 09:20 | Welcome and Introduction                                       |
| 09:20 – 09:40 | Introduction to IBM Cognos 8 and Performance Management        |
| 09:40 – 10:20 | Know how you are doing – Dashboards and Scorecards             |
| 10:20 – 11:00 | Understand Why – Reporting and Analysis                        |
| 11:00 – 11:15 | Break  |
| 11:15 – 11:55 | Determine what you should be doing next – Planning & Budgeting |
| 11:55 – 12:10 | Break  |
| 12:10 – 12:50 | Building a Planning Model                                      |
| 12:50 – 13:00 | Wrap Up with Q&A   |
| 13:00 – 13:45 | Lunch followed by optional sessions                            |

## Optional Afternoon Sessions

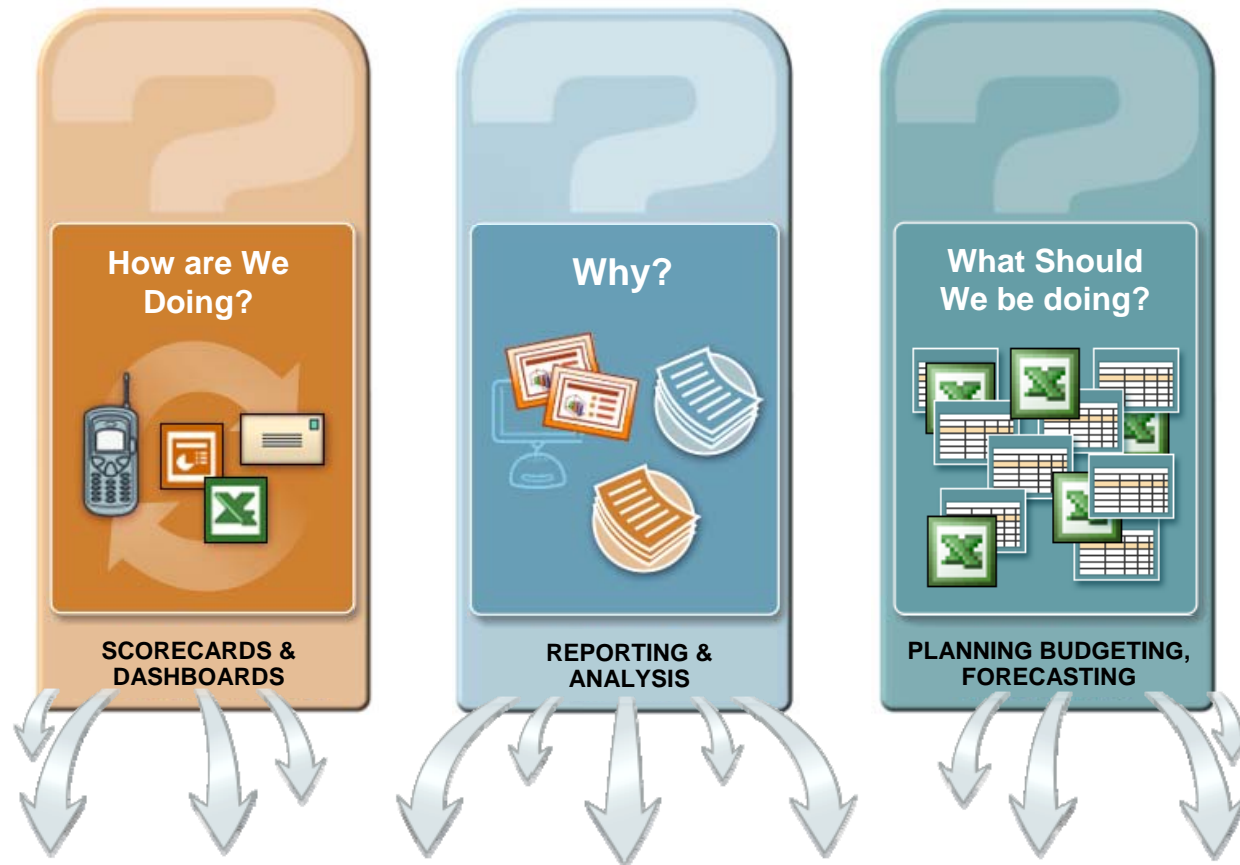
13:45 – 14:30	<b>Extended Access Modes</b> Audience: BI End-users and Administrators	<b>Administration Facilities for the IBM Cognos 8 Platform</b> Audience: BI Administrators	<b>Financial Consolidation</b> Audience: Finance Department
14:40 – 15:30	<b>Scorecarding</b> Audience: Performance Management Team	<b>Business ViewPoint</b> Audience: Business Users	<b>Upgrading Powerplay 7 to Powerplay 8</b> Audience: Existing IBM Cognos PowerPlay Users and Administrators



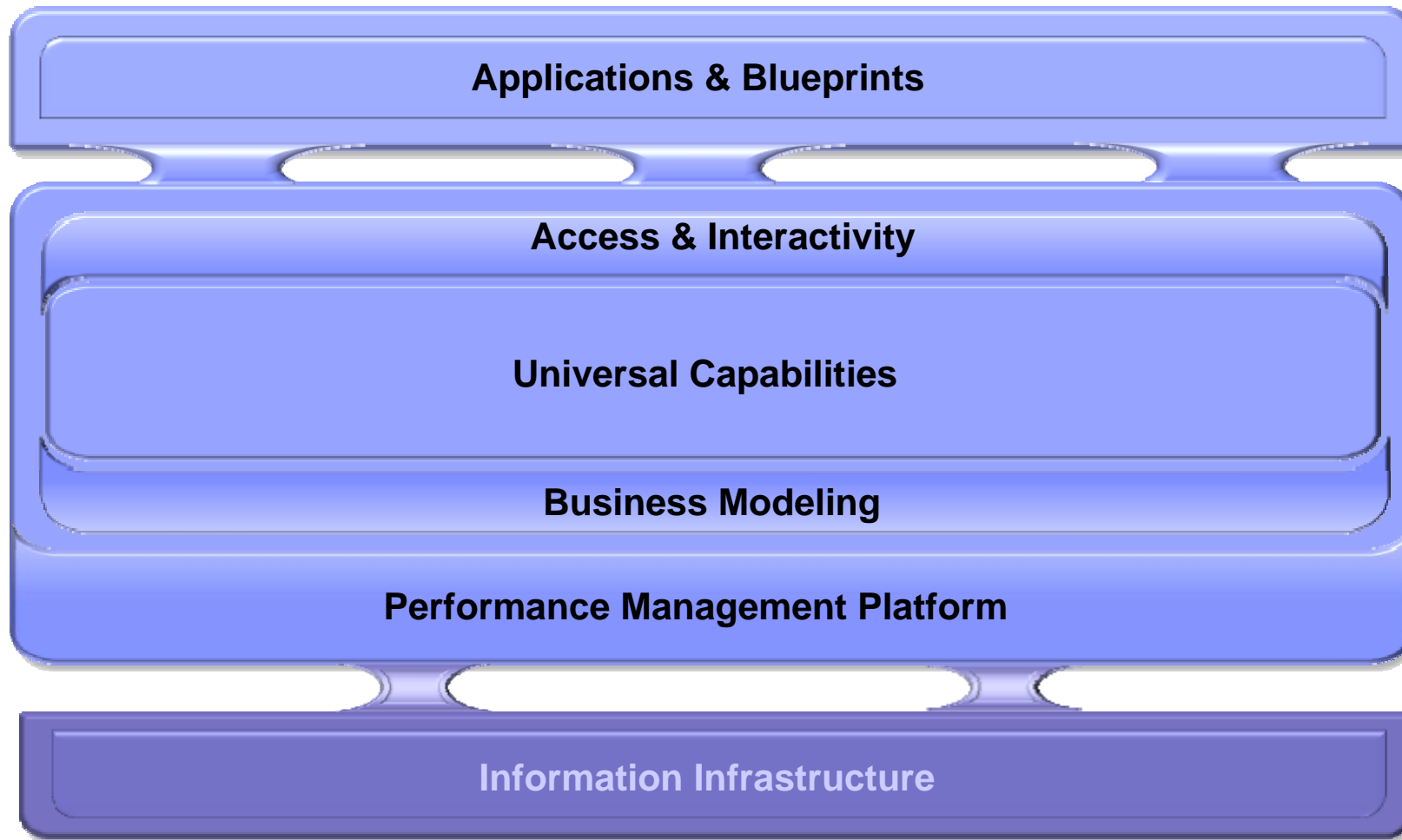
# ***Introduction to IBM Cognos 8 and Performance Management***

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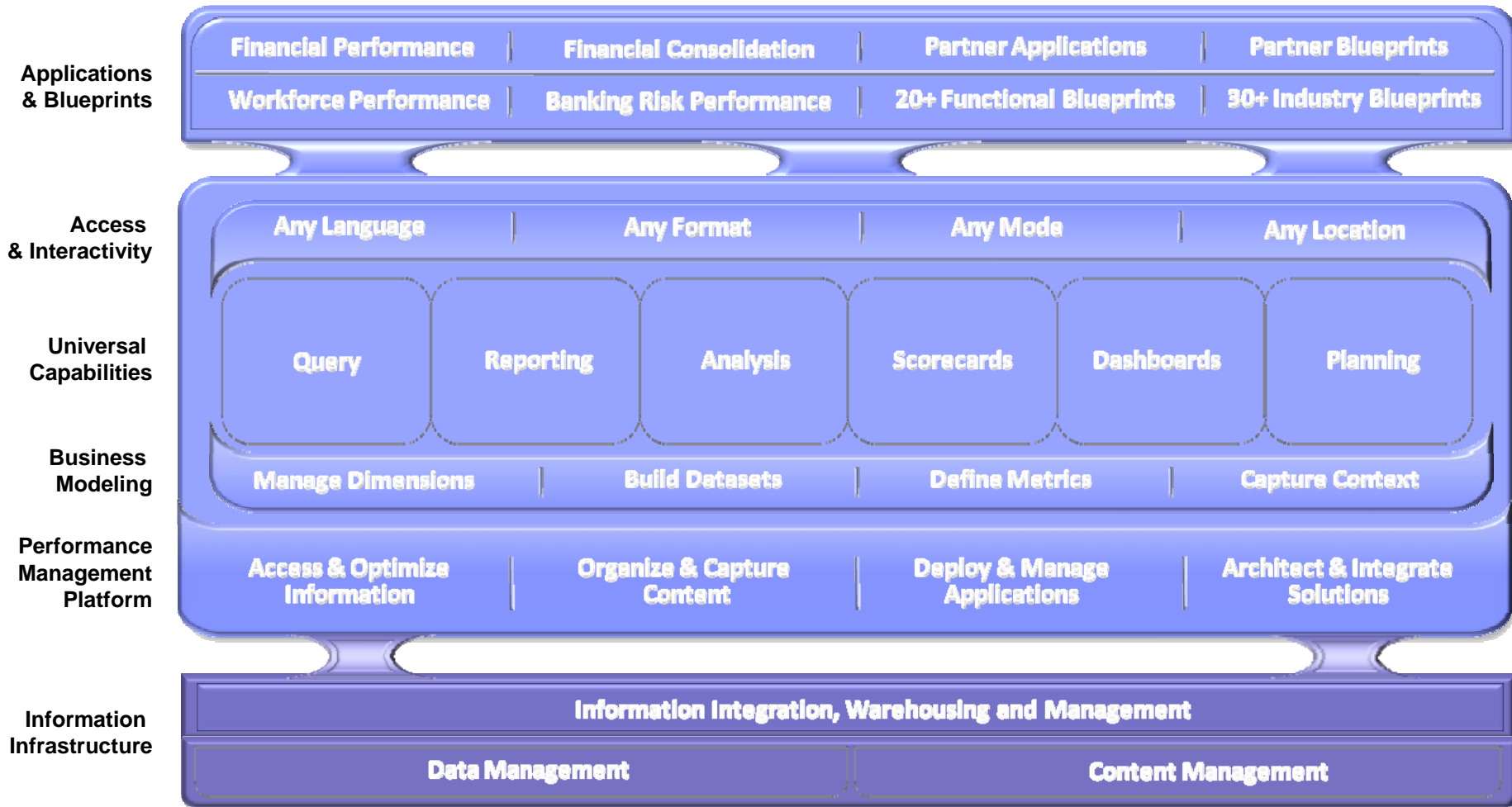
# Three Questions that Drive Performance



# *IBM Cognos Performance Management System*



# IBM Cognos Performance Management System



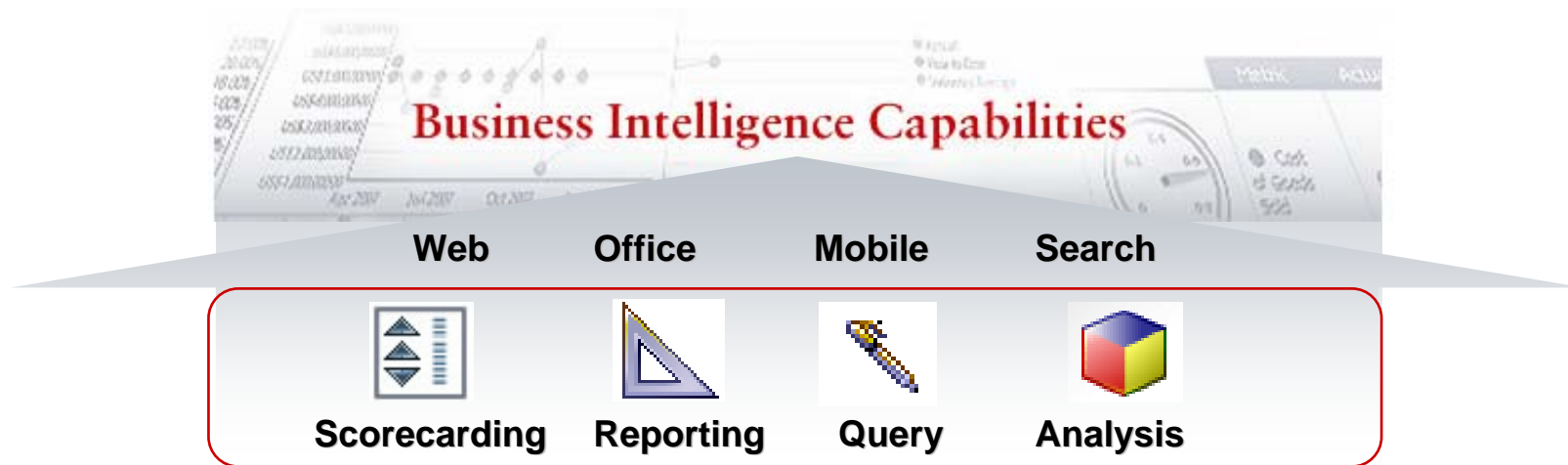
## *IBM Cognos 8 Business Intelligence*

Know how you are doing – Dashboards and Scorecards

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# IBM Cognos 8 Business Intelligence



## Broad Range of Capabilities to Meet the Needs of All Users

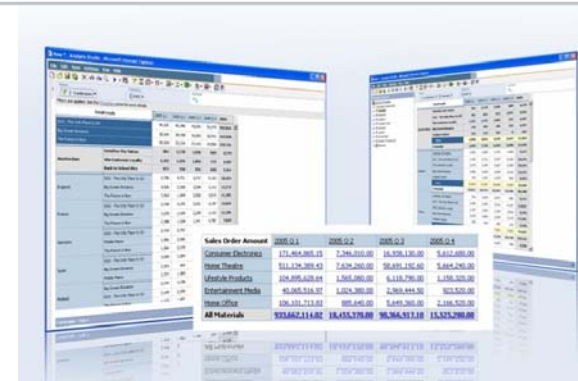
### Reporting

- Provides full breadth of report types including dashboards
- Delivers consistent information across all types of report output
- Can be personalized and targeted
- Enables collaboration across users, communities and with IT
- Provides access via email, portal, MS-Office, search and mobile devices etc



### Analysis

- Provides guided exploration across multiple dimensions of information
- Performs complex analysis and scenario modeling easily and quickly
- Gets to the “why” behind trends to reveal symptoms and causes
- Moves from summary level to detail levels of information effortlessly



# Broad Range of Capabilities to Meet the Needs of All Users

## Scorecards

- Provides instant measurement relative to targets and benchmarks
- Aligns decisions and tactics with strategic initiatives
- Supports scorecarding methodologies
- Ensures ownership and accountability

Scorecards > Company Scorecard > Marketing

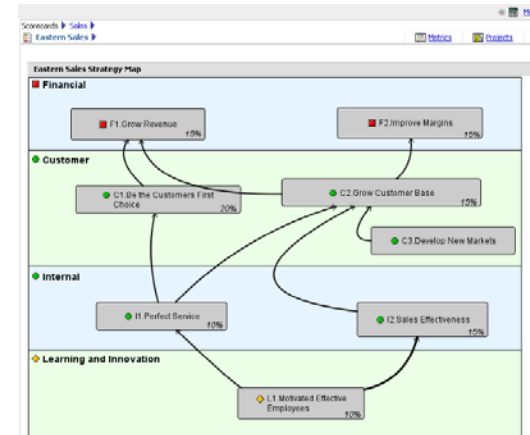
Most recent values | View | Tools

Metrics | Projects | Reports | Diagrams | Details

No filter | No grouping

[Metrics: 1-16]

Name	Actual	Target	Variance	Variance %	Time Period
D2G Campaign Lift	46.00%	48.00%	-2.00%	-4.17%	Dec 2007
% Marketing Spend to Budget	19.00%	22.00%	-3.00%	13.64%	Dec 2007
Campaign Costs	US\$11,085.00	US\$13,097.00	-US\$2,012.00	15.36%	Dec 2007
% Revenue From Campaigns	45.00%	40.00%	5.00%	12.50%	Dec 2007
% Pipeline via Marketing	46.00%	40.00%	6.00%	15.00%	Dec 2007
% Growth Japan	22.00%	25.00%	-3.00%	12.00%	Dec 2007
% New Customers	30.00%	30.00%	0.00%	0.00%	Dec 2007
% Repeat Buyers	65.00%	75.00%	-10.00%	13.33%	Dec 2007
Marketing Campaign Effectiveness	49.00%	50.00%	-1.00%	2.00%	Dec 2007
D2G Revenue Generated	US\$3,467.00	US\$3,350.00	US\$117.00	3.49%	Dec 2007
% Campaign Response Rate	62.00%	54.00%	8.00%	14.81%	Dec 2007
% Sales From Campaigns	52.00%	55.00%	-3.00%	5.45%	Dec 2007
D2G Banner Click-through Visitors	1,947.00	1,866.00	81.00	4.34%	Dec 2007
% Market Share Growth	7.00%	7.00%	0.00%	0.00%	Dec 2007
% Sights Line Growth	14.00%	12.00%	2.00%	16.67%	Dec 2007
Marketing Staff Average Tenure	5.00	5.00	0.00	0.00%	Dec 2007



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## ***IBM Cognos 8 Business Intelligence***

**Understand Why – Reporting and Analysis**

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## *IBM Cognos 8 Planning*

Determine What You Should Be Doing Next – Planning & Budgeting

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## *IBM Cognos 8 Planning*

### Building a Planning Model

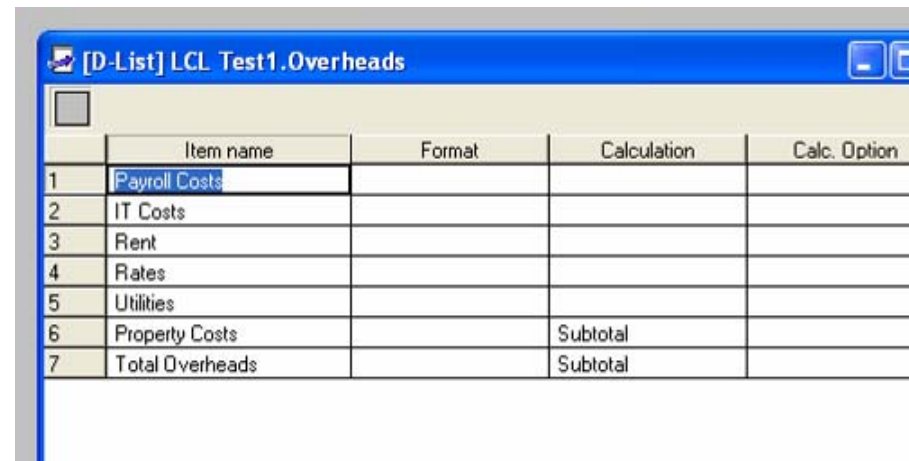
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## *Principles*

- No programming
- Easy to understand building blocks
  - Lists
  - Cubes
  - Links
- Self-documenting

## Lists

- Easy to set up and maintain
- Can be linked to external sources
- Mixed timescales (e.g. weeks and months in same list)
- Reusable



	Item name	Format	Calculation	Calc. Option
1	Payroll Costs			
2	IT Costs			
3	Rent			
4	Rates			
5	Utilities			
6	Property Costs		Subtotal	
7	Total Overheads		Subtotal	

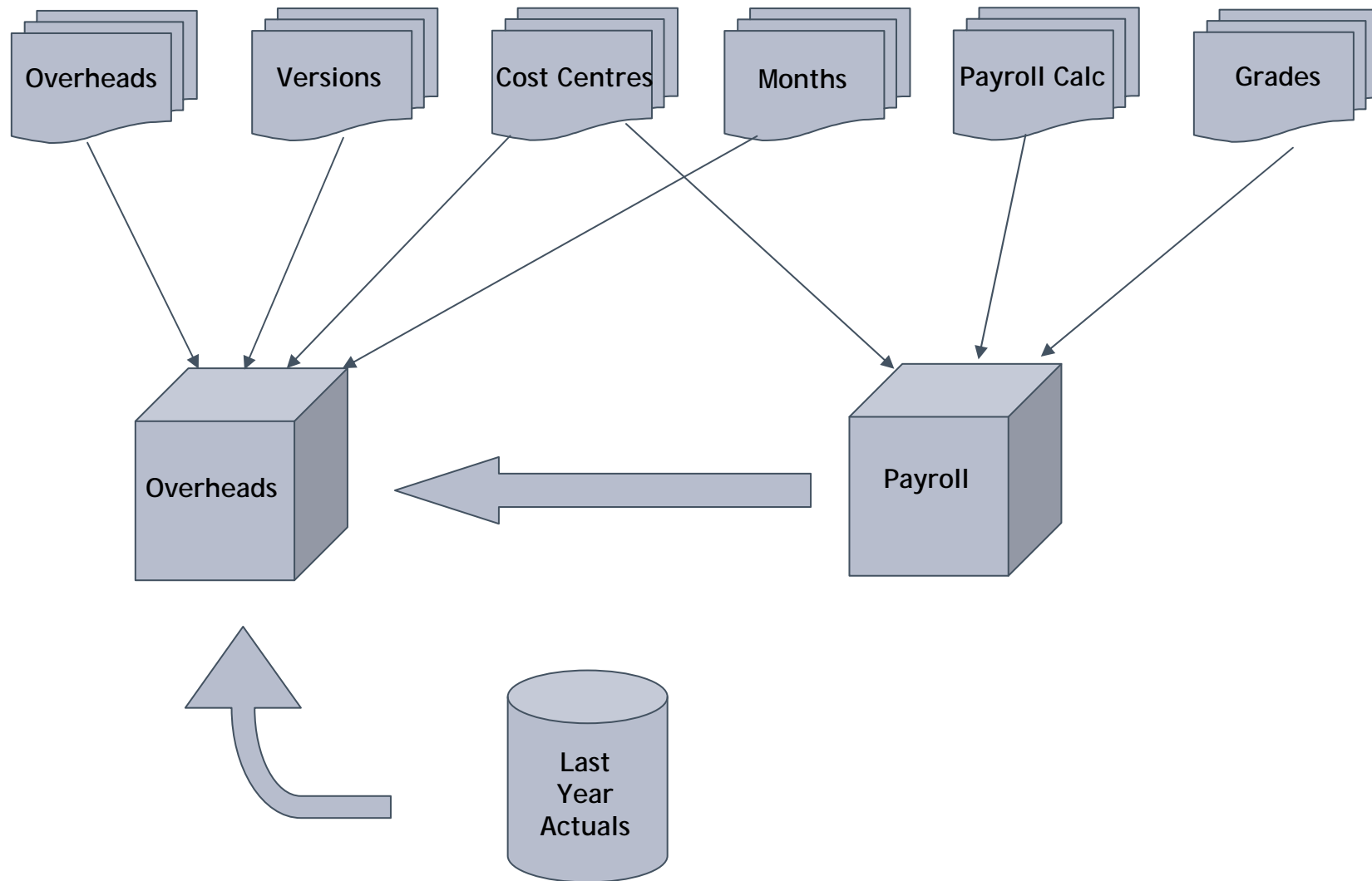


## *Cubes*

- Created from combinations of lists
- Modular
  - Logical components
  - Relevant data
  - Easy to add to/modify the application
- Advanced functionality “out of the box”

## *Links*

- Used to transfer data between cubes
- Bring in external data
- Support modular approach



*Questions?*

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