Note: This presentation will feature product demonstrations with fonts around this size >

☐ 🔲 FINSLSW
   ⊞ 🔻 Periods
   ⊞ 🔻 Products
   ⊞ 🔻 Broker
   ⊞ 🔻 Staff
   ⊞ 🔻 Channel
   ⊞ 📊 Sales Facts
   ⊞ 📁 Data Tier
      📄 Corporate Plan

Please sit where you can comfortably read the above text.

IBM COGNOS 10: Intelligence Unleashed

Smarter Decisions. Better Results.

Steve Dunnigan – IBM Business Analytics
Business Unit Executive, UK and Ireland

- **Instrumented**

- **Interconnected**

- **Intelligent**

Business Analytics delivers insights to drive better outcomes

Better Outcomes

Smarter Decisions

Actionable Insights

Trusted Information

"What makes companies stand out from one another is the ability to use analytics across the end-to-end business model."

IBM CFO study (1)

(1) The New Value Integrator: Insights from the Global Chief Financial Officer Study, IBM Institute for Business Value, March 2010.

IBM COGNOS 10: INTELLIGENCE UNLEASHED

Introducing Cognos 10

10

C O G N O S

Revolutionises the experience

Expands traditional BI capabilities

Advances market-proven platform

Introducing Cognos 10
The evolution of Business Analytics

10
COGNOS

SYSTEM

Redefine Traditional BI
- *Revolutionises the experience*
- *Expands traditional BI capabilities*
- *Advances market-proven platform*

IBM Cognos 8.4

PLATFORM

IBM Cognos 8 BI

Unified information delivery
- *Role-based capabilities*
- *Common metadata model*
- *SOA architecture*

ReportNet

SUITE

7.4

Broad set of capabilities
- *Integrated BI suite*
- *Departmental flexibility*

Series 7

PowerPlay

VALUE

TIME

IBM COGNOS 10: INTELLIGENCE UNLEASHED

Cognos 10: Intelligence Unleashed
Smarter Decisions. Better Results.
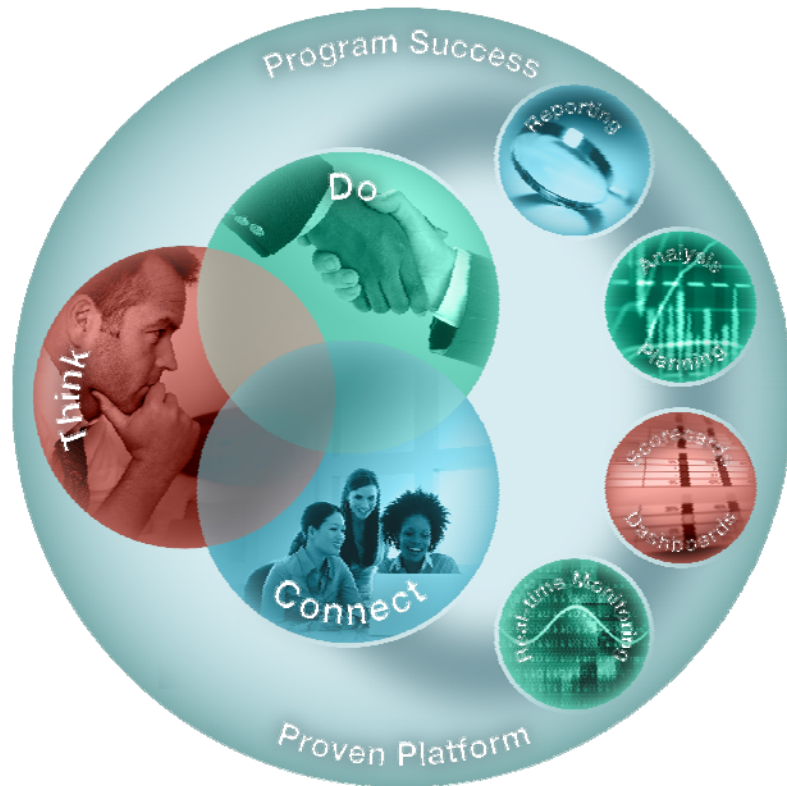
Freedom to **Think**

- 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

Freedom to Think
Analytics everyone can use to answer key business questions

- **Cognos 10 advances**
  - Combine data from any source and explore it from any perspective without limitation
  - Analyse facts and anticipate outcomes simply by shifting perspectives and time horizons
  - Expand expertise beyond traditional BI capabilities without switching tools
  - Enable business to increase their personal productivity and independence from IT
- **Key features**
  - Intuitive, appealing Web 2.0 interface
  - Personalised, progressive interaction
  - Drag-and-drop, free-form assembly
  - Search-assisted authoring
  - Wizard-driven external data
  - Automatic access to SAP BW queries
  - In-space access to planning, scenario modeling, real-time monitoring and predictive analytics
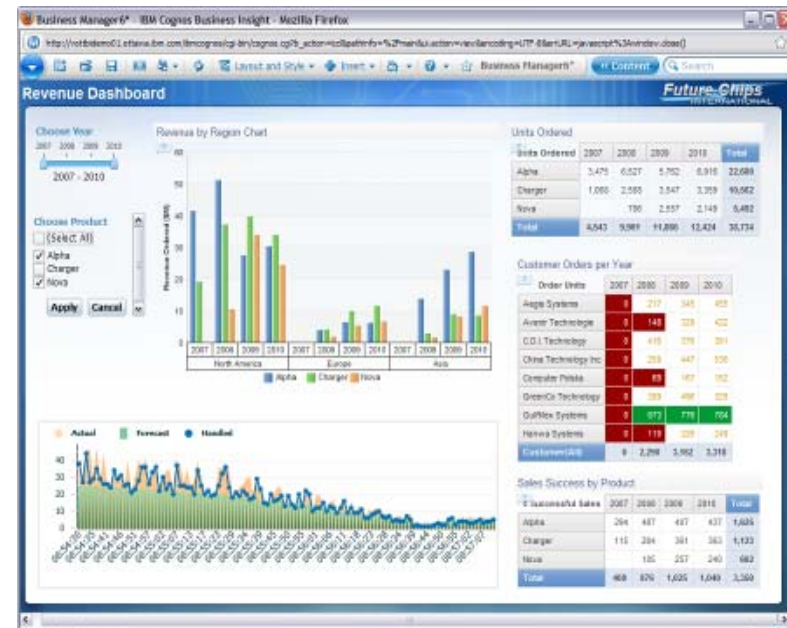
The new BI workspace supports the way you think, so you don't have to interrupt your train of thought to fit the software

IBM COGNOS 10: INTELLIGENCE UNLEASHED

Connect with Others
Collective intelligence to share insights and gain alignment

- **Cognos 10 advances**
  - Engage others in decision networks to discuss issues, share insights and align decisions
  - Attach business context to BI content and learn from a growing repository of decision history
  - Support workflow to establish accountability and engage the right people at the right time
- **Key features**
  - Annotations down to cell level
  - Lineage and data stewardship
  - Threaded discussions associated with BI evidence
  - Activities, notifications, tasks, and initiatives
  - Search threads, people, discussions, decision history
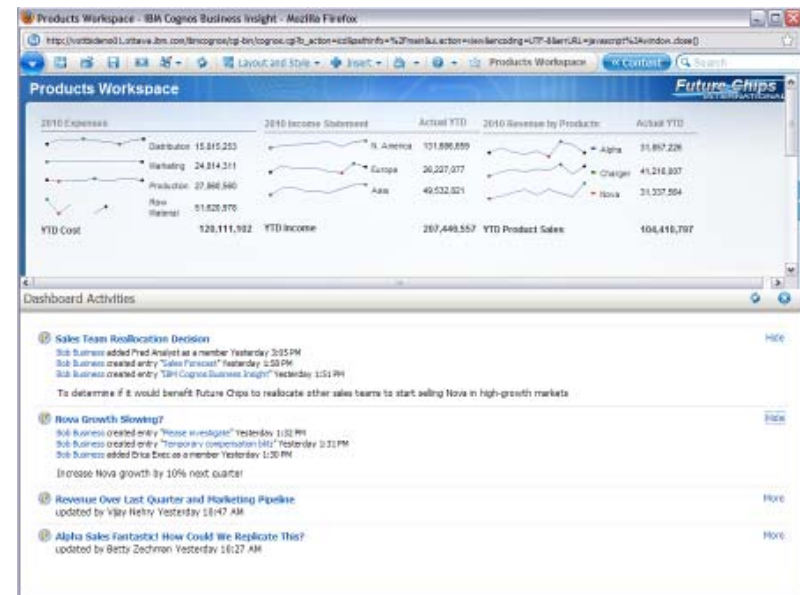
Built-in collaboration and social networking fuels the exchange of ideas and knowledge that naturally occurs in the decision-making process

and Simply Do
## Actionable insight everywhere at the point of impact

- **Cognos 10 advances**
  - Adopt mobile to accelerate delivery of interactive analytics to executives and the frontlines
  - Address challenges of compressed decision cycles with real-time analytics
  - Integrate analytics in everyday work and in workflow to inform business processes
- **Key features**
  - Mobile interaction on iPhone and iPad
  - Interactive, disconnected reports
  - Real-time monitoring of in-flight information
  - Mashups
  - Business-driven workflow

Mobile, real-time, and portable BI transforms BI from a separate task, to BI informing everything you do
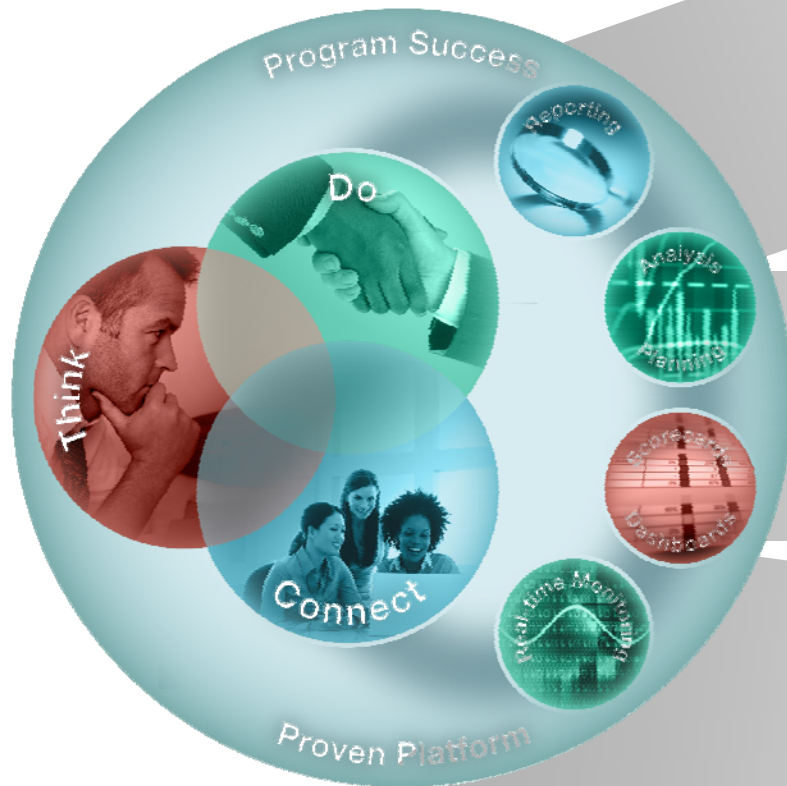
Cognos 10 advances the platform

- **Optimised performance**

- **Accelerated model design**

- **Enhanced system management**

- **Streamlined lifecycle management**
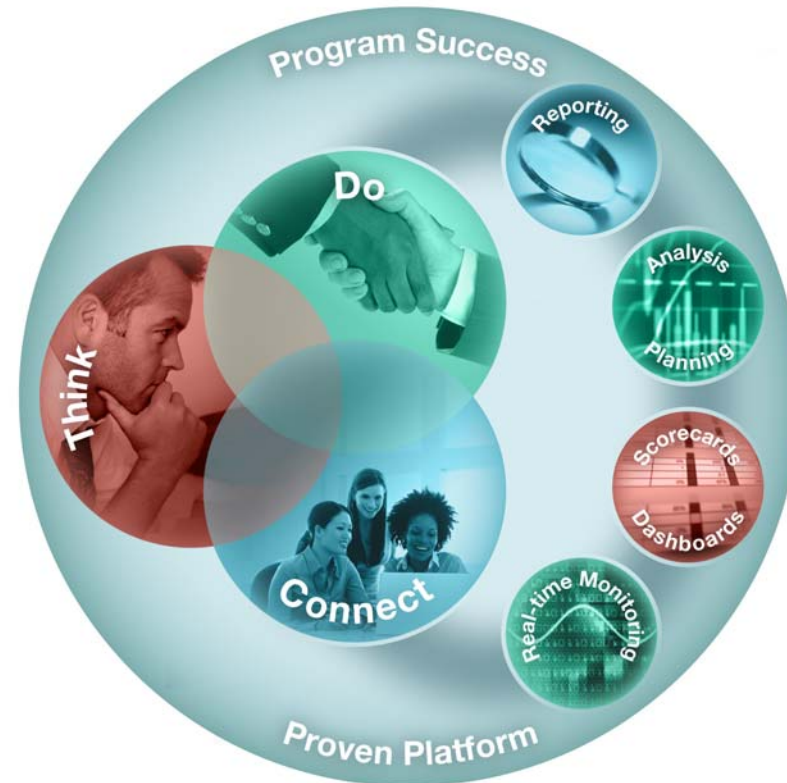
Proven platform for growing user communities and data volumes

Cognos 10: Intelligence Unleashed
Smarter Decisions. Better Results.

Meet the needs of an evolving workforce

Step up team decision making

Accelerate business impact