

Some of the keys to success for mid-market companies in this environment is really to drive an information-based agenda.

Mid-market companies can take advantage of this information by really being able to respond to three basic questions: What's happening in their business? Do they have the data to determine that? Why did it happen? Have they done the analytics to determine what's causing things to happen? And third, what's going to happen? Planning the activity based on that knowledge they've gained.

Business intelligence and performance management really puts into the hands of mid-market companies the tools to be smarter about their business.

IBM Cognos Express has been purposely built for mid-market companies that want to think big, but start small.

It's the first time we've seen the packaging of all these capabilities—reporting, analysis, planning—in one simple, easy-to-install solution.

The IBM Cognos Express solution, I think, is set apart from the competition. It's an all-in-one solution. It's a fully-integrated environment for reporting, analysis and planning. It's fully integrated without the heavy, complex back-end you'd expect with all that capability. Very light footprint. Very low complexity. Very easy to get up and running.

Having information to make decisions to drive better outcomes is more important than it's ever been.

With this offering we've really brought the market a solution that allows mid-market companies to gain the benefits, but without all the complexity.

IBM Cognos Express is a solution that's really a breakthrough in the marketplace. It's easy to buy, easy to deploy and easy to get quick insights.