

# IBM Inter-University Programming Contest 2012 Training

## Chapter 7: Business Analytic

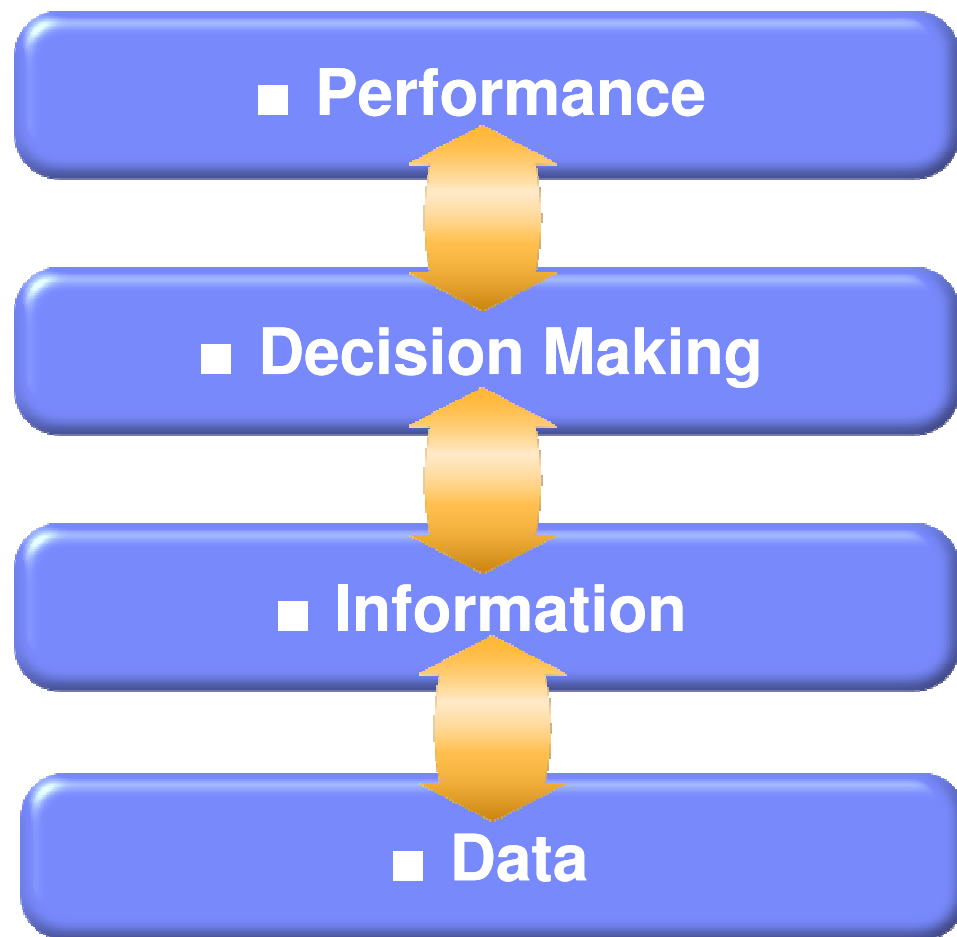


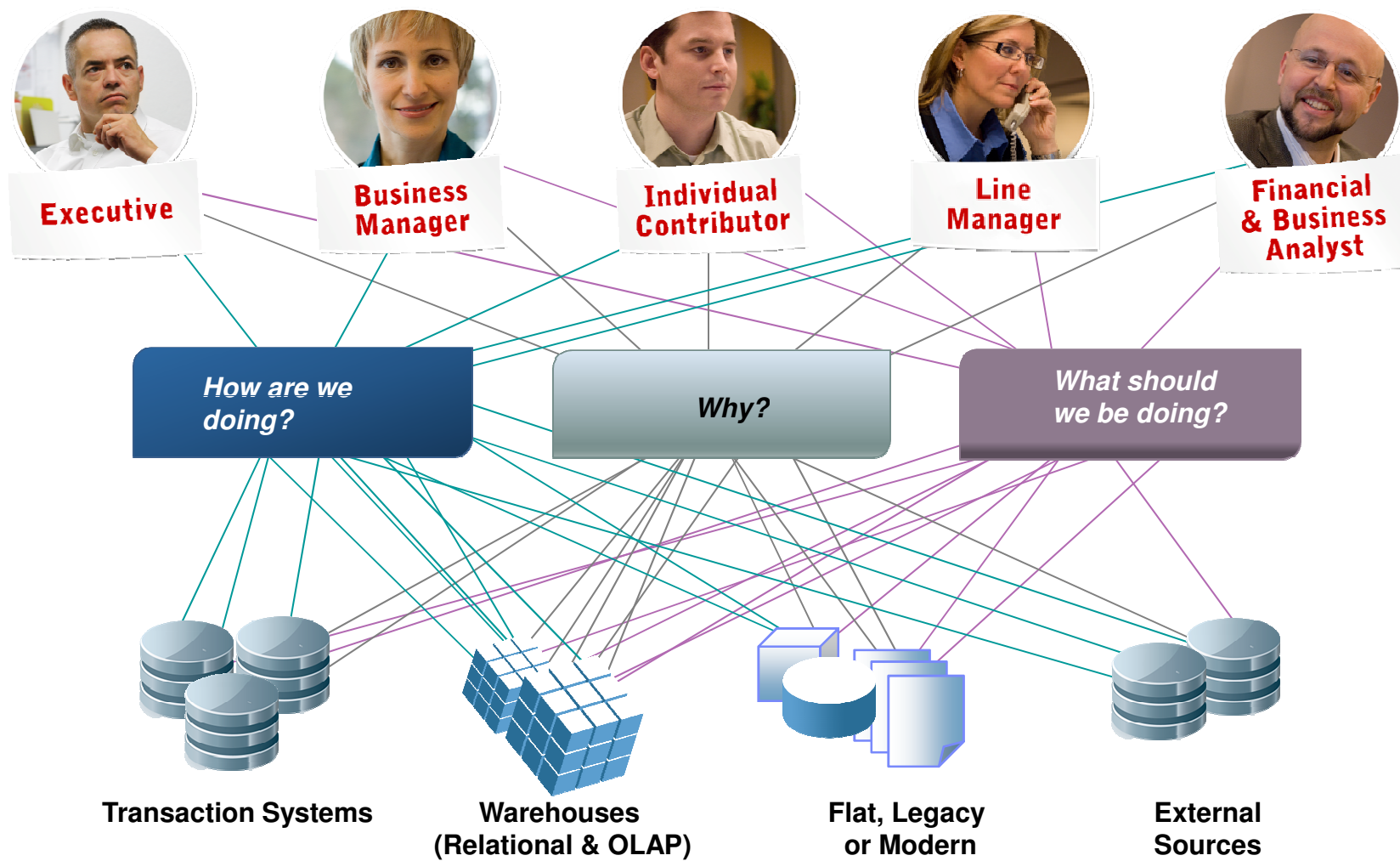
## IBM Inter-University **Programming Contest** **2012**

February 11, 2012 (Saturday)  
Cliftons, Hong Kong

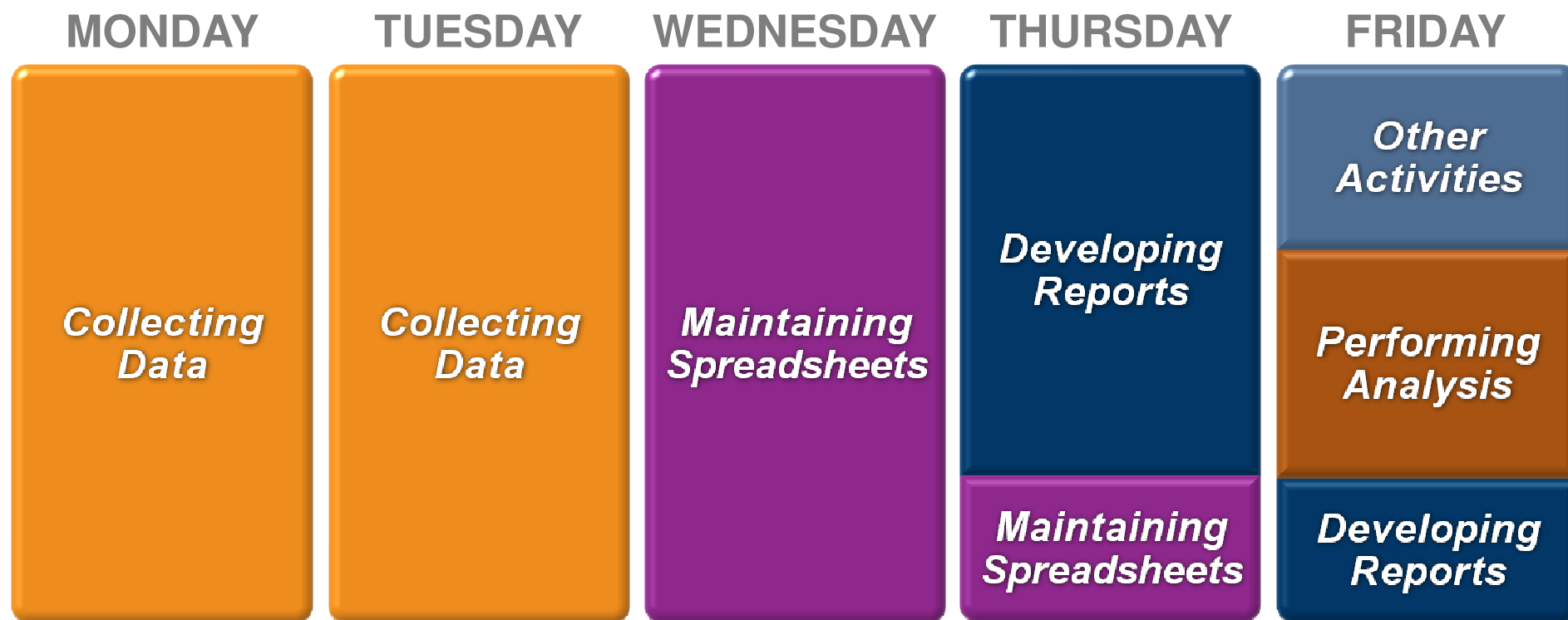


## *Optimizing Performance*

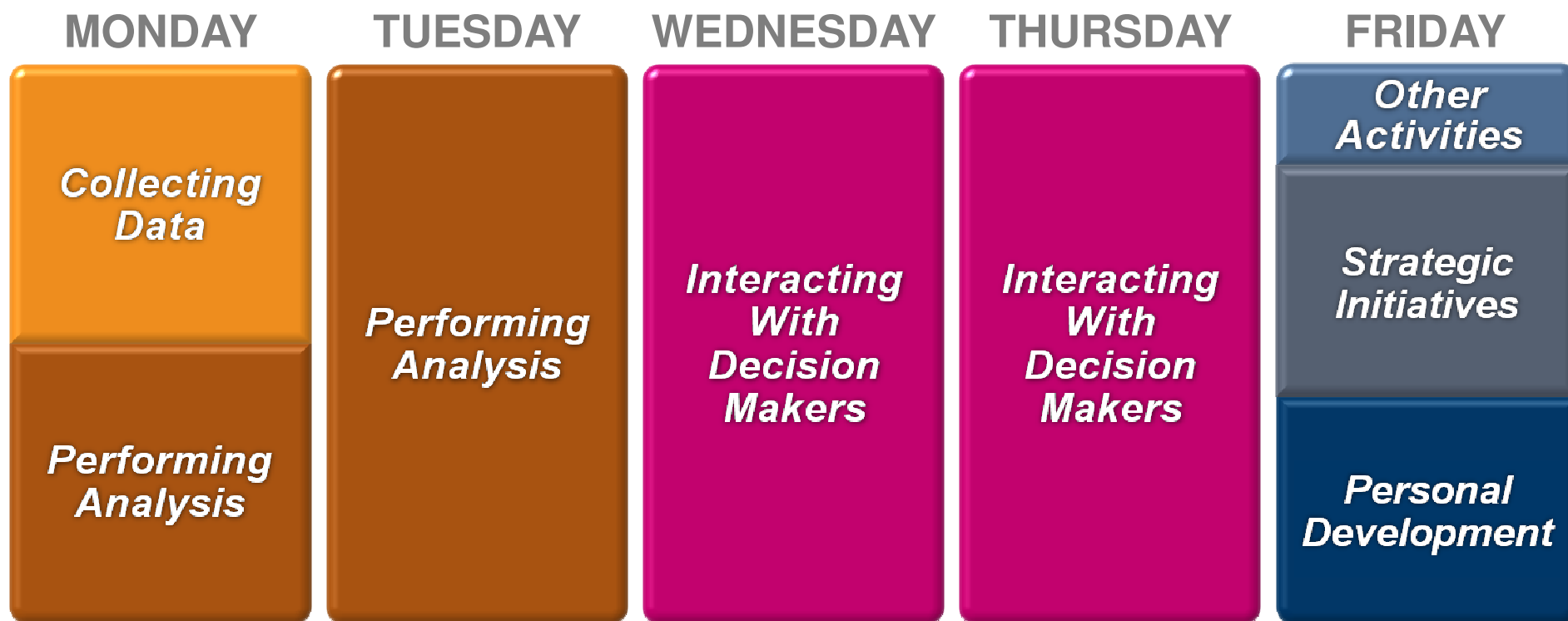




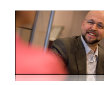
Many Organizations are wasting valuable talent



## The Best Drive Analytics & Insight



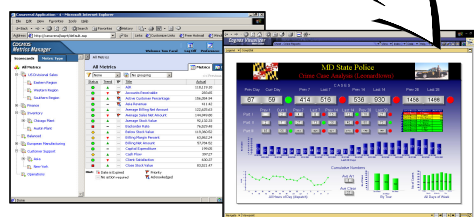
# IBM Cognos Performance Management Solution



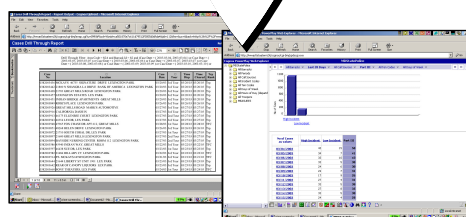
**How are we doing?**

**Why?**

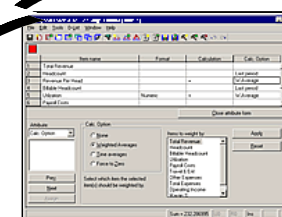
**What should we be doing?**



**Scorecarding & Dashboarding**



**Reporting & Analysis**



**Planning, Budgeting & Forecasting**

**Single View of Data**



**Operational Server**



**Data Server**



**PCs**

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## How can we help?

- Provide information and knowledge about your customers, your competitors, your partners
- Enable public safety & security organizations to create a **flexible and reliable information environment**
- Deliver a foundation for more **proactive** law enforcement /policing
- Provide greater predictive analysis and data mining from disparate data sources
- Provide **visibility and control** of information across the organization.
- Respond to inquiries, requests for services and investigative actions in a timely manner and increase citizen satisfaction.
- Increase **quality** of decisions by providing more accurate, timely reporting.
- Move beyond physical records retention to electronic transactional history, reporting, analysis, planning and monitoring.

## Broad Range of BI Capabilities

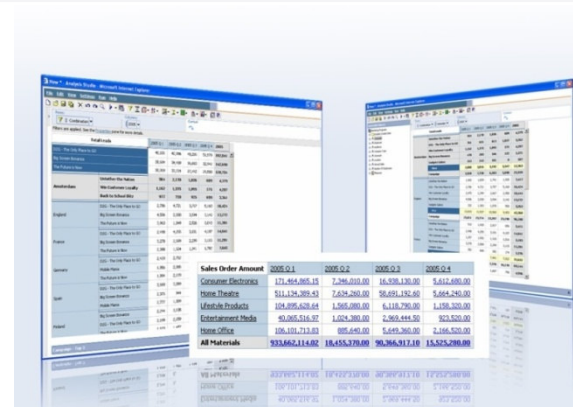
### Reporting

- Provides full breadth of report types
- 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 BI Capabilities

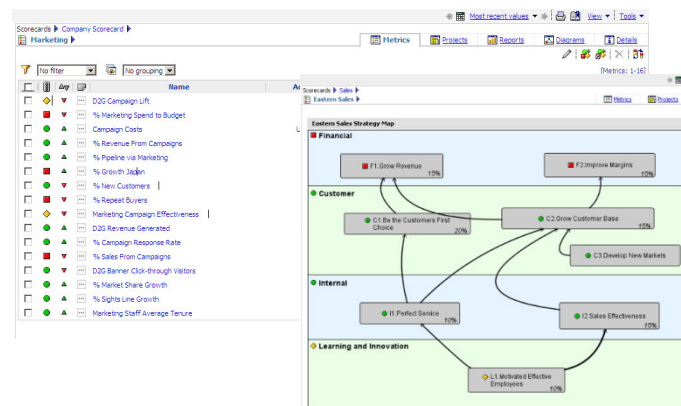
## Dashboards

- Provides at-a-glance, high impact views of complex information
- Helps quick focus on issues that need attention and action
- Are highly visual and intuitive
- Combines information across disparate sources



## Scorecards

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





Questions  
&  
Answers