

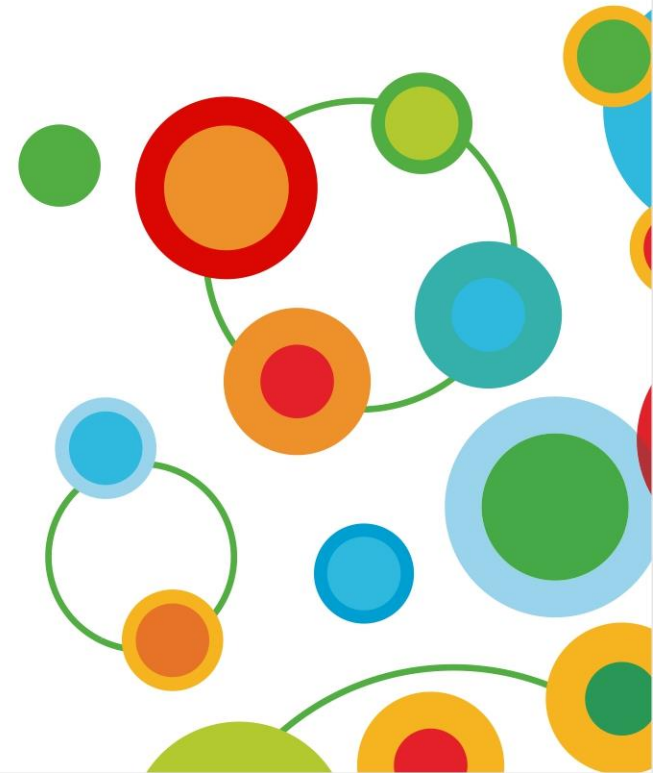


IBM Software

# **Information** Management & Analytics Forum **2013**

Return on Information: The New ROI

**Get more out of SAP  
applications with IBM  
Cognos**

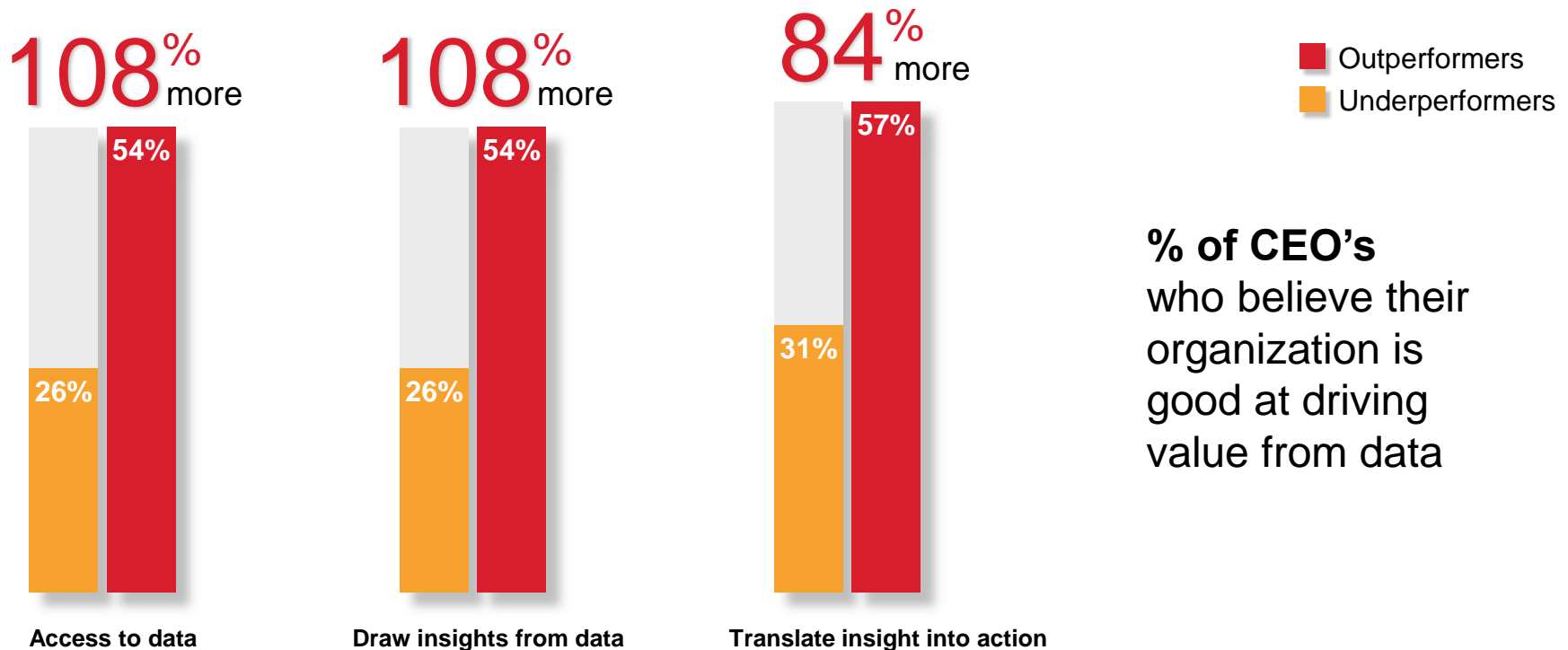


# Outperformers are twice as good at deriving value from data

Outperformance drivers



Outperformers strongly differentiate their organizations in three key areas



Source: Q22 "How good is your organization at driving value from data? [Today]"

# Business Optimization: Competitive Advantage

## Competitive Advantage

**Business Optimization**

Information Agenda



Financial Risk Insight

Dynamic Demand Planning

Customer Profitability

**Business Automation**

Application Agenda



ERP & Financials

Supply Chain Management

Call Center Operations

**Faster Processing, Reduced Costs**

# Better Outcomes



# Business Analytics

**Better Outcomes**



**Smarter Decisions**



**Actionable Insights**



**Relevant Information**



REPORT	ANALYZE	MODEL	PLAN	COLLABORATE	PREDICT
Visualize	Discover	Simulate	Govern	Contribute	
Forecast	Mine	Score	Survey	Decide	

Financial Services



Customers

Public Sector



Finance

Distribution



Risk

Industrial



Operations

Communication



# Performance Management: Actionable Insights to Answer Key Questions

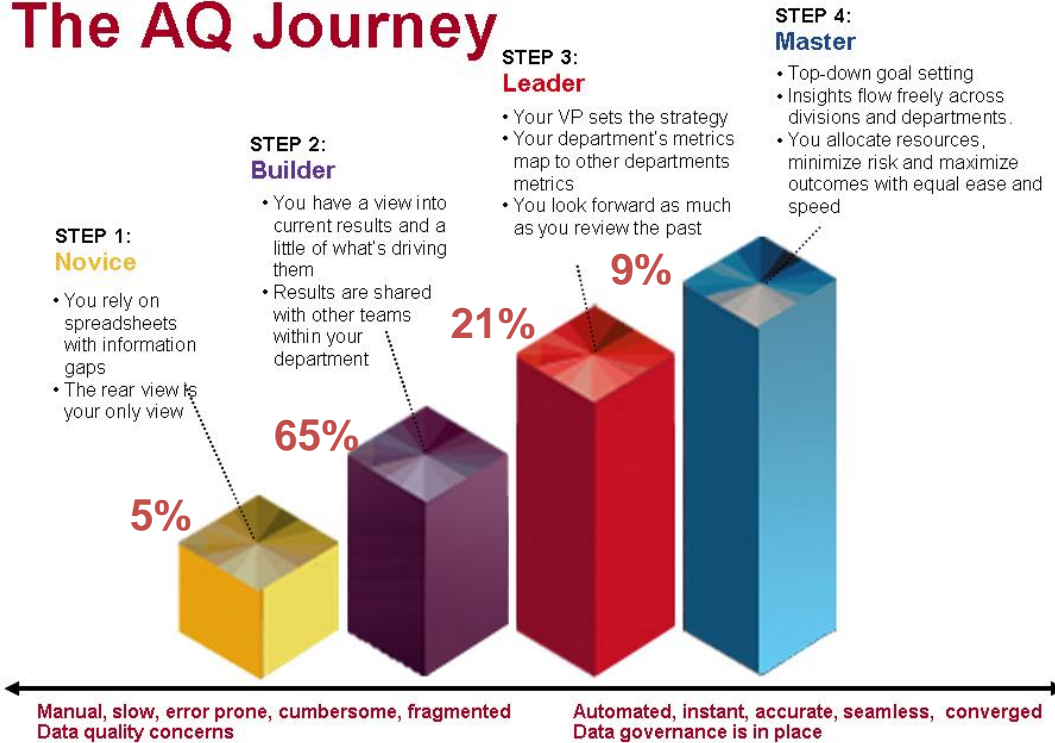


# Performance Management: Key Capabilities



# Analytics Success

## The AQ Journey



## IBM Lab Advocate Program



# IBM Cognos Platform



Modeler



IT Administrators



IT Architect



Business Managers



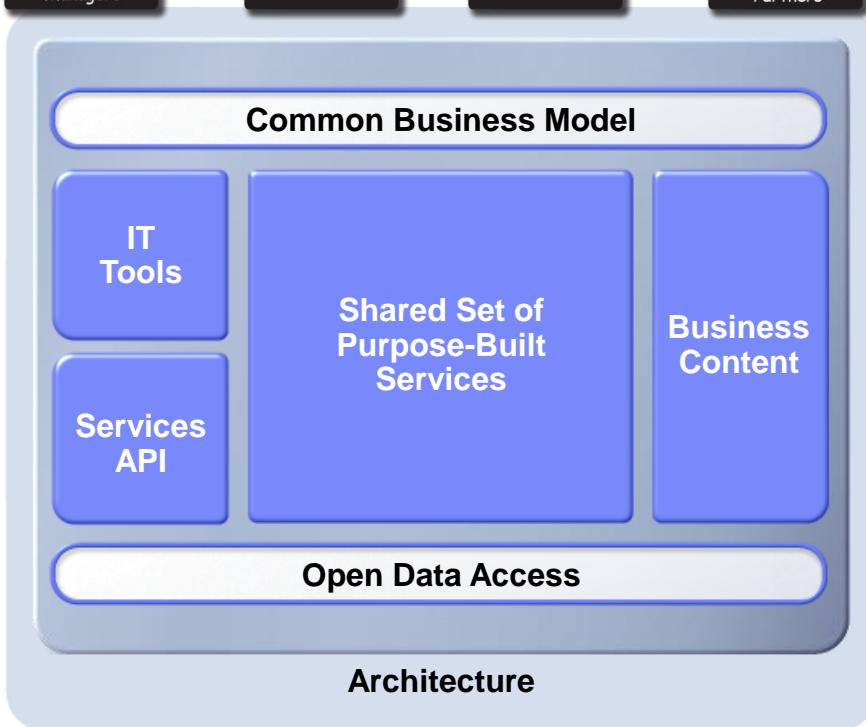
Executive



Financial Analyst



Customers and Partners



Application & Web Servers



Security Providers & Firewalls



Data Integration & Data Quality Tools



Platforms & Databases



Message Sources



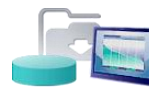
Relational Sources



Application Sources



OLAP Sources



Modern and Legacy Sources

# IBM Cognos Platform



Modeler



IT Administrators



IT Architect



Business Managers



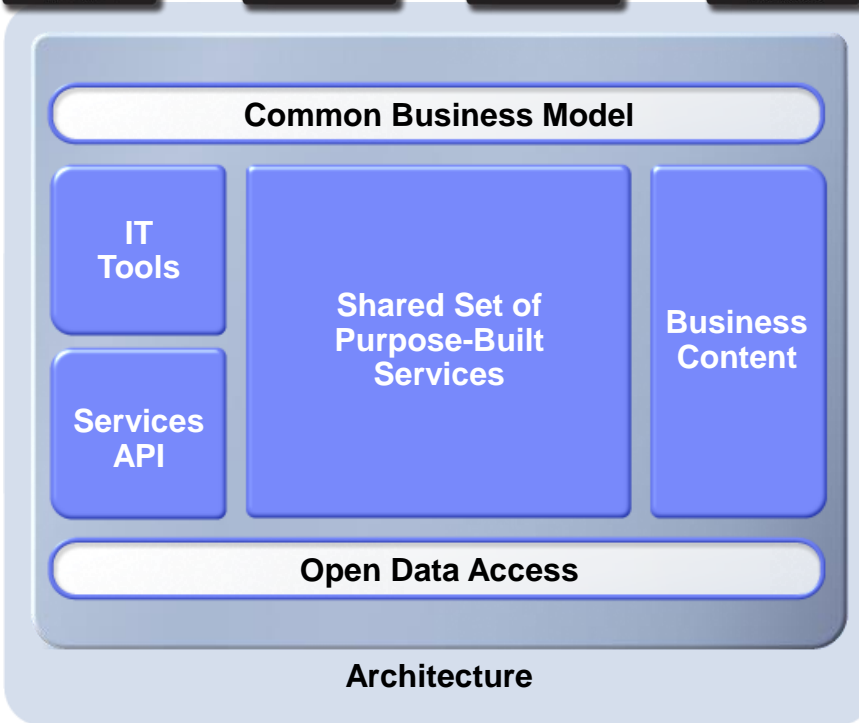
Executive



Financial Analyst



Customers and Partners



**SAP NetWeaver® Portal**

**SAP® Web Application Server**



Application & Web Servers

**SAP NetWeaver Namespace**



Security Providers & Firewalls

**Data Integration & Data Quality Tools**



Platforms & Databases



**Business Warehouse Accelerator**

**SAP® Certified**  
Powered by SAP NetWeaver®

**SAP® Certified**  
Integration with SAP NetWeaver®



Message Sources



Relational Sources



Application Sources



OLAP Sources



Modern and Legacy Sources

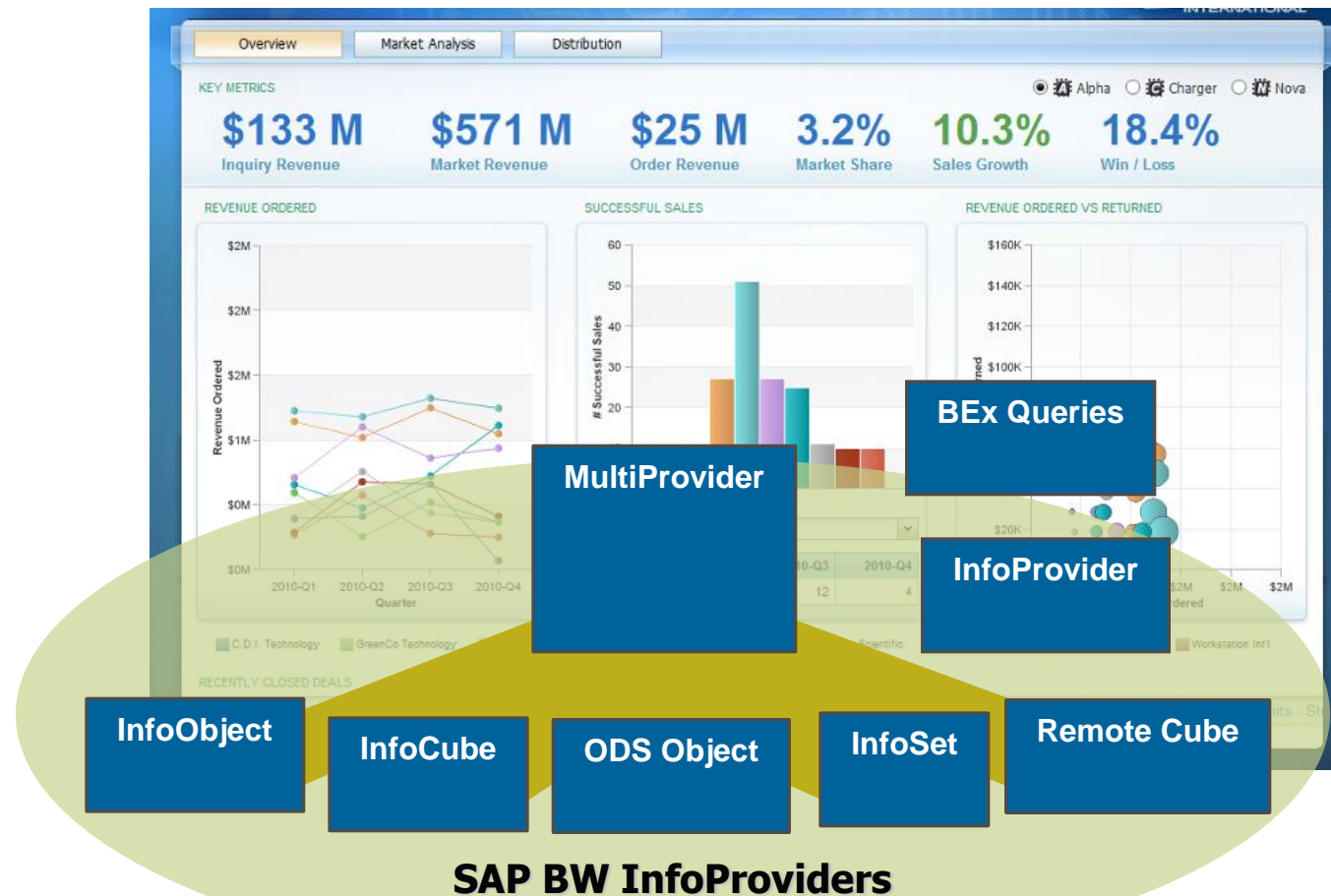
**SAP® ECC®**

**SAP NetWeaver® Business Warehouse**

# Leverage SAP BW

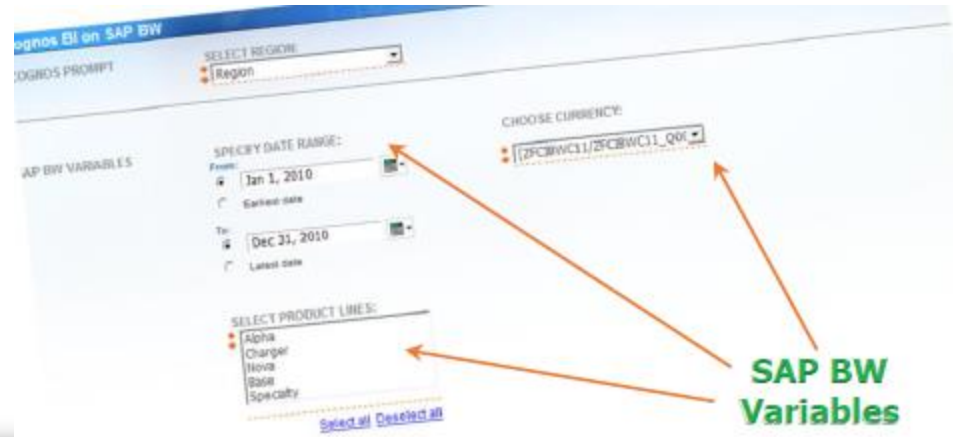
- Leverages rich SAP BW metadata and business content
- Unbounded access to all SAP BW objects.

- *InfoCubes*
- *InfoObjects*
- *MultiProviders*
- *InfoQueries*
- *InfoSets*
- *VirtualCubes*
- *RemoteCubes*
- *ODS*
- *Master data*



# Make use of SAP BW Queries

- Restricted and calculated key figures
- Filters and free characteristics
- Variables (enhanced prompt control)
- Authorization variables
- Navigational Attributes
- Dual structures

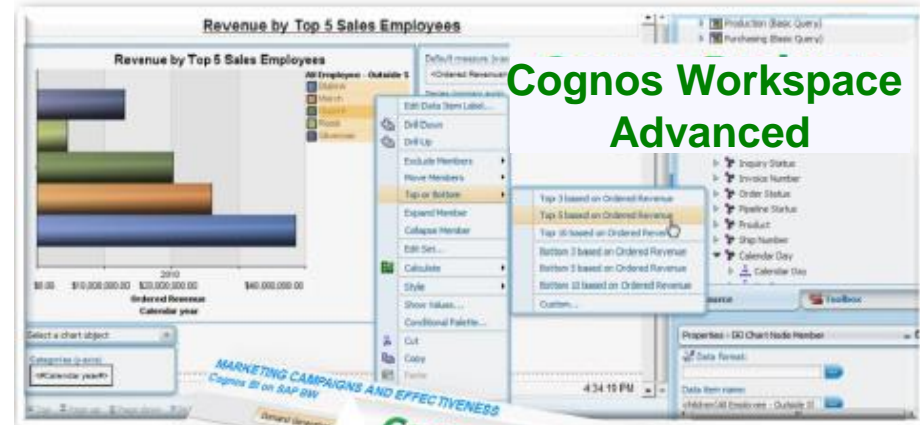


The screenshot displays the results of a query titled 'Finances by Industry'. The table shows financial data for various industries. Red arrows point from the text 'Calculated & Restricted Key Figures' to the 'Actual Revenue', 'Cost of Goods', and 'Amount' columns. Another red arrow points from 'Navigational Attributes' to the 'Industry' column. On the right, a navigation pane shows a tree structure with folders for 'Expense (Basic Query)', 'Finance (Basic Query)', 'Key Figures', 'Account', 'Carrier', 'Customer', 'Industry', 'Finance UC Code', 'Product', and 'Region'. The 'Industry' folder is expanded, showing sub-folders for Aerospace, Automotive, IT, Defense, Biotechnology, Electrical, and Healthcare.

	Actual Revenue	Cost of Goods	Amount
Aerospace	\$29,637,452.00	(\$3,103,957.33)	\$79,494,278.33
Automotive	\$42,330,488.00	(\$1,916,487.38)	\$120,745,391.80
IT	\$190,920,949.00	(\$1,141,274.74)	\$535,898,820.80
Defense	\$2,199,761.00	(\$1,312,556.71)	\$2,710,042.85
Biotechnology	\$17,624,508.00	(\$3,886,511.49)	\$41,203,584.37
Electrical	\$56,356,990.00	(\$4,031,816.37)	\$155,666,146.61
Healthcare	\$39,068,616.00	(\$1,203,985.82)	\$112,903,816.66

# Extending the value of SAP BW

- Enhanced analysis capabilities
  - Cognos Workspace
  - Cognos Workspace Advanced
  - Cognos Active Reports
  - Cognos Insight
- Use SAP BW and non SAP BW data in a single report



**Cognos Union for SALES ANALYSIS and TARGET**

Region	Revenue Full Year	Revenue Q4	Revenue Previous Quarter	Revenue Trend Q3/Q4	Revenue Target Full Year	% Growth	Conversion Rates	Who Wins	% Full Year
North America	\$69,268,167	\$384,884	\$22,634,217	94%	73,890,7	11.5%	18.9%	26.3%	121%
Europe	\$24,798,147	\$5,925,045	\$5,698,420	99%	18,756,773	83%			132%
Asia	\$49,016,321	\$11,276,248	\$13,582,125		44,447,174				110%

**SAP BW Data**

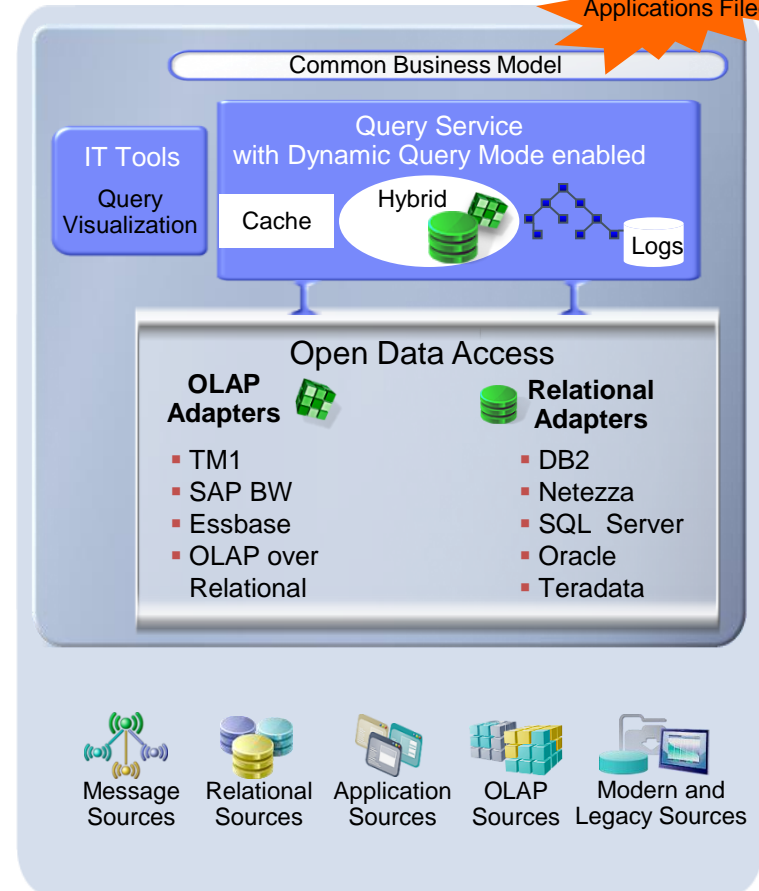
**Relational Data**

# Dynamic Query Mode

20+ Patent Applications Filed

IBM Cognos platform provides faster answers to business problems with in-memory patented technology

- 64-bit In-memory optimized query generation with pattern intelligence to improve performance against complex heterogeneous data
- In-memory calculations and aggregate operations for faster results
- 64 bit cache facilities with 'in-memory' optimizations- hierarchies, members, facts, calculations and prompts for improved report performance



# Summary

Business automation  
vs. Business optimization



Broadest and the richest  
Business Analytics portfolio



Focus on driving a  
successful BA program



Leverage and extend your  
SAP investments

