



**IBM Software Universe**  
Smarter Businesses, Smarter Industries.

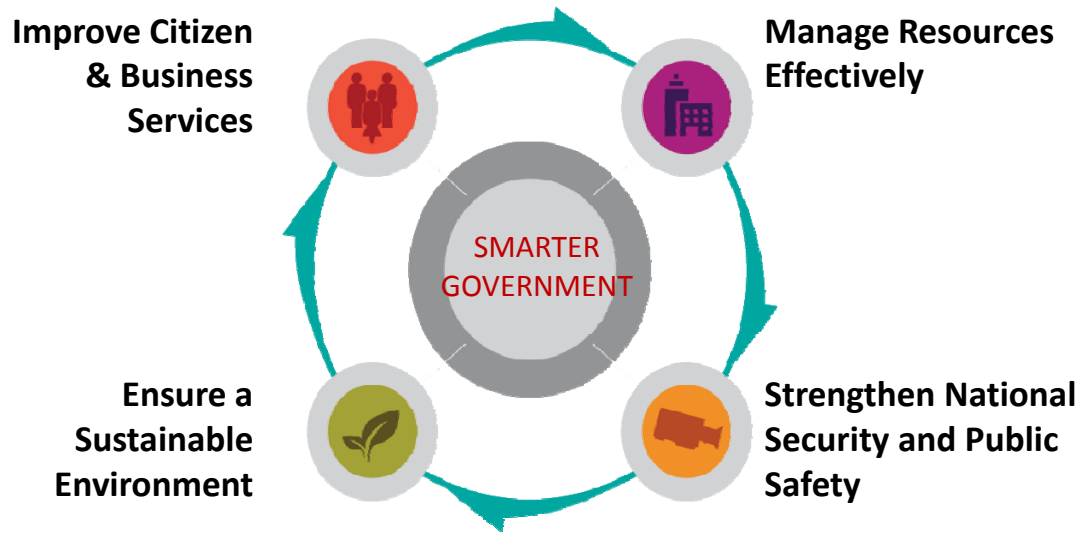
8th March 2011, Pan Pacific, Dhaka.



# Delivering BI for Business Value

**Rajesh Shewani**  
Technical Sales Leader, BA Software  
IBM India/SA

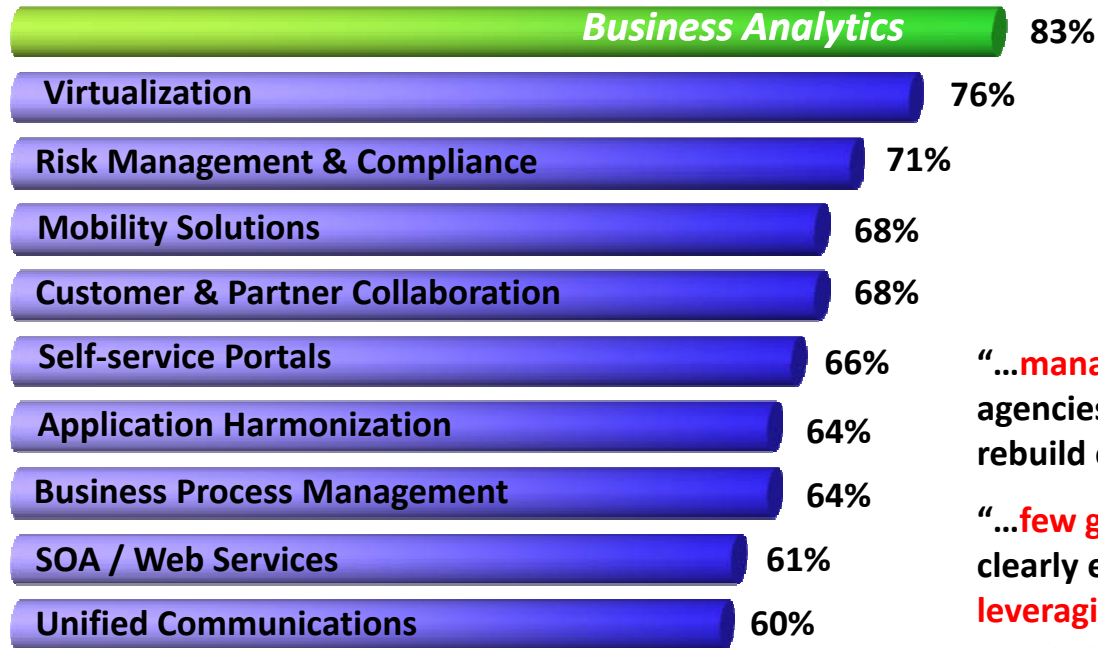
# Smarter Cities.....



- **Delivering BI for Business Value**
- Advance Case Management
- IBM Industry Solutions: Helping Governments help citizens & businesses
- Connect & Collaborate
- Data Reduction and Storage Management Transformation
- Acquiring a Single View of Citizen
- Scalable Application Infrastructure for Citizen Centric Services
- Smarter Governance



# #1 CONCERN



“...**management is essential** for government agencies seeking to improve outcomes and rebuild confidence in government.”

“...**few government leaders understand** clearly enough, and early enough, **the leveraging power of performance management.**”

*Kennedy School of Government,  
Harvard University*

Source: IBM Global CIO Study 2009, n = 2345,

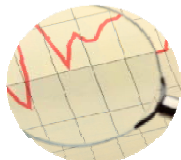
# Turbulent Times Place New Demands on Government



***Global Economic Crisis***



***Continuous Budget Pressure***



***Demands for Accountability, Transparency***



***Demonstrating Good Governance***



***Intense Public Scrutiny***



***Ongoing Improvement with Less Resources***

**\$5+ Trillion in Economic Recovery Funds Allocated Worldwide, in Every Region of the World**



- Revenue shortfalls
- Rising costs
- Higher unemployment
- Increased demands for services



- Plan, forecast, control resources
- Measure, analyze performance
- Report confidently to external stakeholders
- Align metrics, initiatives and resources with strategy
- Link cost to outcomes

- Transparency and accountability
- Meet strategic objectives
- Deliver quality service to citizens

# Performance Management Imperatives



- Complete view of programs and budgets
- Manage and reduce risk
- Improve operational efficiency
- Ensure transparency



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# Government Performance Management



**POLITICAL  
AGENDA**



**FINANCE**



**PROGRAMS**



**SUPPLY  
CHAIN**

**Measuring &  
Monitoring**

**Reporting &  
Analysis**

**Planning**



**OPERATIONS**



**CITIZEN  
SERVICES**



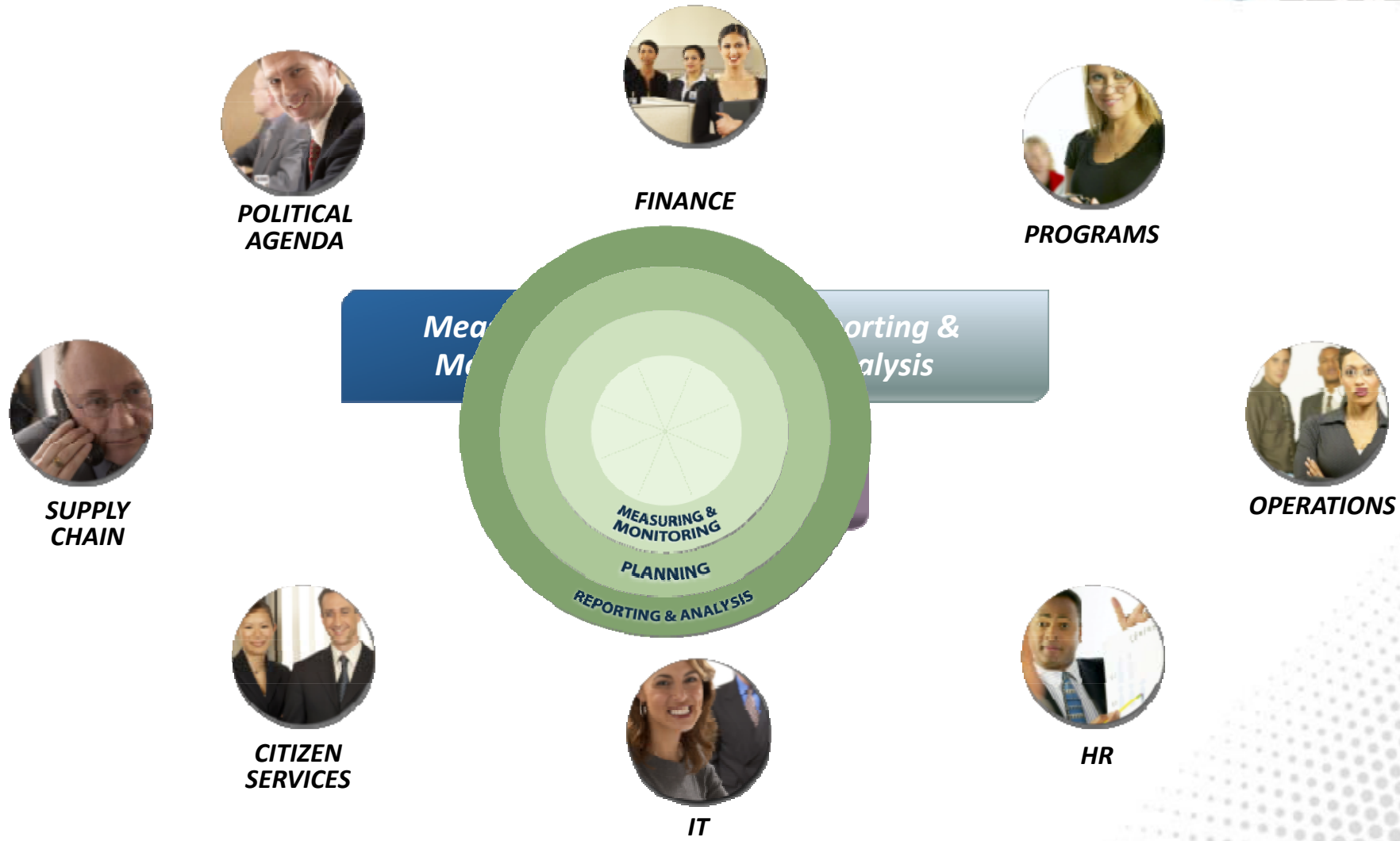
**IT**



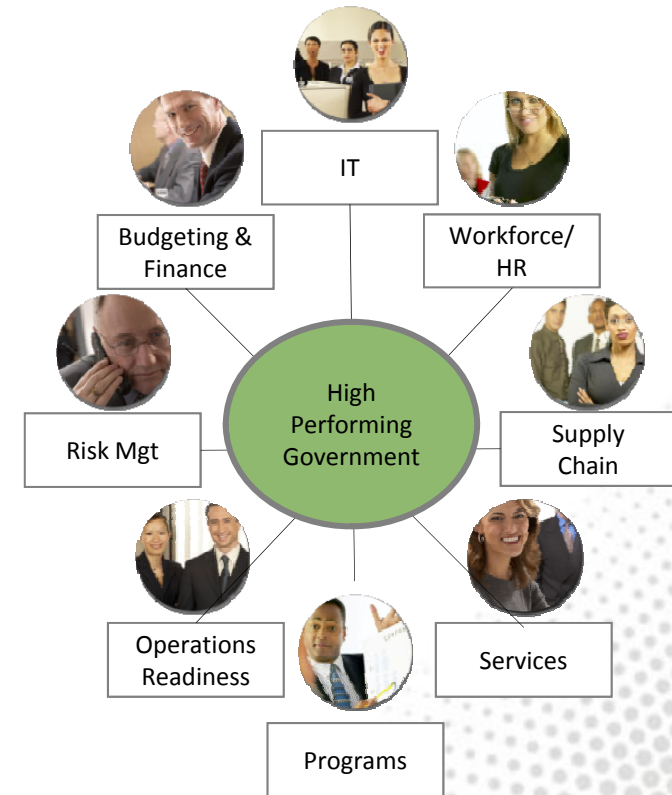
**HR**

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# Government Performance Management

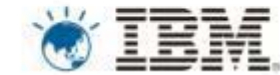


# Software can help Integrate Information and Analyze Data to improve planning and management of outcomes





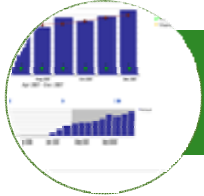
# Key Phases for Analytics in Governments



## Descriptive



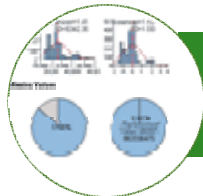
Monitor & Measure Outcomes



Report On & Analyze Outcomes

- Deliver information via a scorecard, dashboards that shows operational and financial status, trends, relationships, and interdependencies.
- Reporting and analysis for deeper drill down into trends and detailed analysis.

## Predictive



Predict & Forecast Trends & Needs

- Provide dynamic and proactive predictive capability to better plan future activities around crime prevention, social service requirements, economic development, tax revenue forecasting.

## Proscriptive



Plan for Desired Outcomes

- Planning capabilities help take information and, by re-aligning resources and budgets and execute what-if scenarios, help get programs and activities back on track.



IBM has a comprehensive portfolio of offerings reaching many of the diverse business areas of government.

Government  
Enterprise  
Optimization

Strategy and Planning

- *Business Analytics*
- *Assessments*

Government Performance

- *Performance dashboards*
- *Collaboration tools*

CYBER SECURITY STRATEGY

Government  
Business Areas

**Government  
Accountability**

- *Revenue Management*
- *Business Architecture*
- *Enterprise applications*
- *Shared services*

**Public Safety**

- *Crime information warehouse*
- *Emergency response*
- *Digital surveillance*

**Customs,  
Immigration**

- *Trade clearing*
- *Border Management*
- *Passenger Screening*

**Social Services**

- *Integrated case mgmt*
- *Compliance mgmt*
- *Fraud detection*

**Transportation**

- *Road user charging*
- *Fare management*
- *Transport info mgmt*

**Defense**

- *Network Centric Operations*
- *Logistics*

**Water Management**

- *Infrastructure mgmt*
- *Resource planning*

**Education**

- *Smarter classroom*
- *Smart administration*
- *Innovation in research*

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# IBM Investing in Core Business Analytics & Optimization Capabilities



Services



Customer Analytics  
2009



Federal Govt Security  
2010

BAO Software



BI & Performance Management  
2008



Predictive Analytics  
2009



Web Analytics  
2010



Business Rules & Optimization  
2008



Foundation



Identity Resolution  
2005



Enterprise Data Integration  
2005

Business Process & Content Management  
2006



Name Recognition  
2006



Dynamic Data Integration  
2007



Data Discovery  
2009



Data Integrity & MDM  
2010



Customer Data Integration  
2005



Search & Content Management  
2006



Metadata Management  
2008



Enterprise Data Management  
2007



Real-time, In-Memory Data Management  
2008



Database Monitoring & Protection  
2009



Data Capture & Content Management  
2009



Cloud Data Integration  
2010

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# Continued Expansion of These Core Capabilities



Services

## OPENPAGES

- **Proven GRC solutions leadership; ~ 200 customers across all sectors**
- **Addresses a growing market opportunity**
  - Expands applications to Enterprise-Wide Risk Management
  - Supports “Office of Finance” with Compliance and Risk Management
  - Deepens existing industry solutions for Integrated Risk Management
  - Arms BAO Services practice with world-class enabling technology platform
  - Synergy with Information and IT Governance, Risk Management, and Security
- **As partner, already embeds IBM Cognos BI and offers IBM Hosting**

BAO Software

## NETEZZA

- **Leading provider of data warehouse appliances with over 350 clients with blue chip reference accounts in all major industries**
- **Extends market opportunity**
  - Complements workload optimized systems, and Cognos, SPSS, InfoSphere software
  - Speed and simplicity of deployment accelerates solutions in high-growth markets and among small and mid-size clients
- **Complementary expertise;** Netezza technology and expertise in focused appliances will extend innovation leadership in information appliances

Foundation

The acquisition is subject to applicable regulatory clearances and other customary closing conditions.

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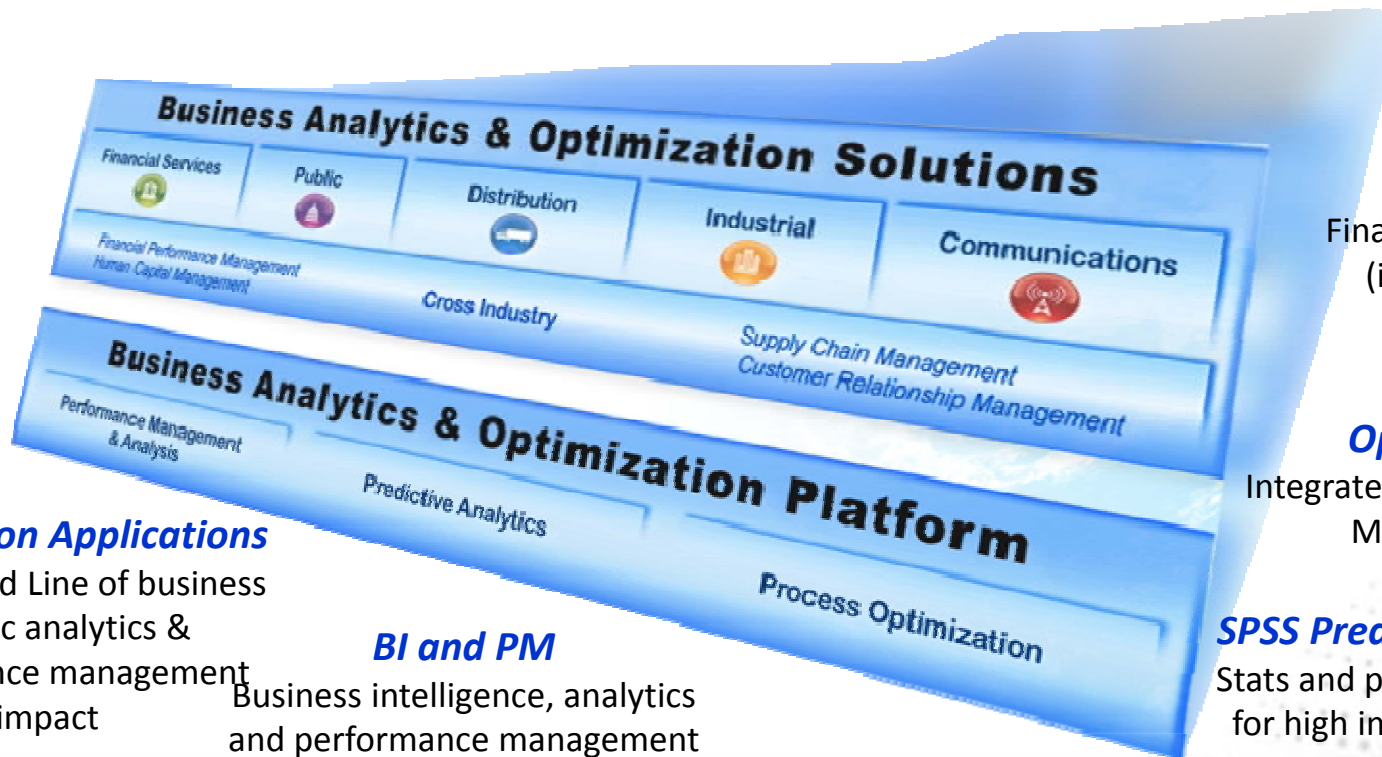
# IBM Business Analytics



**Cognos.**  
software

**OPENPAGES**  
an IBM® Company

**CLARITYSYSTEMS**  
an IBM® Company



### Clarity

Financial Governance  
(including XBRL)

### Open Pages

Integrated Operational Risk  
Management

### SPSS Predictive Analytics

Stats and predictive analytics  
for high impact decisioning

### Information Applications

Industry and Line of business  
specific analytics &  
performance management  
impact

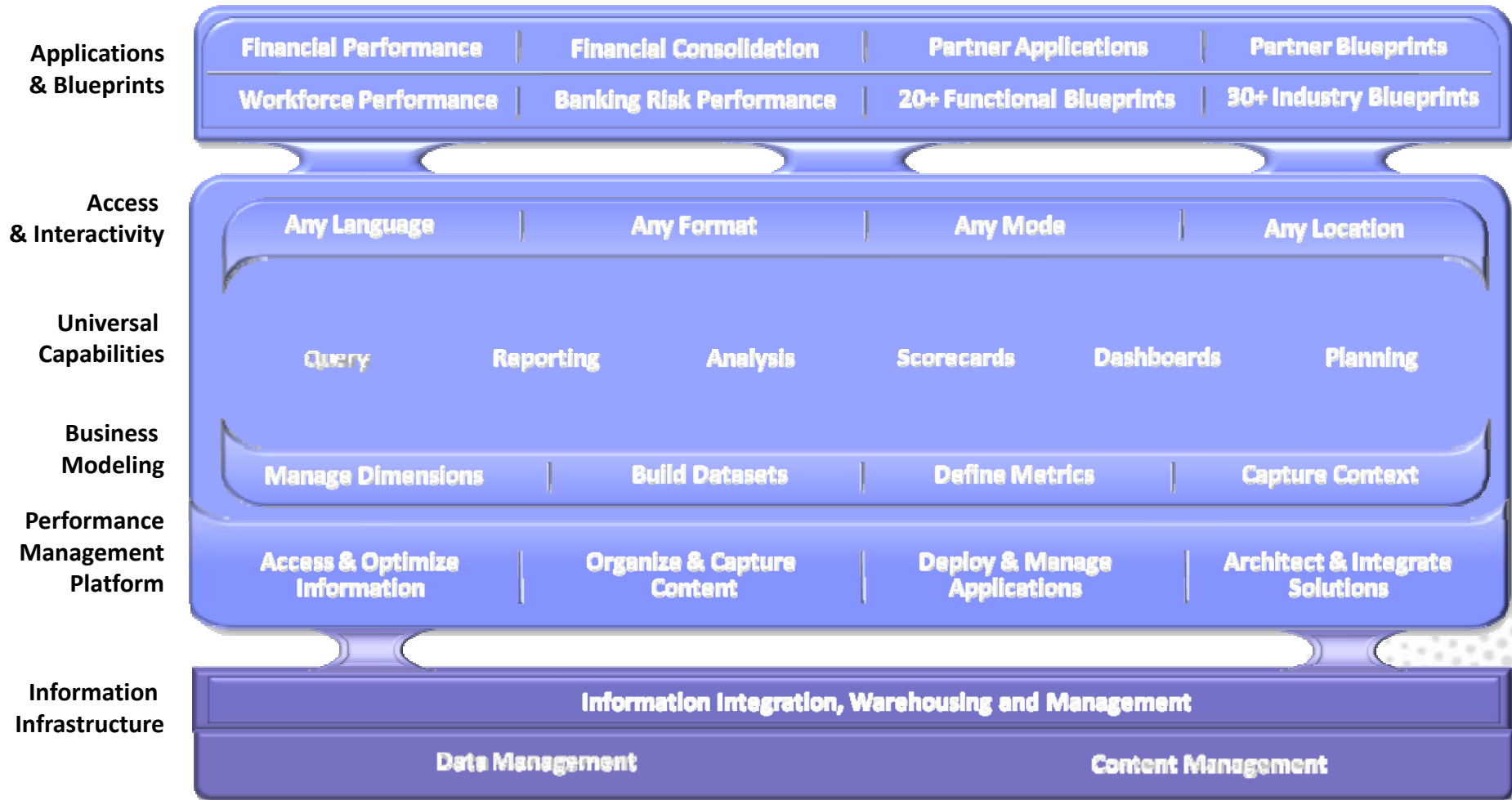
### BI and PM

Business intelligence, analytics  
and performance management

platform

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# IBM Cognos Performance Management System



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# Government Performance Solutions & Blueprints

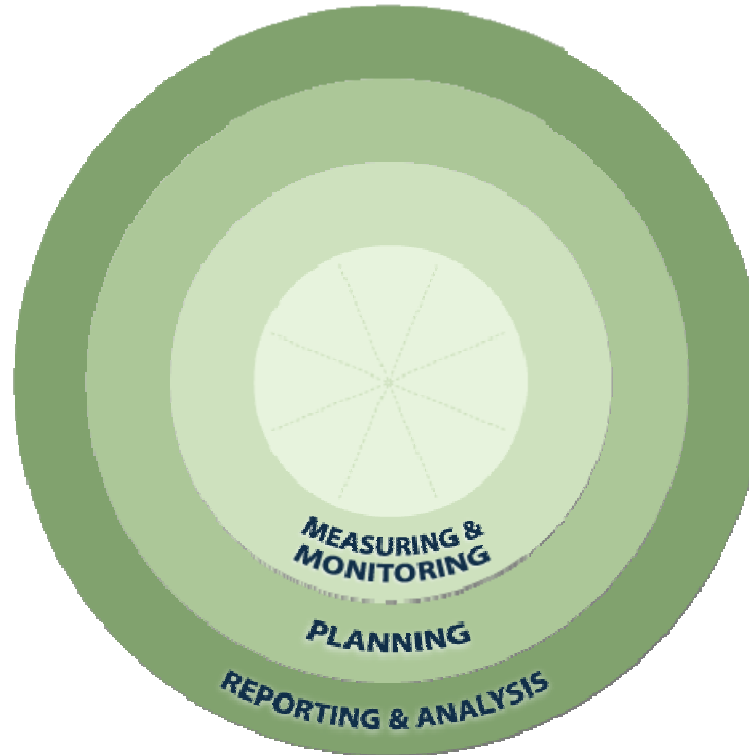


## DEFENSE

- *Program Objective Memorandum (POM)*

## REGIONAL/ LOCAL GOVERNMENT

- *Municipal Performance Executive Dashboard\**
- *Regional Government Executive Dashboard*
- *Regional & Local Government Budgeting*
- *Recovery Funds Performance*



## FEDERAL CIVILIAN

- *Earned Value Management*
- *Recovery Funds Performance*
- *National Government Executive Dashboard*

## HUMAN SERVICES

## PUBLIC SAFETY

- *IBM/Cognos Crime Insight*

## HEALTH CARE

*\*Revision/Update*

# MassHousing



## Background and Challenge

- MassHousing provides affordable housing for both individuals and major developments across the state of Massachusetts.
- Standardization of reporting criteria
- Secure executive reporting on budgeting/trending.
- Compliance and diversity reporting
- Mapping tools for visual presentation

## Solution

### **IBM Cognos 8 BI**

- Manages 300 plus user requests for a greater number of reports, standard and customized.
- Gives executives greater security and visibility to better manage their business.
- Allows other departments to access reports to meet regulatory requirements.

## Benefits

- ✓ Increased efficiency of business reporting, decreased response times.
- ✓ Unified picture of the overall business.
- ✓ Highly-flexible, consolidated and accurate reports.
- ✓ Internal reference account within the state for social services success.

“For an executive to be able to view information quickly, you can’t put a value on it. Reports that previously took days to create can now be completed in a matter of minutes.”

*Carl Richardson, MassHousing*



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## Background and Challenge

- Information distributed to users via hard copy reports containing large numbers of tables.
- Broad range of users unable to sift to find the details they required
- Limiting or preventing important policy decisions

## Solution

### *Cognos PowerPlay Web*

- Allows anyone to perform multidimensional analysis and create reports in a web environment
- User-friendliness made it an obvious choice
- Move to a full business intelligence solution to better manage information and performance

## Benefits

- ✓ Delays between receipt and release have been minimized
- ✓ Users can access relevant information and generate specific reports
- ✓ Very useful resource for researchers, policy makers, consumers and service providers

