

IBM SolutionsConnect 2013

Turning Opportunity into Outcomes.



IBM MobileFirst Analytics

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Mobile. Something to worry about?



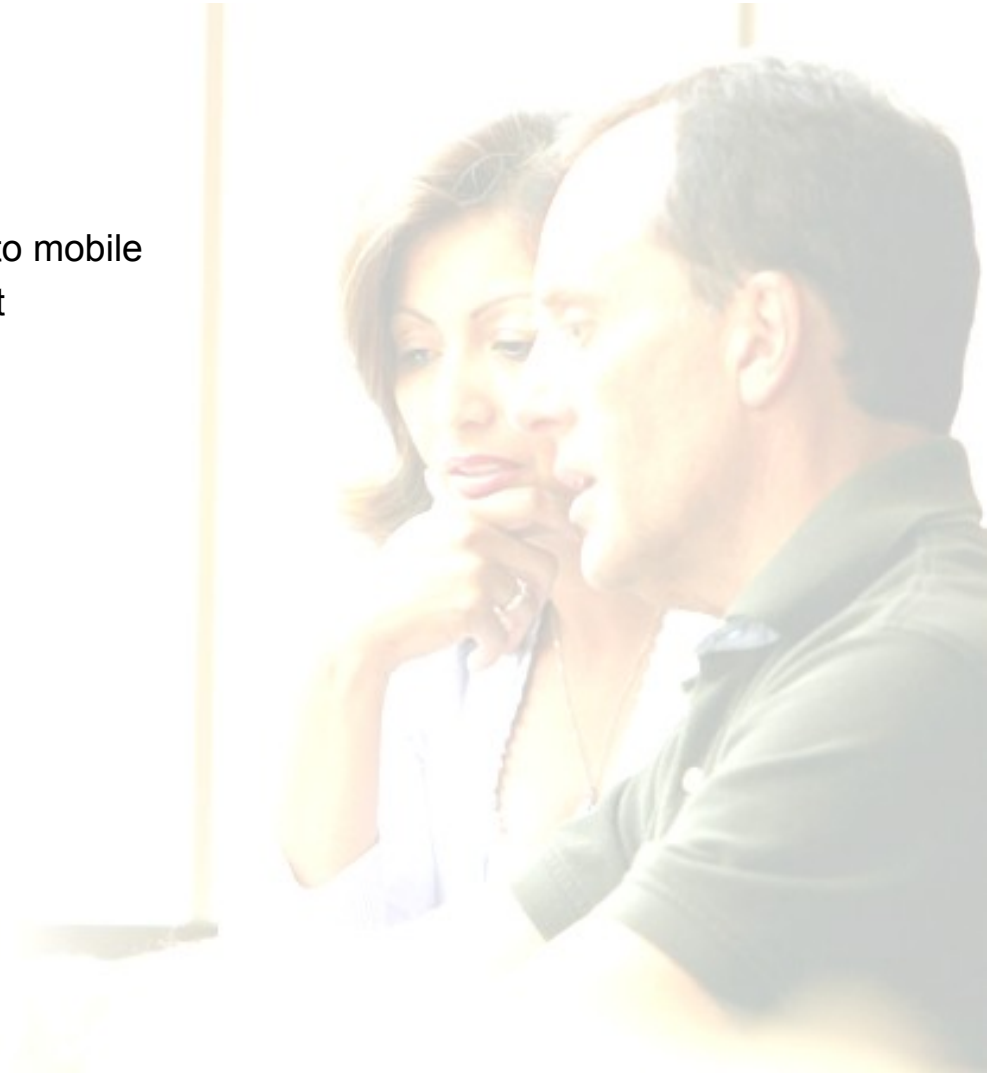
Agenda

- Mobile shifts affecting business & IT
- IBM MobileFirst
- IBM Cognos Mobile
- Case studies

Business & IT: The shifting mobile landscape



- **Mobile users are...**
 - bringing their own devices to work
 - expecting information anywhere
 - wanting the same experience from desktop to mobile
 - interacting with the data not simply viewing it
- **IT needs to...**
 - support all personal devices
 - deliver the same experience on all devices
 - create a secure mobile strategy



Analysts recognize the changing landscape



33%

of BI functionality will be consumed via handheld devices by 2013.



Gartner "Predicts 2011: New Relationships Will Change BI and Analytics", Bill Gassman, Rita Sallam, Andreas Bitterer, John Hagerty, Neil Chandler, 25 Nov 2010



80%

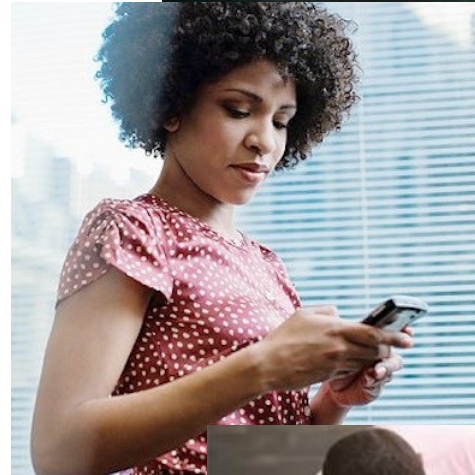
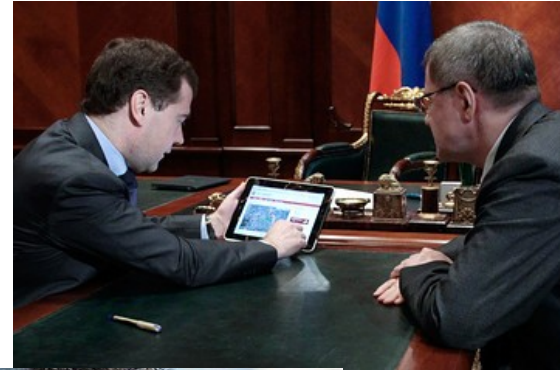
of organizations ranked Mobile BI as a top priority for their executives.

Howard Dresner Mobile BI Market Study, 2011

Who are the mobile BI users?



- **Executives**
 - Easy-to-use high level information while in the office or remote
- **Middle Managers / Line Managers**
 - Timely access to analytics while in meetings or walking the shop floors
- **Remote Professionals**
 - Access to critical business information while on the road



Shifting landscape leads to organizational challenges

I need access to critical BI information on my mobile device. Is it secure? What if my device is stolen?

We're all using different devices (PC, Android, iPad, PlayBook etc.) at this meeting -- are we all using the same report?

I have a limited number of Report Authors. I only want to author a report once for my PC and multiple mobile devices.

My executives are expecting highly visual, interactive reports on their mobile devices.

I need access to critical BI information when I'm connected and disconnected.

Becoming a mobile enterprise enables you to:

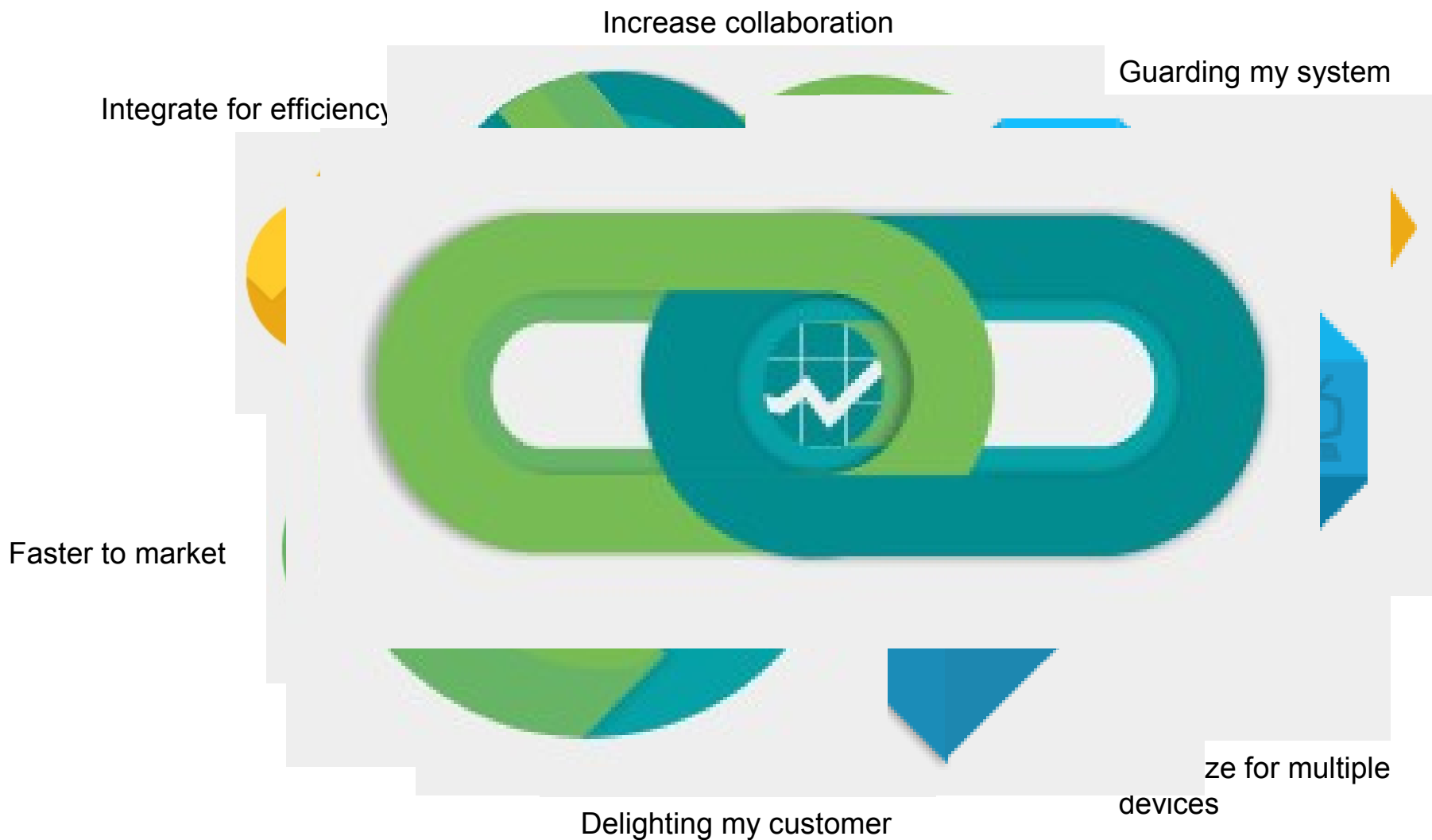
- Attract new customers
- Delight users with contextually relevant experiences
- Turn every interaction into an opportunity
- Provide a consistent brand experience
- Deliver innovation

IBM MobileFirst

Put your business in motion

Turn interactions into opportunities
with our portfolio of mobile solutions

IBM Mobile First



IBM Cognos BI for the mobile workforce

- Experience insight wherever you are
 - Uninterrupted productivity with quick and easy access to analytics anywhere you go
- Interact with information offline or online
 - Rich, visual and interactive experience
- Confidently and easily deploy Cognos BI on industry leading form factors
 - Single authoring and administrative environment to deliver secure, relevant, and reusable content



*On the road or in the office –
same great insight.
Simple, reliable, and secure.*

Experience insight wherever you are

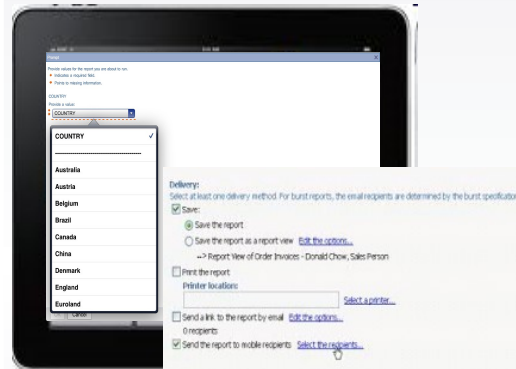


In the air...



Interact with trusted information to make decisions while offline

In a meeting...



Automatically refresh or receive BI content with the same prompts and drilling

On the road...



Receive location-aware reports containing pre-filtered information

Interact with information offline or online

Disconnected



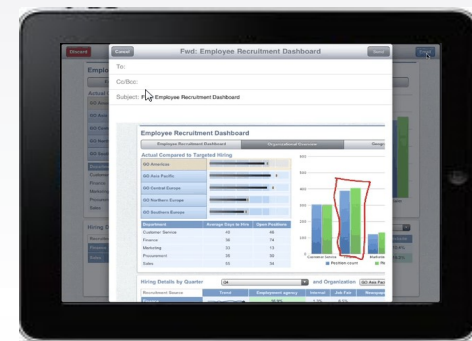
Interactive analytics experience in a self-contained application for exploring data offline

Connected



Receive Cognos content through scheduled delivery or pulling content from the server

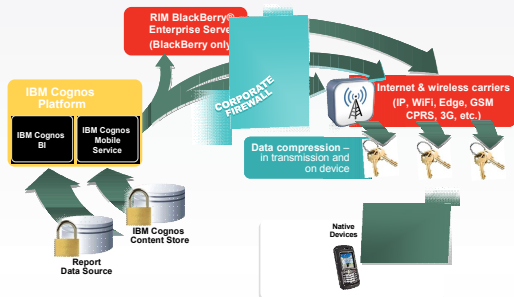
Take action



Share perspectives and then email comments and actions to the appropriate people

Confidently and easily deploy BI to any device

Robust security



Additional security over and above device-level as well as Cognos platform security

Single authoring & administration



Reuse content to author reports and dashboards and leverage administrative capabilities such as scheduling and bursting

Many devices

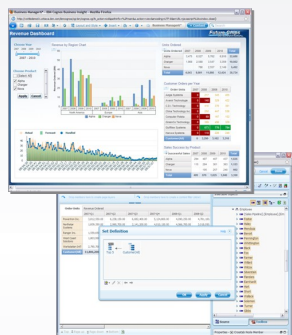


Native and web-based deployments

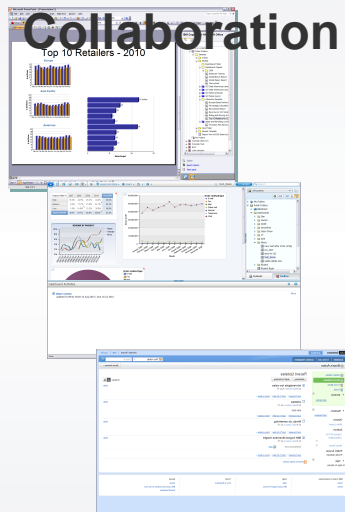
Flexibly deploy to leading market devices and OS with web and native application support

Flexible Access with IBM Cognos Business Intelligence

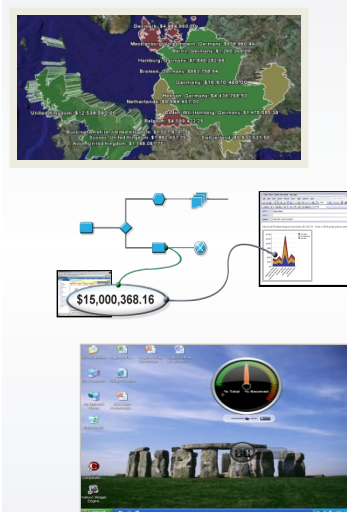
Web



Office & Collaboration



In Context BI



Mobile



COGNOS BUSINESS INTELLIGENCE

Completely Re-Designed iPad Application

- **Easier to use**
 - Automatic server configuration
 - Connect to multiple servers
 - Preview report without opening
 - Track progress, pause & restart your downloads

- **Increased interactivity and personalization**
 - Arrange content how you want it
 - Rename your workspaces
 - Personalize your background

- **Improved performance**
 - Up to 50% report run-time improvement
 - More responsive Active Reports

- **See Cognos Mobile in action**
 - Try out the latest Cognos Active Report samples



DEMO

Cognos BI for the Mobile Workforce

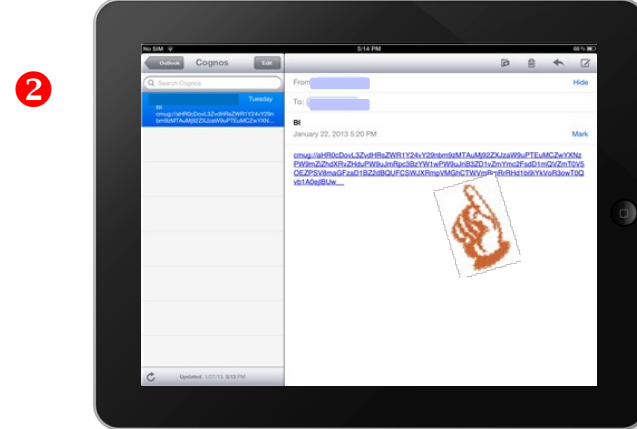
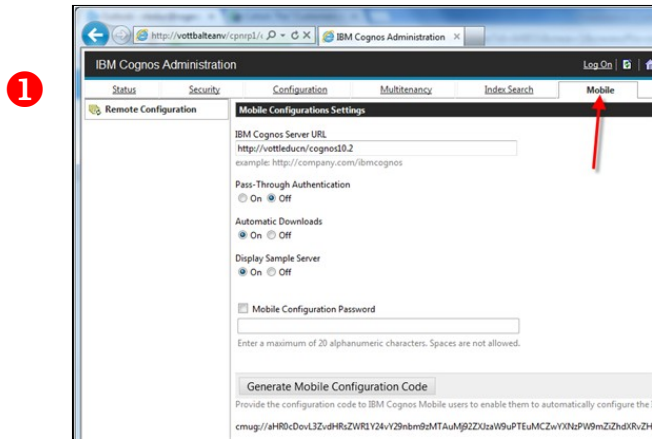
The IBM difference over alternatives in the marketplace

- **Offline Interactivity**
 - Distribute fast, self-contained BI applications easily to a broader audience
- **Single Authoring Environment**
 - Eliminate the need for IT to create separate Cognos BI assets for mobile deployments
- **Breadth of Device Support & Flexible Deployment**
 - Leverage device investments with the flexibility to choose web-based or native application access



*In the road or in the office – the same great insight.
Simple, reliable, and secure.*

Get up and running fast with automatic configuration as easy as 1-2-3!



- 1 Admin sets the configuration
- 2 Emails URL to Cognos Mobile user(s)

User taps URL on the iPad to automatically
configure server access in Cognos Mobile



Cincinnati Zoo transforms customer experience and boosts profits



Challenges

- Increase attendance and revenues by enhancing the customer experience for each visitor.
- Boost sales for food and retail outlets through more effective marketing and promotions.
- Optimize labor costs by gaining a better understanding of demand patterns throughout year.
- Implement a Business Analytics platform to support its transformation program and ongoing zoo management that extends to the iPad.

Solution

IBM Cognos Business Intelligence, IBM Cognos Mobile

Benefits

- 360 degree view of customer behavior
- Savings of more than \$40,000 on marketing in the first year
- Savings of more than \$100,000 per year by identifying less effective promotions and discounts
- Increased overall attendance, prompting at least 50,000 new “visits” in 2011
- Cognos Mobile on the iPad allows management to be closely aligned to the ‘business’ of running the zoo while spending time with visitors on the grounds.

“You need to start from the business end and use technology to solve the problems, instead of putting a technical capability in place and then deciding what to do with it. I honestly don’t believe that any organization will get optimum value from a business analytics project unless they approach it this way.”

John Lucas
 Director of Operations
 Cincinnati Zoo & Botanical Garden

Dorel Industries builds a smart, mobile analytics platform



Challenges

Effective financial and operational management depends on consistent, accessible analysis of business data – difficult to achieve with spreadsheets and independent solutions across different divisions.

Solution

A suite of IBM® Cognos® solutions, including Cognos Business Intelligence and Controller and IBM Cognos Mobile for analytics via BlackBerry devices.

Benefits

- Delivers simpler, faster access to clear, reliable and timely information.
- Provides automated alerts, helping managers react quickly and keep operations on track.
- Mobile support gives executives all the facts at their fingertips – even while they're travelling.

“The visibility that we now have during the month as opposed to at the end of the month is like night and day. We know where the issues are sooner and highlight them to the right executives so they can react accordingly.”

~ Ian Farthing
Vice-President, Corporate Services,
Dorel

Thank You

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