



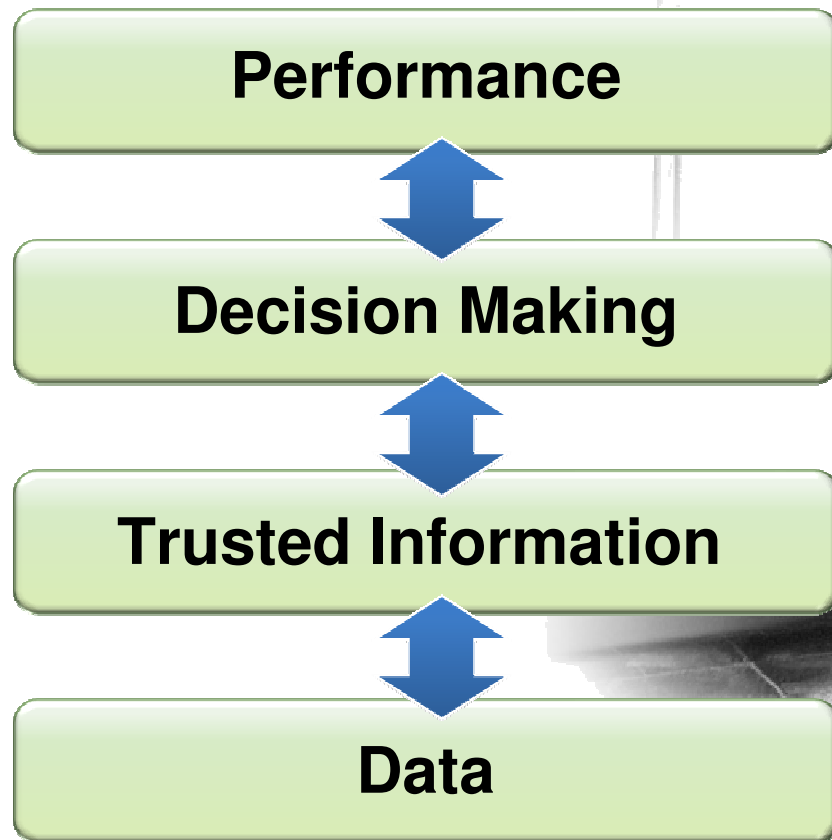
**IBM ASEAN
Leadership Exchange**



**Business Intelligence and Performance
Management With Information you can Trust**

**Don Campbell
Chief Technology Officer
Business Intelligence and Performance Management, IBM**

Optimizing Performance



Three Questions that Drive Performance

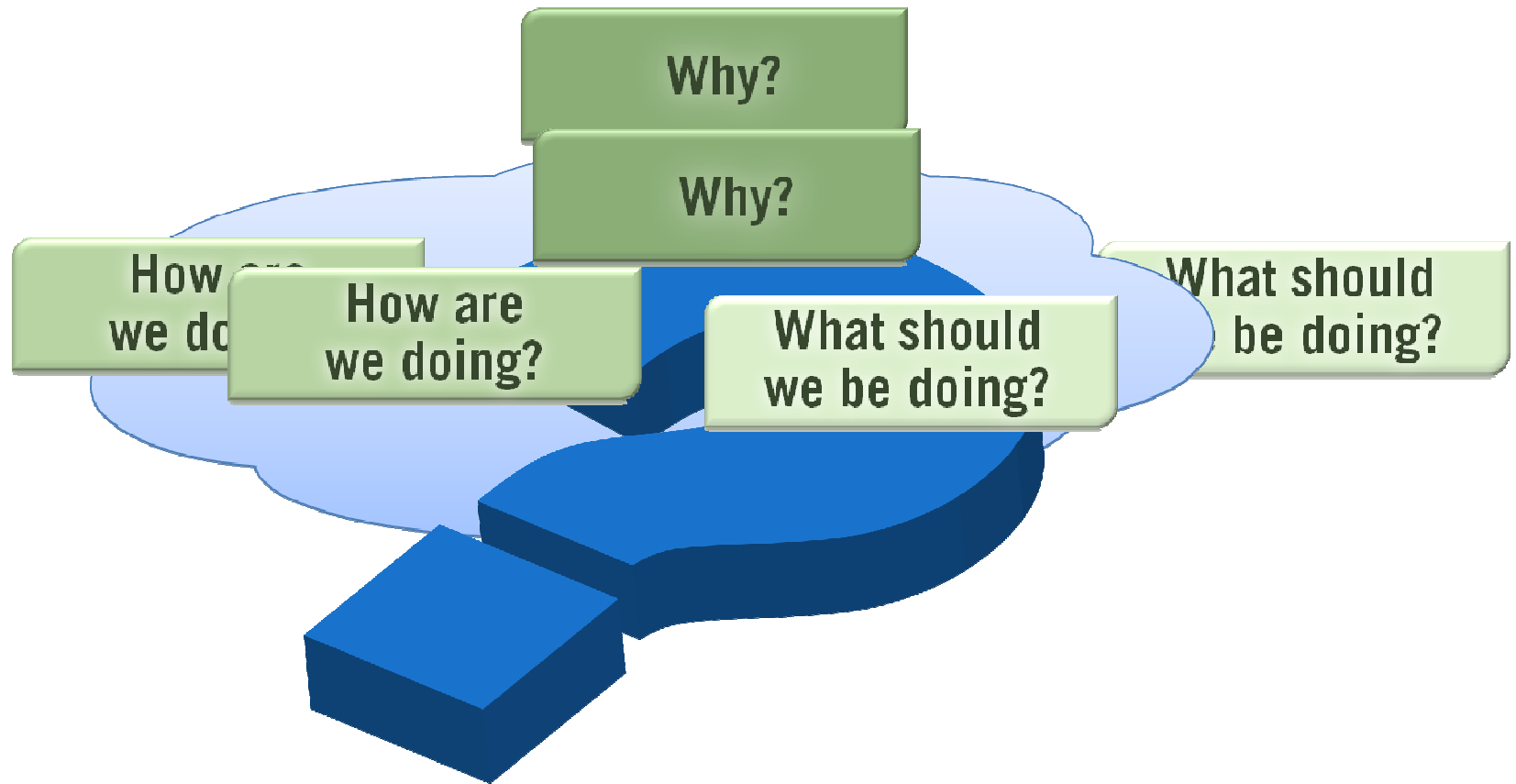
Why?

How are
we doing?

What should
we be doing?



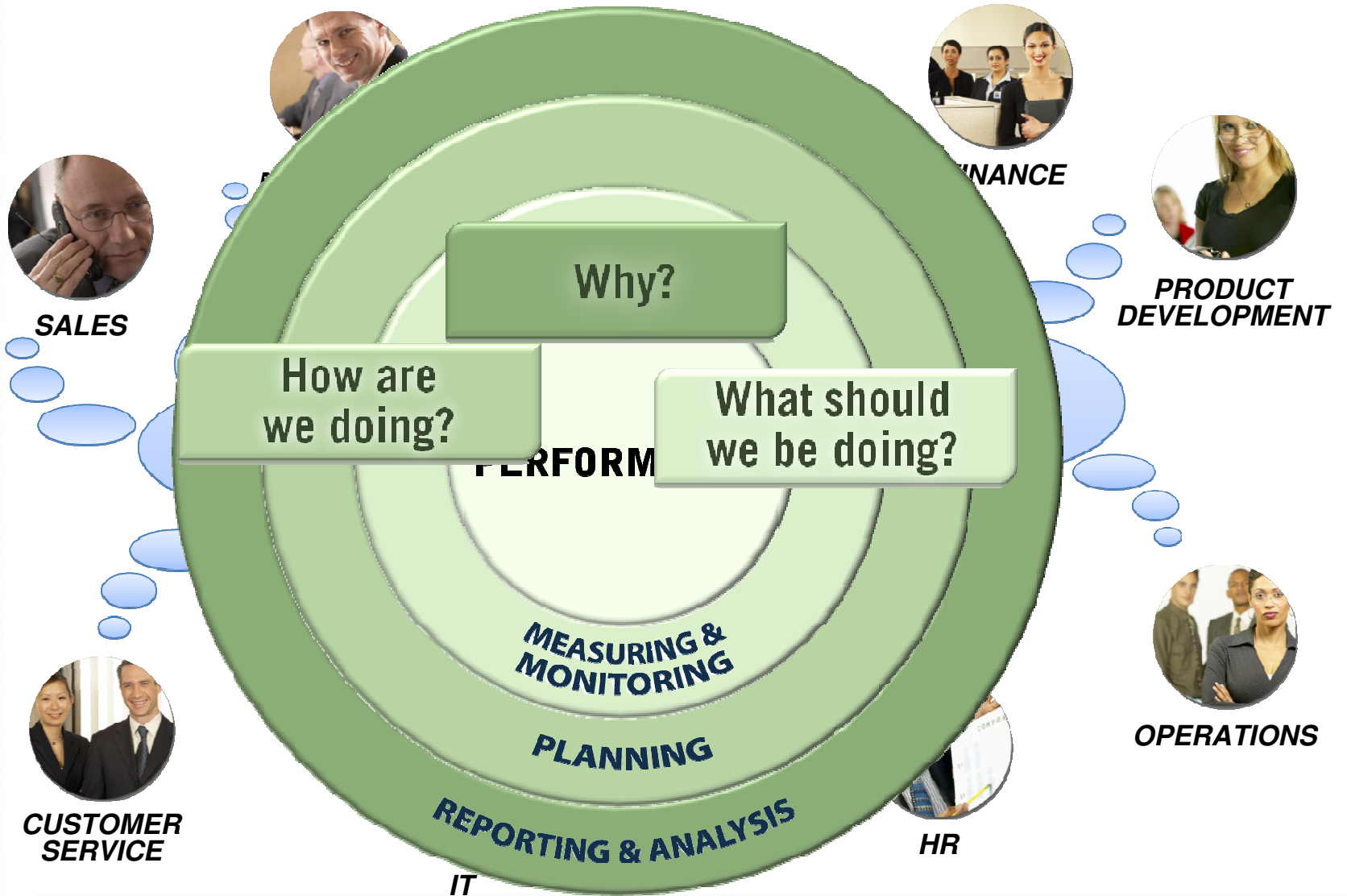
Three Questions that Drive Performance



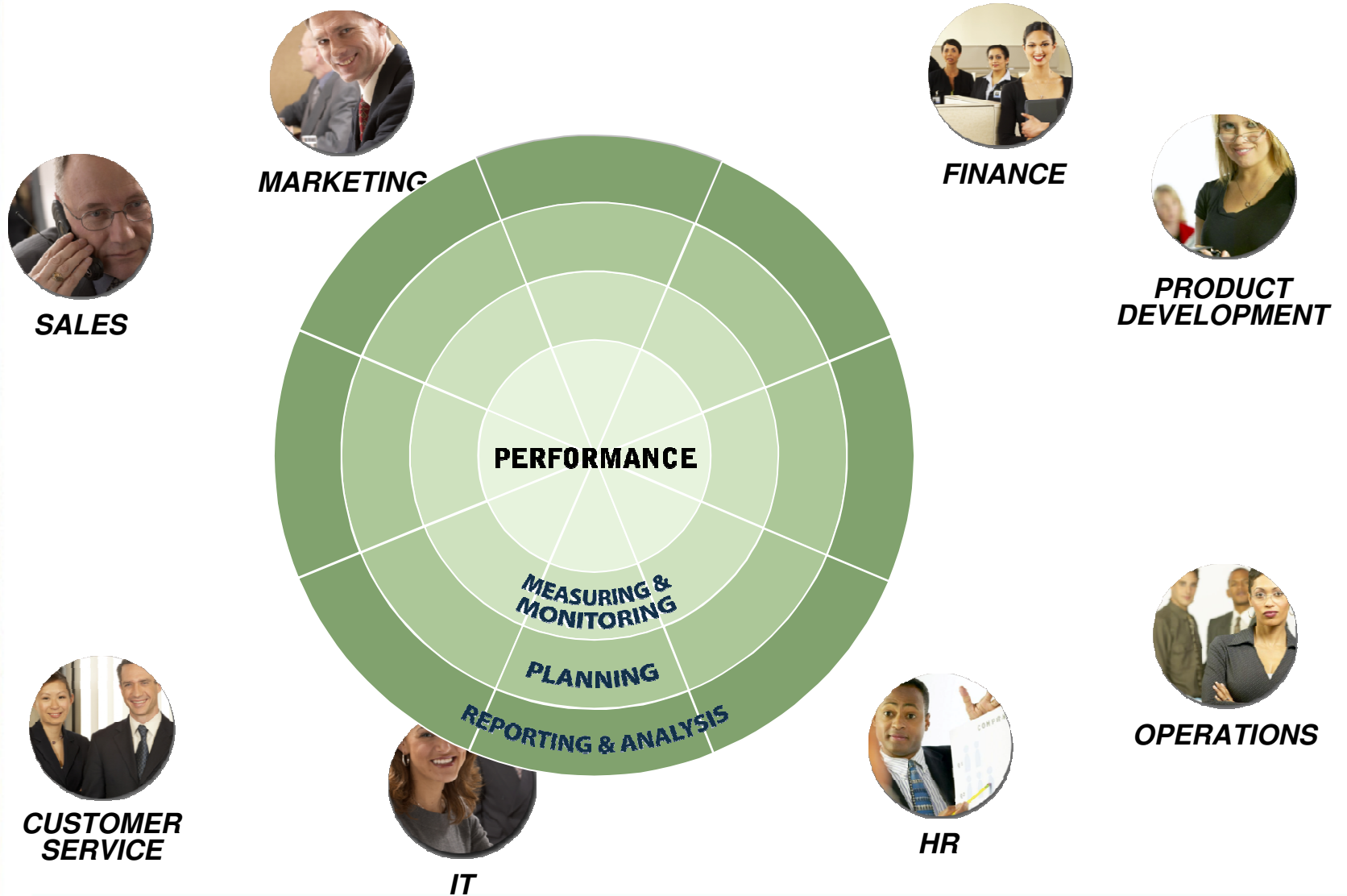
Three Questions that Drive Performance



Performance Management Capabilities



Performance Management Capabilities



- ents**
- Name
 - Customer On-Time Delivery Commitments Not Met
 - Plant Productivity Down (89%)

- y Operational Reports**
- Name
 - Production and Availability
 - Production Constraints Map
 - Sales/Demand
 - Supply and Forecasted Demand
 - Unit Product Cost Comparison

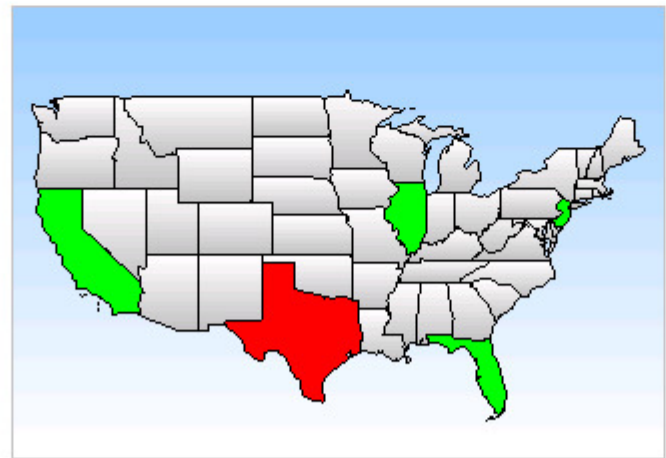
- nt Production**
- Name
 - Dashboard -Throughput
 - Plant Demand Analysis
 - Plant Volume Analysis Plan
 - Production Constraints
 - Production Constraints Bottleneck Review
 - Production Constraints Exceptions
 - Production Constraints Labor Capacity Review
 - Production Constraints Material Shortage Review
 - Regional Product Demand Forecast
 - Shipping Performance By Product
 - Total Production Cost Comparison

- nttractor Reports/Analysis**
- Name
 - Contractor Capacity Analysis
 - Contractor Price and Volume Analysis
 - On Time Performance Query

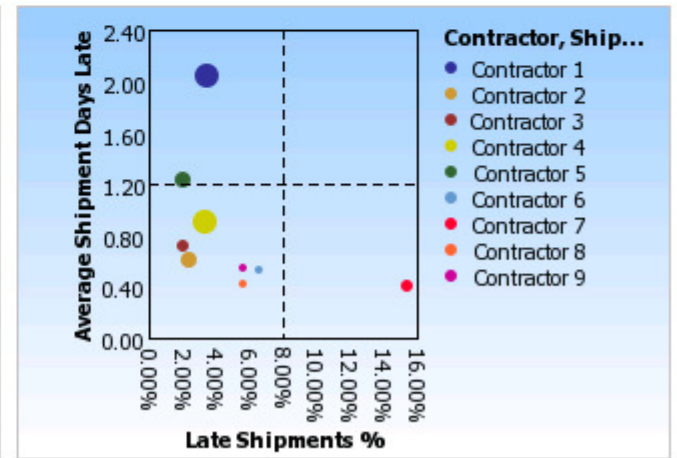
No filter No grouping [Metrics: 1-6]

Name	Actual	Target	Variance	Variance %	Time Period
On Time Customer Shipments	89.00%	100.00%	-11.00%	11.00%	Sep 2007
Forecast Accuracy - Operations	87.72%	88.00%	-0.28%	0.31%	Nov 2007
Inventory Obsolescence as a % of Total Inventory - Operations	0.15%	0.10%	0.05%	53.00%	Nov 2007
Unplanned Maintenance Downtime - Operations	5.82%	5.00%	0.82%	16.48%	Nov 2007
Production Compliance - Operations	100.00%	99.00%	1.00%	1.01%	Nov 2007
Committed Delivery Performance - Operations	100.00%	98.00%	2.00%	2.04%	Nov 2007

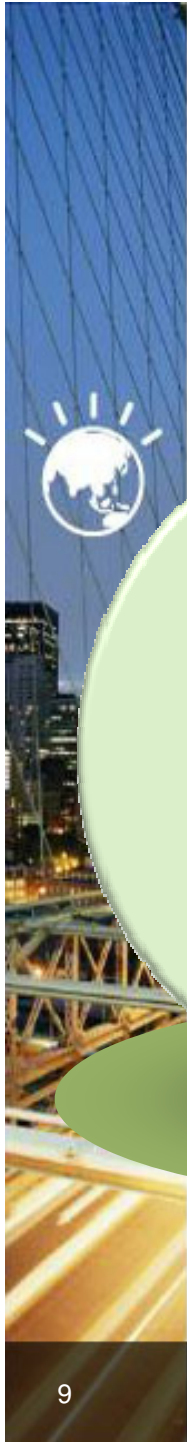
CAPACITY EXCEPTIONS



CONTRACTOR SHIPMENTS



Plant	Comp. Name	Mat Req'd	Tot Mat. Ordered	Mat. Shortage Desc.
Houston, TX	Circuit Boards	22,825,208	43,074,732	
Jacksonville, FL	Computer Cases	12,783,836	40,521,303	



→ Scorecard or dashboard shows **On Time Shipments** below

The screenshot shows the IBM Cognos Connection interface. At the top, there is a navigation bar with 'Public Folders', 'My Folders', 'Sales & Operations Performance', and 'Inventory Management'. Below this, there are several sections:

- Events:** A list of events including 'Customer On-Time Delivery Commitments Not Met' and 'Plant Productivity Down (89%)'.
- Key Operational Reports:** A list of reports including 'Production and Availability', 'Production Constraints Map', 'Sales/Demand', 'Supply and Forecasted Demand', and 'Unit Product Cost Comparison'.
- Plant Production:** A list of reports including 'Dashboard -Throughput', 'Plant Demand Analysis', and 'Plant Volume Analysis Plan'.
- CAPACITY EXCEPTIONS:** A section with a map of the United States.

A red box highlights the 'On Time Customer Shipments' link in the 'Events' section.

How are we doing?

Why?

PERFORMANCE

What should we be doing?

REPORTING & ANALYSIS

		Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07
Total Demand Volume	All Plants	5,375	5,745	5,145	5,145	6,197	7,016	7,956	
Standard % to Plant	Noine, IL	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	
	Newark, NJ	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	
	Sania Cruz, CA	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	
	Houston, TX	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	
	Jacksonville, FL	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	
	Contractor	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
	All Plants	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Adj to % to Plant	Noine, IL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
	Newark, NJ	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
	Sania Cruz, CA	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
	Houston, TX	0.00%	0.00%	(20.00)%	(20.00)%	(20.00)%	(20.00)%	(20.00)%	(20.00)%
	Jacksonville, FL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
	Contractor	0.00%	0.00%	20.00%	20.00%	20.00%	20.00%	20.00%	
	All Plants	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Revised % to Plant	Noine, IL	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	
	Newark, NJ	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	
	Sania Cruz, CA	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	
	Houston, TX	20.00%	20.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
	Jacksonville, FL	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	
	Contractor	0.00%	0.00%	20.00%	20.00%	20.00%	20.00%	20.00%	
	All Plants	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
Select Contractor	Contractor								
Plant Volume	Noine, IL	1,075	1,140	1,029	1,029	1,239	1,403	1,591	
	Newark, NJ	1,075	1,140	1,029	1,029	1,239	1,403	1,591	
	Sania Cruz, CA	1,075	1,140	1,029	1,029	1,239	1,403	1,591	
	Houston, TX	1,075	1,140	0	0	0	0	0	
	Jacksonville, FL	1,075	1,140	1,029	1,029	1,239	1,403	1,591	
	Contractor	0	0	1,029	1,029	1,239	1,403	1,591	
	All Plants	5,375	5,745	5,145	5,145	6,197	7,016	7,956	

→ Demand Volume is reviewed and **Plant Production Plan** is adjusted to remove bottleneck

The Impact on Organizations

LVMH
MOËT HENNESSY • LOUIS VUITTON

3 months
to
2 weeks

100%



Decision Makers not Well Enough Informed, Engaged or Aligned



Executive



Business Manager



Casual Business User



Line Manager



Business Analyst

- **47%** of users don't have confidence in their information ⁽¹⁾
- **59%** say they missed information they should have used ⁽¹⁾
- **42%** of managers use wrong information at least once a week ⁽¹⁾
- **24%** user adoption within organizations ⁽²⁾
- **95%** of the typical workforce does not understand the strategy ⁽³⁾
- **60%** of organizations do not link budgets to strategy ⁽³⁾

⁽¹⁾ AIIM & Accenture Surveys, 2007; ⁽²⁾ TDWI 2008; ⁽³⁾ Palladium Study, 2006

Business Decision Makers Need



Executive



**Business
Manager**



**Casual
Business User**



**Line
Manager**



**Business
Analyst**

- **“Information I can trust, and matters to *me*”**
- **“Great-looking dashboards and reports”**
- **“Easy way to find the right information on my own”**
- **“A view of the business dimensions that makes sense to me”**
- **“Auditable workflow for faster, bullet-proof processes I can trust”**
- **“A way to see how my work fits into the ‘big picture’”**

IT, Catalyst for Business Change



***Informed, Engaged,
Aligned***

***Deliver trusted
information with
conformance,
compliance and
cost-effective scale***

***Drive effective,
auditable
processes that lead
to better business
outcomes***



Role-Based Capabilities



Executive



Business Manager



Casual Business User



Line Manager



Business Analyst

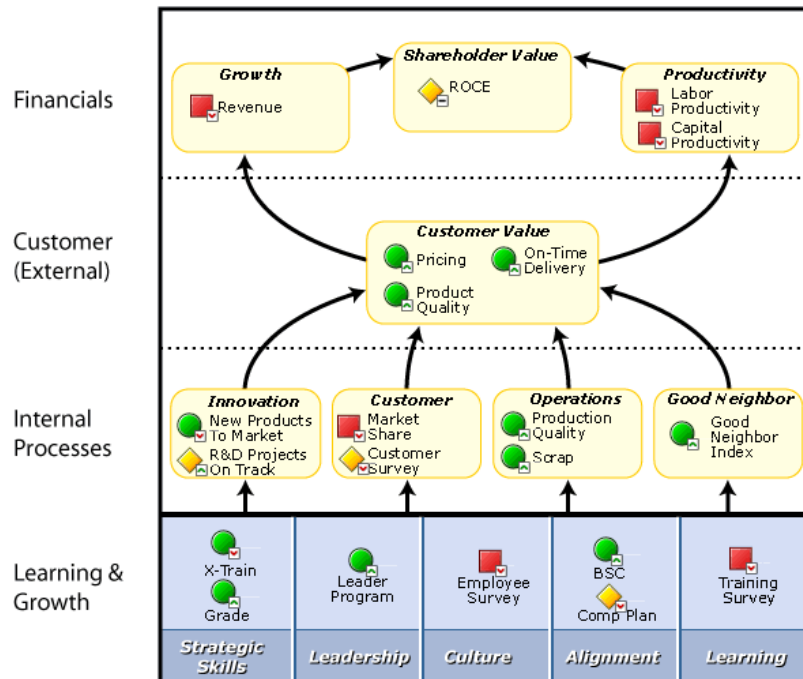


Financial Analyst



Key Indicators

The Enterprise Strategy Map



The New Metrics: Agility

How companies measure success now and in the future

Key Performance Indicators (KPIs)

KPIs Measure:

- Costs
- Efficiencies
- Quality

Key Agility Indicators (KAIs)

KAIs Measure:

- Time from technology concept to market deliverable
- Time to reflect market shift into marketing program
- Time to leverage ecosystem collaboration

- Days:** 0 to 50. Metric: Time req'd to create unique experience.
- Weeks:** 0 to 20. Metric: Time to analyze the market.
- Hours:** 0 to 72. Metric: Time to collaborate across groups.

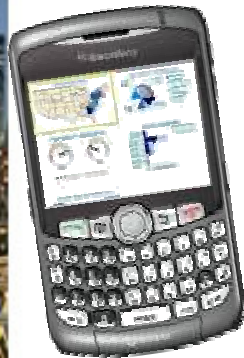
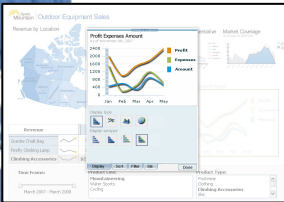
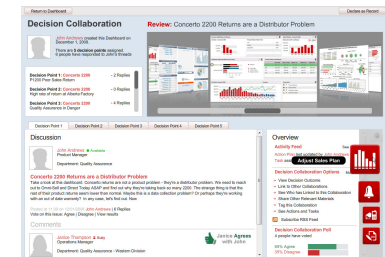
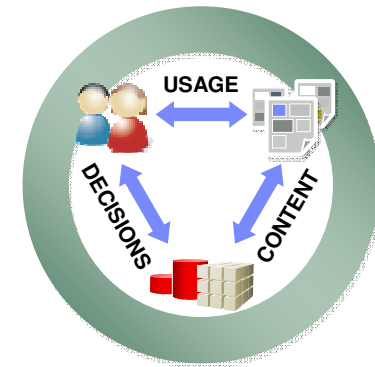
THE BUZZIndex

IBM

CY09 - Q2

RANK TREND LAST

- | RANK | TREND | LAST | Topic |
|------|-------------------|------|--------------------------------|
| 1 | Blue bar | 1 | Cloud Computing |
| 2 | Blue bar | 2 | Green Computing |
| 3 | Green triangle up | - | Internet Explorer 8 NEW |
| 4 | Blue bar | 4 | Location Intelligence |
| 5 | Green triangle up | 10 | Social Networking |
| 6 | Green triangle up | - | Predictive Analytics |
| 7 | Green triangle up | 8 | Wireless/Mobile |
| 8 | Green triangle up | 9 | Windows 7 |
| 9 | Red triangle down | 5 | Data Visualization |
| 10 | Green triangle up | - | Rich Clients |

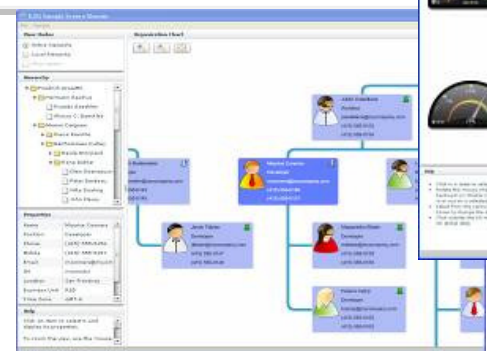
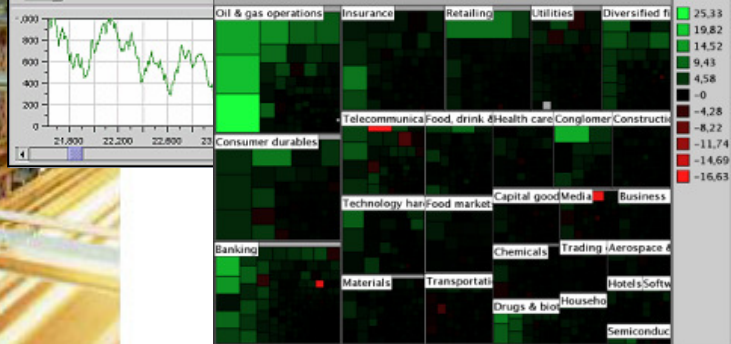
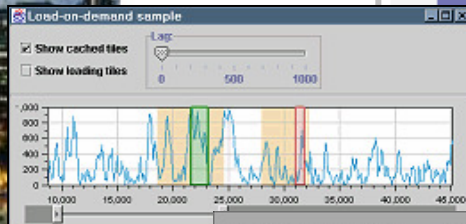
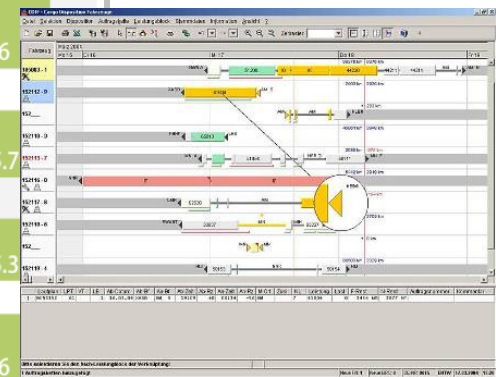
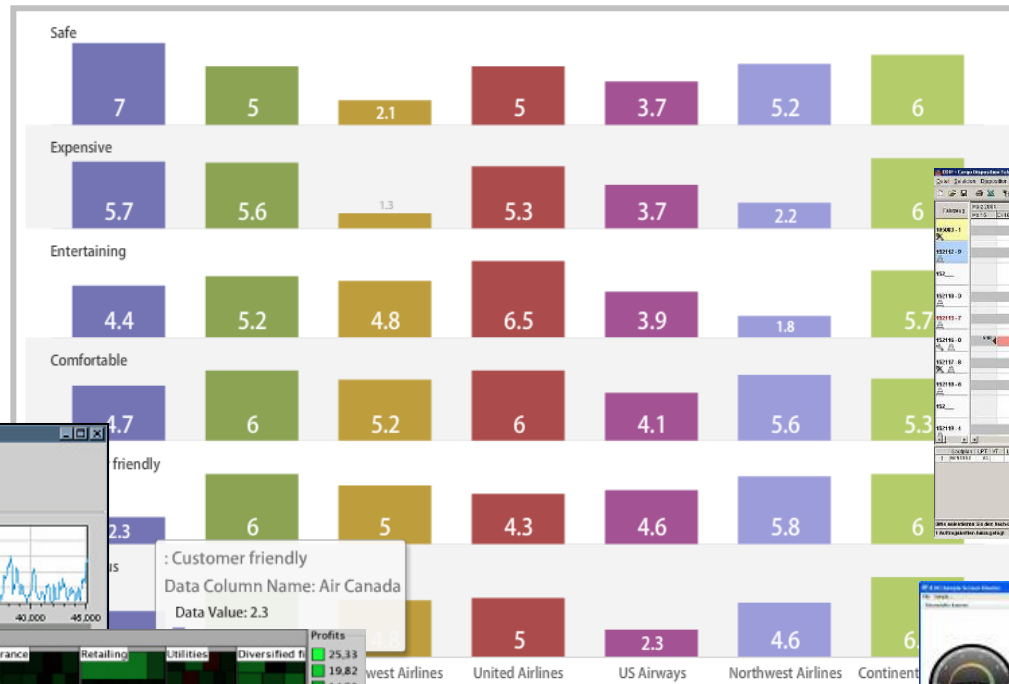
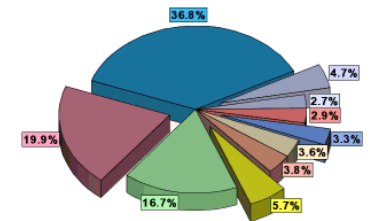


Information Management

Cognos | TECHNOLOGY
software | & INNOVATION



Data Visualization





Continued focus on

INNOVATION

in the labs

An iPhone is shown in the background, displaying a text message. The message content is partially obscured by a white text box with a grey border. The text box contains an important notice. The iPhone's home button and dock are visible at the bottom.

IMPORTANT NOTICE

This demonstration (Demo) is a conceptual representation of our vision of the future of Performance Management only and, as such, is highly speculative.

The information in this **demo** is based on IBM's current product plans and strategy, which are subject to change by IBM at any time and without notice. Product release dates and capabilities referenced herein may change at any time at IBM's sole discretion based on market opportunities or other factors and are not a commitment to future product or feature availability in any way. Nothing contained in this material is intended to, or will have the effect of, stating or implying that any activities undertaken by you will result in any specific sales, revenue growth or other results. While efforts were made to verify the completeness and accuracy of the information contained in this **demo**, this **material** is provided "AS IS", without warranty of any kind, express or implied. IBM will not be responsible for any damages arising out of the use of, or otherwise related to, this **demo** or any other documentation. References to IBM products do not imply that they will be available in all countries in which IBM operates.

Each IBM customer is responsible for ensuring its own compliance with legal requirements. It is the customer's sole responsibility to obtain advice of competent legal counsel as to the identification and interpretation of any relevant laws and regulatory requirements that may affect the customer's business and any actions the customer may need to take to comply with such laws. IBM DOES NOT PROVIDE LEGAL ADVICE OR REPRESENT OR WARRANT THAT ITS SERVICES OR PRODUCTS WILL ENSURE THAT THE CUSTOMER IS IN COMPLIANCE WITH ANY LAW.

The information contained in this **demo**:

Is intended to outline an aspect of IBM's general product direction and should not be relied on in making a purchasing decision;

Is for informational purposes only and may not be incorporated into any contract; and

Is not a commitment, promise, or legal obligation to deliver any material, code or functionality.





- BI and Performance Management have never been more critical
- Solid SOA foundation and continuous innovation that matters to the decision maker
- Partnering with you for smarter decisions





THANK
YOU

© Copyright IBM Corporation 2008 All rights reserved. The information contained in these materials is provided for informational purposes only, and is provided AS IS without warranty of any kind, express or implied. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, these materials. Nothing contained in these materials is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM software. References in these materials to IBM products, programs, or services do not imply that they will be available in all countries in which IBM operates. Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way. IBM, the IBM logo, Cognos, the Cognos logo, and other IBM products and services are trademarks of the International Business Machines Corporation, in the United States, other countries or both. Other company, product, or service names may be trademarks or service marks of others.