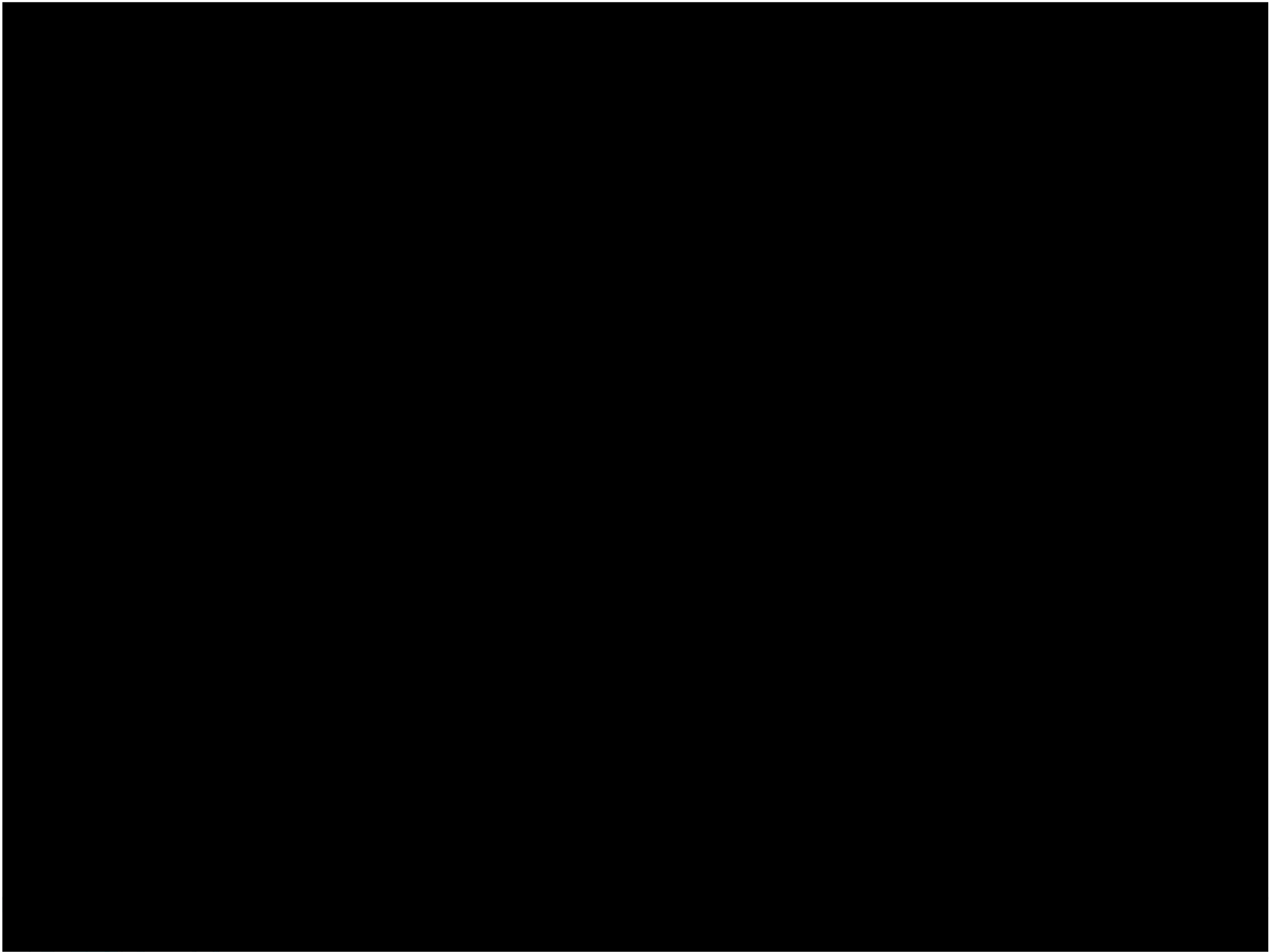


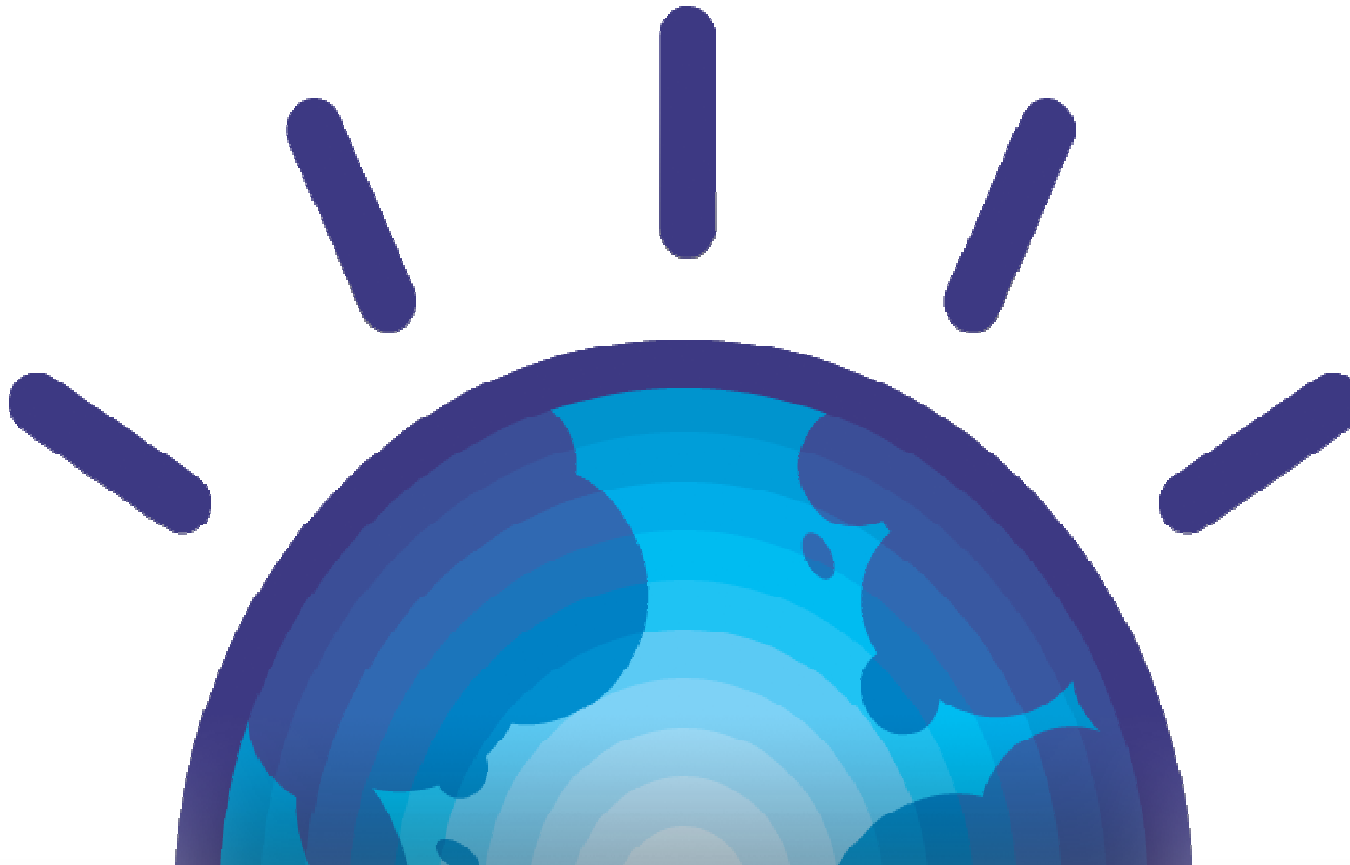


# IBM PERFORMANCE EVENT Taipei

Smarter Decisions. Better Results.

Ray J. Payette





***“Insight and foresight are linked with leadership.  
It’s insight that helps to capture opportunity.”***

Zhou Ming, Executive Vice President and Secretary General, China Council for Int’l Investment Promotion (Source: IBM Global CEO Study, 2010)





**Better**  
**Outcomes**



**Smarter**  
**Decisions**



**Actionable**  
**Insights**



**Relevant**  
**Information**





**Generate  
More Revenue**

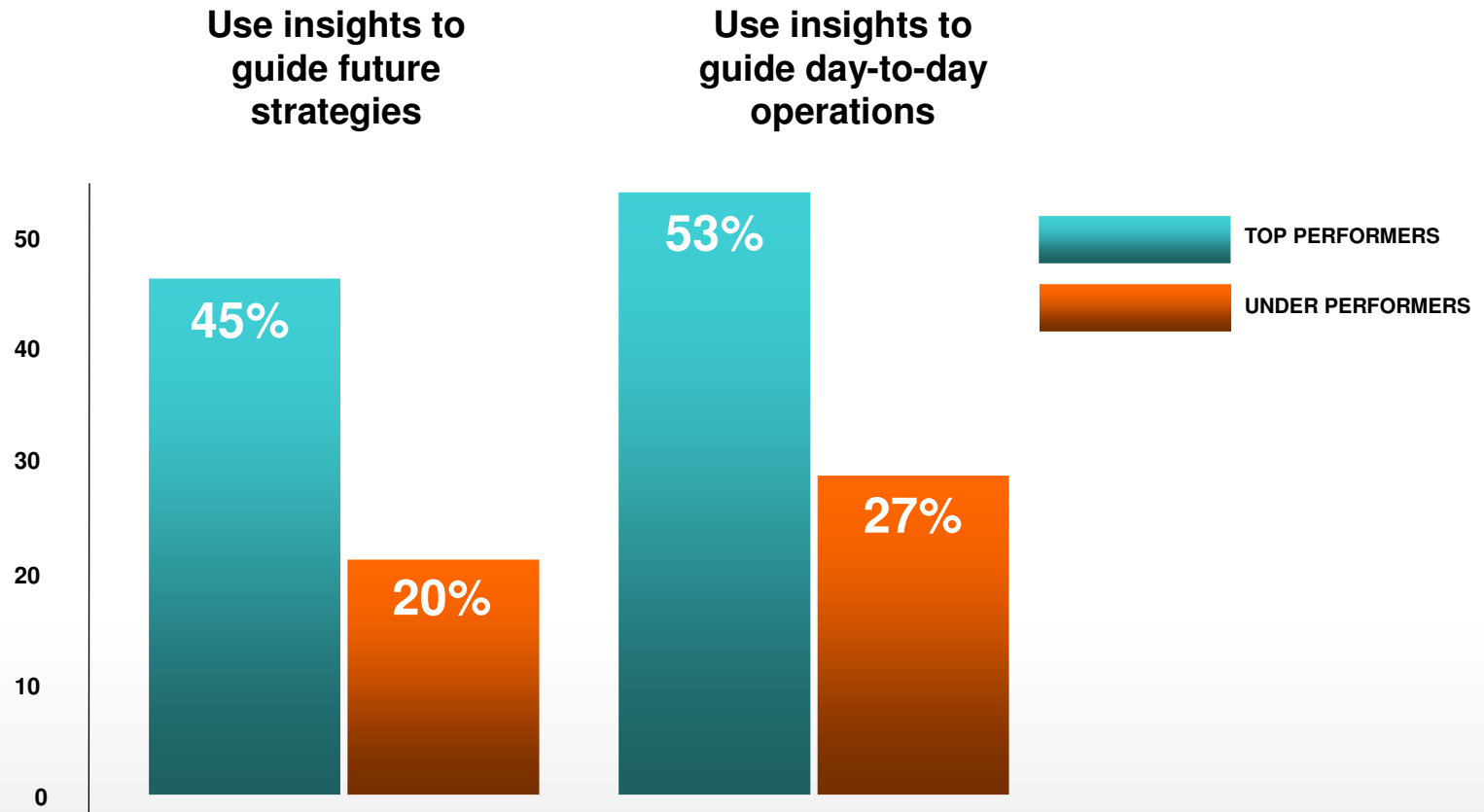
**Reduce Risk**

**Predict Future Outcomes  
with Greater Confidence**

**Lower Costs**



# Analytics Drives Better Business Outcomes



Source: IBM IBV and MIT Sloan Management Review. Groupings based upon respondent self-assessment for enterprise relative to industry peer group; top and lower performers were upper and lower 18%, respectively. N=2535. Full preview available at: <http://sloanreview.mit.edu/>



# The Journey

**Better Business Outcomes**

**Business Analytics & Optimization**

**Performance Management**

**Business Intelligence**





# Continued Innovation

## Better Business Outcomes



- Cognos TM1

- Cognos Express

- Cognos 8 Mashup Service

- Content Analytics

- New Analytic Applications

- Smart Analytics System

- System z support

- Many Eyes

- Massive scale analytics





## Business Analytics & Optimization Solutions

### Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

### Cross-Industry Solutions

Finance

Human Capital

Supply Chain / Operations

Customer

## Business Analytics

Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

## Information Management and Governance

Information Integration & Master Data Management  
Data Warehousing

Content Management

Data Management

## Workload Optimized Systems

## Business Analytics & Optimization Solutions

### Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

### Cross-Industry Solutions

Finance

Human Capital

Supply Chain / Operations

Customer

 **OPENPAGES**  
an IBM® Company

NEW

**OpenPages software** helps businesses establish and maintain a comprehensive compliance and risk management process across a variety of risk domains including operational risk, financial controls management, IT risk, compliance and internal audits.

 **CLARITY SYSTEMS**  
an IBM® Company

NEW

**Clarity software** enables organizations to automate the process of collecting, preparing, certifying and controlling financial statements for electronic filing, in support of mandates by the SEC (including XBRL) and other financial regulatory agencies.



## Business Analytics & Optimization Solutions

### Industry Solutions



### Cross-Industry Solutions



## Business Analytics

Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

### Information Management and Governance

Information Integration & Master Data Management  
Data Warehousing

Content Management

Data Management

## Workload Optimized Systems





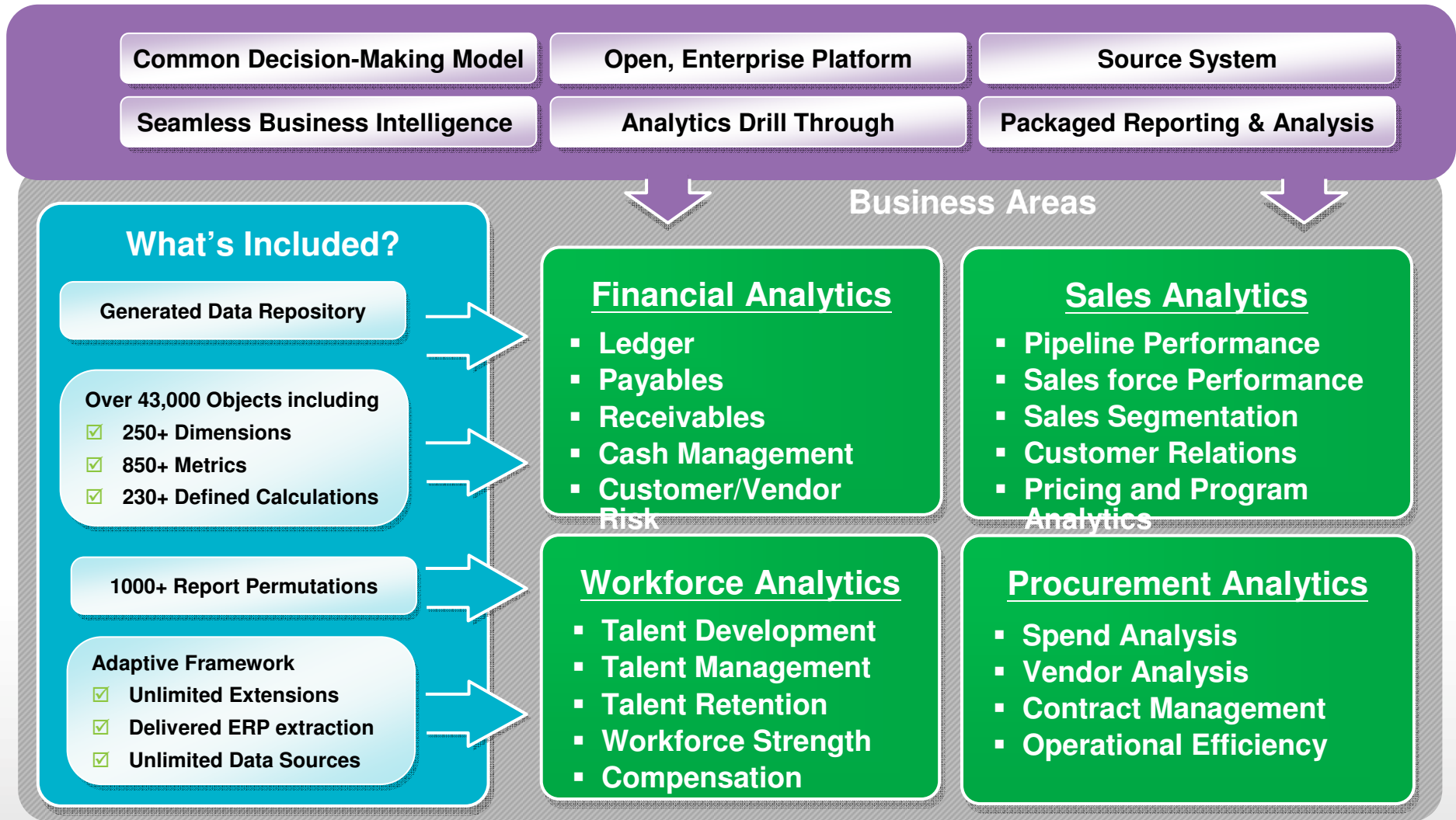
# IBM Cognos Analytic Applications = Smarter Decisions = Better Outcomes



- Faster insight drives faster time-to- value and action
- Consistent measurement of business strategy
- More effective management of risks and controls
- Anticipate and explore new opportunities



# What's in the Box





## Wholesale Distribution

- **Sun World International** Bakersfield, California Wholesale Distribution & Services <http://www.sun-world.com/>
- *“We have been able to transform a massive collection of field data into insights that will help significantly improve production and make farming operations more scientific.”*

Steve Greenwood, Director of Budgets & Reporting, Sun World International

# Blueprints

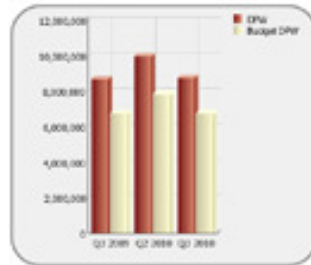
## Executive Insight for Insurance Blueprint

### New Business to Plan Report

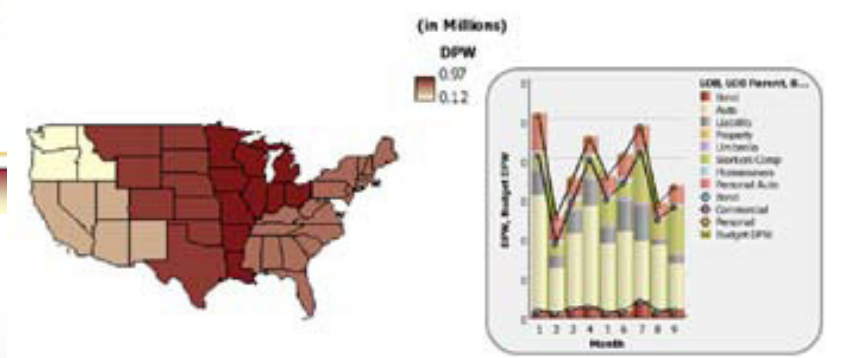
This report shows our Direct Premiums Written (DPW) versus our Budgeted (Plan) amount.

The time period is Q310 and it compares against prior period (Q210) and same period last year (Q309).

The default view is across all Regions and all Branches.



### Direct Premium Written (DPW) by Geo and Time



These charts reflect the Direct Premium Written (DPW) by Geography and Time

*The content comes from the Underwriting\_Analysis\_By\_region report*



# Insurance Blueprint – Home Page





## Other Blueprints

- **Healthcare Provider Planning**
- **Banking Risk Scenario Analytics**
- **Manufacturing Demand Planning**
- **Banking Branch Performance**





**Saw weapons seizures grow 246%, gunfire incidents decrease 49% and homicide rates decline 40%...while reducing daily overtime costs by \$15k**  
 – Richmond Police Department

Operations

**Over \$300 million annually in customer fuel savings and fraud reduction**  
 – Ceridian

HR

Product Development

**Reduced waste and fraud by more than \$24 million unleashing resources to better serve customers**  
 – Alameda County Social Services Agency

**Generated productivity savings of 80% and increased compliance reporting scores from 57% to 97%**  
 – Bancolombia

Customer Service

Finance

**Created 600% increase in uptake of cross-sell campaigns, increased response rates 3% and reduced mailing costs by 20%**  
 – First Tennessee Bank

**Lowered Accounts Receivable over 60 days by 3.5%, freeing up \$200 million of cash**  
 – Omnicom Group

Marketing

# Business Analytics & Optimization Solutions

## Industry Solutions

Financial Services    Public    Distribution    Industrial    Communications

Cross-Industry Solutions

Finance    Retail    Main / Call Center    Customer

## Business Analytics

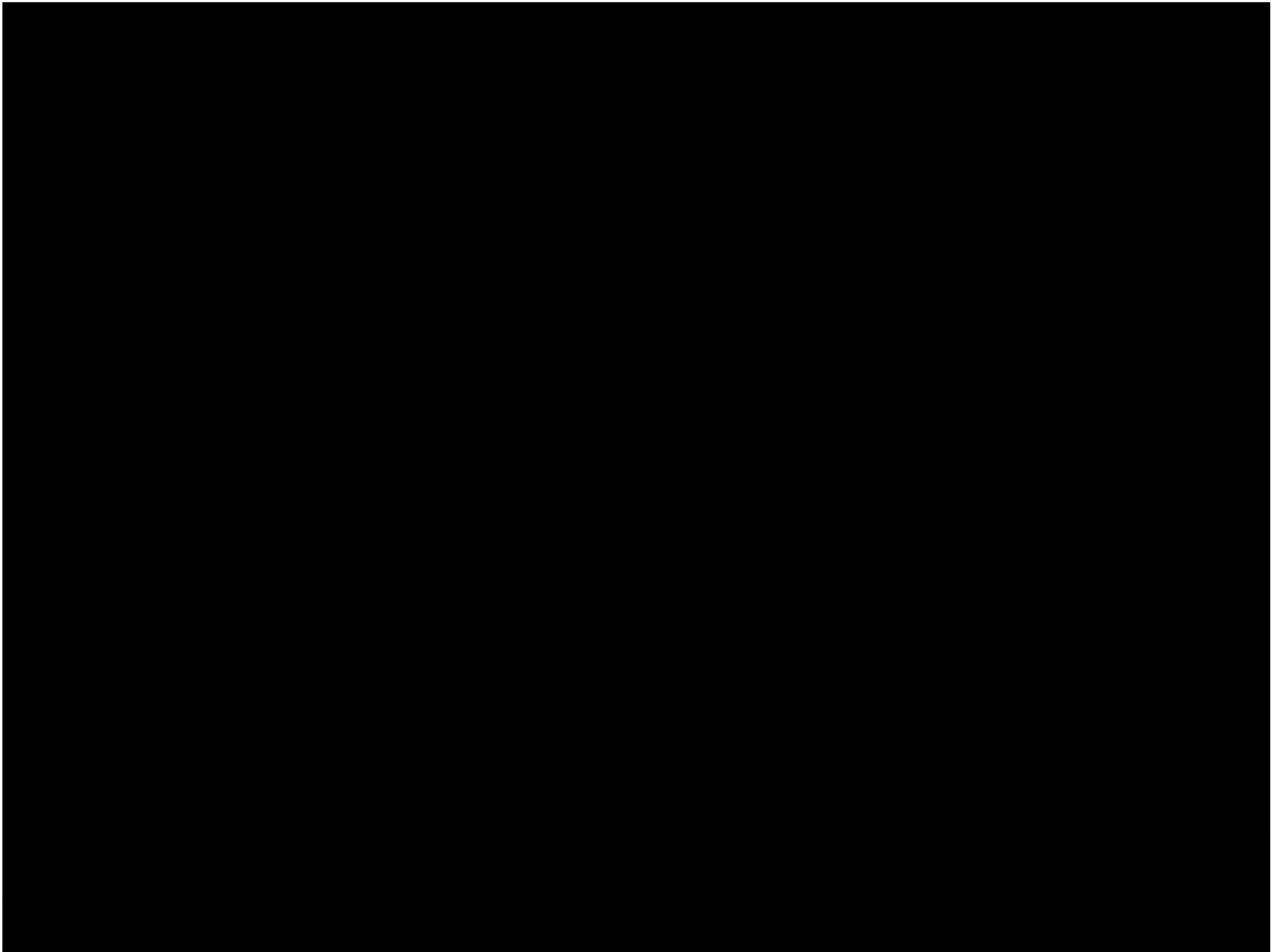
Business Intelligence    Predictive Analytics    **COGNOS**    Analytic Applications

## Information Management and Governance

Integration & Master Data Management    Data Warehousing

Content Management    Data Management

## Workload Optimized Systems





**INTELLIGENCE UNLEASHED**





# INTELLIGENCE UNLEASHED

Freedom to **Think**

**Connect** with Others

and Simply **Do**



**Proven platform with  
seamless upgrade.**



# Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction





# DEMO

**Analytics Everyone  
Can Use**

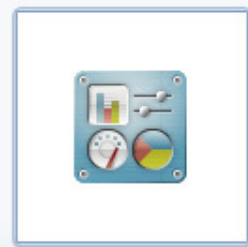
# IBM Cognos Business Insight

 Create New

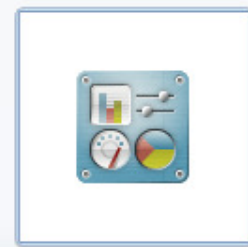
 Open Existing



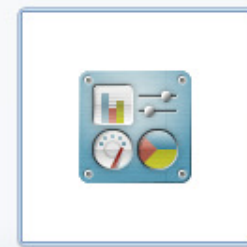
## Favorites



My Workbench



My Finance Workbench



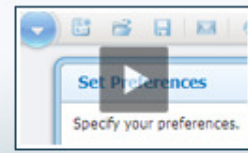
Employee Satisfaction Dashboard ...

## How-to Videos

[Show all videos](#)



**Customize your Dashboard**  
How to easily customize your dashboard style



**Set your Preferences**  
How to easily set your preferences

# Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction



# Connect with Others

- Decision networks
- Business context
- Accountability





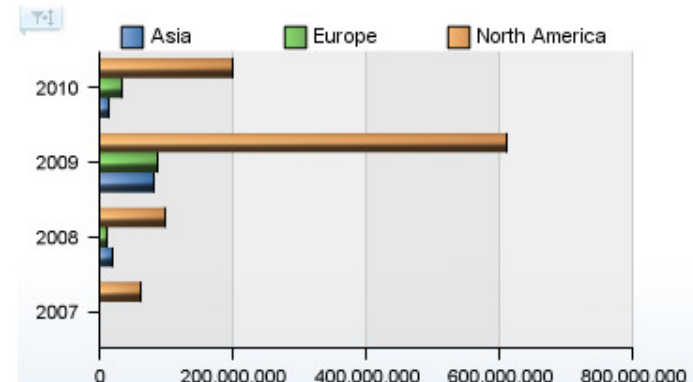
# DEMO

**Gain Insights and  
Drive Alignment**

### Regional Performance

Win/Loss Trend	Region	KPP	Sales Rep Days	Win / Loss %	Win / Loss Target
	North America	●	764	39.57%	
	Europe	▲	278	30.06%	
	Asia	◆	1,139	6.16%	

### Revenue Performance



### Headcount Forecast

[Base]

	2007	2008	2009	2010
[-] Asia	0	25	45	7
China	0	6	9	1
Indonesia	0	4	8	1
Japan	0	6	10	1
Korea	0	4	9	1
Singapore	0	5	8	1
[+] Europe	0	11	74	29
[+] North America	28	31	59	39

**Available Regions**

- (Select All)
- Asia
- Europe
- North America

Apply Cancel

# Connect with Others

- Decision networks
- Business context
- Accountability





# and Simply Do

- Mobile and Portable
- Interactive
- Disconnected





# DEMO



**Actionable Insight Everywhere  
Mobile  
Active Reports**

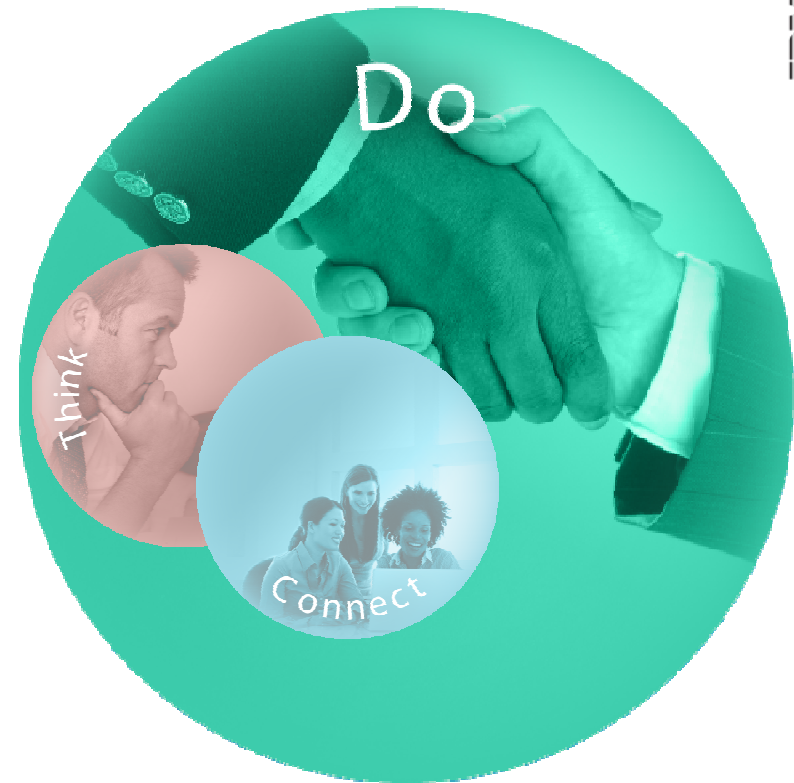


# IBM Cognos iPad

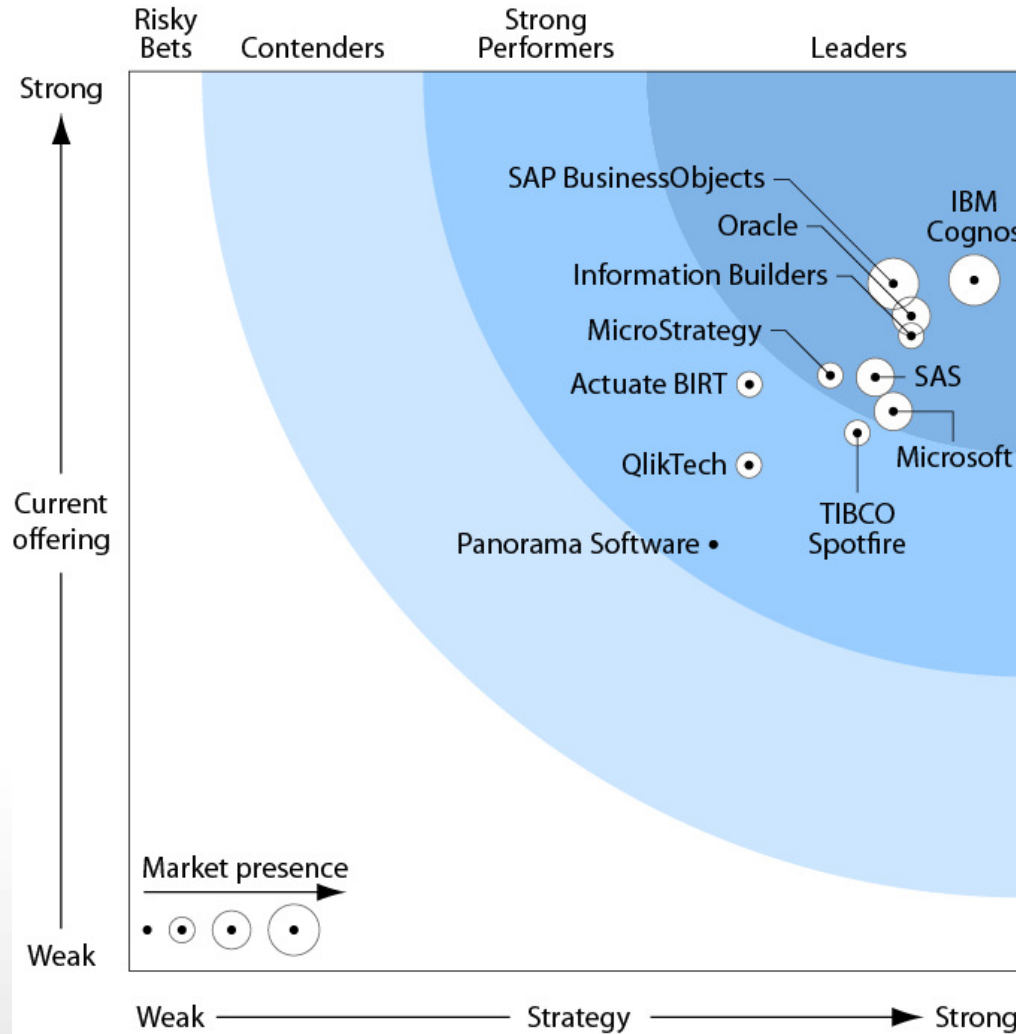
## IBM Cognos Active Report

# and Simply Do

- Mobile and Portable
- Interactive
- Real-time



# IBM Cognos a Leader in the Forrester Wave™: Enterprise BI Platforms



The Forrester Wave is copyrighted by Forrester Research, Inc. Forrester and Forrester Wave are trademarks of Forrester Research, Inc. The Forrester Wave is a graphical representation of Forrester's call on a market and is plotted using a detailed spreadsheet with exposed scores, weightings, and comments. Forrester does not endorse any vendor, product, or service depicted in the Forrester Wave. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change.

Source: Forrester Research Inc. "The ForresterWave: Enterprise Business Intelligence Platforms, Q4 2010", Oct 20, 2010.

Full report can be accessed at <http://www.ibm.com>

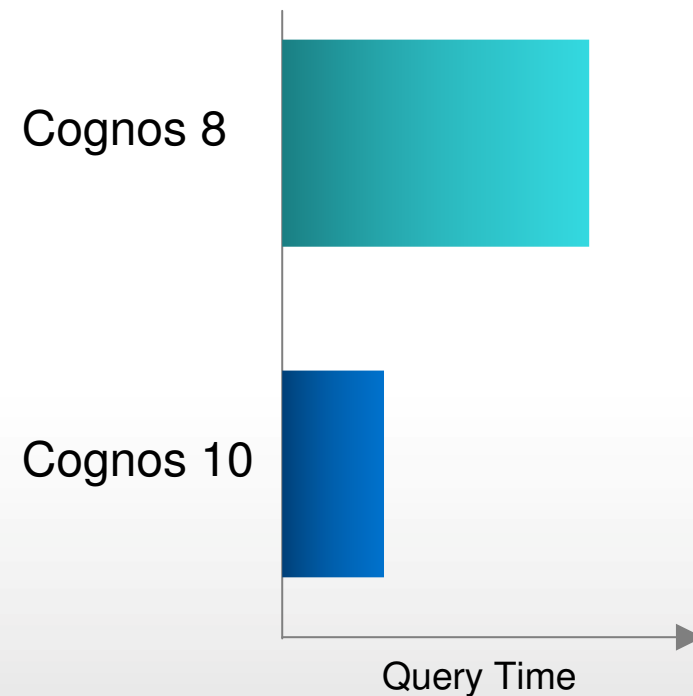
IBM PERFORMANCE EVENTS



# Platform Advances

- Optimize performance
- Enhance management
- Seamless upgrade

**3x faster**  
query



*When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software*

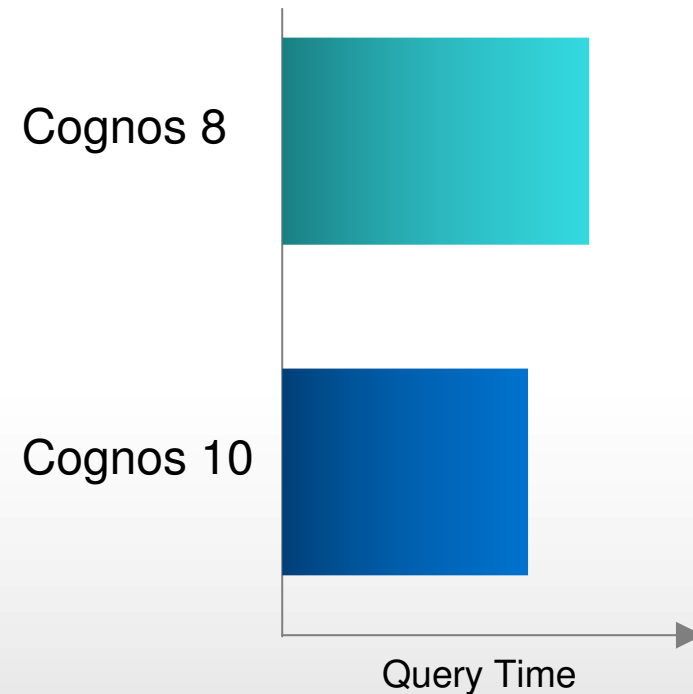




# Platform Advances

- Optimize performance
- Enhance management
- Seamless upgrade

**20% faster**  
query on  
**Cognos PowerCube**



*When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software*

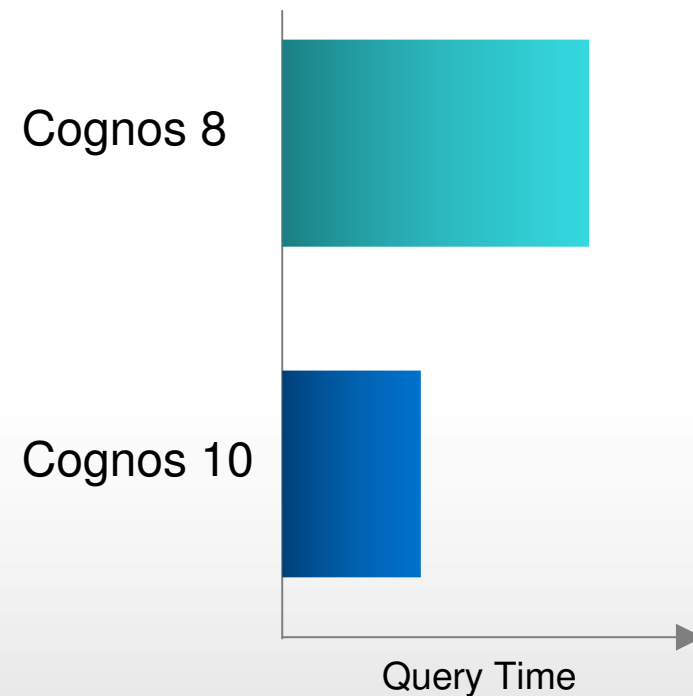




# Platform Advances

- Optimize performance
- Enhance management
- Seamless upgrade

**55% faster**  
query on **SAP NetWeaver®  
Business Warehouse**



*When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software*

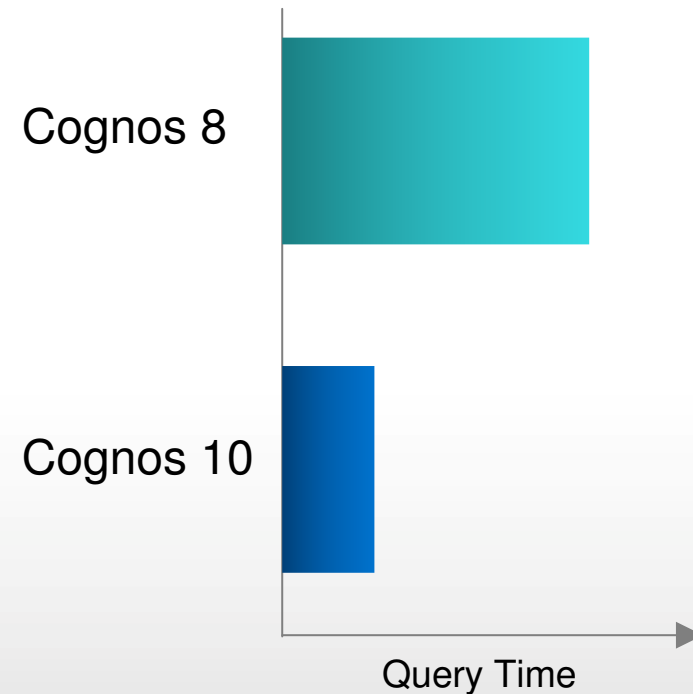




# Platform Advances

- Optimize performance
- Enhance management
- Seamless upgrade

**70% faster**  
query on  
**Oracle® Essbase**



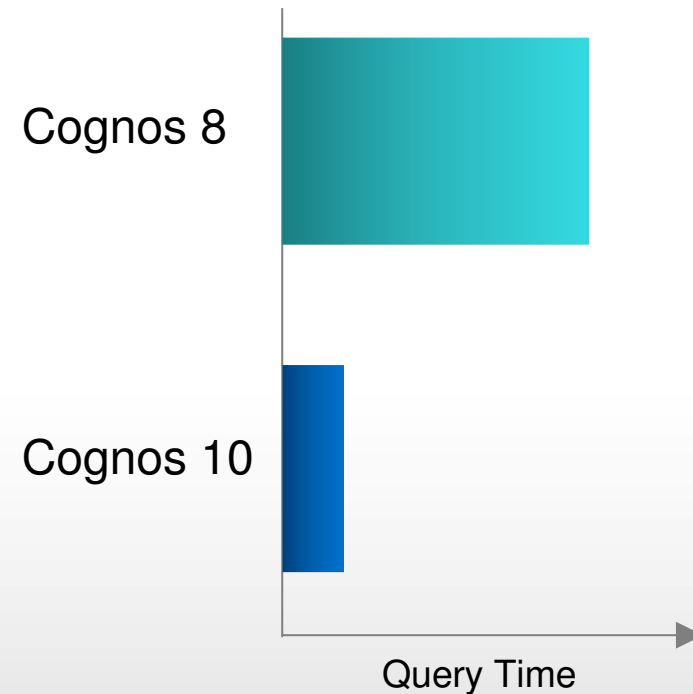
*When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software*



# Platform Advances

- Optimize performance
- Enhance management
- Seamless upgrade

**80% faster**  
query on  
**Cognos TM1**

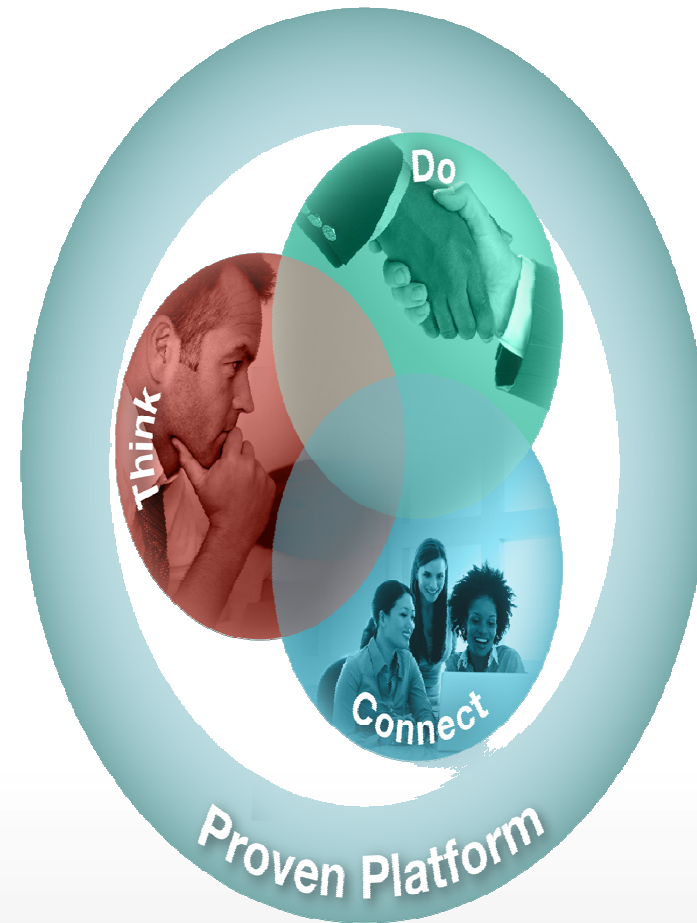


*When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software*



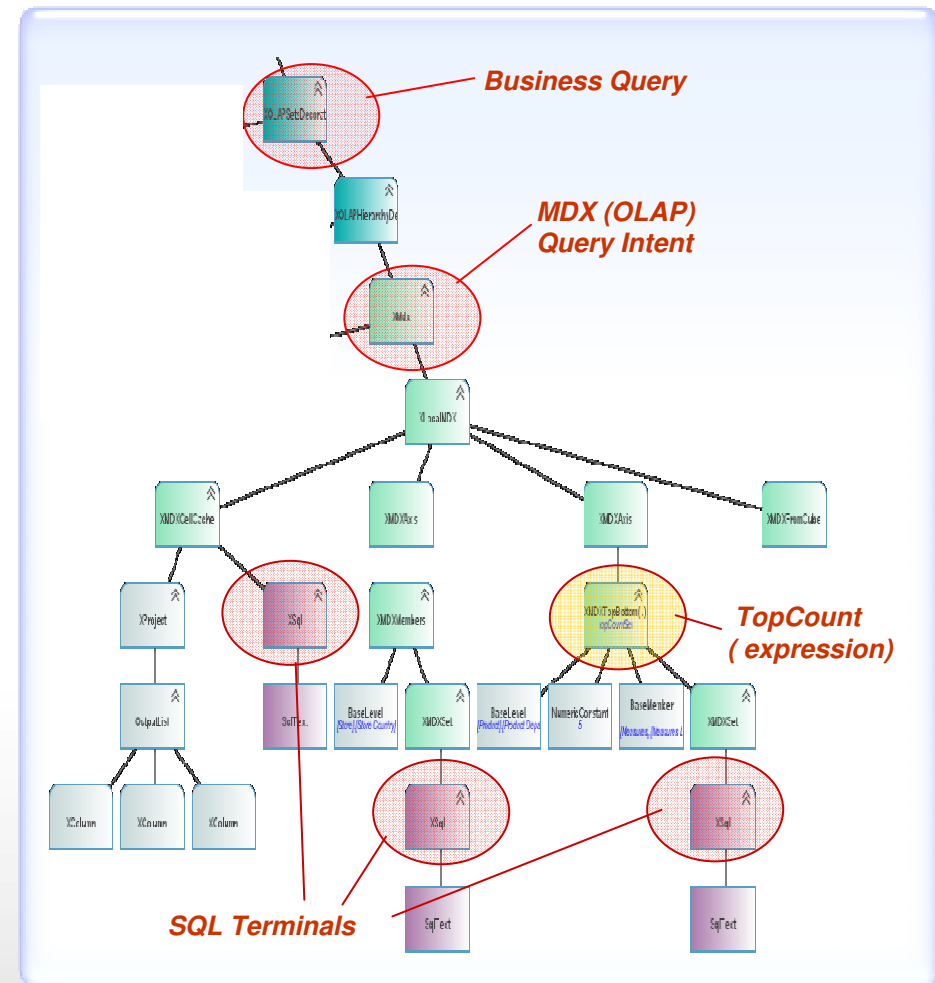
# Platform Advances

- Optimize performance
- Enhance management
- Seamless upgrade



# Query visualization delivers ease of maintenance

- Quickly understand the query result set
  - ‘Play back’ to understand how the query was generated
- Visually display results flow
  - To easily troubleshoot query issues





# DEMO

**Cost-effective Scale**

Tasks

Validate in Source

Run in Source

Validate in Target

Run in Target

Output Comparison

Dashboards

Tasks Summary

Tasks Summary

Tasks		Validate	Source	Target	Run	Source	Target	Compare	
Validate	60	Valid	0	0	Succeeded	12	12	No Differences	12
Run	59	Invalid	0	0	Fail	0	0	Differences	0
Compare	25	New	35	24	New	22	12	New	12
Total	144	Prompts Missing	1	0	Prompts Missing	1	0	Prompts Missing	0
					In Progress	0	0	In Progress	0
					Partial Success	0	0	Partial Success	0
					Visual			Visual	0
					Approve			Approve	1
					Reject			Reject	0

Total

Name	Source Run (Sec)	Target Run (Sec)	Progress
Company Balance Sheet as at Dec 31 2009	3.783	1.278	• • •
Positions to fill	5.872	1.929	• • •
Employee Satisfaction 2010	6.4	10.424	• • •
Eyewear revenue by brand and size	21.453	10.892	• • •
Manager Profile	3.411	2.268	• • •
Balance Sheet as at Dec 31 2009	4.413	4.013	• • •
Planned Headcount	10.865	4.962	• • •
Global Bonus Report	6.065	5.778	• • •
Employee Training by Year	7.825	6.692	• • •

Launch Source Portal

Launch Target Portal



# Organizations Ready to Reap the Value

**“I’m very impressed...”**

“...be able to see the information and ...drill into something when you're having a chat with a colleague.”

*Canadian Blood Services*

**“...simply stunning!”**

“We have been making data sing and dance via Cognos since 1998... We have never been this excited about a product release...”

*Barrachd Ltd*

**“...unprecedented level of innovation...”**

“...business users are not just consuming information, they are actively participating and shaping the information and the way it is used

*ISA Consulting*

**“...fast upgrade...”**

“I am impressed with how fast we were able the upgrade to Cognos 10”

*Canadian Blood Services*





# IBM Cognos 10 is LIVE

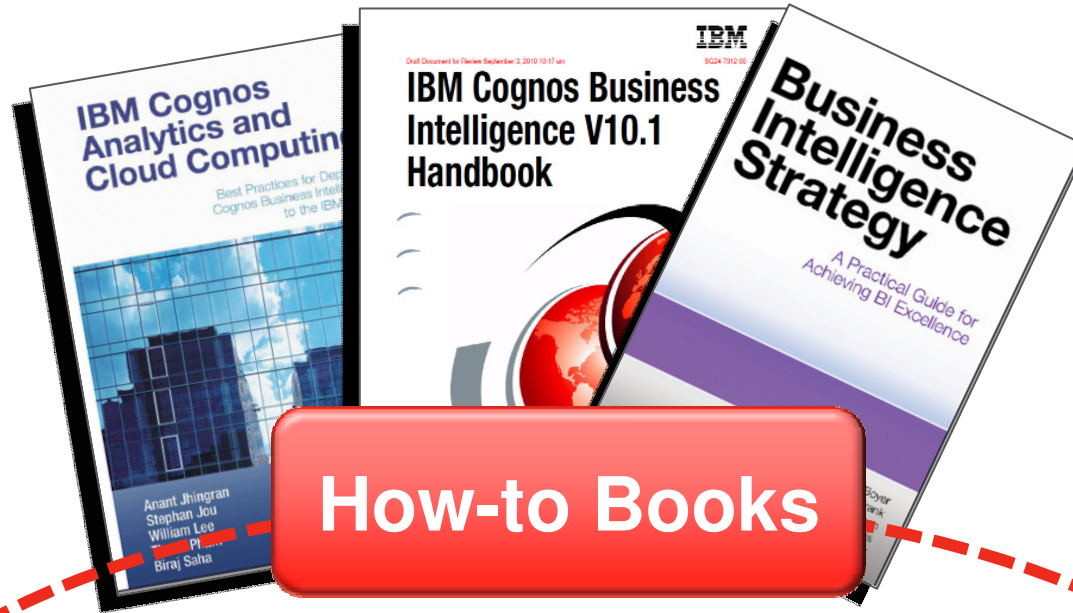






# Broader Deployment Choice





**How-to Books**

**Communities**

**Workshops**

**Services**



# Business Analytics & Optimization Solutions

## Industry Solutions

Financial Services	Public	Distribution	Industrial	Communications
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## Cross-Industry Solutions

Finance	Healthcare	Government / Education	Customer
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## Business Analytics

Business Intelligence	Predictive Analytics	<b>COGNOS</b>	Analytic Applications
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## Information Management and Governance

Integration & Migration  
Data Warehousing

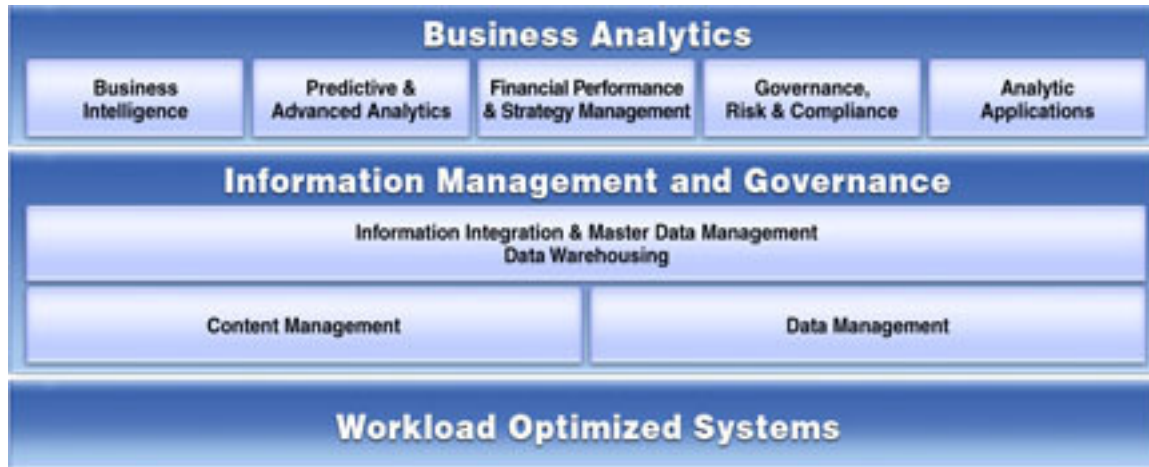
Content Management

Data Management

## Workload Optimized Systems



# Greater Value



- **Broader Business Analytics**
- **Business Optimization**
- **Information Governance**
- **System Management**
- **Optimized Systems**





# INTELLIGENCE UNLEASHED

Freedom to **Think**

**Connect** with Others

and Simply **Do**



**Proven platform with  
seamless upgrade.**



# Thank you

