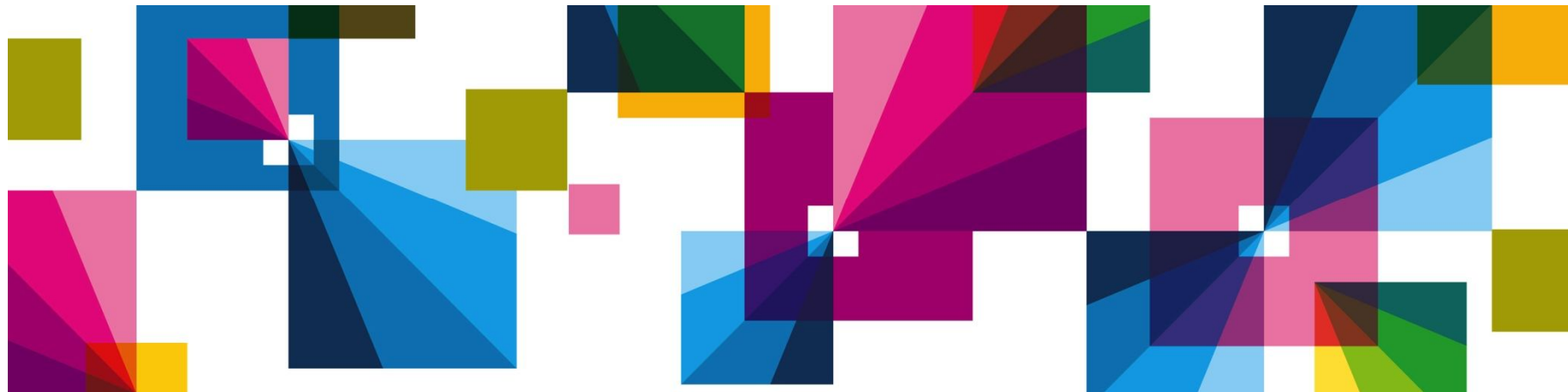
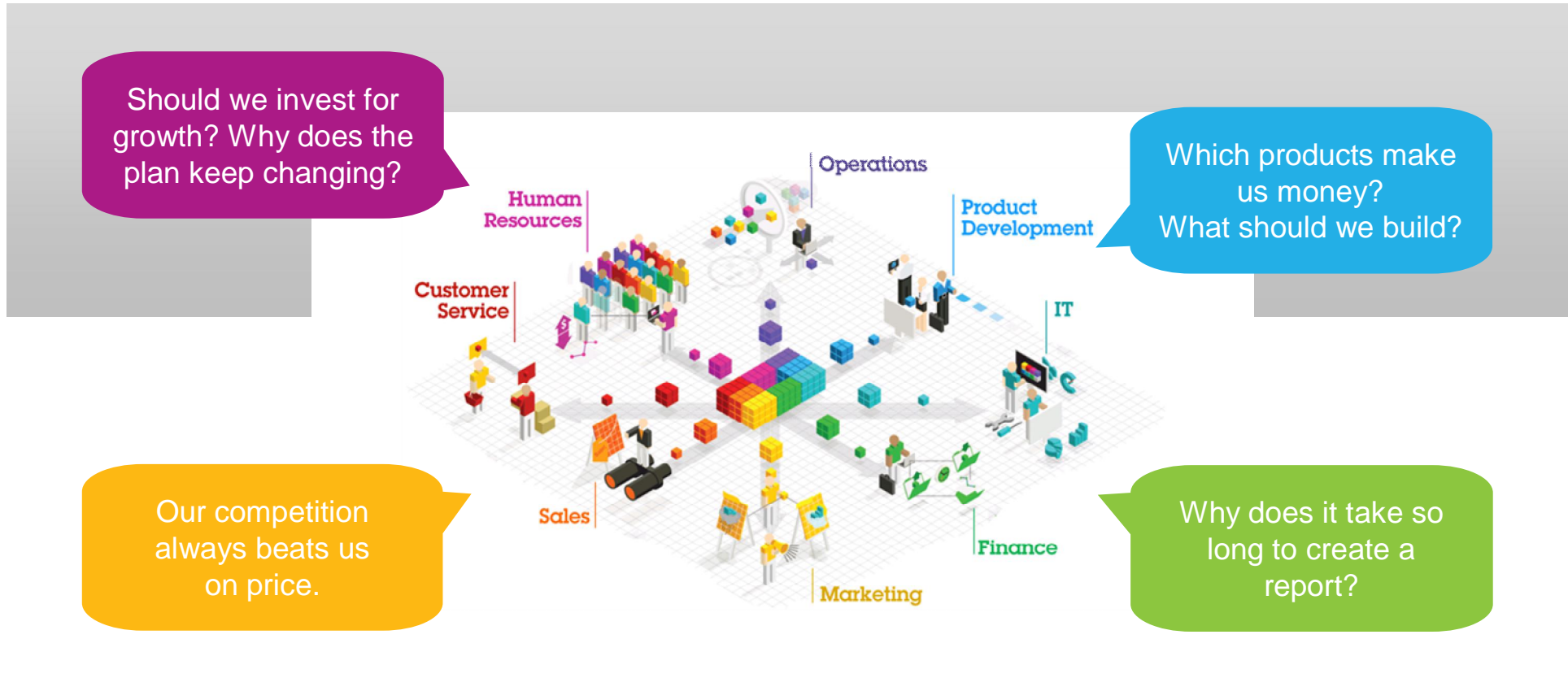


Lorraine Venter – BA Tech Sales Performance Management
June 2013

New innovations in IBM Cognos TM1 software for planning, analysis and profitability modeling



Planning, reporting forecasting: subpar performance management across the business



Does your organization sound like this?

IBM Cognos enterprise performance management: a revolution with IBM Cognos TM1 software



Performance reporting and scorecarding

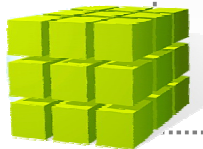
Analytics



Enterprise planning and analysis models



High-performance platform



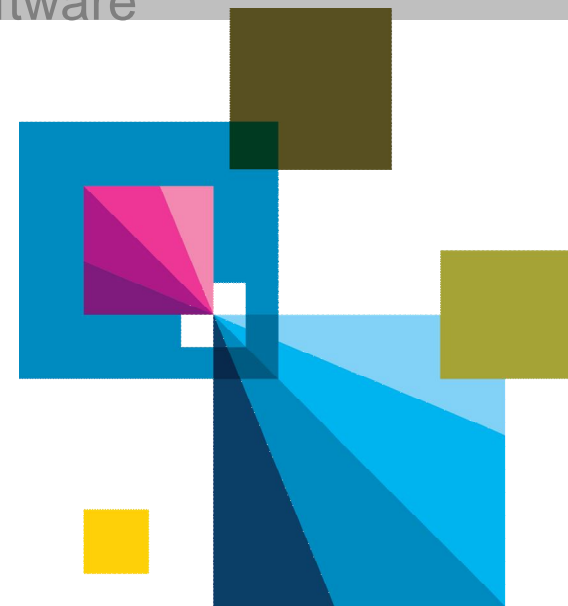
Agenda

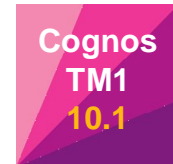
Advances in solution design (review)

Advances in IBM Cognos[®] TM1[®] software

New platforms for Cognos TM1 software

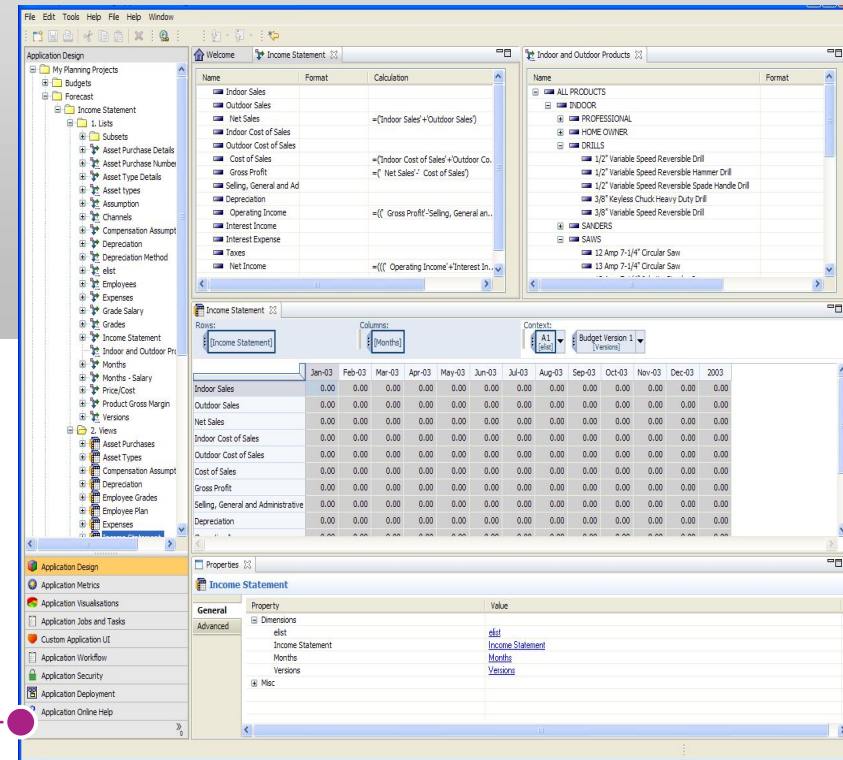
Introducing IBM Cognos Disclosure Management software





Faster, easier modeling Modeling and solution design

- **Simplifies design** for performance management solutions
- Provides **guided processes** (import, design, deploy)
- Empowers **more** Cognos TM1 solution development, more prototyping
- Wires IBM Cognos Insight “**personal analysis**” into enterprise solutions
- Helps meet the **broad range of enterprise planning, profitability and analysis solutions**

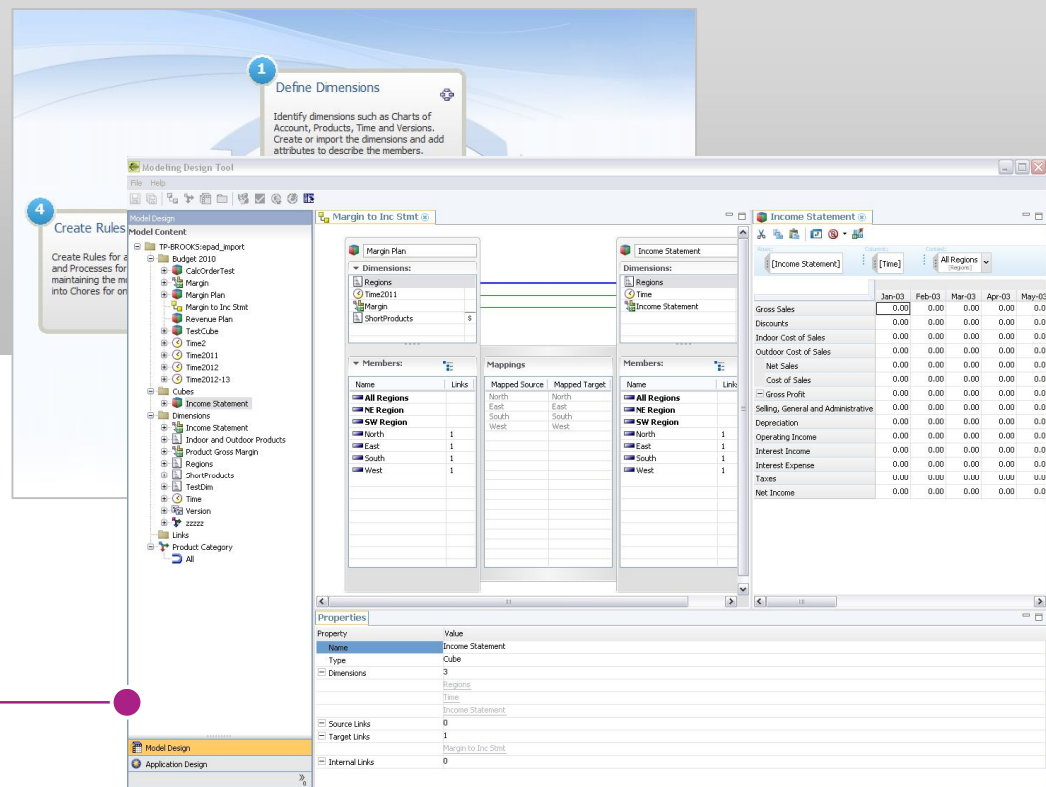


Address a broad range of performance management challenges

Lowering the bar for designing Cognos TM1 models Modeling and solution design



- Guided modeling steps
 - Define dimensions
 - Build cubes
 - Define rules—improved editor
 - Simplified linking interface and paradigm
- Easier transfer of applications across environments—development > test > production
- Widespread use of drag and drop and WYSIWYG (what you see is what you get)
- New Turbo Integrator Process editors
- Three-pane application



Empowering more users to model, reduced time to value



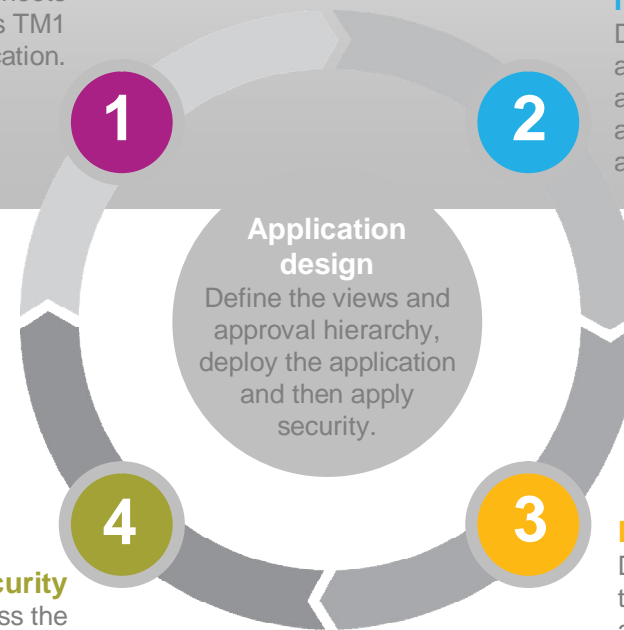
Simpler application design and guided steps

Modeling and solution design

- Define **application type**
 - Workflow/non-workflow
 - Approval hierarchy
 - Client support
 - Default client (IBM Cognos TM1 Web, IBM Cognos TM1 Contributor, Cognos Insight)
 - Centralized or distributed
- Application **views, rights deployment**
 - Development or production
 - IBM Cognos Connection or third-party portal

Define views
Drag Views and Websheets from your Cognos TM1 server to the application.

Define the approval hierarchy
Drag a subset to the application to define the approval hierarchy for an approval or responsibility application.



Define security
Define rights to access the application. For approval or responsibility applications, define security against the approval hierarchy.

Deploy the application
Deploy the application to the portal to make it available to users from the selected clients.

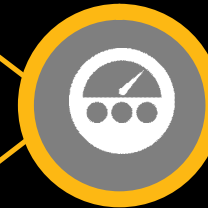
IBM Cognos Version 10.1 RP1

Released 9/11/12

Improved control and option for bouncing and releasing users



Improved control and new options for applications commentary



Improved workflow notifications



Added "work offline" option for Cognos TM1 distributed mode (Cognos Insight)



Improved charting options (Cognos Insight)



Agenda

Advances in solution design (review)

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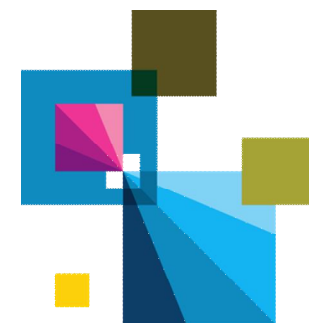


Bouncing and releasing

Additional options

- Block change in ownership
- An administrative user can force the release of ownership by another user
- An administrator can specify bounce settings per applications

Property	Value
Enable Slicing Export	Yes
Enable Subset Editor	Yes
Enable Cube Import	No
Help Text	
Last Saved	July 13, 2012
Last Saved - User	Stephen
Clients	TM1 Application Web (Default), Cognos Insight - Co
TM1 Server	vyorperftest1.hursley.ibm.com:GO_New_Stores
Advanced Modeling	No
Ownership change behaviour	Prevent bouncing of active user
Commentary	cdd; csv; doc; docx; htm; html; mpp; odt; odp; ods

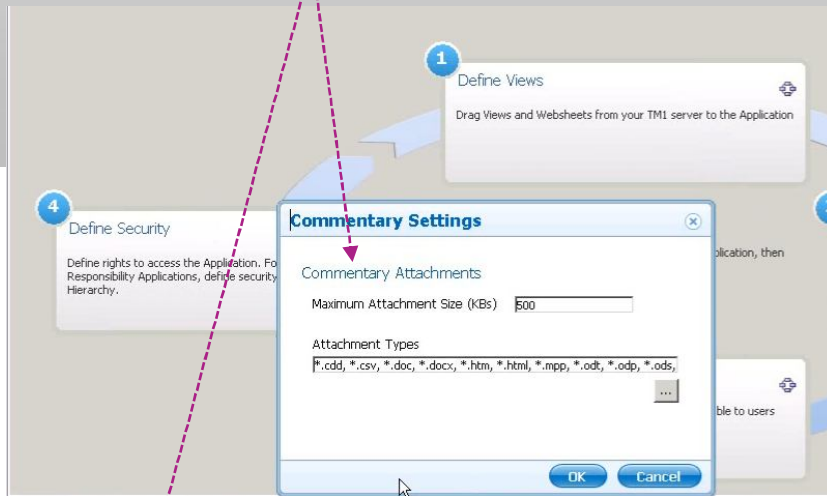


Bouncing settings

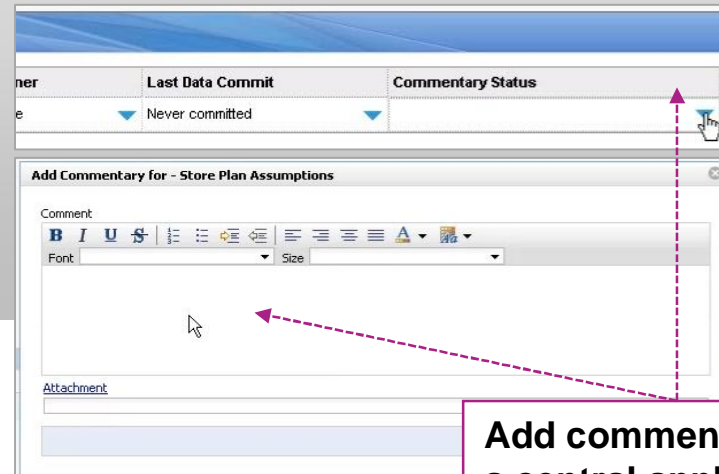
Previously "Never" in 10.1	Previously "Active" in 10.1	New in 10.1.1	Previously "Always" in 10.1	New in 10.1.1
<p>Never warn Users may take ownership from one another freely, and no warnings will be raised.</p>	<p>Warn on active user Present a warning if the current owner has the node open in a client, but permit the change of ownership ("bouncing") to proceed if the warning is ignored.</p>	<p>Prevent bouncing of active users Present a warning if the current owner has the node open in a client, but block the change of ownership (that is, do not let the "bounce" occur).</p>	<p>Always warn Present a warning if the node for which the user is attempting to take ownership is already owned by another user, regardless of whether the current owner is in the system or not. Permit the change of ownership to take place if the user continues.</p>	<p>Always prevent ownership change Present a warning if the node for which the user is attempting to take ownership is already owned by another user, regardless of whether the current owner is in the system or not. Never let the change of ownership proceed. In this situation, the current owner must release his or her ownership before another user may attempt to take ownership.</p>

Commentary maintenance

Specify maximum size of an attachment plus acceptable attachment types

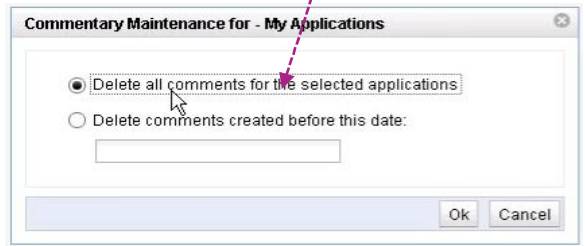


Property	Value
Enable Subset Editor	Yes
Enable Cube Import	No
Help Text	
Last Saved	June 28, 2012
Last Saved - User	Stephen
Clients	TM1 Application Web (Default), Cognos Insight - Connected
TM1 Server	vyorperftest1.hursley.ibm.com:GO_New_Stores
Advanced Modeling	No
Ownership change behaviour	Warn on active user
Commentary	.cdd; .csv; .doc; .docx; .htm; .html; .mpp; .odt; .odp; .ods; .pdf; .ppt; .pptx; .rar; .txt; .vsd; .xls; .xsm; .zip
Errors	U
Warnings	0



Add commentary for a central application

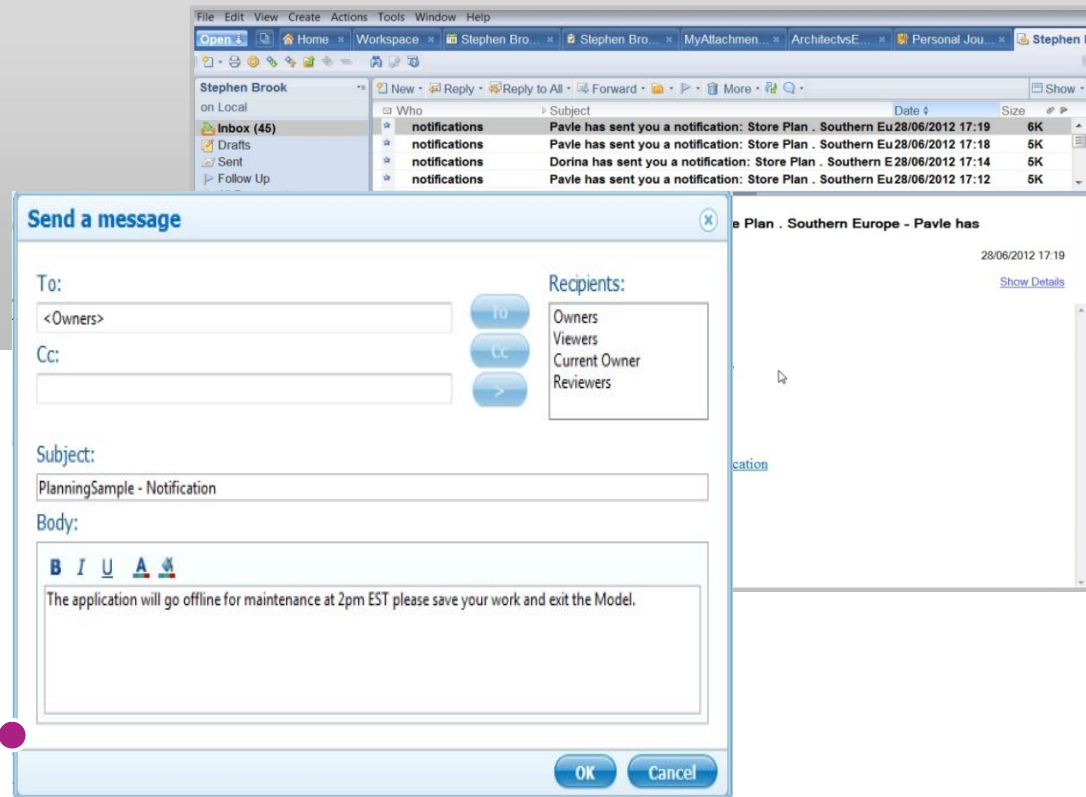
Purge all comments or just those before a date you specify



User planning and analytics experience workflow notifications

Workflow notifications

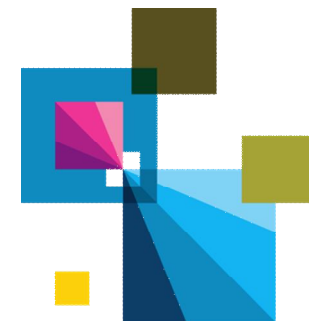
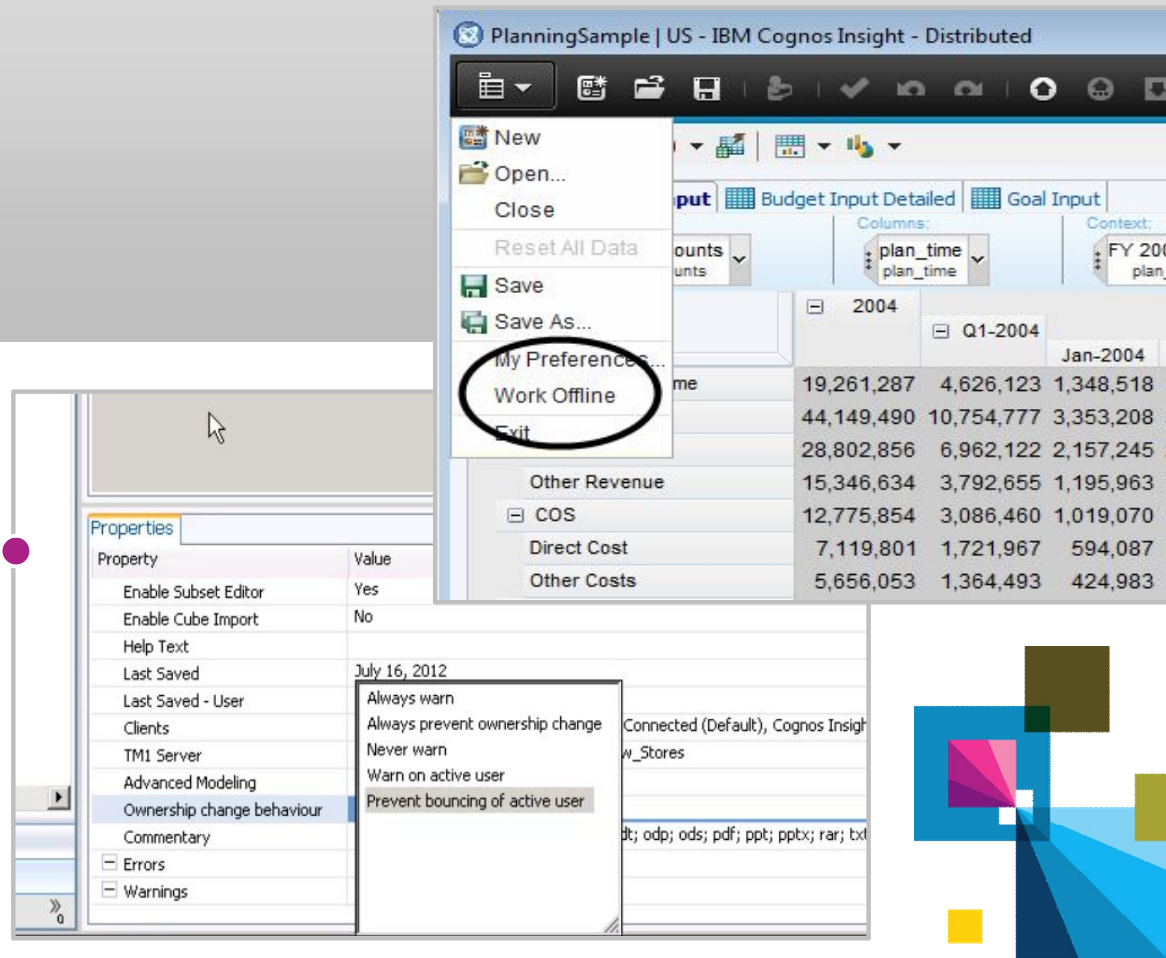
- Cognos Connection
- Email client



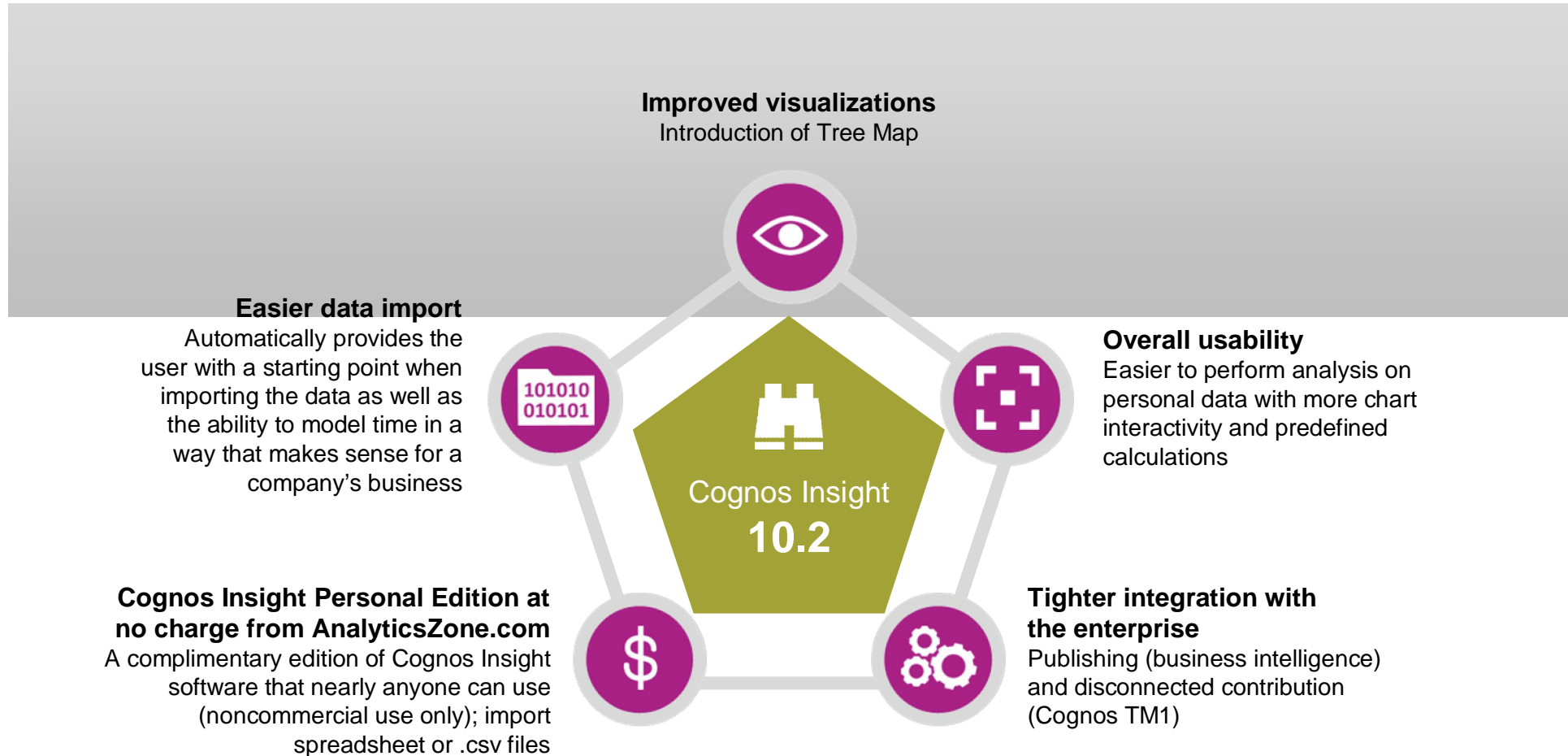
Faster, more-effective personal analytics and planning

Enhancements: user planning and analytics experience

- Offline availability for Cognos Insight users—continued access to analytics and planning when disconnected from a network
- More options to control node ownership and bouncing



Cognos Insight Version 10.2 conforms to Cognos TM1 Version 10.1.1 and includes many features



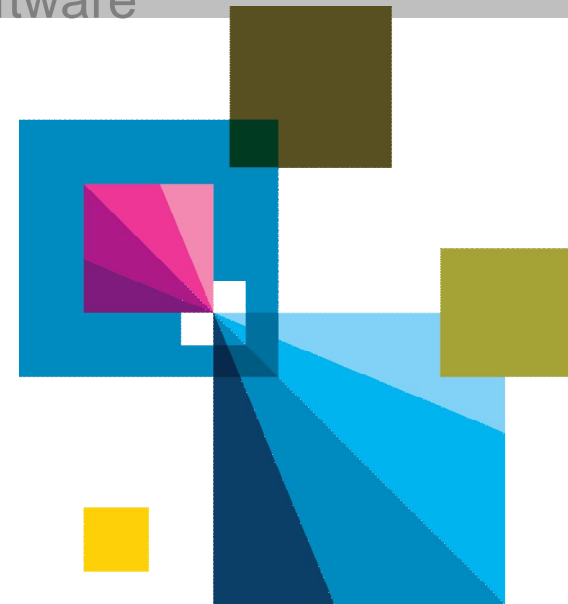
Agenda

Advances in solution design (review)

Advances in IBM Cognos[®] TM1[®] software

New platforms for Cognos TM1 software

Introducing IBM Cognos Disclosure Management software

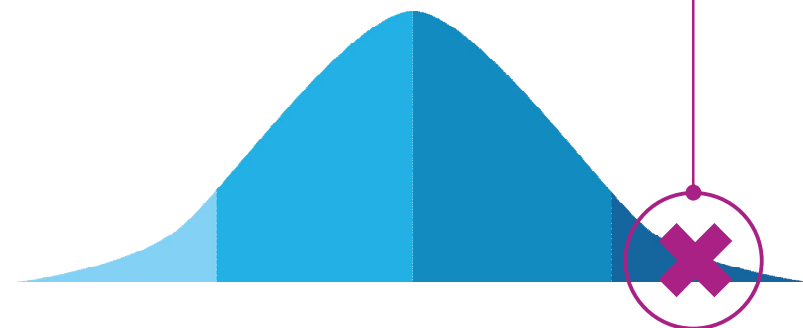


Cognos TM1 and RAM: a short primer

Memory is the key resource for Cognos TM1

- In-memory applications enable dynamic roll-ups and extremely fast calculations—near real-time calculations and aggregations across the organization
- Memory requirements are always increasing because as Cognos TM1 software achieves success in an organization ...
- ... users identify other business requirements that can be addressed with Cognos TM1 software
- Groups implement larger hierarchies and more-sophisticated models
- More detailed analyses require more detailed data to lead to deeper insights

The sweet spot for query performance is after the large consumption of time and random access memory (RAM) that the first query consumes. Every report and query after the first one—illustrated by the large hump—requires minimal time and RAM.



Introducing IBM Cognos TM1 software and IBM System x hardware

IBM System x[®] hardware

- Supports one to four Intel Xeon E7 family CPUs
- Memory: 8 GB to 2 TB of memory in the base system
- Additional 1 TB of memory with the IBM MAX5 option
- Up to 8 System x hard disk drives (HDDs), 16 System x eXFlash solid state drives (SSDs) or a combination
- Embedded 2 x 1 GbE ports, and slots for optional 1 GbE, 10 GbE, ServeRAID, Fibre Channel, InfiniBand and Fusion-io adapters
- Three-year parts and labor warranty



IBM System x3550 M4



IBM System x3690 X5



IBM System x3850 X5

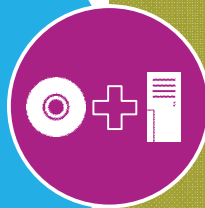
IBM Cognos TM1 software and IBM System x hardware

Reference architectures

Clients benefit from preconfigured blue-on-blue solutions:

- IBM eX5 enterprise servers
- IBM MAX5 memory expansion

Gain confidence in blue-on-blue solutions



Pricing and performance advantage

Create larger cubes with more detail for little or no additional licensing cost

- Monitor more business trends
- Respond to business changes faster

Add more memory with MAX5 technology without processor expansion

Reduce the number of processor cores, lower software licensing costs, allow more competitive pricing

- Use fewer sockets, helping reduce risk and offering a lower hardware total cost of ownership (TCO)
- Deploy Cognos TM1 software on two sockets rather than four sockets, lowering costs associated with processor value units (PVUs)

Improve return on investment (ROI)

- An IBM System x solution growing to 1 TB of memory can reduce total solution cost by 24 percent over the HP x86 solution¹

Take advantage of available proof-of-concept platforms

¹ Pricing based on ibm.com, hp.com and IBM Cognos TM1 (PVU-based) list pricing as of July 2012 for single similarly configured database servers with 500 users.

Competitive advantage of System x servers with MAX5

IBM eX5 enterprise servers with IBM MAX5 provide memory expansion beyond competitive x86 server capacities — **without adding extra cores or servers**

Q.

How do competitive x86 vendors address the need for more memory?

A. **More physical cores**

- More cores require more servers
- Additional servers require additional maintenance and support
- More cores mean more Cognos TM1 licenses to purchase

X

A.

Cognos TM1 solutions use IBM eX5 enterprise servers with MAX5 memory expansion

25%
cost reduction

Uses fewer cores, which can reduce Cognos TM1 licensing costs by up to 25 percent²

100%
more memory

Enables Cognos TM1 applications to leverage up to 100 percent more memory³ on a single server to store and calculate applications

More
detail available

Eliminates most solution designs that sacrifice detail because of memory constraints



² Cost reduction based on IBM Cognos TM1 list prices for PVUs on active cores—comparing an IBM System x3690 server at 20 cores to an HP ProLiant DL580 G7 with 40 cores.

³ IBM MAX5 adds up to 32 dual in-line memory module (DIMM) slots on IBM System x X5 servers without adding more cores.

Cognos TM1 servers sizing—database and application

Sizing x86 servers based on named users

# of Cognos TM1 named users	Server #1 (Database service)		Server #2 (Web service, application service)		Cognos TM1 installations satisfied by core size
	Recommended # of processor cores	Recommended internal memory	Recommended # of processor cores	Recommended internal memory	
Up to 500	10	Varies on size of cube	8	32 GB	85%
Up to 1,000	20	Varies on size of cube	16	64 GB	95%
Up to 2,000	40	Varies on size of cube	32	128 GB	100%

Keep in mind, System x technology is designed to:

- Allow memory growth without adding processor cores
- Save on software licensing costs as Cognos TM1 data sizes increase

Comparing scenarios: System x solutions with MAX5

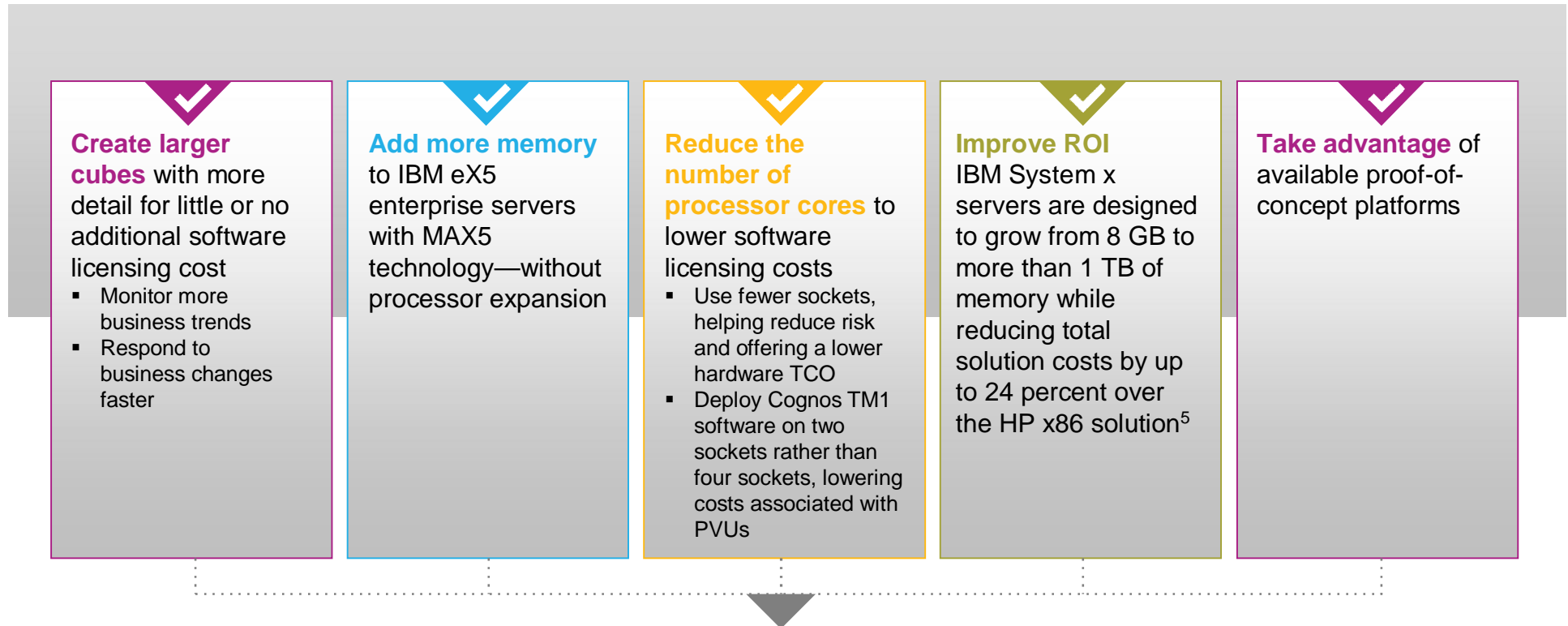
Large-scale Cognos TM1 solution savings up to 24 percent

1 TB solution	HP ProLiant DL580 G7	IBM System x3690 X5+MAX5
Processor	Intel Xeon E7-4870 4 sockets, 40 cores 16 GB DIMMs	Intel Xeon E7-2870 2 sockets, 20 cores 16 GB DIMMs
IBM Cognos TM1 and server costs to support 1 TB memory ⁴	USD2.15 million ⁽⁴⁾	USD1.62 million ⁽⁴⁾
	50% more cores	USD525,000 savings
2 TB solution	HP ProLiant DL580 G7	IBM System x3690 X5+MAX5
Processor	Intel Xeon E7-4870 4 sockets, 40 cores 1 server = 40 cores 32 GB DIMMs	Intel Xeon E7-2870 2 sockets, 20 cores 1 server = 20 cores 32 GB DIMMs
IBM Cognos TM1 and server costs to support 2 TB memory ⁴	USD2.25 million ⁽⁴⁾	USD1.72 million ⁽⁴⁾

The Cognos TM1 cube size specified for these configurations are for large memory access in both the IBM and HP systems. Because queries and data vary greatly for different clients, Cognos TM1 cube sizes and response times will also vary greatly.

⁴ Pricing based on IBM.com, HP.com and IBM Cognos TM1 (PVU-based) list pricing as of July 2012 for single similarly configured database servers with 500 users. For example purposes only. Estimates based on a general set of assumptions and constraints for similar systems.

Summarizing Cognos TM1 on System x



Recommended next steps:

- Talk further with your local IBM Software Group or System x sales representative
- Get information on how IBM Global Financing can help spread up-front costs into low monthly payments and defer payments [IBM Systems Solution Financing](#)

⁵ Pricing based on ibm.com, hp.com and IBM Cognos TM1 (PVU-based) list pricing as of July 2012 for single similarly configured database servers with 500 users.

Agenda

Advances in solution design (review)

Advances in IBM Cognos[®] TM1[®] software

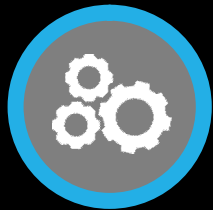
New platforms for Cognos TM1 software

Introducing IBM Cognos Disclosure Management software



Ask yourself the following questions

How do the existing processes and tools used to manage and support critical finance activities **affect your organization's ability** to access, analyze and present insights to drive value?



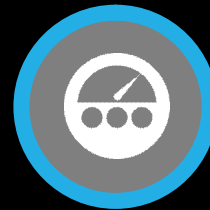
Efficiency challenges:

How will you cut costs and maintain service levels to leadership and the wider organization's needs?



Communication challenges:

Are you able to collect and aggregate enterprise data and deliver reports with analysis (the story behind the numbers) efficiently and effectively?



Control challenges:

Is your controls infrastructure operating effectively?



Regulatory challenges:

What about the growing external reporting requirements? The growing demand for greater accountability, transparency and control—how does your organization prepare for the never-ending (last) mile?

Finance departments everywhere struggle with the following challenges

Streamline *global finance operations*

Improve staff productivity

Refocus effort to more value-added analysis

Consolidate
explosion of financial and operational data

Converge enterprise data to get a holistic view of performance and “find the gold”

Enhance the ability to tell the story behind the data

Improve the speed of data collection, analysis and reporting

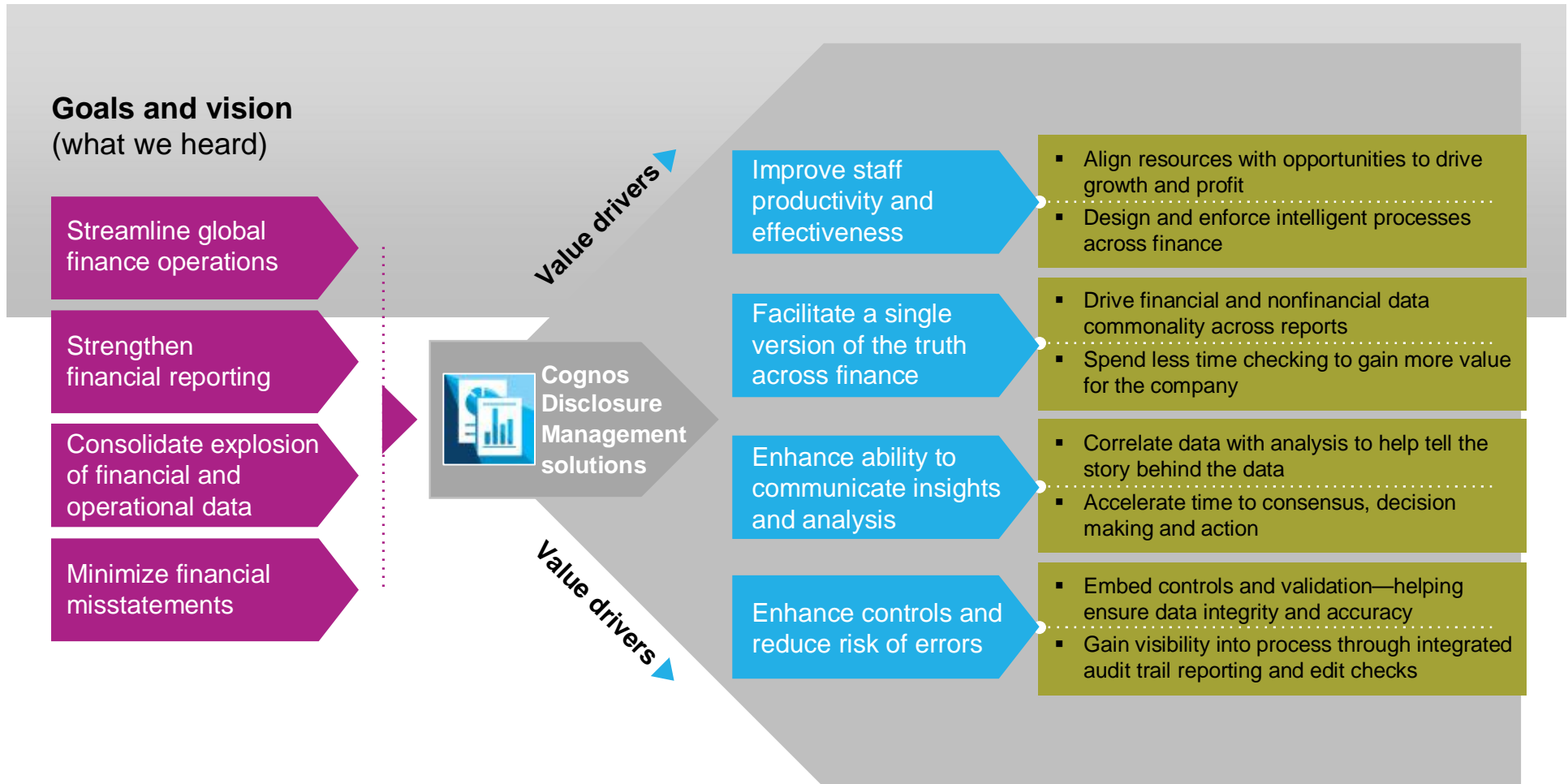
Systematically strengthen *financial reporting*

Embed controls and governance to help eliminate the risks of financial misstatements

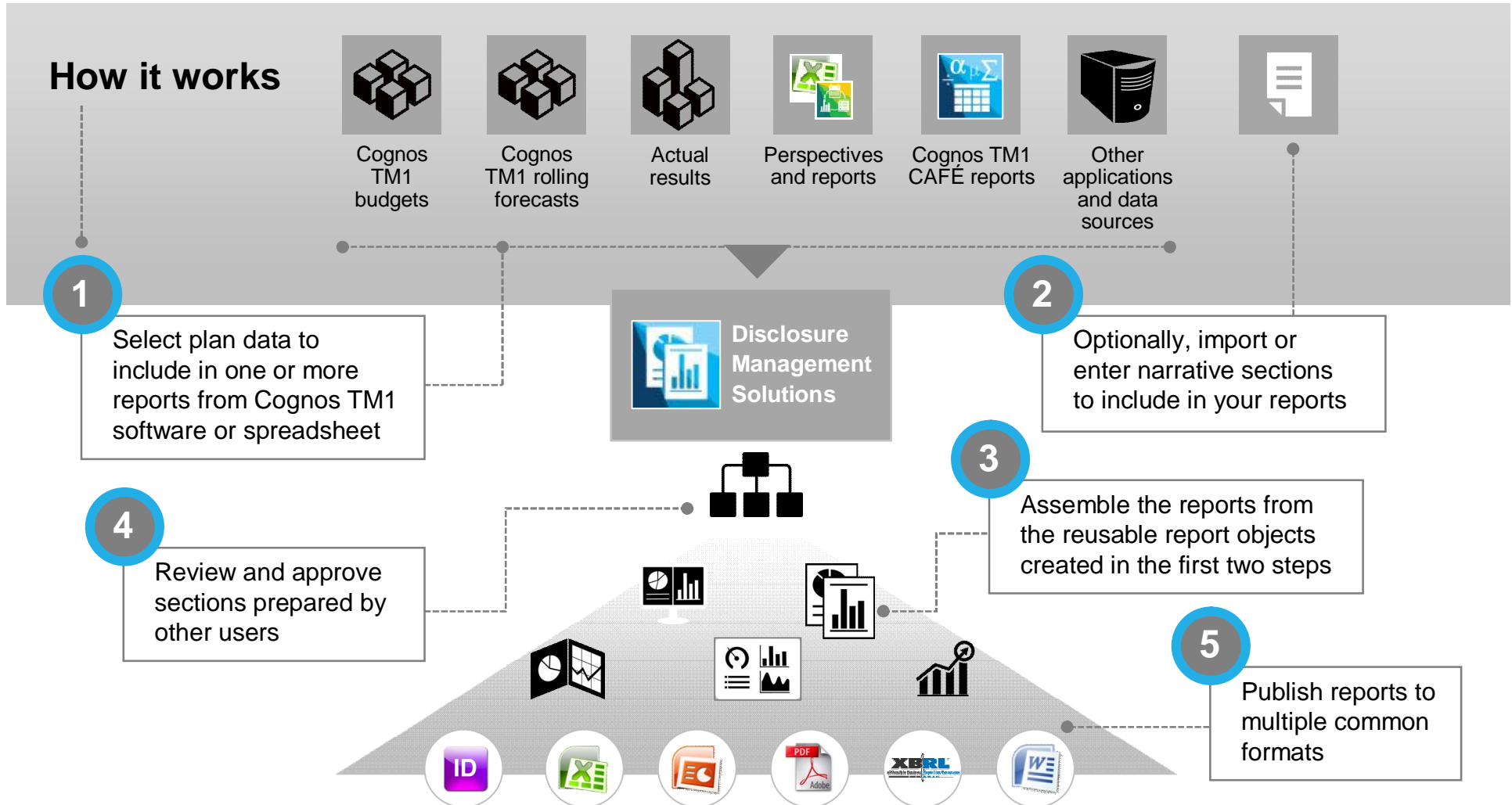
Reduce costs resulting from errors

Create and enforce standardized, intelligent processes that leverage automation

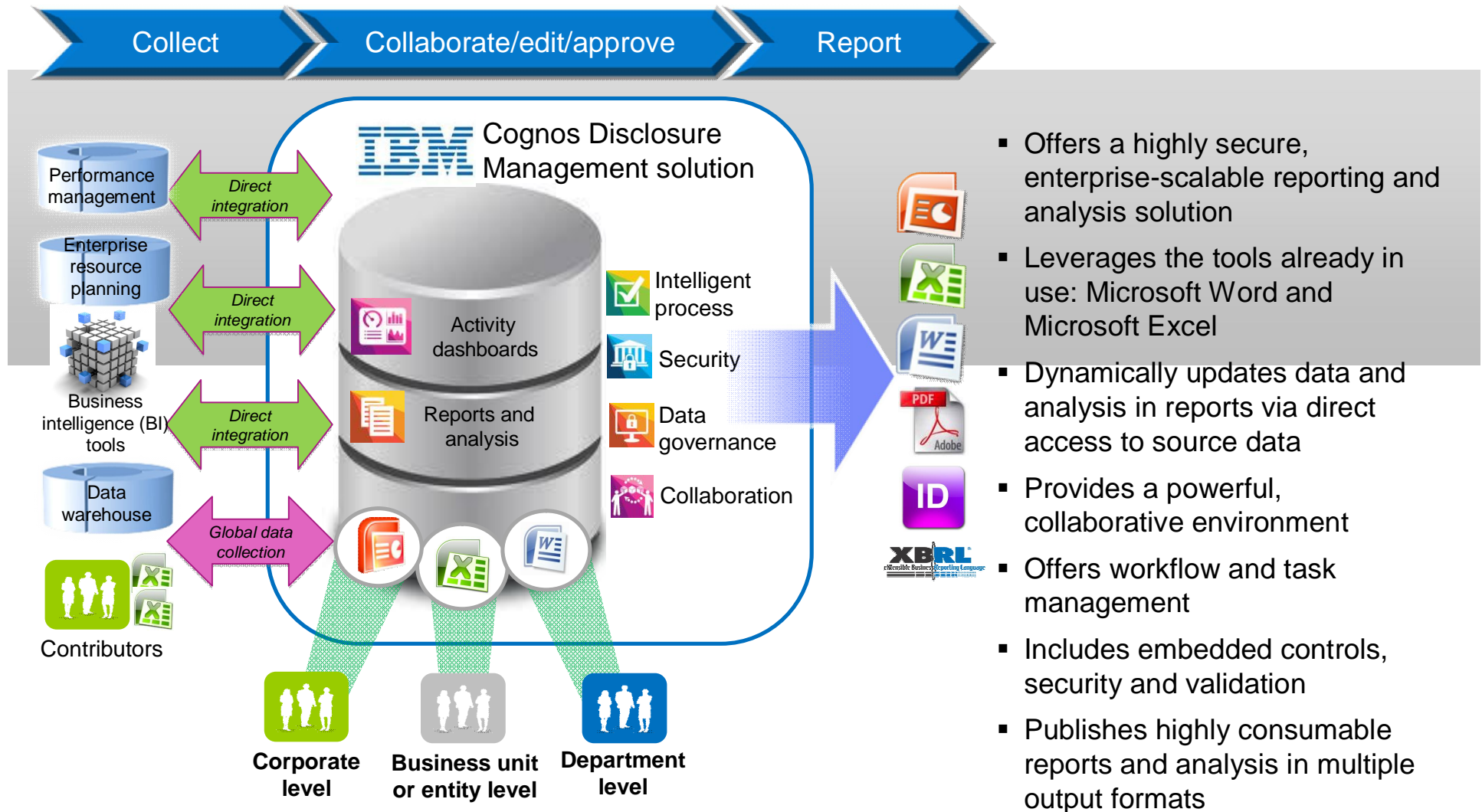
Cognos Disclosure Management solutions



Cognos TM1 reporting with Cognos Disclosure Management

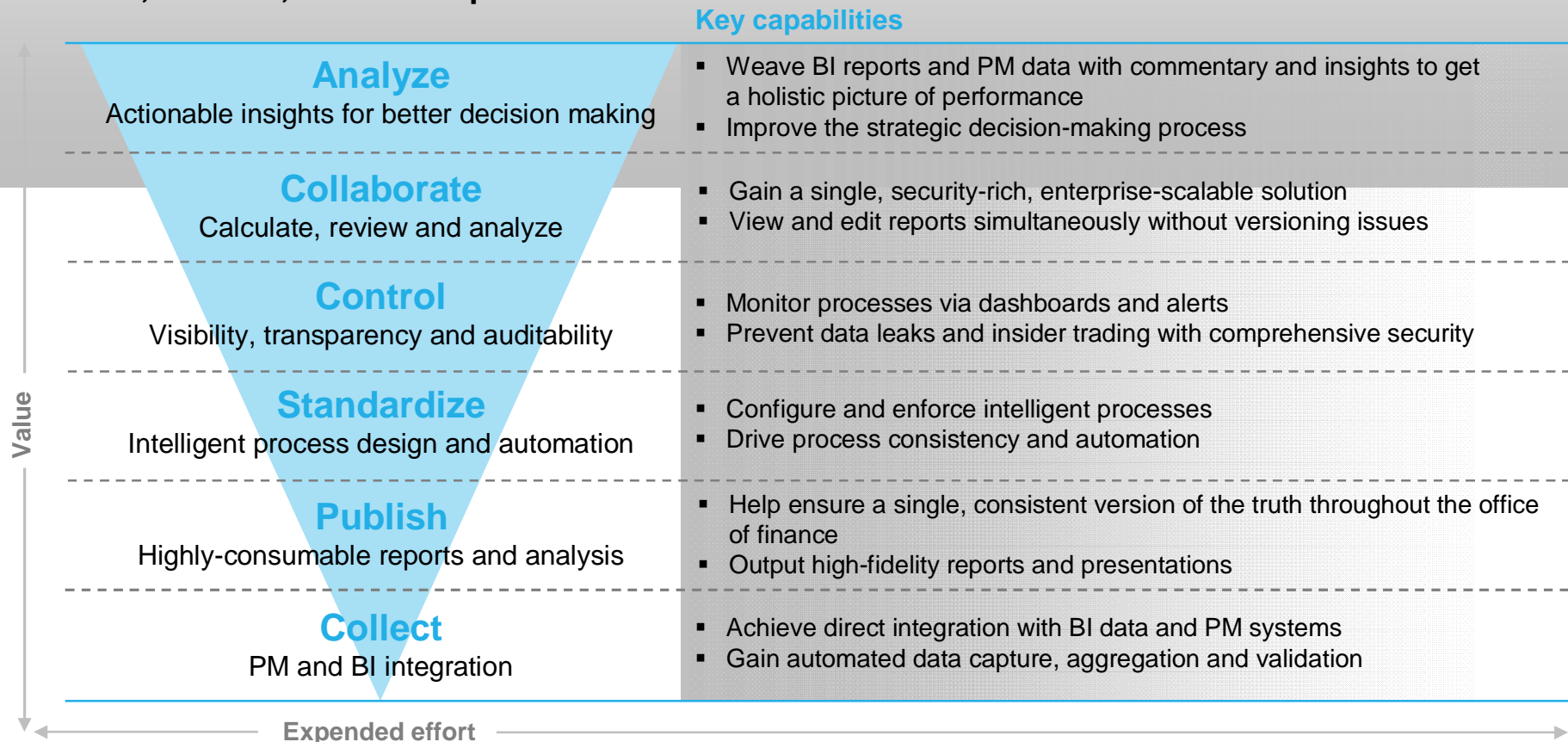


Cognos Disclosure Management solution—how it works

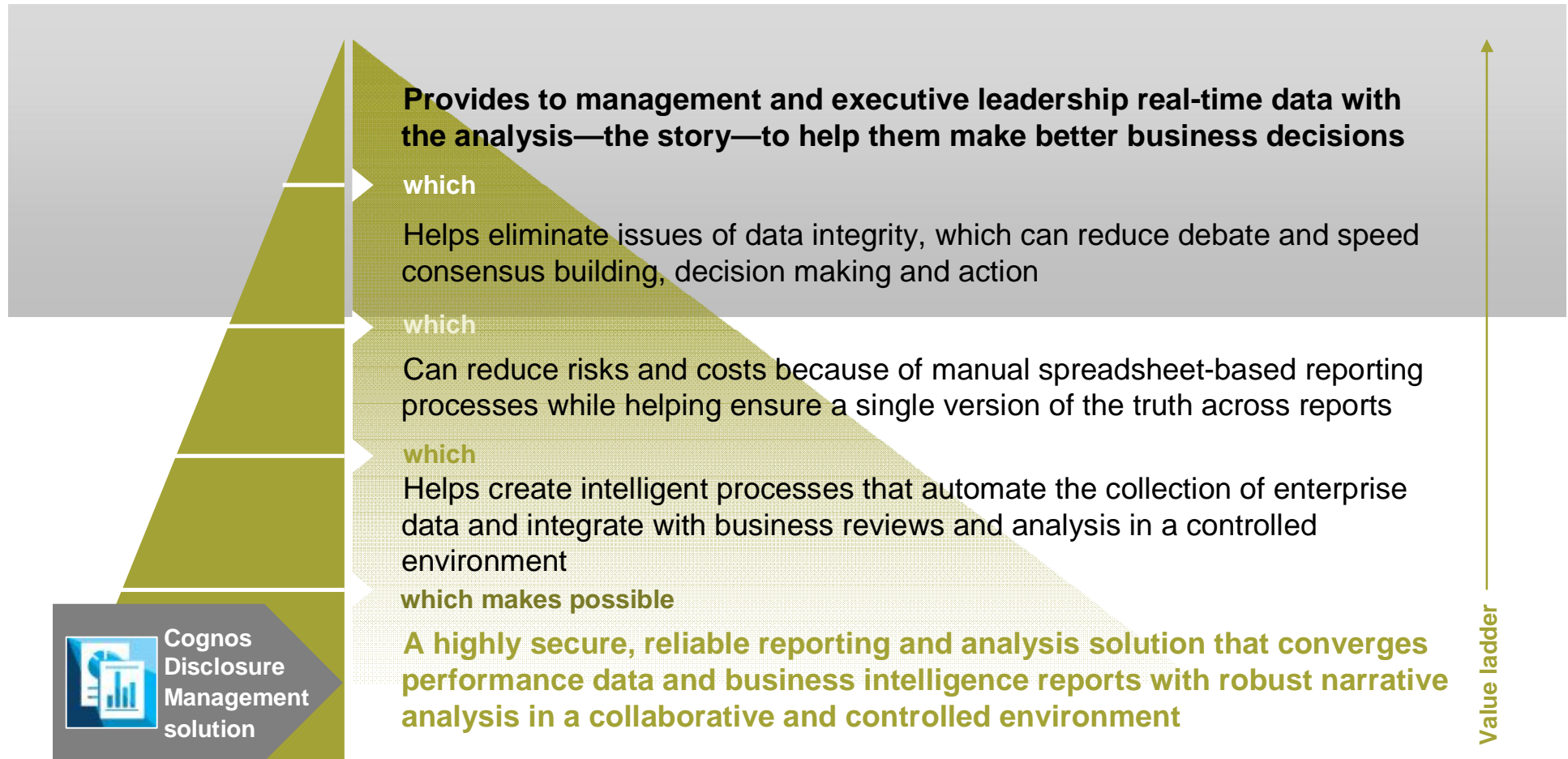


Business value of Cognos Disclosure Management solution

The IBM Cognos Disclosure Management solution integrate BI and performance management (PM) data with narrative analysis in a highly secure, collaborative environment—helping ensure effective, efficient, accurate reports



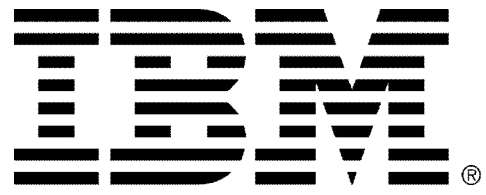
Business value of Cognos Disclosure Management: well beyond just external reporting



IBM announces the acquisition of Star Analytics' software portfolio*



*Expected to close in the first half of 2013



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