

# IBM Cognos Forum 2012

# Welcome Night





STIG, THE  
EDM



WUSCHLUS

# Highlights

- Racing Theme
- Eric Yau and Don Cambell
  - Now, Future and Vision
- Great Food
- Release of IBM Cognos TM1 10
- Hot of the Press was Cognos Insight
- Great mix of Customer, IBM and Partner Presentations
- Australian Rock Night
- Ended with drinks, prize winners



Close

Forum Mainstage



## Driver Profile

Fernando Alonso

Jenson Button

Lewis Hamilton

Mark Webber

Michael Schumacher

Sebastian Vettel

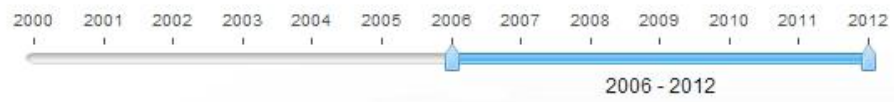


**Driver Name:** Jenson Button  
**Country:** United Kingdom  
**Years Won Championship:**  
**Career Championship Points:** 811  
**Number of Race Entries:** 211  
**Pole Positions:** 7  
**% Pole Positions for entries:** 3.32%  
**Race Wins:** 12  
**% Race Wins for entries:** 5.69%  
**Podium Finishes:** 43  
**% Podium Finishes:** 20.38%  
**% of Race Retirements:** 22.27%

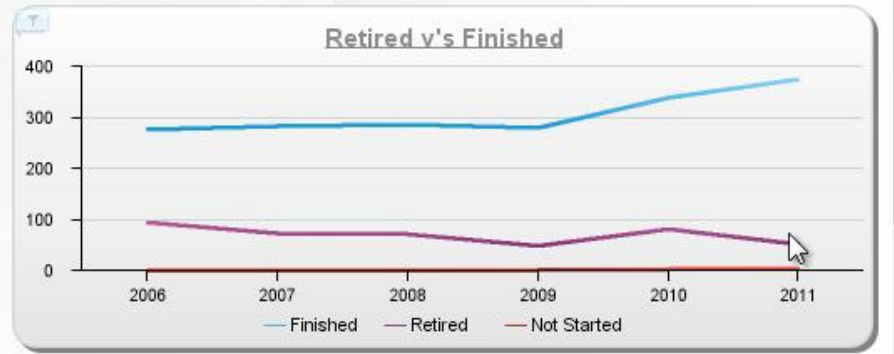
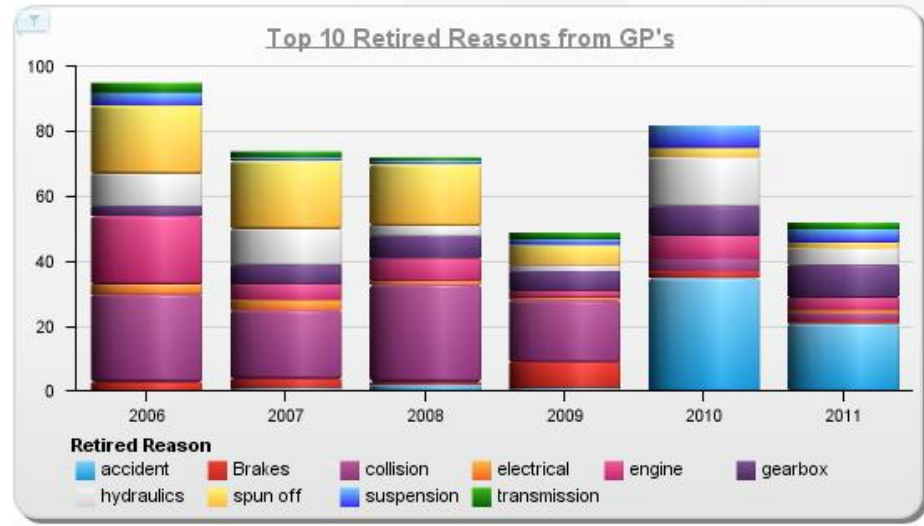
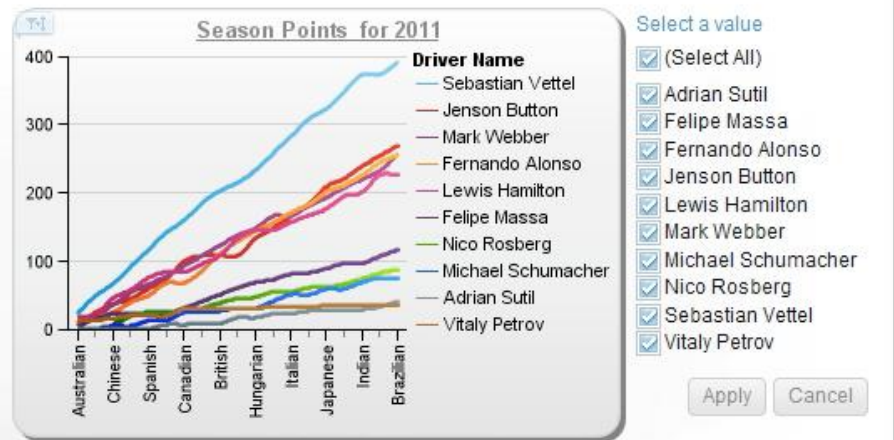




# Racing Workspace



Driver Name	Race Entries Since 2000	Podiums	% Podiums for Race Starts
<a href="#">Michael Schumacher</a>	161	84	52.17%
<a href="#">Lewis Hamilton</a>	91	42	46.15%
<a href="#">Sebastian Vettel</a>	82	36	43.90%
<a href="#">Fernando Alonso</a>	179	73	40.78%
<a href="#">Felipe Massa</a>	155	33	21.29%
<a href="#">Jenson Button</a>	211	43	20.38%



### My Reports

Name	Actions
<a href="#">Race and Qualifying Results</a>	Print, Refresh, Drill, Export, More...
<a href="#">Top 3 Finishers vs Predictions</a>	Print, Refresh, Drill, Export, More...

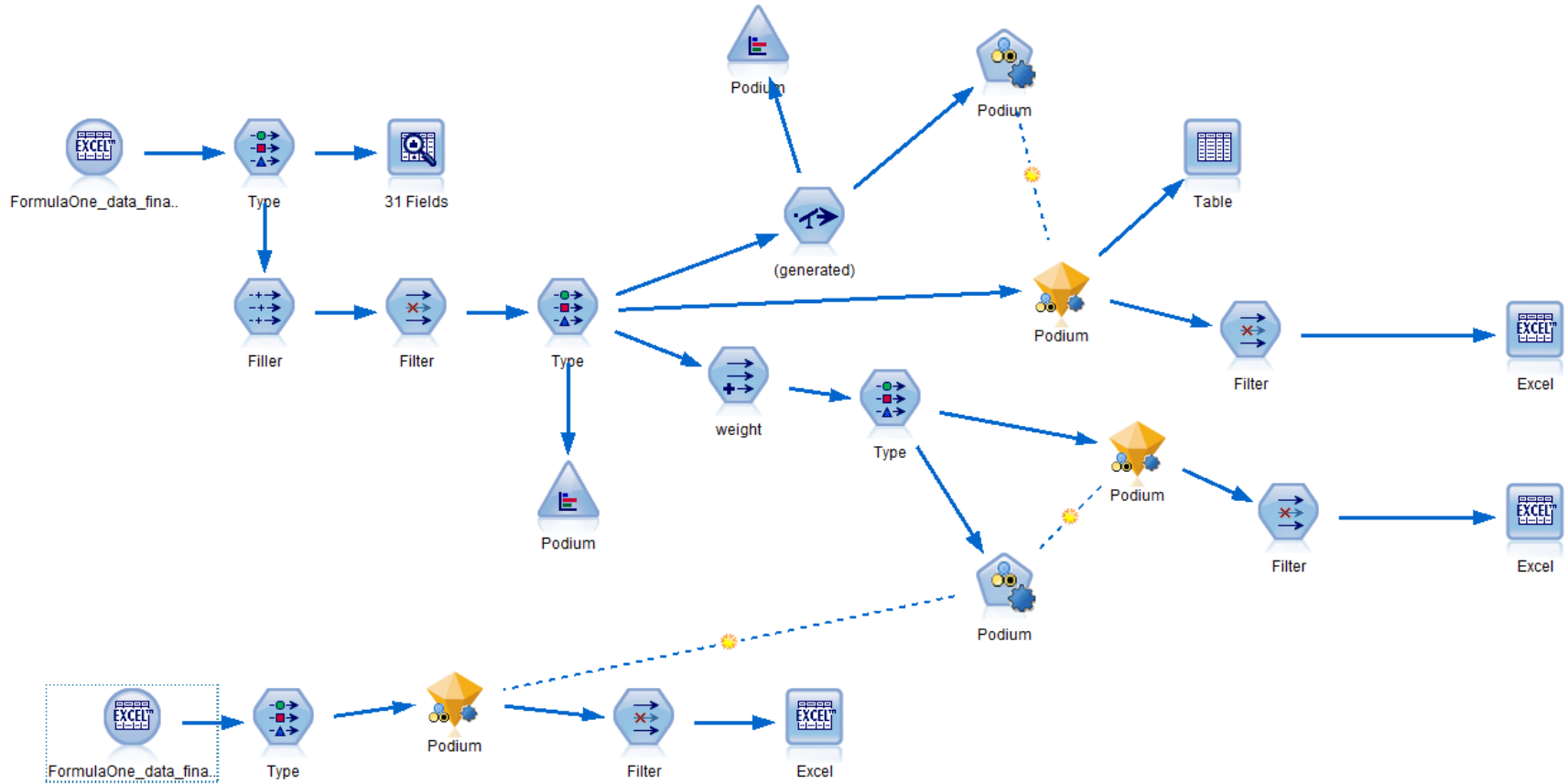
2009
  2010
  2011

[Back](#)

### Monaco Grand Prix

Driver Name	Final Race Position	Points	Laps Completed	Race Time	Qualifying Time	Avg Lap Time	Predicted Podium
Sebastian Vettel	1	25	78	2:09'38.373	1'13.556	99.723	1
Fernando Alonso	2	18	78	2:09'39.511	1'14.483	99.737	1
Jenson Button	3	15	78	2:09'40.751	1'13.997	99.753	1
Mark Webber	4	12	78	2:10'01.474	1'14.019	100.019	1
Kamui Kobayashi	5	10	78	2:10'05.289	1'15.973	100.068	0
Lewis Hamilton	6	8	78	2:10'25.583		100.328	0
Adrian Sutil	7	6	77		1'16.121		0
Nick Heidfeld	8	4	77		1'16.214		0
Rubens Barrichello	9	2	77		1'15.826		0
Sébastien Buemi	10	1	77		1'16.3		0
Nico Rosberg	11		76		1'15.766		0
Paul di Resta	12		76		1'16.118		0
Jarno Trulli	13		76		1'17.381		0
Heikki Kovalainen	14		76		1'17.343		0
Jérôme d'Ambrosio	15		75		1'18.736		0
Tonio Liuzzi	16		75				0
Narain Karthikeyan	17		74				0
Pastor Maldonado	18		73		1'16.528		0

# SPSS Model







File

Generate

View

Preview



Model

Graph

Summary

Settings

Annotations

Sort by: Use

 Ascending
  Descending


Delete Unused Models

View: Training set

Use?	Graph	Model	Build Time (mins)	Max Profit	Max Profit Occurs in (%)	Lift{Top 30%}	Overall Accuracy (%)	No. Fields Used	Area Under Curve
<input checked="" type="checkbox"/>		C&...	< 1	1,432.097	14	3.096	92.311	12	0.925
<input type="checkbox"/>		C...	< 1	793.867	10	3.038	89.507	5	0.927
<input type="checkbox"/>		Qu...	< 1	595.969	10	1.91	88.85	3	0.705
<input type="checkbox"/>		De...	< 1	1,051.007	13	2.985	79.978	3	0.898
<input type="checkbox"/>		Di...	< 1	835	13	2.948	76.955	3	0.91
<input type="checkbox"/>		Ba...	< 1	-162.108	1	1	0	17	0.5

OK

Cancel

Apply

Reset

# Interpreting the Model

Model Viewer Summary Settings Annotations

1 2 3 4 All % i

- Qualifying Position  $\leq 4.50$  [Mode: 1] (608)
  - Retired in [ 0.00 ] [Mode: 1] (506)
    - Team in [ "Arrows" "BAR" "BMW Sauber" "HRT" "Honda" "Jaguar" "Jordan" "Prost" "Sauber" "Toyota" ] [Mode: 0]  $\Rightarrow 0.0$  (61; 0.82)
    - Team in [ "Brawn BGP" "Ferrari" "Force India" "McLaren" "Mercedes-Benz" "Red Bull" "Renault" "Toro Rosso" "Williams" ] [Mode: 1] (445)
      - Driver in [ "David Coulthard (GBR)" "Felipe Massa (BRA)" "Fernando Alonso (ESP)" "Giancarlo Fisichella (ITA)" "Jenson Button (GBR)" "Juan Pablo Montoya (COL)" ] [Mode: 1] (445)
      - Driver in [ "Adrian Sutil (GER)" "Christian Klien (AUT)" "Heikki Kovalainen (FIN)" "Jarno Trulli (ITA)" "Nico Rosberg (GER)" "Ralf Schumacher (GER)" ] [Mode: 0]  $\Rightarrow 0.0$  (102; 1.0)
  - Retired in [ 1.00 ] [Mode: 0]  $\Rightarrow 0.0$  (102; 1.0)
- Qualifying Position  $> 4.50$  [Mode: 0]  $\Rightarrow 0.0$  (2,611; 0.955)

- If you do not qualify in the top 4 then you are 95.5% likely to NOT finish on the podium (4.5% you will)
- 608 instances of drivers qualifying in the top 4.
  - If you are then in the Teams Ferrari Red Bull etc, and you are one of these drivers, Then the model is 76% sure you will finish on the podium





Driver Comparison

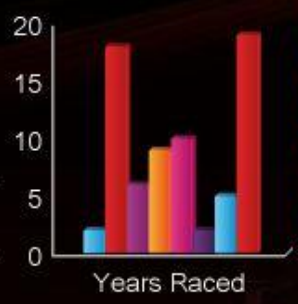
Race Results

Team Statistics

Top 10

- Drivers Stats
- Podiums
- Poles%
- Poles
- Starts%
- Wins%
- Wins

- Drivers
- Adrián Campos
- Michael Schumacher
- Nico Rosberg
- Kimi Räikkönen
- Alan Jones
- Basil van Rooyen
- Sebastian Vettel
- Rubens Barrichello
- A.J. Foyt
- Adolf Brudes
- Adolfo Schwelm Cruz
- Adrea de Adamich
- Adrian Sutil
- Aguri Suzuki
- Al Herman
- Al Keller
- Al Pease



			Entries	Years Raced	Starts
Adrián Campos	Spain	seasons 1987–1988	21	2	17
Michael Schumacher	Germany	seasons 1991–2006, 2010–2011	288	18	287
Nico Rosberg	Germany	seasons 2006–2011	108	6	108
Kimi Räikkönen	Finland	seasons 2001–2009	157	9	156
Alan Jones	Australia	seasons 1975–1981, 1983, 1985–1986	117	10	116
Basil van Rooyen	South Africa	seasons 1968–1969	2	2	2
Sebastian Vettel	Germany	seasons 2007–2011	81	5	81
Rubens Barrichello	Brazil	seasons 1993–2011	326	19	322



**Predicted Winners 2012 GP**

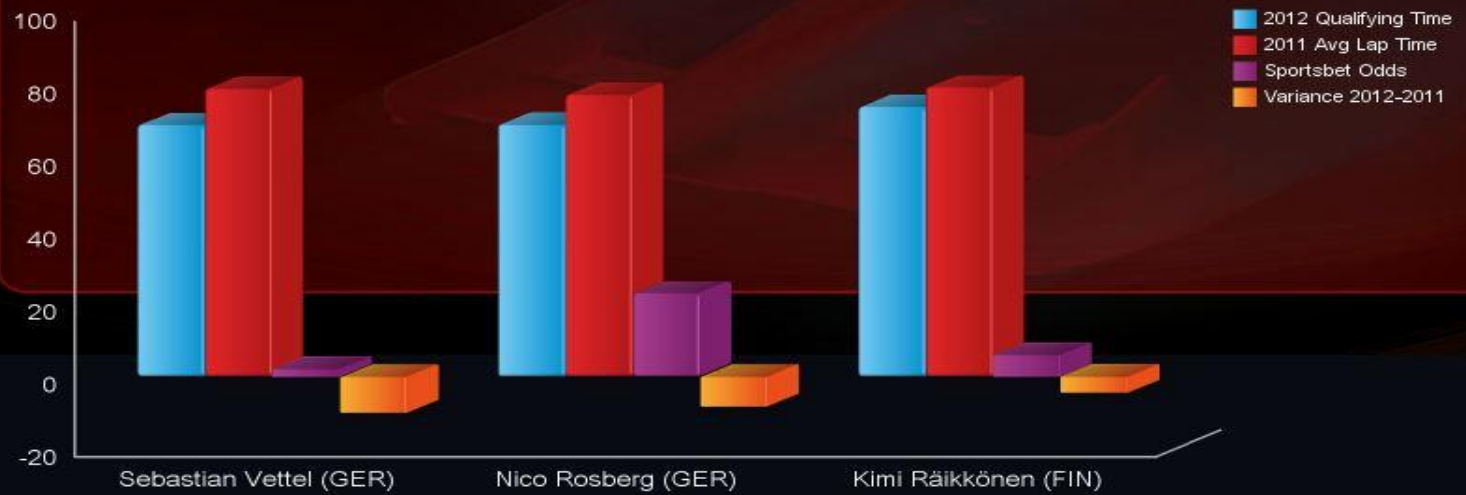
Nico Rosberg (\$1150 WIN)

Sebastian Vettel (\$105 WIN)

Driver Name	Qualifying details 2012 Measures		
	Variance 2012-2011	Sportsbet Odds	Eric's win 2012
Sebastian Vettel (GER)	-10.02	2.10	105.00
Nico Rosberg (GER)	-8.23	23.00	1150.00
Kimi Räikkönen (FIN)	-5.39	3.00	150.00
Romain Grosjean (FRA)	-4.35	23.00	1150.00
Nico Hülkenberg (GER)	-3.40	44.00	2200.00
Daniel Ricciardo (AUS)	-1.39	22.00	1100.00



Qualifying details 2012 Measures	Driver Name A
----------------------------------	---------------



Qualifying details 2012 Measures
2012 Qualifying Time
2011 Avg Lap Time
Variance 2012-2011
Sportsbet Odds
Eric's win 2012

Driver Name A
Sergio Perez (MEX)
Jean-Eric Vergne (FRA)
Fernando Alonso (ESP)
Mark Webber (AUS)
Daniel Ricciardo (AUS)
Lewis Hamilton (GBR)
Nico Hülkenberg (GER)
<b>Kimi Räikkönen (FIN)</b>
Romain Grosjean (FRA)

# And....the Result Melbourne F1 2012

## Actual Result

1. Jenson Button
2. Sebastian Vettel
3. Lewis Hamilton
4. Mark Webber
5. Fernando Alonso

## Podium Prediction

1. Jenson Button - 1
2. Lewis Hamilton – 1
3. Sebastian Vettel
4. Mark Webber
5. Nico Rosberg



# Customer Presentations



# Thank you







# Why should we care about data visualisation?



# Some Examples



# Before



Region	Retailer country	Product line	Product type	Quantity	Revenue	Planned revenue	Gross margin	Gross profit
Asia Pacific	Australia	Personal Accessories	Binoculars	25,537	\$2,954,943.38	\$3,190,714.01	43.6110%	\$1,104,623.31
Southern Europe	Austria	Personal Accessories	Binoculars	34,388	\$4,452,917.02	\$4,627,332.05	46.0563%	\$1,891,304.20
Central Europe	Belgium	Personal Accessories	Binoculars	27,083	\$3,358,134.23	\$3,527,164.70	44.6223%	\$1,381,587.08
Americas	Brazil	Personal Accessories	Binoculars	33,105	\$4,137,656.74	\$4,340,517.88	44.3745%	\$1,698,780.70
Americas	Canada	Personal Accessories	Binoculars	65,621	\$7,975,997.42	\$8,421,092.58	44.0715%	\$3,118,995.93
Asia Pacific	China	Personal Accessories	Binoculars	72,796	\$8,743,628.50	\$9,269,383.23	46.2259%	\$3,423,203.30
Northern Europe	Denmark	Personal Accessories	Binoculars	15,078	\$1,786,149.21	\$1,917,745.82	44.2174%	\$694,173.63
Northern Europe	Finland	Personal Accessories	Binoculars	39,502	\$4,636,490.05	\$4,961,682.89	43.1688%	\$1,738,618.49
Central Europe	France	Personal Accessories	Binoculars	68,986	\$8,600,259.73	\$9,042,264.59	45.3332%	\$3,517,760.09
Central Europe	Germany	Personal Accessories	Binoculars	63,393	\$7,768,141.64	\$8,194,672.35	45.3595%	\$3,128,883.41
Southern Europe	Italy	Personal Accessories	Binoculars	41,546	\$5,037,224.41	\$5,325,269.96	44.9245%	\$2,001,658.19
Asia Pacific	Japan	Personal Accessories	Binoculars	87,761	\$10,897,655.58	\$11,439,396.67	45.7619%	\$4,460,841.31
Asia Pacific	Korea	Personal Accessories	Binoculars	47,090	\$5,478,379.06	\$5,854,140.76	44.4398%	\$2,054,143.54
Americas	Mexico	Personal Accessories	Binoculars	39,617	\$4,605,057.70	\$4,934,107.80	43.7201%	\$1,730,476.38
Northern Europe	Netherlands	Personal Accessories	Binoculars	45,303	\$5,472,350.32	\$5,809,918.14	46.4875%	\$2,207,933.33
Asia Pacific	Singapore	Personal Accessories	Binoculars	47,011	\$5,669,699.37	\$6,004,208.82	45.7014%	\$2,233,667.86
Southern Europe	Spain	Personal Accessories	Binoculars	36,601	\$4,437,503.75	\$4,691,590.80	45.4878%	\$1,749,940.99
Northern Europe	Sweden	Personal Accessories	Binoculars	17,755	\$2,217,291.99	\$2,339,357.15	45.4449%	\$910,065.26
Central Europe	Switzerland	Personal Accessories	Binoculars	22,652	\$2,942,174.82	\$3,071,583.17	46.3258%	\$1,238,107.22
Central Europe	United Kingdom	Personal Accessories	Binoculars	58,250	\$6,986,671.58	\$7,428,399.93	43.3512%	\$2,717,094.29

# After

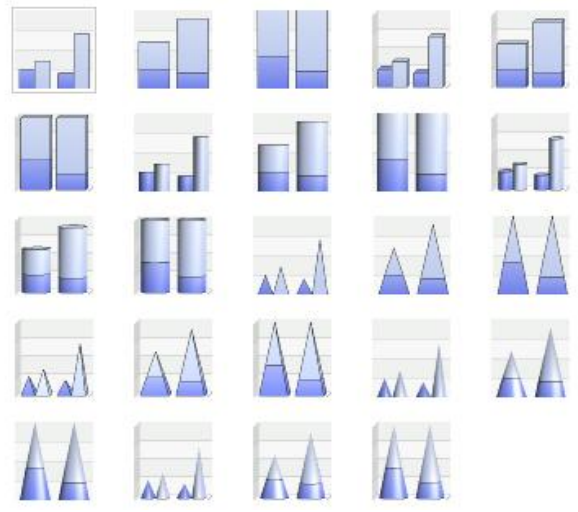


Region	Retailer country	Product line	Product type	Quantity	Revenue	Planned revenue	Gross margin	Gross profit
Americas	Brazil	Camping Equipment	Cooking Gear	358,178	\$7,259,471	\$8,037,623	▬ 42.8%	\$2,820,798
			Lanterns	136,894	\$3,607,746	\$3,829,395	▬ 42.4%	\$1,544,325
			Packs	77,404	\$9,967,344	\$10,618,688	▼ 39.7%	\$3,928,614
			Sleeping Bags	88,124	\$8,676,351	\$9,361,092	▬ 40.4%	\$3,404,718
			Tents	91,738	\$15,321,583	\$16,149,954	▼ 35.8%	\$4,858,293
		Golf Equipment	Golf Accessories	86,583	\$1,456,218	\$1,614,866	▲ 57.2%	\$895,636
			Irons	10,542	\$6,866,791	\$7,377,856	▬ 46.3%	\$3,200,877
			Putters	36,289	\$2,981,546	\$3,516,042	▬ 46.3%	\$1,419,870
			Woods	8,865	\$8,745,493	\$9,325,561	▬ 47.8%	\$4,197,813
		Mountaineering Equipment	Climbing Accessories	150,837	\$2,148,393	\$2,235,311	▲ 50.8%	\$1,102,395
			Rope	10,976	\$3,026,813	\$3,194,125	▼ 31.4%	\$953,865
			Safety	33,236	\$2,431,815	\$2,575,977	▼ 38.0%	\$906,005
			Tools	70,906	\$3,718,250	\$3,885,733	▬ 41.3%	\$1,562,482
		Outdoor Protection	First Aid	22,278	\$344,511	\$373,000	▲ 53.7%	\$166,177
			Insect Repellents	163,341	\$1,044,649	\$1,088,025	▲ 64.3%	\$688,961
			Sunscreen	143,320	\$719,494	\$742,900	▲ 57.1%	\$428,060
		Personal Accessories	Binoculars	33,105	\$4,137,657	\$4,340,518	▬ 44.4%	\$1,698,781
			Eyewear	651,019	\$27,209,699	\$27,318,478	▬ 42.3%	\$11,007,358
Knives	217,138		\$4,601,169	\$4,785,459	▬ 47.8%	\$1,822,509		
Navigation	57,766		\$6,163,347	\$6,426,513	▼ 37.1%	\$2,312,235		

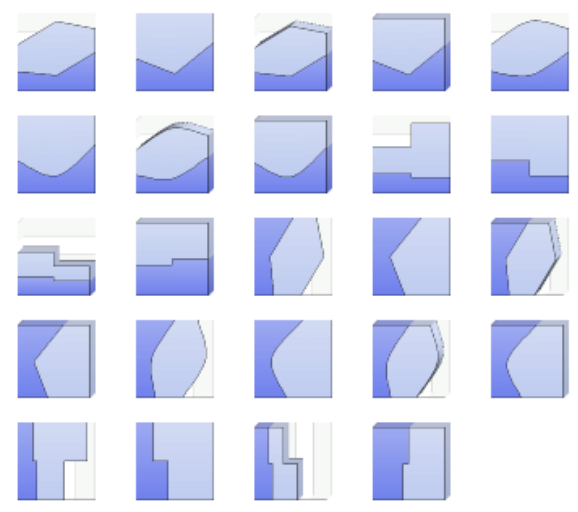
# What We Have



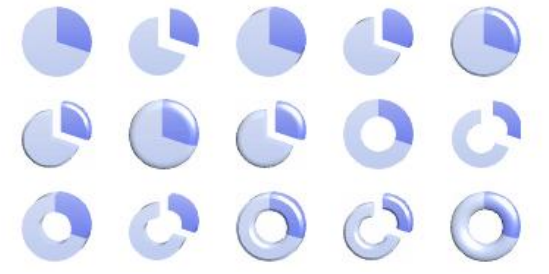
Column



Area



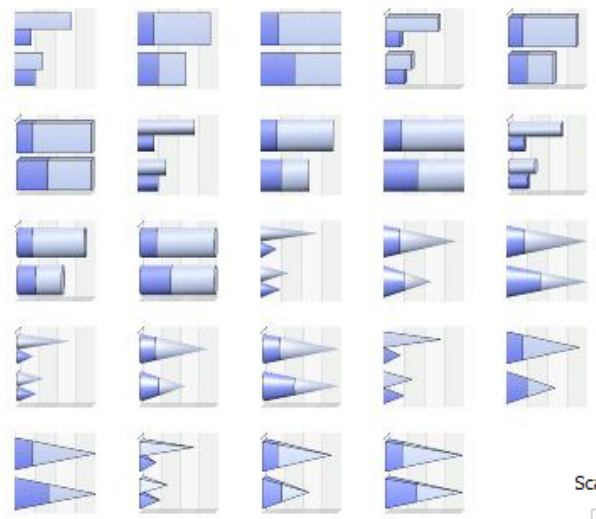
Pie, Donut



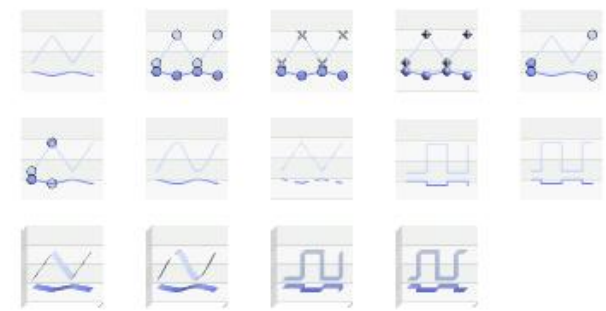
Microchart



Bar



Line



Pareto



Point



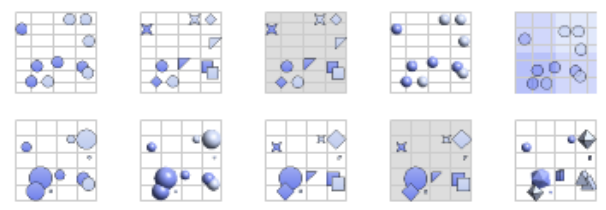
Bullet



Progressive



Scatter, Bubble





# What We Need



Column



Bar



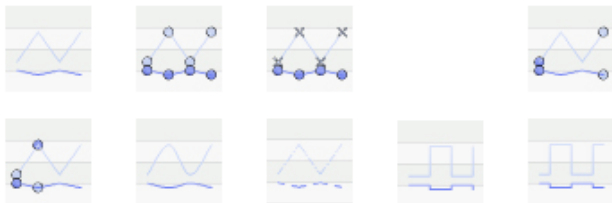
Area



Progressive



Line



Microchart



Scatter, Bubble



Pareto



Point



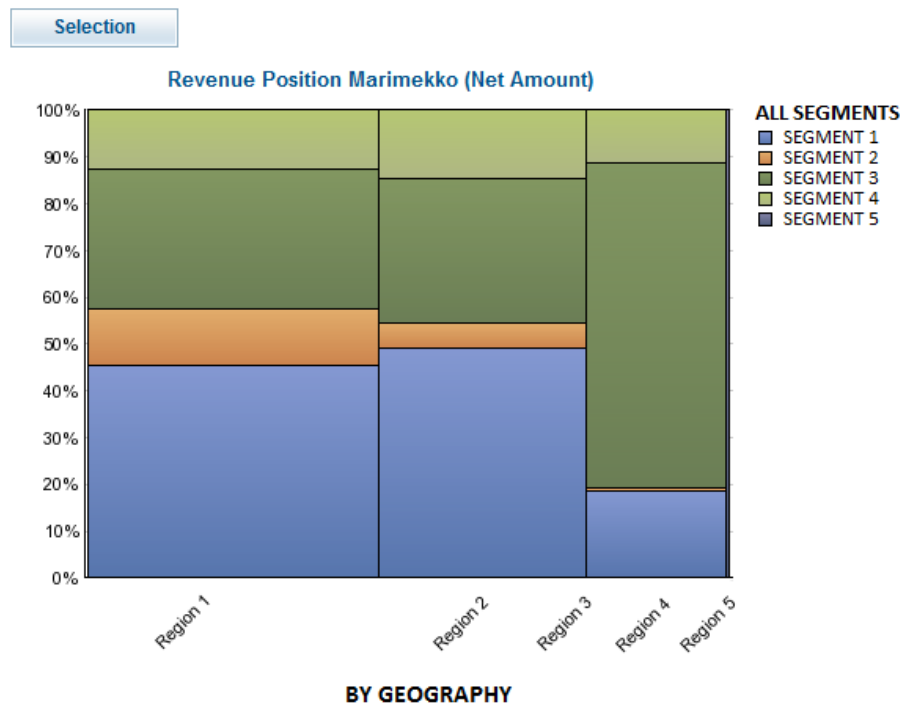
Bullet



# A Customer Example: Jabil

## Defined reporting standard – consistent look and feel

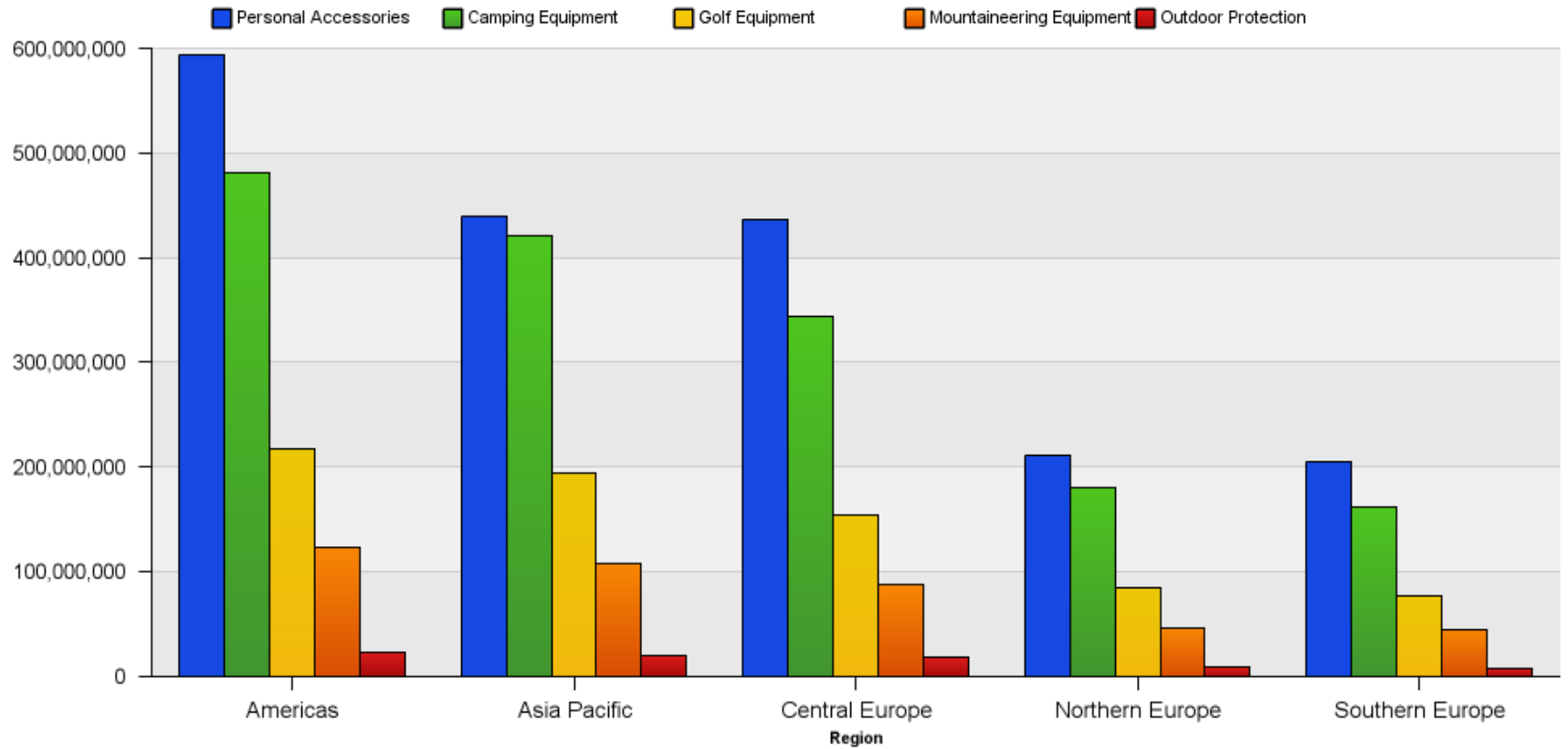
- Bar & line: Easily spot monthly, quarterly and yearly trends for more accurate forecasting
- Bubbles: Size of the bubble measures profitability
- Marimekko: Understand the proportional relationship

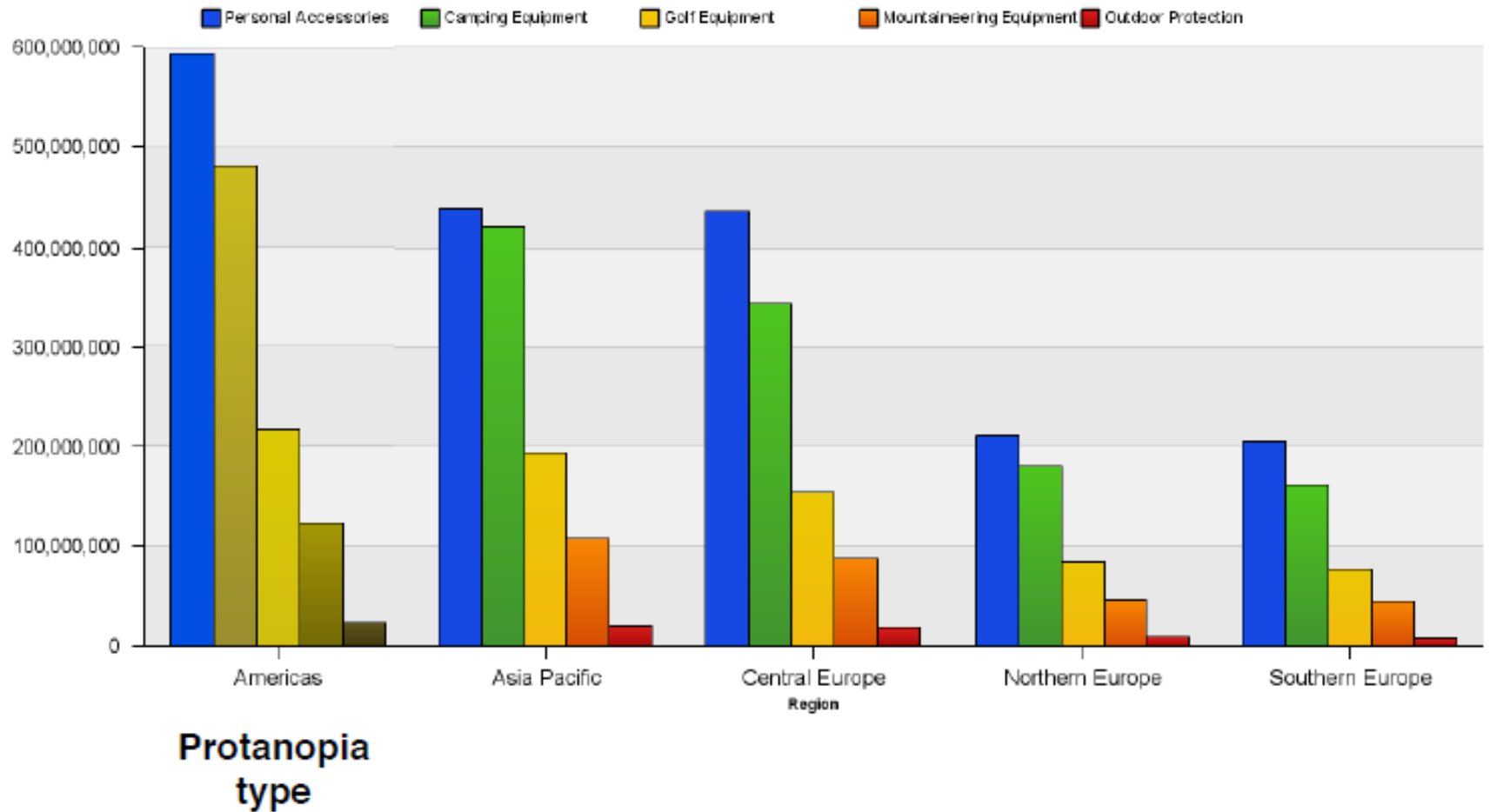


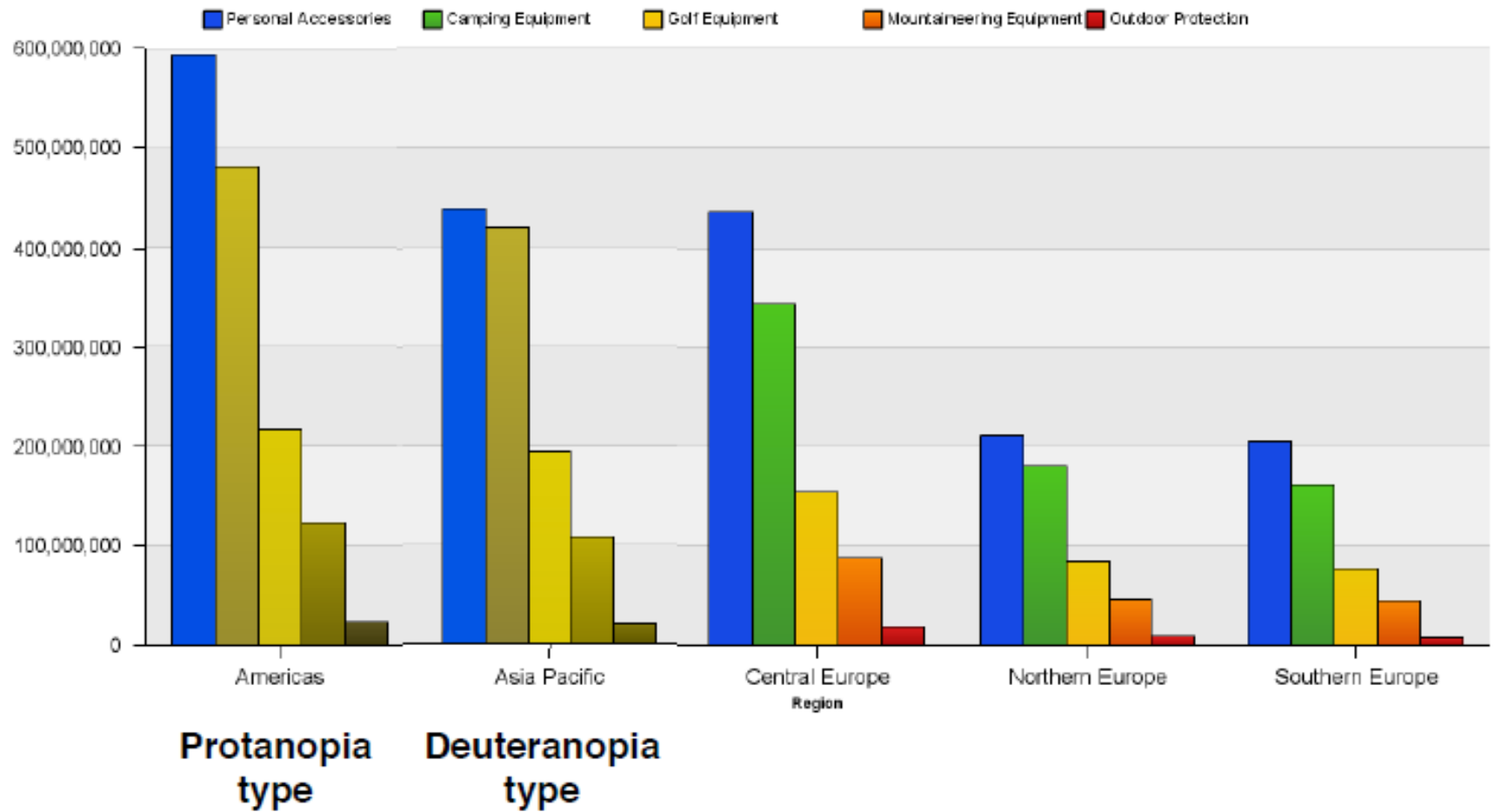
# Colour blindness















Protanopia  
Not able to see Red



Deuteranopia  
confuse blues and greens, greens and reds

# A Customer Example: Central Queensland University

Overview

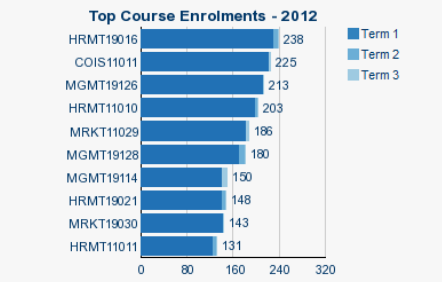
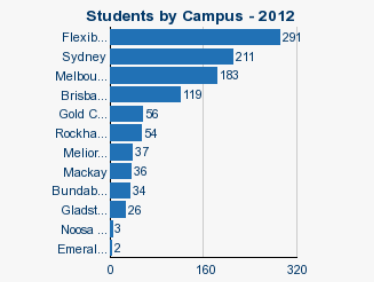
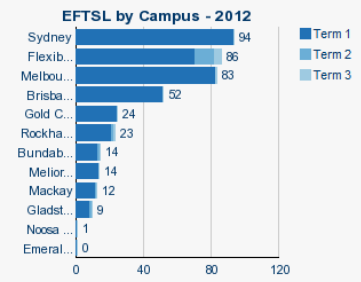
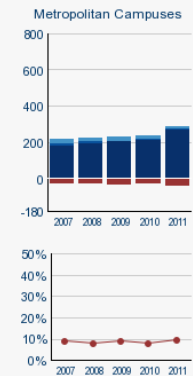
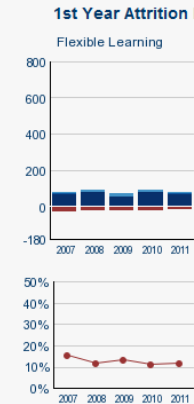
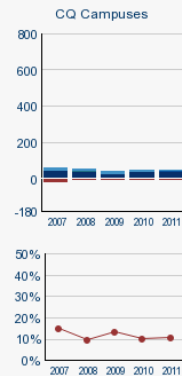
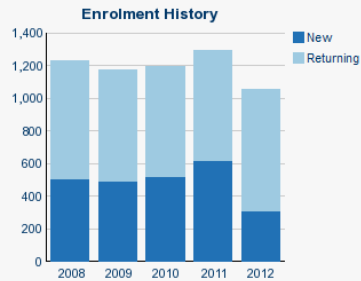
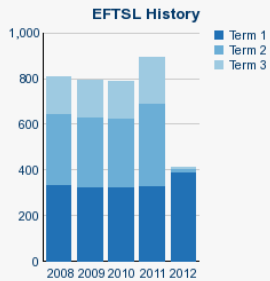
- 5 Year History
- Intake
- Intake Maps
- GPA / Passrate
- Transfer Credits
- OP Scores & TE Rank
- High Schools
- Key Courses
- Completions
- About this Dashboard

## Program Detail Dashboard

Select a Program:

This is a test version of the report/dashboard. It is explicitly NOT TO BE USED for any purposes other than testing.

### Overview of CA01 : B Business



Program Overview



# Renovators Delight

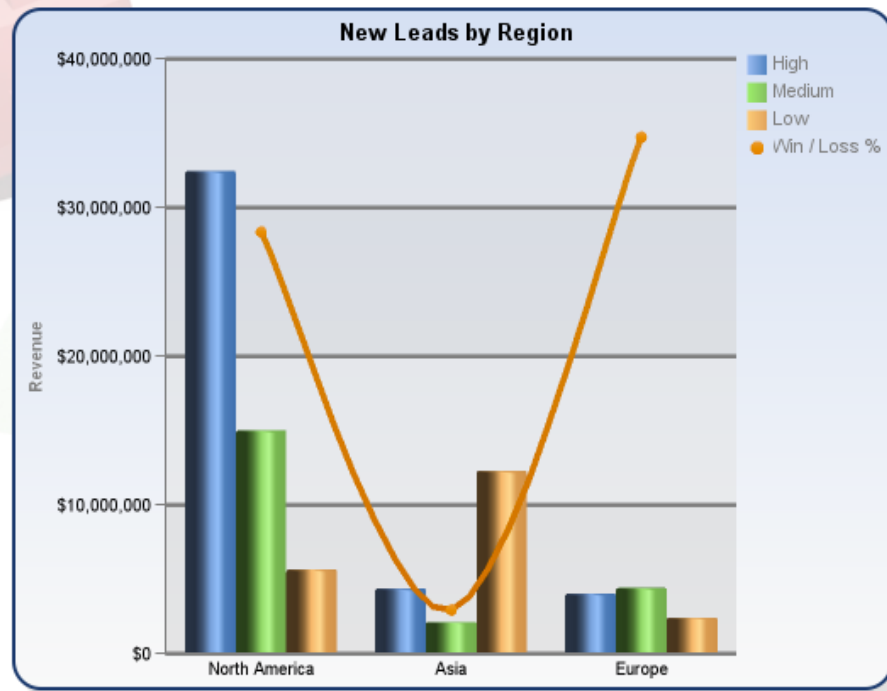
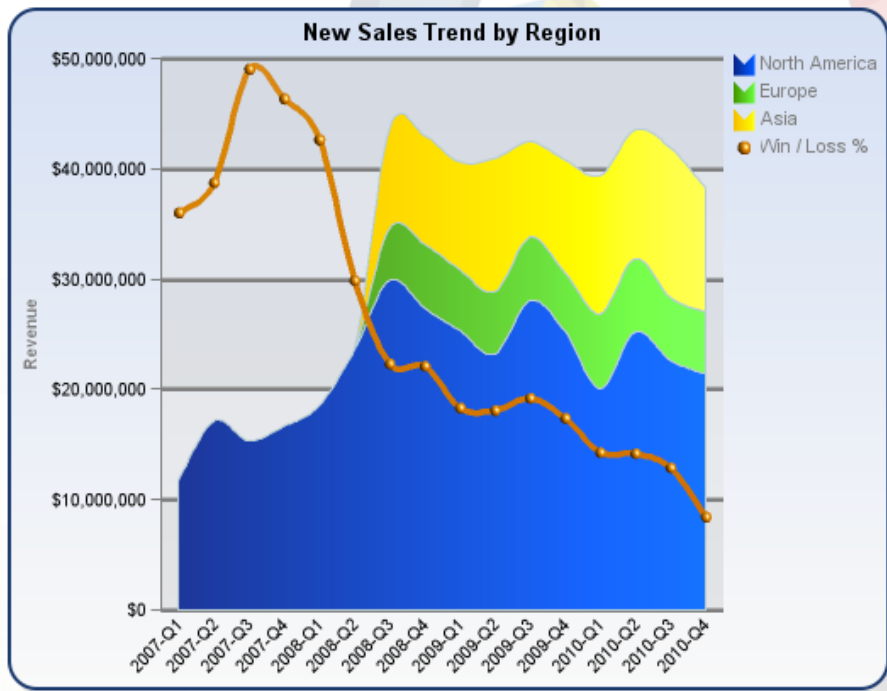


# Before



# Quarterly Sales Performance

Status	Trend	Region	Revenue	Attainment	Contribution	% of Target
<span style="color: red;">●</span>	<span style="color: green;">▲</span>	North America	\$53,293,587	90.0%	64.0%	
<span style="color: yellow;">●</span>	<span style="color: green;">▲</span>	Europe	\$11,047,017	92.8%	13.3%	
<span style="color: green;">●</span>	<span style="color: green;">▲</span>	Asia	\$18,924,708	118.4%	22.7%	



Metrics	North America			Europe			Asia		
	High	Medium	Low	High	Medium	Low	High	Medium	Low
Revenue	\$32,494,049	\$15,064,456	\$5,735,082	\$4,109,061	\$4,477,486	\$2,460,470	\$4,429,959	\$2,160,654	\$12,334,095
Growth %	(3.1%)	(17.5%)	5.1%	3.1%	(7.9%)	50.3%	13.2%	16.8%	(6.0%)
Inquiry Rate	27.9%	23.9%	17.2%	17.4%	13.9%	15.6%	20.5%	13.2%	21.6%
Win / Loss %	36.8%	23.0%	22.2%	40.1%	22.5%	54.1%	29.8%	24.4%	14.0%
Market Share	8.0%	4.2%	1.9%	2.4%	2.5%	6.6%	4.0%	2.8%	2.4%

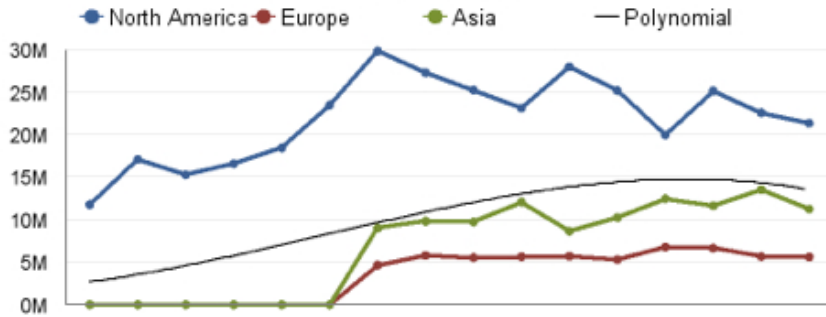
# After



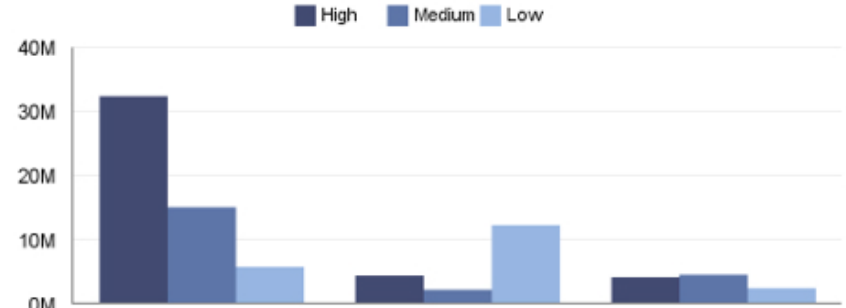
# Quarterly Sales Performance

Region	Status	Quarterly Trend	% of Target	Revenue	Attainment	Contribution
North America	▼			\$53,293,587	90.0%	64.0%
Europe	—			\$11,047,017	92.8%	13.3%
Asia	▲			\$18,924,708	118.4%	22.7%

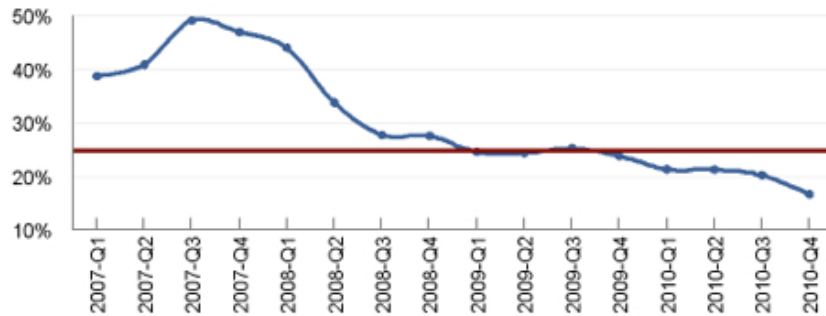
### Revenue Trend by Region



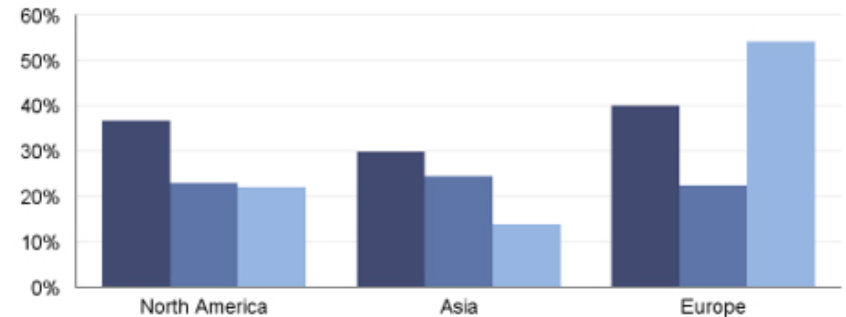
### Revenue by Segment and Region (USD)



### Win/Loss Trend



### Win / Loss by Segment by Region

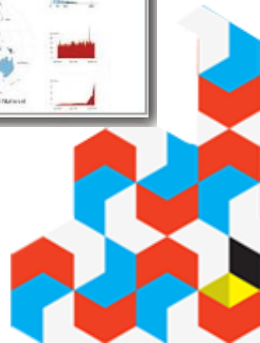


	North America			Europe			Asia		
	High	Medium	Low	High	Medium	Low	High	Medium	Low
Revenue	\$32,494,049	\$15,064,456	\$5,735,082	\$4,109,061	\$4,477,486	\$2,460,470	\$4,429,959	\$2,160,654	\$12,334,095
Growth %	-3.1%	-17.5%	5.1%	3.1%	-7.9%	50.3%	13.2%	16.8%	-6.0%
Inquiry Rate	27.9%	23.9%	17.2%	17.4%	13.9%	15.6%	20.5%	13.2%	21.6%
Win / Loss %	36.8%	23.0%	22.2%	40.1%	22.5%	54.1%	29.8%	24.4%	14.0%
Market Share	8.0%	4.2%	1.9%	2.4%	2.5%	6.6%	4.0%	2.8%	2.4%

# References



@macbryla





# Colour – Where do you Start?





### Primary

Shadow		Highlight	
R10 G147 B208	R46 G171 B226	R121 G205 B244	Primary colour
R178 G25 B25	R227 G0 B23	R229 G30 B43	2nd colour
R127 G32 B111	R149 G27 B129	R170 G64 B144	3rd colour

### Grey palette

Shadow		Highlight	
R26 G26 B26	R77 G77 B77	R128 G128 B128	Grey 1
R102 G102 B102	R128 G128 B128	R128 G128 B128	Grey 2
R153 G153 B153	R179 G179 B179	R204 G204 B204	Grey 2
R179 G179 B179	R204 G204 B204	R230 G230 B230	Grey 3
R204 G204 B204	R230 G230 B230	R240 G240 B240	Grey 4

### Extended

Shadow		Highlight	
R233 G78 B27	R243 G146 B0	R249 G178 B51	4th colour
R174 G17 B07	R230 G0 B126	R232 G56 B140	5th colour
R64 G32 B04	R102 G36 B131	R114 G58 B142	6th colour



# Kuler

<http://kuler.adobe.com/>





Search



- Create Themes - Last 30 days ▾
- Newest
- Most Popular
- Highest rated
- Random
- Mykuler
- Community
- Pulse
- Links

PIE PARTY FOR AL... ★★★★★



Feeling Etsy ★★★★★



spring Green ★★★★★



Milan Week ★★★★★



Rertro O rama ★★★★★



Clownfish Anemone ★★★★★



Vines for Wines ★★★★★



For Juliette ★★★★★



If Only..... ★★★★★

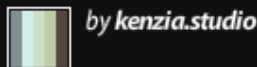


Star Light Star Brig... ★★★★★



(1 - 10 of 15007) < > >>

## Feeling Etsy



Created: 2012.05.03 at 03:28 AM  
 Last Edited: 2012.05.03 at 03:28 AM  
 Rated: 4.28 (39 votes)  
 Favorited by: 200 members  
 Downloaded: 431 times  
 Theme Link: <http://kuler.adobe.com/#themelD/1892986>  
 Tags: community.... join lifestyle share vintage



Less Info ▾

Comments: 11 [Add Comment](#)

- Post on: 2012.05.03 at 10:32 PM by lelanarandall  
I knew it was you Lucia, as soon as I saw the "effort of sync" colors !!!  
I saw these themes before I saw your Comments on my themes. I have missed you Lucia.
- Post on: 2012.05.03 at 10:38 PM by lelanarandall  
It was you that started this community of friends !
- Post on: 2012.05.03 at 11:10 PM by kenzia.studio  
Thank you TOM for your site welcome back

## News & Features

**New and Improved Search!**  
 Our new Kuler search servers are now live, so you will see faster and more stable performance across the site when searching for themes. Enjoy!

**Kuler for tablet devices** Kuler touch is now available on the **Android Market!**

Developers: Apply for your **Kuler API key!**

## Welcome to Kuler

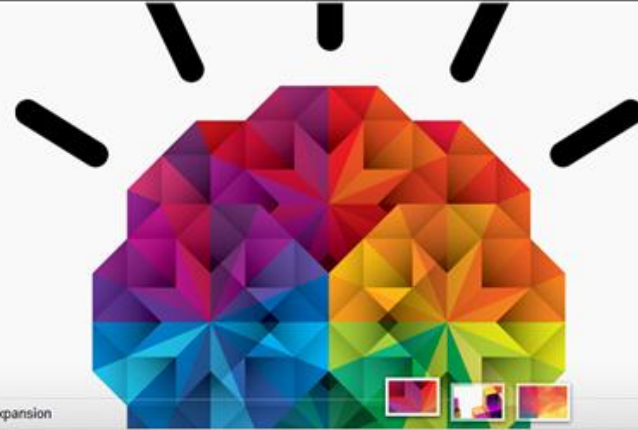
New to Kuler? Explore, create and share color themes. Use online or download themes for Adobe Creative Suite 2, 3, 4 & 5. View demo on **AdobeTV**.

Sign in with your Adobe ID, or **sign up**, it's free. You can then save, download, and more.

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- Find your Sales Rep

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- Special offers
- Financing offers
- Find a Business Partner



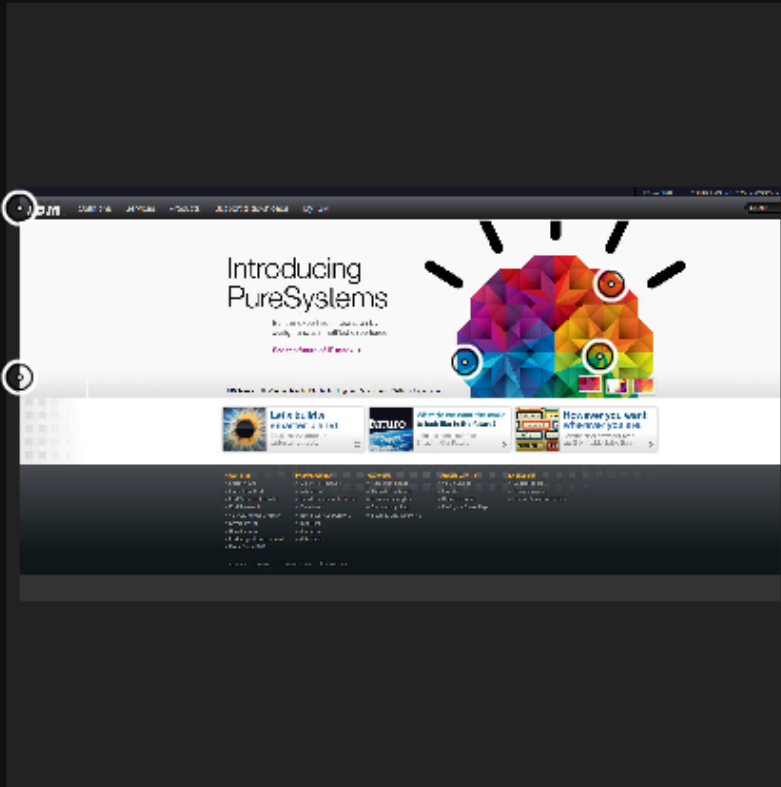
Create

From a Color  
From an Image

Themes  
Mykuler  
Community  
Pulse BETA  
Links

Select a Mood

Colorful  
Bright  
Muted  
Deep  
Dark  
Custom



Title:

Public  
 Private

Tags:



- Create
- From a Color
- From an Image
- Themes
- Mykuler
- Community
- Pulse BETA
- Links

- Select a Rule
- Analogous
  - Monochromatic
  - Triad
  - Complementary
  - Compound
  - Shades
  - Custom



Title:

IBM

Save

Public

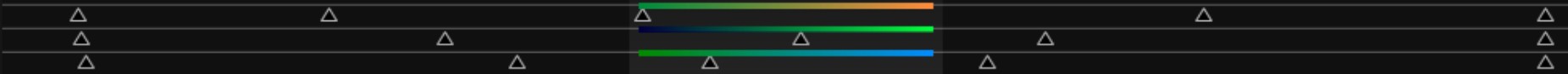
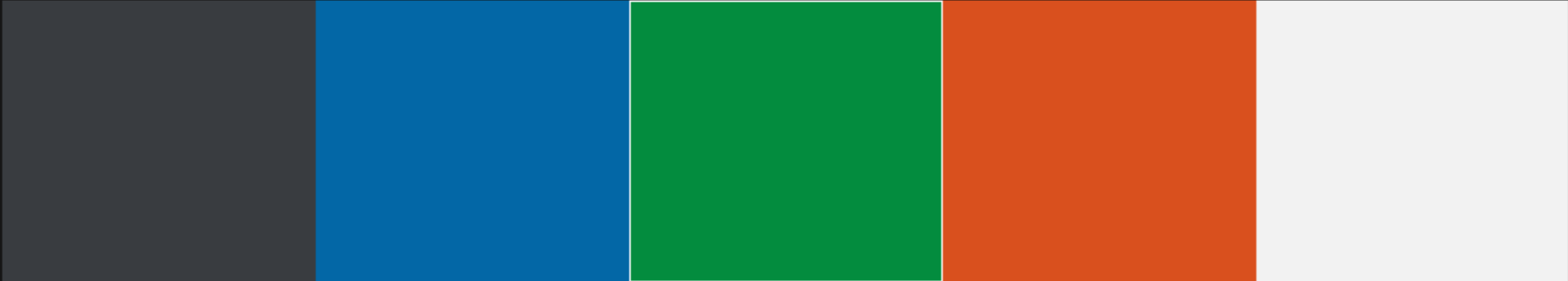
Private

Tags:

Empty text box for tags

To save a copy, change the title.

Base Color



HSV	214	11	25	
RGB	57	60	64	
CMYK	11	6	0	75
LAB	25	0	-3	
HEX	393C40			

HSV	203	98	65	
RGB	3	103	166	
CMYK	98	38	0	35
LAB	42	-1	-41	
HEX	0367A6			

HSV	146	98	55	
RGB	3	140	62	
CMYK	98	0	56	45
LAB	51	-50	32	
HEX	038C3E			

HSV	16	86	85	
RGB	217	80	30	
CMYK	0	63	86	15
LAB	52	52	54	
HEX	D9501E			

HSV	0	0	95	
RGB	242	242	242	
CMYK	0	0	0	5
LAB	95	0	0	
HEX	F2F2F2			





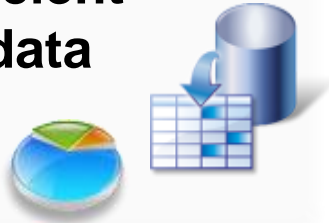


# Cognos Insight Update



# IBM Cognos Insight 10.1

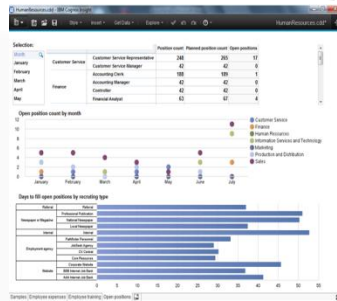
**Data: Self sufficient authoring and data flexibility**



**Analyze: Explore data and model scenarios**



**Visualize: Complete control over the look and feel**



**Share: Share results with others**



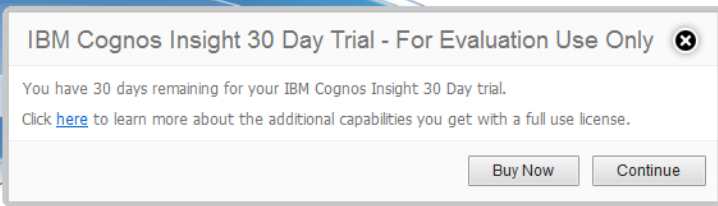
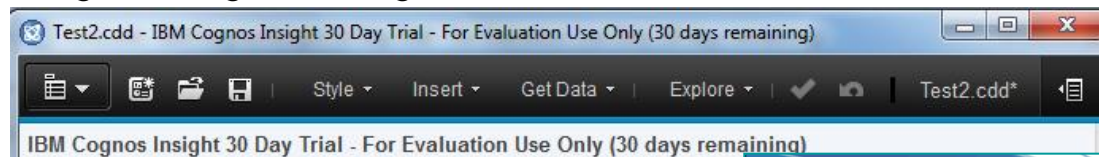
# With Next Release of Cognos Insight

- Released 12<sup>th</sup> June 2012
- 30 day Free Trial
- Fully Accessible
  
- <http://www.analyticszone.com/>



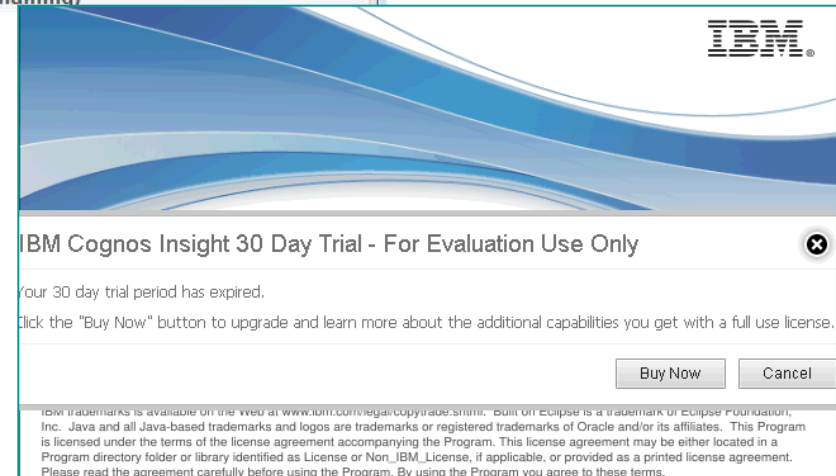
# Cognos Insight 10.1.1 - 30 Day Trial Edition

- Along with Cognos Insight Standard Edition - a separate evaluation version of CI 10.1.1 is also available at no cost from analyticszone.com which has functionality similar to the Standard Edition of Cognos Insight with the following exceptions:
  - Cognos Insight 30 Day Trial only supports xls and csv file import, and not ODBC or Cognos reports or TM1 Cube Views
  - Workspaces created in IBM Cognos Insight 30 Day Trial cannot be shared or published to IBM Cognos BI, IBM Cognos TM1 or IBM Cognos Express servers
  - The banner at the top of the Cognos Insight 30 Day Trial interface clearly indicates that a trial edition of Cognos Insight is being used



IBM® Cognos® Insight  
Version 10.1.1

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# Top 6 from the Labs for Cognos Insight

1. Show values as % - Like PowerPlay
2. Chart Interactivity for what if
3. Formatting
4. Simplified Menus
5. Updated Guided Import
6. Date Dimension



# 1. Show values as % - Like PowerPlay

New Workspace - IBM Cognos Insight

Style Insert Get Data Explore

Channel Sales Geo fc Measures Total of Division Total of Version Total of Produc

	Actual	Forecast
Total of Channel	863,912	862,983
Golf Shop	26,320	25,171
Department Store	15	
Direct Marketing	4	
Warehouse Store	4	
Equipment Rental Store		
Outdoors Shop	45	
Eyewear Store		
Sports Store	12	

500,000  
400,000  
300,000

Context menu options:

- Cut (Ctrl+X)
- Copy (Ctrl+C)
- Paste (Ctrl+V)
- Clear Values
- Format Measure Actual
- Clear Format of Measure Actual
- Rollup (Actual)
- Show Value as
  - Cell value
  - % of total for the column
  - % of total for the row
  - % of grand total
  - % of total for the parent column
  - % of total for the parent row
- Hold
- Release All
- Quick Export
- Comment
- Browse All Comments...
- Lock Widget

New Workspace - IBM Cognos Insight

Style Insert Get D

Channel Sales Geo fc Measures Tot

% of total for the column

	Actual	Forecast
Total of Channel	100.00	100.00
Golf Shop	3.05	2.95
Department Store	18.14	18.16
Direct Marketing	5.45	5.45
Warehouse Store	5.47	5.47
Equipment Rental Store	0.52	0.52
Outdoors Shop	52.63	52.69
Eyewear Store	0.19	0.20
Sports Store	14.54	14.55



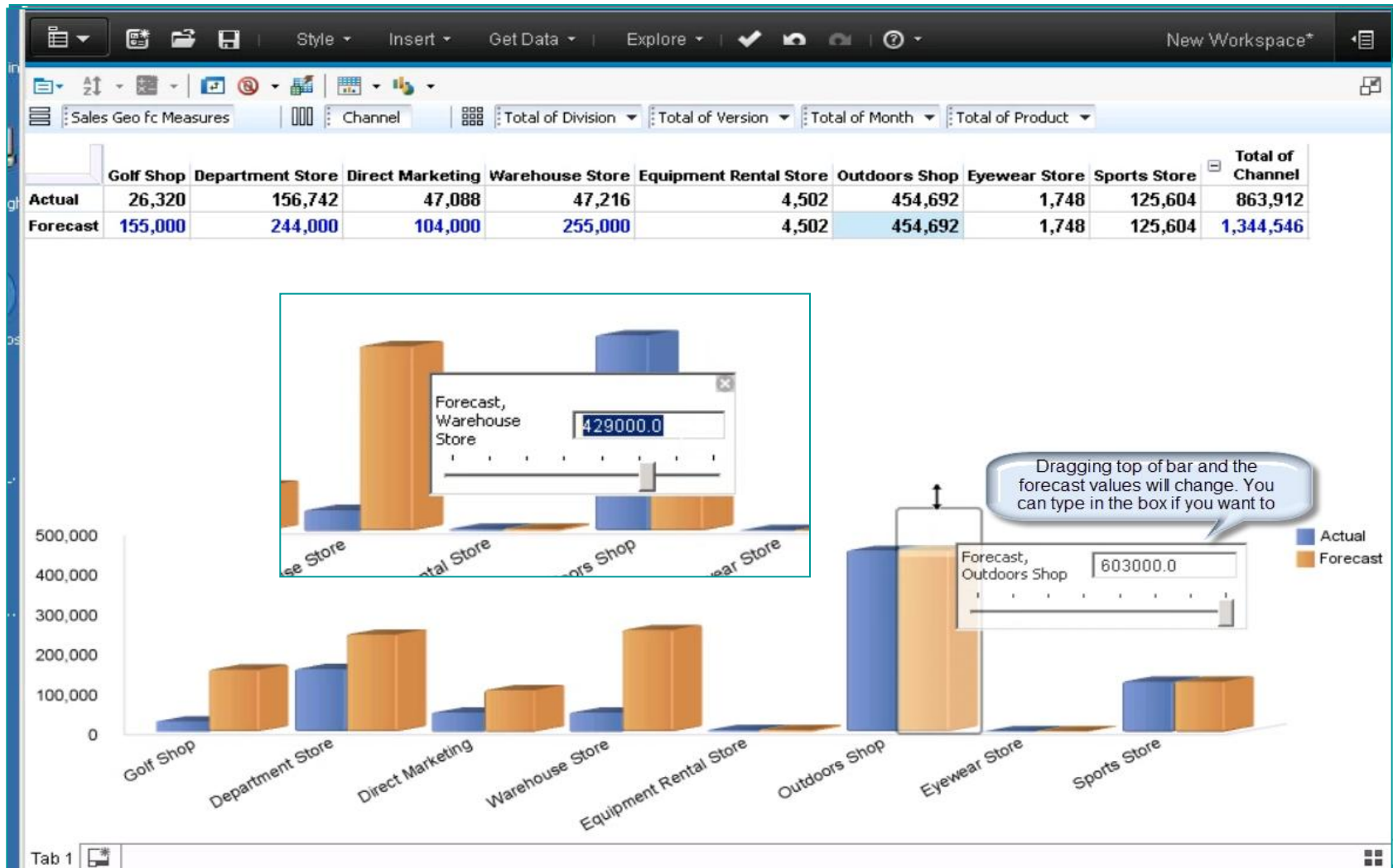
# 1. Show values as % - Like PowerPlay

The screenshot shows the IBM Cognos Business Intelligence interface. A pivot table is displayed with the following columns: Channel, Division, Actual, Total of Version, Total of Product, and Total of Month. The 'Division' column is expanded to show sub-categories: Americas, Central Europe, Northern Europe, Southern Europe, and Asia Pacific. A context menu is open over the 'Americas' header, with the option '% of grand total' selected. The table data is as follows:

Channel	Americas	Central Europe	Northern Europe	Southern Europe	Asia Pacific	Total of Division
Golf Shop	0.33	0.72	0.15	0.23	1.62	3.05
Department Store	8.68	3.73	1.45	1.59	2.69	18.14
Direct Marketing	0.69	2.80	1.04		0.92	5.45
Warehouse Store	2.58	2.89				5.47
Equipment Rental Store	0.12	0.07	0.30		0.03	0.52
Outdoors Shop	12.72	15.29	12.47	8.50	3.66	52.63
Eyewear Store	0.10	0.07			0.04	0.20
Sports Store	4.47	4.69	1.57	1.26	2.55	14.54
<b>Total of Channel</b>	<b>29.68</b>	<b>30.26</b>	<b>16.99</b>	<b>11.58</b>	<b>11.50</b>	<b>100.00</b>

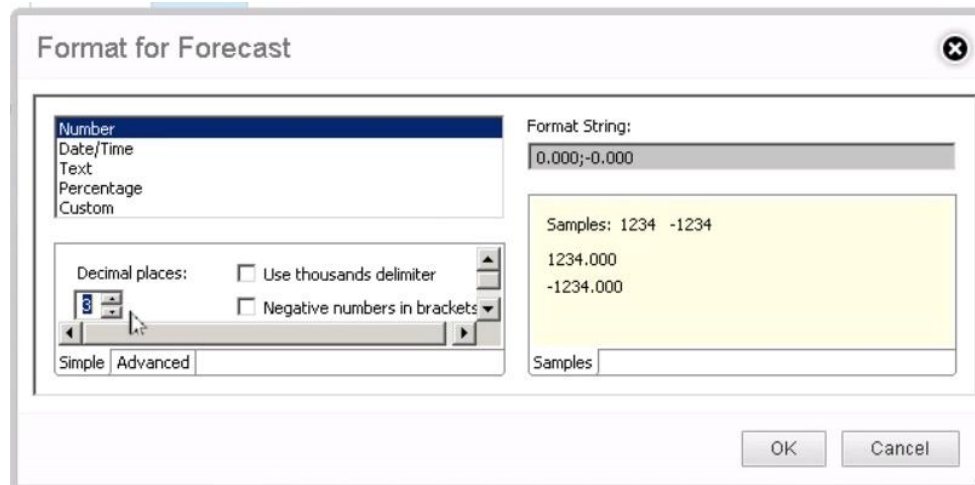
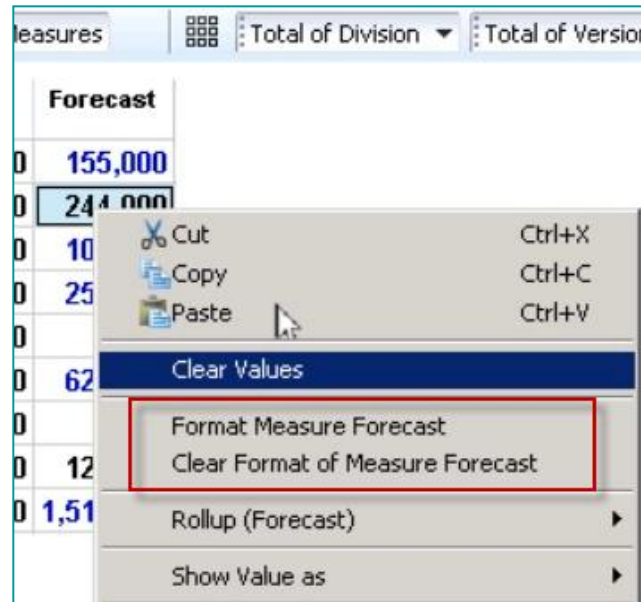


# 2. Chart Interactivity for what if





# 3. Formatting



# 4. Simplified Menus

grocery data sml Measures Day Total of City

Total of Day	Monday	Tuesday	Wednesday
Unit Price			112.0
Quantity			35
Sale Amount			39,56
Suggested Price			106.6
Suggested Sales A			37,64
Variance Percentag			5.0
10% Variance			

- Insert Member
- Insert Child Member
- Insert Parent
- Insert Text Measure
- Duplicate Member
- Delete from Dimension
- Rename Member
- Edit and Move...
- Show Dimension
- Sort
- Calculate
- Rollup
- Hide
- Show All Hidden
- Expand to Level
- Lock Widget

asures Total of Division Total of Version Tot

- Insert
- Insert Child
- Insert Parent
- Insert Text Measure
- Duplicate
- Delete
- Rename
- Format Measure Forecast
- Clear Format of Measure Forecast
- Edit and Move...
- Show Totals
- Sort
- Calculate
- Rollup
- Hide
- Unhide
- Expand to
- Lock Widget



# 5. Updated Guided Import

## Import Data - Select Data Source

1. Specify the source    2. Define the mapping    3. Confirm the import

Select the data source to import and specify its contents and properties.

▼ Data Source

Source Type:

File Name and Location:

---

### Columns

Import	Name	Measure
NEW		

### Data Preview

|--|--|

# 5. Updated Guided Import

1. Specify the source
2. Define the mapping
3. Confirm the import

Select the data source to import and specify its contents and properties.

▼ Data Source

Source Type: File

File Name and Location: C:\Users\lazizis\Desktop\NATIONAL.ASC Browse...

---

► Source Details

Columns

**i Select the columns to include and identify measures.**

Import	Name	Measure
<input checked="" type="checkbox"/>	Date	
<input checked="" type="checkbox"/>	Line	
<input checked="" type="checkbox"/>	Brand	
<input checked="" type="checkbox"/>	Item Name	
<input checked="" type="checkbox"/>	Item	
<input checked="" type="checkbox"/>	State	
<input checked="" type="checkbox"/>	Outlet	
<input checked="" type="checkbox"/>	Market	
<input checked="" type="checkbox"/>	Revenue	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Cost	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Quantity	<input checked="" type="checkbox"/>

Data Preview

**i Preview the data for the file selected.**

	Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
1	Date	Line	Brand	Item Name	Item	State
2	19930105	Dishwashers	Acme	AcmeWash MR	D83022	CA
3	19930105	Dishwashers	AutoKitchen	AutoWash GL	D80003	CA
4	19930105	Stoves	Gen A Ltd	GenAStove XL	S98978	CA
5	19930108	Microwaves	AutoKitchen	AutoWave S	M60292	CA
6	19930108	Stoves	USAppliance	HotBox Pro	S77666	NY
7	19930108	Microwaves	USAppliance	WaveCook Elite	M80399	NY
8	19930112	Dishwashers	KitchenWare	KWash Mk1	D39930	CA
9	19930112	Microwaves	KitchenWare	KWave Mk2	M21030	CA
10	19930112	Stoves	KitchenWare	StoveTop Mk2	S98001	CA
11	19930114	Microwaves	AutoKitchen	AutoWave GL	M60293	NY
12	19930114	Stoves	USAppliance	HotBox Master	S77667	CA
13	19930114	Microwaves	USAppliance	WaveCook Master	M80401	CA
14	19930119	Dishwashers	Acme	AcmeWash	D83020	MA

< Back
Advanced >
Import
Cancel



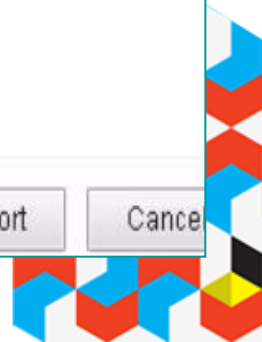
## 5. Updated Guided Import

The screenshot displays the 'Mapping' configuration window in IBM software. At the top, a table shows columns for 'Item Name', 'Quantity', 'Unit of Measure', 'Brand', 'Market', 'Revenue', and 'Cost'. Below this, the 'Mapping' section contains an information icon and the instruction: 'Drag and drop from the Source Items pane to the Target Items pane.'

The interface is divided into three main panes:

- Source Items:** A list of fields from the source file 'C:\Users\azizis\Desktop\NATIONAL.ASC'. The fields are Date, Line, Brand, Item Name, Item, State, Outlet, Market, Revenue, and Cost. 'Item Name' is currently selected and highlighted.
- Target Items:** A list of fields in the target system. The fields are Date, Line, Brand, Item Name, Item, State, and Outlet. Each field has a blue double-headed arrow pointing to its corresponding field in the 'Mapped Source Items' pane. Red arrows point from the 'Source Items' pane to the 'Target Items' pane for 'Line', 'Brand', and 'Item Name', indicating the mapping process.
- Mapped Source Items:** A list of fields that have been successfully mapped from the source to the target. The fields are Date, Line, Brand, Item Name, Item, State, and Outlet. Each field has a blue double-headed arrow pointing to its corresponding field in the 'Target Items' pane.

At the bottom of the window, there are four buttons: '< Back', 'Summary >', 'Import', and 'Cancel'.



# 5. Updated Guided Import

▼ Data Preview

	Date	Line	Brand	Item Name	Item	State	Outlet	Market	Revenue	Cost
1	19930105	Dishwashers	Acme	AcmeWash MR	D83022	CA	San Diego	Builders	3900.00	2450.00
2	19930105	Dishwashers	AutoKitchen	AutoWash GL	D80003	CA	San Diego	Furniture	8125.00	6600.00
3	19930105	Stoves	Gen A Ltd	GenASTove XL	S98978	CA	San Diego	Department	11180.00	8600.00
4	19930105	Microwaves	AutoKitchen	AutoWash C	M00000	CA	San Diego	Furniture	5500.00	4000.00

▼ Mapping

**Source Items**

- C:\Users\azizis\Desktop\NATIONAL.ASC
  - Date
  - Line
  - Brand
  - Item Name
  - Item**
  - State
  - Outlet
  - Market
  - Revenue
  - Cost

Target Items	Mapped Source Items
Date	Date
Line	Line
Brand	Brand
Item Name	Item Name
<b>Item</b>	<b>Item</b>
State	State
Outlet	Outlet

Item is an attribute of Item Name

Add calculated column    X Clear All Mappings



# 5. Updated Guided Import

## Import Data - Importing

1. Specify the source
2. Define the mapping
3. Confirm the import

The data is ready to be imported. Click Import to complete the import.

Open cube viewer upon completion

### Import Messages

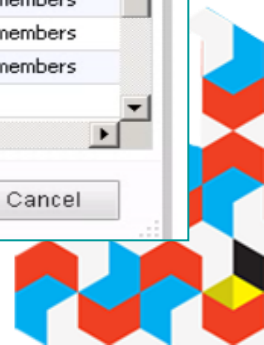
Severity	Object Name	Description
Information	NATIONAL	New cube will be created.
Information	Date	New dimension will be created.
Information	Products	New dimension will be created.
Information	State	New dimension will be created.
Information	Market	New dimension will be created.

### Property Summary

Show properties for: Dimensions

	Dimension type	Qualify member names	Separator	Component sorting	Element sorting	Member update behavior
Date	Time	true	,	None	None	Append new members
Products	Generic	true	,	None	None	Append new members
State	Generic	true	,	None	None	Append new members
Market	Generic	true	,	None	None	Append new members
NATIONAL Measures	Calculation					

< Back
Summary >
Import
Cancel



# 6. Date Dimension

	Revenue	Cost	Quantity	Count
<b>Total of Date</b>	1,953,380	5,254	365	
<b>1993</b>	962,220	2,629	157	
<b>1993 Q1</b>	279,925	770	42	
<b>1993 Jan</b>	120,675	335	18	
1/5/93	17,650	55	3	
1/8/93	13,325	45	3	
1/12/93	29,150	85	3	
1/14/93	19,350	50	3	
1/19/93	16,400	45	3	
1/24/93	24,800	55	3	
<b>1993 Feb</b>	73,750	215	12	
2/2/93	16,625	65	3	
...	...	...	...	...

45,000





# 6. Date Dimension

New Workspace - IBM Cognos Insight

Style | Insert | Get Data | Explore

Date | NATIONAL Measures | Total of Products | Total of State | Total of Market

	Revenue	Cost	Quantity	Count
Total of Date	1,953,380	962,220	5,254	365
1993		962,220	2,629	157
1993 Q1		279,925	770	42
1993 Jan		120,675	335	18
1993 Feb		73,750	215	12
1993 Mar		85,500	220	12
1993 Q2		232,175	660	37
1993 Apr		101,000	270	13
1993 May		50,700	190	12
1993 Jun		80,475	200	12
1993 Q3		296,100	785	42
1993 Jul		99,300	240	12

Context menu for 'Total of Date':

- Show Totals
- Sort
- Unhide
- Expand to
  - Total
  - Year
  - Quarter
  - Month
  - Day
- Edit and Move...

Date | NATIONAL Measures | Total of Products | Total of State | Total of Market

	Revenue	Cost	Quantity	Count
Total of Date	1,953,380	962,220	5,254	365
1993		962,220	2,629	157
1993 Q1		279,925	770	42
1993 Jan		120,675	335	18
1993 Feb		73,750	215	12
1993 Mar		85,500	220	12
1993 Q2		232,175	660	37
1993 Apr		101,000	270	13
1993 May		50,700	190	12
1993 Jun		80,475	200	12
1993 Q3		296,100	785	42
1993 Jul		99,300	240	12



## Calculations in Parent

- The default options for new calculations have changed.
  - Previously, when you created a calculation, the value of the calculation was automatically included in any parent summaries. The default is now to exclude the calculation value from any parent summaries.
  - To include the calculation value in parent summaries, right-click the calculation, click Calculate, and then click Edit this calculation. Then, under Parent summary, click Include calculation value.

Total of State	
Total of Date	10,032,084
2010	4,939,449
2010 Q1	1,405,006
2010 Q2	1,213,220
2010 Q3	1,499,466
2010 Q4	821,757
2011	5,092,635
2011 Q1	825,952
2011 Q2	2,187,555
2011 Q3	1,131,672
2011 Q4	947,456
Average( 2010, 2011 )	5,016,042

Calculation

Name:  
Average( 2010, 2011 )

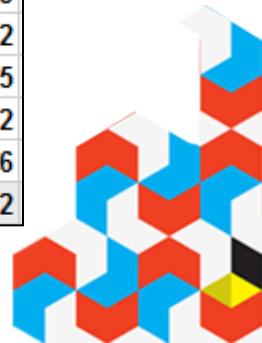
Expression:  
1 (['Date':'2010'] + ['Date':'2011']) \ 2

Calculation order:  
 Summarize first, then apply the calculation  
 Apply the calculation first, then summarize

Parent summary:  
 Include calculation value  
 Exclude calculation value

OK Cancel

Total of State	
Total of Date	15,048,126
2010	4,939,449
2010 Q1	1,405,006
2010 Q2	1,213,220
2010 Q3	1,499,466
2010 Q4	821,757
2011	5,092,635
2011 Q1	825,952
2011 Q2	2,187,555
2011 Q3	1,131,672
2011 Q4	947,456
Average( 2010, 2011 )	5,016,042





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Thank you

