IBM Performance 2011

Enabling a Mobile Workforce

Marco Loprete
Principal Solution Specialist, IBM Schweiz AG

Enabling a Mobile Workforce

This session discusses how IT can confidently and easily deploy BI to any device to ensure that business users have uninterrupted productivity with a rich, visual, and interactive experience, offline or online.

Agenda

- Mobile shifts affecting business & IT
- IBM Cognos BI for the Mobile Workforce
- Demo
- Summary

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

Analyst 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

IBM Performance 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

2011

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.

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 BI to any device**
  - 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…
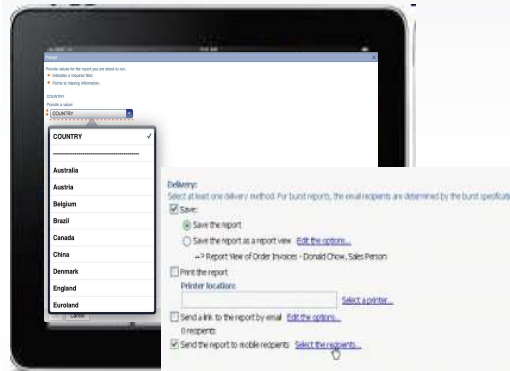
Automatically refresh or receive BI content with the same prompts and drilling

On the road…
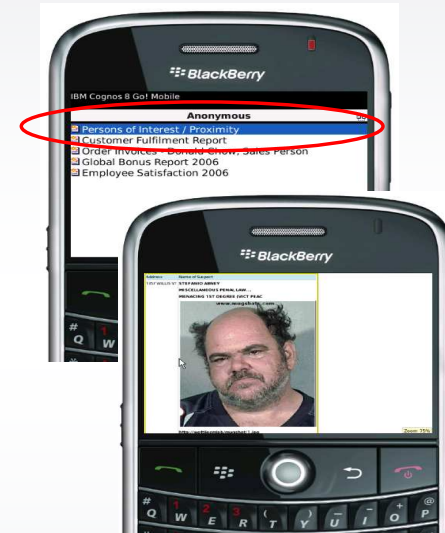
Receive location-aware reports containing pre-filtered information
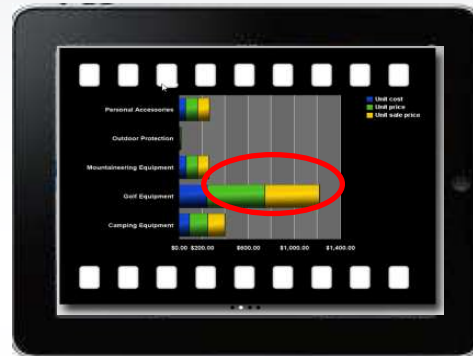
Interact with Information Offline or Online

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
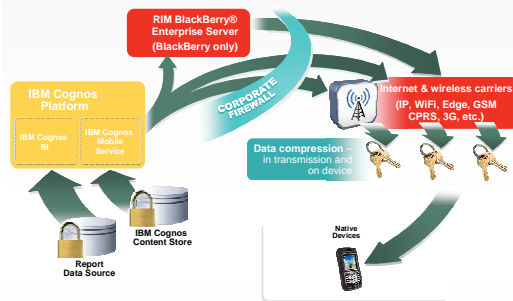
Take action

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

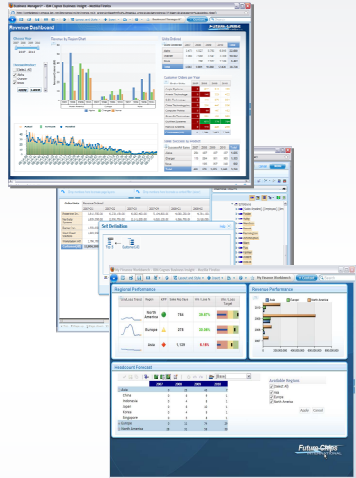## Any device

iPad and iPhone

BlackBerry and PlayBook

Native and web-based deployments

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

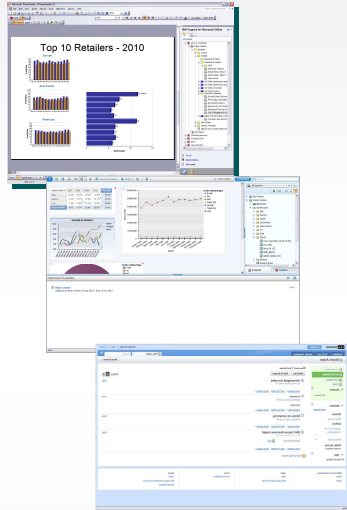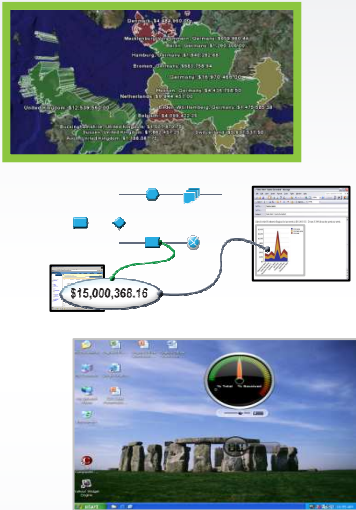# Flexible Access with IBM Cognos Business Intelligence

Web	Office & Collaboration	In Context BI	Mobile

COGNOS BI

What's New for Cognos Mobile in 2011

Native iPad support

Leverage the iPad multi-touch experience
Instantly access your BI
Available in the Apple App Store NOW!

Additional support for:

BlackBerry Playbook
Android

DEMO

Cognos BI for the Mobile Workforce

- PlayBook, BlackBerry, and iPad

Pharmaceutical: Sales Force Example

- Who was affected
  - Pharmaceutical Sales Representatives

- Background
  - VP Sales wants sales reps to use only tablet devices
  - Approx. 700 mobile users

- Challenge
  - Time lost waiting for information or calling others to perform research that they could otherwise do themselves

- Solution
  - IBM Cognos Mobile on the iPad provided the most current territory information at their fingertips
  - Uninterrupted productivity with quick and easy access to analytics

Sales Force needs to be able to access consistent information wherever they are

Financial Services: Executive & Senior Management Example

- Who was affected

  – Executives & Senior Management

- Background

  – CFO required daily updates on unsecured lending, mortgages, liabilities, campaigns etc

- Challenges

  – Static information from pdf, excel and ppt does not enable them to keep a real time pulse on the business

- Solution

  – IBM Cognos Mobile for the iPad allowed executives to see the health of the business and gain further insight and collaborate on next steps

Executives need to be able to interact with information for real time health of the business

Dorel: Leveraging BI on the BlackBerry

Dorel executives use Mobile BI dashboards to track sales data

*"I think the real power of IBM Cognos Mobile is that beyond having reports delivered to their inbox, users can go into public or their own Cognos folders to **refresh data as they need it, whenever, wherever they are.** In this way they have data that is in real time and up to date with no limitations. They can then focus on the data within that report that is important to them."*

> *Ian F.C. Farthing, CGA, CPA*
> *V.P. - Corporate Services*
> *Dorel Industries Inc.*

Dorel Industries Inc. is a world class juvenile products and bicycle company including the following brands:

Customer Planning to Deploy IBM Cognos Mobile

"*For the future, we're looking at upgrading to the latest version of Cognos and providing better mobile access for our district managers – perhaps via iPads or Android tablets.* **This will help them work more effectively when they are visiting their restaurants, and really do a "show and tell" with their team members to highlight areas where operational performance can be improved.** *These types of initiatives, powered by IBM Cognos technologies, will help us maintain our position as an industry leader.*"

IBM Cognos BI for the Mobile Workforce

Benefits

- Interact with information to remain productive even while offline

- Leverage authoring skill sets and eliminate duplicate efforts to support the mobile workforce

- Ensure the right information gets to the right people on the go and that corporate information on the device is secure

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

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.

Thank You

IBM Performance 2011