

**IBM Cognos Performance**  
Better Intelligence. Better Business.

## New Intelligence for Smarter Business

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# Leveraging Information For Smarter Business Outcomes

**Tony Rummans**  
**VP, Information Management Software**  
**IBM Southwest Europe**

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A transformative global recession is creating disruption...  
and opportunity

*“The current global economy clearly presents a challenge. But even more, for those with **vision and boldness**, it represents a **once-in-a-lifetime opportunity**. And it is one **uniquely suited to IBM’s capabilities, legacy and way of thinking.**”*

– Sam Palmisano

## IBM's strategy

We saw these changes coming and took decisive actions that have enabled IBM to turn today's disruption into opportunity.



IBM's services, offerings and capabilities are changing to reflect these new realities

# Over the past 6 years, IBM invested \$18.54B acquiring over 70 companies



# IBM Strategy and Values

**Focus on open technologies and high-value solutions**

**Deliver integration and innovation to clients**

**Become the premier Globally Integrated Enterprise**

## ... Building a Smarter Planet

	<p>Our world is becoming <b>INSTRUMENTED.</b></p>	<p>Smart traffic systems</p>	<p>Smart food systems</p>
	<p>Our world is becoming <b>INTERCONNECTED.</b></p>	<p>Smart supply chains</p>	<p>Smart energy grids</p>
	<p>All things are becoming <b>INTELLIGENT.</b></p>	<p>Smart retail</p>	<p>Smart healthcare</p>

**IBMers Value**



Dedication to every client's success.  
 Innovation that matters—for our company and for the world.  
 Trust and personal responsibility in all relationships.

## Software building a Smarter Planet

*Thinking and acting in new ways to make our systems more efficient, productive and responsive*

### New Intelligence

“Data is exploding and it’s in silos”

*I Need Insight*

### Smart Work

“New business and process demands”

*I Need to Work Smart*



### Green and Beyond

“Our resources are limited”

*I Need Efficiency*

### Dynamic Infrastructure

“My infrastructure is inflexible and costly”

*I Need to Respond Quickly*

With this change comes an explosion in information ...

... Yet organizations are operating with blind spots



Volume of Digital Data



Variety of Information



Velocity of Decision Making

## Lack of Insight

**1 in 3** managers frequently make critical decisions without the information they need

## Inefficient Access

**1 in 2** don't have access to the information across their organization needed to do their jobs

## Inability to Predict

**3 in 4** business leaders say more predictive information would drive better decisions



## Leading the Way in Southwest Europe ...



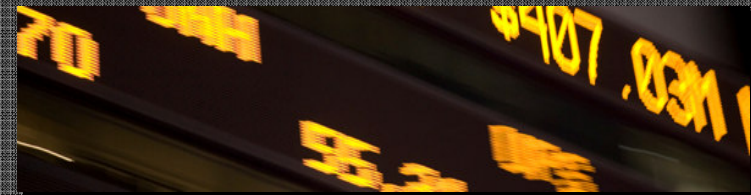
**Carrefour** The largest retailer in Europe receives product information from 80,000 suppliers and manages more than 2,5M products at any point in time in its catalogue. They turned to IBM to help them reduce time to market for the introduction of new products with an optimized system which helps them accelerate the introduction of new product catalogues



**Implanet** French medical device company worked with IBM to develop a proprietary new technology called BeepNTrack, to trace the location of surgical implants from manufacturer to implantation, ensuring medical professionals would have access to the right device at the right time, optimizing resources and aiding in recalls.

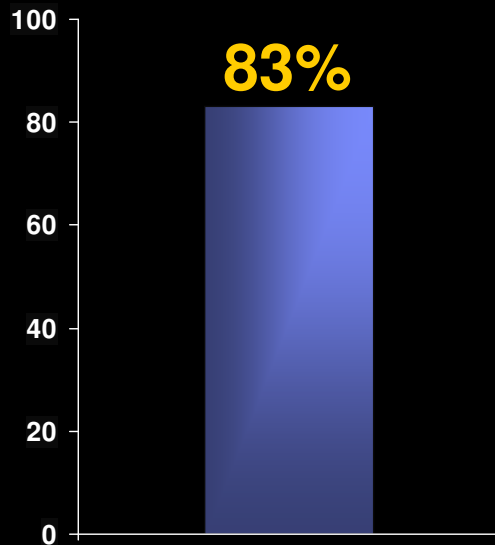


**SNCF** the French railway company handles hundreds of investment projects a year. SNCF called on IBM to help them optimize their financial performance related to hundreds of investment decisions they make yearly and to improved the linkage between headquarters and investment project directors.

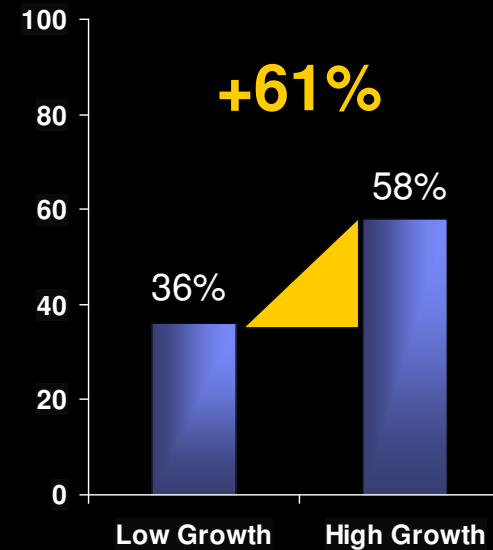


**European Financial Services Firm** Advanced anti-money laundering analytics brings fraud detection and avoidance closer to the point of contact through trusted information from sources including banks, casinos, census, property transactions and notaries.

## IBM's Global CIO Study 2009 indicates that leveraging analytics is now the top priority for CIOs



*Business Intelligence & Analytics was identified by **83%** of respondents as the top focus area to increase enterprise competitiveness*



*CIOs at high growth companies are **61%** more likely to proactively turn data into actionable information*

The key is enabling informed, real-time decisions at the point of impact, without requiring that everyone be an analytical expert

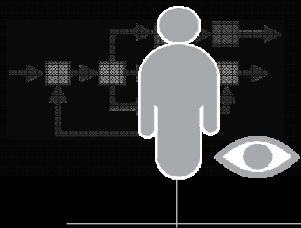
***Imagine if you could...***

*...predict infection  
in premature  
newborns 24  
hours earlier?*

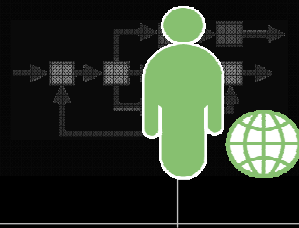
*...apply social  
relationships of  
customers to prevent  
churn?*

*...adjust credit lines  
as transactions are  
occurring to account  
for risk fluctuations?*

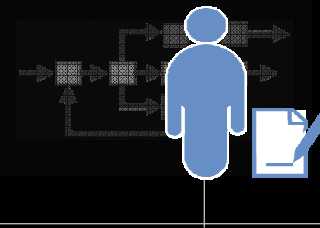
*...determine who to  
offer discounts at  
time of sale instead  
of offering to all?*



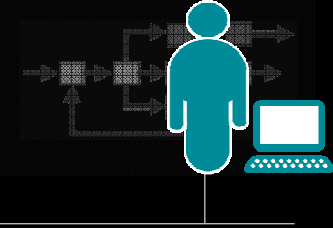
***Physician***



***Telco Call  
Center Rep***



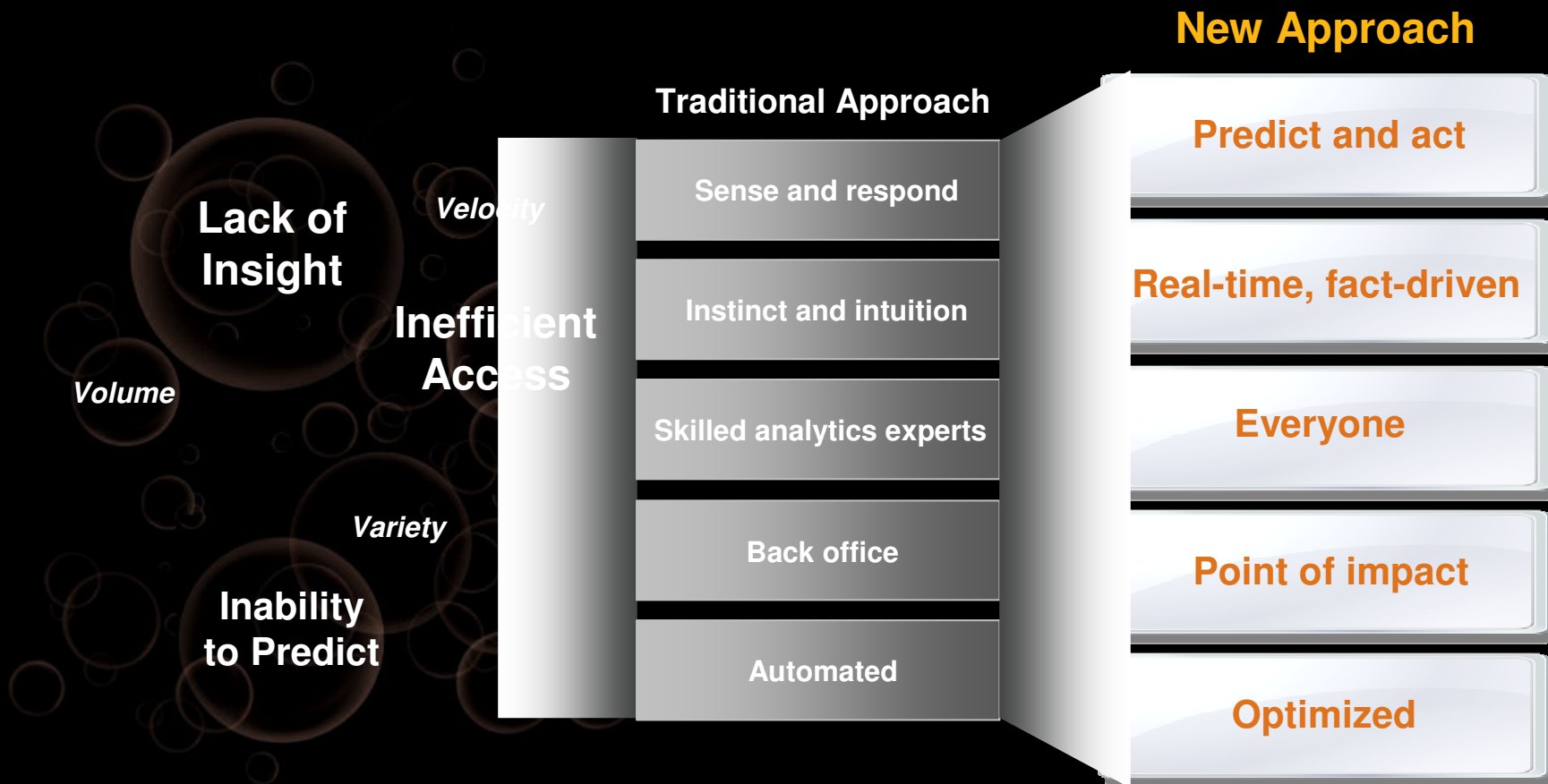
***Loan Officer***



***Retail Sales  
Associate***

***Doing so empowers an information-led transformation***

On a Smarter Planet, new business challenges and conditions have placed a renewed urgency on business analytics and optimization



**IBM Cognos Performance**  
Better Intelligence. Better Business.

# New Intelligence for Smarter Business

**Luc Goossens**  
**Presales Manager**  
*IBM Analysis & Performance Management Benelux*





# *New ways of working to optimize decisions and actions*



# SPSS: A Leader in Predictive Analytics

- **Unique data collection**
- **Text and data mining**
- **Advanced statistics**
- **Predictive solutions**
- **Rich expertise**

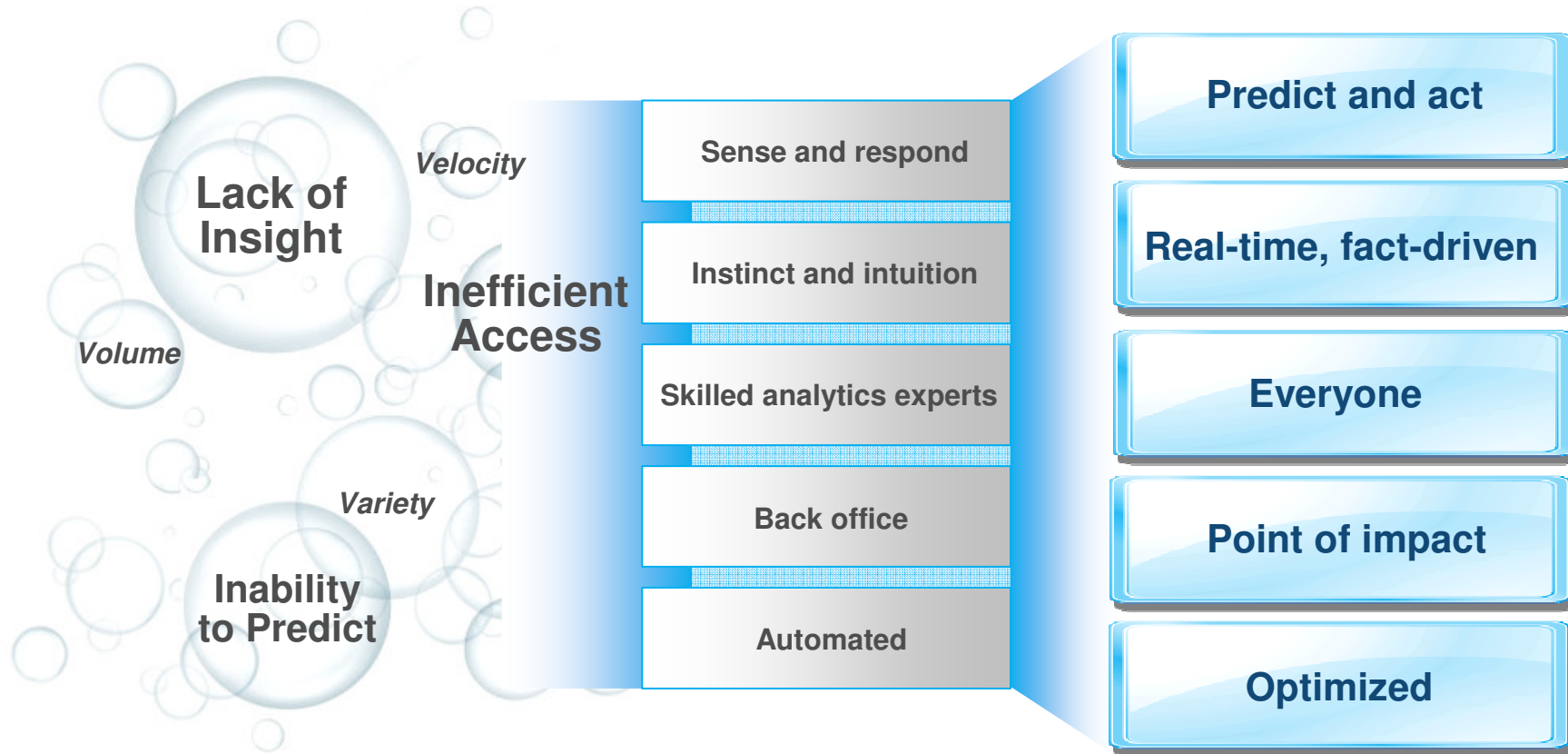


**Moves beyond Sense & Respond  
to Predict & Act...**

**At the time and point of impact!**

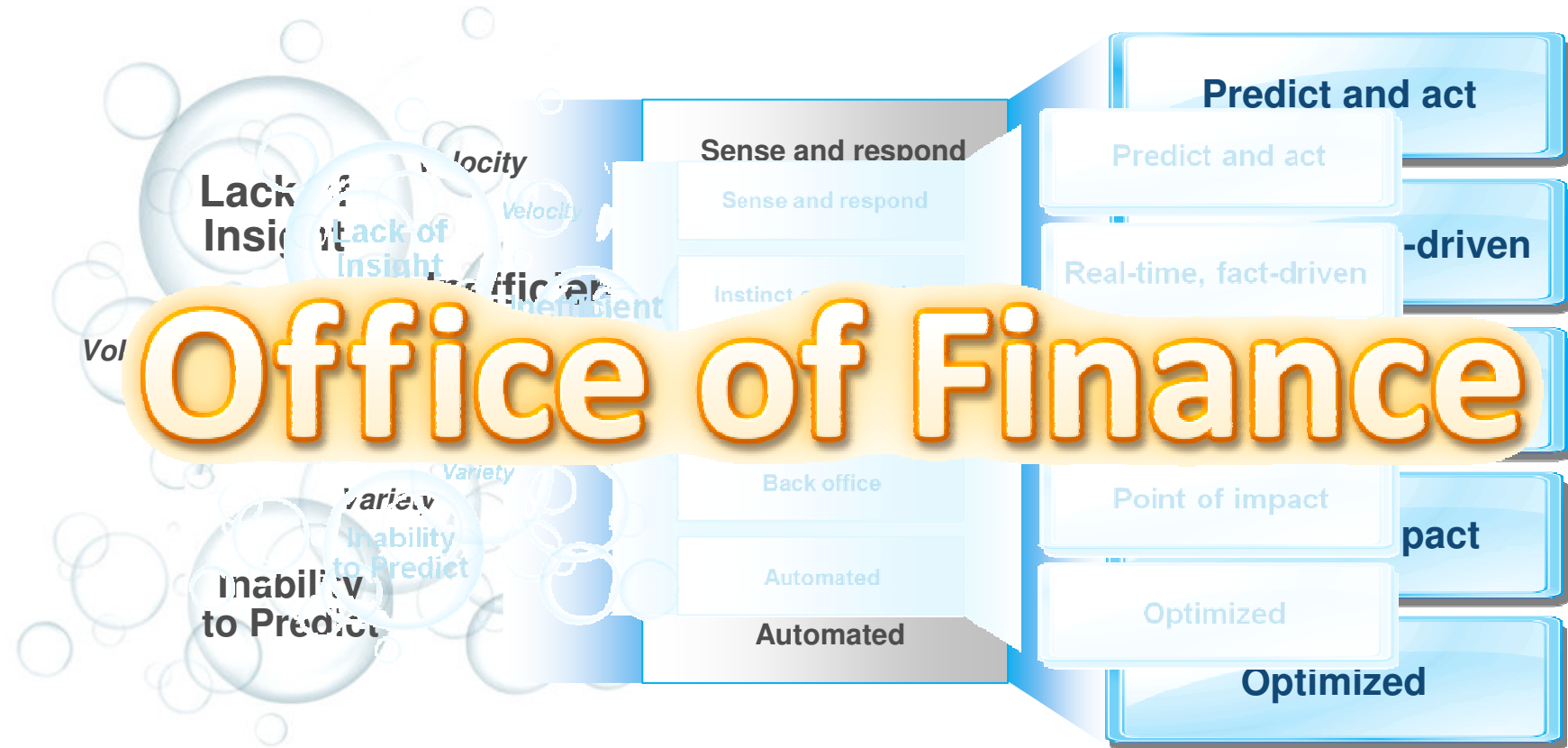


# *New ways of working to optimize decisions and actions*





# *New ways of working to optimize decisions and actions*





# *Driving Smarter Decisions through the Office of Finance*



## Office of Finance

*Enterprise Planning and Analysis*

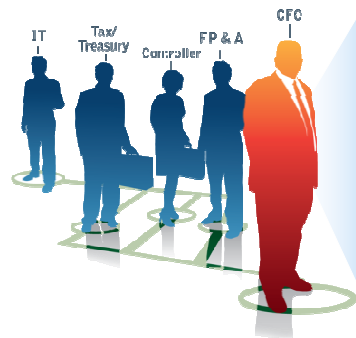
*Consolidation and Corporate Reporting*

*Financial Analytics*

*Strategy Management and Scorecarding*



# *Driving Smarter Decisions through the Office of Finance*



*Enterprise Planning and Analysis*

*Consolidation and Corporate Reporting*

*Financial Analytics*

*Strategy Management and Scorecarding*

# Advancing TM1 Capabilities and Solutions

## IBM Cognos TM1 9.5



- Contribution and Workflow
- Personal Scenarios
- Easier, Quicker Solution Deployment

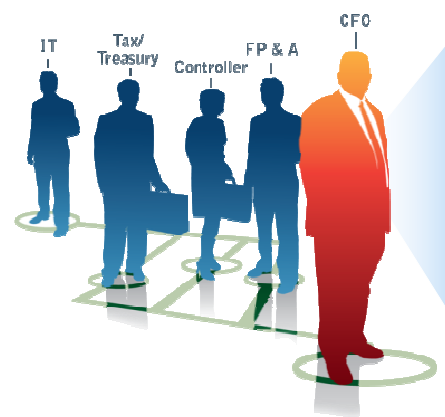
Unmatched blend of high contribution planning and forecasting, scenario analytics and flexibility



# Advancing Controller Capabilities

## IBM Cognos 8 Controller 8.5

- Better allocations
- Advanced formula calculations
- Enhanced support for multi owner situations



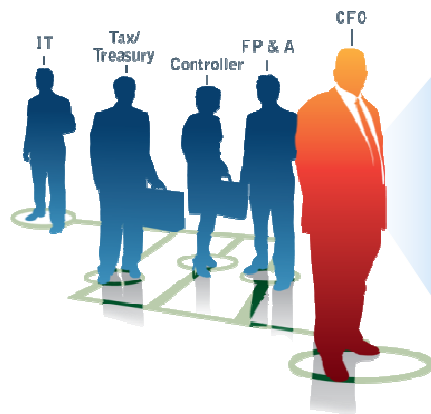
- Enhanced Global Consolidation Capabilities
- Enhanced User Experience
- Extended Financial Analytics

Financial Analytic publishing to TM1

Best-in-class, built-for-purpose engine; unmatched financial analytics powered by TM1

# ***Advancing Dimension Management Capabilities***

*IBM Cognos 8 Business Viewpoint 8.4*



- Enhanced business driven user interface & collaboration
- Relational, MDM Adapters

Unrivaled blend of high collaboration and control over dimensions defined, governed, and shared across performance management environment

*New ways of working to optimize decisions and actions*





# ***Complete Analytic Application Coverage*** *Solutions for Smarter Decisions from Line of Business*



- 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





# ***Complete Analytic Application Coverage*** *Solutions for Smarter Decisions from Line of Business*



- Workforce Performance
- Finance
  - Accounts Payable
  - Accounts Receivable
  - General ledger

# IBM Cognos Performance

## New Analytic Applications

**Customer**  
**Workforce**  
**Finance**  
**Supply Chain**

**Distribution**  
**Communications**  
**Public**  
**Industrial**  
**FINANCIAL SERVICES**

**IBM COGNOS ANALYTIC APPLICATIONS**

**Analytics**  
**Cycle Times**

**Procurement Analytics**  
e.g. Returns Trend by Item

**IBM**

IBM Cognos Performance

## *Industry and Functional Domain Accelerators*

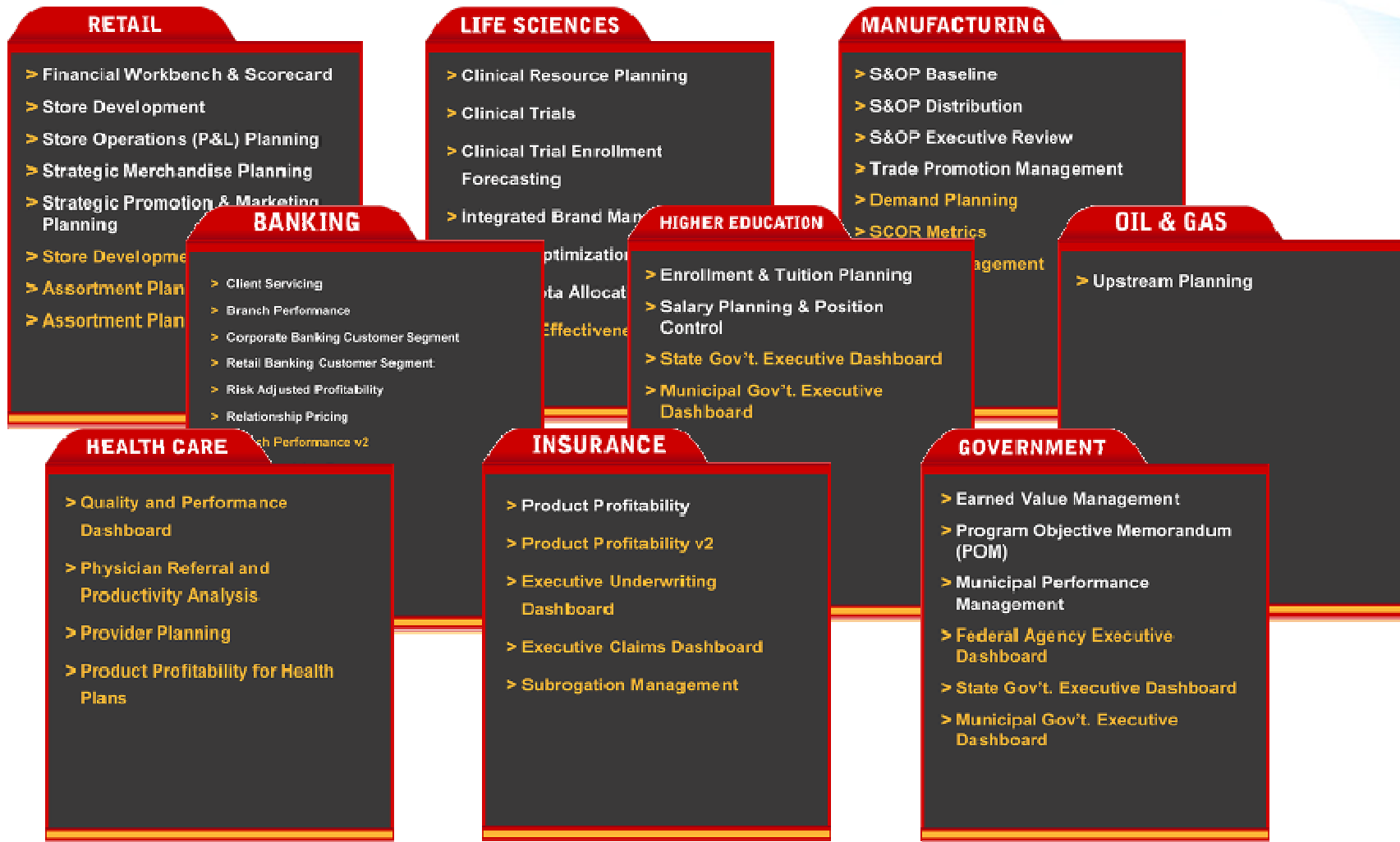
**FUNCTIONAL**

IBM Cognos  
**Innovation Center**  
for Performance Management

- *Critical performance management processes*
- *Operational and financial planning and analytics*
- *Horizontal and industry domains*

**IBM.**

# IBM Cognos Performance



*New ways of working to optimize decisions and actions*



# IBM Cognos Performance



PowerPlay

Personalized  
dashboards

Location-aware  
mobile access

New planning  
interface

Annotations

Search-assisted  
authoring

**Universal BI and  
PM capabilities**

Enhanced  
charting

**Flexible access  
and interactivity**

Business  
dimension  
modeling

# IBM Cognos 8

Tight TM1  
integration

**Business modeling**

**Enterprise-class  
SOA platform**

Data lineage

Model advisor

System management  
methodology

Mashup  
Service



# IBM Cognos Performance

-   
**Reports**
-   
**Ad-hoc queries**
-   
**Analysis**
-   
**Scorecards**

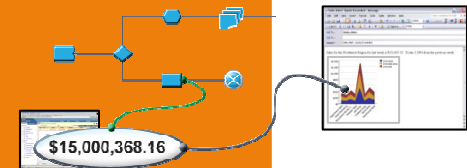
**API to Automatically  
and Securely  
Expose BI Content  
as a Web Service**

**IBM Cognos 8  
Mashup  
Service**



Application	Category	Value	Unit
IBM Cognos 8	BI	10,000,000.00	USD
IBM Cognos 8	BI	5,000,000.00	USD
IBM Cognos 8	BI	5,000,000.00	USD

**Applications**



**Processes**



**Mashups**



**Visualizations**

# IBM Cognos Performance



INFOSPHERE CUBING SERVICES...

IBM DB2

Microsoft Access

COGNOS 8  
POWERCUBE

COGNOS TM1

ORACLE OLAP

SYBASE



TERADATA

MICROSOFT  
ANALYSIS SERVICES



OLAP  
SOURCES

SAP NetWeaver  
Business  
Warehouse

Microsoft  
SQL Server

RELATIONAL  
SOURCES

IBM  
INFORMIX

TERADATA  
AJIS

ESSBASE

# Open &

Oracle

Netezza

COGNOS  
NOW!...

# Heterogenous

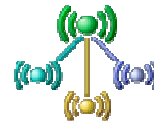
JDBC

ODBC



APPLICATION  
SOURCES

SAP R/3



MESSAGE  
SOURCES

XML

MODERN &  
LEGACY  
SOURCES



PEOPLESOFT

ORACLE

SSA

TIBCO EMS...

COGNOS 8  
PLANNING

SIEBEL

BEA WEBLOGIC

IBM WBI SERVER  
FOUNDATION

WSDL...

SALESFORCE

IBM WEBSPHERE MQ

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# ***IBM Cognos 8 Platform and Capabilities:*** *Embrace, enhance & extend your investments in SAP® technology & applications*



- **SAP NetWeaver® Portal**
- **SAP® Web Application Server**

**SAP® Certified**  
Powered by SAP NetWeaver®



**Plus support for:**

- **SAP NetWeaver Namespace**
- **Business Warehouse Accelerator**



- **SAP NetWeaver® Business Warehouse**
- **SAP® Business Suite**
- **SAP® R/3®**

**SAP® Certified**  
Integration with SAP NetWeaver

# IBM Cognos Performance



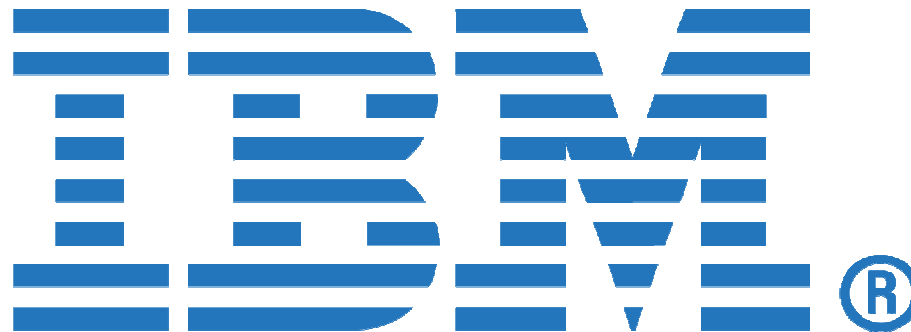
Business Glossary

System z

Smart Analytics System

Industry models

Data lineage



Content Analytics

Business process

Text analytics

System management

Data integration

Data mining

Data warehousing

Cloud Offerings

Enterprise search



# *Continued Investment in Innovation*

- User Experience
- Cloud
- Advanced Analytics
- Business/ IT Partnership
- Collaboration  
& Visualization



## ***Smarter Business***

- Faster, better outcomes and results
- Capabilities, platform and know-how to make you successful
- Continued innovation to drive your success

**IBM Cognos Performance**  
**Better Intelligence. Better Business.**

**Thank you!**

