IBM Cognos Collaboration - Connecting People and Information Together

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01.12.2010

Cognos 10: Intelligence Unleashed
Smarter Decisions. Better Results.

Freedom to **Think**

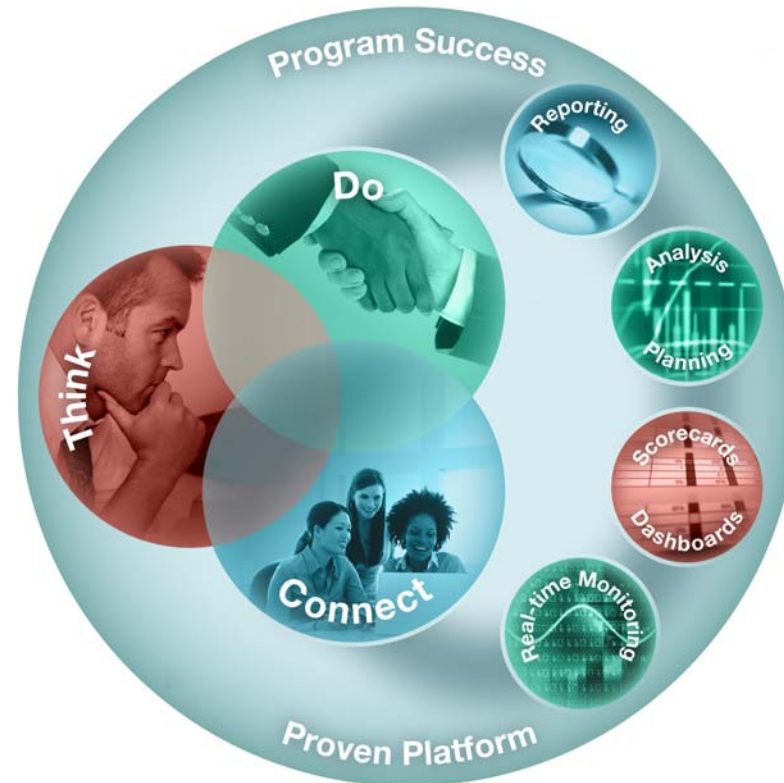**Unified workspace**
All time horizons
Progressive interaction

Connect with Others

Decision networks
Business context
Accountability

and Simply **Do**

Mobile and Disconnected
Integrated
Real-time

A revolutionary BI workspace delivered on a proven platform with seamless upgrade.

Collective Intelligence

To connect people and insights to gain alignment

- **Why?** Organizations need more agile and responsive decision making processes to effectively respond to market opportunities and challenges.

- **IBM Cognos 10** delivers
    - **Built-in Collaboration and social networking** giving groups the means to **engage more** :
        - Establish decision networks to share insights and drive toward a collective intelligence
        - Provide transparency and accountability to drive alignment and consensus
        - Communicate and coordinate tasks to engage the right people at the right time

- **So organizations can:** Engage workgroups to easily collapse the time to align, decide and act
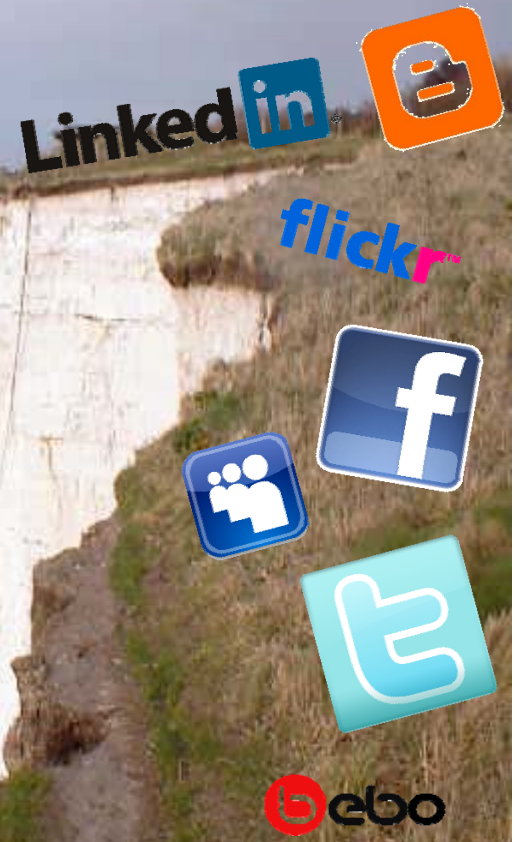
Collaboration is Everywhere

The Chasm

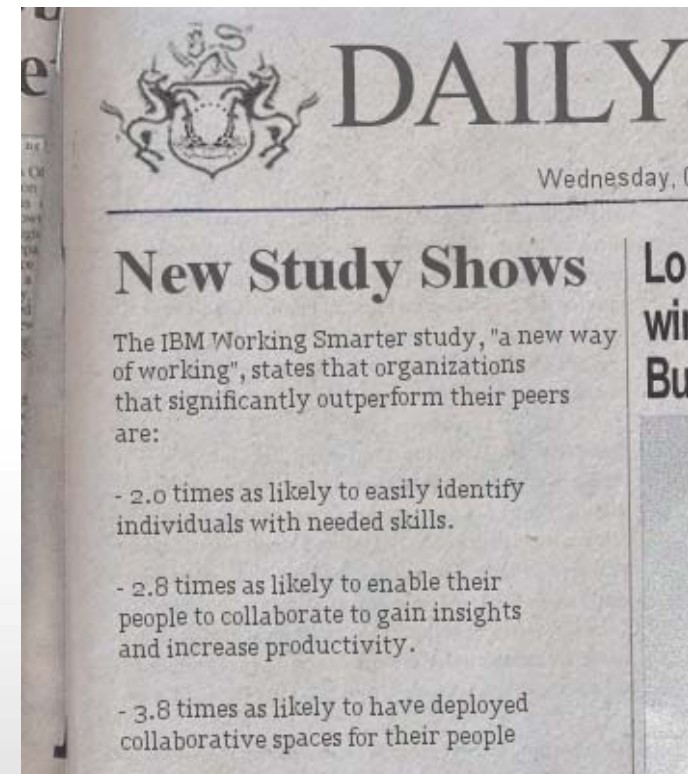Just like…

IBM Cognos Collaboration

Social Software for Business

89% of CEO's believe their customers will expect more collaboration and information sharing over the next five years

Capitalizing on Complexity 2010 IBM Global CEO Study

*Cost and quality of healthcare are complex issues that can benefit from **social networking tools** that **help decision makers** form a shared understanding of what the 'system' is doing and how to improve it.*

William *Marder, PhD, senior vice president for research at the Healthcare business of Thomson Reuters.*

DAILY

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New Study Shows

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The IBM Working Smarter study, "a new way of working", states that organizations that significantly outperform their peers are:

- 2.0 times as likely to easily identify individuals with needed skills.

- 2.8 times as likely to enable their people to collaborate to gain insights and increase productivity.

- 3.8 times as likely to have deployed collaborative spaces for their people

IBM PERFORMANCE EVENTS

Just as people expect from their social networks

Business User

"I want to connect and share things with the friends in my life."

Manager

"I want to be updated on what's new in my friends' lives."

Executive

"I want to look back at old times we've enjoyed."

They also need in their organizations

Business User

"I need to easily connect with people who are relevant to the decisions I make."

Manager

"I need to better understand the perspectives of my colleagues."

Executive

"I need to easily access decision history in order to learn, reference and create best-practices."

How you collaborate with BI today

Link

How you collaborate with BI today

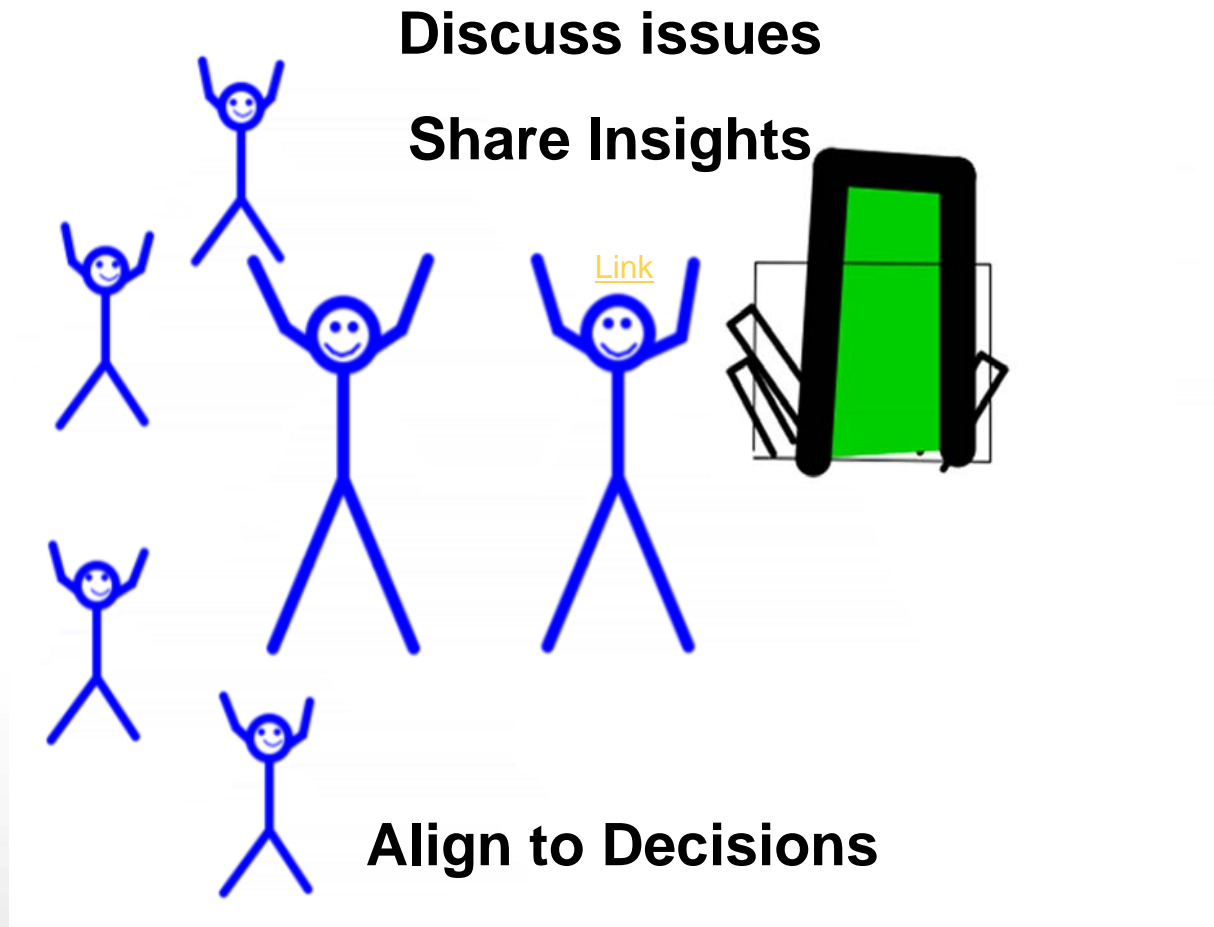**Did you include all the right people?**

**Did you have all the information
to make the right decision?**

How you collaborate with IBM Cognos Collaboration

How you collaborate with IBM Cognos Collaboration

Discuss issues

Share Insights

Link

Align to Decisions

IBM Cognos Collaboration

IBM Cognos 10 BI

Lotus Connections

Reports

Ad-hoc queries

Analysis

Dashboards

IBM Cognos Collaboration

Blogs

Activities

Profiles

Files

Wikis

Bookmarks

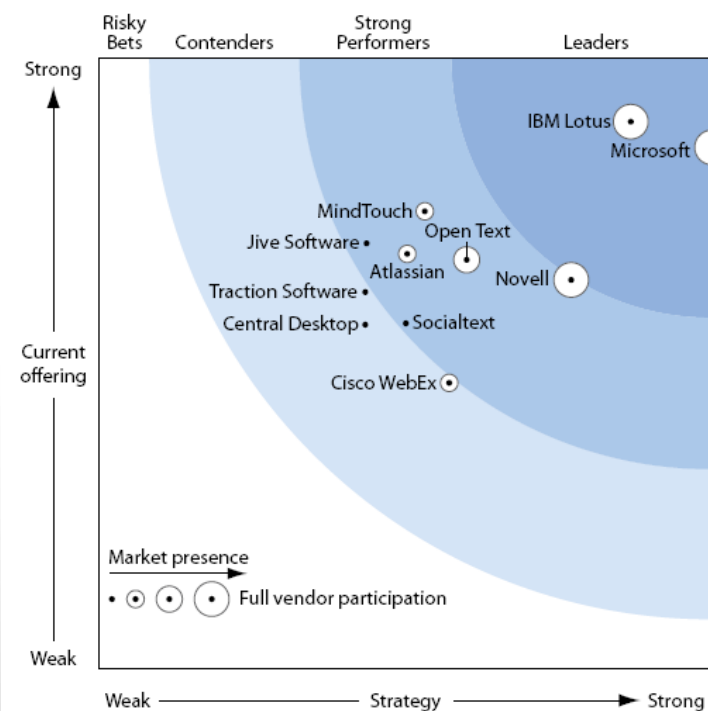Communities
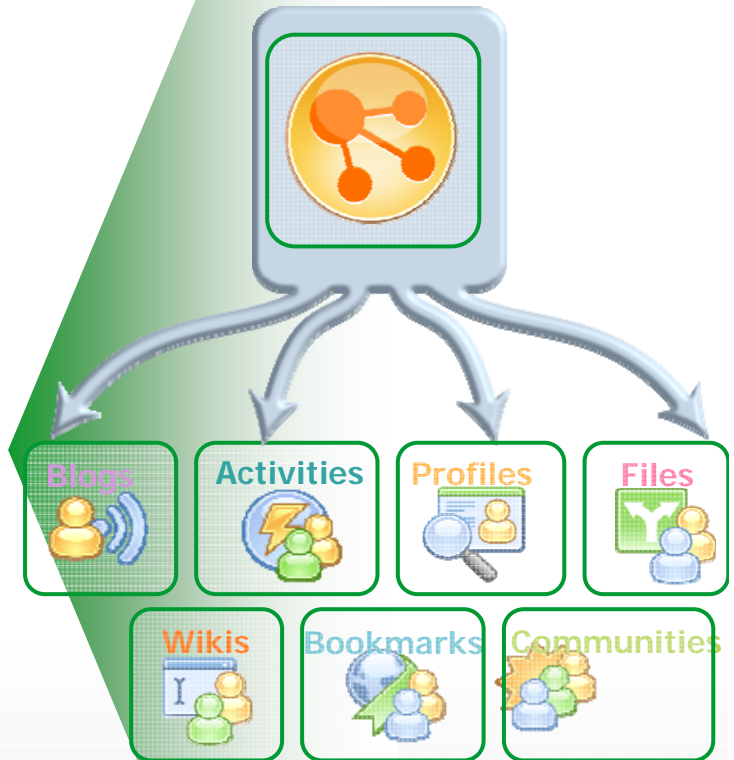
Integration with Lotus Connections

IBM positioned as a **leader** in Gartner's Magic Quadrant.

Gartner Magic Quadrant for
Social Software in the
Workplace, October 2009:
*copyrighted October 2009
by Gartner, Inc*

IBM's Lotus Connections looked, at minimum, a year or more **ahead of SharePoint** in its social computing capabilities out of the box. It was a lot prettier looking, too.

C.G. Lynch, CIO.com Rants: Enterprise 2.0
Faceoff: Microsoft Lags Behind IBM in Social
Software, June 10, 2008

Figure 3 Forrester Wave™: Collaboration Platforms, Q3 '09

Risky Bets | Contenders | Strong Performers | Leaders

Strong

IBM Lotus
Microsoft
MindTouch
Open Text
Jive Software
Atlassian
Novell
Traction Software
Central Desktop
Socialtext

Current offering

Cisco WebEx

Market presence

• ⊙ ⊙ ⊙ Full vendor participation

Weak

Weak ──── Strategy ──── Strong

Source: Forrester Research, Inc.

Build stronger relationships

- Collect, organize, share and reuse work

IBM Cognos Collaboration

Solution Highlights:

- Link directly from Lotus Connections to a Cognos Business Insight Dashboard
- Single sign-on for both Business Insight Dashboards and Lotus Connections
- Send email notifications directly from the Lotus Connections Activity
- Filter Activities based on the dashboard

Collaboration Button
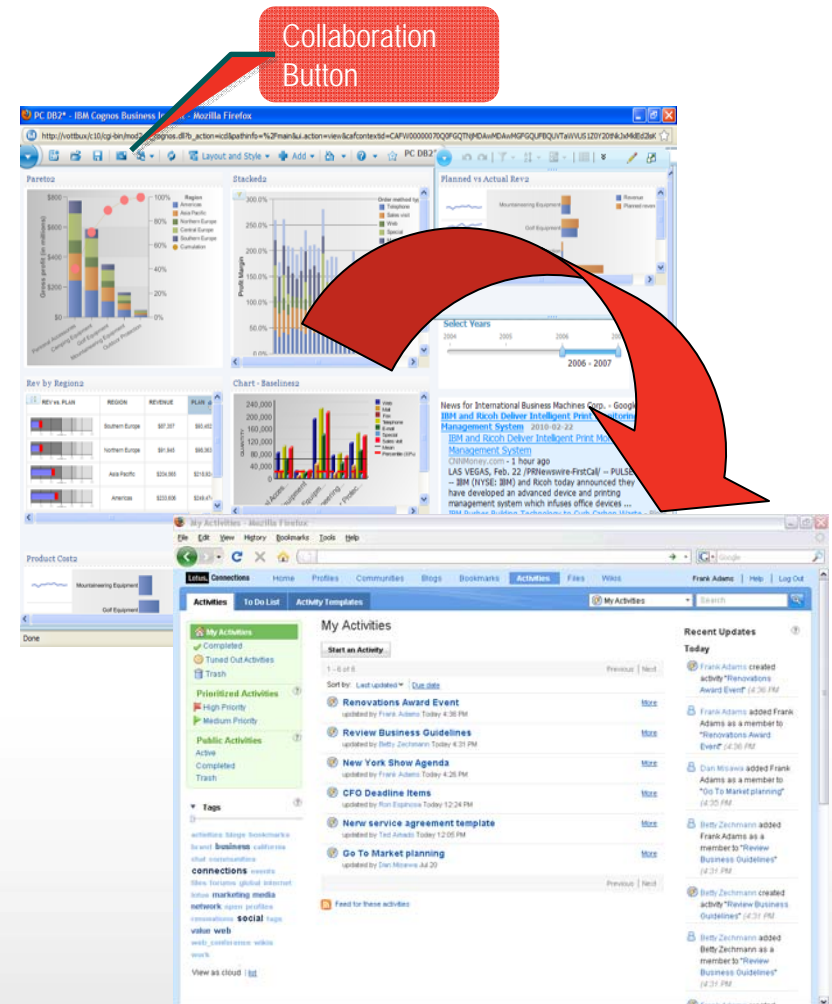
With IBM Cognos Collaboration you can:

- Bring together the data

  E-mails, IM chats, documents…

- Increase efficiency and effectiveness

  Use existing skills discovered through the professional network

- Instill greater confidence in decisions

  Easily vet decisions by experts

- Stimulate innovation

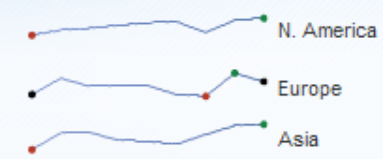 **Access the experience and knowledge of more stakeholders**

Products Workspace

Future-Chips INTERNATIONAL

2010 Expenses

Distribution	15,815,253
Marketing	24,814,311
Production	27,860,560
Raw Material	51,620,978

YTD Cost 120,111,102

2010 Income Statement — Actual YTD

N. America	131,686,659
Europe	26,227,077
Asia	49,532,821

YTD Income 207,446,557

2010 Revenue by Products — Actual YTD

Alpha	31,857,226
Charger	41,216,007
Nova	31,337,564

YTD Product Sales 104,410,797

Choose Year

2007   2008   2009   2010

2007 - 2010

Choose Product

- [ ] (Select All)
- [ ] Alpha
- [ ] Charger
- [✓] Nova

[Apply] [Cancel]

Revenue by Region Chart

Units Ordered

Units Ordered	2007	2008	2009	2010	Total
Nova Gold		402	1,208	899	2,509
Nova Silver		239	855	787	1,881
Nova Bronze		145	494	463	1,102
Nova		**786**	**2,557**	**2,149**	**5,492**

Sales Success by Product

| # Successful Sales	2007	2008	2009	2010	Total
Nova Gold		89	194	170	453
Nova Silver		63	130	154	347
Nova Bronze		55	99	111	265
Nova		**105**	**257**	**240**	**602**

Ensure greater context for decisions

- Add another dimension to the information

Annotations

Solution Highlights:

- Add, view and edit comments on reports, report parts, individual cells or data points in reports and report parts
- Comments are indicated by colored flags
- All annotations are included as endnotes when exporting
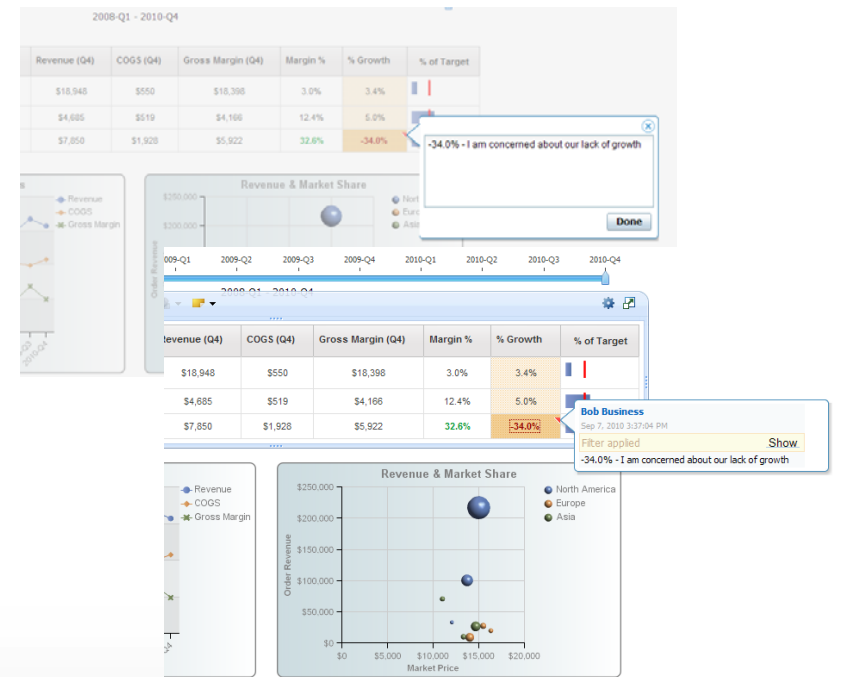
With Annotations you can:

- Add another dimension to your data

Understand the reasons behind a decision

- Dramatically reduce duplication of work

See what others are working on

- Ensure consistency and completeness

Reuse processes for decision-making

Revenue Dashboard

Future-Chips INTERNATIONAL

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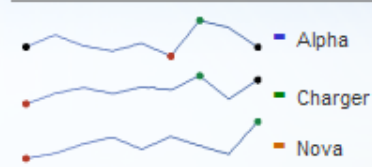
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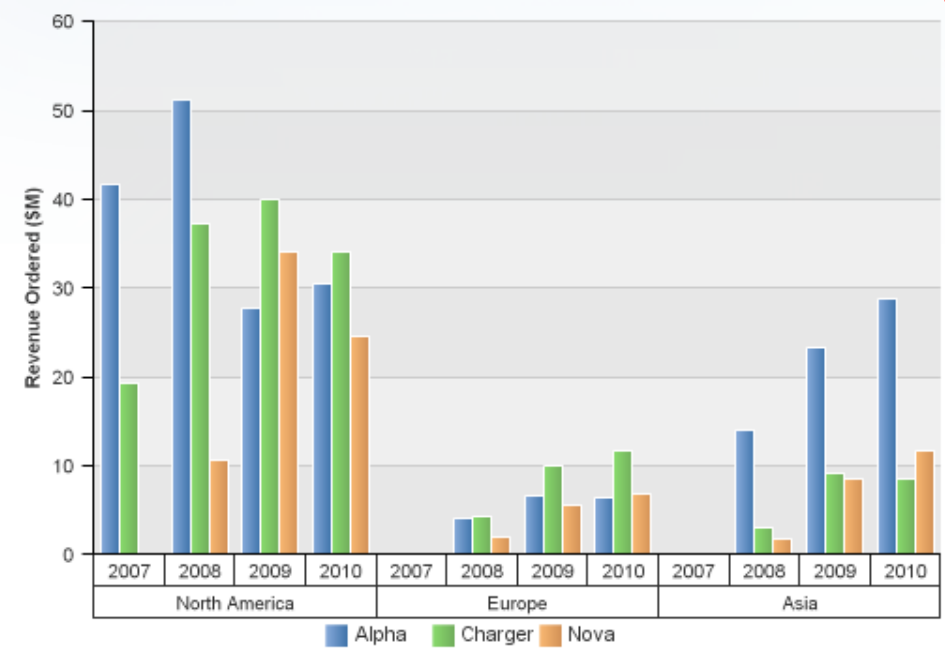
Units Ordered

Units Ordered	2007	2008	2009	2010	Total
Alpha	3,475	6,527	5,762	6,916	22,680
Charger	1,068	2,588	3,547	3,359	10,562
Nova		786	2,557	2,149	5,492
Product(All)	4,543	9,901	11,866	12,424	38,734

Sales Success by Product

| # Successful Sales	2007	2008	2009	2010	Total
Alpha	294	487	407	437	1,625
Charger	115	284	361	363	1,123
Nova		105	257	240	602
Product(All)	409	876	1,025	1,040	3,350

Build a reliable corporate memory

- Easily reference past decisions

Integrated Search

Solution Highlights:

- Search for the following directly from Business Insight:
  - Lotus Connections Activities history
  - Annotations
  - Current Lotus Connections Activities
  - Any related items in Lotus Connections
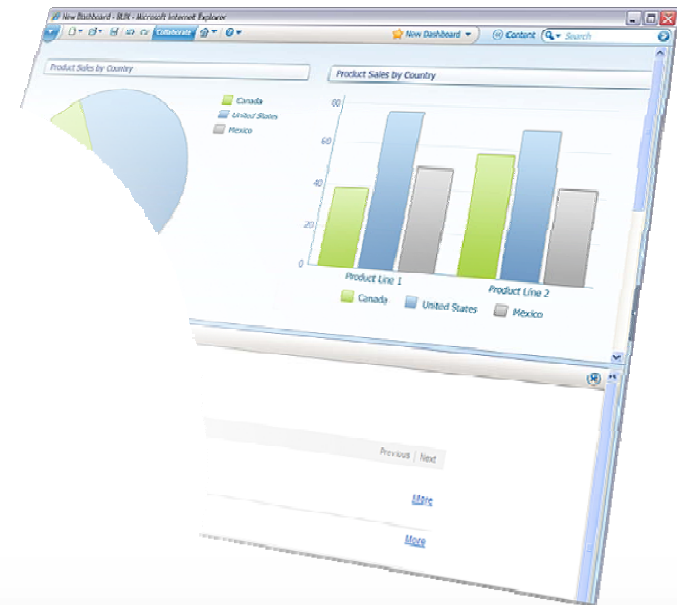
With integrated search you can:

- Track and audit decisions and initiatives

Ensure consistent use of best practices

- Easily reference past decisions

Greater accountability and transparency

- Compare and analyze decision outcomes

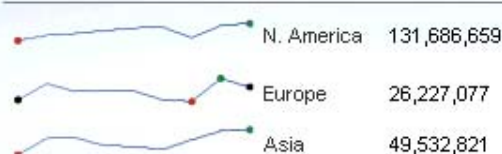**Revisit past decisions for creation of best practices**

Products Workspace

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2007 - 2010

Choose Product

- ☐ (Select All)
- ☐ Alpha
- ☐ Charger
- ☑ Nova

Apply   Cancel

Revenue by Region Chart

Revenue Ordered ($M)

20 —

15 —

10 —

5 —

0 —

2007	2008	2009	2010	2007	2008	2009	2010	2007	2008	2009	2010
North America				Europe				Asia			

■ Nova Gold   ■ Nova Silver   ■ Nova Bronze

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Collaboration Facilitates Better Decision-Making

Leveraging collaboration, organizations are able to:

- **Help build stronger relationships**

- **Ensure greater context for decisions**

- **Build a reliable corporate memory**

Customer Quotes

"I'm very impressed with **the ability to be able to have a conversation** [collaboration] …and actually be able to see the information and share it and drill into something when you're having a chat with a colleague."

John Mazerall
Data Architect, Manager, Business
Intelligence and Data Solutions
Canadian Blood Services

"**Annotations** we have had several cases in the past I can go back ten years now where end users and different groups have been wanting to be able to **add context** to what's on what's included within a report, within a in cube, within a Dashboard or scorecard **the annotation capabilities are going to be a big plus** I think that that it will likely be the capability that we get that heaviest demand for."

John Mazerall
Data Architect, Manager, Business
Intelligence and Data Solutions
Canadian Blood Services

Delivering Program Success

- New "How-to" Books Deliver Expertise
  - BI Strategy Book, BI on Cloud, BI Redbook
- Proven Practices, Communities & Workshops
  - Champion & Business Analytics Workshops
  - Innovation Center & Communities
  - Champion Kit, Blueprints
  - DeveloperWorks, C^3 Blog
- Services & Training
  - Proven Practice Workshops, Learning Assessment and User Adoption Services
  - Broader portfolio of self-paced training options
- Broader Deployment Options
  - Expanded offering for System z
  - On IBM Compute Cloud