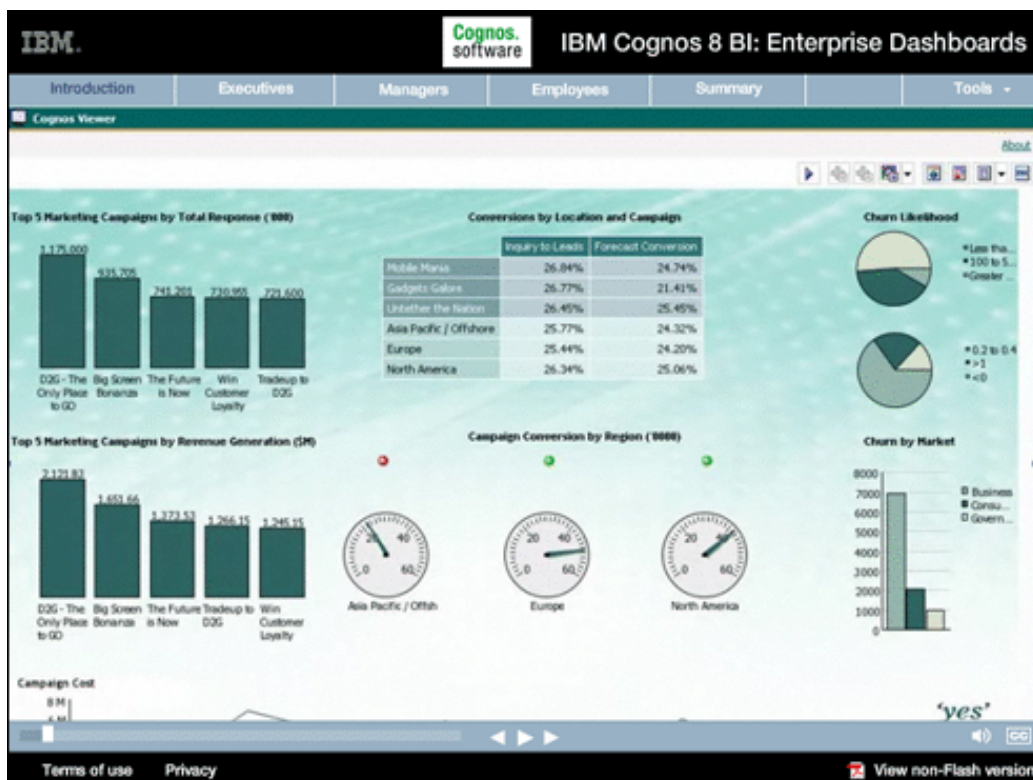# IBM Cognos 8 BI: Enterprise Dashboards
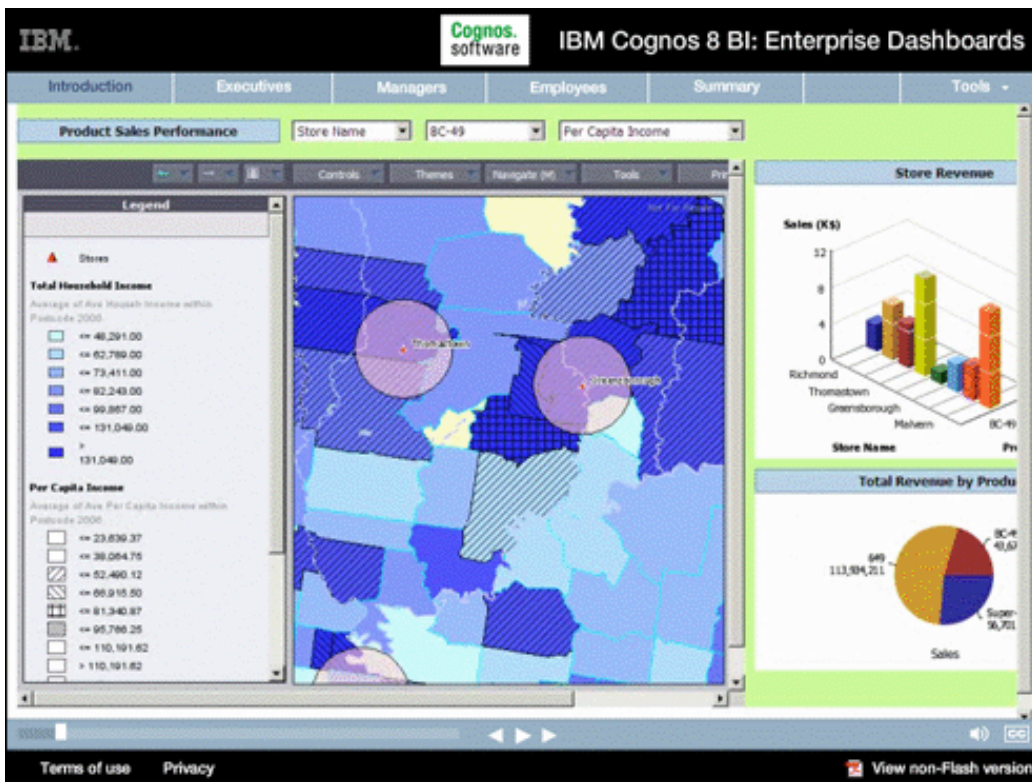
Introduction

1.

Narrative:
Dashboards play an important role in managing business performance by showing a wide range of information in a single view.

Onscreen Copy:
Enterprise dashboards play an important role in managing business performance.
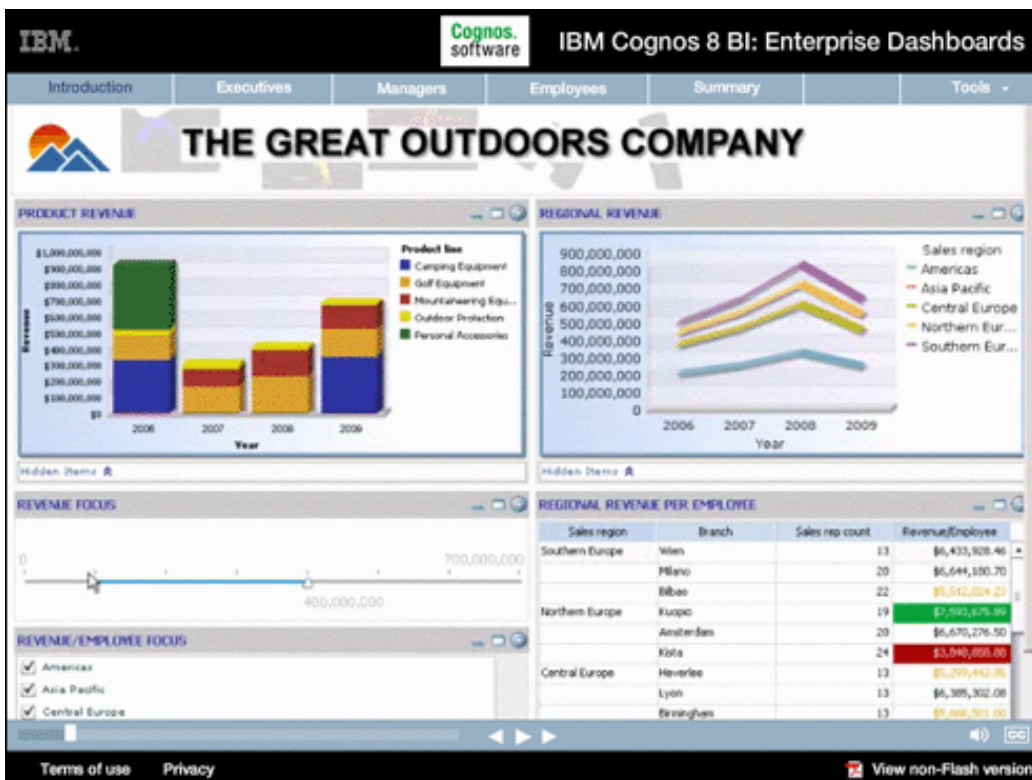

2.

Narrative:
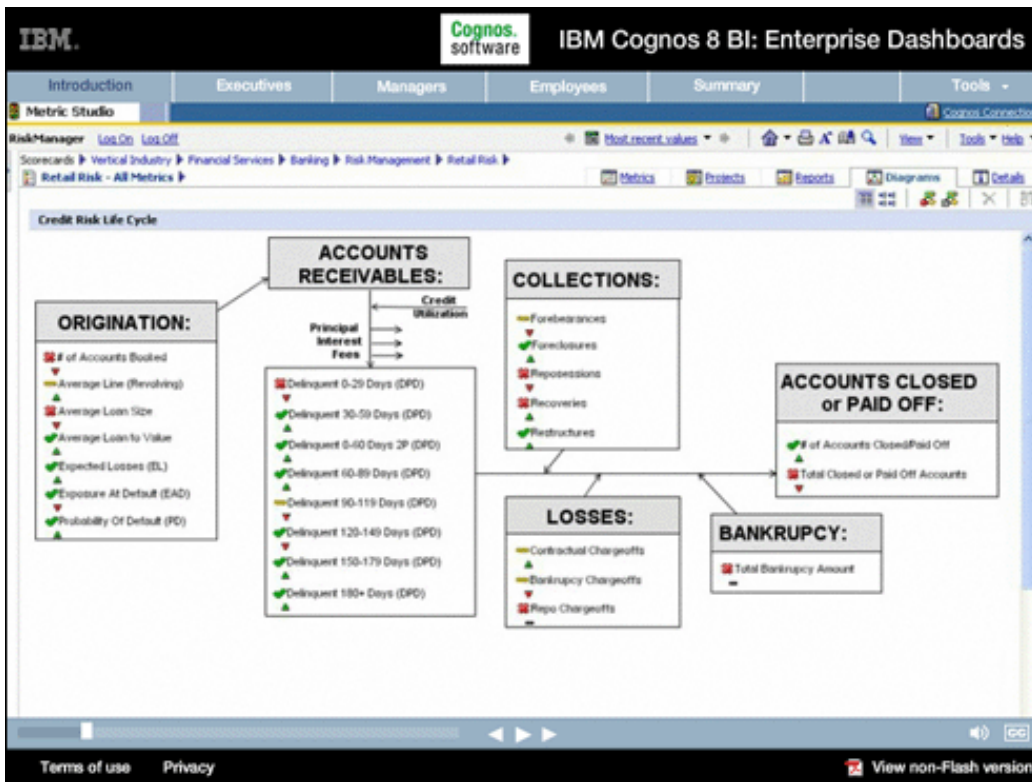Information can be accessed on key areas, such as marketing campaigns and revenue...

3.

Narrative:
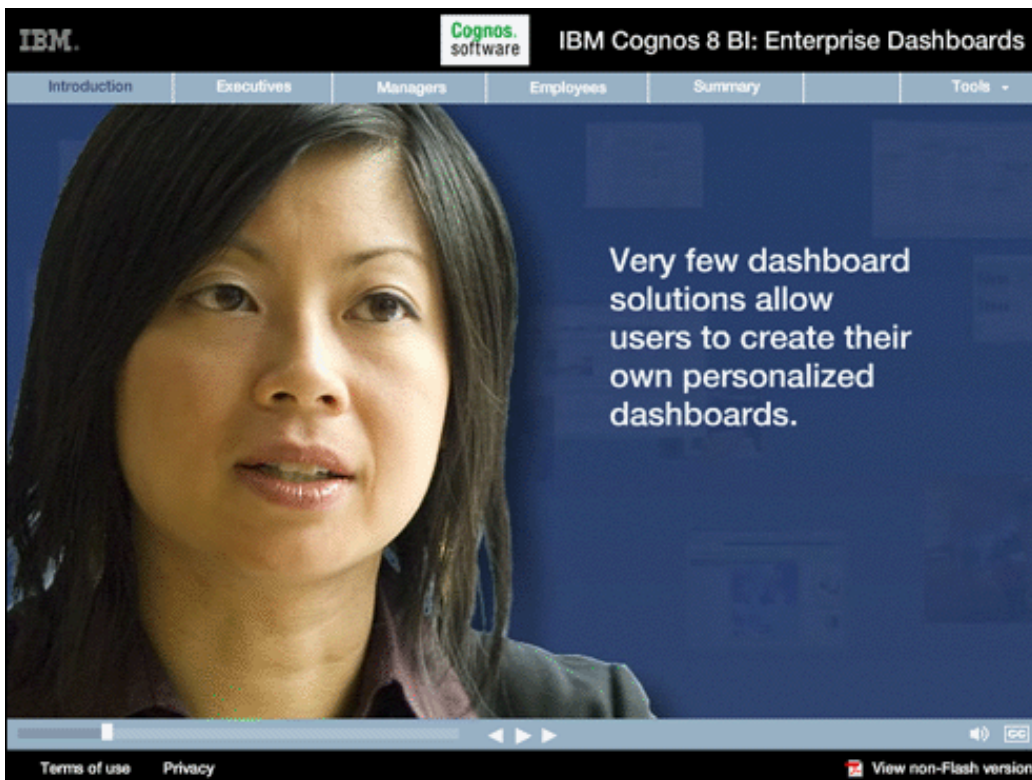...and then presented in many formats, such as charts, maps, metrics and tables.

4.

Narrative:
Dashboards are unique because of the breadth of information they present...

5.

Narrative:
...and the speed at which dashboard users can identify good performance and trends versus bad ones, giving each user a unique view of the business that is relevant to them.

6.

Narrative:
Unfortunately, very few dashboard solutions allow users to create their own personalized dashboards.

Onscreen Copy:
Very few dashboard solutions allow users to create their own personalized dashboards.

7.

Narrative:
Most solutions require involvement from IT, which limits accessibility to only those influential users who have direct access to IT resources.

Onscreen Copy:
Most solutions require involvement from IT, which limits accessibility.

8.

Narrative:
With IBM Cognos 8 software, organizations can empower a much broader group of business users, managers and executives to create their own personalized dashboards...

Onscreen Copy:
IBM Cognos 8 software can empower users to create personalized dashboards.

9.

Narrative:
...leveraging information from across the enterprise, with no extra work for IT.

Onscreen Copy:
IBM Cognos 8 software can empower users to create personalized dashboards.

10.

Narrative:
These dashboards can be conveniently consumed throughout the business day, satisfying users' ever-changing needs for the most up-to-date information so they can make better business decisions more quickly.

Onscreen Copy:
Customized dashboards can help users make better business decisions more quickly.
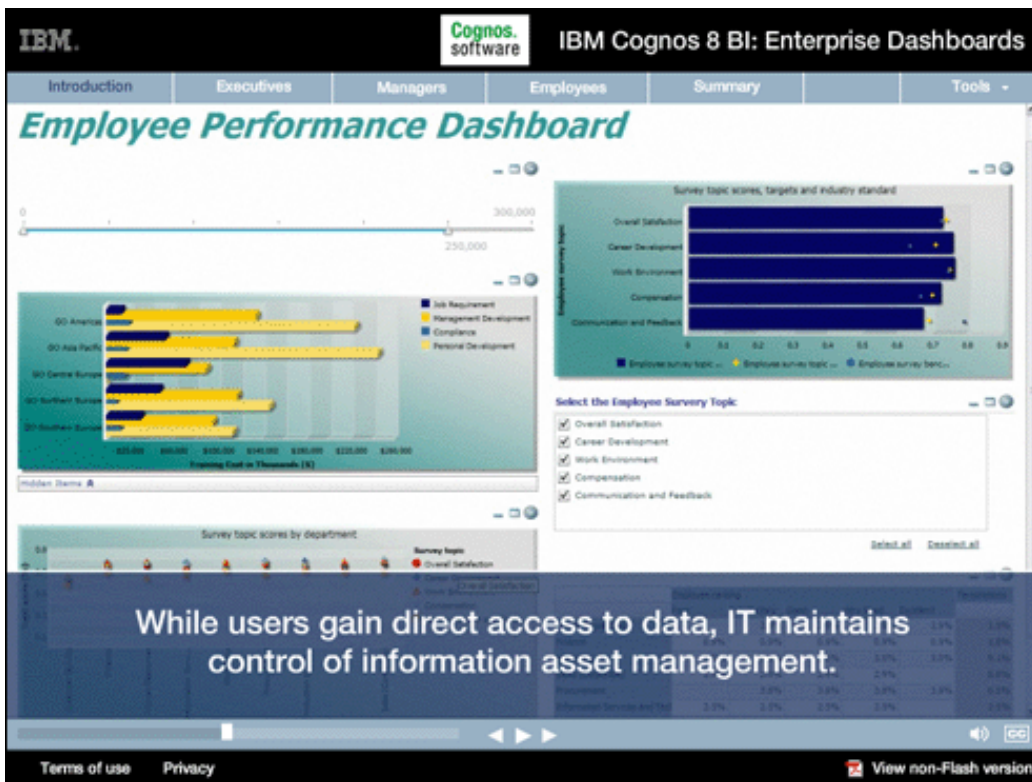
11.

Narrative:
And while the IBM Cognos 8 performance management platform provides users direct access to the data they need, IT maintains control of all aspects of information asset management.

Onscreen Copy:
While users gain direct access to data, IT maintains control of information asset management.
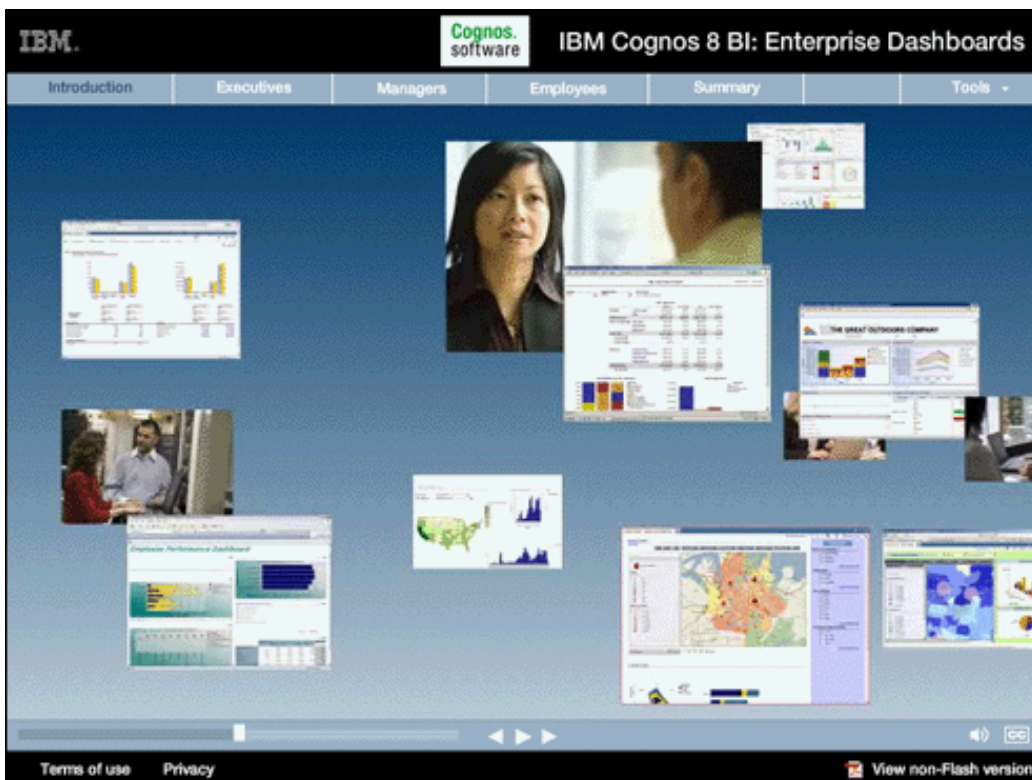
12.

Narrative:
Let's take a closer look at how different users can benefit from an IBM Cognos 8 dashboard solution...
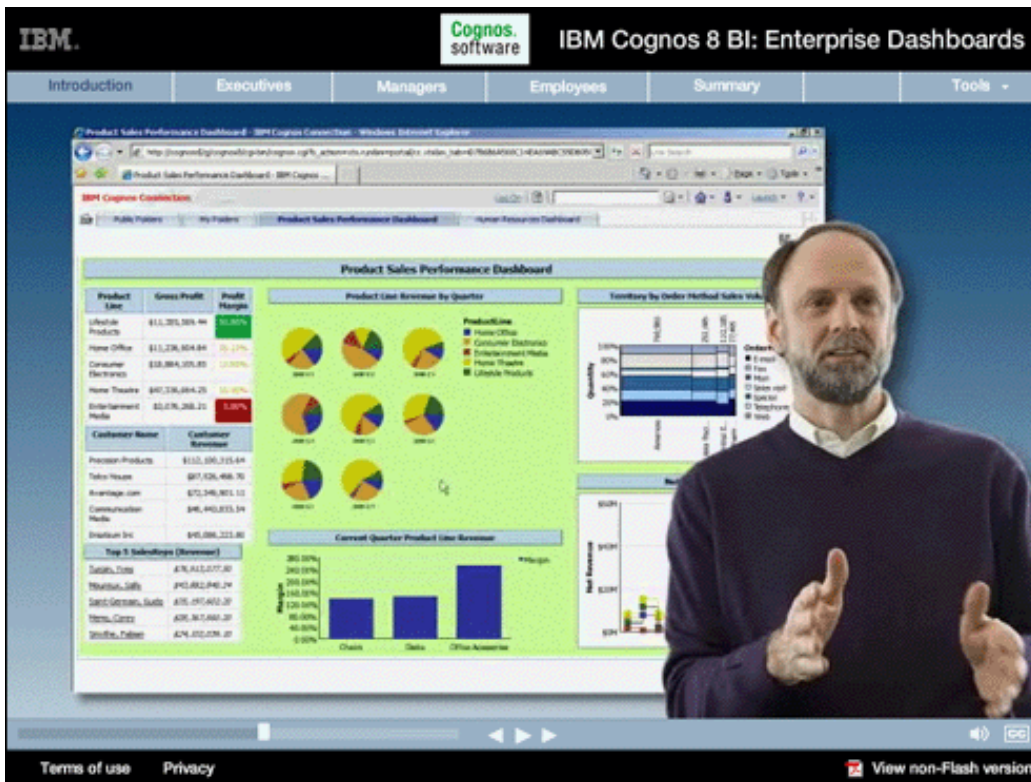
13.

Narrative:
Executives, for example, might want to combine key performance measures in the same view, such as profit, revenue and sales volume.
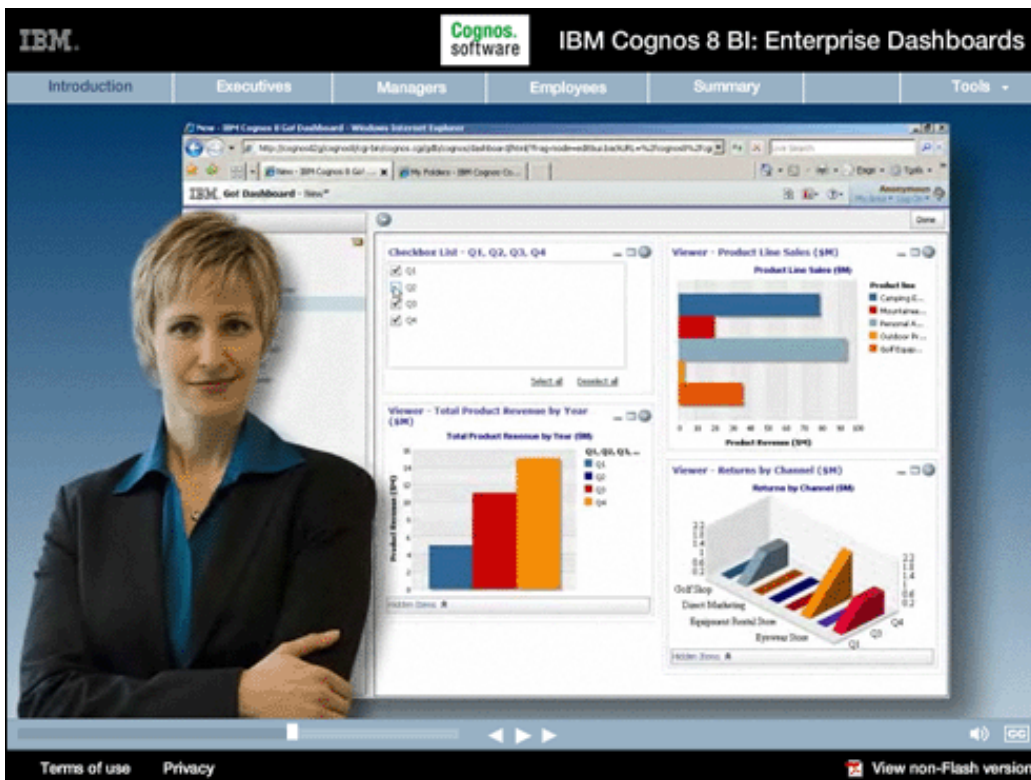
14.

Narrative:
Business managers might wish to combine parts of different reports together, such as sales by product line and returns by channel.

15.

Narrative:
Often a single report can server hundreds of business users across the organization whenever it's needed. And by applying advanced prompts and filters, that report can be personalized to provide each user with the information that's most relevant and the format most optimal to them.
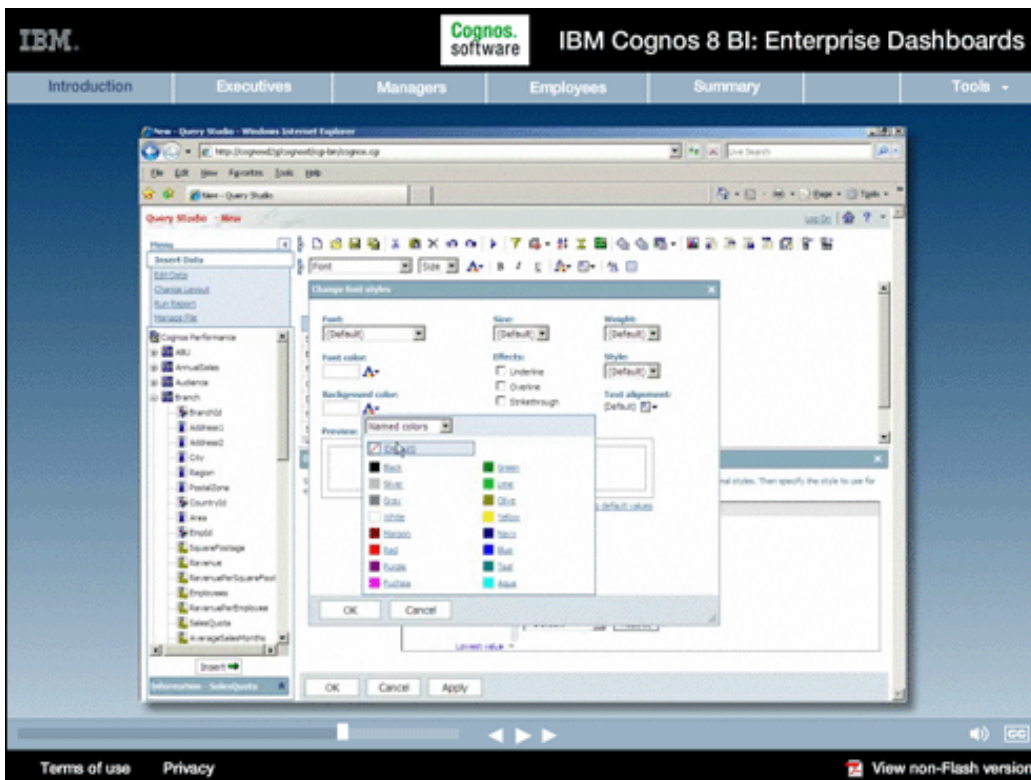
16.

Narrative:
The IBM Cognos 8 BI platform delivers a robust, technologically advanced solution for enterprise dashboards.

17.

Narrative:
Designed to deliver a collaborative authoring and reporting environment...

18.

Narrative:
...IBM Cognos 8 BI allows business users to create reports that can be used by the enterprise, and is the only solution that truly supports the fundamental principle of "author once–consume anywhere."
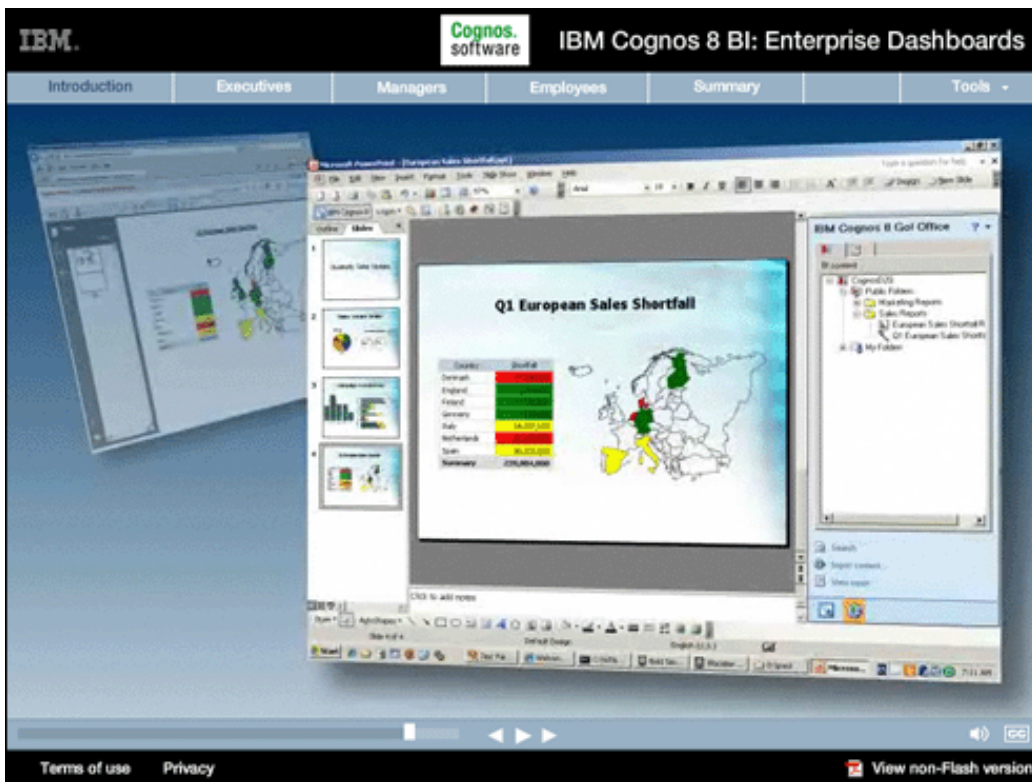
19.

Narrative:
This performance management platform meets the unique needs of end users while enabling IT to manage the solution more easily.

20.

Narrative:
IBM Cognos 8 BI delivers dashboards that give users across the enterprise relevant, targeted information based on their individual preferences.

Onscreen Copy:
IBM Cognos 8 BI delivers dashboards that give users across the enterprise relevant, targeted information.
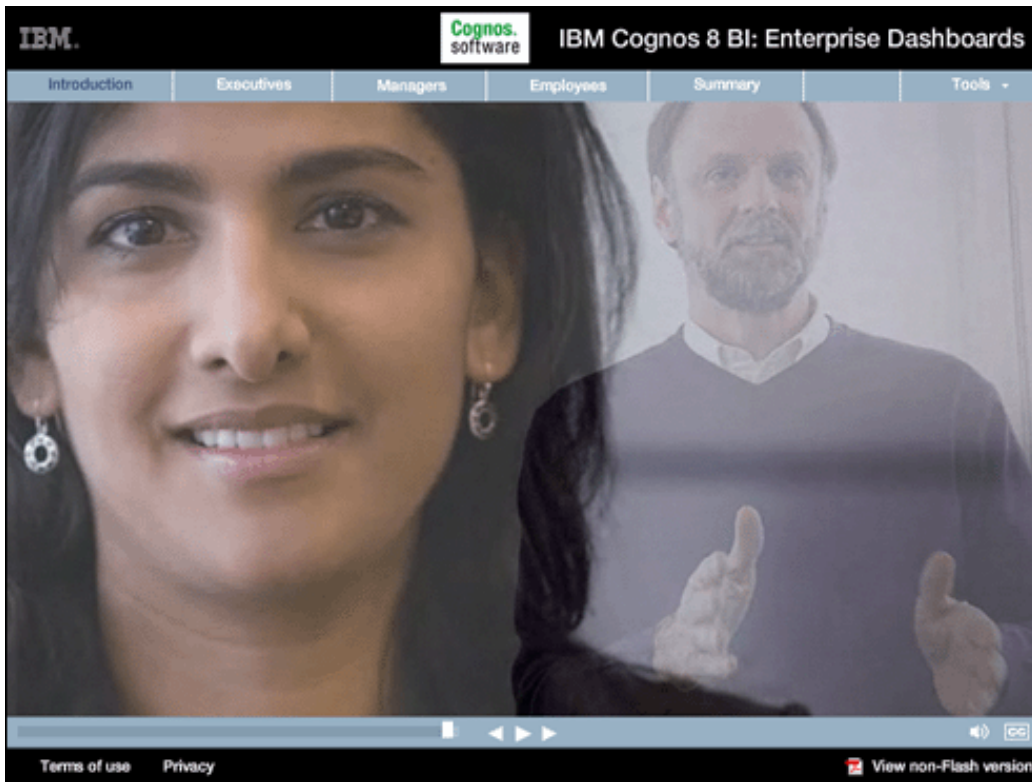
21.

Narrative:
Now let's take a closer look at how individuals across the enterprise can take advantage of an IBM Cognos 8 dashboard solution...

Executives

1.
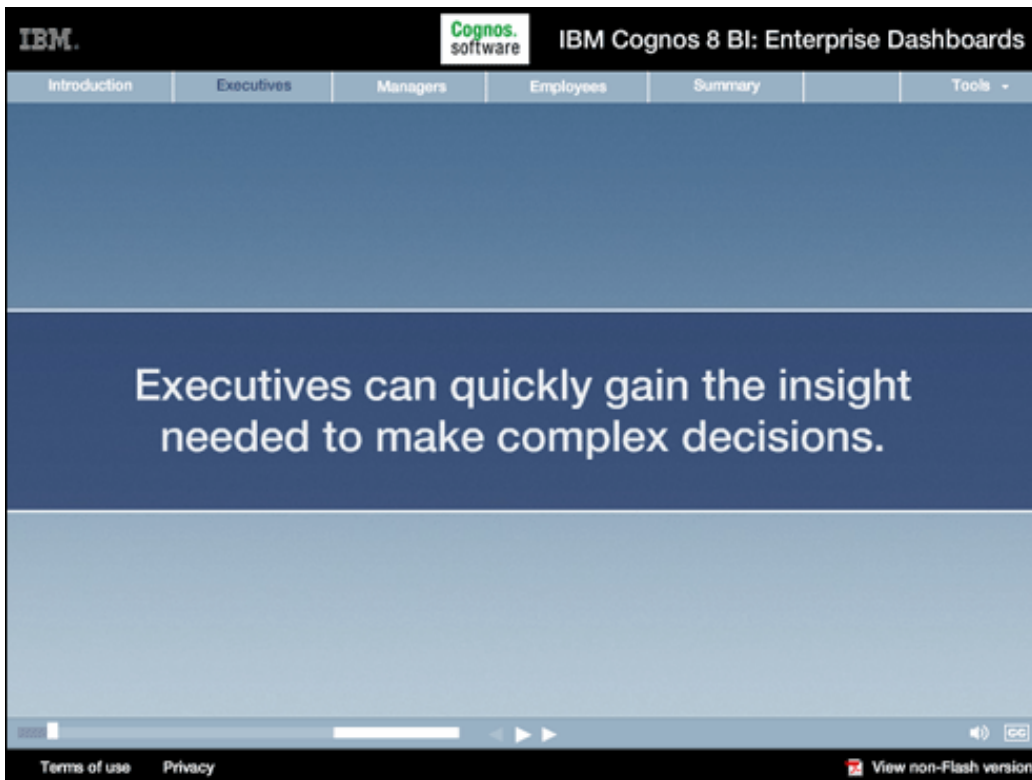
Narrative:
IBM Cognos 8 dashboards give executives the insight they need to quickly make complex decisions by providing direct access to trusted performance information.

Onscreen Copy:
Executives can quickly gain the insight needed to make complex decisions.

2.

Narrative:
Executive dashboards allow senior decision makers to examine critical business areas such as sales. This product sales performance dashboard allows executives to see...

3.
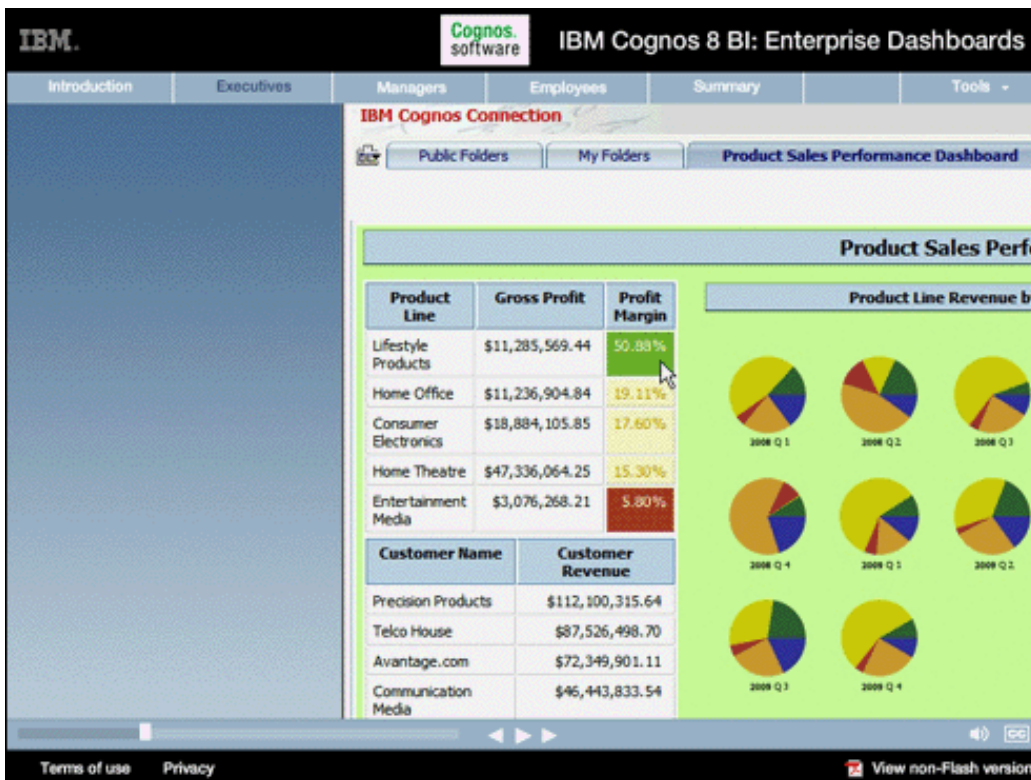
Narrative:
...product line profitability...
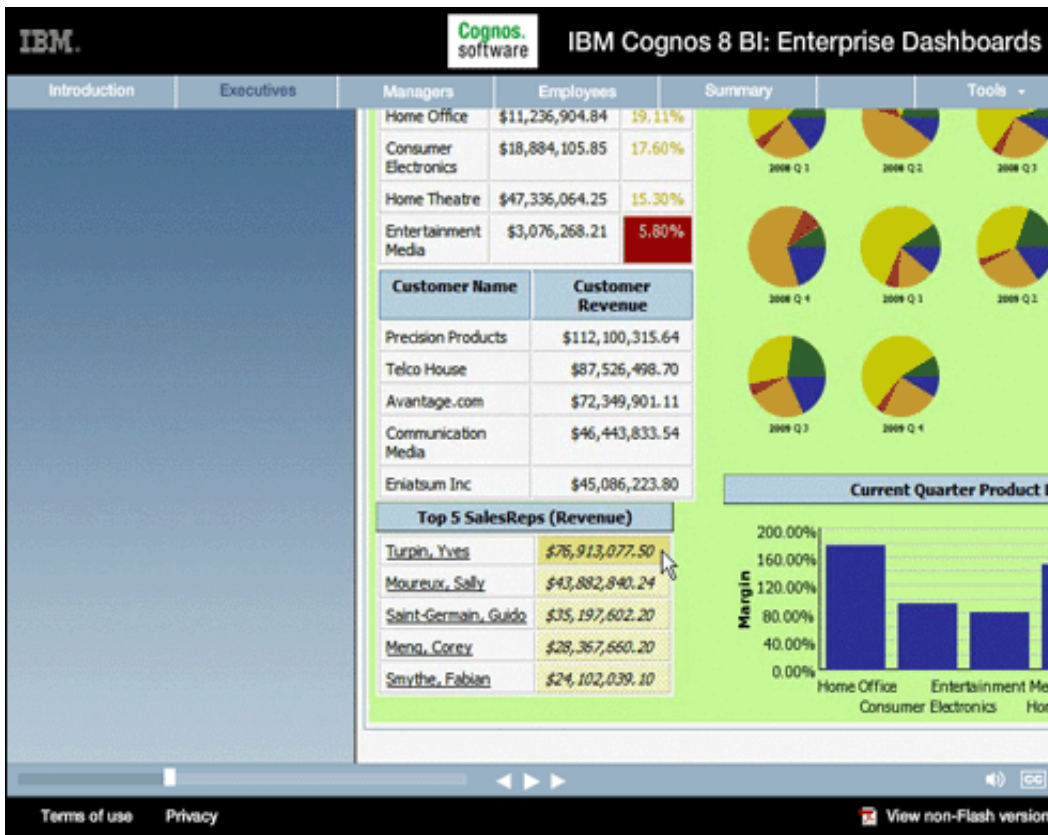
4.

Narrative:
...revenue by customer and sales rep...
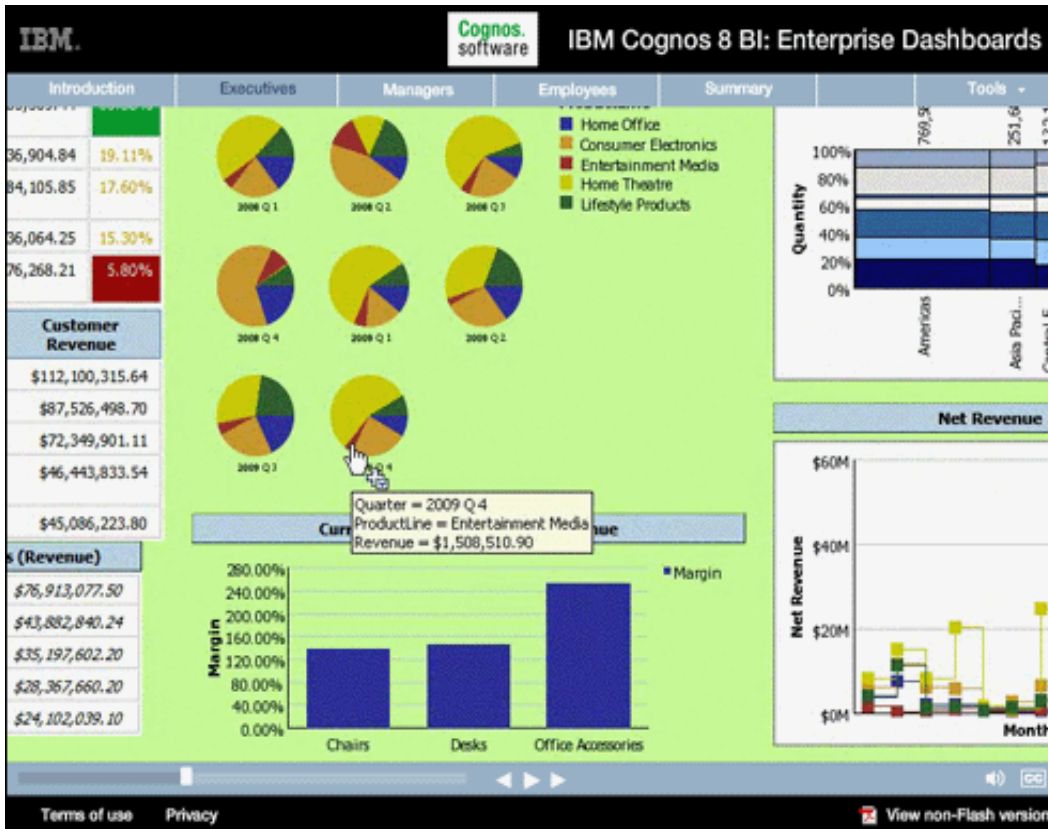
5.

Narrative:
...product line revenue...
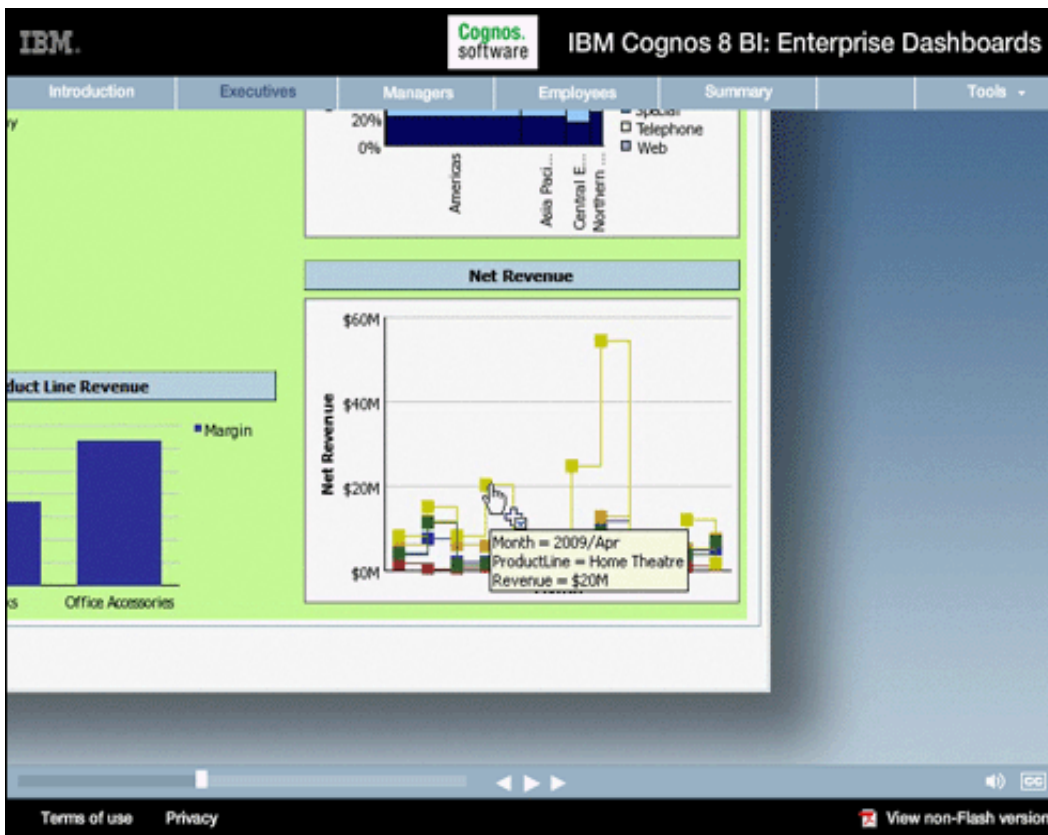
6.

Narrative:
...net revenue...
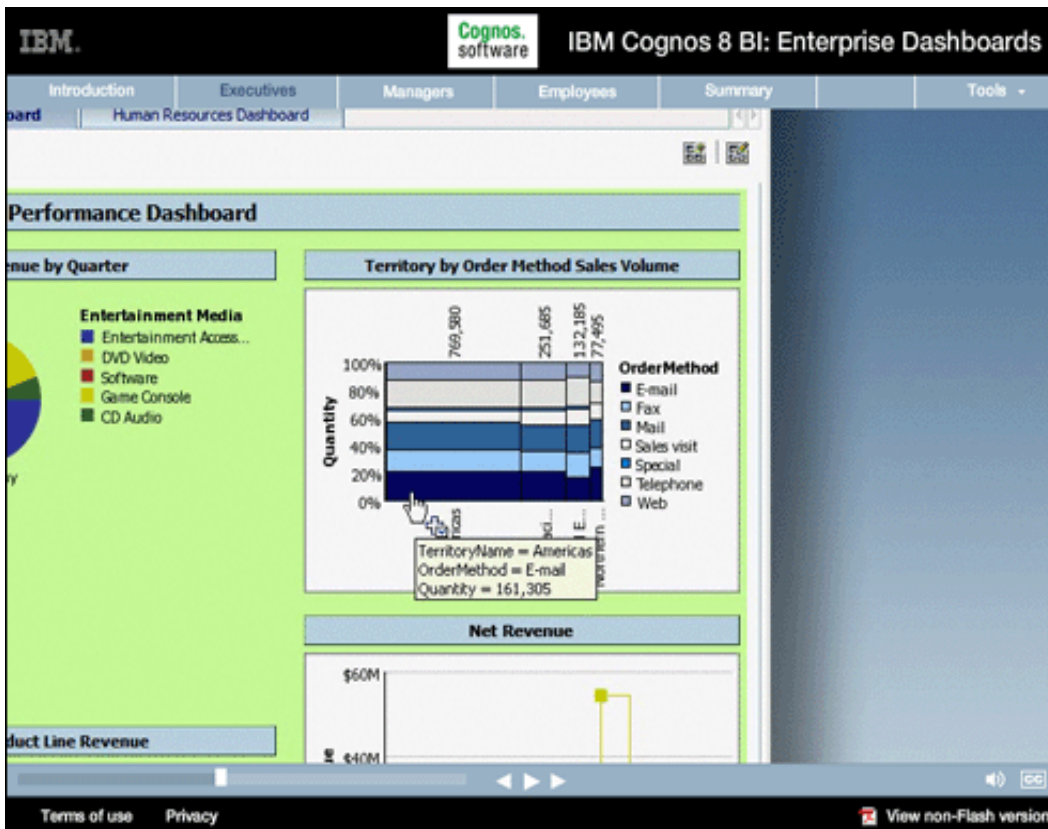
7.

Narrative:
...and sales volume by sales channel.

8.

Narrative:
Executives can also access information across other functional areas.

9.

Narrative:
For example, this Human Resources dashboard provides direct access to valuable data, enabling executives to ask key questions, such as how does Southern Europe spend so little on salaries, bonuses, benefits and training...
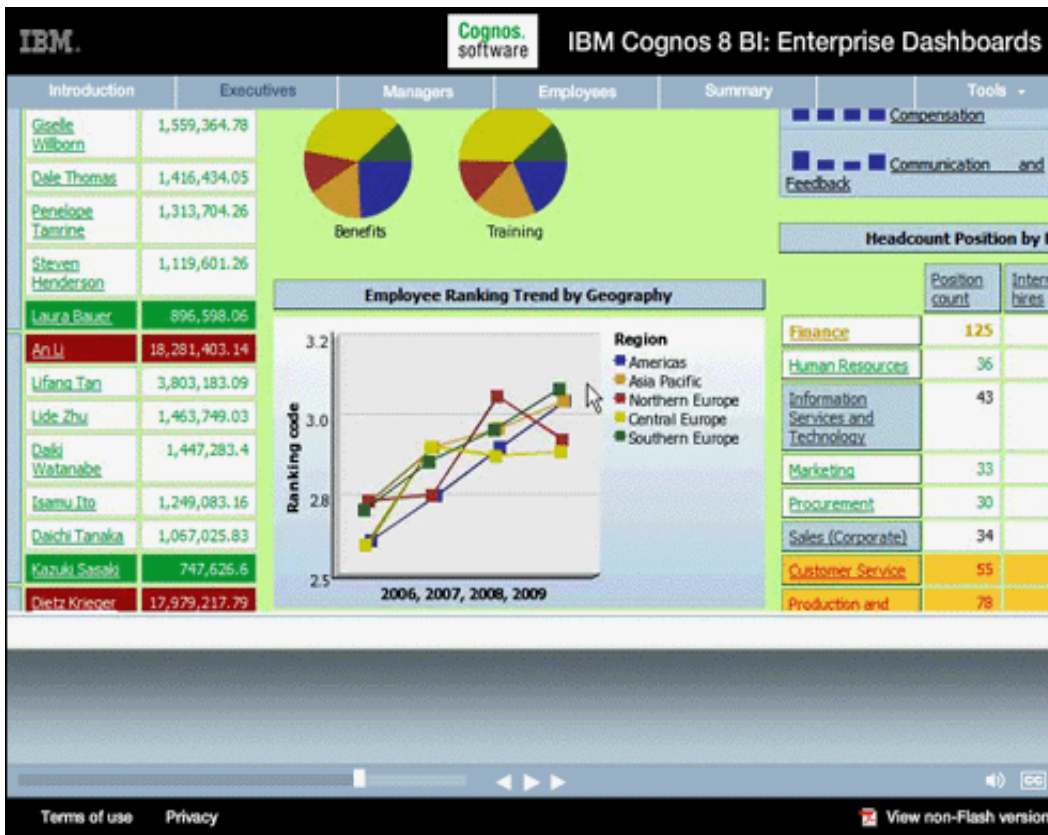
10.

Narrative:
...and yet still deliver the highest employee rankings for any geography?...

11.

Narrative:
...Or, how well are our expenses being managed globally?

12.

Narrative:
IBM Cognos 8 dashboards give executives direct access to timely, relevant and trusted information so they can ask the right questions at the right time and respond more quickly to complex issues.

Onscreen Copy:
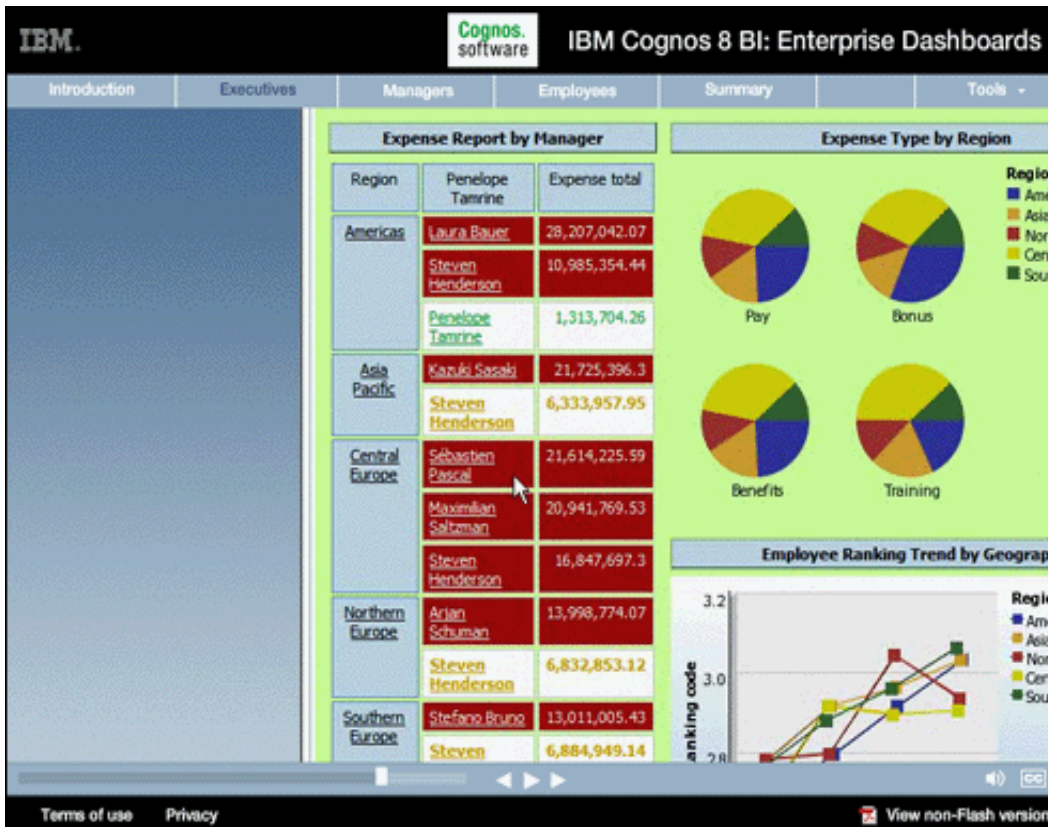IBM Cognos 8 software delivers timely, relevant and trusted information to executives, enabling them to respond more quickly to complex issues.

Managers

1.

Narrative:
IBM Cognos 8 Go! Dashboard makes it easy for business managers to create their own personalized dashboards.

Onscreen Text:
Business managers can create their own personalized dashboards.
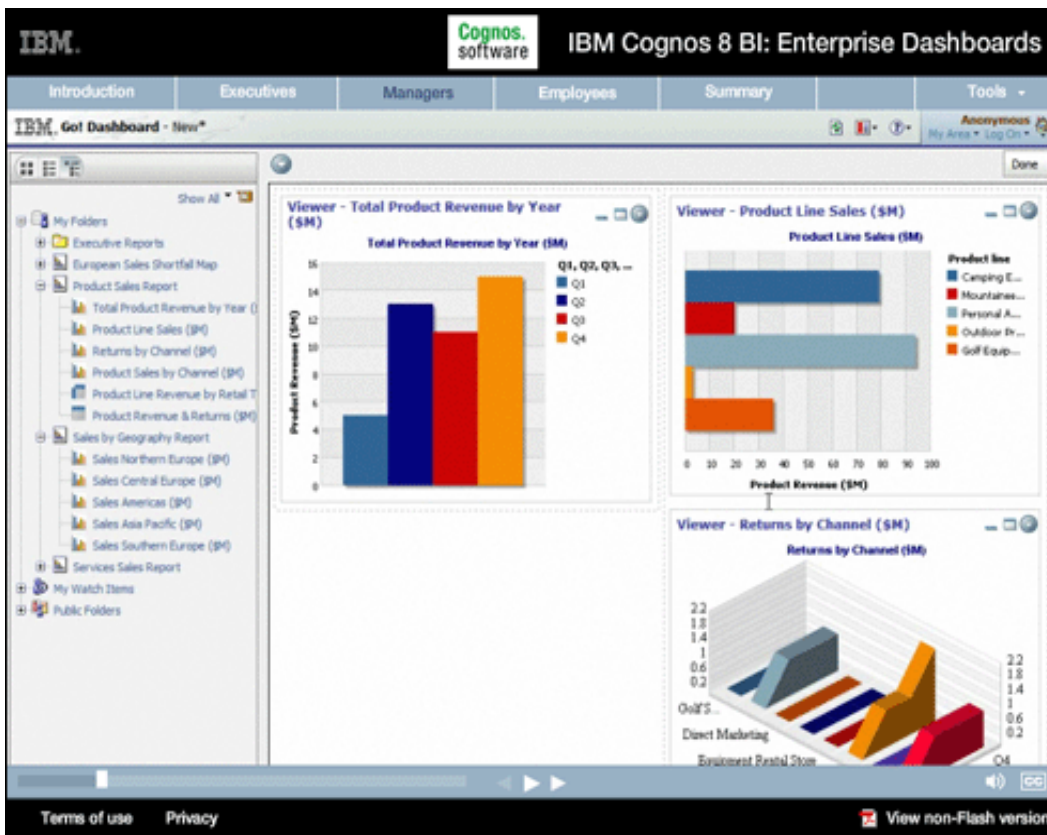
2.

Narrative:
By simply dragging and dropping reports, metrics or charts from the folders on the left, dashboards can be created quickly and easily.
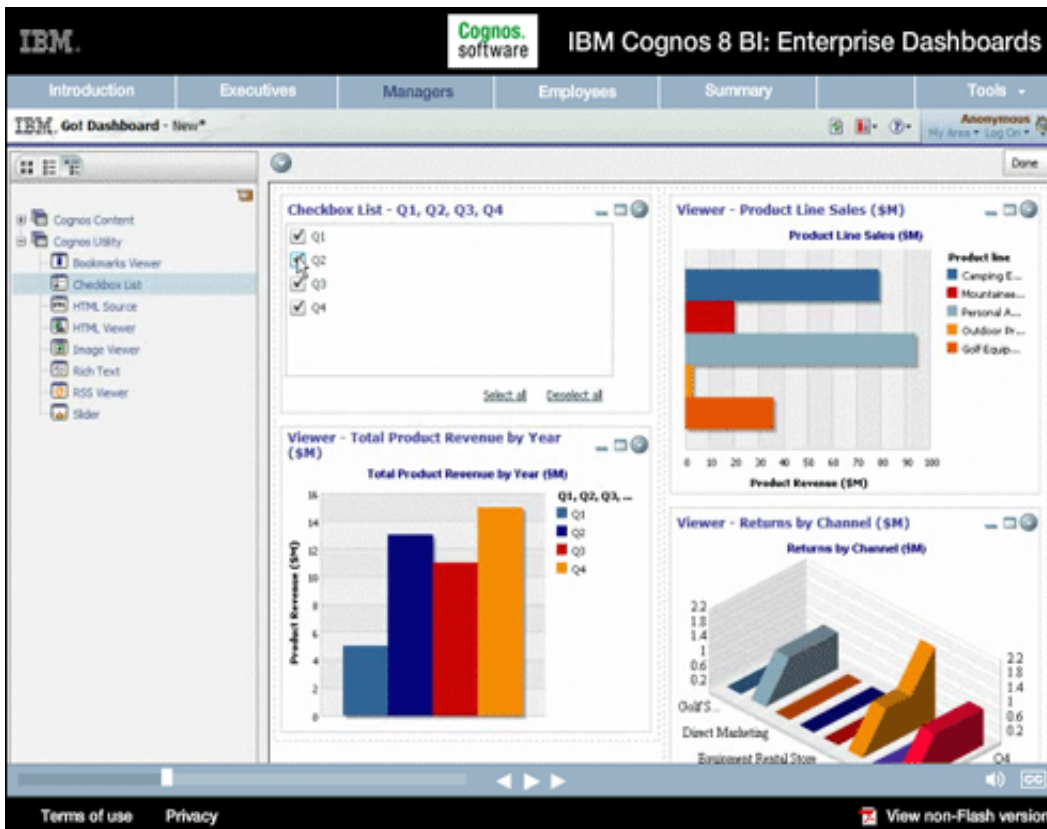
3.

Narrative:
And once a dashboard is created, it's also easy for managers to modify it to meet their changing needs. Checkboxes allow users to simply select the data points that matter most.
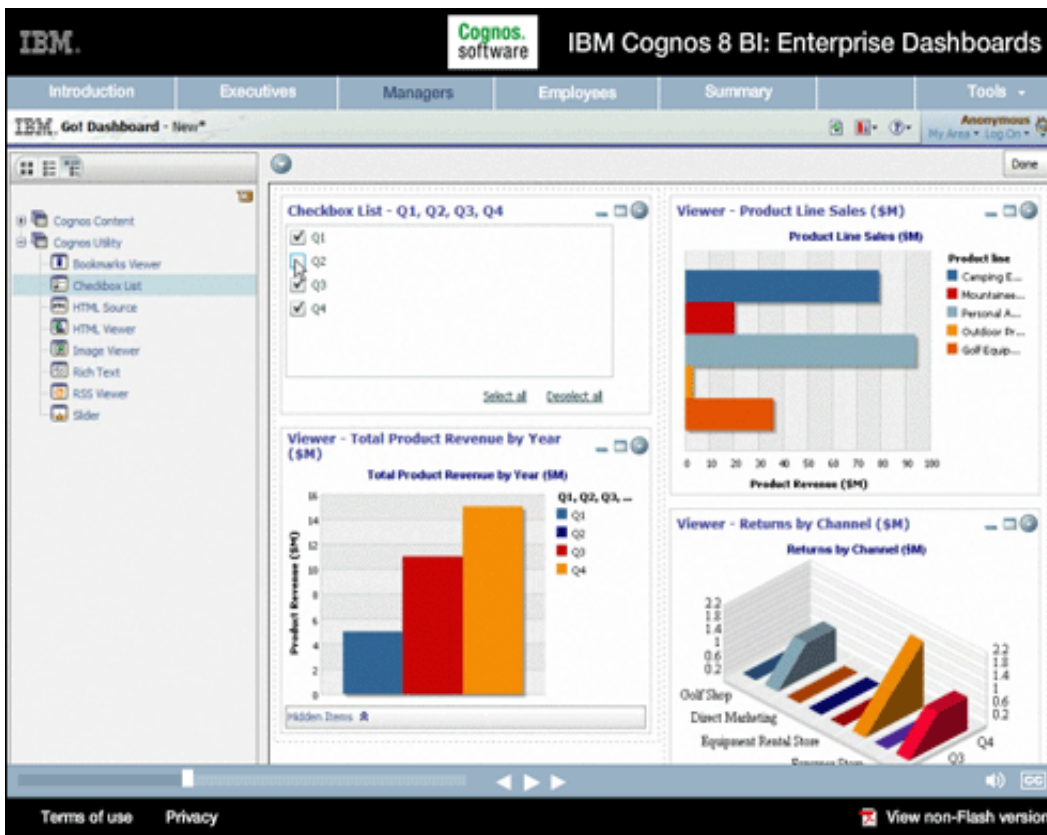
4.

Narrative:
The information is automatically filtered and the charts and metrics on the dashboard are instantly updated.
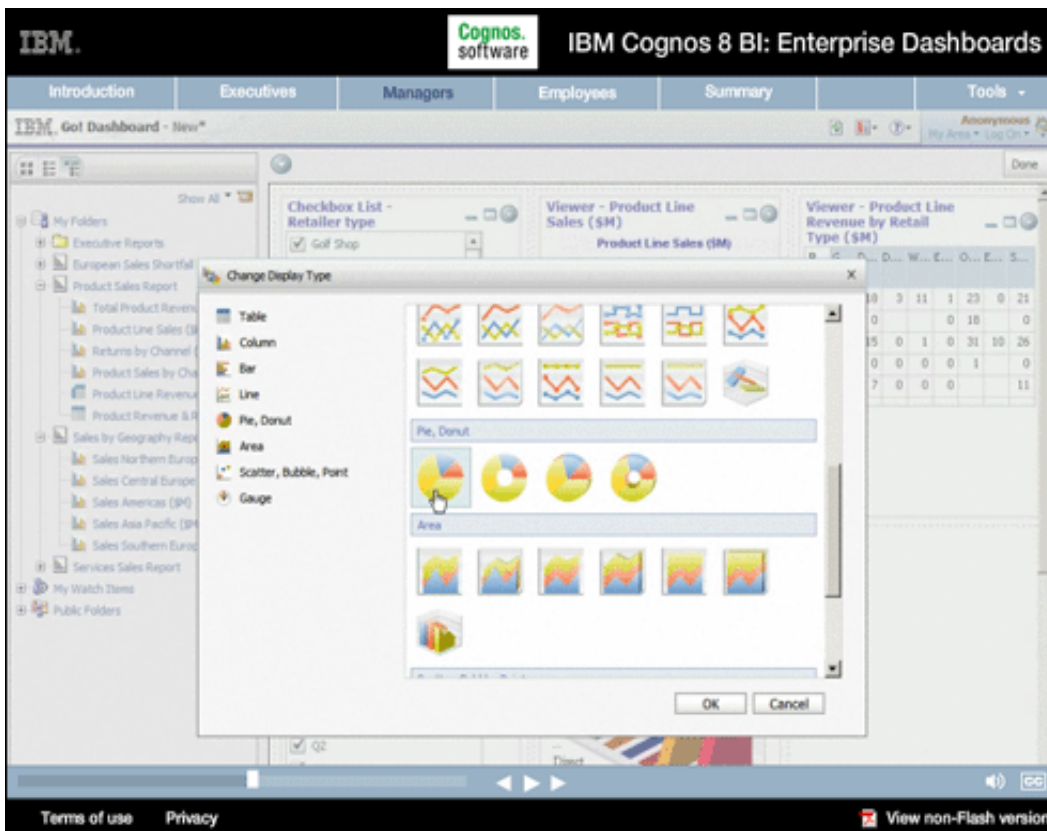
5.

Narrative:
Data can also be presented in a variety of formats. For example, simply selecting from a variety of display types allows users to change a table to a chart.
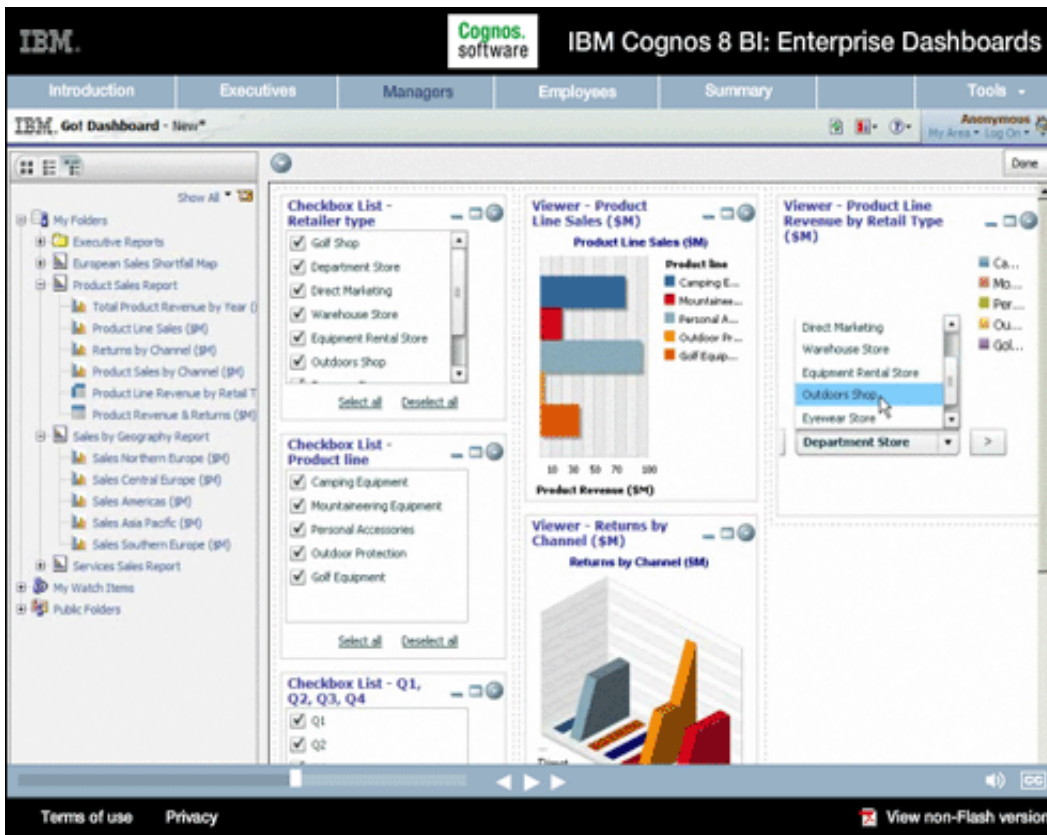
6.

Narrative:
And charts are interactive...
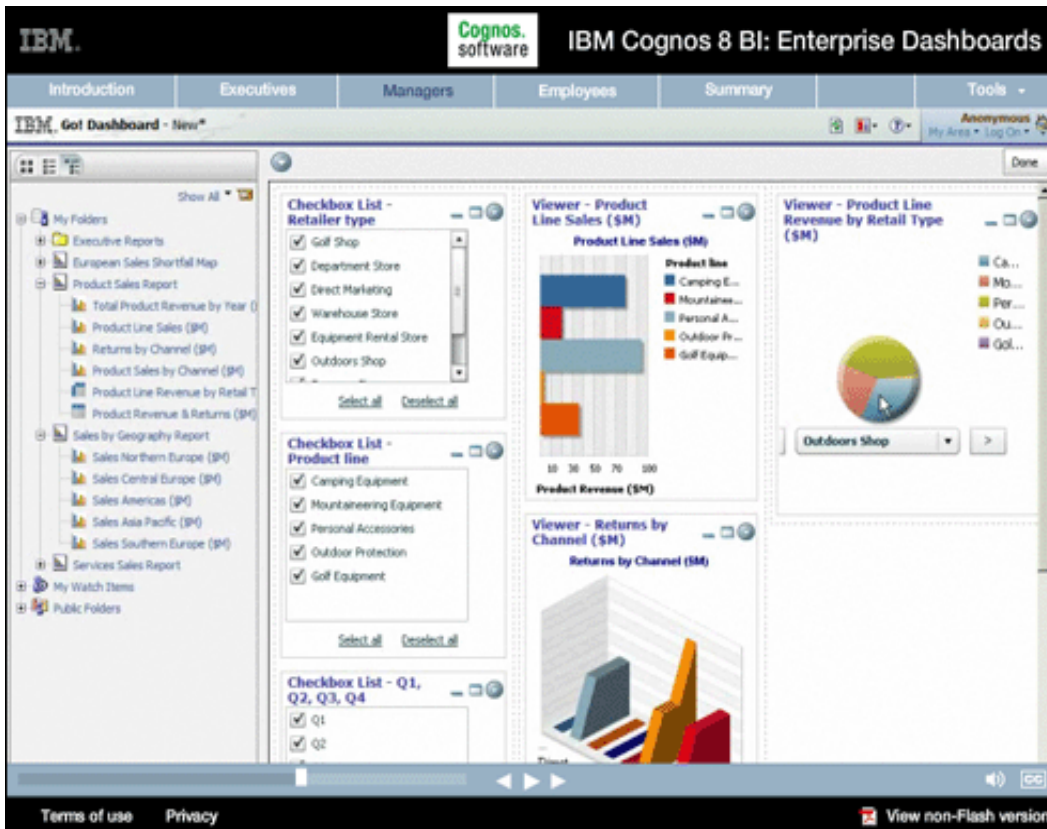
7.

Narrative:
...delivering quick access to the most pertinent information.

8.

Narrative:
Information can also be easily supplemented by dragging and dropping part of reports or maps right onto the dashboard.

9.

Narrative:
And now users have their own customized dashboard, tailored to meet their individual needs.

IBM Cognos 8 software enables managers to create their own customized dashboards, helping them to make better, faster business decisions.

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10.

Narrative:
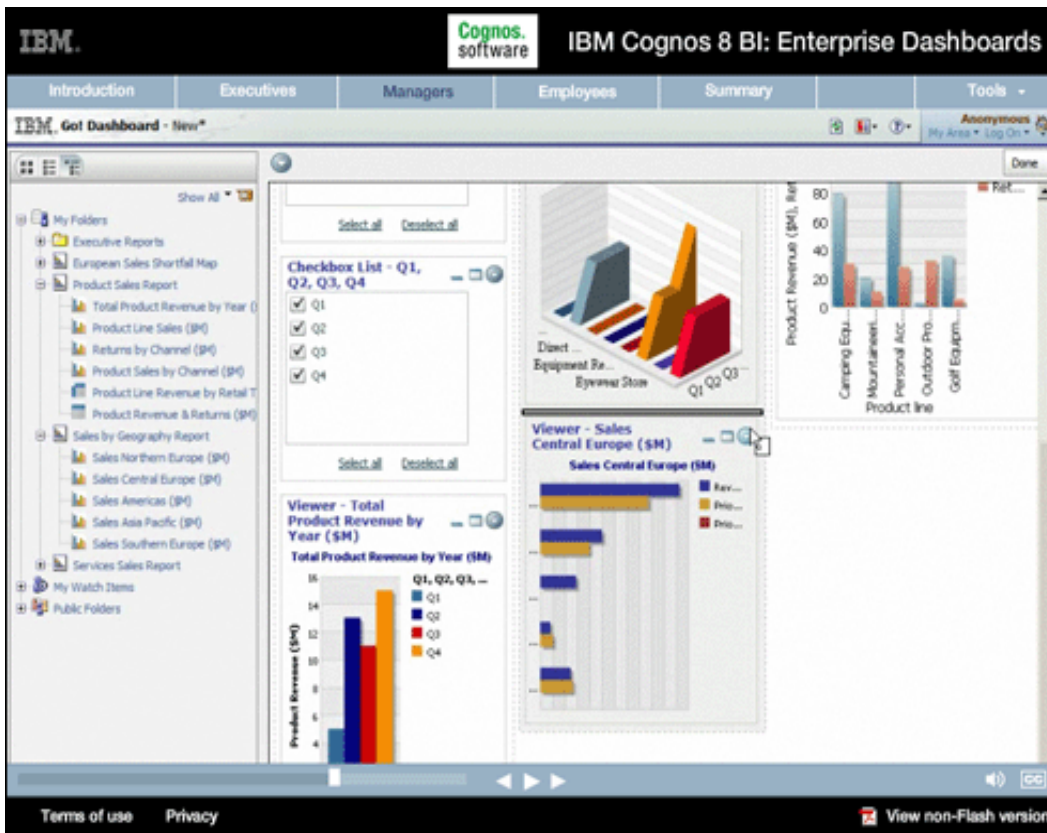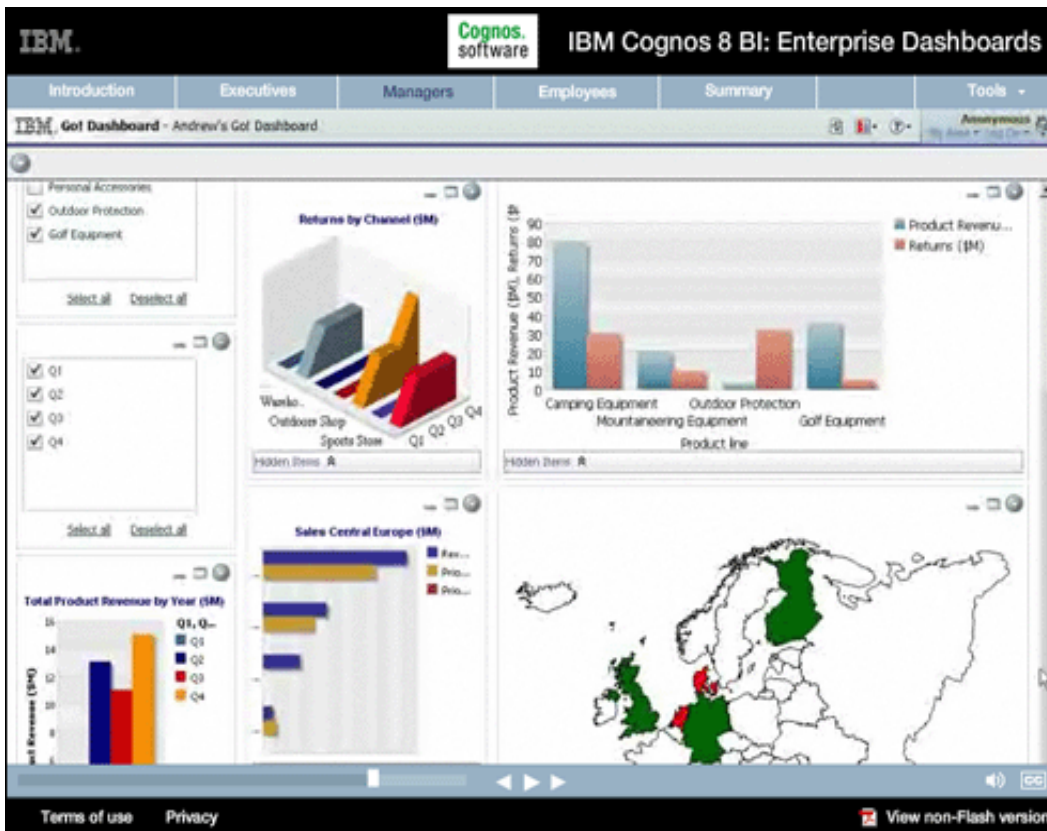By enabling manages to create their own customized dashboards, IBM Cognos 8 software allows managers to easily monitor the metrics most relevant to them to help them make better, faster business decisions.

Onscreen Text:
IBM Cognos 8 software enables managers to create their own customized dashboards, helping them to make better, faster business decisions.

Employees

Employees across the enterprise can directly access key information.

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1.

Narrative:
IBM Cognos 8 dashboards also provide business users across the enterprise with direct access to key information.

Onscreen Text:
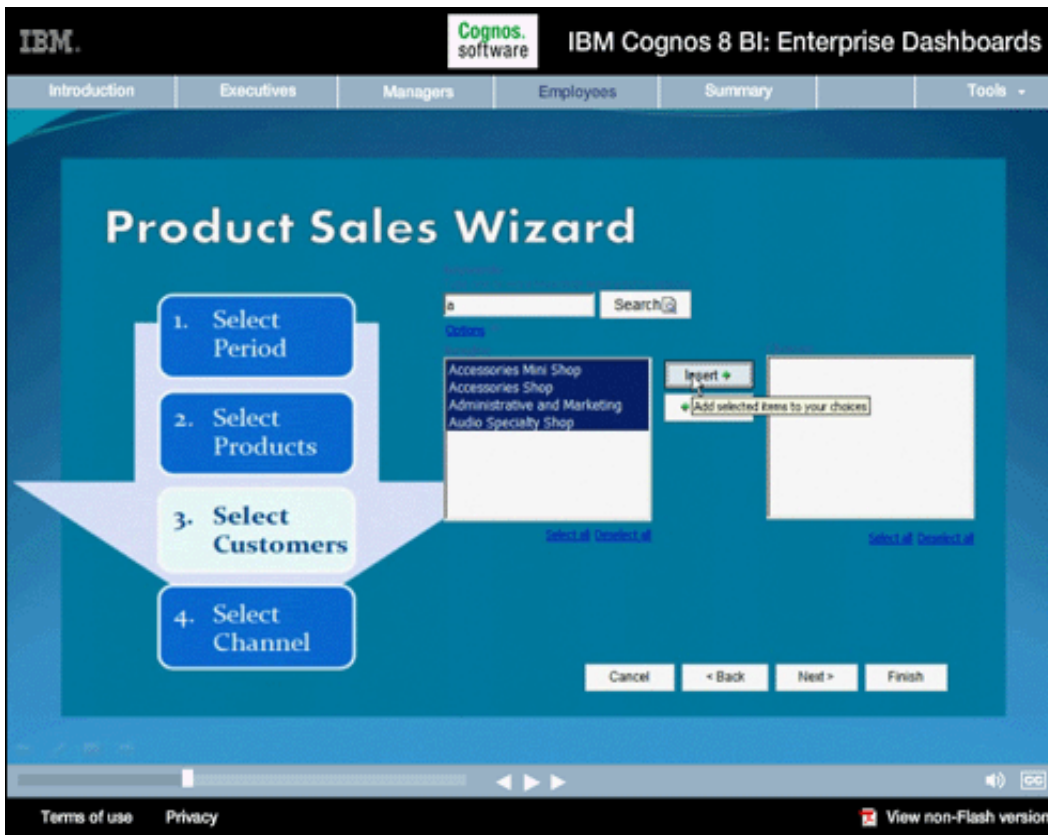Employees across the enterprise can directly access key information.

2.

Narrative:
With pre-defined prompts, it's easy for users to isolate the information most relevant to them, such as time period...
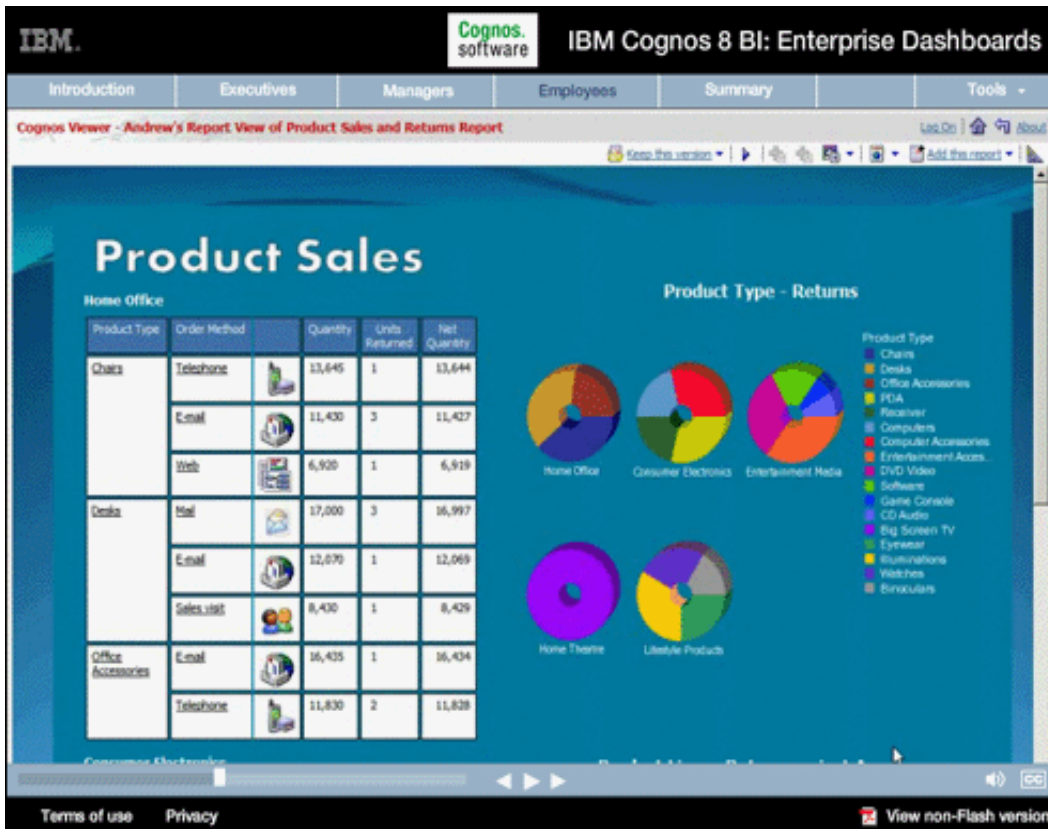
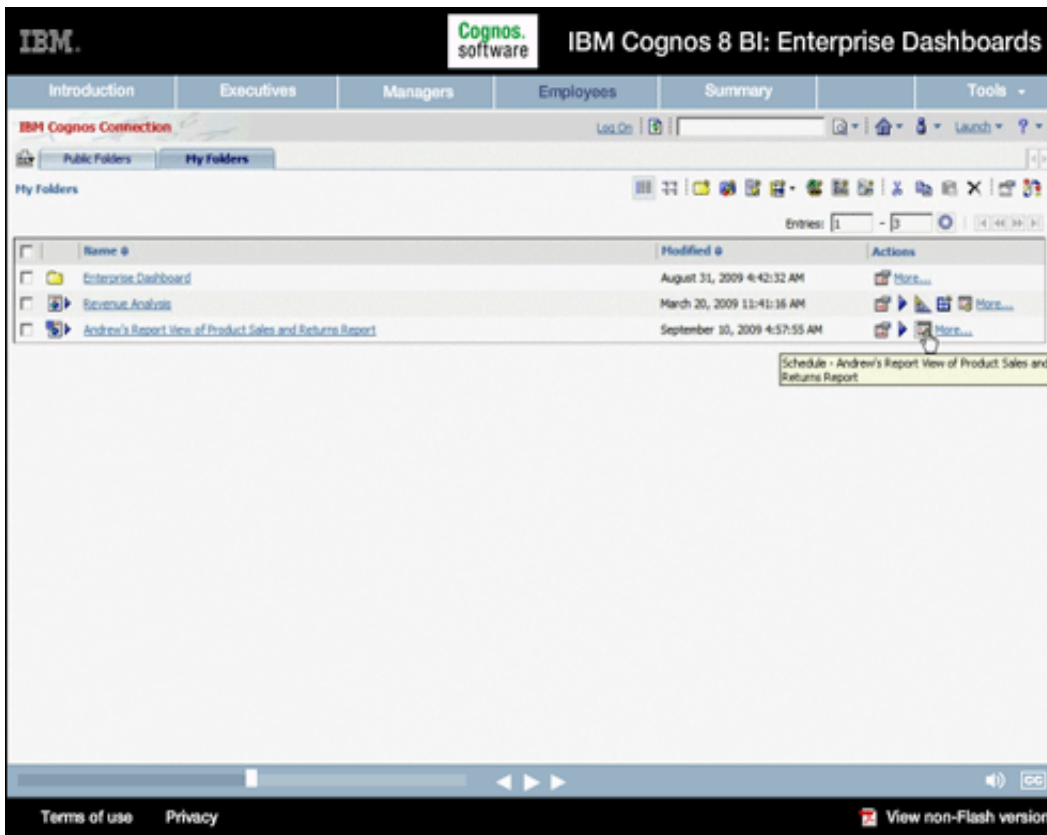

3.

Narrative:
...products...

4.

Narrative:
...and customers.

5.

Narrative:
With only a few simple clicks, a business user has product and returns information specific to their needs.
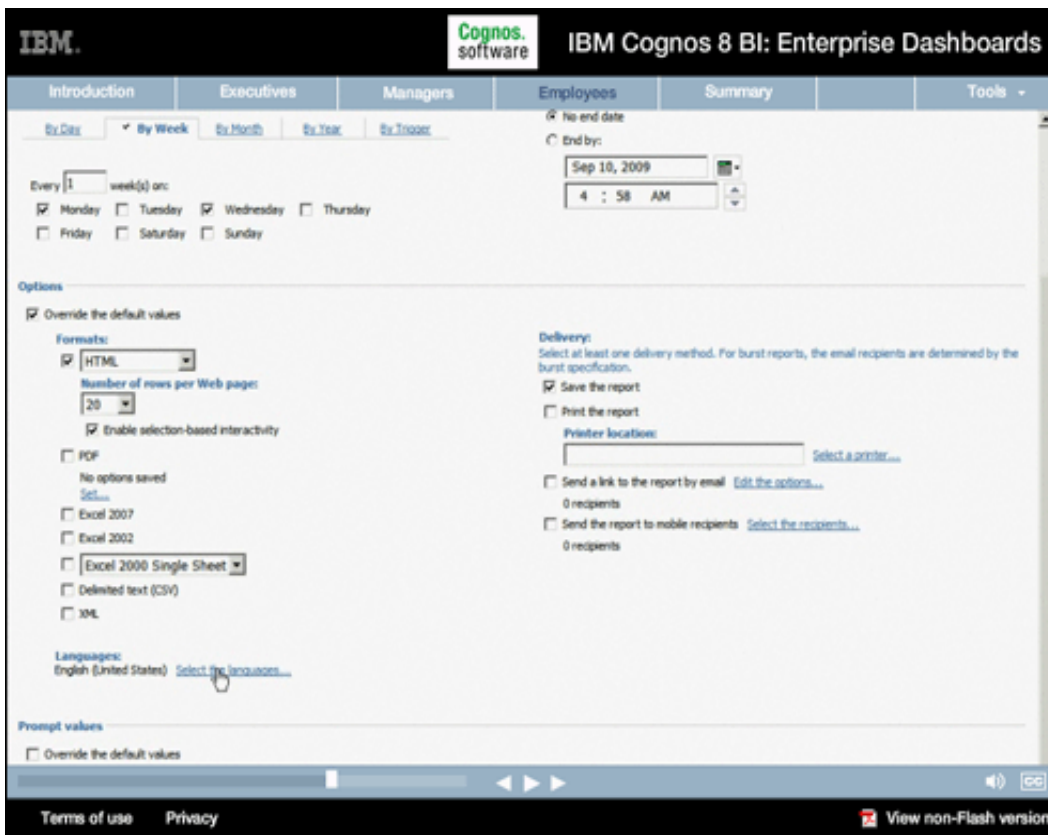
6.

Narrative:
And users can also create links enabling a single dashboard report to serve hundreds or even thousands of users.
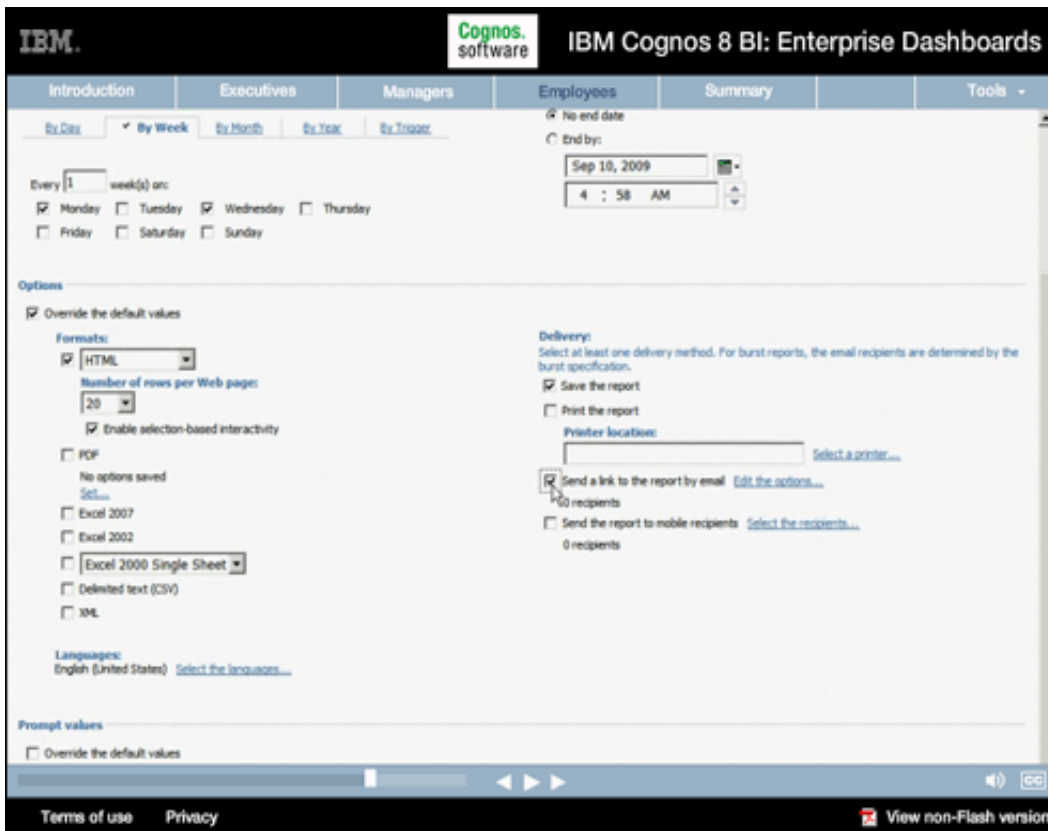

7.

Narrative:
The options available provide a convenient and direct way to schedule delivery of valuable information when it's needed...

8.

Narrative:
...and in the most applicable format and the appropriate language.

9.

Narrative:
Delivery options also provide the ability for dashboards to be emailed directly to the people who need them most.

10.

Narrative:
IBM Cognos 8 dashboards enable business users to obtain the trusted information they need, when they need it, and to share it with others throughout the enterprise to help everyone monitor and improve overall performance.

Onscreen Text:
IBM Cognos 8 software enables employees throughout the enterprise to access the trusted information they need to improve overall performance.

Summary
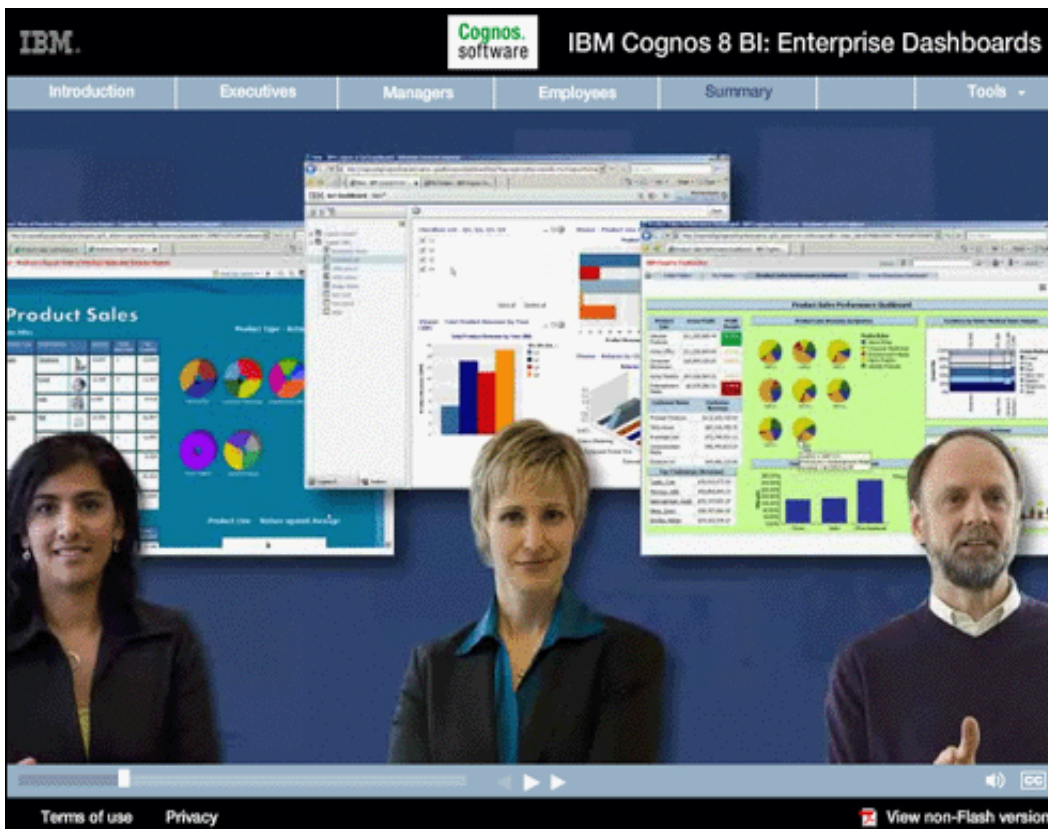
1.

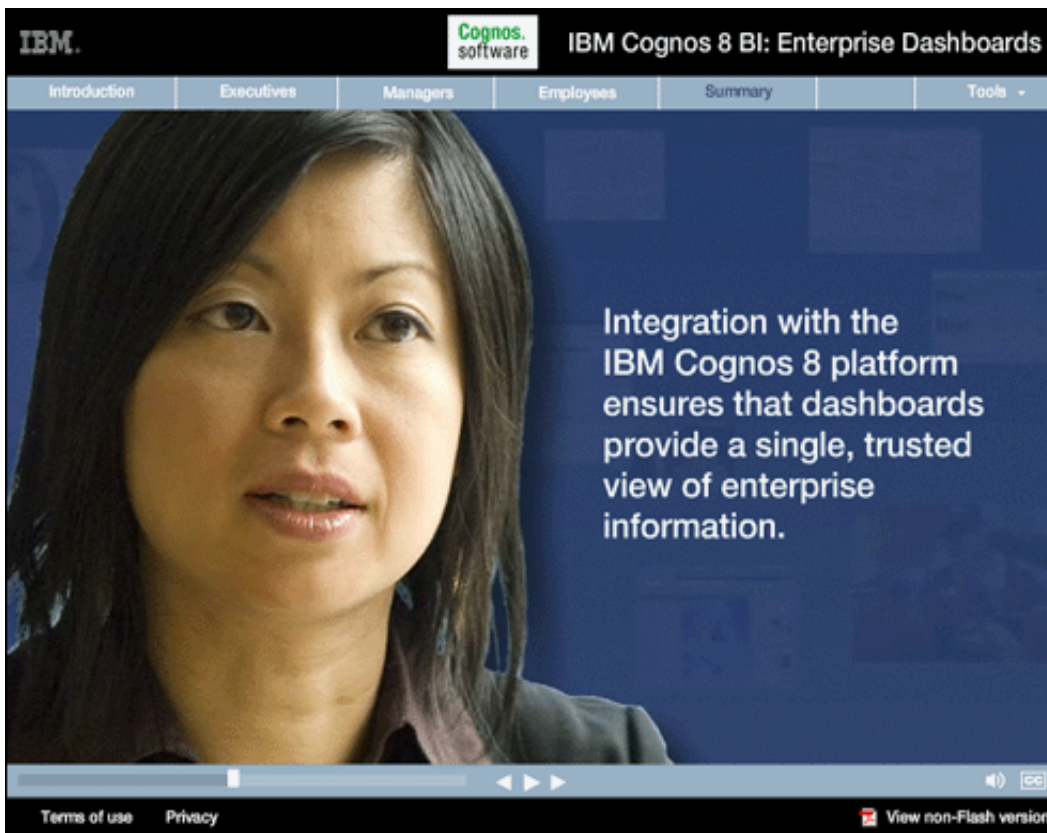**Narrative:**
With IBM Cognos 8 enterprise dashboards, employees, managers and executives can have their own personalized view of enterprise information that can be conveniently consumed by hundreds of users to match their specific needs throughout any given business day.

2.

Narrative:
And because dashboards are integrated with the IBM Cognos 8 platform, users, executives and IT staff can all be confident that they have a robust, proven business intelligence solution that provides a single, trusted view of enterprise information.

Onscreen Text:
Integration with the IBM Cognos 8 platform ensures that dashboards provide a single, trusted view of enterprise information.

3.

Narrative:
Thanks for taking the time to learn more about IBM Cognos 8 enterprise dashboards. Click the onscreen link for more information.

Onscreen Text:
Click here to learn more about enterprise dashboards with IBM Cognos 8 BI.