

IBM COGNOS EXPRESS – ONLINE DEMO TRANSCRIPT

TABLE OF CONTENTS

Overview.....	2
Dashboards.....	3
Reporting.....	4
Analysis.....	5
What-if modeling.....	6
Planning.....	7
Simple management.....	8

OVERVIEW

IBM Cognos Express is a breakthrough in the marketplace – it is the first and only integrated business intelligence and planning product purpose-built and priced for midsize companies.

It delivers all the essential capabilities you need – for reporting, analysis, dashboards, scorecards, planning, budgeting and forecasting – in a preconfigured solution that is easy to install, easy to use and easy to buy.

IBM Cognos Express allows you to unlock the silos of data across your company to provide consistent, meaningful information, so you can dive deeper and uncover insights and new opportunities – then take action by aligning the right resources to capitalize on those opportunities.

IBM Cognos Express is a complete and modular solution. Start anywhere with the capabilities you need today and add other modules over time when you're ready. Choose from:

- IBM Cognos Express Reporter for self-service reporting and ad hoc query
- IBM Cognos Express Advisor for analysis and visualization
- IBM Cognos Express Xcelerator for Excel-based business analysis and optimization, or
- IBM Cognos Express Planner for planning, budgeting and forecasting

A shared foundation across all modules includes an in-memory analytics server, a common Web portal, flexible data access and tight security for fast, easy and comprehensive BI and planning.

IBM Cognos Express is also easy to buy. Start with any module, realize immediate business value and expand as you grow. Now you can “think big” and turn your vision of connecting BI and planning into reality – yet “start small” by taking an incremental, modular approach.

Now that you've had an overview of IBM Cognos Express, take a closer look at its individual capabilities. See for yourself how this single, one-stop solution delivers essential BI and planning capabilities purpose-built for midsize companies.

DASHBOARDS

IBM Cognos Express dashboards provide personalized, highly visual summaries of the information you need to monitor and manage your business. Interactive dashboards let you see how your company is doing and then drill down to analyze the reasons “why.” These actionable dashboards include write-back capabilities so you can make changes directly on the dashboard and tie insights to your business plans instantly.

Here we see a personalized dashboard that contains a variety of reports, charts and gauges. Let’s look at the graph for the top 5 salespeople. You can hover over each line to get basic information about each rep or click through to drill down for more detailed information about each rep’s performance.

You can scroll within a dashboard to select other sections quickly. Notice how the format of the dashboard changes to accommodate different information needs.

Individual elements of the dashboard are also interactive. Click on a section of the pie chart and that section expands into its own pie chart with additional details. You can drill up or down to get the level of information you need.

Dashboards are also personalized based on user credentials and can be set up to display content in any way that is most relevant to you. On this dashboard, let’s look at the plan for next year’s car production. There have been a lot of hybrid sales in Ireland so we’ll plan to increase the production there 40 percent to meet demand. With actionable dashboards, the quantity can be increased directly on the dashboard and instantly written back to the corporate plan for immediate impact.

We can note the rationale for the change, so it is explained for everyone across the company to see. These actionable dashboards show the power of having your BI and planning in one interconnected system.

It’s easy for a business user to create and modify the look of any dashboard. Here we’ll start with a bar chart, add a pie chart and then add a spreadsheet-style report. We can move sections around with simple drag-and-drop actions and resize items easily to give emphasis to different sections.

You can enable changes in one report to be reflected in others. For example, drill down on one report and other reports change to display the same level of detail. Then easily share new dashboards with others by publishing to the embedded portal.

IBM Cognos Express dashboards can combine information from any IBM Cognos Express report, analysis or plan. Using trusted information from IBM Cognos Express, all employees can be better informed and aligned for improved decision-making and better business outcomes.

REPORTING

IBM Cognos Express helps you turn silos of data into meaningful information. Its self-service reporting capability empowers business users to access, modify and author their own reports quickly and easily.

IBM Cognos Express offers broad report coverage with financial, production, operational, transactional, managed or ad hoc reports to meet the reporting needs of any user.

You can create reports quickly with easy-to-use prompts. Prompted reports provide a single reporting screen that lets users select the information they want – for example, to see a sales summary with quarterly data. As a business user, you have the flexibility to view a report in a variety of formats – you can open it as an Adobe PDF file, send it via email or open it in Microsoft Excel.

Novice users can also create reports of their own design from scratch, using the ad hoc query capability.

Select and combine information from a variety of sources – including relational, flat files or multi-dimensional data – using the IBM Cognos Express in-memory analytic server. Every user has access to the same consistent data, using an intuitive drag-and-drop interface. Information is presented in a familiar business context so you can select terms you know, such as product type or revenue. You can build any report you want with point and click ease – no coding skills are required.

More advanced users can take that same ad hoc report and bring it into the powerful report studio to build pixel-perfect reports. Here you have complete control over the look and feel of the report, and you have a wider range of charting options to choose from, including bar, line, pie, scatter or bubble charts and graphs.

Now that you've seen the easy self-service reporting capabilities of IBM Cognos Express, you may also want to learn about its integrated capabilities for dashboards, analysis and planning. See how you can transform your data into meaningful information that offers critical business insights for better decision-making company-wide.

ANALYSIS

Midsized companies need the ability to spot business problems immediately and recognize emerging trends quickly. They should be able to easily answer essential business questions such as, “Which are our most profitable products, and why?” IBM Cognos Express gives you the ability to answer these questions quickly by analyzing complex data and then communicating business insights with high-impact visualization.

IBM Cognos Express offers a multi-dimensional view of your business. For example, you can group information about products, regions, customers or employees – and use these dimensions in any combination to get the insight you need. Here we see simple sales measures over time. Drag and drop one dimension on top of another to swap out categories. Or point and click to stack categories – here we see products stacked against sales data. You can slice and dice data, display dimensions in any combination – and drill down for more detail. Information is displayed the way you do business.

You also have complete control over how your analysis looks on screen. Just select your formatting options to match your preferences and see the changes on the screen in real time.

With a powerful, in-memory analytics engine, you can create your own categories of information on the fly and perform real-time calculations on them. Here we are creating a new group of stores to see how specialty stores are performing against all stores combined. We can select and add entries to the new specialty stores group – all with one calculation.

Here we see a simple presentation of sales in a chart and bar graph format. We can add a trend line to show gross margin percentages by month – and then swap in another dimension (in this case, products) – and drill down to see more detail on individual product sales.

Now, we’ll take a look at high-impact visualizations that include interactive bubble, scatter and range charts and graphs, plus dial indicators, geo maps and performance maps. These high-impact graphics are easily customized and instantly updated with new information, making it easy to gain business insight and spot emerging trends quickly.

You can publish results to the included Web portal by emailing to a colleague or even by embedding live content into Microsoft Office applications such as PowerPoint. With IBM Cognos Express, business users have the power to discover new insights and share them throughout the company. This powerful analysis and visualization enables midsized companies to make faster, more informed decisions.

WHAT-IF MODELING

Many financial and business analysts don't want to give up spreadsheets. With IBM Cognos Express, you don't have to.

IBM Cognos Express transforms the familiar Excel front-end with a powerful, in-memory analytics engine that gives you fast access to centrally managed data that is trusted and secure.

You can evaluate business options with multi-dimensional "what-if" analysis and optimize business outcomes by linking the insights gained through analysis to precise, action-based planning.

With IBM Cognos Express, you can create personal "sandboxes" that let you combine any data, dimensions, assumptions and scenarios to test various business outcomes ... and see the results directly within Microsoft Excel.

This best-case scenario assumes a relatively even spread of occupancy costs throughout the year. Now we'll create a worst-case scenario that assumes peak occupancy costs during the holiday season. The embedded in-memory analytics server offers fast, on-the-fly calculations so you immediately see the impact of changes in costs over time.

We can quickly switch our view to an income statement and see the effect of these different models — for both the worst case and best case scenarios. If you want to update any of the corporate plans, you can write back directly from your personal scenarios. The ability to connect "what-if" analysis to corporate planning models helps you make better, more informed business decisions with greater speed and ease.

With IBM Cognos Express, you can build and test "what-if" business scenarios directly within the familiar Excel environment. Then you can update plans immediately to align the right resources to capitalize on new opportunities, enabling you to focus your attention on effectively operating and growing your business.

PLANNING

IBM Cognos Express automates the planning, budgeting and forecasting processes throughout your company. It provides a managed contribution model and workflow to streamline information gathering, aggregation and analysis. It transforms a company's planning processes, enabling business users to react quickly to changing business conditions and to grow their business effectively.

IBM Cognos Express provides an intuitive, step-by-step process to quickly create and deploy a planning, budgeting or forecasting application.

We'll begin by showing how an administrator would set up a plan. First, we'll drag and drop the information that contributors need to enter into their plans. We'll add items such as sales quantity, unit price and cost.

Next, we'll select the approval hierarchy for this plan. This is typically taken from a subset of the geographical or financial structure of your organization. We'll choose a European subsidiary for this plan.

We'll deploy this plan and then establish who can view, submit or edit the plan. We'll give contributors in central and northern Europe the rights to submit to the plan. The European regional administrator will have rights to review the plan.

Now, when one of the contributors logs onto the system, the automated workflow shows them what they need to do and provides them with a template for the information they need to enter, such as unit price and cost.

Users can open multiple views to get more personalized information that will give them the context they need to contribute to the plan. And, in this case, they can use an existing plan as a starting point and refine their plan using built-in capabilities for data spreading and driver-based planning activities.

When the plan is complete, it automatically passes to reviewers for approval. At any point, the administrator can monitor the status of any process at a glance – to keep the organization on track until all input is completed.

IBM Cognos Express delivers a structured planning process that is easy to deploy and use. It transforms a company's planning processes, replacing slow, cumbersome manual processes with automated daily, weekly or monthly planning tools to grow a business effectively.

SIMPLE MANAGEMENT

IBM Cognos Express includes everything you need for immediate use in a preconfigured solution with no assembly required. It plugs into your existing infrastructure and can be deployed within an hour. A simple Web-based console manages all administrative tasks. There is no extra burden on IT staff and no additional investment in software infrastructure.

IBM Cognos Express is based on a set of integrated core capabilities that are shared across all product modules. A centralized, Web-based console manages all administrative aspects of installation, deployment and ongoing management with push-button ease.

You can easily configure the data you want to work with. Just select the appropriate data driver for the source you're connecting to, provide a name for the data source and enter your credentials. IBM Cognos Express interrogates the source and automatically builds a default metadata model that is ready to use immediately.

Users can be added easily too. With its integrated security features, a user can be added once and given access across all selected modules with a single sign-on for consistent, role-based security.

And you can quickly display an event log, which contains all of the administrative tracking required for your auditing purposes.

IBM Cognos Express offers centralized administration and data management capabilities that deliver proven reliability and “plug and play” ease across any module.

A shared foundation across all modules includes an in-memory analytics server, a common Web portal, flexible data access and tight security. These integrated core capabilities help make IBM Cognos Express easy to install, easy to use and easy to buy.

These are some of the reasons why IBM Cognos Express is a breakthrough in the marketplace – it is the first and only integrated business intelligence and planning product purpose-built and priced for midsize companies.

By delivering essential reporting, analysis and planning capabilities in an integrated and modular solution, midsize companies can “Think Big and Start Small” to build the business intelligence and planning solution they need – to gain better business insights, make more informed strategic decisions, and optimize for better business outcomes.