Announcer:	Welcome to an IBM and BrightStar Partners mid-size Business Intelligence success story video. In this video, IBM and BrightStar Partners, an IBM Premier Business Partner, speak to John Lucas, Director of Operations with the Cincinnati Zoo and Botanical Gardens. The Cincinnati Zoo decided to deploy IBM Cognos Software to improve their understanding of member and guest spending, and increase revenues by developing marketing promotions and altering food and retail offerings.

By implementing IBM Cognos Software with BrightStar Partners consulting, training, and implementation services, the zoo increased revenues by $500,000.00 in less than one year, and the implementation paid for itself within the first quarter. Let's listen to John Lucas candidly describe the situation. |
| *John Lucas*: | A couple of years ago we consolidated all of our data collection on to one point of sale system and then came to the realization that to extract the full potential out of that solution we needed to layer IBM Cognos Software on top of that to pull out actionable, agile information to the management team here at the zoo so that we could drive real business results and start to connect dots that we otherwise wouldn't be able to do in our business.

Our executive team drove this project. It was a business layer project, which is, I think, why our project received such quick, early wins. But our executive team was really demanding to be told the story out of our information that we had not been told before. And that's exactly what we found was possible through IBM Cognos Software.

So specifically in this project, at the Cincinnati Zoo, what we were initially trying to achieve in Phase I of our Cognos project was to drive very deep customer insight into the visitation and spending habits of our different segments of our visitor, and with that be able to segment people into different patterns based on their behavior and their visitation trends so that the zoo can market to each segment differently and in a more strategic fashion.

For example, we now, through Cognos Software, have the ability to drill in and run reports very easily that tell us who's visiting often, but perhaps is not spending as much per visit as we would like them to. Or, in turn, who's visiting often but is also spending quite a bit of money with us and how do we want to recognize them specifically down to the name level. |

Announcer: Let's listen as John explains how the Cincinnati Zoo decided on IBM Cognos Software.

John Lucas: Before we even began on the project, we defined what our business outcomes and what our KPI's were going to be using business analytics in our business. And the business team, not the IT team that we have here at the zoo actually selected the software that we wanted to use. That's why we ended up selecting Cognos.

We found Cognos to be a very intuitive, easy, rich, visualized environment for non-technical people like myself, our CFO, our CMO; to be able to easily, without reliance on IT staff do self-reporting, self-managed, intuitive dashboards, things like that in order to ensure that, again, the business layer could extract the information that we wanted quickly and accurately from the business so we could make informed decisions without burdening our IT staff with running customer reports.

Announcer: The IBM Cognos and BrightStar Partners solution has delivered great results. Let's hear more.

John Lucas: As a result of a very business led, very focused project, we achieved a very aggressive ROI. We actually received a return on our Cognos Software, a return on our investment, within the first quarter. We started seeing very early wins, some of which we expected, some of which we were even surprised by ourselves.

And I'm happy to report that now, in less than one year; we've driven over $500,000.00 in new revenues to the zoo. In less than one year, which is far greater than we even expected ourselves; weather analysis and things like that that we can more agilely react to our business. That's translated into well over a 20 percent increase in in-park spending in food and retail.

Announcer: John explains how instrumental BrightStar Partners is, not only with this implementation, but moving forward as a trusted business partner.

John Lucas: Cincinnati Zoo selected BrightStar Partners out of Chicago after a careful and diligent search for a partner that we felt our met our culture and our kind of unique business model here. We found just that through our search with BrightStar Partners. And I have to say that I oversee the daily operations of the zoo. I deal with dozens if not hundreds of different vendors and companies and I don't know that I've ever encountered a company with a higher

standard for service excellence than I have with BrightStar Partners.

In truth, we wouldn't be where we're at today without them. Cognos Software plays a key and vital role in making the things possible that we're doing, that's changing our business, but it was BrightStar Partners that really implemented the solution and developed it to what it is today. You know, an example I would give is we had an initial two phase portion of our project and in Phase II we had actually expected the integration to the NOAA Weather data base to be in Phase II.

And BrightStar Partners was actually able to do that phase of the project, again from Phase II, in Phase I on budget and under time. And in addition to offering implementation solutions and technical resources and things, I feel like they can sit next to me and offer very tangible business advice on next steps on things that we should be looking to do or things that we should be doing already based on a solution they've helped us implement.

So them being able to sit alongside us and provide that business advisory service in addition to some of their technical resources has been very valuable.

Announcer: That wraps up today's video. Thank you to John Lucas, the Cincinnati Zoo, and BrightStar Partners, an IBM Premier Business Partner.

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