



IBM Executive Luncheon
Customer Voice:
Television Broadcasts Limited

Welcome



IBM Business Analytics

Smarter Decisions. Better Results.

Alan Chong



Business Analytics Helps

1

Enterprise Reporting

2

Enterprise Business Intelligence

3

Performance Management

4

Monitoring - Operational

5

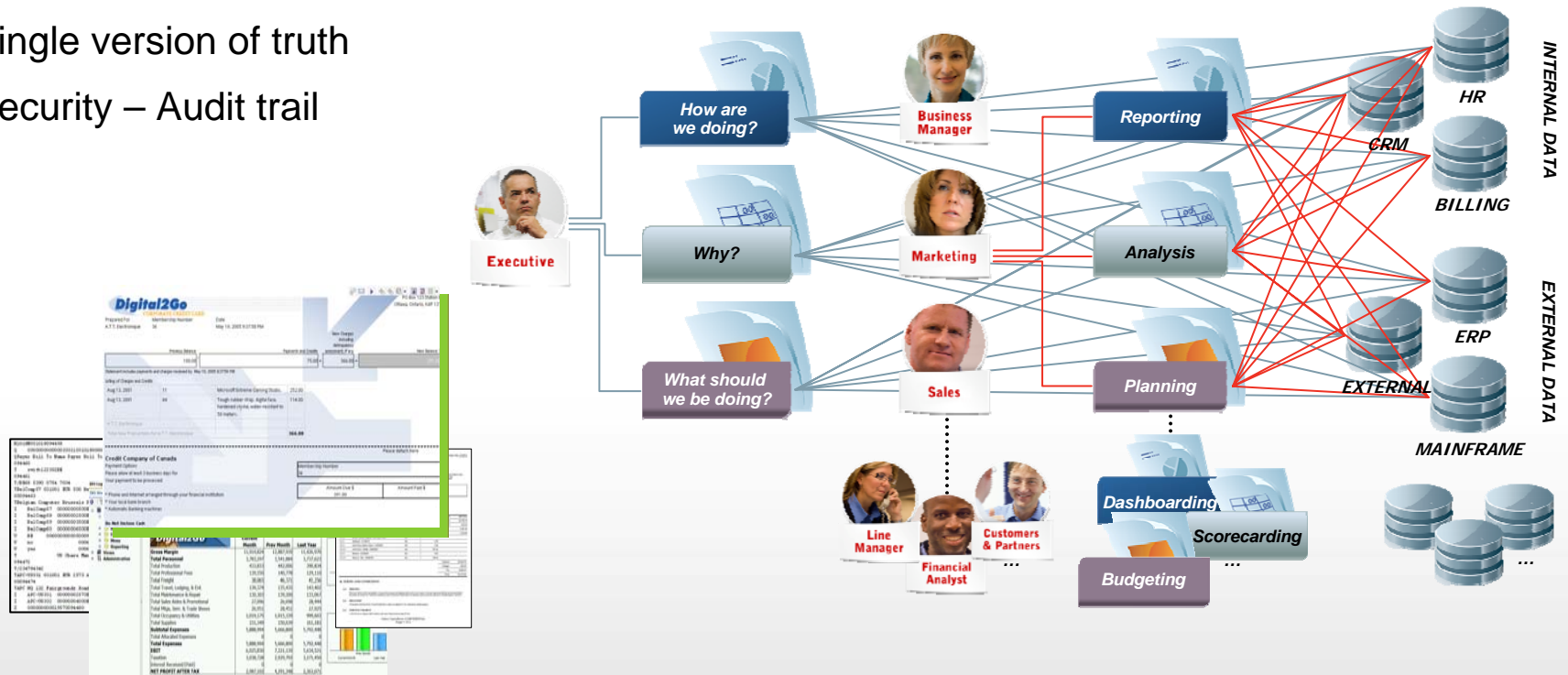
Modeling – What-if Analysis



Enterprise Reporting

Requirements

- Centralize Printing Process
- Off load operational system utilization
- Single version of truth
- Security – Audit trail





Requirements

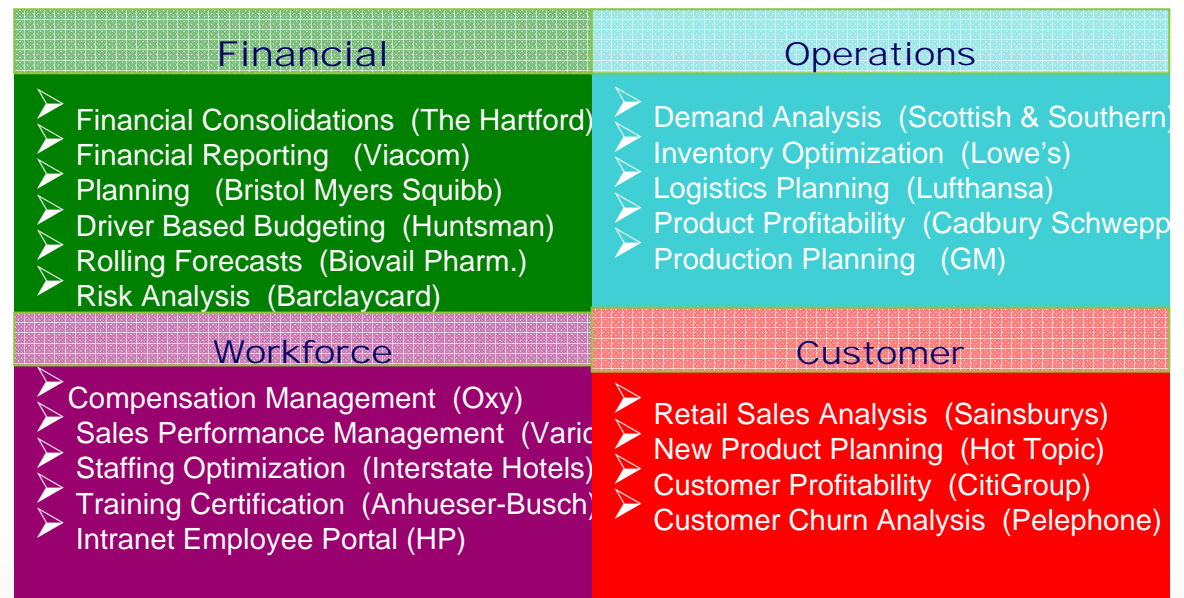
- Performance Monitoring
- Trend, KPI and Variance Analysis
- Consolidated view of enterprise
- Define corporate strategy
- Propensity to buy
- Product Mix
- Trusted Information





Requirements

- Budgeting & forecasting
- Consolidation
- Speed up planning process
- Define Enterprise Standard KPI
- Scorecards KPI





Requirements

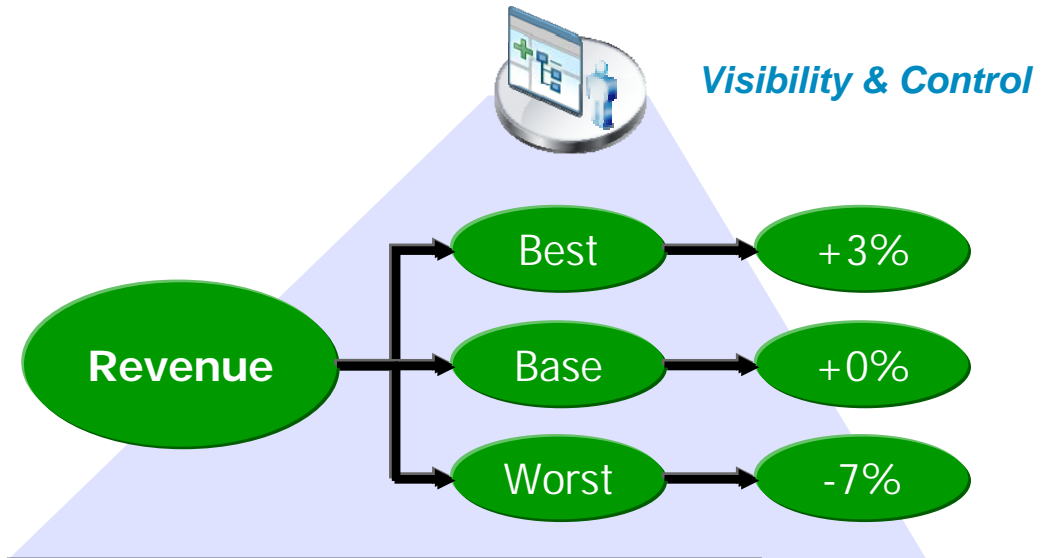
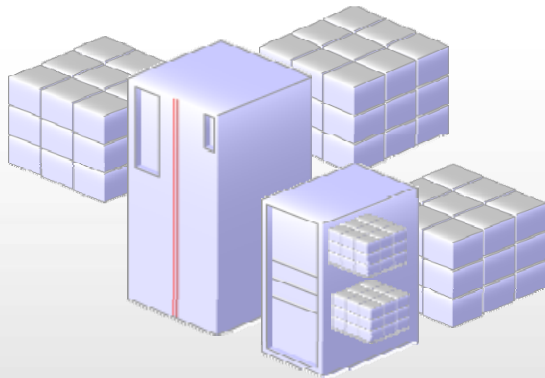
- Monitor Status
- Monitor Services Level
- Back Office Analysis
 - Procurement Process
 - Supplier Information
 - Call Center KPI
 - HR Retention





Requirements

- Product Profitability
- Cost Allocation
- Driver base analysis
- Scenario modelling
- Model Business outcomes & perform Sensitivity analysis
- Evaluate Performance gaps



Entity	Fiscal Year	Scenario	Currency
Medical Int'l Inc	2008	Version 1	Local
Subject Editor - Windows Internet Explorer			
Subject: Disc and Total			
Medical Int'l Inc	Feb	Mar	Apr
Total Manufacturing	4,228,475	4,104,723	4
Quality Control			
01-5632 Quality Engineering	0	0	0
01-5635 Reliability	228	548	0
External Int'l			
01-5130 External Pump Manufacturing	-2,710,773	1,868,056	0
01-5123 Disposable Manufacturing	-1,348,129	958,743	0
Total R & D	0	0	0
Development			
01-4330 Disposable R&D	-46,229	-19,560	0
01-4770 External Pump R&D	0	0	0
Research			
01-4505 Clinical Programs	-4,012,445	2,731,788	0
01-4520 Regulatory	224,699	4,836,511	0
Net Cash from Investing Activities	0	-30,000	-4,000
Cash Flow from Financing Activities	0	0	0
Receipts/(Payments) of Short-Term Debt	0	0	0
Receipts/(Payments) of Long-Term Debt	0	0	0



Business Analytics & Optimization Solutions

Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

Cross-Industry Solutions

Finance

Human Capital

Supply Chain / Operations

Customer

Business Analytics

Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

Information Management and Governance

Information Integration & Master Data Management
Data Warehousing

Content Management

Data Management

Workload Optimized Systems





The Journey

Better Business Outcomes

Business Analytics & Optimization

Performance Management

Business Intelligence





Continued Innovation

Better Business Outcomes



- Cognos TM1

- Cognos Express

- Cognos 8 Mashup Service

- Content Analytics

- New Analytic Applications

- Smart Analytics System

- System z support

- Many Eyes

- Massive scale analytics





INTELLIGENCE UNLEASHED



Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.

Freedom to **Think**

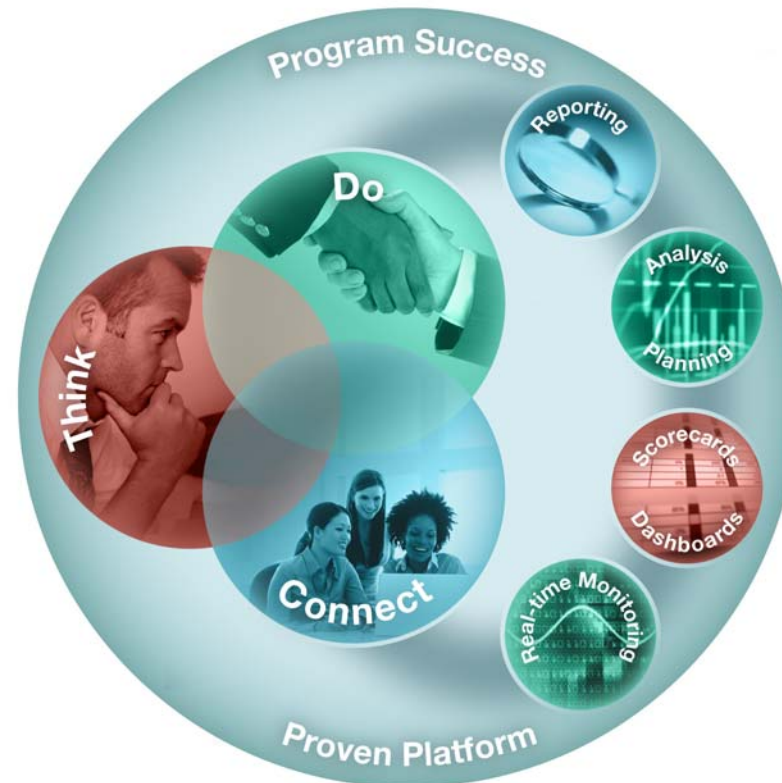
- Unified workspace
- All time horizons
- Progressive interaction

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.



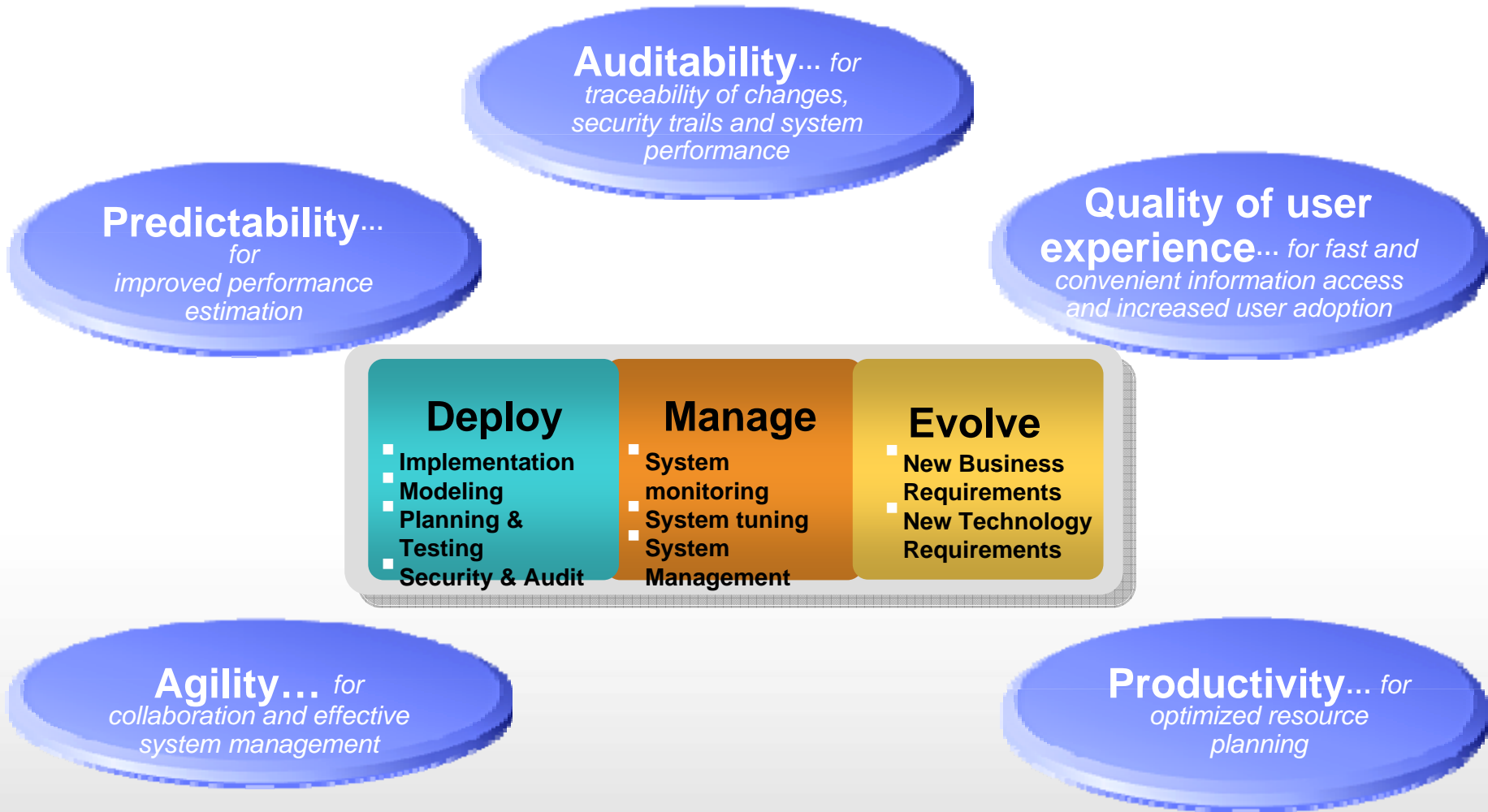


The Top 10 of Cognos 10

1. **Unified workspace** with greater power, intuitive navigation and cleaner look
2. **Breadth of analytics** across historical, real-time and predictive information
3. **Collaborative BI** through built-in collaboration and social networking
4. **Easy data inclusion** by the business from one value, to entire data sets and external files
5. **Analytics on the go** for more devices and disconnected interaction
6. **Faster performance** with in-memory processing
7. **Seamless upgrade** and ease of ongoing management
8. **Trusted expertise** with built-in training videos, 'how-to' books and user communities
9. **Expanded deployment options** include Cloud, System z, and Power
10. **Cognos 10 Ready added value** of TM1, Planning, Analytic Applications and SPSS Modeler



Lifecycle management cuts effort and time from every phase in the life of a solution without compromising its quality





Thank You

The background of the slide features an abstract geometric design. It is composed of numerous overlapping, semi-transparent blue and teal squares and hexagons of various sizes and orientations. Two prominent red hexagons are positioned on the left side, one near the top and one near the bottom, both with a bright white light source in their centers, creating a lens flare effect. The overall aesthetic is modern and technological.

Customer Voice: Television Broadcasts Limited - Transmitting Advertising & TV Ratings Report Using “Live” Analytical Platform

K C Leung
Manager, Marketing Research & Info Dept
Television Broadcasts Limited

TVB Limited



Television Broadcasts Limited
電視廣播有限公司



- Was established on November 19, 1967
- No. of staff: 4,300
- Group's turnover (as of June 2010): HK\$2.1 billion or YoY Growth: 20%
 - HK (as of June 2010): HK\$1.2 billion
 - Advertising revenue accounted for ~90% of total HK revenue
- Continues to attain a majority audience share (TV Ratings)
 - An average of 85% for FTA Cantonese channels in weekday prime time
 - An average of 74% for FTA English channels in weekday prime time
- Most comprehensive set of media platforms in Hong Kong
 - 5 free-to-air digital TV channels: Jade, HD Jade, Pearl, iNews, J2
 - 1 pay TV: TVB Pay Vision
 - Internet portal : tvb.com
 - Publication: TVB Weekly

TV Ratings (TVRs) & Business Reports



- Up-to-the-minute ratings data which represent the live TV viewers expressed as a percentage of the total TV population
- The TVRs data are delivered on daily basis
 - 1 TVR represents 63,740 viewers in Hong Kong in 2010
 - 1 day on the report has 30 hours for reflecting the real status
 - TV Programme Ratings:0200-2600
 - TV Advertising Rate Card: 0600-3000
- Show a dynamic interplay of a multitude of activities that can vary tremendously
 - Management
 - Producers
 - Programming Personnel
 - Tells who is watching what
- Crucial for media buyers to make their ad buying decision & post buy (effectiveness) analysis
 - Competing for ad placement through a bidding process
 - Gleaning the extra intelligence from studying the viewer's behavior



TVB's Clients

- B2C
 - TV Audience
- B2B
 - Advertisers
 - Advertising Agencies



Call for Timely and Accurate TV Ratings & Business Reports



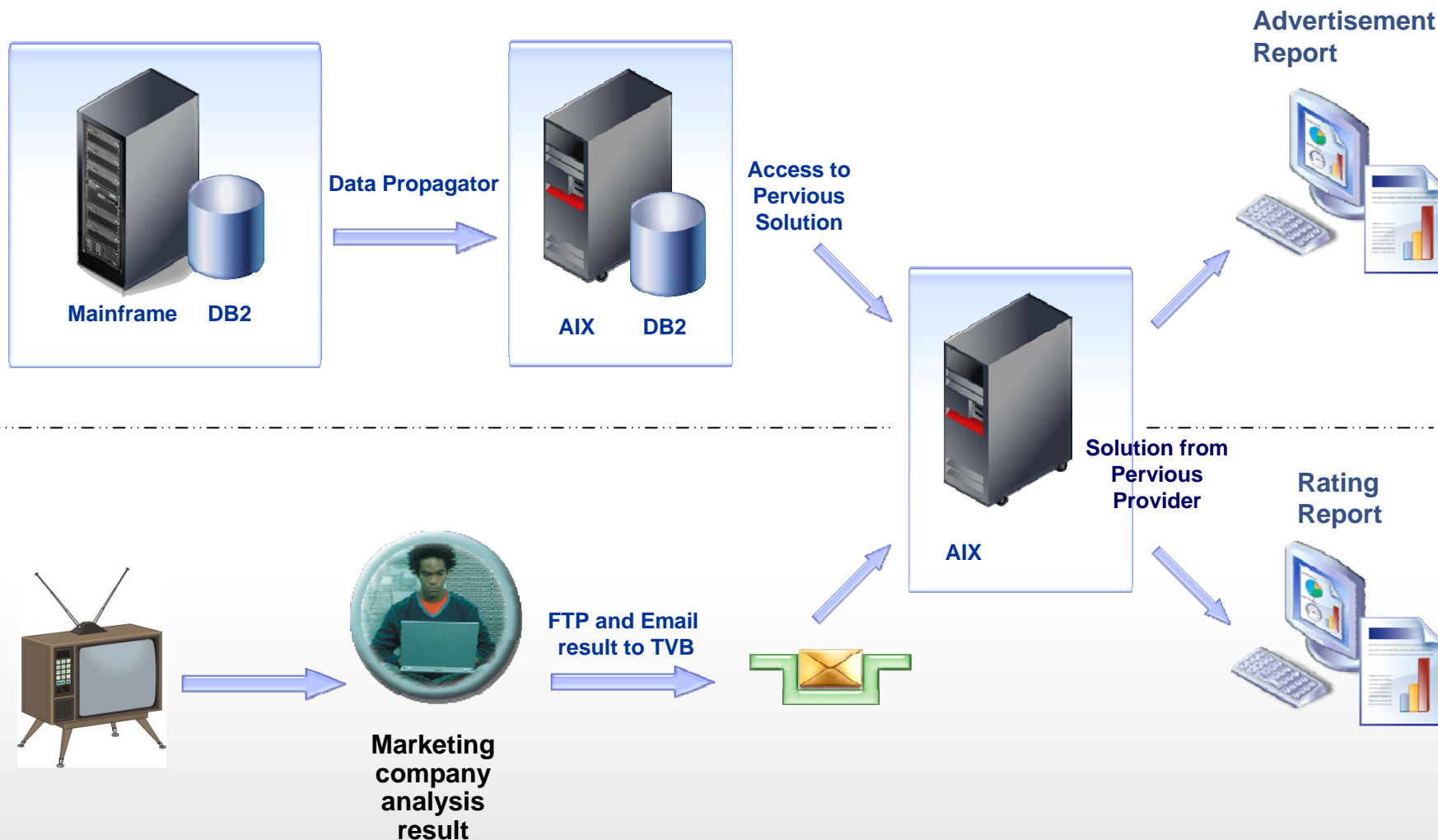
- Business challenges
 - The market is becoming complex
 - Viewer is more fragmented
 - Keen competition for other industry players
- IT challenges
 - Cope with business growth
 - No. of channels increases from two to five
 - tvb.com
 - Shortfalls in the 20-year legacy system
 - Difficult and inflexible to scale up
 - Complex programming coding for market analysts
 - Need higher level of programming skills to maintain
 - Difficult for business user to run ad-hoc query
 - High renewal fee – not on perpetual license scheme



Why IBM Cognos

- Cognos platform
 - Delivering complete, consistent, timely information
- Easy-to-use interface
 - Allowing business users to dig out more intelligence in the platform
- End-to-end solution: IBM Server + IBM DB2 + IBM Cognos
 - From platform, database, business analytics to ad-hoc reporting
- Reduce Total Cost of Ownership

TVB's Legacy BI Platform Before Migration



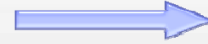
Simplified BI Infrastructure After Migration



Rating Report
+
Advertisement Report



FTP and Email
result to TVB





Result & Future

- Enhance platform performance by at least 20%
 - Timely and accurate on delivering the ratings report
- Ease of system development and maintenance
 - GUI vs programming coding
 - Flexible to change/adjust in the volatile business world
- Enable self-service BI
 - Business users can easily run ad-hoc reports without IT intervention
- Better ROI
 - In term of the renewal fee and required skills for analysts
- Scalable for future growth
 - Easy to expand
 - Cater for more TV channels and plan to incorporate the data from online channel
- Flexible analysis reports
- Reduction of recruitment and training cost of analysts





THANK
YOU

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