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# Intelligent Analytics and Optimization for Smarter Business



April 2010

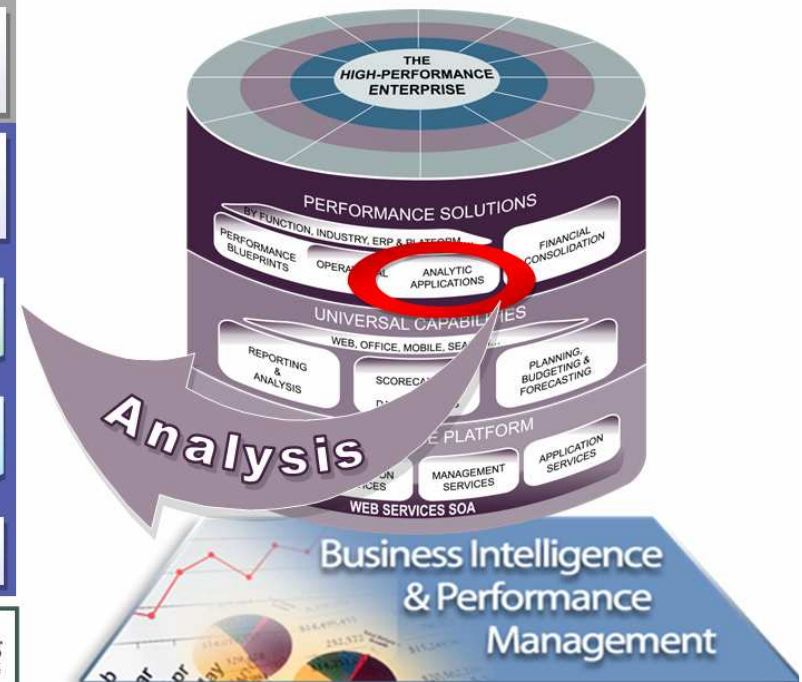
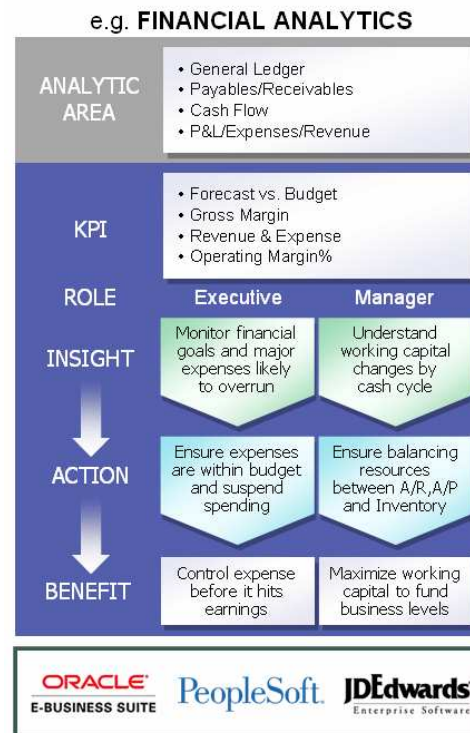
# Growing Your Business with IBM Cognos Analytic Applications



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# What are the IBM Cognos Analytic Applications?

- **Packaged Analytics**
  - Standard reports in minutes
- **Adaptable**
  - Changes as fast as your business does
- **One Platform**
  - Industry-leading Cognos 8
- **Problem Solving**
  - Business
  - Technical



## IBM Cognos Analytic Applications = Smarter Decisions



- Faster insight drives faster time-to-value and action
- Consistent measurement of business strategy
- More effective management of risks and controls
- Anticipate and explore new opportunities

# Portfolio of Integrated Insight:

	Customer Performance - Sales Analytics	Financial Performance - GL, AR, AP Analytics	Workforce Performance - Workforce, Talent Analytics	Supply Chain Performance - Procurement Analytics	
DEPARTMENT INSIGHT	Sales Pipeline Performance Sales Force Performance Sales Segmentation Customer Fulfillment Pricing and Program	Planning and Performance Effectiveness Corporate Efficiency Cash Management Receivables and Payables Risk	Workforce Strength Talent Acquisition Talent Development Compensation Succession Talent Retention	Spend Analysis Vendor Relationships Contract Management Operational Efficiency	
CROSS DEPARTMENT INSIGHT	Customer Fulfillment Pricing Pipeline	Payables Risk Cash Management Corporate Efficiency	Succession Talent Acquisition Talent Retention	Spend Analysis Vendor Relationships Operational Efficiency	
PERFORMANCE DRIVEN	Report	Analyze	Model	Plan	Score

# Analytic Solutions: The Breakthrough Challenge

**SOLUTION PROVIDER**

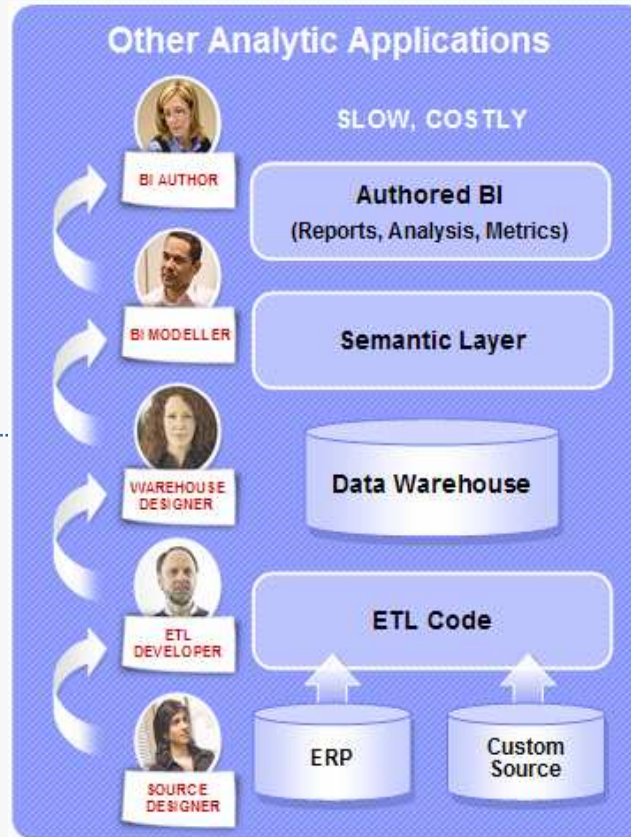
**END CUSTOMER**

**The Promise**

- Market Differentiation
- Repeatability
- Faster Time to Market
- Be the Trusted Standard
- Expand Solution Value
- Highlight Domain Expertise

**The Reality**

- Expanding Conformance
- Required Skilled Set
- Cost to Scale
- Time to Market
- Repeatability
- Scalability + Maintenance



- Faster Short-Term ROI (Buy vs. Build)
- Reduced Project Risk
- Faster Time to Information
- Best Practices
- Better Decisions + Business Impact

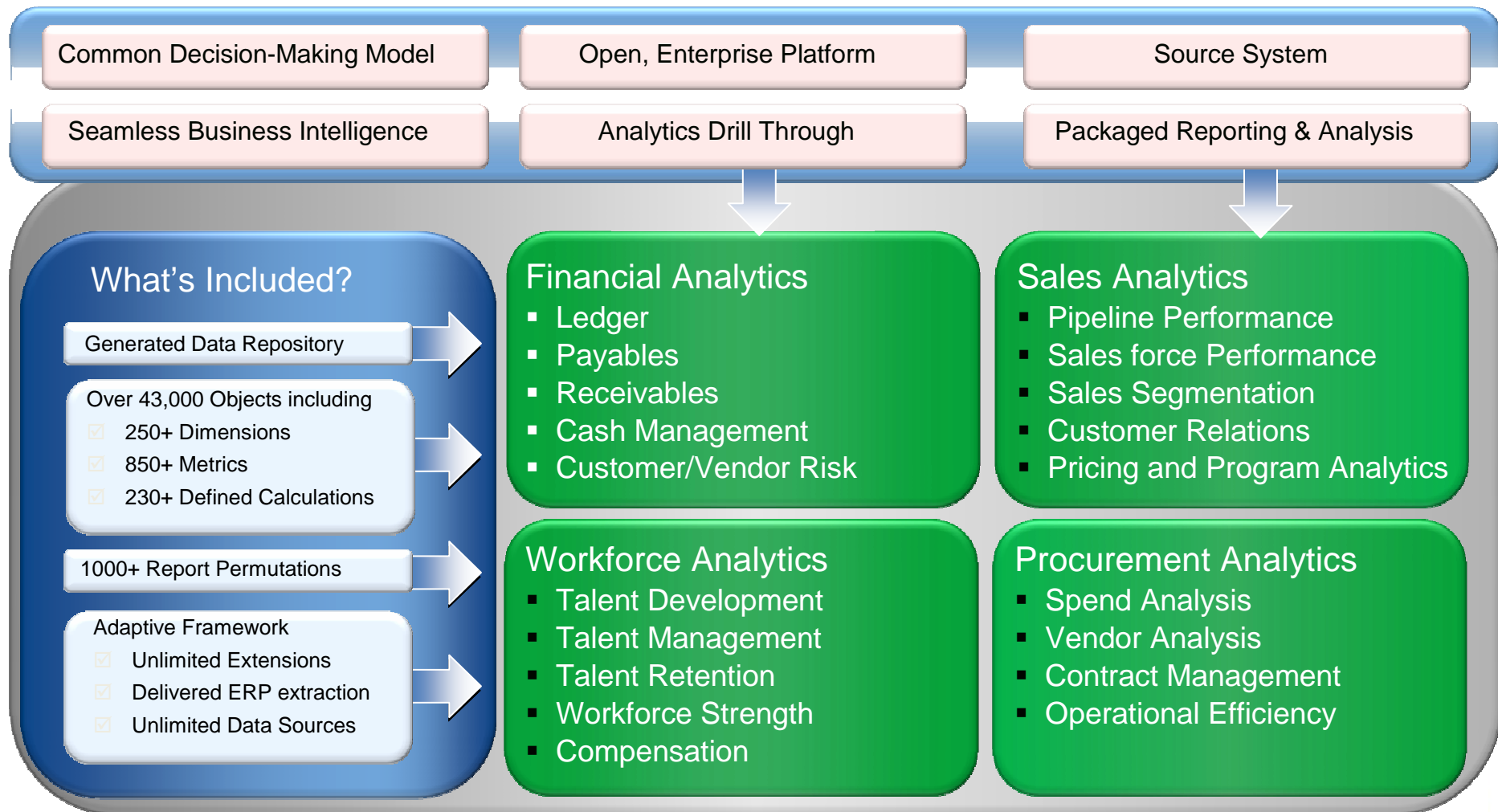
- Rigid Solution
- Required Skill Set
- Cost of Maintenance
- Upgradeability
- Decreasing Long Term Value

# IBM Cognos 8 Analytic Applications Portfolio

	Financials		Supply Chain		HR		Customer	
<b>Analytic Area</b>	<ul style="list-style-type: none"> <li>General Ledger</li> <li>Payables/Receivables</li> <li>Cash Flow</li> <li>P&amp;L/Expenses/Revenue</li> <li>Projects</li> </ul>		<ul style="list-style-type: none"> <li>Order Fulfillment</li> <li>Procure-to-Pay</li> <li>Procurement</li> <li>Commodity Mgt</li> </ul>		<ul style="list-style-type: none"> <li>Workforce Readiness</li> <li>Compensation</li> <li>Compliance</li> <li>Workforce Planning</li> <li>Talent Management</li> </ul>		<ul style="list-style-type: none"> <li>Customer Value</li> <li>Product Contribution</li> <li>Channel Performance</li> <li>Sales Org Effectiveness</li> </ul>	
<b>KPI</b>	<ul style="list-style-type: none"> <li>Forecast vs. Budget</li> <li>Gross Margin</li> <li>Revenue &amp; Expense</li> <li>Operating Margin%</li> </ul>		<ul style="list-style-type: none"> <li>Inv Turns</li> <li>Lines Shipped Late</li> <li>Restricted/Blocked Qty</li> <li>BOM</li> </ul>		<ul style="list-style-type: none"> <li>Total Head Count</li> <li>Annualized Turn Over</li> <li>Total Employee Salary</li> <li>Performance Level</li> <li>Head Count Ratios</li> </ul>		<ul style="list-style-type: none"> <li>Product Revenue</li> <li>Customer Profit Margin</li> <li>Product Volume</li> <li>Channel Revenue</li> </ul>	
<b>Role</b>								
<b>Insight</b>	<b>Executive</b>	<b>Manager</b>	<b>Executive</b>	<b>Manager</b>	<b>Executive</b>	<b>Manager</b>	<b>Executive</b>	<b>Manager</b>
	Monitor financial goals and major expenses likely to overrun	Understand working capital changes by cash cycle	Inventory levels out of proportion to sales	Prices not matching contracted amounts	Determine alignment of employees across divisions	Top performers at risk of voluntary termination	Predict which products / bundles will sell best.	Understand which opportunities are critical for your business
<b>Action</b>	Ensure expenses are within budget and suspend spending	Ensure balancing resources between A/R, A/P and Inventory	Cut production or procurement. Tie inventory levels to sales.	Investigate rogue buying or incorrect billing by suppliers	Align employee activities to contribute to strategy	Offer incentive to at risk top performers	Develop compelling sales offers to present at opportune time	Ensure proper alignment of sales resources and management focus
<b>Benefit</b>	Control expense before it hits earnings	Maximize working capital to fund business levels	Reduced inventory, W/C, Increase Inv. turns	Ensuring contract compliance	Increase organizational effectiveness	Retain top performers. Reduce loss of productivity.	Higher sales effectiveness & offer conversion rates	Better win rates, true forecasts, lower sales cost
<b>Transaction-based Systems</b>								

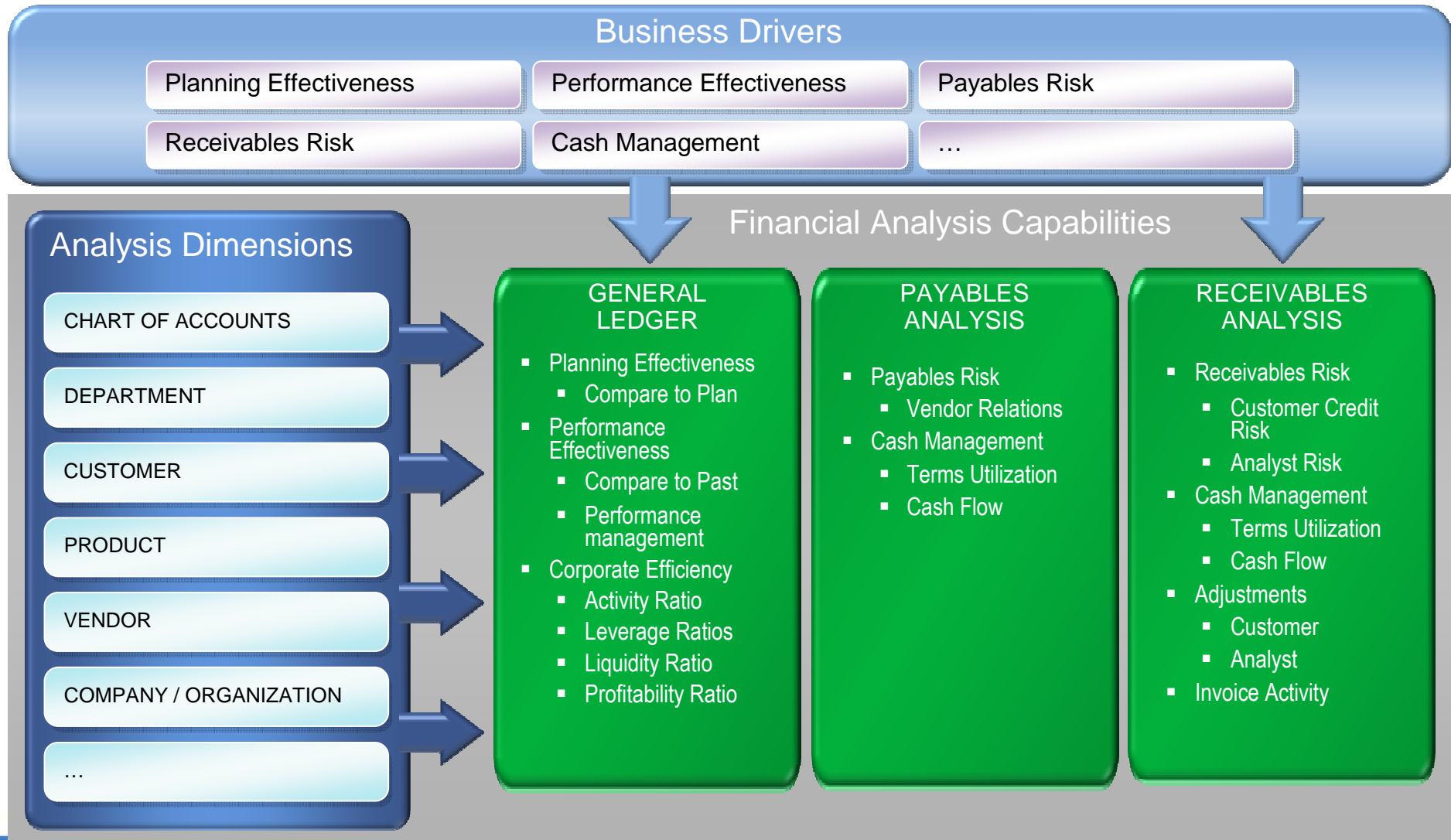
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## What's in the Box...

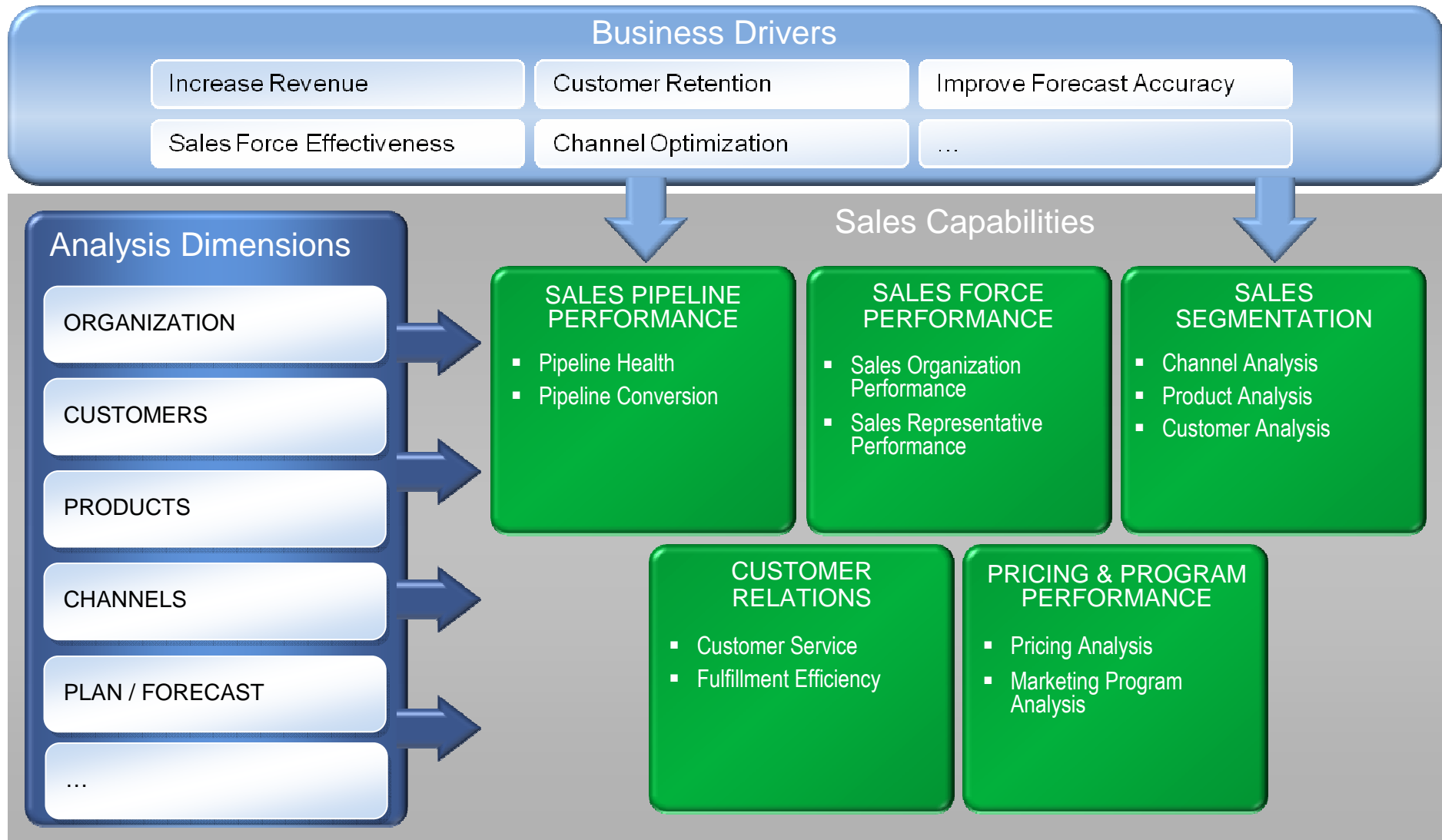




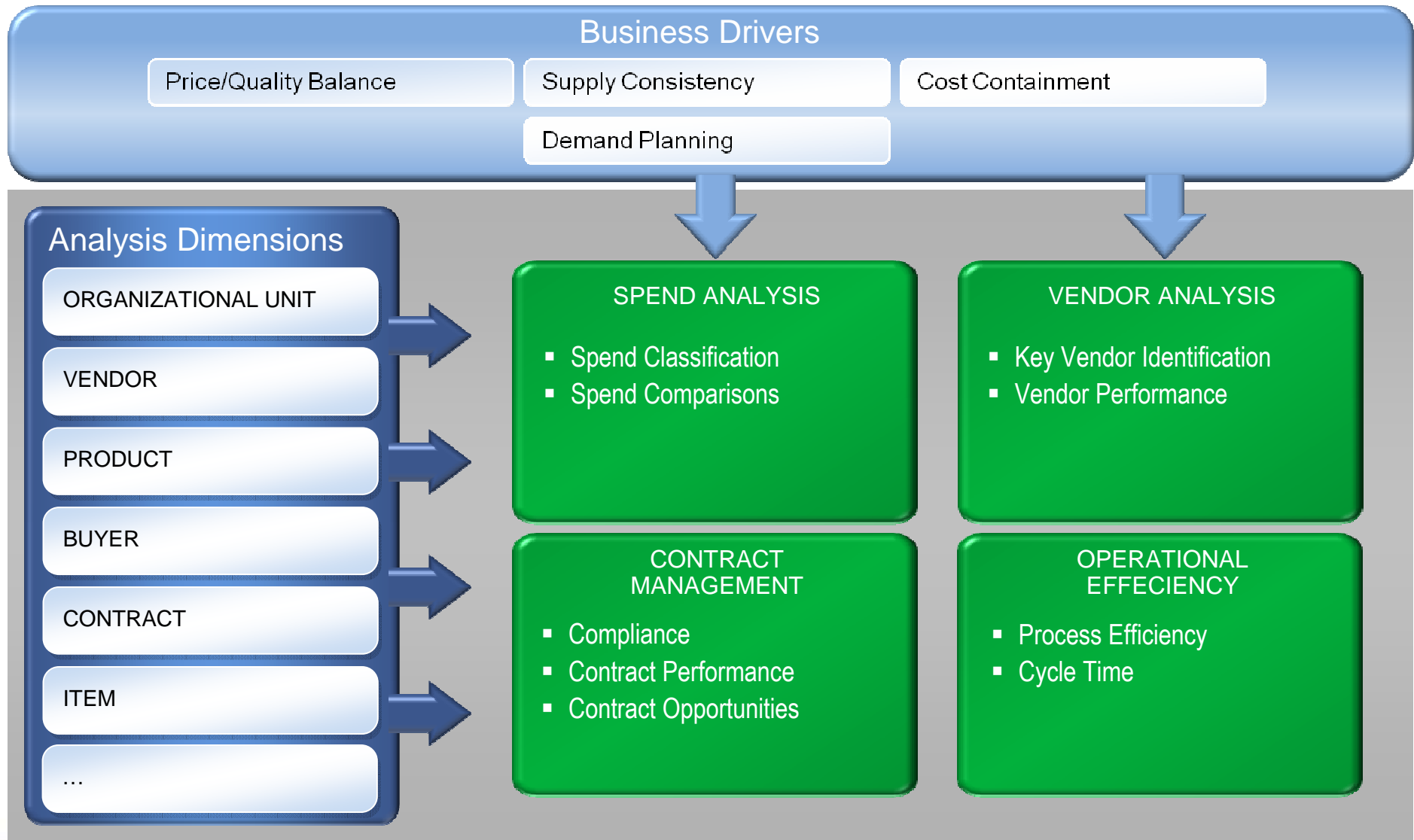
# Financial Analytics – Proactive Decision Making



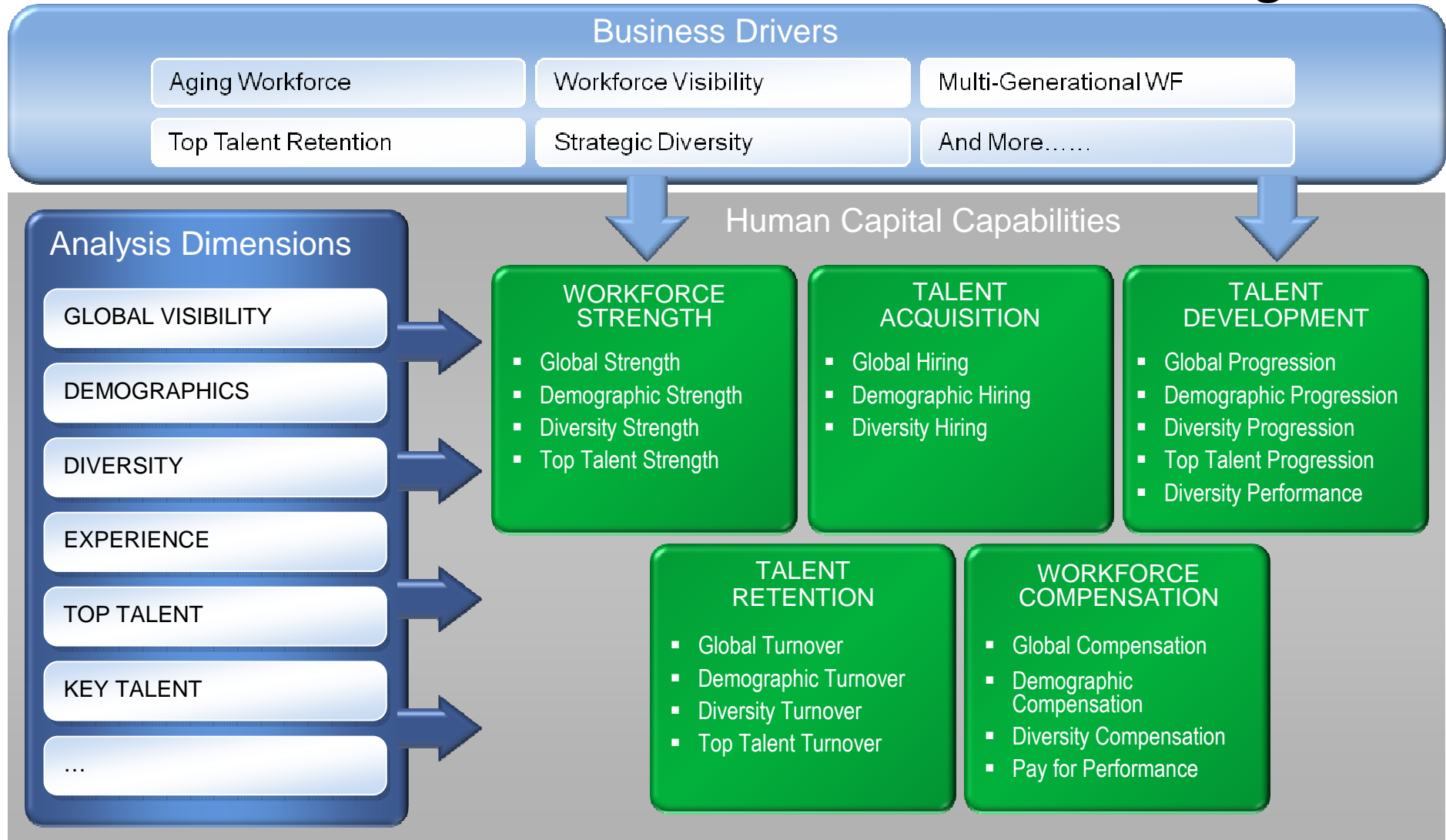
# Sales Analytics – Proactive Decision Making



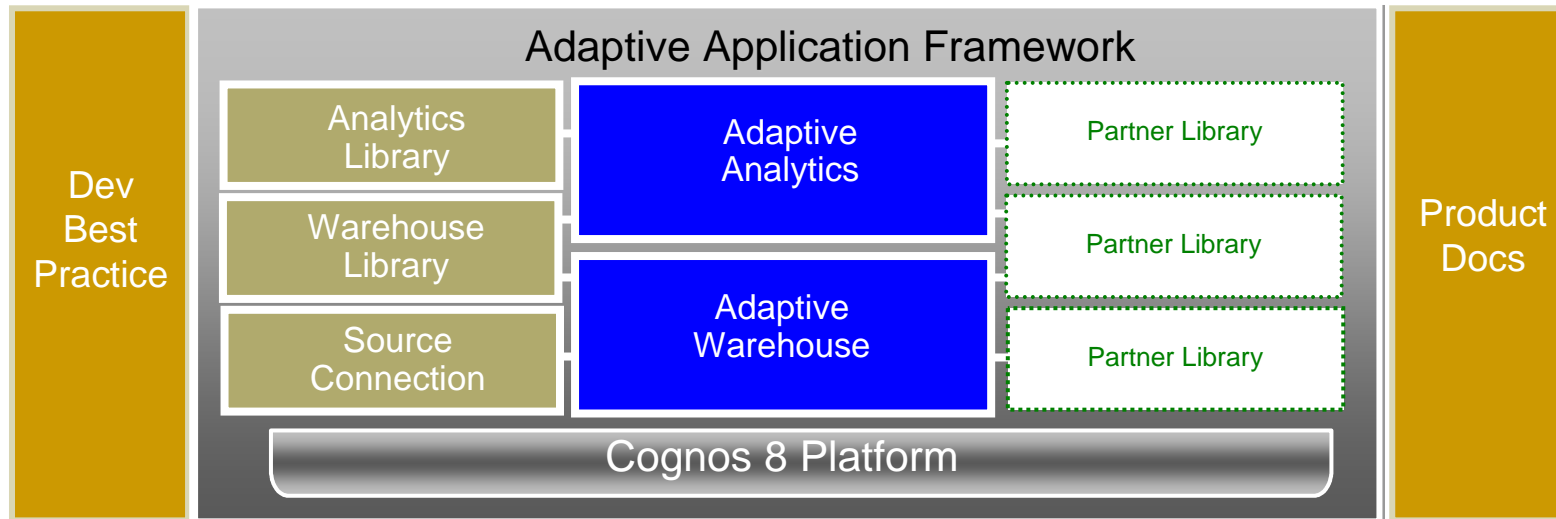
# Procurement Analytics – Proactive Decision Making



# Workforce Core – Proactive Decision Making

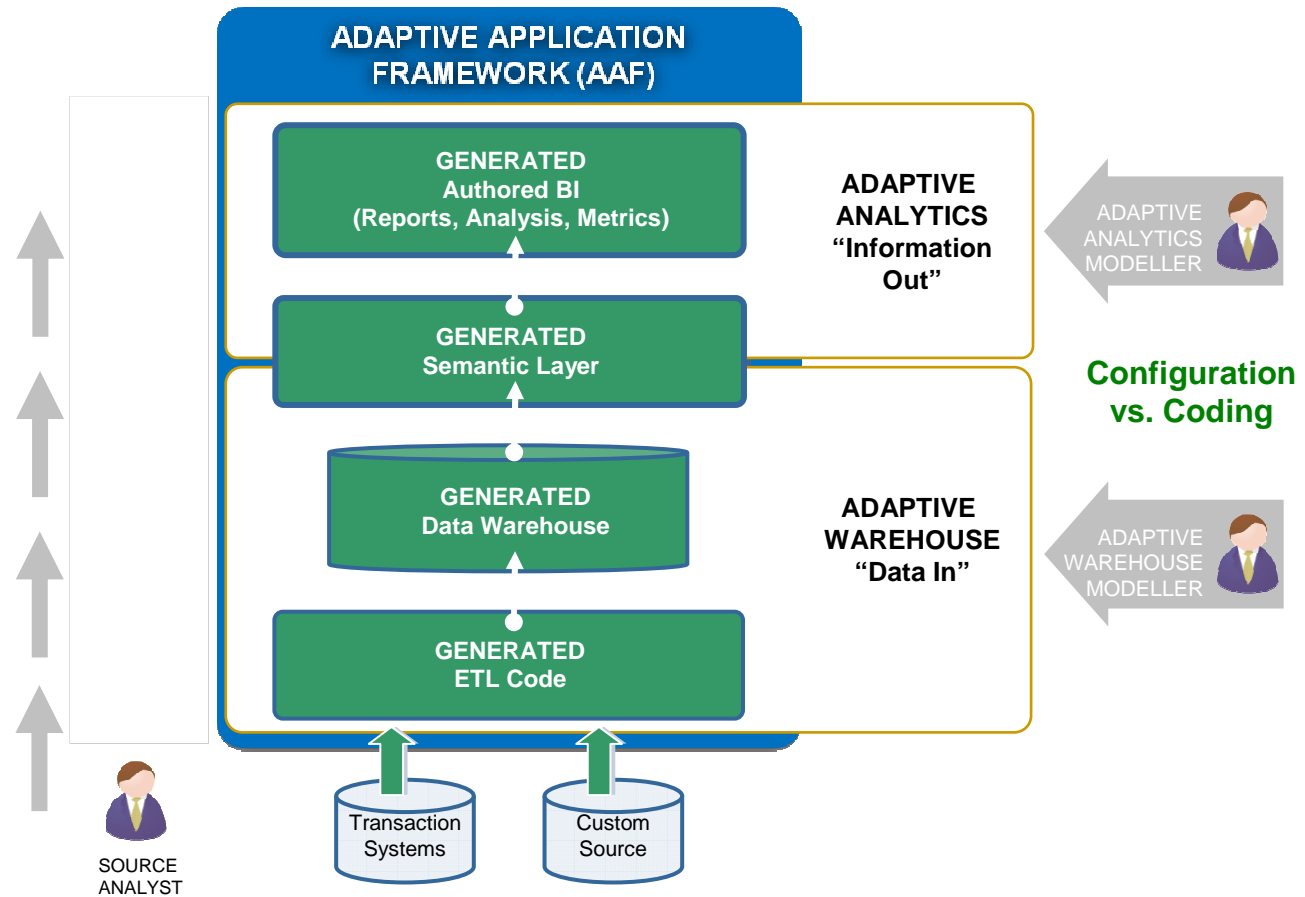


# Purpose-Built for the Analytic Application Lifecycle



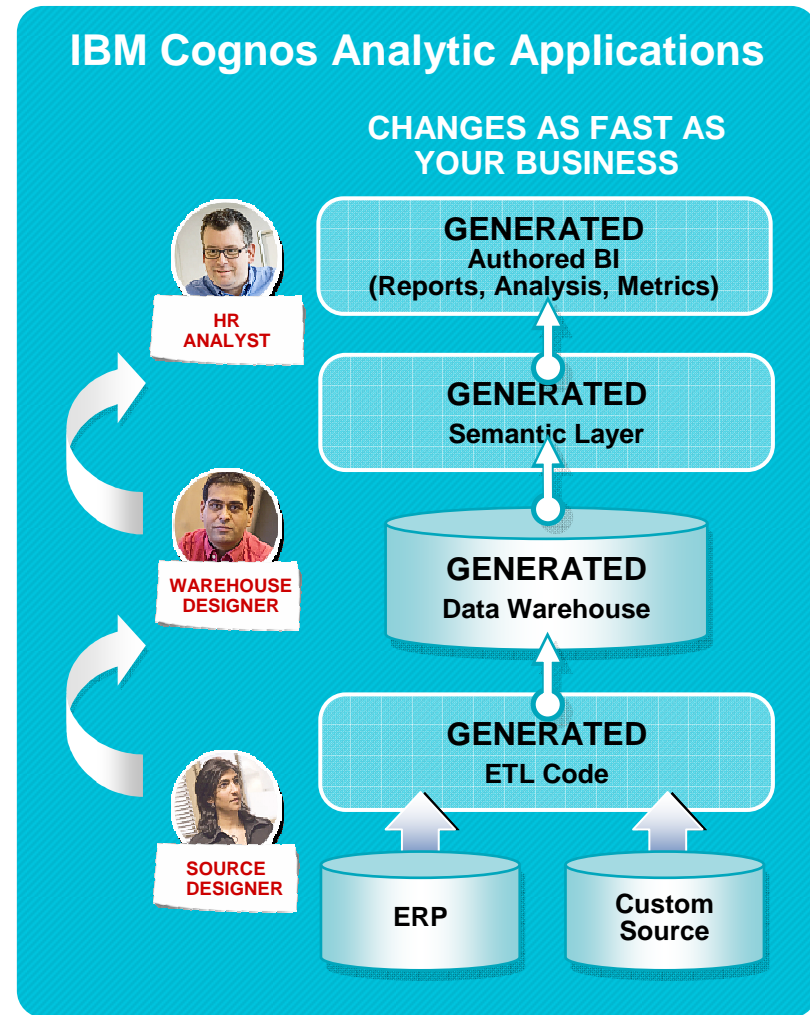
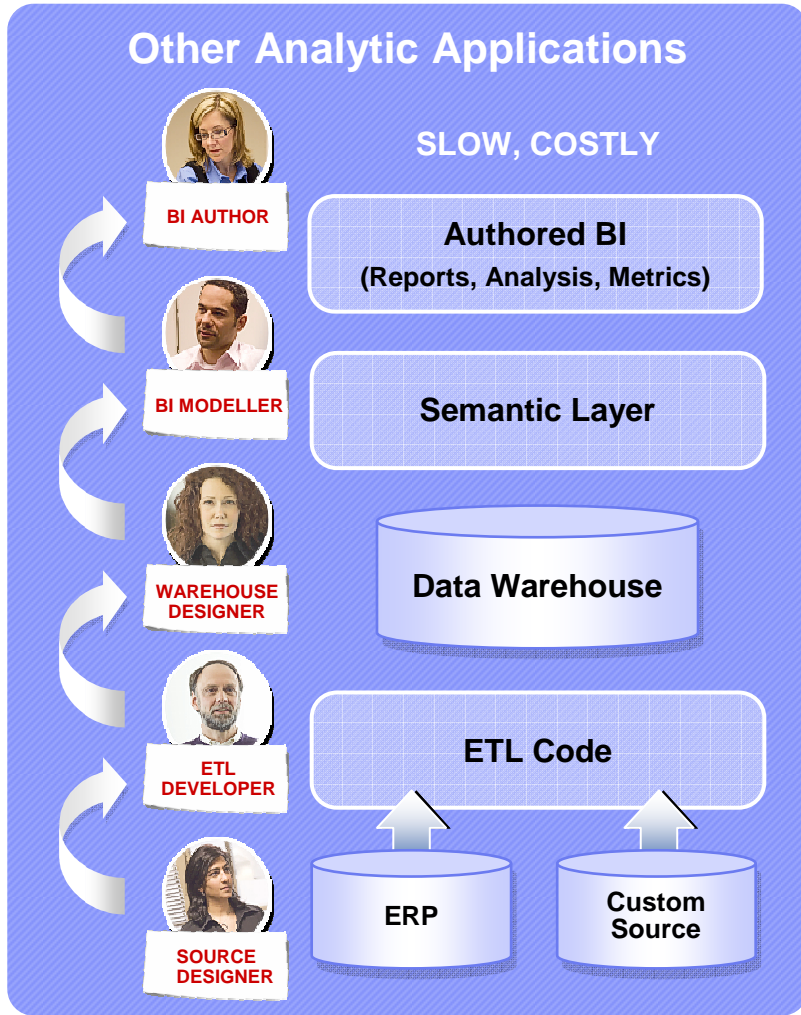
- Adaptive Application Framework for development
- Analytics Content Library
- Configure vs Code
- Base for accelerated implementation and lower TCO

# Focus on the Business, Not the Plumbing



Reduce Time, Cost, Skills → Repeatability, Configurability, Upgradeability

# The Benefit for You



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## Faster Insights; Smarter Decisions

### Packaged Business Intelligence

- Generate standard reports and analysis quickly
- Self-serve reporting for a broad range of users

### Adaptability

- Changes as fast as business does
- Provides continuously relevant content
- Better TCO

### Industry-leading BI (IBM Cognos 8)

- Open, enterprise class platform

### Growing Your Business

- Lower cost and time to market readiness
- Deliver your value in a repeatable model
- Expand your solution value in the market





Thank You!