

# Lotusphere Comes To You 2010

**Lotus knows.**

Smarter software for a Smarter Planet.



# Better decision making with collaboration solution

**Simon Ng**

*Senior IT Specialist*

*IBM, Business Analytic*



**Lotus knows.**

Smarter software for a Smarter Planet.

# Adaptability Delivers Competitive Edge

- Change business model
- Align resources quickly
- Capitalize on new opportunities



**Insight  
to make  
smart decisions  
and take action**



# Information

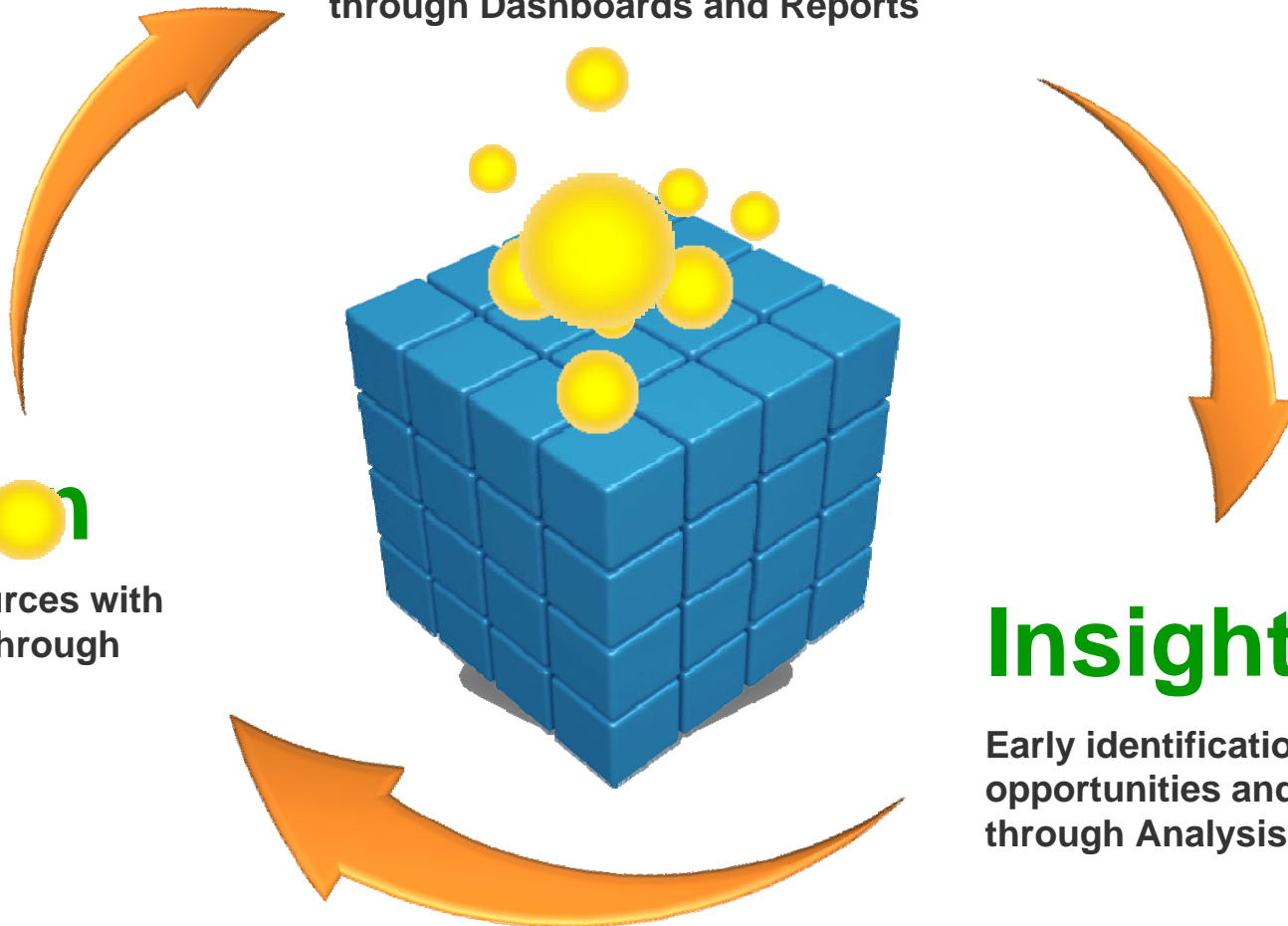
Information-driven and accountable culture through Dashboards and Reports

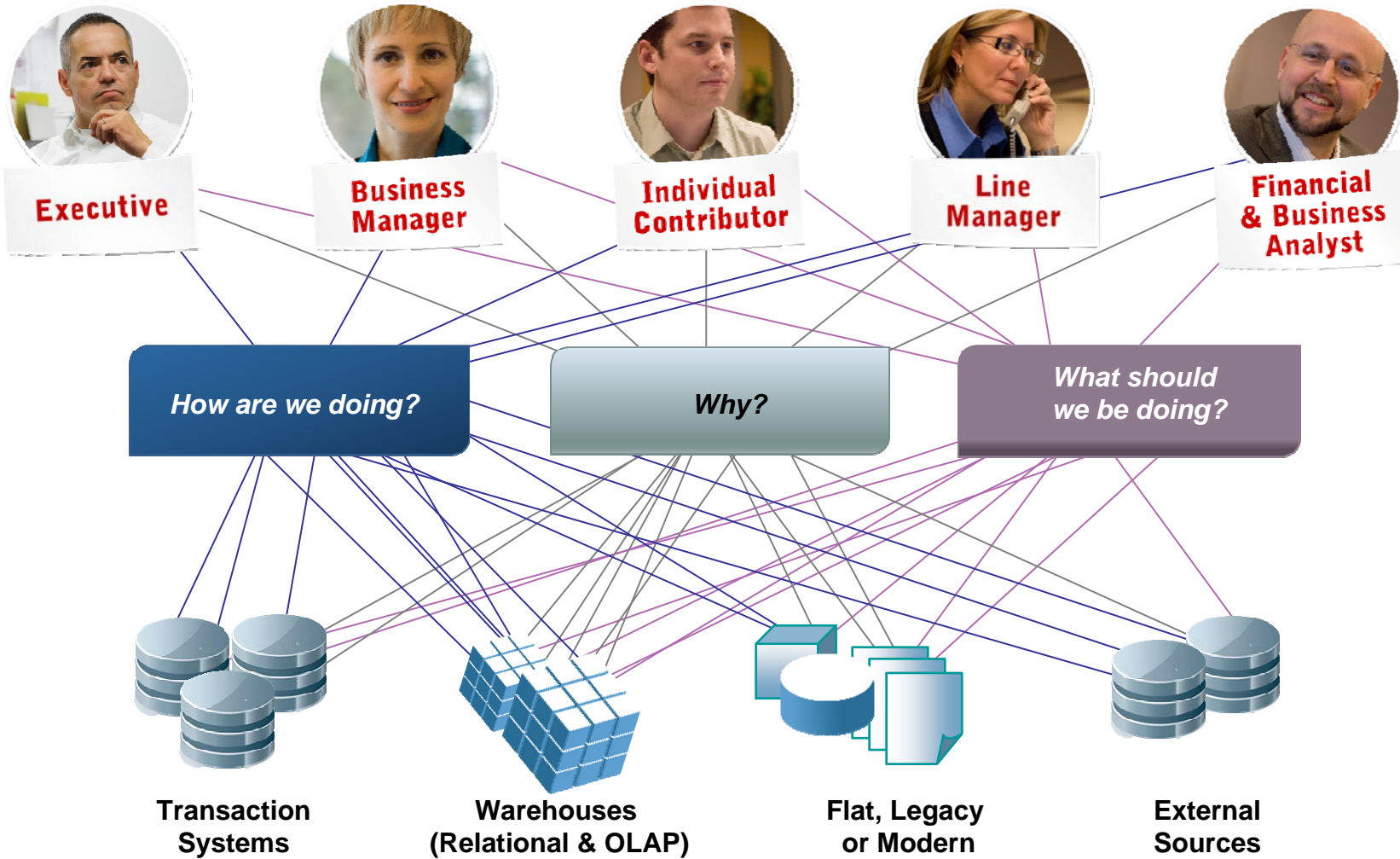
# Action

Align resources with decisions through Planning

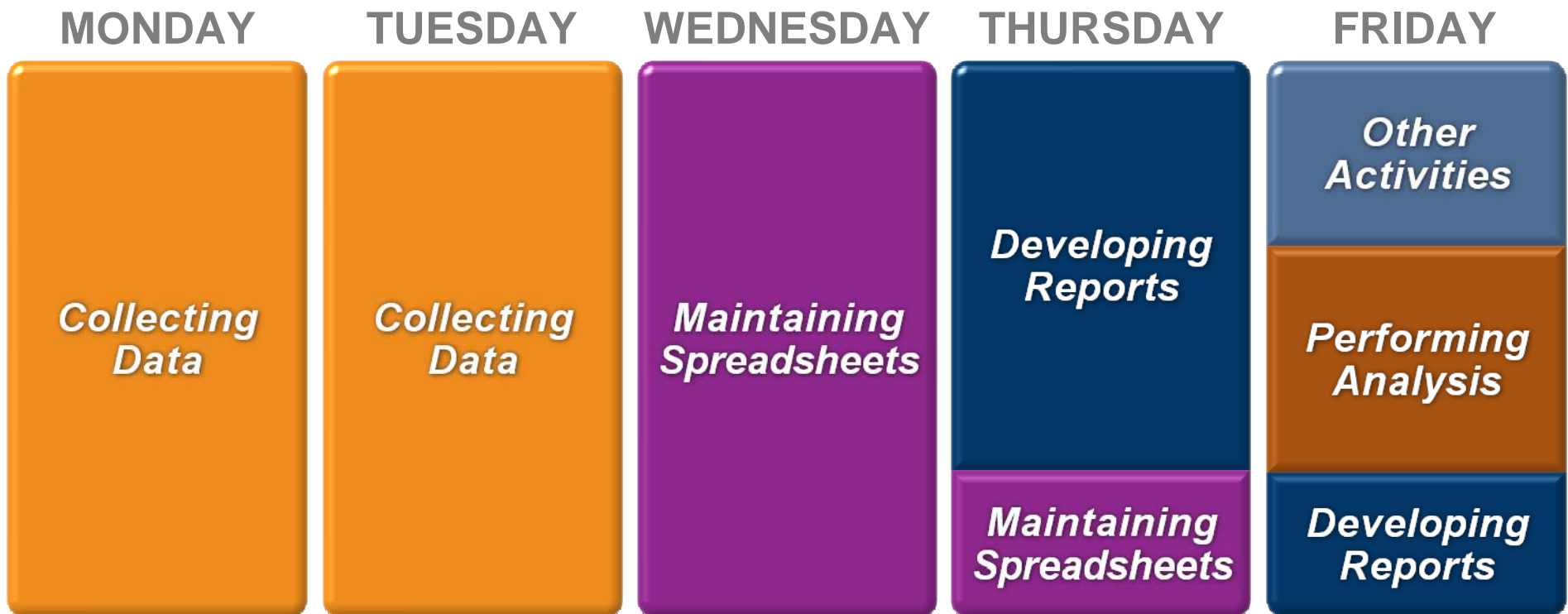
# Insight

Early identification of opportunities and issues through Analysis



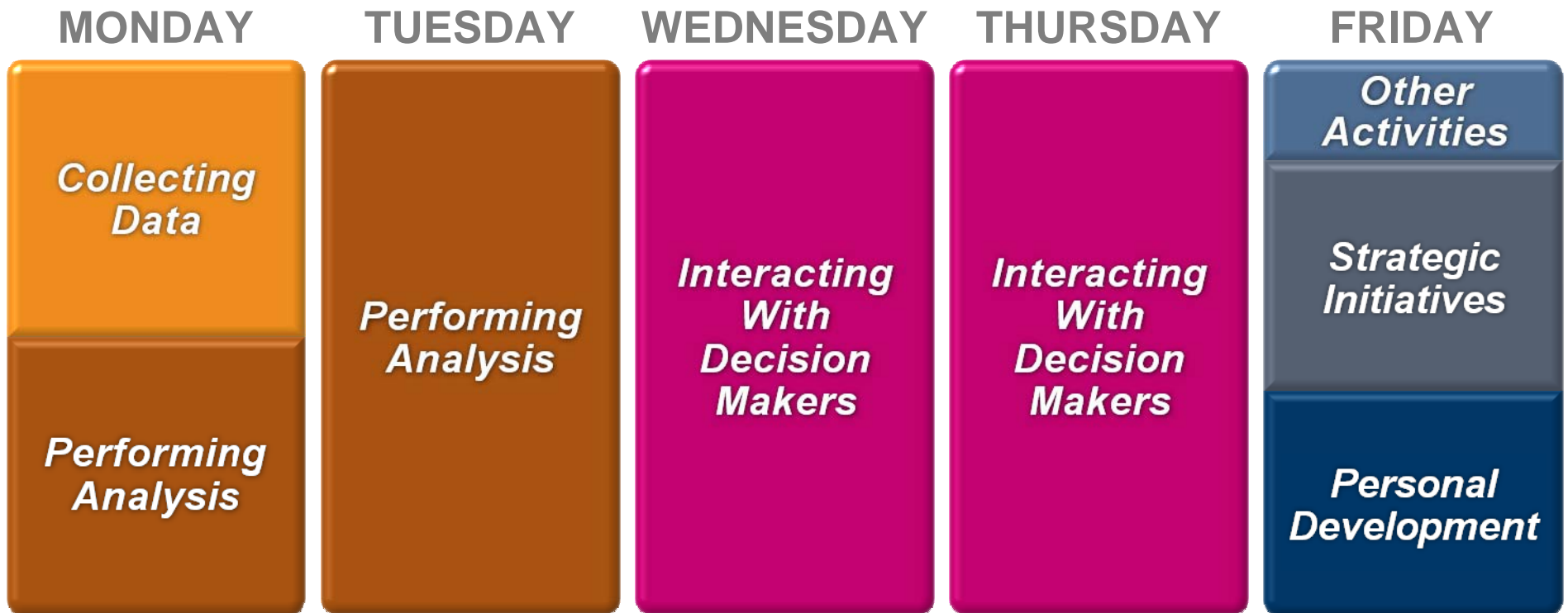


# Many Organizations are wasting valuable talent

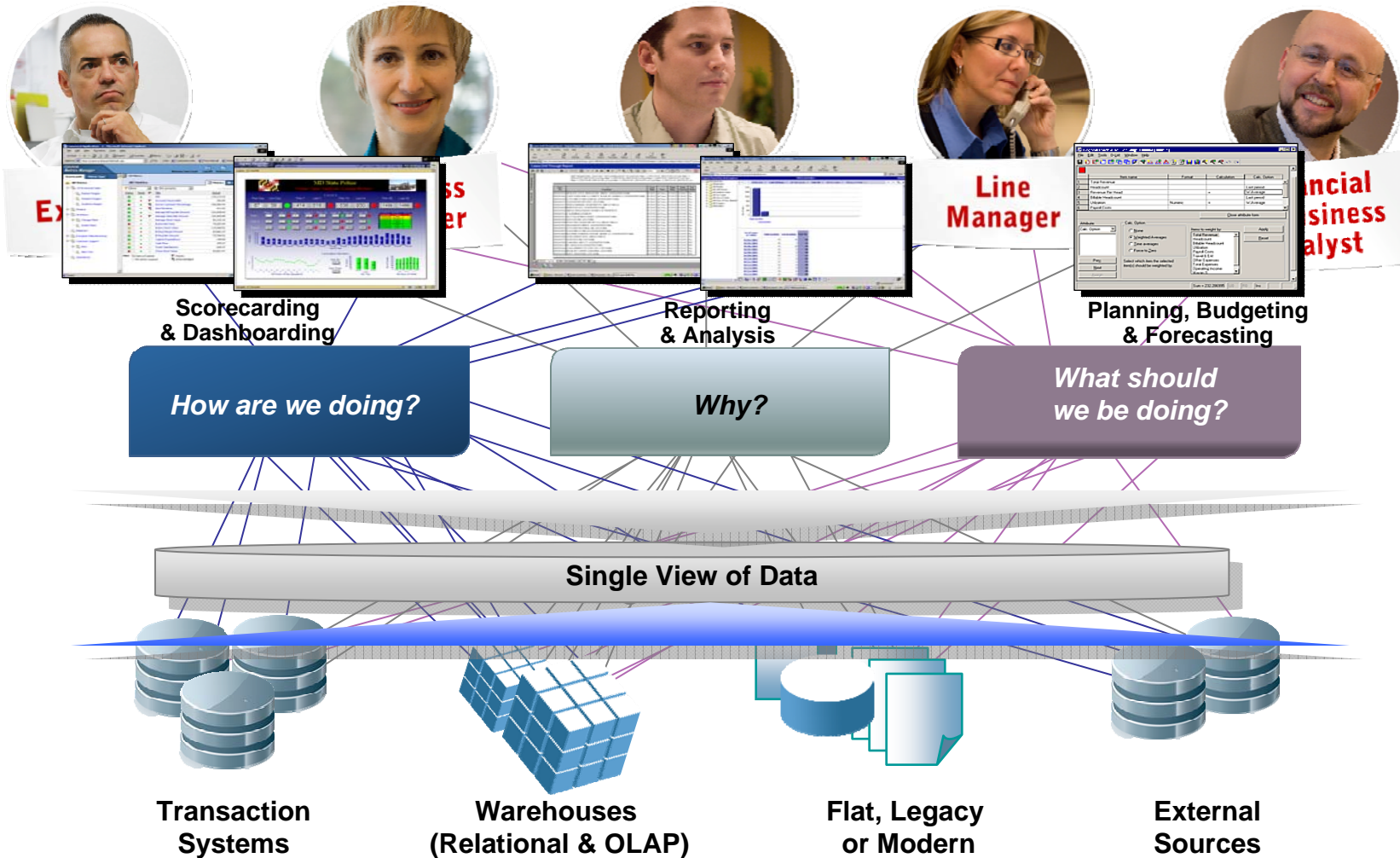




# The Best Drive Analytics & Insight





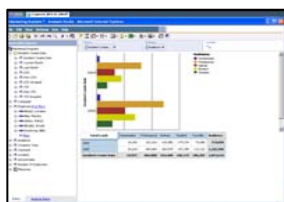


# Access to Any Data Source

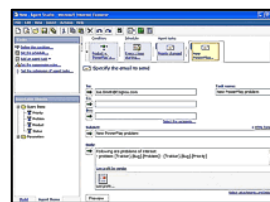
- All capabilities against any *combination* of data sources (OLAP or relational); removes barriers to usage
- Hides complexity from users and ensures consistency, integrity and accuracy of information



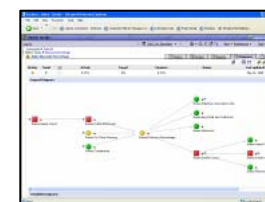
REPORTING & DASHBOARDING



ANALYSIS



EVENT MANAGEMENT

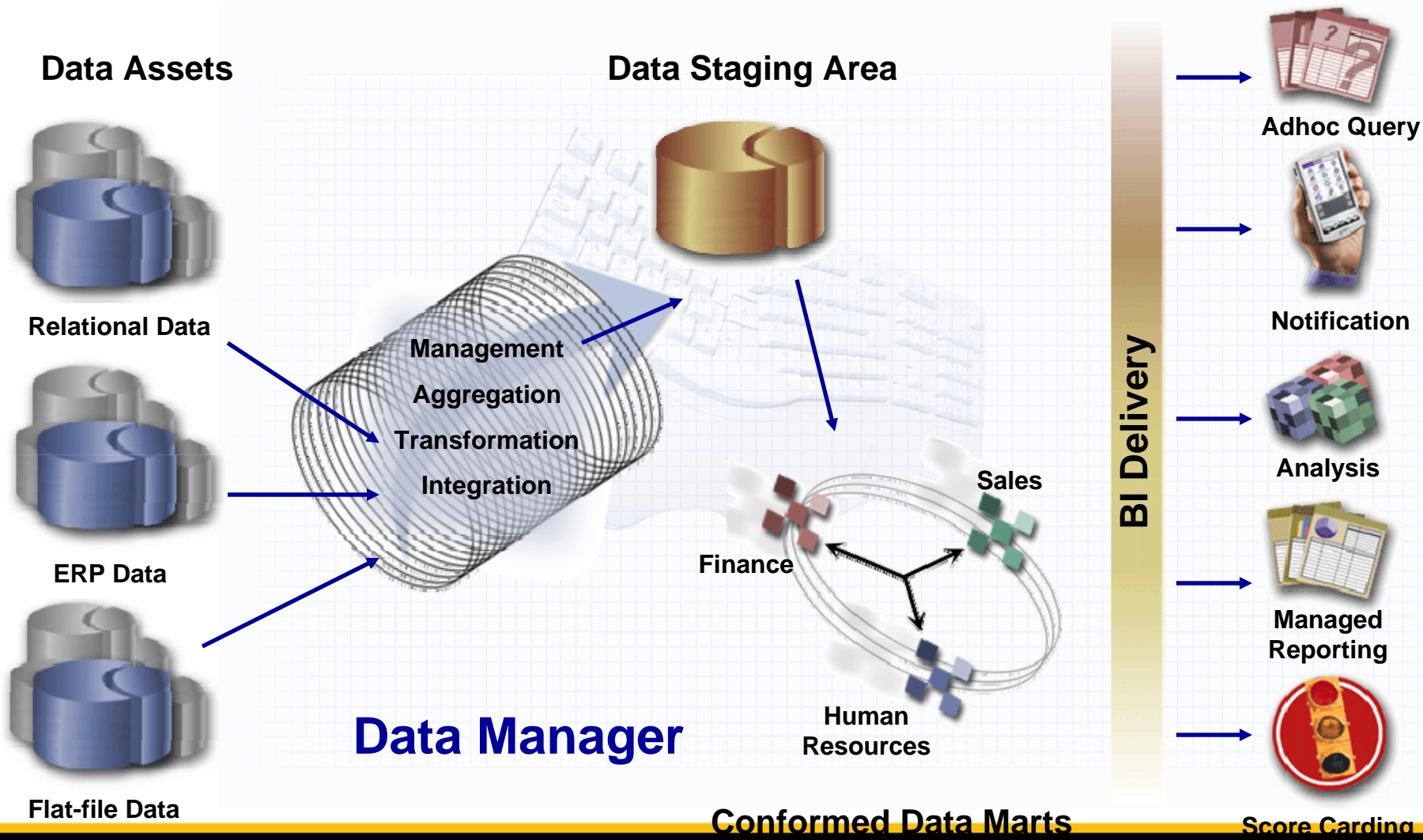


SCORECARDING

## OPEN DATA STRATEGY

<p><b>ORACLE</b></p> <ul style="list-style-type: none"> <li>• ORACLE DATABASE</li> <li>• ORACLE OLAP VIEWS</li> </ul>	<p><b>MICROSOFT</b></p> <ul style="list-style-type: none"> <li>• SQL SERVER</li> <li>• EXCEL</li> <li>• ACCESS</li> </ul>	<p><b>COGNOS ENTERPRISE PLANNING</b></p> <p><b>COGNOS PERFORMANCE APPLICATIONS</b></p>	<p><b>XML</b></p> <p><b>JDBC</b></p> <p><b>LDAP</b></p> <p><b>WSDL</b></p>
<p><b>IBM</b></p> <ul style="list-style-type: none"> <li>• DB2 UDB</li> <li>• INFORMIX</li> <li>• DB2 II</li> <li>• DB2 CUBEVIEWS</li> <li>• DB2 INTELLIGENT MINER</li> </ul>	<p><b>TERADATA</b></p> <p><b>SYBASE</b></p> <p><b>ODBC</b></p> <p><b>CVS</b></p>	<p><b>SAP</b></p> <p><b>PEOPLESOFT</b></p> <p><b>SIEBEL</b></p> <p><b>SSA</b></p>	

# ETL Tools – Data Mart Building



BI Delivery

Conformed Data Marts

Score Carding

# Broad Range of BI Capabilities

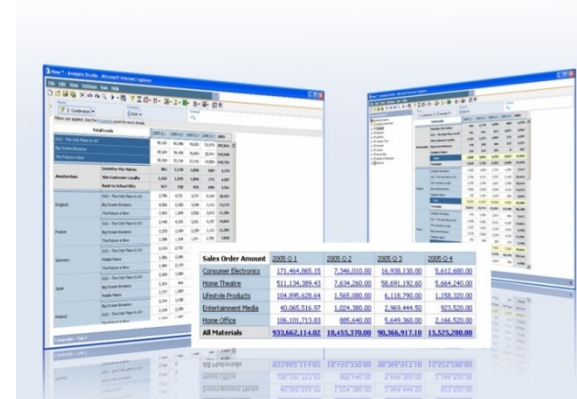
## Reporting

- Provides full breadth of report types
- Delivers consistent information across all types of report output
- Can be personalized and targeted
- Enables collaboration across users, communities and with IT
- Provides access via email, portal, MS-Office, search and mobile devices etc



## Analysis

- Provides guided exploration across multiple dimensions of information
- Performs complex analysis and scenario modeling easily and quickly
- Gets to the “why” behind trends to reveal symptoms and causes
- Moves from summary level to detail levels of information effortlessly





# Broad Range of BI Capabilities

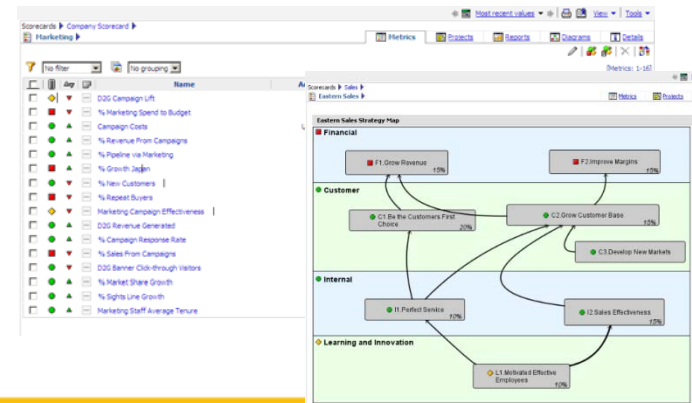
## Dashboards

- Provides at-a-glance, high impact views of complex information
- Helps quick focus on issues that need attention and action
- Are highly visual and intuitive
- Combines information across disparate sources



## Scorecards

- Provides instant measurement relative to targets and benchmarks
- Aligns decisions and tactics with strategic initiatives
- Supports scorecarding methodologies
- Ensures ownership and accountability



IBM Cognos 8 Go! Dashboard - Microsoft Internet Explorer



File Edit View Favorites Tools Help


Links


IBM Go! Dashboard- New


Anonymous  
My Area Log On






 Cognos 8 

Show All 

  
My Folders

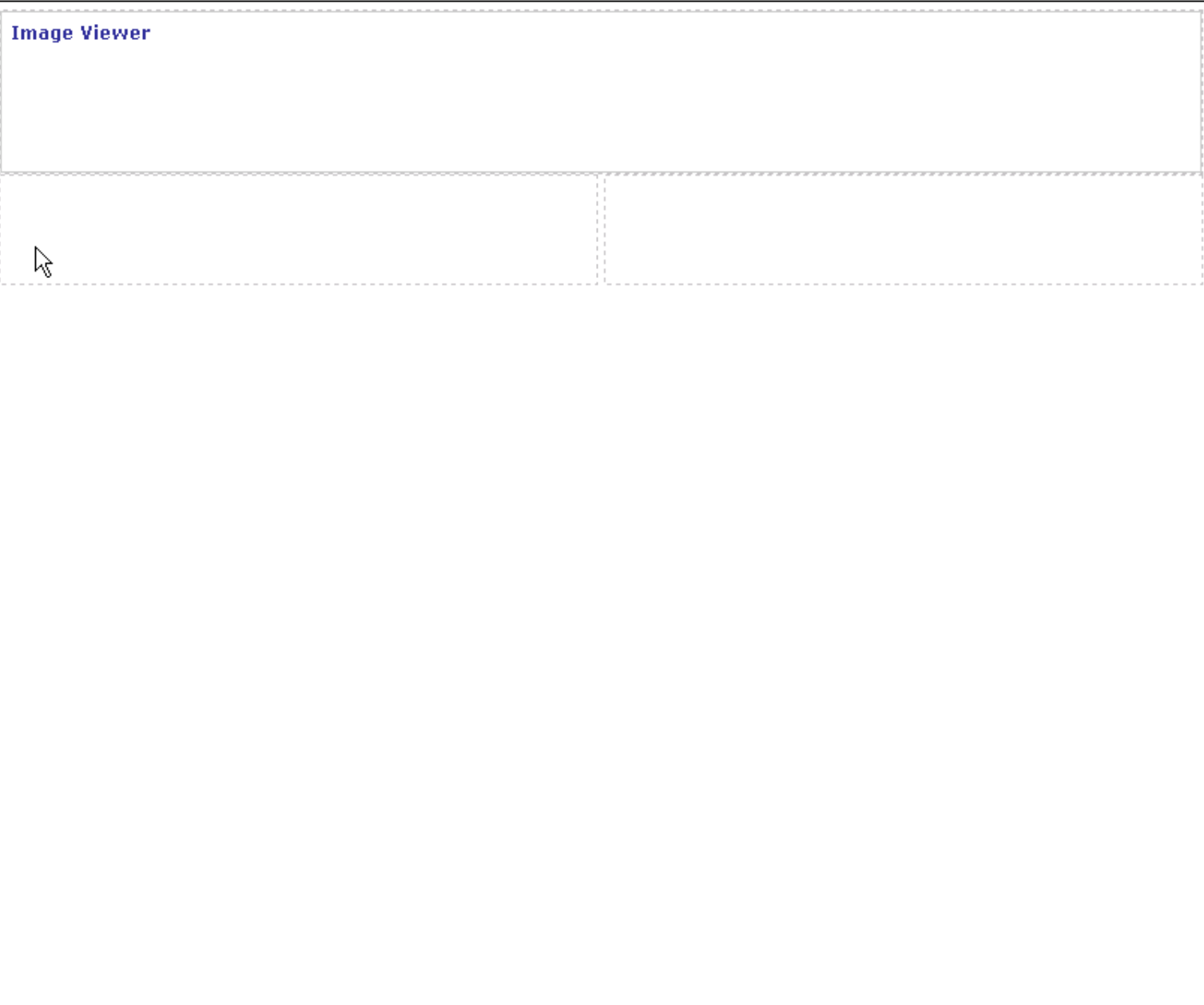
  
My Watch Items

  
Public Folders

 Cognos 8  Toolbox

Done

**Image Viewer**





iPod

9:42 PM



Safari



Calendar



YouTube



Maps



Weather



Clock



Calculator



Notes



Settings



iTunes



Google Earth



Evernote



Spreadsheet



Soudragon



Cognos



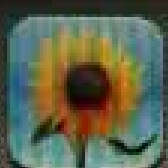
Stocks



Music



Videos

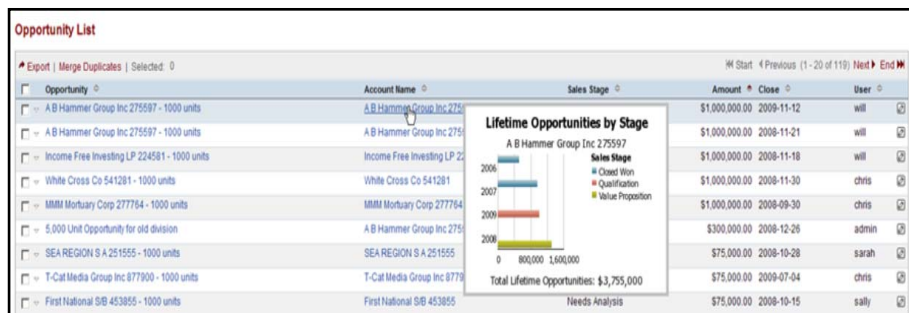


Photos



Mail

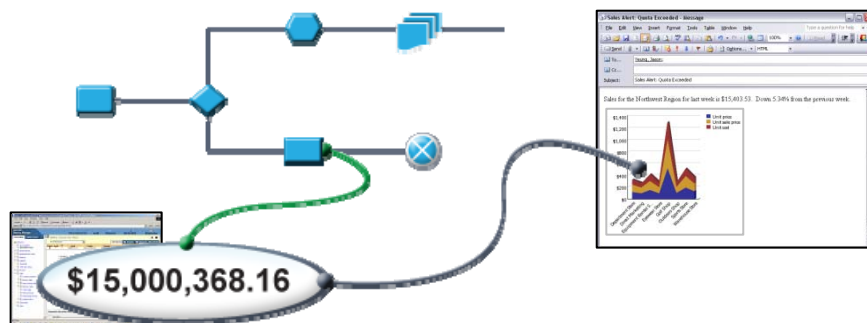
# Where would you like to use your BI?



...within other applications?



...as a gadget on the desktop?



...within BPM solutions?



...with other visualizations?

IBM Cognos 8 Mashup Service provides new ways  
to extend BI

## ***But what is a Mashup?***

### **Mashup:**

A lightweight web application  
created by combining  
existing information or  
capabilities from more than  
one existing source



Gtest2 - Cognos Viewer - Microsoft Internet Explorer

Address [http://sottccslab1/cognos8/cgi-bin/cognos.cgi?b\\_action=cognosViewer&ui.action=run&ui.object=%2fcont](http://sottccslab1/cognos8/cgi-bin/cognos.cgi?b_action=cognosViewer&ui.action=run&ui.object=%2fcont)

Cognos Viewer - Gtest2

Sales territory	Country	Region	City	Address line 1	Revenue
Americas	Canada	Ontario, Canada	Toronto, Canada	Suite 12, 801 Dundas Street, Toronto, Canada	\$405,396.10
		<b>Toronto, Canada</b>			<b>\$3,953,999.96</b>
		<b>Ontario, Canada</b>			<b>\$7,579,837.28</b>
		Prince Edward Island, Canada	Charlottetown, Canada	292 Queen Street, Charlottetown, Canada	\$33,521.60
		<b>Charlottetown, Canada</b>			<b>\$33,521.60</b>
		<b>Prince Edward Island, Canada</b>			<b>\$33,521.60</b>
		Québec, Canada	Hull, Canada	48, rue Leduc, Hull, Canada	\$19,933.90
		<b>Hull, Canada</b>			<b>\$19,933.90</b>
			Montréal, Canada	18, rue Rousseau, Montréal, Canada	\$812,144.54
				2, boul. Sherbrooke, Montréal, Canada	\$389,075.56
				203, boul. Guy, Montréal, Canada	\$2,444,242.26
				2425, rue Peel, Montréal, Canada	\$958,868.66
				45, rue Atwater, Montréal, Canada	\$179,034.12
				500, Place d'Armes, Montréal, Canada	\$224,688.52
		<b>Montréal, Canada</b>			<b>\$5,008,053.66</b>
			Tremblant, Canada	45, rue Stanley, Tremblant, Canada	\$1,246,200.88
		<b>Tremblant, Canada</b>			<b>\$1,246,200.88</b>
		<b>Québec, Canada</b>			<b>\$6,274,188.44</b>
		Saskatchewan, Canada	Regina, Canada	23 Louis Riel Drive, Regina, Canada	\$1,399,551.98
		<b>Regina, Canada</b>			<b>\$1,399,551.98</b>
		<b>Saskatchewan, Canada</b>			<b>\$1,399,551.98</b>
		Yukon, Canada	Whitehorse, Canada	56 North Way Street, Whitehorse, Canada	\$434,557.92
		<b>Whitehorse, Canada</b>			<b>\$434,557.92</b>
<b>Yukon, Canada</b>			<b>\$434,557.92</b>		
<b>Canada</b>			<b>\$23,383,719.54</b>		
Mexico	Jalisco, Mexico	Guadalajara, Mexico	Av. Pacifico No. 164, Guadalajara, Mexico	\$366,470.76	
<b>Guadalaiaara, Mexico</b>			<b>\$366.470.76</b>		

Done Local intranet



# When Lotus meets Cognos



# Thank You



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Smarter software for a Smarter Planet.