



IBM Cognos Business Insight: Redefining Business Intelligence

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Date, Location

Agenda

- Information for everyone
- IBM Cognos Business Insight
 - Reach more users
 - See more information
 - Do more with information
- IBM Cognos Business Insight Advanced
 - Ad-hoc query and analysis
 - Leveraging external data



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.

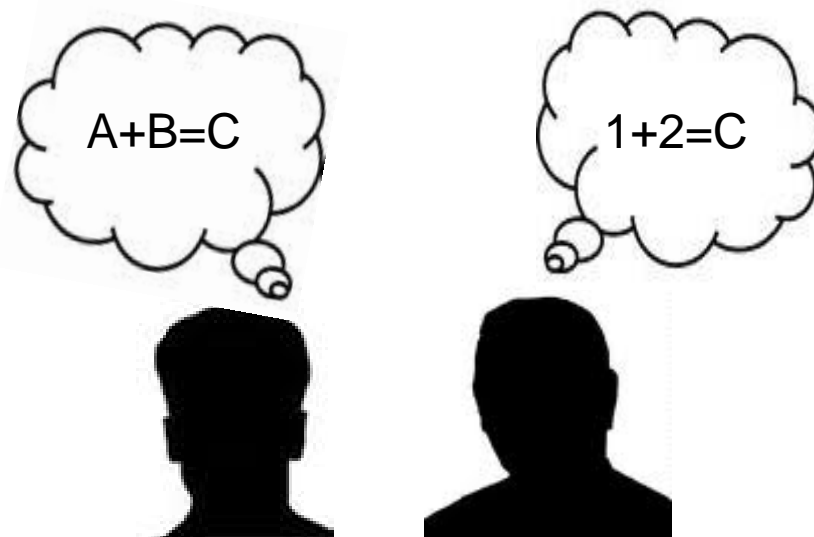
Users are Hungry for Information



But current systems prevent them from accessing this information in a timely fashion.

Analytics everyone can use

- Successful BI solutions need to:
 - Adapt to the way people work
 - Encourage natural thought process
 - Be simple, yet so powerful and fun anyone can use it



Picture all employees having access to information to support their daily decisions and actions, with tools that work in the ways they need them to.

Source: 2009 Successful BI Survey
Best Practices in business intelligence for greater business impact
 By Cindi Howson

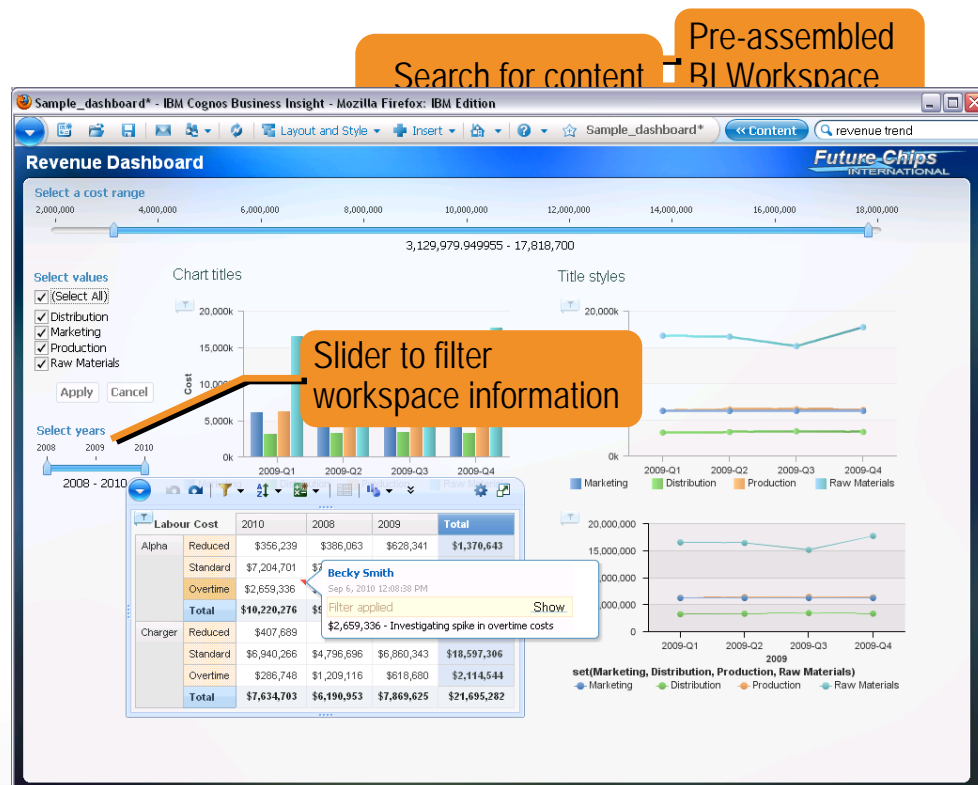
A BI workspace that is the start of your day

Intuitive and easy to use it is the single place that you go to find and do your work.

IBM Cognos Business Insight

Solution Highlights

- Pre-assembled workspace content
- Search assisted authoring
- Drag and drop assembly
- Dynamically filter
- Quicker and deeper insight in to data
- Seamless graduated experience



IBM Cognos Business Insight:

Revolutionary BI workspace that supports how people think



Business
User

Reach more users.
Discover unknown insights by following individual train of thought.



Manager

See more information.
Explore all types of information from all time horizons.



Business
Analyst

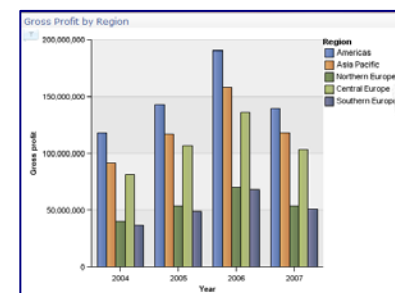
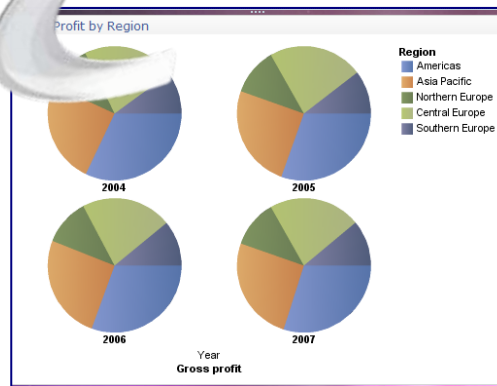
Do more with information.
Deeper analysis and Ad-hoc Query.

IBM Cognos Business Insight

Support personal decision-making styles

- Personalize information
- Generate unique perspectives
- Get an 'at a glance' view of the business

Gross profit	2004	2005	2006	2007
Americas	117,845,063	142,710,347.48	190,757,408.87	139,192,436.11
Asia Pacific	91,218,622.4	117,082,857.67	158,193,297.56	118,203,277.67
Northern Europe	40,022,185.83	53,237,248.36	70,321,099.24	53,608,009.31
Central Europe	81,780,397.91	106,697,180.21	135,948,995.19	103,226,173.89
Southern Europe	36,751,639.43	48,956,057.93	68,039,771.61	51,042,925.01



Reach more users.

Discover unknown insights by following individual train of thought for more informed business decisions.



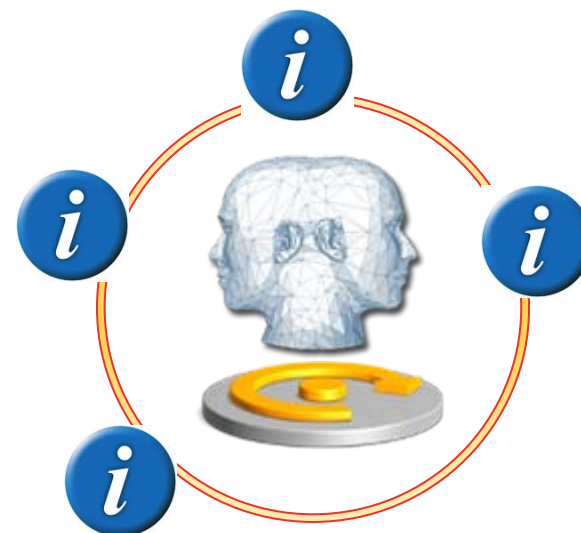
DEMO1: IBM Cognos Business Insight



IBM Cognos Business Insight

See all information from all the angles, in context.

- Get unique perspectives by having access to the information
 - Any BI content
 - Real-time information with IBM Cognos Real-time Monitoring
 - Scenario planning
 - Scorecarding
 - Statistical data



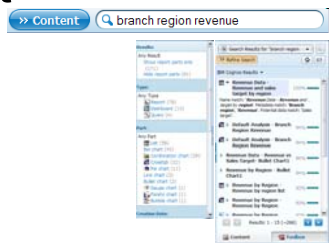
See more information.

Explore all types of information from all time horizons for a complete view of the business.

IBM Cognos Business Insight

Unlimited data exploration

- Find and leverage information that you didn't even know existed

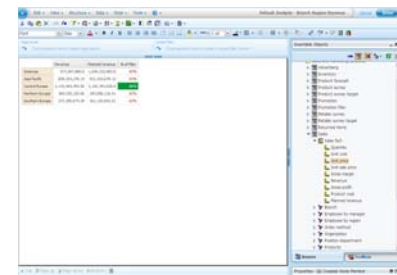


- Leverage enhanced search functionality

- Assemble a complete view of all available information



- Seamless graduated user experience to more advanced features



- Updated view with your personalized content updated in context





DEMO2: IBM Cognos Business Insight

Seamlessly shift to more advanced analysis

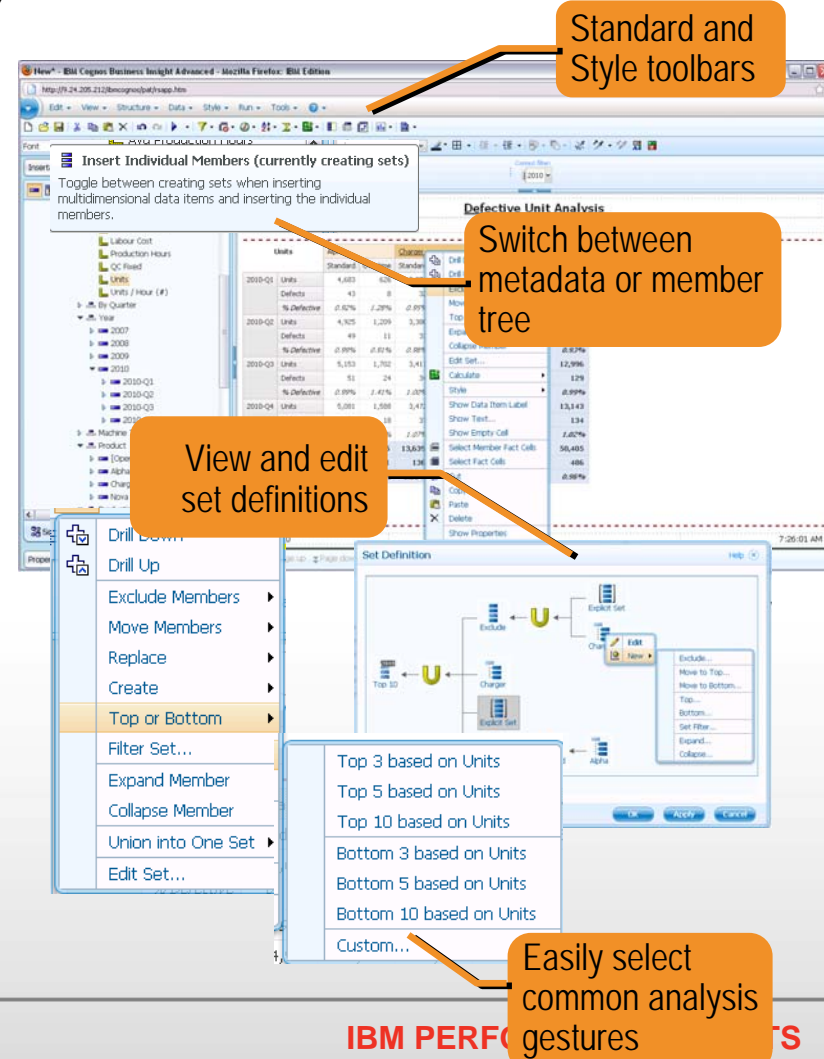


Perform complex analysis tasks quickly and easily to get to the "why" behind an event or action to improve business performance

IBM Cognos Business Insight Advanced

Solution Highlights

- Intuitive drag-and-drop interface
- Integrated data exploration and analysis
- Calculations, drill, filter, pivot, top/bottom count
- Manage set definitions
- Flexible format, layout and distribution
- Multiple queries, formatting and charting



Standard and Style toolbars

Switch between metadata or member tree

View and edit set definitions

Easily select common analysis gestures

IBM PERFORMANCE

Units	Standard	Defect	Standards
2009-Q1	4,633	43	8
2009-Q2	4,705	1,209	3,396
2009-Q3	5,153	3,762	3,411
2009-Q4	5,081	1,558	3,415

Set Definition

- Top 3 based on Units
- Top 5 based on Units
- Top 10 based on Units
- Bottom 3 based on Units
- Bottom 5 based on Units
- Bottom 10 based on Units
- Custom...

IBM Cognos Business Insight Advanced

Single, intuitive interface for Ad-hoc Query and Analysis.



- Easy and intuitive drag-and-drop interface for creating ad-hoc queries
- Analyze data from same interface
 - Calculations, drill, filter, pivot, top/bottom count, etc.
- Leverage multiple queries, objects and charting options
- Integration with IBM Cognos Report Studio
 - Augment and enhance ad-hoc reports and analysis

Do more with information.

Deeper analysis and ad-hoc query in a single interface.



IBM Cognos Business Insight Advanced

Integrate external data for rapid ad-hoc reporting and analysis

- Add new and broader perspectives to corporate information
- Improve confidence in information by removing long, manual, and error-prone processes of stitching data together in Excel
- Provide users with the flexibility they are demanding to use additional data without impacting the BI System and reduce reliance on IT to store external data in IT data stores

See more information.

Merge external data with dimensional and relational sources to broaden perspectives.



DEMO3: IBM Cognos Business Insight Advanced





DEMO4: IBM Cognos Business Insight Advanced



Cognos 10 delivers a BI workspace giving individuals the freedom to see more and do more



- Easily view, assemble and personalize information to follow a train of thought and generate unique perspectives
- Explore all types of information from all angles to assess the current business situation
- Analyze facts and anticipate tactical and strategic implications by simply shifting from viewing to more advanced, predictive or what-if analysis

**Sharpen individual skills
to improve business outcomes.**

Delivering Program Success

- New “How-to” Books Deliver Expertise
 - BI Strategy Book, BI on Cloud, BI Redbook
- Proven Practices, Communities & Workshops
 - Champion & Business Analytics Workshops
 - Innovation Center & Communities
 - Champion Kit, Blueprints
 - DeveloperWorks, C^3 Blog
- Services & Training
 - Proven Practice Workshops, Learning Assessment and User Adoption Services
 - Broader portfolio of self-paced training options





Thank you for attention!

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