



IBM PERFORMANCE EVENTS

Smarter Decisions. Better Results.

Extending BI, empower and equip business users

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Agenda



- The changing workforce
- The vision of Pervasive BI
- IBM Cognos BI 10.1
 - IBM Cognos Mobile
 - IBM Cognos Active Report
 - IBM Cognos for Microsoft Office
 - IBM Cognos Collaboration
 - IBM Cognos Mashup Services
- Summary
- Questions



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 changing workforce

According to research from "Gartner's View of Enterprise Mobility," there will be a **30% growth of mobile application deployments per year** thru 2011. Devices for the enterprise have continued to impact the business world through new technology and services that can **improve productivity and communication.**

iPhone Sales to Surpass 100 Million by 2011..

Massive growth of Social Networking

- *Facebook usage statistics:*
- More than 500 Million active users
- An average of 250,000 registrants per day since 2007



Pervasive BI remains a vision

“For business intelligence to have a more profound business impact, BI needs to be deployed to all personnel who make decisions, whether strategic or operational.”

“For companies who still primarily view BI as a power user tool, instead, 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” Nov 2009 - Cindi Howson - BIScorecard





IBM Cognos BI 10

IBM Cognos 10: Intelligence unleashed

Cognos 10 delivers a revolutionary new user experience and expands traditional business intelligence (BI) with planning, scenario modeling, real-time monitoring and predictive analytics. With the ability to interact, search and assemble all perspectives of your business, Cognos 10 provides a limitless BI workspace to support how people think and work.

Cognos 10 enables organizations to outperform by providing:

- **Analytics everyone can use** in a BI workspace that sharpens individual skills to answer key business questions
- **Collective intelligence** with built-in collaboration and social networking to connect people and insights to gain alignment
- **Actionable insight everywhere** in mobile, real-time and business processes to instantly respond at the point of impact

Built on a proven technology platform, Cognos 10 is designed to upgrade seamlessly and to cost-effectively scale for the broadest of deployments. Cognos 10 provides you and your organization the freedom to see more, do more—and make the smart decisions that drive better business results.





Business drivers for Mobile BI

Business managers are looking to...

Equip front-line workforce with the timely information needed to make **informed decisions**, regardless of location

BI at the point of impact

Fully **Interact** with BI content on mobile devices

Deeper Insights

Provide full Enterprise support for **market leading** mobile platforms

Broad Platform Support



Equip front-line workforce with the timely information needed to make informed decisions, regardless of location



Provide business users with the information they need to make responsive and informed decisions regardless of their location.

IBM Cognos Mobile

Solution Highlights

- iPhone, iPad, BlackBerry, Windows Mobile, and Symbian
- Zero footprint Web application on iPhone and iPad
- Full BI interactivity including Drill Up/Down/Through using common Touch gestures
- Interact with prompts, drills for additional details, schedule reports for immediate access to key content



IBM Cognos Mobile 10.1

- IBM Cognos Mobile support for iPhone and iPad
 - Zero footprint Web application for both iPhone and iPad
 - Full BI interactivity including Drill Up/Down/Through using common Touch gestures
- Broad and intuitive Prompt support
 - Support for additional prompt types and format pages
- New and Enhanced user interface for the BlackBerry device
 - New and Improved user interface using modern BlackBerry design paradigm



Demonstration



Demo

IBM Cognos Mobile



Business drivers for disconnected BI consumers

(Executives/front-line workers) are looking to...

Interact with a rich user interface, and easily filter data in dashboards with prompts

Interactivity

Access and work with information without wait times

Performance

Access and interact with dashboard content while disconnected from the network

Disconnected

Access dashboards as attachments in email rather than through a website

Distribution



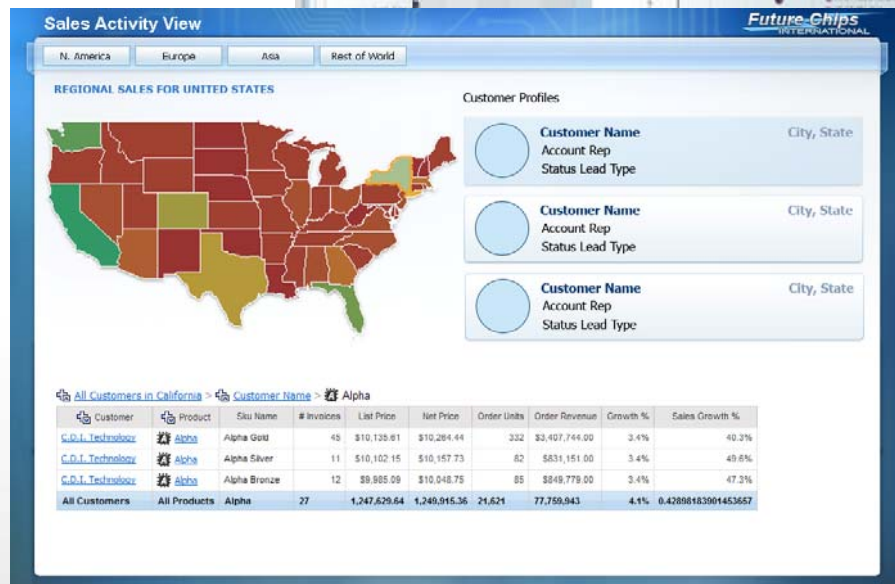
Offline interactive Dashboard and analysis, delivering very fast, self contained BI to reach more users

Extend the reach of BI and analytics to a broad audience of consumers so they can use interactive reports to uncover new insights and opportunities.

IBM Cognos Active Report

Solution Highlights

- Disconnected reporting application
- Self-contained, interactive content
- Easy to consume
- Mass deployment, Easy consumption
- Performance



Demonstration

Sales Activity View

Future Chips
INTERNATIONAL

N. America Europe Asia Rest of World

REGIONAL SALES FOR UNITED STATES



Customer Profiles

Customer Name

City, State

City, State

City, State

Status Lead Type

Demo IBM Cognos Active Report

All Customers in California > Customer Name > Alpha

Customer	Product	Sku Name	# Invoices	List Price	Net Price	Order Units	Order Revenue	Growth %	Sales Growth %
C.D.I. Technology	Alpha	Alpha Gold	45	\$10,135.61	\$10,264.44	332	\$3,407,744.00	3.4%	40.3%
C.D.I. Technology	Alpha	Alpha Silver	11	\$10,102.15	\$10,157.73	82	\$831,151.00	3.4%	49.6%
C.D.I. Technology	Alpha	Alpha Bronze	12	\$9,985.09	\$10,048.75	85	\$849,779.00	3.4%	47.3%
All Customers	All Products	Alpha	27	1,247,629.64	1,249,915.36	21,621	77,759,943	4.1%	0.42898183901453657

Business drivers for Microsoft Office integration

Business users are looking to...



Communicate BI content in standard MS Office formats

Communicate and present BI

Provide access to a single, trusted source of secure BI content through a familiar MS Office interface

Trusted content



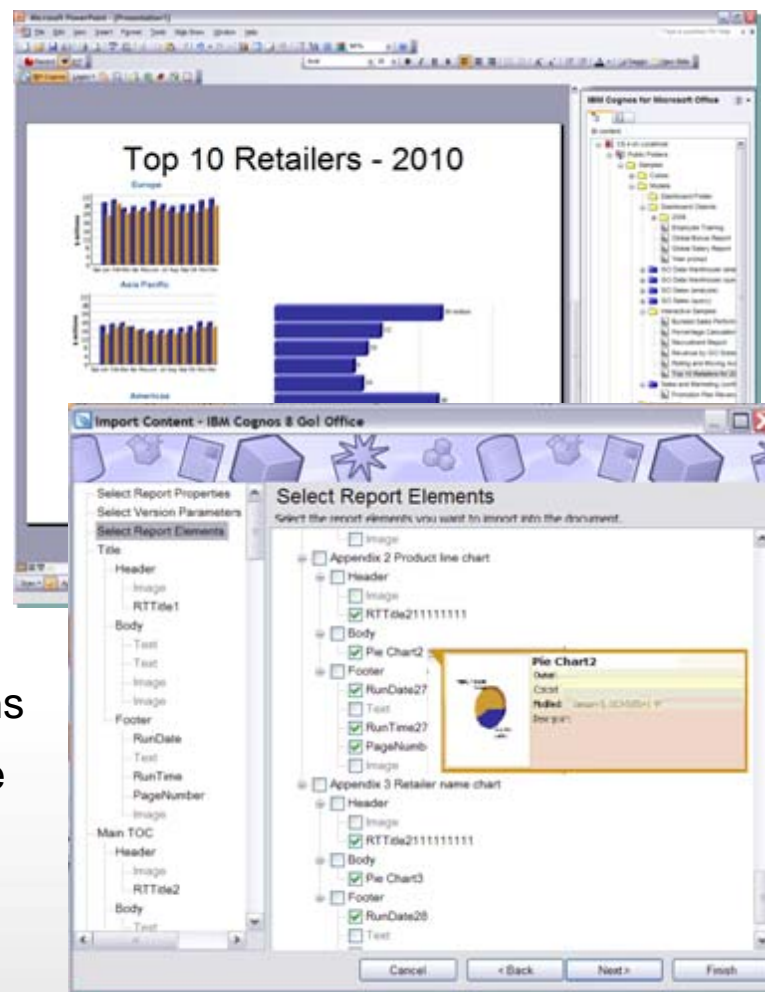
Communicate BI content in standard MS Office formats

Import BI content into MS Office tools and add additional context for Presentations and Briefing books

IBM Cognos for Microsoft Office

Solution Highlights

- Create and distribute briefing books.
- Refresh BI content directly within MS Office tools
- Modify and share BI content using familiar applications
- Publish and share Cognos-enabled files to the secure BI portal





Demonstration

Microsoft PowerPoint - [Presentation1]

IBM Cognos for Microsoft Office

Top 10 Retailers - 2010

Demo

IBM Cognos for Microsoft Office

Retailer	Sales target
1	9
2	10
3	18
4	10
5	10
6	10
7	10
8	10
9	10
10	9

Slide 3 of 4 Default Design English (U.S.)

Business drivers for collaborative BI

Business users are looking to...

Provide Context and reasoning around outliers and trends in Business data

Comments and Annotation

Support working groups and leverage BI as decision support

BI with Collaborative Tools

Provide insight into past decisions and business results

Leverage corporate memory



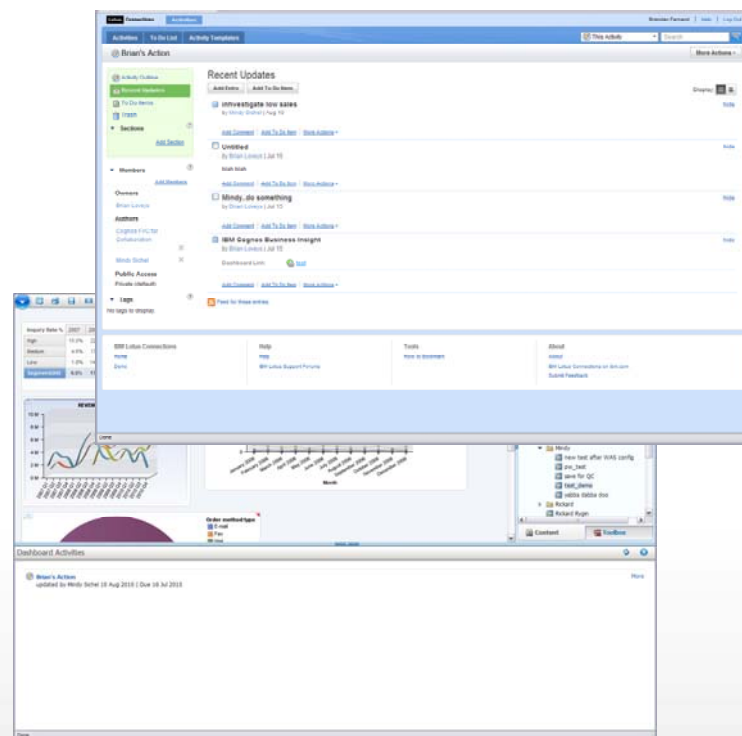
Share, Refine and work as a team with BI as decision support

***Quickly find the people and expertise you need.
Discuss and refine ideas with colleagues, partners,
and customers.***

IBM Cognos Collaboration

Solution Highlights

- Lotus Connections integration allows a user to:
 - Post messages, share files and links to web content (both BI and external)
 - Create and assign 'To-do' items
- Links directly to a Business Insight dashboard with ability to drive 'Activities' or requests for action
- Send email notifications directly from the Activity





Demonstration

The screenshot shows the IBM Lotus Connections interface. At the top, there are navigation tabs for 'Lotus, Connections' and 'Activities'. The user is logged in as 'Brendan Farnand'. The main content area is titled 'Brian's Action' and features a sidebar with navigation options like 'Activity Outline', 'Recent Updates', 'To Do Items', and 'Trash'. The main content displays a 'Recent Updates' section with an entry titled 'investigate low sales' by Mindy Sichel. A large red rounded rectangle is overlaid on the center of the page, containing the text 'Demo' in cyan and 'IBM Cognos Collaboration' in orange. At the bottom of the page, there is a footer with links for 'IBM Lotus Connections', 'Help', 'Tools', and 'About'.



Business drivers for embedded BI

Business Users/Managers are looking to...

View BI information in the context of their day-to-day processes and applications

Relevant and contextual BI

Combine internal business information with changing market data

Create situational or “Quick” apps

Reduce Development costs and effort required to embed BI into third party applications, portals and visualization tools

Increased ROI



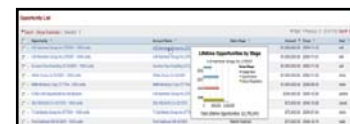
View BI information in the context of your day-to-day processes and applications

Provide BI that's relevant to the context of the users daily workflow and/or process

IBM Cognos Mashup Service

Solution Highlights

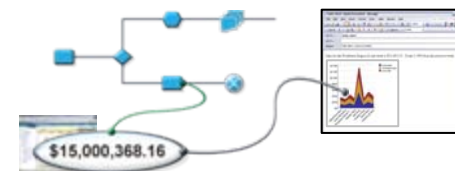
- API automatically and securely exposes BI content as a Web Service
- Provides Author once, use many times functionality
- Simplifies integration of BI content into applications and portals
- Powers vertical and domain specific visualizations



Applications



Mashups



Processes



Visualizations



Demonstration

localhost - Windows Internet Explorer
 http://localhost/crm/index.php?module=Home&action=index

SFAutomation.com

My Account | Training | Employees | Admin | Logout | About

Home | My Portal | Calendar | Activities | Contacts | Accounts | Leads | Opportunities | Cases | Bug Tracker | Documents | Emails

Welcome admin

Shortcuts

- Create Contact
- Enter Business Card
- Create Account
- Create Lead
- Create Opportunity
- Create Case
- Report Bug
- Schedule Meeting
- Schedule Call
- Create Task
- Compose Email

Last Viewed

- A B Hammer Grou
- A B Hammer Grou
- 5,000 Unit Oppo
- Income Free Inv
- Income Free Inv
- Income Free Inv
- Income Free Inv
- Income Free Inv

New Contact

First Name:

Last Name:

Phone:

Email:

Save

My Top Open Opportunities

Opportunity Name | Amount | Expected Close Date

Lexington
 City-Bi
 MMM
 BS F
 S Ca

Project Efforts (Cognos) Pop Out: HTML, PDF

Project Effort Distribution (Man Hours)

Demo

IBM Cognos Mashup Service

My Opportunities

Name	Priority	Due Date	Date Entered	User
Build fortress	Medium	2008-06-10	2007-07-29 10:46	admin
Purchase giant death ray gun	Medium	2008-01-31	2007-07-29 10:46	admin
Threaten all major countries on public television	High	2008-02-23	2007-07-29 10:46	admin
Pick color for new throne	Low	2008-04-26	2007-07-29 10:46	admin
Make friends with woodland creatures who can dig	High	2007-11-13	2007-07-29 10:46	admin

My Leads

Name	Office Phone	Date Created
Abby Kam	(482) 429-8599	2007-07-29 10:46
Adelaide Arnette	(489) 686-3974	2007-07-29 10:46
Adele Teague	(112) 837-2594	2007-07-29 10:46
Adrienne Silverman	(372) 393-0871	2007-07-29 10:46
Ahmad Silverberg	(144) 655-7033	2007-07-29 10:46

Home | My Portal | Calendar | Activities | Contacts | Accounts | Leads | Opportunities | Cases | Bug Tracker | Documents | Emails

Internet 100%

Business drivers for extending BI

Better business decisions

Drive company performance through better decisions across levels and job functions

Faster decision cycles

Equip the Business with timely information at point of impact

Relevant BI to more users

Make BI relevant to users, provide in-context to decisions and workflow



Conclusion

- The way we work is changing
 - Social Networking is changing corporate culture
 - Growth in enterprise mobility is unsurpassed
- Pervasive BI remains a vision
- C10 provides the capabilities to equip and empower more Business Users in your organization using tools that are relevant, timely and in context



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
- Broader Deployment Options
 - Expanded offering for System z
 - On IBM Compute Cloud



Questions?

