

IBM Cognos Performance

Better Intelligence. Better Business.

**Reports, Dashboards e Scorecards
con IBM Cognos 8 BI: migliori
decisioni per tutti gli utenti, massima
efficienza dell'IT**

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Agenda



Le necessità degli utenti

Richard, Elisabetta, Mara e Morgan



Funzionalità e demo



Reporting - Express



Reporting - Professional



GO! Mobile



GO! Dashboard



Cognos: una risposta ad ogni domanda



HOW ARE WE DOING?

| Business Unit | Actual | Target |
|--------------------|-------------|-------------|
| Cost of Goods Sold | 100,000,000 | 100,000,000 |
| Operating Expenses | 100,000,000 | 100,000,000 |
| Income | 100,000,000 | 100,000,000 |
| Operating Income | 100,000,000 | 100,000,000 |
| Net Income | 100,000,000 | 100,000,000 |

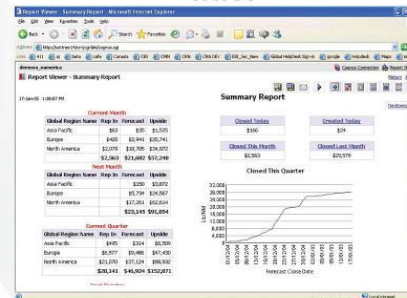
Measuring and Monitoring

WHAT SHOULD WE BE DOING?

| Category | Total | Budget |
|--------------------|-------------|-------------|
| Operating Income | 100,000,000 | 100,000,000 |
| Net Income | 100,000,000 | 100,000,000 |
| Operating Expenses | 100,000,000 | 100,000,000 |
| Cost of Goods Sold | 100,000,000 | 100,000,000 |

Planning

WHY?

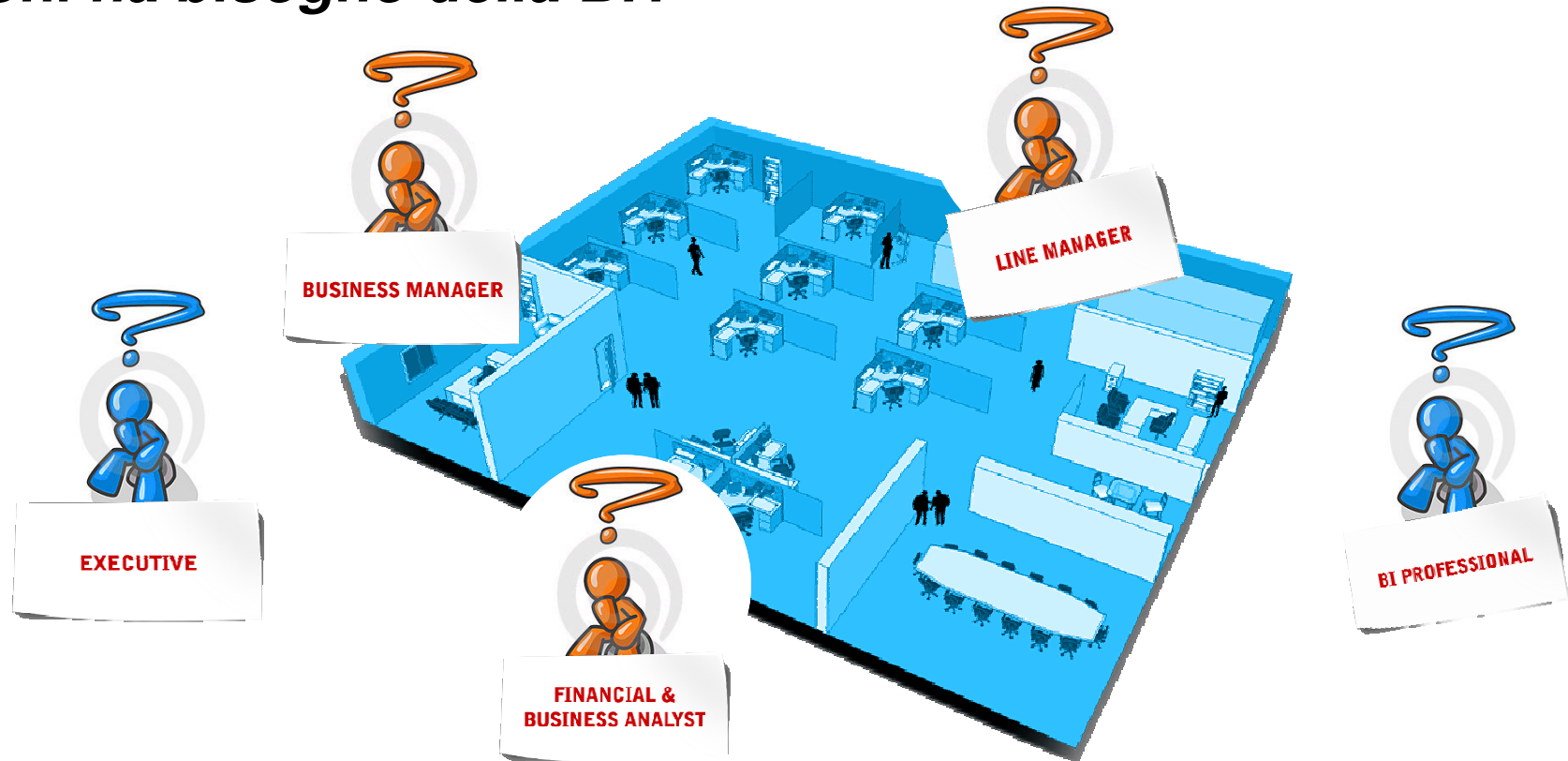


Reporting and Analysis

- Foto istantanea del Business
- Quali sono gli impatti che derivano da ogni variazione
- Esplorazione del dato per entrare nel cuore del problema



Chi ha bisogno della BI?



Ogni persona all'interno di una organizzazione ha bisogno della BI per essere informato, allineato e preparato



Un Executive...



Gli strumenti che ho a disposizione sono complicati; non riesco a capire se la mia azienda sta andando bene o male e che direzione devo prendere!

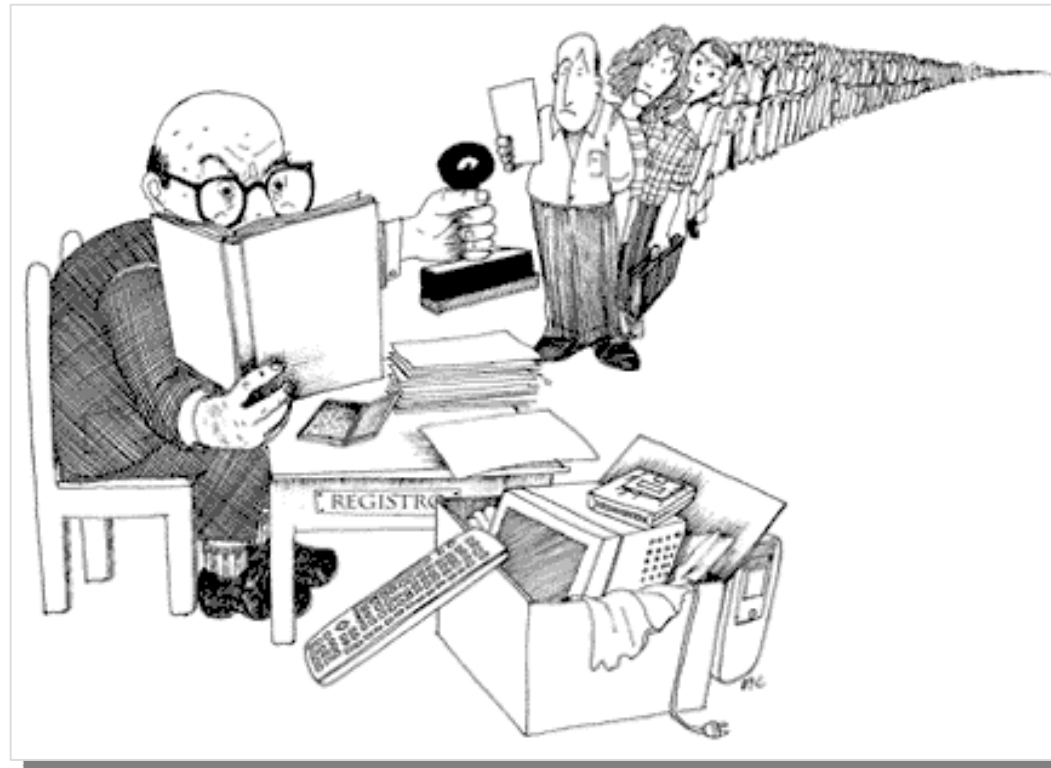


Una BI Professional...

Non riesco a svolgere bene il mio lavoro, vengo continuamente interrotta ogni volta che qualcuno ha bisogno di fare una modifica ad un report o ad un dashboard...



BI PROFESSIONAL



Un Financial & Business Analyst

Come è possibile che io ed Elisabetta, pur facendo la stessa interrogazione abbiamo due informazioni differenti?

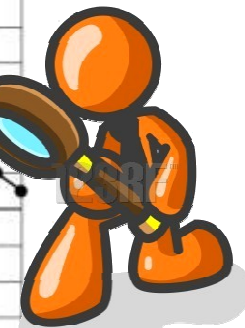
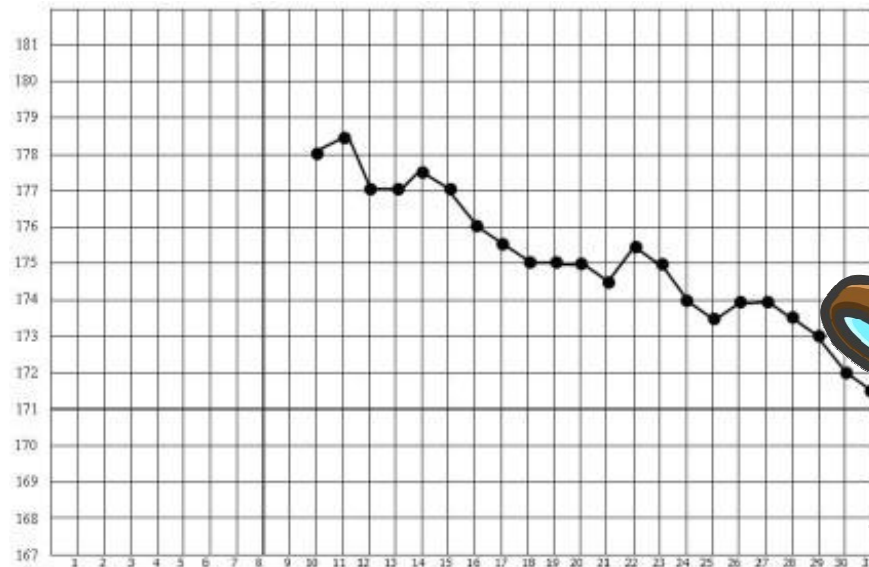


Un Business Manager...

Se un indicatore non ha i valori che prevedevo, mi piacerebbe andarne a investigare le cause.



BUSINESS MANAGER



IBM Cognos 8 BI Reporting

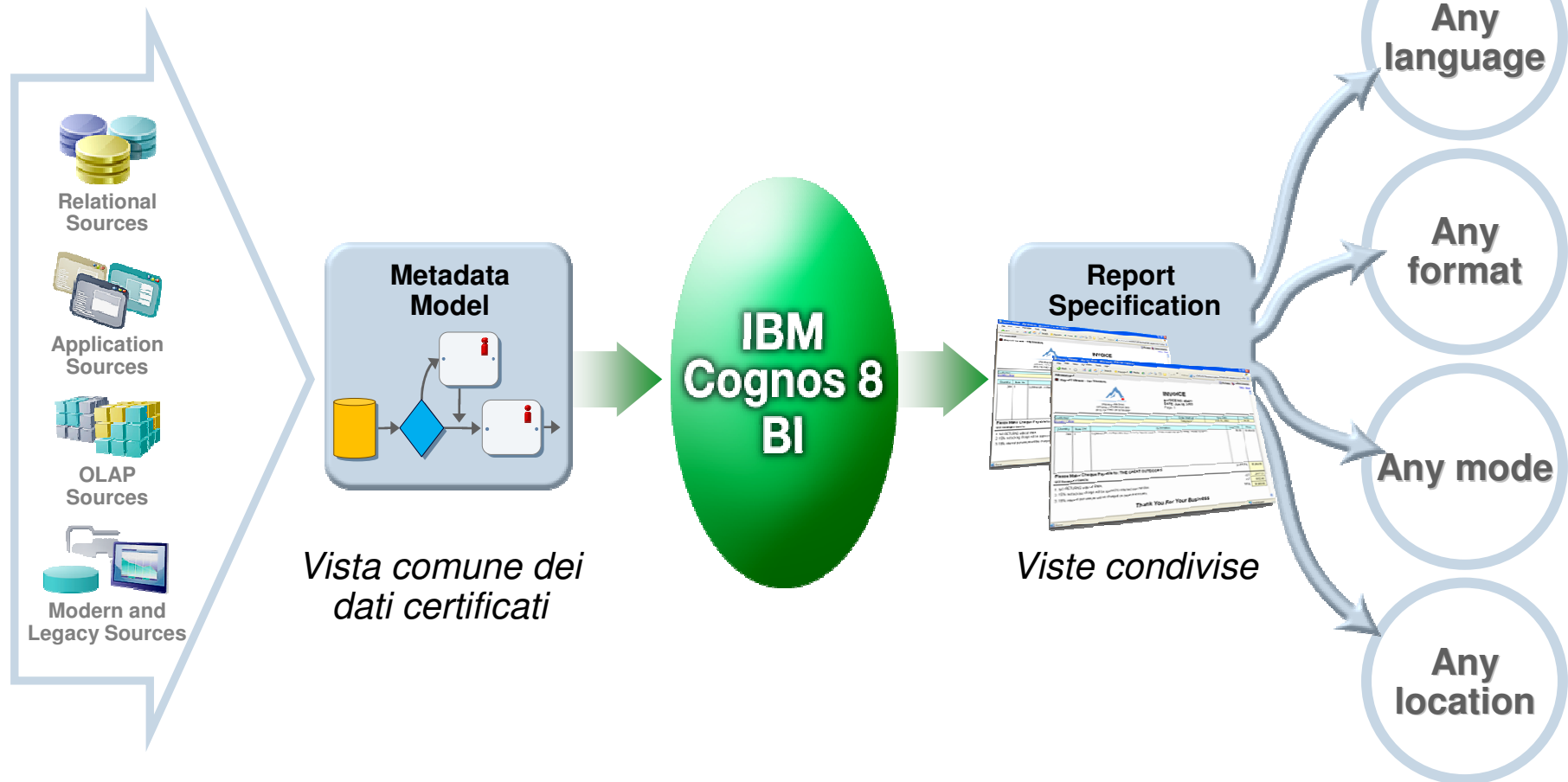
IBM Cognos 8 BI Reporting racchiude **in un singolo ambiente**, sviluppato su una **piattaforma open** tutte le funzionalità **necessarie al reporting**.

- IBM Cognos 8 BI Reporting consente:
 - Accesso universale ai dati
 - Copertura di tutte le funzionalità di reporting
 - Ambiente sicuro
 - Pixel perfect
 - Author once, access anywhere



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Author once. Access anywhere.

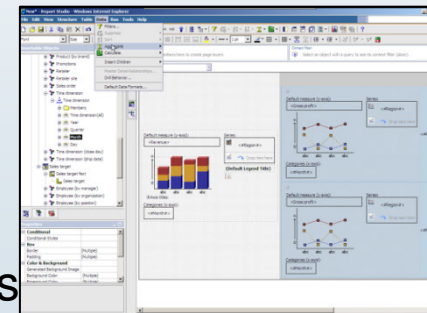


Reportistica per Tutti i tipi di utenti

- IBM Cognos 8 BI Report Studio
 - Modalità **Express** authoring
 - Interfaccia semplice
 - Dati live
 - Report Statement-style
 - Modalità **Professional** authoring
 - Multi-lingua
 - Formattazione Pixel-perfect
 - Multi-source, multi-page, multi-style
 - Qualsiasi stile con output flessibile
 - Scheduling, email bursting e event-triggers



| | Opening Balance | 2004 | 2005 | % Growth (2004, 2005) |
|--|-------------------|-------------------|------|-----------------------|
| Total Assets | 7,251,655,724.58 | 8,695,949,061.96 | | 23% |
| Accounts Receivable Total | 3,525,189,493.04 | 599,894,843.85 | | -63% |
| Asset Cost and Clearing Total | 143,171,776.00 | 288,997,596.50 | | 40% |
| Cash and Short Term Equivalents | 5,546,803,813.51 | 8,103,912,482.70 | | 46% |
| Inventory | 89,250,919.29 | 142,496,794.27 | | 60% |
| Other Assets Total | -49,031,136.76 | -77,366,867.87 | | -64% |
| Other Current Assets Total | 1,956,794.42 | 4,962,635.62 | | 154% |
| Resource Rate Variance | -331,227.50 | -498,494.80 | | -50% |
| Total Accumulated Deprec. & Amortization | -39,239,474.18 | -48,770,104.41 | | -57% |
| Unearned Revenue from Customers | -19,326,741.00 | -20,326,736.62 | | -50% |
| Total Assets | 0.00 | 0.00 | | 0% |
| Total Liabilities | -3,814,283,470.15 | -4,724,121,503.79 | | -24% |
| Accrued Payroll and Taxes | -305,003,482.15 | -460,155,816.63 | | -33% |
| Current Income Taxes Payable | 0.00 | 0.00 | | 0% |
| Current Liabilities | -3,496,247,567.54 | -4,632,862,405.36 | | -33% |
| Long Term Liabilities | -29,400,714.00 | -20,356,000.19 | | 30% |
| Other Current Liabilities | -22,943,706.43 | -33,582,277.81 | | -9% |
| Total Owners Equity | -1,407,392,253.60 | -4,144,818,461.17 | | -22% |



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*Report Studio Express
Demo*



BUSINESS MANAGER



BI PROFESSIONAL

*Report Studio Professional
Demo*





Insertable Objects

- GO Data Warehouse (analysis)
 - HR (analysis)
 - Sales and Marketing (analysis)
 - Inventory
 - Product forecast
 - Product survey
 - Product survey target
 - Promotion
 - Promotion Plan
 - Retailer survey
 - Retailer survey target
 - Returned items
 - Sales
 - Sales fact
 - Branch
 - Employee (by manager)
 - Employee (by organization)
 - Employee (by position-depart
 - Employee by region
 - New product
 - Order method
 - Organization
 - Position-department
 - Product
 - Product (by brand)
 - Promotions
 - Retailer

Page layers:

Drop members here to create page layers

Report Studio Express Demo

Vendite per Regione

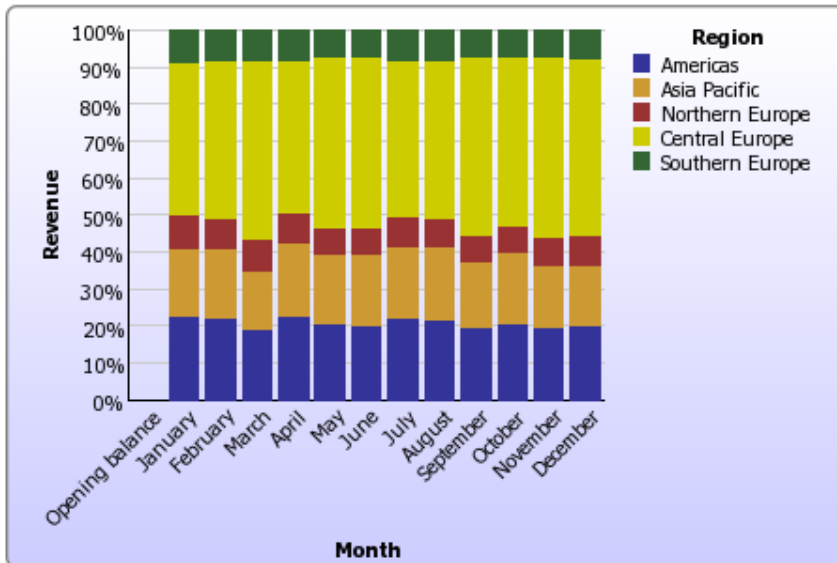
2007

| | Gross margin | Gross profit | Revenue | Sales target | % Diff |
|------------------------|--------------|----------------|----------------|--------------|--------|
| Americas | 45.9370% | 96,047,921.76 | 233,605,783.74 | 215,344,300 | 8% |
| Asia Pacific | 45.7099% | 84,291,864.55 | 204,564,826.67 | 189,822,370 | 8% |
| Central Europe | 43.3267% | 210,980,413.93 | 499,863,272.05 | 451,677,470 | 11% |
| Northern Europe | 45.6711% | 37,745,507.73 | 91,945,289.26 | 85,298,000 | 8% |
| Southern Europe | 46.2181% | 36,207,114.02 | 87,357,102.35 | 80,864,700 | 8% |

Report Studio Professional Demo

Fatturato per Regione

* 2006



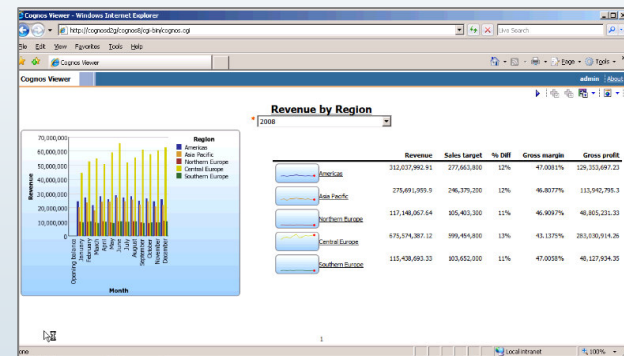
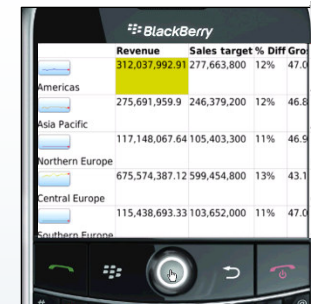
| | Revenue | Sales target | % Diff | Gross margin | Gross profit |
|---------------------------------|----------------|--------------|--------|--------------|----------------|
| Americas | 312,037,992.91 | 277,663,800 | 12% | 47.0081% | 129,353,697.23 |
| Asia Pacific | 275,691,959.9 | 246,379,200 | 12% | 46.8077% | 113,942,795.3 |
| Northern Europe | 117,148,067.64 | 105,403,300 | 11% | 46.9097% | 48,805,231.33 |
| Central Europe | 675,574,387.12 | 599,454,800 | 13% | 43.1375% | 283,030,914.26 |
| Southern Europe | 115,438,693.33 | 103,652,000 | 11% | 47.0058% | 48,127,934.35 |

Reports on the Go!

- IBM Cognos 8 Go! Mobile
 - Distribuzione dei contenuti di IBM Cognos 8 BI agli utenti mobile
 - Sfrutta la piattaforma Cognos 8, sicurezze incluse
 - Location awareness
 - Supporto per BlackBerry, Windows Mobile e Symbian

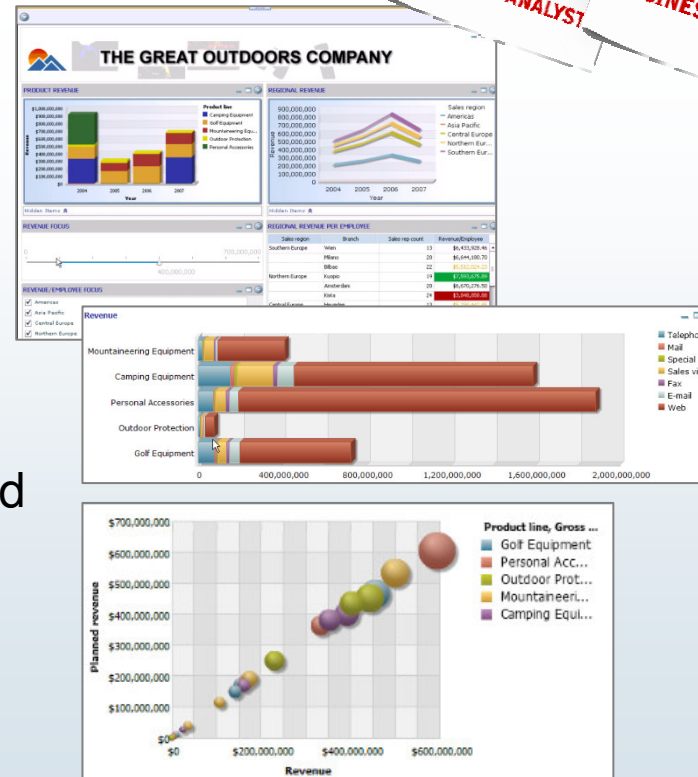


EXECUTIVE



Dashboards personalizzati

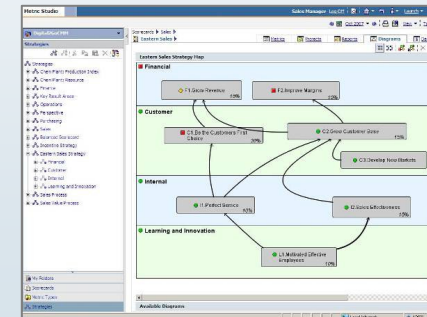
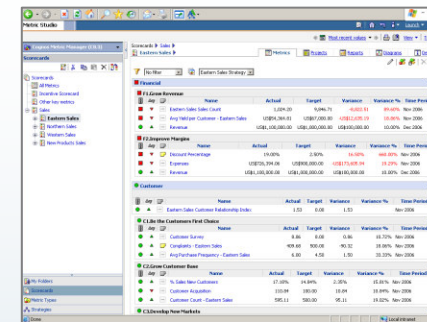
- IBM Cognos 8 Go! Dashboard
 - Dashboard dinamici e personalizzabili
 - Gli utenti finali possono velocemente creare e personalizzare il proprio dashboard
 - Creazione tramite semplice Drag and drop



Scorecard per le strategie aziendali

■ IBM Cognos 8 BI Metric Studio

- Collegare l'operatività alla strategia
- Comunicazione della strategia all'interno dell'organizzazione
- Monitorare le performance degli obiettivi strategici
- Creare metriche definite da soglie e targets
- Responsabilità e Ownership
- Metriche collegate ai report BI per un maggior dettaglio



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Go! Dashboard Demo



Cognos 8 BI: una risposta per ogni utente

