



# IBM Cognos Business Insight: Redefining Business Intelligence

David Morton  
Thursday, November 25, 2010



# Cognos 10: Intelligence Unleashed

## Smarter Decisions. Better Results.

### Freedom to **Think**

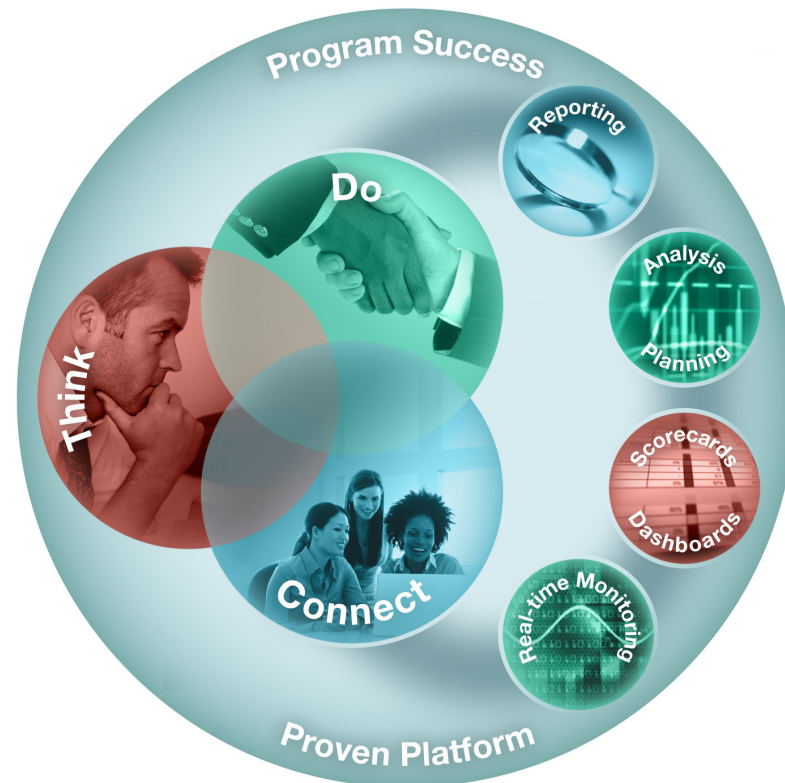
- Unified workspace
- All time horizons
- Progressive interaction

### **Connect** with Others

- Decision networks
- Business context
- Accountability

### and Simply **Do**

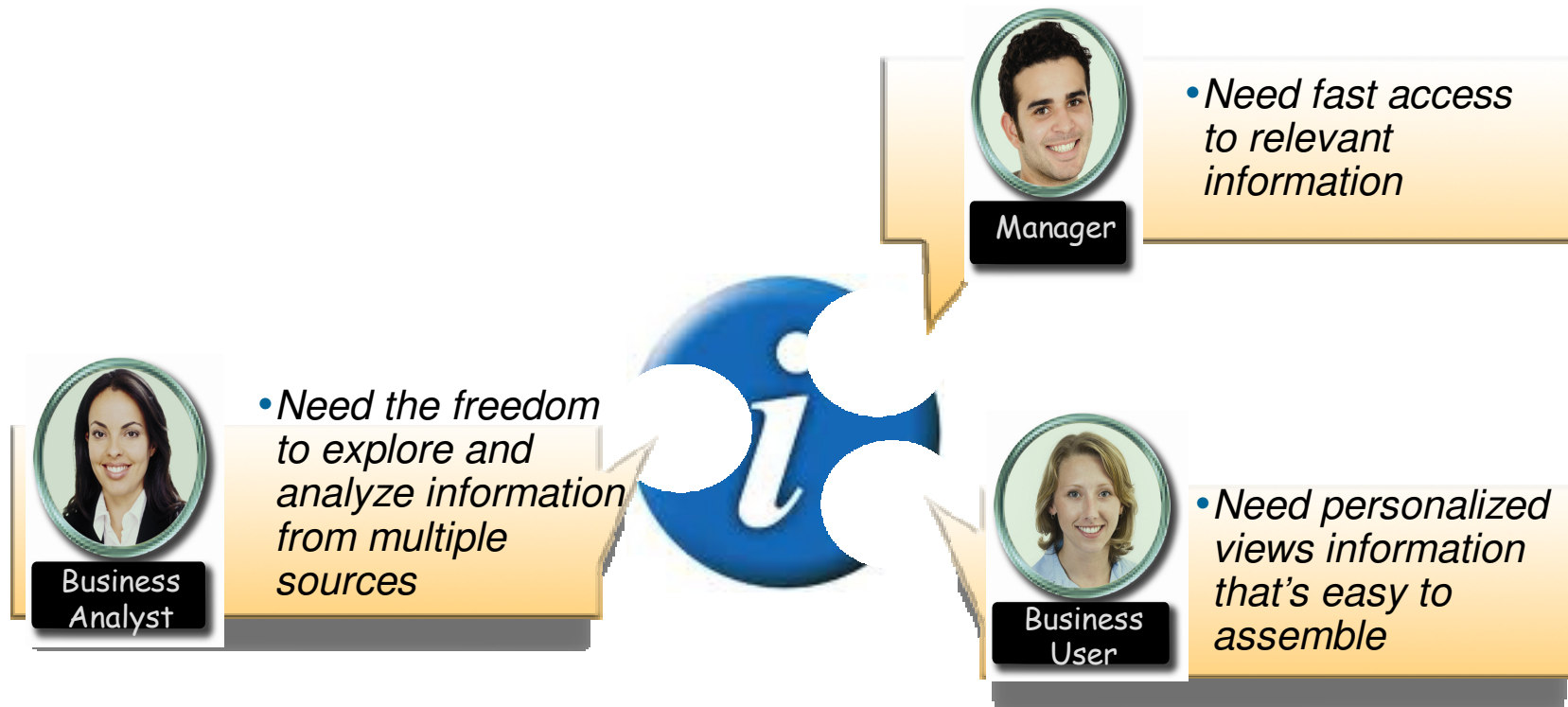
- Mobile and Disconnected
- Integrated
- Real-time



**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.**



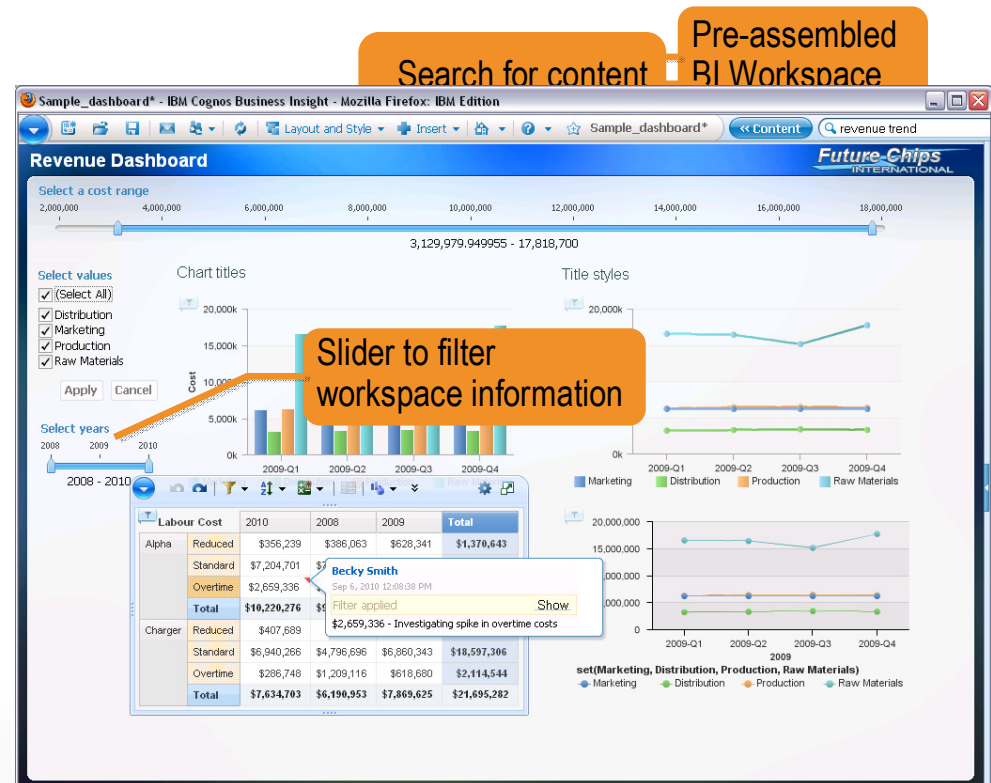
# A BI workspace that is the start of your day

*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



Business Manager6\* - IBM Cognos Business Insight - Mozilla Firefox

http://vottbidemo01.ottawa.ibm.com/ibmcognos/cgi-bin/cognos.cgi?b\_action=icd&pathinfo=%2Fmain&ui.action=view&encoding=UTF-8&errURL=javascript%3Awindow.close()

Layout and Style Insert Business Manager6\* << Content Search

## Revenue Dashboard

**Future Chips INTERNATIONAL**

**Choose Year**

2007 2008 2009 2010

2007 - 2010

**Choose Product**

(Select All)

Alpha

Charger

Nova

Apply Cancel

**Revenue by Region Chart**

Region	Year	Alpha (\$M)	Charger (\$M)	Nova (\$M)
North America	2007	42	19	0
	2008	51	37	10
	2009	27	40	34
	2010	30	34	24
Europe	2007	4	4	2
	2008	6	10	5
	2009	6	12	6
	2010	12	12	6
Asia	2007	14	2	2
	2008	23	9	8
	2009	29	8	11
	2010	29	8	11

**Units Ordered**

Units Ordered	2007	2008	2009	2010	Total
Alpha	3,475	6,527	5,762	6,916	22,680
Charger	1,068	2,588	3,547	3,359	10,562
Nova		786	2,557	2,149	5,492
<b>Total</b>	<b>4,543</b>	<b>9,901</b>	<b>11,866</b>	<b>12,424</b>	<b>38,734</b>

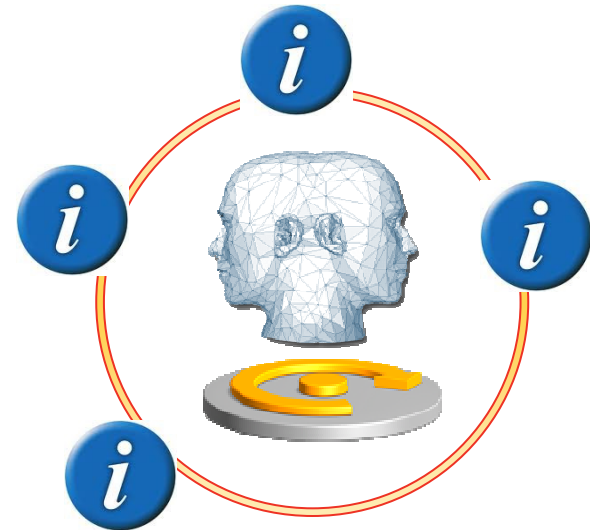
Legend: Actual (Orange), Forecast (Green), Handled (Blue)

Transferring data from vottbidemo01.ottawa.ibm.com...

# 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.**

# 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

The screenshot shows the IBM Cognos Business Insight Advanced interface. It features a data table titled "Defective Unit Analysis" with columns for Units, Standard, and Defects. The interface includes various toolbars and a "Set Definition" dialog box. Callouts highlight key features:

- Standard and Style toolbars:** Located at the top right of the interface.
- Switch between metadata or member tree:** A callout pointing to the "Toggle between creating sets when inserting multidimensional data items and inserting the individual members" option.
- View and edit set definitions:** A callout pointing to the "Set Definition" dialog box, which shows a hierarchical tree structure for set definitions.
- Easily select common analysis gestures:** A callout pointing to a list of common analysis gestures in the "Set Definition" dialog, including "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", and "Custom...".

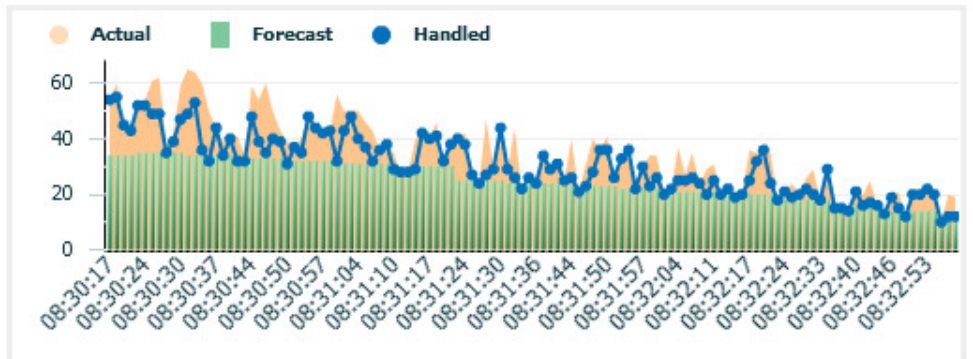
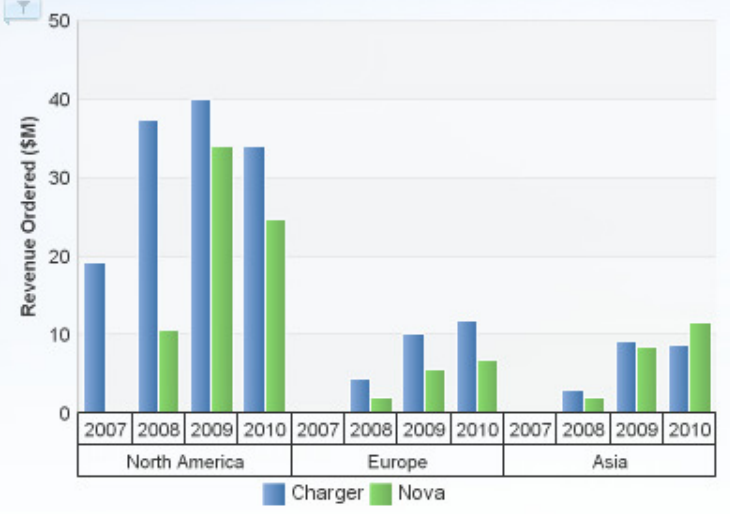
# Revenue Dashboard



**Choose Year**  
2007 2008 2009 2010  
2007 - 2010

**Choose Product**  
 (Select All)  
 Alpha  
 Charger  
 Nova

### Revenue by Region Chart





# 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.**



Columns

Rows

Measures

Insertable Objects

- ▶ Distribution / Logistics
- ▶ Expenses
- ▶ Income Statement
- ▶ Inventory
- ▶ Market Analysis
- ▶ Operations
- ▼ Sales Pipeline
  - ▶ Measures
  - ▶ By Quarter
  - ▶ Customer
  - ▶ Customer Geography
  - ▶ Customer Lead Type
  - ▶ Customer Priority
  - ▶ Customer Status
  - ▶ Year
  - ▶ Employee
  - ▶ Pipeline Status
  - ▶ Product
  - ▶ Region
  - ▶ Segment
  - ▶ YTD
- ▶ Vendor Scorecard



# 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.**

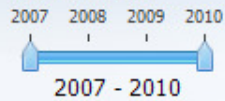
**Merge external data with dimensional and relational sources to broaden perspectives.**



# Revenue Dashboard



### Choose Year

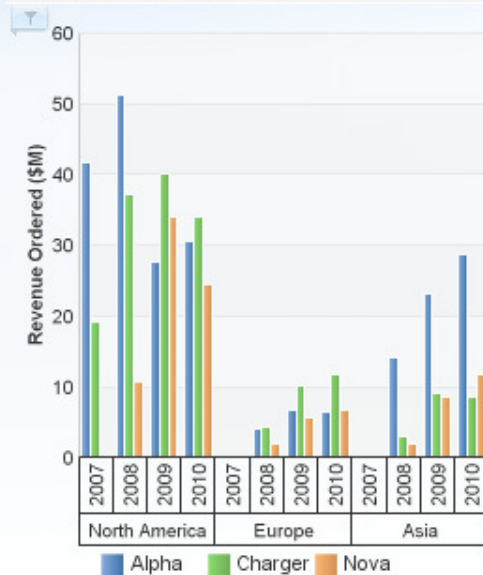


### Choose Product

- (Select All)
- Alpha
- Charger
- Nova

Apply Cancel

### Revenue by Region Chart



### Units Ordered

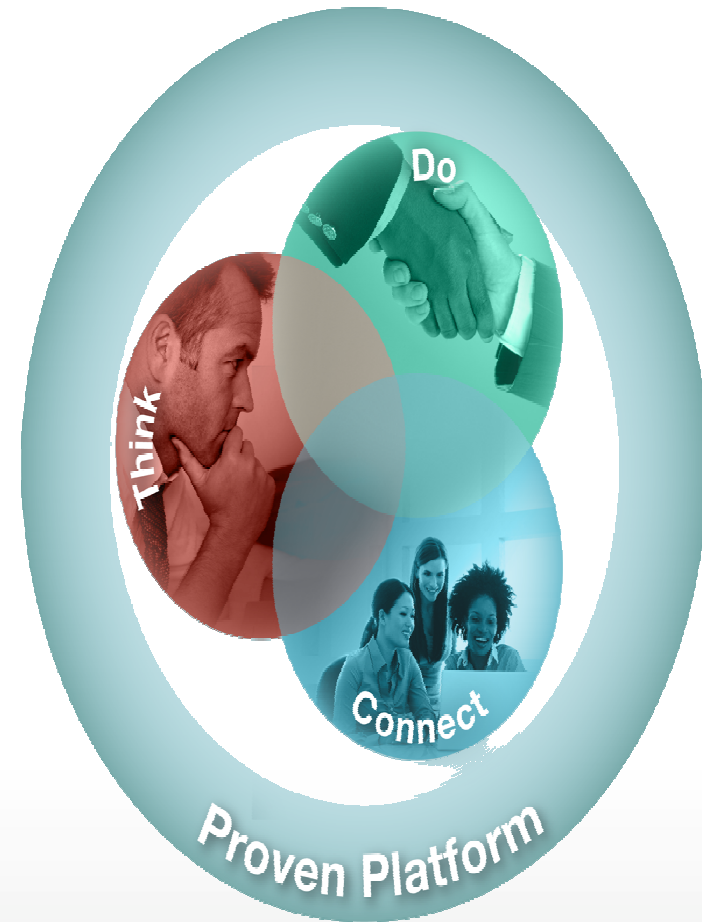
Units Ordered	2007	2008	2009	2010	Total
Alpha	3,475	6,527	5,762	6,916	22,680
Charger	1,068	2,588	3,547	3,359	10,562
Nova		786	2,557	2,149	5,492
<b>Total</b>	<b>4,543</b>	<b>9,901</b>	<b>11,866</b>	<b>12,424</b>	<b>38,734</b>

### Sales Success by Product

# Successful Sales	2007	2008	2009	2010	Total
Alpha	294	487	407	437	1,625
Charger	115	284	361	363	1,123
Nova		105	257	240	602
<b>Total</b>	<b>409</b>	<b>876</b>	<b>1,025</b>	<b>1,040</b>	<b>3,350</b>

# Platform Advances

- Optimize performance
- Enhance management
- **Seamless upgrade**



- Tasks
- Validate in Source
- Run in Source
- Validate in Target
- Run in Target
- Output Comparison

Dashboards

**Tasks Summary**

**Tasks Summary**

Tasks		Validate	Source	Target	Run	Source	Target	Compare	
Validate	60	Valid	0	0	Succeeded	12	12	No Differences	12
Run	59	Invalid	0	0	Fail	0	0	Differences	0
Compare	25	New	35	24	New	22	12	New	12
Total	144	Prompts Missing	1	0	Prompts Missing	1	0	Prompts Missing	0
					In Progress	0	0	In Progress	0
					Partial Success	0	0	Partial Success	0
								Visual	0
								Approve	1
								Reject	0

**Total**

Name	Source Run (Sec)	Target Run (Sec)	Progress
Company Balance Sheet as at Dec 31 2009	3.783	1.278	• [Progress icons]
Positions to fill	5.872	1.929	• [Progress icons]
Employee Satisfaction 2010	6.4	10.424	• [Progress icons]
Eyewear revenue by brand and size	21.453	10.892	• [Progress icons]
Manager Profile	3.411	2.268	• [Progress icons]
Balance Sheet as at Dec 31 2009	4.413	4.013	• [Progress icons]
Planned Headcount	10.865	4.962	• [Progress icons]
Global Bonus Report	6.065	5.778	• [Progress icons]
Employee Training by Year	7.825	6.692	• [Progress icons]

- [Launch Source Portal](#)
- [Launch Target Portal](#)

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







## Where to get more information

<http://www-01.ibm.com/software/analytics/cognos/cognos10/>

Email: [morton@sg.ibm.com](mailto:morton@sg.ibm.com)

The screenshot shows the IBM Cognos 10 website homepage. At the top left is the IBM logo. To its right, it says "United States [ change ]". Below this is a search bar with a "Search" button. A navigation menu contains "Home", "Solutions", "Services", "Products", "Support & downloads", and "My IBM". On the right side of the navigation bar, it says "Welcome [ IBM Sign in ] [ Register ]". The main content area features a large graphic of blue and red cubes on the left. To the right of the graphic, the text reads "IBM Cognos 10 Intelligence Unleashed" in large red font, followed by "Smarter Decisions. Better Results." in a smaller red font. On the far right of the main content area is a vertical IBM logo with a globe icon above it.