Harness the Power of IBM Business Analytics Through Application Specific Licensing

David Albert
WW ASL Business Development and Technical Manager
Business Analytics

Smarter software for a smarter planet
Agenda

- IBM Business Analytics Review
- Overview of Core Business Analytics Portfolio
- IBM Business Analytics ASL Program
- Q & A
IBM Cognos Software BI and Performance Management Portfolio

Cognos 10 BI
Inform, engage and align all user communities across the organization to make better decisions faster

Cognos Real Time Monitoring!
Continuous real-time monitoring of business operations for rapid intra-day decision making

Cognos FSR
Gain Time, control and confidence by automating the Last Mile of finance reporting

Cognos TM1
What-if scenario modelling to formulate new business models to drive the business

IBM Risk Analytics
Optimize business outcomes through horizontal and vertical risk integration

SPSS Advanced Analytics
Predictive and statistical analysis to identify patterns of future events and proactively act upon them

Cognos 10 Platform
Complete consistent information in terms business understands with a purpose-built SOA for enterprise scale
The IBM Business Analytics portfolio’s breadth and platform

Business Analytics software

Executive  Business User  Customer experience  Operations planning  Routing Manager  Marketing

How are we doing?
Immediate, visual insight into business performance

Why?
Self-service analysis of trends and patterns

What should we be doing?
Insight to determine strategy, allocate resources and set targets

IBM Business Analytics capabilities

Smartphone  3rd Party Application  Browser  Email  Tablet

Dashboards  Scorecards  Reports  Queries  Analysis  Real-time  Predictive modeling  Planning/budgeting

IBM Business Analytics platform

Message sources  Relational sources  Big data  Unstructured data  Application sources  OLAP sources  Modern and legacy sources
IBM delivers the broadest Business Analytics portfolio to drive better business outcomes
The Cognos Family

- **IBM Cognos Insight.** Individuals and small businesses who want the freedom and flexibility of desktop analytics can work independently with BI and performance management content and then publish so it is available to the enterprise.

- **IBM Cognos Express.** Midsize businesses, departments and workgroups can be up and running fast with analysis, visualization, reporting and planning modules that are easier to install and manage.

- **IBM Cognos Enterprise.** Organizations who need to meet strategic objectives that span multiple functions, levels and business units can take advantage of fully functional BI and performance management software that can handle hundreds and thousands of users.
IBM Cognos Insight
Personal analytics without compromise

- Visualize, explore and share insight
- Independently take insight to action
- Wired for the enterprise
IBM Cognos Express
Think big. Smart small.

- Easy to install
  pre-configured solution

- Easy to use
  self-service empowers business users

- Easy to buy
  packaged and priced right
IBM Cognos Enterprise
Incredibly powerful. Incredibly simple to use.

- Arm every business user with the analytics they need
- Support the way business users choose to work
- Meet the entire organization’s needs with cost-effective scale
IBM Cognos family
Right-sized set of capabilities to fit the business need

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IBM Business Intelligence

**Provide the right information to the right people, at the right time, via the right channel**

- Equip users with the tools to explore information, analyze key facts, collaborate, and make decisions
- Provide quick access to facts and real-time information
- Integrate “what-if” analysis and predictive analytics to compare possible outcomes to current and past data
- Support users’ requirements with capabilities for the office and desktop, on mobile devices, online and offline.
- Adapt to the changing needs of IT and the business with flexible deployment options
IBM Cognos Insight
End Users / Business Users

Easily Turn Raw Data Into Meaningful Insights with Smart Metadata
IBM Cognos Insight

End Users

- Single click publish from Cognos Insight
- Open published Cognos Insight desktop workspace within Cognos Workspace
- Support for explore points, tabs, action buttons as in Cognos Insight

Maintain Look & Feel, Geometry & Functionality of Cognos Insight within Cognos Workspace with High Fidelity Publish
Cognos BI – Unified Workspace

Simple to use with unprecedented power one click away

Intuitive and easy to use...
...from simple viewing to advanced analytics
...faster and higher end user adoption rates

Highlights
- Limitless and interactive
- All time horizons
- Drag and drop assembly
- Seamless graduated experience
IBM Cognos Business Intelligence
End Users / Business Users

Gain greater context around information by getting a consistent view.

- Tabbed workspace
- Global filters
IBM Cognos Business Intelligence
Professional Report Authors

Simplified Authoring for IBM Cognos Active Report

- Improved integration with IBM Cognos Workspace
- Repeater frames for interactive behavior
- Inherited table styles in lists and crosstabs
BI Capabilities: Reporting and Analysis

GOAL: Enhance Capabilities; Decrease Maintenance Cost; Up-sell Self-Service

Reporting and Analysis

- Deliver Production, Operational, Financial Statement, Reporting, and Managed MS Office Integration
- End user interaction allows for simple drill-down/drill through navigation of data.
- Metadata-driven authoring simplifies authoring, supports dynamic localization and facilitates easy change management
- Analysis - Provide Top down Speed of thought Exploration capabilities to identify trends and analyze root cause.

How we do it:

- **All Reporting** needs in a single solution
- Full spectrum of business user **self-service**
- Start where the need is greatest, **Start Small and Expand**
- **Fast time to value** - Quick to implement
- **Low TCO** with no redundancy in development, maintenance or education
- **Low risk, affordable solution** - proven, available today with no hidden costs
BI Capabilities: Dashboard and Scorecards

GOAL: Position Application Value to Executive Buyer

Dashboarding

- A quick way to visualize current state of information
- Interactive capabilities to explore information for casual user
- Simply extension of Reporting Capabilities
- Highly Visual Impact for quickly understanding state of business

Scorecarding

- Align Strategy, Driving Metrics, Target/Benchmarks, Owners and Action.
- Understand upstream and downstream effects of metric changes
- Reporting and Analysis provides insight to outliers
- Ability to track action plans and annotations
IBM Performance Management

Guide management strategy in the most profitable directions with timely, reliable insights, scenario modeling and transparent reporting

- Link financial and operational plans through driver-based models.
- Guarantee the quality and accuracy of financial numbers for timely, sustainable compliance.
- Track performance against strategic objectives.
- Perform “what-if” scenario modeling and create flexible rolling forecasts.
- Replace rigid budgets with continuous planning—daily, weekly, or monthly

Performance reporting and scorecarding
IBM Cognos TM1

Performance Management Application System

- Planning & Analysis Solutions
- Superior Technology
- Unprecedented Investment
- The Standard of Value

Customer Centric Capabilities

Adaptable Application Framework
- Budgeting, Planning, Forecasting
- Profitability Analysis
- Project / Resource Management

Powerful What-If Modeling

OLAP Analysis and Reporting

Designed to Fit your Business
- Model
- Business Rules
- User Interface

Rapid Development

Workflow Managed Contribution

Intuitive Data Entry
IBM Predictive Analytics

Discover patterns and associations and deploy predictive models that optimize decision-making

- Enable data and predictive modeling to guide front-line interaction
- Uncover unexpected patterns and associations from all data within your organization
- Perform advanced analytics, data mining, text mining, social media analytics and statistical analysis
- Use customized functionality for different skill levels
- Deliver optimized decisions to your operational systems and decision makers.

Optimized decisions made possible
• Full breadth of predictive analytics
  - Data collection, statistics, data mining, predictive modeling, deployment services…

• Putting prediction in hands of the business
  - Decision Management

• Driving better business outcomes
  - Attract and retain more profitable customers
  - Detect and prevent fraud
  - Improve resource allocation

Business Analytics software

- Full breadth of predictive analytics
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IBM SPSS
Smarter Analytics is helping energy companies transform

*What if …*

**Customer service**
… could offer personalized guidance on *energy usage patterns* and incentives to *reduce consumption*?

**Network planning**
… could reduce the number of truck rolls to *confirm service* after outages?

**Executive team**
… could *make better business decisions* using accurate data across all time horizons: past, present and future?

**Finance**
… could *reduce electricity theft* and fraud with *smart meter data*?

**Demand management**
… could offer *time-based pricing* based on online energy audits?

**Distribution and operations**
… could *predict outages* and *track demand patterns* based on past history of weather, loads and environmental factors?
IBM Business Analytics
Application-Specific Licensing

Smarter software for a smarter planet
Why add Business Analytics - Do Anything?

Driving Revenue
- Extend your End User Community
- Increased Product Unit Sales
- Increase Renewal Rates
- Maintain Margin

Competitive Differentiation
- Direct Value to Economic Buyer
- Elevated Optimization Message/Strategy

Customer Satisfaction
- Improved Access to Data, Better Decision Making
- More Effective Business Processes
- Increased Confidence of Users/Management
ASL Success Stories

- Nebim is a leading provider of ERP, Business Intelligence, Manufacturing applications and industry-specific merchandising solutions for retailers in Turkey.
- They chose IBM Cognos TM1 for its Budgeting, Planning and Forecasting (BP&F) solution.

- Hosted IBM Cognos capabilities provided to merchant and financial institution customers.
- Top 60 Integrated account with Managing Director in Fin Serv.
- Partnered with direct and delivered on ELA agreement.
- Large initial deal with follow-on external use.
- Additional internal use deal.

- Self-Pay Analytics solution built on IBM SPSS Modeler.
- Measures and predicts patient payment behavior, reduces risk from bad debt and boosts collection rates.
- Reduces bad debt write-offs by enabling hospitals to segment patients into high, medium and low risk categories.
- Enable collections staff to prioritize accounts based on probability of payment, raising the success rate of collections.

- Social media Analysis.
- Social media Objectives.
- Strategy Development.
- Engagement Console.
- Listening System.
Leveraging ISV Integration Suite
daptiv able to:
- Provide Single Sign-on
- No Cognos Portal
- Our own UI; Feels like you’re using Daptiv
- No altering the user experience
- Wraps native Cognos functionality
DC Water and Sewer Authority (DC Water)

To achieve 36% reduction in customer calls through increased preventive maintenance

The need
Facing an aging water distribution and collection system and numerous customer complaints, DC Water needed to modernize management of its massive water and sewer infrastructure.

The solution
Working with IBM, and an IBM Business partner, DC Water staff can now view the location and condition of assets on a detailed map and quickly access asset history, total asset cost, number of problems in each area, and water quality issues by type and area. The status and water flow capacity of city hydrants can be viewed by firefighters via Google Earth. Advanced analytics will help staff predict problems based on location, time, and weather.

Real business results:
- Achieves 36 percent reduction in customer calls through increased preventive maintenance and implementation of automated meter readings
- Streamlines processes to increase the number of emergency investigations dispatched within 10 minutes from 49 to 93 percent
- Substantial reduced billing-related customer calls

“Our work with IBM has allowed our assets to communicate with us—and we’re doing more than just listening, we’re taking action.”

—Mujib U. Lodhi, Chief Information Officer, DC Water

Solution components:
- IBM Cognos BI
- IBM SPSS
- IBM Maximo Asset Management
Business Analytics software

The Application-Specific License Partnership
Benefits for You

Increase your customers’ satisfaction

- Bundle and tune IBM software with your products – with IBM help
- Your clients receive low cost of ownership, high performance and reliability out of the box

Take control of your sales cycle

- Control of delivery and pricing for your solution
- Significant increase in revenue/income
- Larger share of customer wallet
- Earlier revenue recognition

Increase your sales, profit and marketing reach

- Reduce development and implementation costs
- Take advantage of consistent software costs
- Reach new clients through IBM connections
- Plan and execute joint marketing with IBM
Increase Sales and Profits Through ASL Relationship

**Sales Benefits**
- Control over your solution, price and profit
- Consistent price for IBM software
- Control of the relationship with your customer

**Marketing Benefits**
- Co-marketing funding
- IBM campaign & event participation
- Access to marketing expertise

**Technical Benefits**
- Product training
- Access to IBM expertise
- Migration and implementation support
Value to Partners

**ASL enhances the partner’s business model**

- Partner can deliver **a more complete solution** to the client, with integrated, world class IBM products and brand value.

- Partner **manages the entire client relationship**, including support.

- Partner gets **consistent license pricing** over the life of the contract.

- Partner gets **flexible contracting** – several contract models to choose from.

- Partner is able to **deliver an integrated solution worldwide** with an ASL contract.

- Partner can get clients **up and running faster** with pre-integrated middleware.

- Partner can **reduce development/training costs** using IBM software.
How Do You Target BA ASL Partners

- **Why include Business Analytics into your solution?**
  - Business Intelligence is the #1 agenda item for CIOs
  - Include complex analysis quickly and easily to answer the “why” of business performance
  - Discover “what” is driving the business

- **What do customers struggle with?**
  - Confidence in decision-making information

- **How can BA help partners / customers?**
  - Analysis, reporting, dashboarding, scorecarding, monitoring, predictive analytics, what-if analysis

- **Who is interested and why?**
  - LoB: departments gain better insight into decision-making
  - IT: become more efficient and effective in leveraging data assets and business systems

- **What is the solution value?**
  - Improve user productivity of those involved in reporting, finance or analysis
ASL Contract Models

- **Purchase Commit** – Recommended model. Partner makes revenue commitment. Provides highest discounts and most flexibility with Ts & Cs and overall pricing. Prices fixed for contract term.

- **Earned Discount** – For partners without an initial revenue commitment, but who wish to aggregate their purchases over time and receive increasing incremental discounts. Not product specific, and can be X-Brand. Partner sacrifices discount for no initial revenue commit, no Ts & Cs or pricing flexibility, base price changes with SRP (no price protection).

- **% of Revenue** – Special bid. IBM revenue is a % of total ASL partner’s solution revenue.

- **Monthly Rental SaaS** – Special bid for partners seeking to build SaaS offerings for their clients, and requiring monthly fixed term license ordering.

- **Application Service Provider Amendment (ASP)** – Amendment added to ASL contracts which enables the partner to host IBM software within the solution for multiple clients.

- **ASL Distributor Contract** – Agreement between IBM & Distributor. The distributor recruits ISVs, extends reach to smaller partners. Distributor offers Tier 2 ASL partners flexible credit, simple contracting, administration, education and support.
Summary

- ASL is an important part of IBM BA’s overall growth strategy
- ASL delivers great value to our Partners:
  - new revenue stream
  - differentiated offering
  - development efficiency
  - IBM relationship
  - block competitors
  - extend market reach
- IBM Teams ready to assist our Business Partners
  - WW Channel teams
  - Technical Resources
  - IDR
Questions??

For additional information, visit
Business Analytics Software
IBM Application-Specific Licensing (ASL) on PartnerWorld

Contact
Dave Albert/Ottawa/IBM@IBMCA