IBM Cognos Performance

Reports, Dashboards and Scorecards with IBM Cognos 8 BI: Better decisions for all users, with maximum IT efficiency

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IBM (Cognos) Positioned in Leaders Quadrants of the Magic Quadrants for Business Intelligence Platforms

Magic Quadrant for Business Intelligence Platforms

Source: "Magic Quadrant for Business Intelligence Platforms, 2010" Rita L. Sallam, Bill Hostmann, James Richardson, Andreas Bitterer, 29 January 2010

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Optimizing Performance

- Performance
- Decision Making
- Information
Three Questions that Drive Performance

- **Why?**
- **How are we doing?**
- **What should we be doing?**
Performance Management Capabilities

- IT
- Sales
- Marketing
- Customer Service
- HR
- Operations
- Product Development

Measuring & Monitoring
Planning
Reporting & Analysis
Performance
IBM Cognos Performance

Performance Management Capabilities Across the Organization

- MARKETING
- FINANCE
- PRODUCT DEVELOPMENT
- SALES
- OPERATIONS
- CUSTOMER SERVICE
- IT
- HR
Scorecard or dashboard shows On Time Shipments below plan
Report shows production bottleneck due to Material Shortage
Demand Volume is reviewed and Plant Production Plan is adjusted to remove bottleneck.
IBM Cognos Performance Management System – Universal Capabilities

Applications & Blueprints

Access & Interactivity

Query | Reporting | Analysis | Scorecards | Dashboards | Planning

Business Modeling

Performance Management Platform

Information Infrastructure
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Business Intelligence : Cognos 8
Dashboards

- Provides at-a-glance, high impact views of complex information
- Helps quick focus on issues that need attention and action
- Are highly visual and intuitive
- Combines information across disparate sources

Scorecards

- Provides instant measurement relative to targets and benchmarks
- Aligns decisions and tactics with strategic initiatives
- Supports scorecarding methodologies
- Ensures ownership and accountability
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IBM COGNOS Business Intelligence

**Reporting**
- Provides full breadth of report types
- Delivers consistent information across all types of report output
- Can be personalized and targeted
- Enables collaboration across users, communities and with IT
- Provides access via email, portal, MS-Office, search and mobile devices etc

**Analysis**
- Provides guided exploration across multiple dimensions of information
- Performs complex analysis and scenario modeling easily and quickly
- Gets to the “why” behind trends to reveal symptoms and causes
- Moves from summary level to detail levels of information effortlessly
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Optional Add-On:
IBM COGNOS Business Intelligence

User Empowerment

Mobile

MS Office Integration

Search
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Flexible Access for Broad User Reach

- **IBM Cognos 8 Go!**: 
  - **Office** – refreshable BI content in Excel, PowerPoint and Word
  - **Search** – instant answers and ability to find related content
  - **Mobile** – access to BI content on BlackBerry, Windows Mobile and Symbian devices

- Event Management and Personal Alerts automatically deliver timely, relevant information
IBM Cognos 8 BI Reporting delivers a single environment, built on an open enterprise platform to address all reporting requirements.

- Only IBM Cognos Reporting delivers…
  - Universal data access
  - Full breadth of report coverage
  - Author once, access anywhere
  - Holistic support for global deployments
  - Secure reporting environment
  - Integration with enterprise applications
Author once. Access anywhere.

Common, consistent view of trusted data

Relational Sources
Application Sources
OLAP Sources
Modern and Legacy Sources

Metadata Model
IBM Cognos 8 BI

Report Specification

Any language
Any format
Any mode
Any location

Shared view of trusted information
Analysis answers “Why”

- Enables guided exploration of information that pertains to all dimensions of your business
- Facilitates complex analysis and scenario modeling easily and quickly
- Gets to the “why” behind an event or action to improve business performance.
- Provides navigation from summary to detail levels of information effortlessly
Breadth of Analysis styles

**Broad Usage**
(Consumers)

- Analytical Reporting
  - Drill
  - Top down view
  - Drillable reports
  - Sort top & bottom
  - Review then query
  - Market shifts
  - Product ranking

- Trending
  - Slice and Dice
  - Personal exploration
  - Compare & contrast
  - Rotate and nest
  - Work disconnected
  - Sales trend analysis
  - Market analysis

- Scenario Modeling
  - What-if
  - Model scenarios
  - Reorganize, reshape
  - Compare scenarios
  - Save versions
  - Financial analysis
  - Profitability analysis

**Focused Usage**
(Specialist)

- Advanced Analytics
  - What might be
  - Uncover patterns
  - Statistical algorithms
  - Mine data and text
  - Predict outcomes
  - Fraud prevention
  - Churn analysis

**Casual Users**

**Executive**

**Business Manager**

**Financial & Business Analyst**

**Statistical Analyst**
IBM Cognos TM1

- A patented 64-bit read-write in-memory OLAP engine:
  - Optimized for **large data** volumes
  - Instantaneous updates from streamed data
  - Drill through to transaction systems for greater detailed analysis
- Supports multi-dimensional analysis
- Advanced Sorting and Ranking
- Public and Personal Views
- Familiar Excel & Web interfaces
Two Enriched Contribution Environments

Microsoft Excel Based

Managed Contribution
IBM Cognos Performance

Predictive Analytics
**SPSS Predictive Analytics Software**

**4 Key Categories**

- **Data Collection**
  Delivers accurate view of customer attitudes & opinions
  - IBM SPSS Data Collection

- **Statistics**
  Drives confidence in your results & decisions
  - IBM SPSS Statistics

- **Modeling**
  Brings repeatability to ongoing decision making
  - IBM SPSS Modeler
  - IBM SPSS Text Analytics

- **Deployment**
  Maximizes the impact of analytics in your operation
  - IBM SPSS Decision Management
  - IBM SPSS Collaboration & Deployment Services
Predictive Analytics Process

Capture
Data Collection delivers an accurate view of customer attitudes and opinions

Predict
Predictive capabilities bring repeatability to ongoing decision making, and drive confidence in your results and decisions

Act
Unique deployment technologies and methodologies maximize the impact of analytics in your operation

Pre-built Content

Attract  Up-sell  Retain
Capture: SPSS Data Collection

- Data collection capabilities to capture attributes, interactions, behaviors, and attitudes for customers, employees or constituents

- Augments internally captured data with sentiment and opinion data and use this combination as part of the analytic process

Delivers an accurate view of customer attitudes and opinions
Predict: SPSS Statistics

- Advanced statistics and data management for analysts researching business problems
- Collection, preparation, analysis, interpretation, explanation and presentation of data
- Provides insight into a sample of data and tools for prediction and forecasting based on the data

Drives confidence in your results and decisions
Predict: SPSS Modeler

- Workbench with data preparation functions to build analytic streams or jobs and a run time environment for job execution

- Set of mining algorithms that provide insight and prediction

- Enables the discovery of key insights, patterns and trends in data that can be used to optimize business decisions

Brings repeatability to ongoing decision making
Act: SPSS Decision Management

- Framework for domain specific applications that combine Models, Rules, and Optimization to solve business problems
- Extends predictive insights to the business user at the point of decision
  - E.g. Should a claim be ‘fast tracked’ or evaluated more closely based on a calculated risk score?

Maximizes the impact of analytics in your operation
IBM Cognos – Role-Based Licensing

Roles
- Administer
  - BI Administrator
    - Framework Manager + Admin + All Studios
- Author
  - BI Professional
    - Enhanced Consumer + Query + Report + Analysis + Metrics + Event
  - Professional Author
    - E. Consumer + Query + Report
  - Business Author
    - E. Consumer + Query
- Consume
  - BI Enhanced Consumer
    - (Building Block For Higher Level Roles)
  - BI Consumer
  - BI Recipient

Agendas
- Reporting
  - Query & Report Studio
- Analysis
  - Analysis Studio
- Scorecard
  - Metrics Studio
## IBM Cognos – End of Support

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Thank You