IBM

IBM Cognos software for transportation

Highlights

- Streamline planning, improve forecasting and identify areas to gain operational efficiencies and cut costs

- Perform budgeting, consolidation, reporting and detailed analysis of spending and revenue trends

- Monitor performance and adjust day-to-day operations to meet or exceed targets and respond quickly to market changes

- Align supply with demand to make better decisions about inventories and suppliers and maximize profitability

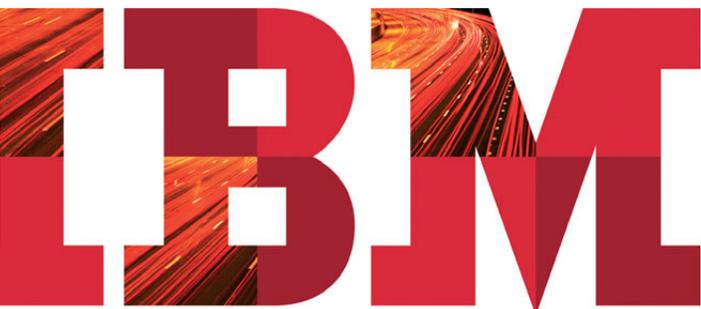- Analyze and optimize service delivery routes to enhance customer service

Current economic conditions present many challenges—such as compromised cash flow, difficulty managing inventories to meet fluctuating demand and declining sales, revenues and profits. Your organization needs visibility into financial and operational performance to remain competitive. IBM® Cognos® software provides real-time insight and turns your performance data into information you can act on.

Visibility is key to improving performance

Enterprise resource planning (ERP) systems help transportation companies improve operational performance by providing efficiencies, centralizing data storage and collection and streamlining key processes. Yet these systems have not delivered what is truly needed—full visibility into your operations to understand the factors impacting your business.

IBM Cognos software integrates existing data silos and delivers world-leading performance management technologies and business intelligence software to turn data into actionable information. This enables you to streamline planning, improve forecasting and identify areas to gain operational efficiencies and cut costs. IBM Cognos solutions enhance your ability to perform budgeting, consolidation, reporting and detailed analysis of spending and revenue trends; monitor performance and adjust day-to-day operations to meet or exceed targets and respond quickly to market changes. Moreover, the solutions help

you align supply with demand to make better decisions about inventories and suppliers and maximize profitability and to analyze and optimize service delivery routes to enhance customer service.

IBM Cognos software enables your organization to integrate and manage large volumes of information in real time—incorporating analytics and predictive modeling, scorecards, reporting and dashboards. The solutions give you the ability to share information across the entire value chain, speeding time to value by delivering trusted, accurate and timely information—whether the task is transporting passengers, moving freight, shipping cargo and consumer goods, or securing hotel reservations.

With IBM Cognos solutions, your organization can monitor performance at the holistic level; analyze processes, products and suppliers; and drill down to transaction-level detail to make more informed, intelligent decisions and create competitive advantage.

Scorecarding, for example, lets you monitor operations against pre-established targets, helping you track changes in performance and take immediate corrective action. Scorecards also support the Supply Chain Operations Reference model (SCOR), to help you maintain industry standards for monitoring processes and measuring supplier, production and delivery performance.

Turn data into actionable information

IBM Cognos software delivers value by turning data into information you can act on. With our solutions your organization can model and improve financial and operational performance, align planning with business strategy and customer demand, improve marketing results, enhance service and optimize customer loyalty to maximize profitability and return on investment.

For more information

To learn more about IBM Cognos solutions for transportation, please contact your IBM representative or IBM Business Partner, or visit: **ibm.com**/travel. For IBM Cognos software demos, white papers, analyst reports and more, please visit: **ibm.com**/cognos