



Cognos.
software

Performance Management in turbulent times

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Session Objectives

In today's session we will:

- Discuss the role of **Performance Management** in turbulent times
- Introduce IBM Cognos and the **Cognos 8** Performance Management software
- Review some examples of Performance Management in **real life**





**„The world is flat.“
Thomas Friedman**

We need to deal with specific challenges

**I. Demand is in a Dramatic
(and Uncertain) Decline**

**II. Companies Facing Constraints on
Credit and Capital**

**III. Industry Structure Can Change
Significantly in Crisis**

2009 – A Year of Challenge & Opportunity

“ ... new leaders emerge who win not by surviving the storm, but by changing the game. Changing the game requires process transformation that infuses intelligence into our decision-making and management systems ... ”

Sam Palmisano,
IBM CEO, on Smarter Planet...



How do we manage this situation?

- Report numbers
- Forecast future performance
- Identify issues & opportunities
- Understand dependencies
- Test & develop actions
- Plan future performance



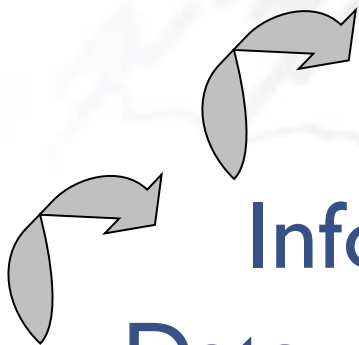
Better Performance



Decision Making

Information

Data



Performance Management is your GPS!



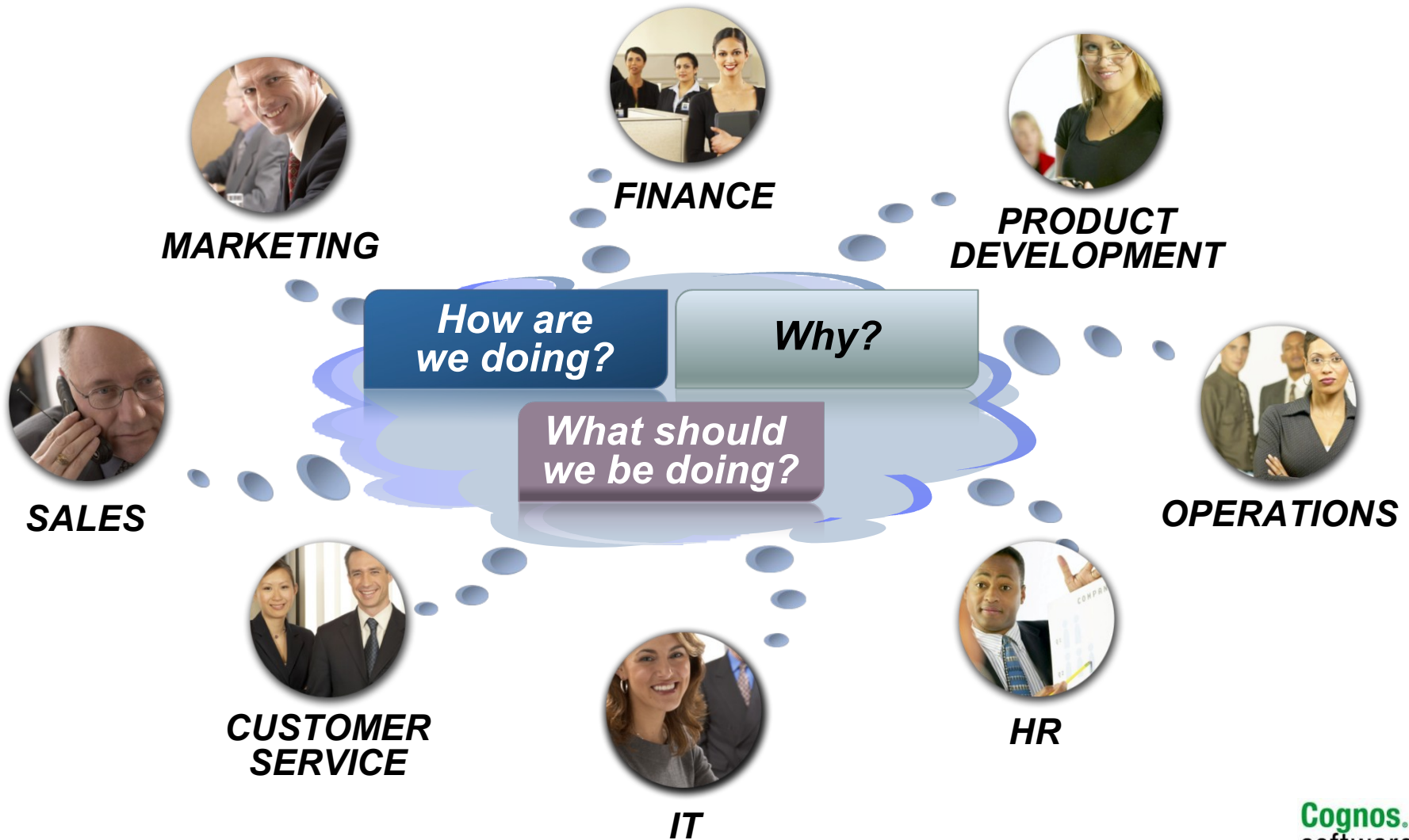
Three Questions that Drive Performance

*How are
we doing?*

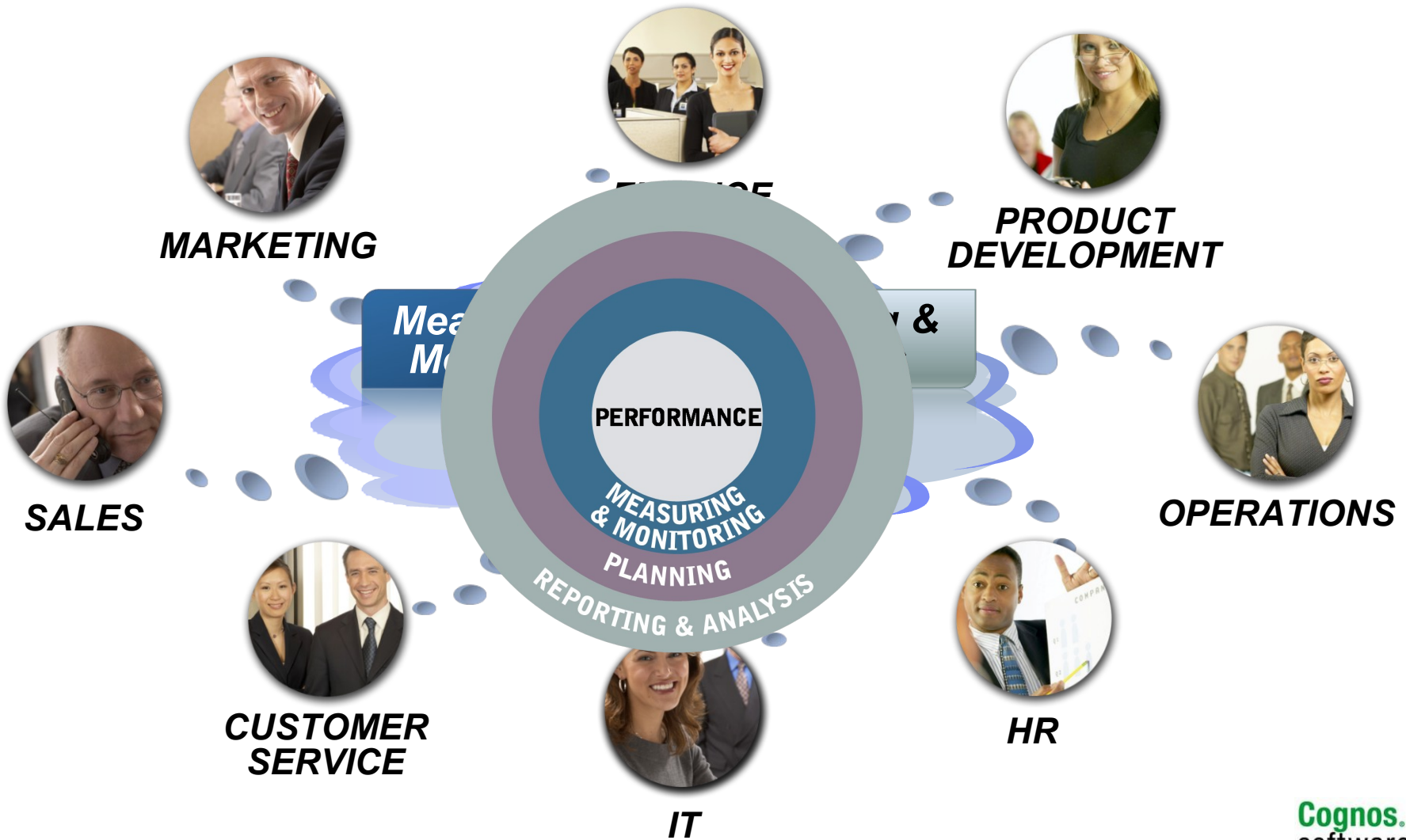
Why?

*What should
we be doing?*

Three Questions that Drive Performance



Performance Management Capabilities





Scorecard or dashboard shows On Time Shipments below plan

How are we doing?

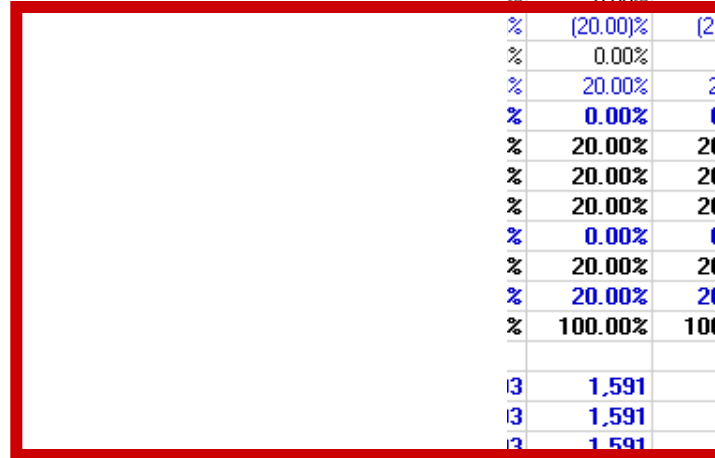
Why?



What should we be doing?

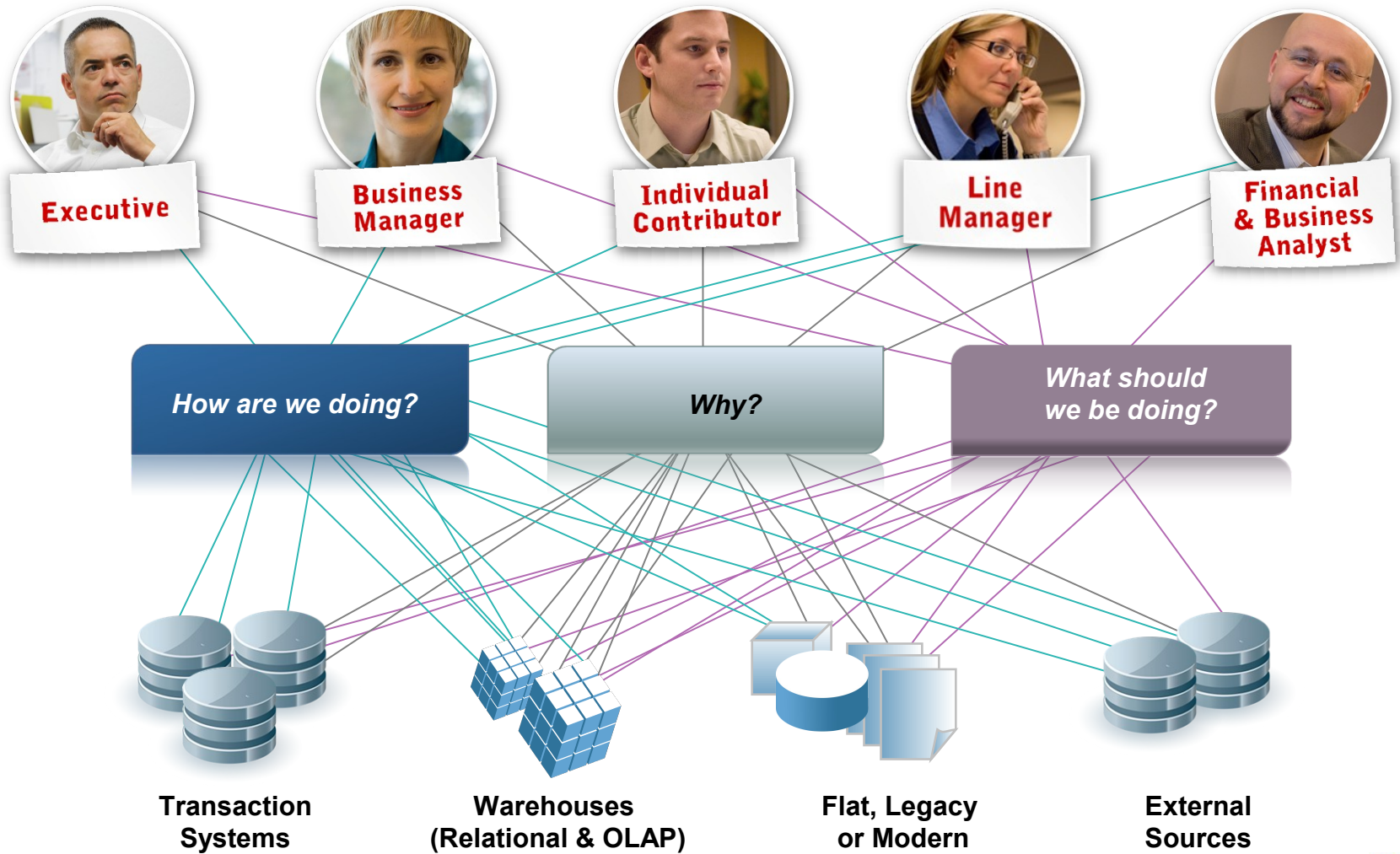


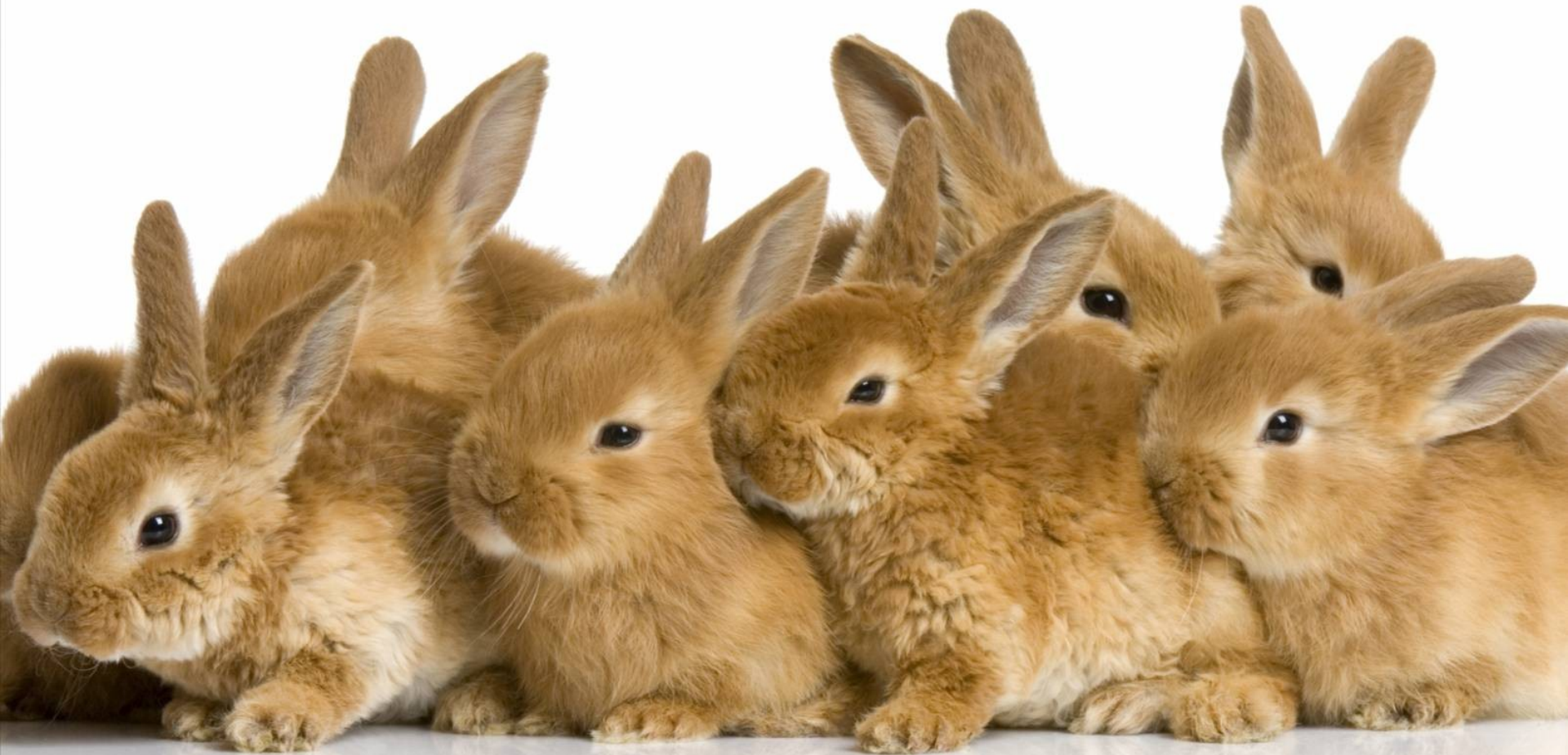
	Jul-07	Aug
6	7.956	
%	20.00%	2
%	20.00%	2
%	20.00%	2
%	20.00%	2
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%	0.00%	
%	100.00%	100
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%	(20.00)%	(2
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13	1,591	
13	1,591	
13	1,591	



Demand Volume is reviewed and Plant Production Plan is adjusted to remove bottleneck

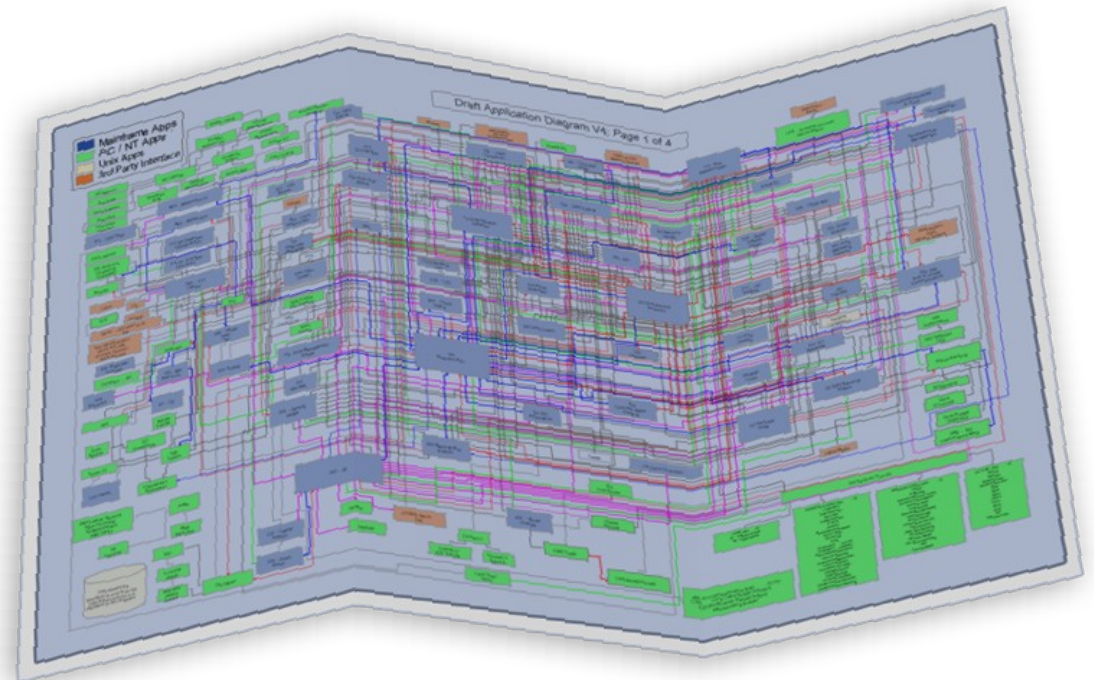
But the reality can be very complex





Do we use the right tools?

- Detailed annual budget
- Disparate systems
- Manual processes
- Spreadsheet jungle





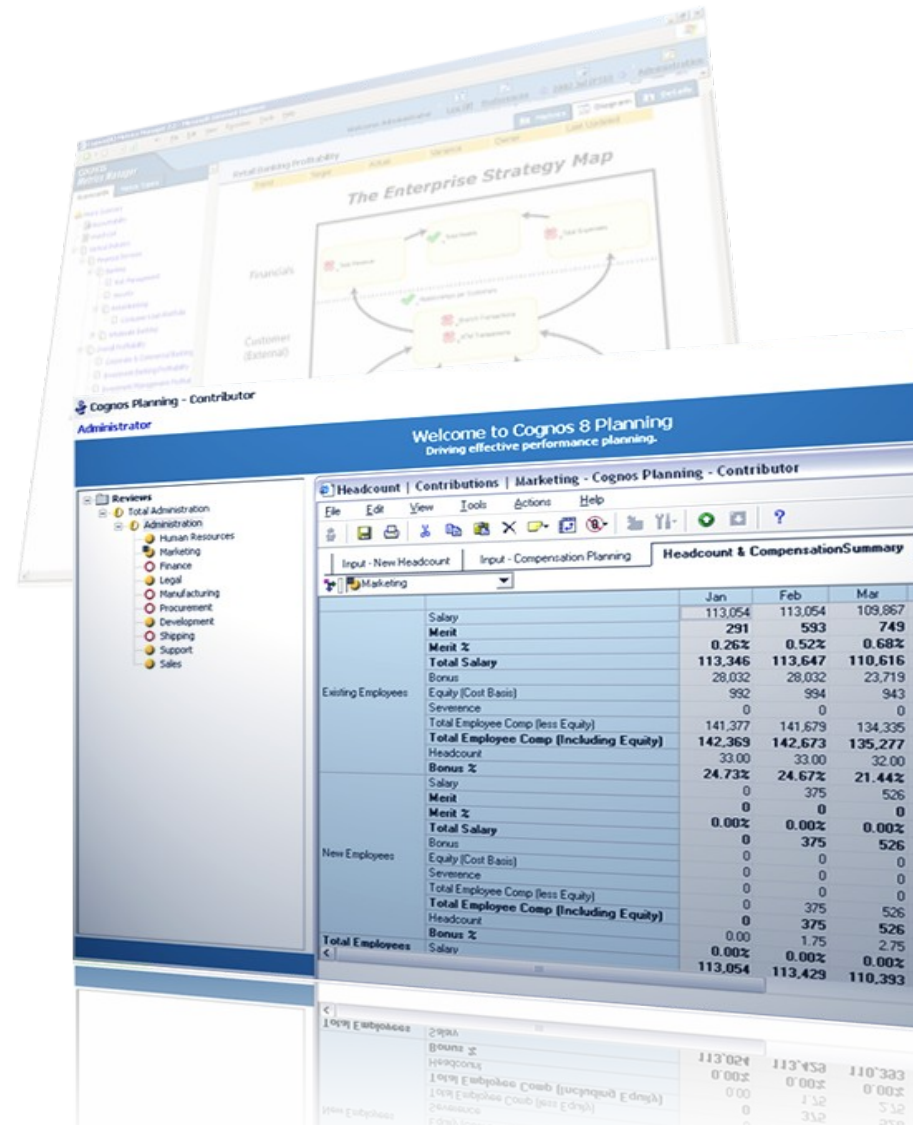
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How does IBM Cognos help?

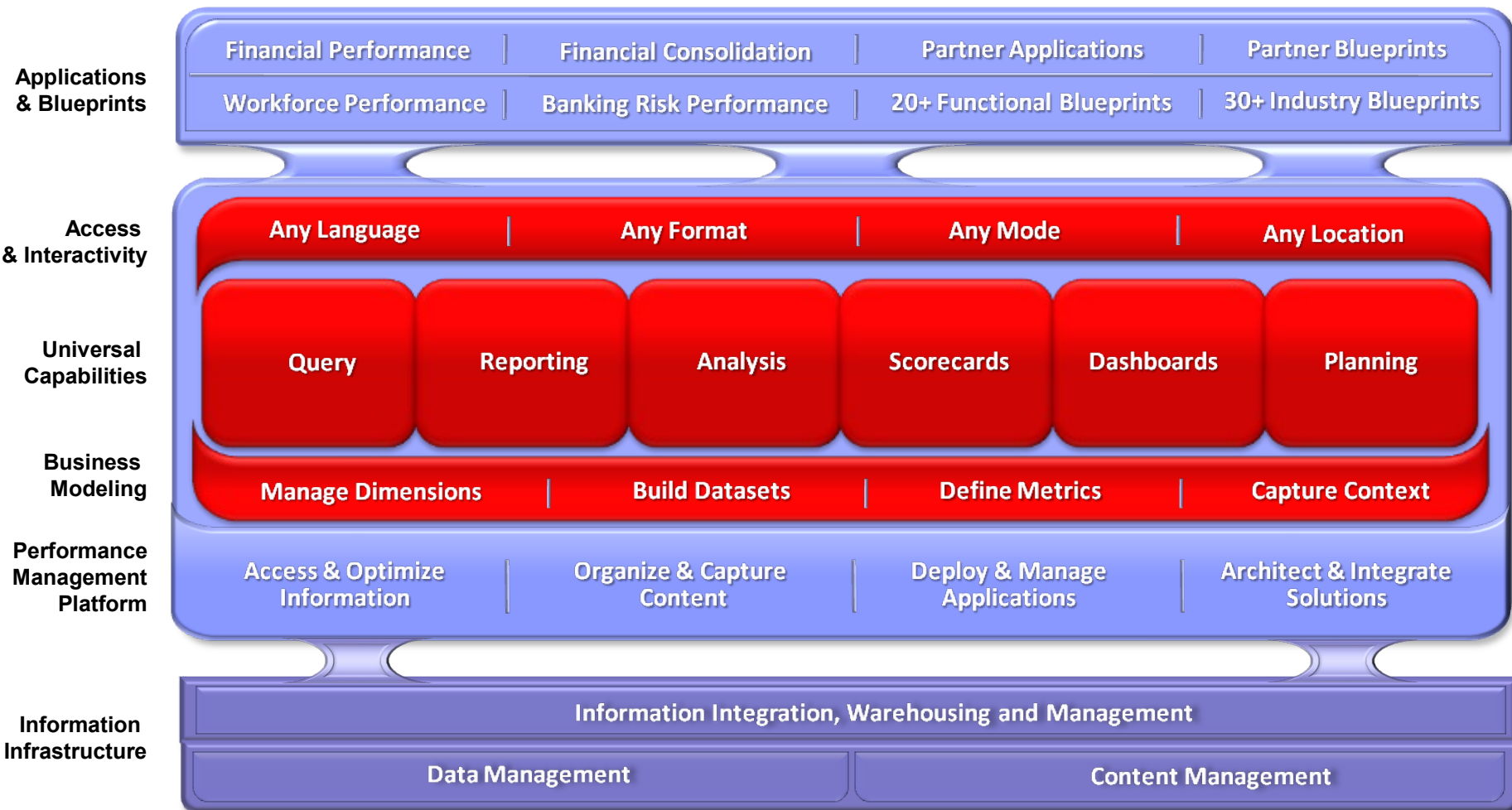
IBM Cognos – Your Performance Management Leader

IBM COGNOS 8 v4

- 40 years of success
- R&D Talent Pool: over 1000 R&D
- Platform independent



IBM Cognos 8 – Your Performance Management System



Folksam®

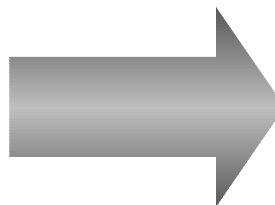
- One of Sweden's largest financial management companies; 50 Offices, 3000 staff
- Insures every other Swede

*“If you don't know what you're talking about, you can't make the **right decisions.**”*

George Janson, Business Intelligence Coordinator

The Challenge

- **60% of planning time spent collecting and consolidating from SAP R/3 and other sources**
- **40% of planning time spent using information for planning**



The Cognos Solution

- **15% spent on collecting and consolidating data**
- **85% spent on productive, future-oriented work**

Value for your business: IBM Cognos

Better Business Outcomes

Financial Risk Insight *Workforce Optimization* *Dynamic Supply Chain*
Customer & Product Profitability **Business Optimization** *Multi-channel Marketing...*

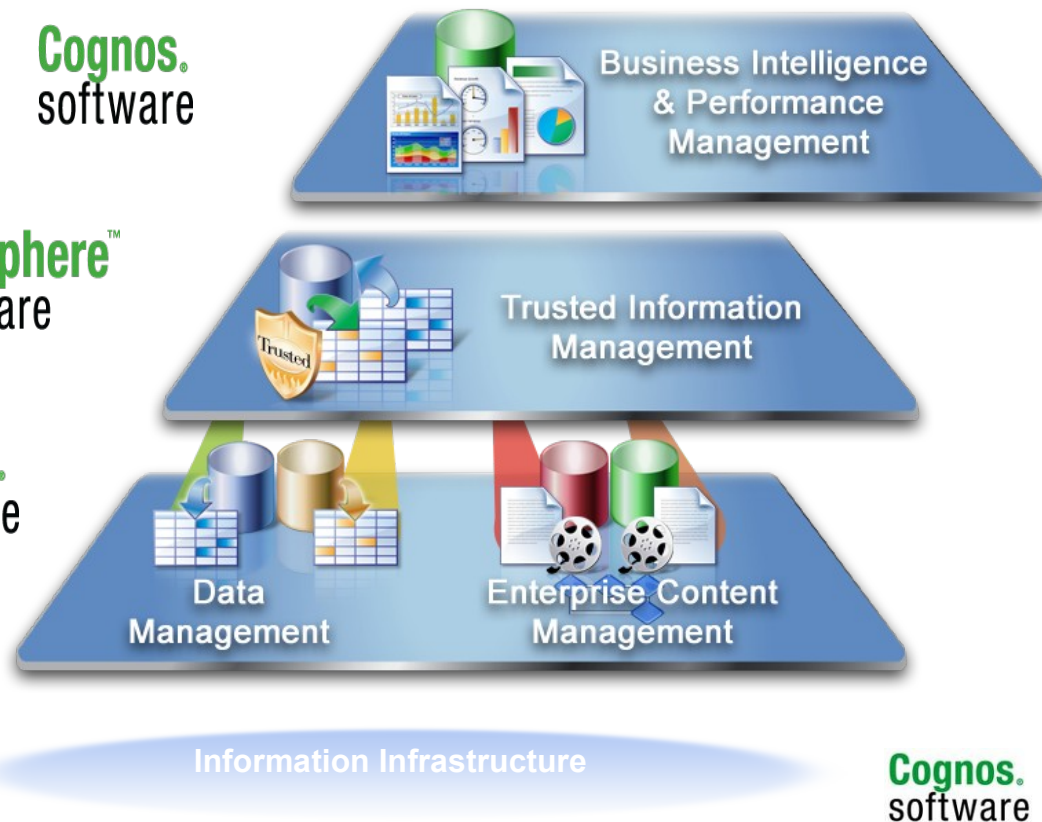
End-to-end Capabilities

DB2. **Informix.**
software software

Cognos.
software

InfoSphere™
software

FileNet.
software



Cognos.
software



Cognos.
software

How can we leverage this capability in real life?

*What should
we be doing?*

Why?

*How are
we doing?*



*How are
we doing?*

*How are
we doing?*

Why?

*How are
we doing?*

Why?

*What should
we be doing?*

How are we doing?

Why?

What should we be doing?



Your trusted Performance Management system



“ World-class EPM organizations deliver **2.4 times** the equity market returns of industry-peers companies.”

Source: Hackett Group, 2008



Session Summary

- Turbulent times require **active** Performance Management
- It's time to **change** our management processes
- IBM Cognos provides **proven solutions** to help you drive your corporate performance

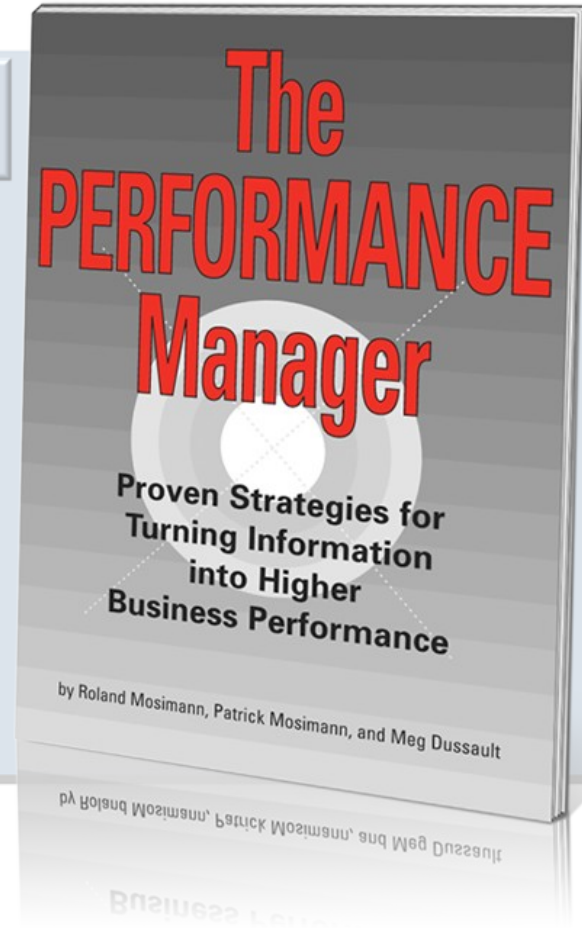


Wrap Up and Next Steps

GET STARTED

- **Learn** more: www.ibm.com/cognos
- **Speak** to your business partners
- **Meet** with our experts

IBM Cognos
Innovation Center
for Performance Management





Thank YOU

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