

IBM Cognos 10 - Key Messages

IBM Cognos 10 begins a series of new Business Analytics innovations that will change how organization make decisions, allocate resources, predict and plan the future – and ultimately their competitive advantage.

IBM Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.

Freedom to Think Connect with Others Unified workspace All time horizons **Progressive interaction**

Decision networks Business context Accountability

and Simply Do Mobile and disconnected Integrated Real-time



Freedom to Think

Cognos 10 delivers a revolutionary user experience that supports the way you think, so you don't have to interrupt your train of thought to fit the software. It does this with a new BI workspace that delivers greater power, intuitive navigation, and cleaner looks. The new BI workspace can:

- Eliminate the previous artificial software barriers that forced you to switch between interfaces or look to others to find answers. By freeing you to place historical views along side realtime updates, together with plans, predictive results, reports, and graphs, you are assured a complete perspective of your business
- Remove the frustration of not being able to see exactly what you want to see. By delivering the freedom to search and assemble any amount of BI content from any source onto a single canvas uncluttered by menus you can personalize a view relevant to you and quickly gain the insight you need
- Support the natural path from browsing to investigation, and from insight to action. By delivering the ability to seamlessly progress from simple viewing, to exploration, to more advanced, predictive, or what-if analysis you can gradually see more and do more - where you want to go is up to you.

With this new BI workspace, Cognos 10 sharpens individual skills and truly enables analytics that everyone can use.

(Includes embed of SPSS Statistics, integration with Cognos 10 Ready capabilities of Cognos TM1 right on the glass, integration with SPSS Modeler for predictive results etc.)

Connect with Others

Cognos 10 delivers built-in collaboration and social networking to fuel the exchange of ideas and knowledge that naturally occurs in the decision-making process that today is lost to organizations in various meeting notes, manual processes, emails and people's notebooks. It does this by enabling you to form communities, capture annotations and opinions, and share insights with others around the information itself. The new Cognos 10 collaboration and social networking fuels decision excellence and builds a corporate memory to capitalize on in the future. It makes the intangible, tangible so you can:

- Establish decision networks to discuss issues, share insights and align to decisions. By providing built-in social network capabilities, you can initiate activities, engage others with expertise, post messages, files, links, and discuss or review others' opinions so everyone can work together towards a common goal
- Attach greater business context to the information itself by capturing annotations down to the cell level, definitions of terms, data lineage, and how decisions were made. This added business context builds a full repository of decision history to raise the knowledge capital of the organization.
- Support workflow to establish accountability, provide decision templates, sequence next steps and ensure communication and coordination engages the right people at the right time to accelerate alignment and action

With built-in collaboration and social networking, Cognos 10 harnesses the collective intelligence of the organization to connect people and insights and gain alignment (Includes integration with Lotus Connections, InfoSphere Metadata Workbench, InfoSphere Business Glossary etc.)

and Simply Do

Cognos 10 delivers mobile BI, real-time BI, and BI mashups to transform BI from a separate place you go, to BI being very much part of everything you do. It does this by delivering interactive analytics to frontline workers and people on the road, and by extend the power of BI for use by more people and more user communities than ever before. The new Cognos 10 mobile, portable, and embeddable BI can:

- Deliver interactive, personalized BI to iPhone, iPads, and any disconnected device for the mobile and offline workforce.
- Deliver real-time monitoring of in-flight information to user communities challenged to perform real-time analytics in compressed decision cycle times
- Integrate BI though mashups and business-driven workflow by linking BI to everyday human tasks

With mobile BI, real-time BI, and BI Mashups, Cognos 10 brings actionable insight everywhere at the point of impact

(Includes integration with WebSphere Portal, WebSphere BPM, Lotus Mashup Center and other 3rd parties etc.)

Built on a proven technology platform, Cognos 10 is designed to upgrade seamlessly and to cost-effectively scale for the broadest of deployments. Cognos 10 provides you and your organization the freedom to see more, do more—and make the smart decisions that drive better business results.

Cognos 10 changes the game

1st release of Cognos 10 redefines traditional BI

- · Revolutionary BI workspace
- · Most complete and powerful set of analytics
- Proven platform with seamless upgrade

Raises the game against competition

- Sets the bar in user experience delivering unprecedented power with ease of use
- · Expands traditional BI beyond others ability to deliver
- Ensures deployment success with "beyond product" value

Fuels the next decade of value

- For our customers across Business Intelligence and broader **Business Analytics**
- For R&D as basis of innovation for our next waves of Cognos 10
- For our business to drive adoption and standardization on Cognos Software

Cognos 10 delivers value across Business Analytics				
Business Intelligence	Predictive & Advanced Analytics	Financial Performance & Strategy Management	Governance, Risk & Compliance	Analytic Applications

IBM

IBM Cognos 10 – Key Capabilities

Freedom to Think with Analytics Everyone Can Use - To answer key business questions

Cognos Business Insight

Intuitive and easy to use it is the single place that you go to find and do your work.

- Pre-assembled workspace content so more users are engaged and using BI.
- · Search-assisted authoring to better use existing intelligence assets.
- Data exploration and assembly providing unique insights and better decisions.
- Intuitive workspace for arranging and organize information to gain a broader and more complete perspective.
- Seamless graduated user experience to more advanced features giving users quicker and deeper insight into their data.
- In-space interaction with planning, scenario modeling, real-time monitoring and predictive analytics so users can work with all types of information from all time horizons to drive better results.
- Combine external, departmental and personal data with corporate information to gain broader perspectives.

Example: Users can quickly and easily answer business questions by pulling together key reports and objects such as TM1, or Real-time Monitoring to share with the team without needing IT. Users can interact and personalize information by customizing the look and feel by changing chart types, adding calculations or formatting results. Users can add comments and assumptions to provide additional clarity for others.

Cognos Statistics

Validate information, and drive business decisions by incorporating statistical evidence in reports

- Based on the market leading SPSS statistical engine.
- Seamlessly integrated in Report Studio Professional and wizard drive for report authors.
- Mass distribution through dashboards and reports
- · Works for all data sources

Example: Finance can more clearly understand how accurate and reliable current forecast and targets are based on historical trends. Human resources can understand the distribution of employees nearing retirement, and see month-over-month trends.

Integration with SPSS Modeler

Uncover key insights by integrating predictive analytics as a core activity to drive business decisions

- View predictive results in Cognos 10.
- Use data from IBM Cognos Platform as a source for IBM SPSS Modeler.
- Easily distribute the results to broad user communities by publishing into the Cognos Business Intelligence environment.

Example: Analysts can leverage BI information to identify a problem or situation that needs attention, and then easily distribute the results back to broad user communities in BI Workspace and reports.

Connect with Others for Collective Intelligence – To connect people and insights to gain alignment

Cognos Collaboration

Establish decision networks to share insights

- Embed of IBM Lotus Connections. Link directly from IBM Lotus Connections to Cognos Business Insight, with single sign-on for Business Insight and Lotus Connections.
- Send email notifications directly from the Lotus Connections Activity.
- Filter Activities based on the dashboard.

Example: Leveraging social networking allows users to find the right people, connect with them, share insights, activities and BI data in once place. Understand decision history by being able to track why the decision was made, who made it and based on what data. Reference past decisions to learn from past mistakes, reference best practices and learn iteratively.

and Simply Do with Actionable Insight Everywhere - To bring intelligence to the point of impact

Cognos Active Report Interact with BI and analytics when disconnected

- Disconnected reporting application to provide users in the field with the right information to make quick decisions and actions.
- Self-contained, interactive content.
- Easy to consume with fast performance.
- Mass deployment, easy consumption. **Example:** With offline distribution Sales teams can take an Active Report to a customer site and discuss business when offline.

Cognos Real-time Monitoring

Make decisions on in-flight information to monitor the pulse of the business.

- Instantly view the information needed to make daily or hourly decisions.
- Automatically alert right the people.
- Drill down and filter information so you have exactly what you need.
- Analyze trends and patterns to determine the root cause of an issue.
 Example: Business managers can determine the root cause of issues in the customer call center with fast ad-hoc analysis. Retail and manufacturing can monitor on-time deliveries, order fill rates, and quickly compare real-time with historical to analyze for the future.

Cognos Mobile

Provide information to executives and mobile workforces regardless of their location.

- Broad device support iPhone, iPad, BlackBerry, Windows Mobile, and Symbian.
- · Zero footprint web application on iPhone and iPad.
- Full BI interactivity including Drill Up/Down using common Touch gestures.
- Interact with prompts, drills for additional details, schedule reports for immediate access to key content.

Example: Users can fully interact with information anytime and anywhere and leverage their personal mobile devices at work

Cognos Platform Advances – To simplify and cost effectively scale enterprise analytics

Optimized Performance

- Optimized query generation with pattern intelligence to get faster results by leveraging the strength of relational and OLAP.
- Security-aware caching for query plan and execution to provide rapid response times.
- On-demand data and metadata caching to increase performance.
 Faster PowerCube build-time to deliver results faster.

Enhanced System Management

- Enhanced system monitoring, scheduling and auditing to simplify administration.
- Dynamic Query Analyzer providing IT with visualized guery troubleshooting.

Streamlined Lifecycle Management

- Multi-version coexistence with a staged upgrade approach to allow IT to easily manage upgrade process.
- Using Lifecycle Manager IT can understand and quantify the size and risk of an upgrade.
- IT can compare reports across multiple versions, accept the results, and promote those to production.

Accelerated Model Design

 Guided workflow-driven modeling to jump start model building and "get it right the first time" built-in best practices

Customers and partners recognize the innovation value

"....molehill out of a mountain..."

"The capability that we have really makes a mole hill out of a mountain as far as the challenge of pulling information together from such a complex organizations that we work in."

The Boeing Company

"...simply stunning!"

"We have been making data sing and dance via Cognos since 1998... We have never been this excited about a product release. We have bounded ahead of the competition..."

Barrachd Ltd

"...great new features..."

"...in the IBM Cognos products, Business Insight, Interactive Report, Human Task to name only a few. I'm excited to see this new version running production here""

Groupe Canam

"...unprecedented level of innovation..."

"...business users are not just consuming information, they are actively participating and shaping the information and the way it is used

ISA Consulting

"I'm very impressed..."

"...be able to see the information and ...drill into something when you're having a chat with a colleague."

Canadian Blood Services

"We like the direction..."

"We were happy with all new features and especially impressed with Business Insight. We like the direction that Cognos is going with a single user studio"

Libi Software Technology Ltd