



Software
Summit2010



Integrated BI and Planning for Midsize Companies: Introducing IBM Cognos Express

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Agenda

- The threat and opportunity for Midsize Companies
- Introducing IBM Cognos Express
- Getting Started

Threats and Opportunities for a Midsize Company

- Midsize companies are more resilient in a tough economy
- 53% are in a cost-cutting focus
- 47% have a strategic focus
- Deliver innovation to support an accelerating rate of change



Adaptability Delivers Competitive Edge

- Change business model
- Align resources quickly
- Capitalize on new opportunities



HOPE

IS **NOT** A STRATEGY



**Insight
to make
smarter decisions
and take action**



Introducing IBM Cognos Express Integrated Reporting, Analysis and Planning



IBM Cognos Express

Easy to Install

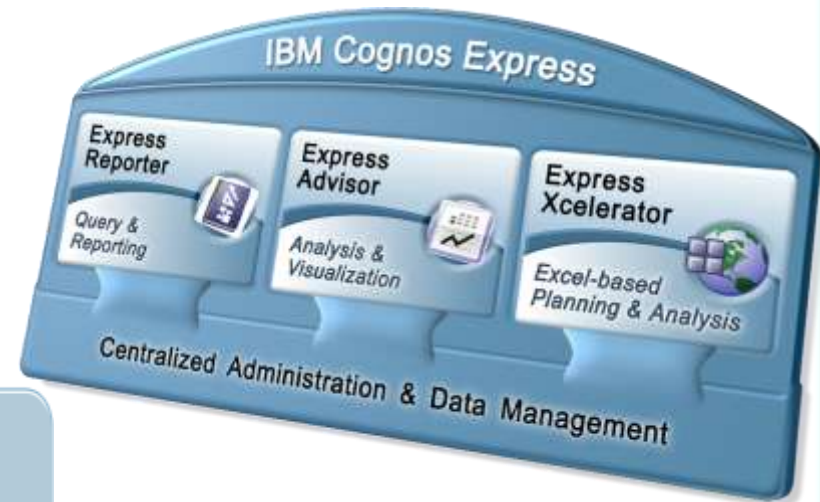
Pre-configured solution includes everything required for simple deployment and management

Easy to Use

Self-service access empowers business users and removes the burden from IT

Easy to Buy

Packaged and priced right... Start small, start anywhere, deliver immediate value, and grow



The only midmarket product that delivers integrated Reporting, Analysis and Planning

- ✓ Purpose-built for midsize companies
- ✓ Prepackaged – requiring no assembly
- ✓ Modular with complete growth path
- ✓ Empowers all users with self-service
- ✓ Easy to install, use and buy!

Positive Analyst coverage

“The product already has some differentiators that its competitors lack”
– **Intelligent Enterprise**

“The offering is cool in that, while comprehensive, it also enables users to start wherever the current pain is most acute and migrate to a broader vision that encompasses most of what they ultimately need: reporting/querying, visualization and analysis and performance management. Its write-back capabilities really shine, allowing authorized users to make changes and to update data from the interface of their choice — including Excel. It handles the important things like ETL 'under the hood' so it's not just about throwing someone a dashboard—Cognos has gone beyond addressing just the glitzy tip of the iceberg; its put together all the important elements to ensure quality delivery of information.”

– **Gartner Analyst Bob Anderson as quoted in eWeek**

It's heartening that IBM Cognos is doing something that is purpose-built for this market. The biggest problem with BI in general is the administrative aspect ... they've alleviated that part of it.”

– **Forrester Analyst Tim Harmon in SearchDataManagement**

“Instead of just repackaging its enterprise product with a different license model, IBM Cognos has thought long and hard about what mid-market customers need and subsequently created an entirely new end-to-end product designed suit those requirements.”

– **TDWI [Wayne's World Blog](#), Wayne Eckerson, Sept 2009**

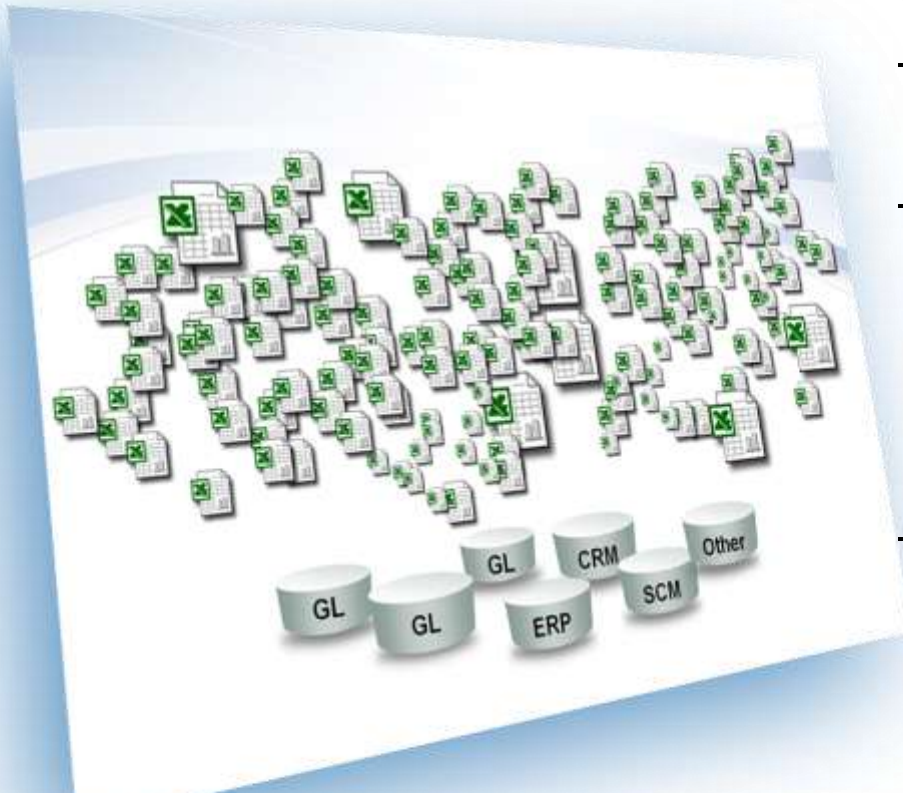
IBM Cognos Express a Winner !

Everything Channel's 2010 Top Mid-Market Products awards



IBM Cognos Express selected as the **top Mid-Market product** in the "Productivity Apps" category!

A good place to start

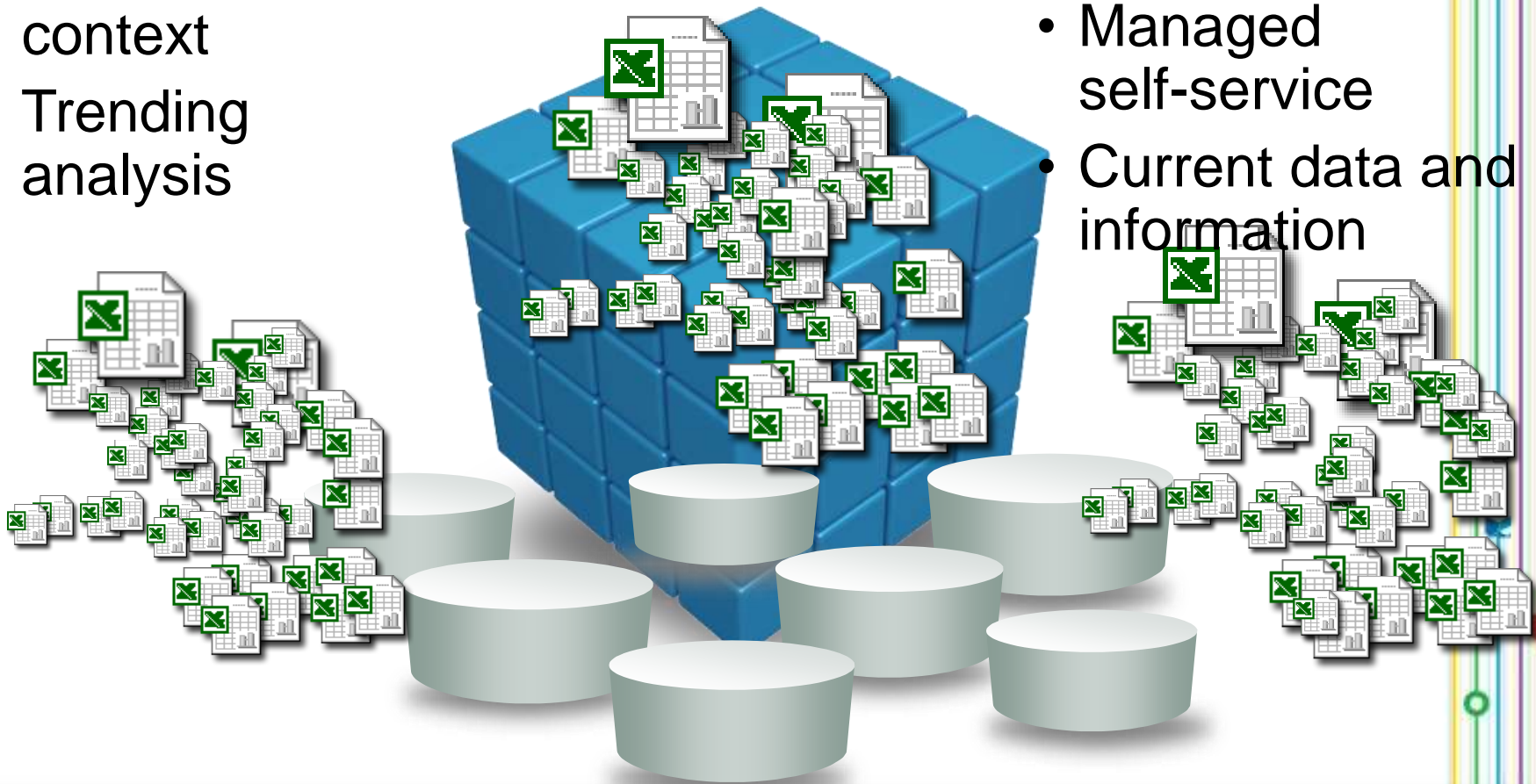


- Develop a data strategy
 - Can start without a warehouse
 - Early and sustained attention to the data, quality issues and ongoing data governance is critical to success
 - Turn data into information

Get control over your data

Start with an in-memory analytic server

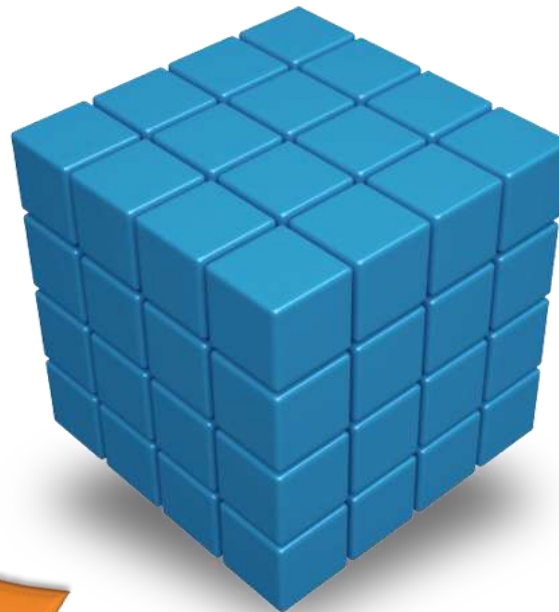
- Unlock silos
- Business context
- Trending analysis
- Reduces burden on IT
- Managed self-service
- Current data and information



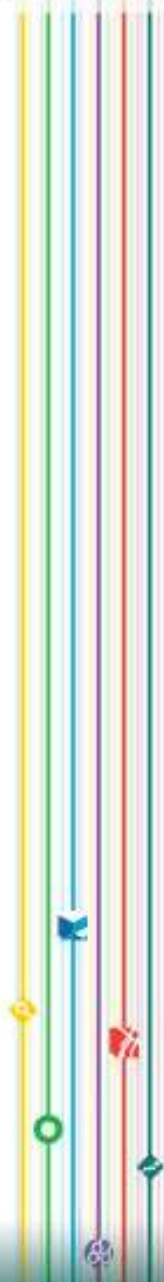
Dashboards/Reports



Planning



Analysis



Information

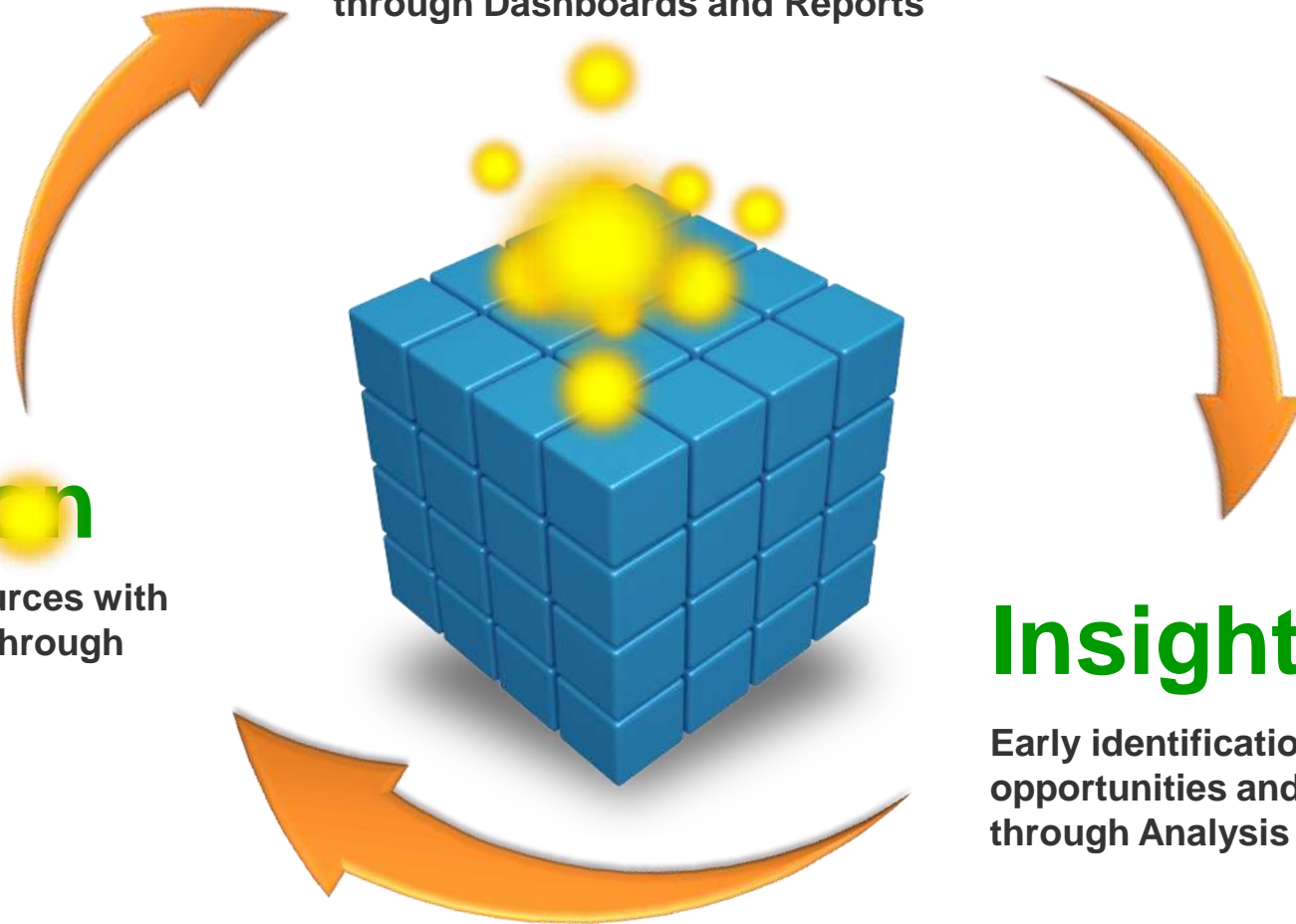
Information-driven and accountable culture through Dashboards and Reports

Action

Align resources with decisions through Planning

Insight

Early identification of opportunities and issues through Analysis



IBM Cognos Express – Embrace and Extend

Easy to Install

Pre-configured solution includes everything required for simple deployment and management

Easy to Use

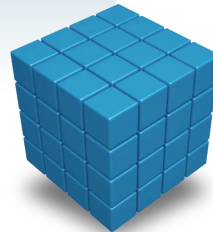
Self-service access empowers business users and removes the burden from IT

Easy to Buy

Packaged and priced right... Start small, start anywhere, deliver immediate value, and grow



A starting point for BI
Improved Self service
On-the-fly reporting, analysis & Calculations
“What-if” analysis
Connects analysis & planning

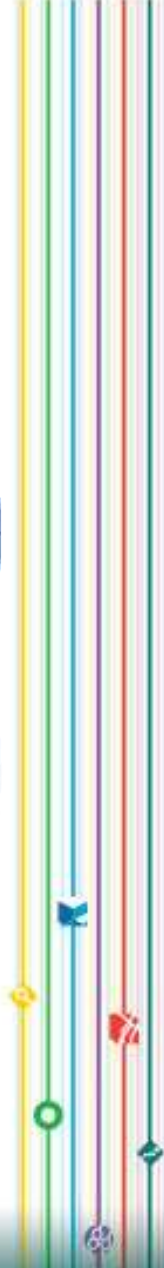


Quicker deployment
Minimizes need for cube builds
Requires less performance tuning & maintenance
Data compression lowers data footprint

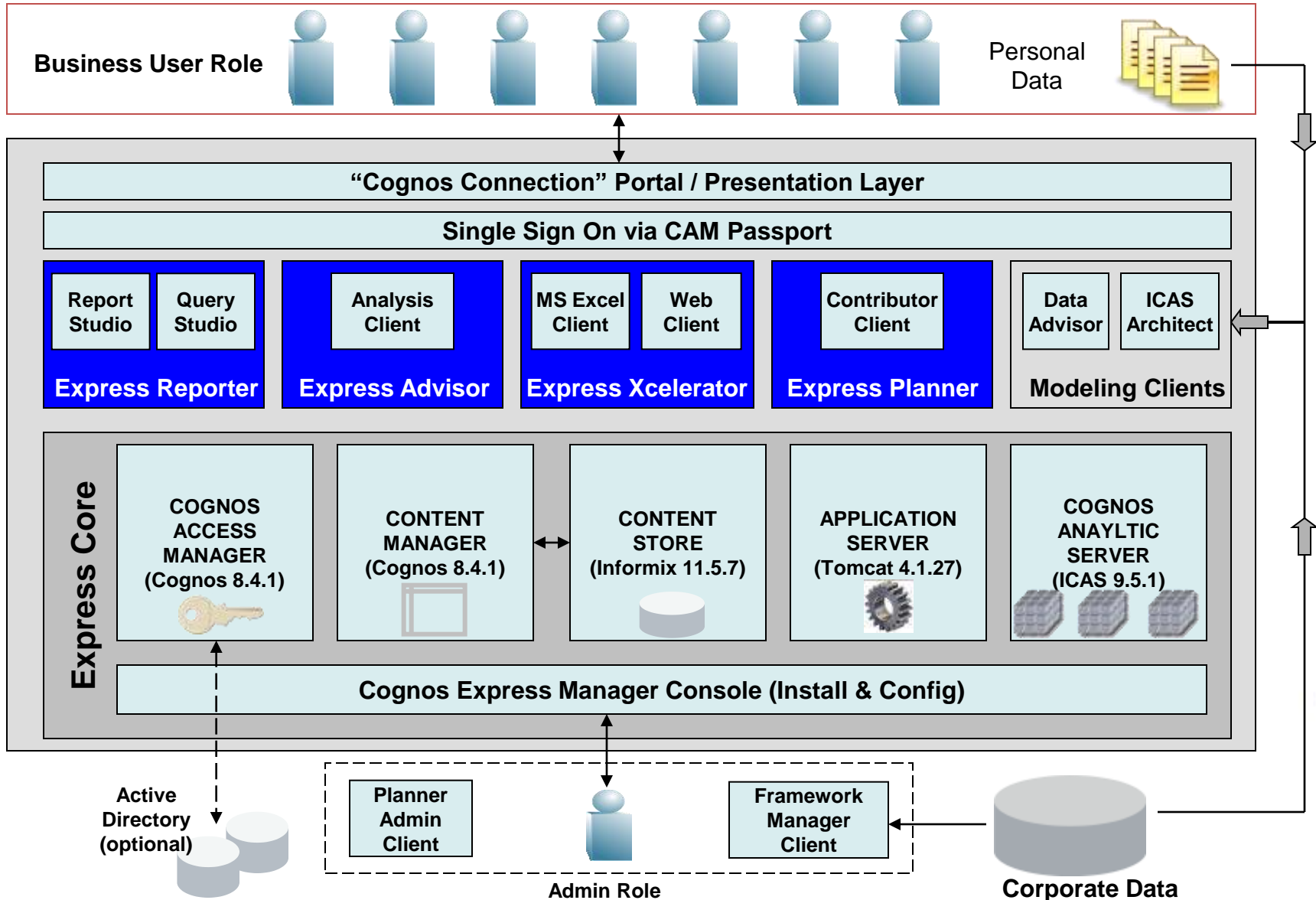
***Leverage existing skills (Excel)
Integrated Reporting, Analysis and Planning
Addresses Resource and budget constraints
In-memory promises both business and IT benefits***



DEMO
DEMO



Cognos Express 9.5 Technical & Deployment Architecture



Think Big
Start Small

Think Big

- A vision for an information driven culture
- Answer the three key business questions
 - How are we doing?
 - Why?
 - What should we be doing?
- Link information and insights gained through BI with action from Planning
- Provide a path to future enterprise-class requirements

Start Small

- Create a roadmap that builds on small successes
- Modular and incremental strategy
- Start anywhere (Reporting, Analysis, Planning etc)
- Deploy tactically yet ensure initiatives are connected



Customer Success



WOOD RANCH BBQ and Grill

- **Wood Ranch BBQ & Grill** (retail)
 - [CFO.com webcast](#)

- **Central National Gottesman** (distribution)
 - “Installation in 3 hours, development/ deployment/testing in 3 days”



- Presented at March Midsize Business Analytics Summit

- **Flex-N-Gate** (manufacturing)
 - “Payback in one month”



- Presented at March Midsize Business Analytics Summit

- **MayFlex** (manufacturing)



- In just 3 to 4 months implemented complete system to replace spreadsheets
- Presenting at June Midsize Business Analytics Summit



- **Key Business Requirement**
 - Needed a low-cost, easily installed solution that was integrated, easy to use and accessed by the Web.
- **Approach**
 - To implement a solution that could

Challenge	Solution	Results
<ul style="list-style-type: none">▪ All reporting from ERP or spreadsheets, with limited reporting capabilities▪ Data was pushed to users(e.g., sales force) via spreadsheet and email▪ IT had backlog of reporting requests	<ul style="list-style-type: none">▪ IBM Cognos Express	<ul style="list-style-type: none">▪ Process improvement efficiencies in the comptrollers office (time, gained three days every month)▪ Ease of use over the Web▪ Improved structure and format of data▪ One data set – one version of the truth.<ul style="list-style-type: none">▪ Ease of deployment▪ Structured formats for data entry and reporting▪ One set of data

Think Big Start Small

Benefits

Enables project rollout to match resource capacity and budget

Realize business benefit quickly

Provides justification for further investment

Allows adjustments to respond to changes in business objectives

A smart approach for a midsize company

http://www



Download a

Free **TRIAL**

and see for yourself!



A Practical BI and Planning Framework for Midsize Companies

- Discover the people, processes and technologies needed for BI and planning success on a budget in this publication featuring research from Gartner



A practical framework for business intelligence and planning in midsize companies

FEATURING RESEARCH FROM GARTNER

Gartner.

INTRODUCTION

Every company needs a clear set of goals and objectives to achieve the maximum benefits from its business intelligence (BI) and planning projects. These goals may include:

- Company-wide access to one trusted set of corporate information to make decisions based on fact not instinct.
- Easy-to-use reporting and analysis tools that can help business users gain better business insights to uncover issues and spot trends quickly.
- The ability to respond with more agility to changing business conditions using effective, corresponding actions.

Articulating these goals is essential. Yet a company must do more than state its goals to achieve its BI and planning objectives. It needs a working framework that provides a blueprint for success.

Gartner defines such a framework as, "the people, processes and technologies that need to be integrated and aligned to take a more strategic approach to business intelligence (BI), analytics and performance management (PM) initiatives."¹

INSIDE THIS ISSUE

Introduction 1

Gartner's Business Intelligence, Analytics and Performance Management Framework 4

The Shortcut Guide to Achieving BI in Midsize Companies

- **E-book for those new to BI concepts**
 - **Chapter 1:** What is Business Intelligence, Anyway?
 - **Chapter 2:** How Business Intelligence Happens
 - **Chapter 3:** Debunking the Top Three Myths of Business Intelligence for Midsize Companies
 - **Chapter 4:** Successfully Adding Business Intelligence to a Midsize Company



Attend IBM Cognos Midsize Business Analytics Quarterly Virtual Summits

- Quarterly 3 hour virtual events aired “live” in 2 time-zones & available on-demand.
- Agenda: Keynote, 1-2 Cognos Express customer sessions with partner, solution demonstration & a virtual expo for networking with IBM product experts and IBM Business Partners
 - Q1 - March 11, 2010
Theme: In-Memory Analytics
 - Q2 - June 9, 2010
Theme: Dashboards
 - Q3 – September 15, 2010
Theme: Planning & Budgeting
 - Q4 – December (Date TBD)

www.ibm.com/cognos/express

The screenshot displays the IBM Cognos Midsize Business Analytics Virtual Summit website. At the top, it features the IBM logo and the text 'Software Summit 2010'. Below this is the event title 'IBM Cognos Midsize Business Analytics Virtual Summit' with the tagline 'Turn data into intelligence. Uncover insights. Take action.'.

The main content area includes a schedule of events:

Time (ET)	Session
11:30 - 11:40 AM ET 6:00 - 6:45 PM	Keynote Address Why Should You Buy Business Analytics? Walter Schaefer View description
11:50 - 12:20 PM ET 6:50 - 9:20 PM	Customer Story In-Memory Analytics Bob Smith, Chief Chris Peters, IT View description
12:25 - 12:55 PM ET 6:55 - 9:25 PM	Customer Story Quick Payback: IT Proprietary Data

Below the schedule, there are sections for 'Event Overview', 'Speakers', and 'Login'. The 'Event Overview' section contains text about the summit's focus on in-memory analytics and planning solutions. The 'Speakers' section lists several experts, including Bob Schaefer, Walter Schaefer, and Chris Peters.

At the bottom of the page, there are four icons representing different business scenarios: 'Midsize business?', 'Large amounts of information?', 'Small time investment', and 'Learn to transform information into insight'. The footer includes the event title, date 'March 11, 11:00 AM (ET) to 6:00 PM (ET)', and a 'View your agenda' link.

Summary

- Integrated BI & Planning
- Purpose built and priced for midsize companies

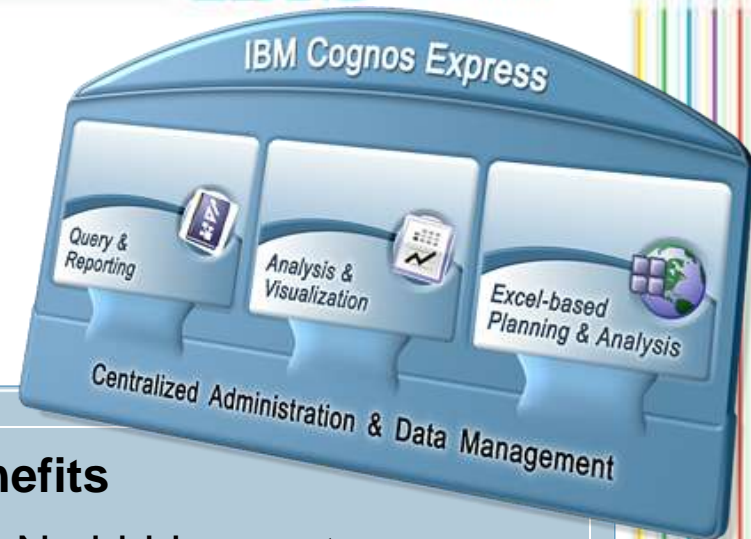
Easy to install,
Easy to Use,
Easy to Buy



Thank YOU



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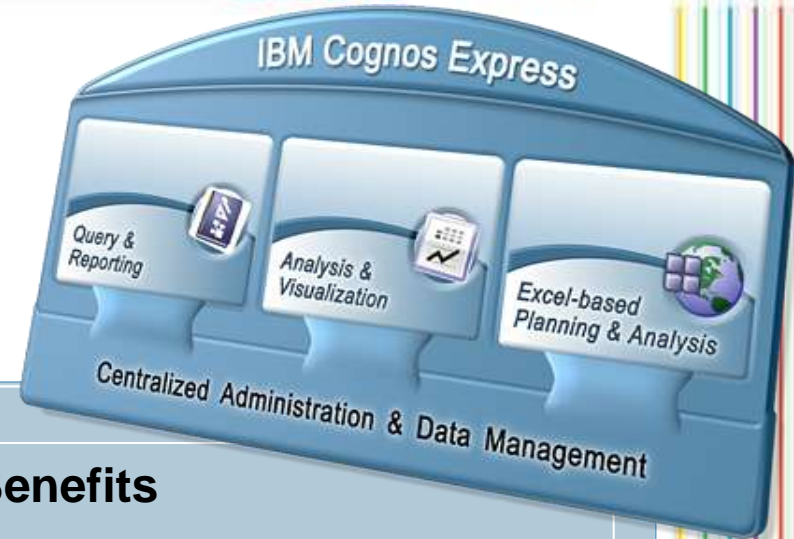
Easy to Install

- Preconfigured
- All you need - Embedded
 - In Memory OLAP, Portal, Security, Content Store, Data Integration and Movement, Web Server
- Central management console for content, security, licensing and administration

Benefits

- No hidden costs
- Minimum resource needed
- Quick time to value



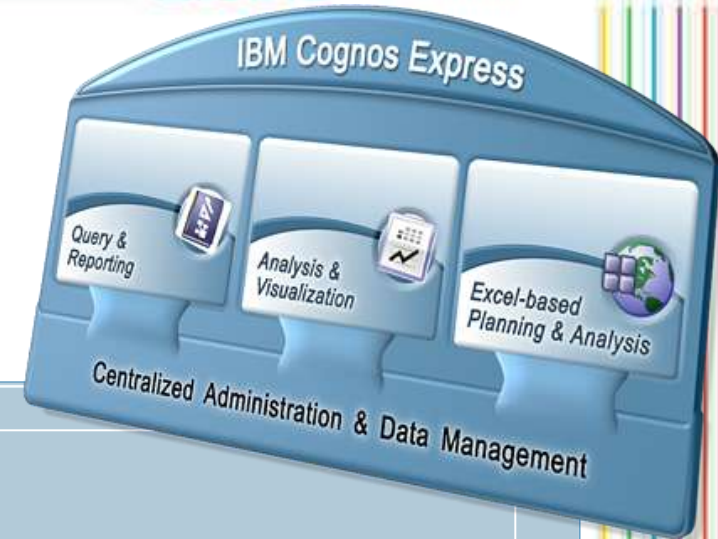


Easy to Use

- Novice to advanced Users
- Simple business view creation
- Data viewed in business context
- Right interface for the right user
- Flexible delivery model

Benefits

- Reduce IT Backlog
- Reduce burden on IT
- Business empowered
- Minimum resource needed
- Quick time to value



Easy to Buy

- Buy what you need and when you need it
- Low entry price point
- No hidden costs
- Room to grow
- Affordable

Benefits

- Start small, start anywhere
- Match projects to match resource and budget constraints
- Quick time to business value
- Low risk



Reporting and Ad Hoc Query

- Simple, intuitive authoring for novice to experts
- Reports and dashboards to meet the needs of different users
- Breadth of report coverage – operational, transactional, managed, dashboards, ad hoc
- Connect to any type of data and in any combination – relational, OLAP, desktop files
- Flexible report delivery via web interface, PDF, Excel, email or Portal





Analysis and Visualization

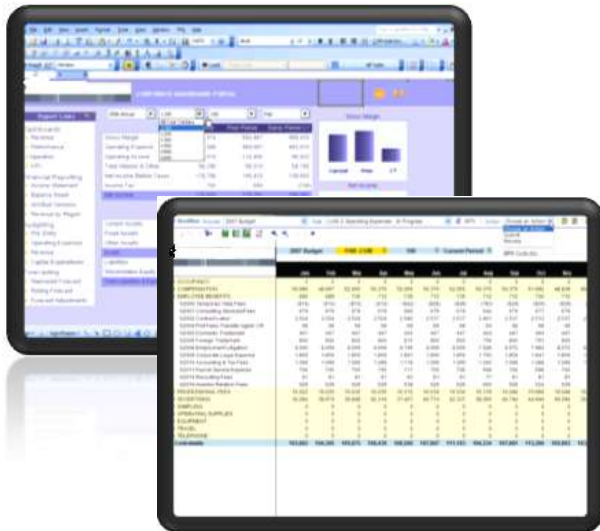
- Real-time analysis with in-memory multidimensional capability
- Slice and dice, drill down/through capabilities
- High impact data visualizations
- Simplified business view creation and building
- On-the-fly business view changes
- 'What if' scenarios with write-back
- Embed live content into MS Office applications





Planning, Budgeting, Forecasting

- Transforms Excel with a powerful in-memory analytics server for multi-dimensional analysis and planning
- Centrally managed data, business hierarchies, rules, calculations
- Continuous planning, aggregation, analysis
- Excel or Web Interface
- “What if” scenario modeling & write-back
- Role-based security and clear audit trails
- Workflow management



Flex-N-Gate

- **Key Business Requirement**
 - Needed a scalable system to control purchasing through better information, without losing plant independence or requiring extensive in-house technical expertise.
- **Approach**
 - To purchase an all-in-one solution to consolidate data from disparate sources and facilitate consistency in vendor and spending information.



Challenge	Solution	Results
<ul style="list-style-type: none">▪ Gain control over company purchasing▪ Improve visibility into vendor information▪ Facilitate company growth and expansion▪ Improve data quality▪ Promote better standards adoption▪ Eliminate cumbersome data transfers to Excel	<ul style="list-style-type: none">▪ IBM Cognos Express	<ul style="list-style-type: none">▪ Provides central source for supplier pricing and delivery review▪ Provides comparative supplier information▪ Increases productivity and identifies cost savings opportunities▪ Automated notifications and reporting

4 Finance Profiles and 3 Key Themes



Value Integrators

- Performance optimization
- Predictive insights
- Enterprise risk management
- Business decision making



Disciplined Operators

- Finance operations focused
- Information provision
- Performance interpretation



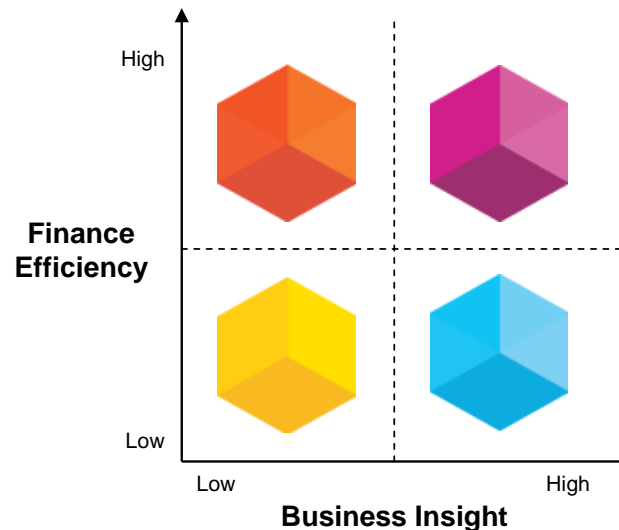
Constrained Advisors

- Analytics focused
- Sub-optimal execution
- Fragmented data



Scorekeepers

- Data recording
- Controllership
- Multiple versions of the "truth"



1

Delivering efficiency through standards matters more than ever

2

Providing business insight drives performance improvement beyond Finance

3

The greatest rewards come from doing both well

Barriers

Implemented BI

