Cristian Apa, M.Sc.

SSSR IBM Romania

IBM Cognos Performance Management via Planning, Reporting, Analysis

IBM

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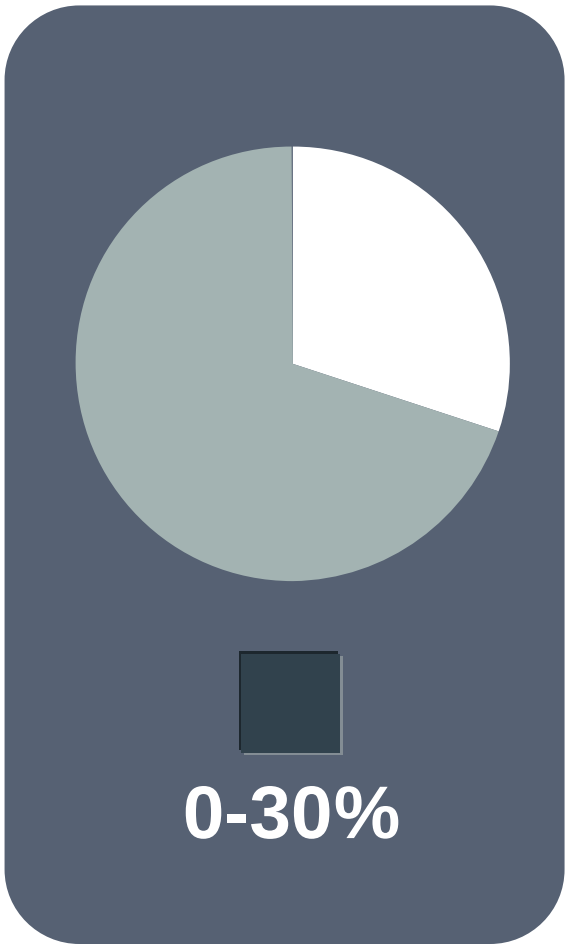
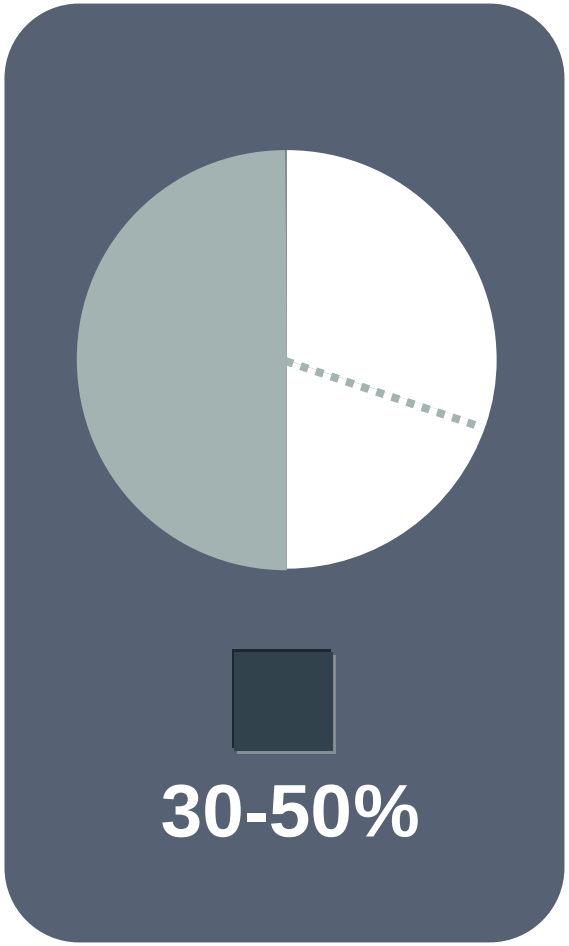
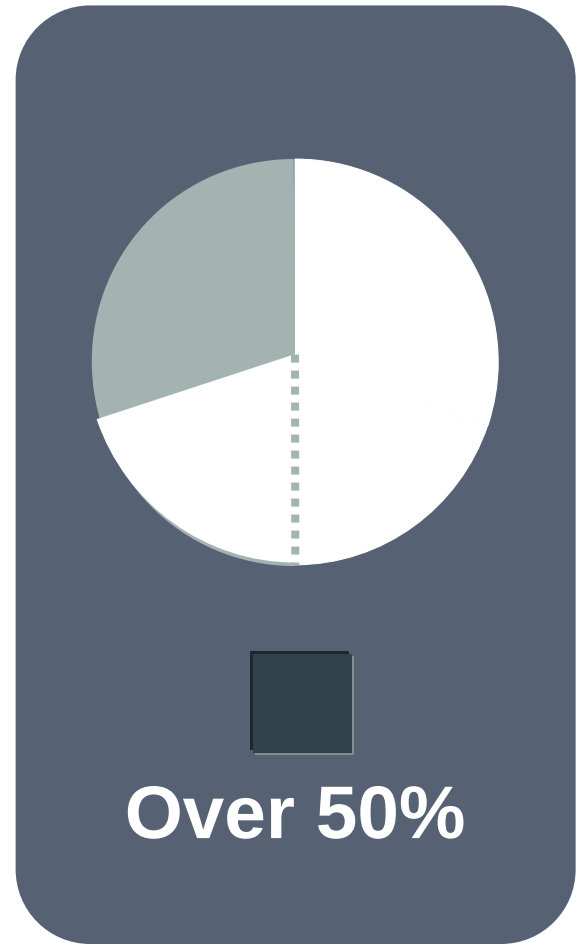
Amount of information managers receive that has no value



0-30%



30-50%



Over 50%

Source: Accenture survey released January 4, 2007

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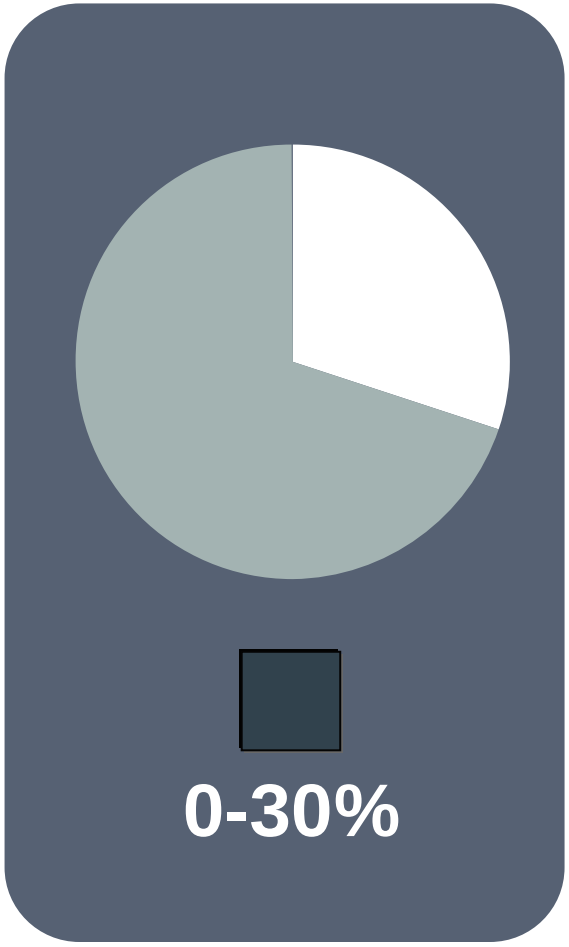
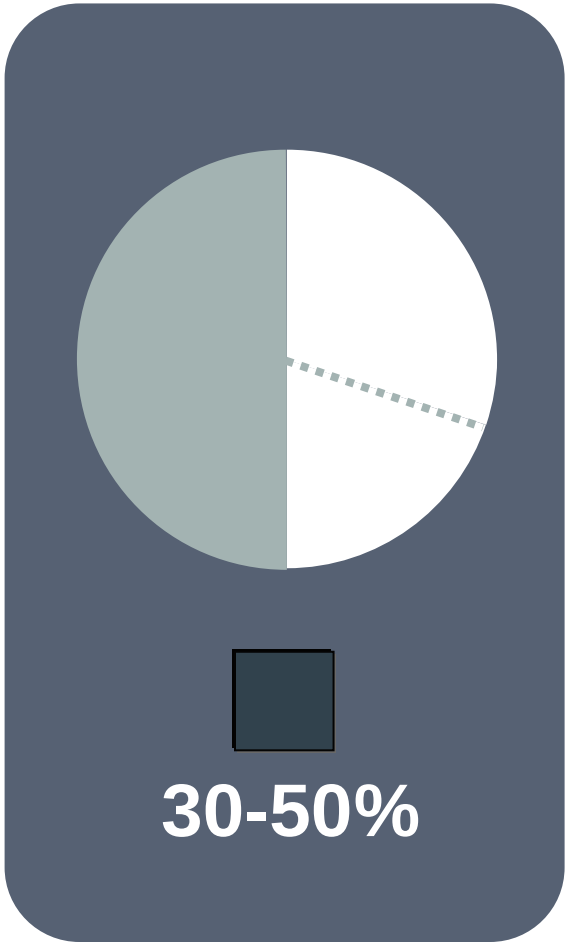
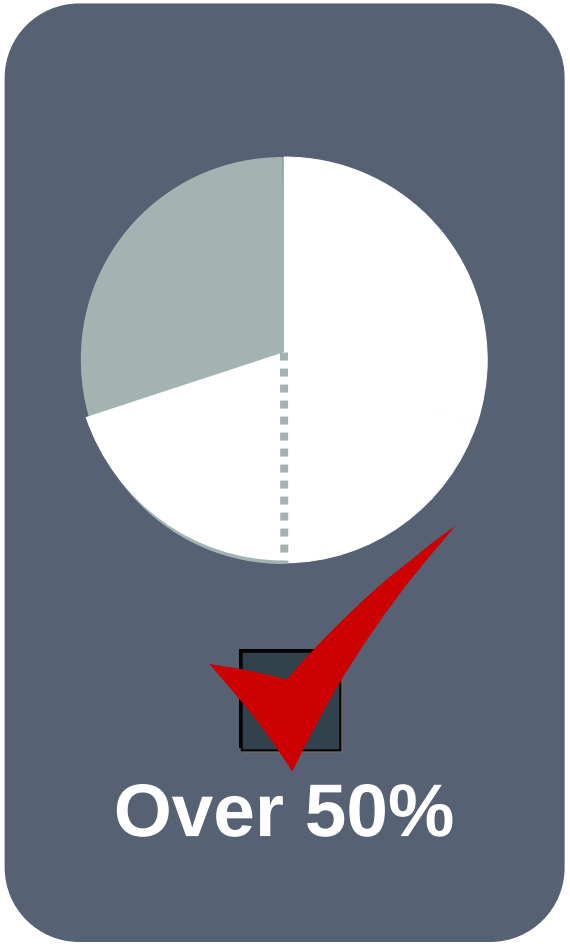


0-30%



30-50%



Over 50%

Source: Accenture survey released January 4, 2007

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How much time do managers waste each day, searching for information?

0-30 min

1-3 Hours

Over 3 Hours

Source: Accenture survey released January 4, 2007

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Time managers waste each day searching for information

0-30 min

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Over 3 Hours

Source: Accenture survey released January 4, 2007

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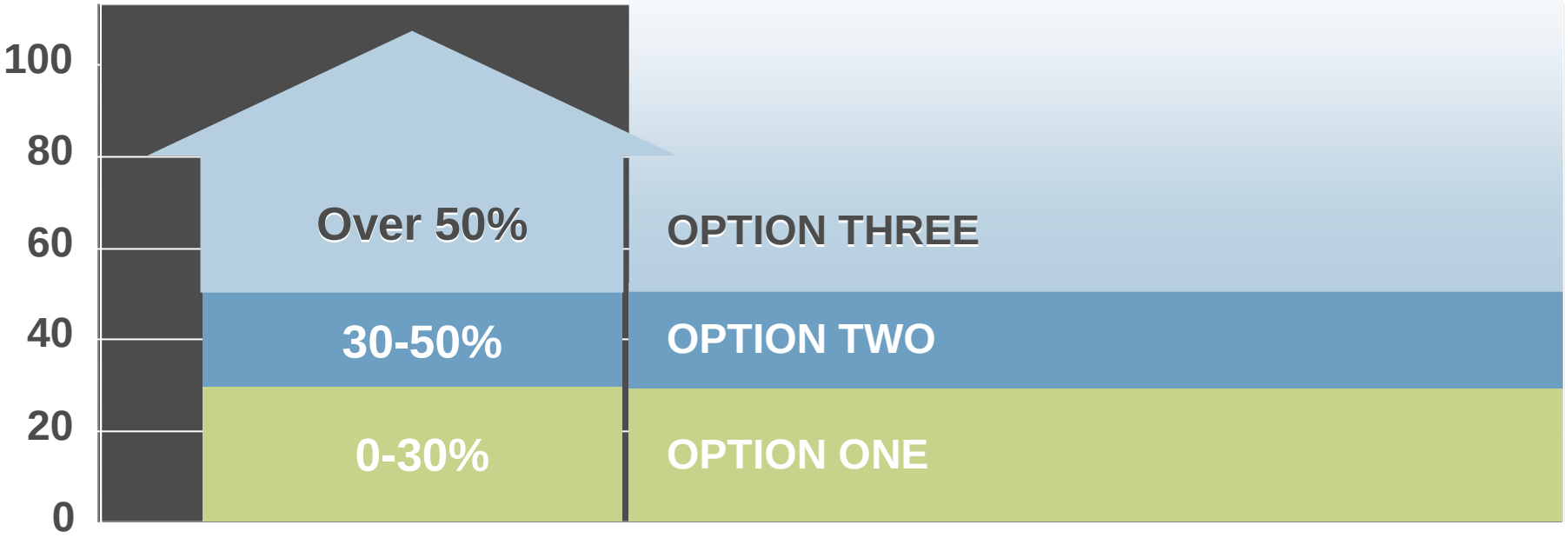
What percentage of managers accidentally use the wrong information at least once a week?



Source: Accenture survey released January 4, 2007

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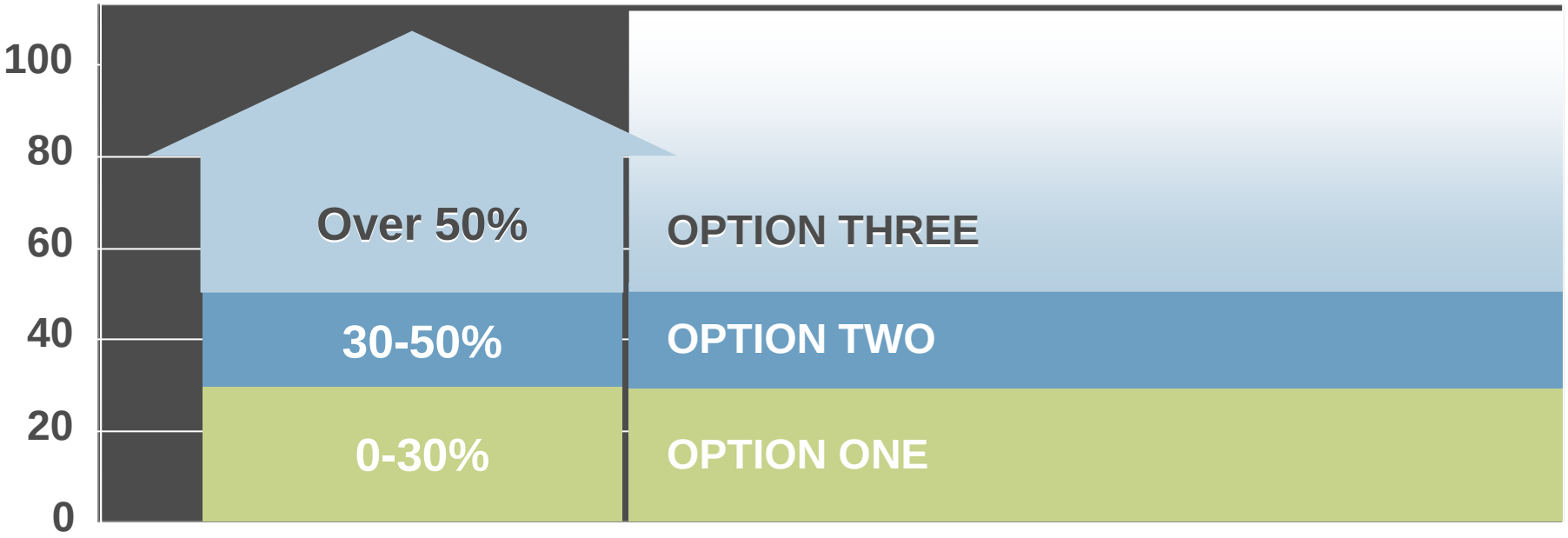

Source: Accenture survey released January 4, 2007

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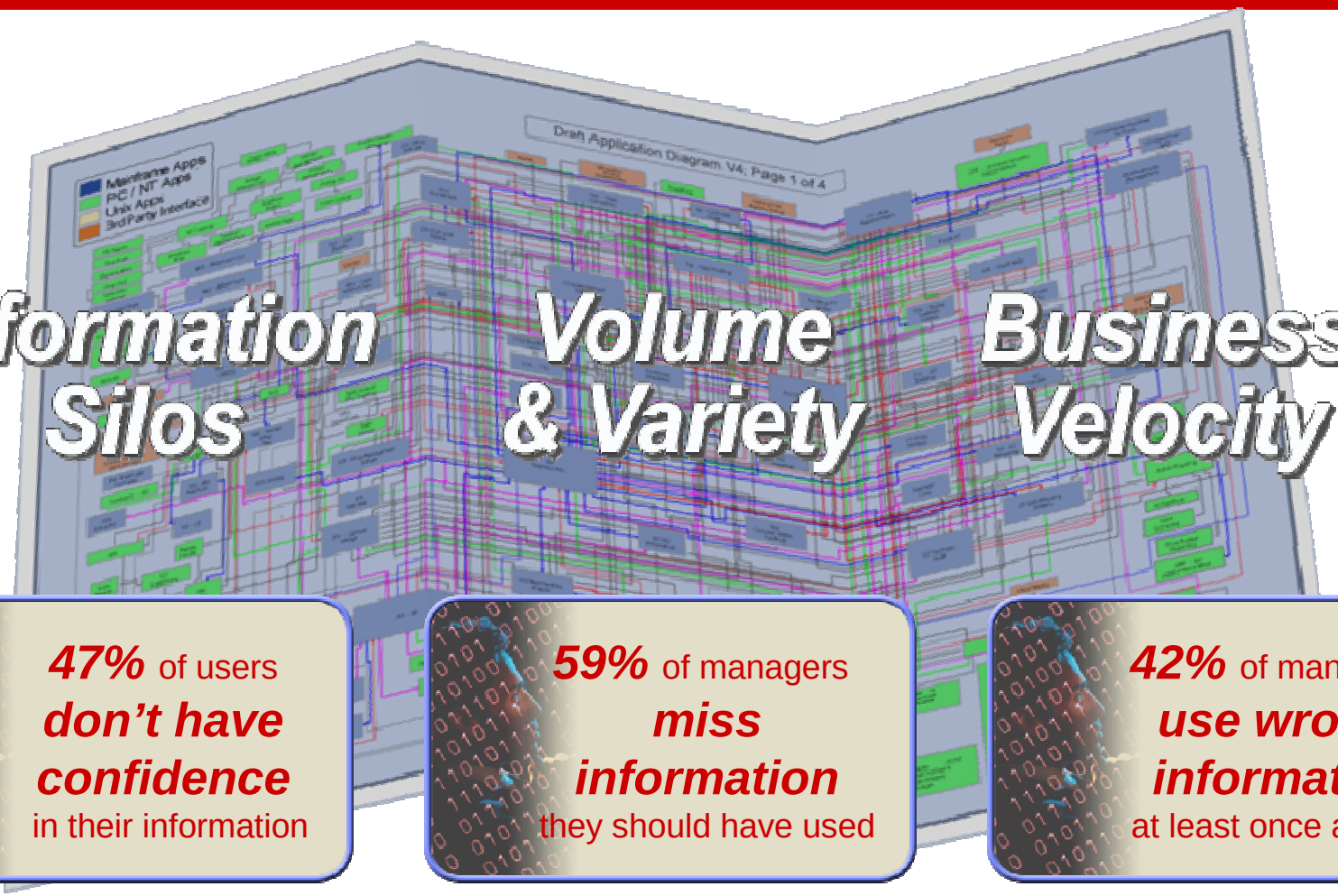
Key Challenge is Unlocking the Value of Information



Information Silos

47% of users ***don't have confidence*** in their information

Volume & Variety

59% of managers ***miss information*** they should have used

Business Velocity

42% of managers ***use wrong information*** at least once a week

AIIM & Accenture Surveys, 2007

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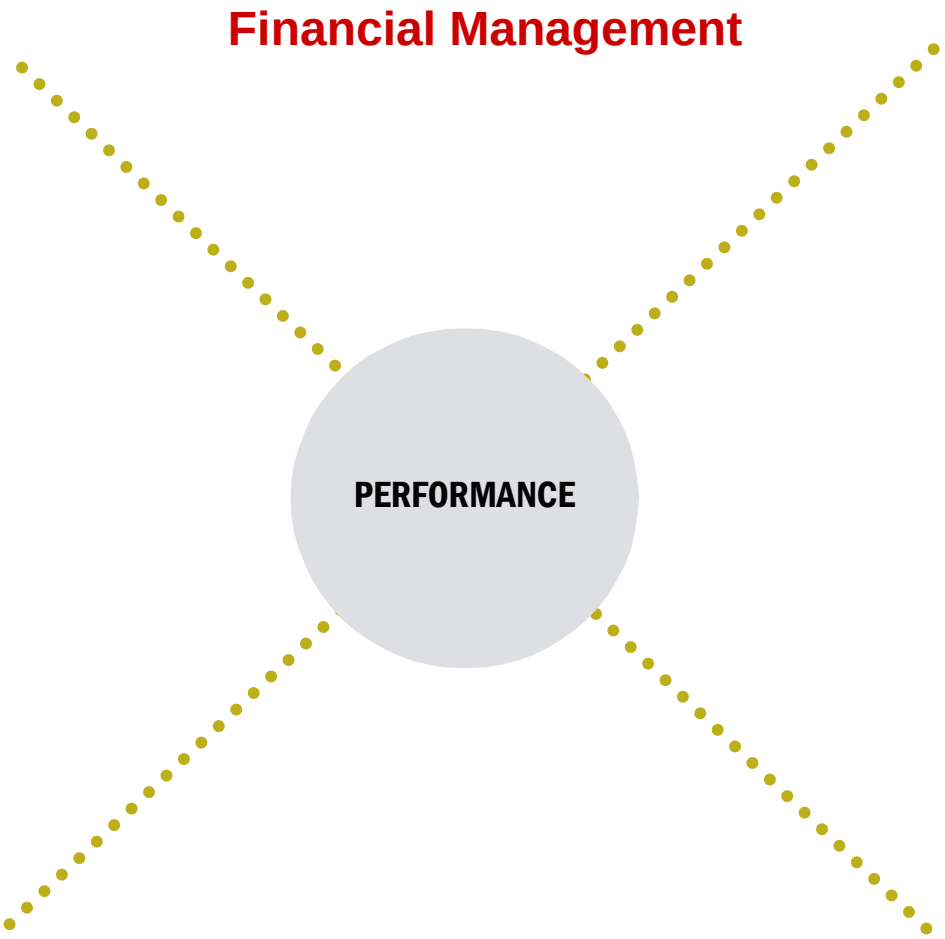
Performance Management



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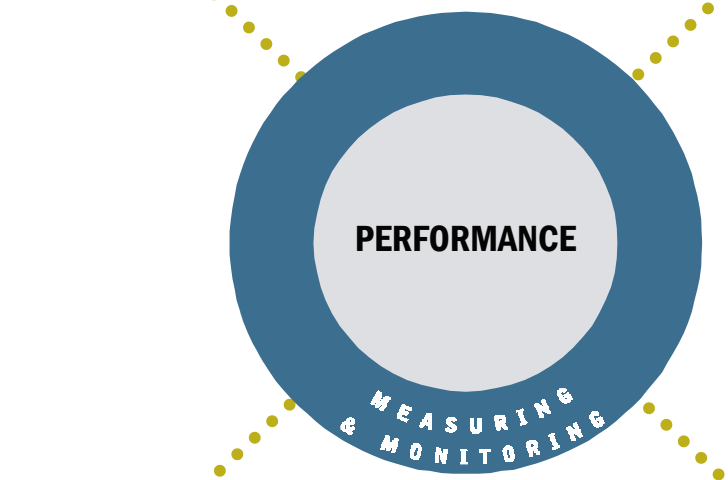
Performance Management

How are we doing?

Financial Management

Revenue Management

Expense Management



Long Term Asset Management

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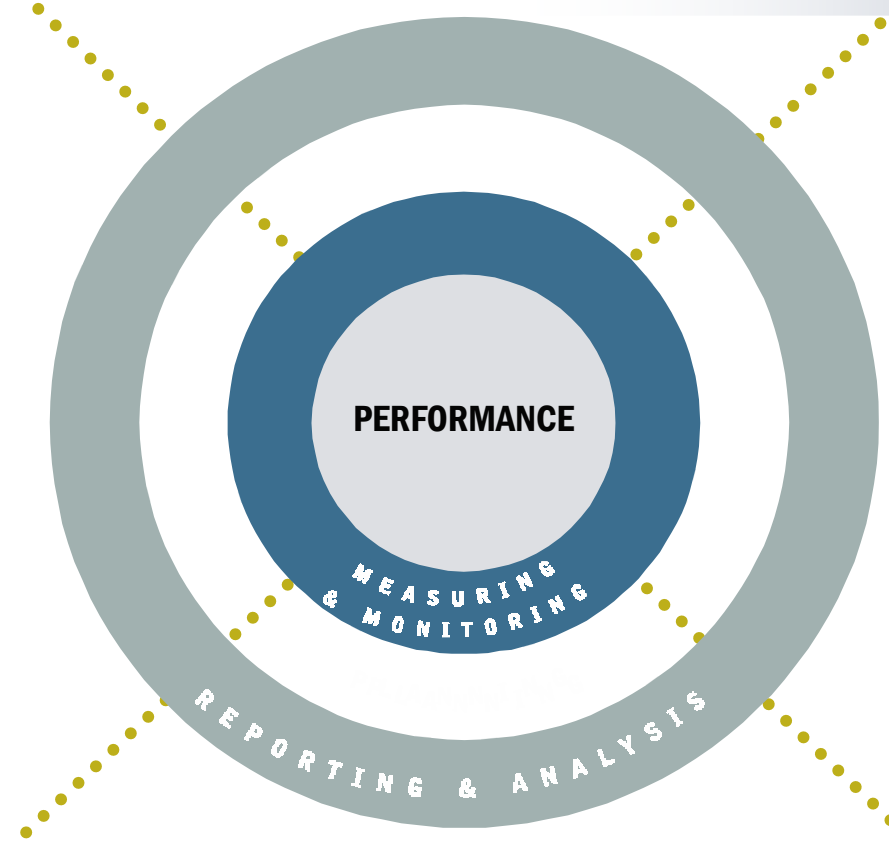
Performance Management

Financial Management

How are we doing?

Why?

Revenue Management



Expense Management

Long Term Asset Management

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Performance Management

Financial Management

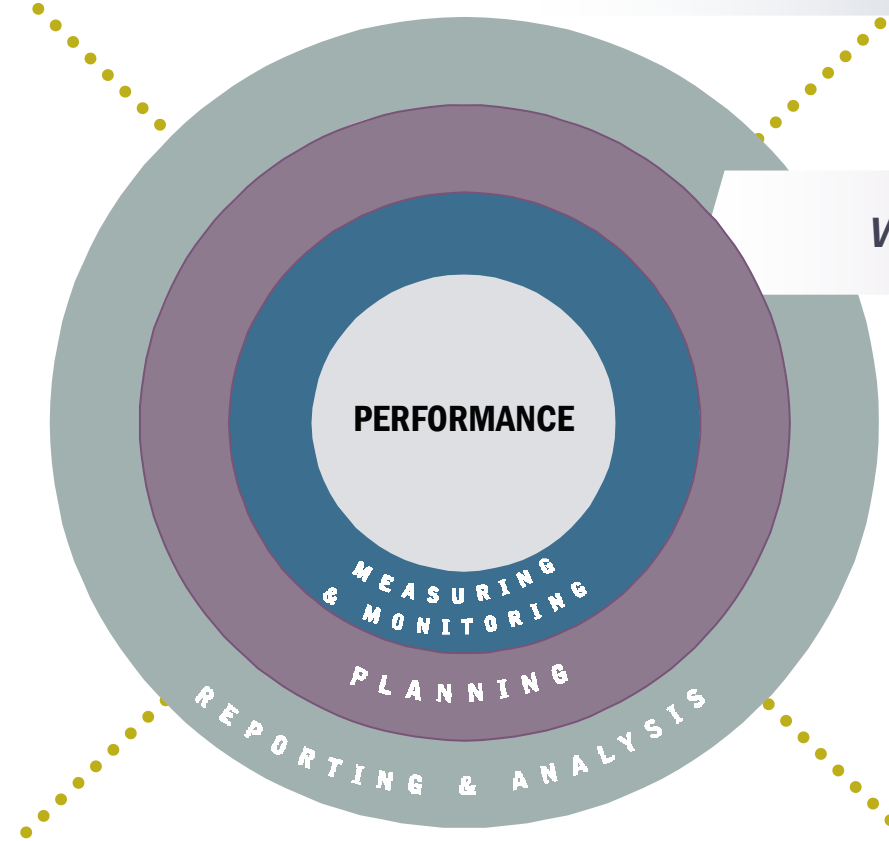
How are we doing?

Why?

What should we be doing?

Revenue Management

Expense Management



Long Term Asset Management

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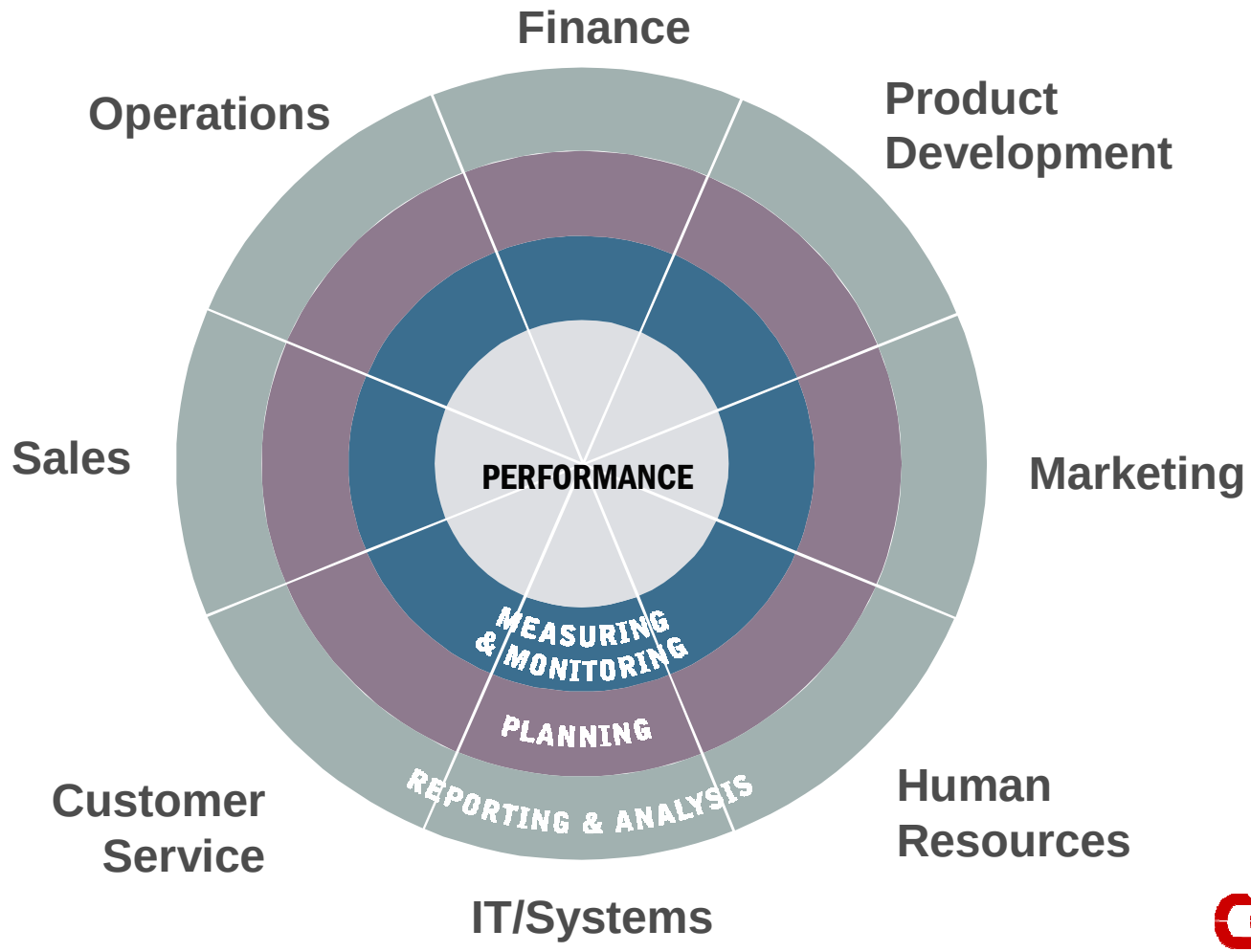
Performance Management Framework for Coordinated Decision Making



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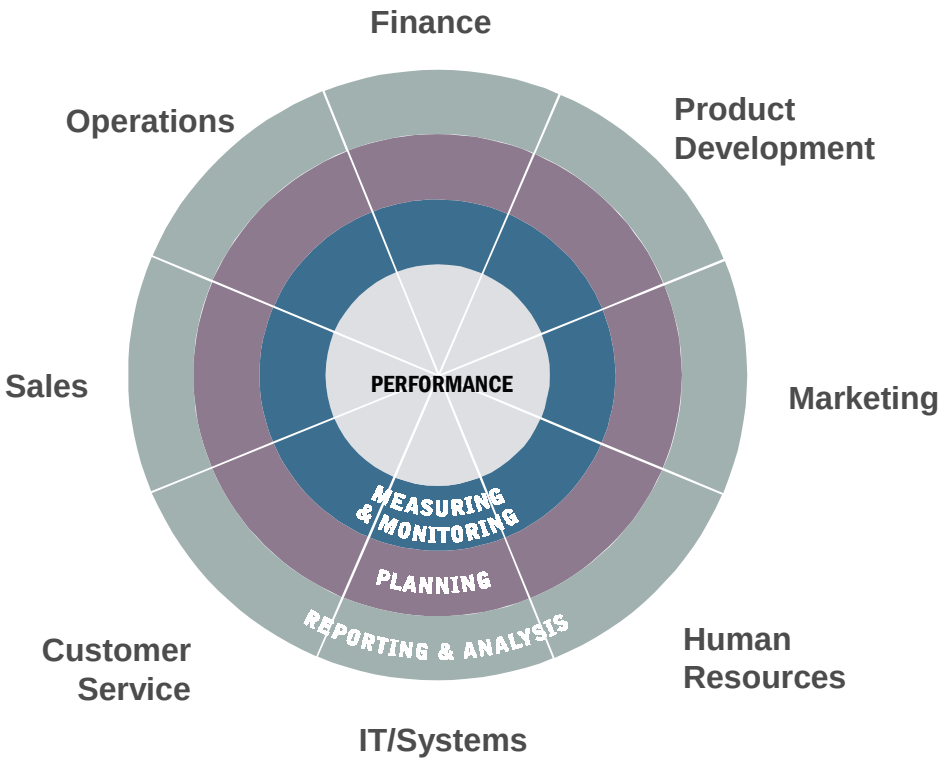
A System for Performance Management



- Shared Understanding
  - What has happened
  - Why it happened
  - What needs to be done
- Information Prioritized by Strategy

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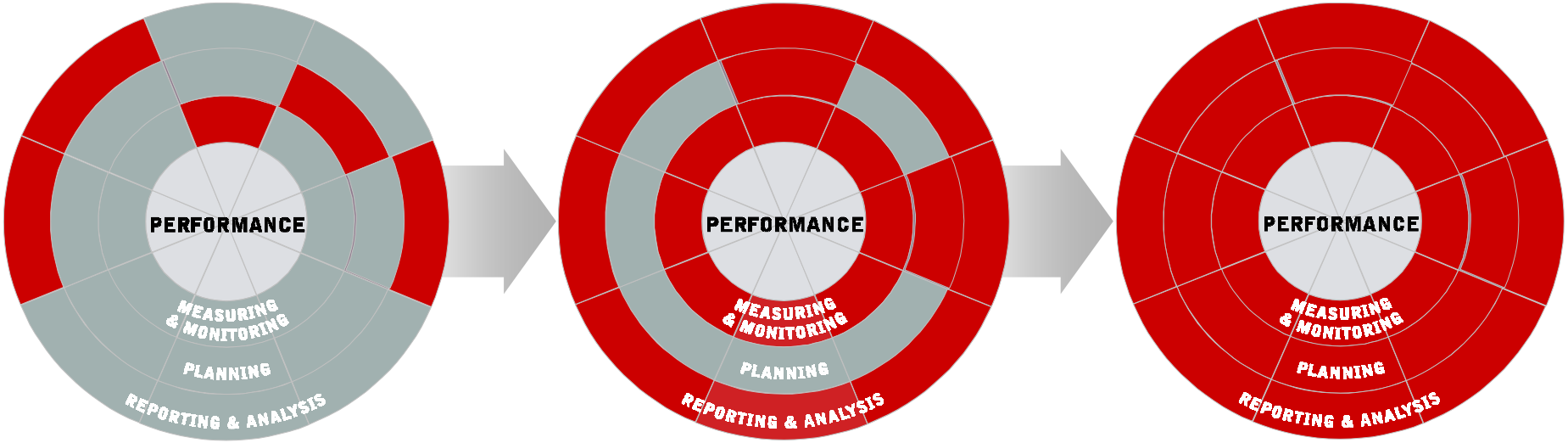
The Performance Management Journey
Customer Phases

Departmental Applications

Enterprise Capabilities Independent Planning

Coordinated Decision Making



What do you need to support your Performance Management Journey?

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Performance Management Maturity Model

AMR Research technology, people, process

Source: AMR Research BI/PM maturity model - technology, people, process

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Performance Management Maturity Model

AMR Research technology, people, process

Step 1: Reacting

Where have we been?

- Project based departmental approach
- Function-specific metrics
- Use of spreadsheets/ manual processes
- Focus on data access, reducing report cycle time
- Last business cycle view

Step 2: Anticipating

Where are we now?

Step 3: Collaborating

Where are we going?

Step 4: Orchestrating

Are we all on the same page?

Source: AMR Research BI/PM maturity model - technology, people, process

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Where are we now?

- Projects more strategic, visible across depts.
- Functions are largely siloed
- VP-level accountability
- Tools & business process based - dashboards prominent
- Focus on bottom-line performance (cost savings);
- Current status view

Step 3: Collaborating

Where are we going?

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Step 3: Collaborating

Where are we going?

- Multi-department, across silos
- Collaborative, accountable, coordinated
- Operational/financial metrics from the top
- Integrated planning - aligns resources across groups
- Focus on performance improvement

Step 4: Orchestrating

Are we all on the same page?

Source: AMR Research BI/PM maturity model - technology, people, process

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Step 4: Orchestrating

Are we all on the same page?

- Performance culture exists
- Top down executive buy-in
- Single consistent view of the enterprise
- Goal setting cascades through operational areas
- Integration with service-level agreements

Source: AMR Research BI/PM maturity model - technology, people, process

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Performance Management Maturity Model

AMR Research technology, people, process

Step 1: Reacting

Where have we been?

?%

Step 2: Anticipating

Where are we now?

?%

Step 3: Collaborating

Where are we going?

?%

Step 4: Orchestrating

Are we all on the same page?

?%

Source: AMR Research BI/PM maturity model - technology, people, process

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Performance Management Maturity Model

AMR Research technology, people, process

Step 1: Reacting

Where have we been?

35%

Step 2: Anticipating

Where are we now?

55%

Step 3: Collaborating

Where are we going?

7%

Step 4: Orchestrating

Are we all on the same page?

3%

Source: AMR Research BI/PM maturity model - technology, people, process

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WHAT IS NEEDED?

- **Enterprise-class platform**
  - Reliable and scalable software that is low cost to deploy, manage and maintain
- **Complete, consistent view of information, anytime, anywhere**
  - Capabilities for all user communities to ensure access to the right information for better decision-making
- **Solutions based on Best Practices**
  - Analytic Applications, Services, Support and more that accelerate deployment and success

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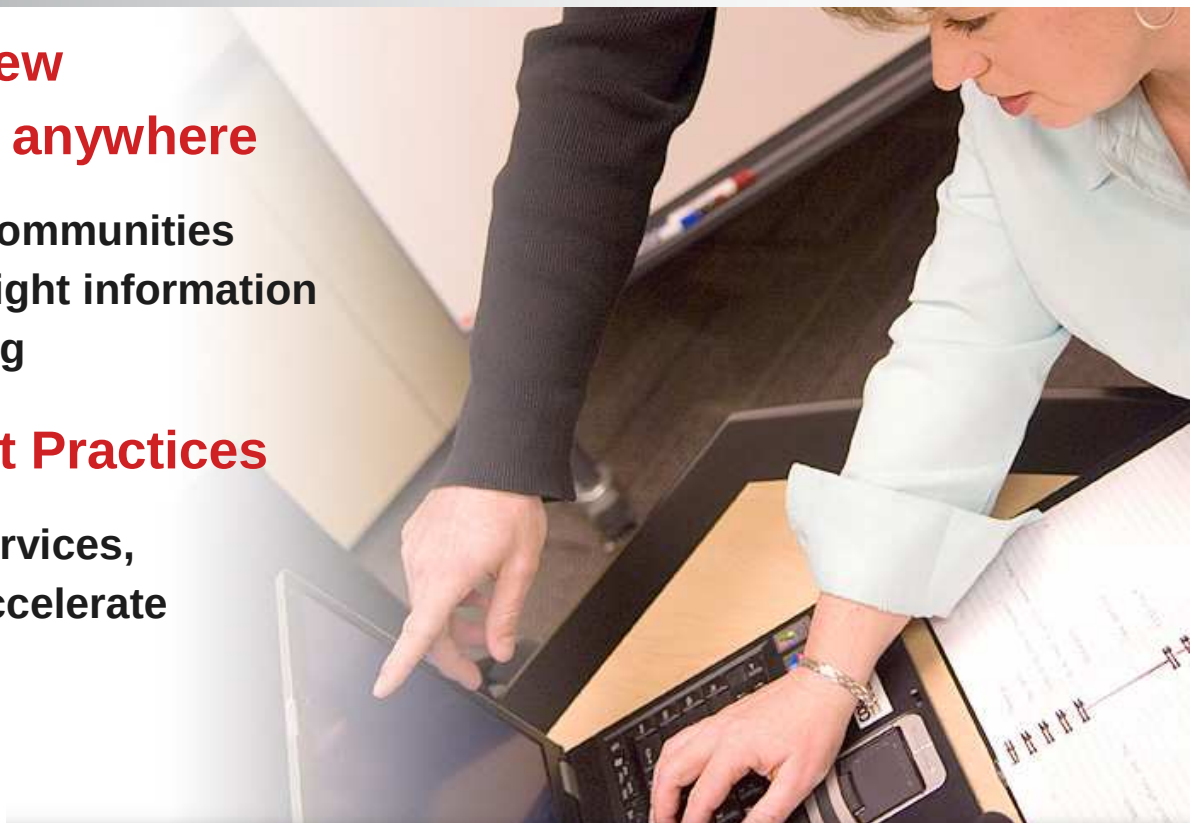

Information On Demand
Unlocking the Business Value of Information for Competitive Advantage

Customer & Product Profitability | *Financial Risk Insight* | *Workforce Optimization* | *Dynamic Supply Chain* | *Multi-Channel Marketing* → ***Better Business Outcomes***

Optimization

Business Optimization

End-to-end Capabilities

Business Intelligence & Performance Management
Better understand & improve business performance

Information Integration, Warehousing & Management
Single version of the truth… managed over time… flexible architecture

Leveraging Existing Investments

Efficient & Solid Foundation
Establish & manage data and content over its lifecycle

Automation

Other Information & Application Sources

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Enterprise-class platform

Enterprise-class Deployment and Management

Performance, Quality, Conformance

COGNOS 8

Purpose-built Web Services-based SOA

Open Data Access, Flexible Information Packaging

Foundation for BI and Performance Management

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IBM can provide everything needed to unlock the business value of information

Expertise and Services	Market leading industry expertise, strategy and implementation services
Leveraging Information	Market leading Business Intelligence and Performance Management software
Establishing Trusted Information	Market leading Information Integration and Management software
Reliable, Scalable Hardware	Market leading servers and storage

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All Capabilities in One Product

- Query
- Reporting
- Analysis
- Dashboarding
- Scorecards
- Event Management
- Planning & Budgeting
- Consolidation

Eliminates need for multiple tools,
lowering costs and easing standardization

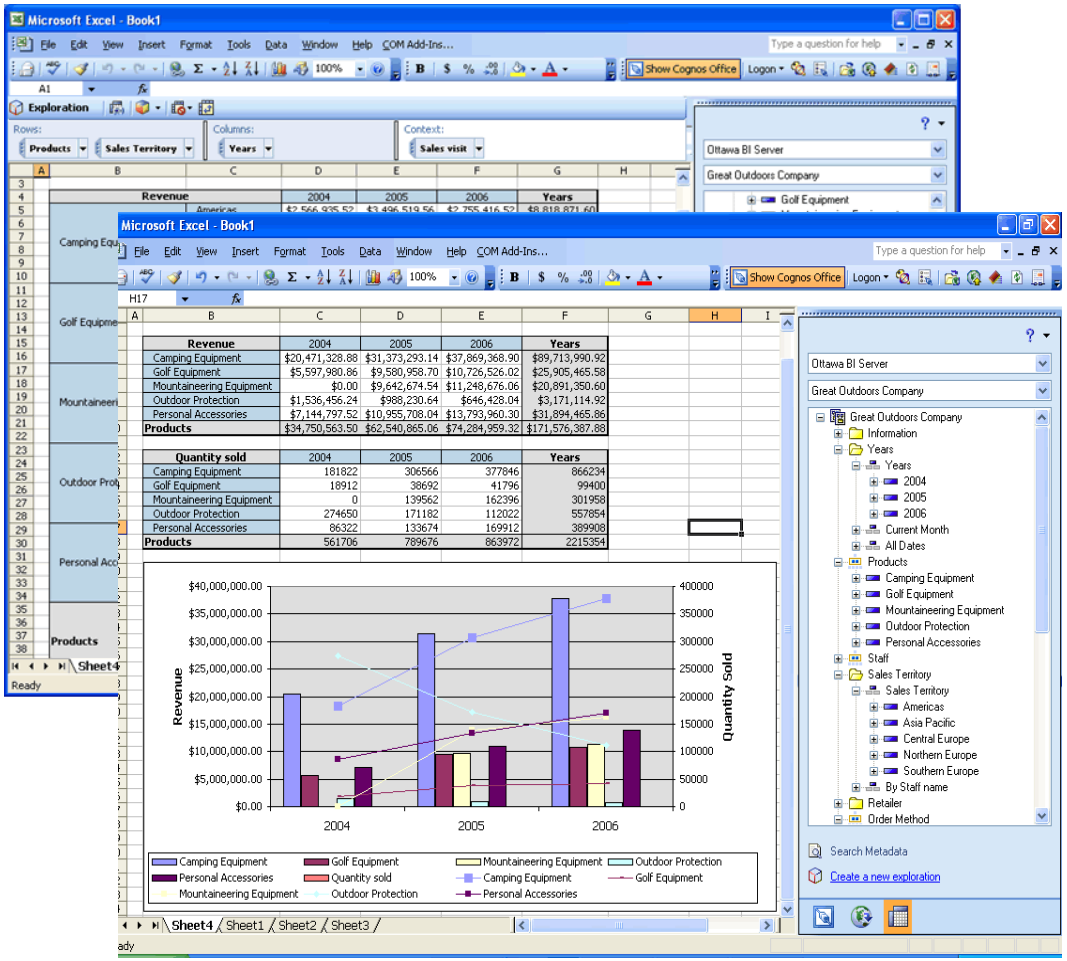
Cognos 8 Go - Consumer Modes

- Cognos 8 Go!Office
- Cognos 8 Go!Search
- Cognos 8 Go!Mobile

Cognos 8 BI Analysis for Microsoft Excel

Excel-based exploration and analysis capability for the business user:

- Provides self-service drag-and-drop exploration
  - Intuitive integrated UI
  - Multidimensional
- Provides access to a single, trusted source of secure BI data
  - Refresh on demand
- Leverages full Excel interaction to support analysis, data and formatting
  - Formula-based; Linked calculations



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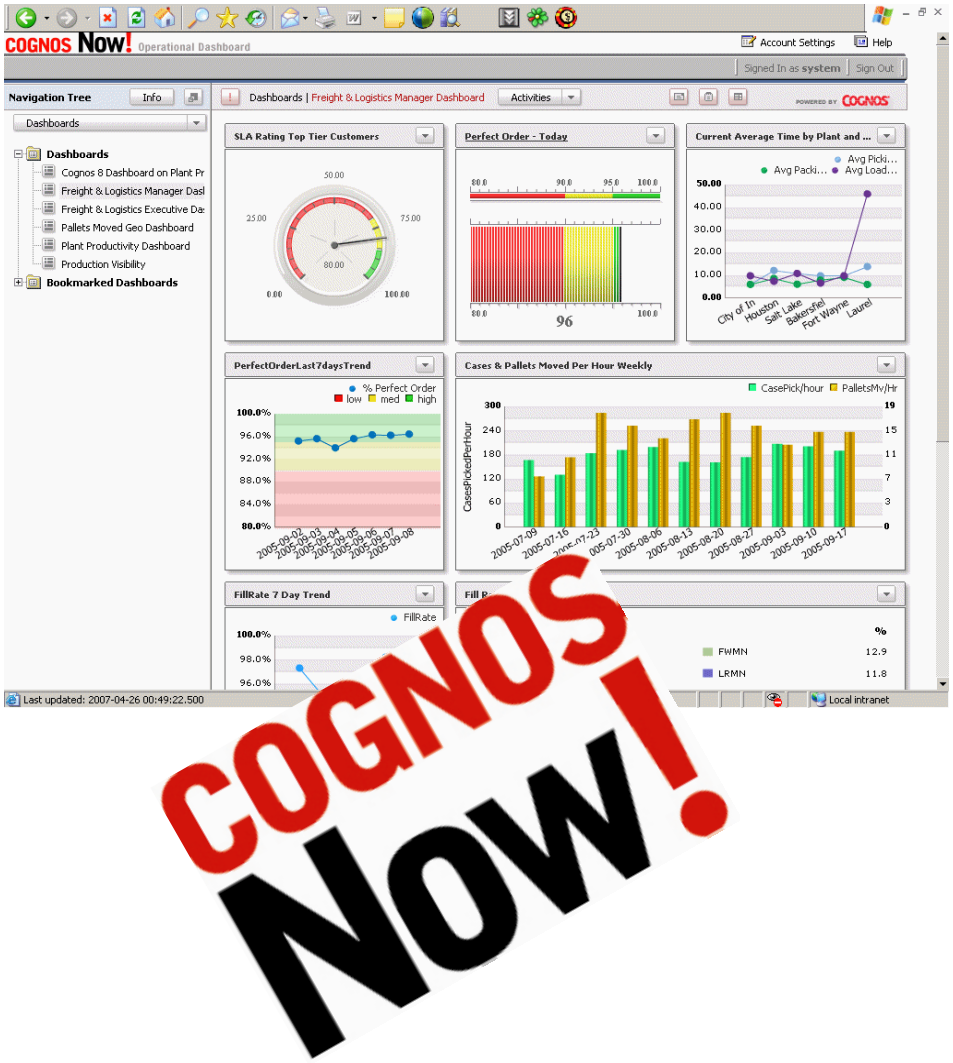
Cognos Now! - Operational Dashboards



Continuous visibility

- For critical, intra-day monitoring
- Aggregated across multiple systems
- Data and process views

Flexible user interface

- Self-service model
- User-defined thresholds, alerts
- Graphical watch points

Role-based delivery

- Role based data level security
- Customization by end users

Collaboration

- Built-in workflow/collaboration
- Complete loop from discovery to action

WHAT IS NEEDED?

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Blueprints

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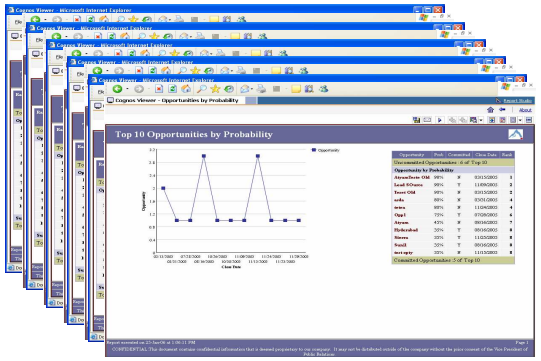
Breadth of Cognos Solutions for SAP

- *Cognos Data Adapter for mySAP*
  - Out-of-the-box connectivity to all mySAP modules
  - Provides extensibility for additional BI authoring
  - Leverages RFCs and BAPIs (SAP Certified Interface)
  - Supports any language
  - Delivered as part of Cognos 8 BI (Additional Support Fee)



- *Cognos 8 Report Packs for mySAP FI/CO*
  - 60+ out-of-the-box, commonly-used, customizable reports
  - Framework Manager Model and Subject Area Views
  - All built with Cognos 8 BI
  - English only
  - Packaged and sold separately

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IBM Cognos Services

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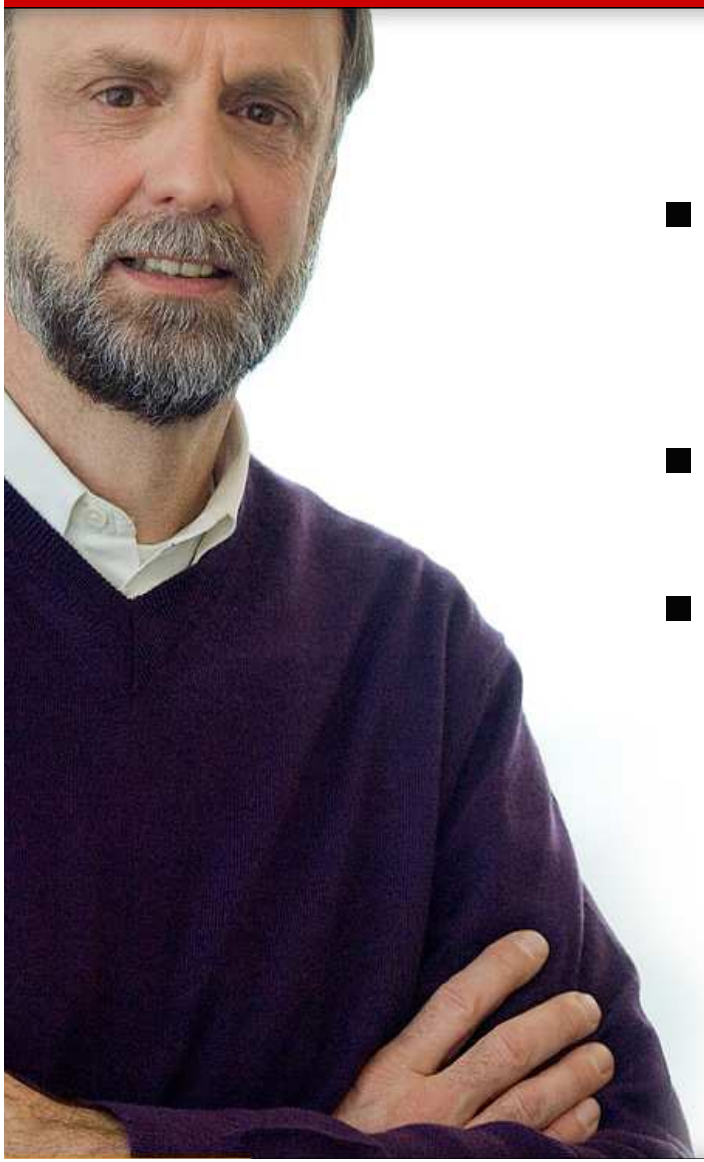
Our Commitment:



- Innovation that drives performance
- Solutions for your success
- Partnership for the journey

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Thank You!

Vă mulțumesc !

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