

**IBM Cognos Performance**  
Better Intelligence. Better Business.

# Raportit sekä visuaaliset dashboard- ratkaisut organisaation suorituskyvyn ohjaamisen tukena

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## *Agenda*



Optimizing performance by visual dashboard solutions



Business user challenges



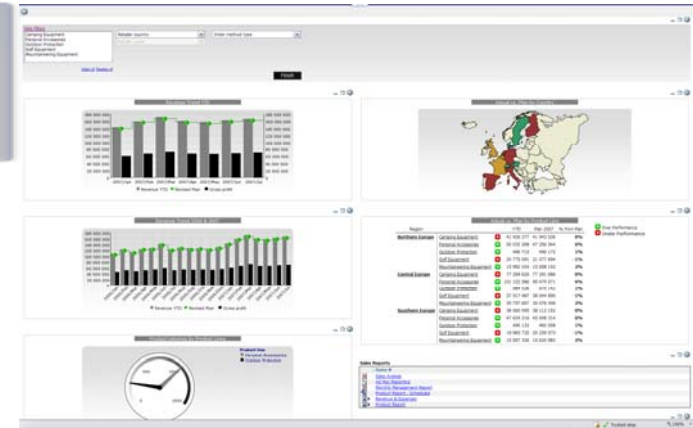
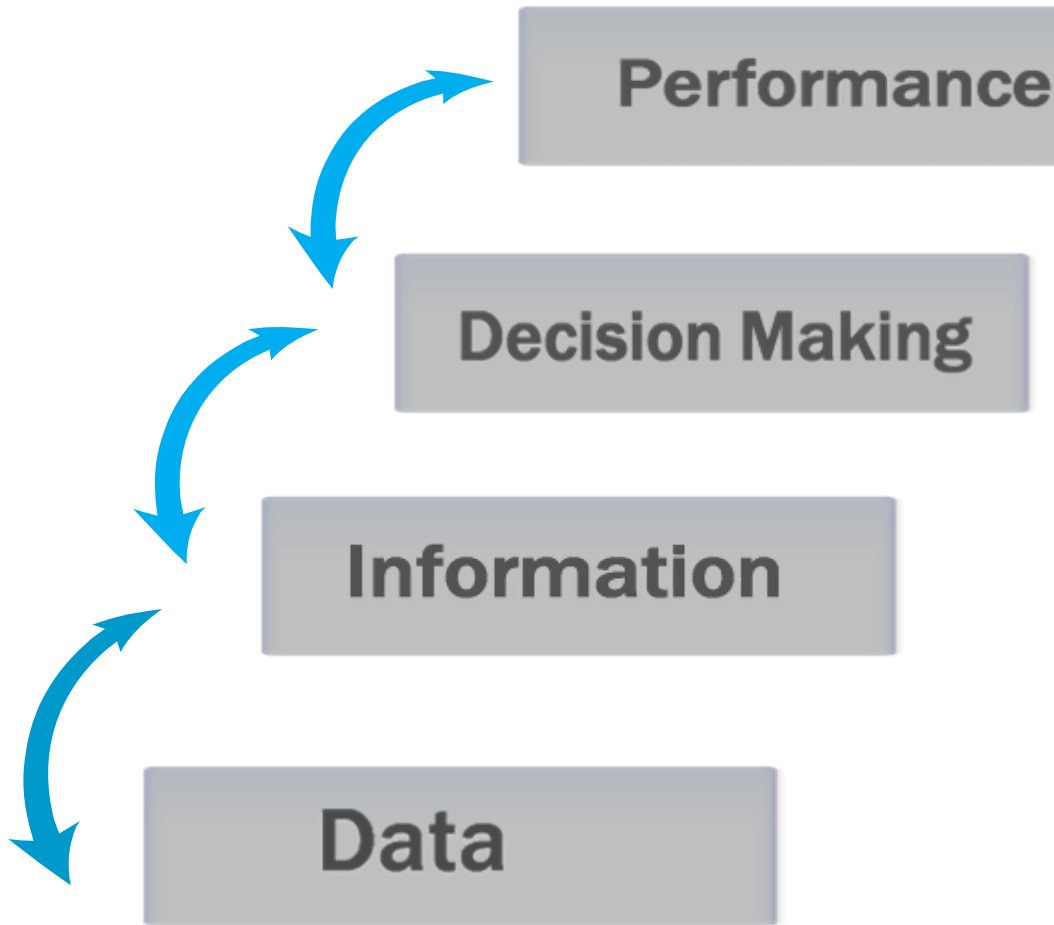
The Concept of Dashboarding



Learn how IBM Cognos software provides complete dashboarding and reporting capabilities



## Optimizing Performance by *visual* dashboard solutions



## ***Do you have access to the information you need when you need it and can you act with confidence in your Information?***

**59%** of users say that they miss information that might be of value to their jobs because they can not find it

**27%** of managers time is spend searching for information

**50%** of the information they obtain has no value to them

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



Sources: IBM & Industry Studies, Customer Interviews  
IBM CIO Survey 2007, Accenture survey 2007,  
Gartner BI Summit 2008



## *A few observations from the customer perspective*

### Performance Pain

- Traditional reporting workflow where the user “searches, runs and works with the reports” can often be difficult and time-consuming

### Solution needed:

- an easy way to find the right information
- an interactive view of the information used to monitor what’s going on
- supports at-a-glance decision making for performance management

**A Dashboard solution meets these requirements !**



## *Some key Questions to determine your dashboarding needs*

### Key questions for Line of business

- ✓ Do you have access to the information you need when you need it?
- ✓ When looking at performance do you have a single place to look?
- ✓ Do you often have to look in a number of places for the same performance information?
- ✓ Would it be helpful to view information associated with geographic locations on a map?

### Key questions for IT

- ✓ Do business users require access to different data sources to measure performance?
- ✓ Do users need to view this information at the same time?
- ✓ Is the user adoption for your existing BI tools as high as you expect them to be?
- ✓ Do your users want the information they request formatted as charts, graphs, gauges or on maps?



## *Dashboard definition*

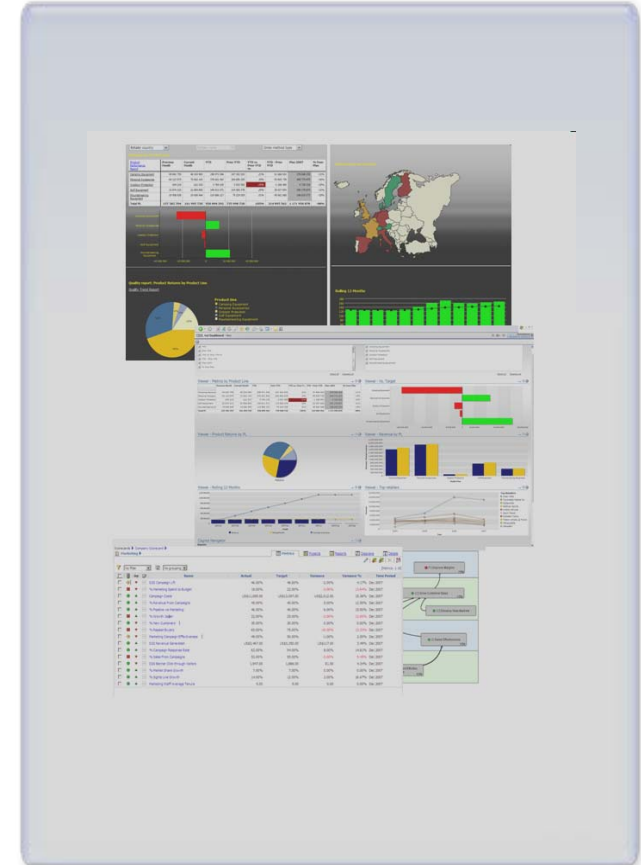
a visual display  
**of**  
the most important information needed to achieve  
one or more objectives  
**that has been**  
consolidated on a single computer screen  
**so it can be**  
monitored and understood at a glance

Source: Stephen Few, March 20 2004, Intelligent Enterprise



## ***Dashboarding – The Story***

- Business dashboards communicate complex information quickly
- They translate information from your various corporate systems and data into visually rich presentations
- Aggregate data from disparate systems into a single view
- This includes graphical elements such as gauges, maps and charts which show combine results together for a complete view of performance
- This empowers business users to monitor performance and use this information to make more informed, faster, and more aligned decisions



# IBM Cognos Performance

*IBM Cognos 8 BI delivers the full range of dashboards, operational, tactical, strategic to help you monitor, measure and manage corporate performance*

## Strategic BI



- Few decisions made quarterly, annually
- Senior audience including CEO, COO, business/financial analysts
- Financially oriented
- Monitored with scorecards and dashboards
- Understood with complex analysis and modeling
- Accurate, financially clean data
- Historical data
- Aggregate data sources

## Tactical BI



- Daily, weekly, monthly decision support
- Mid-level management including director, VP level
- Manage by exception with alerting and collaboration
- Dashboards, reports, query and analysis
- Aggregate data sources, warehouse, operational
- Historical data, weekly, monthly
- Moderate data latency

## Operational BI

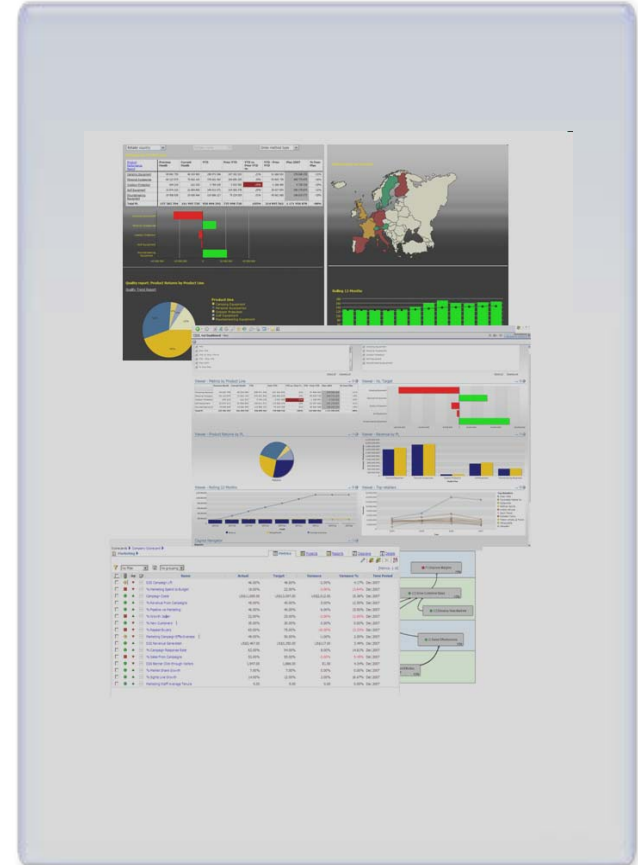


- Driving 1000s of decisions on information now
- Broad audience of users across operational units
- Self service autonomy
- Take action with alerting and collaboration
- Dashboard, reporting against operating data
- Multiple, granular data sources
- Real time data inputs
- Low data latency



## ***Dashboards – Features & functions..***

- Go Dashboard or Cognos Connection Portal capabilities
- Using gauges, maps, charts and other graphical elements to show multiple results together
- Conditional formatting and exception highlighting draw users' attention to sub-par results and areas that need immediate attention
- Drill-down / drill-through to reports and analysis for additional information and context.
- Control when and how you receive critical information by creating personalized alerts, based on custom data conditions.
- Global dashboard filters let users seamlessly manage changes across multiple objects in a portal page



## *Dashboards – Fundamental Steps in the Design Process*

1. Determine your message
2. Select the best medium to display your message
3. Design all components of the display to **SHOW** the data
  - Make the data and non-data clear
  - Remove all components that are not necessary
  - **Highlight** the data that are most important to your message

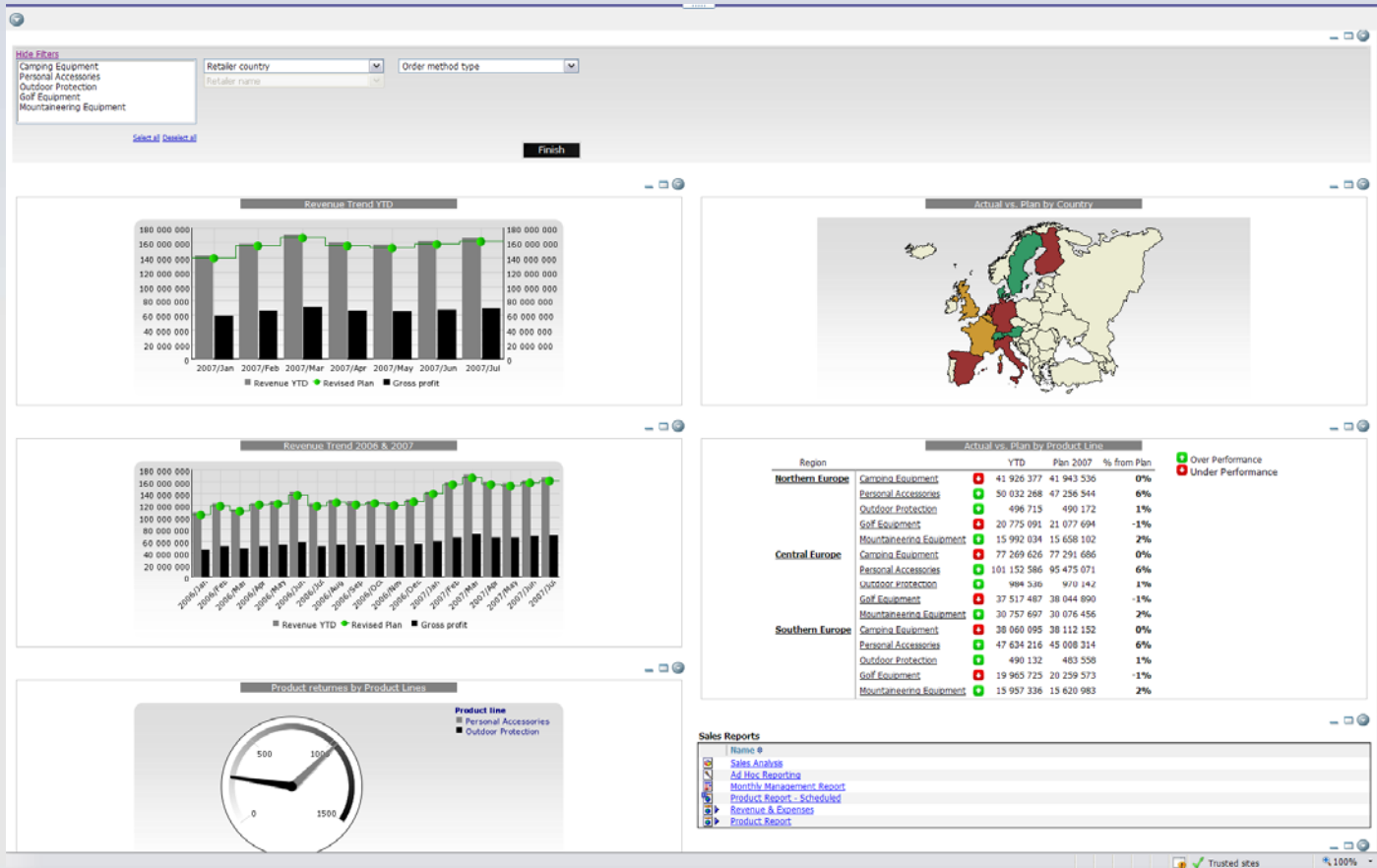


## ***Dashboarding – some recommendations***

- ✓ A significant amount of thought should go into the physical layout of each dashboard
- ✓ It's important to determine what:
  - measures people need to see
  - how those measures should be grouped
  - and which measures are most important
  - what display media used to communicate the message
- ✓ A dashboard should ideally fit on a single screen
- ✓ Etc etc..



## Dashboard Solutions for Optimizing Performance – the concept



## Dashboards should be designed to support visual monitoring

1. Scan the big picture



2. Zoom in on important details



3. Linking to supporting details

| Return quantity    | Department Store | Direct Marketing | Equipment Rental Store | Freeware Store | Golf Shop | Outdoors Shop | Sports Store | Warehouse Store |
|--------------------|------------------|------------------|------------------------|----------------|-----------|---------------|--------------|-----------------|
| Defective product  | 7,558            | 1,419            | 42                     | 1,275          | 4,037     | 13,542        | 9,590        | 2,222           |
| Incomplete product | 4,437            | 2,943            | 627                    | 477            | 1,123     | 8,847         | 4,196        | 2,363           |

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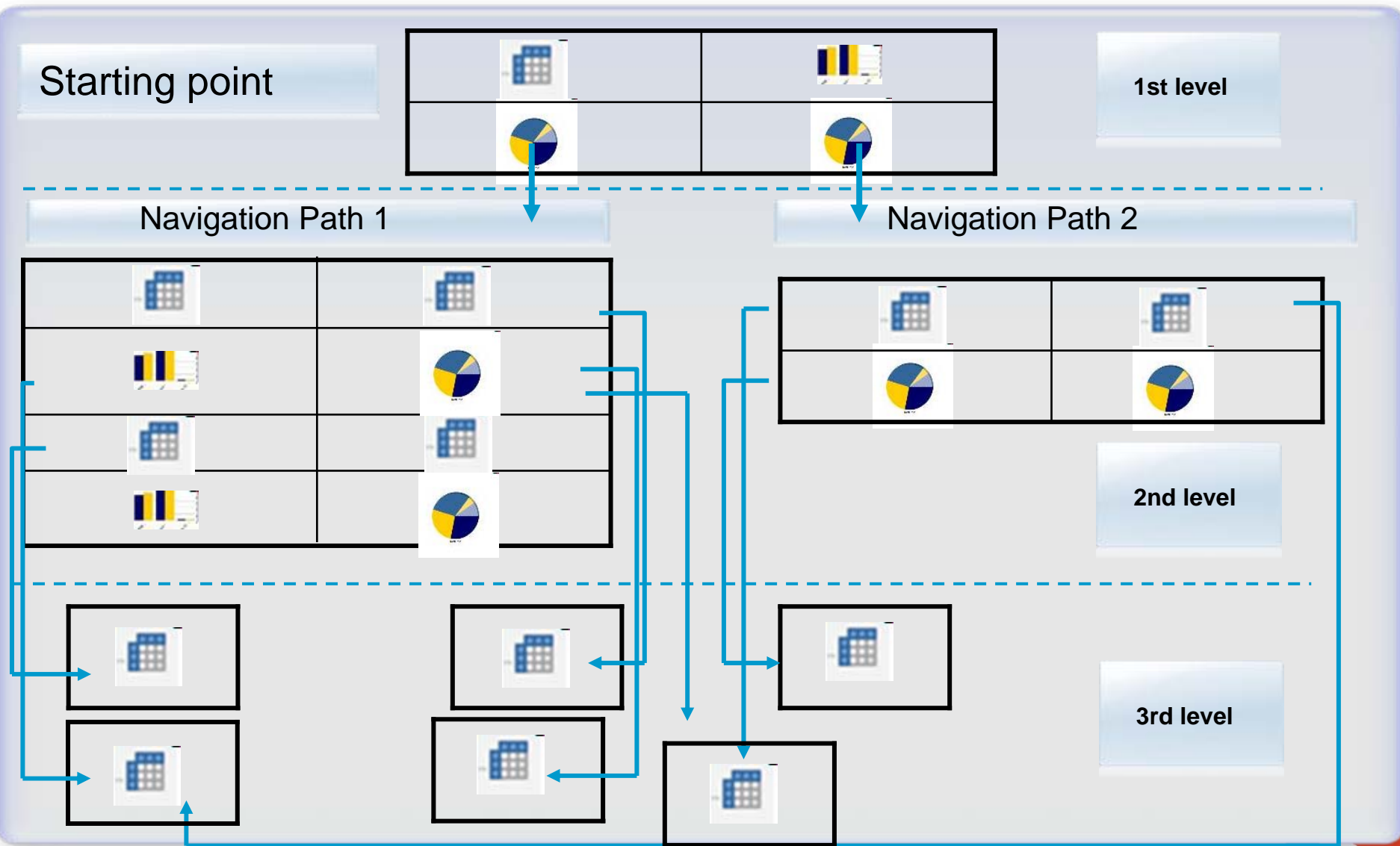
  

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| Incomplete product     | 4,437            | 2,943            | 627                    | 477            | 1,123     | 8,847         | 4,196        | 2,363           |
| Wrong product ordered  | 17,944           | 4,834            | 623                    | 3,045          | 8,386     | 37,000        | 21,178       | 4,141           |
| Wrong product shipped  | 10,965           | 733              | 3,349                  | 3,623          | 6,371     | 24,969        | 14,788       | 773             |
| Unsatisfactory product | 13,783           | 4,185            | 2,815                  | 472            | 4,307     | 20,502        | 10,003       | 9,056           |



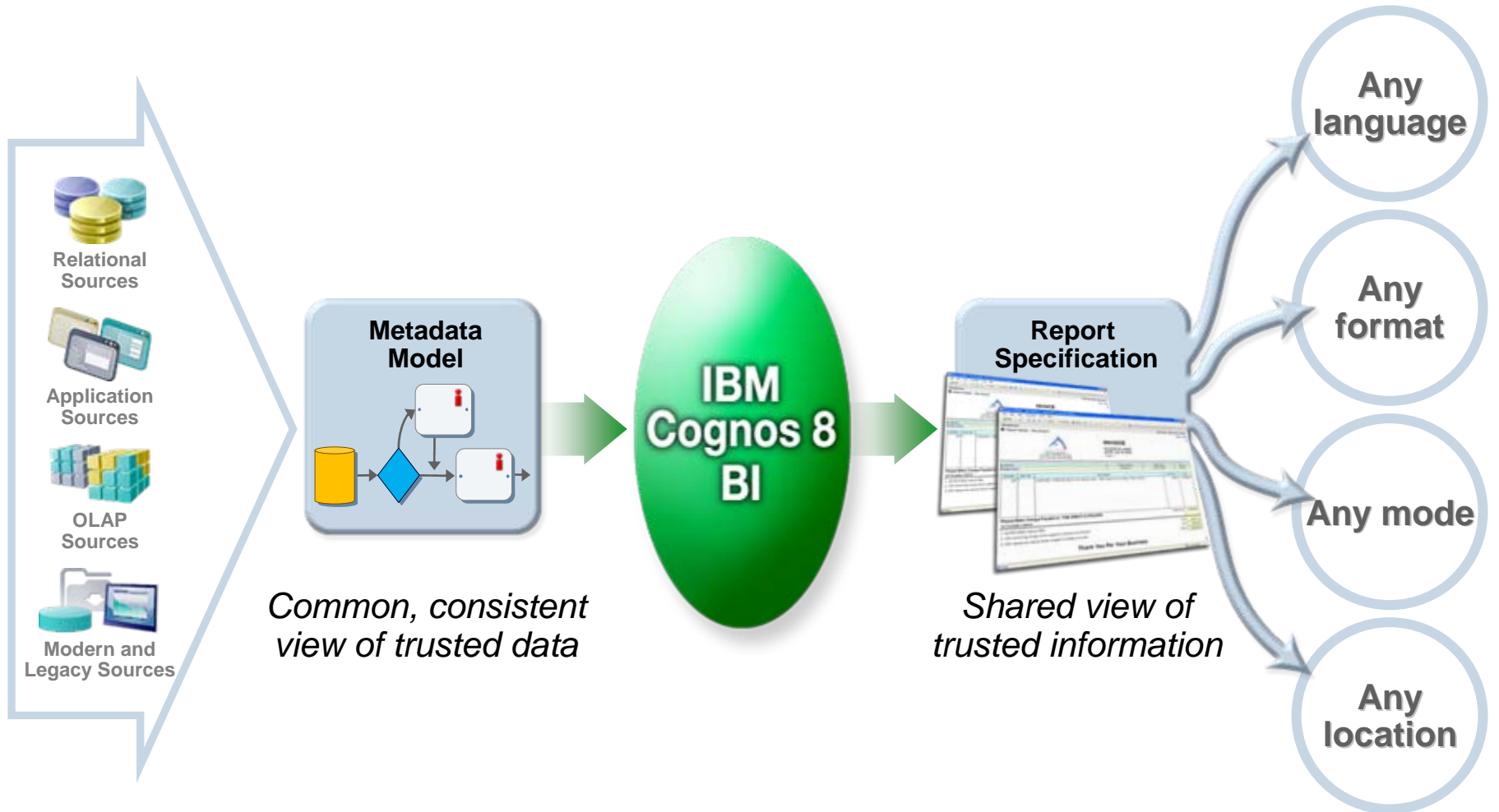
# IBM Cognos Performance

## An example of a solution concept



# IBM Cognos Performance

*All styles of dashboards and reports from a single platform*



***Author once. Access anywhere.***

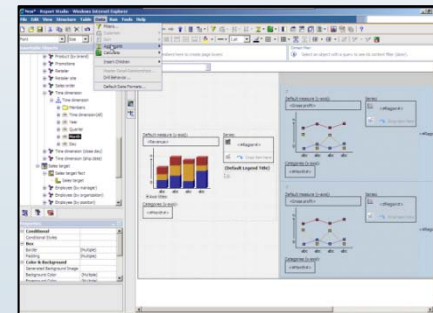


## Report authoring for all users

- IBM Cognos 8 BI Report Studio
  - Express authoring mode
    - Simplified user interface
    - Live data
    - Statement-style reports
  - Professional authoring mode
    - Multi-lingual
    - Pixel-perfect formatting
    - Multi-source, multi-page, multi-style
    - All report styles with flexible output
    - Scheduling, email bursting, and event-triggers

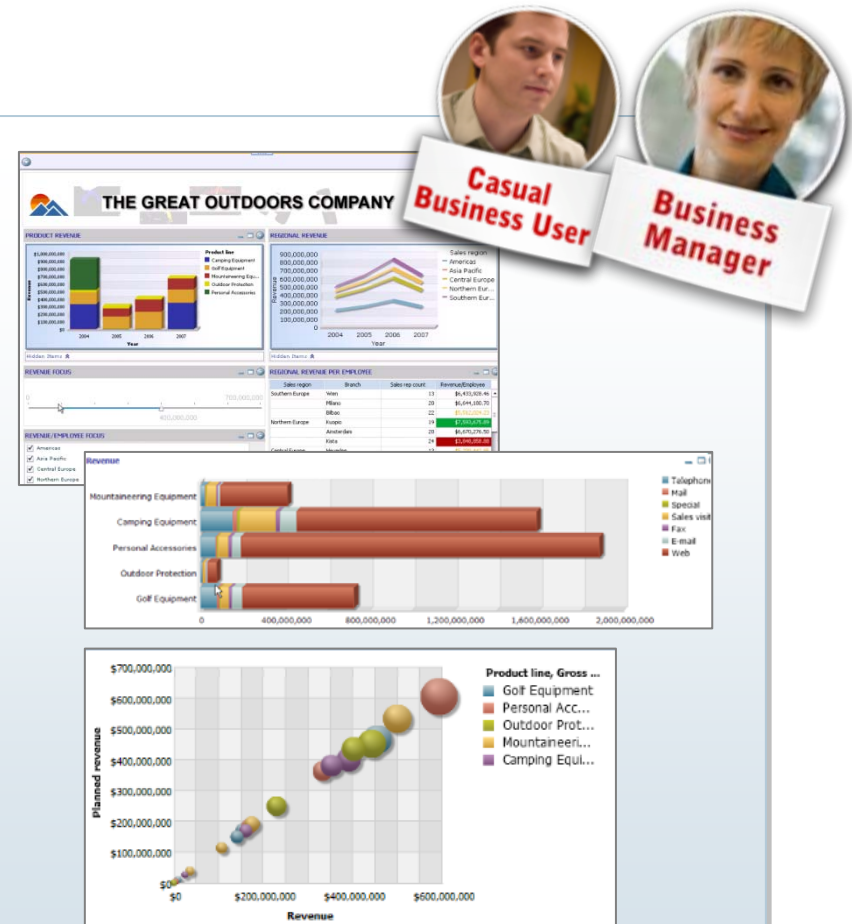


|  | 2004              | 2005              | % Growth (2004,2005) |
|--|-------------------|-------------------|----------------------|
| <b>Total Assets</b>                      | 7,221,655,724.52  | 8,885,943,061.36  | 23%                  |
| Accounts Receivable Total                | 1,525,189,493.04  | 569,494,843.65    | 43%                  |
| Asset Cost and Clearing Total            | 143,172,776.00    | 228,997,526.52    | 60%                  |
| Cash and Short Term Equivalents          | 5,548,803,613.51  | 8,103,162,482.70  | 46%                  |
| Inventory                                | 89,250,919.29     | 142,496,794.27    | 60%                  |
| Other Assets Total                       | -49,021,126.76    | -75,586,867.27    | 46%                  |
| Other Current Assets Total               | 1,056,741.42      | 4,362,626.62      | 154%                 |
| Resource Rate Variance                   | -221,227.50       | -498,494.80       | 50%                  |
| Total Accumulated Deprec. & Amortization | -31,029,474.49    | -48,770,104.41    | 57%                  |
| Unearned Revenue from Customers          | -10,325,744.00    | -20,320,724.62    | 50%                  |
| Total Liabilities                        | 0.00              | 0.00              | 0%                   |
| Accrued Payroll and Taxes                | -3,814,283,470.15 | -4,724,121,000.79 | 24%                  |
| Current Income Taxes Payable             | -505,933,402.15   | -460,135,816.63   | 31%                  |
| Current Income Taxes Payable             | 0.00              | 0.00              | 0%                   |
| Current Liabilities                      | -3,496,247,567.24 | -4,652,562,455.36 | 33%                  |
| Long Term Liabilities                    | -29,403,714.00    | -29,403,714.00    | 100%                 |
| Other Current Liabilities                | -27,943,706.43    | -30,552,277.61    | 9%                   |
| <b>Total Owners Equity</b>               | -3,407,392,263.86 | -4,161,818,411.57 | 22%                  |

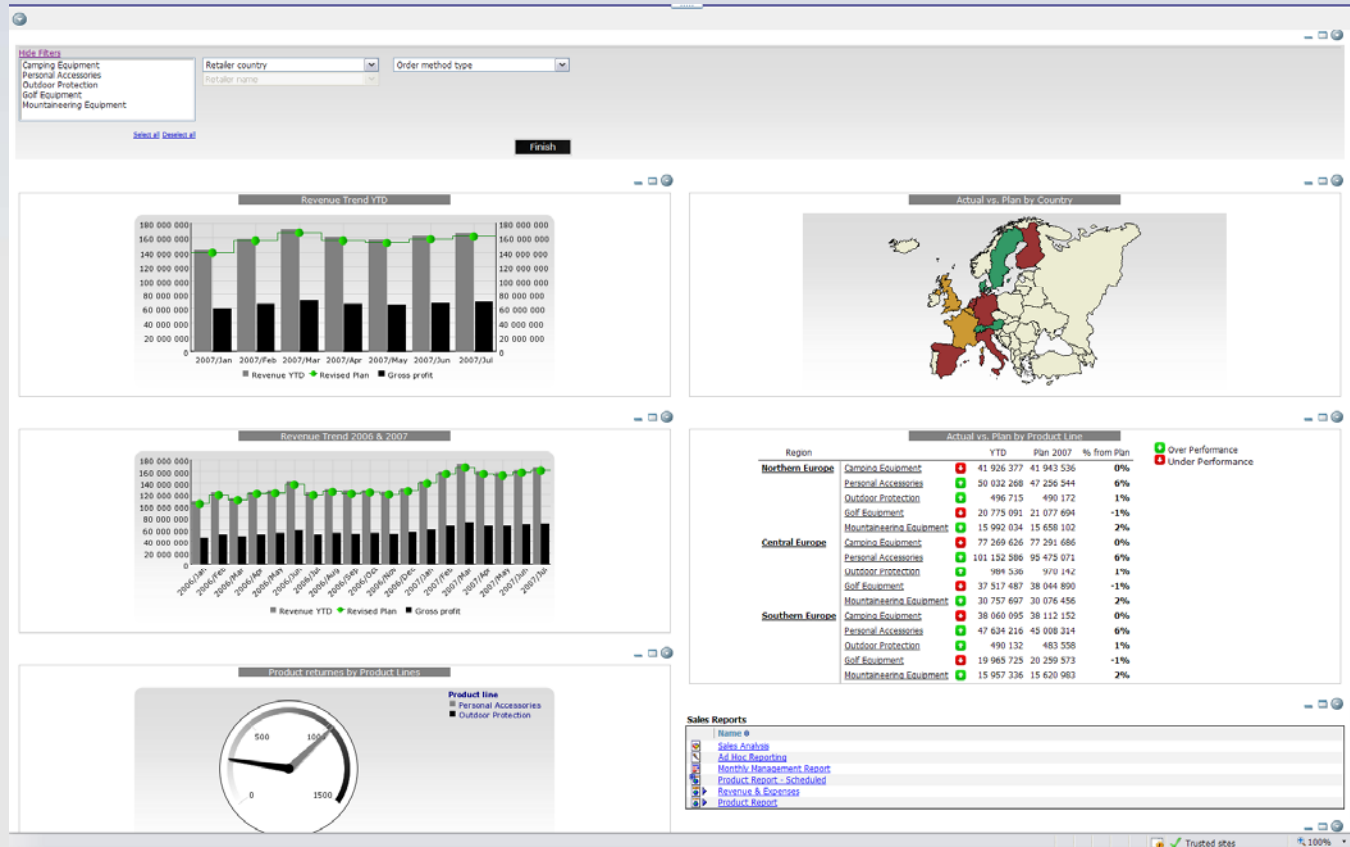


## Personalized dashboards

- IBM Cognos 8 Go! Dashboard
  - Dynamic and customizable dashboarding capabilities
  - End users can quickly create and personalize their dashboard
  - Drag and drop ease
  - Trusted Cognos assets

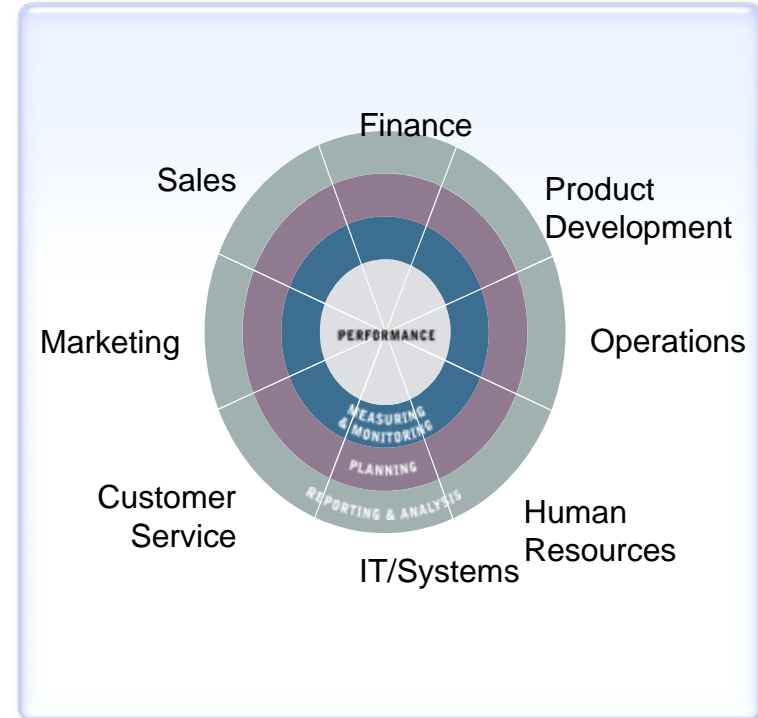


## Demo



## *A few things you need to know about Dashboards*

- ✓ Dashboards are part of a BI and PM system
  - They are not effective on their own
  - Highlighting changes in performance is only the tip of the iceberg
  - Reporting, analysis and ad-hoc reporting is needed
- ✓ Dashboards are for everyone
  - And everyone should be able to make their own.
- ✓ Dashboards should be part of a closed-loop decision making process
  - How do you tie that into the rest of their business process
  - How are we doing, Why, What Should We Do
- ✓ IT needs to know they have a trusted information platform



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**Thank You**

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**Questions?**

