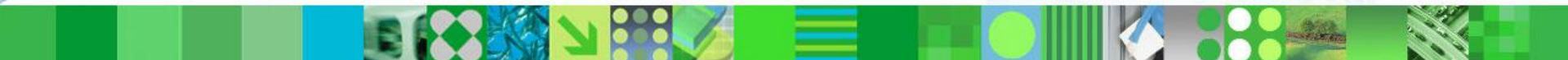


# Introducing IBM Cognos Express



**Cognos.**  
software



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## *Today's Reality*

**47%**

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

**42%**

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

**59%**

59% say they missed information they should have used

An average company with 1,000 employees spends \$5.3m a year to find information stored on its servers

*New Intelligence White Paper from ThinkForward website*

**Cognos.**  
software

## *The Top Challenges of Midsize Companies*

- Improve efficiency and reduce costs
- Strengthen customer relationships, new customer acquisition, and sell more to existing customers
- Predict and respond to trends, optimizing business models



***Companies that can best identify new opportunities and quickly align their resources will be the winners.***

# *The Imperative to Connect BI with Planning*

■ Action



■ Insight



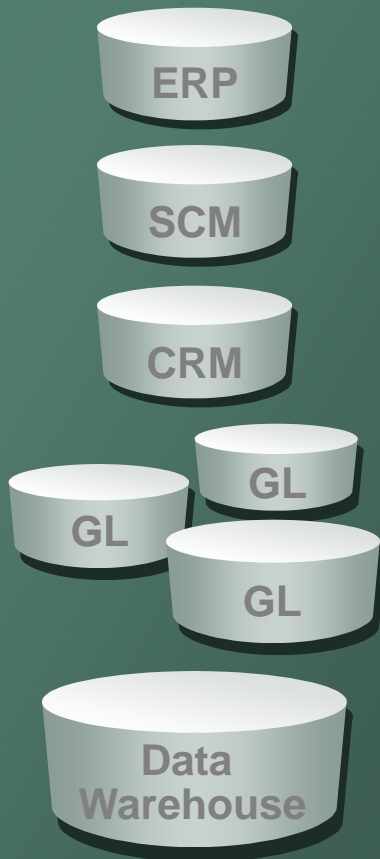
■ Information



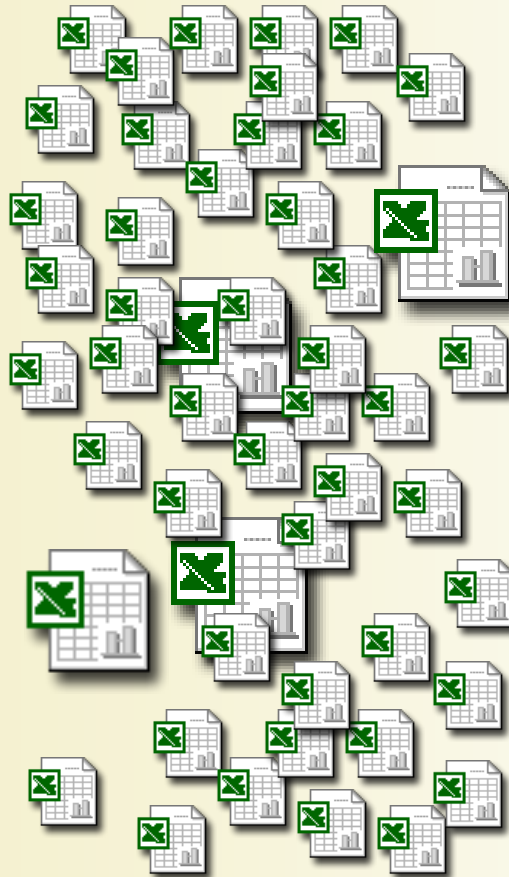
■ Data

# How many midsize companies do BI and Planning

## Data Sources



## Reporting, Analysis, Planning



## Risks and Limitations

**Silos of data**

**No Data Integrity**

**Inaccurate and inconsistent**

**No Audit-ability**

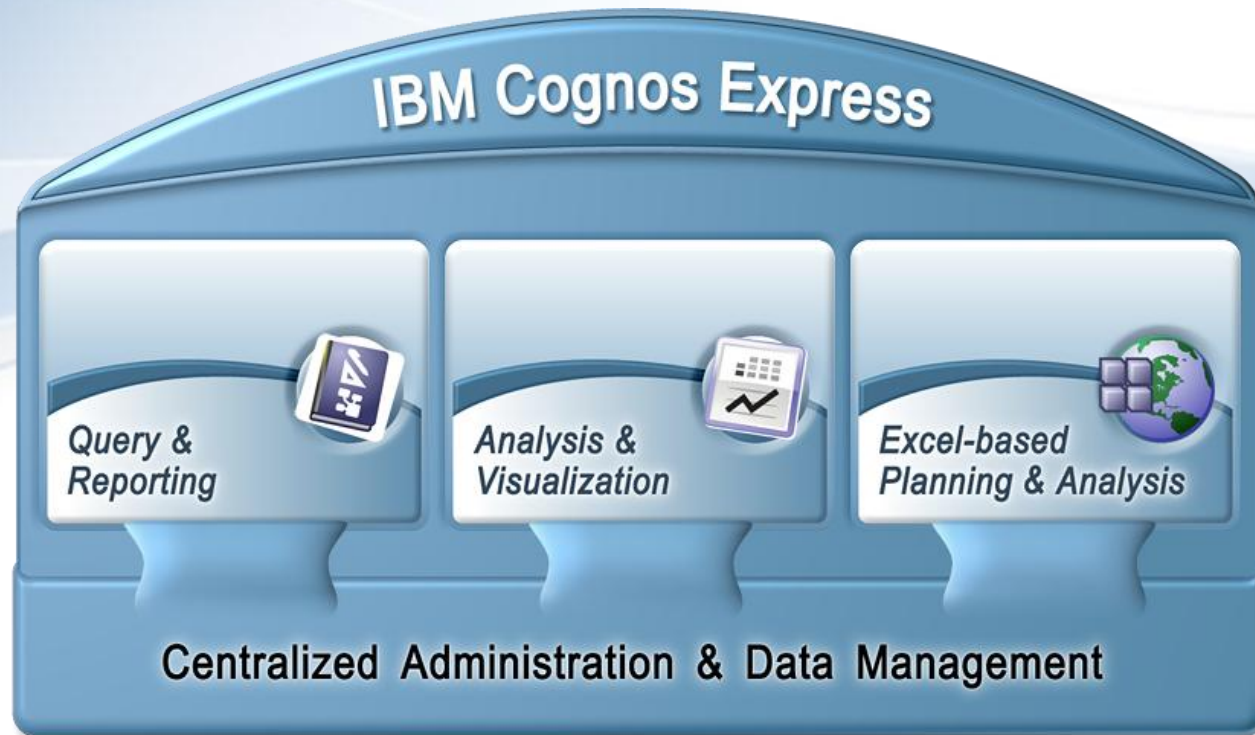
**Poor efficiency and effectiveness**

**Competitive Advantage?**

**Institutional knowledge embedded into custom formulas**

***Inconsistent Information, Untrustworthy Analysis, Disconnected Planning***

# Introducing IBM Cognos Express



The only integrated Reporting, Analysis and Planning solution purpose built for midsize companies.



## 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

## Easy to Install

- Preconfigured “No assembly required”
- All you need - Embedded
  - OLAP
  - Security
  - Content store
  - Web server
  - Data integration
- Central management console

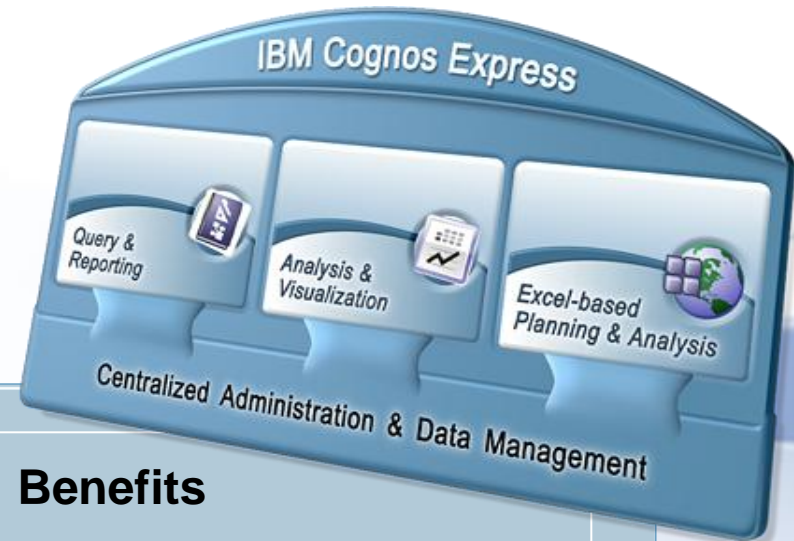
## Benefits

- 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

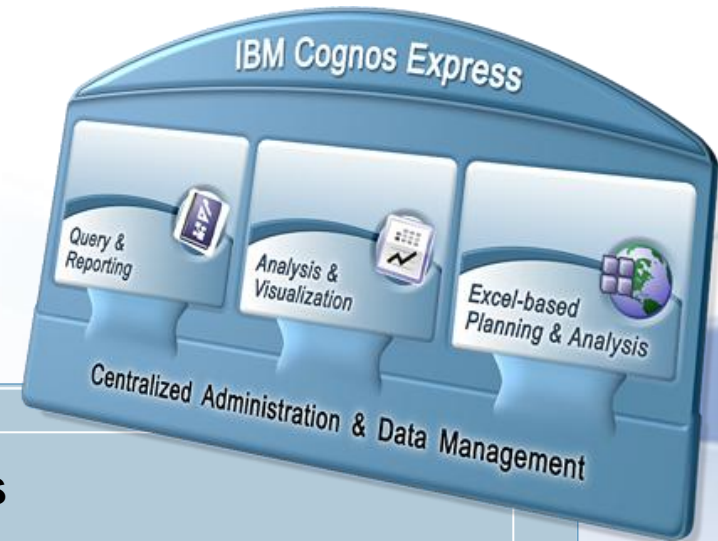
- Reduce IT Backlog
- Reduce burden on IT
- Business empowered
- Minimum resource needed
- Quick time to value

## 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



# IBM Cognos Express



## Express Reporter

Query & Reporting



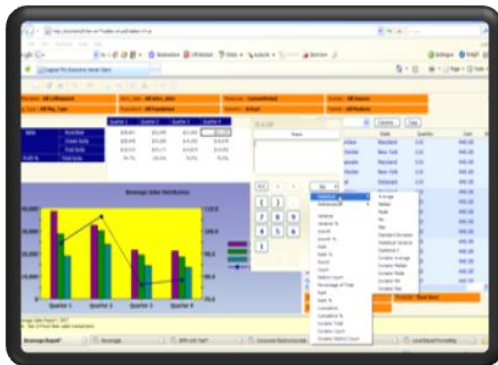
### ■ Self-service reporting and ad hoc query

- Simple, intuitive authoring for novice to experts
- Different reports to meet the needs of different users
- Breadth of report coverage – operational, transactional, 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



## Express Advisor

*Analysis &  
Visualization*



## ■ Freeform analysis and visualization

- Real-time analysis with in-memory multidimensional capability
- Slice and dice, drill down 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

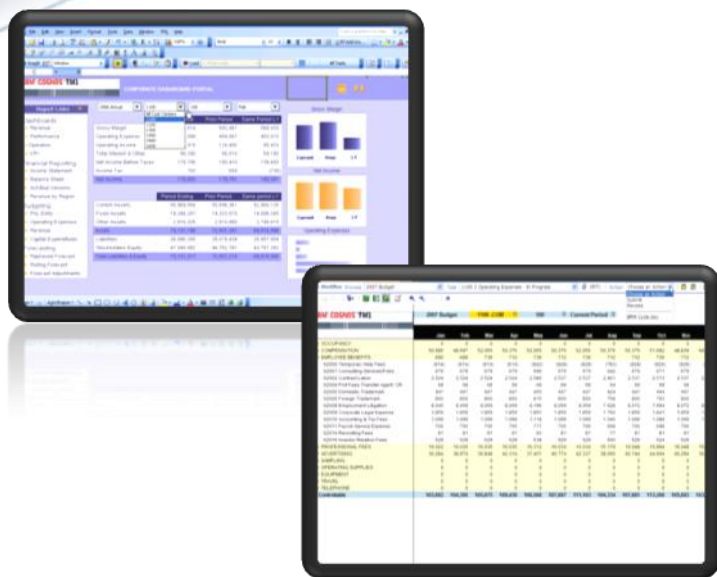
## Express Xcelerator

*Excel-based  
Planning & Analysis*



## ■ Excel-based planning and business analysis

- Extends the familiar Excel front-end with a powerful in-memory analytics engine for multi-dimensional analysis, reporting and planning
- Centrally managed data, business hierarchies, rules, calculations
- Excel or Web Interface
- Business scenarios with powerful “what if” modeling and write back
- Role-based security and clear audit trails
- Workflow management



# Think Big. Start Small.

## A smart approach for a midsize company

### Think Big

- Connect BI and Planning – to drive action from insight
- Build an information driven culture
- Provide a glide path to future enterprise-class requirements

### Start Small

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

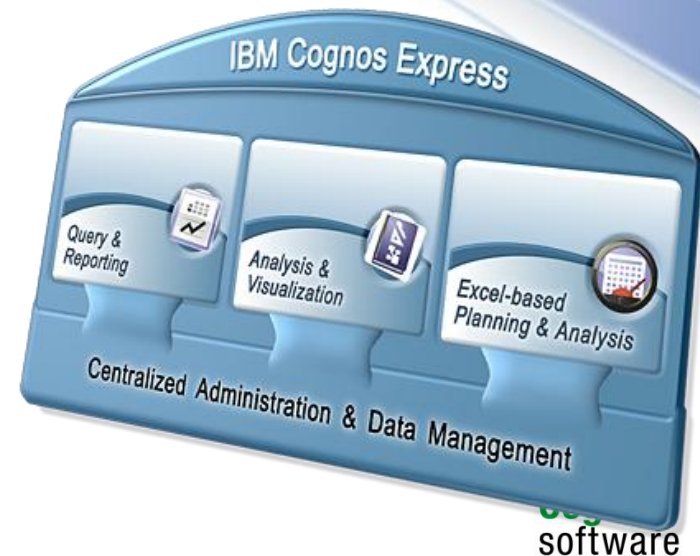
## Benefits

- ✓ *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*

## Summary

**Cognos Express is the only midmarket product that delivers integrated Reporting, Analysis and Planning**

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





Thank  
YOU

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