



IBM PERFORMANCE EVENTS

Smarter Decisions. Better Results.



***“Insight and foresight are linked with leadership.
It's insight that helps to capture opportunity.”***

Zhou Ming, Executive Vice President and Secretary General, China Council for Int'l Investment Promotion (Source: IBM Global CEO Study, 2010)







**Generate
More Revenue**

Reduce Risk

**Predict Future Outcomes
with Greater Confidence**

Lower Costs



Saw weapons seizures grow 246%, gunfire incidents decrease 49% and homicide rates decline 40%...while reducing daily overtime costs by \$15k
 – Richmond Police Department

HR

Over \$300 million annually in customer fuel savings and fraud reduction
 – Ceridian

Product Development

Reduced waste and fraud by more than \$24 million unleashing resources to better serve customers
 – Alameda County Social Services Agency

Generated productivity savings of 80% and increased compliance reporting scores from 57% to 97%
 – Bancolombia

Customer Service

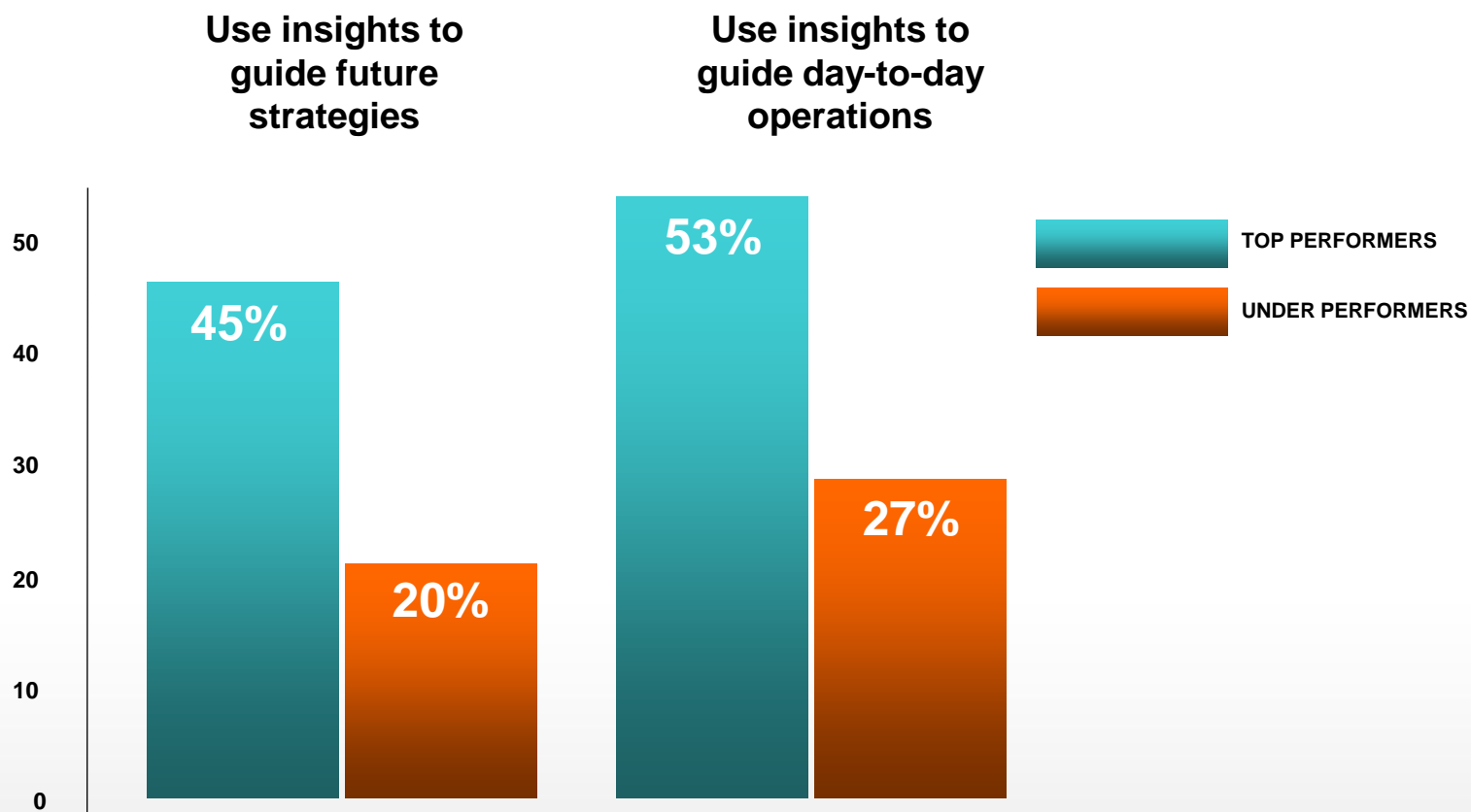
Finance

Created 600% increase in uptake of cross-sell campaigns, increased response rates 3% and reduced mailing costs by 20%
 – First Tennessee Bank

Lowered Accounts Receivable over 60 days by 3.5%, freeing up \$200 million of cash
 – Omnicom Group

Marketing

Analytics Drives Better Business Outcomes



Source: IBM IBV and MIT Sloan Management Review. Groupings based upon respondent self-assessment for enterprise relative to industry peer group; top and lower performers were upper and lower 18%, respectively. N=2535. Full preview available at: <http://sloanreview.mit.edu/>



Analytics Driven Organizations...

Anticipate & Shape

Business Outcomes



Becoming Analytics Driven

From...

Obstructed View

Distracted

Fragmented

Rigid

Reactive

To...

Aware

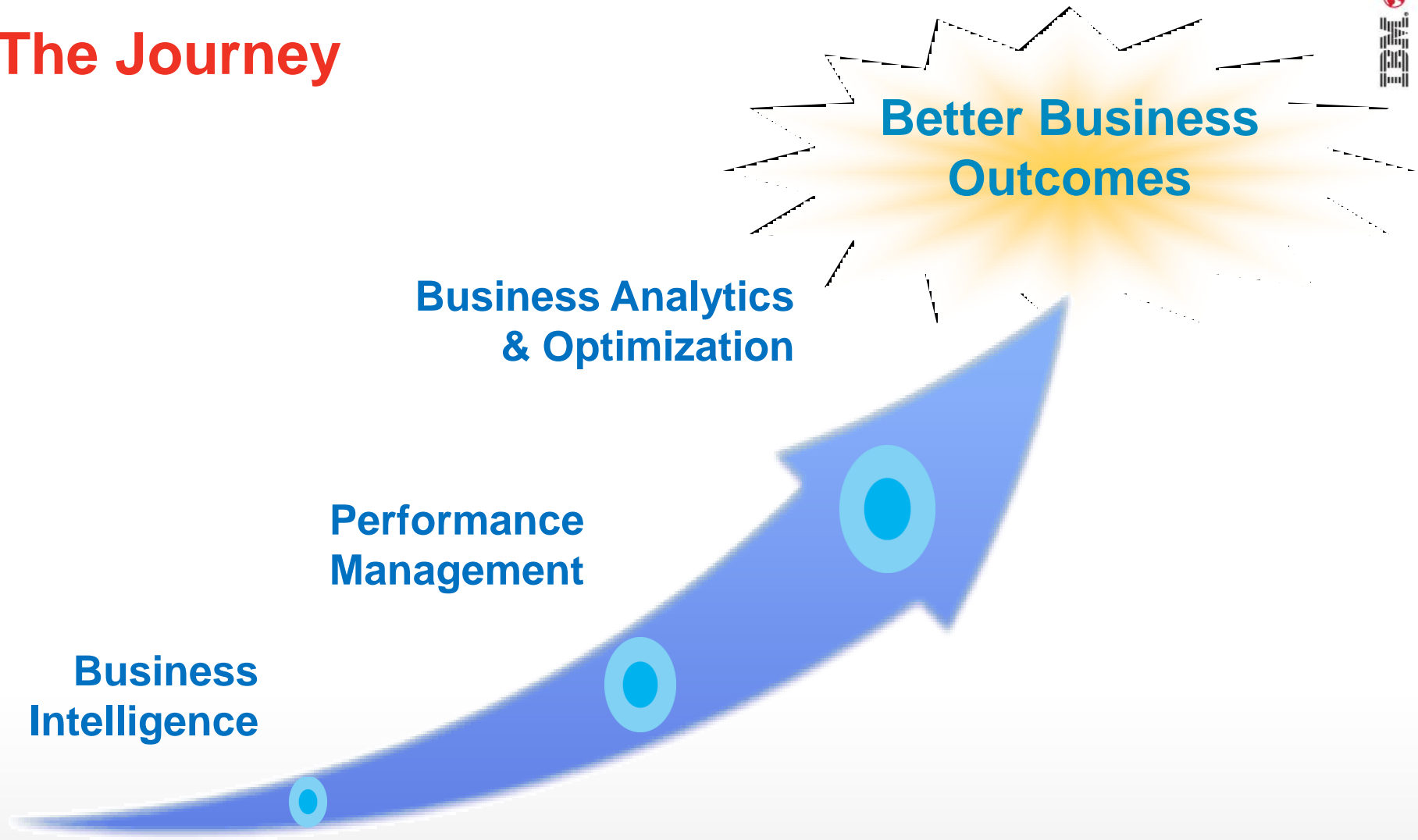
Focused

Aligned

Agile

Proactive

The Journey



Business Intelligence

Performance Management

Business Analytics & Optimization

Better Business Outcomes





INTELLIGENCE UNLEASHED

Freedom to **Think**

Connect with Others

and Simply **Do**

Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction





DEMO

**Analytics Everyone
Can Use**



IBM Cognos Business Insight

 Create New

 Open Existing



Favorites



My Workbench



My Finance Workbench



Employee Satisfaction Dashboard ...

How-to Videos

Show all videos



Customize your Dashboard
How to easily customize your dashboard style



Set your Preferences
How to easily set your preferences

Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction



Connect with Others

- Decision networks
- Business context
- Accountability





DEMO

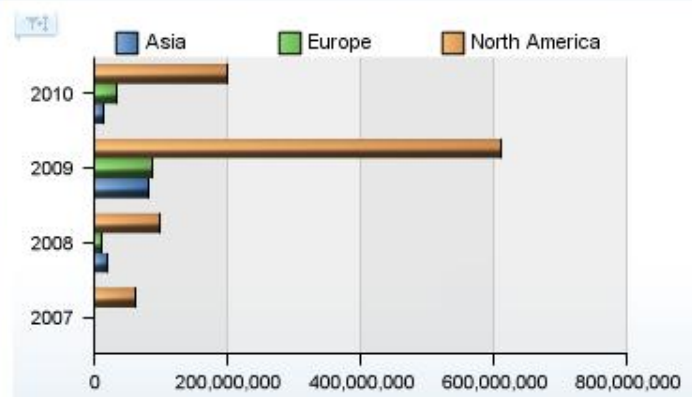
**Gain Insights and
Drive Alignment**



Regional Performance

Win/Loss Trend	Region	KPP	Sales Rep Days	Win / Loss %	Win / Loss Target
	North America	●	764	39.57%	
	Europe	▲	278	30.06%	
	Asia	◆	1,139	6.16%	

Revenue Performance



Headcount Forecast

	2007	2008	2009	2010
Asia	0	25	45	7
China	0	6	9	1
Indonesia	0	4	8	1
Japan	0	6	10	1
Korea	0	4	9	1
Singapore	0	5	8	1
Europe	0	11	74	29
North America	28	31	59	39

Available Regions

- (Select All)
- Asia
- Europe
- North America

Apply Cancel

Connect with Others

- Decision networks
- Business context
- Accountability



and Simply Do

- Mobile and Portable
- Integrated
- Real-time





DEMO

**Actionable Insight
Everywhere**



and Simply Do

- Mobile and Portable
- Integrated
- Real-time





DEMO

Cost-effective Scale



- Tasks
- [Validate in Source](#)
- [Run in Source](#)
- [Validate in Target](#)
- [Run in Target](#)
- [Output Comparison](#)
- Dashboards
- Tasks Summary**

Tasks Summary

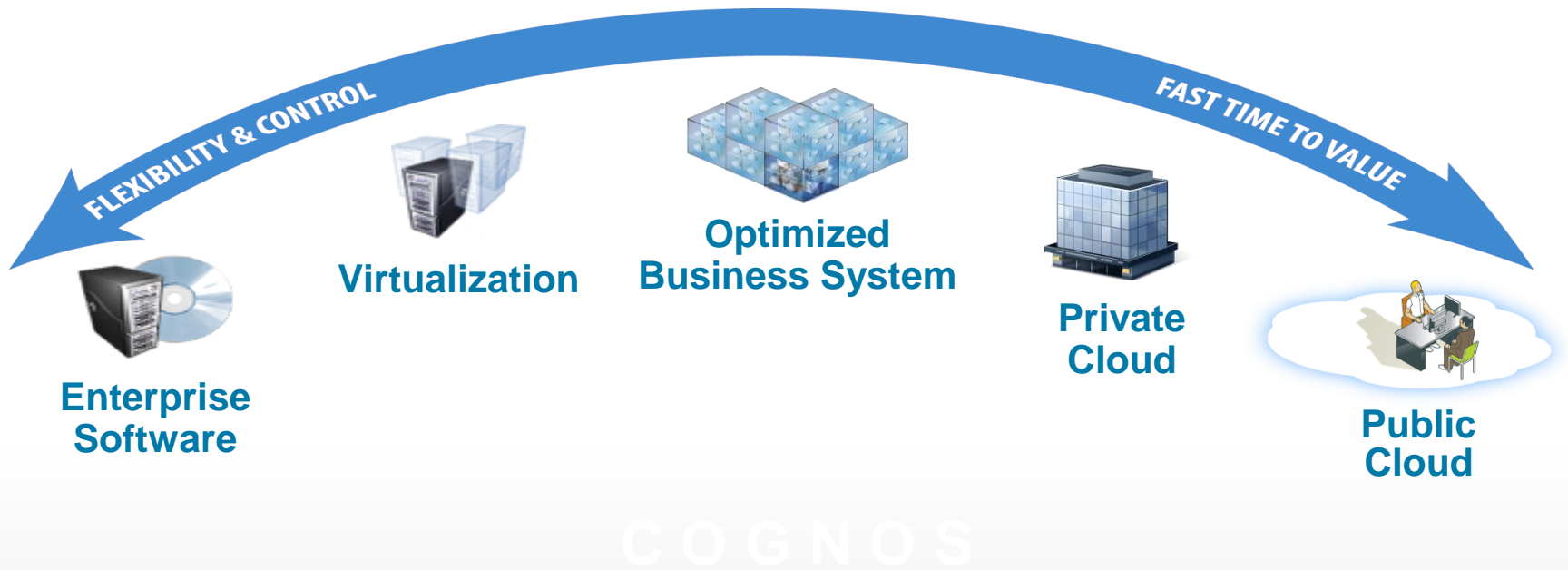
Tasks		Validate	Source	Target	Run	Source	Target	Compare	
Validate	60	Valid	0	0	Succeeded	12	12	No Differences	12
Run	59	Invalid	0	0	Fail	0	0	Differences	0
Compare	25	New	35	24	New	22	12	New	12
Total	144	Prompts Missing	1	0	Prompts Missing	1	0	Prompts Missing	0
					In Progress	0	0	In Progress	0
					Partial Success	0	0	Partial Success	0
								Visual	0
								Approve	1
								Reject	0

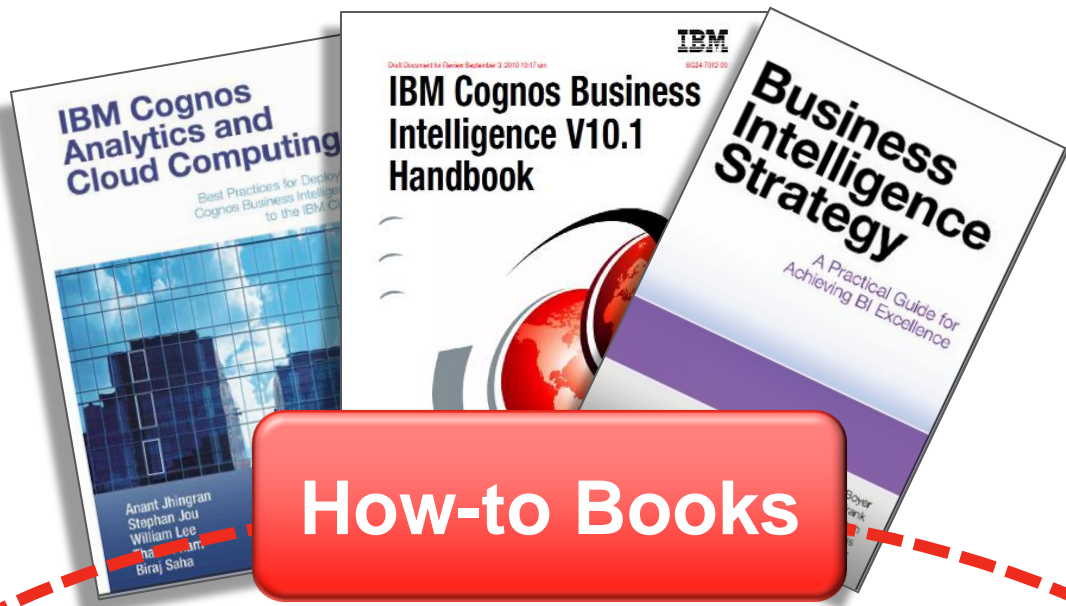
Total

Name	Source Run (Sec)	Target Run (Sec)	Progress
Company Balance Sheet as at Dec 31 2009	3.783	1.278	• [Progress icons]
Positions to fill	5.872	1.929	• [Progress icons]
Employee Satisfaction 2010	6.4	10.424	• [Progress icons]
Eyewear revenue by brand and size	21.453	10.892	• [Progress icons]
Manager Profile	3.411	2.268	• [Progress icons]
Balance Sheet as at Dec 31 2009	4.413	4.013	• [Progress icons]
Planned Headcount	10.865	4.962	• [Progress icons]
Global Bonus Report	6.065	5.778	• [Progress icons]
Employee Training by Year	7.825	6.692	• [Progress icons]

- [Launch Source Portal](#)
- [Launch Target Portal](#)

Broader Deployment Choice





How-to Books

Communities

Workshops

Services

Greater Value



- **Broader Business Analytics**
- **Business Optimization**
- **Information Governance**
- **System Management**
- **Optimized Systems**





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