

Information Management 


Managing Performance in Turbulent Times

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Discussion topics for today


- Factors driving the need for a change in approach
- Setting an Information Agenda
- Five key areas to consider in gaining alignment for success







2

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The economy isn't the only force shaping the competitive landscape

Global market forces are impacting us all


- Information explosion
- Slowing superpowers
- Emerging economies
- Increasingly complex supply chains
- Empowered consumers
- Economic downturn
- Frozen credit markets
- Energy shortfalls
- Erratic commodity prices

Globally Integrated Enterprises
75% of CEOs plan to actively enter new markets¹

Adaptive Enterprises
Eight out of ten CEOs see significant change ahead¹

Risk Adjusted Enterprises
87% of risk goes beyond financial – strategic, operational, geopolitical, environmental and legal²

¹2008 IBM Global CEO Survey
²2008 IBM CFO Survey



3




Yet Performance Management continues to be challenging

- 60%+** of CEOs need to do a better job capturing and understanding information rapidly in order to make swift business decisions
- 47%** of users don't have confidence in their information
- 79%** of companies: have 2 + repositories... (25%: have 15+) used to store data from a large variety of information sources
- 80%** of IT problems are not detected by IT staff until reported by end users

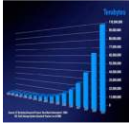
Sources: IBM & Industry Studies, Customer Interviews
IBM CIO Survey, June 19, 2007
Accenture survey, January 04, 2007




4

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We can't just working harder, we have to work smarter



Volume of Digital Data



Variety of Information




Velocity of Decision Making

Smarter business are looking for viable approaches for Enterprise Information Management & Performance Management


- Companies need a comprehensive, systems-based approach for collecting and analyzing information to support decision-making at the point and time of most impact across the business.
- They also need to know the health of their business at any given time, to understand if they are on-track or off-track and they need to be agile enough to re-plan and re-forecast as conditions change.

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5

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The impact on organizations



Saved 13.5M Euro; increased market share by 1%




90%+ improvement in stock availability and on-time delivery; 20% increase in sales



Can change their risk model and roll it out to traders in four hours

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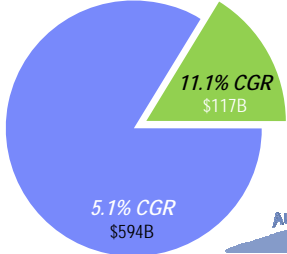
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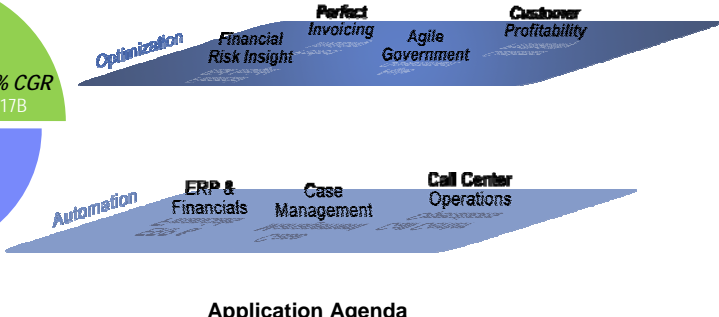
Focus on Business Optimization is accelerating

Creating an Information Agenda Now is Critical for Sustained Competitive Advantage

Business Optimization Growth is 2 Times Faster than Business Automation



IT Spending Estimate* 2008




Information Agenda

Application Agenda

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Includes Hardware, Software and Services. Does not include Networking, Printer, or Standalone Printer or PC Markets. CGRs 2006 - 2011.

7

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Irish Life started the journey with their existing Master Customer Information project


"... We now manage our customer information as an asset; the opportunities for innovation and optimization are endless. We can respond to the dynamics of our business twice as fast..."

Noel Garry, Executive Manager, Irish Life & Permanent

Unified cross-sell/up-sell analysis drives new growth opportunities...

- ➔ Numerous Acquisitions expand services & customer base
- ➔ Strong market share position drives need for new growth strategies

Reduced call centers and website channels to 1...




Irish Life Customer Data Council


Providing enhanced services drives loyalty higher than industry norms...

- ✓ Established Data Governance Competency
- ✓ Deployed Trusted Data Assets as Re-usable, Shared Services


*Multiple Lines of Business...
Siloed Information...
Individual Projects...*



Life Insurance



Personal Banking




Mortgage Banking

Reduced duplicate, conflicting views of client base by 30%

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8

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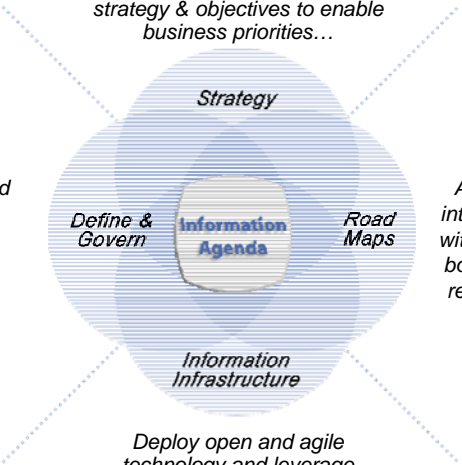
Becoming an information based organization...

Establish an information driven strategy & objectives to enable business priorities...

Discover & design trusted information with unified tools and expertise to sustain competitive advantage over time...

Accelerate information intensive projects aligned with the strategy to speed both short and long-term returns on investment...

Deploy open and agile technology and leverage existing information assets for speed and flexibility...



Information Agenda

Strategy


Define & Govern

Road Maps

Information Infrastructure

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9

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Factors to consider in your organization

The key is to gain alignment in the


- Decision-making process
- Technology infrastructure
- Executive buy-in
- Roadmap on where to start
- IT core competencies



10

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Three questions that drive performance



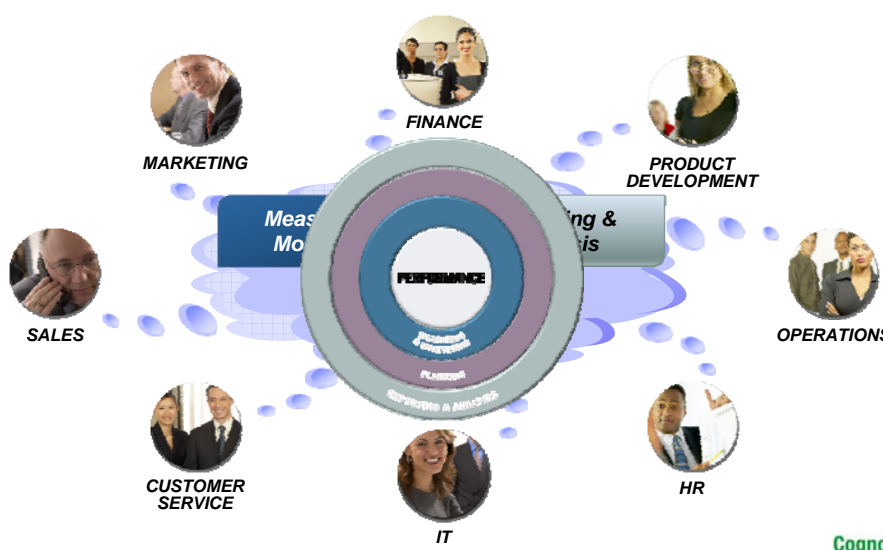
How are we doing? Why? What should we be doing?

MARKETING FINANCE PRODUCT DEVELOPMENT SALES OPERATIONS CUSTOMER SERVICE HR IT

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Performance Management capabilities



Measuring & Monitoring Planning & Analysis

PERFORMANCE
Performance
Planning
Execution
Monitoring & Analysis

MARKETING FINANCE PRODUCT DEVELOPMENT SALES OPERATIONS CUSTOMER SERVICE HR IT

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The screenshot shows an IBM Information Management dashboard. On the left, there is a large blue circular gauge labeled 'PERFORMANCE' with 'MEASURING & MONITORING' written around its bottom edge. A blue callout box points to the gauge with the text 'How are we doing?'. To the right of the gauge, there is a red-bordered rectangular box. The dashboard header includes 'Information Management' and the IBM logo. A sidebar on the right contains navigation links like 'Off', 'Management', 'Inventory -', 'ations', and 'tions'. At the bottom, a blue banner contains the text 'Scorecard or dashboard shows On Time Shipments below plan'.

The screenshot shows an IBM Information Management dashboard. On the left, there is a large blue circular gauge labeled 'PERFORMANCE MANAGEMENT' with 'MEASURING & MONITORING' and 'REPORTING & ANALYSIS' written around its bottom edge. A grey callout box points to the gauge with the text 'Why?'. To the right, there is a scatter plot titled 'Late Shipments %' with a y-axis from 0.00% to 14.00% and an x-axis from 0.00% to 16.00%. Below the plot is a table with columns 'Ordered', 'Mat. Shortage Desc.', and 'Late Shipments %'. The table has four rows of data. The third row is highlighted with a red border and contains the values '888,867' and 'Yes'. The dashboard header includes 'Information Management' and the IBM logo. At the bottom, a grey banner contains the text 'Report shows production bottleneck due to Material Shortage'.

Ordered	Mat. Shortage Desc.	Late Shipments %
43,074,732		
40,521,303		
39,800,000		
888,867	Yes	
41,247,732		

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How are we doing?

Why?

strains	Contract
6	7,956
%	20.00%
%	20.00%
%	20.00%
%	20.00%
%	0.00%
%	100.00%
%	0.00%
%	0.00%
%	(20.00)%
%	0.00%
%	20.00%
%	0.00%
%	20.00%
%	20.00%
%	0.00%
%	20.00%
%	20.00%
%	100.00%
13	1,591
13	1,591
13	1,591

Demand Volume is reviewed and Plant Production Plan is adjusted to remove bottleneck


15

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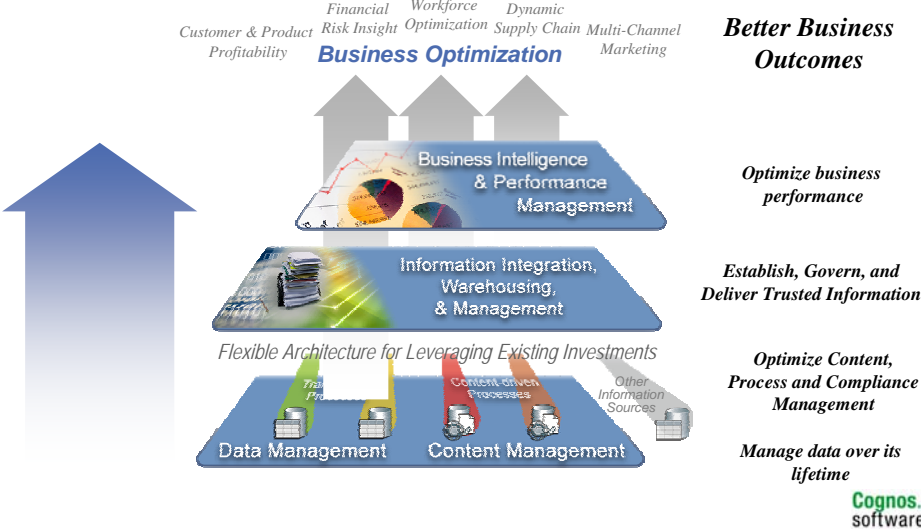
How answers are often found

16

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Information infrastructure Establish a platform for decision-making



Better Business Outcomes

Optimize business performance


Establish, Govern, and Deliver Trusted Information

Optimize Content, Process and Compliance Management

Manage data over its lifetime

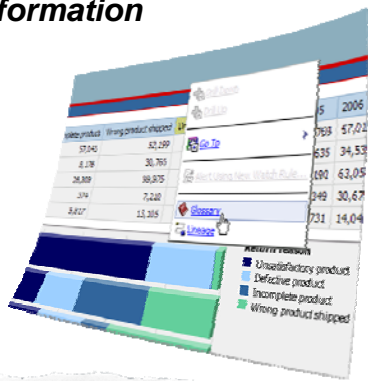
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17

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Increase business confidence in information

- Information understanding with increased context and consistency of usage
- Information trust with visibility into the quality of data and how to improve that quality over time
- Information reach to access all the required data with the freshness and timeliness required



PRODUCT QUALITY

- Unsatisfactory product
- Defective product
- Incomplete product
- Wrong product shipped

“...Blend the Cognos portfolio with IBM’s data integration, data quality, data warehouse, content management, text mining & other offerings, & there’s no more extensive information management portfolio available, period...”

intelligent enterprise

2008 Editor's Choice Awards
Intelligent Enterprise Magazine

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18

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Gaining buy-in across the organization

Securing senior executives is the most critical foundational element to information agenda strategy

Deliver technology innovation in the context of the business


Enlisting CFO helps establish the governance framework and policies for data ownership, and management



Engage a champion and they become your speaker across the organization to drive adoption

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19


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Gaining executive buy-in at Steak n Shake


An **executive mandate** to introduce a new company-wide BI solution to address widespread decision-support needs was introduced in 2003. In fact, the support from the **CEO and CFO** continue to play an important part in the ongoing success of Steak n Shake's BI solution, which is internally named Insight. **Rarely are there any funding issues for new IT components related to the Insight application.**

Case Study: The Path Toward Pervasive Business Intelligence at Steak n Shake, August 2008, IDC Research



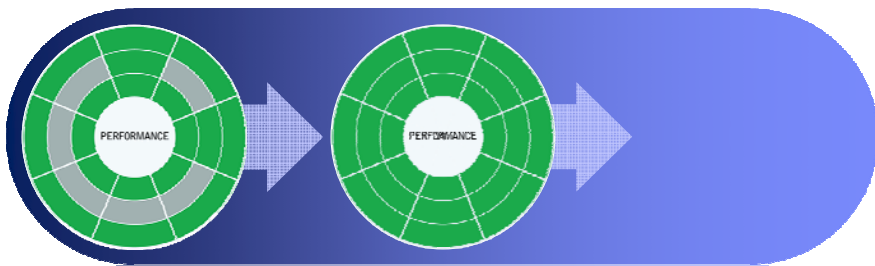
 IDC
Analyze the Future

20

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Start anywhere and gain value at each step

Departmental BI Applications Driver-Based Planning Coordinated Decision Making



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Start anywhere and gain value at each step
HSBC


Departmental BI Applications Coordinated Decision Making Driver-Based Planning



FROM SEVEN WEEKS TO SEVEN SECONDS:
PERFORMANCE MANAGEMENT
AT HSBC HONG KONG

COGNOS
THE NEXT LEVEL OF PERFORMANCE™

22

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Aligning core competencies

Information Management Competency Center

<p>Roadmaps and Blueprints</p> <ul style="list-style-type: none"> • Expertise matching your Information Agenda. Covering people, process & technology 	<p>On-line Customer Community</p> <ul style="list-style-type: none"> • Content, material, best practices, lessons learned, experience 	<p>Research & Solutions</p> <ul style="list-style-type: none"> • Primary and secondary research, best-practices, how-to guides, white papers, books
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23

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Approach taken by organizations in our Innovation Center

Lessons Learned

- Start with a small, high-profile win to win over a business champion
- Demonstrate the value of the initiative in terms the business will understand
- Continually demonstrate success and communicate key wins to the business partners
- Communicate value by reporting on the major business benefits gained by the various business units using the solution




24

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In summary

- Global market forces require business change
- In turbulent times, management of fundamentals is even more critical
- Setting an information agenda creates focus on how to use information to competitive advantage
- The key to success is alignment across the organization in strategy, processes, technology, and where to start



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25

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Where to find out more while you are here....


If you're not driving business optimization, you could be driving off a cliff.

In turbulent times like these, you better have both hands firmly on the wheel of your business and know where you're going. Otherwise, you could end up eating your competitor's dust...or worse.

Now is the time to start **Driving Business Optimization with Trusted Information**. Visit us at Booth #60 to find out how you can set a new course for your business, based on high quality data, no matter how rough the road gets.

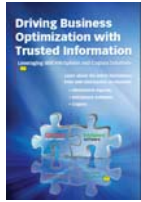
We'll show you proven solutions that empower you to gain insight into better business decisions by combining vast quantities of data quickly, thoroughly and with sharp analytical precision.

Don't forget to **meet yourself** in the direction of a good time! Come to our hospitality suite at Tiberius 1 on Tuesday, February 24th, from 7:00 to 9:00 PM for refreshments and conversation with your fellow attendees and members of our team.

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- **Hospitality Suite**
 - Tuesday 7:00pm – 9:00pm
 - Room: Tiberius 1
- **Exhibit Floor**
 - Tuesday 11:15am - 2:15pm, 5:00pm - 7:00pm
 - Wednesday - 11:15 AM - 2:15 PM



Tuesday, February 24th, 2009		Wednesday, February 25th, 2009	
Time	Topic	Time	Topic
12:00 PM	IBM Cognos 8 BI and Planning	12:00 PM	IBM InfoSphere Information Server
12:30 PM	IBM InfoSphere Warehouse	12:30 PM	IBM Cognos 8 BI and Planning
1:00 PM	IBM Cognos 8 Go! Dashboard	1:00 PM	IBM InfoSphere Warehouse
1:30 PM	IBM InfoSphere Information Server	1:30 PM	IBM Cognos 8 Business Viewpoint
2:00 PM	IBM InfoSphere Change Data Capture	2:00 PM	IBM InfoSphere Change Data Capture
5:30 PM	InfoSphere Software Solutions		
6:00 PM	IBM Cognos TM1		

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26