

Dan pametnijih rješenja 2011.

Hotel Sheraton, 11.05.2011.

Transforming Business through Analytics

Christoph Papenfuss

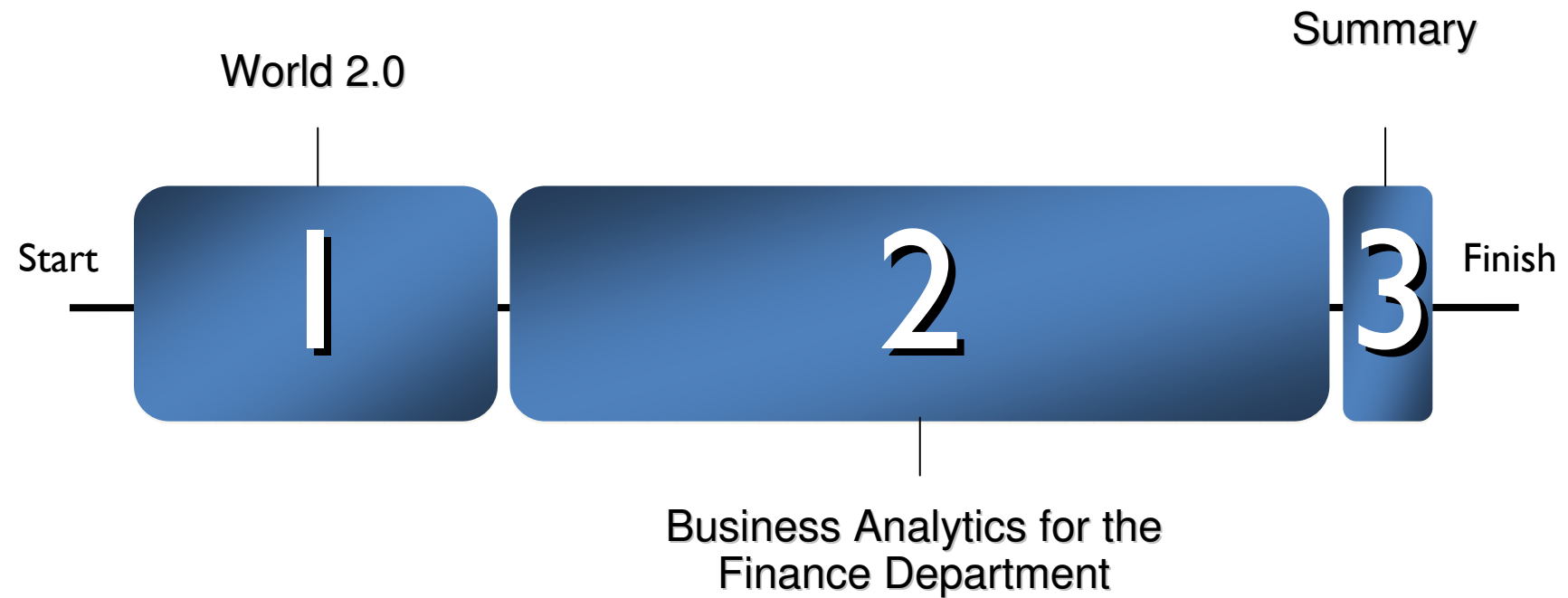
Global Best Practices Leader



Novi izazovi zahtijevaju pametnija rješenja.



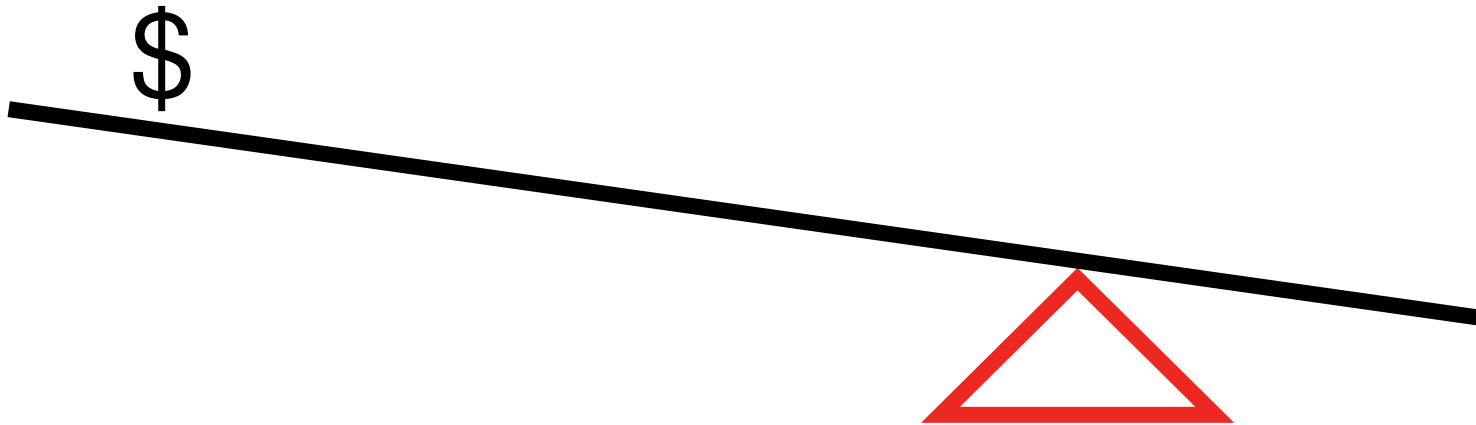
Agenda



„The world is flat.“

Thomas Friedman

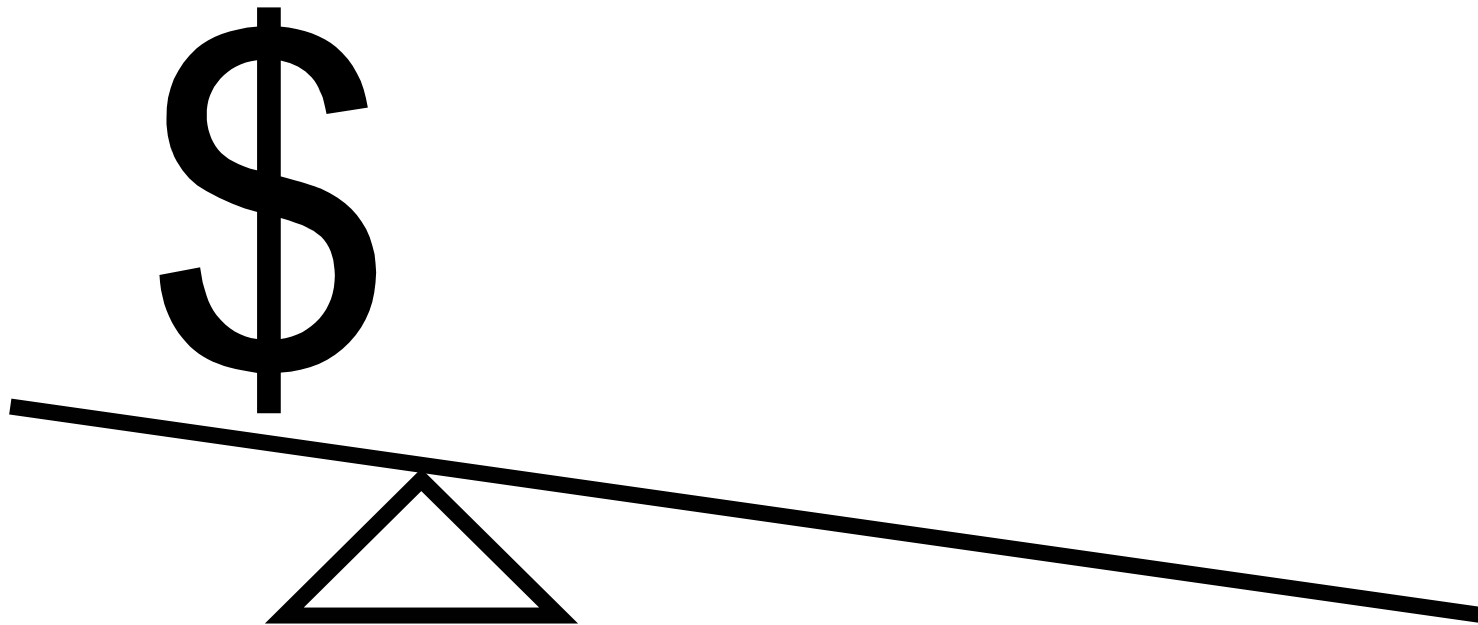
Some companies react



Knowledge is powerful!
Data is new power!



Better: Anticipate & shape
outcomes

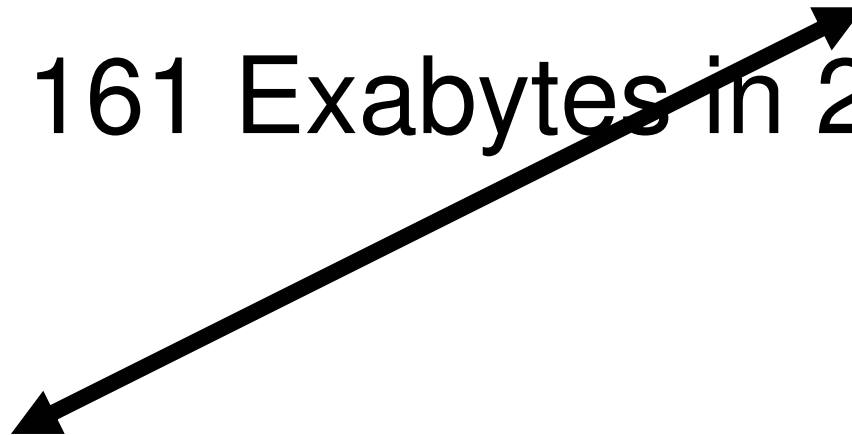


Easier said than done



152 Mio km

161 Exabytes in 2006



2.2%

<1%

=100*(Sheet2!B\$29+'[Northern
Region.xls]Frcst'!\$B\$3+'[Southern
Region.xls]Forecast'!\$B\$3+'[Southe
rn Region.xls]-Frcst'[Northern
Region.xls]Sheet2'!\$B\$3)





Better
outcomes



Smarter
decisions



Actionable
insights



Relevant
information

Analytics correlates to performance



Organizations that lead in analytics outperform those who are just beginning to adopt analytics



Top Performers are more likely to use an analytic approach over intuition*

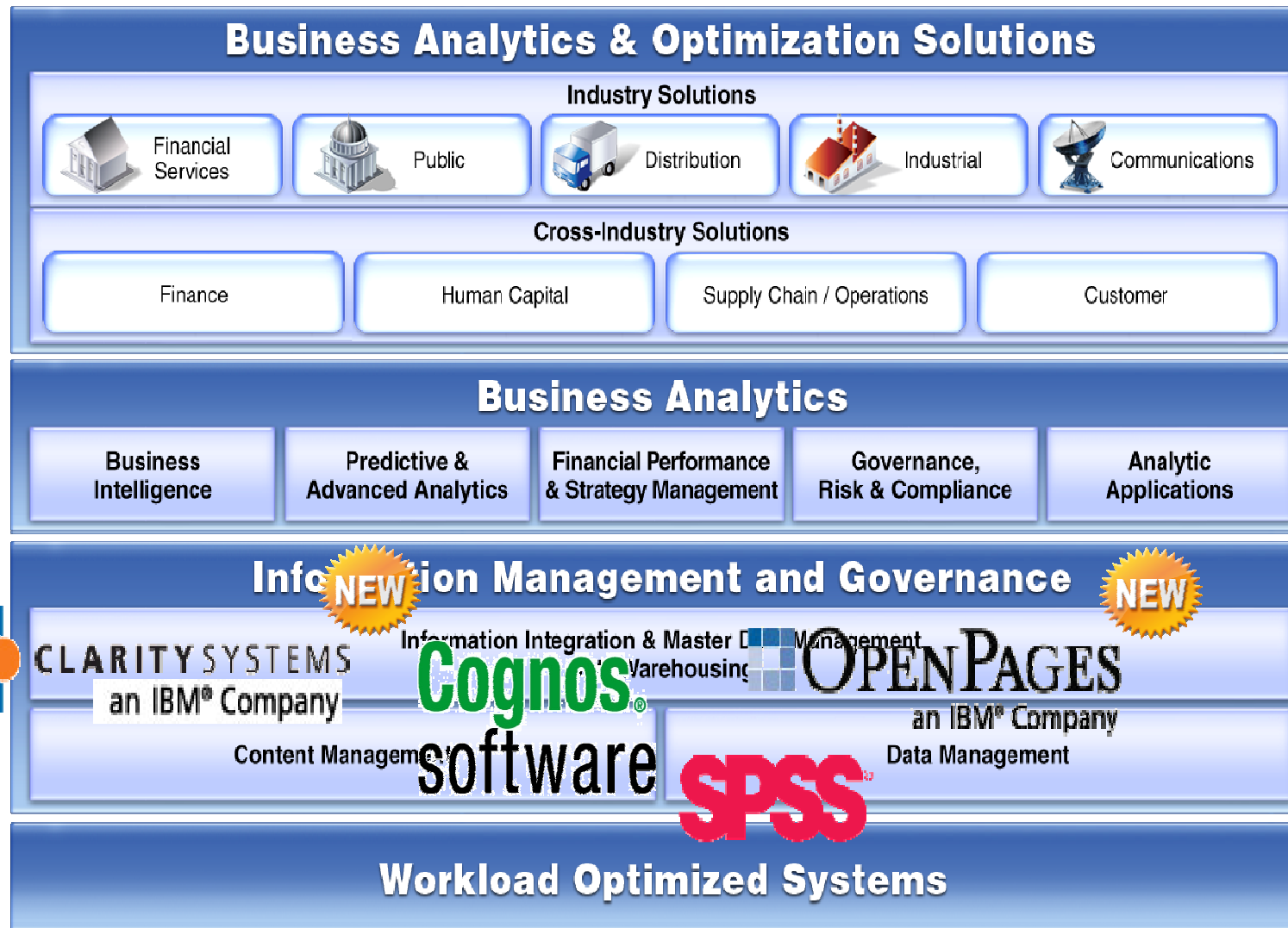
*within business processes

Lessons from the Leaders – rely on Analytics



Source: IBM Institute for Business Value, 2010 IBM Global CFO Study (Adapted)

The IBM Cognos Platform



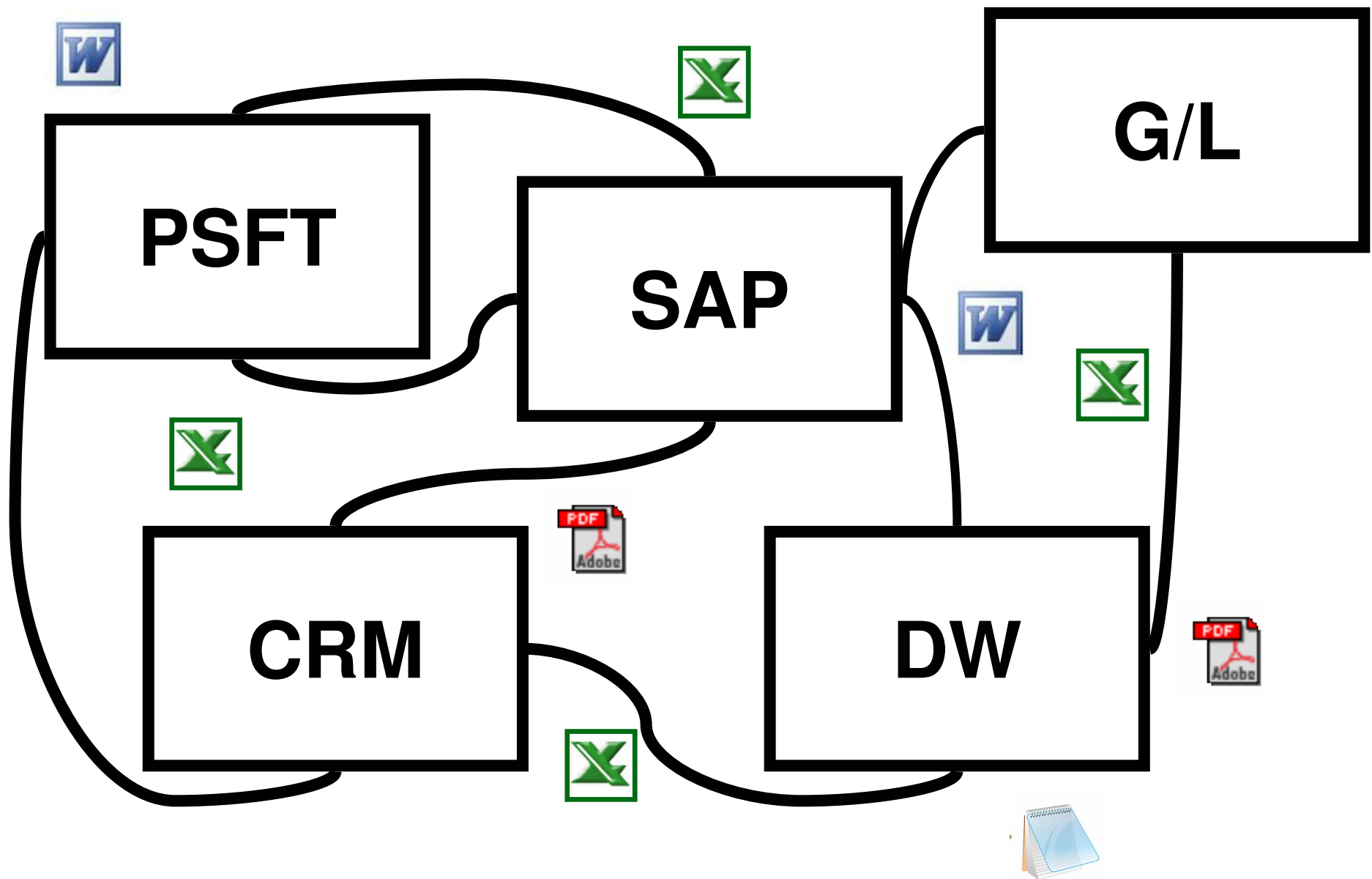
A day in the life of Future Chips

Reporting & Analysis

Planning & Forecasting

Mobile working





DEMO

Freedom to
Think



IBM Cognos Business Insight



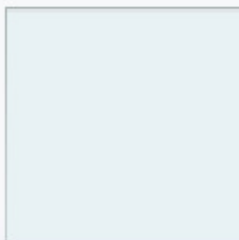
Create New



Open Existing



Favorites



To add a favorite, use the add to favorites button  in the application bar, or use the right-click menu on items in the content pane.

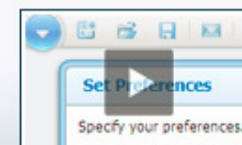
How-to Videos

[Show all videos](#)



Customize your Dashboard

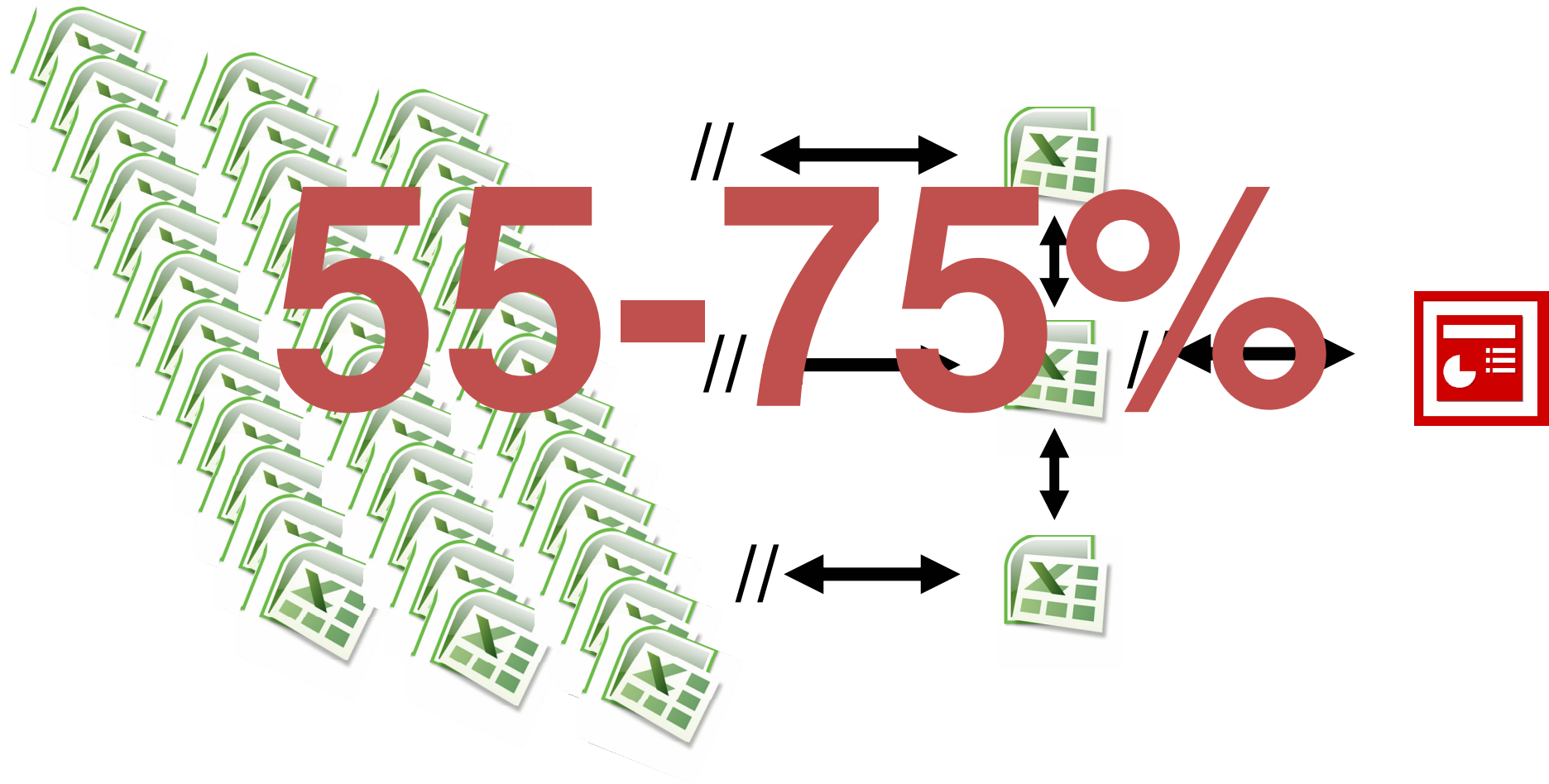
How to easily customize your dashboard style



Set your Preferences

How to easily set your preferences

I ♥ BUDGETS & FORECASTS?



DEMO

Interactive
Scenario
Planning



IBM Cognos Business Insight



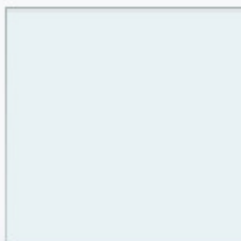
Create New



Open Existing



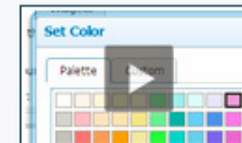
Favorites



To add a favorite, use the add to favorites button in the application bar, or use the right-click menu on items in the content pane.

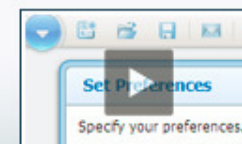
How-to Videos

[Show all videos](#)



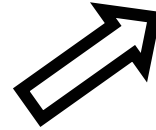
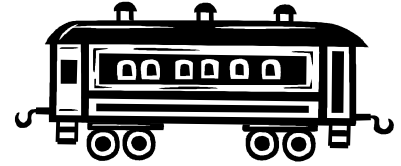
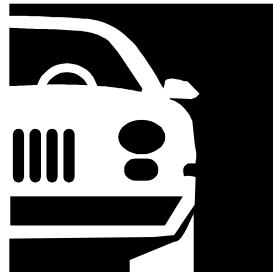
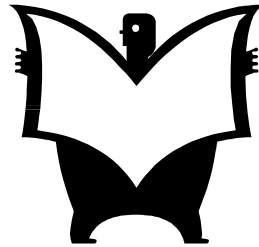
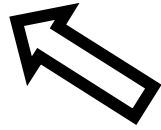
Customize your Dashboard

How to easily customize your dashboard style



Set your Preferences

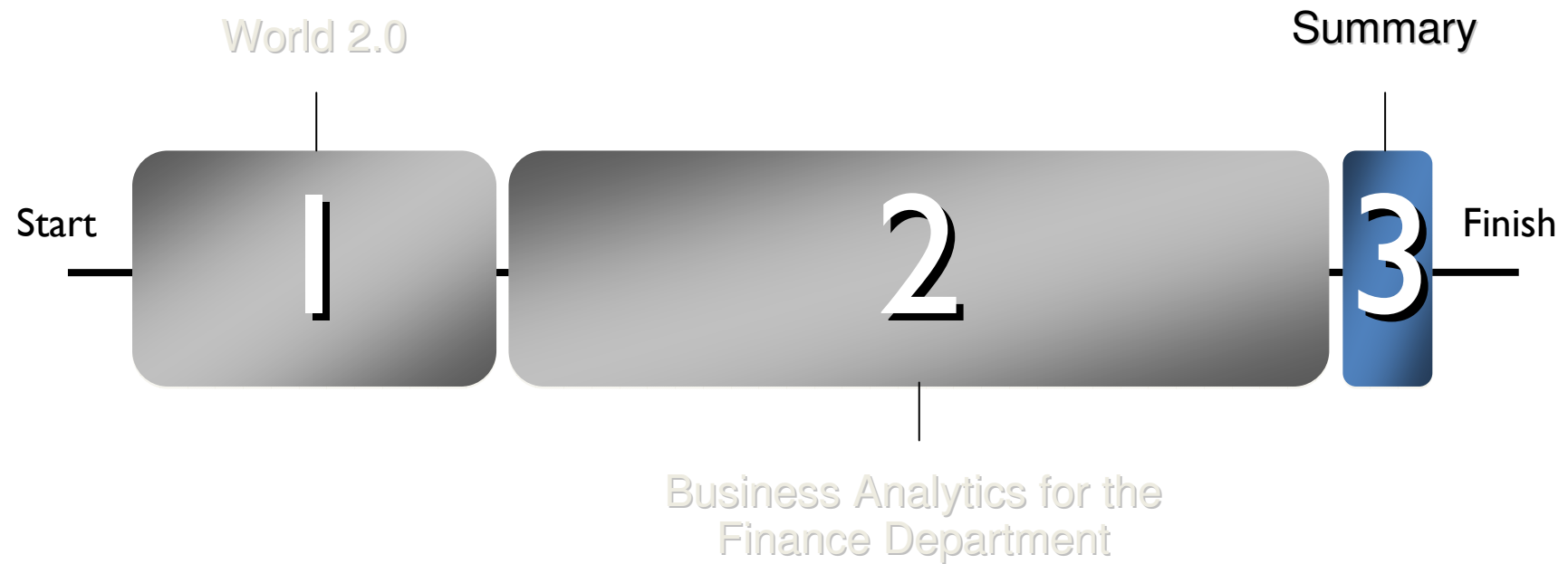
How to easily set your preferences



DEMO

Active Reports
Anywhere





Valuable resources for you

- www.ibm.com/cognos
- www.ibm.com/software/analytics
- Best practices, white papers, insights
- Events, demos, ideas

High Impact: Best Practice Workshops



- Business Simulation
- Rolling Forecasts
- Dashboards
- Working Capital Mgmt
- Scenario Planning
- Champions Workshop
- Etc...

Better business decisions

- **Take advantage** of this Finance Forum
- **Talk** to our local team and business partners
- **Evaluate** your processes and solutions

“What is the ROI?

It's the same as asking what's the ROI
on tires for your car,” he says.

“We can't do business without it.”

Mark Der, MAB



It's your turn now!



Contact Information

Christoph Papenfuss



Christoph.papenfuss@de.ibm.com

www.performanceideas.wordpress.com

Twitter: @cpapenfuss