

IBM Cognos TM1

Competitive, fast-moving companies find themselves pushed for more and more answers about their business drivers by management, investors, and global competition. To forecast and report effectively, they need to get the right information to the right people in the form they need it—and be able to change any element quickly. They require a highly flexible business analytics solution across the enterprise—from manufacturing, sales, and service, to finance, human resources, and marketing, all the way up to the boardroom.

Cognos, an IBM company, provides the only complete business analytics environment, featuring a unified array of performance management applications that supports the full range of business requirements—from simple static reporting to real-time, dynamic enterprise analytics—and delivering immediate feedback to drive better decision-making at all levels of the business.

Powered by renowned IBM Cognos TM1®, the industry's only on-demand analytics engine, this unique analytics solution deploys easier, reacts faster, and reaches farther across your organization than any other performance management product.

Cognos Deploys Easier

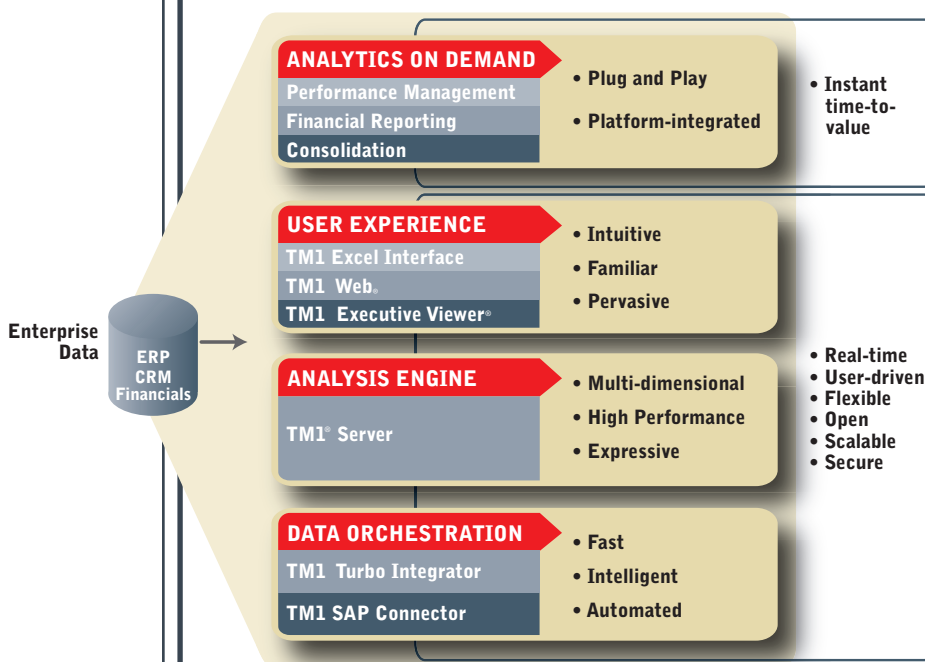
Financial and business teams in your organization can begin the Cognos journey with planning, budgeting, reporting or consolidations, and then rapidly extend implementations with business analytics in a matter of weeks or even days. With self-help components such as wizards, workflow, pre-built databases, sample cubes, and plans, users can configure their own applications, maintain data, and generate reports quickly and easily, even across the Web.

Since IBM Cognos TM1 is a single solution, constructed in a single high-performance environment, all components are integrated. All business rules, data, and metadata are shared across the applications so that your teams work with only one set of rules and data. IBM Cognos TM1 provides self-sufficiency for users along with solid security to ensure data accuracy and integrity.

Cognos Reacts Faster

The IBM Cognos TM1 high-performance engine empowers users to perform analysis on frequently changing data across millions of transactions, like daily or even hourly sales review by store, brand, or representative; or perhaps day-by-day activity across hundreds of service facilities. Because your financial executives, planners, controllers, and other business managers can change input values—even business models—and recalculate them on-the-fly, your organization can attack business problems immediately, rather than waiting hours to barely get started. With the power of 64-bit technology to meet even the most complex analytics needs of large-scale operations, you can query data whenever you need to—no matter how vast the data set may be.

To rapidly access valuable information locked away in back-office applications, IBM Cognos TM1 provides data orchestration—pre-built tools such as an SAP connector and our Turbo Integrator—offering users corporate integration capability that streamlines loading disparate



The IBM Cognos TM1 business analytics solution provides applications, easy-to-use interfaces, high-performance analytics, and flexible data management.

data. Users create processes to automate data importation, metadata management, and other tasks.

Cognos Reaches Farther

Because market agility requires a flexible business analytics solution, IBM Cognos TM1 is readily adaptable for rapid growth and change. You can engage hundreds of operational managers—not just those from finance—in a collaborative process using guided applications.

With a choice of interfaces for both business users and power users, you can leverage all users' existing skills, which means minimal training and minimal IT assistance. For business users, IBM Cognos TM1 Executive Viewer provides a Web-based environment for self-service analysis and report design, while an Excel front-end supports power users for report building and *what-if* modeling.

IBM Cognos TM1 Features

Enhance your performance management processes with:

- Enterprise collaboration with guided applications
- Active reports for corporate dashboards and portals
- Personalized home pages, workflow, and context-driven reports
- Integration with preferred desktop applications
- Enhanced application management
- Greater scalability
- Support for multiple users and user types
- Improved transparency into server performance

About Cognos, an IBM company

Cognos, an IBM Company, is the world leader in business intelligence and performance management solutions. It provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance. Cognos was acquired by IBM in February 2008. For more information, visit www.cognos.com.



For more Information

Visit the Cognos Web site at www.cognos.com



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