

# IBM Global Business Services and Cognos: Unbeatable Business Optimization Offerings

## Highlights

- **Benefit from the combined power of two proven leaders**
- **Harness unstructured data to optimize your business**
- **Tap into industry-specific solutions that leverage existing infrastructure investments**
- **See the value delivered to some of the world's leading companies**
- **Combine world-renowned Cognos software with the global reach and experience of IBM's leading Business Intelligence services**

### **Gartner Recognizes GBS and Cognos Leadership**

- *IBM GBS is in the leaders' quadrant of Gartner's Magic Quadrants for Business Intelligence Services*
- *Cognos is in the leaders' quadrant of Gartner's Magic Quadrant for both Business Intelligence and Corporate Performance Management Platforms.<sup>2</sup>*

### **GBS Cognos: An Unmatched Value Proposition for Clients**

Today's business and IT leaders are moving beyond automation to optimize their operations by turning unstructured data into usable business information. Challenging economic conditions and increasingly exacting customers are driving leading companies to improve their information management and business intelligence capabilities.

IBM's acquisition of Cognos combines Cognos's leading Business Intelligence and Corporate Performance management software with the world's leading provider of Business Intelligence and Financial Management consulting services to provide clients with a fully integrated, data agnostic, architected solutions for business and finance optimization.

### **GBS Cognos' Proven Capabilities**

GBS Cognos is now providing clients with a wide range of business optimization offerings, including Business Intelligence and Performance Management, Financial Performance Management, Application Management Services and differentiated Solutions.

### **Business Intelligence and Performance Management**

Using proven approaches, GBS Cognos' BI and Performance Management Services enable companies to predict, track, analyze and present quantitative

information on business performance. By improving their ability to measure, understand and plan, independent of the type and number of their core business systems, GBS Cognos helps clients turn information into a strategic asset.

### **Financial Performance Management**

GBS Cognos' Financial Performance Management services allow companies to tap the power of their financial and enterprise information and business intelligence. By implementing the processes and systems needed to integrate information across the enterprise, GBS Cognos helps Finance professionals leverage information to support and enhance business planning and performance.

### **Application Management Services**

GBS Cognos Application Services accelerates the value received from your Cognos investment through enhanced availability, reliability and performance.

**HSBC** - GBS Cognos collaborated with HSBC Credit Risk, Finance, and IT departments to develop a customized, scalable, comprehensive risk management analytics, intelligence, and reporting platform. The result integrated Basel II data and other key inputs with traditional and emerging risk metrics for a stable, comprehensive, dependable and extendable view of risk from multiple perspectives.

Application Management Services provides access to expert Cognos IT skills while reducing the overall cost of management allowing you to reinvest savings in strategic initiatives. Services deliver report customization, development and performance while maximizing the value of data through maintenance and governance of the underlying data applications.

### **Risk Insight Solution**

GBS Cognos' Risk Insight solution provides Financial Services organizations with a single, integrated, enterprise-wide view of risk-related metrics and information across divisions, products, geographies and risk classes.

Built on over 100-plus person-years of research and development, it provides data structures needed to support market risk and operational risk management across the entire value chain.

### ***The New York Police Department (NYPD)***

*NYPD replaced siloed, legacy data systems with Crime Information Warehouse. With the GBS Cognos CIW, the NYPD can now access real-time data on virtually all crimes committed in the city's five boroughs via a single, easy-to-use interface—helping officers and investigators more effectively redeploy resources, respond to patterns and solve crimes.*

### **Crime Information Warehouse (CIW) Solution**

The GBS Cognos' Crime Information Warehouse (CIW) gives organizations the information they need to bring criminals to justice as soon as possible. CIW is a single, integrated and coordinated source of crime information data that is validated and counted in accordance with federal and state reporting standards and Police Department initiatives.

### **State Spend Solution**

GBS Cognos' State Spend solution gives pharmaceutical companies the ability to comply with diverse promotional spend reporting mandates and supports business rules to accommodate unique state regulations. Built on a flexible, scalable architecture, the solution gives companies a single, integrated repository for promotional spend.

GBS Cognos used the State Spend Solution to give Cephalon organization-wide access to critical information and the ability to increase the business value of their sales and marketing spend.

### **Workforce Analytics Solution**

The GBS Cognos Workforce Analytics solution is a pre-engineered application optimized to provide visibility into a range of data sources. Combined with a streamlined implementation approach, it lets companies use workforce metrics and reports to support business processes and decision making.

### **GBS Cognos Global Delivery**

GBS Cognos now delivers to clients through a global delivery model that includes over 500 practitioners in delivery centers worldwide. GBS Cognos provides strategic services, including world-class implementation methodologies, tools and accelerators for clients in 17 target industries and draws expertise from across the entire IBM Global Business Services organization.

### **For More Information**

Please contact GBS Cognos Communications at [cognocom@us.ibm.com](mailto:cognocom@us.ibm.com), or visit our web site at:

**[ibm.com/gbs/cognos](http://ibm.com/gbs/cognos)**



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- 2 Gartner Magic Quadrant for BI Platforms 2008, James Richardson, Kurt Schlegel, Bill Hostmann, Neil McMurphy, February 1, 2008; and Gartner Magic Quadrant for CPM Suites 2007, Nigel Rayner, Neil Chandler, John E. VanDecker, December 19, 2007