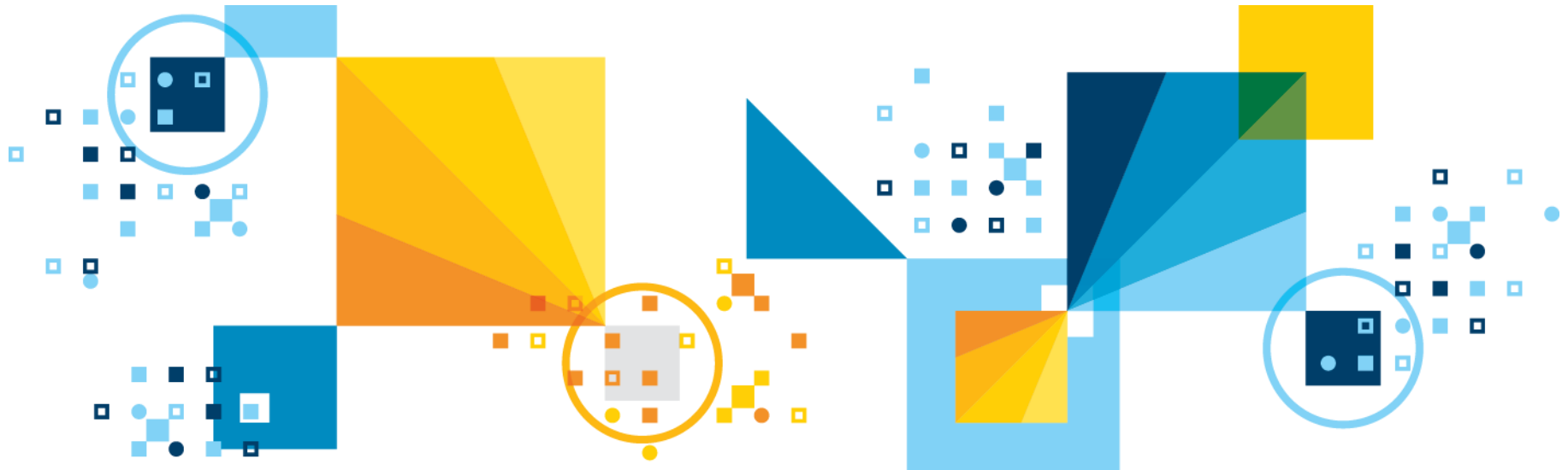


Marc deLorimier

Succeed at a New Business Speed: IBM Cognos Business Intelligence on Cloud





- Personal Computer
- Touch Pad
- Laptop
- Remote Monitoring
- Smart Phone
- Mini PCs
- Remote Server
- Data base

- Innovation
- Branding
- Social
- Marketing
- Analytics
- Data
- Business Management

22.3.3.55

85.3.66.1

808.1

9225.03

85.2

15.8

15.8

- Personal Computer
- Touch Pad
- Laptop
- Remote Monitoring
- Smart Phone
- Mini PCs
- Remote Server
- Data base

TECHNOLOGY



- Research
- Motivate
- Teamwork
- Mentor
- Lead by example

96/1111

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Accelerated by Cloud

Cloud is

CHANGING

 the way **work** gets done

IT

Quickly **deliver** a consumable hybrid cloud environment to support expanding business needs



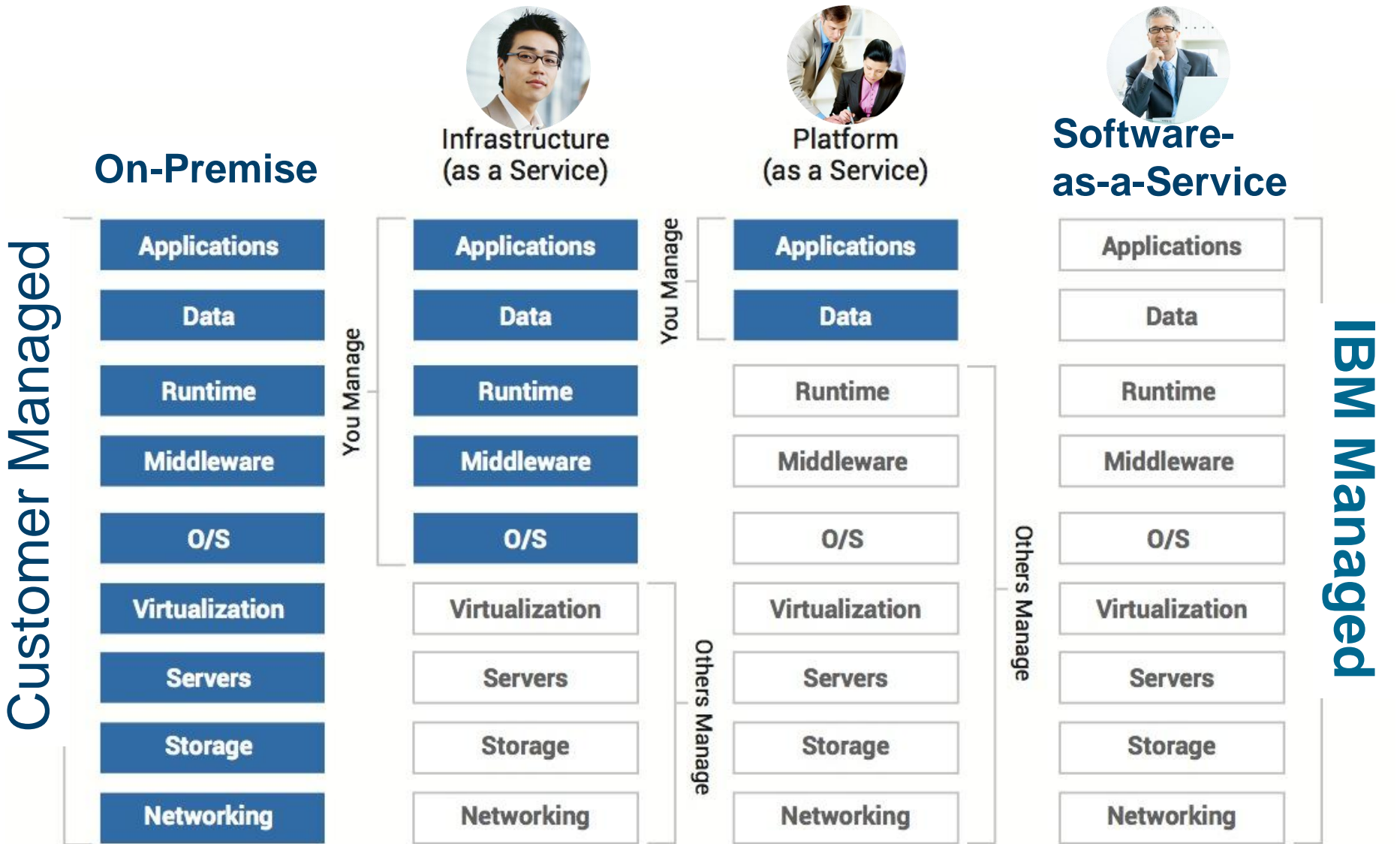
**Application
Developers**

Create the next great killer app by rapidly assembling cloud services



**Business
Leaders**

Innovate at the speed the customer expects by tapping into cloud services



Leading Organizations use Cloud to Gain a Competitive Advantage

Strategic reinvention

136% more likely to use cloud to **reinvent customer relationships**

Better decisions

170% more likely to **use analytics extensively** via cloud to derive insights

Deeper collaboration

79% more likely to rely on cloud to **locate and leverage expertise** anywhere in ecosystem

Almost **2x**
the **revenue growth**

Nearly **2.5x**
higher gross profit growth

IBM Cognos Business Intelligence 10.2.2 on Cloud Helps all Users



Business Users

Empowered to Operate at Business Speed

- Seamlessly integrate cloud and existing business solutions
- Collaborate across business and IT for better outcomes



Application Developer

Be a King Maker, Own a Test & Dev Sandbox

- Start small or go big with Bluemix
- Reduce time to configure, tune, and scale mobile & web apps
- Eliminate IT delays, improved production times



IT

Delivery More for Less, a Cloud-First Strategy

- Respond more quickly, scale on demand
- Improve compliance and certification
- Don't make trade offs for cloud

CHOICE

CONTROL

CONFIDENCE

Business Leaders: Cloud with choice

- Accelerate business **innovation** through cloud's faster time to value and lower costs
- Connect core business processes fueled by powerful **analytics**
- Engage and **collaborate** with employees, customers and partners



Blueprint for success



**Stop
Competitors**



Choice



**Integrate
Suppliers**



**Monetize
Data**



Align Teams

IBM Cognos Business Intelligence

Deliver at every level, in every department, in your organization



IT Managers: Cloud with control



- Balance CapEx/OpEx and speed/risk
- Embracing best of BI with open standards and avoid lock in
- Ensure robust enterprise-grade capabilities in single-tenant or bare metal environments
- Manage your identity, access, governance, and administration

Blueprint for success



Security



**Scale
Globally**



**Multiple
Environments**



Data



Control

Delivering a complete cloud journey, not just an application



Developers: Cloud with confidence



- Prototype and deploy new apps —with a rich portfolio of tools in IBM Bluemix
- Continuously deliver apps by automating development and delivery
- Extend existing investments by easily connecting securely to your on-premise infrastructure or cloud data

Blueprint for success



**Fault
Tolerant**



Confidence



**Developer
Tools**



**Agile
Methods**



Transparency



SOFTLAYER
an IBM Company

- Offers a broad portfolio of infrastructure choices to help you achieve greater business agility
- 40 WW data centers in 15 countries
- Live 2015: Hong Kong, US Federal, London, Toronto
- Next Up: Paris, Melbourne, Mexico City, Frankfurt, Sydney, Tokyo



 **IBM Bluemix™**

- Runtimes, services, and tooling up to you
- Industry-leading capabilities
Full range of capabilities leveraging the depth of IBM software
- Embrace composability in your business



 **Cloud Marketplace**

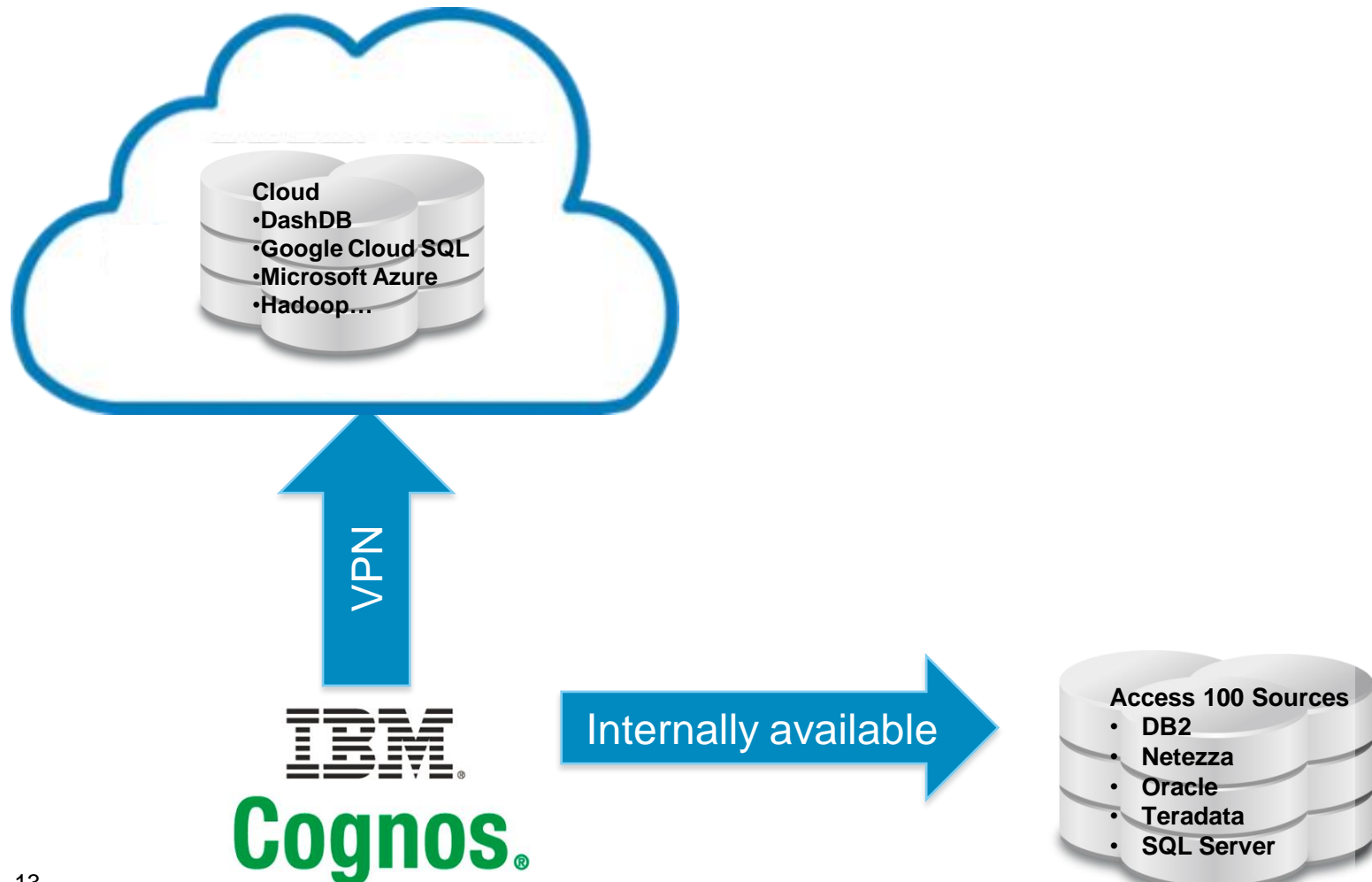
- One place to access the vast IBM portfolio of cloud capabilities, along with our world class 3rd party ecosystem
- One experience to discover, build, consume and manage cloud applications on solutions

IBM processes more than **5.5M client transactions** daily through IBM's public cloud

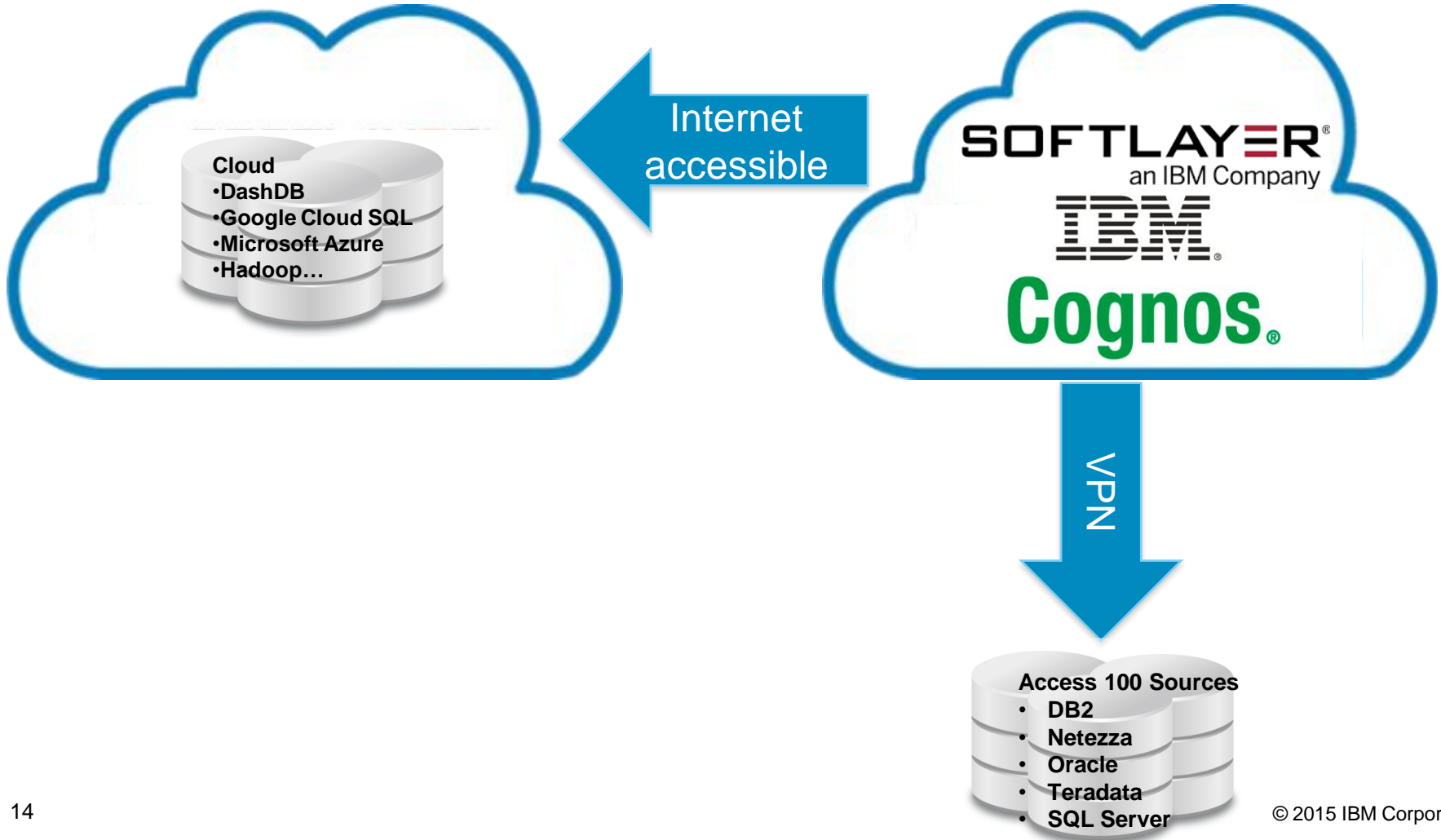
Developers have already created more than **5,500 projects** using BlueMix DevOps Services

IBM offers more than **100 Software as a Service** applications

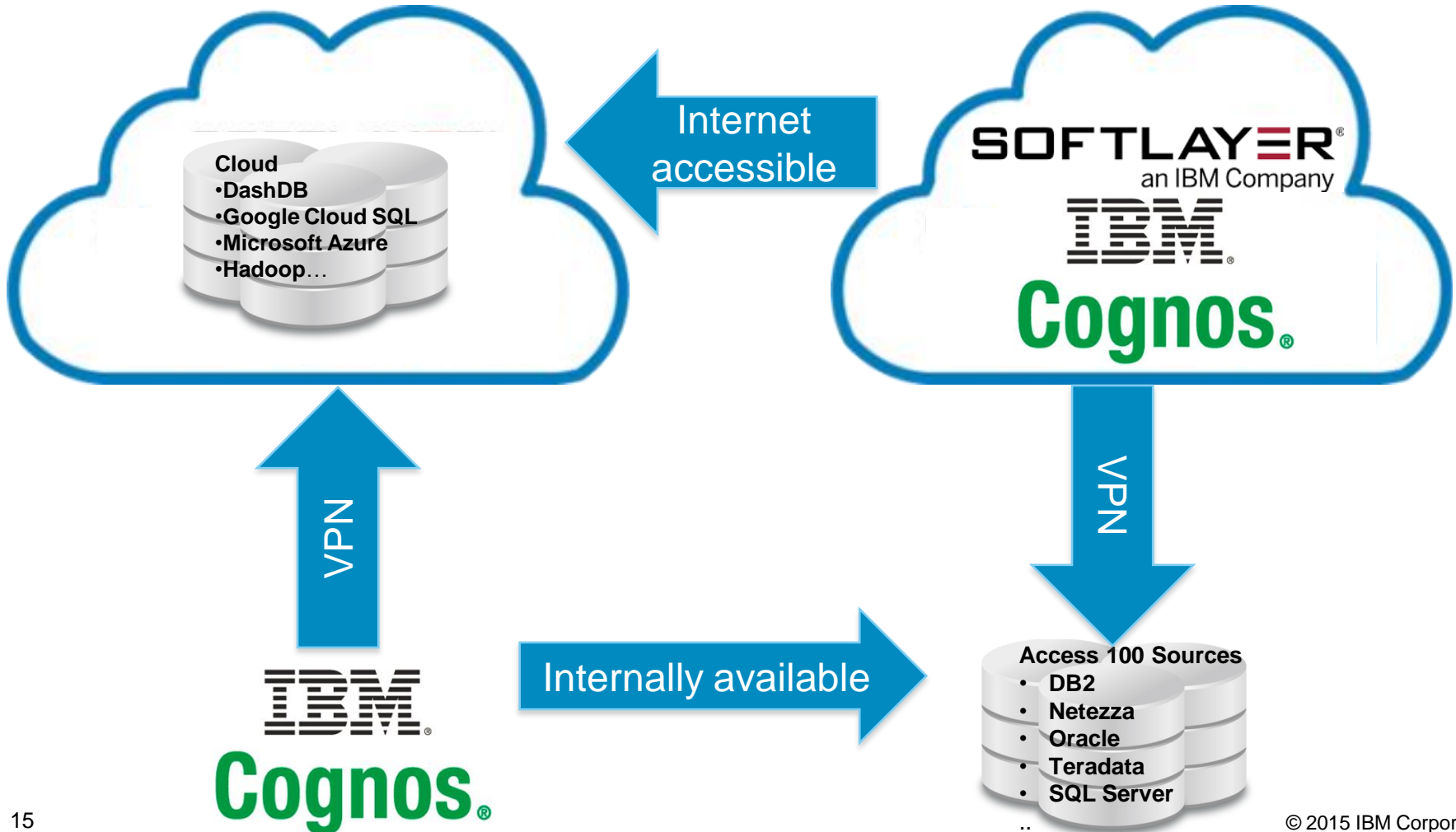
Traditional BI: Where you are today



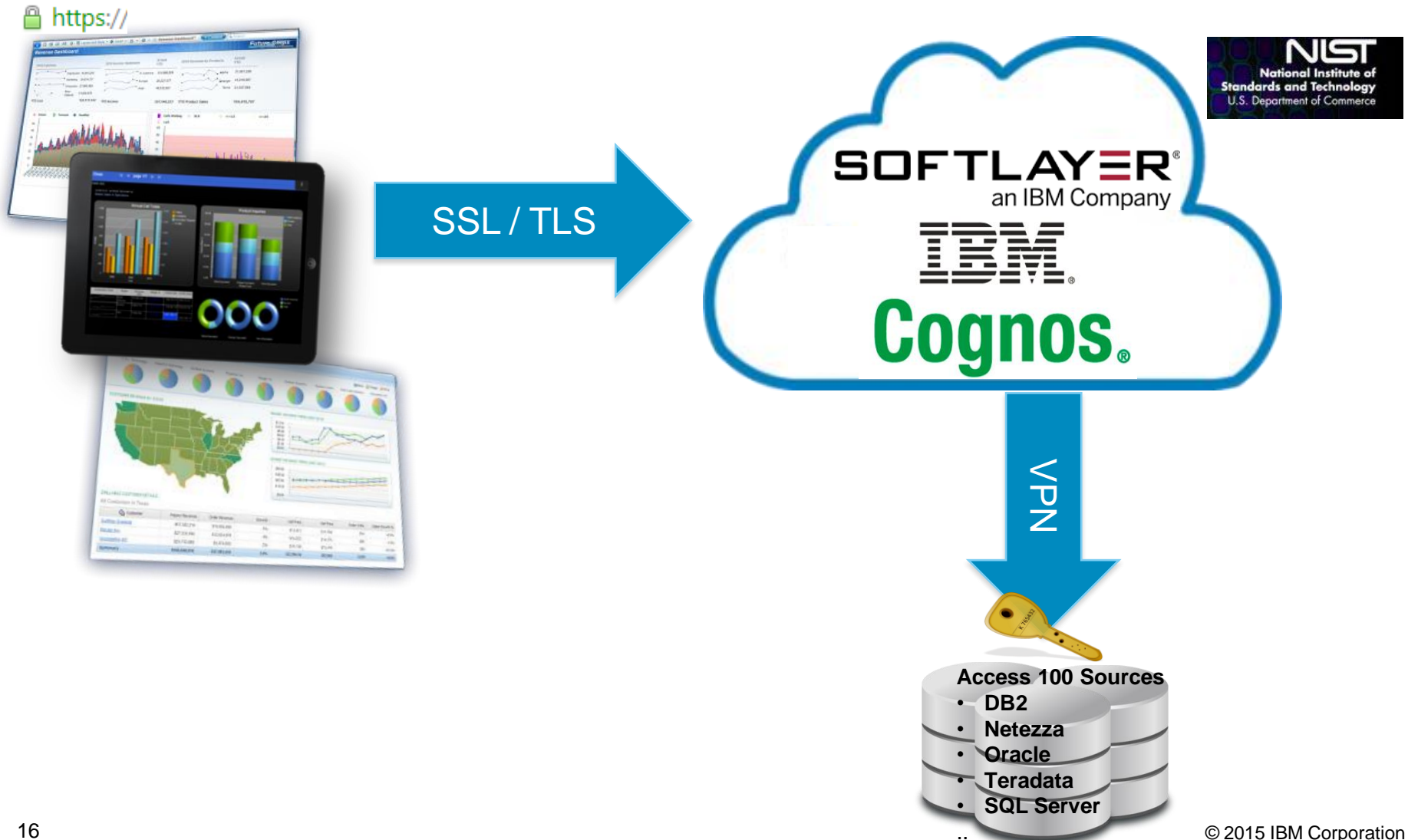
Cloud BI: Where you could be in the future



Best of both BI worlds: Hybrid of On-premise and Cloud



Our security and optionally yours!



IBM Business Intelligence on Cloud

Perfect for new deployments

SOFTLAYER
an IBM Company

BI on Cloud

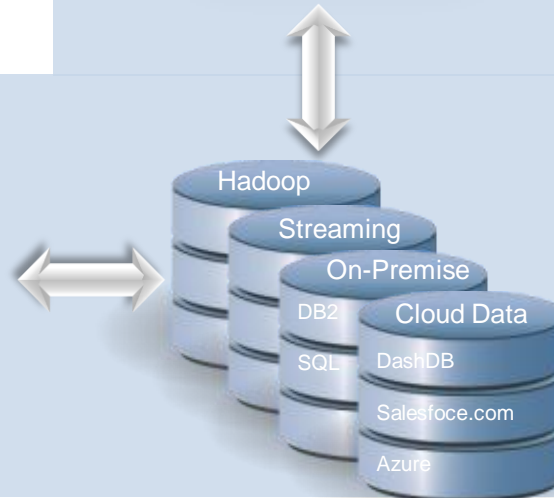
- Off-Premise
- OpEx Budget
- Predictable TCO
- Low Effort
- Updates in Days/Weeks
- Cognos 10.2.2 *
- Standard Support



Extend current BI deployments
(IBM or other)

Traditional BI

- On-Premise
- CapEx Budget
- Less Predictable TCO
- Variable Effort
- Updates in Months/Years
- Standard Support



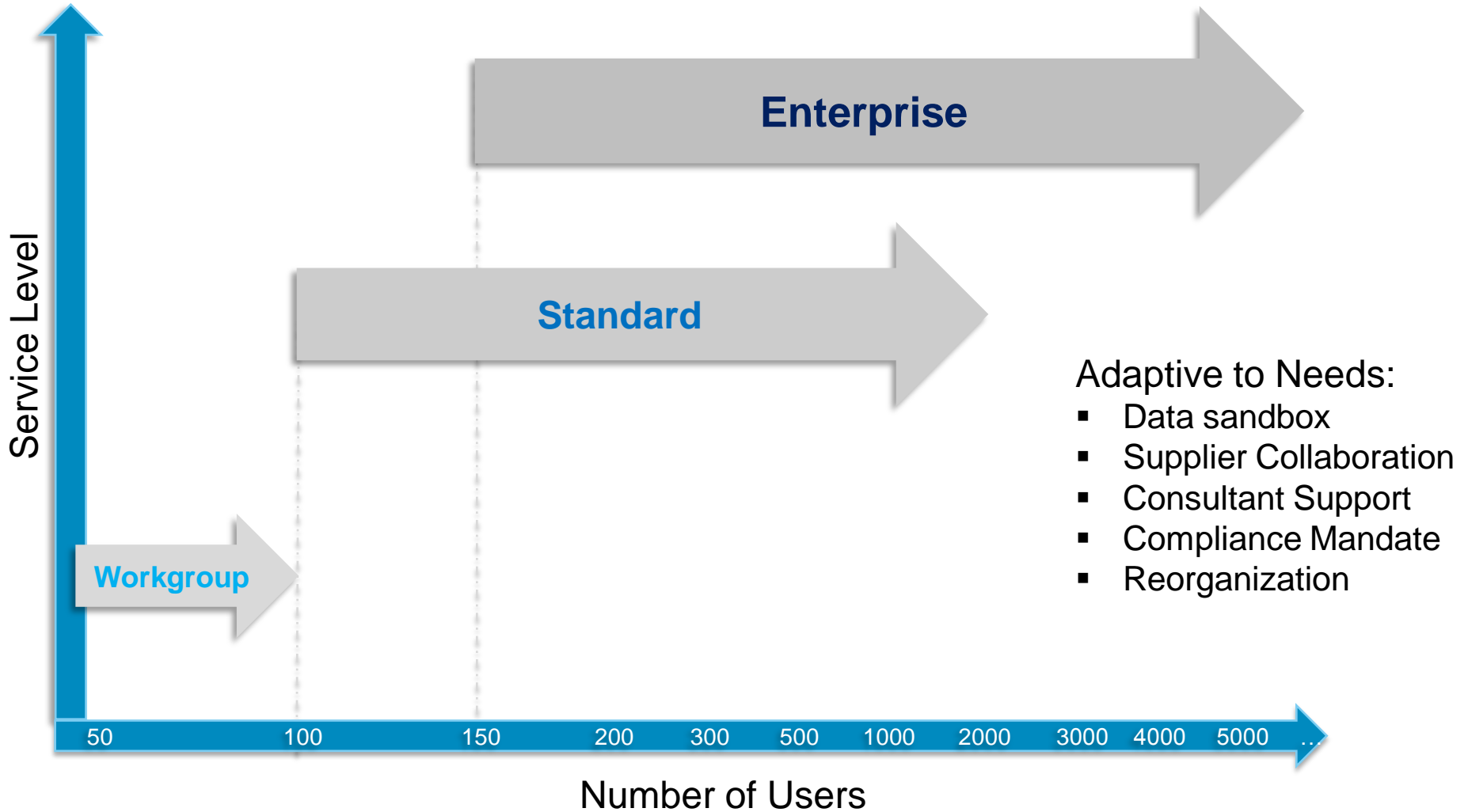
IBM SWG SaaS Trust and Security

Customer data content and privacy

- The data you own and upload into a SaaS offering remains yours.
- We do not use your data for any reason except to deliver services and support to you.
- Access to your data is only granted as necessary to deliver services and support to you (i.e., least required privilege).
- Our services are designed to protect your proprietary content.
- We will use your contact information according to, as applicable, [IBM's Privacy Policy](#), the [IBM Software Products and SaaS Privacy Statement](#), and the terms and conditions to your SaaS offering, and as needed to support you and to keep you informed on updates related to your services.

<http://www.ibm.com/cloud-computing/us/en/trustsaas.html>

Reliable and Elastic Subscription



Workgroup

\$ 75
user/month*
Semi-annual billing

Includes:

- Ad hoc reporting
- Extensible Visualization
- Dashboards
- User and role management
- Mail delivery service
- Mobile Application
- Access to cloud data sources
- User storage up to 100GB
- Disaster Recovery up to 100GB
- Single-tenant environment
- Standard technical support

*Minimum subscription of 50 users at full role flexibility

Standard

\$ 95
user/month**
Annual billing

Includes **Workgroup** plus:

- Access to on-prem data sources
- Pre-production environment
- User storage up to 250GB
- Disaster recovery up to 250GB
- *Optional Cloud Throughput Capacity (\$1,000 mo)*
- *Optional 250GB Personal Cloud Storage (\$50 per month)*

**Minimum subscription of 100 users at full role flexibility

Enterprise

\$125
user/month***
Annual billing

Includes **Standard** plus:

- High performance environment
- 'Bare-metal' server
- User storage up to 500GB
- Disaster recovery up to 500GB

***Minimum subscription of 150 users at full role flexibility

It's Your Journey: How is our BI on Cloud Differentiated?

Choice

- BI on Cloud ...
- Decide where to start, how and when to grow
 - Uptime guarantees that fit apps and users
 - Get a performance boost with 'fast lane' options
 - Locate data where it's best, on/off premise
 - Select from a single – tenant or bare-metal environments

Control

- BI on Cloud...
- Purpose built environment for BI
 - Managed as single solution, bare-metal to BI, by domain experts
 - Increase trust and security
 - Plan for long-term growth without facing limits on users or support

Confidence

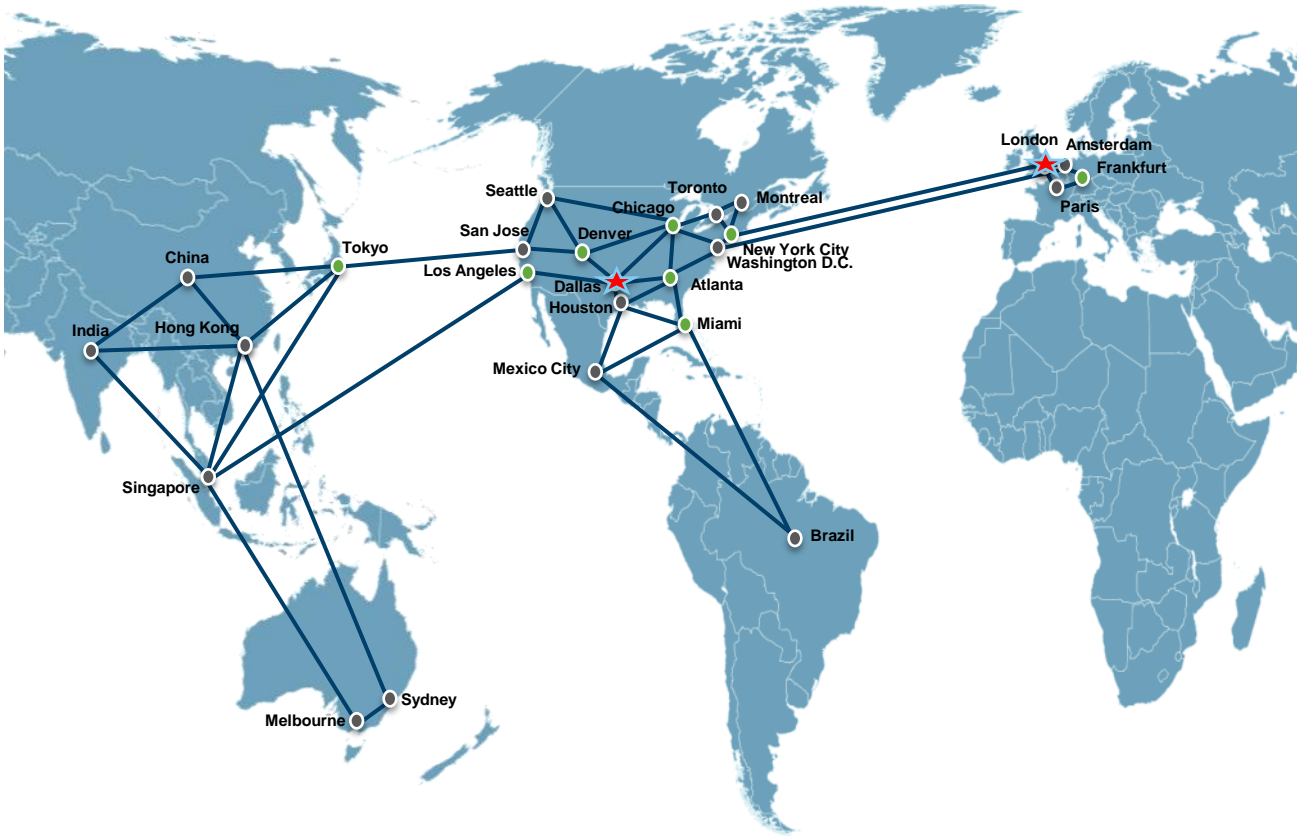
- BI on Cloud...
- Improves compliance and certifications: Safe Harbor, SOC II, ..
 - Future 'resident' BI with 40 data centers in five continents
 - Having the have right tools available, for the right user roles

IBM holds **1,560**
cloud patents
focused on driving
innovation

24 of the top **25**
Fortune 500 trust the
IBM Cloud

IBM plans to deliver
cloud services from
40 data centers
worldwide in 15
countries

IBM is investing **\$1.2B** in new cloud resources to significantly expand **SoftLayer** presence



- Data Center and Network Point of Presence
- Network Point of Presence
- ★ BI on Cloud Datacenter

Global expansion

- 40 WW data centers in 15 countries
- **Live:** Hong Kong, London, US Federal, Toronto
- **Next Up:** Paris, Melbourne, Mexico City, Frankfurt, Sydney, Tokyo

Key design elements

- Control and transparency
- High performance
- Data sovereignty
- Security

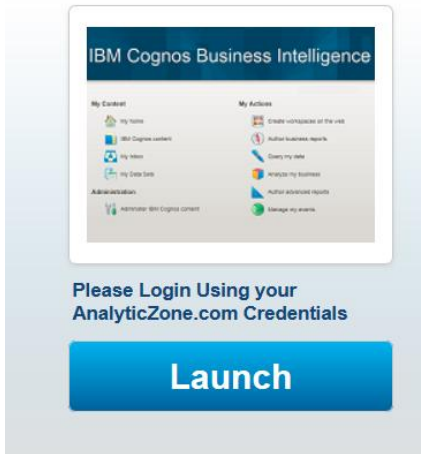
Localized capabilities

- IPv4/IPv6 dual stack
- Global DNS
- Global DDOS mitigation
- Global internet exchanges and peerings

Purchase Path: Test Drive, Rental and Lease

Free Test-Drive (User Trial):

- Visit AnalyticsZone.com
- Visit the Downloads & Trial
- Login and Launch !
- Request contact



Rental (Proof of Concept):

- Contact Seller
- 90 day w/out user limit
- \$12,000 paid *upfront*
- Transition to production



(D1G91LL)

Lease (Paid Subscription):

- Visit Cloud Marketplace
- Visit Cognos BI pages
- Visit AnalyticZone

Workgroup	Standard	Enterprise
\$75 user/month* Semi-annual billing	\$95 user/month** Annual billing	\$125 user/month*** Annual billing
Includes: • Ad hoc reporting • Extensible visualization • Dashboards • User and role management • Mail delivery service • Mobile Application • Access to cloud data sources • User storage up to 100GB • Disaster Recovery up to 100GB • Single-tenant environment • Technical support as per on-premise	Includes Workgroup plus: • Access to on-prem data sources • Pre-production environment • User storage up to 250GB • Disaster recovery up to 250GB • <i>Optional Cloud Throughput Capacity \$1,000 month</i> • <i>Optional 250GB Personal Cloud Storage for \$50 per month</i>	Includes Standard plus: • High performance environment • Bare-metal server • User storage up to 500GB • 500GB disaster recovery
*Minimum subscription of 50 users without limits on user role	**Minimum subscription of 100 users without limits on user role	***Minimum subscription of 150 users without limit on user role

(D1G93LL) (D1G96LL) (D1G99LL)

IBM Speeds Innovation with Software and Solutions on Cloud

Predictive Analytics



- SPSS Data Collection
- SPSS Modeler Gold
- Social Media Analytics

Risk



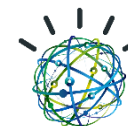
- Algo Managed Services
- Algo Risk Content
- Algo Risk Reports
- Algo Risk Service
- Algo Pension Monitoring
- IBM Open Pages GRC

Performance Management



- Cognos TM1
- Cognos Concert
- Cognos Disclosure Management
- Cognos Quota Management
- Cognos Territory Management
- Cognos Incentive Management Compensation

Watson



- Watson Analytics
- Watson Curator

Content Management



- Navigator

Business Intelligence



- Cognos Business Intelligence

Cloud Business Solutions

- | | |
|----------------------------|-------------------|
| ▪ Customer Intelligence | |
| ▪ Customer data | |
| ▪ Digital Commerce | Marketing |
| ▪ Social Analytics | |
| ▪ Counter Fraud | |
| ▪ Mortgage Analytics | Finance |
| ▪ Performance Optimization | |
| ▪ Predictive Maintenance | Operations |
| ▪ Personalized Learning | |
| ▪ HR Administration | HR |