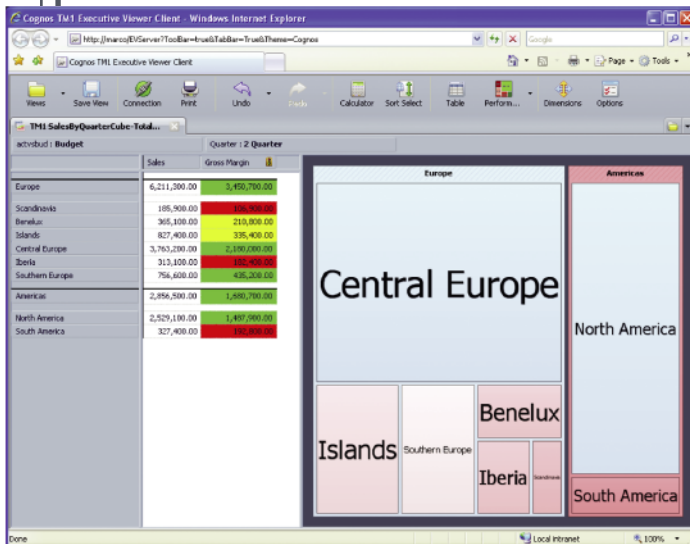


IBM Cognos TM1 Executive Viewer

Fast Self-Service Analytics

IBM Cognos TM1 Executive Viewer provides business users with self-service, real-time, Web-based access to information from online analytical processing (OLAP) databases for advanced analysis and reporting. Executive Viewer eliminates barriers to informed decision-making by providing dynamic, interactive, “self-service” analytics. You gain insight from your own data whenever and wherever you need it—without having to consume costly IT resources. Executive Viewer enables affordable, scalable, cross-enterprise deployment of sophisticated analytic applications and includes connectivity to Oracle Hyperion Essbase, Microsoft Analysis Services, and IBM Cognos TM1.

Executive Viewer lets you not only report your data, but to visualize it graphically to quickly spot performance trends and outliers. For example, by creating performance maps (often called “heat maps”), you can quickly assess performance across your organization by geography, unit, or other factor. Using shape, size, and color to demonstrate trends and relationships, you can readily see relative contributions to performance, can focus analysis on areas having the greatest financial and operational impact, and can use interactive drill-down to uncover root causes.



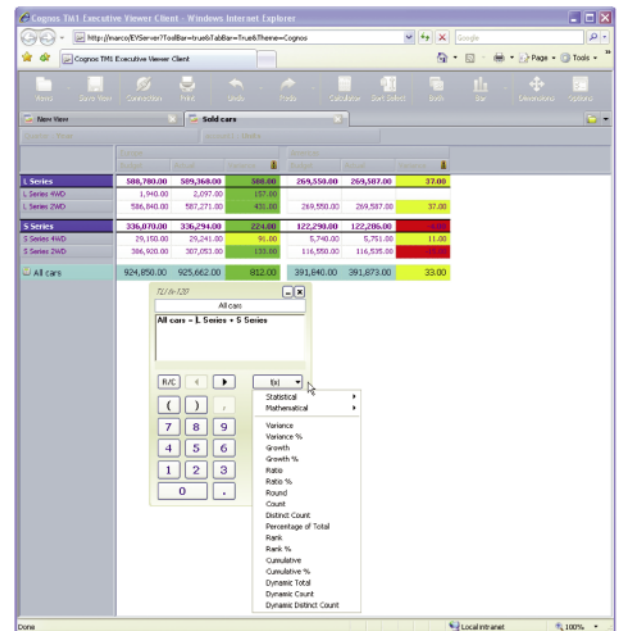
Performance Maps illustrate an effective use of Data Visualization to quickly assess performance financial and operational performance.

Powerful Ad-hoc Analysis

With just a few clicks, Executive Viewer lets you transform financial and operational data into actionable information. And however you choose to pivot or stack dimensions, you can save your analyses for future personal or shared use.

Executive Viewer lets you:

- Access and modify pre-authored analyses and/or create unique ad hoc queries.
- Generate virtual dimension elements with dynamic calculations and highlight exceptions with advanced traffic lighting.
- Perform *what-if* scenarios and interact with forecasts using advanced write-back capability and accelerated data entry.

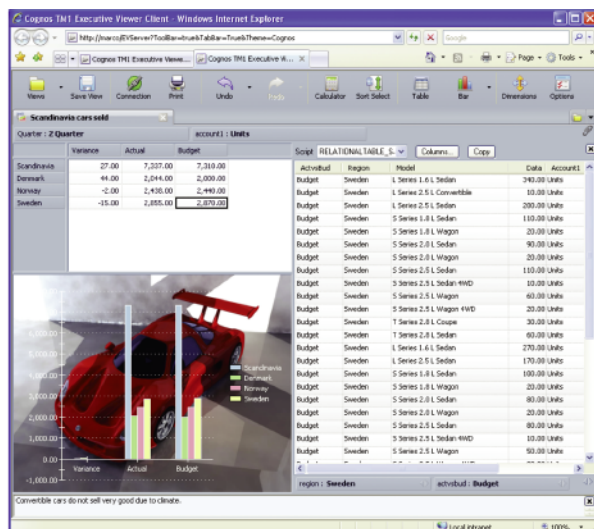


Executive Viewer provides a rich set of built-in functions for on-the-fly statistical and mathematical calculations; its EV Calculator offers point-and-click analyses to meet ad hoc information needs.

Quick and Easy Navigation

Uncovering all the facts is easy, whether you're reviewing high-level data or drilling down to the finest detail. Information displays instantly, regardless of detail level, quantity, or outline size. With Executive Viewer, you can:

- Search, sort, and select on dimension element attributes and/or data.
- Retrieve detailed data with drill-down, drill-up, or relational drill-through.
- Suppress unwanted information with Personalized Outlines.



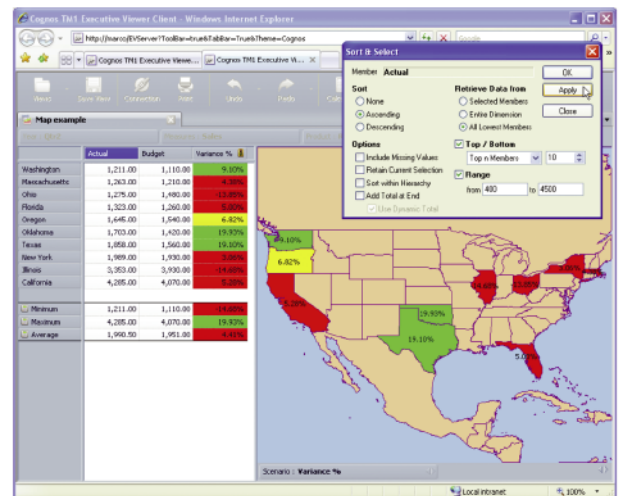
Executive Viewer provides frames for tables, graphs, drill-down lists, and notes.

Instant, Flexible Reporting

Enhanced formatting and data visualization let you transform, present, and distribute detailed information to ensure effective report presentation to line managers, analysts, and executives. Flexible Executive Viewer makes it easy to:

- Create graphic representations using an array of options, including maps, dual-axis, tables, and charts on one page.

- Build polished reports using flexible formatting, on-the-fly calculations, and traffic lighting.
- Print fully formatted presentations including title page, table of contents, headers, and footers directly from the Web.
- Export data to formats like Excel, e-mail, or PDF.



This exception report uses dynamic TopNFiltering, a map file, and "traffic lighting" to display focused performance analysis.

Easy Implementation, High Value

Whether you're implementing for 10 or 10,000 users, Executive Viewer scalability enables wide-ranging interaction across multiple environments with dynamic OLAP access. Training cost and effort are low: Within minutes of installation, users have access to all Executive Viewer features and functions, and can immediately interact with a variety of OLAP and relational databases. Security filters and restrictions are recognized automatically, eliminating the need for redundant user administration. Centralized, Web-based server administration allows connection to multiple OLAP servers and applications with minimal maintenance and IT support.

| | 1 Quarter | | 2 Quarter | | 3 Quarter | | 4 Quarter | | |
|--------------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|
| | Actual | Budget | Actual | Budget | Actual | Budget | Actual | Budget | |
| Scandinavia | Units | 6,546.00 | 6,190.00 | 7,337.00 | 7,318.00 | 6,999.00 | 7,210.00 | 6,160.00 | 6,170.00 |
| | Sales | 216,796.29 | 216,540.00 | 186,473.27 | 185,768.00 | 178,955.96 | 179,006.00 | 231,269.22 | 230,796.00 |
| | Variable Costs | 19,617.65 | 19,000.00 | 78,256.36 | 79,000.00 | 74,428.82 | 74,000.00 | 92,553.98 | 92,000.00 |
| Denmark | Units | 2,398.00 | 2,370.00 | 2,044.00 | 2,000.00 | 1,973.00 | 1,930.00 | 2,495.00 | 2,599.00 |
| | Sales | 60,458.68 | 60,300.00 | 51,933.65 | 51,700.00 | 48,989.26 | 48,900.00 | 68,787.46 | 69,700.00 |
| | Variable Costs | 29,799.47 | 28,100.00 | 23,269.42 | 21,400.00 | 20,312.61 | 20,000.00 | 27,460.69 | 27,400.00 |
| Norway | Units | 2,926.00 | 2,910.00 | 2,438.00 | 2,440.00 | 2,274.00 | 2,280.00 | 3,001.00 | 3,020.00 |
| | Sales | 74,243.76 | 74,300.00 | 65,876.76 | 61,900.00 | 60,777.31 | 60,800.00 | 76,712.55 | 76,900.00 |
| | Variable Costs | 30,857.15 | 30,600.00 | 26,777.23 | 26,900.00 | 25,926.91 | 26,000.00 | 32,483.93 | 32,900.00 |
| Sweden | Units | 3,224.00 | 3,210.00 | 2,855.00 | 2,870.00 | 2,703.00 | 2,700.00 | 3,354.00 | 3,560.00 |
| | Sales | 81,636.94 | 81,300.00 | 72,560.96 | 72,300.00 | 69,220.39 | 69,100.00 | 89,789.22 | 89,500.00 |
| | Variable Costs | 38,262.52 | 38,100.00 | 30,573.71 | 30,700.00 | 28,195.29 | 28,400.00 | 37,589.22 | 37,900.00 |
| Benelux | Units | 17,048.00 | 16,940.00 | 14,411.00 | 14,268.00 | 14,009.00 | 13,836.00 | 18,188.00 | 18,136.00 |
| | Sales | 426,826.97 | 426,740.00 | 364,336.91 | 363,188.00 | 356,973.26 | 356,790.00 | 457,020.32 | 456,590.00 |
| | Variable Costs | 186,485.12 | 186,000.00 | 155,232.61 | 154,300.00 | 147,058.08 | 146,500.00 | 192,968.17 | 191,890.00 |
| Belgium | Units | 7,703.00 | 7,690.00 | 6,526.00 | 6,470.00 | 6,396.00 | 6,290.00 | 8,453.00 | 8,419.00 |
| | Sales | 193,792.82 | 194,000.00 | 164,866.49 | 165,000.00 | 161,454.61 | 161,100.00 | 212,029.75 | 212,300.00 |
| | Variable Costs | 81,882.58 | 81,500.00 | 70,889.06 | 70,600.00 | 68,345.20 | 68,200.00 | 88,903.59 | 89,700.00 |
| Luxembourg | Units | 773.00 | 776.00 | 963.00 | 900.00 | 942.00 | 990.00 | 998.00 | 760.00 |
| | Sales | 19,458.28 | 19,200.00 | 16,714.96 | 16,600.00 | 16,379.72 | 16,400.00 | 20,261.28 | 20,300.00 |
| | Variable Costs | 8,185.08 | 7,900.00 | 6,919.48 | 6,200.00 | 7,021.06 | 6,200.00 | 8,660.55 | 8,400.00 |
| Netherlands | Units | 8,572.00 | 8,560.00 | 7,228.00 | 7,190.00 | 7,051.00 | 6,960.00 | 8,867.00 | 8,880.00 |
| | Sales | 215,579.87 | 215,700.00 | 182,857.47 | 183,300.00 | 179,141.83 | 179,200.00 | 225,529.97 | 225,900.00 |
| | Variable Costs | 90,421.67 | 90,600.00 | 77,428.17 | 77,300.00 | 74,442.62 | 74,100.00 | 95,448.03 | 94,700.00 |

End users quickly build reports to meet their individual business needs. Data source user security is respected in Executive Viewer views.

Using a simple HTML editor, administrators, and designers can embed pre-set analytic views within existing corporate Web pages, portals, and intranets, giving users access to key measures and dashboards in a controlled environment. Report customization is easy using Executive Viewer's Events, Methods, and Properties.

Office Products and Applications

Seamless IT-friendly integration with widely used desktop applications such as Microsoft PowerPoint, Outlook, and Excel is another example of Executive Viewer flexibility. PowerPoint presentations come alive with slides that are connected real-time to the OLAP server for dynamic ad hoc analysis.

| | Europe | | Variance | Americas | | Variance |
|--------------|------------|------------|------------|------------|------------|----------|
| | Budget | Actual | | Budget | Actual | |
| 1 Series | 318,786.00 | 589,368.00 | 270,582.00 | 260,530.00 | 289,587.00 | 27.00 |
| 1 Series 4#D | 1,940.00 | 2,097.00 | 157.00 | | | |
| 1 Series 2#D | 586,846.00 | 587,271.00 | 425.00 | 269,550.00 | 289,587.00 | 37.00 |
| 3 Series | 318,870.00 | 318,294.00 | 576.00 | 122,990.00 | 122,296.00 | |
| 3 Series 4#D | 29,150.00 | 29,241.00 | 91.00 | 5,740.00 | 5,751.00 | 11.00 |
| 3 Series 2#D | 306,720.00 | 307,053.00 | 333.00 | 116,950.00 | 116,535.00 | |
| All cars | 924,050.00 | 925,662.00 | 912.00 | 391,840.00 | 391,873.00 | 33.00 |

Access Executive Viewer within Microsoft Outlook, PowerPoint, or Excel. Options for interactive graphical analysis include dual-axis graphs to convey rich content.

Managers and analysts alike can gain insight into their business with on-the-fly answers to critical questions through interactive analyses and report generation. With no programming or training needed, users are provided an out-of-the-box solution that gives them the level of information they need with unbeatable response times. Once the barriers of passive reporting have been broken, the real power of active analysis and visualization is available to every key player in the organization, and enables them to make high-impact decisions with confidence.

Available Data Sources

- Oracle Hyperion Essbase version 4.01 or higher
- Oracle Hyperion System 9 BI+ Analytic Services 9.0 or higher
- IBM DB2 OLAP Server version 5 or higher
- IBM Cognos TM1 version 9.1 or higher
- Showcase AS400 OLAP Server version 3.5 and higher
- Microsoft® SQL Server™ Analysis Services 2000
- Microsoft® SQL Server™ Analysis Services 2005

Platform/Operating Systems

- Windows 2000, 2003, 2008, XP, and Vista

Browser

- Microsoft Internet Explorer

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/education



Request a call

To request a call or ask a question, go to www.cognos.com/contactme. A Cognos representative will respond to your enquiry within two business days.