

Business Analytics with IBM Cognos

A well-defined business analytics strategy helps your organization gain valuable insight to improve efficiencies and better compete in your industry. By connecting people across the enterprise with critical information, business analytics solutions drive collaboration and enable faster decision-making.

Leveraging IBM Cognos software, organizations are using this insight to deliver better business results and increase profitability. Prolifics uses these leading analytics technologies to help you better understand, anticipate and shape business outcomes. With effective business intelligence and performance management, your organization gains greater visibility into all aspects of your business, allowing you to analyze trends and opportunities. Prolifics can help you establish a proactive analytics strategy, allowing your company to enhance performance and improve operational efficiency. Our skilled information management experts deliver innovative business intelligence and performance management solutions, providing query and reporting, analysis, dashboarding and scorecarding capabilities.

Business Intelligence and Financial Performance Management

Cognos Business Intelligence (BI)

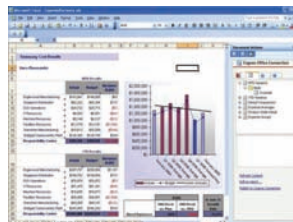
Expand your traditional business intelligence initiatives with planning, scenario modeling, real-time monitoring and predictive analytics. Cognos BI gives you a complete view of results, helping you understand what drives your numbers and identify opportunities and trends. You can also benefit from these features on-the-go with access to analytics from tablets and smart phones. The solution brings a full range of BI capabilities to your organization, allowing you to gain more value from your data and infrastructure.

Query and Reporting — with professional report authoring capabilities, authors design and build report templates that can be easily shared across an organization. Collaborative reporting features help business users communicate with others in order to gain insight and improve decision-making processes.

Analysis — to make more informed decisions by gaining visibility and access to critical information and engaging the right people in the process. Comprehensive analysis features allow users to view, assemble and analyze information and apply more advanced, predictive analysis to any business situation.

Dashboards — assemble and personalize your unique dashboard views and access your information in a secure fashion. Your dashboards give you a complete view of the business, allowing you to leverage a variety of data sources.

Scorecarding — gain the ability to visually monitor, measure and manage your business metrics and track performance against key performance indicators. With central management of your data, you're able to ensure consistency, improve accountability and share more easily.

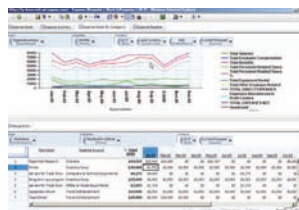


Cognos Financial Performance Management

Meet your organization's complex financial needs with powerful performance management tools. Prolifics leverages Cognos TM1 to provide budgeting, forecasting, consolidating and reporting capabilities, enabling your financial leaders to drive profit and growth across your enterprise. Our information management experts implement high-performance enterprise planning solutions that allow financial leaders to develop reliable and personalized forecasts and budgets.

"What-if" scenario modeling and comprehensive profitability analysis help optimize performance and lead to better decision-making. Cognos TM1 provides financial performance management capabilities including:

- ◆ Budgeting, Forecasting and Analysis
- ◆ Financial Performance Analytics
- ◆ Financial Management and Control
- ◆ Strategy Management and Scorecarding



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