

# Cognos 8 Business Intelligence

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**DATA MANAGEMENT**

*DATA SERVERS, DATA WAREHOUSE  
AND DATA ARCHIVING (PRINCETON)*



**ENTERPRISE CONTENT  
MANAGEMENT**

*INCLUDING FILENET PRODUCT PORTFOLIO*



**INFORMATION INTEGRATION &  
MASTER DATA MANAGEMENT**

*PREVIOUSLY KNOWN AS ASCENTIAL,  
DWL, SRD & TRIGO.*



**BUSINESS INTELLIGENCE &  
PERFORMANCE MANAGEMENT**

*COGNOS*

# Agenda

- The Drive to Business Optimization
- Introduction to IBM Cognos 8 BI
- Cognos 8 BI for Business Users
- Cognos 8 BI for IT
- Summary



**COGNOS**





*Headline news*

- *And yet ....*
  - Managers Waste 2 hours a day searching for information
  - Over 50% of managers use the wrong information at least once a week
  - Over 50% of information managers receive is perceived as having no value

Source: Accenture 2007

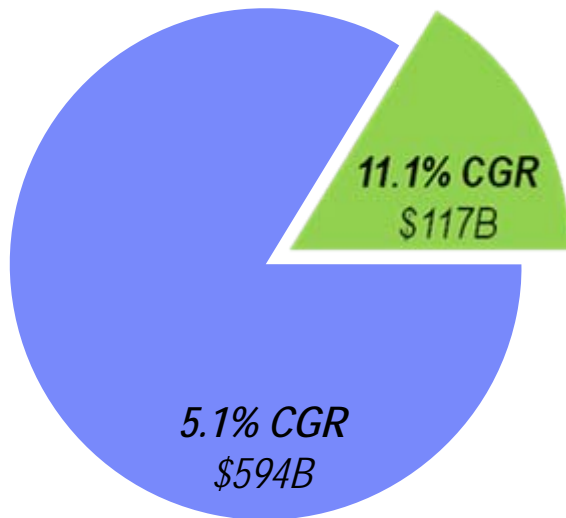
- *How does your organization increase the return on those information assets?*



# New Initiatives Increasingly Focus on Optimization

## Organizations Striving for Competitive Advantage

*Business Optimization Growth is 2 Times Faster than Business Automation*



IT Spending Estimate\*  
2008

**Business Optimization**

Information Agenda

**Business Automation**

Application Agenda

## Competitive Advantage



**Faster Processing, Reduced Costs**

Includes Hardware, Software and Services. Does not include Networking, Printer, or Standalone Printer or PC Markets. CGRs 2006 - 2011. Opportunity estimates based on analysis done by the IBM Market Intelligence Department. IBM Market Intelligence data is provided for illustrative purposes and is not intended to be a guarantee of market opportunity.



# Information On Demand

Unlocking the Business Value of Information for Competitive Advantage

Customer & Product Profitability    Financial Risk Insight    Workforce Optimization    Dynamic Supply Chain    Multi-Channel Marketing

**Business Optimization**

**Better Business Outcomes**

**COGNOS**

Business Intelligence & Performance Management  
Plan, understand and optimize business performance

*Plan, understand and optimize business performance*

Information Integration, Warehousing & Management  
Establish and maintain an accurate, trusted view of information

*Establish and maintain an accurate, trusted view of information*

Flexible Architecture for Leveraging Existing Investments

Transactional Processes    Content-driven Processes    Other Information Sources

Data Management    Content Management

Manage data and content over its lifetime    Use data and content as part of business processes

*Manage data and content over its lifetime and as part of processes*

**End-to-End Capabilities**



# Cognos 8 BI Customers



Increased gross margins from mid-20s to over 40 percent by providing a comprehensive view of process and system information and real time access to data for rapid decision making



Reached their target of spending a maximum of 15% of the time on the collection and compilation of figures allowing 2x+ as much time at their disposal for analyses & initiatives.



Harrah's used Cognos business intelligence to improve its customer relationship management program, and add \$50 million to its bottom line results

## COGNOS 8 BI

*Helps more employees to make better, faster decisions*



With Cognos, Trillium can now have real-time, accurate insight into length of stay for patients, ambulatory services, rate performance, market share, staff retention, budgets, and more from 45 data sources.



Reduced cost of ownership while increasing productivity, customer satisfaction and scalability



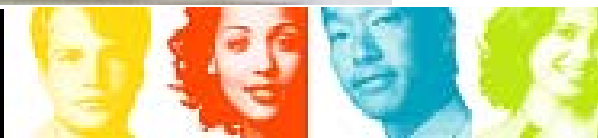
Boosts bottom-line business performance with new visibility and control



# IBM Cognos 8 BI Enables Better, Faster Decisions



- **More Users**
  - Simplified role based interfaces
  - Targeted content and capabilities
  - Flexible and scalable platform
- **Better Decisions**
  - Based on accurate, complete information
  - Aligned with strategic goals and initiatives
  - Based on proven practices
- **Faster**
  - Information when users need it
  - How they need it
  - Where they need it



# IBM Cognos 8 Business Intelligence

Enables more users to make better, faster decisions

- **Full range of BI capabilities** for all user communities to receive relevant information how, when and where it is needed
- **Open enterprise-class platform** for IT to cost-effectively scale to meet growing user demands
- **Frameworks and proven practices** to provide the expertise to ensure success on the journey to performance management



# Broad Range of BI Capabilities

## Reporting

- Provides full breadth of report types
- Delivers consistent information across all types of report output
- Can be personalized and targeted
- Enables collaboration across users, communities and with IT
- Provides access via email, portal, MS-Office, search and mobile devices etc



## Analysis

- Provides guided exploration across multiple dimensions of information
- Performs complex analysis and scenario modeling easily and quickly
- Gets to the “why” behind trends to reveal symptoms and causes
- Moves from summary level to detail levels of information effortlessly



# Broad Range of BI Capabilities

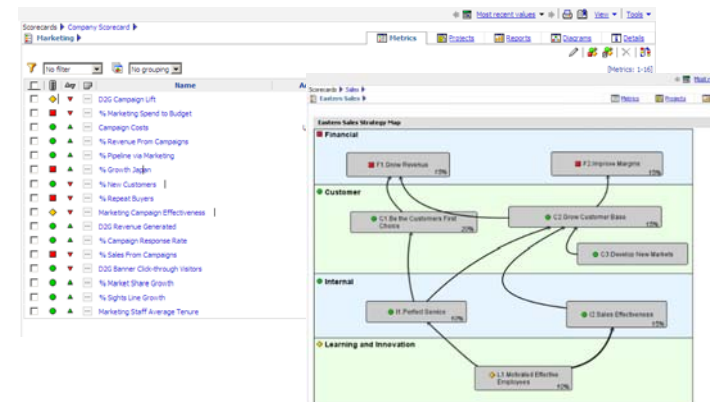
## Dashboards

- Provides at-a-glance, high impact views of complex information
- Helps quick focus on issues that need attention and action
- Are highly visual and intuitive
- Combines information across disparate sources



## Scorecards

- Provides instant measurement relative to targets and benchmarks
- Aligns decisions and tactics with strategic initiatives
- Supports scorecarding methodologies
- Ensures ownership and accountability



# Information Needs Vary by User

## EXECUTIVE

At-a-glance view of operational and financial performance

## BUSINESS MANAGER

Fast access to relevant information to make better operational decisions

## FINANCIAL & BUSINESS ANALYST

Free to explore and analyze data from multiple sources

## CUSTOMER & PARTNERS

Secure access to information over the web with no training

## CASUAL USERS

Receive scheduled, personalized content and subscribe to most relevant to their role



# Business User Concerns



- Is it complicated to learn and use?
- My needs are not the same as everyone else. Will you personalize for me?
- Will it be there when I need it?
- How do I know I can trust the numbers?



# Cognos Meets the BI Needs of Executives

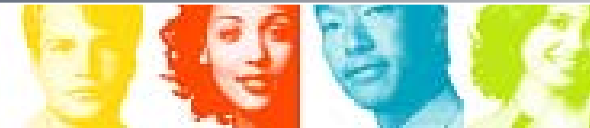
## EXECUTIVE



- **Fast accurate information**
- **Cross functional view**
- **Actionable information delivered in context**
- **Exception reporting of critical performance issues**

## COGNOS 8 BI

- **Dashboard for immediate at-a-glance view**
- **Scorecards report metrics in context**
- **Briefing books combine key findings**
- **Mobile BI so they are always in touch**





# Cognos Meets the BI Needs of Managers

## BUSINESS MANAGER



- Ability to find fast answers to business questions
- Information they can own and trust
- Help finding and filtering information
- On demand notification and alerting

**COGNOS 8 BI**

- Simplified ad hoc reporting
- Common business model
- Portal integration
- Cognos Go! Search and Go! Mobile



# Example: Self-Service Personal Alerts

Define how you would like to be alerted

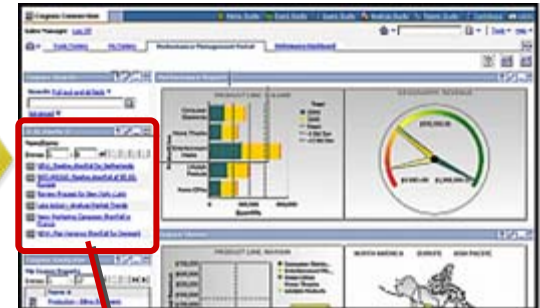
Country	Planned revenue	Revenue	Gross profit
<b>Americas</b>			
Brazil	\$7,173,551.85	\$6,100,000.00	\$1,064,614.00
Mexico	\$3,577,293.24	\$3,385,517.92	\$1,129,436.64
Canada	\$26,278,219.52	\$23,313,719.54	\$6,669,008.02
United States	\$27,655,992.18	\$26,652,504.46	\$8,137,085.44
<b>Asia Pacific</b>			
Japan	\$4,300,260.22	\$4,115,591.10	\$1,739,320.04
Taiwan	\$2,076,263.64	\$2,775,282.28	\$1,168,246.98
Korea	\$2,711,485.40	\$2,495,093.30	\$1,028,246.60
Australia	\$6,789,919.36	\$6,428,066.60	\$1,604,036.20
China	\$2,245,770.86	\$2,245,770.86	\$1,067,932.74

Alert type:  
Select at least one alert type.

Send the report by email Edit the options...  
Sam Carter (scarter)

Publish a news item Edit the options...  
-> Report: 'Global Sales' - 'Revenue' >= 23383719.54

Cancel < Back Next > Finish



Highlight the report, or value within a report that you wish to be alerted on

Receive alert and monitor over time

- Users can easily create their own alerts for scheduled reports
- Users can control when and how they receive critical information without IT intervention



# Cognos Meets the BI Needs of Financial and Business Analysts

## ANALYSTS



- Analyze large and/or complex data sets
- Explore data from new perspective and dimension
- Identify relationships and trends
- Specific style and formatting capabilities

**COGNOS 8 BI**

- Exploration and deep comparative analysis
- Support for multiple perspectives and hierarchies
- Express Authoring
- Office integration



# Example: Express Authoring Mode

	Opening Balance	2004	2005	% Growth (2004, 2005)
<b>Total Assets</b>		7,221,655,724.01	8,614,410,061.96	23%
Accounts Receivable Total		1,525,189,453.01	569,691,843.65	-63%
Asset Cost and Clearing Total		147,173,228.88	205,997,506.02	40%
Cash and Short Term Equivalents		5,540,800,013.51	8,103,912,402.70	46%
Inventory		89,250,919.29	142,496,794.27	60%
Other Assets Total		-49,021,135.76	-71,586,867.07	46%
Other Current Assets Total		1,956,741.42	4,962,639.62	154%
Resource Rate Variance		-331,227.50	-198,494.80	50%
Total Accumulated Deprec. & Amortization		-31,039,494.19	-48,770,104.81	57%
Unearned Revenue from Commitments		-10,325,341.00	-20,260,736.62	96%
Total Assets		0.00	0.00	0%
<b>Total Liabilities</b>		-3,814,283,470.15	-4,724,121,590.79	24%
Accrued Payroll and Taxes		-360,583,482.15	-460,155,016.63	31%
Current Income Taxes Payable		0.00	0.00	0%
Current Liabilities		-3,406,247,567.54	-4,032,062,495.36	18%
Long Term Liabilities		-20,408,714.03	-201,351,001.19	585%
Other Current Liabilities		-27,943,706.43	-20,552,277.61	9%
<b>Total Owners Equity</b>		-3,407,372,253.06	-4,161,810,401.17	22%

Working with live data to accelerate report production

Pre-defined financial calculations

Statement style formatting

Optimized toolbox for crosstab functionality

- Provides financial/business analysts a quick and easy mechanism to create formatted reports to support financial and business processes
- Instant feedback and a focused user-interface satisfies self service needs



# Cognos Meets the BI Needs of Casual Users

## CASUAL USERS



- Access anywhere
- No investment in training or software
- Simple, intuitive interface

**COGNOS 8 BI**

- Cognos Go! Search
- Portal integration
- Secure, zero footprint access
- Guided navigation



# IBM Cognos Business Intelligence

Enables broad range of users to make better decisions, faster:

- **Full range of BI capabilities:** all user communities will receive relevant information how, when and where it is needed
- **Open enterprise-class platform:** IT will have a platform that will cost effectively scale to meet growing user demands
- **Frameworks and proven practices:** projects get off to the right start with expertise to ensure success on the journey to performance management



# Need for Cost Effective Management and Deployment as User Populations Grow

## REPORT AUTHORS

Provide timely, quality, relevant content to large, diverse community

## DATA MODELER & DATA ANALYST

Reflect business needs in models and rapidly adapt to change



## IT DIRECTOR

Address business requirements and meet SLAs within budget


## CTO, ARCHITECT

Fit with existing infrastructure standards and support evolution to enterprise SOA architecture

## IT ADMINISTRATOR

Proactively maintain quality of service to business even as user demands grow

# Questions IT Organizations Ask

- 
- **Can we cost effectively scale the technology as user communities grow?**
  - **Can we support a growing community of BI users without adding staff?**
  - **Can business own and trust the data?**
  - **How do I respond to support mission-critical requirements while gaining value from my existing investments?**
  - **How do I balance my immediate needs with a long-term strategy to performance management?**



# Cognos Meets the Needs of Professional Report Authors

## REPORT AUTHORS



- **Scale to meet the needs of different types of users**
- **Quality content regardless of locale or environment**
- **Streamlined development environment**
- **Enhanced collaboration with business users**

**COGNOS 8 BI**

- **Flexible one-to-many report authoring**
- **Full range of reports, analysis, dashboards**
- **Single metadata repository, shared specification**
- **Publish to all devices without duplicated effort**

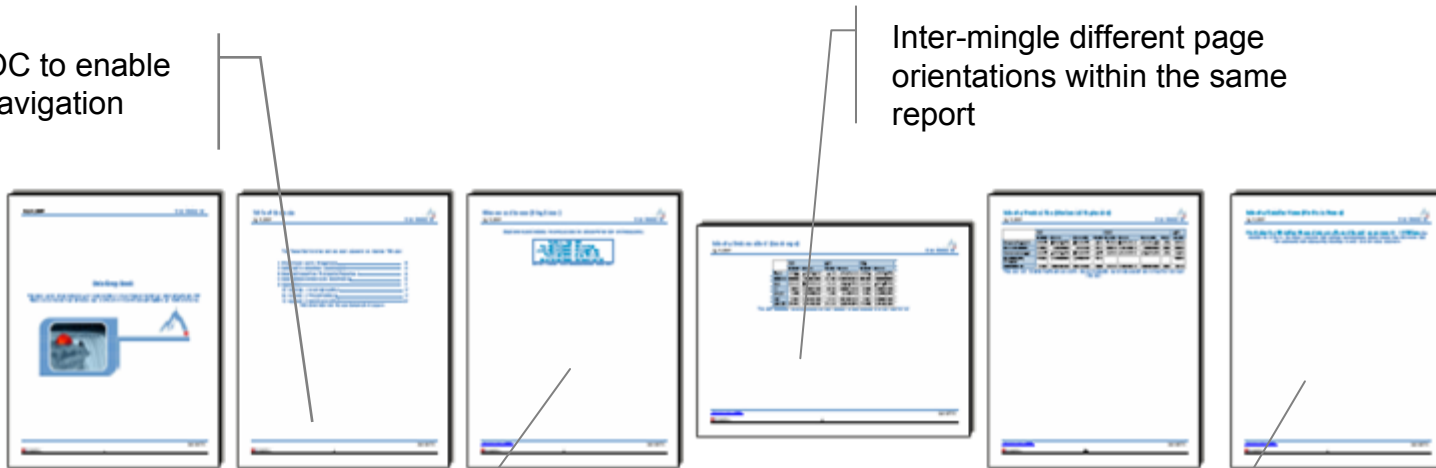


# Example: Briefing Books

**Provides professional authors the ability to quickly combine different styles and formats within a single report.**

Live TOC to enable quick navigation

Inter-mingle different page orientations within the same report



A singleton is a data frame that displays the first value for a single query item

No Data Handling allows the business user to customize the report when there is no data found

**Business users can easily navigate multi-style, multi-page reports with critical information formatted for easy consumption.**



# Cognos Meets the Needs of Data Modelers

## DATA MODELERS



- Complete and consistent information
- Fewer iterations of models
- Ability to develop and change quickly

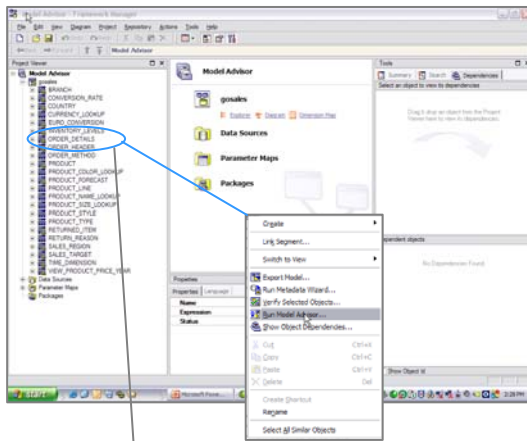
**COGNOS 8 BI**

- Common business model across data sources, interfaces
- Model advisor, impact analysis
- Flexible data sourcing and information packaging

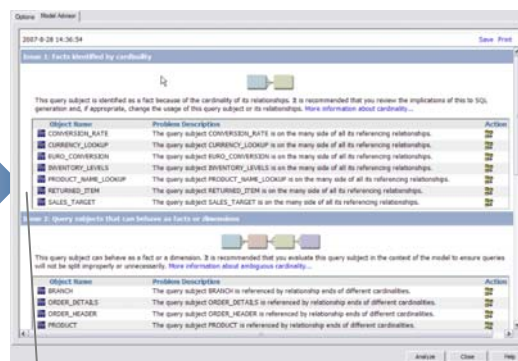


# Example: Model Advisor

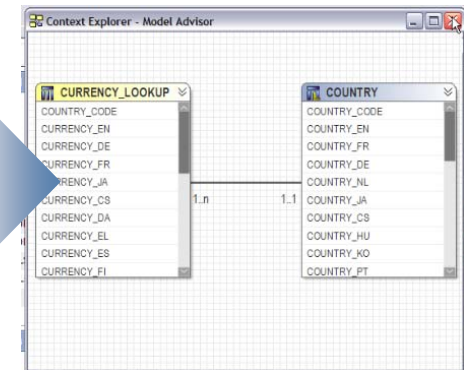
Enables users to apply proven Cognos modeling practices to potential modeling issues



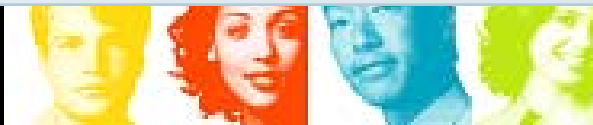
Launch Model Advisor from Framework Manager



Generate a quick report highlighting recommended areas of optimization



Reduces the amount of time and effort to build high-quality models



# Cognos Meets the Needs of IT Administrators

## IT ADMINISTRATOR



- Limited user adoption
- Complex environments
- Lack of visibility into processes and activity
- Costly maintenance, upgrades, downtime

**COGNOS 8 BI**

- Full range of BI; open, enterprise-class platform
- Simplified deployment and upgrade management
- Predictable performance, scale
- Snapshot of system health and proactive admin



# Example: Snapshot of System Health

Provides administrators with a consolidated view of all system activity, from scheduled and interactive reports to servers and dispatchers

The screenshot displays the Cognos Administration web interface. On the left, a navigation pane shows 'System' selected. The main area is divided into two panes. The left pane, titled 'Scorecard', lists various services and their status. The right pane, titled 'Metrics - BatchReportService', shows performance metrics for that specific service.

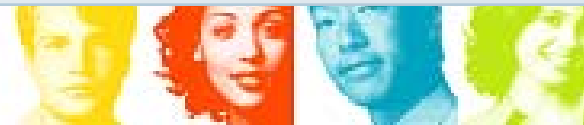
Name	Status
http://wotmassons:9300/pzbd	Available
AgentService	Available
BatchReportService	Available
ContentManagerService	Available
DeliveryService	Available
EventManagerService	Available
JobService	Available
LogService	Available
MonitorService	Available
PresentationService	Available
ReportDataService	Available
ReportService	Available
SystemService	Available

Name	Value
Process	0 0 0 2
Request	
Last response time	9.563s
Percentage of failed requests	0%
Percentage of successful requests	100%
Response time high watermark	25.328s
Seconds per successful request	4.974s

Need callouts

Reduce the time it takes to assess system activity and take appropriate actions



# Example: Proactive Administration

Provides administrators with a consolidated view of all system activity, from scheduled and interactive reports to servers and dispatchers

The screenshot displays the Cognos Administration web interface. On the left, a navigation pane shows 'System' selected. The main area is divided into three sections: 'Scorecard', 'Metrics - BatchReportService', and 'Settings - BatchReportService'. The 'Scorecard' section shows a list of services and their status:

Name	Status
http://wottmassons:9300/p2pd	Available
AgentService	Available
BatchReportService	Available
ContentManagerService	Available
DeliveryService	Available
EventManagerService	Available
JobService	Available
LogService	Available
MonitorService	Available
PresentationService	Available
ReportDataService	Available
ReportService	Available
SystemService	Available

The 'Metrics - BatchReportService' section shows a table of performance metrics:

Name	Value
Process	0
Request	6
Last response time	9.563s
Percentage of failed requests	0%
Percentage of successful requests	100%
Response time high watermark	25.328s
Seconds per successful request	4.974s

The 'Settings - BatchReportService' section shows a table with columns for 'Name' and 'Value', containing 'Logging' and 'Tuning' entries.

Need callouts

Reduce the time it takes to identify, troubleshoot and resolve an issue



# Cognos Meets the Needs of IT Architects

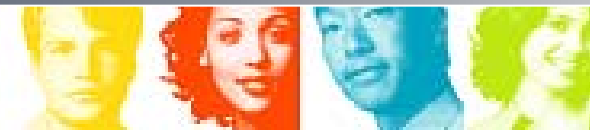
## IT ARCHITECT



- Develop and govern IT standards
- Best fit with current and future enterprise architecture
- Complies with the technical environment strategy

**COGNOS 8 BI**

- Modern SOA architecture
- Standards-based platform
- Environment-neutral platform
- Infrastructure flexibility



# Easily Integrates with Existing Environments

## Interoperable and Extensible

<b>Standards</b>	SOAP, XML, WSDL, HTTP(S), OMG CWM, XML/XMI, WSRP
<b>Extend</b>	Open, Web Services API to programming language of choice including Java, Microsoft .NET Framework, COM & Perl
<b>Embed</b>	Industry Standard Portals including IBM, SAP, Plumtree, WRSP)
<b>Security</b>	Enterprise Search, BPM, Office, 3 <sup>rd</sup> party Applications Any combination of LDAP, NTLM, Active Directory, Netegrity, SAP, Cognos 7, custom

## Environments (Simultaneously available)

<b>App Servers</b>	Any J2EE application server Apache Tomcat (incl.), IBM webSphere, SAP NetWeaver, BEA WebLogic, Oracle Application Server 10G
<b>Operating Systems</b>	Any combination of Windows, Unix or LINUX (RedHat)
<b>Platforms</b>	Intel, AIX, HP/UX, Solaris
<b>Routers/Firewalls</b>	All standard gateways supported

## Cognos 8 BI

## Metadata Integration

<b>Modeling tools</b>	CA ERwin, Oracle Designer, Business Objects Designer, Sybase PowerDesigner, CA COOL, Rational Rose, XML/XMI, OMG CWM
<b>ETL &amp; EII</b>	Cognos Data Manager, Informatica PowerCenter, IBM Information Server (Ascential) Metabroker, Composite, IBM II
<b>Source catalogs</b>	Relational databases, ERP

## Open Data Access

<b>Relational</b>	IBM DB2 UDB, Oracle, Microsoft SQL Server, Teradata, other...
<b>Modern ERP</b>	XML, WSDL, LDAP, JDBC, JDBC... SAP, PeopleSoft, Oracle, Siebel, salesforce...
<b>OLAP</b>	PowerCubes: High Performance Dimensional Cache Industry Standard OLAP Providers: Microsoft, IBM, SAP, Essbase

\*This slide provides guidance on supported environments. Please refer to documentation for confirmation on conformance.



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# Solutions to Accelerate Success

- Computer-based & Classroom Training
- Cognos 8 BI v3 “What’s New”

- Guardian Services
- Migration & Upgrade Services
- Enhanced BICC Services



- Expanded Proven Practices
- Enhanced Online Access to Resources



# IBM Cognos 8 BI Enables Better, Faster Decisions



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  - Simplified role based interfaces
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  - Flexible and scalable platform
- **Better Decisions**
  - Based on accurate, complete information
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- **Faster**
  - Information when users need it
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# Thank You

