

# IBM Cognos BI in a SAP environment

**Nick Lancuba**

Cognos, an IBM Company

Manager, Performance Management Strategy

Field Operations APAC + Japan



**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*

# Why Customers Value IBM Cognos for SAP

## Focus & Expertise

Single, integrated platform

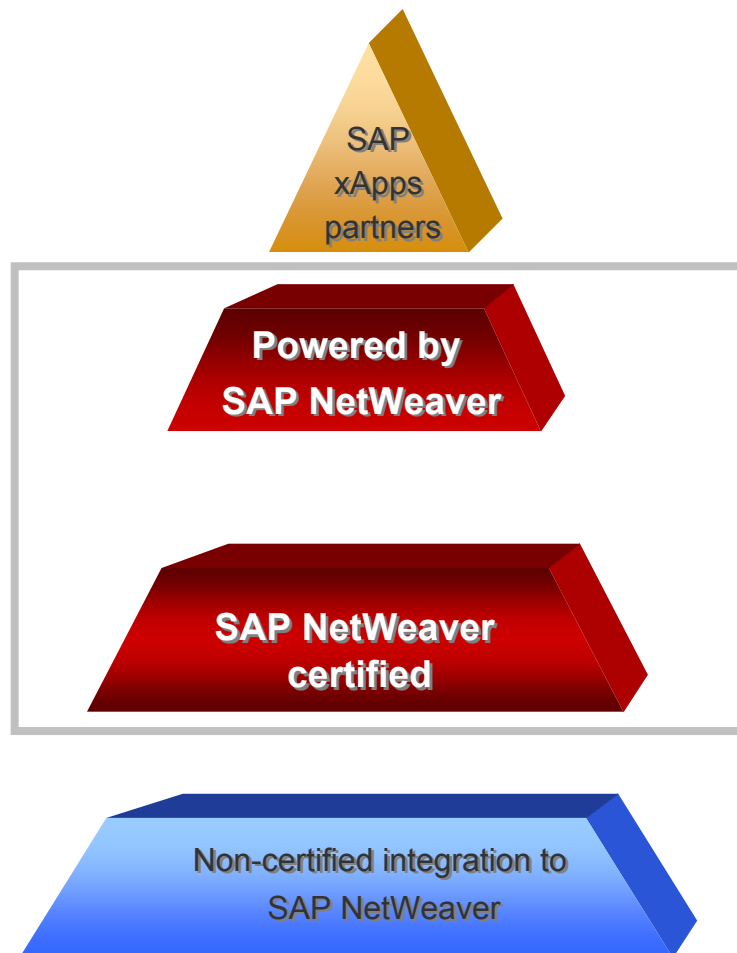
Architecture & Integration

Commitment to customer success



# IBM Cognos for SAP

## Focus & Expertise – Depth of Integration



The SAP NetWeaver™ Partner Continuum for ISVs  
Source: SAP©

- Official SAP Software Partner since 1997
- Powered by SAP NetWeaver Certification
- Dedicated development team with resources in Germany for easy interaction with SAP team
- Strong relationships at the R&D levels in Walldorf & Palo Alto
- One-to-one relationship with SAP customer support



# IBM Cognos for SAP Focus & Expertise – Best Practices for Accelerated Success

## PM Community

**COGNOS** | INNOVATION  
CENTER  
*for Performance Management™*

## PM Events



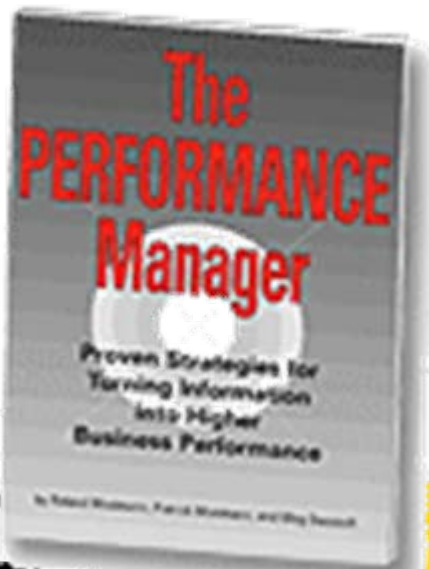
**VIRTUAL**  
**COGNOS FINANCE FORUM**  
VISIBILITY. CONTROL. ONLINE. ANYTIME.

Cognos invites you to our virtual conference and exposition for finance executives.

## PM Framework

## PM Blueprints

## PM Best Practices



# IBM Cognos for SAP

## Focus & Expertise – Solution Breadth

### IBM Cognos 8 for SAP

- BI, Planning & Consolidation (R/3, mySAP, BW)

### IBM Cognos Report Pack for SAP

- Predefined Financial Operational Reports for FI-CO Module (mySAP & R/3)

### IBM Cognos Data Manager

- ETL capabilities for dimensional warehouses and to create IBM Cognos 8 metadata from mySAP or SAP R/3

### IBM Cognos Workforce Performance Analytic Application

- Enable strategic management of human capital using SAP R/3 & mySAP data

### IBM Cognos TM1

- Financial Analytics and Scenario Modeling for SAP BW data

### Performance Blueprints:

- Industry & Functional



# Why Customers Value IBM Cognos for SAP

Focus & Expertise

**Single, integrated platform**

Architecture & Integration

Commitment to customer success



# Without a Single Platform, You Face...

## High Cost



**Inconsistency: Multiple tools and duplication of content**



**Resources: Multiple IT resources & multiple answers**



**Skills: Training and/or acquisition of specialized development skills**



**Reallocation: Use of scarce IT resources to serve basic business needs**



## High Risk



**Uncertain State: Product overlap and promises of future integration**



**Migration: Stranded projects and deployment delays**



**Multiple Platforms: Inconsistent interoperability across applications, & data sources**

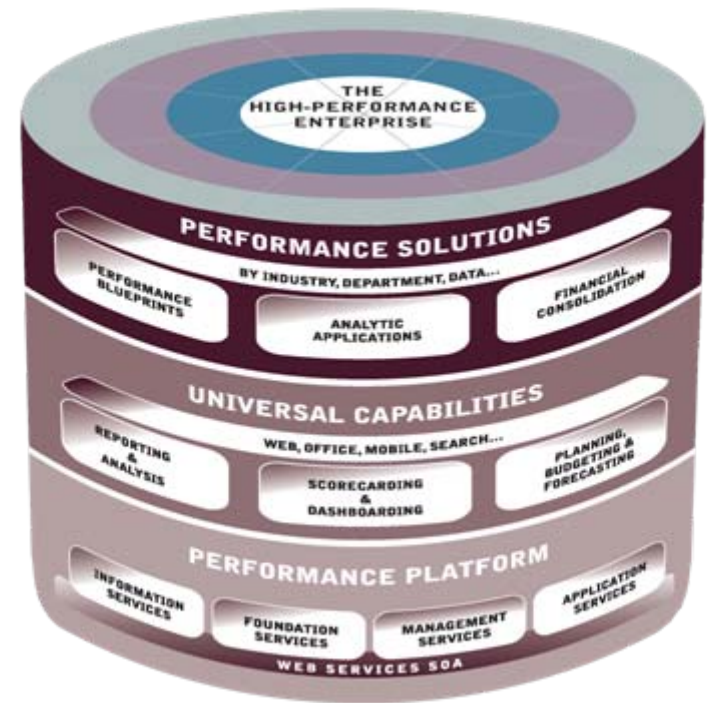


**Dependence: Vendor infrastructure stack and competing priorities**

# IBM Cognos for SAP

## Single, Integrated Platform

- **Business self service for all capabilities**
  - Reduce IT costs and backlog
- **Innovation**
  - Delivers flexible access to information with Go! Mobile, Go! Search, Go! Office
- **Purpose built, web-based SOA**
  - Open, fits into existing environments
- **Data & technology independence**
  - No inherent conflicts of interest
  - Heterogeneous support for data and applications

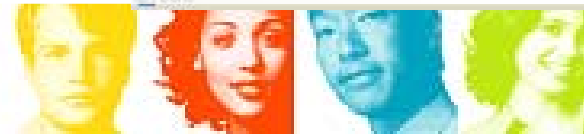
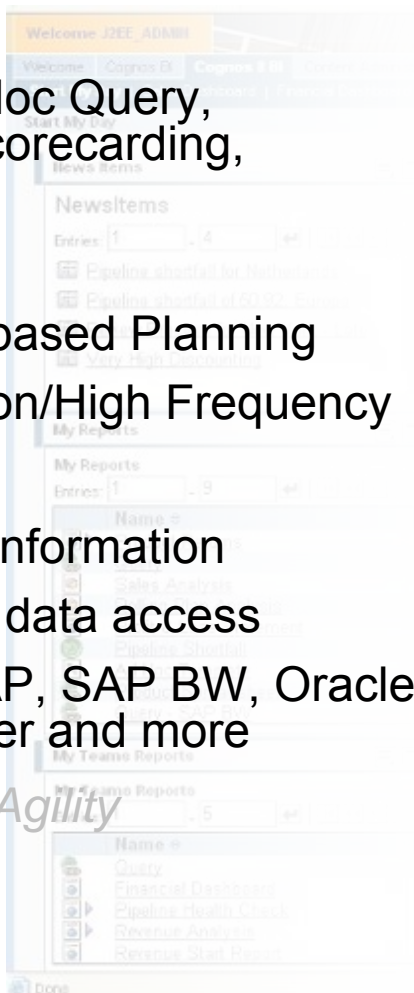


# IBM Cognos for SAP

## Single, Integrated Platform - Business Self-Service

- Complete BI
  - Reporting, Ad Hoc Query, Dashboards, Scorecarding, Analysis
- Planning
  - Flexible Driver-based Planning
  - High Participation/High Frequency
- Complete view of information
  - Heterogeneous data access
  - SAP R/3, mySAP, SAP BW, Oracle, DB2, SQL Server and more

*Results = Increased Agility*

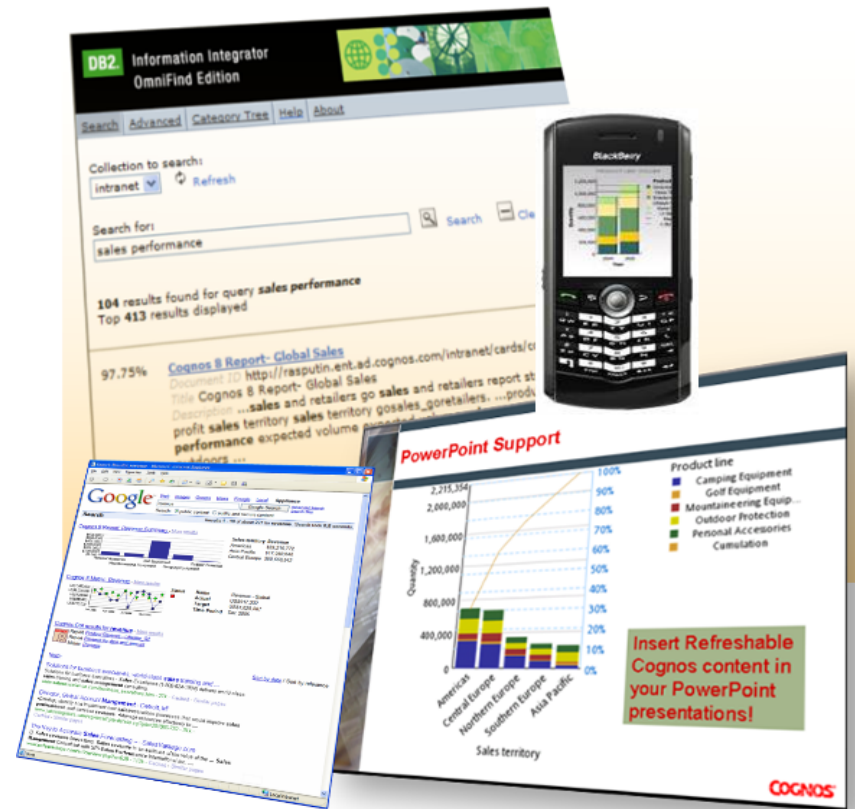


# IBM Cognos for SAP

## Single, Integrated Platform – Innovation

Flexible access to information:

- Go! Office – refreshable BI content in Excel, PowerPoint and Word
- Go! Search – instant answers and ability to find related content
- Go! Mobile – access to BI content anytime, anywhere



# Why Customers Value IBM Cognos for SAP

Focus & Expertise

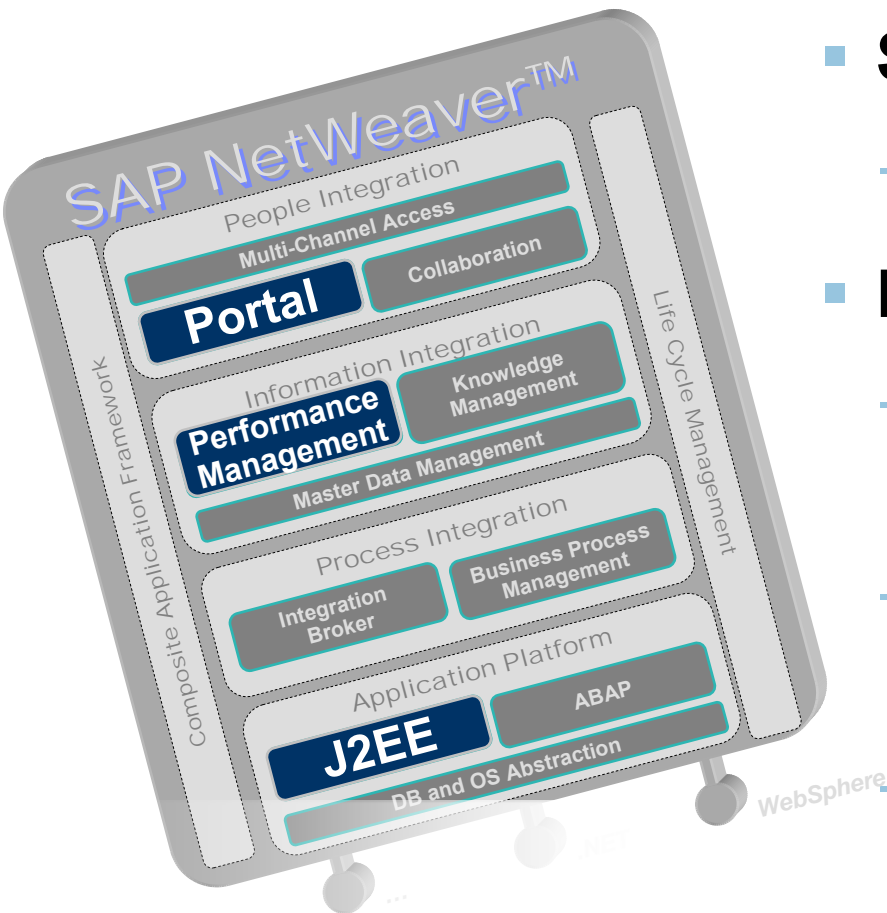
Single, integrated platform

**Architecture & Integration**

Commitment to customer success



# IBM Cognos for SAP Architecture Embrace



- **SAP R/3 & mySAP**
  - SAP Certified Driver
- **Leverage SAP NetWeaver**
  - OLAP BAPI interface to SAP BW
  - Optional deployment on SAP Web Application Server
  - Optional deployment on SAP NetWeaver Portal using iViews
  - Integrated Portal & Warehouse Security... no lift and shift



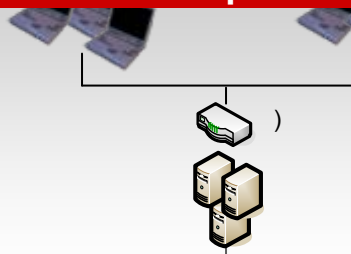
# SAP Enterprise Portal - iViews

Zero Footprint Browsers

- Ad Hoc Query
- Deep Comparative Analysis
- Event Lifecycle Management
- Reporting
- Dashboarding and Scorecarding
- All Administration

Excel Users

Windows Client/Add-ins  
Disconnected OLAP Client  
Analysis Excel Client



## APPLICATION TIER

FIREWALL/ROUTER/ENCRYPTION

# SAP Web Application Server

WINDOWS  
UNIX  
LINUX\*

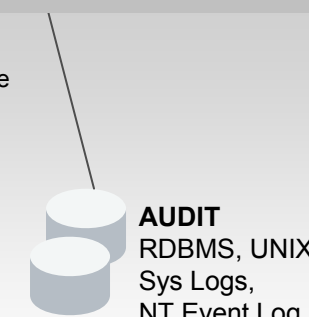
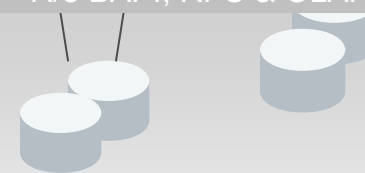
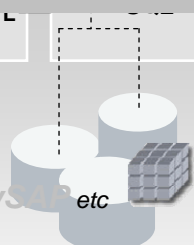


## DATA TIER

FIREWALL/ROUTER/ENCRYPTION

# SAP Certified Drivers - R/3 BAPI, RFC & OLAP BAPI

Other in-place ETL



### SECURITY PROVIDERS

SAP, LDAP, Active Directory, NTLM, Netegrity, IBM Cognos Namespace, Custom Providers

AUDIT  
RDBMS, UNIX Sys Logs, NT Event Log

CONTENT & METRICS STORE  
DB2, ORACLE, SQL Server, Sybase

### TRANSACTION

- SAP R/3, mySQL, etc
- RELATIONAL
- IBM DB2 UDB, Oracle, Microsoft SQL Server, other...
- Dimensionally Aware Relational

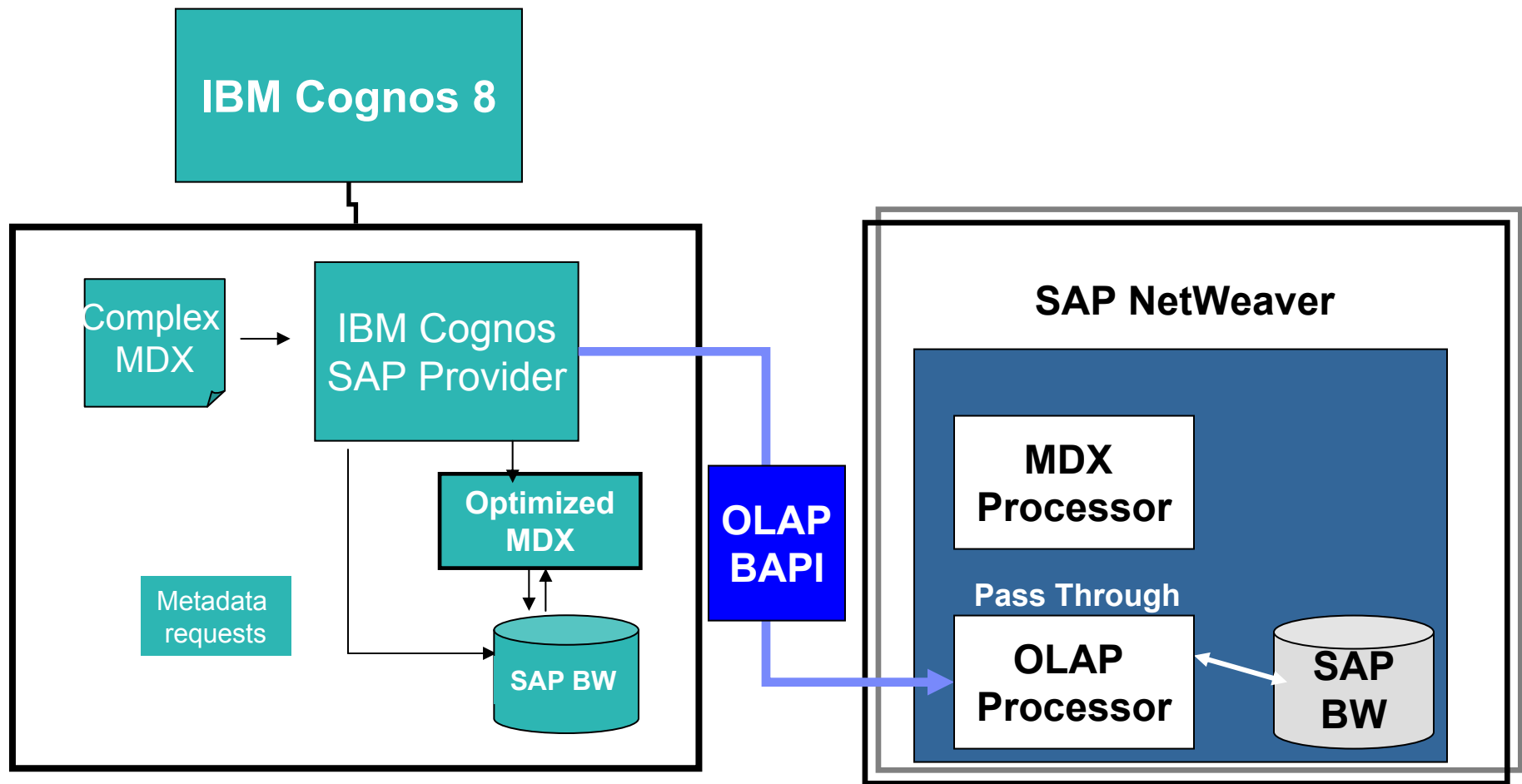
- Enterprise Planning Real-Time Plans
- PowerCubes: High Performance Dimensional Cache
- Industry Standard OLAP Providers: **SAP BW**, Microsoft, IBM

### MODERN

- XML, WSDL, LDAP, JDBC...

# IBM Cognos for SAP

## Embrace - Optimized Access to BW Data



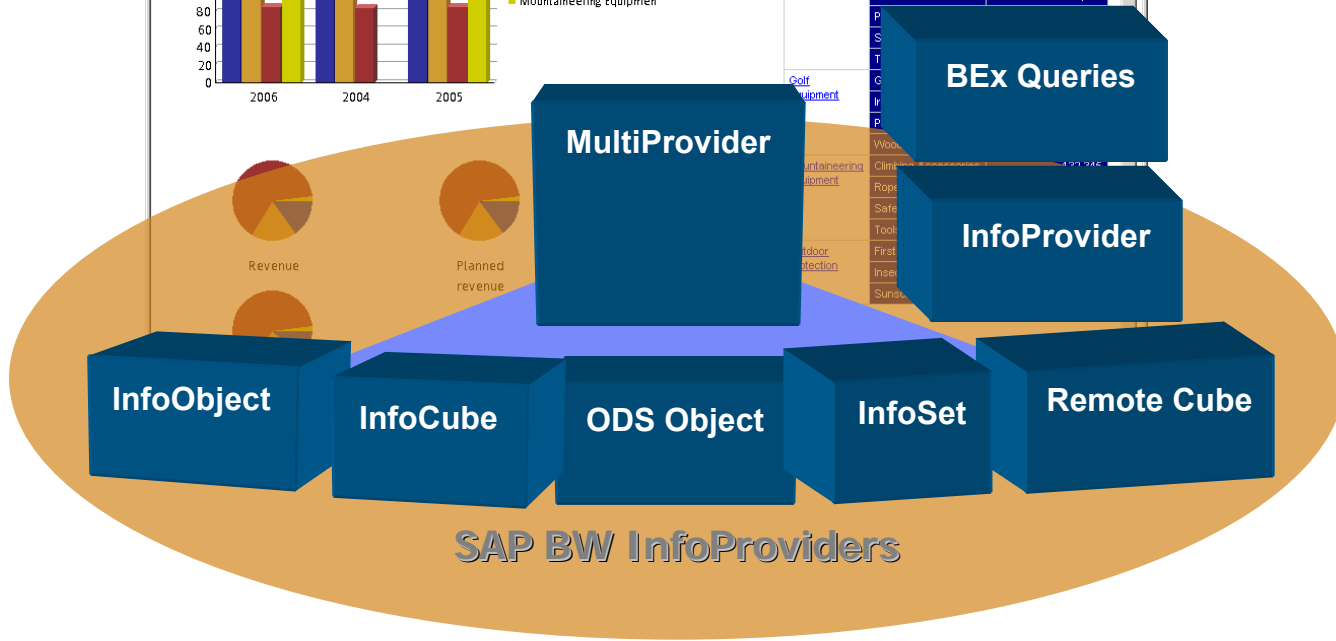
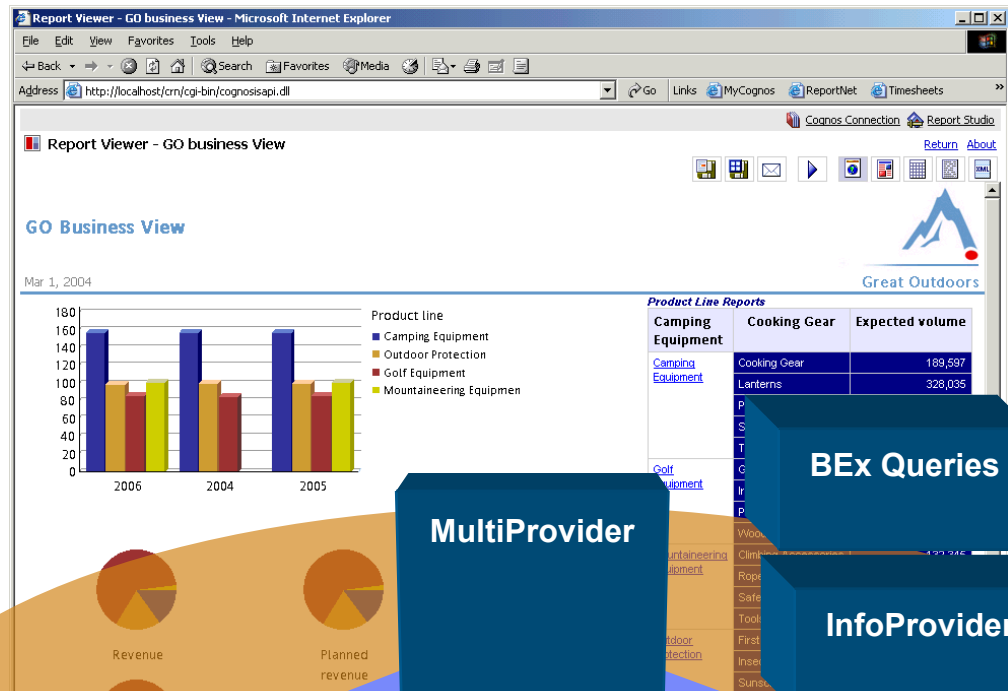
Patent Application: 155A - Multidimensional Query Simplification Using Data Access Having Local Calculation Engine - US



# IBM Cognos for SAP - Embrace SAP BW

- **Unbounded access to all SAP BW objects.**
- **Leverages rich SAP BW metadata and business content.**

- Dimensions
- Hierarchies
- Levels
- Attributes
- Key Figures
- Variables
- Translated Metadata



# IBM Cognos for SAP - Embrace SAP Security

- ✓ **Single sign on IBM Cognos 8 and SAP NetWeaver Portal**
- ✓ **SAP access control and authentication**
- ✓ **Report reuse by security profile**
- ✓ **Report distribution using SAP profiles**
- ✓ **Control user experience within IBM Cognos 8**
- ✓ **No security replication ... IBM Cognos 8 leverages security directly from SAP BW or your SAP transaction system**



# IBM Cognos 8 and the SAP Business Warehouse Leverage SAP NetWeaver Security



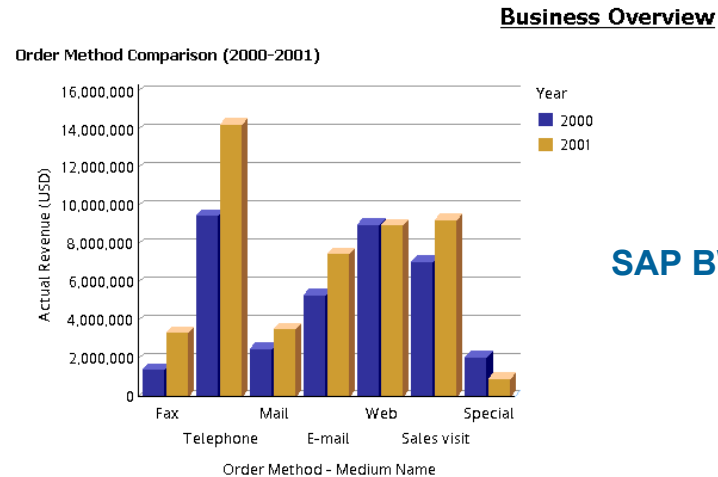
- Single sign-on
- Roles and control lists
- Access and authentication
- Report reuse by security profile
- Report distribution and bursting



# IBM Cognos for SAP

## Extend Multiple Data Sources

- Use SAP BW, SAP R/3, mySAP and/or other data sources in a single report without the need for custom coding or data migration
- Access multiple instances and versions of SAP BW, Info-providers, R/3, mySAP or other data stores
- Complete web-based create-deploy-modify report lifecycle



SAP BW Data

Product Performance (2001)

ProductLine	ProductType	ProductName	ActualRevenue
Consumer Electronics	Computer Accessories	Colossal MP3 Case	\$40,020.00
		D2G MP3 Battery Pack	\$21,624.00
		D2G PDA Keyboard	\$130,032.00
		D2G Solar Charger for MP3 and PDA	\$78,144.00
	Computer Accessories		\$269,820.00
Computers	Computers	D2G Gamer Deluxe	\$119,894.00
		D2G Laptop Pro	\$174,096.00
		D2G Office Pro	\$155,406.00

Relational Data





# IBM Cognos for SAP

## Efficiency: No Coding or Re-Modeling

- **Localized formatting** (language, unit of measure, multiple currencies)
- **Complex Prompting**
- **Dual Structures**
- **Replacement Text Variables**
- **With the click of a mouse...**
  - Custom formatting
  - Custom calculations
  - Groupings
  - Multiple topCounts, current measures, and slicers



# IBM Cognos for SAP

## Flexibility: Integration with SAP NetWeaver™ Portal

Browse  
Content

Search  
Content

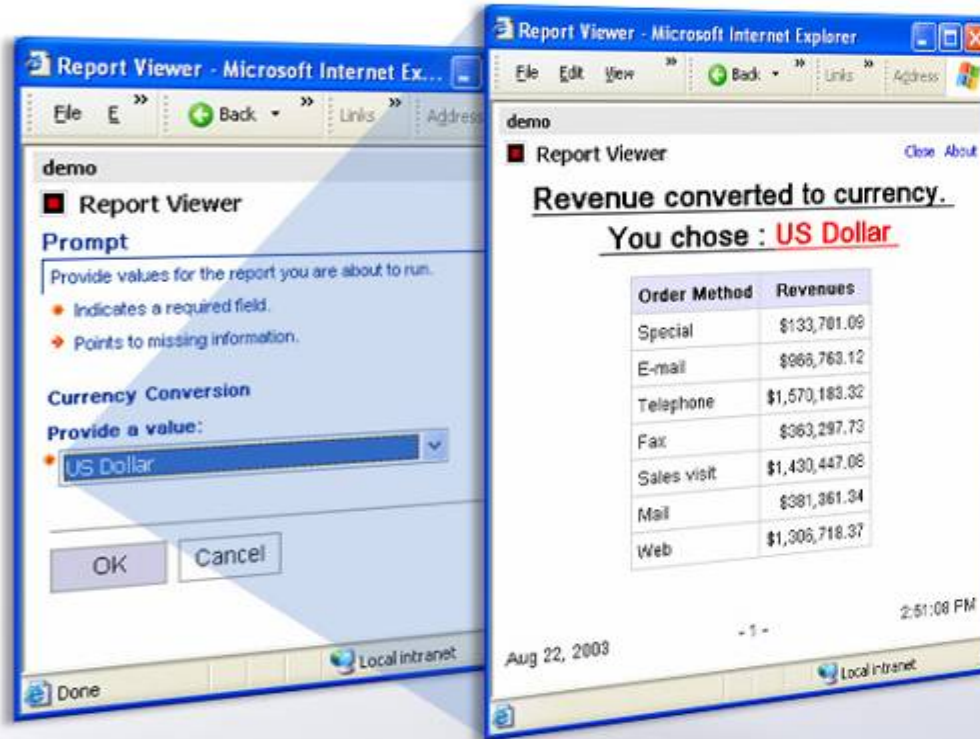
The screenshot displays the SAP Enterprise Portal 5.0 interface in Microsoft Internet Explorer. The browser address bar shows 'http://sottbwsb.cognos.com/sapportal'. The page title is 'SAP Enterprise Portal 5.0 - Microsoft Internet Explorer'. The main content area is titled 'Cognos Report View' and displays a report titled 'Product Line Contribution' dated 'Jan 20, 2004 4:06:43 PM'. The report includes a pie chart showing the distribution of product lines: Consumer Electronics (red), Entertainment Media (orange), Home Office (yellow), Home Theatre (green), and Lifestyle Products (blue). A legend to the right of the chart identifies the colors. Below the chart is a table with columns 'Line - Long Name' and 'Type - Long Name'. The table contains one row: 'Consumer Electronics' and 'Computer Accessories'. The report text above the chart states: 'This report contains elements from multiple InfoQueries and could have represented multiple InfoProviders. applied to prompt for the currency conversion for the first table and chart - represented as a picklist prompt to time providing the currency options available in SAP BW for conversion such as Euro, US Dollars, Japanese Yen'. The left sidebar contains a 'Cognos Navigator' with a tree view of folders like 'Complete Report Coverage', 'Adaptive Reporting', 'Leverage Infrastructure', 'Drill Through Reports', 'Templates', and 'Techniques and Best Practices'. Below the navigator is a 'Cognos Search' box with a search button and 'Advanced options' link. The top navigation bar includes 'My Pages', 'Portal Admin', 'Content Admin', 'Portal Monitoring', 'System Configuration', and 'Support'. The user is identified as 'Super Administrator'.

View  
Specific  
Content



# IBM Cognos 8 and the SAP Business Warehouse

## Multi-lingual, multicurrency



- Full support of multi-language features
- Multiple currencies per item
- Formatting for currencies, numbers, dates and units of measure
- Variable-driven currency conversion



# Why Customers Value IBM Cognos for SAP

Focus & Expertise

Single, integrated platform

Architecture & Integration

**Solutions with SAP**

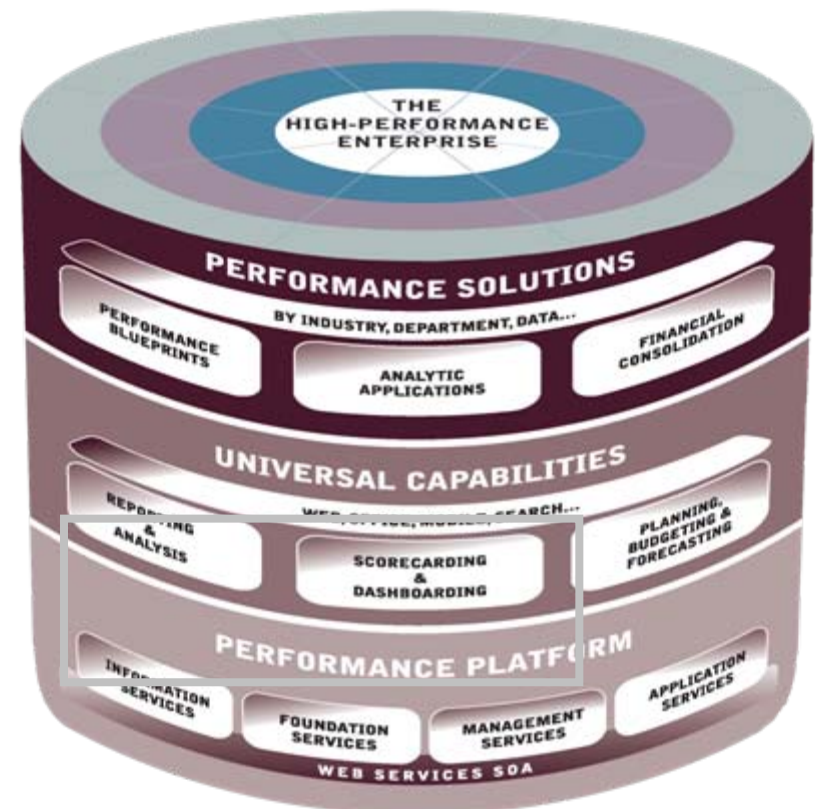


# IBM Cognos 8 BI for SAP

## Efficient, Single Self-Service Platform

### ■ Complete BI

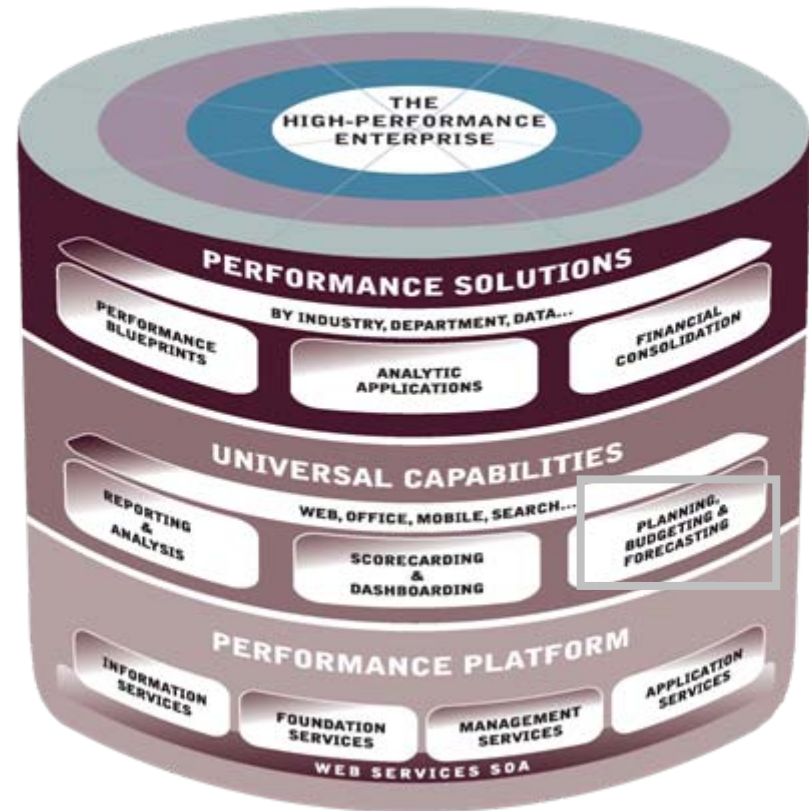
- Robust Reporting and Dashboards
- Drill-down on Ad-hoc and Formatted Reports
- Custom Formatting
- Expanded Chart Types and Maps
- Enriched Function Set for Enterprise Reporting
- Bursting and Scheduling
- Ad-hoc Query
- Scorecarding
- Events: Delivers alerts and notifications containing timely, relevant information



# IBM Cognos 8 Planning for SAP

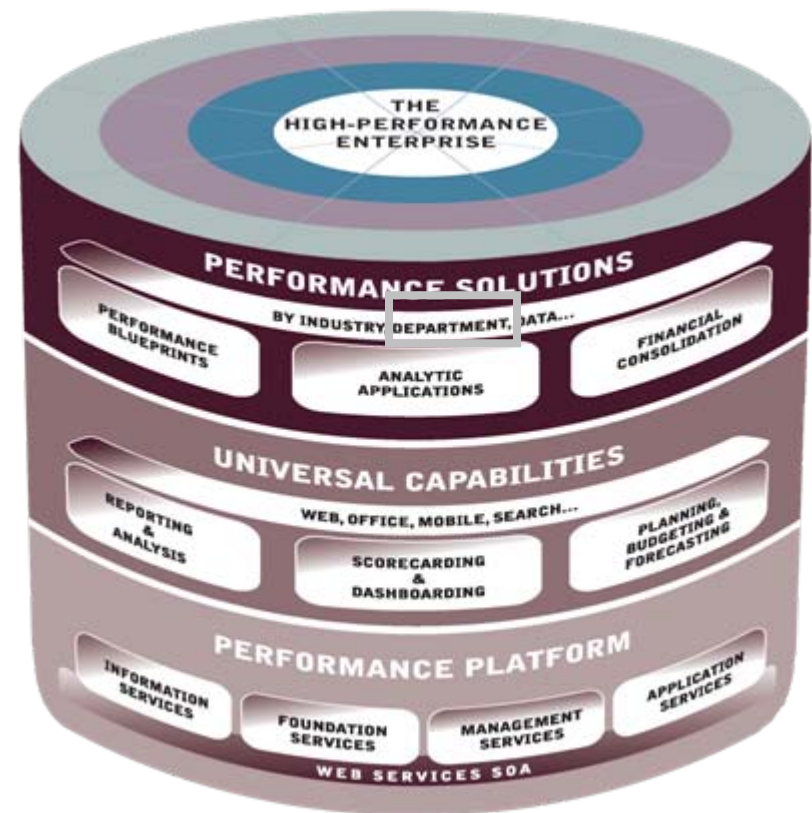
## Efficient, Single Self-Service Platform

- Owned by Finance
- Flexible Driver-based Planning
- High Participation/High Frequency
- Modular
- Distributed Global Administration
- Real-time workflow - enables superior collection, control & collaboration



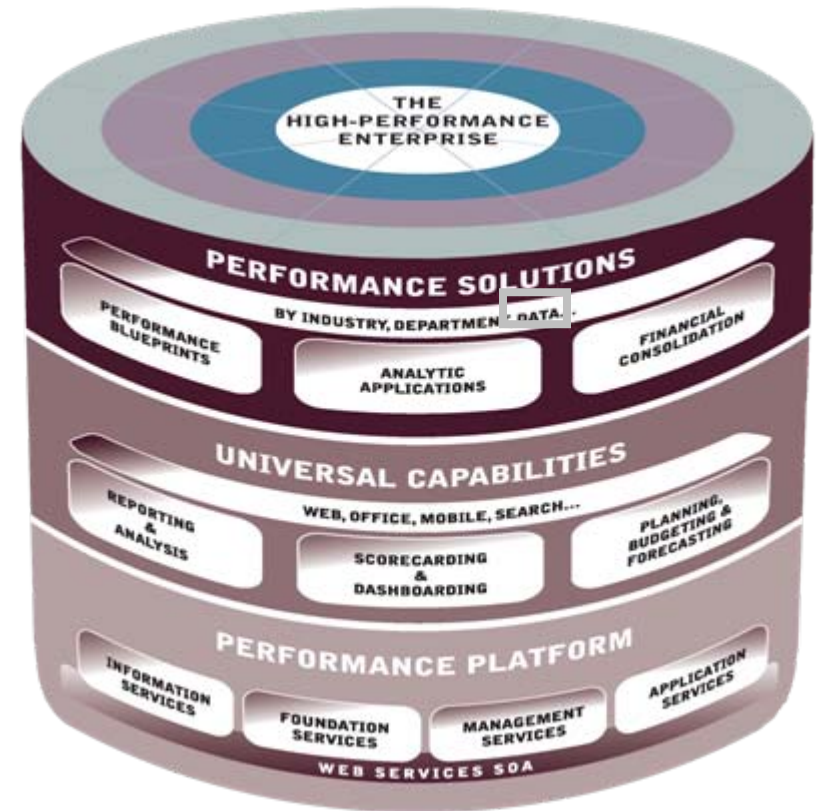
# IBM Cognos Report Pack for SAP (mySAP & R/3 FI-CO Module)

- Predefined Financial Operational Reports
- 60+ out-of-the-box, commonly-used, customizable reports
- Framework Manager Model and Subject Area Views
- All built with IBM Cognos 8 BI



# IBM Cognos Data Adapter for SAP Business Suite

- Out-of-the-box connectivity to all mySAP modules
- Provides extensibility for additional BI authoring
- Leverages RFCs and BAPIs (SAP Certified Interface)
- Supports any language
- Delivered as part of IBM Cognos 8 BI



# Workforce Performance for SAP

Executive Mgmt

Optimized Workforce  
Composition

Line Managers

Visibility into "People Issues" To  
Trigger Appropriate Action

HR Managers

Workforce Deployment,  
Optimization, Profile And Trends

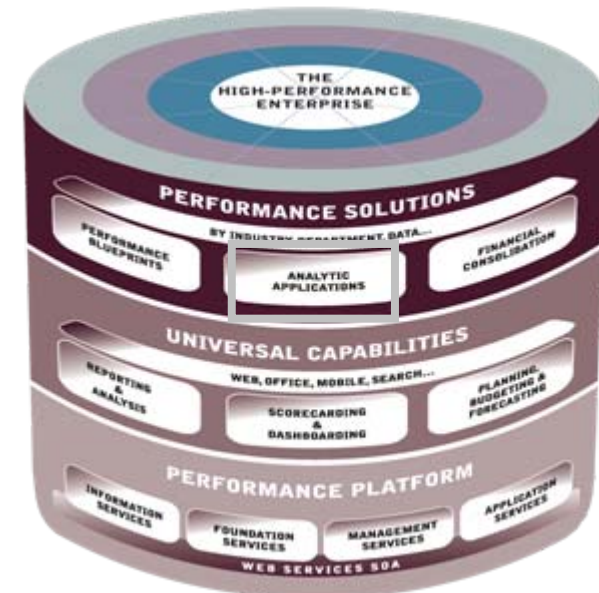


Adaptive Application Platform

Configurable  
Best-Practices Content

Headcount & Turnover  
Compensation  
Performance Review

IBM Cognos 8 BI Platform

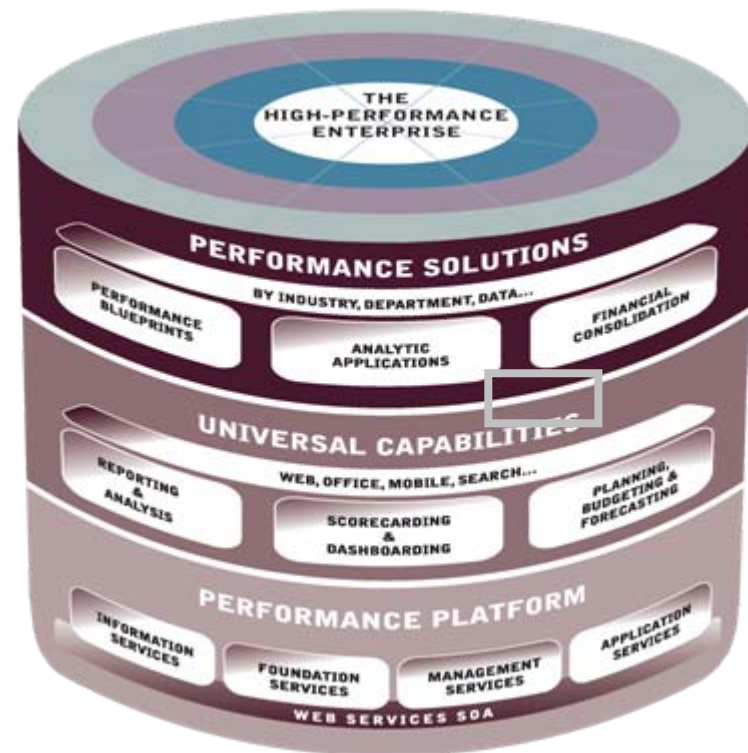


- HR Best Practices
- Adaptive to the Customer
- Pre-defined Analytics: Role Based Reporting And Metrics



# IBM Cognos TM1 for SAP

- Financial Analytics and Scenario Modeling
- Extended Financial Performance Analytics (with Planning & Controller)
- Product and Customer Profitability





# Why Customers Value IBM Cognos for SAP

## Conclusion



# Key Points to Take Home

- **Common Information Challenges**

- Lack of Confidence
- Use of the Wrong Data
- Incorrect Decisions
- Specialized IT Resources not Information Tellers
- Derivative Value of Information

- **Business Case**

- Empowering end users through proven self service extends value of SAP investment
- Organizations can reduce costs, improve information access and reduced IT backlogs using Cognos Performance Management

- **About Cognos**

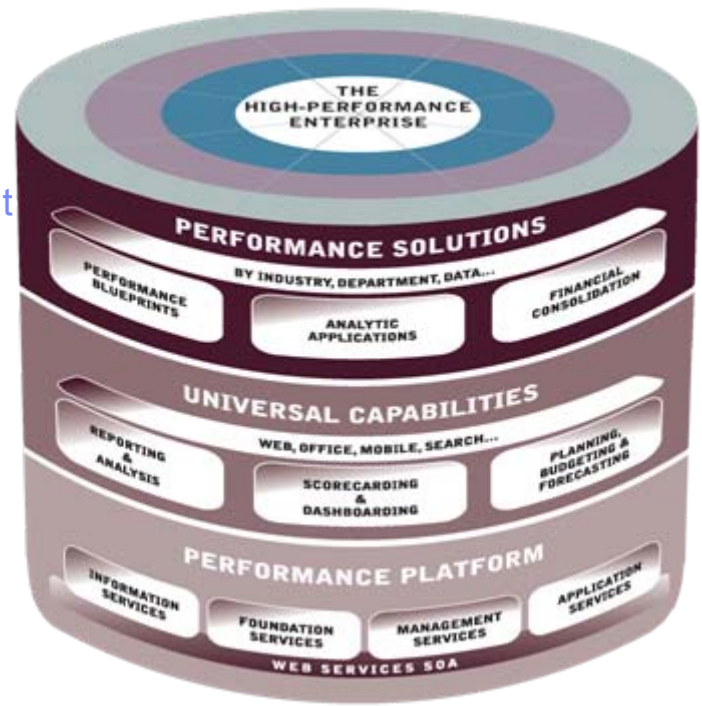
- Tightly Integrated with SAP
- Embrace, enhance and extend investment in R/3, SAP Business Suite, BW & NetWeaver
- Leverage all corporate data sources
- Single unified performance management platform



# IBM Cognos Performance Management for SAP

## Key Differentiators For SAP Market

- Industry's Only Single, Complete Platform for Performance Management
  - Lower TCO for development and maintenance
  - One solution to learn, one place to go for any Performance Management capability
- Consistent Solution Roadmap Focused on Innovation
  - Develop today without fear of future redevelopment requirement
- Integration with SAP NetWeaver
  - Optimized access to SAP BW
  - Maximized leverage of existing structures and BEx queries
- Data Source Agnostic
  - Broad heterogeneous application and data support
  - Flexibility to adapt to evolving infrastructure landscape
- Business User Self-Service
  - Increases business agility
  - Reduces time to decision



# IBM Cognos for SAP - Customer Benefits

**Efficiency:** Reduce reliance on specialized IT development resources

- Business user content creation and customization within a single interface

**Flexibility:** Better decisions based on complete and relevant data

- Leverage all corporate information without dependencies on underlying data, applications and infrastructure.

**Agility:** Fast cost effective changes and updates to content

- No coding: Fast on the fly creation, modification, alteration, and changes to reports, plans, financial models and data sources

**Proven Capabilities:** Performance Management today

- Predictable results from IBM Cognos expertise, performance management focus, customer success and solution depth for SAP environments.

**Comprehensive:** High value without hidden costs

- All performance management capabilities unified within a stable SOA platform.



# Questions?

