



IBM Cognos Forum

Ignite knowledge, ideas, connections

Gaining Value from Synergy of Cognos Solutions with InfoSphere and Beyond

Patrick Spedding

IBM Cognos Midmarket Solutions Manager, A/NZ

Information Management

Cognos.
software

Unlocking the Business Value of Information

Customer & Product Profitability *Financial Risk Insight* *Workforce Optimization* *Dynamic Supply Chain* *Multi-channel Marketing* **BETTER BUSINESS OUTCOMES**

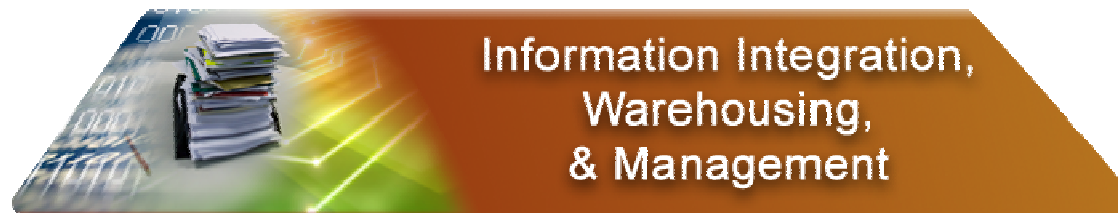
BUSINESS OPTIMIZATION

Cognos.
software

BUSINESS VALUE

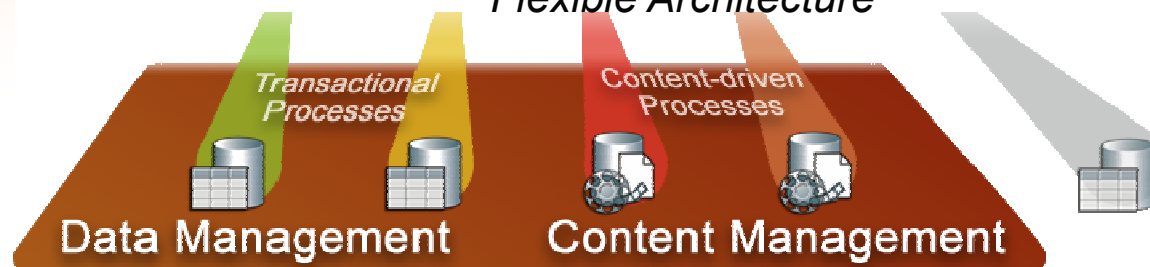


END-TO-END CAPABILITIES



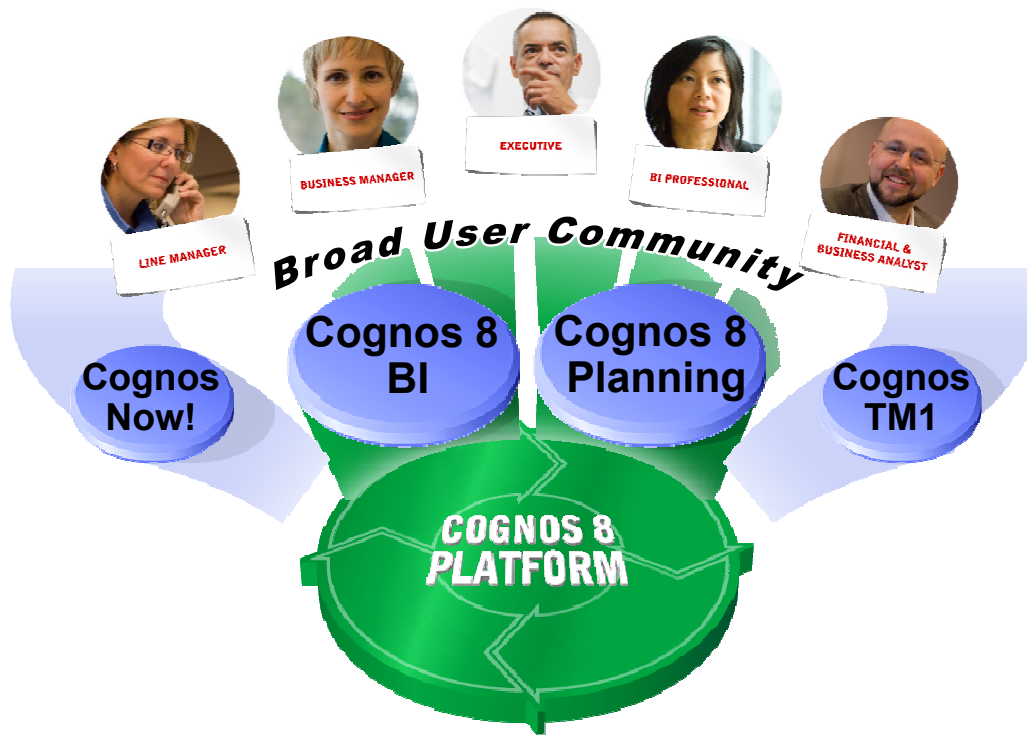
UNLOCK

Flexible Architecture



INFORMATION ASSETS

Overview of the IBM Cognos Product Portfolio



- > **Cognos 8 BI** ensures *all user communities* receive relevant information how, when and where it is needed
- > **Cognos 8 Planning** ensures *high participation planning*, connecting finance to operations for higher business responsiveness
- > **Cognos Now!** provides *continuous business monitoring* of operations for rapid intra-day decision making
- > **Cognos TM1** provides *what-if scenario modeling* to derive new business models to drive the business forward
- > **Cognos 8 platform** provides complete consistent information in terms business understands with a *purpose-built SOA* for enterprise scale

InfoSphere Product Portfolio

Foundation for Trusted Information

InfoSphere Warehouse

Advanced Analytics
Data Mining
Unstructured Data Analysis
Scalable Information Management

Cognos 8 Business Intelligence

Reporting, Analysis, Dashboards
Scorecarding

InfoSphere Information Server and CDC

Data Profiling, Cleansing,
Transformation and Delivery

IBM Industry Models

Logical data models
Process models
Business solutions templates

InfoSphere MDM Server

Product and Customer Master
Data Management



*Trusted Information.
Confident Decisions.
Better Business Performance.*



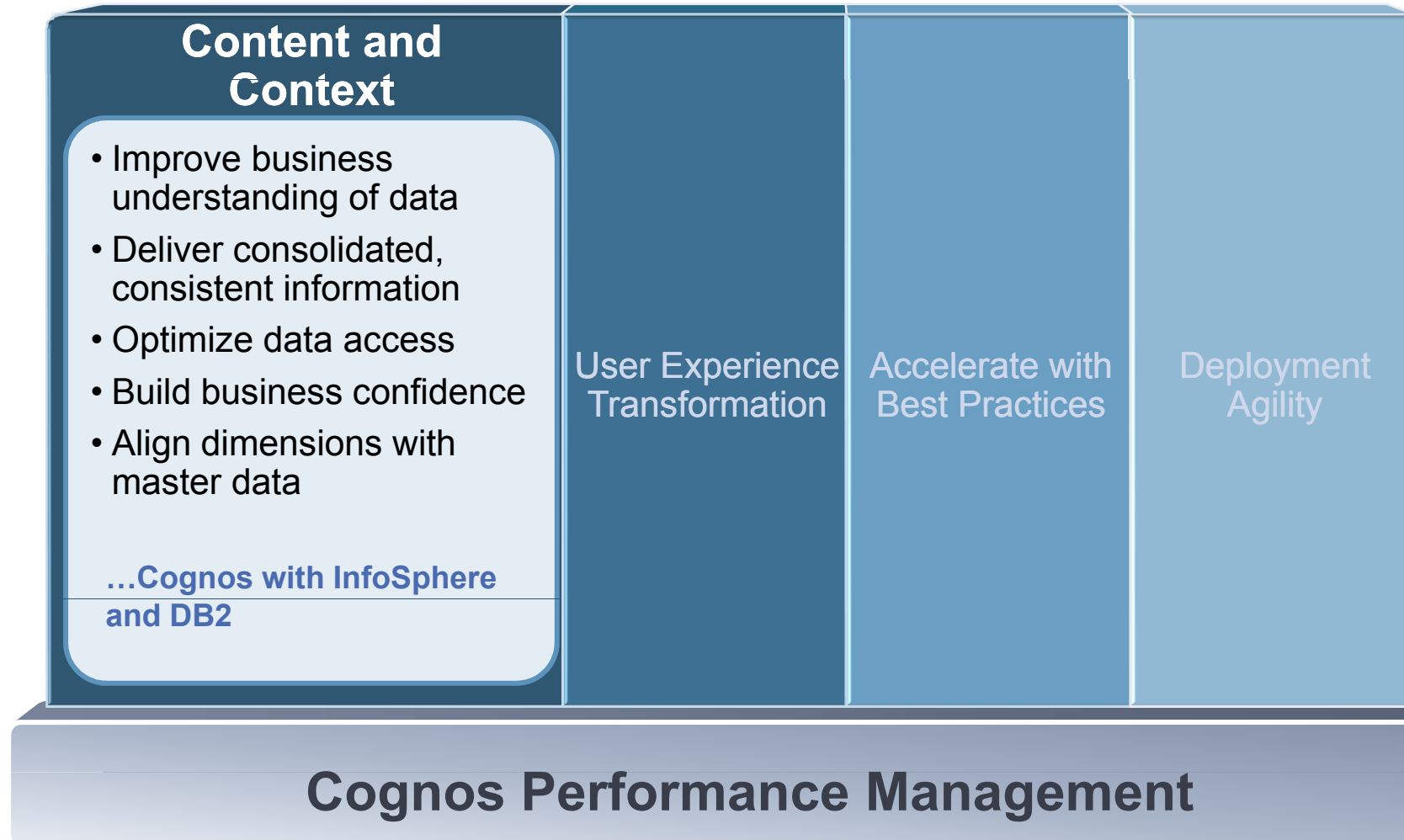
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IBM Cognos Statement of Direction

Strategy: Optimized and Open



Strategy: Optimized and Open IBM Technology Integration Focus Areas



Integration with InfoSphere Information Server Metadata Sharing

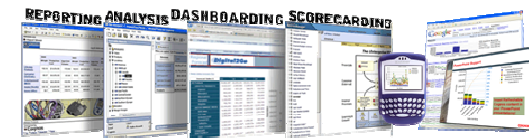
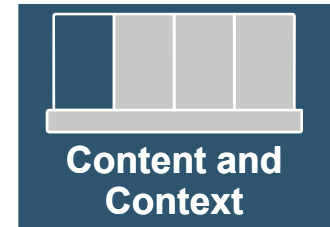
Challenge: Improve business understanding of data

Today

- > Direct user access to Business Glossary
- > Direct user access to Metadata Lineage
- > Metadata exchange with Metadata Workbench
- > Visibility into Cognos for end-to-end lineage within Metadata Workbench from source to report

Roadmap Considerations

- > Enhance fidelity of bi-directional metadata exchange with Information Server
- > Expand breadth and depth of metadata support for end-to-end lineage across InfoSphere and Cognos

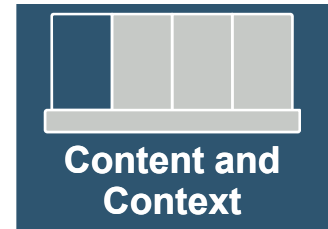


Cognos.
software

InfoSphere[™]

Integration with InfoSphere Warehouse Data Mining and Text Analytics

Challenge: Enable more sophisticated and predictive BI applications

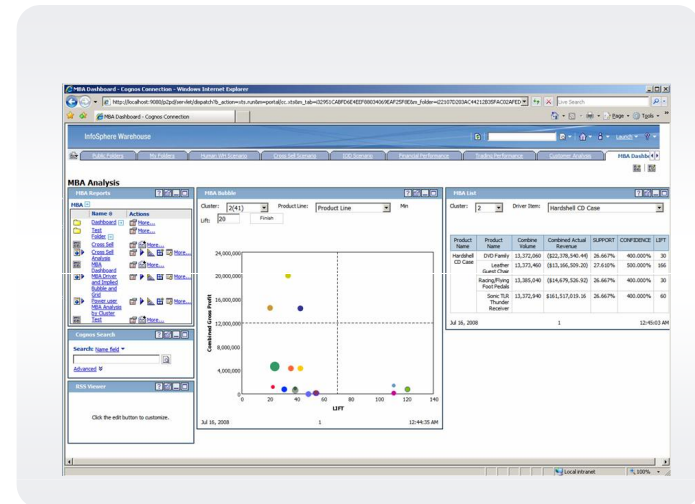


Today

- > Deliver data mining results to a broader audience of users with Cognos 8 BI
- > Text analytics to transform text to structured data for reporting and analysis with Cognos 8 BI

Roadmap Considerations

- > Enhance integration to streamline time to value
- > Increasing leverage of predictive models within the Cognos Performance Management System



This represents current product plans and strategy that are subject to change. All release dates and capabilities are subject to the Disclaimer.

Demo Business Understanding

Infosphere Data Mining & Text Analytics
InfoSphere Business Glossary
Cognos 8 BI – Data Lineage

Integration with InfoSphere Information Server (ETL)

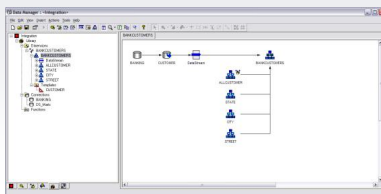
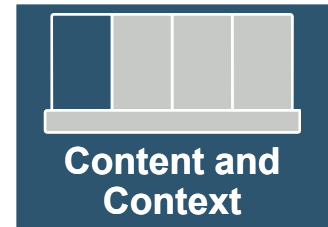
Challenge: Consolidate data and deliver information

Today

- > DataStage batch and real-time integration with Data Manager
- > Data Manager customers can leverage QualityStage

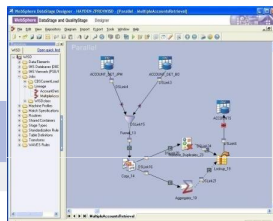
Roadmap Considerations

- > Leverage InfoSphere ERP packs



Cognos 8 Data Manager Strengths

- Dimensional framework for star/dimensional data delivery
- Data movement service within Cognos 8 platform
- Focused on BI and Performance Management



InfoSphere DataStage Strengths

- Enterprise breadth of connectivity and transformation
- Performance and scalability
- “Heavy Lifting”

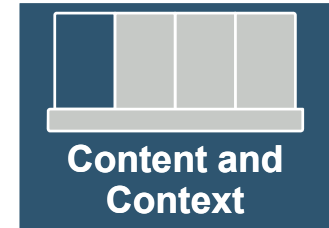
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Integration with InfoSphere Warehouse (OLAP)

Challenge: Deliver data optimized for analysis

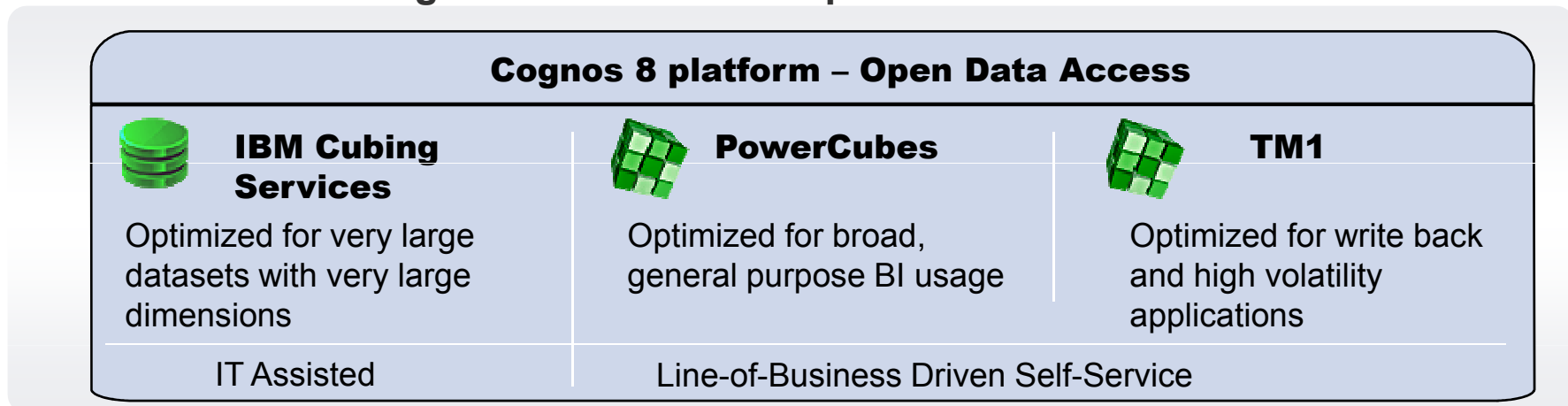
Today

- > InfoSphere Cubing Services as a data source
- > Embed IBM Cognos OLAP technology into InfoSphere Warehouse to accelerate Cubing Services development



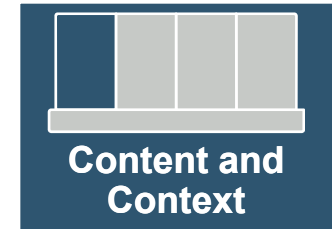
Roadmap Considerations

- > Streamline modeling experience
- > Continued integration across OLAP portfolio



Addressing the challenges of Master Data Cognos Business Viewpoint & Infosphere MDM Server

Challenge: Manage and align dimensions and master data across IT and business



Today

- > Business Viewpoint aligns business authored dimensions hierarchies and attributes with operational master data

Roadmap Considerations

- > Information integration between MDM Server and Business Viewpoint



Cognos 8 Business Viewpoint Strengths

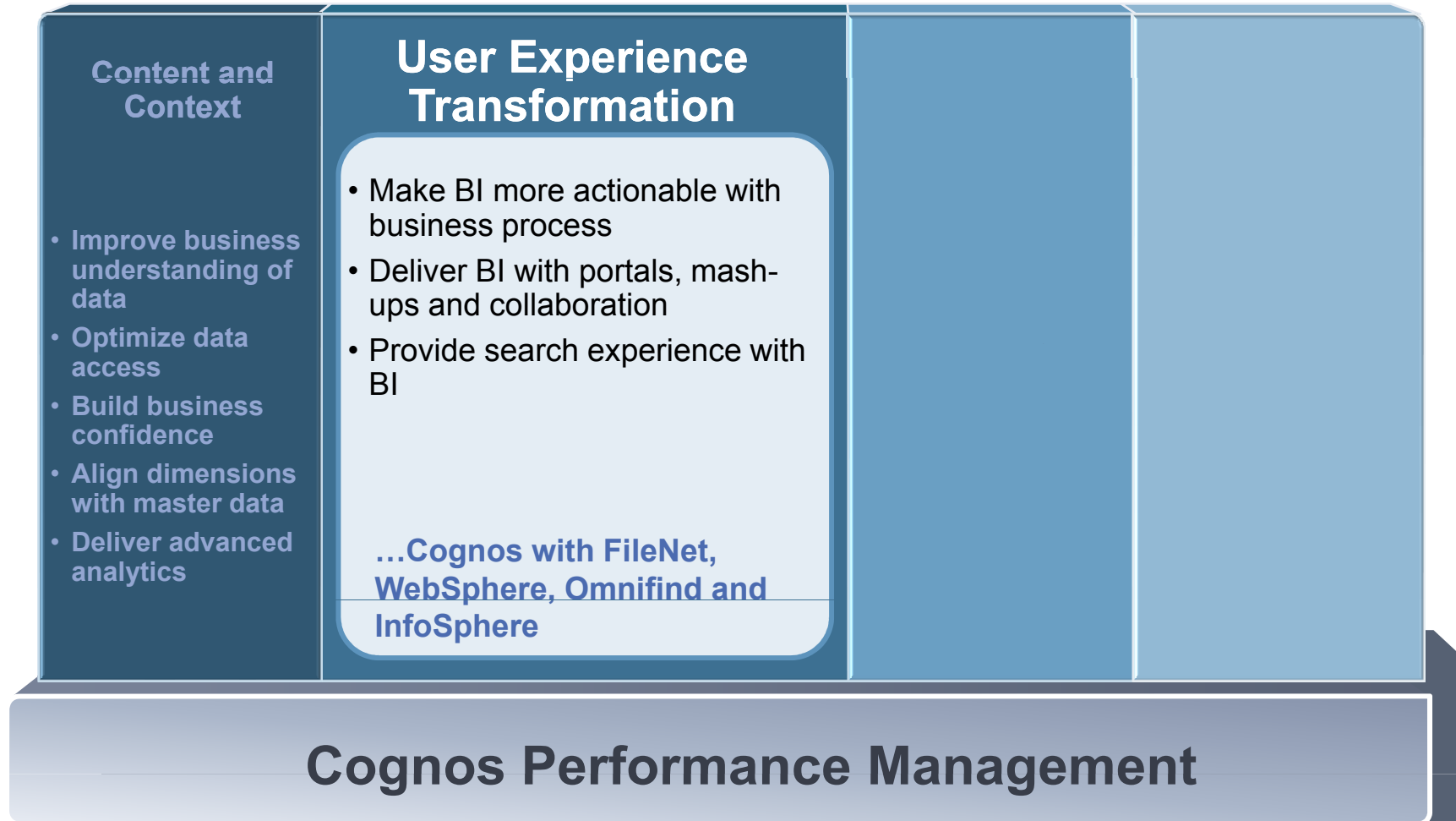
- Captures current and future hierarchies and attributes from the business to derive fresh perspectives for decision-making



InfoSphere MDM Server Strengths

- Reconciles operational master data into a single source of truth for all applications across an organization

Strategy: Optimized and Open IBM Technology Integration Focus Areas



Extending BI to Enterprise 2.0 Integration with WebSphere and Lotus



Challenge: Deliver BI into everyday life

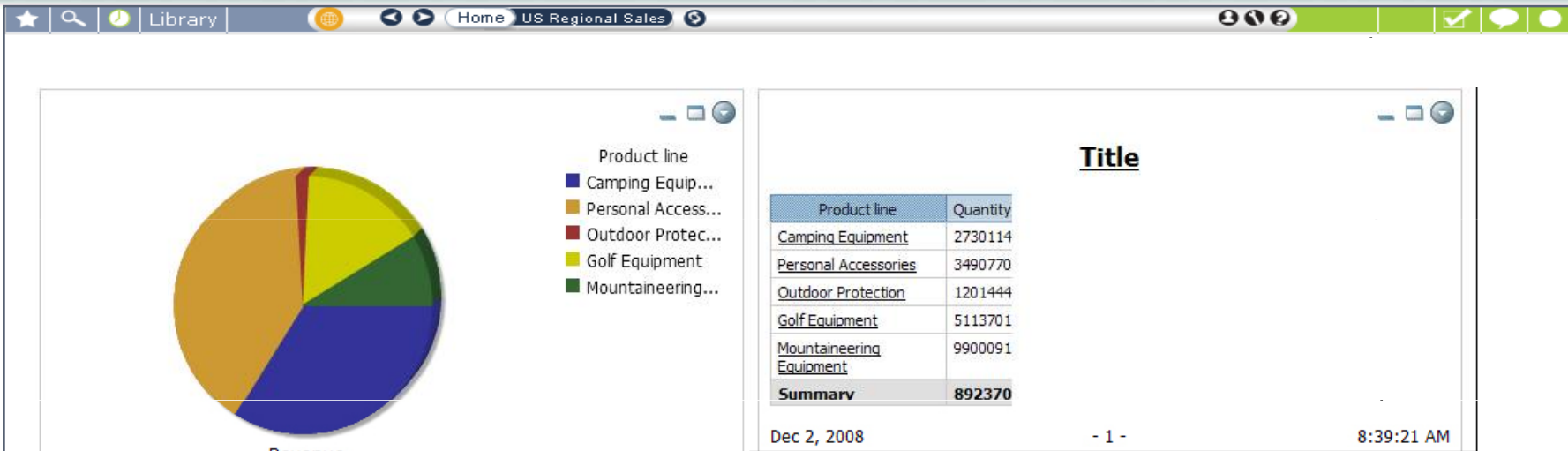
Today

- > Embed Sametime within Cognos 8 BI reports
- > WebSphere Portal Gadgets to view/interact with, search for, or navigate to find IBM Cognos 8 BI content (reports, dashboards, metrics, queries)
- > Single sign-on Cognos 8 BI with WebSphere Portal security
- > Cognos 8 Go! Dashboard in WebSphere Portal
- > WebSphere Portal Dashboard Accelerator leverages Cognos 8 BI queries
- > Cognos Now! portal integration via JSR 168

Roadmap Considerations

- > Extend collaborative technologies within Cognos
- > Enhance integration of Cognos content more directly into portal
- > Deeper integration with Mashup Center

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Docked Collaboration widget attached to every Dashboard
With Expand & Collapse

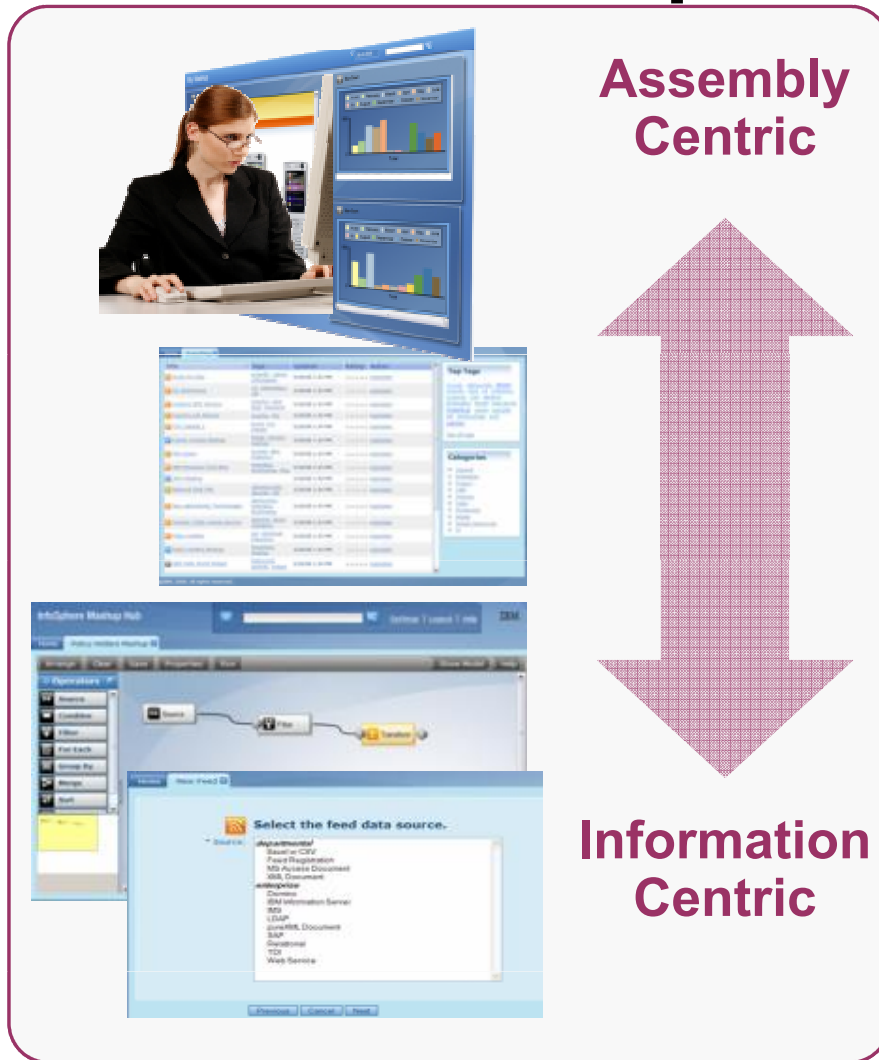
Add Entry Add To Do Item Add Section Display: [List Icon] [Table Icon]

► **Integration Points - Scenarios**

<input checked="" type="checkbox"/>	Please attach your scenario document for the team to share	Muhammad Sarwar	3/24/09	[+]
<input type="checkbox"/>	Draft of document covering areas of interest and recommendation	Muhammad Sarwar	3/25/09	[+]
<input type="checkbox"/>	Good writeup - I have some questions that I will be posting as sep	Gregory T. Melahn	4/1/09	[+]
<input type="checkbox"/>	There are 20 images on extreme leverage – which are we targettir	Gregory T. Melahn	4/1/09	[+]
<input type="checkbox"/>	Wayne will send us links to we can download to try it out and v	Gregory T. Melahn	4/2/09	[+]
<input type="checkbox"/>	From Xtreme Leverage, I think you want this one: "IBM Co	Wayne Salter	4/2/09	[+]
<input type="checkbox"/>	skinning Quickr would mean giving it a Cognos look and feel. The	Muhammad Sarwar	4/6/09	[+]
<input type="checkbox"/>	It is not that difficult to do if the intention is just to supply a differ	Gregory T. Melahn	4/6/09	[+]

► **Contacts & Roles**

IBM Mashup Center Components



Lotus Mashups: Quickly and easily create and assemble mashups/dynamic widgets for Situational Applications.

Common Catalog: Sharing & discovery of mashable assets.


InfoSphere MashupHub: unlock and share web, departmental, personal and enterprise information for use in REST-style Web2.0 applications. MashupHub includes visual tools for transforming and re-mixing REST-style feeds.

Camtasia Studio - Untitled.camproj

IBM Lotus Mashups InfoSphere MashupHub Login

IBM

InfoSphere MashupHub
Create. Catalog. Search. Publish.



Sign In

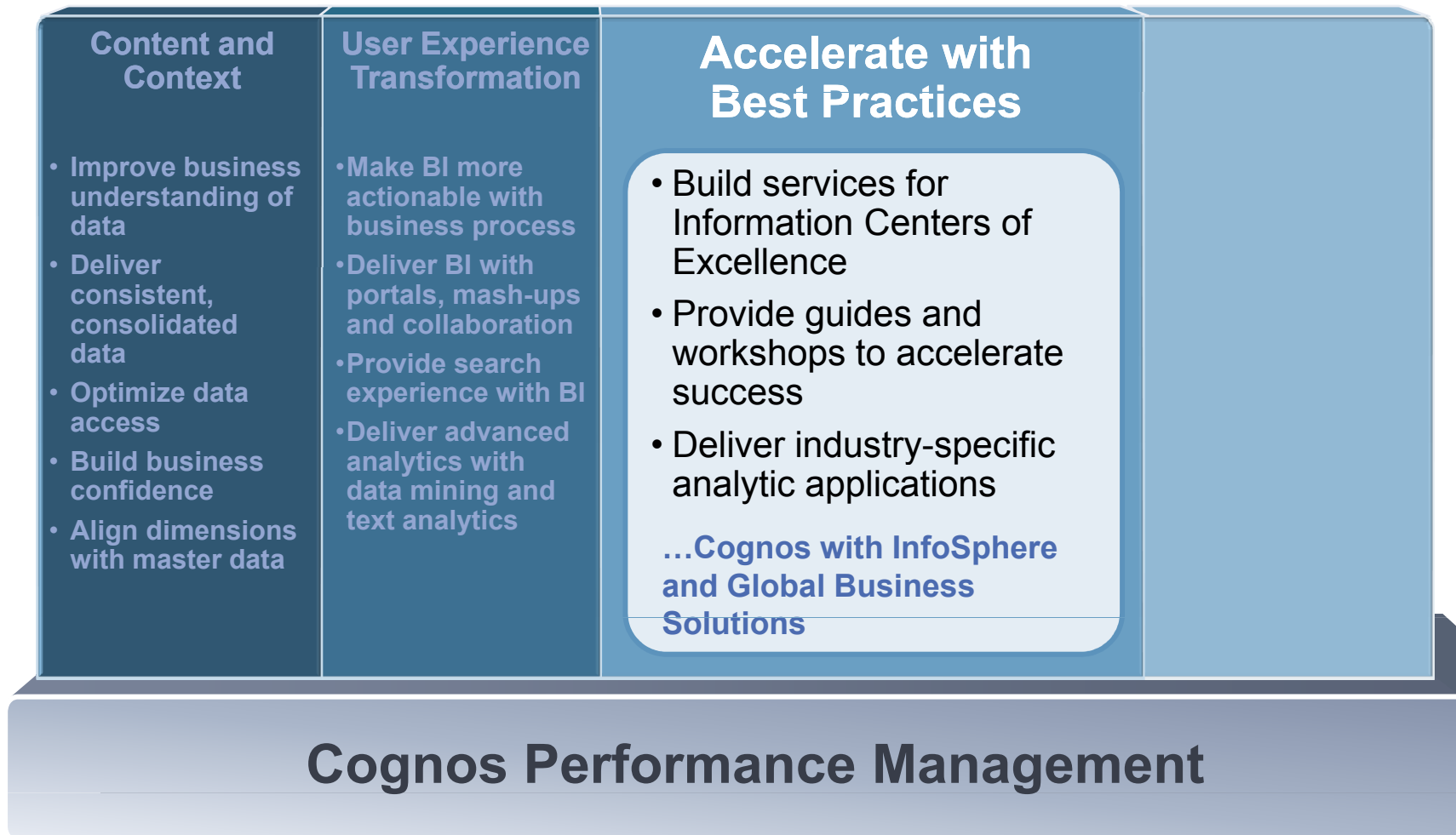
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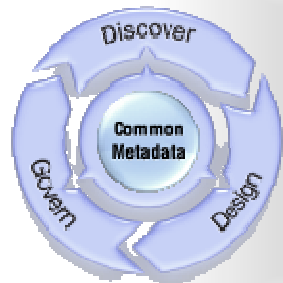
DEMO – Cognos inside Mashup Hub
Cognos Report Parts inside a iWidget running side by side
in Lotus Mashup Hub

Strategy: Optimized and Open

IBM Technology Integration Focus Areas



Accelerating An Organizations Information Agenda

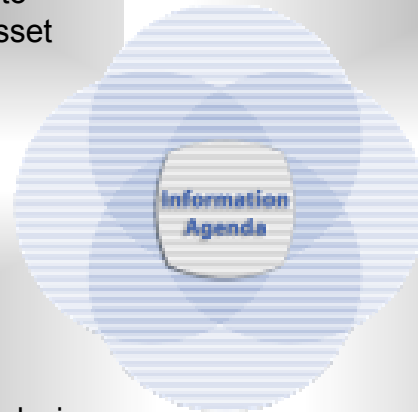


Foundational Tools

Software to help you convert your information into a trusted strategic asset

Information On Demand Competency Centers

Services to help you build information centers of excellence

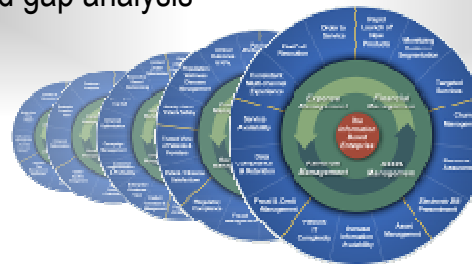


Information Agenda Guides & Workshops

Industry tailored sessions to guide future state design, identification of key information requirements and gap analysis

Information Accelerators

Industry specific assets to speed deployment



Integration with InfoSphere Information Server Data Profiling and Data Quality

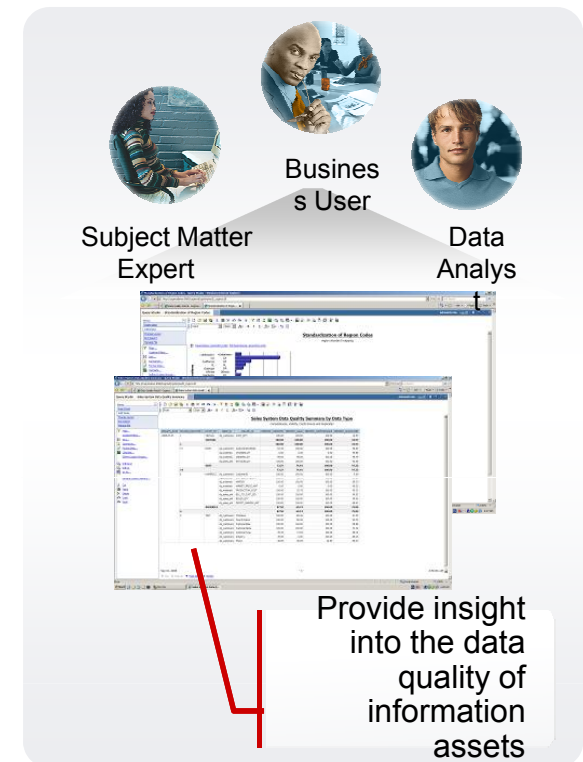
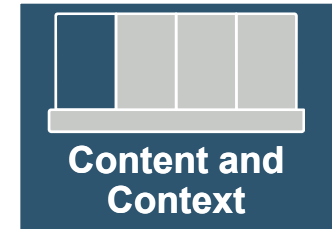
Challenge: Improve business confidence in information

Today

- > Quality Assessment Services using InfoSphere Information Analyzer for current data quality and ongoing monitoring with dashboard of quality metrics

Roadmap Considerations

- > Enhanced visibility and monitoring of data quality metrics with integration of Cognos 8 BI reports and Event Studio



Integration with Industry Models Solutions



- Banking**
(Banking Data Warehouse)
- Financial Markets**
(Financial Markets Data Warehouse)
- Insurance**
(Insurance Information Warehouse)
- Retail**
(Retail Data Warehouse)
- Telco**
(Telecommunications Data Warehouse)
- Health Plan**
(Health Plan Data Warehouse)

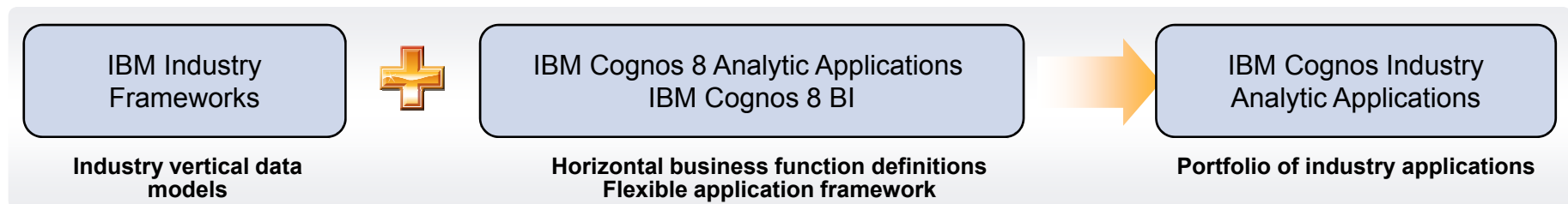
Challenge: Accelerate time to value with solutions

Today

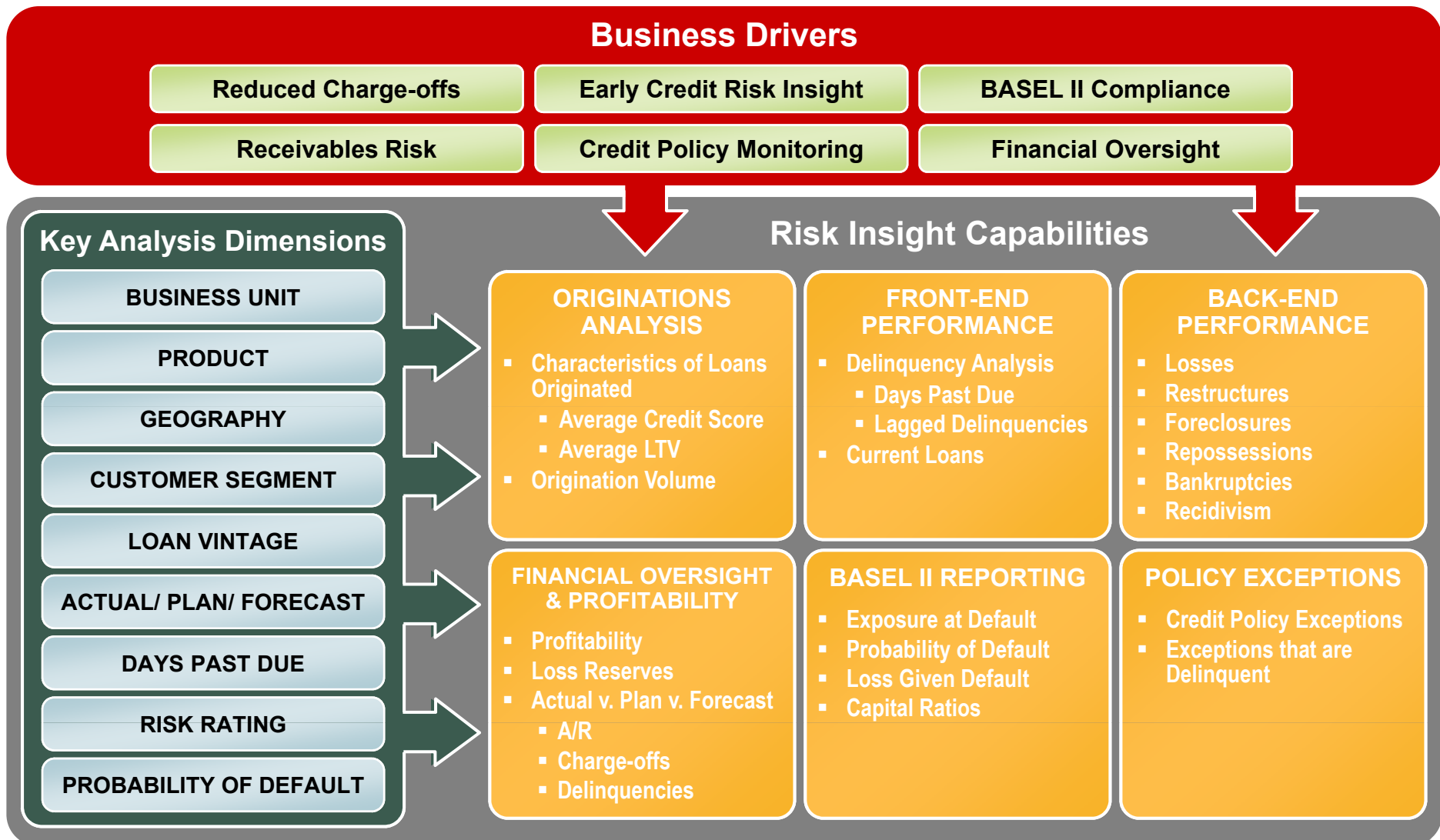
- > **Leverage Industry Frameworks to fast track solutions**
 - Workforce Performance in IBM HRO
 - DB2 as target mart for Performance Applications
 - 10 New & Enhanced Industry Solutions with Implementation Services Offerings
 - Leverage GBS Services for solution implementations
- > **Banking Risk Insight – analytic application leveraging Banking Industry Framework**

Roadmap Considerations

- > Continue to assess Industry Frameworks for analytic applications
- > DB2 embedded in the Performance Applications
- > Enhance with GBS Services offerings – expand existing footprint

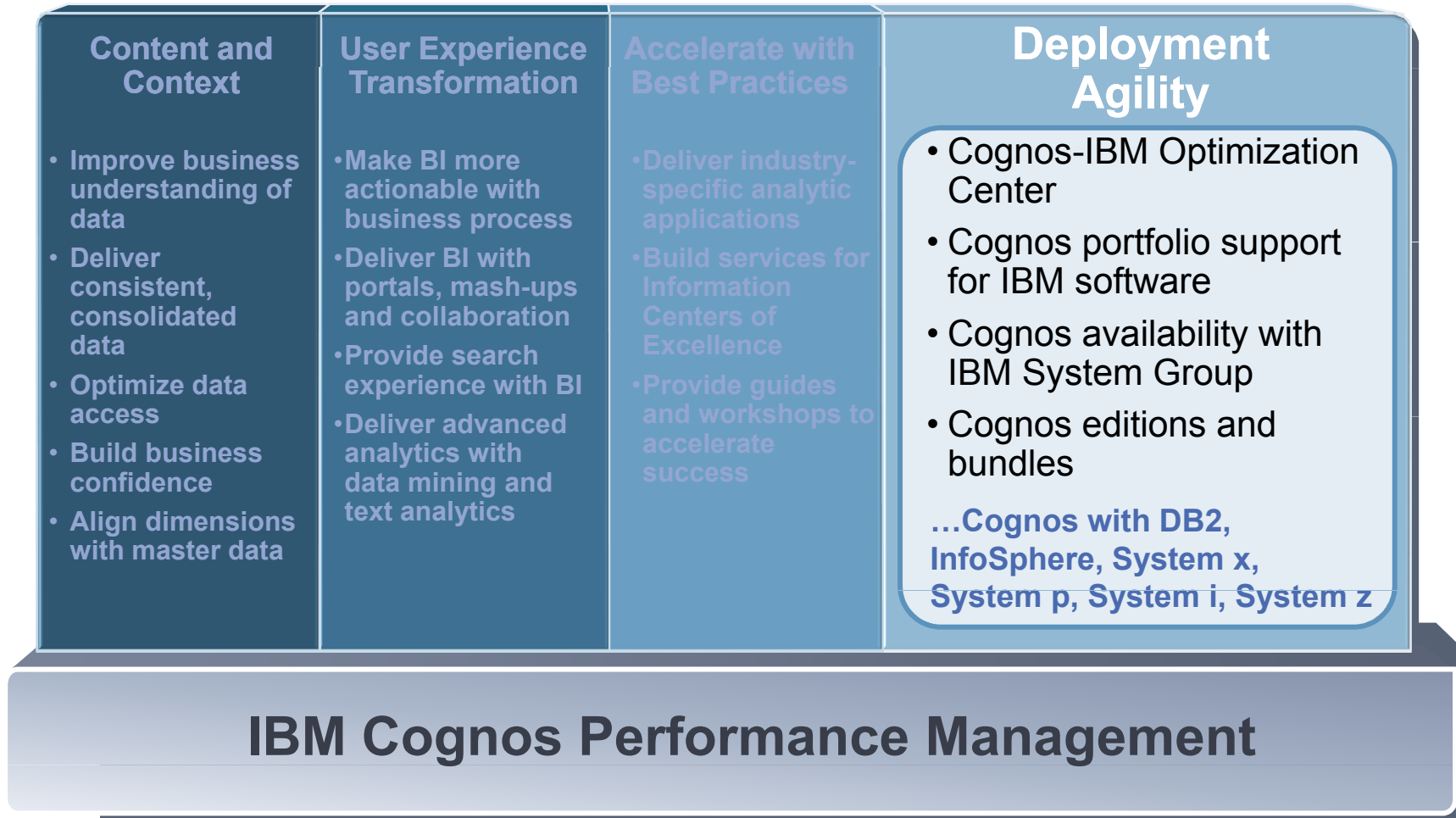


IBM Cognos 8 Banking Risk Insight Business Drivers



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Strategy: Optimized and Open IBM Technology Integration Focus Areas



Formation of Cognos and IBM Optimization Center Deliver optimized and open software

Objectives

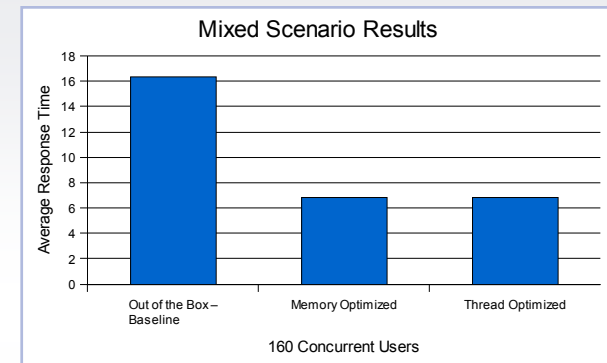
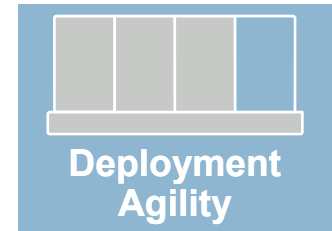
- > Reduced time to market
- > Lower ownership costs for customers
- > Easy to digest

Focus

- > IBM Cognos BI and FPM initially with InfoSphere / DB2 and AIX

Activities

- > Simultaneous support
- > Development alignment (features, testing, etc.)
 - Query optimization for DB2
 - Advanced DB2 feature leverage (mining, unstructured)
 - Tuning for AIX
- > Published best practices
- > Market-driven bundles



Achieve 60% performance improvement – with best optimized configurations compared to “out of the box” deployment – **by tuning AIX environmental variables**

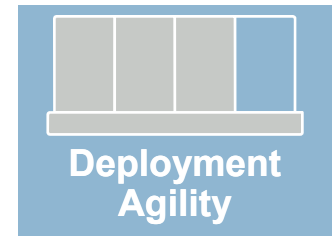
Cognos Availability with Systems Group Leverage Existing System Investment

Today

- > System x – BI, FPM, Cognos Now!
- > System p – BI, TM1
- > System i – as a source or content store
- > System z – Cognos 8 BI on zLinux and content store in DB2 for zOS, DB2 for zOS as source for Planning

Roadmap Considerations

- > Expanded breadth of capabilities and coverage for Linux on System z
- > Continued investment for OS support across BI/FPM



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Cognos on IBM InfoSphere™ Balanced Warehouse™

Accelerate Time to Value and Reduce Total Costs of Ownership
Pre-built, pre-packaged Warehouse Offering

The IBM InfoSphere Balanced Warehouse D5100 is the complete data warehousing solution comprised of pre-configure, pre-tested, and fully-integrated system components of InfoSphere Warehouse, Server and Storage. This modular warehousing platform is ideal for advanced departmental data marts and growing data warehouses requiring great performance, high availability, and flexible scale-out.

Coming Soon

Cognos 8 BI Module on InfoSphere Balanced Warehouse D5100

- Solution features include:
 - A pre-integrated modular solution to enable insights into your business
 - A full range of BI capabilities: Including reporting, analysis and dashboards, provide all user communities with relevant information how, when and where it is needed.
 - Enables a buy-as-you-grow investment path

IBM InfoSphere™ Balanced Warehouse™



The difference between receiving a ready to go system versus one that needs to be fully or partially built on arrival can be dramatic in terms of time to value and project risk. That is why the InfoSphere Balanced Warehouse offering is the best choice for your business.

Cognos Availability in Editions and Bundles

Reduced Time to Value

Today

> Editions

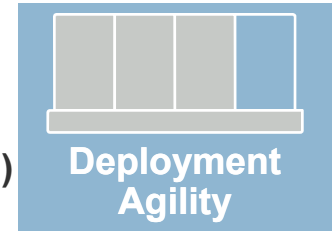
- Special Edition integrated out of the box (installation, logging, support etc.) with Cognos 8 BI, DB2 UDB, and WebSphere Application Server
- Starter Edition available with InfoSphere Warehouse 9.5.2

> Balanced Warehouse C3000 and C4000

- Pre-integrated and pre-configured InfoSphere Warehouse and Cognos 8 BI Reporting

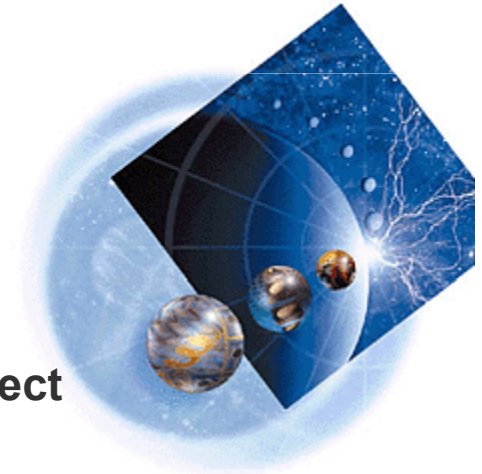
> Other Bundles

- IBM Cognos Now! for continuous monitoring (optional hardware bundle)



Roadmap Considerations

- > Embedding Cognos 8 BI in other IBM software to provide reporting and analytics
- > DB2 embedded in IBM Cognos analytic applications and select capabilities
- > Focus on Cloud and virtualization environments



IBM Cognos Statement of Direction

Strategy: Optimized and Open



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Evaluation Forms

Session 3373 Gaining Value with InfoSphere & IBM Cognos Solutions

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Visit IBM Cognos Central to fill out your session evaluations online.

- > **Each completed evaluation** qualifies you to win one of five \$100 daily prizes.
- > **Complete evaluations for every session you attend** and qualify to win an additional \$500! An overall conference survey will be available at IBM Cognos Central on Friday morning, and will also be emailed to you.