

Information Management



IBM Cognos 8 Business Intelligence

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Principal Solution Specialist

Cognos.
software

Agenda

- Introduction
- Architecture Overview
- TM1 Functionality
- Cognos 8 Front-End
- Questions et réponses



IBM Cognos: The Experts in Performance Management

- Acquired by IBM in Feb 08
- Global coverage
 - 23,000 customers in 135 countries
 - Strong channel network
3,000 partners
- Exclusive focus on BI and Performance Management - pioneered over 17 years ago



Information On Demand Strategy

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

AN IBM COMPANY

Plan, understand and optimize business performance



Establish and maintain an accurate, trusted view of information



Flexible Architecture for Leveraging Existing Investments

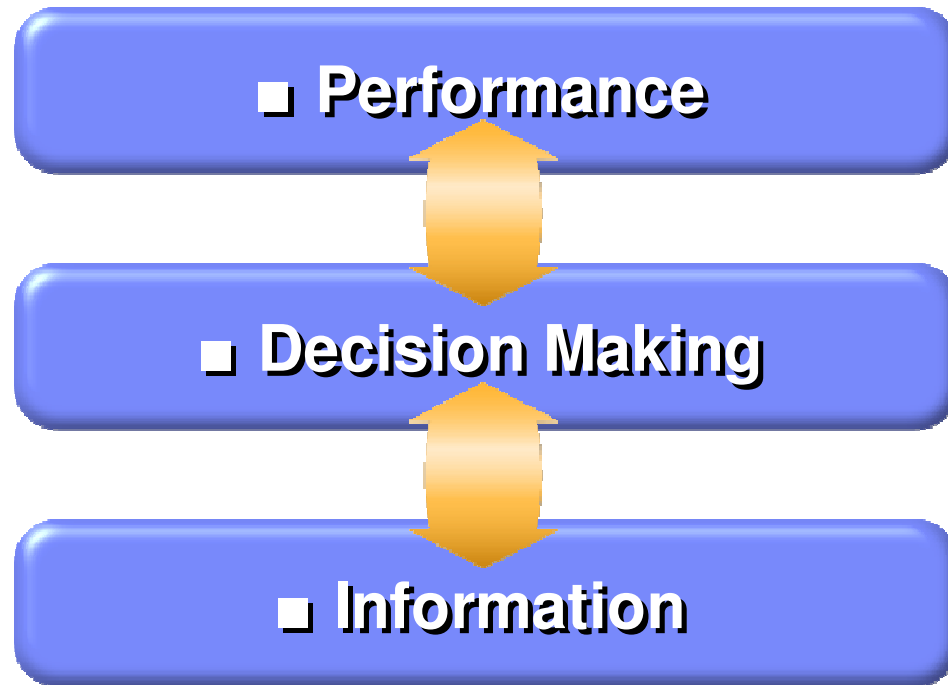


Manage data and content over its lifetime and as part of processes

Cognos.
software



Optimizing Performance



Three Questions that Drive Performance

How are we doing?

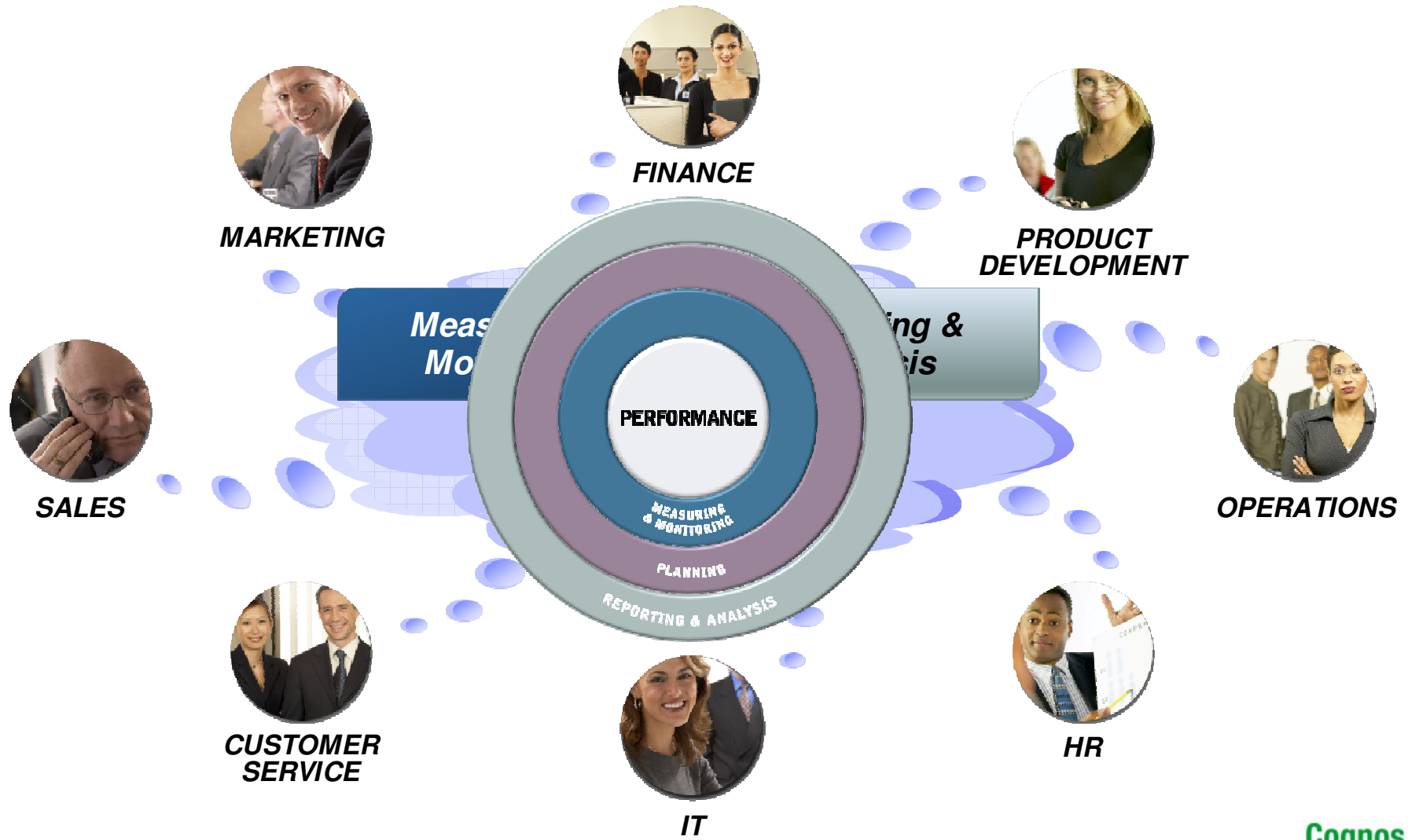
Why?

*What should
we be doing?*

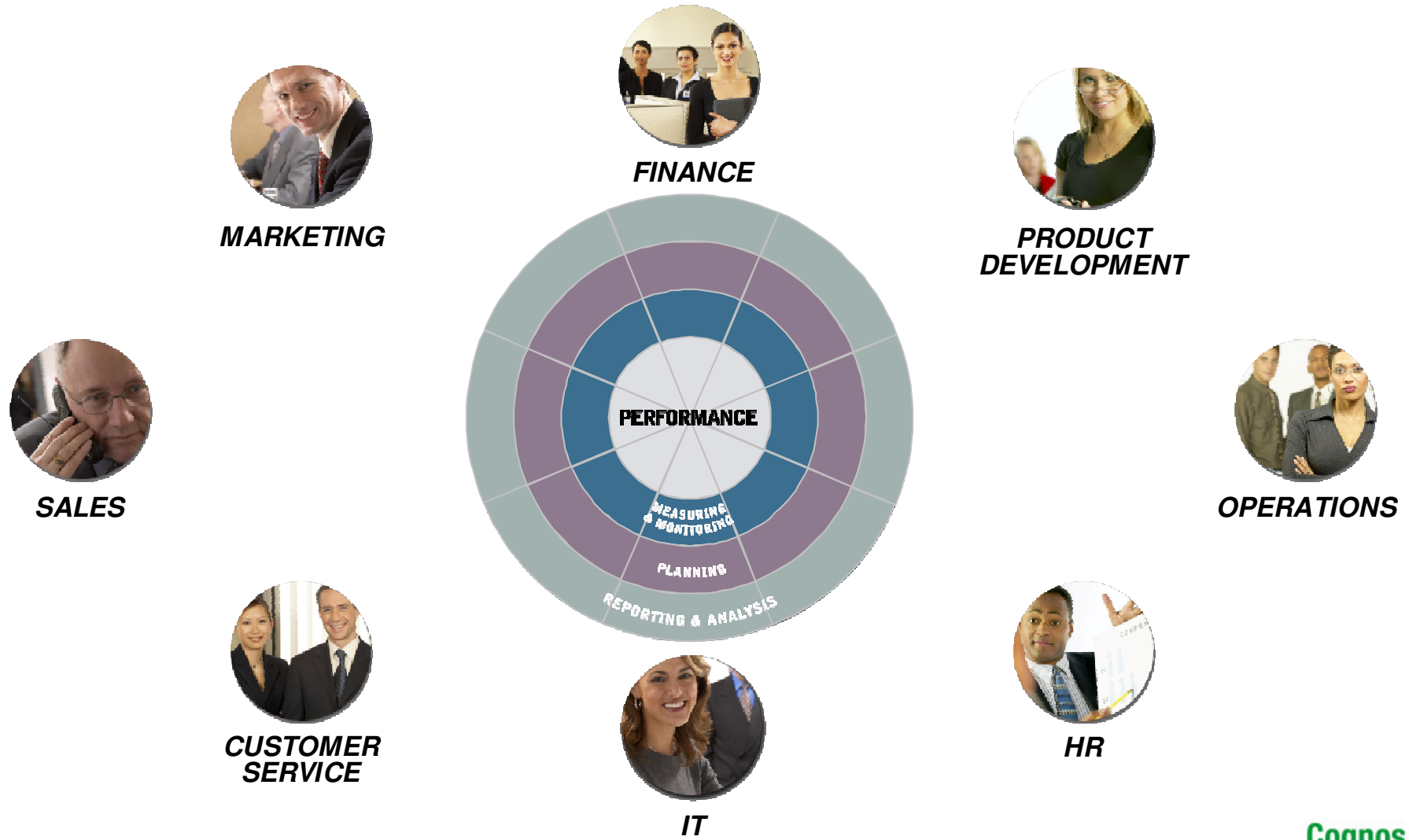
Three Questions that Drive Performance



Performance Management Capabilities





Performance Management Capabilities Across the Organization



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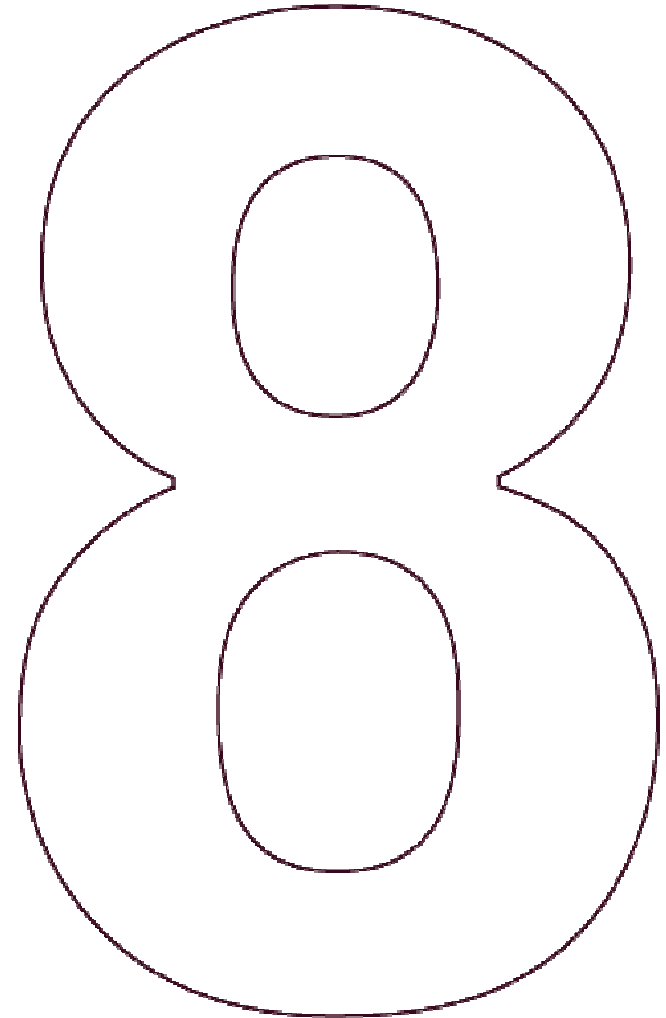




Architecture Overview

What is Cognos 8 Business Intelligence?

- Complete range of BI capabilities in a single product, on a single proven Web services architecture
- Single query engine with a single metadata layer
- Zero-footprint, Web interface for all users
- Standardizes the delivery of information to accelerate and improve decision-making
- Foundation for performance management

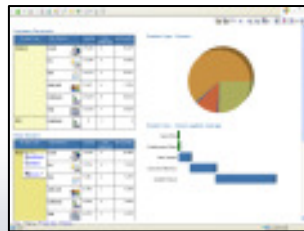


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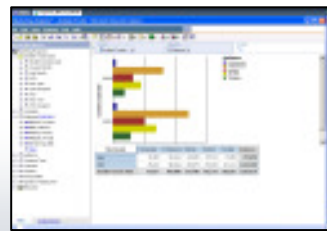


What is Cognos 8 Business Intelligence?

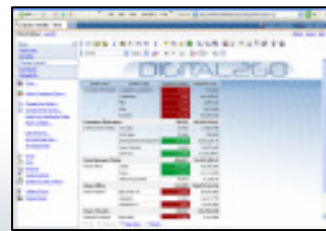
- All capabilities against any *combination* of data sources (OLAP or relational)
- Hides complexity from users and ensures complete view of information



REPORTING



ANALYSIS



AD HOC QUERY



DASHBOARDS



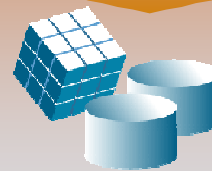
SCORECARDS

Transaction Systems



Siebel, SAP R/3, PeopleSoft, JDE, Oracle eBusiness Suite...

Warehouses (Relational & OLAP)



TM1, SAP BW, Teradata, DB2, SQL Server, Oracle, Informix, Essbase, MSAS...

Flat, Legacy or Modern



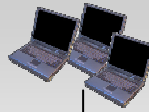
JDBC, Excel, CSV, XML, ADABAS*, IMS*, VSAM*, CICS*...

software

PRESENTATION/WEB TIER:

Zero Footprint Browsers

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



Microsoft Office Users

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



ROUTER/FIREWALL (optional)
WEB SERVER(S):
 Web Gateways, Web Services API
 Industry Standard Portals
 Cognos Application Firewall

APPLICATION TIER

FIREWALL/ROUTER/ENCRYPTION

Cognos BI Bus – SOAP, XML

WINDOWS
UNIX
LINUX*

COGNOS 8 DISPATCHER(S)



DATA TIER

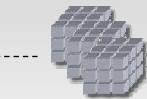
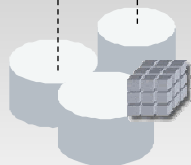
Cognos ETL, other in-place ETL

FIREWALL/ROUTER/ENCRYPTION

SQL

MDX

COMMON METADATA



OLAP

RELATIONAL

- IBM DB2 UDB, Oracle, Microsoft SQL Server, other...
- Dimensionally Aware Relational

MODERN

- XML, WSDL, LDAP, JDBC...

- TM1
- PowerCubes: High Performance Dimensional Cache
- Industry Standard OLAP Providers: Microsoft, IBM, SAP

CONTENT & METRICS STORE

DB2, ORACLE, SQL Server, Sybase

SECURITY PROVIDERS

LDAP, Active Directory, NTLM, Netegrity, SAPBW, Cognos Namespace, Custom Providers

AUDIT

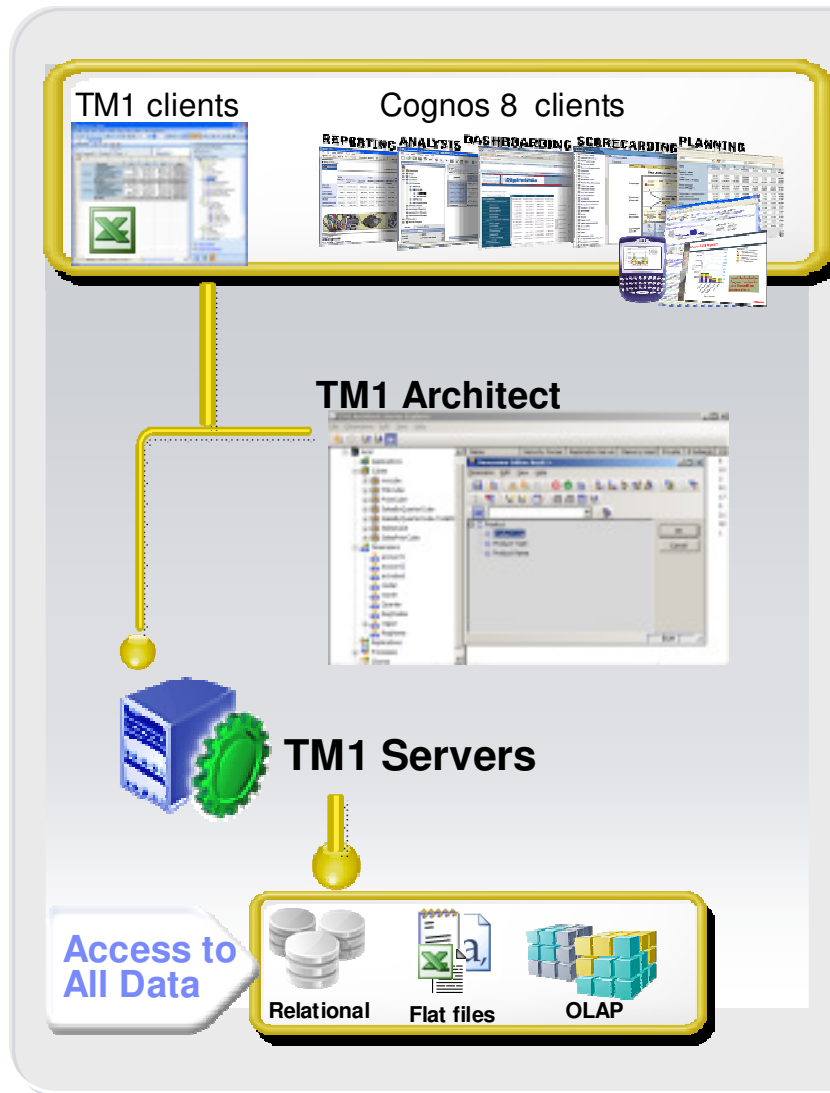
RDBMS, UNIX Sys Logs, NT Event Log

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IBM Cognos TM1 – in memory MOLAP



Primary OLAP Use:
What-if scenario modeling

Operational Planning
Financial analytics & reporting

Ideal for:

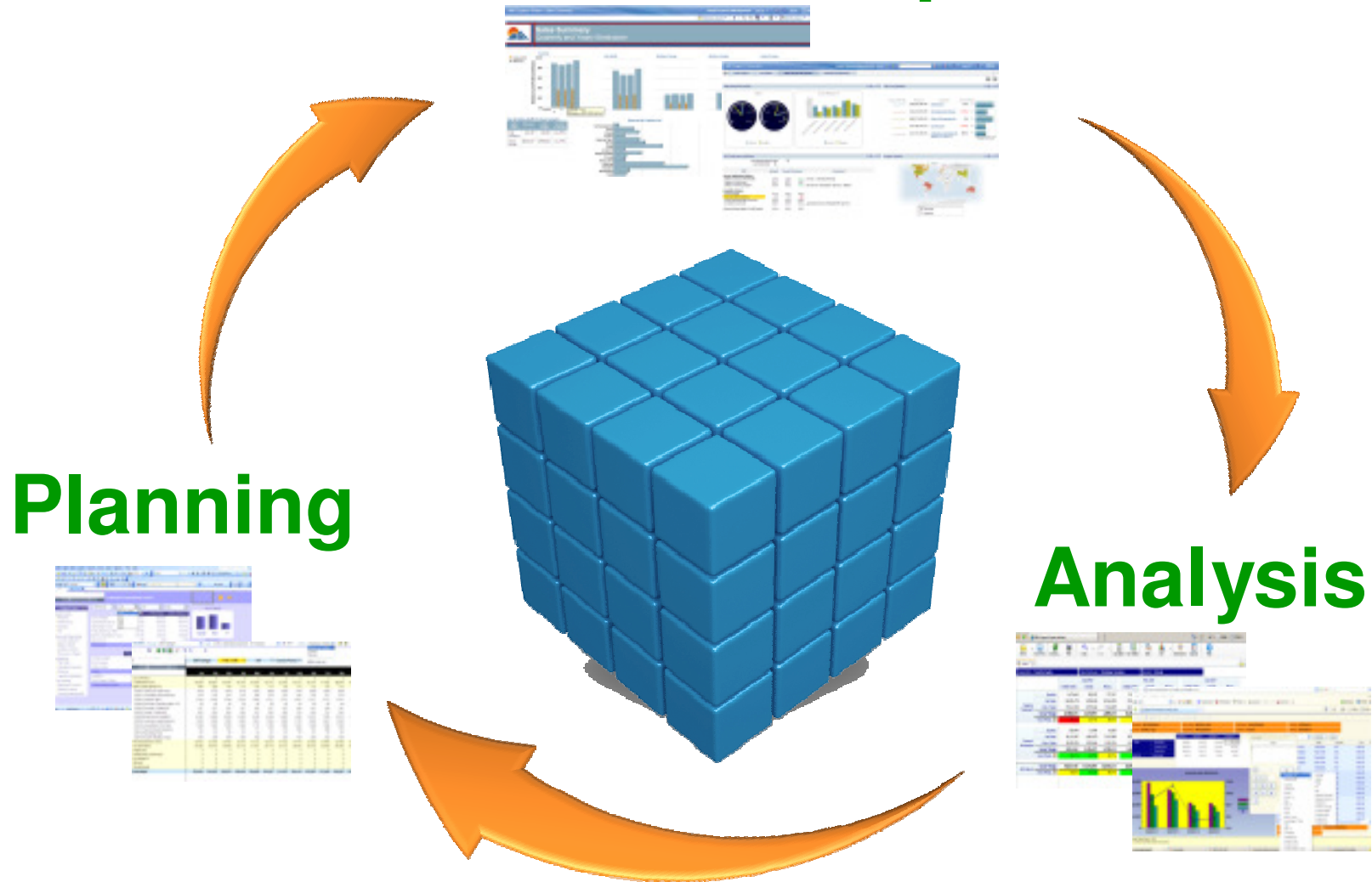
- write-back planning applications in moderate sized communities;
- complex models demanding read/write interactivity

Because of its unique:

- On demand aggregation and calculations with 64 bit in-memory processing

Primary owner – LOB IT

Dashboards/Reports



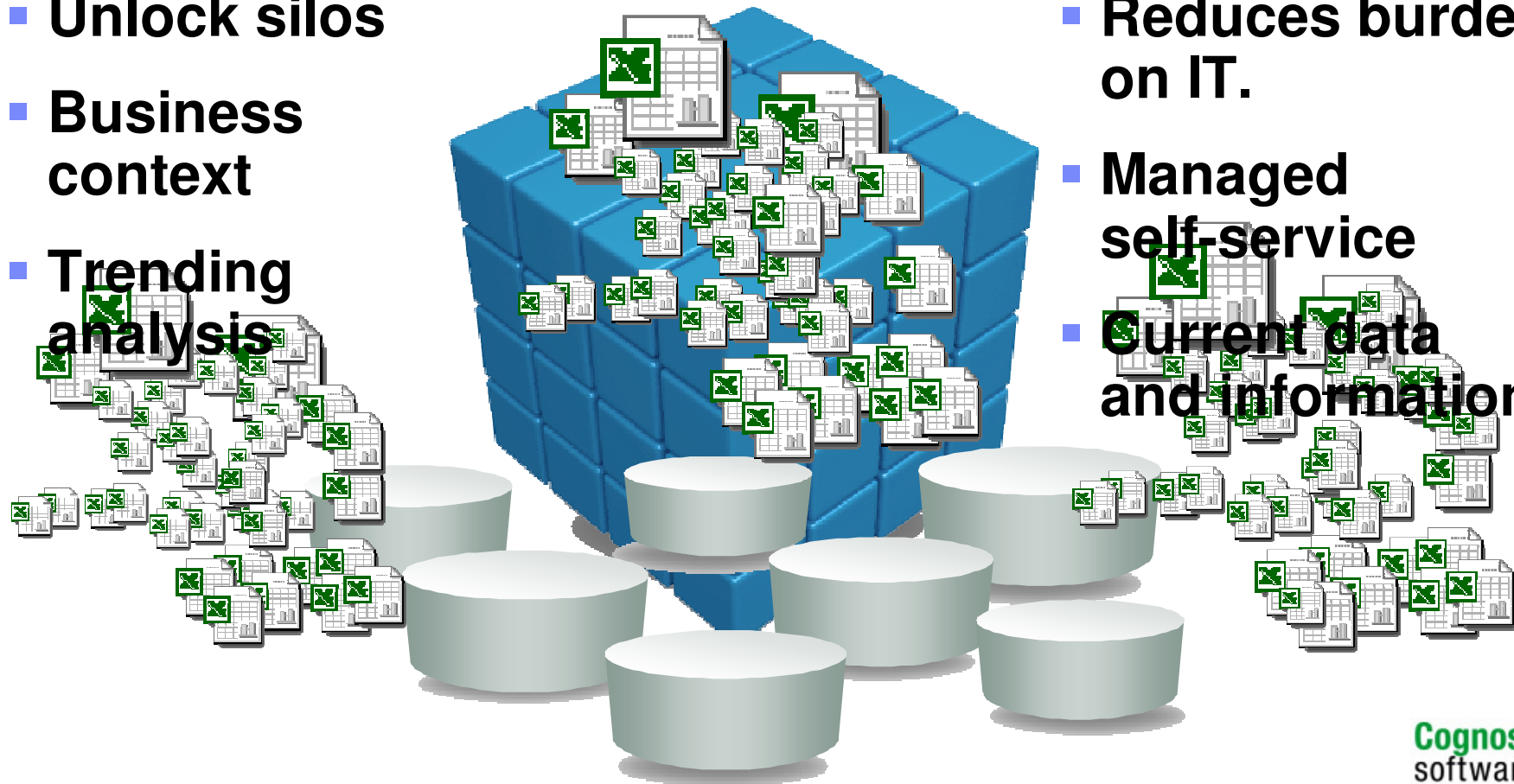
Planning

Analysis



Start with an in-memory analytic server

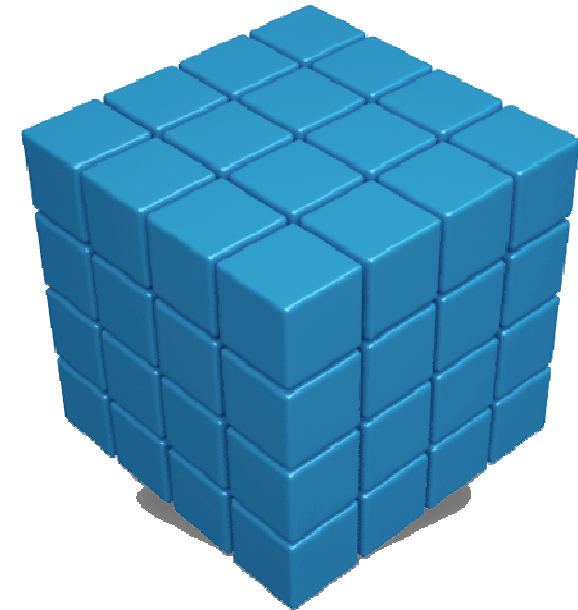
- **Unlock silos**
- **Business context**
- **Trending analysis**

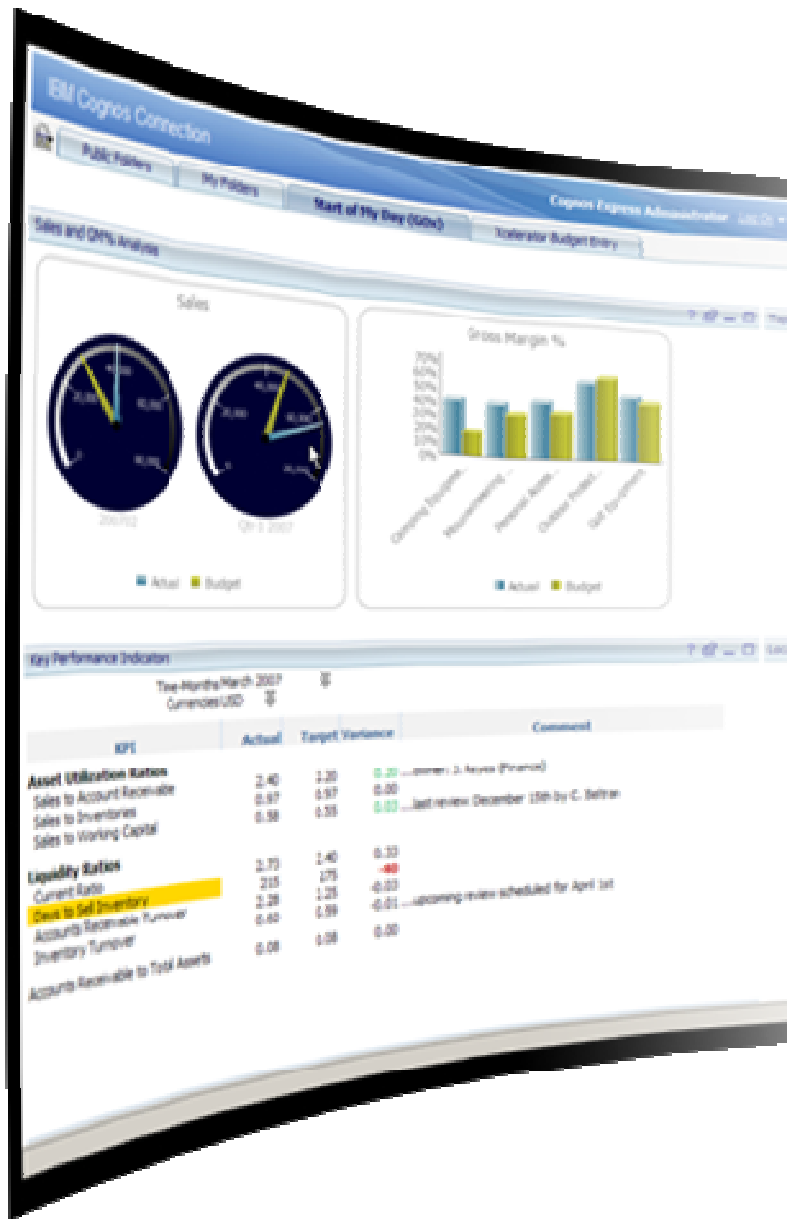


- **Reduces burden on IT.**
- **Managed self-service**
- **Current data and information**

The benefits of an in-memory analytic server

- **Modern architecture for unmatched performance and flexibility**
- **Combine large amounts and different sources of data**
- **Consistent and centrally manage data, business hierarchies, rules and calculations**
- **Multi-dimensional for powerful analysis and more natural organization of information (products, customers, sales)**
- **Write back delivers closed loop process linking analysis and planning**





DEMO

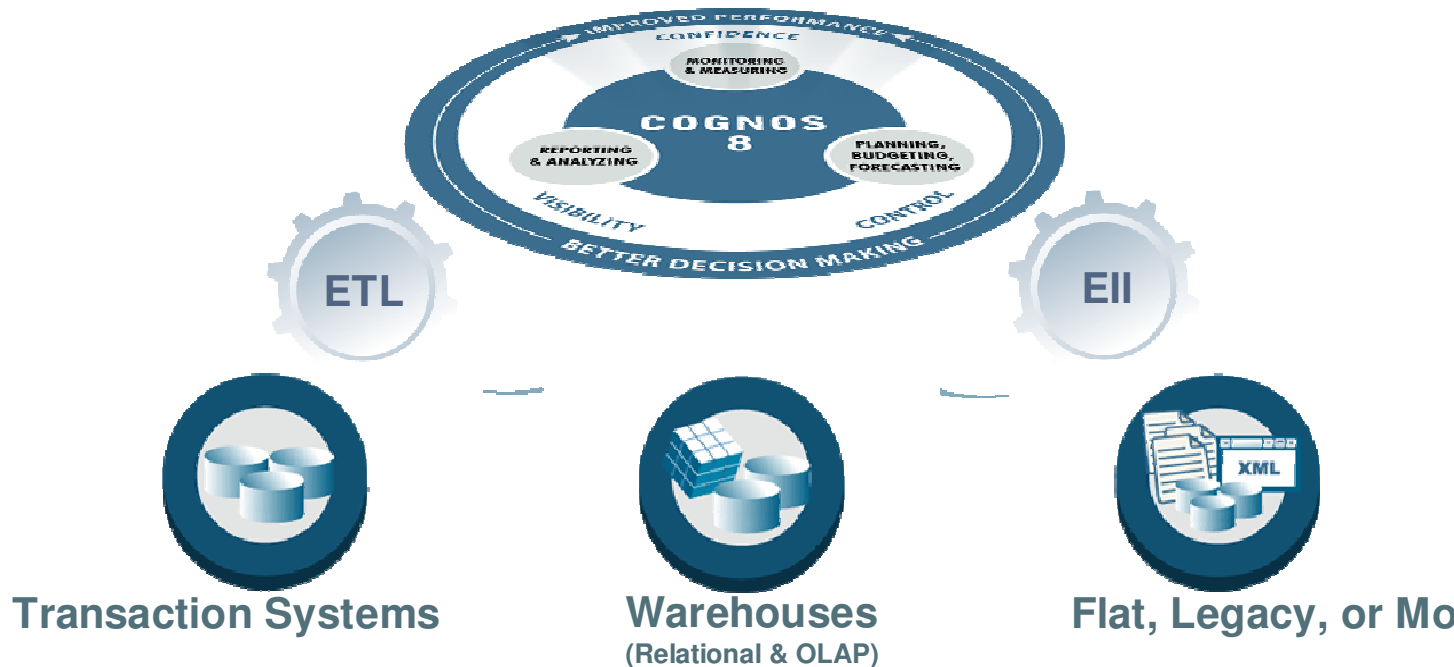
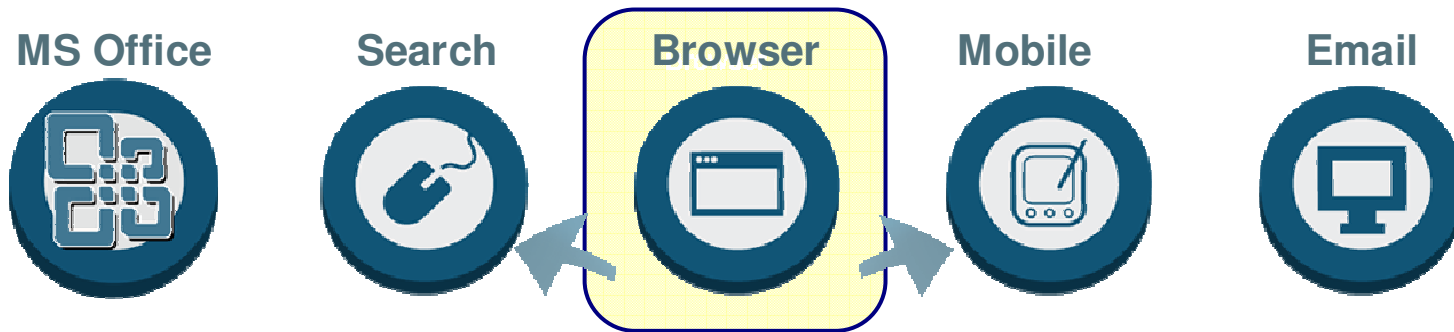


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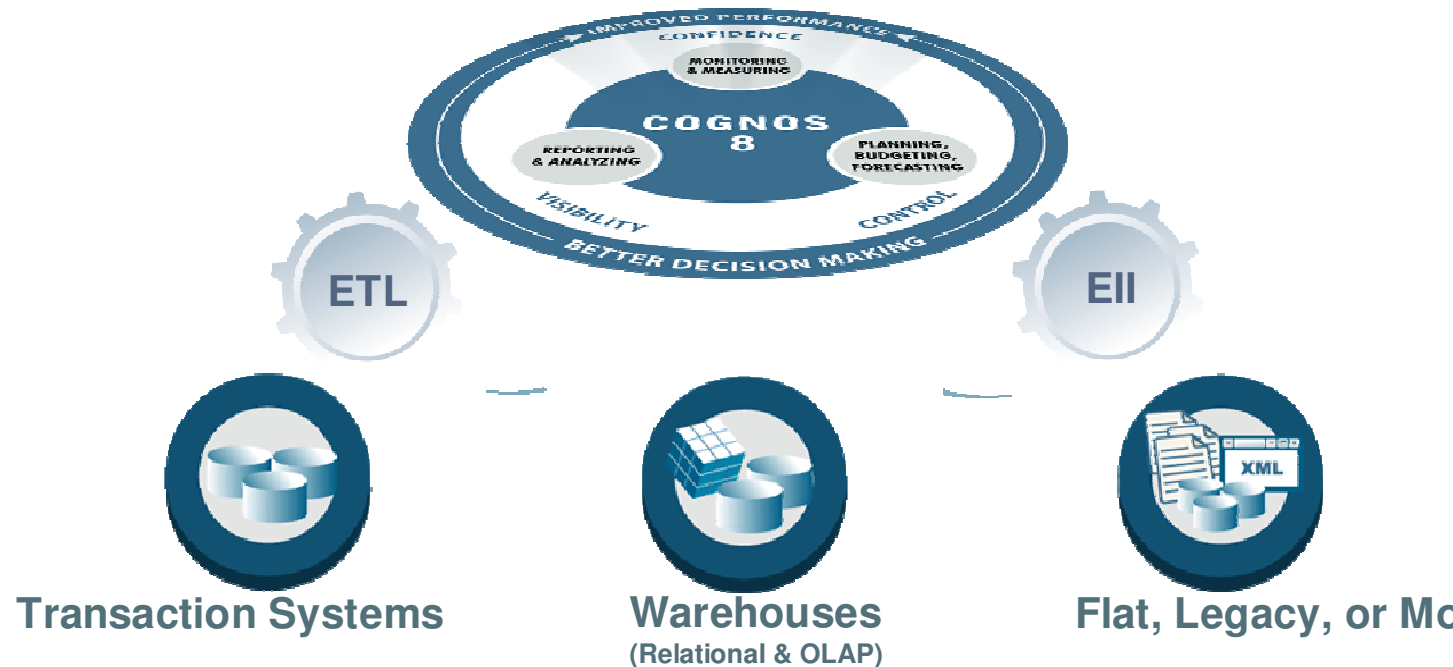
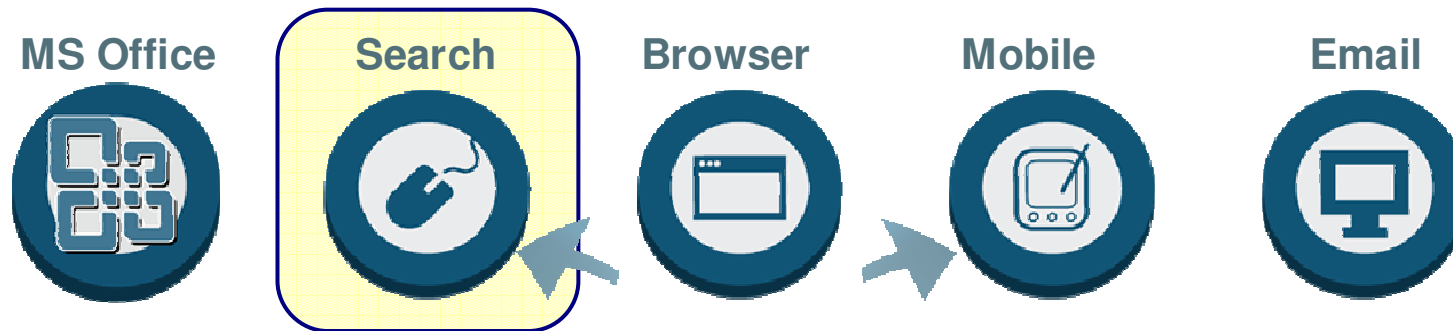
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Information Delivery



Information Delivery



Cognos Go! Search

Finding Related

			Gross profit
2004	Camping Equipment	\$2,701,779.42	\$637,144.76
	Golf Equipment	\$7,902.40	\$270,062.68
	Mountaineering Equipment	\$0.00	\$0.00
	Outdoor Protection		\$74,610.16
	Personal Accessories	\$65,300.00	\$199,479.12
2004		\$7,902.40	\$296.72
2005	Camping Equipment		\$2,124.82
	Golf Equipment	\$753,000.00	\$1,612.96
	Camping Equipment	\$476,409.86	\$167,226.12
	Outdoor Protection	\$57,051.20	\$32,784.66

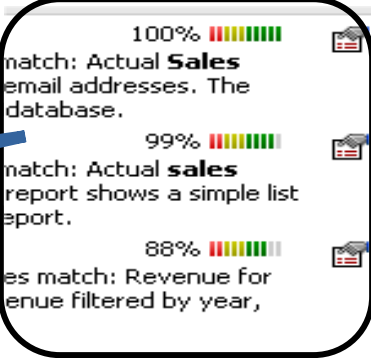
Full Content Search

Fine Tune Results

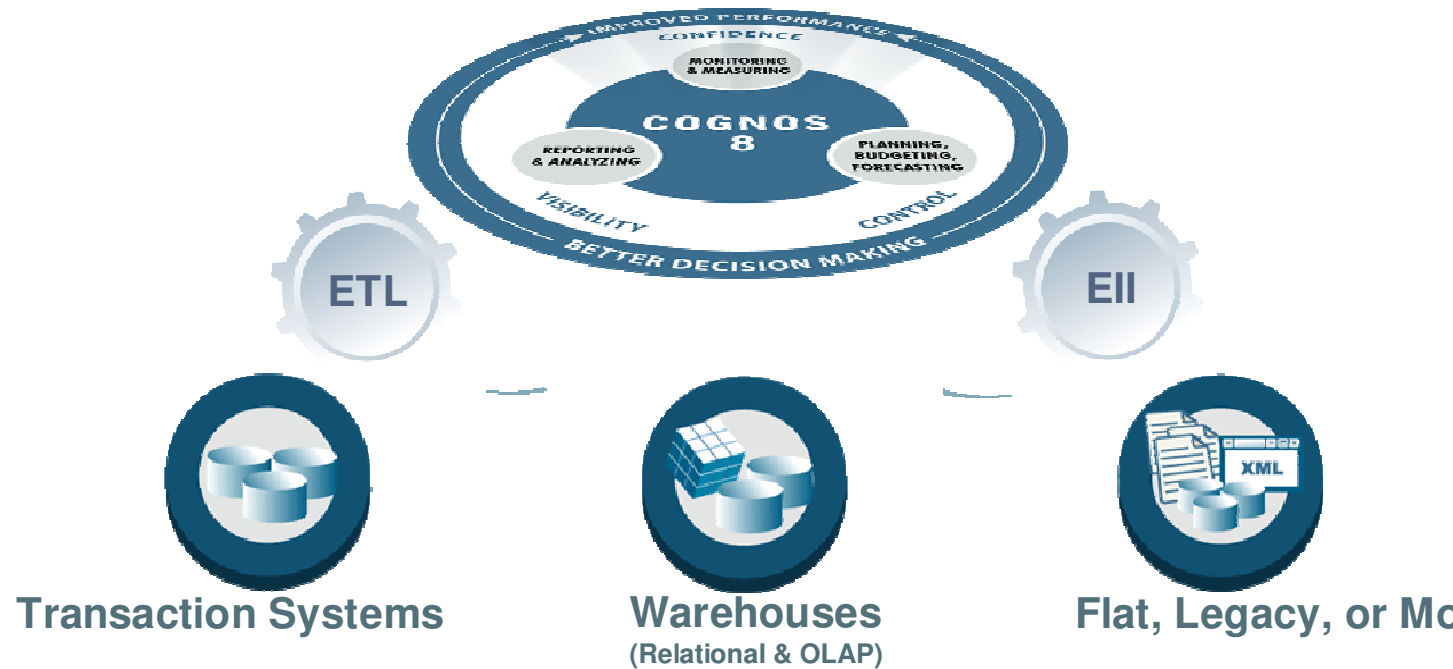
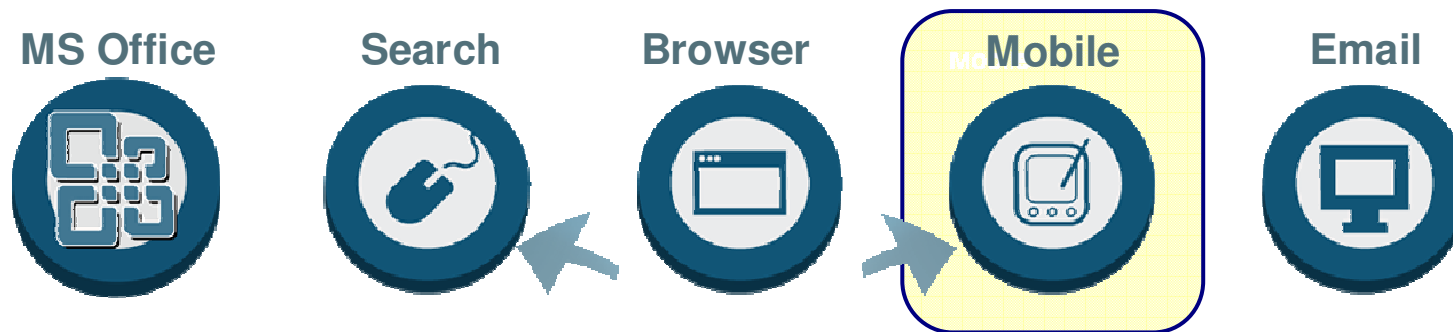
Familiar Search Interface



Returns Relevant BI Information



Information Delivery



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Cognos for Mobile Users

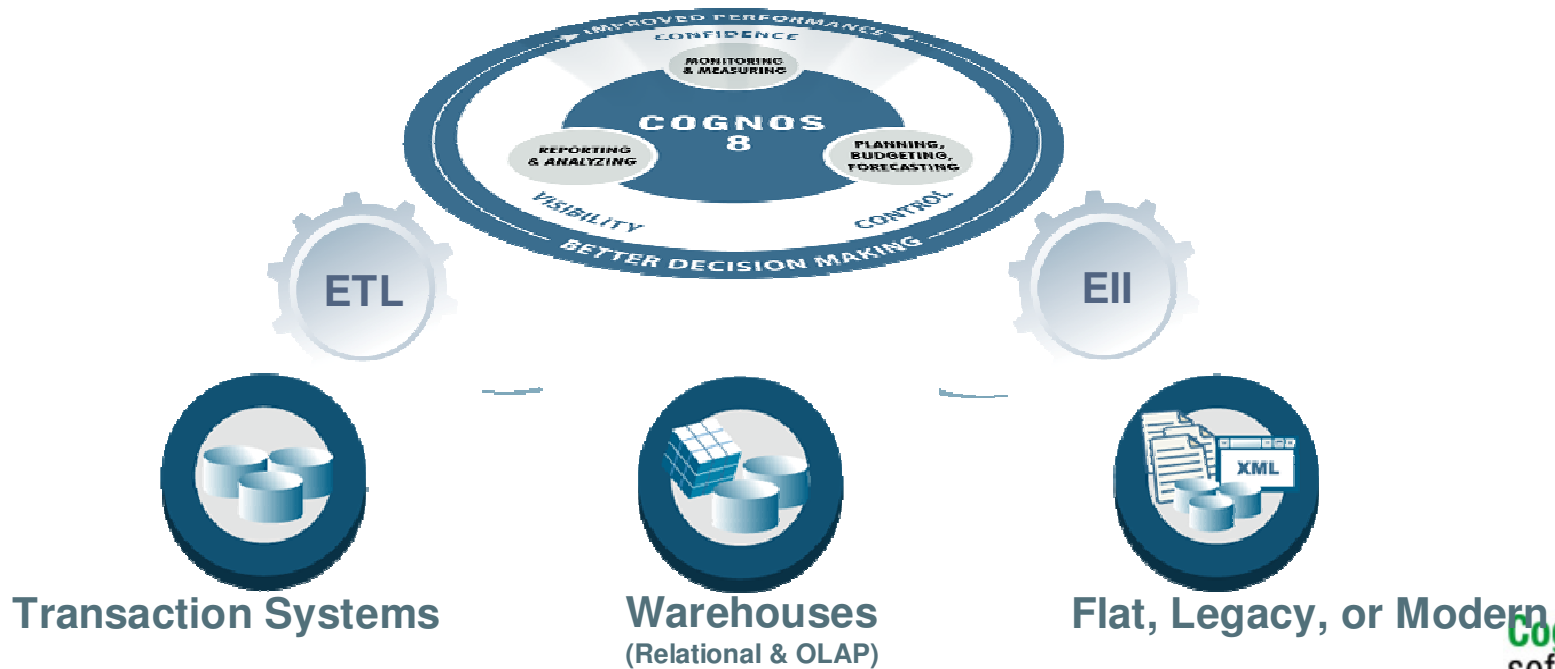
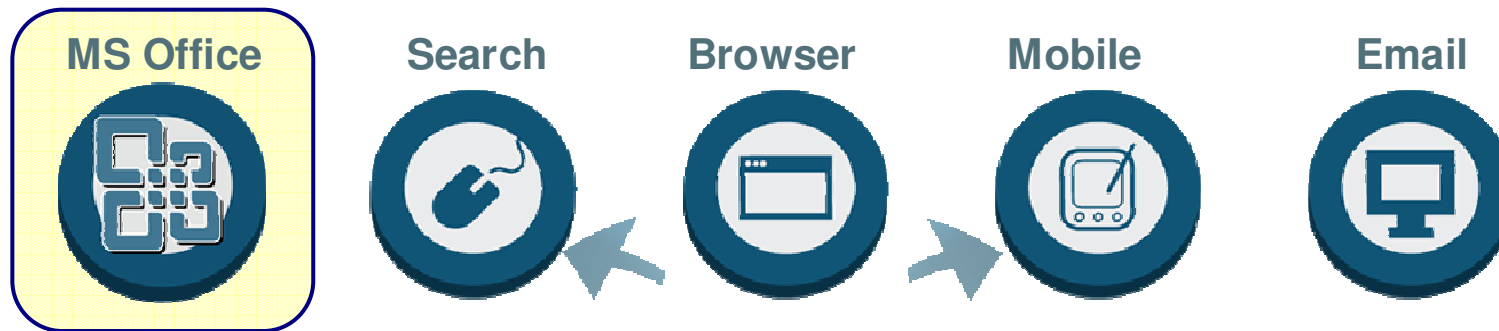
**Access to
any BI you need**



**Anywhere
Anytime**



Information Delivery



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software

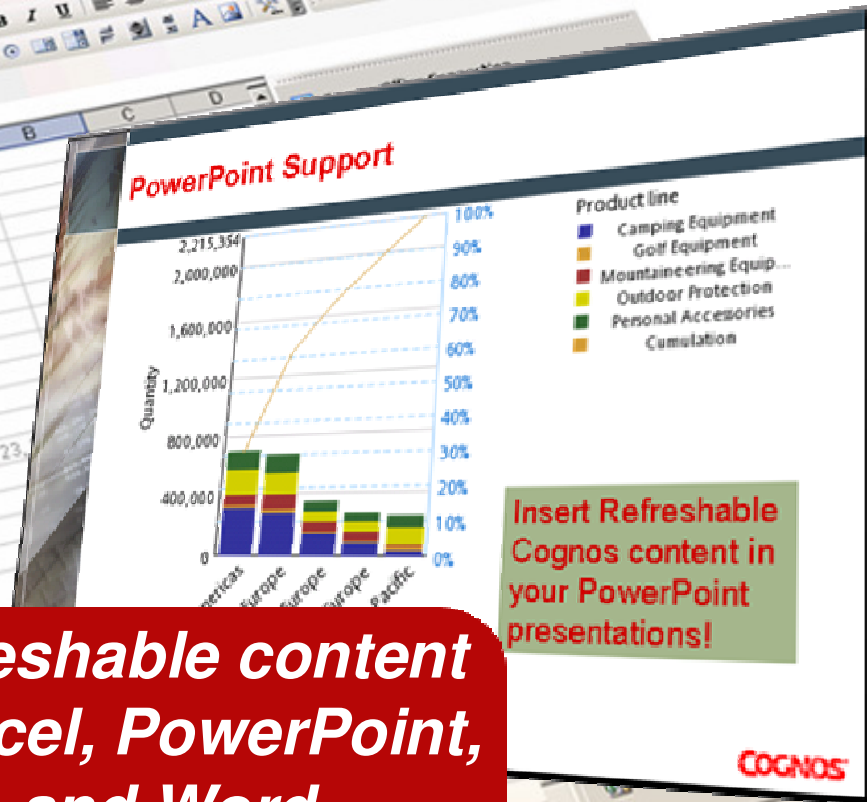


Using the Office Mode to Access BI

Now supports prompted reports!

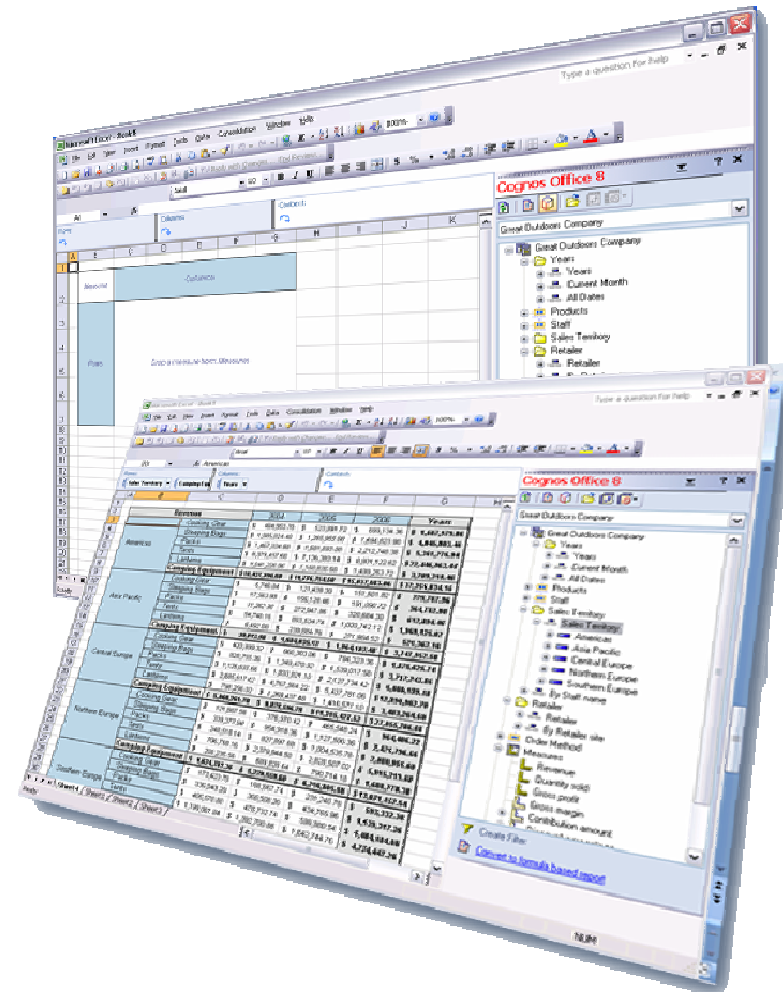
Refreshable content in Excel, PowerPoint, and Word

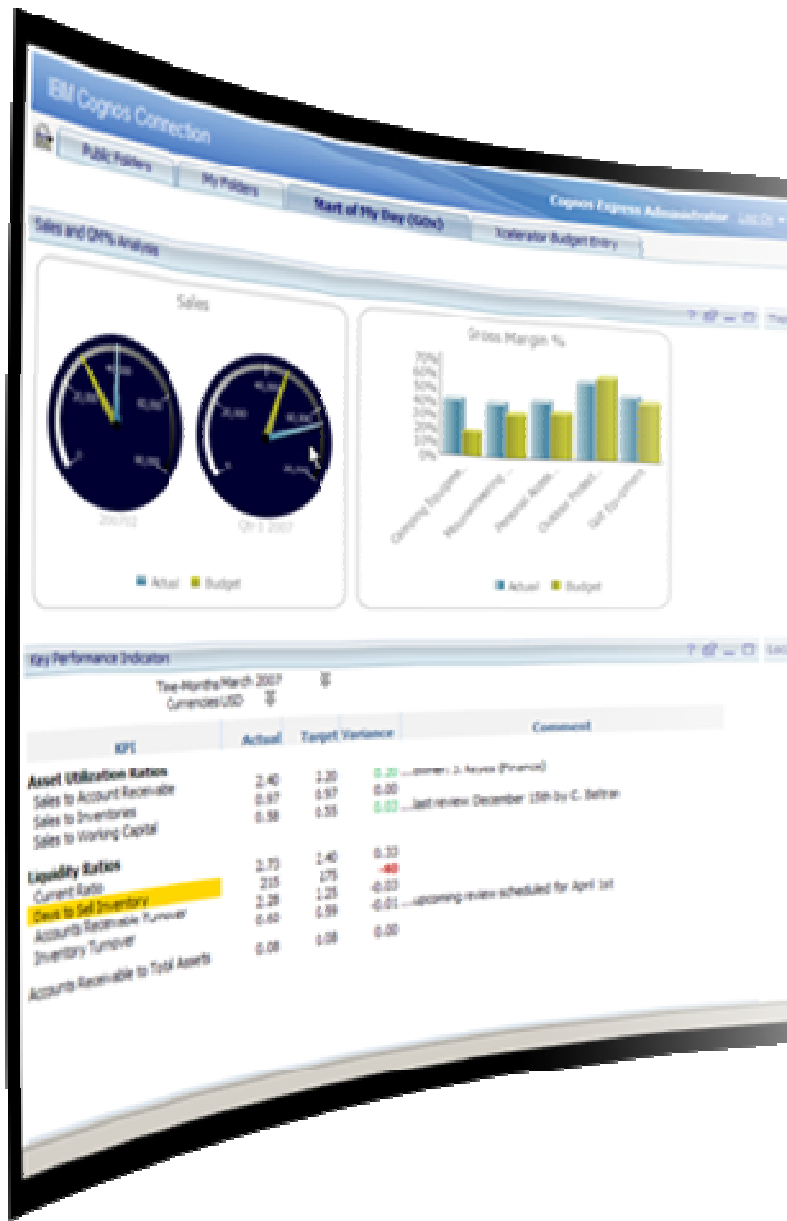
Insert Refreshable Cognos content in your PowerPoint presentations!



Cognos 8 BI Analysis for Excel

- Integrated Drag & Drop UI
 - Query, Exploration & Analysis
- Formula-based with automatic update
- Multidimensional
- Multiple enterprise and local data sources
- Leverages the Power of Excel





DEMO



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