Information Management

IBM

IBM Cognos 8 Business Intelligence

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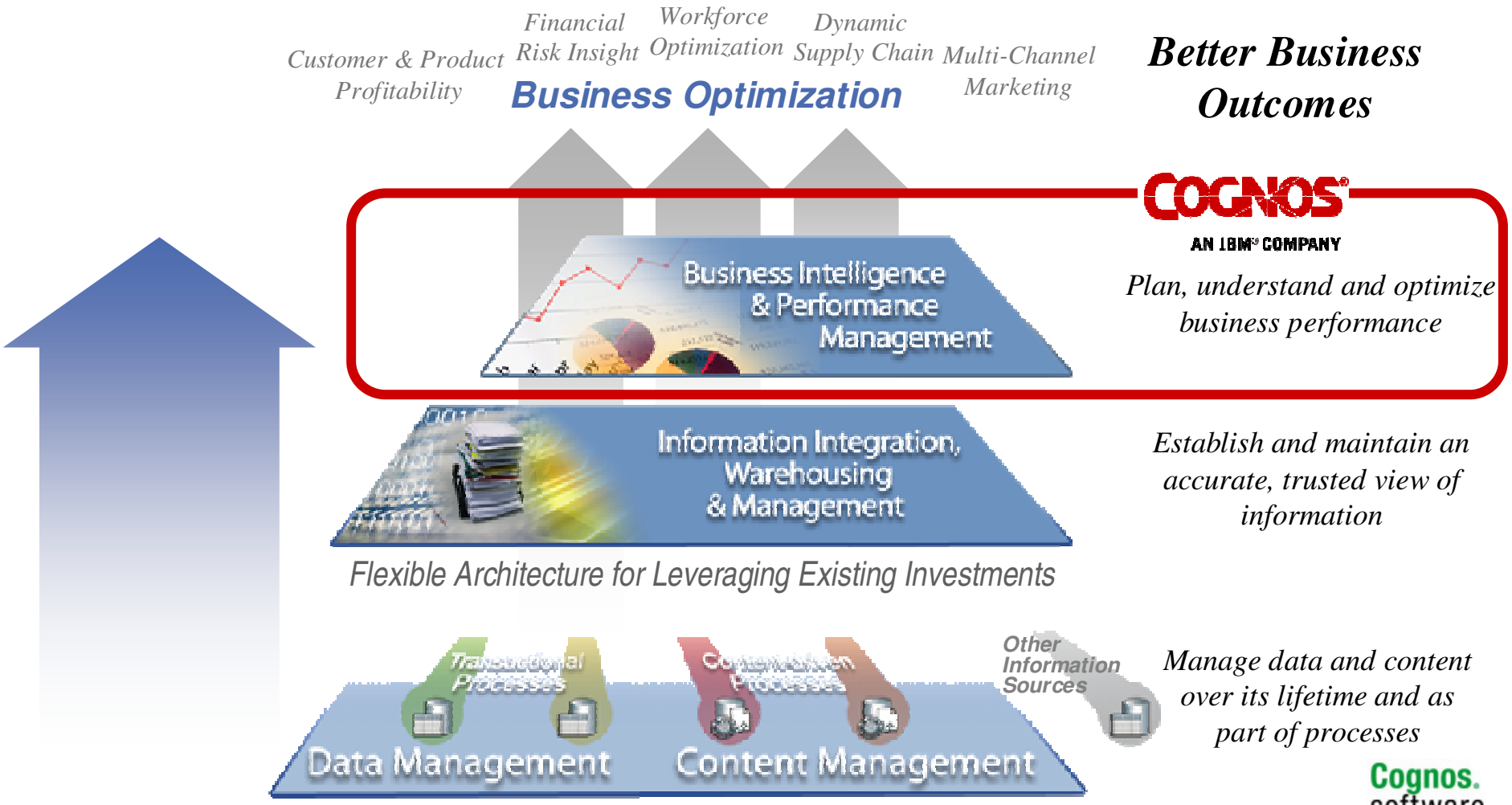
Agenda

- Introduction Cognos 8
- Introduction TM1
- Modeling exercise with TM1
- Profitability Blueprint
- Business Viewpoint
- Questions et réponses

Information On Demand Strategy

Unlocking the Business Value of Information for Competitive Advantage



Three Questions that Drive Performance

How are we doing?

Why?

What should we be doing?

Three Questions that Drive Performance

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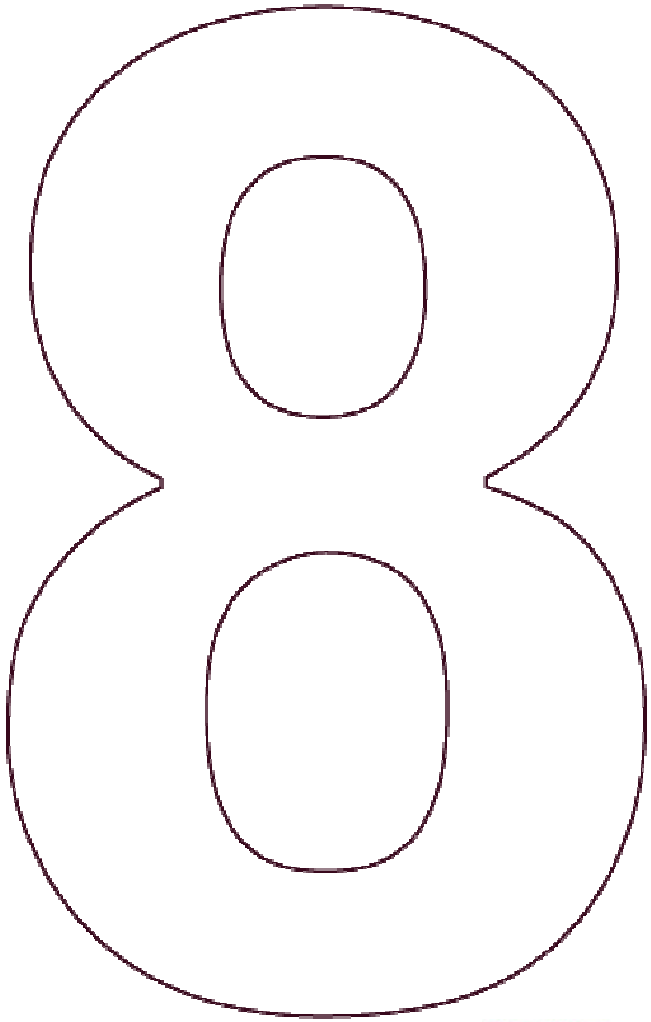
PRODUCT OVERVIEW

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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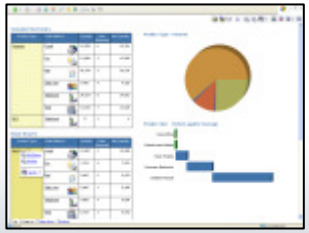
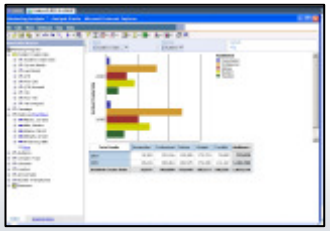
What is Cognos 8 Business Intelligence?

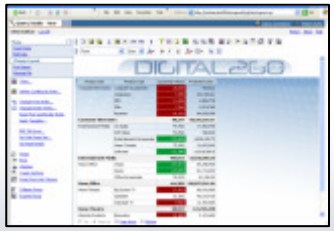
- All capabilities against any *combination* of data sources (OLAP or relational)
- Hides complexity from users and ensures complete view of information



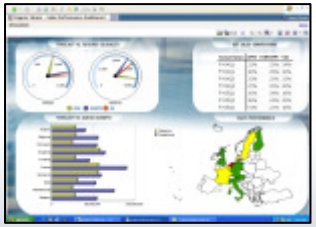
REPORTING



ANALYSIS



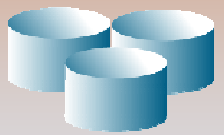
AD HOC QUERY



DASHBOARDS

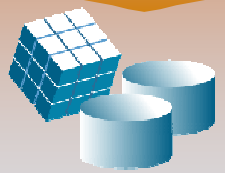
SCORECARDS

Transaction Systems



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

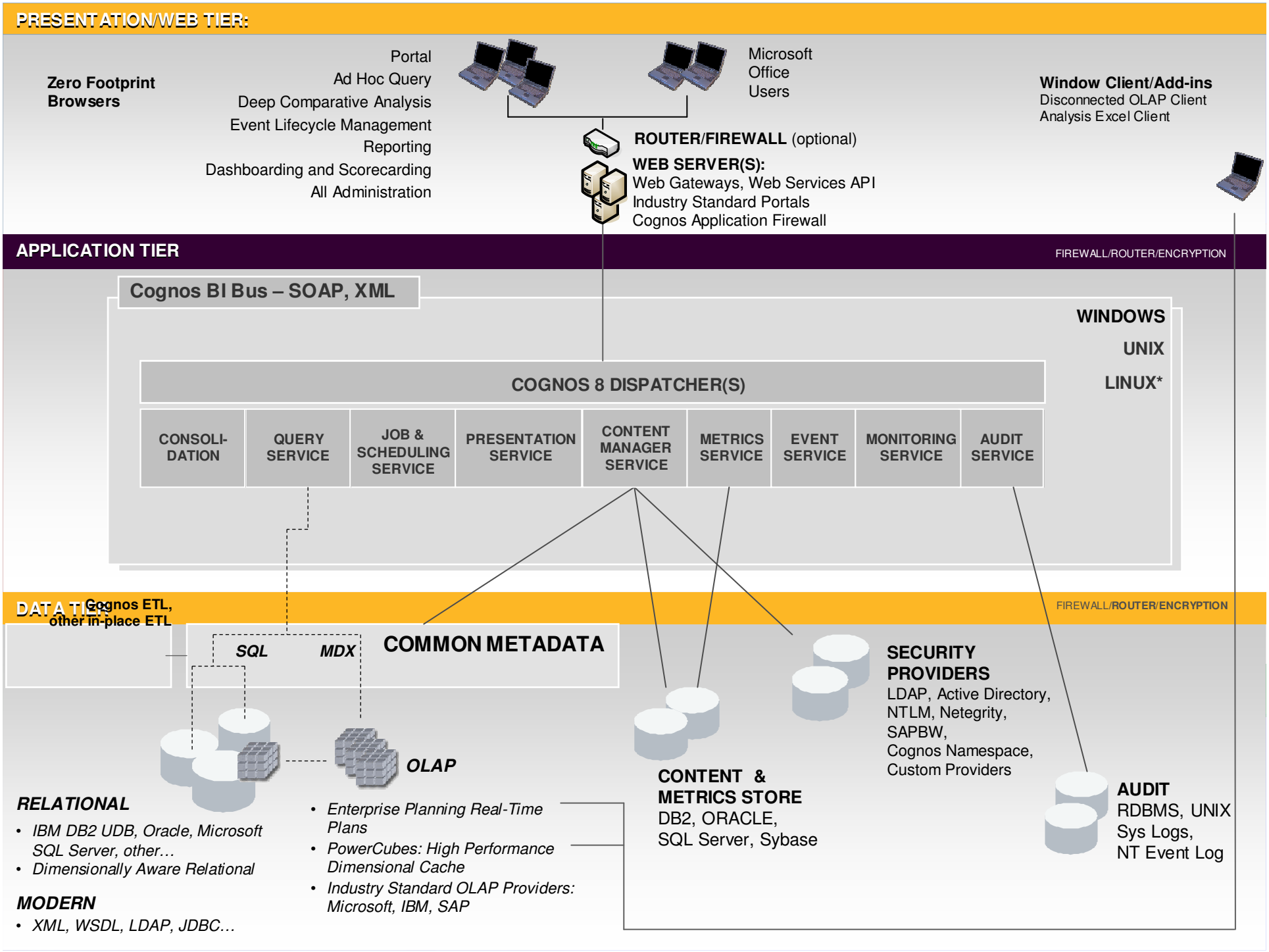
Warehouses (Relational & OLAP)



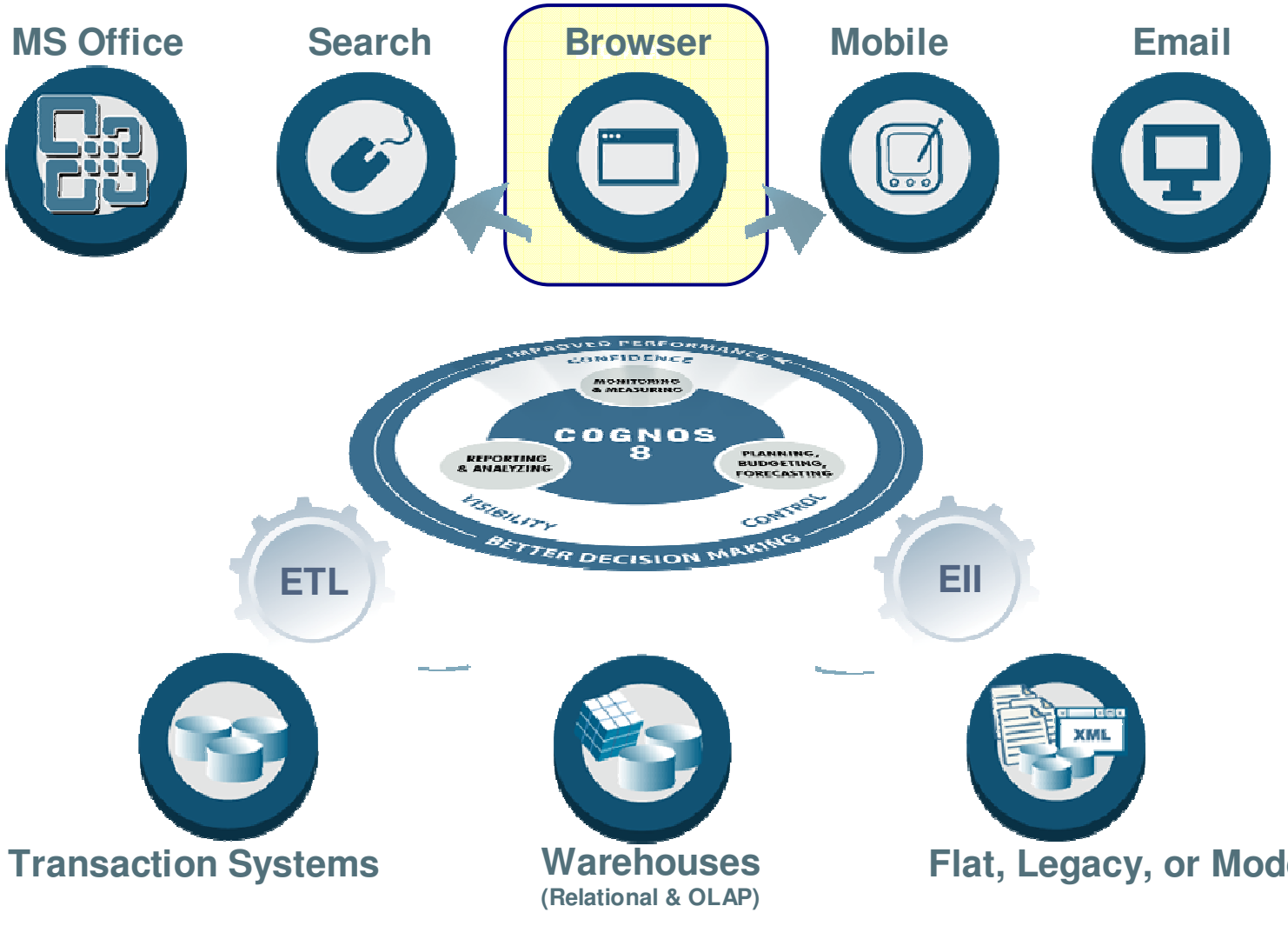
TM1, SAP BW, Teradata, DB2, SQL Server, Oracle, Informix, Essbase, MSAS…

Flat, Legacy or Modern

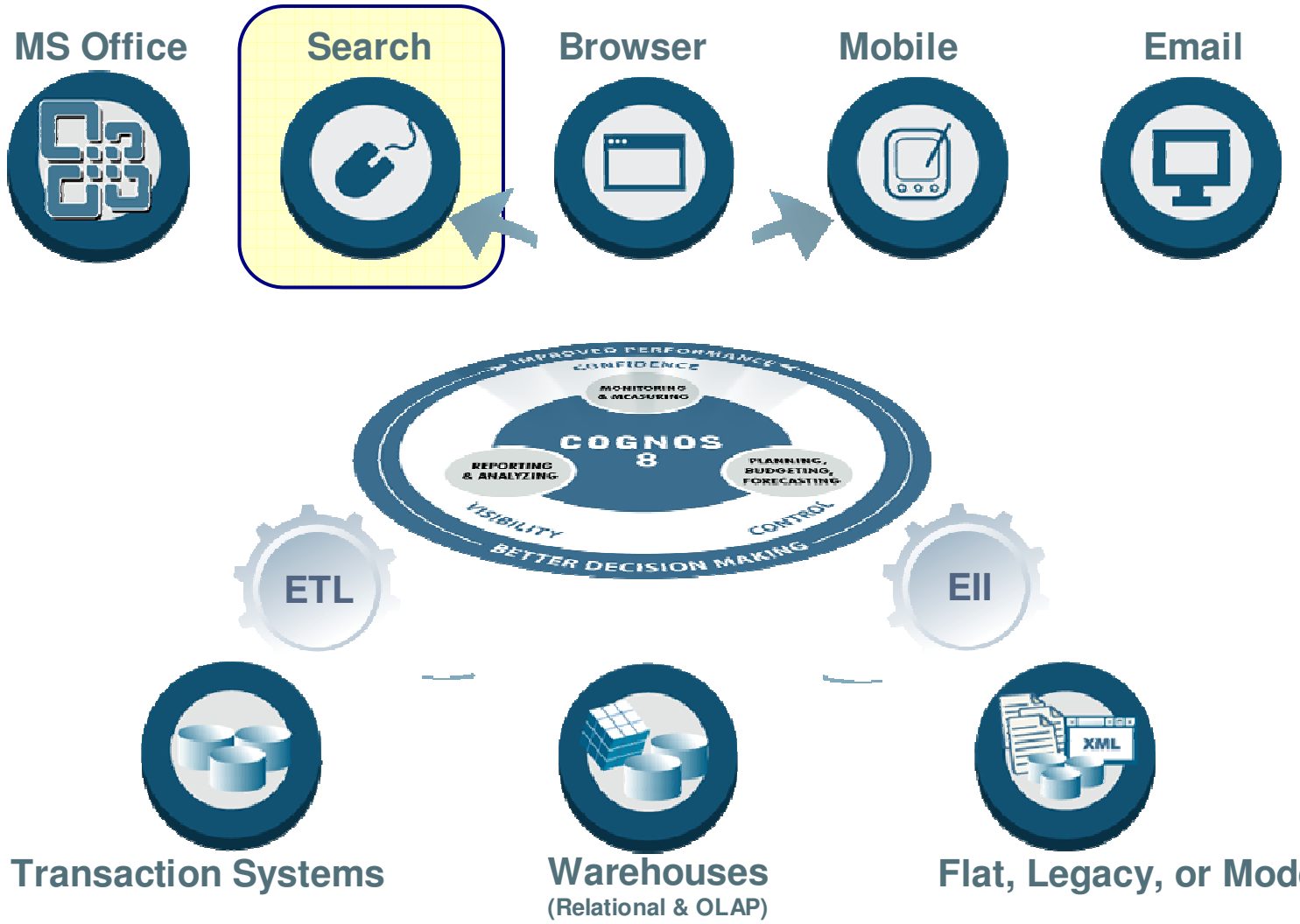
JDBC, Excel, CSV, XML, ADABAS*, IMS*, VSAM*, CICS*…


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)
CONSOLI-DATION
QUERY SERVICE
JOB & SCHEDULING SERVICE
PRESENTATION SERVICE
CONTENT MANAGER SERVICE
METRICS SERVICE
EVENT SERVICE
MONITORING SERVICE
AUDIT SERVICE
DATA TIER
Cognos ETL, other in-place ETL
FIREWALL/ROUTER/ENCRYPTION
SQL
MDX
COMMON METADATA
SECURITY PROVIDERS
LDAP, Active Directory, NTLM, Netegrity, SAPBW, Cognos Namespace, Custom Providers
OLAP
CONTENT & METRICS STORE
DB2, ORACLE, SQL Server, Sybase
AUDIT
RDBMS, UNIX Sys Logs, NT Event Log
RELATIONAL
IBM DB2 UDB, Oracle, Microsoft SQL Server, other…
Dimensionally Aware Relational
MODERN
XML, WSDL, LDAP, JDBC…
Enterprise Planning Real-Time Plans
PowerCubes: High Performance Dimensional Cache
Industry Standard OLAP Providers: Microsoft, IBM, SAP

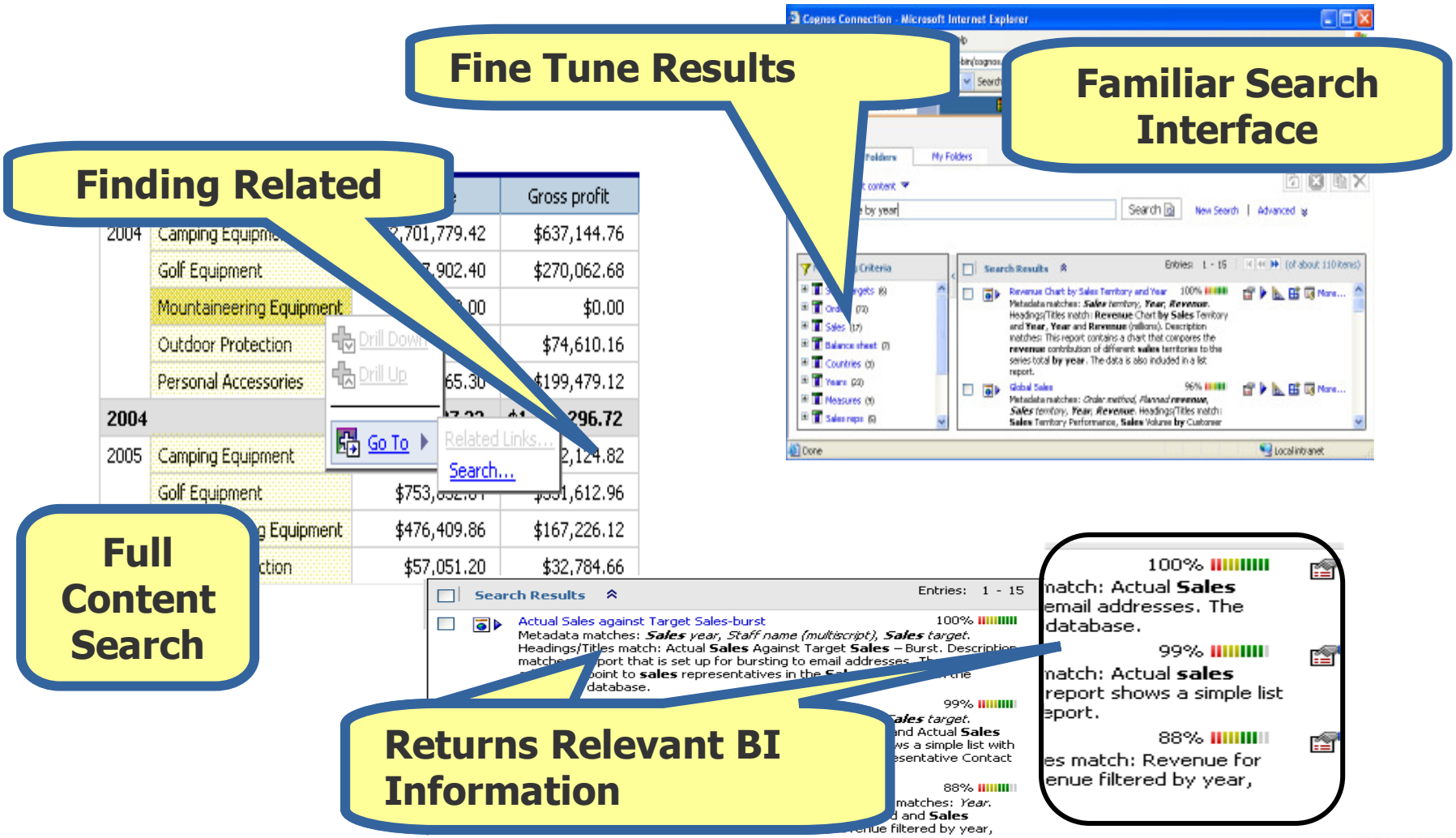
Information Delivery



Information Delivery



Cognos Go! Search



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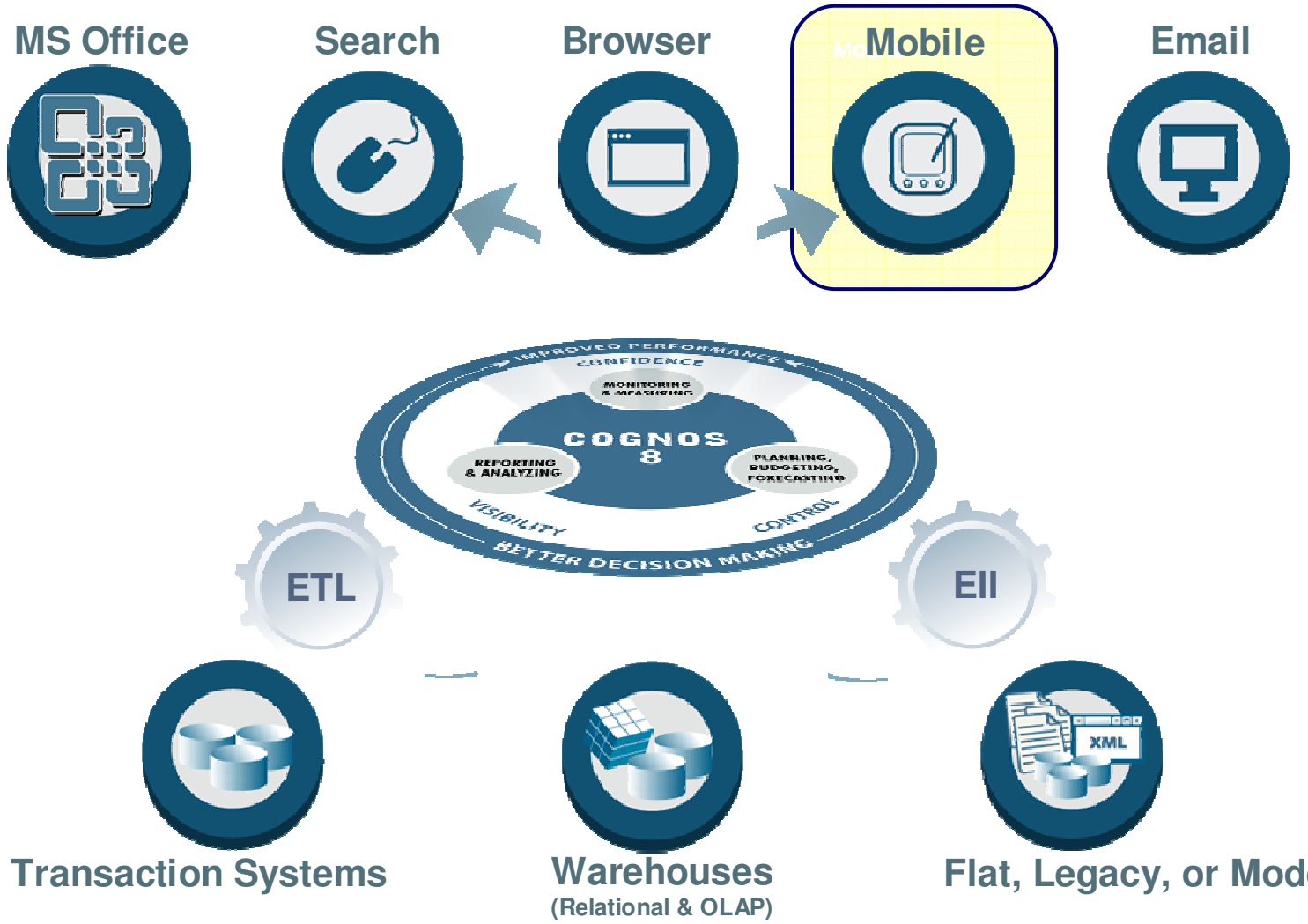
Information Delivery



Cognos for Mobile Users

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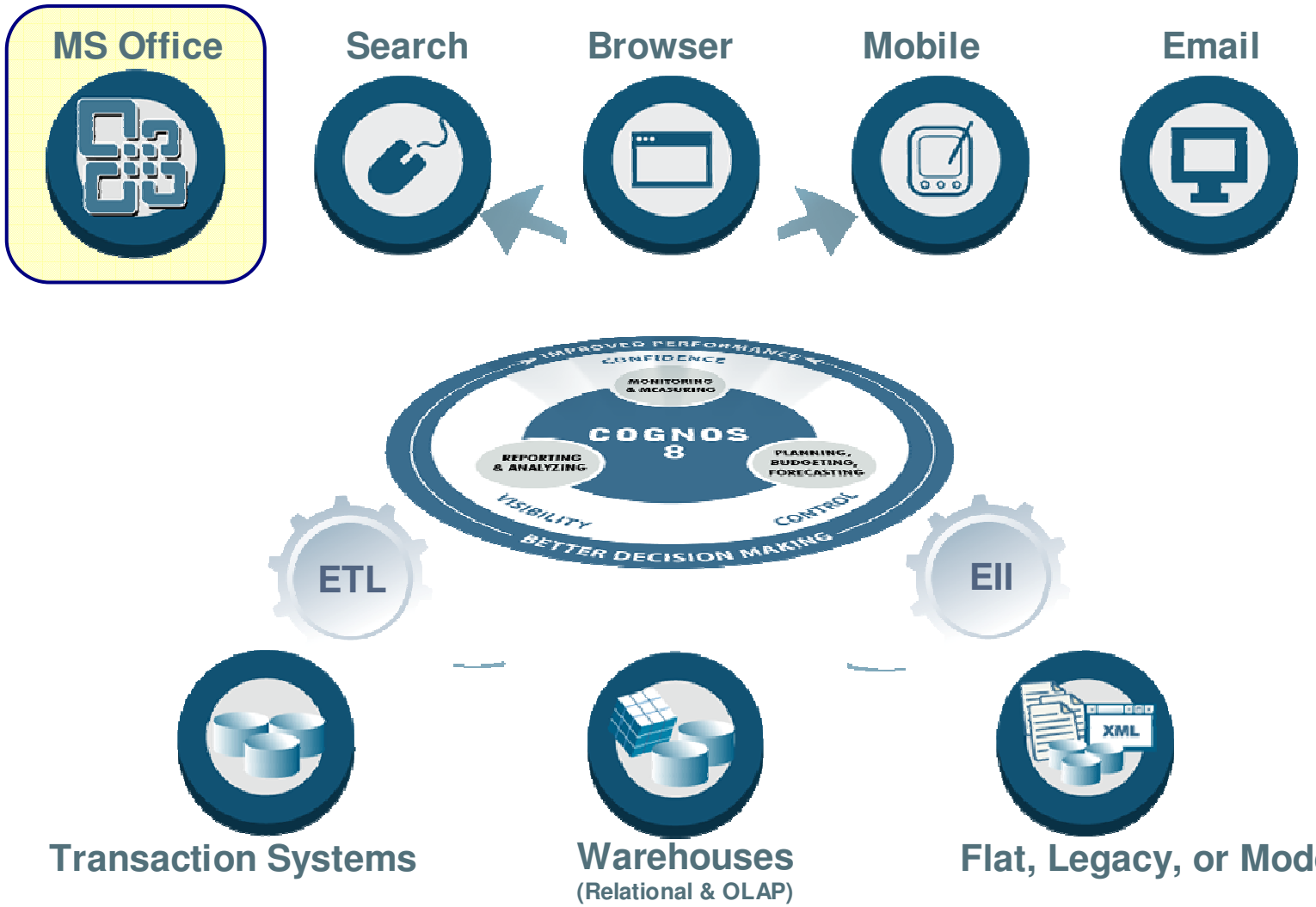
Information Delivery



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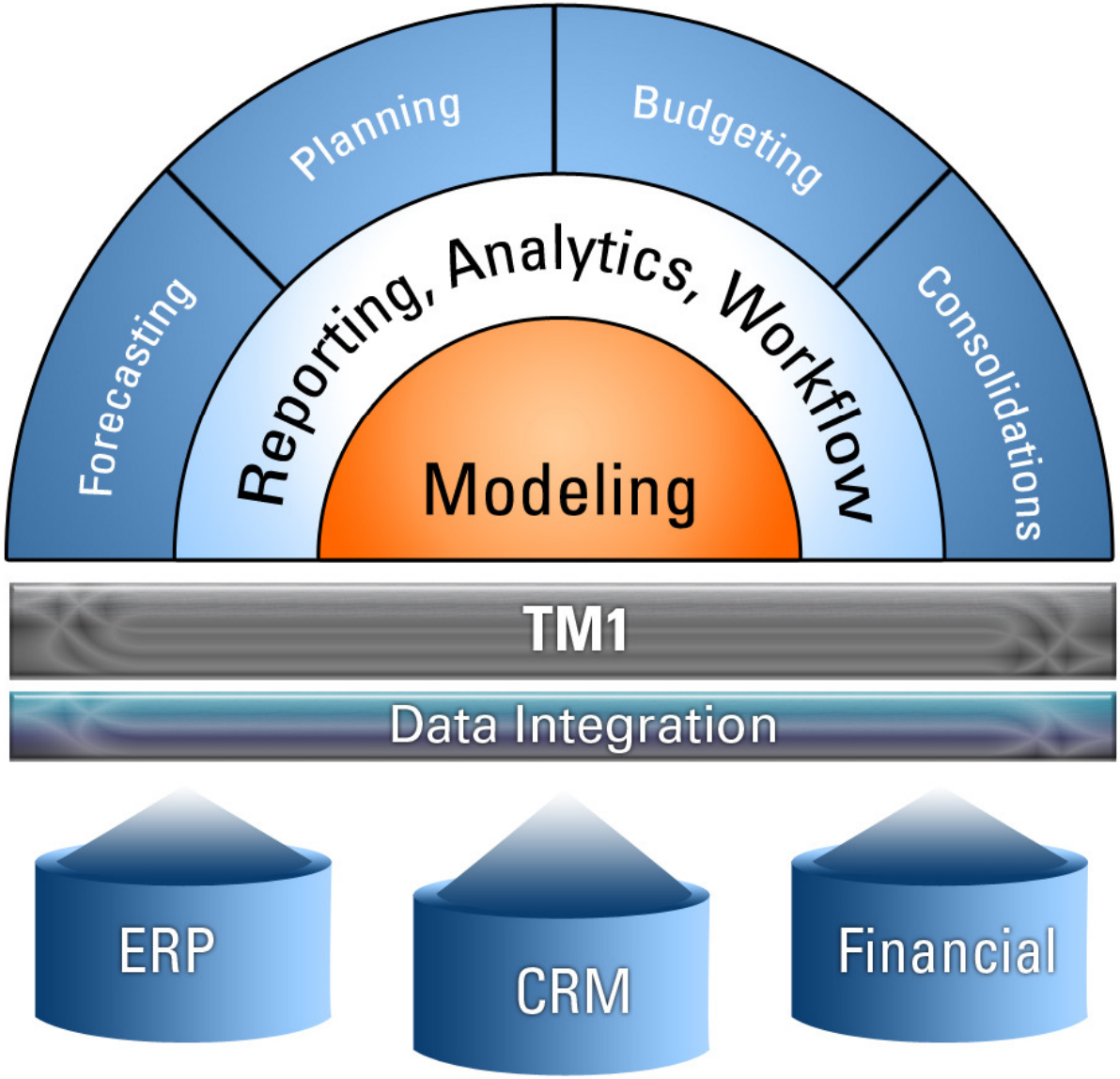
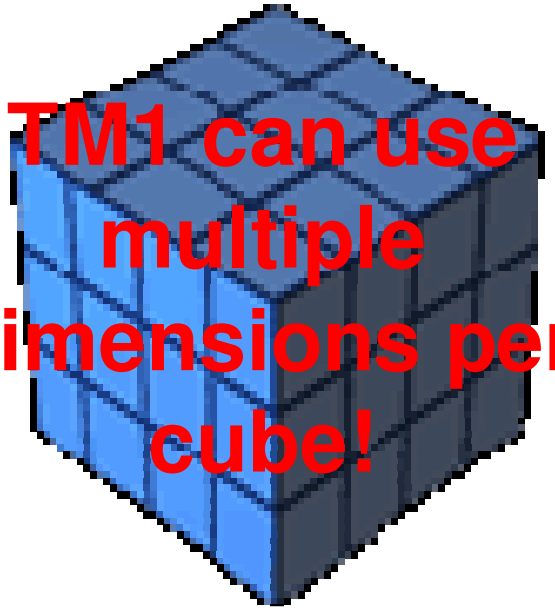
TM1 Performance Management Platform



Multidimensionality

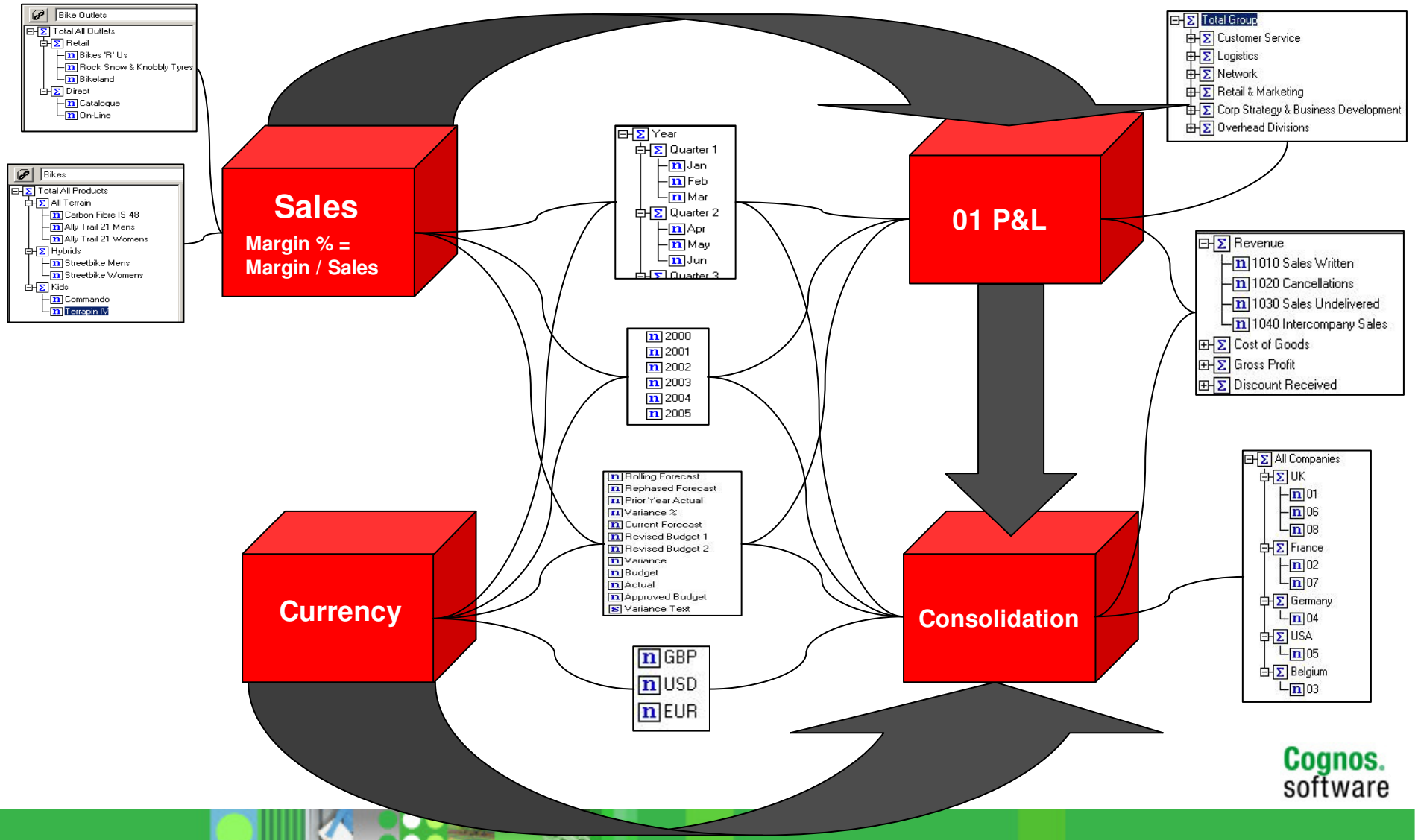
1) months
2) accounts
3) regions
4) products ✔
5) scenario ✔
6) years ✔
7) customers ✔
8) channels ✔



Powerplay vs TM1

- TM1 does not replace Powerplay
- Technology (File vs in memory)
- Write back
- Sparsity
- Management of dimensions
- Rules & Multi-Cube modeling

Multi-cube Modeling



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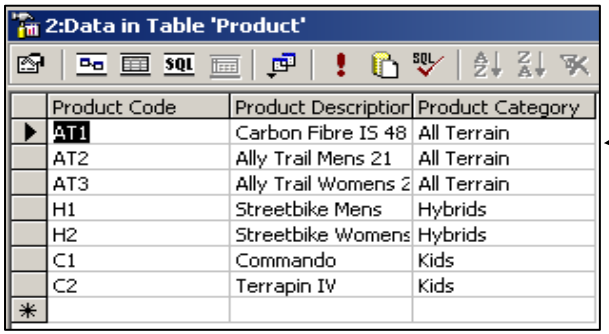
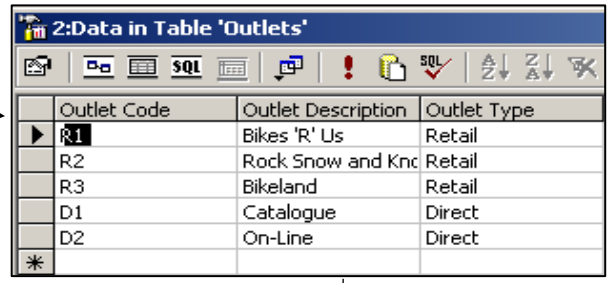
Dimensions



Bike Store

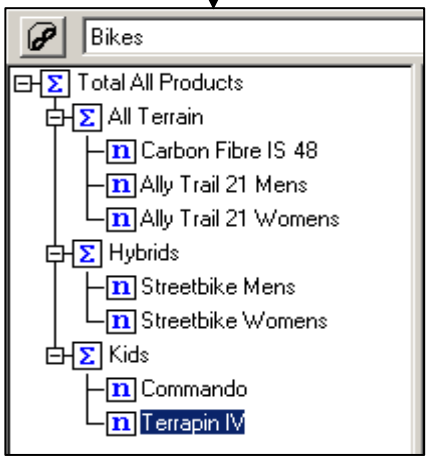


Build Product Dimension

Build Outlet Dimension

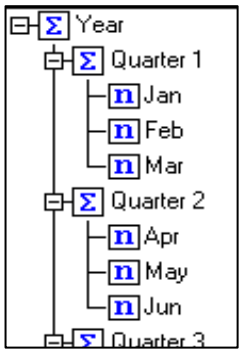
Scenario

- Rolling Forecast
- Rephased Forecast
- Prior Year Actual
- Variance %
- Current Forecast
- Revised Budget 1
- Revised Budget 2
- Variance
- Budget
- Actual
- Approved Budget
- Variance Text

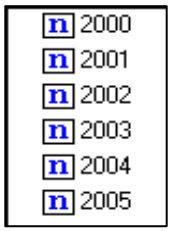


Product Dimension

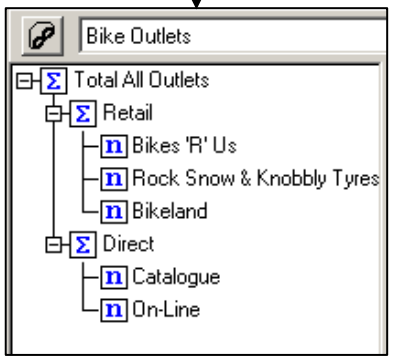
Manually Created Dimensions



Month



Year



Outlet Dimension

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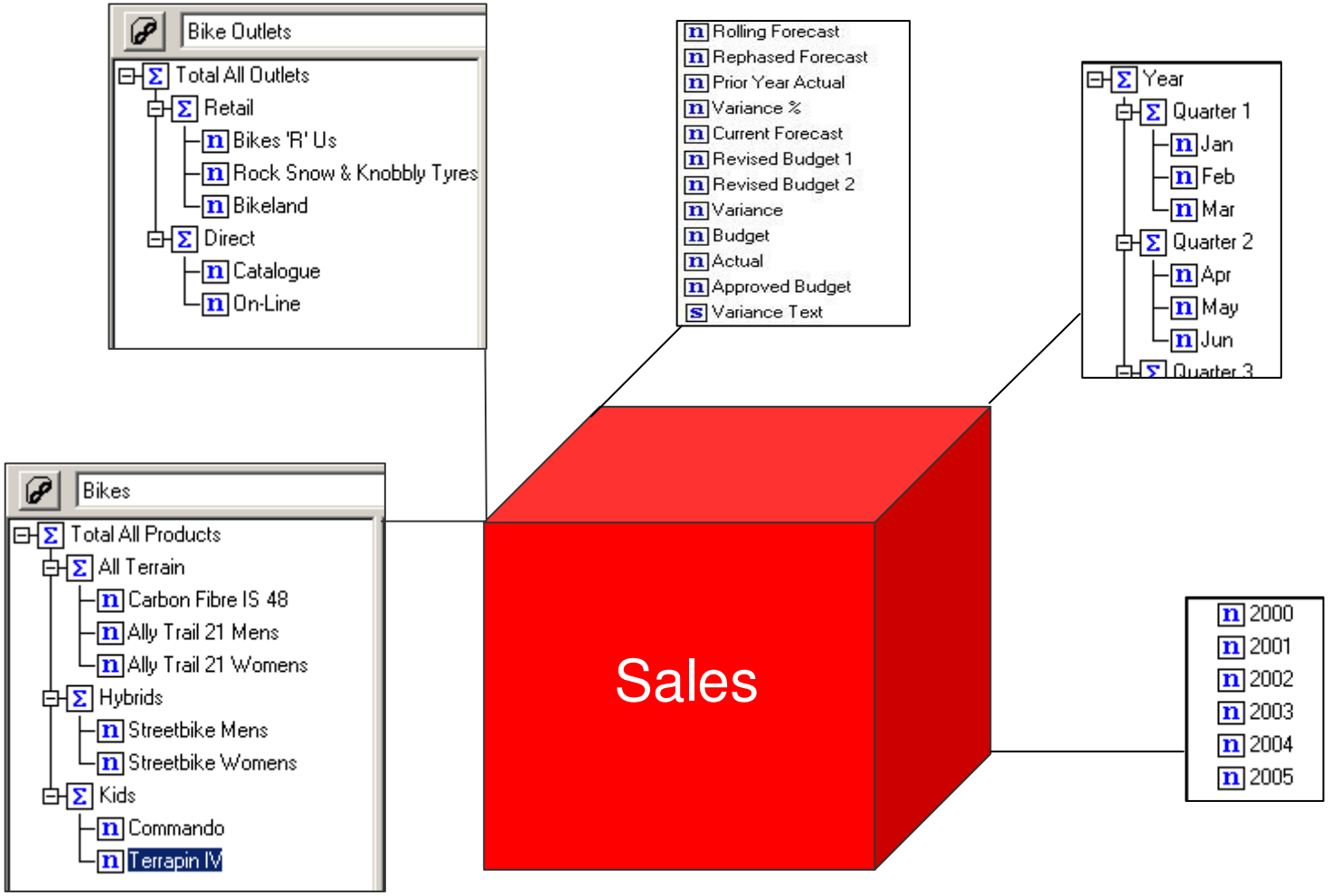
Dimensions & Cubes



DEMO
COGNOS®
THE NEXT LEVEL OF PERFORMANCE™

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Introducing the Product Profitability Analytics Blueprint

- Developed with Breakaway Technologies, Inc., an IBM Business Partner
- Answers a critical need in the process of assessing profitability
- Powered by IBM Cognos TM1
- Features an intuitive user interface environment built over the IBM Cognos BI platform
- Provides views of product from the highest company level and to the lowest product SKU level
- Presents the effects of product level profitability on enterprise planning

BREAKAWAY® TECHNOLOGIES, INC.

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Product Profitability Analytics Blueprint features and functions

- Profitability by product attributes
- Role-based analytical insight
- Product profitability and inventory analysis
- Direct Product Profitability (DPP) analysis
- Product-channel profitability analysis
- Heavy allocations
- Costing engine (including ABC) integration
- Tieback into enterprise planning processes

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Dimension Management Needs in the Business

Do any of these sound familiar?

- ***"I wish the sales hierarchy reflected the latest re-organization."***

  Operations Manager

- ***"When will the data warehouse reflect my new customer loyalty index?"***

  Brand Manager

- ***"I want to realign my cost centers so I have plan and actual views."***

  Financial Analyst

- ***"I need my customer marketing hierarchy to be different from my shipping hierarchy."***

  Marketing Manager

Three Common Questions

- HR Sales Org Analyst
  - Sales representative
    - Regional Manager
      - Senior VP of sales
        - Chief Executive Officer
- Business Analyst – Time Hierarchy
  - Fiscal and/or Calendar Quarter
    - Monthly
      - Weekly
        - Daily
- Product Manager
  - Camping Equipment
    - Tents
      - Highland
      - DuraTent
      - Weather Max Tent
    - Lanterns
      - Shine Bright
      - Long Lasting
    - Fishing Gear
      - CatchAll
    - Clothing
      - Boots
      - Pants
      - Shirts
- Financial Analyst
  - Asset Accounts
    - Petty Cash
  - Liability Accounts
    - Accounts Payable
  - Equity Accounts
    - Stated Capital
  - Revenue
    - Product #1 Sales
  - Cost of Goods Sold
    - Product #1 Cost
- Hierarchies to manage
  - Brand
  - Territory
  - Product
  - Financial
  - Customer
  - Employees
  - Supplier
  - Asset
  - Location
  - Etc.

1. How can we create and maintain the dimensions that domain experts are responsible for?
2. How can we maintain transparency across any changes made?
3. How can we ensure a common shared view across the organization?

Business Problems To Address

- Business users cannot manage their views of the business
- Domain experts cannot collaborate effectively in the dimension management process
- Changes to dimensional models can have significant downstream impacts (e.g. to existing reports)
- There is no consistent shared view of the hierarchical structures across the organization
- There is no accepted repository for future planned members and hierarchies for budgeting and forecasting

Introducing IBM Cognos 8 Business Viewpoint

- Solution
  - For business users to easily maintain, govern and share the hierarchies for use … and reuse … across Business Intelligence and Performance Management solutions
- Result
  - Capture the business viewpoint on how to organize information to drive business performance
  - Save time spent on reconciling reports, plans, forecasts

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Business Viewpoint Enables the Business

Create and Maintain

Enable the business to easily create their own perspectives with highly visual interface and fully flexible model

Govern and Collaborate

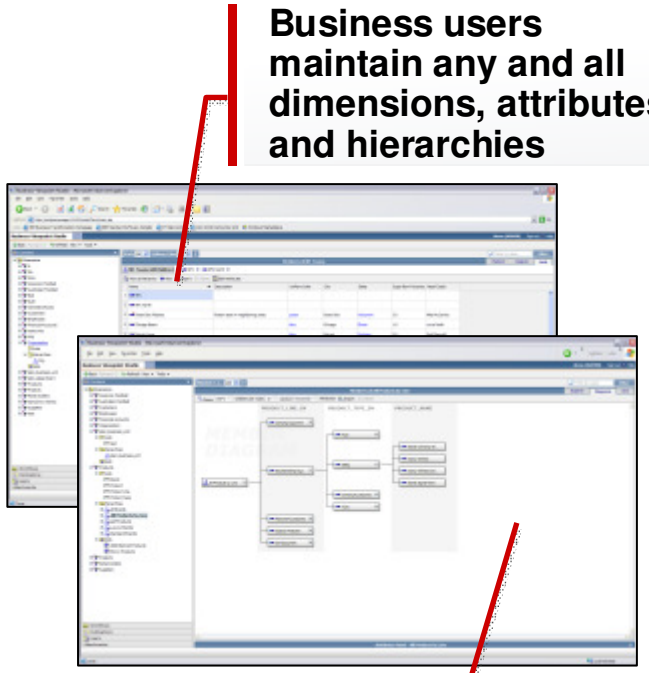
Replace manual, error-prone efforts with fully transparent, automated and auditable processes

Share and Synchronize

Deliver shared, approved viewpoints across Performance Management and provide bi-directional interfaces to external systems

Create and Maintain

- Enable Business Definition of Common Dimensions
  - Create, edit, manage, compare, import
  - Address all dimensions required for PM (chart of accounts, cost center, product etc)
  - Assemble multiple hierarchies, views or versions to support the performance management process
  - Work within familiar tools such as Excel
  - Provide notifications by role as changes occur



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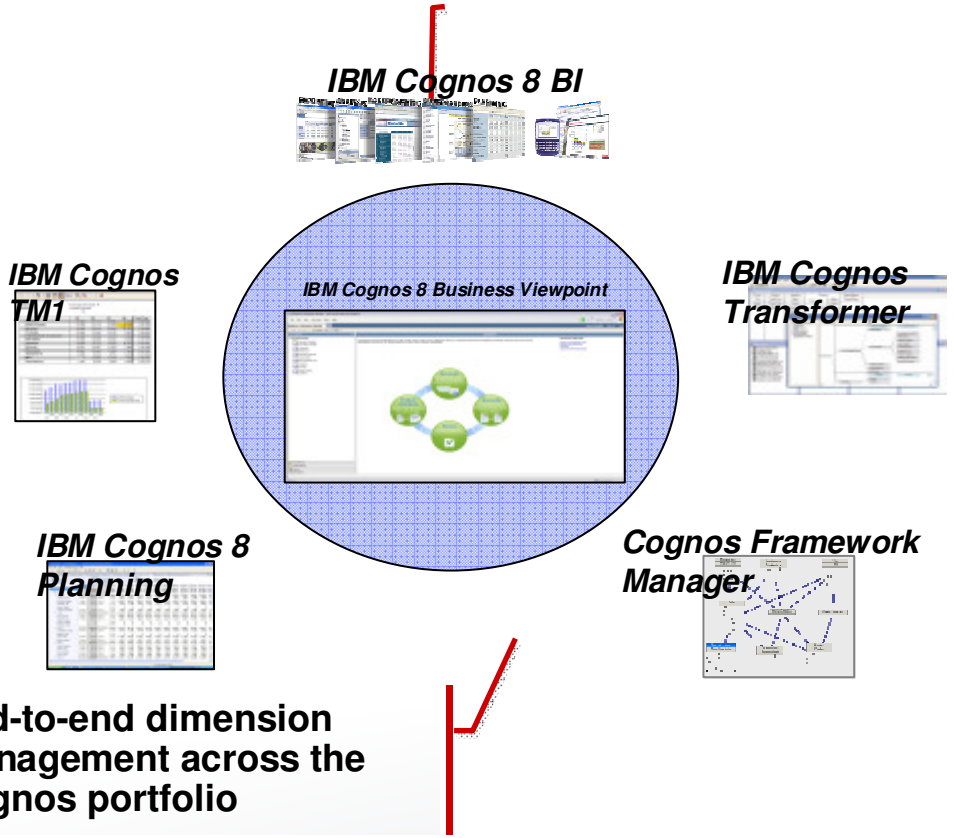
Govern and Collaborate

- Enable Governance of Common Dimensions
  - Facilitate workflow collaboration, multi user contribution
  - Audit who makes changes and what changes are made
  - Provide version control and roll back
  - Apply security for dimensions, users and user roles
  - Provide lineage of maintenance history back to the source
  - Store dimensions in central store

Share and Synchronize

- Enable Consistent Use of Common Dimensions
  - Pre-built integration with Planning, TM1, BI, Transformer*
  - Selectively publish changes to authorized applications
  - Subscribe and synchronize master dimensions
  - Impact analysis for downstream effects

Synchronize common dimensions for consistent performance management



End-to-end dimension management across the Cognos portfolio

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End-To-End Dimension Management for Performance Management

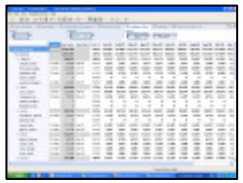
IBM Cognos 8 BI

IBM Cognos TM1

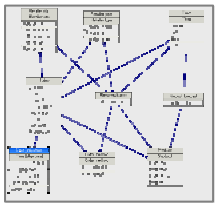
IBM Cognos 8 Business Viewpoint

IBM Cognos Transformer

IBM Cognos 8 Planning



Cognos Framework Manager



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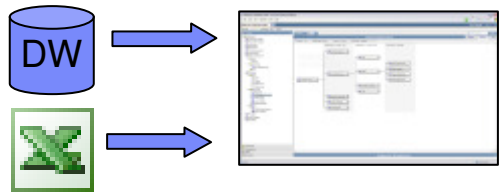
Business Viewpoint for BI: Reporting Employees after an M&A

1

I need to pull the master employee structure from the warehouse and an excel spreadsheet from the acquired company



- BV pulls data from warehouse and Excel and
- Combines them so I can work with them

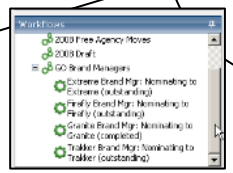
2

I need to make changes to the acquiring company's dimensions

- BV allows me to:
  - Add new employees and
  - Move current employees to different departments

3

I need to get approval for the changes I have made



- BV engages the workflow so the right individuals approve the changes

4

Now the changes have been approved I need to push them out to be reported on

- BV provides the shared common view to all subscribers

5

My BI users can now report on the new corporate employee structure

Mission accomplished!!

I need to report on the NEW corporate employee structure after an M&A

HR Analyst

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Business Viewpoint for FPM: Brand Level Planning

5

- *My BI users can now report on actuals to plan*

- BV provides the shared common view to all subscribers

1

- *I will pull product master data from this year*
- *I need to add new family and*
- *Move iPods into entertainment*

I need to define and report on my brand hierarchy for next year's plan

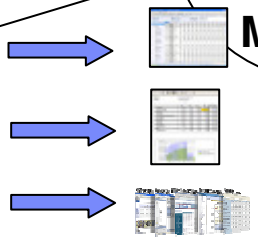
DW

- *My 2009 plans, along with all other brand manager plans are completed against the approved structures*

Brand Manager

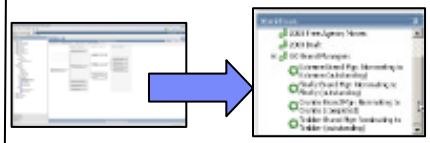
- BV pulls data from warehouse
- Brand Manager adds to and edits current structure in BV

4



- BV synchronizes updates with Planning, TM1 and BI

2



- *I am making changes along with many other brand managers for the 2009 plan*

- *I need to synchronize with the subscribing systems*

3

- BV workflow engaged to approve all changes via the right stakeholders

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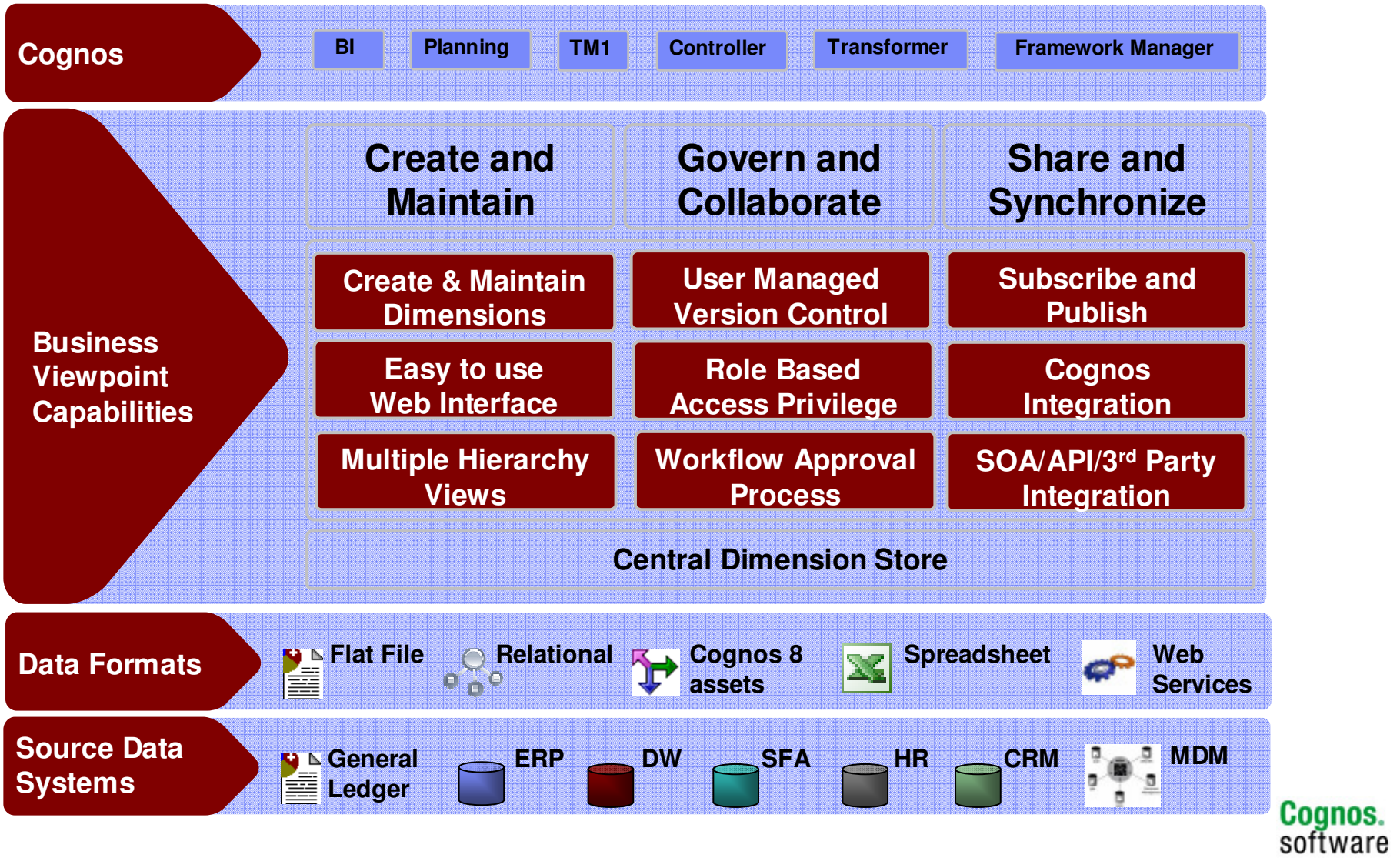
Business Viewpoint Marketecture



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Business Viewpoint Demo

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