Combine IBM InfoSphere & Cognos Solutions to Deliver Greater Information Value

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Synergy across IBM Software to Deliver Strategic Solutions

Strategic Initiatives that Drive Synergy Requirements

- Collaboration
- Business Optimization
- Information Agenda
- Governance and Regulatory Compliance
- Standardization

Lotus. software

Collaboration
- Collaborative capabilities
- Dashboards Increase user experience

InfoSphere software

Trusted Information
- Trusted information (data lineage, business glossary)
- Advanced analytics
- Scalable information platform

FileNet. software

ECM
- Search & discovery
- Content management
- Governance

Cognos. software

Performance Management
- Business Intelligence
- Financial Performance Management

Rational. software

Development & Project Management Tools
- Increase development community adoption
- Embedding BI
- implify performance testing

WebSphere. software

Business Integration & SOA
- Business optimization
- Operational BI (process integration, rules engine)
- BPM (business monitor, engine)
- Scalability

Tivoli. software

Security & System Management
- Enterprise security
- Increase manageability

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IBM Cognos Software Product Portfolio
More Employees Make Better Decisions, Faster

Cognos BI
Ensures **all user communities** receive relevant information how, when and where it is needed
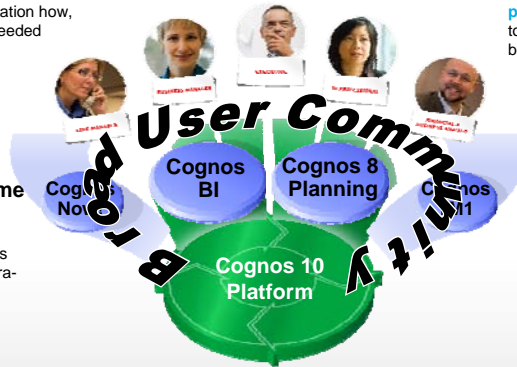
Cognos Planning
Ensures **high participation planning,** connecting finance to operations for higher business responsiveness

Cognos Real-tiime Monitoring
Continuous real-time monitoring of business operations for rapid intra-day decision making

Cognos TM1
What-if scenario modeling to formulate new business models to drive the business forward

Cognos 10 Platform

Cognos 10 Platform
Complete consistent information in terms business understands with a purpose-built SOA for enterprise scale

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Trusted Information Management
Create, manage, govern and deliver trusted information

Get a single view of your business
IBM InfoSphere MDM Server

Get your arms around your data
IBM InfoSphere Foundation Tools

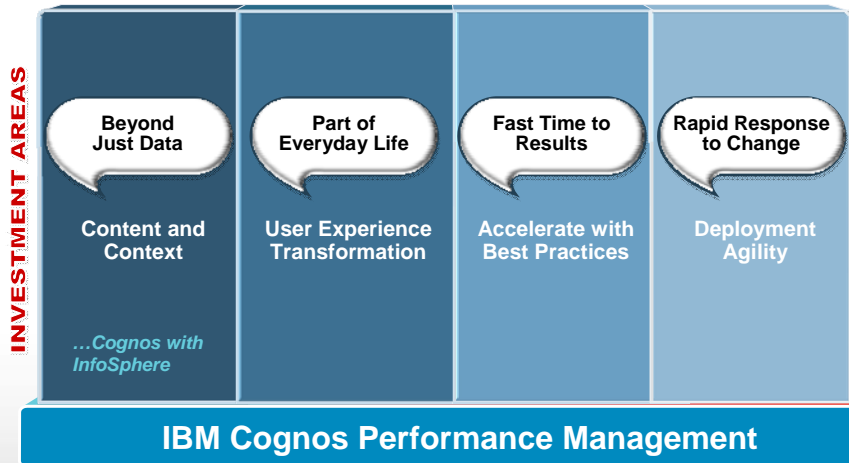**Deliver better business intelligence faster**
IBM InfoSphere Warehouse

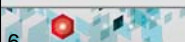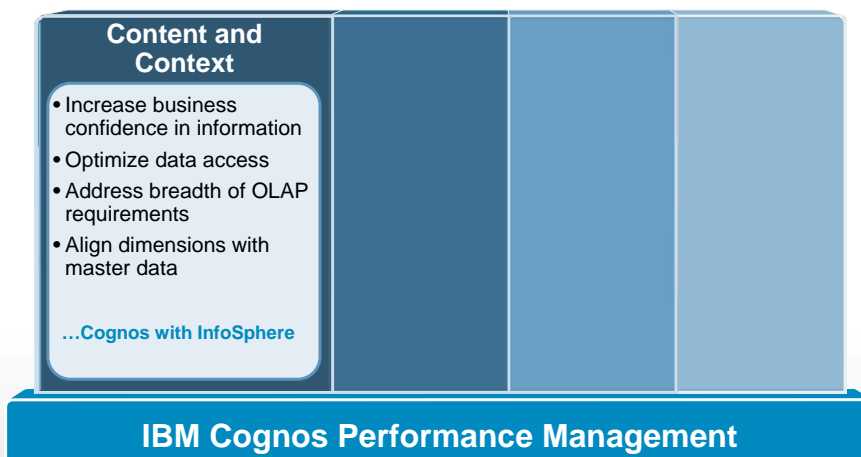**Consolidate your application infrastructure**
IBM InfoSphere Information Server

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IBM Cognos Software Investment Focus Areas
Modular. Open. Integrated.

Focus Areas of IBM Software and Systems
Beyond Just Data

Integration with InfoSphere Information Server
Dictionary of Terms, Lineage and Data Quality Visibility

**Challenge: Improve business understanding and trust of information**
Solution
- Direct user access to Business Glossary and Metadata Lineage
- Business Glossary add-on for Cognos use
- Metadata exchange with Metadata Workbench
- Source-to-report lineage in Metadata Workbench
- Quality Assessment Services with Information Analyzer for understanding data quality

Roadmap Considerations
- Enhance fidelity, breadth and depth of bi-directional metadata exchange for end-to-end lineage
- Enhance visibility into data quality metrics

Value
- Business can understand what terms mean and where data came from without calling IT
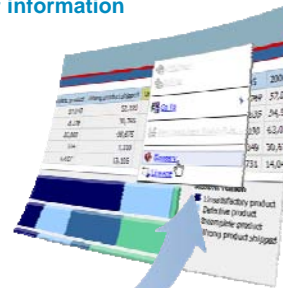
InfoSphere software
- Business Glossary
- Metadata Workbench
- Information Analyzer

Content and Context

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

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Lineage in business terms

- Easily understand in business terms where data in reports comes from
  - One-click access from report elements provides descriptions, lineage and source
  - Business view of lineage for each and every report element
  - Technical view with graphical technical view of BI metadata model from report element to source

Provides information on what has happened to selected data from source to report

Select objects of interest from report view or package

Content and Context

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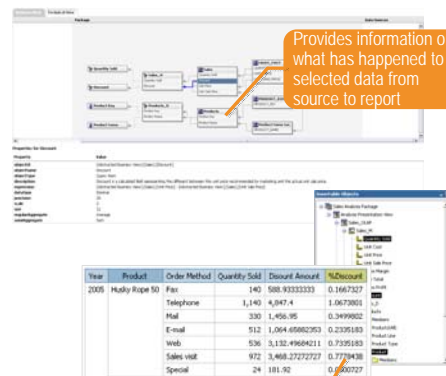
InfoSphere Business Glossary

Business Glossary

Create and manage business vocabulary and relationships and related to physical sources
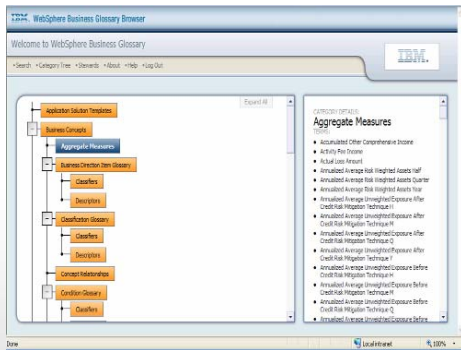
Requirements

- Capture business terms and classifications
- Link business terms and classifications to IT assets
- Identify data stewards and make glossary accessible

Benefits

- Context for information is available to everyone, immediately
- IT projects are aligned with data governance
- Collaboration increases across business and IT

InfoSphere Metadata Workbench

Metadata Workbench

Support information governance with traceability on data movement, modeling & BI applications
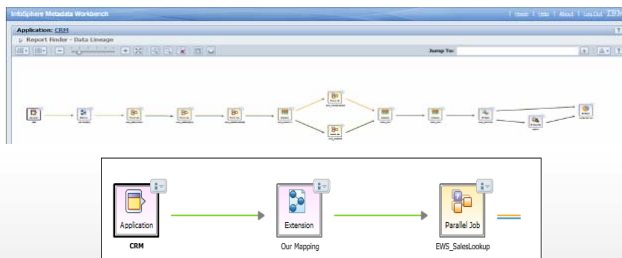
Requirements

- Understand the impact of making changes to information environment
- Visualize and trace information flows across enterprise landscape
- Access and report on operational metadata

Benefits

- Avoid system disruptions
- Provide audit information for data governance
- Build trust with LOB users

InfoSphere Information Analyzer

Information Analyzer

Analyze source data quality and monitor adherence to integration and quality rules
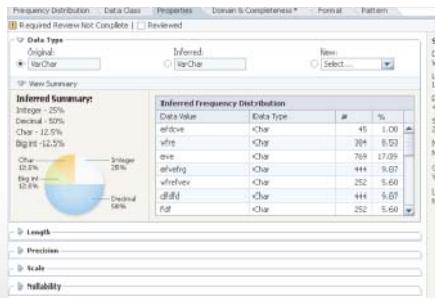
Requirements

- Perform data quality assessment
- Define business rules to monitor data quality
- Establish stewards for governance of data quality

Benefits

- Identify data quality issues early to reduce project risks
- Monitor quality metrics over time for compliance
- Create business confidence with trusted information

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IBM Data Quality Assessment

❶ **Define business problems**

- Increase revenue by cross selling more effectively our services to all clients
- Reduce materials costs by negotiating better prices from our suppliers
- Reduce parts inventory across our manufacturing plants
- Reduce IT costs and improve service levels by consolidating overlapping applications

❷ **Conduct data discovery**

Relevant?
Accurate?
Valid?
Complete?

❸ **Perform Data Quality Assessment**

ABC Financial Services
Data Profiling Proof of Concept
IBM Information Analyzer
Executive Summary Report
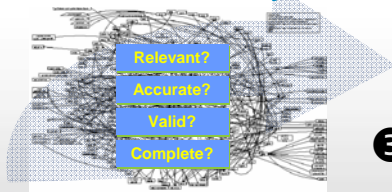
❹ **Present results and recommendations**

Content and Context

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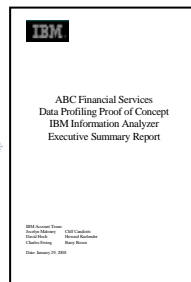
Integration with Master Data Management
Complete MDM Portfolio

Challenge: Align business dimensions and master data across IT and business

Today

- Integration with MDM Server aligns business authored dimensions, hierarchies, and attributes with operational master data

Roadmap Considerations

- Enhance fidelity, breadth and depth of integration with MDM Server

Value

- Address analytical and operational MDM requirements with an integrated solution

InfoSphere software
- MDM Server

Cognos 8 Business Viewpoint Strengths
Enable business users to define, govern and share hierarchies and attributes to shape their decision-making

SOA Business Services | Batch Data Integration | Data Stewardship

Party | Account | Product | Location

InfoSphere MDM Server Strengths
Reconciles operational master data into single source of truth for all applications across an organization

Content and Context

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Focus Areas of IBM Software and Systems
Part of Everyday Life

Content and Context

- Improve business confidence in information
- Optimize data access
- Address breadth of OLAP requirements
- Align dimensions with master data

User Experience Transformation

- Deliver advanced analytics with data mining and text analytics
- Make BI more accessible via Portals
- Make BI more actionable with collaboration and mashups
- Integrate search experience with BI

...Cognos with InfoSphere,, WebSphere, Lotus & FileNet

IBM Cognos Performance Management

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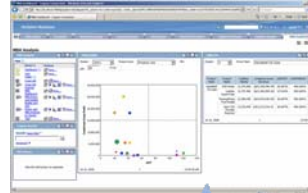
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Integration with InfoSphere Warehouse Data Mining and Text Analytics

Challenge: Enable more advanced and predictive analytics

Today

- Deliver data mining results to a broader audience with Cognos BI

- Text analytics to transform text to structured data for reporting and analysis with Cognos BI

Roadmap Considerations

- Enhance integration to streamline time to value

- Increasing leverage of predictive models within Cognos BI

Value

- Understand complex patterns in data and predict the future

- Simplify deliver of data mining results to large business user community

InfoSphere software

- Warehouse Data Mining Capabilities

User Experience Transformation

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Focus Areas of IBM Software and Systems Fast Time to Results

Content and Context	User Experience Transformation	Accelerate with Best Practices
•Improve business confidence in information •Optimize data access •Address breadth of OLAP requirements •Align dimensions with master data	•Deliver advanced analytics with data mining and text analytics •Make BI more accessible via Portals •Make BI more actionable with collaboration and mashups •Integrate search experience with BI	• Delivers services for Information Management Centers of Excellence • Provide guides and workshops to accelerate success • Deliver industry-specific analytic applications **…Cognos with InfoSphere and GBS Business Analytics & Optimization**

IBM Cognos Performance Management

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Integration with Industry Models Solutions

Challenge: Accelerate time to value with solutions

Today

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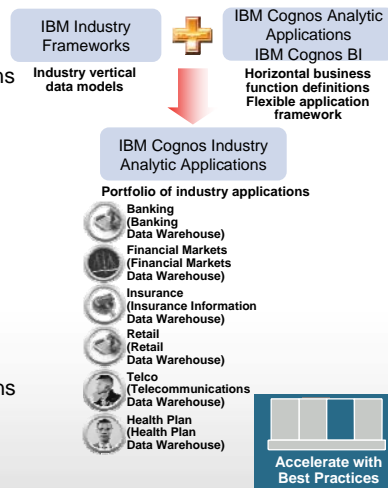 – Workforce Performance in IBM HRO
  – DB2 as target mart for Performance Applications
  – 10 New & Enhanced Industry Solutions with Implementation Services Offerings
  – Leverage GBS Services for solution implementations
- Banking Risk Performance – analytic application leveraging Banking Industry Framework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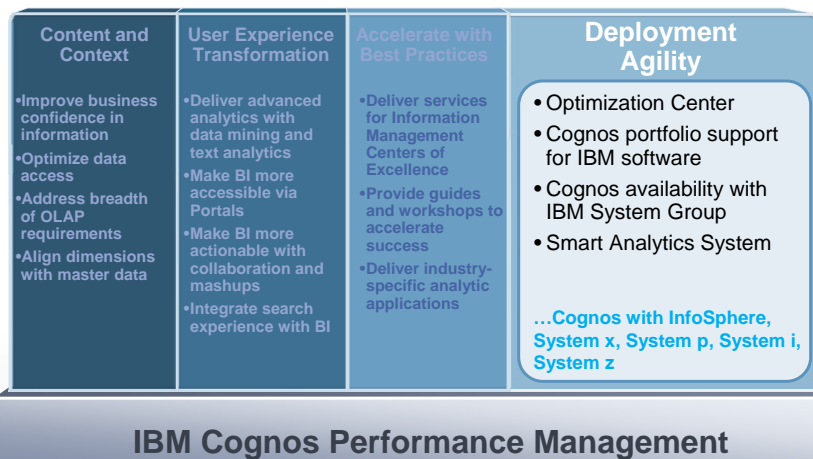- Enhance with GBS Services offerings

IBM Industry Frameworks
Industry vertical data models

IBM Cognos Analytic Applications
IBM Cognos BI
Horizontal business function definitions
Flexible application framework

IBM Cognos Industry Analytic Applications

Portfolio of industry applications

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

Accelerate with Best Practices

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Focus Areas of IBM Software and Systems
Rapid Response to Change

Content and Context	User Experience Transformation	Accelerate with Best Practices	Deployment Agility
•Improve business confidence in information •Optimize data access •Address breadth of OLAP requirements •Align dimensions with master data	•Deliver advanced analytics with data mining and text analytics •Make BI more accessible via Portals •Make BI more actionable with collaboration and mashups •Integrate search experience with BI	•Deliver services for Information Management Centers of Excellence •Provide guides and workshops to accelerate success •Deliver industry-specific analytic applications	• Optimization Center • Cognos portfolio support for IBM software • Cognos availability with IBM System Group • Smart Analytics System **…Cognos with InfoSphere, System x, System p, System i, System z**

IBM Cognos Performance Management

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What smart organizations want and need for faster results

__EVERYTHING__ you need for Business Analytics
– not just a data warehouse appliance…

IBM Smart Analytics System

Analytics Software
- Business Intelligence
- Cubing Services
- Text Analytics & Data Mining

Powerful Data Warehouse
- Warehousing Platform
- Advanced Workload Management
- System Automation

Hardware & Services
- Flexible Server Platform Options
- Modular Storage Capacity
- Build, Deploy, Health Check and Premium Support Services

Transforming information into business insight

3x Faster
Workload optimized analytics run business intelligence 3x faster

50% less floor space
Data compression reduces storage cost

World record performance

And it enables the organization to add capacity and analytic capabilities as requirements evolve.
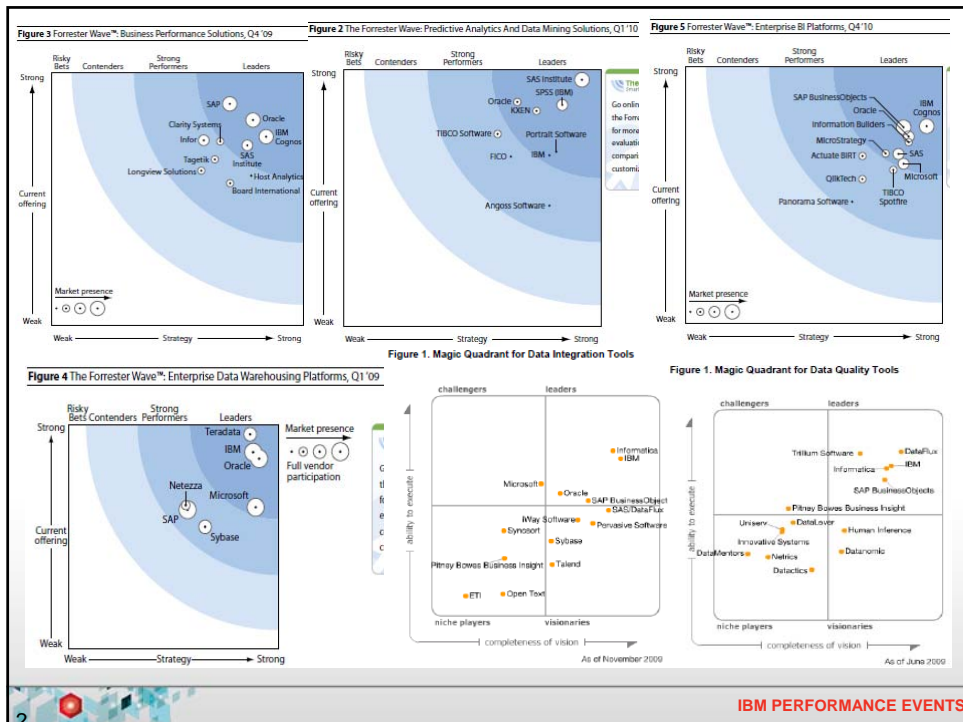
Add new analytic capability

Add more capacity

Start right

IBM Cognos Software Investment Approach
Flexibility and Value with Cognos and InfoSphere

Modular. Organizations can **address immediate pain points**

Open. Organizations can **utilize existing IT standards and infrastructure** they have in place

Integrated. Organizations looking for a **more complete solution** from IBM gain greater value from components **working in concert**