IBM Cognos Performance
Better Intelligence. Better Business.

Lifecycle Management for Business Intelligence and Performance Management

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Session's objectives

- Learn how lifecycle management cuts effort, time and complexity from every phase in the life of your BI and performance management solution
- Learn about the capabilities that IBM Cognos software delivers to enable efficient lifecycle management
- Learn how to access these capabilities and take advantage of the benefits of lifecycle management

Challenges critical to the success of your BI & performance management solution

Deploy faster with limited resources and budgets

> "I needed to reduce my team from 10 to 5 yet still maintain my SLAs"

Maintain a trail of changes

> "When I changed reports I had to worry about SOX"

Predict performance

> "I needed to accurately guess the amount of hardware to use to meet the required performance"

Drive user adoption, the ultimate measure of success

> "It all came down to user adoption"

Be flexible, meet complex and changing business requirements at a fast pace

> "I had 10 departments that rolled differently and disagreed on reporting specifics"

Implications

- **Increased risk**
- **Increased cost and effort**
- **Longer time to value**

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Forrester said: "delivering successful BI capabilities goes far beyond just the tools and enabling technologies"

"BI is a set of methodologies, processes, architectures, and technologies"

Forrester : Enterprise BI Survey Q&A: BI Professionals Recognize The Need To Focus Beyond Tools, March 17, 2009

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Lifecycle management streamlines the process of deploying, managing and evolving a BI solution

Deploy

- Implementation
- Modeling
- Planning & Testing
- Security & Audit

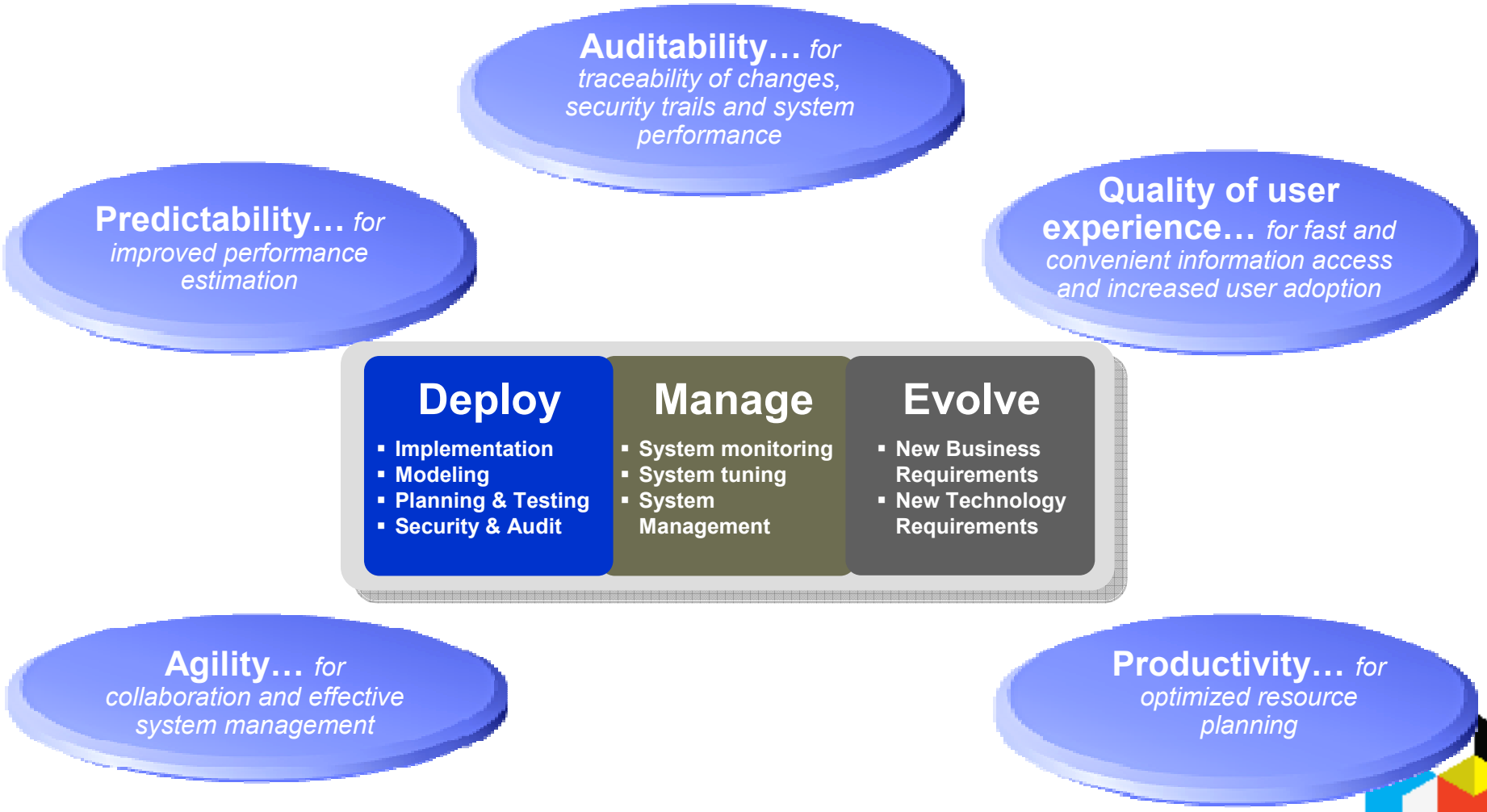
Manage

- System Monitoring
- System Tuning
- System Management

Evolve

- New Business Requirements
- New Technology Requirements

Lifecycle management cuts effort and time from every phase in the life of a solution without compromising its quality



IBM Cognos software delivers …

Deploy

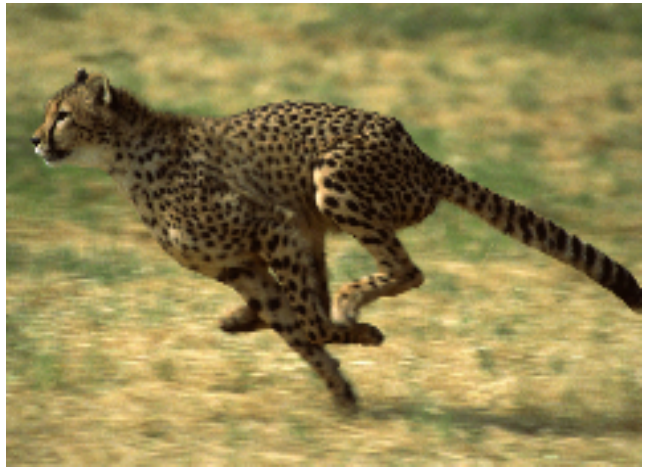
- Structured and effective implementation with the implementation methodology
- Collaboration to create optimal models with best practices, model sharing and model advisor
- Integration with third party providers like security to adapt to existing infrastructure

Manage

- Task-oriented system monitoring with centralized monitoring capability to ease system management

Evolve

- Simultaneous availability on Windows, UNIX and Linux to reduce deployment time in heterogeneous environments
- Single open API to make it easier to add new capabilities or address unique requirements



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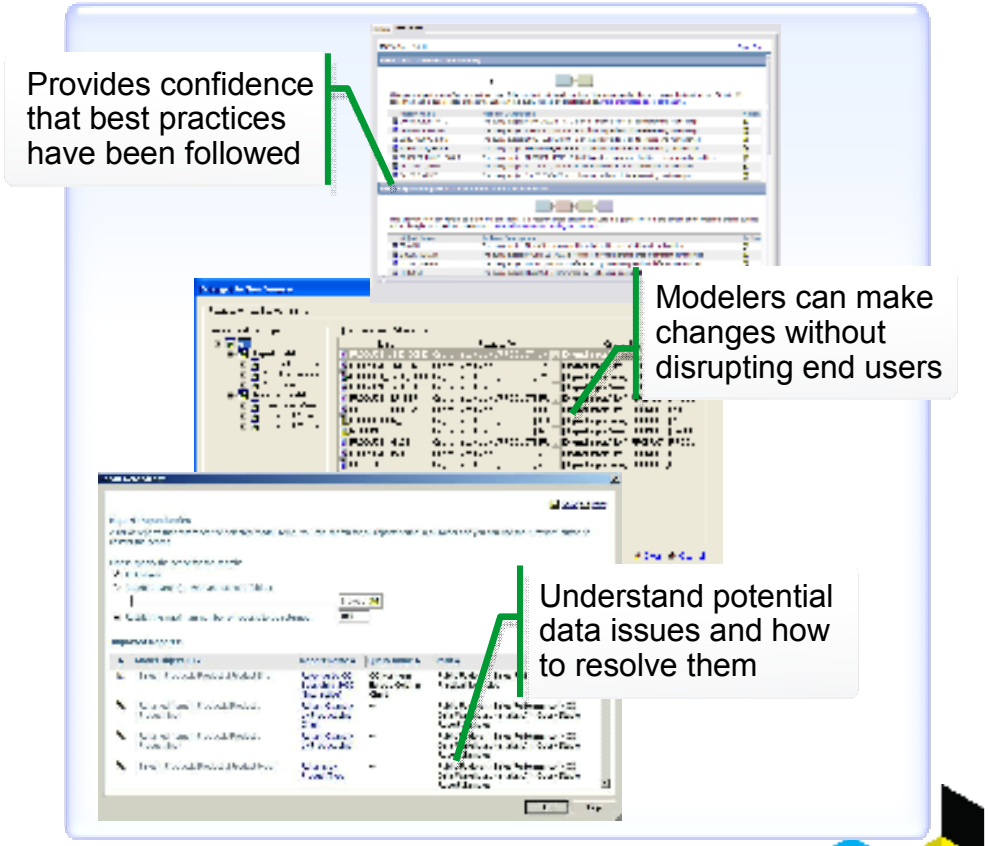
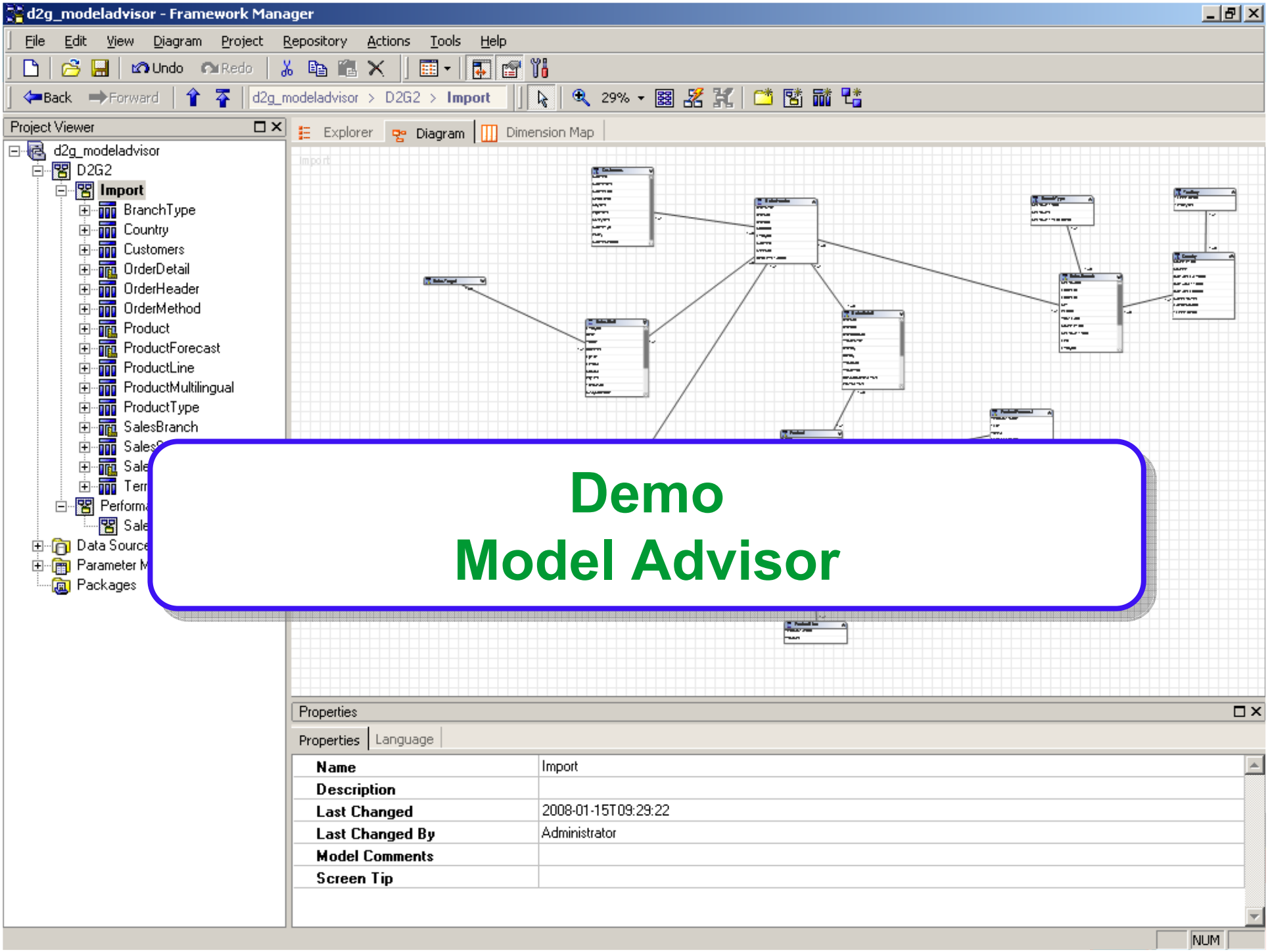
Example: Collaboration to create optimal models

- **IBM Cognos software ensures modelers can design models optimal for the business and maintainable for IT**
  - Model Advisor
  - Multi-tier modeling with reusable objects
  - Impact analysis
  - Multi-participant modeling, versioning and retargeting




d2g_modeladvisor - Framework Manager
File Edit View Diagram Project Repository Actions Tools Help
Undo Redo
Back Forward
d2g_modeladvisor > D2G2 > Import
29%
Project Viewer
d2g_modeladvisor
D2G2
Import
BranchType
Country
Customers
OrderDetail
OrderHeader
OrderMethod
Product
ProductForecast
ProductLine
ProductMultilingual
ProductType
SalesBranch
Data Source
Parameter M
Packages
Explorer
Diagram
Dimension Map
Demo
Model Advisor
Properties
Properties
Language
Name
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Description
Last Changed
2008-01-15T09:29:22
Last Changed By
Administrator
Model Comments
Screen Tip
NUM

IBM Cognos software delivers …

Deploy

- Proven linear scalability on multiple systems to proactively plan for resources when scaling the solution (e.g. Windows, System p, System z)

Manage

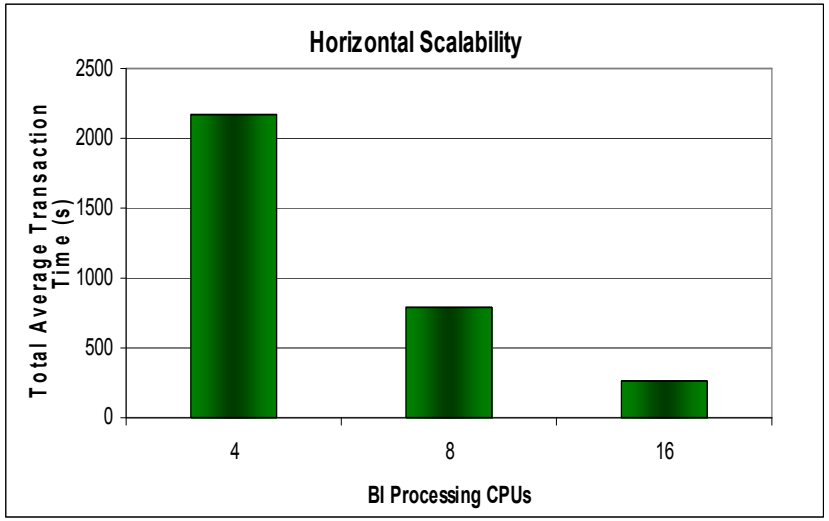
- Proactive administration with access to detailed system metrics to predict issues before they occur

Evolve

- Automated environment validation to assess the impact of software upgrade

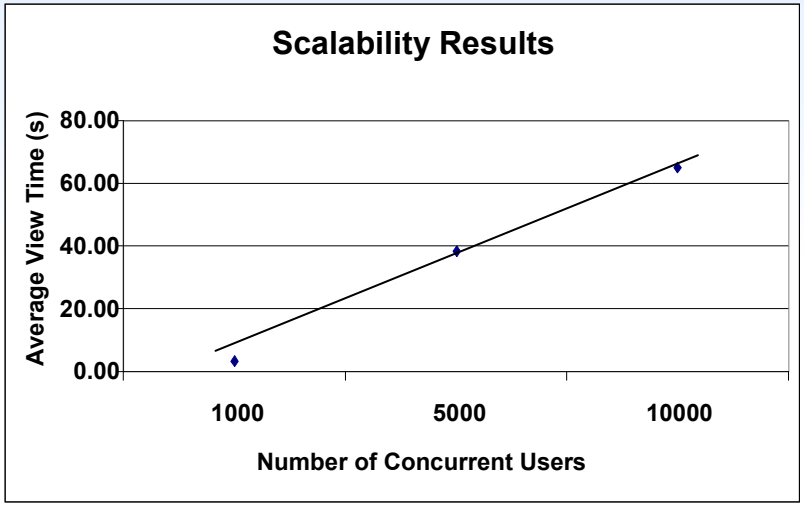
Example: Proven to scale across the enterprise

Testing demonstrated IBM Cognos 8 BI delivered **linear scale** when hardware capacity was doubled



Windows - When hardware was doubled, response times improved by average of 65%

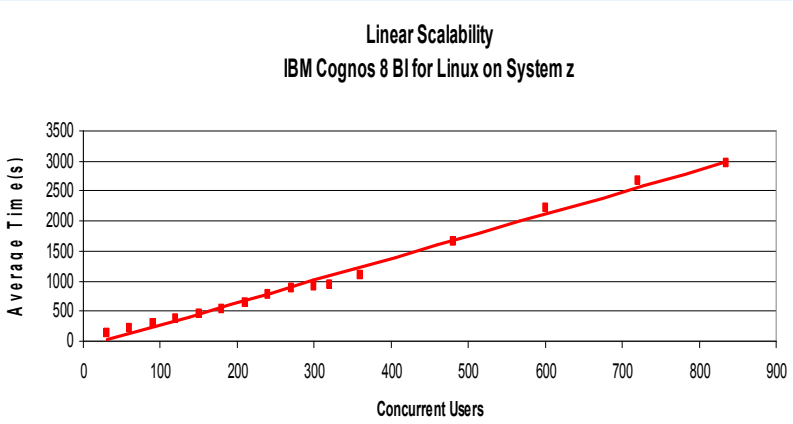
IBM Cognos 8 Platform demonstrated **predictable linear scalability** as it successfully ran with 10,000 concurrent users



AIX6.1/P6 - Proven linear scalability for 10,000 concurrent users

Example: Proven to scale across the enterprise

Testing demonstrated IBM Cognos 8 BI for Linux on System z **scales linearly** to large user groups.



Testing was conducted on up to 900 concurrent users

- System p optimization & scalability study:
  www.ibm.com/partnerworld/wps/whitepaper/aix/v6r1_cognos/methods
- System z scalability studies:
  http://www-03.ibm.com/support/techdocs/atsmastr.nsf/WebIndex/WP101437
  http://w3.itso.ibm.com/redpieces/abstracts/sg247674.html

IBM Cognos software delivers …

Deploy

- Dimension management to collaborate and share changes within dimensions
- Security audit and control to maintain an audit of information access for compliance with legislations
- Business centric lineage and impact analysis to provide an understanding into the information at no additional cost

Manage

- Auditing Proven Practices through the System Management Methodology to understand the overall system usage pattern

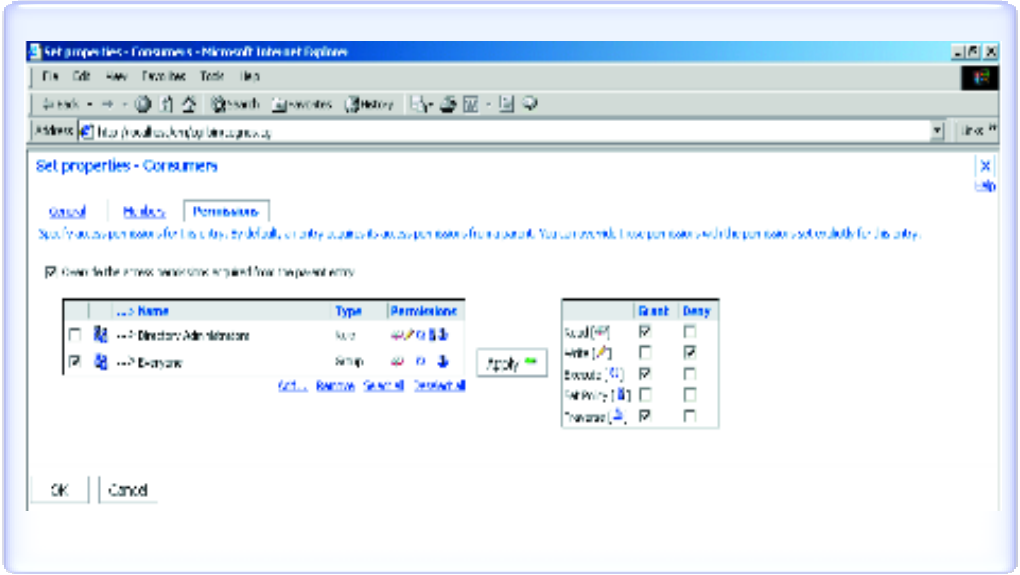
Evolve

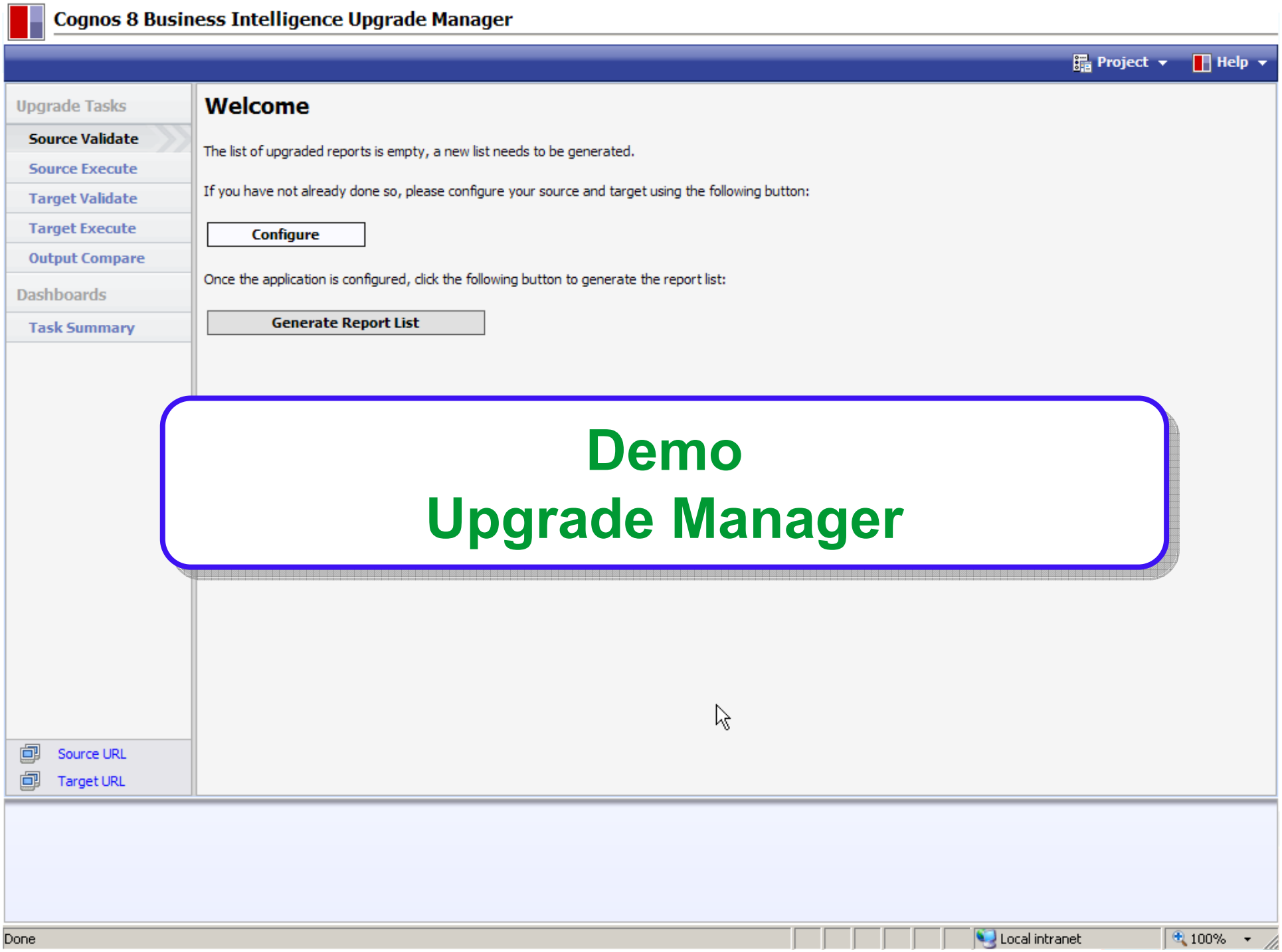
- Ability to keep a record of changes in reports between two environments to assess the impact of change

Example: Leveraging and enhancing existing security

- **IBM Cognos software provides comprehensive security to help customers protect the application down to the data layer**

  - Concurrent multiple authentication configuration
  - Single sign-on with 3rd party security provider integration
  - Data access security
  - Application firewall
  - Out-of-the-box encryption
  - Audit and control
  - Remote administration of access control




Cognos 8 Business Intelligence Upgrade Manager
Project
Help
Upgrade Tasks
Source Validate
Source Execute
Target Validate
Target Execute
Output Compare
Dashboards
Task Summary
Source URL
Target URL
Welcome
The list of upgraded reports is empty, a new list needs to be generated.
If you have not already done so, please configure your source and target using the following button:
Configure
Once the application is configured, click the following button to generate the report list:
Generate Report List
Demo
Upgrade Manager
Done
Local intranet
100%

IBM Cognos software delivers …

Deploy

- Self-service reporting enables business users to get the information they need without IT involvement
- Personal alerts ensure that business users are automatically notified of performance changes
- Flexible access allows users to access information when, where and how they want to
- Single sign-on capability to improve user adoption
- Trusted information to improve decision making

Manage

- Proactive administration to address issues before they impact the business and increase user satisfaction

Evolve

- Ability to easily integrate performance management solutions with other applications and address unique business requirements

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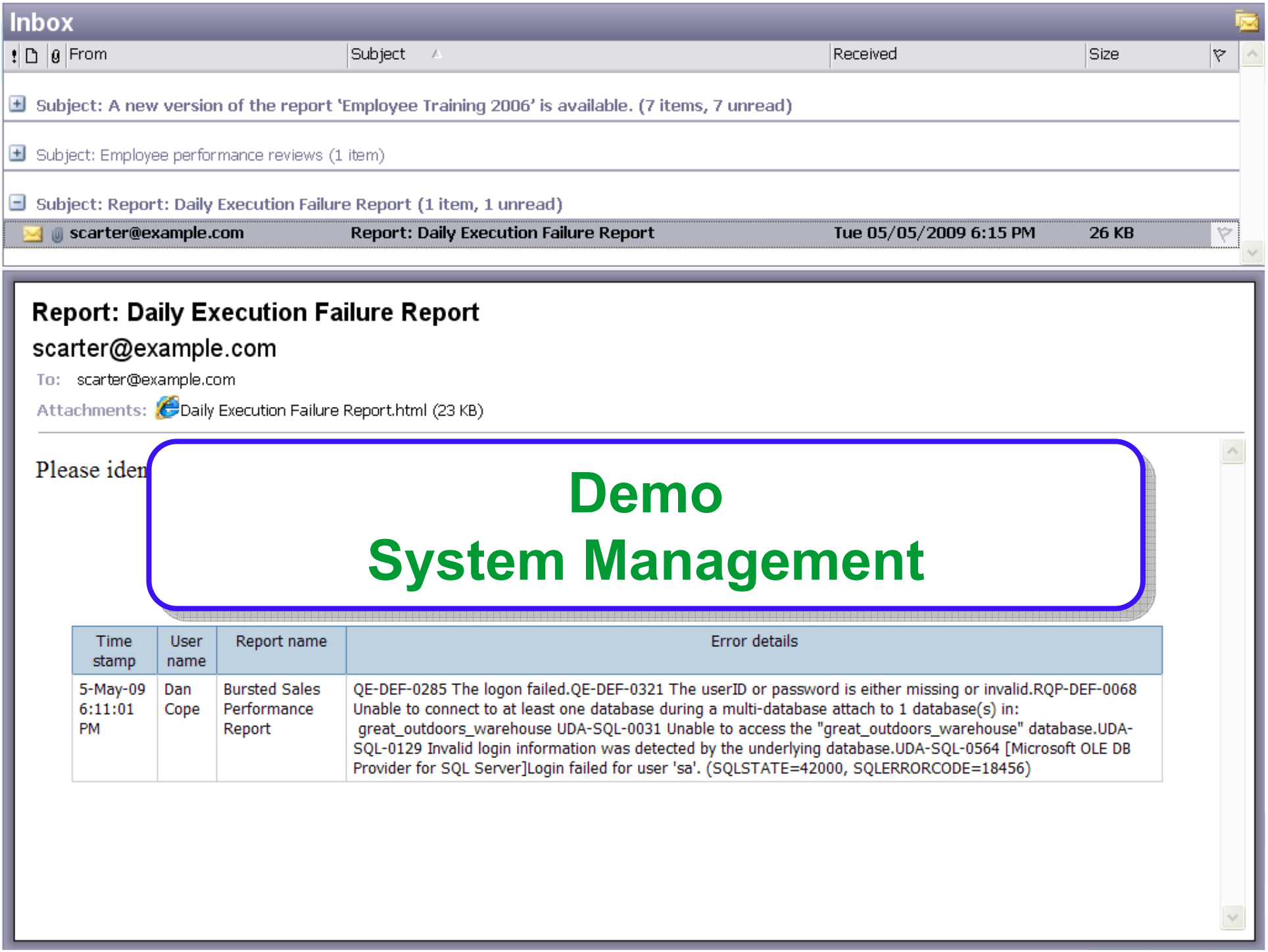
Example: Flexible Access to Information

- **IBM Cognos software allows the business to receive reports and interact with relevant information how, when and where it's needed**
  - Any language (robust Unicode support)
  - Any format (PDF, HTML, Excel, XML…)
  - Self-service access with personal alerts and search-based authoring and exploration
  - Automated delivery with scheduling, email bursting, and event-triggers
  - Access from within applications; in-process
  - Access in location that best suits the user (MS Office, mobile devices, search…)


Inbox
From
Subject
Received
Size
Subject: A new version of the report 'Employee Training 2006' is available. (7 items, 7 unread)
Subject: Employee performance reviews (1 item)
Subject: Report: Daily Execution Failure Report (1 item, 1 unread)
scarter@example.com
Report: Daily Execution Failure Report
Tue 05/05/2009 6:15 PM
26 KB
Report: Daily Execution Failure Report
scarter@example.com
To: scarter@example.com
Attachments: Daily Execution Failure Report.html (23 KB)
Please iden
Demo
System Management
Time stamp
User name
Report name
Error details
5-May-09 6:11:01 PM
Dan Cope
Bursted Sales Performance Report
QE-DEF-0285 The logon failed.QE-DEF-0321 The userID or password is either missing or invalid.RQP-DEF-0068 Unable to connect to at least one database during a multi-database attach to 1 database(s) in: great_outdoors_warehouse UDA-SQL-0031 Unable to access the "great_outdoors_warehouse" database.UDA-SQL-0129 Invalid login information was detected by the underlying database.UDA-SQL-0564 [Microsoft OLE DB Provider for SQL Server]Login failed for user 'sa'. (SQLSTATE=42000, SQLERRORCODE=18456)

IBM Cognos software delivers …

Deploy

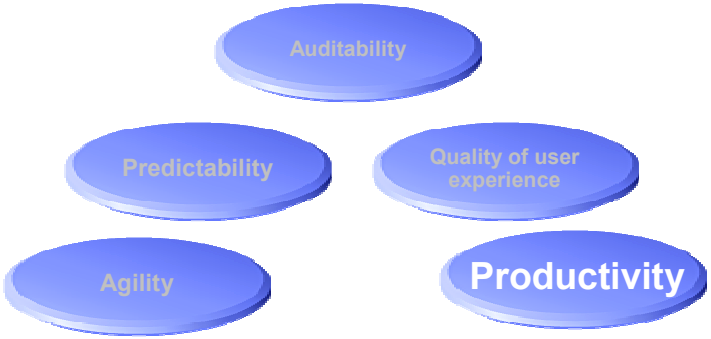
- Services (training, BICC, education, Innovation centers) and Blueprints to jumpstart the process
- Author once, consume anywhere capability to improve self-service and reduce the burden on IT by accessing reports anywhere

Manage

- System Management Methodology with default metrics and built-in dashboards to reduce system management time

Evolve

- Ability to evolve ad hoc reports into professional style reports and publish them quickly without having to rebuild them



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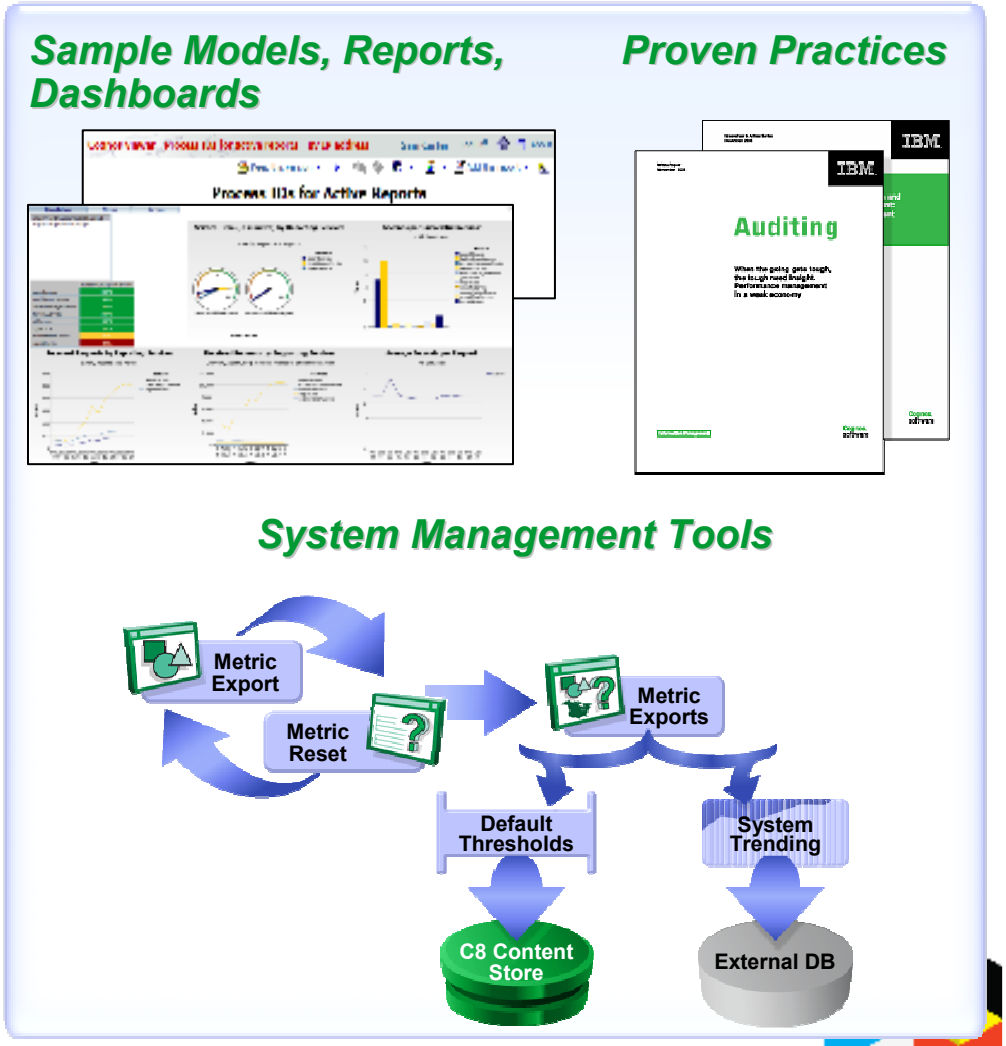
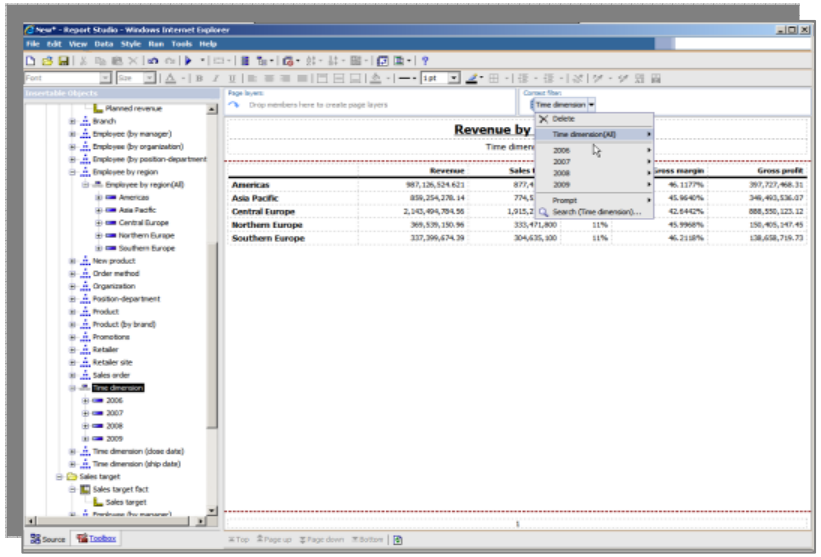
Example: System management methodology

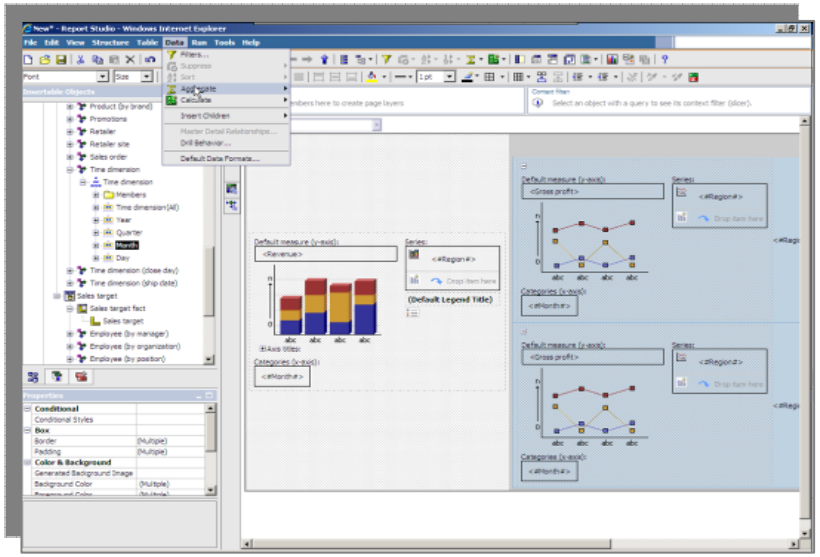
- Broaden understanding with Proven Practices for system administration, auditing and security
- Accelerate ability to manage the system with sample reports, dashboards, models
- Enable proactive administration with System Management tools to automatically set default thresholds for system metrics

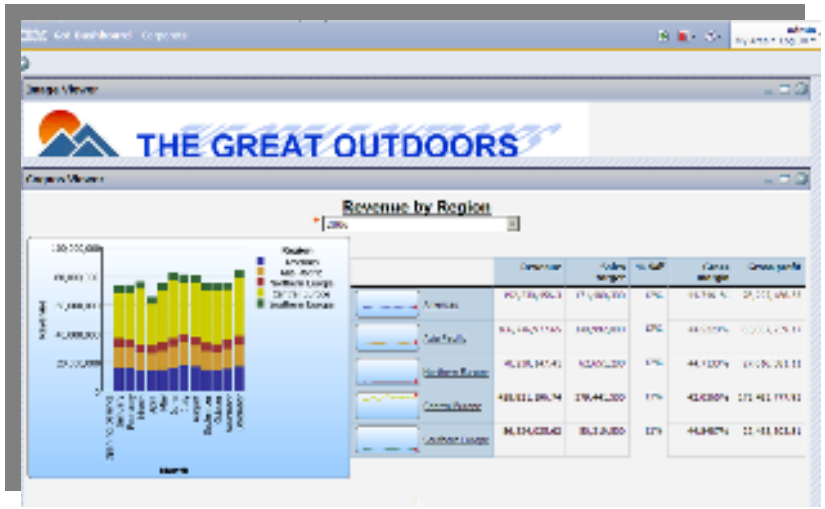


IBM Cognos Performance

Example: Author once, consume anywhere







Steak n Shake stirs up performance with IBM Cognos system

Challenges

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quality, improve customer satisfaction and manage financial operations

Value:

*"Over a **9-month** span, the IBM Cognos solution was **deployed to 2000 users** in our restaurants, corporate and other offices"*

*"This deployment was not scripted ahead of time, but grew organically from our initial implementation. We believe our **overall success** was due to **the speed** at which **we deployed the BI solution**. This would **not have been possible without a very scalable infrastructure** providing **trusted information** through a simple reporting portal that meets the needs of restaurant managers, executives and analysts."*

Steak n Shake case study, July 21, 2009

– IT gained efficiencies and now has more time to devote to other projects
– Established a BICC used as a model for strategic alignment

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IBM Cognos software delivers …

Agility | Predictability | Auditability | Quality of user experience | Productivity

Deploy

Implementation
- Services and blueprints
- Self-service capabilities
- Author once, deploy anywhere

Modeling
- Collaboration in modeling

Planning & Testing
- Proof of linear scalability

Security & Audit
- Authentication, system audit

Manage

System Monitoring
- Task-oriented system monitoring

System Tuning
- Proactive administration

System Management
- System management methodology

Evolve

New Business Requirements
- Report content management
- Single open API

New Technology Requirements
- Upgrade manager
- Deployment to multiple heterogeneous systems

Next Steps

- **Augment your team's skills to easily deploy**
  - Services http://www-01.ibm.com/software/data/cognos/services/
- **Adopt proven practices to strengthen your knowledge base**
  - System management methodology http://www-01.ibm.com/software/data/cognos/products/cognos-8-business-intelligence/support/
- **Meet new requirements quickly**
  - Upgrade manager http://www-01.ibm.com/software/howtobuy/passportadvantage/index.html
  - Download SDKs http://www-01.ibm.com/software/data/cognos/products/cognos-8-business-intelligence/support/