

IBM Cognos Performance
Better Intelligence. Better Business.

How to Grow the Value of Your Cognos Solutions with Broader IBM Software and Systems

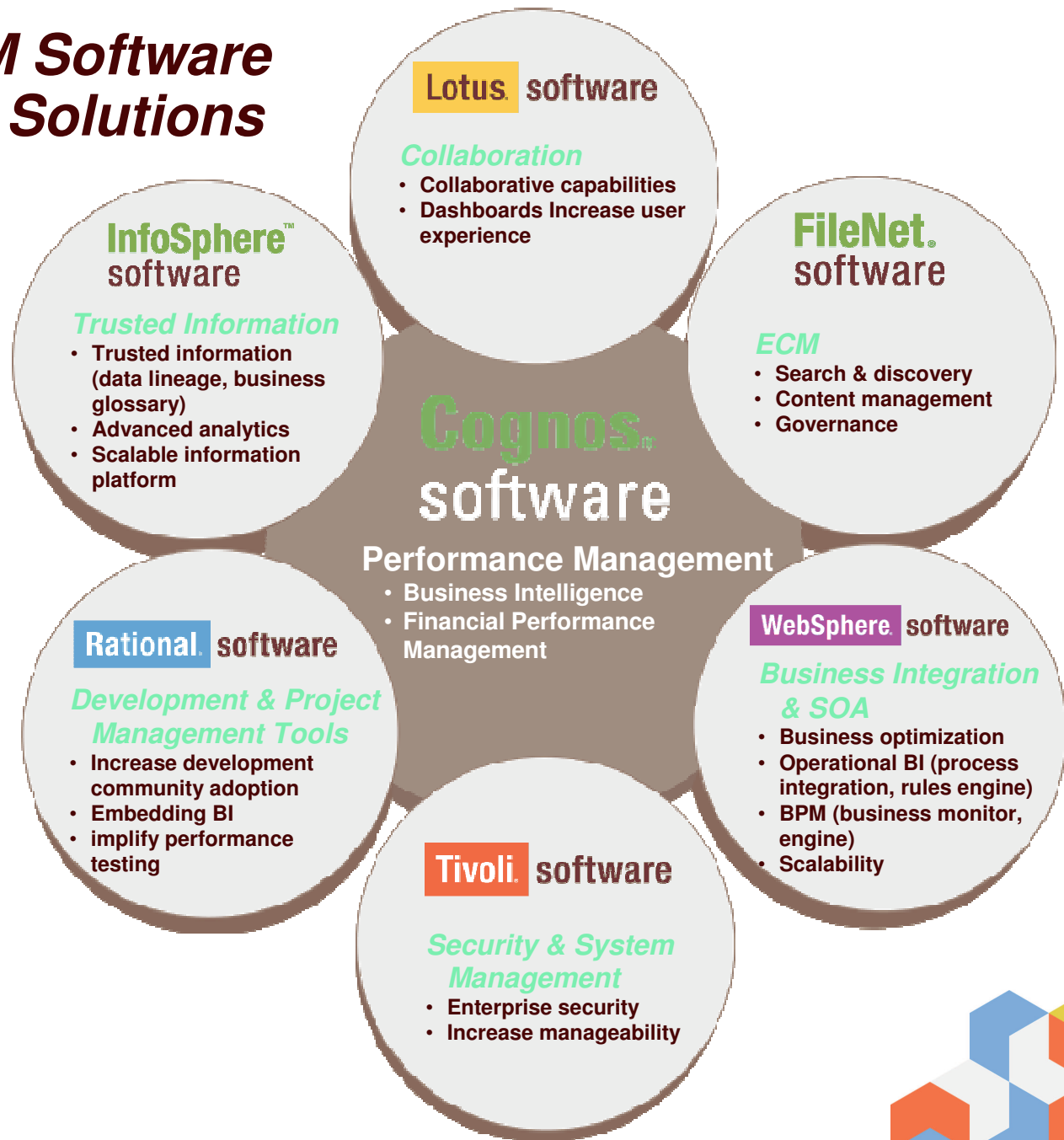
Becky Smith
Senior Product Marketing Manager, IBM



Synergy across IBM Software to Deliver Strategic Solutions

Strategic Initiatives that Drive Synergy Requirements

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



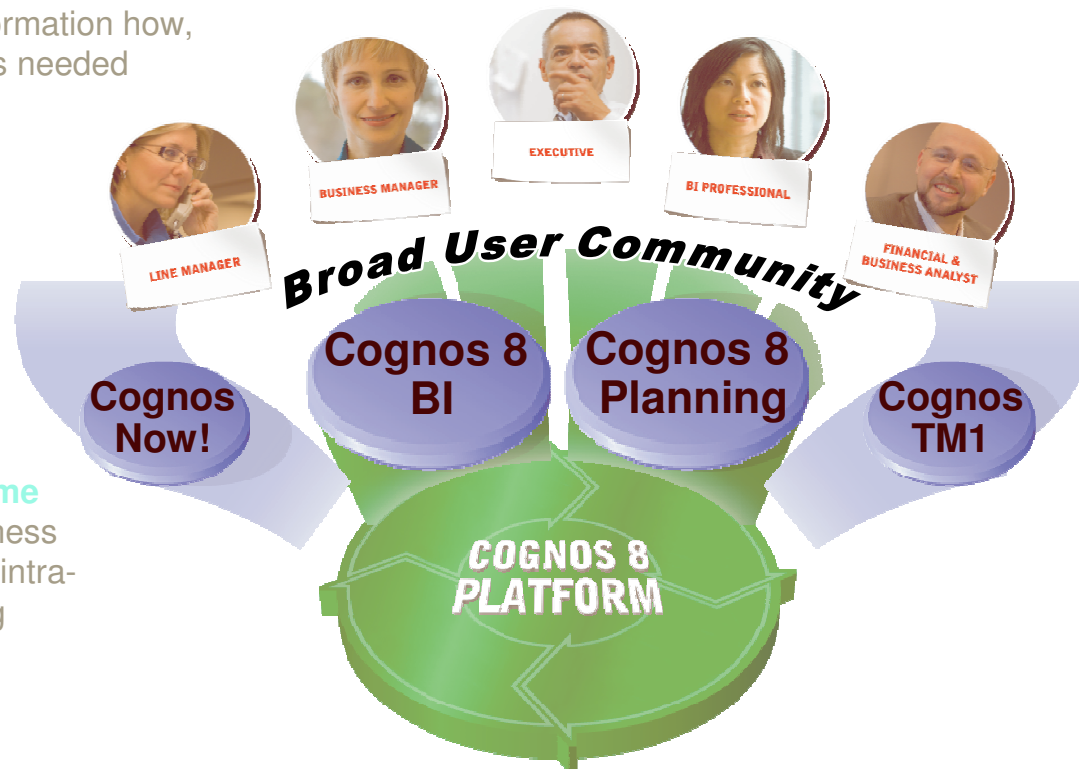
IBM Cognos Software Product Portfolio More Employees Make Better Decisions, Faster

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!

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 8 Platform

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



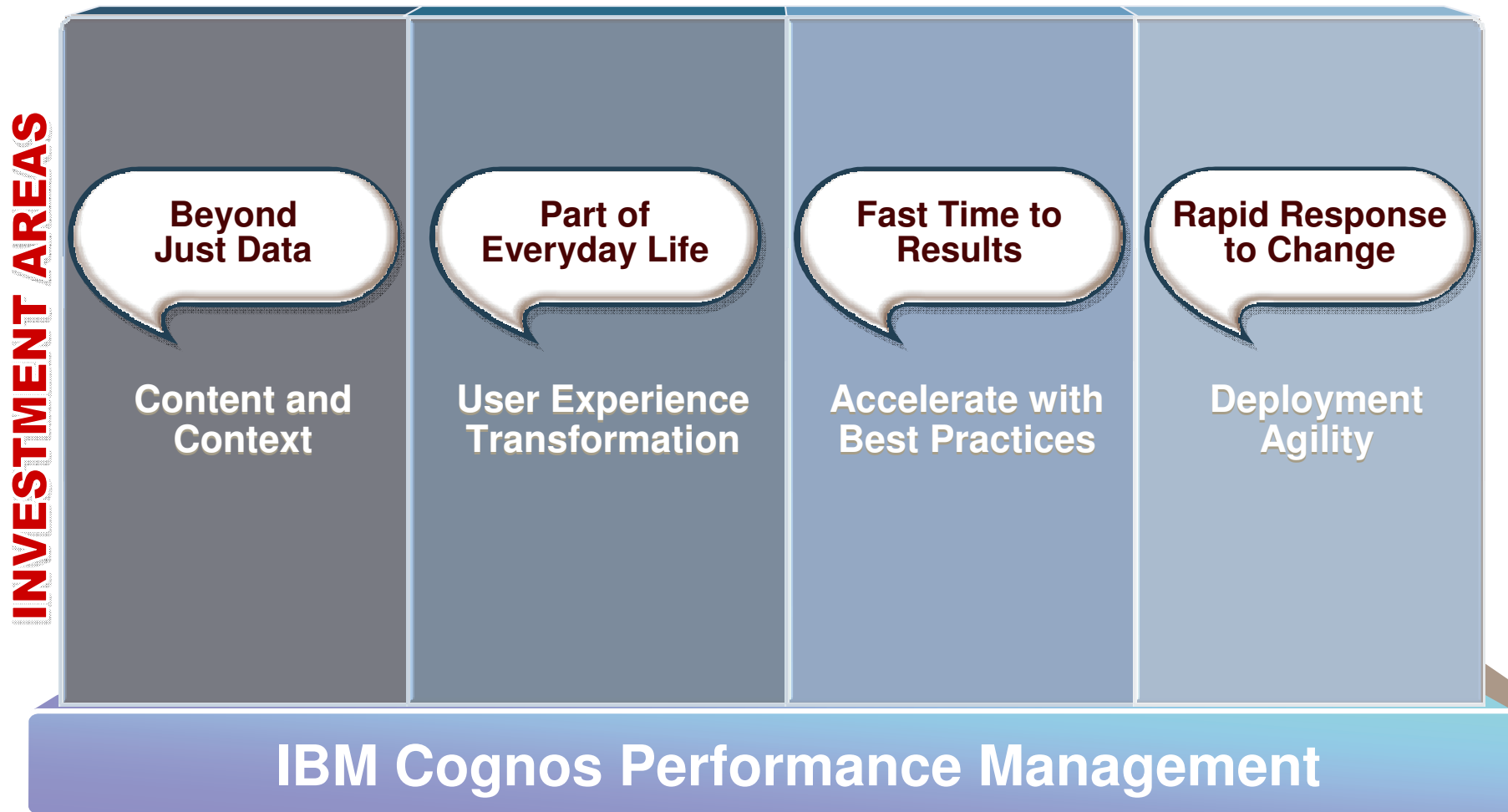
IBM Cognos Software Investment Approach *Flexibility, Asset Leverage and Value*

- **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 can gain greater value from components working in concert

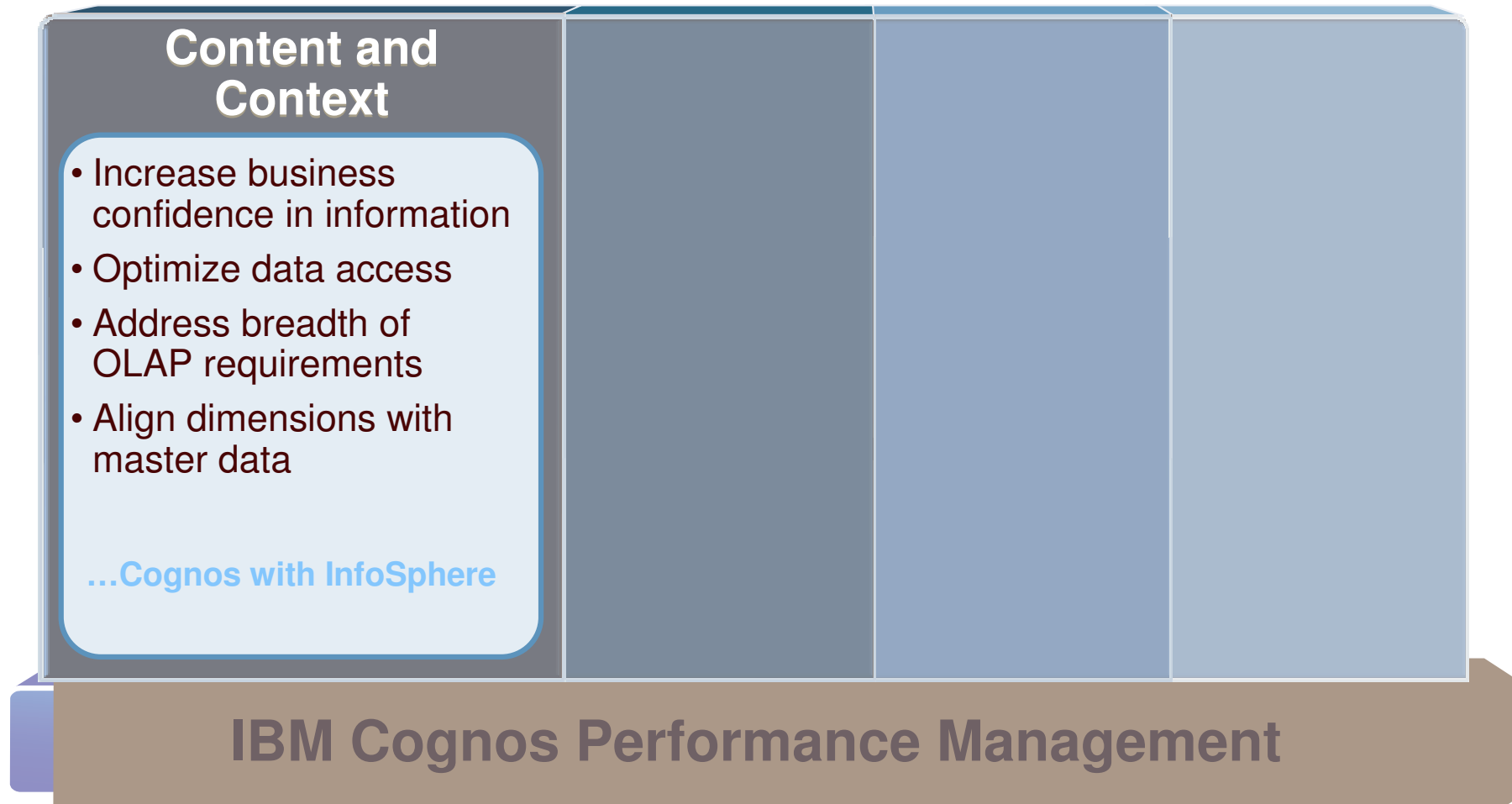


IBM Cognos Software Investment Focus Areas

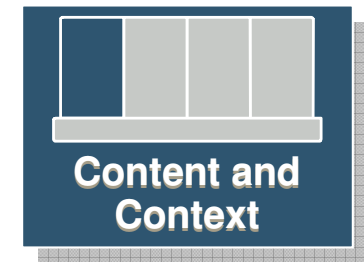
Modular. Open. Integrated.



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

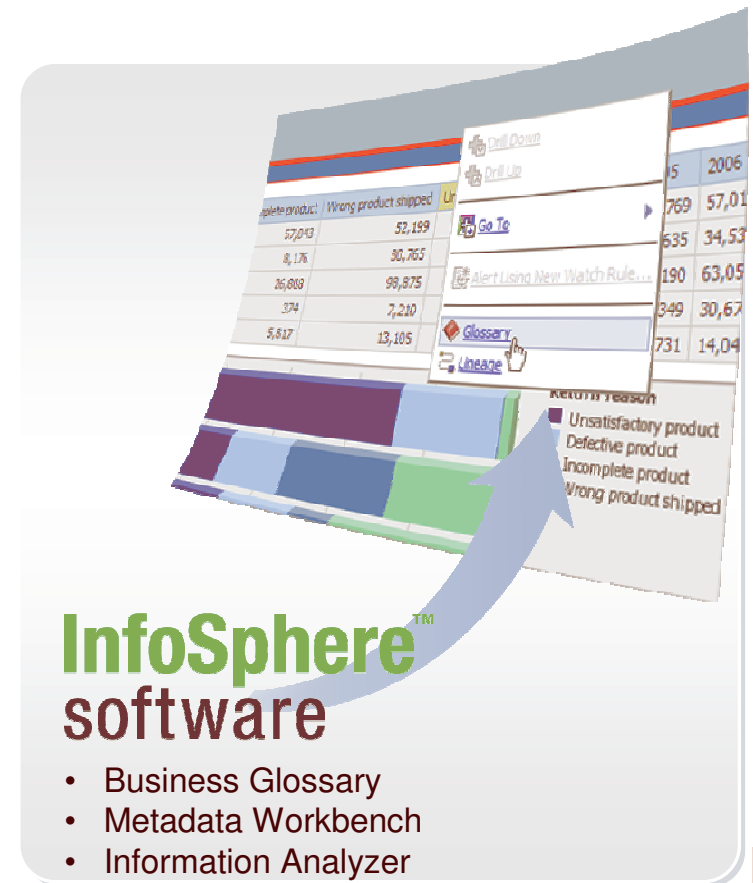
- Direct user access to Business Glossary and Metadata Lineage
- Business Glossary add-on for Cognos use
- Metadata exchange with Metadata Workbench
- Source-to-report lineage in Metadata Workbench
- Quality Assessment Services with Information Analyzer for understanding data quality


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

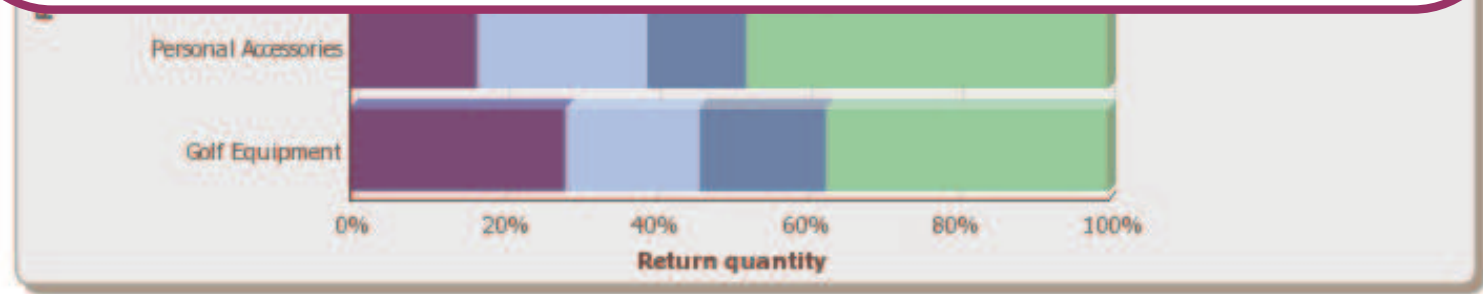




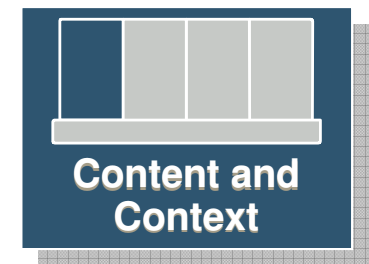
Returns by Order Method

Return quantity	Defective product	Incomplete product	Wrong product shipped	Unsatisfactory product	2004	2005	2006	2007
Camping Equipment	36,046	57,043	52,100	61,540	33,817	50,760	57,013	65,238
M...								5,280
								827
								775
								146

Demo
Information Understanding
 InfoSphere Business Glossary for Cognos
 Cognos 8 BI – Data Lineage



Integration with InfoSphere Information Server *Data Reach, Integration and Dimensional ETL*



Challenge: Access and deliver breadth and volume of information

Solution

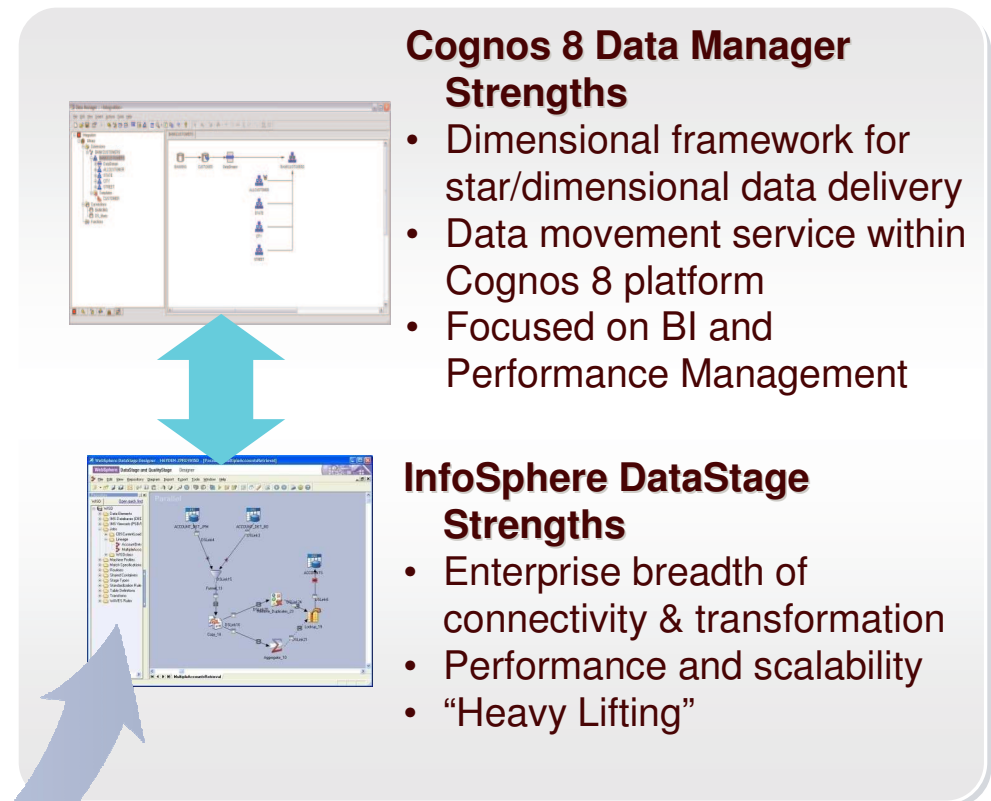
- Batch and real-time integration of DataStage with Data Manager jobs
- Leverage of QualityStage transformations within Data Manager

Roadmap Considerations

- Leverage InfoSphere ERP packs

Value

- Combined industrial strength ETL with dimensional last mile to BI for optimal data sourcing



**InfoSphere™
software**

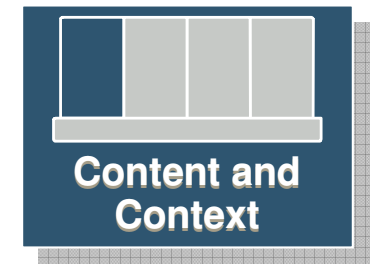
- DataStage



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Integration with InfoSphere Warehouse Complete OLAP Portfolio



Challenge: Deliver data optimized for analysis

Today

- InfoSphere Cubing Services as a data source
- Embedded Cognos OLAP technology into InfoSphere Warehouse

Roadmap Considerations

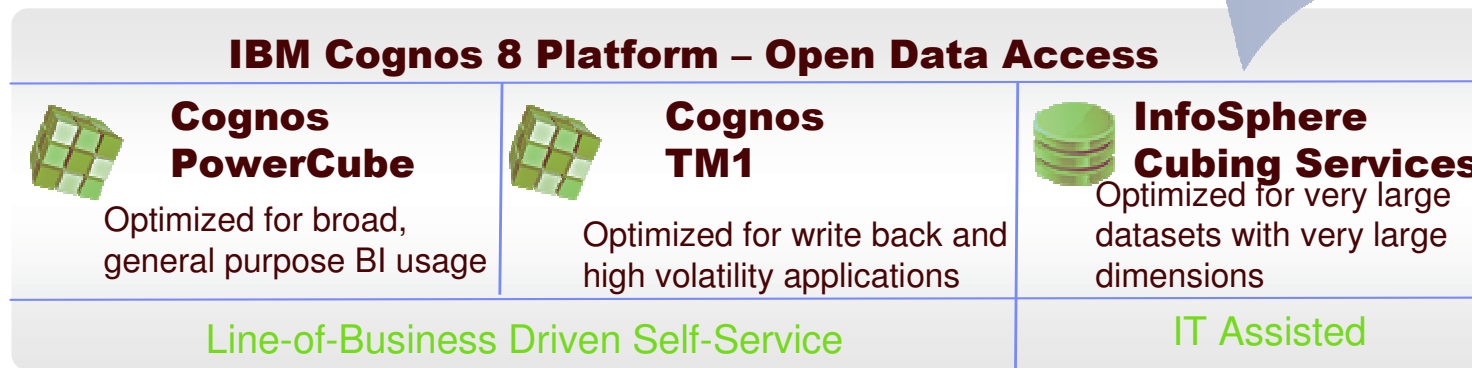
- Streamline modeling experience
- Further integration across OLAP portfolio

Value

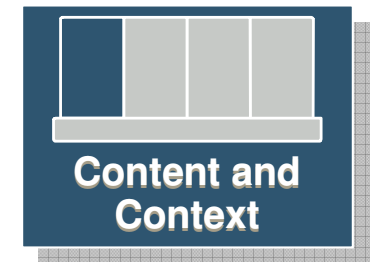
- Provide an OLAP experience across very large data sets

InfoSphere™
software

- Cubing Services



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

Cognos 8 Business Viewpoint



Strengths

Enable business users to define, govern and share hierarchies and attributes to shape their decision-making



InfoSphere MDM Server Strengths

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

InfoSphere™
software

- MDM Server



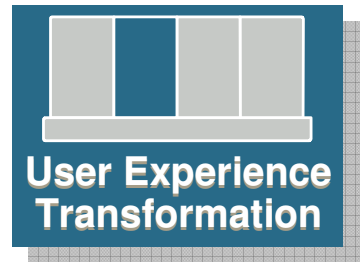
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Focus Areas of IBM Software and Systems *Part of Everyday Life*



Integration with InfoSphere Warehouse Data Mining and Text Analytics



Challenge: Enable more advanced and predictive analytics

Today

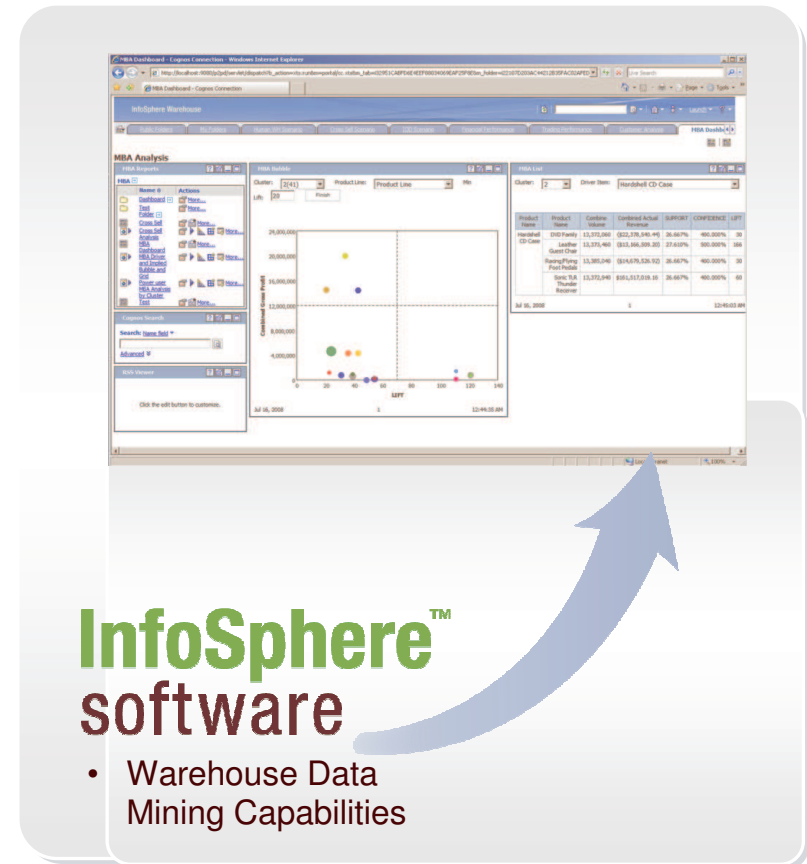
- Deliver data mining results to a broader audience of users with Cognos 8 BI
- Text analytics to transform text to structured data for reporting and analysis with Cognos 8 BI

Roadmap Considerations

- Enhance integration to streamline time to value
- Increasing leverage of predictive models within Cognos 8 BI

Value

- Understand complex patterns in data and predict the future
- Simplify deliver of data mining results to large business user community



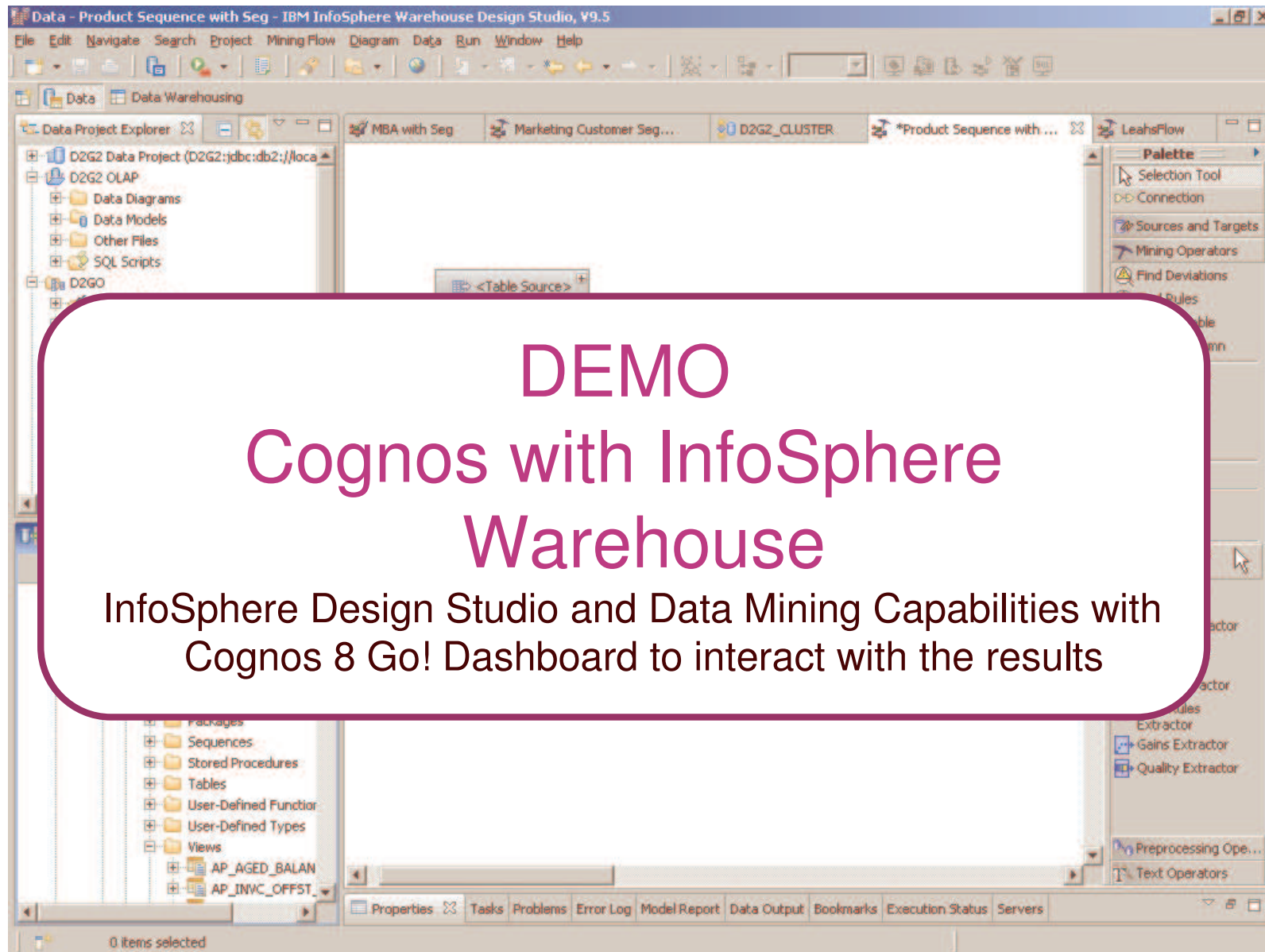
IBM Cognos Performance
Better Intelligence. Better Business.

DEMO

Cognos with InfoSphere Warehouse

InfoSphere Design Studio and Data Mining Capabilities with
Cognos 8 Go! Dashboard to interact with the results

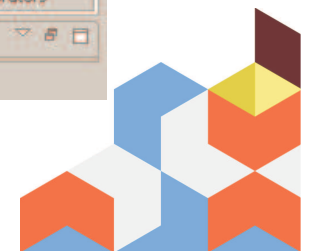




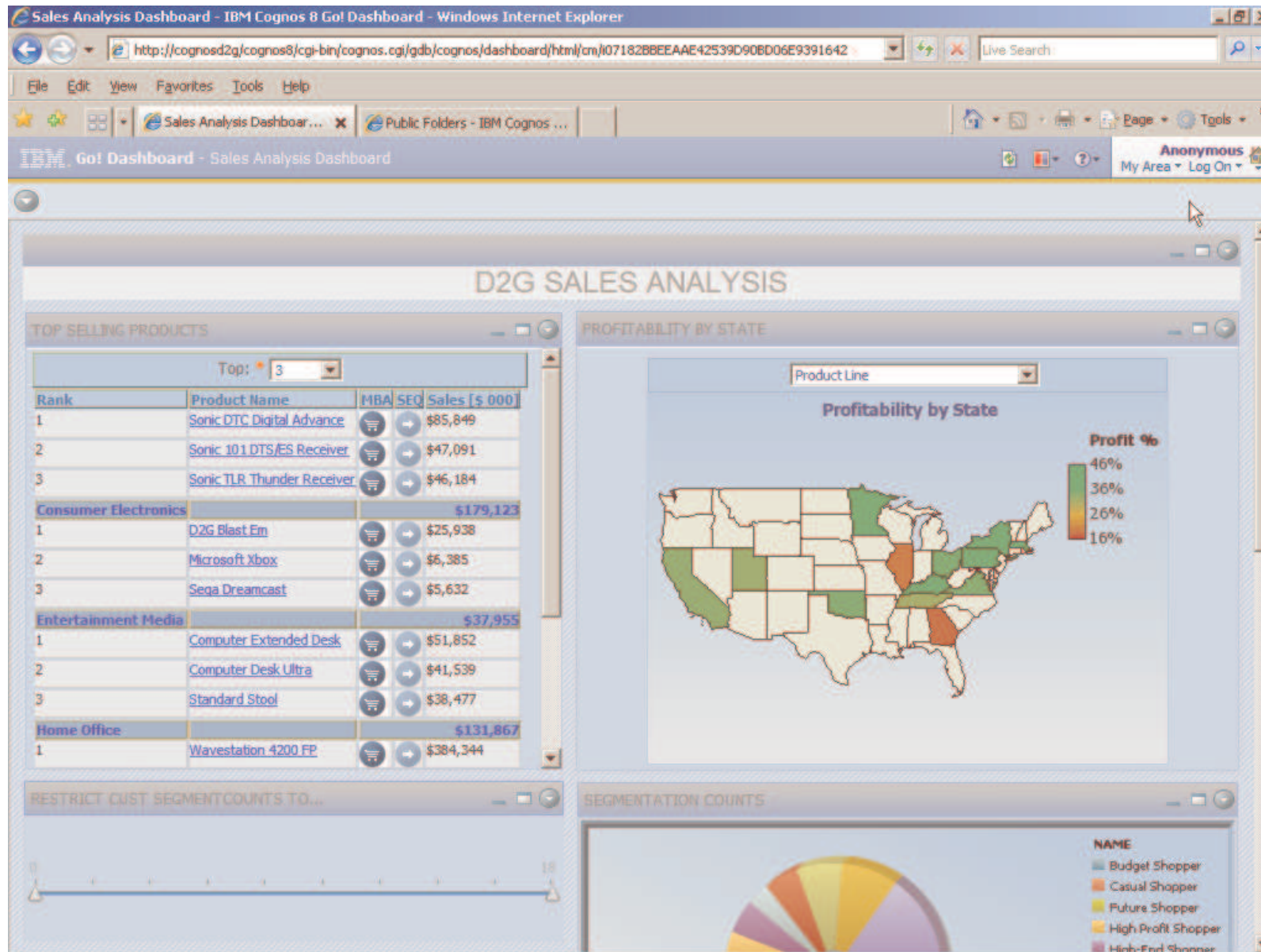
DEMO

Cognos with InfoSphere Warehouse

InfoSphere Design Studio and Data Mining Capabilities with Cognos 8 Go! Dashboard to interact with the results



IBM Cognos Performance



Integration with WebSphere Portal *Deliver BI Content More Broadly*

Challenge: Extend BI content to broader user base

Today

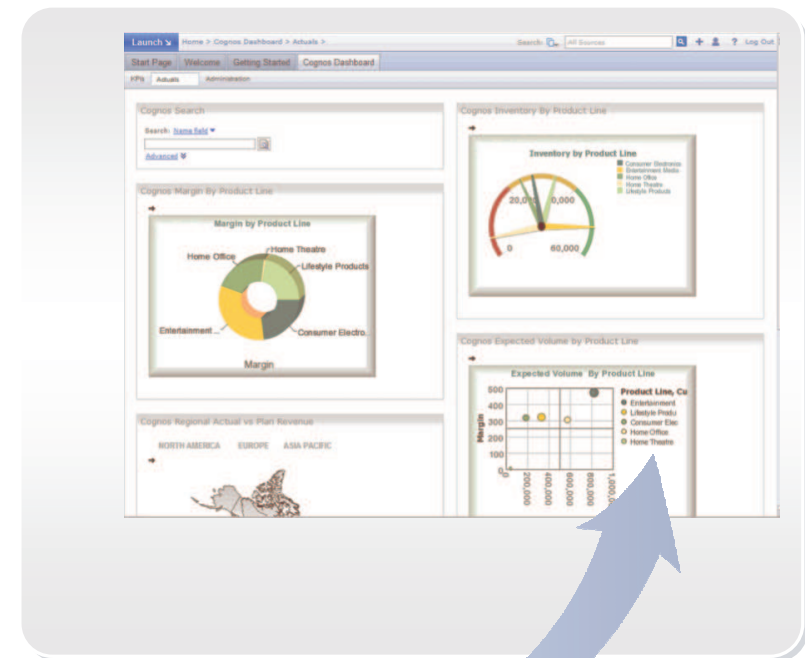
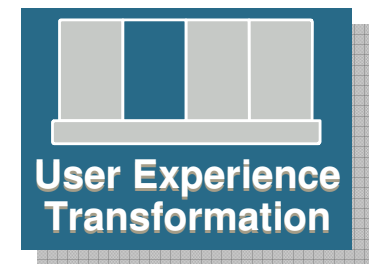
- WebSphere Portal Gadgets to view, interact, search or navigate to IBM Cognos 8 BI content (reports, dashboards, metrics, queries)
- Single sign-on Cognos 8 BI with WebSphere Portal security
- Cognos 8 Go! Dashboard in WebSphere Portal
- WebSphere Portal Dashboard Accelerator leverages Cognos 8 BI queries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

Roadmap Considerations

- Enhance integration more directly into portal and with collaboration features

Value

- Scalable and secure within and beyond firewall
- Integrate BI within familiar portal environment



WebSphere. software

- *WebSphere Portal*



Integration with Lotus *BI meets Enterprise 2.0*

Challenge: Infuse BI with collaboration and communication

Today

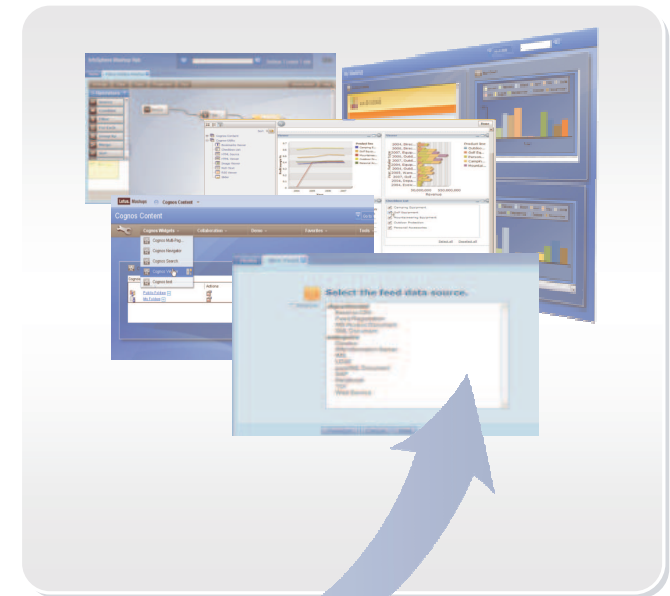
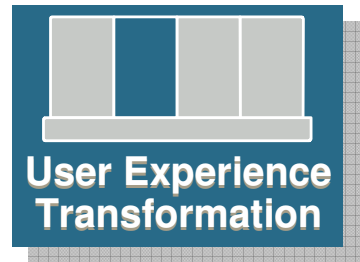
- Embed Lotus Sametime within Cognos 8 BI reports
- Embed BI content inside Lotus Quckr
- Embed Cognos 8 BI Reports and Cognos 8 Go! Dashboard fragments into the Lotus Mashup Center
- Mashup BI Content with other content and applications using REST and other web protocols

Roadmap Considerations

- Extend collaborative technologies within Cognos
- Deeper integration with Mashup Center

Value


- Strengthen communication across decision-makers
- Easily assemble information for broader business insight



Lotus software

- ***Sametime***
- ***Quckr***
- ***Mashup Center***



DEMO – Cognos with Sametime 

Cognos 8 BI reports leveraging Lotus Sametime
People light up through instant messaging

[Sales and Marketing \(cube\)](#) September 8, 2008 11:54:25 AM [More...](#)



The screenshot shows a web browser window displaying the IBM Lotus Mashups interface. The browser's address bar shows the URL: `http://helum.svl.ibm.com:9080/mum/bootstrap/#pid=091E2767AA5504AFDBA738A0D9D8C9000022`. The page title is "Final Mashup Demo - DG". The interface includes a navigation bar with "IBM Lotus Mashups" and "InfoSphere MashupHub" tabs. A user profile for "Daniel.Gall@ca.ibm.com" is visible in the top right. The main content area features a table with columns "symbol", "company", "sector", and "industry". Below the table is a line chart showing data points for various names. A "Prompt" dialog box is open at the bottom left. The status bar at the bottom shows "Done" and a taskbar with several icons.

symbol	company	sector	industry
AMD	Advanced Micro Devices, Inc.	Technology	Semiconductors
AMGN	Amgen, Inc.	Healthcare	Biotechnology & Drug

DEMO – Cognos inside Mashup Hub

Cognos BI fragments inside a iWidget running side by side in Lotus Mashup Hub

Integration with FileNet BI and Business Process Management

Challenge: Take BI from informational to actionable
Today

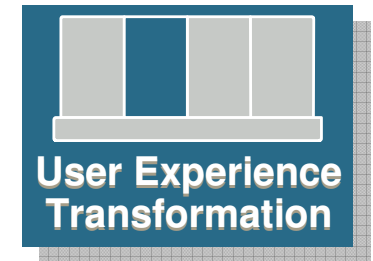
- Integrate Cognos 8 BI and BPM to
 - Analyze workflow and process statistics (BI on BPM)
 - Provide BI at point of decision (BI in BPM)
 - Instantiate process from Cognos event (BI with BPM)
- Deliver business activity monitoring with Cognos Now! embedded into FileNet BAM
- Import process maps into Cognos Now! for operational management

Roadmap Considerations

- Automate BI in BPM with Cognos 8 BI as Tier 1 provider to P8 (in palette)
- Enhance integration of Cognos 8 events through Web services task in P8

Value

- Enhance process with BI for improved decision-making



FileNet
software

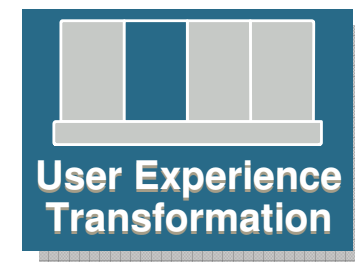
- **BPM**
- **BAM**



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Integration with OmniFind BI and Business Process Management



Challenge: Discover BI content with Enterprise Search
Today

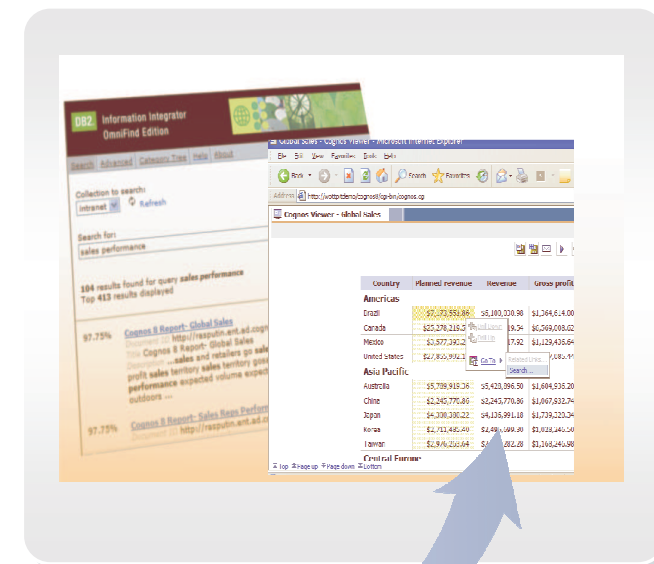
- Enable OmniFind to find, rank and display Cognos Go! Search results as part of enterprise search results
- Expose OmniFind content results within Cognos Go! Search

Roadmap Considerations

- Enhance exposure of BI fragments in search results

Value

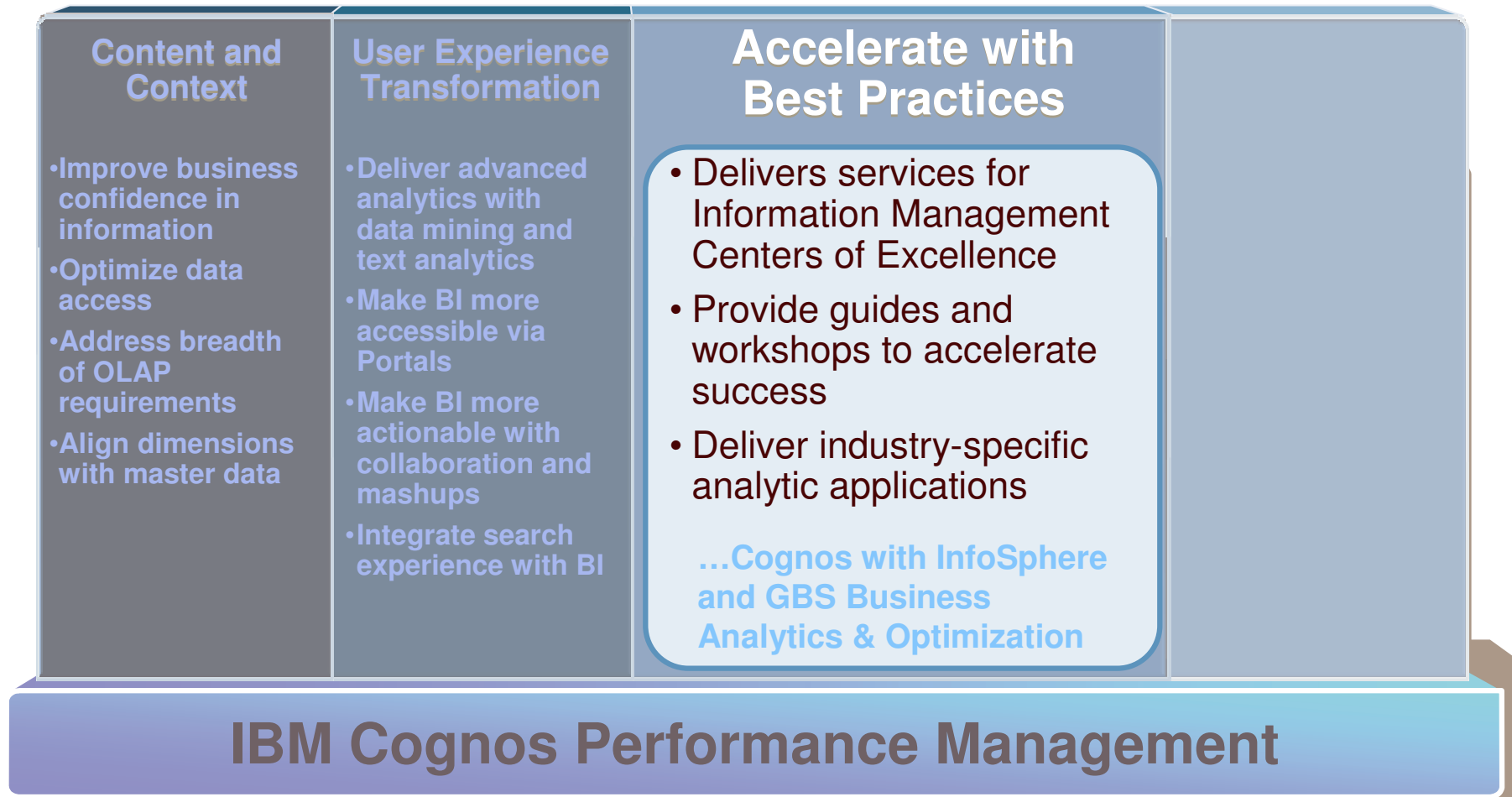
- Deliver combined results of structured and unstructured search results



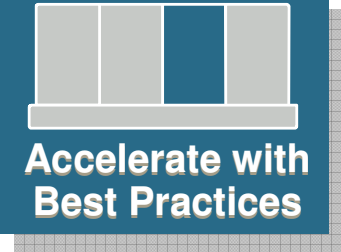
FileNet
software
• *OmniFind Search*



Focus Areas of IBM Software and Systems *Fast Time to Results*



Accelerating An Organization's 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

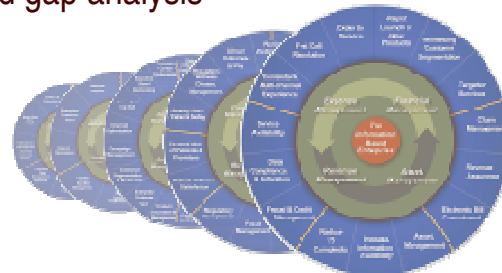


Information Agenda Guides & Workshops

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

Information Accelerators

Industry specific assets to speed deployment

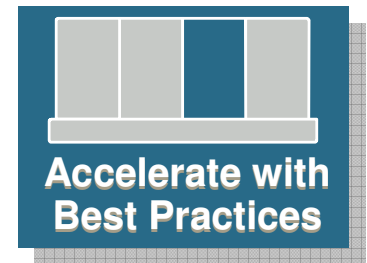


Integration with Industry Models Solutions

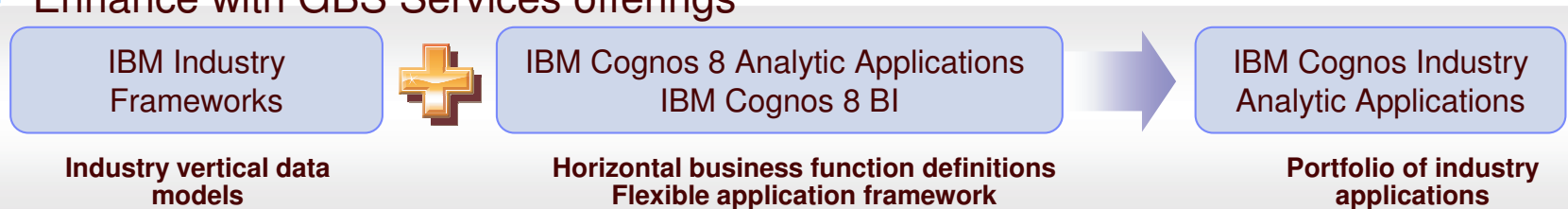
Challenge: Accelerate time to value with solutions

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 – an analytic application leveraging Banking Industry Framework
- Roadmap Considerations
- Assess Industry Frameworks for analytic applications
- DB2 embedded in Performance Applications
- Enhance with GBS Services offerings



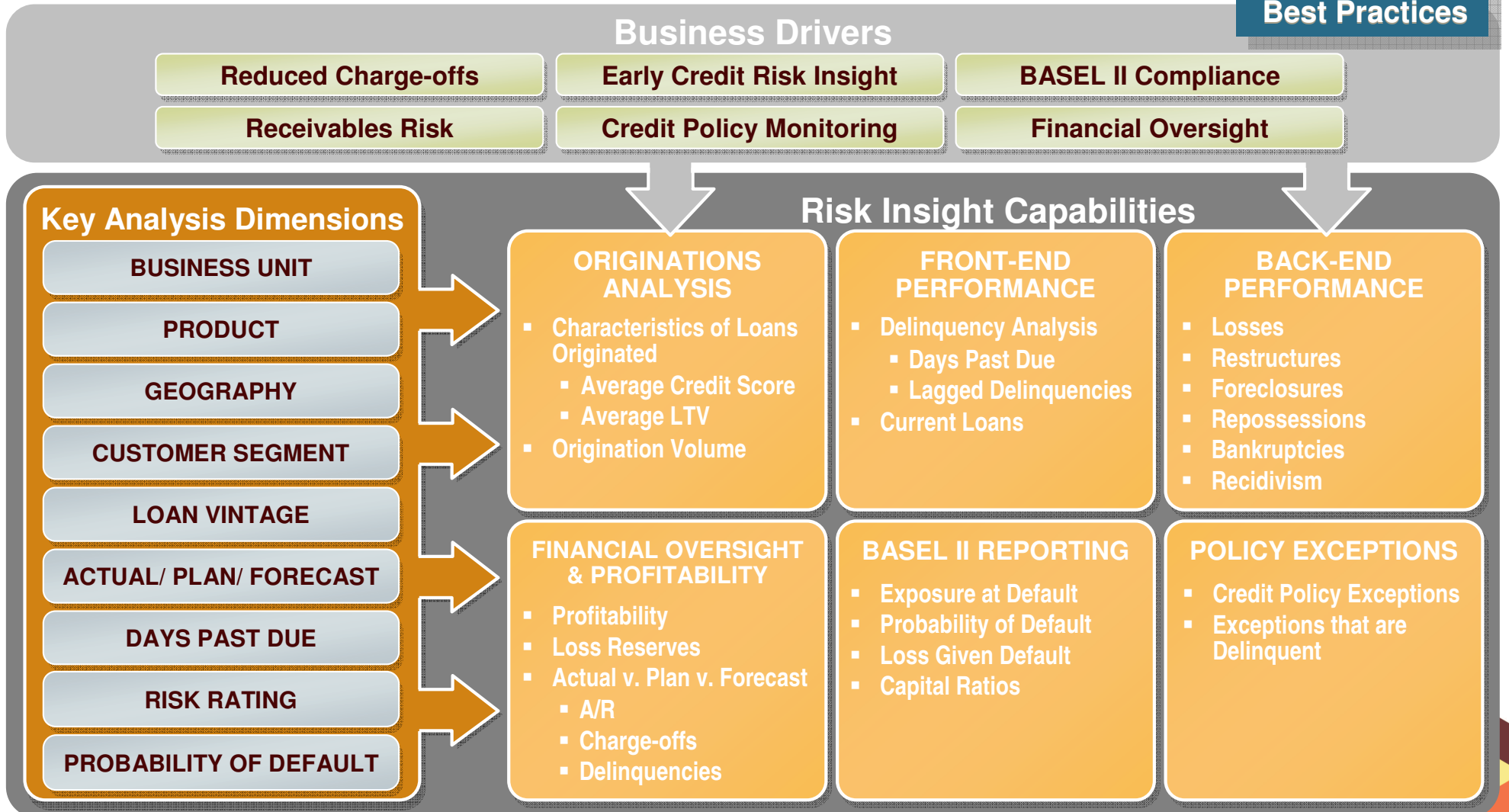
-  **Banking**
(Banking Data Warehouse)
-  **Financial Markets**
(Financial Markets Data Warehouse)
-  **Insurance**
(Insurance Information Warehouse)
-  **Retail**
(Retail Data Warehouse)
-  **Telco**
(Telecommunications Data Warehouse)
-  **Health Plan**
(Health Plan Data Warehouse)



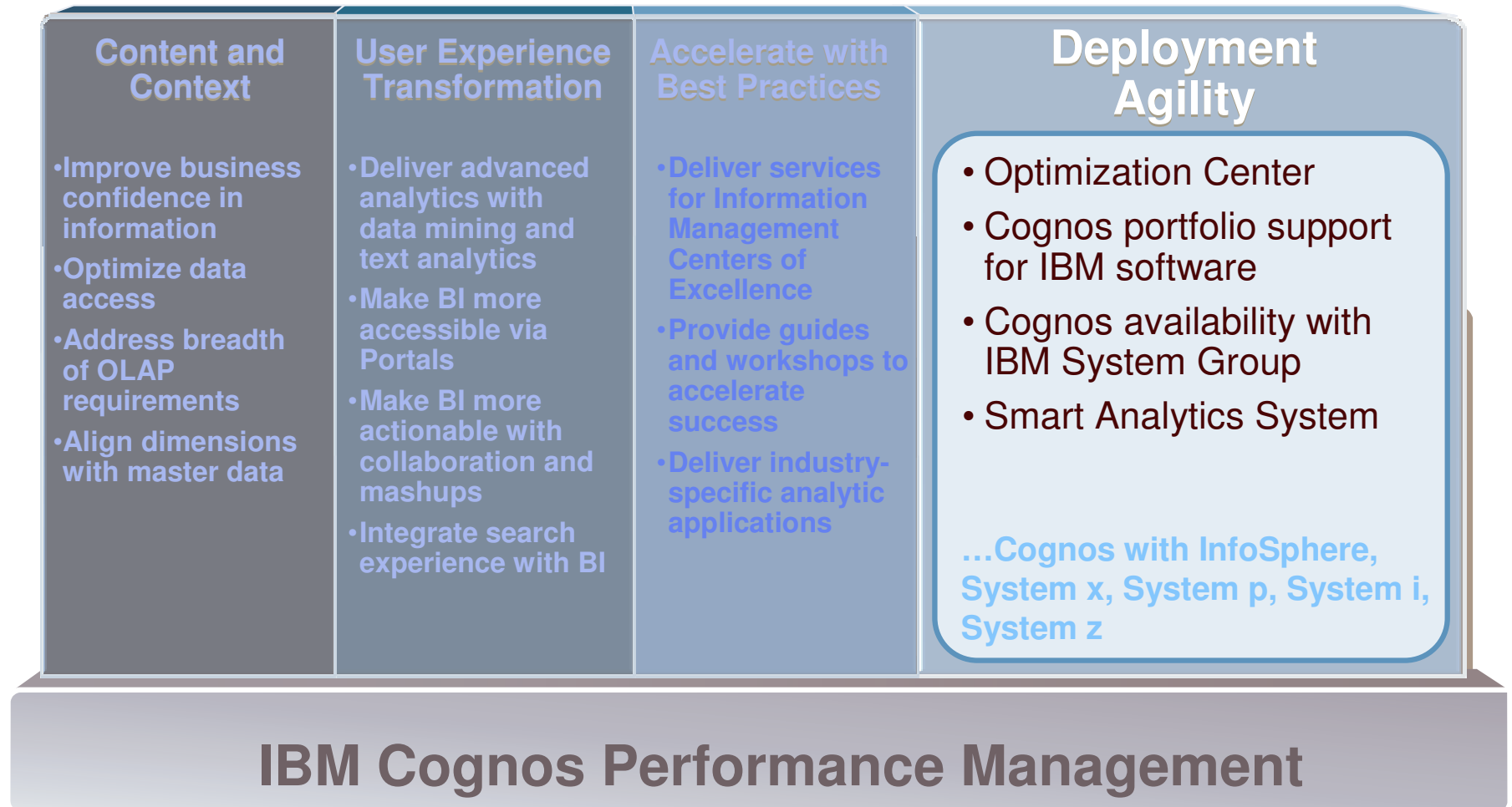
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IBM Cognos 8 Banking Risk Performance



Focus Areas of IBM Software and Systems *Rapid Response to Change*



Formation of Optimization Center

Deliver optimized and open software

Objectives

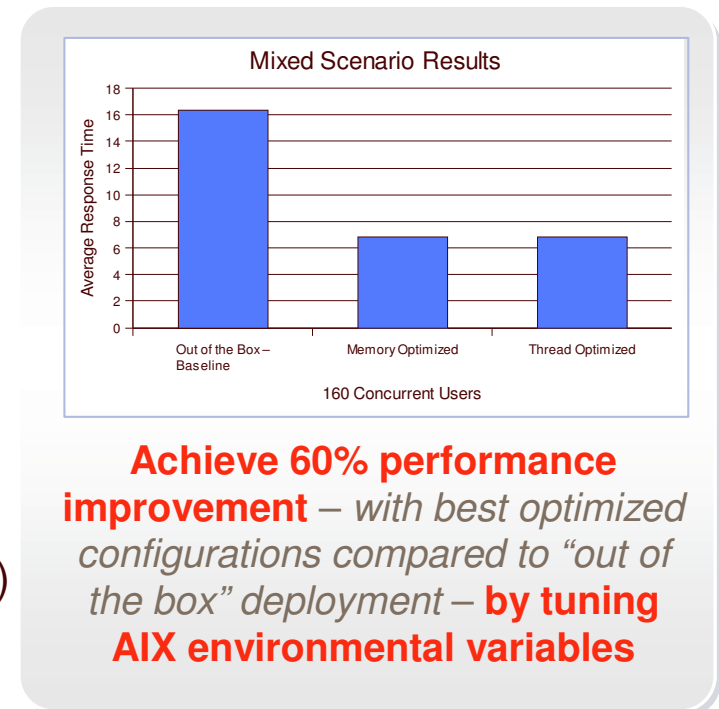
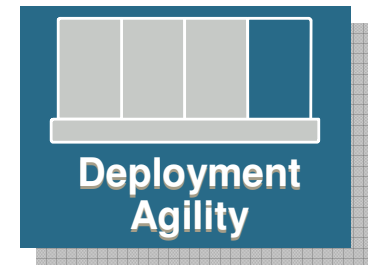
- Reduced time to market
- Lower ownership costs for customers
- Easy to digest

Focus

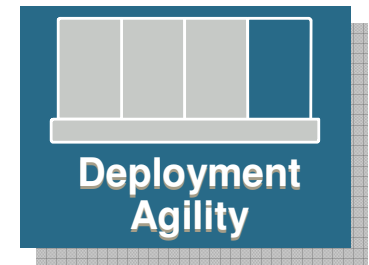
- IBM Cognos BI and FPM initially with InfoSphere / DB2 and AIX

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



Cognos Availability with Systems Group Leverage Existing System Investment

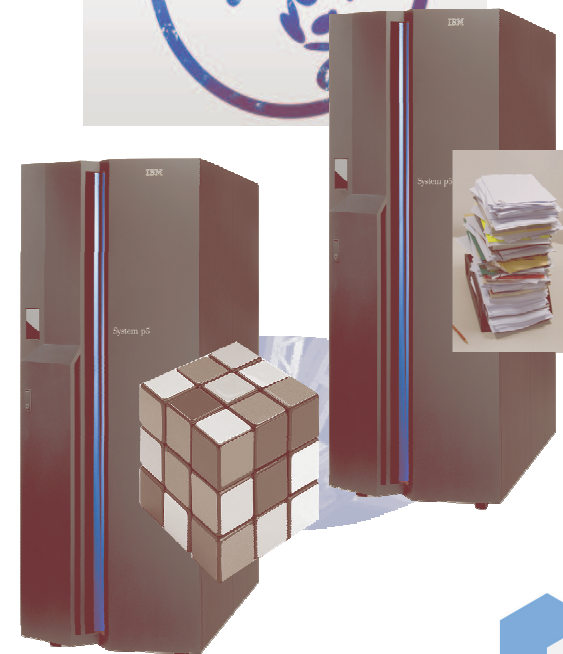


Today

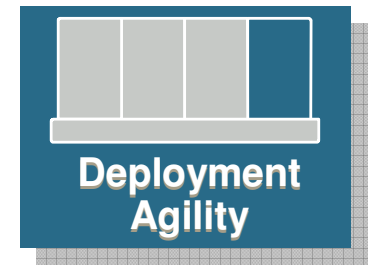
- System z – Cognos 8 BI for Linux on System z; content store in DB2 for zOS, DB2 for zOS as source for Planning
- System x – BI, FPM, Cognos Now!
- System p – BI, TM1
- System i – as a source or content store

Roadmap Considerations

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



Solution with Software, Hardware and Services ***IBM Smart Analytics System for business intelligence***



Challenge: Meet business need for diverse analytics,
better, faster and cheaper

Today

- Smart Analytics System with
 - broad analytic capabilities
 - powerful warehouse capabilities
 - scalable and full-integrated IBM hardware
 - setup services and single point of premium support

Roadmap Considerations

- Expand breadth of capabilities available

Value

- Able to adjust and grow to respond to ever changing business needs
- Deeply integrated and optimized to deliver high performance analytic workloads
- Deliver results in days not months



IBM Cognos Software Investment Focus Areas

Modular. Open. Integrated.

