

**IBM Cognos Performance**  
Better Intelligence. Better Business.

**Increase Business Confidence  
by Understanding Your Data**



## Can You Act With Confidence in Your Information?



### **Management Meetings**

Everyone has the numbers for revenue and margin; problem is they are all different.

**36%** of CIOs believe management is using the right information to run the business.

**> 50%** of CIOs Through 2012 will claim that their organizations have the right information and analysis to make decisions

**47%** of users don't have confidence in their information

**59%** of users say that they miss information that might be of value to their jobs because they can not find it

**27%** of managers time is spend searching for information

**50%** of the information they obtain has no value to them

Sources: IBM & Industry Studies, Customer Interviews  
IBM CIO Survey 2007, Accenture survey 2007,  
Gartner BI Summit 2008



## Information Challenges Facing Performance Management

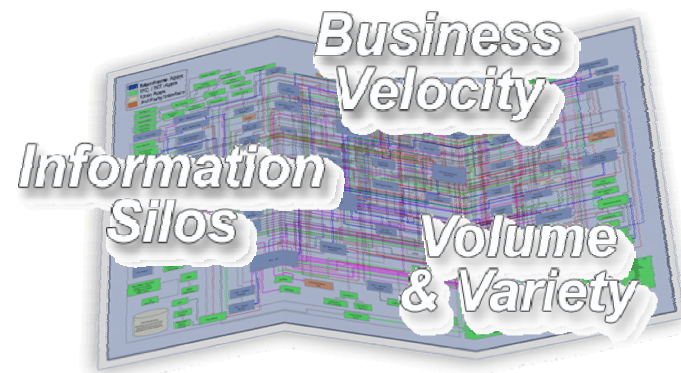
How can I ensure that everyone in the business is more informed, engaged and aligned in decision-making to drive better business outcomes?

### Business Challenge



Address the diverse needs in the business with **relevant information** how, when, and where they need it.

### System Challenge



Deliver **trusted information** from fragmented, disparate systems at volume and velocity required.



# Requires a Platform for Decision Making

## Platform for decision making

Business Intelligence,  
Performance Management

Data Integration

Data & Content Management

Hardware &  
Systems Management

## Information Management

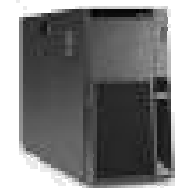
**Cognos.**  
software

**InfoSphere™**  
software

**DB2.**  
software

**Informix.**  
software

**FileNet.**  
software



## *Increase business confidence by understanding your data*

### Interpret information with certainty

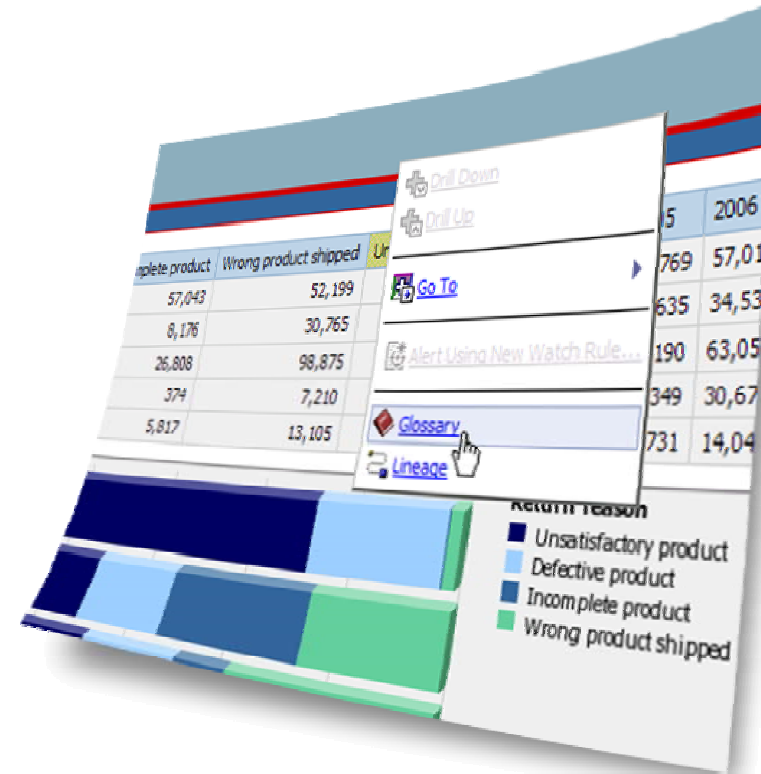
- Users have confidence in what terms mean and where information has come from when viewing and using reports

### Consume consistent information

- Business can fuel all decisions across all areas with the same information

### Apply meaning to information

- Business can apply their own definitions and structure to the information to best represent the business for decision-making





## *Increase business confidence by understanding your data*

### Interpret information with certainty

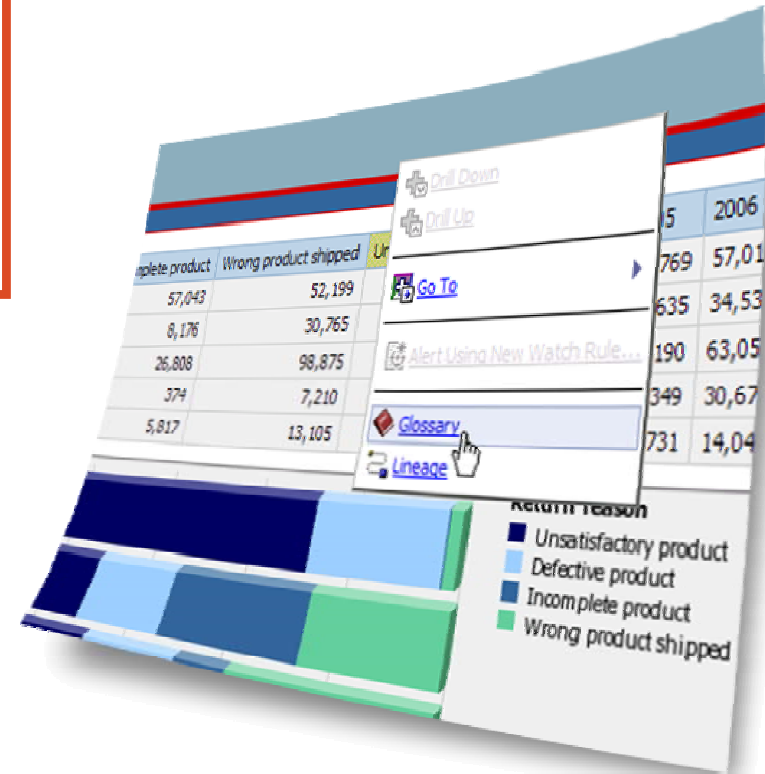
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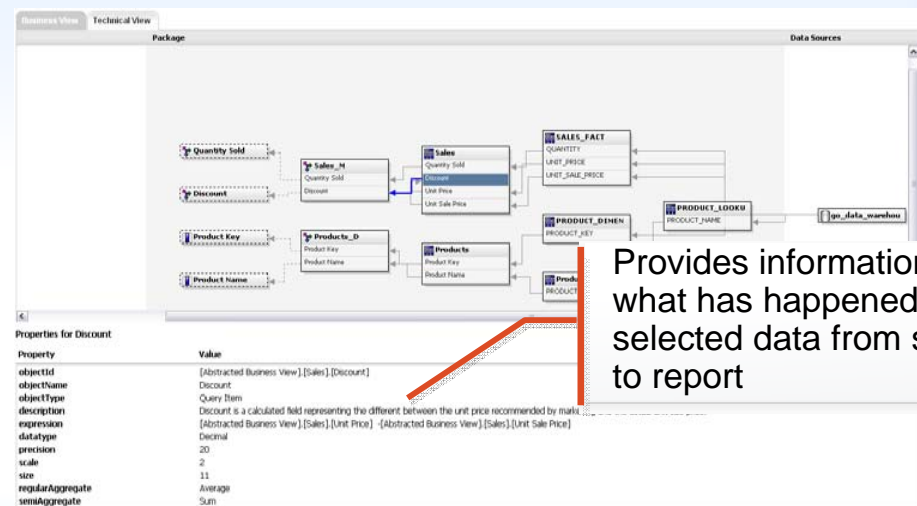


## Lineage in business terms

- 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

Select objects of interest from report view or package

Year	Product	Order Method	Quantity Sold	Discount Amount	%Discount
2005	Husky Rope 50	Fax	140	588.93333333	0.1667327
		Telephone	1,140	4,847.4	1.0673801
		Mail	330	1,456.95	0.3499802
		E-mail	512	1,064.65882353	0.2335183
		Web	536	3,132.49684211	0.7335183
		Sales visit	972	3,468.27272727	0.7778438
		Special	24	181.92	0.0500727



## Common enterprise vocabulary with one-click access

- Consistent use of terms and descriptions for information consumed in reports
  - Common enterprise vocabulary for each and every report element
  - One-click access from any element provides visibility into common and agreed definitions of terms in reports

The screenshot displays a report table on the left and a Business Glossary window on the right. The report table has columns for PRODUCT\_LINE\_EN, ORDER\_METHOD\_EN, and Profit. The Business Glossary window shows the definition for ORDER\_METHOD\_EN and Profit. A callout box points to the 'Glossary' link in the report table, and another callout box points to the Business Glossary window.

PRODUCT_LINE_EN	ORDER_METHOD_EN	Profit
Camping Equipment	E-mail	7,583
	Fax	57.15
	Mail	1.42
	Sales visit	73.03
	Special	94.22
	Telephone	62.32
	Web	22.51
	<b>Camping Equipment</b>	

Business Glossary - Microsoft Internet Explorer

"ORDER\_METHOD\_EN" - 1 Result

**ORDER\_METHOD\_EN**  
You can order items from the web, mail, post and ups.

"Profit" - 1 Result

**Profit**  
In the accounting sense of the term, net profit (before tax) is the sales of the firm less costs such as wages, rent, fuel, raw materials, interest on

Business Glossary - ORDER\_METHOD\_EN - Microsoft Internet Explorer

General Terms >

**ORDER\_METHOD\_EN**

**Short Description:** You can order items from the web, mail, post and ups.

**Long Description:** You can order items from the web, mail, post and ups. If you order by post there will be extra such charge.

**Steward:** Undefined  
**Defined by:** Undefined  
**Status:** Accepted

Select objects of interest from report view or package

View and explore common and agreed definition of terms and descriptions for information





# IBM Cognos Performance

>Returns by Order Method - Cognos Viewer - Windows Internet Explorer

http://cognosd2g/cognos8/cgi-bin/cognos.cgi?b\_action=cognosViewer&ui.action=view&ui.object

Cognos Viewer - Returns by Order Method Log On | Home | About

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## Returns by Order Method

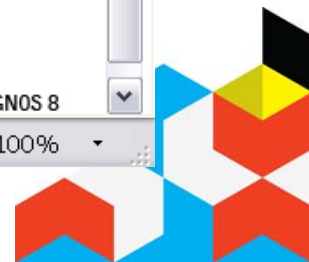
Return quantity	Defective product	Incomplete product	Wrong product shipped	Unsatisfactory product	2004	2005	2006	2007
Camping Equipment	36,046	57,043	52,199	61,549	33,817	50,769	57,013	65,238
Mountaineering Equipment	15,492	8,176	30,765	27,012		20,635	34,530	26,280
Personal Accessories	46,290	26,808	98,875	34,934	43,834	52,190	63,056	47,827
Outdoor Protection	79,351	374	7,210	230,481	217,622	62,349	30,670	6,775
Golf Equipment	6,221	5,817	13,105	10,068	6,287	6,731	14,047	8,146

**Return reason**

- Defective product
- Incomplete product
- Unsatisfactory product
- Wrong product shipped

3 May 2009 01:49:38 1 IBM COGNOS 8

Done Local intranet 100%



## ***Business-managed dictionary using IBM InfoSphere Business Glossary***

- Starting point for designing information governance
- Web-based authoring, sharing & management of business metadata
- Enhanced collaboration
  - Aligns the goals of the business with the efforts of IT
  - Accelerate project delivery with information sharing
- Define relationship between business definitions and IT assets
- Drive information trust across enterprise applications
  - From any application, click and automatically search glossary
- Establish accountability
  - Creation of stewards and assignment of responsibilities



**Governance Stewards**

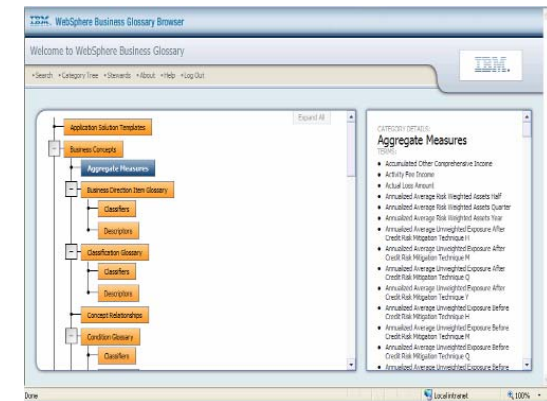


**Any User**

**Design & Govern**

**InfoSphere Business Glossary**

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

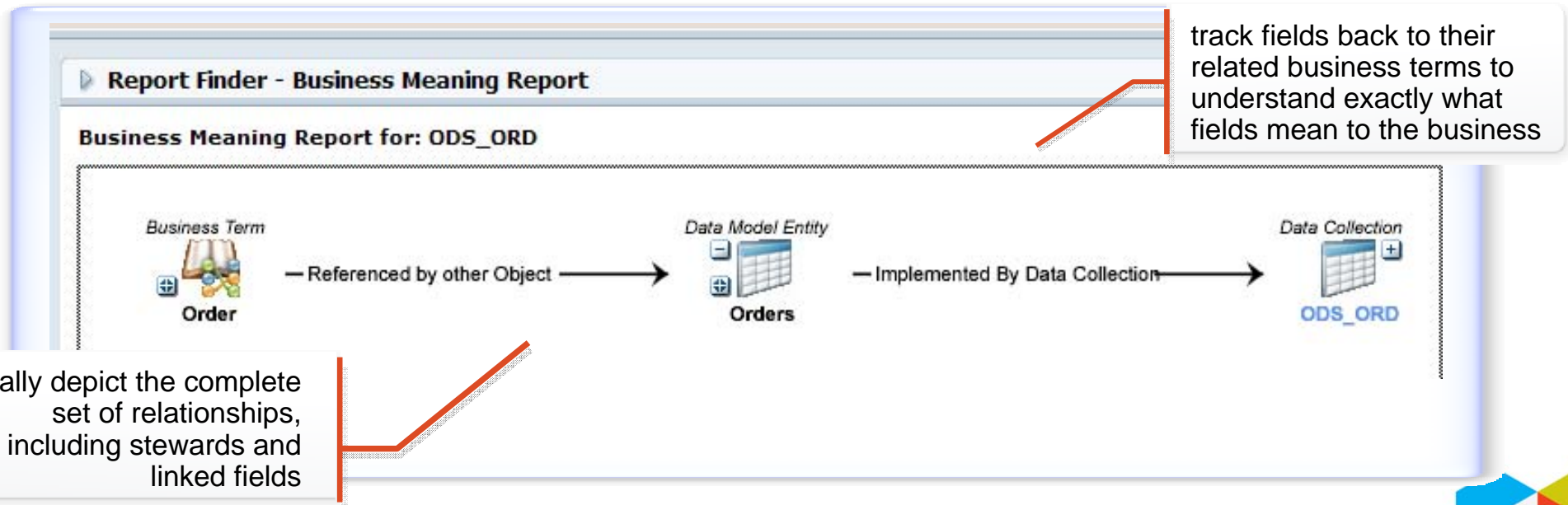


**Business Context View**



## What does this come from?

- Ensures effective data governance for regulatory reporting
  - Show relationships between business terms, data model entities, and technical and report fields
  - Allows field meaning to be understood
  - Allows business term relationships to be understood



## Full data lineage with InfoSphere Metadata Workbench

- Understand your end-to-end information infrastructure
- Proactively manage and administer your information infrastructure
  - Web-based exploration of metadata relationships – InfoSphere, modeling and BI applications
  - Explore and analyze both graphically and textually
  - Perform searches and customized queries
- Assess and mitigate change management risk
  - Assess dependencies across InfoSphere and 3rd party tools
- Support compliance and governance initiatives (e.g. Sarbanes-Oxley, Basel II)
  - Trace data lineage of modeling, Cognos reports and InfoSphere objects



Subject Matter Experts



Governance Stewards

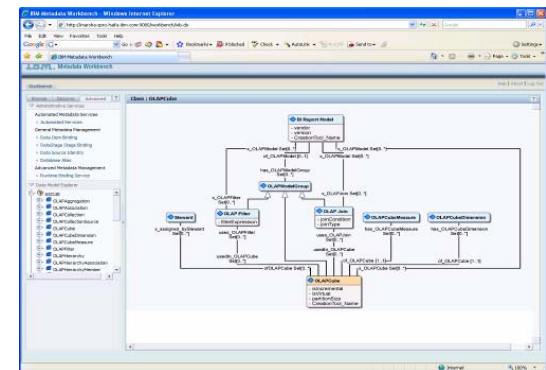


Architects

### InfoSphere Metadata Workbench

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

Design & Govern



Impact Analysis & Lineage



## ***Interpret Information with certainty***

### Lineage in business terms

*Cognos 8 lineage enabling users to easily understand in business terms where data in reports comes from*

### Common enterprise vocabulary

*InfoSphere Business Glossary providing a business managed consistent terms and descriptions*

### Full data lineage

*InfoSphere Metadata Workbench providing visibility and understanding on the end-to-end information infrastructure*

***Confidently make decisions knowing that it is based on clearly understood data***





## *Increase business confidence by understanding your data*

### Interpret information with certainty

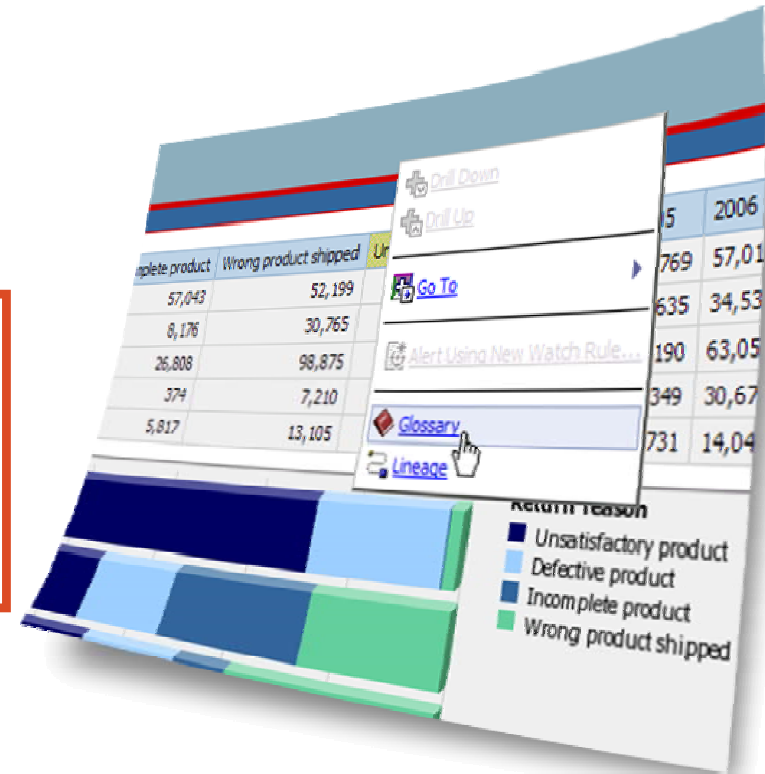
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### Consume consistent information

- Business can fuel all decisions across all areas with the same information

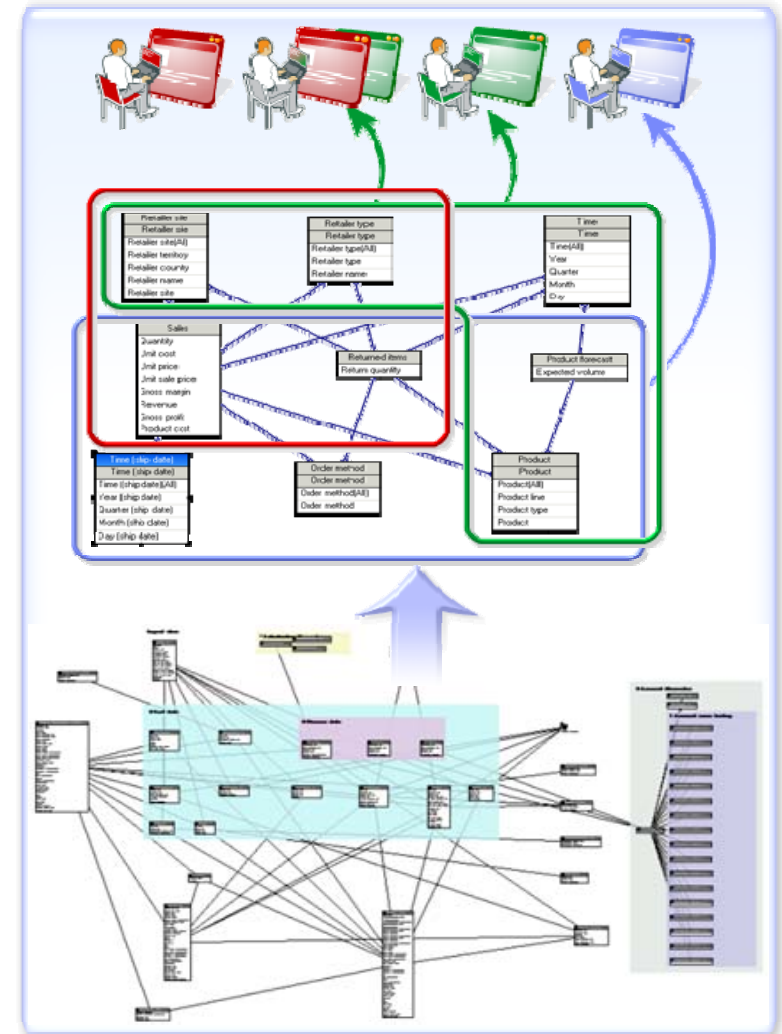
### Apply meaning to information

- Business can apply their own definitions and structure to the information to best represent the business for decision-making



## *Common and manageable information for all consumers*

- A common model in business terms
  - Increased understanding and consistency by ensuring common data and business rules are consumed by all users
- Multi-lingual without duplication
  - Information delivered in the users language providing the confidence that everybody is interpreting information correctly
- Information packaging relevant to scope
  - Only view information that is relevant to my function
- Shared view of business structures
  - Single view of business structures providing common understanding for all users



# IBM Cognos Performance

The screenshot displays the IBM Cognos Framework Manager interface. The title bar reads "great\_outdoors\_warehouse\_sm \* - Framework Manager". The menu bar includes "File", "Edit", "View", "Project", "Repository", "Actions", "Tools", and "Help". The toolbar contains icons for file operations (New, Open, Save, Undo, Redo), navigation (Back, Forward), and project management (Refresh, Copy, Paste, Delete, Add, Remove, Properties). The breadcrumb path shows "go\_data\_warehouse".

The **Project Viewer** on the left shows a tree view of the project structure:

- go\_data\_warehouse
  - go\_data\_warehouse
  - Data Sources
  - Parameter Maps
  - Packages

The main workspace displays the selected project, "go\_data\_warehouse", with three view options: Explorer (selected), Diagram, and Dimension Map. Below these are three folder icons representing the project's components:

- Data Sources
- Parameter Maps
- Packages

A mouse cursor is visible in the center of the workspace. In the bottom right corner, there is a faint diagram of a cube and a "NUM" button.



## ***Consume consistent information***

A common model in business terms

*Cognos 8 Platform delivers a centralized source of information for all consumers with consistent data and structures*

Multi-lingual without duplication

*Cognos 8 delivers information in the users language providing confidence that everybody is interpreting information correctly*

Information packaging relevant to scope

*Framework manager allows information to be published in digestible-sized subsets for user communities*

***Confidence that the same information is used for decisions across all areas of the business***



## *Increase business confidence by understanding your data*

### Interpret information with certainty

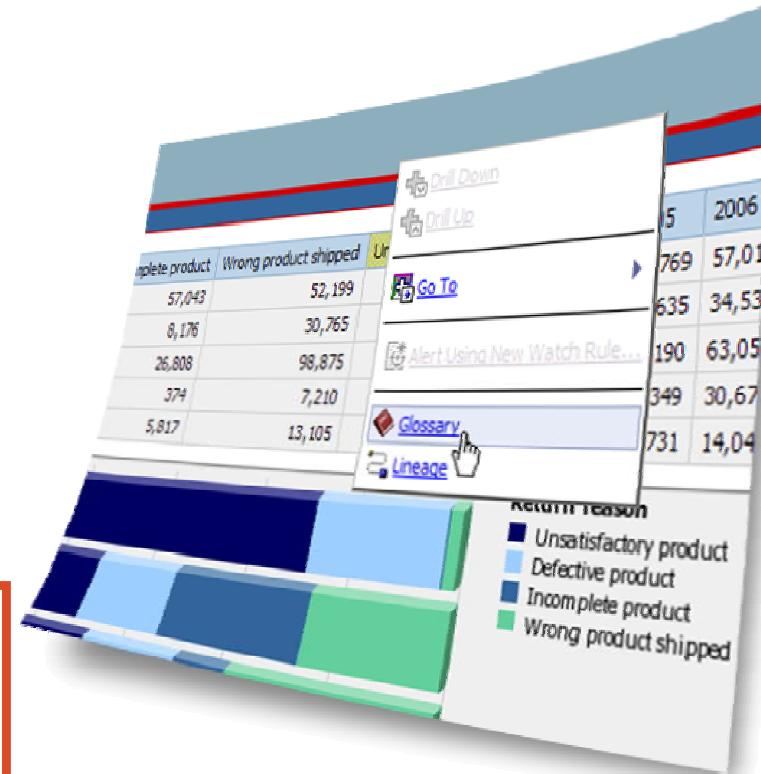
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## Comments captured in reports

- Share insight and actions with others
  - Create and view annotations
  - Collaborate and share information

The screenshot displays the IBM Cognos Viewer interface. A report titled "Returns by Order Method" is visible, showing a table with columns for "product", "Incomplete product", and "Wrong product shipped". A comment dialog box is open, allowing users to add a comment. The dialog box contains the following text:

**Name:** Outdoor Product Quality  
**Comment:** Investigation started to understand large spike in returns for Outdoor protection line. Update within 7 days.  
**Modification Time:** 12 September 2008 22:58:08  
**Owner:** Anonymous

Buttons for "View", "Modify...", and "Delete" are visible. A callout box points to the "View" button, stating: "View and modify comments on a report". Another callout box points to the "Finish" button in the dialog box, stating: "Users can add insight and commentary to reports".

product	Incomplete product	Wrong product shipped
36,046	57,043	
15,492	8,176	
46,290	26,808	
79,351	374	
6,221	5,817	

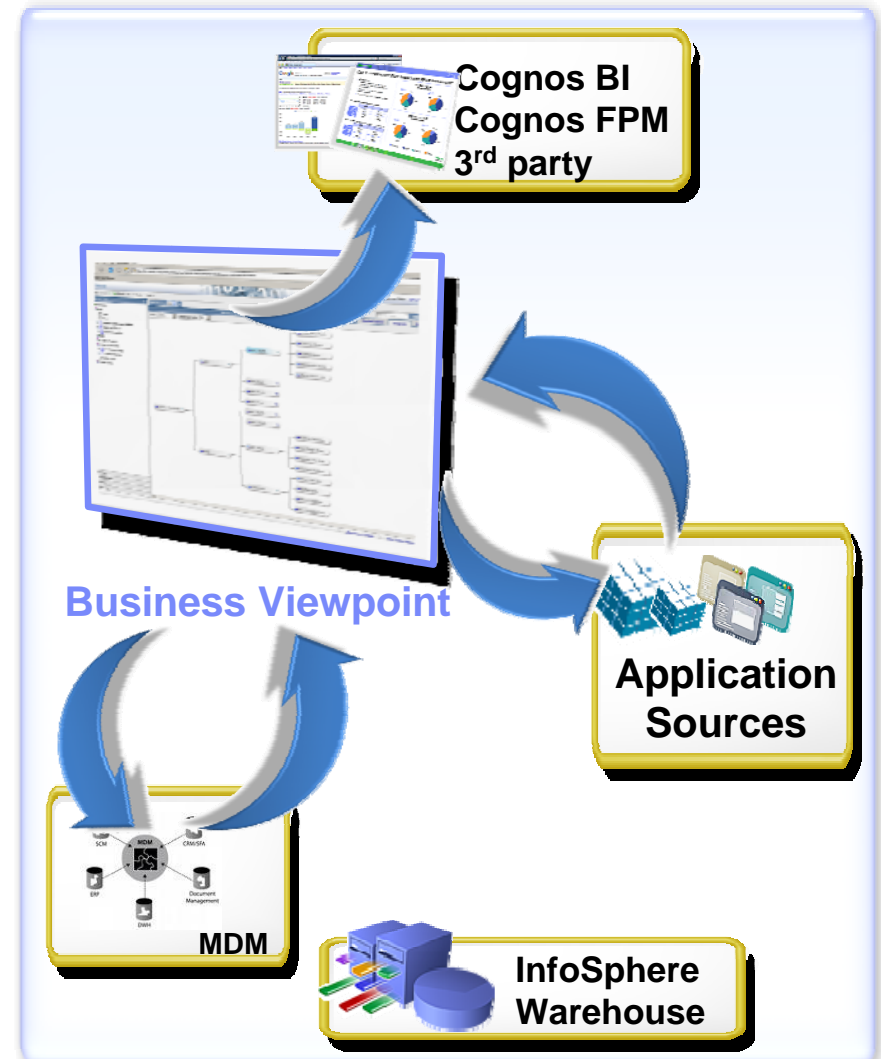
**Return Reason**

- Unsatisfactory product
- Defective product
- Incomplete product
- Wrong product shipped



## *Easily shape and maintain information*

- **IBM Cognos Business Viewpoint delivers a shared view of business**
- **Single view of business structures providing common understanding for all users**
- **Ideal for:**
  - Consistent dimensions & hierarchies across the enterprise
  - Reusing metadata across different applications for improved efficiency
- **Because of its unique ability to:**
  - Create and Maintain
  - Govern and Collaborate
  - Share and
  - Synchronize



## Cognos 8 Business Viewpoint - Key Capabilities

### Create and Maintain

Enable the business to capture their own current and future viewpoints

- Visual Multi-View Web Interface
- Any Dimension, Hierarchy or Attribute
- Dynamic Hierarchies, Reusable Lists

### Govern and Collaborate

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

- Business Managed Version Control
- Role, User and Domain Based Security
- Workflow Approval Process and Full Audit

### Share and Synchronize

Share approved viewpoints across the decision-making process and systems

- Open Web Services Subscribe and Publish
- Pre-built Cognos Integration
- Selective Publish, Impact Analysis

Central Dimension Store



## ***Apply meaning to the information***

**Collaborate to build alignment**

***IBM Cognos 8 Platform provides the ability to share insight to allow other users to take benefit of decisions and actions***

**Workflow agreement of business structures**

***IBM Cognos Business Viewpoint replaces manual, error-prone efforts with fully transparent, automated and auditable processes***

***Take action and make decisions based mutual perception of the information***



## *Increase business confidence by understanding your data*

### ✓ Interpret information with certainty

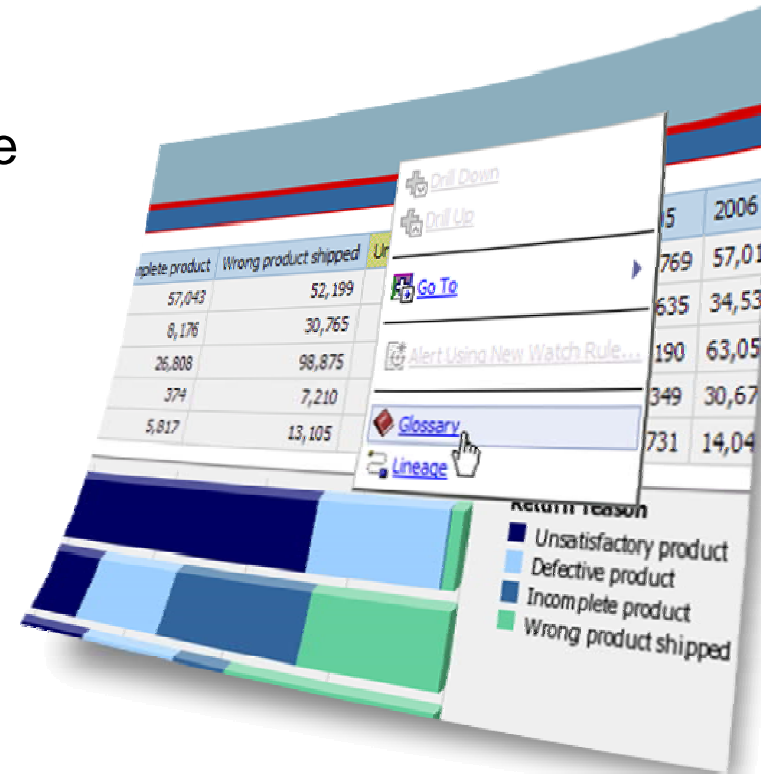
- By understanding where information has come from and what terms mean users confidently make decisions knowing that it is based on clearly understood data

### ✓ Consume consistent information

- Common manageable information for all consumers ensures confidence that the same information is used for decisions across all areas of the business

### ✓ Apply meaning to information

- Easily shape and maintain information so the business can create, organize and manage information to allow mutual perception





## *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**



## IBM Customers Realize Significant Results

*“By using IBM Cognos 8 Platform, we are beyond the point most companies hope to reach with data accuracy,” states Mulholland. “Employees can now speak confidently about our data, and easily match up reports and metrics, knowing that they are speaking the same language.”*

*Jim Mulholland, Vice President,  
Information Technology,  
Creativity Inc.,  
November 2007*



*“Our researchers are already able to carry out previously impossible studies to stratify patients by genetic types.”*

*We are leveraging the capabilities of Business Glossary to share information about the business and technical metadata stored in our research repositories so that users can have the relevant information at their fingertips.”*

*– Robert Merriel, Director of Business Development, Melbourne Health*

*“...Blend the Cognos portfolio with IBM's data integration, data quality, data warehouse, content management, text mining & other offerings, & there's no more extensive information management portfolio available, period...”*

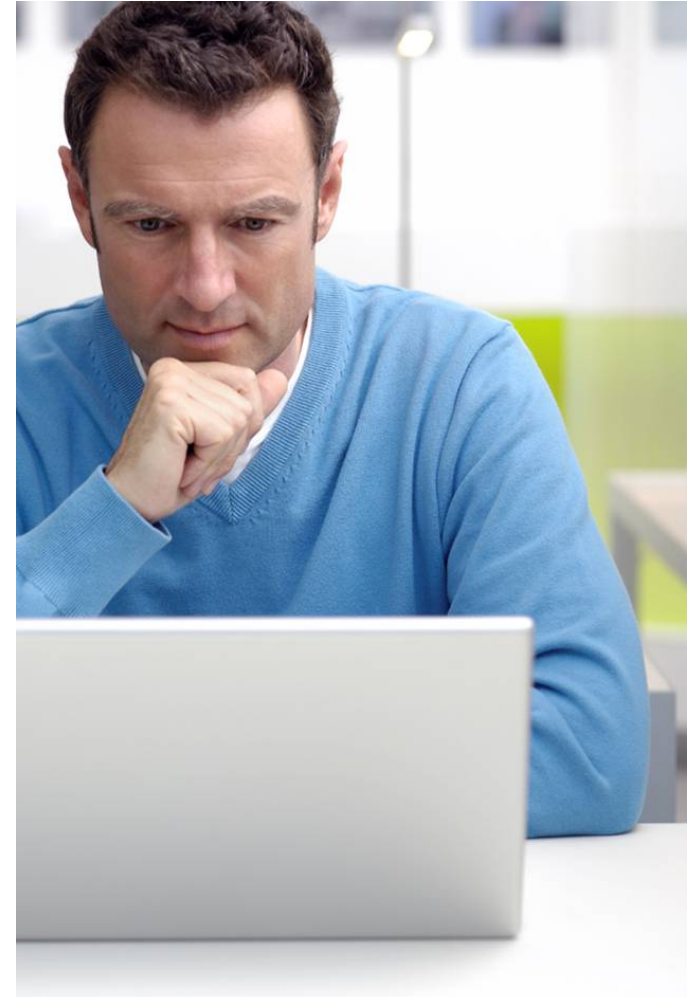
**intelligent**  
enterprise

2008 Editor's Choice Awards  
Intelligent Enterprise Magazine



## ***For More Information***

- IBM Cognos Software :  
[www.ibm.com/cognos](http://www.ibm.com/cognos)
- IBM InfoSphere Software:  
[www.ibm.com/software/data/ips/](http://www.ibm.com/software/data/ips/)
- Download a whitepaper:
  - *The business value of a business glossary - How IBM helps businesses communicate more efficiently and effectively*
- See a demo:
  - *Gaining Information Understanding when Viewing Reports with Cognos 8 BI and InfoSphere Business Glossary*



Thank You

