BI-03
Introducing Cognos Mashup Service: Extend BI to Other Applications, Processes and Mashups

Business Intelligence solutions are evolving from stand-alone applications to being integrated with the critical processes and applications used to drive the business every day. Join this session to learn about an exciting new capability, IBM Cognos 8 Mashup Service, which enables valuable BI content to be easily integrated within other environments. See demos of how IBM Cognos 8 Mashup Service can be used to create mashups and embed IBM Cognos solutions within other application and processes.

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