



***Seminar IBM Cognos 8v4
Voorsprong door vernieuwing***

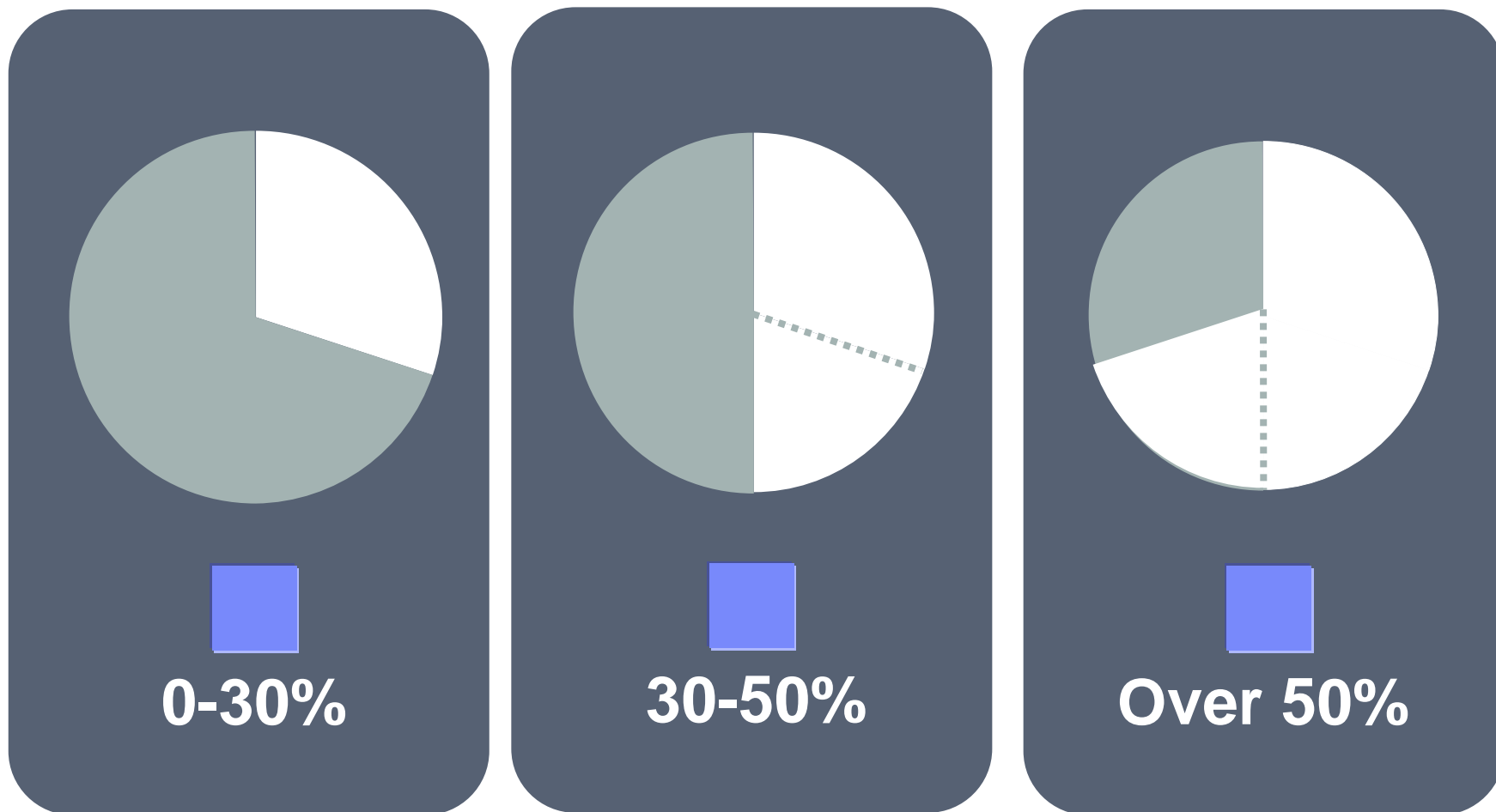
***Robin van Tilburg
Jeroen van der Zee***

Cognos.
software

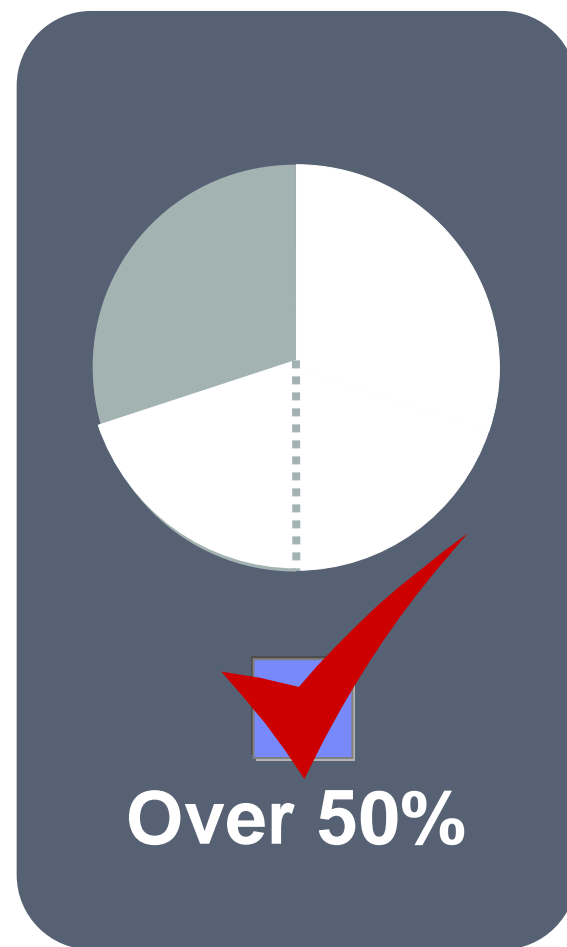
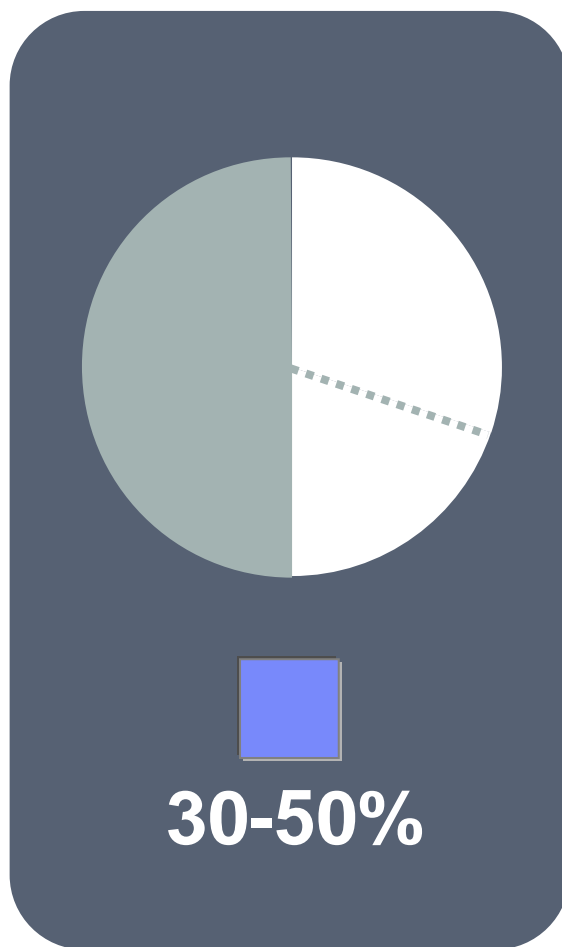
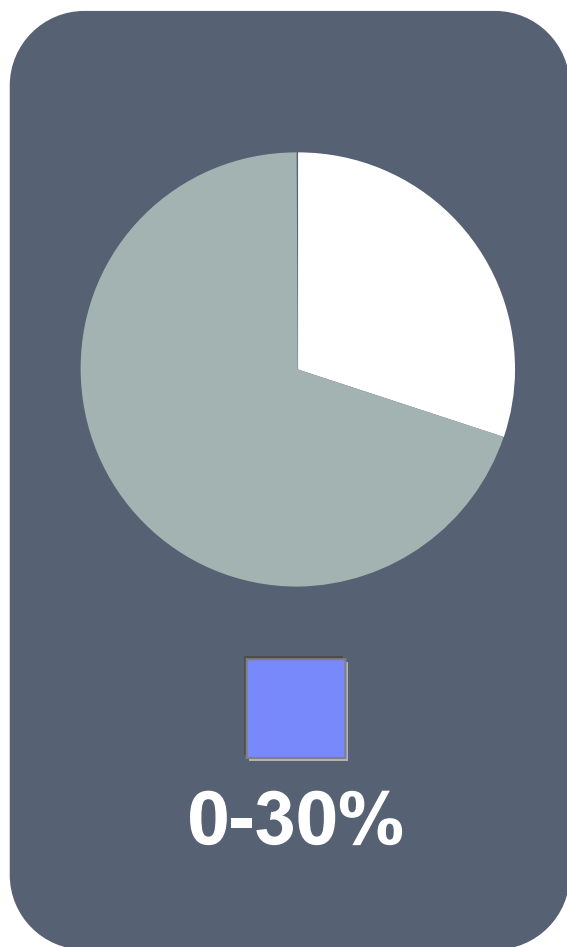


Is BI/ Performance management passé?

Amount of information managers (decision makers) receive that has no value



Amount of information managers receive that has no value



How much time do managers waste each day, searching for information?



0-30 min



1-3 Hours



Over 3 Hours

Time managers waste each day searching for information



0-30 min

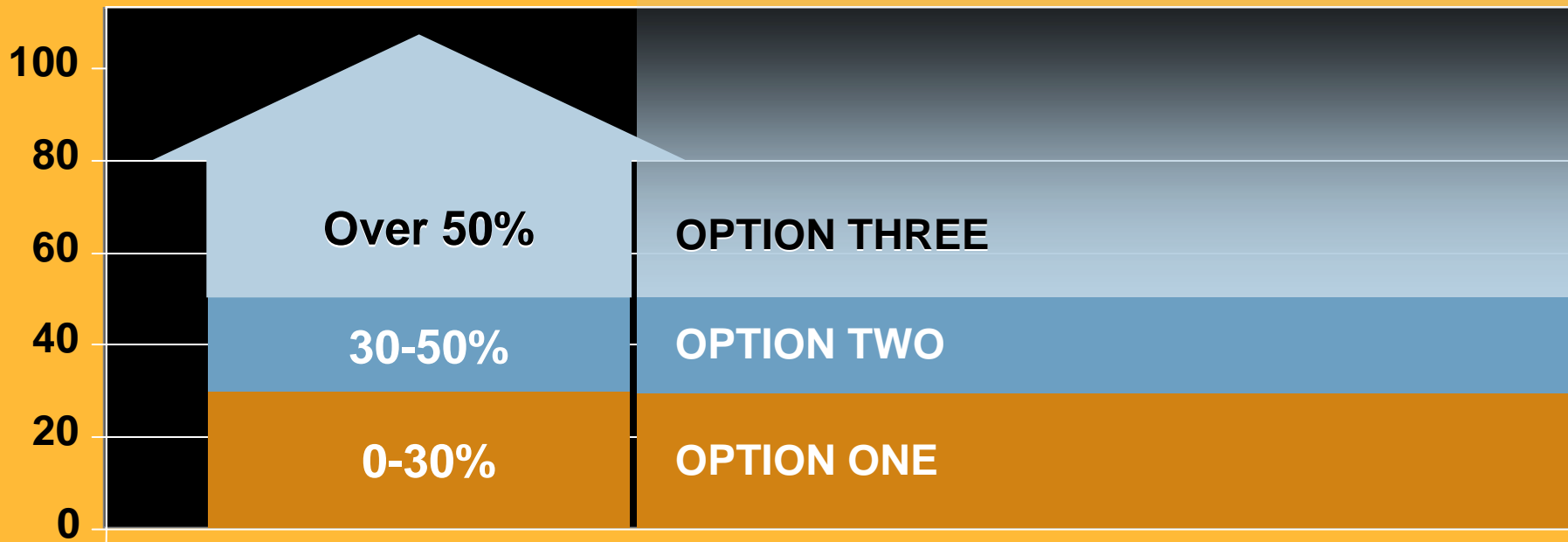


1-3 Hours

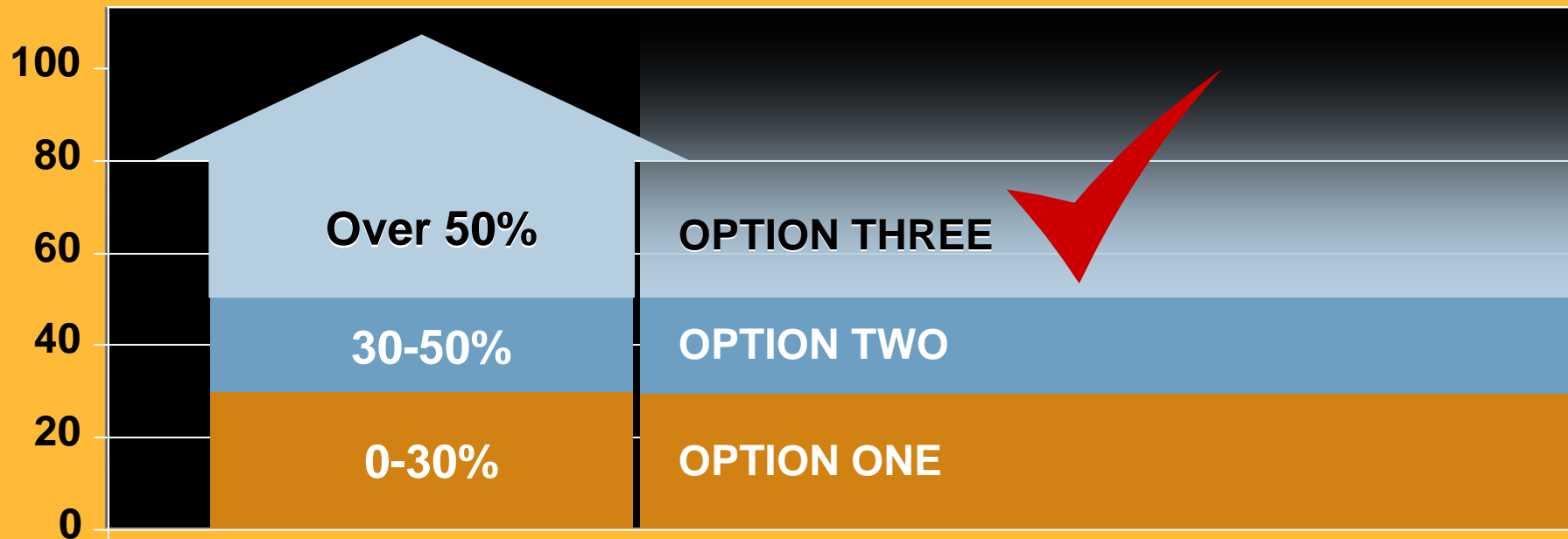


Over 3 Hours

What percentage of managers accidentally use the wrong information at least once a week?



Percentage of managers accidentally use the wrong information at least once a week



Gartner BI Summit 2007 Highlights



Gartner asked delegates which BI topic was most important to them today....

1. BICC (Business Intelligence Competence Center)
2. CPM and “Definition of BI Strategy”.
3. Data Quality

Top 4 BI Summit Takeaways :

1. BI = #1 technology priority for CIOs (for the second year running)..
2. BI is ‘stepping up’ and is becoming a stand-alone corporate function
3. By 2010, more than 50% of global 2000 companies and government agencies with cross-enterprise, strategic BI initiatives will have formed BICC
4. Establishing a BICC is the key enabler for a corporate-wide BI initiative.

Gartner BI Summit 2008 Highlights

- 1. Decision making as core competency**
- 2. Emerging technologies as BI enablers**
- 3. Changes in the BI market itself:
integration with processes & applications**



Addressing the Needs of Business



Informed

Provides more trusted information with the additional context to add perspective to the information.



Engaged

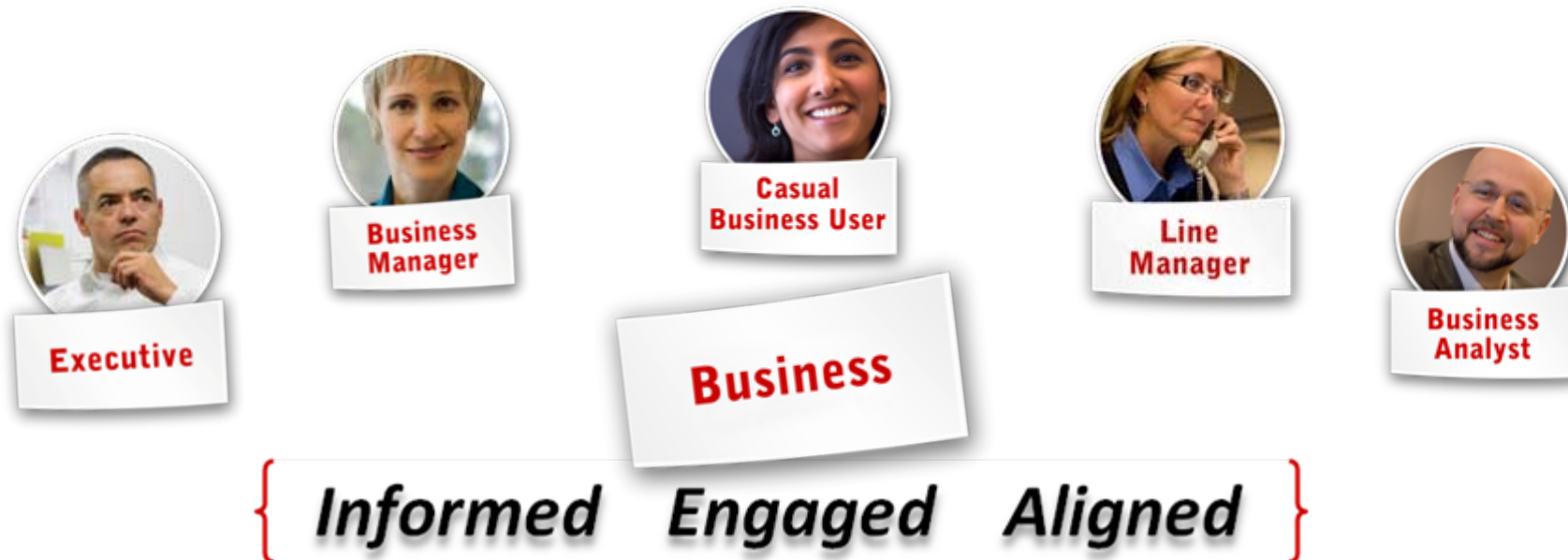
Invites business users with more a dynamic & interactive business intelligence experience.



Aligned

Improves alignment between strategy & operations with complete visibility from business operations to advanced analytics & strategic plans

On Business Terms



IBM COGNOS 8 v4

Greater ability to view and define business information in a way that make sense to them

To IT and Finance Standards

Deliver trusted information with conformance, compliance and cost-effective scale

Drive effective, auditable processes that lead to better business outcomes



New Initiatives Increasingly Focus on Optimization

Organizations Striving for Competitive Advantage

Competitive Advantage

Business Optimization

Information Agenda



Financial Risk Insight

Dynamic Demand Planning

Customer Profitability

Business Automation

Application Agenda



ERP & Financials

Supply Chain Management

Call Center Operations

Faster Processing, Reduced Costs

Cognos 8.4 ***Voorsprong door Vernieuwing***

Robin van Tilburg

Cognos.
software



Better Informed...



Better Informed

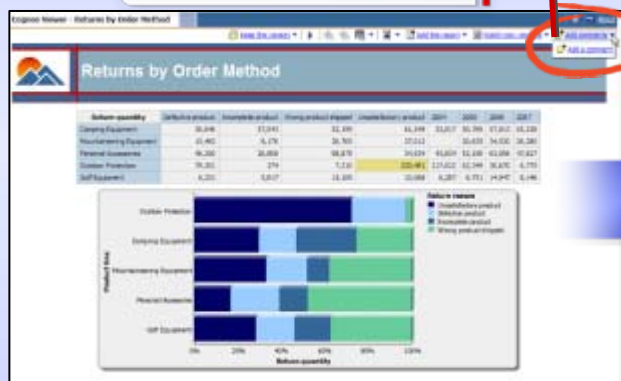
- More timely, accurate and relevant information, for more confident, faster decisions and collaboration
 - Annotations
 - New chart types and formatting
 - Location-awareness on mobile devices
 - Data lineage
 - Integration with InfoSphere business glossary



Annotations



Initiate annotation
while viewing report



Add a Comment - Microsoft Internet Explorer

Add a Comment

Specify the name and contents of the comment.

Name:
Outdoor Product Quality

Comment:
Investigation started to understand large spike in returns for Outdoor protection line. Update within 7 days.

Cancel Finish

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

[View](#)
[Modify...](#)
[Delete](#)

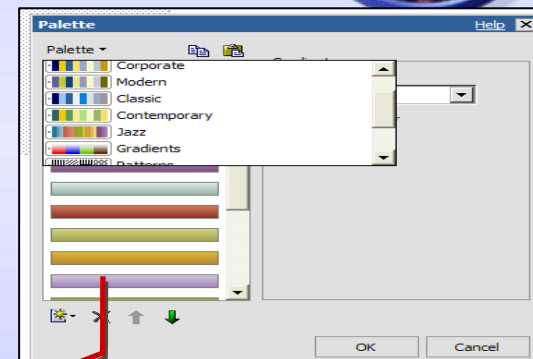
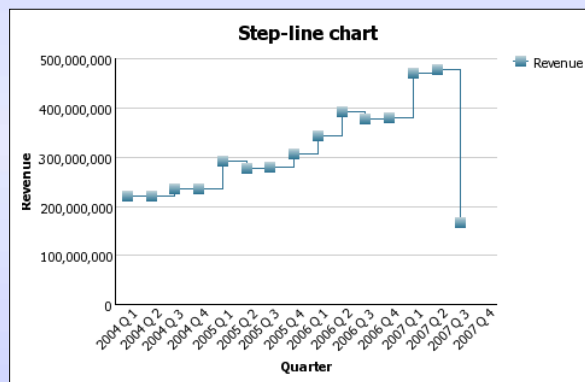
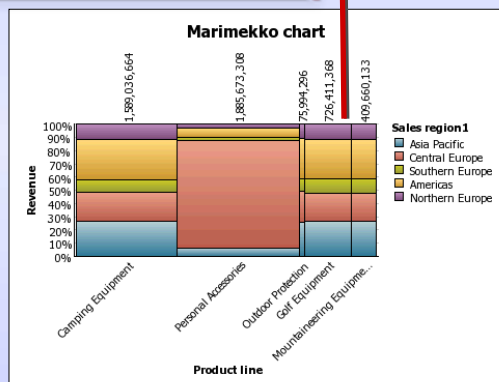
Annotations travel with the report and others can make additional comments

- Add or edit thoughts, decision and actions
- Share comments across colleagues
- Create history of associated insight



New Chart Types and Formatting

Powerful new color palettes and control



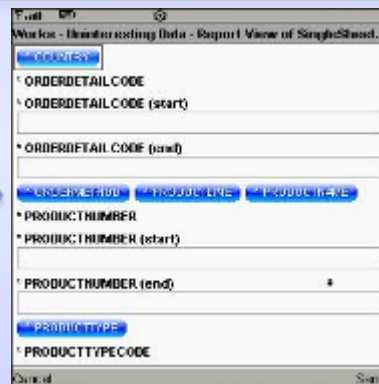
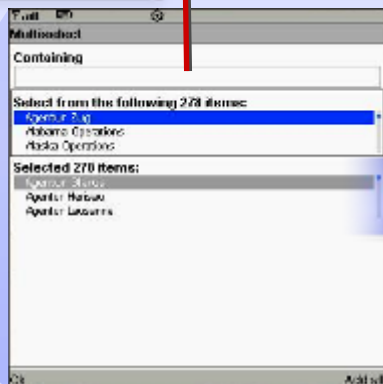
New color palettes to match industry standards

- More visually appealing and interesting reports
 - New and improved charts types available (Merimeko, Stepline etc)
 - Background design and color flexibility (ie Excel palette)

Go! Mobile Enhancements

Support for all prompts on the mobile device

Fully integrated with IBM Cognos 8 Scheduler ...



...including the ability to burst reports to multiple mobile users.

- Location aware content
- Enhanced prompt support
- Integrated scheduling – including bursted reports

The image shows a desktop environment with two windows. On the left is a 'GPS Location' dialog box with fields for 'Location' (set to 'E 137th and Willis') and 'Route'. On the right is a 'BlackBerry 9000 Simulator' window displaying a mobile application. The application screen shows a status bar with battery, time (22:43), network (3g), and Wi-Fi icons. Below the status bar is a 'Downloads' folder icon and a large 'IBM Cognos 8 Go! Mobile' logo. The physical BlackBerry keyboard and trackball are visible at the bottom of the simulator window. A tooltip at the bottom of the simulator window reads: 'Trackball (Keyboard: F9, Numpad 5 with num lock off)'.





Data Lineage

Select objects of interest from report view or package

Year	Product	Order Method	Quantity Sold	Discount Amount	%Discount
2005	Husky Rope 50	Fax	140	588.9333333	0.1667327
		Telephone	1,140	4,847.4	1.0673801
		Mail	330	1,456.95	0.3499802
		E-mail	512	1,064.6582353	0.2335183
		Web	536	3,132.49684211	0.7335183
		Sales visit	972	3,468.27272727	0.7778438
		Special	24	181.92	0.0560027

Access Metadata Workbench directly from Cognos reports

PRODUCT_LINE_EN	ORDER_METHOD	Quantity Sold	Discount Amount	%Discount
Camping Equipment	E-mail	27,583	557.15	0.020192
	Fax	373	1,456.95	0.398351
	Mail	330	1,456.95	0.398351
	Sales visit	972	3,468.27	0.356818
	Special	24	181.92	0.056003
	Telephone	1,140	4,847.4	1.06738
	Web	536	3,132.5	0.733518
		586,799.05		
	E-mail	22,680.1	7,259.	0.03211
	Fax	7,259.	5,953.6	0.08201
	Mail	5,953.6	18,792.7	0.31667
	Sales visit	18,792.7	2,311.6	0.12301
	Special	2,311.6	37.04	0.01601
	Telephone	37.04	258,144.0	0.69701
	Web	258,144.0	352,193.64	
	E-mail	3,007.94	4,743.7	0.15777
	Fax	4,743.7	1,368.8	0.02881
	Mail	1,368.8	17,699,789.36	0.00013
	Sales visit	17,699,789.36	1,421,460.74	0.00802
	Special	1,421,460.74		

See business or technical lineage depending on your role

In Metadata Workbench view other reports with this data and trace where back to source

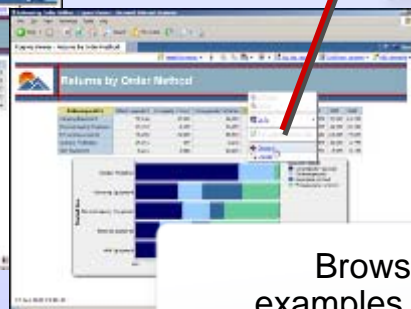
- Business users easily see where data originated to gain confidence in the data they use to drive decisions
- Data modelers and report authors see lineage from report to source, saving time with report development and troubleshooting

Integration with InfoSphere Business Glossary

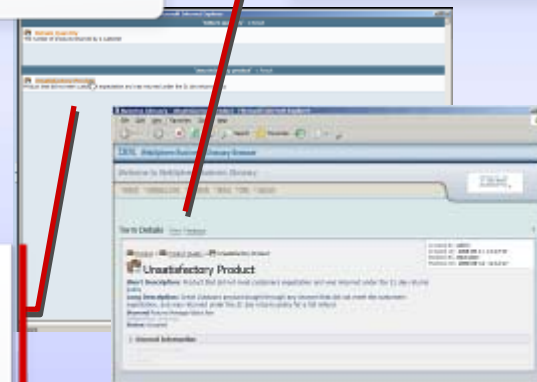
Select objects of interest from report view or package



Access Business Glossary directly from Cognos reports



With appropriate rights, contribute to dictionary of terms



Browse definitions, examples, term owner, usage and related terms

- Improve overall business understanding of what terms mean
- Build enterprise dictionary of terms to align organization and increase data confidence

Better Engaged...



Better Engaged

- Cognos 8 v4 fully engages business users with a more dynamic and interactive BI/PM experience, making it easier for them to find and contribute information
 - **Personalized, highly visual dashboards – Go! Dashboards**
 - **Authoring and exploration via Go! Search**
 - **Extended analysis for Excel support**
 - **PowerPlay on Cognos 8 platform**



Go! Dashboard Engages the Business User

Dynamic

- Rich Flash or HTML graphics capabilities to quickly create visually appealing dashboards
- Client-Side caching for improved performance

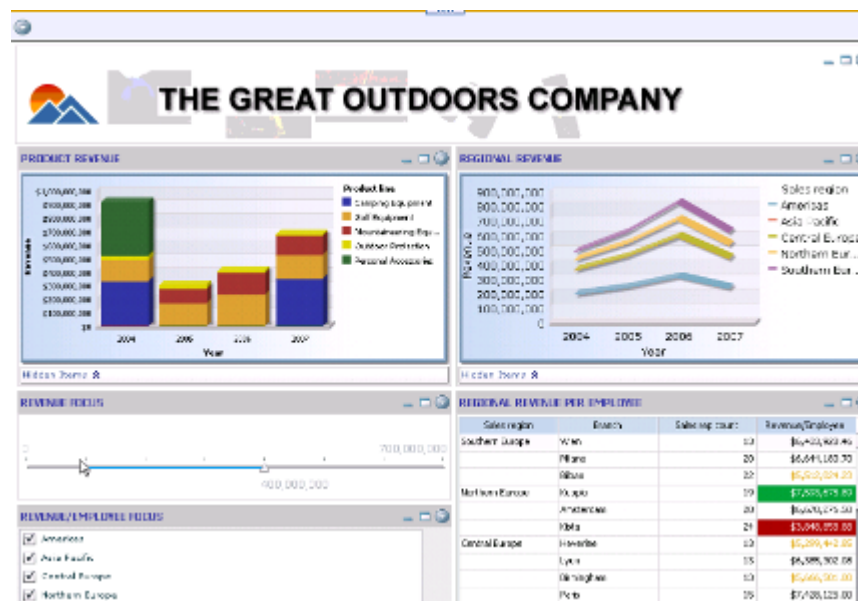
Personalized

- Easy to use drag-and drop interface
- Draw from existing report assets – grab what you need, arrange, sort, filter
- Stand alone or Enterprise Information Portals support

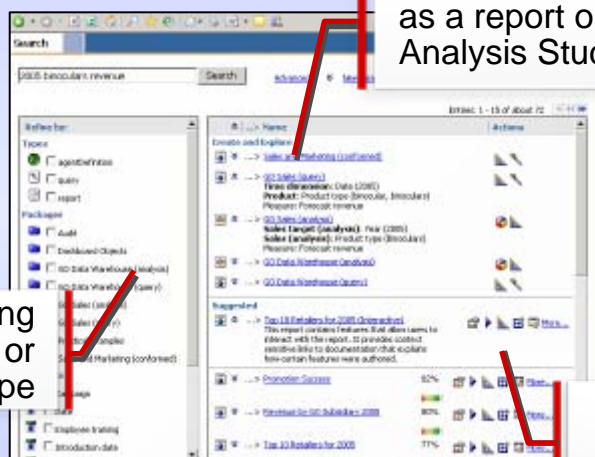
Trusted

- Leverages existing trusted Cognos content
- Author Once, Use Many Times across the entire BI Portfolio

IBM COGNOS 8 v4



Enriched Go! Search



Option to further refine results as a report or to open in Analysis Studio

Refine searches by choosing specific packages, metadata or report type

Ability for administrators to highlight specific reports .

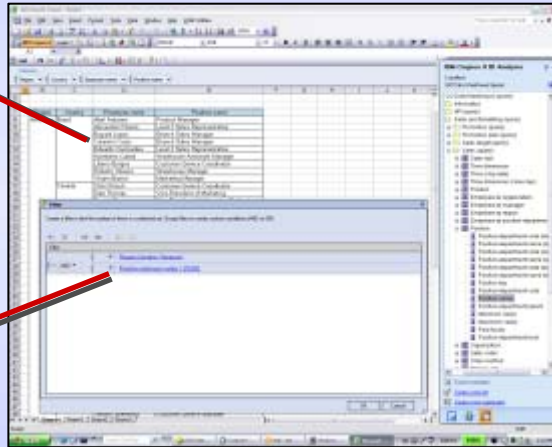
- Full content search – structured and unstructured data
- Dynamic content creation – queries are created based on search items and can be refined in Query Studio
- Integration – 3rd party portals and search applications

Extended Analysis for Excel Support



Slice and dice directly in MS Excel

New complex filters to enable you to quickly focus your data



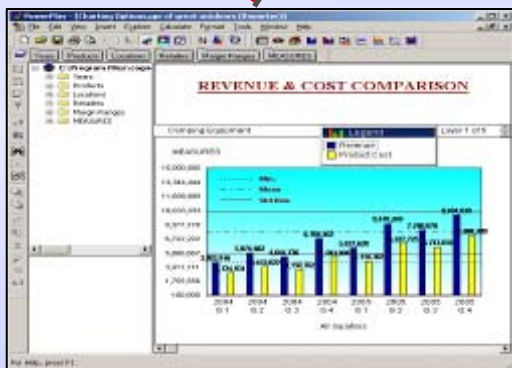
Report on both relational and dimensional sources

- Drag and drop functionality from within MS Excel
- Access now to relational data
- New complex filters

PowerPlay on Cognos 8 Platform



Windows and Web Clients



Month	Revenue	Cost	Profit
2004-01	1,200,000	800,000	400,000
2004-02	1,500,000	1,000,000	500,000
2004-03	1,800,000	1,200,000	600,000
2004-04	2,100,000	1,400,000	700,000
2004-05	2,400,000	1,600,000	800,000
2004-06	2,700,000	1,800,000	900,000
2004-07	3,000,000	2,000,000	1,000,000
2004-08	3,300,000	2,200,000	1,100,000
2004-09	3,600,000	2,400,000	1,200,000
2004-10	3,900,000	2,600,000	1,300,000
2004-11	4,200,000	2,800,000	1,400,000
2004-12	4,500,000	3,000,000	1,500,000

Month	Revenue	Cost	Profit
2004-01	1,200,000	800,000	400,000
2004-02	1,500,000	1,000,000	500,000
2004-03	1,800,000	1,200,000	600,000
2004-04	2,100,000	1,400,000	700,000
2004-05	2,400,000	1,600,000	800,000
2004-06	2,700,000	1,800,000	900,000
2004-07	3,000,000	2,000,000	1,000,000
2004-08	3,300,000	2,200,000	1,100,000
2004-09	3,600,000	2,400,000	1,200,000
2004-10	3,900,000	2,600,000	1,300,000
2004-11	4,200,000	2,800,000	1,400,000
2004-12	4,500,000	3,000,000	1,500,000

Zero footprint administration

- Brings PowerPlay onto the Cognos 8 platform
- Maintains the interface users already know on windows and the web
- Migration of content from PowerPlay 7

Better Aligned ...



Better Aligned

- Alignment around targets, plans and results, as well as relevant business dimensions; All supporting faster cycles of adjustment and realignment across systems, people, departments and enterprises
 - Streamlined Planning interface
 - Business dimension management
 - New scorecard portlets
 - Tighter integration of Cognos TM1 and Now!



New Planning Client

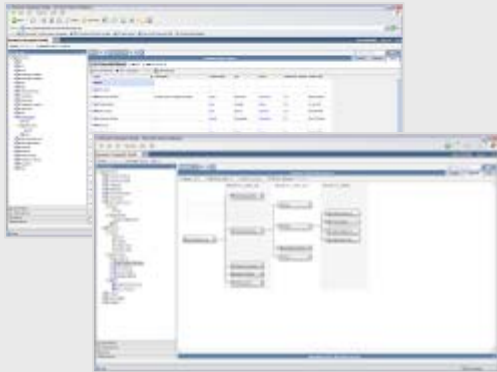


- Based on Eclipse (*IBM open source development language*)
- Improved user experience & personalization
 - More control
 - Improved UI
- Reduced IT administration & maintenance for broader deployment
 - No Active X controls or COM
- Effortless migration of existing applications

Introducing IBM Cognos 8 Business Viewpoint

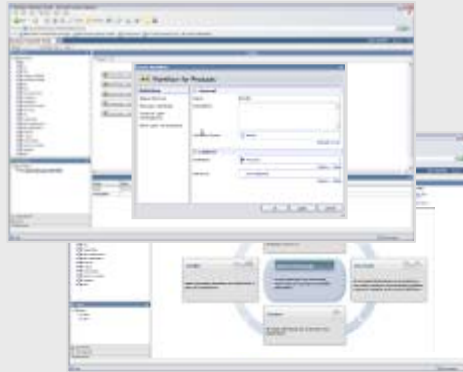
Create and Maintain

Enable the business to capture their own current and future viewpoints



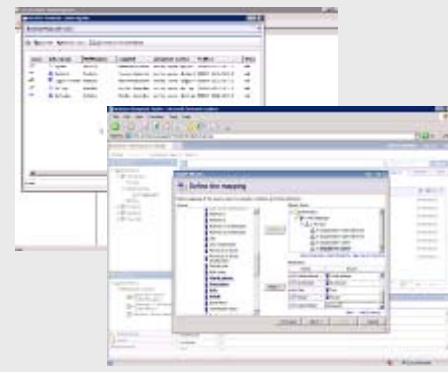
Govern and Collaborate

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



Share and Synchronize

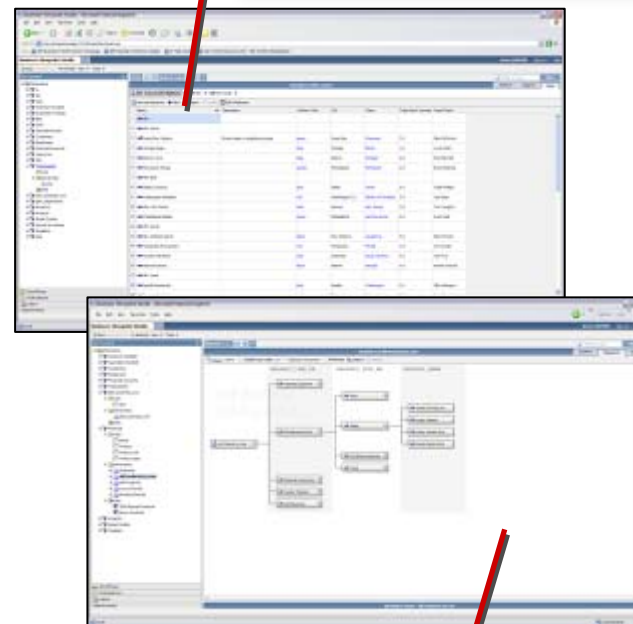
Share approved viewpoints across the decision-making process and systems



Create and Maintain

- **Enable the business to capture their own current and future viewpoints**
 - Create, import, edit, manage, compare dimensions, hierarchies and attributes
 - Address all line item dimensions required for BI and PM (chart of accounts, cost center, product etc)
 - Employ reusable lists and dynamic hierarchies
 - Assemble multiple hierarchies, current and future views, and versions
 - Notify interested parties by role as changes occur

Business users maintain any and all dimensions, attributes and hierarchies

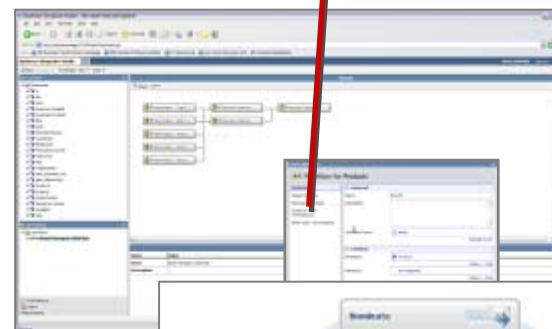


Business users visualize create and relate dimensions, with flexibility to add any number of attributes

Govern and Collaborate

- **Replace manual, error-prone efforts with fully transparent, automated and auditable processes**
 - Collaborate through multi-user contribution and multi-step, multi-user workflow
 - Audit who makes changes and what changes are made
 - Apply version control with ability to roll back
 - Assign security for dimensions, users and user roles
 - Review lineage of maintenance history back to the source
 - Retain all work in central dimension store

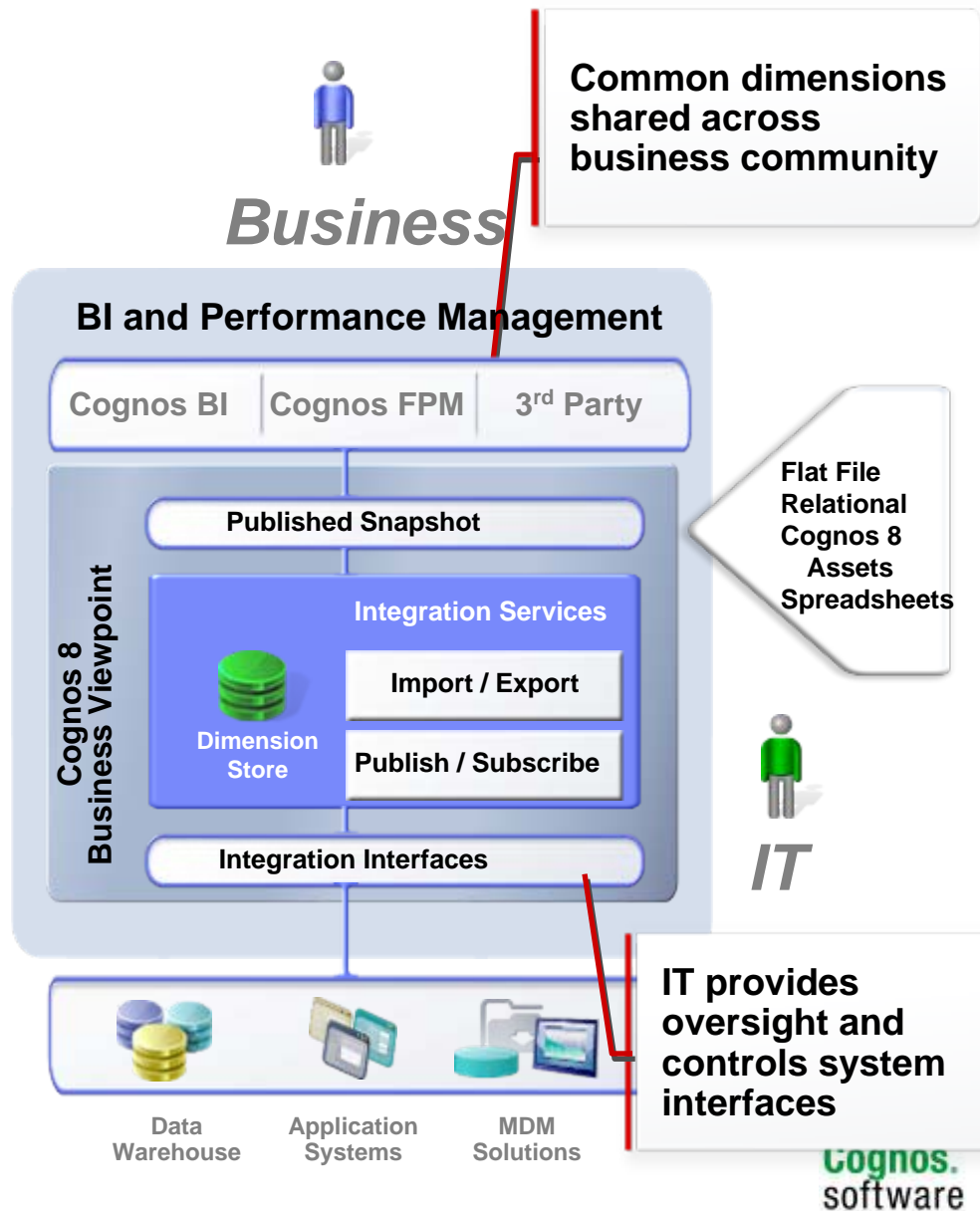
Manage nominations, approvals and versions with business workflow



Assign specific roles and areas of responsibility across the business community

Share and Synchronize

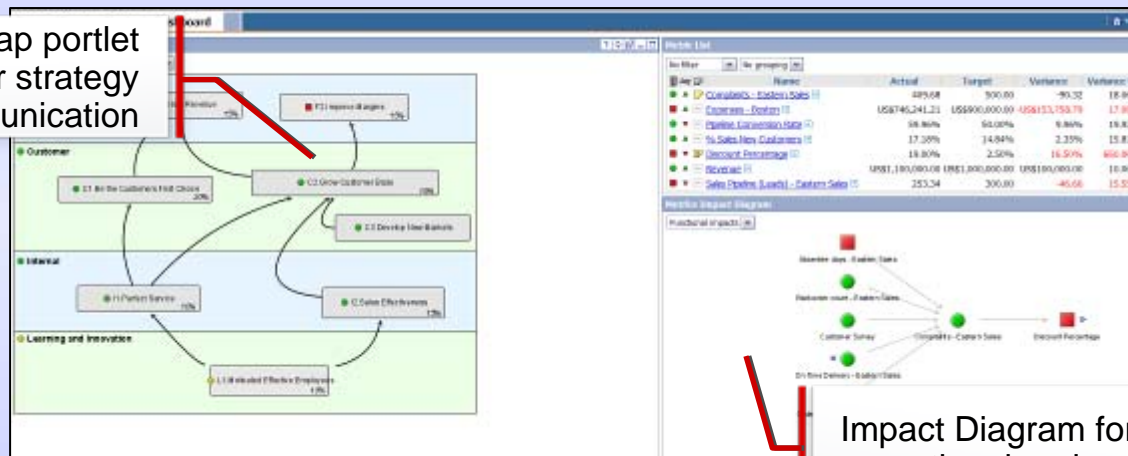
- **Share approved viewpoints across the decision-making process and systems**
 - Selectively publish changes, or provide subscription services, to authorized applications
 - Leverage pre-built integration across Cognos performance management system
 - Cognos 8 Planning, Cognos 8 BI, Cognos 8 Controller, Cognos TM1, Cognos 8 Transformer, Cognos 8 Framework Manager
 - Open API and web services for 3rd parties



New Scorecard Portlets



Strategy Map portlet
for easier strategy
communication



Impact Diagram for better
operational understanding

- Strategy map and impact diagram portlets
- Easier access to scorecard information
- Easy integration into 3rd party portal

To IT Standards

**Executive****Business Manager****Casual Business User****Line Manager****Business Analyst**

Supporting business user demands without compromising high standards for conformance, compliance and cost effective scalability



- ✓ Broader conformance (64-bit, IPv6, System z...)
- ✓ New data sources (Cognos Now!, Cognos TM1)
- ✓ Data warehousing, integration and quality
- ✓ Greater deployment flexibility
- ✓ New system management methodology

**CIO****BI Professional****Architect****Administrator**

IBM Cognos 8v4 Platform Leverages New Performance Management Data Sources

TM1 as a data source

- **Leverage power of TM1 across performance management**
 - TM1 data available through published packages
 - Cognos 8 BI capabilities available to Cognos TM1 communities
 - TM1 cubes can be loaded by Data Manager from any source

Now! as a data source

- **Gain broader visibility into operational datasets**
 - Now! data available through published packages
 - Deliver operational metrics across performance management

Cubing Services as a data source

- **IT can leverage power of InfoSphere Cubing Services**
 - Cubing Services data available through published packages
 - Existing DBA skill set optimizes warehouse performance

Virtual View Manager

- **Greater confidence to deploy on-the-fly views**
 - Rebrand and packaging of Composite Information Server

System Management Methodology Provides Additional Auditing Know-How

Jumpstart audit reporting with sample reports and framework manager model

Combine audit and content store data for reporting on accounts, content, server and dispatcher status

The collage includes several Cognos Viewer screenshots:

- Interactive Report Executions:** Shows a table with columns for Item Name, Item Search Path, Version Count, Output Count, and Output Kilobytes (Total). It lists reports like 'Retailer Information' and 'Processed Requests by Dispatcher'.
- Report Content by Job:** Displays a table with columns for Job Name, Date, and Size. It shows details for a job named 'Report Refresh'.
- Process IDs for Active Reports:** Shows a table with columns for PROC ID, User Name, Report Name, Package, and User Email. It lists active processes for reports like 'Retailer Information'.
- Audit:** Shows a table with columns for Item Name, Item Search Path, Version Count, Output Count, and Output Kilobytes (Total). It lists reports like 'Retailer Information' and 'Processed Requests by Dispatcher'.

Content Saved Output Size Report

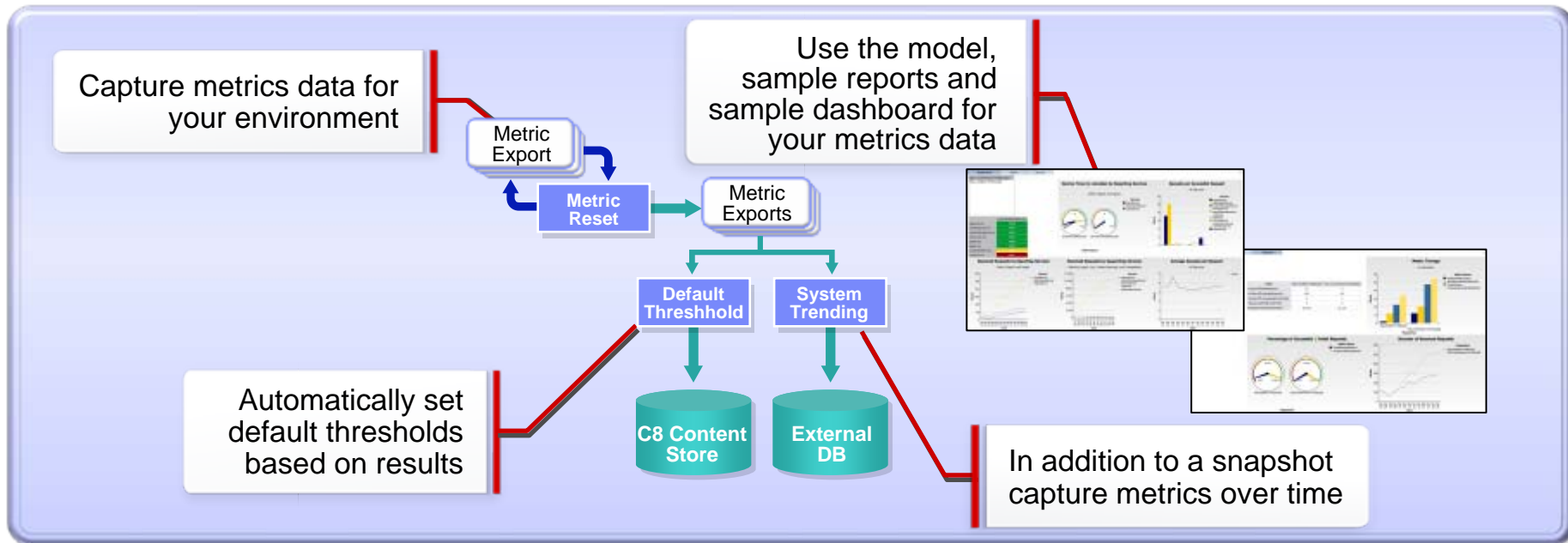
Item Name	Item Search Path	Version Count	Output Count	Output Kilobytes (Total)
Summary				
/content/package[@name='BSE Admin Console Demo']				
Retailer Information	/content/package[@name='BSE Admin Console Demo']/report[@name='Retailer Information']	1	3	239.57
Processed Requests by Dispatcher	/content/package[@name='BSE Admin Console Demo']/report[@name='Processed Requests by Dispatcher']	1	1	113.00
Products (Margin and Cost)	/content/package[@name='BSE Admin Console Demo']/report[@name='Products (Margin and Cost)']			

Item Name	Read	Write	Execute	Policy	Traverse
BSE Admin Console Demo	🔒	🔒	🔒	🔒	🔒
GoSales XML report refresh	🔒	🔒	🔒	🔒	🔒
Multi Page Prompted Report	🔒	🔒	🔒	🔒	🔒
Order Method Stacked User	🔒	🔒	🔒	🔒	🔒
Processed Requests by Dispatcher	🔒	🔒	🔒	🔒	🔒
Products (Margin and Cost)	🔒	🔒	🔒	🔒	🔒
Report Refresh	🔒	🔒	🔒	🔒	🔒
Retailer Information	🔒	🔒	🔒	🔒	🔒
Successful/Failed Request % by Dispatcher	🔒	🔒	🔒	🔒	🔒
Successful/Failed Request Percentage by Dispatcher	🔒	🔒	🔒	🔒	🔒

View account status for users and the associated content for that account

- Administrators quickly determine appropriate level of auditing and configure auditing to best manage their environment
- IT managers are more informed about the overall usage pattern of the user community and can proactive plan for increased volumes

Capture and Automatically Set System Metric Thresholds to Seed Initial System Reporting



- Administrators can quickly leverage thresholds to proactively identify issues before business impact
- Administrators are informed of system management trends to optimize their deployment environment over time

IBM Cognos 8 Platform Continues to Deliver on IT Infrastructure Standards

Expanded Conformance & Compliance

- **Examples of new supported environment**
 - Internet Protocol Standard: IPv6
 - Web Browser: Firefox 3
 - Operating Systems: Linux on IBM System z
 - Application Server: SAP Netweaver 7, IBM WebSphere 6.1
 - Database: Oracle 11g, Teradata 12

Note: For a complete list of supported environments, please

see [www-](http://www-01.ibm.com/software/data/cognos/)

01.ibm.com/software/data/cognos/



On Business Terms To IT and Finance Standards



Empowers business users without compromising IT's high standards for conformance, compliance and cost effective scalability, while driving Performance Management process excellence and better business outcomes for the organization.