Information Management

IBM

Seminar IBM Cognos 8v4
Voorsprong door vernieuwing

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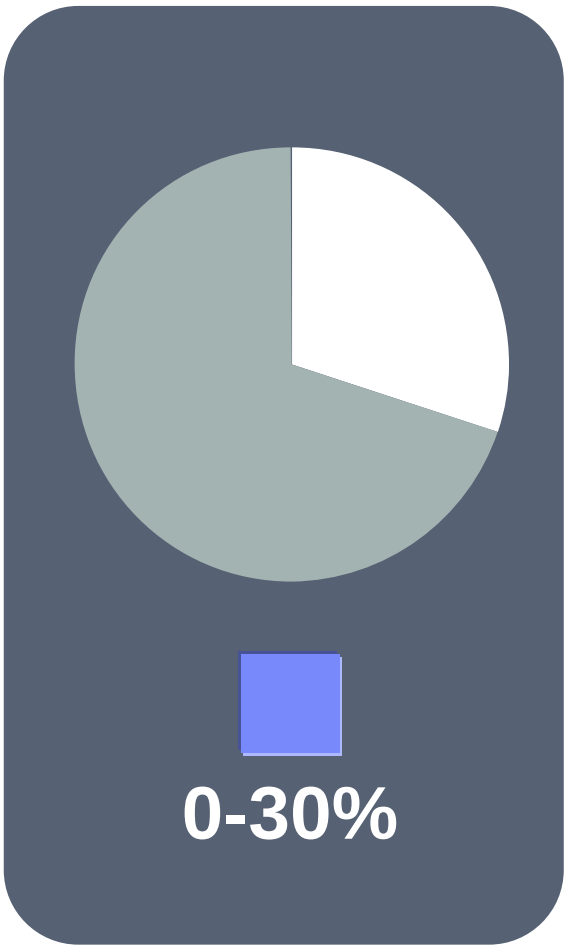
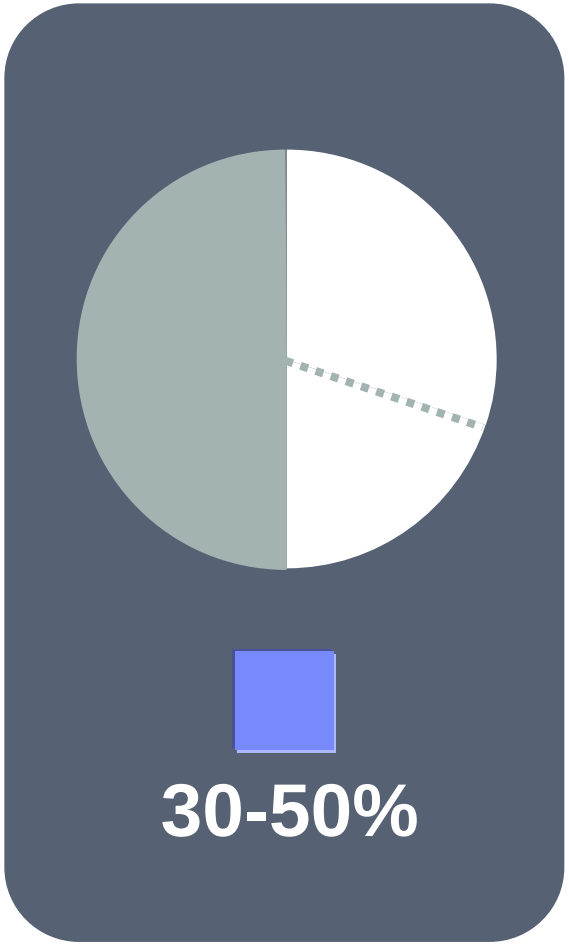
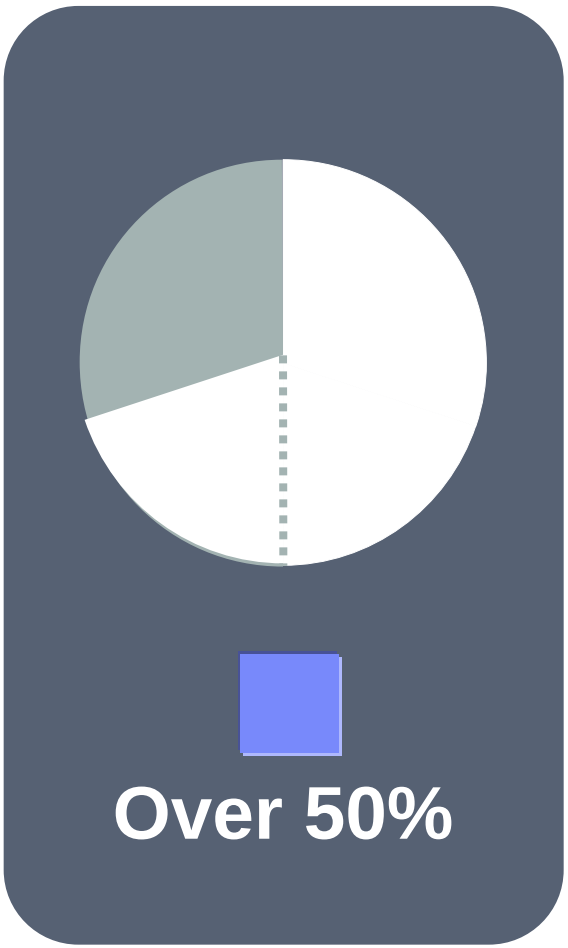
Is BI/ Performance management passé?

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







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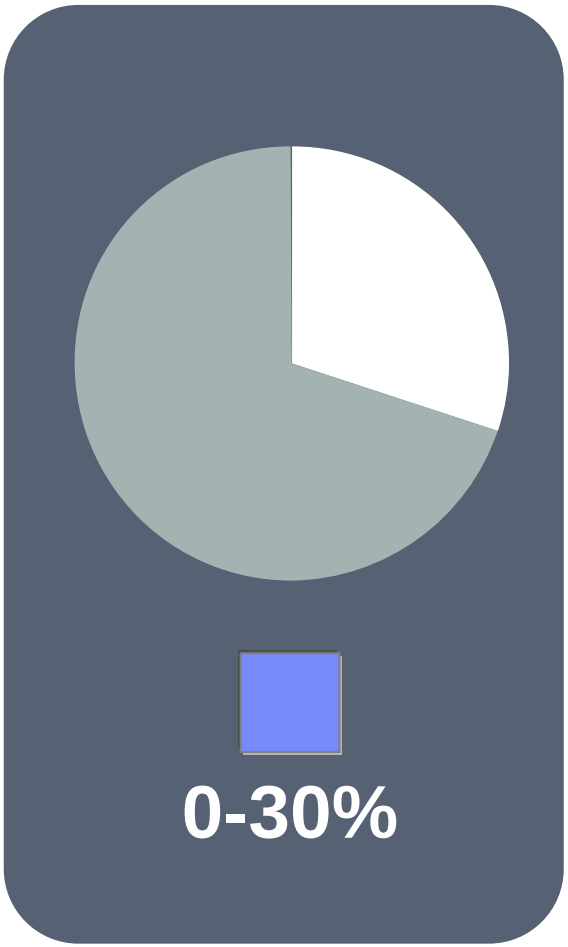
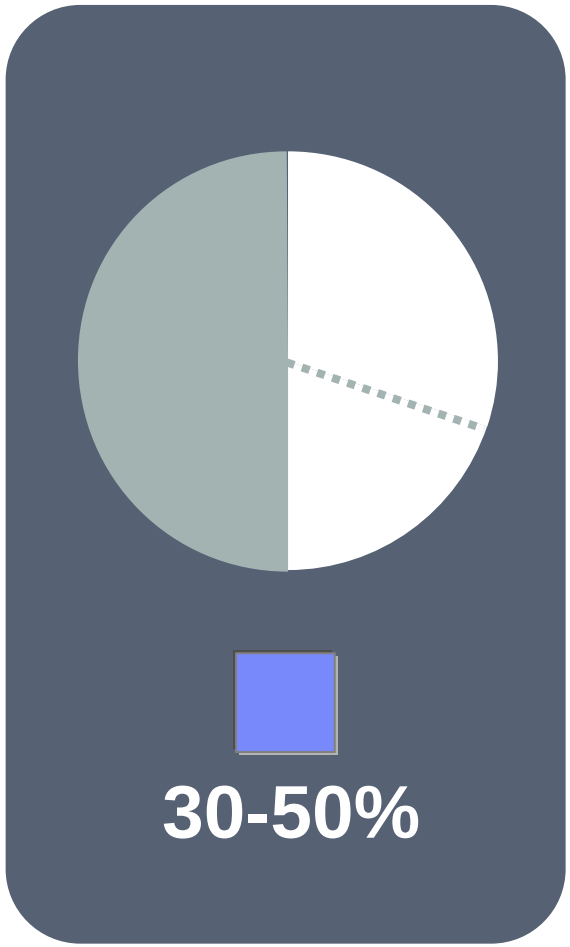
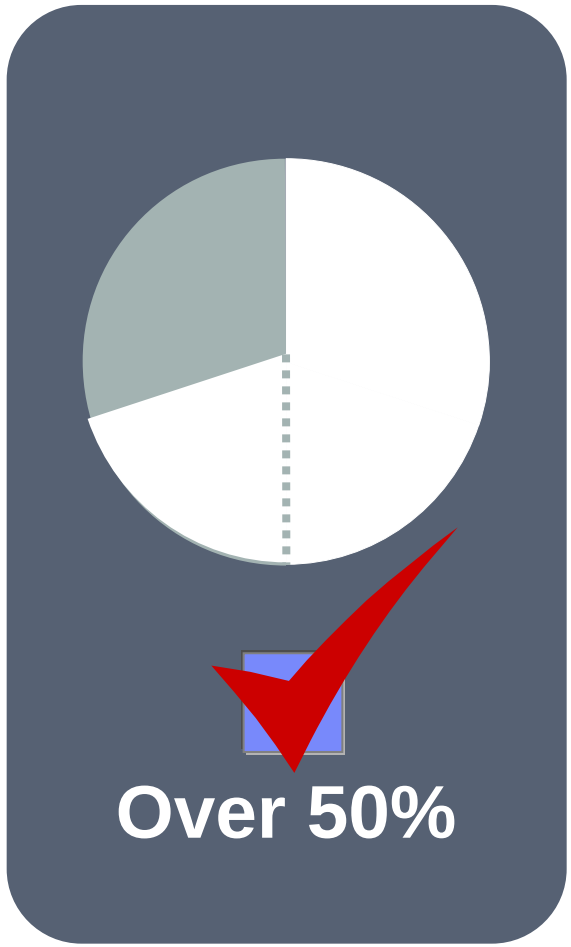
Source: Accenture survey released January 4, 2007

Amount of information managers receive that has no value







Source: Accenture survey released January 4, 2007

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

0-30 min

1-3 Hours

Over 3 Hours

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Source: Accenture survey released January 4, 2007

Time managers waste each day searching for information

0-30 min

1-3 Hours

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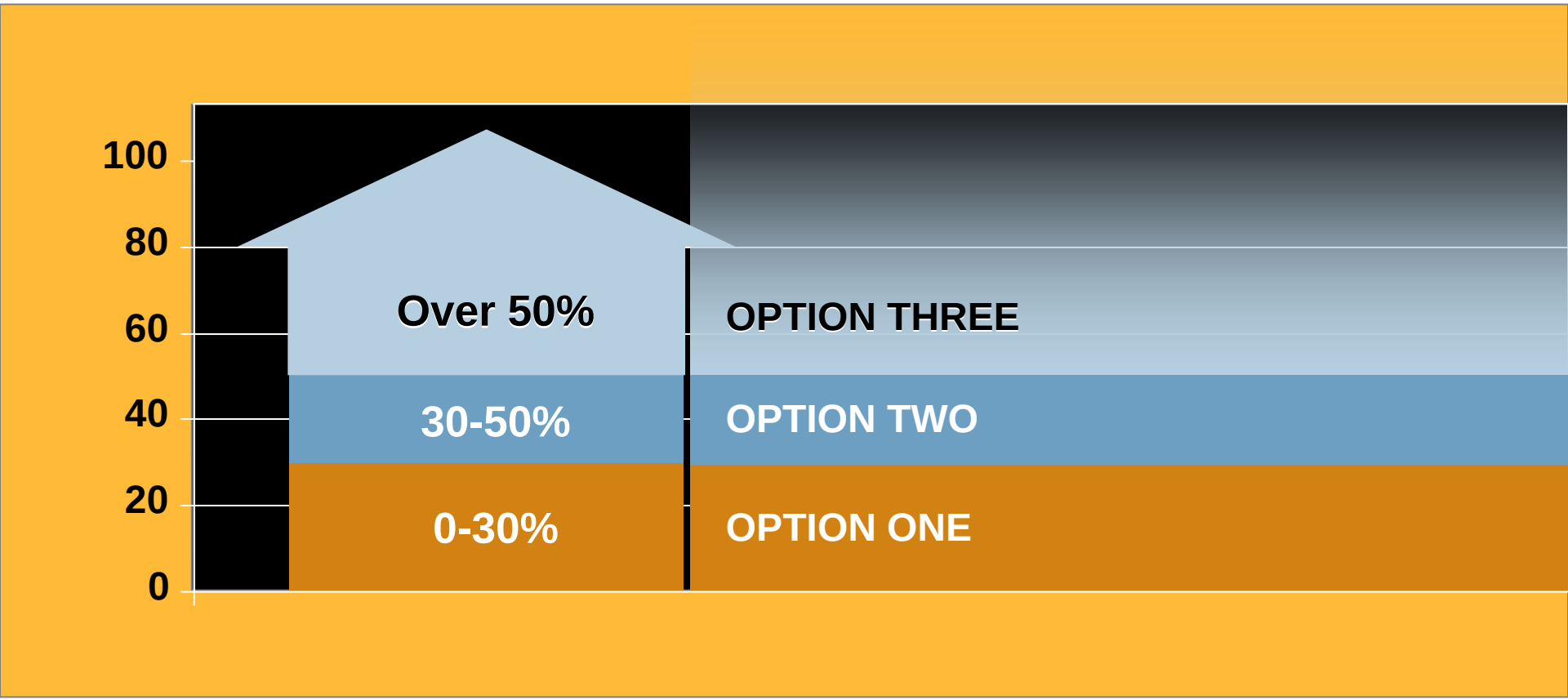
Source: Accenture survey released January 4, 2007

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



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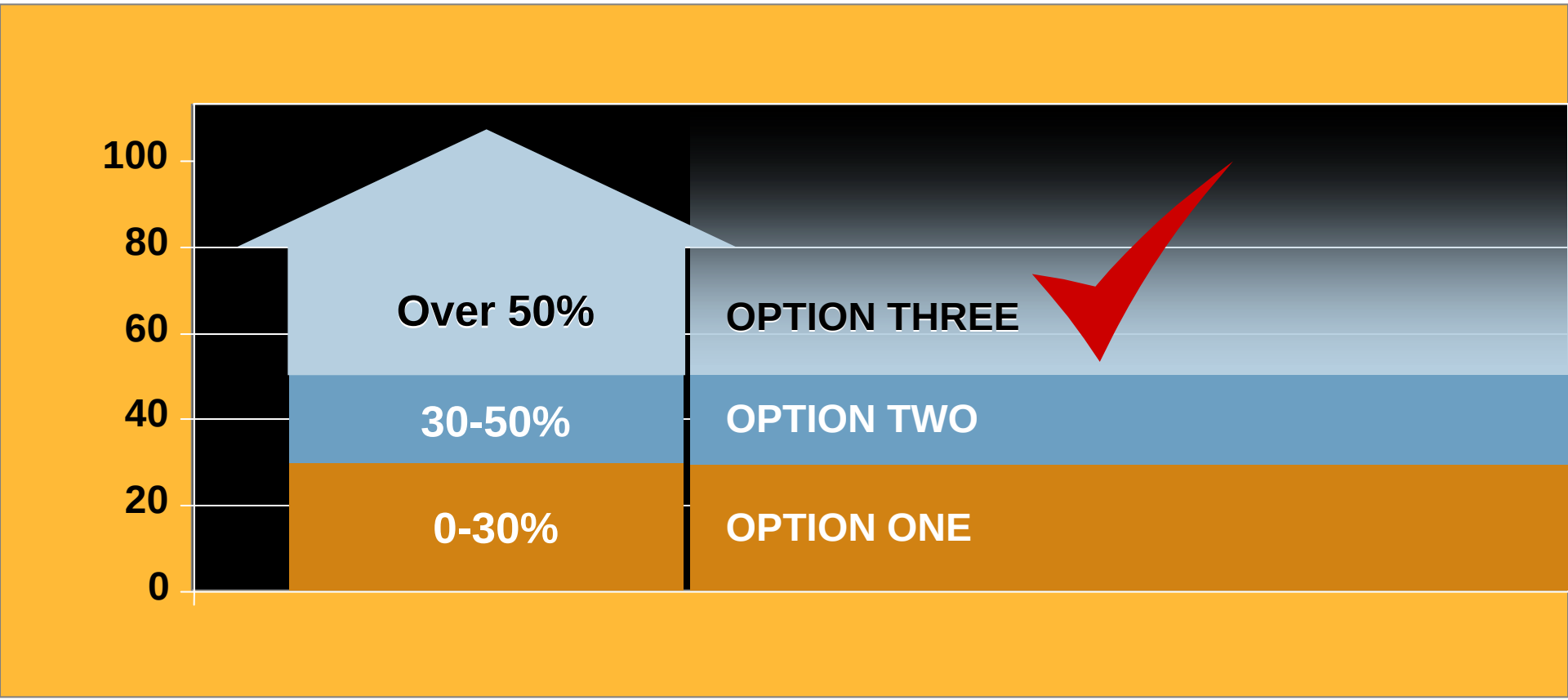
Percentage of managers accidentally use the wrong information at least once a week



Source: Accenture survey released January 4, 2007

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

<u>Top 4 BI Summit Takeaways :</u>

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

Informed Engaged Aligned

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

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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

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New Initiatives Increasingly Focus on Optimization

Organizations Striving for Competitive Advantage

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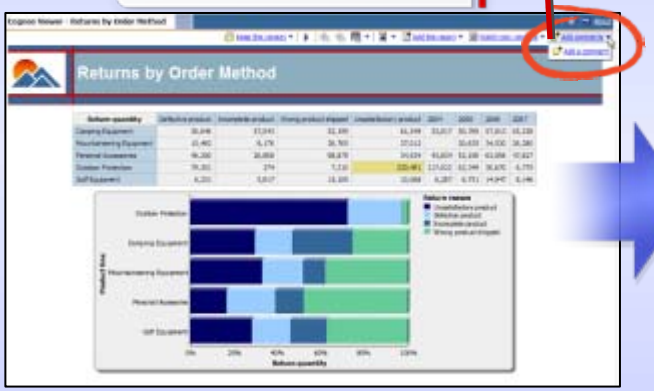
Better Informed…

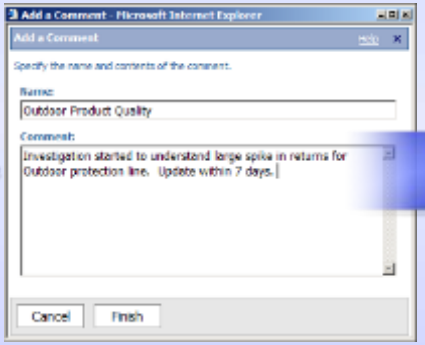
Better Informed

- 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



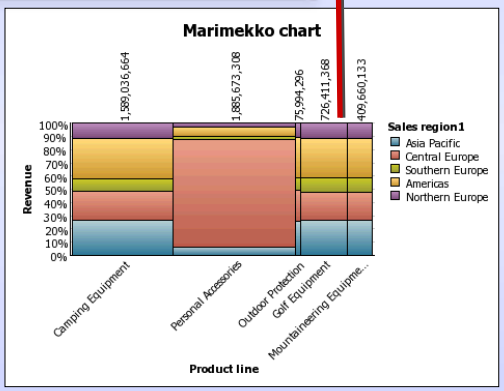


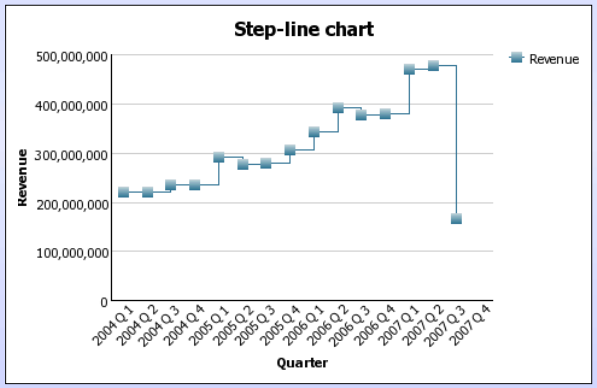
Annotations travel with the report and others can make additional comments

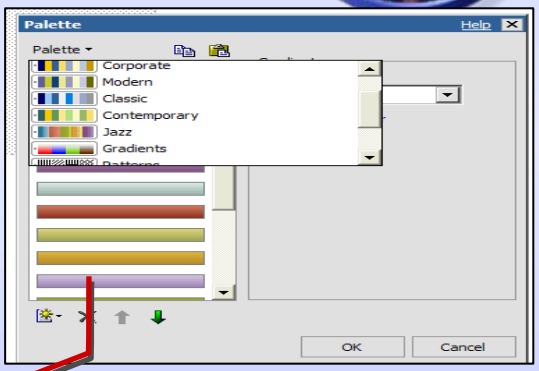
- Add or edit thoughts, decision and actions
- Share comments across colleagues
- Create history of associated insight

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)

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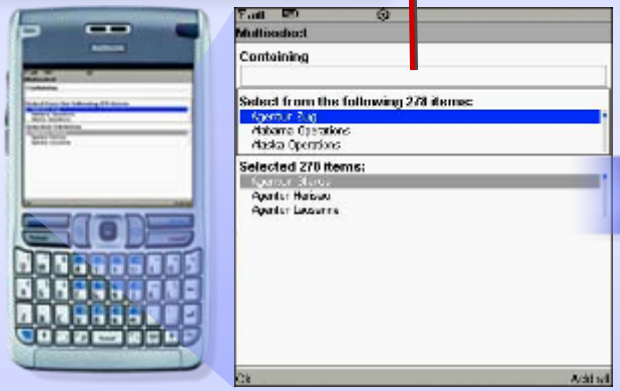
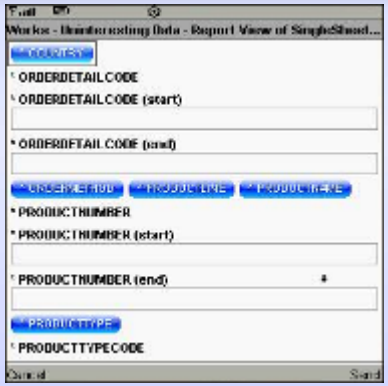
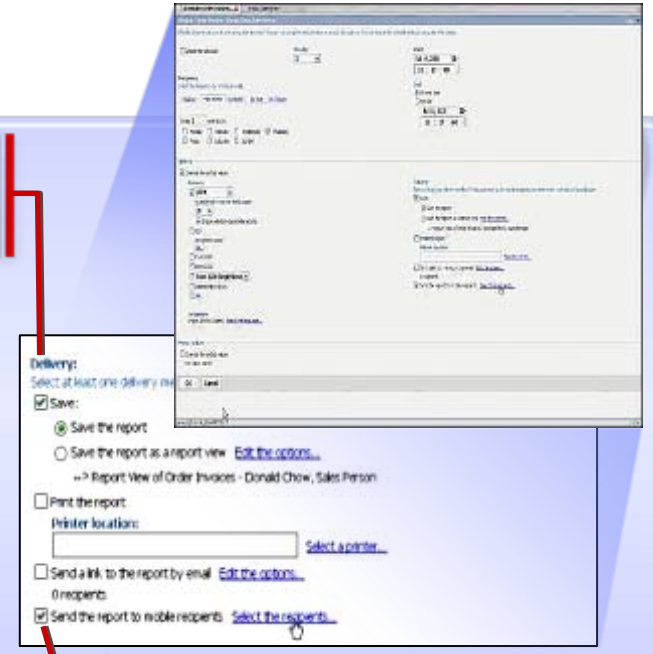
Go! Mobile Enhancements

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

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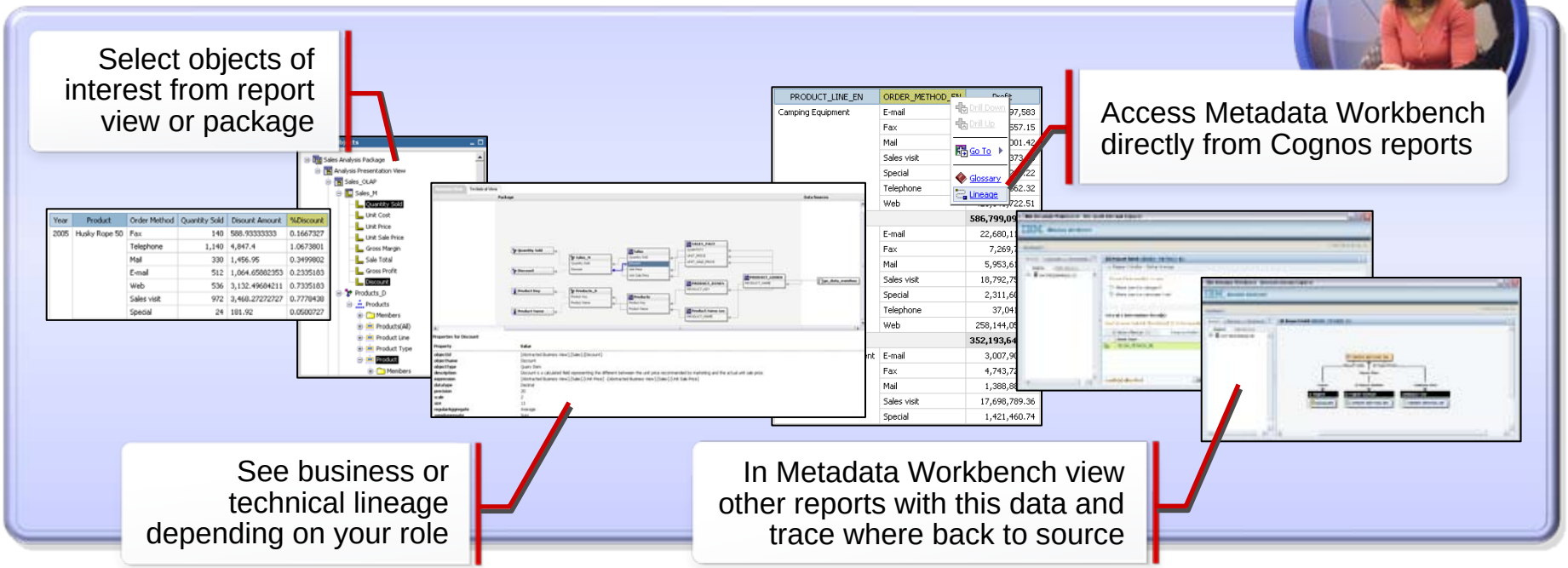
GPS Location
Location
E 137th and Willis
Edit...
Add...
Delete
Route
Edit...
Add...
Delete
Close
Help
BlackBerry 9000 Simulator
File Edit View Simulate Tools Help
BlackBerry
22:43
3g
Fledge Simulated Network
Wi Fi
Downloads
IBM Cognos 8 Go! Mobile
Trackball (Keyboard: F9, Numpad 5 with num lock off)

Data Lineage



- 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

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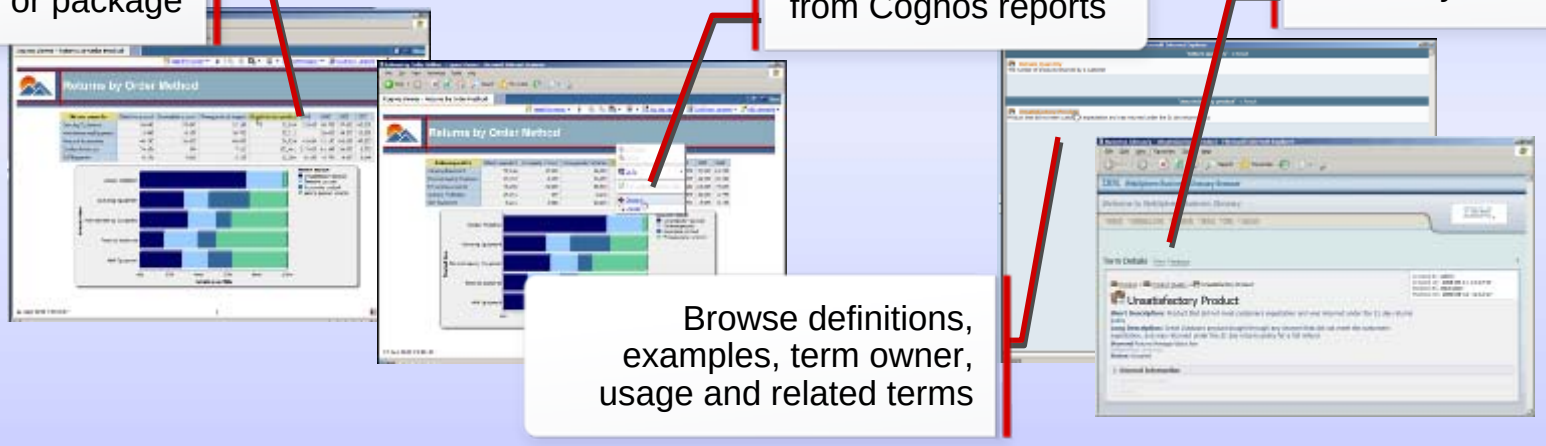
Integration with InfoSphere Business Glossary

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

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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

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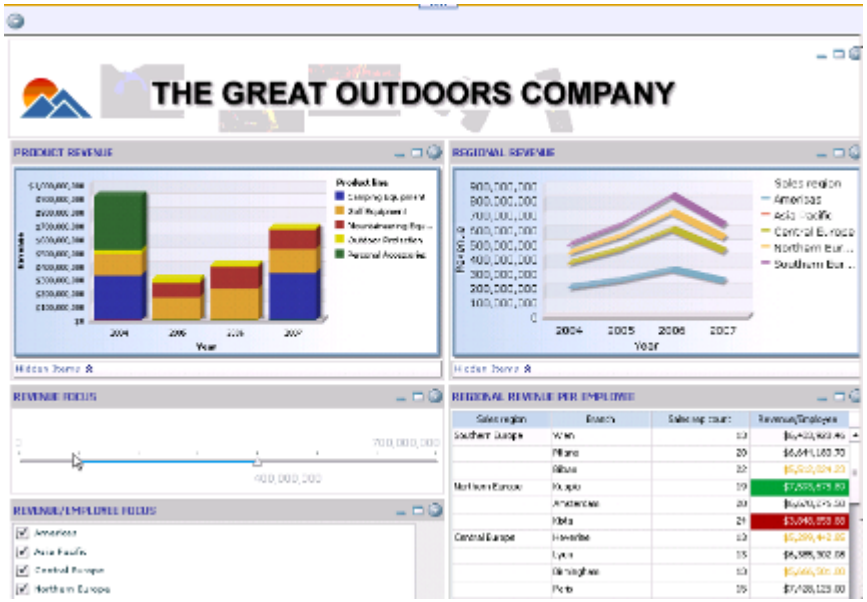

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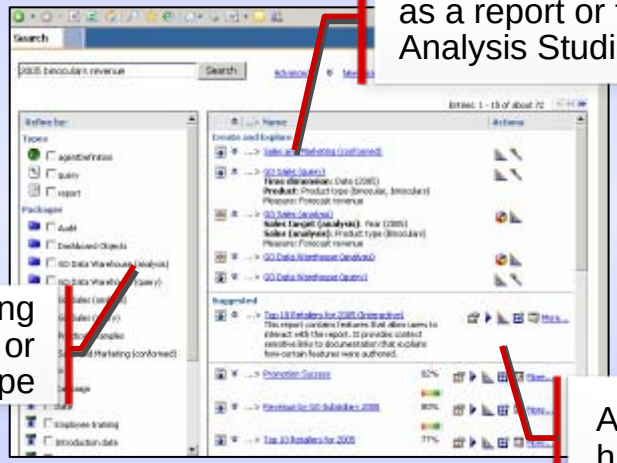
Enriched Go! Search



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

Refine searches by choosing specific packages, metadata or report type

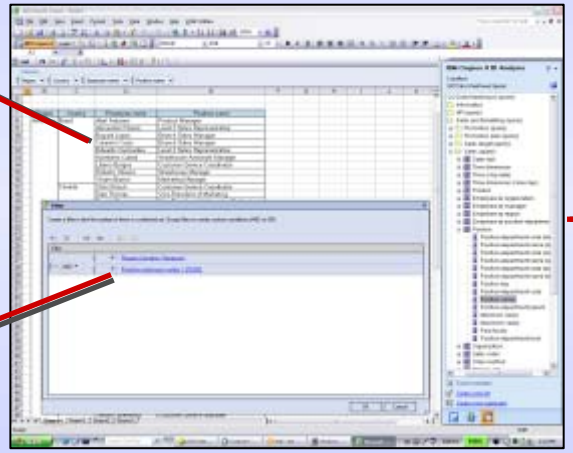
Ability for administrators to highlight specific reports .

- 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

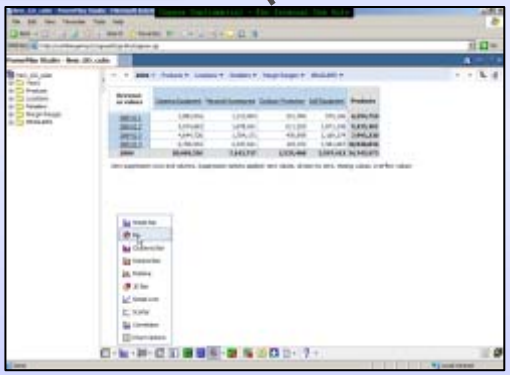


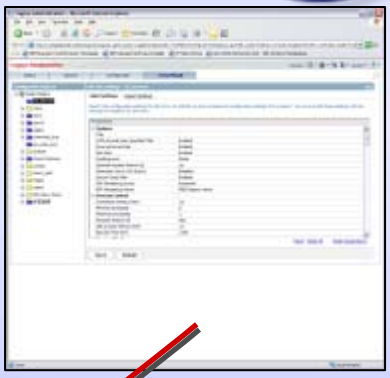
Report on both relational and dimensional sources

- 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





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

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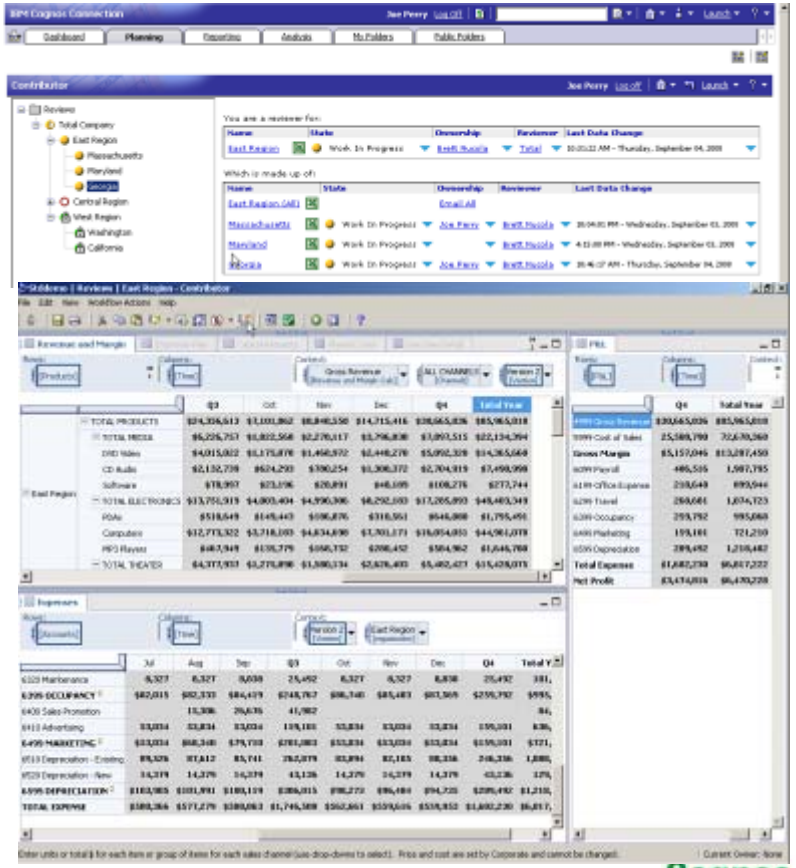
Better Aligned …

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



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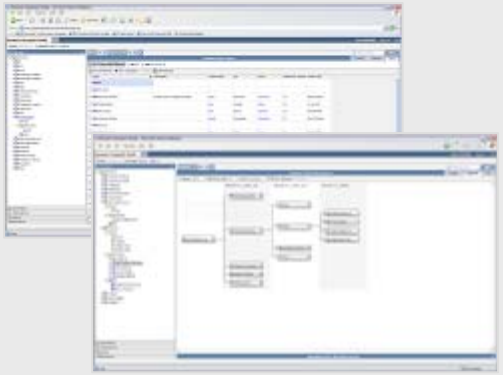
Introducing IBM Cognos 8 Business Viewpoint

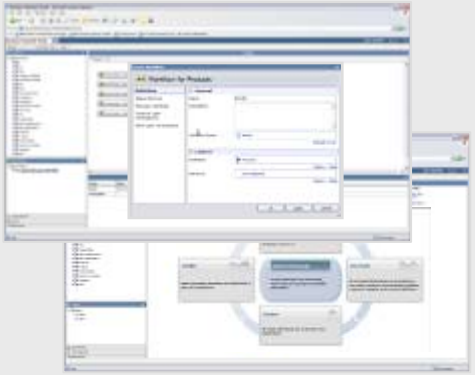
Create and Maintain

Enable the business to capture their own current and future viewpoints



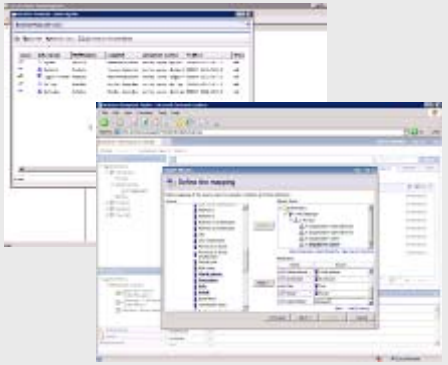
Govern and Collaborate

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



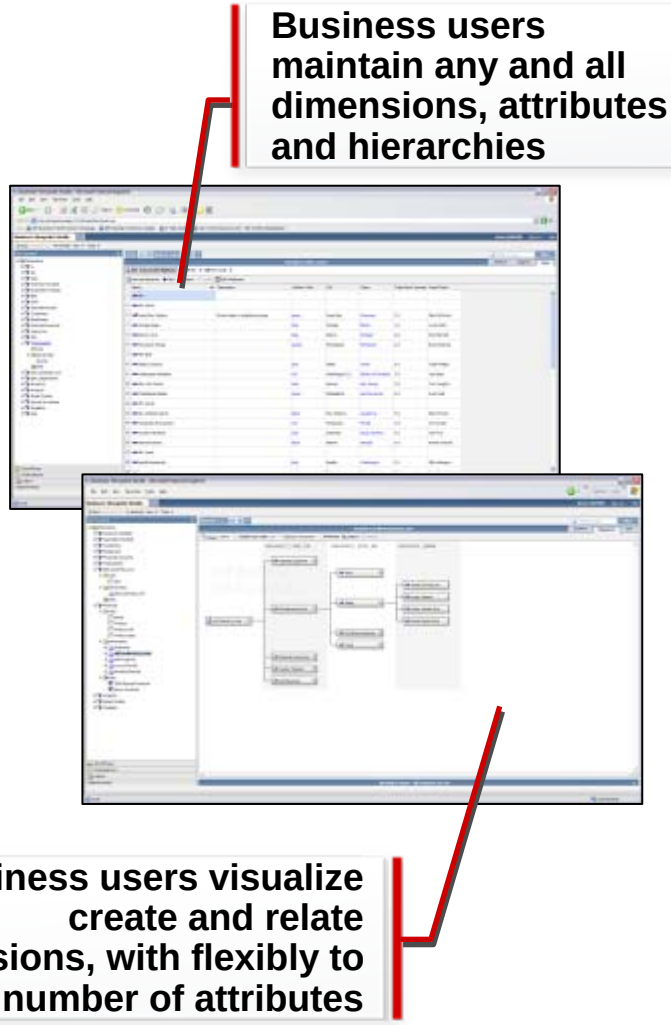
Share and Synchronize

Share approved viewpoints across the decision-making process and systems



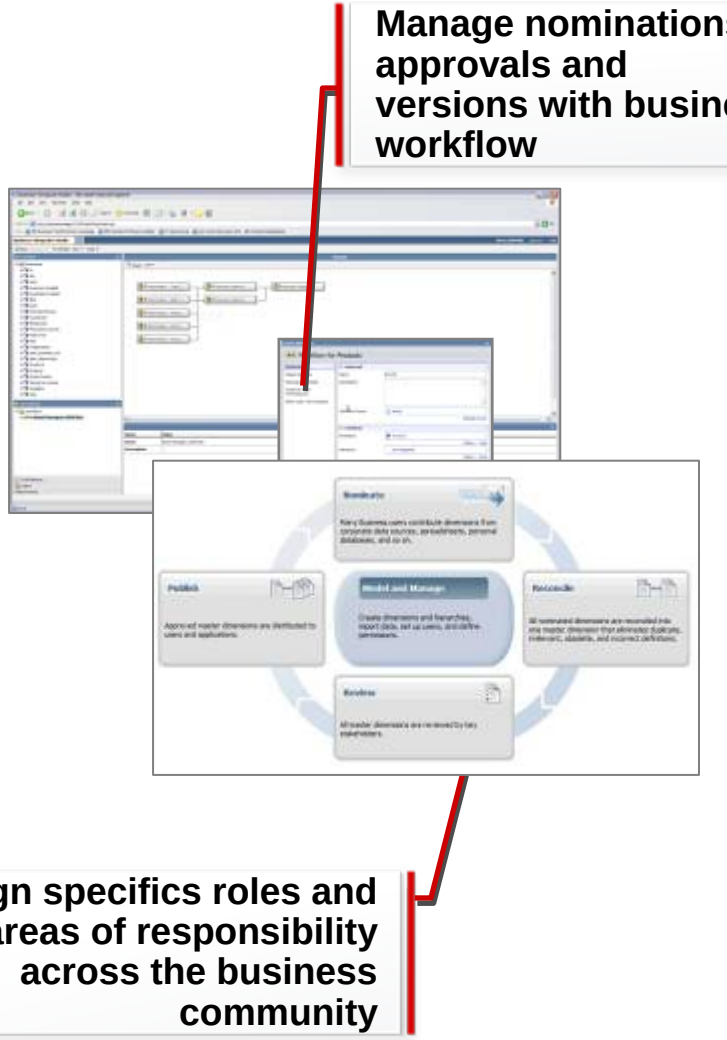
Create and Maintain

- **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



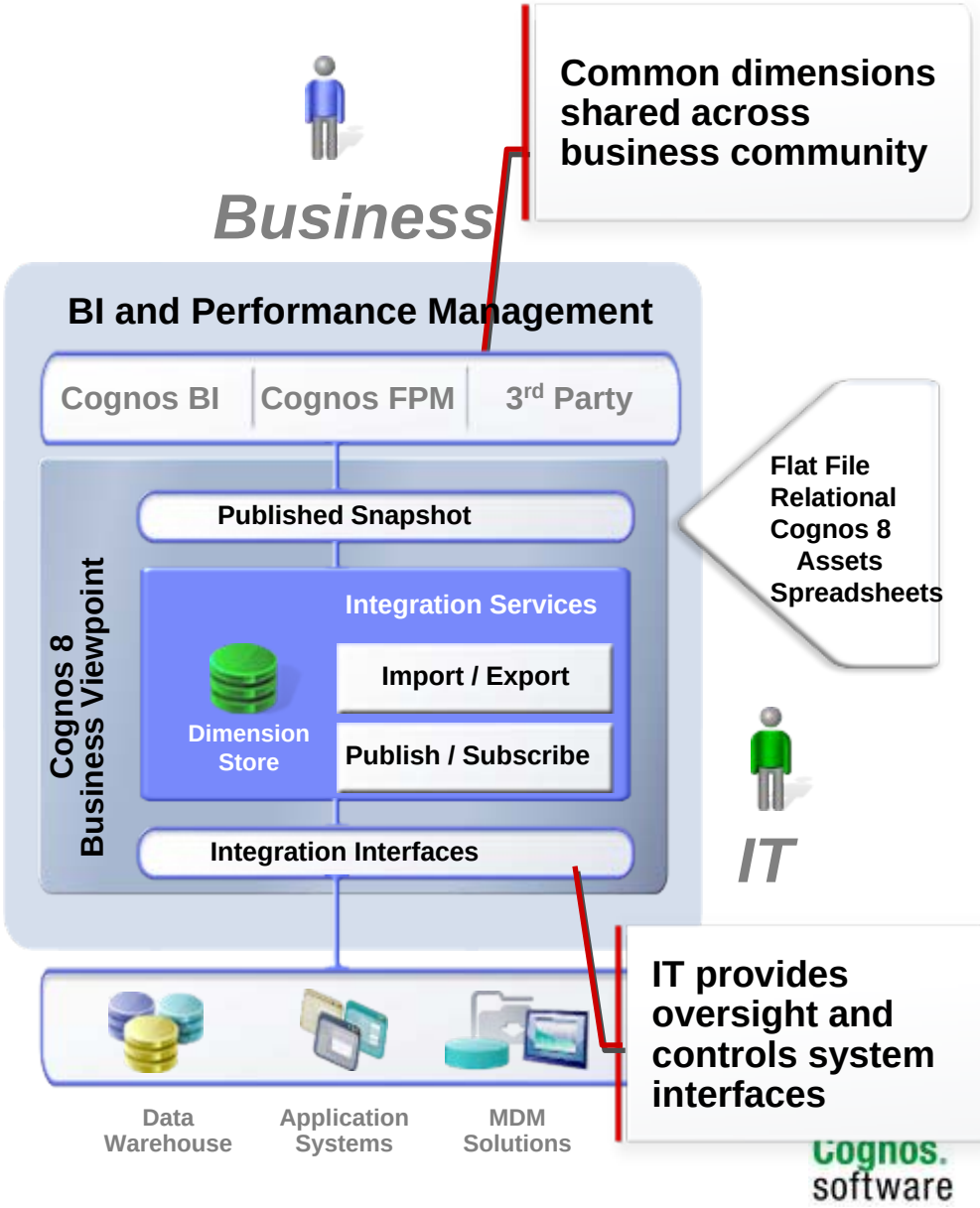
Govern and Collaborate

- **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



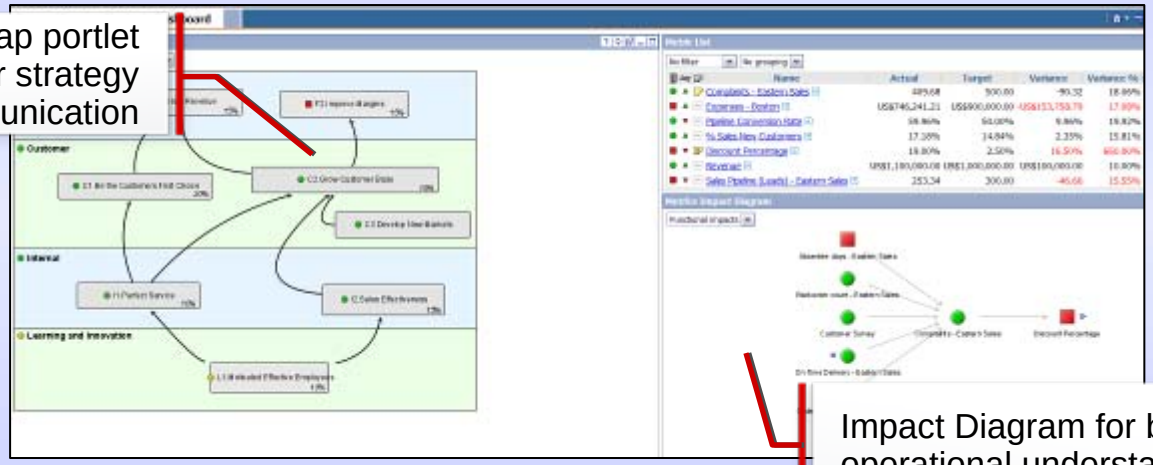
Share and Synchronize

- **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

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To IT Standards

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

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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

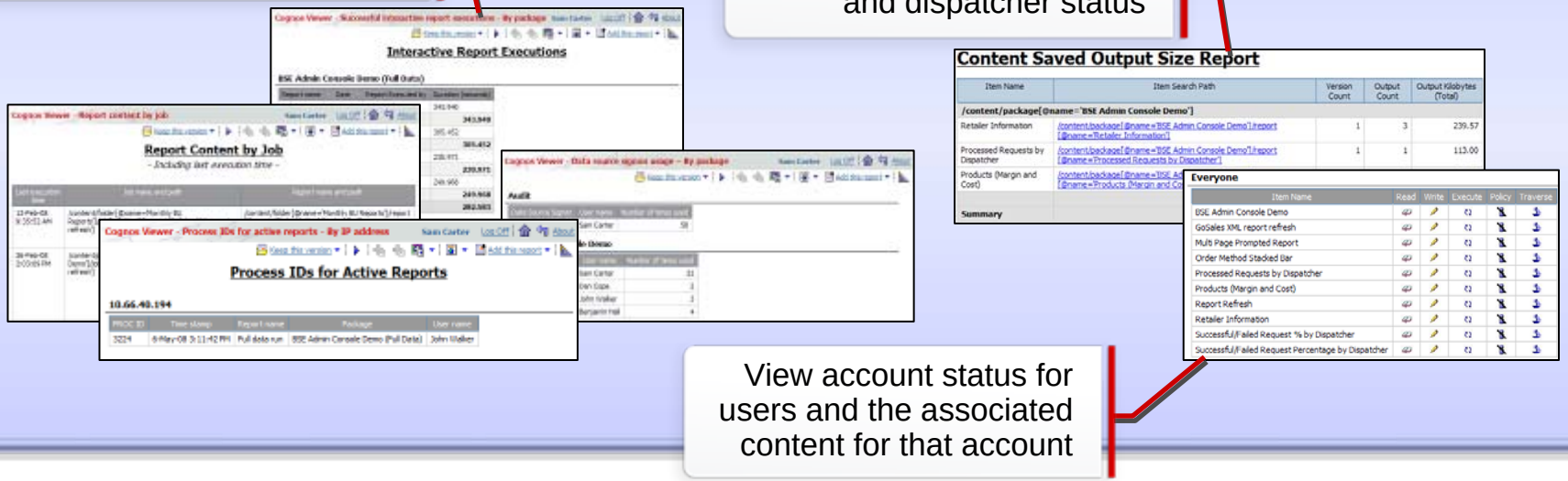
Virtual View Manager

- **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



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

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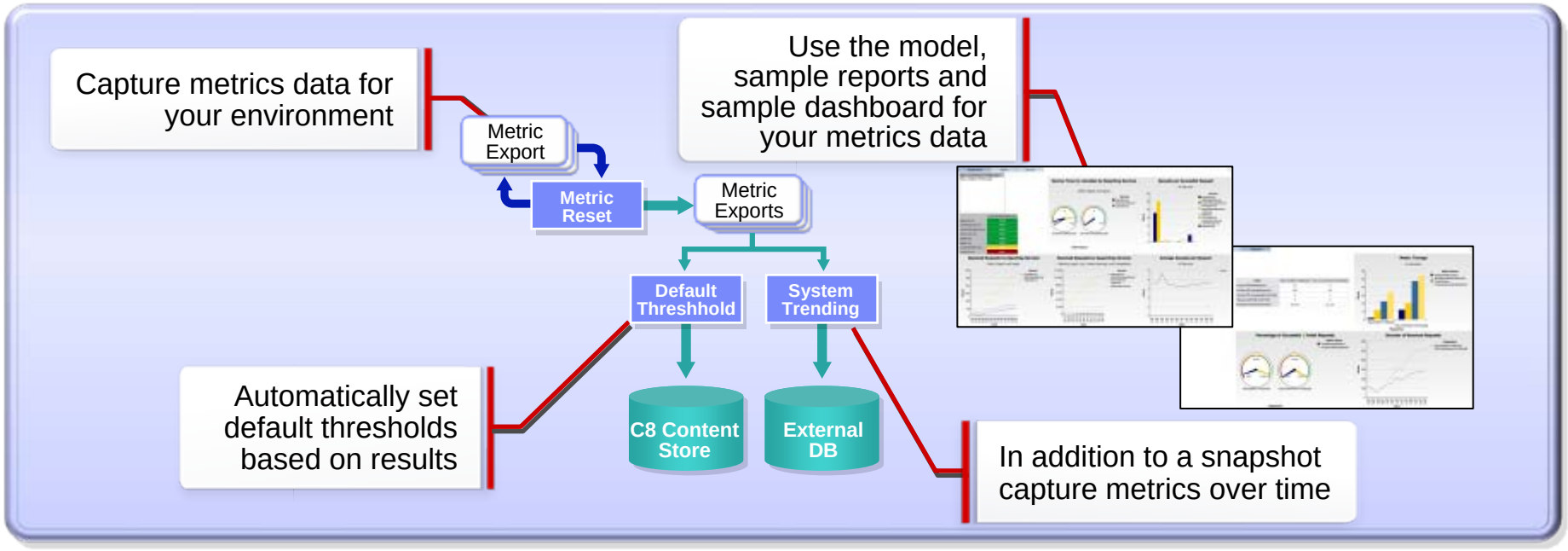
Capture and Automatically Set System Metric Thresholds to Seed Initial System Reporting



- 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

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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-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.

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