



Highlights

- Coordinates business definitions, rules, logic and ownership for business analytics
 - Synchronizes information so that it can be used in performance management processes, such as reporting, planning, analytics and consolidation
 - Acts as an intermediary between user-owned and controlled business rules and the system of record controlled by IT
 - Provides instantaneous, self-service access to data for ad-hoc, off cycle data requests
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IBM Cognos Business Viewpoint

Coordinating information to drive business analytics

How well does your organization understand vital information about business assets for different channels, products and customers?

Today's organizations are multi-tiered and rapidly changing. Enterprises have assembled their own portfolio of systems, and each system is being used to roll up data differently. Connecting business dimensions, rules and measures, along with the associated security and ownership, is therefore an ongoing and challenging task.

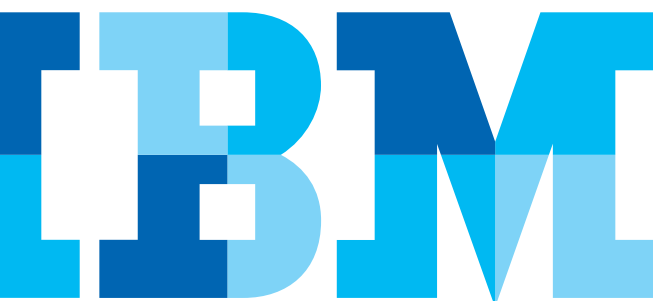
At the heart of many companies are the business systems that track business activities and feed information into critical business analytic systems. For many companies, business views operate on a different schedule and change cycle than source systems. It is not uncommon for companies to modify the rules and ownership in the business structures weekly or even daily.

Ultimate ownership and control of business definitions rests with IT, so the problem becomes reconciling the separate cycles of business analytics and transaction systems. Manual reconciliation attempts can create unreliable and inconsistent information. Domain experts cannot collaborate effectively in the dimension management process. Errors multiply. Your ability to make important business decisions can be affected.

Acquiring a centralized view of data can enhance availability and accelerate flow of information—and drive performance and profitability.

Dimension management software that gives business users ownership

IBM Cognos® Business Viewpoint is dimension management software that gives users ownership of viewpoints and makes it possible to manage data structures, relationships and attributes from anywhere in a shared view.



More broadly, Cognos Business Viewpoint is a controlled, collaborative, workflow-oriented business process for managing the changes to all data related to how enterprises analyze and manage their business. Proposed changes and additions to dimensions are approved and validated before being distributed throughout the enterprise. Users can define multiple views for the same data consistently.

Business users can manage all line items in a single view. Data stewards can ensure visibility of corporate governance standards. Business analysts can send viewpoints to the organizational systems that drive performance. IT can confidently deploy a modern architecture that drives business processes while providing controls.

With Cognos Business Viewpoint, distributed management and control of the process of providing key business definitions to business users is possible. It offers a governance layer to audit and evaluate changes and the methodology to integrate changes in the business back into source systems under the guidance of IT.

Features and benefits

Cognos Business Viewpoint has a number of key features and benefits:

- A business-driven user interface helps business users quickly respond to changes in domains, such as chart of accounts, cost centers and products, as they happen. As a result, dimensions, attributes and hierarchies are maintained by the business for the business.
- A workflow-oriented environment helps users govern the dimensions related to how their business is analyzed and managed.
- A central dimension store makes it possible for designated users from anywhere in your organization to share agreed-upon business hierarchies and attributes for use in decision-making and planning efforts.
- Security features ensure that users can only make edits to those areas of responsibility that they have been assigned (such as a retail product manager only being able to add shoes or camping equipment or a financial analyst that is responsible for the assets versus liabilities).

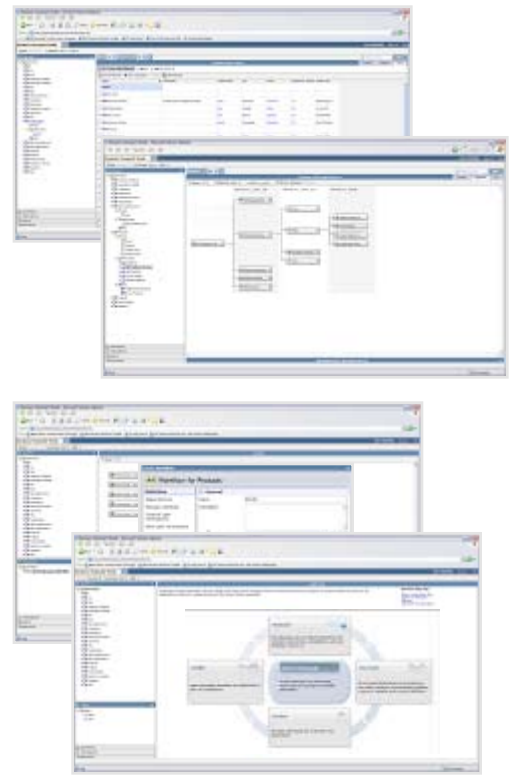


Figure 1. Business users can maintain dimensions, hierarchies and attributes and collaborate to govern the dimensions related to how enterprises analyze and manage their business.

- A service-oriented architecture (SOA) foundation enables Cognos Business Viewpoint to work with your existing infrastructure.
- Bi-directional integration with open interfaces helps business users of Cognos software gather source information and distribute approved hierarchy structures to other systems.
- A controlled environment helps you integrate approved business definition modifications into source systems.
- A single, sanctioned source of dimensions, hierarchies and data is available for all performance management.

Who can benefit from Cognos Business Viewpoint?

For financial analysts responsible for budgeting and planning, Cognos Business Viewpoint delivers dimension management in a “no-code” environment. Analysts can divest rules and ownership to business stakeholders and respond quickly to changes in the business as they happen in domains such as chart of accounts, cost centers and products. This saves time typically spent on manually reconciling reports, plans, forecasts and budgets.

Cognos Business Viewpoint is ideal for business analysts responsible for product, customer and sales channel data. They can use it to standardize their models in an interface where they do not have to be modeling experts. They can make changes in one place and distribute them wherever they need to go. This eliminates errors and ensures consistency—saving time and money.

Other users that can benefit from Cognos Business Viewpoint are the domain experts in your company who are responsible for keeping up-to-date structures such as product lines, charts of accounts and cost centers, including:

- Business managers
- Product managers
- Brand or category managers
- Director or vice president of finance or planning

Built to connect IT and business

Cognos Business Viewpoint is integrated with the entire IBM Cognos software portfolio, so you can maximize the value of your investment in IBM business analytics:

- A common, shared view and a consistent way to view and report on your business create an end-to-end performance management experience.
- The core IBM Cognos platform and other Cognos applications, such as Cognos TM1®, Cognos Planning and Cognos Controller, can share dimensional information to help your business achieve higher levels of regulatory compliance, audit ability and software standardization.
- As part of the workflow process, IT can be added as the final checkpoint for pushing standards back out to the source systems to help ensure minimal disruption downstream. As a result, IT maintains oversight of the systems they have previously standardized.
- Business owns the dimensions, hierarchies and attributes of information while IT retains control of how approved versions are published and used with minimal disruption to other systems.

Adding value to IBM Master Data Management solutions

Cognos Business Viewpoint is integrated with IBM Master Data Management solutions so that you can use it from a Cognos environment or from a Master Data Management system. Distinct from Master Data Management yet complementary, Cognos Business Viewpoint provides category and brand managers with the ability to maintain their own perspectives to drive business intelligence and planning.

End-to-end dimension management

In an ever-changing world, business analysts and other domain experts are constantly updating the dimensions for which they are responsible. Cognos Business Viewpoint gives them access to the data domains they require to drive performance. It provides a single place where designated users from all over an organization, with the appropriate user rights, can create and collaborate on a consistent, shared viewpoint.

With Cognos Business Viewpoint, business users can create and maintain, govern and collaborate and share and synchronize the business viewpoints required to plan, understand and optimize business performance (Figure 2).

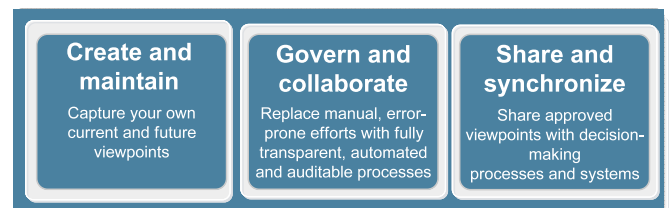


Figure 2. Cognos Business Viewpoint is a controlled, collaborative, workflow-oriented business process for managing the changes to all data related to how enterprises analyze and manage their business.

Create and maintain

Cognos Business Viewpoint has a highly visual interface and fully flexible models, so it is easy to create individual perspectives. Domain experts own the viewpoints and manage the structures, relationships and attributes, from anywhere, in a shared view.

Users expect to work in familiar tools such as Microsoft® Excel® so they can manage any additions, incorporate edits and create multiple versions for analysis. The flexibility to manage attributes, to pull in dimensions from multiple systems and to be notified when changes happen in their area of responsibility is pivotal to building their confidence in the system.

Govern and collaborate

Cognos Business Viewpoint ensures collaboration in a shared—not single—view. A workflow-oriented environment replaces manual, error-prone efforts with fully transparent, automated and auditable processes.

Users from all over the organization responsible for managing dimensions need to see any changes or updates to ensure that:

- There is version control and lineage.
- An audit trail is captured.
- The right users are accessing the right dimensions.

A workflow that facilitates the communication between the multiple users of the system is a key part of ensuring oversight and helping an organization meet compliance standards.

Share and synchronize

Business analysts and business users need to be able to be confident that the changes they make are available to other individuals and systems once the data steward sanctions it. With Cognos Business Viewpoint, IT can rest assured that the solution will deliver shared, approved viewpoints to performance management—and provide bi-directional interfaces to external systems.

Cognos Business Viewpoint is built on a modern SOA architecture, so the business can take advantage of corporate assets and manage them, while also increasing the confidence in integration of products and conformance with current architecture standards.

Conclusion: A new way to optimize business performance

With Cognos Business Viewpoint, your organization can develop an end-to-end decision-making process—easily and effectively. Business users can easily maintain, govern and share the hierarchies for use—and reuse—with business intelligence and performance management solutions, while IT retains control of how approved versions are published and used.

With pre-built integration with the IBM Cognos software portfolio, Cognos Business Viewpoint can be added to your existing information architecture seamlessly. Whether your company wants to pull in general ledger data, data from the ERP or even from IBM Master Data Management software, the wealth of dimensional data that these systems hold can be imported into Cognos Business Viewpoint for the business users to edit for a common, shared view.

Cognos Business Viewpoint helps you build accurate, complete, usable information, so you can save time when reconciling reports, plans and forecasts—and organize information to drive better business performance.

About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, advanced analytics, financial performance and strategy management and analytic applications gives you clear, immediate and actionable insights into current performance and the ability to predict future outcomes.

Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest IT productivity and deliver better results.

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