

# IBM Cognos 8 platform

## Easily integrate leading performance management capabilities into your solutions

### Your performance management partner

IBM provides the infrastructure you need to develop an application with our technology and successfully market, sell and support it. Through the IBM Cognos® OEM Partnership Program, you can leverage IBM Cognos performance management solutions and capabilities within your application to drive greater customer value and strategic advantage. Our program can help you accelerate your success by letting you:

- **Innovate**
  - Broaden and strengthen your core offering to increase value to customers
  - Differentiate yourself from the competition
  - Create revenue opportunities beyond standard reporting
- **Extend your solutions**
  - Support the full range of customer needs through best-in-class embedded reporting, high value analytics, scorecarding and dashboarding
  - Standardize on a single platform to deliver the performance management functionality your customers demand

### Integration capabilities

It's now easier than ever to integrate IBM Cognos solutions into your applications with our new IBM Cognos 8 platform integration capabilities. These capabilities include:

- **IBM Cognos 8 Mashup Service** – Easily integrate with other applications with a new BI content API, regardless of your development environment or standards.
- **IBM Cognos 8 SDK** – Leverage the strongest software development kit in the market.
- **Authentication Provider SDK** – Access seamless SSO or Full Security Integration.
- **Open branding and documentation** – Rebrand and customize your user interface and documentation.

- **Deliver value**
  - Streamline development and accelerate your time to-market
  - Benefit from IBM's position as an industry leader and innovator
  - Leverage the IBM Cognos OEM Partner Program to assist your integration and go-to-market strategy

### Increase the value of your solution

As a Software as a Service (SaaS) vendor or independent software vendor (ISV), you can turn to the IBM Cognos OEM Partner Program to:

- **Increase revenue.** Win more of your opportunities through competitive differentiation and back-to-the-base sales opportunities.
- **Extend your performance management reach.** Go beyond tactical operational reporting to facilitating, managing and improving your business.
- **Up-sell additional BI capabilities to executive, management, and individual contributors.** Provide self-service capabilities to up-sell your base and entice new customers.

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- **Access executive buyers.** Many software companies struggle to get executive access during a sales cycle. Management Reporting, Dashboards, and Scorecards give you messages to take to executive buyers that speak to the underlying value of your solution.
- **Provide cross suite intelligence.** Provide cross suite performance management insight across your products and suites to uncover the combined value and drive additional sales.
- **Lower your total cost of ownership.** By offering a breadth of capabilities on a single platform, you can reduce your implementation cost while up-selling additional capabilities.

### Access leading performance management integration capabilities

With the IBM Cognos 8 Mashup Service and associated integration capabilities, you can easily integrate IBM Cognos solutions into your offerings and ensure that they are customized to meet the needs of your users. The new IBM Cognos 8 Mashup Service, the IBM Cognos 8 Software Development Kit, the Authentication Provider Software Development Kit and open branding and documentation help you provide powerful performance management solutions to your customers. These tools seamlessly embed IBM Cognos solutions within your applications, letting you

keep your workflow, infrastructure, security and domain expertise while improving your value proposition and strengthening your product brand.

### IBM Cognos 8 Mashup Service

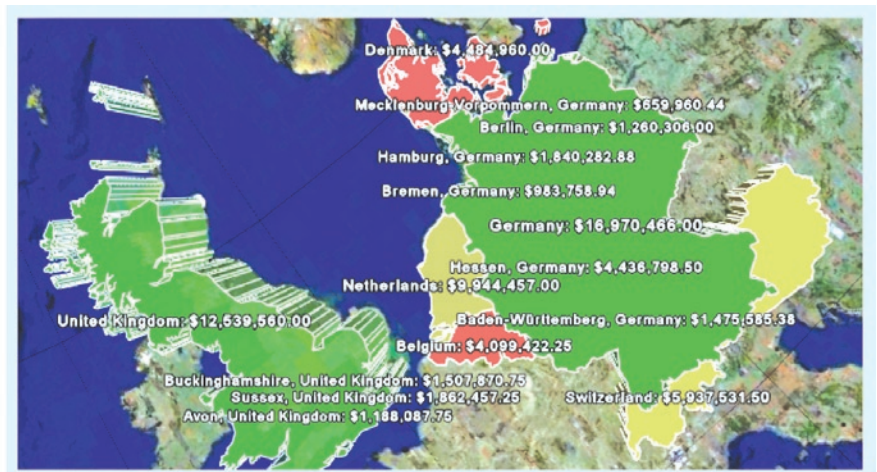
It is now easier than ever to leverage the power of IBM Cognos solutions. As a new service within the IBM Cognos 8 platform's service oriented architecture (SOA), the IBM Cognos 8 Mashup Service exposes existing BI content as a service so that can easily be embedded within another application. Through the service, both the data and the associated context such as charts, prompts, drilling capabilities, and formatting are available for integration your applications—regardless of the development environment or standards you're using. The IBM Cognos 8 Mashup Service also lets you quickly upgrade your solutions to provide new, value-added services to your customers.

Using the IBM Cognos 8 Mashup Service, you can easily:

- **Integrate** IBM Cognos solutions into your application's user interface and workflow.
- **Enhance** your application with the right business intelligence information at the point of decision.
- **Extend** the reach of your application through domain-specific visualizations.

### Easy-to-use API

With the IBM Cognos 8 Mashup Service, all BI content is automatically available as a SOAP or REST API. This allows your developers to easily integrate entire reports, charts, or data with other applications. It also reduces the time it takes to integrate BI within your application while providing additional tight integration options.



EXTEND: IBM Cognos 8 Mashup Service - Google Maps Mashup

The IBM Cognos 8 Mashup Service gives OEMs:

- All BI content exposed as a web service, including the associated context of queries or data,
- Automatic creation of web service when content is created, ensuring that your application developers do not have to create a service to duplicate an existing report.
- Services based on the most modern standards such as REST and SOAP, letting you adapt your solution to fit Web 2.0 environments regardless of whether you are a Java™ or a Microsoft® .NET shop or wish to leverage a third-party SOAP tool kit.

## Multiple uses

The IBM Cognos 8 Mashup Service offers a consistent and normalized schema and format across all IBM Cognos applications.

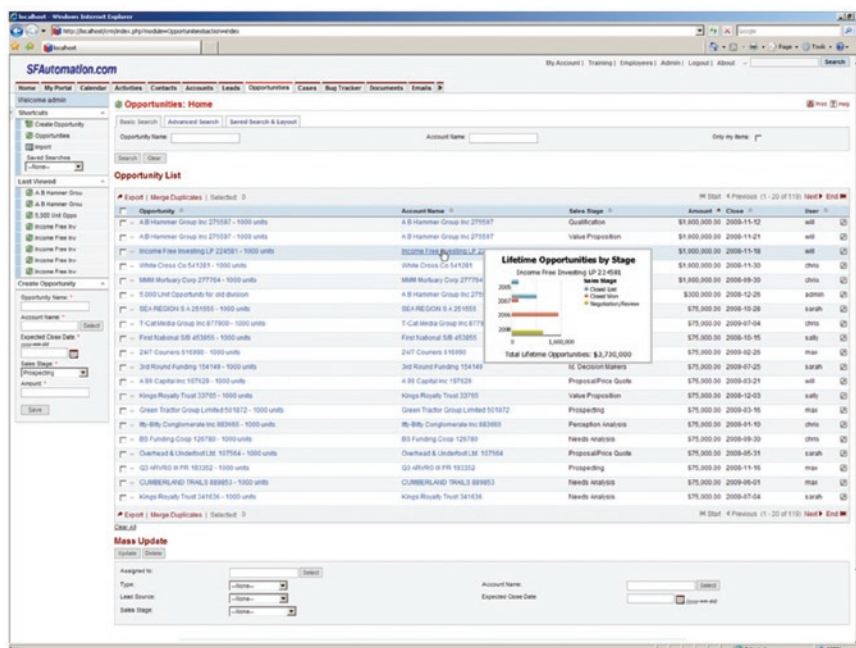
This means that you can access and leverage any IBM Cognos solution content (including reports, queries, analysis, and metrics) for specific client use. Using the IBM Cognos 8 Mashup Service, you can create:

- **Widgets and gadgets:** Create informative and easy-to-use desktop business metrics dashboards and tools for your end-users.
- **Business Process Integration & Workflow:** Visually demonstrate business process integration and workflow through diagrams and charts that can be easily e-mailed or added to presentations.
- **Alternate visualizations:** Leverage third party applications like Google Maps to integrate data and business logic, and security rules from your application.

## IBM Cognos 8 Software Development Kit

As the strongest software development kit on the market, IBM Cognos 8 SDK gives you the ability to:

- **Alternate content navigation.** Provide navigation, execution, maintenance, and Scheduling of BI content through a common interface and leverage the API set to query and manage objects.
- **Create & integrate metadata.** Modify the metadata template or generate metadata from scratch in applications that allow high customization and configuration.
- **Generate and edit reports and BI content.** Leverage our documented report specification to modify or create reports and BI content on the fly based on its context in your application.
- **Silently install and configure IBM Cognos 8 BI.** Our silent, automated install and configuration process allows for simpler—and even unattended—installs for any field or support team, and ensures consistency across deployments and configurations.
- **Trigger agents or report execution.** Trigger a batch Report Execution, post a Data Mart or Data Warehouse update, or trigger a more sophisticated business process or workflow by calling an agent and initiating the event and its tasks.



ENHANCE: Bring BI to the point of action and decision with the IBM Cognos 8 Mashup Service

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- **Integrate licensing.** IBM Cognos 8 BI is a single product with a wide array of BI functionality on a single platform. IBM Cognos partners integrate their licensing modules with IBM Cognos 8 platform capabilities to automate order processing and fulfillment of upgrades to software deployment.

### **Authentication Provider SDK**

As an ISV, you have invested significantly in your security infrastructure. IBM Cognos 8 BI tools allow you to completely leverage your security model. Whether you use a proprietary model or leverage a third-party security provider, IBM Cognos 8 BI uses a provider-based security architecture that allows you to directly leverage those assets – no matter which security provider (LDAP, Active Directory, Netegrity, etc.) you use.

The IBM Cognos 8 Authentication Provider SDK allows you to easily implement single sign-on with a third party provider using your existing Authentication routine. Or, you can use the full provider API to develop an interface to your proprietary security model. With the IBM Cognos Authentication Provider SDK, you can avoid the duplication and synchronization of security models required by other technologies.

### **Open branding and documentation**

Using IBM Cognos 8 BI you can completely re-brand IBM Cognos solution user interfaces and documentation. Using skins (XML, CSS or images), you can re-brand and customize your applications to fit your solutions look and feel. Skins can even be controlled by the user, letting users in a multi-tenant environment incorporate their particular corporate brands into the solution.

### **Simplify your performance management integration strategy**

By leveraging the IBM Cognos OEM Partnership Program and the IBM Cognos integration capabilities, you can:

- Reduce the time to market on new customer offerings and provide BI and PM at the point of action.
- Reduce the time-to-market required to deliver new solutions to your customers.
- Reduce the effort to integrate IBM Cognos solutions into your applications.

### **About IBM Cognos BI and Performance Management:**

IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

For further information or to reach a representative: [www.ibm.com/cognos](http://www.ibm.com/cognos)

### **Request a call**

To request a call or to ask a question, go to [www.ibm.com/cognos/contactus](http://www.ibm.com/cognos/contactus). An IBM Cognos representative will respond to your enquiry within two business days.



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