# IBM Cognos 8 Business Intelligence for Oracle
## Solving the information challenge for IT

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### Overview

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**IBM Cognos® 8 Business Intelligence (BI) software helps companies drive higher performance from their Oracle platforms by streamlining information access for reporting and business analysis. IBM Cognos 8 BI integrates seamlessly with Oracle databases, middleware, and applications. It enhances decision-making by enabling organizations to improve business data visibility, uncover hidden relationships, spot key trends, and easily create and disseminate reports.**

**For over a decade, software from Cognos (now a part of IBM), has complemented Oracle products to help customers maximize their IT investments and provided performance management solutions that make information easily accessible to organizations, their customers, and their partners. Cognos is a Certified Partner in Oracle PartnerNetwork (OPN) and a member of the Quest International Users Group and the Oracle Applications Users Group (OAUG).**

### Technical Specifications

Cognos has invested considerable time and resources in software research and development to help optimize your Oracle investment. The IBM Cognos 8 BI platform integrates readily with your Oracle data, security, and portal assets, and provides the business visibility you need for deeper understanding and higher performance.

### Data Integration

IBM Cognos solutions integrate readily with your Oracle database. IBM Cognos 8 BI front-ends Oracle databases, offering native (SQLNET), ODBC, and JDBC™ connectivity. Maximizing the power of Oracle databases, an IBM Cognos 8 BI front-end takes advantage of Oracle Optimizer power by letting it do the processing to reduce effort at the application tier, and to minimize network bandwidth requirements. IBM Cognos solutions also utilize Real Application Clustering (RAC), which enhances Oracle efficiency and provides fail-over protection.

IBM Cognos 8 BI easily imports Oracle Designer metadata. Oracle XML data flows smoothly into the IBM Cognos 8 BI metadata modeling environment. Both IBM Cognos and Oracle support industry-standard SQL99 functions. Report authors can readily use Oracle-specific functions and calculations in the Cognos authoring environment. IBM Cognos 8 BI uses Oracle OLAP when exposed as a view, and leverages dimensionality for ad-hoc query report generation. Unlike many solutions, IBM Cognos 8 BI can leverage the Oracle database as both reporting application repository and data store, which eliminates the introduction of a proprietary application-specific data store into the IT environment. Not only does IBM Cognos 8 BI benefit from Oracle strength and capability, but it also minimizes the IT complexity associated with introducing and managing additional elements.

*Integration with your Application Server*
IBM Cognos 8 BI supports Oracle Application Server 10g, enabling full use of the Oracle infrastructure to manage and service enterprise application deployments. Oracle Application Server offers high availability and manageability together with enterprise performance to optimize J2EE™ and Service-Oriented Architecture (SOA) implementations.

**Cognos®**
software

**Integration with your Security**

IBM Cognos software uses the security already defined in the Oracle database, eliminating the need for IT to recreate and replicate security information, saving time and money, and protecting your system from security gaps.

**Integration with your Portal**

IBM Cognos 8 BI fully supports the Oracle BEA AquaLogic Interaction portal and enables zero-footprint reports to be viewed through other Oracle portlets. Our software development kit and an entirely open and fully documented API offer deep integration as well as custom-built options. The API is exposed as WSDL, allowing Oracle developers to create custom applications using the Oracle J-Developer Suite to expose IBM Cognos functionality.

**Features and Benefits**

IBM Cognos 8 BI is a complete business intelligence platform that delivers all required capabilities with a Web services architecture: reporting, analysis, scorecarding, planning, and event management.

**Reporting**

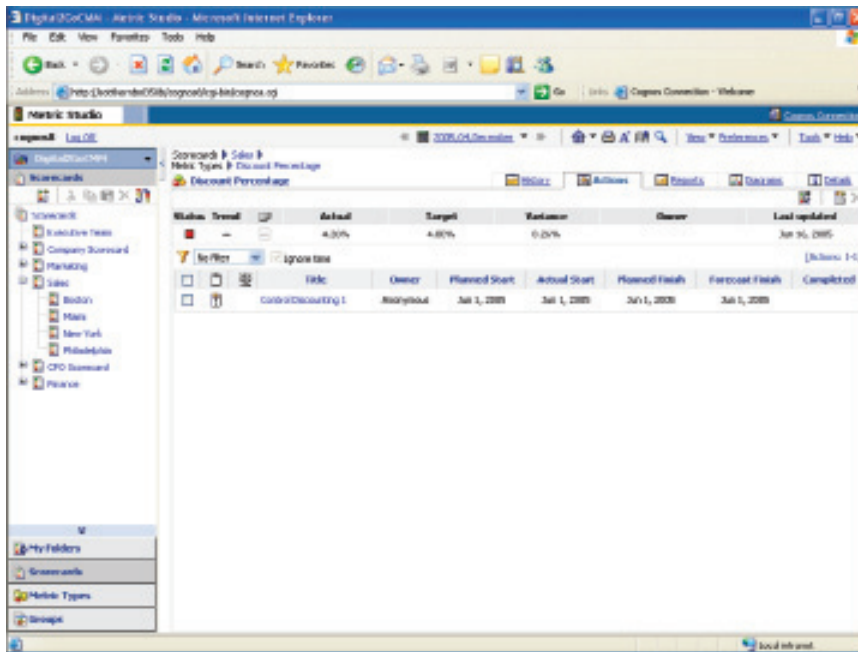IBM Cognos 8 BI reporting lets you create, modify, and distribute a broad array of enterprise reports: ad hoc queries, business reports, compound dashboards, and production reports such as invoices and statements. IBM Cognos 8 BI eliminates the need for costly multiple reporting tools, each of which requires its own training, maintenance, administration, servers, and support; each offers a different user experience, demands information in a different format, and is typically non-interoperable with other tools. IBM Cognos 8 BI simplifies implementation and lowers maintenance costs by offering zero-footprint, browser-based deployment with all needed user functionalities. The software is complete, easy to use, and simple to manage, with proven scalability to hundreds of thousands of users. With IBM Cognos 8 BI, you can standardize all enterprise reporting–not simply with one vendor–but with a single architecture.

**Analysis and Exploration**

Online analytical processing (OLAP) cubes for reporting and analysis enable IBM Cognos 8 BI users to track changes in business metrics to uncover trends, risks, and opportunities. Users can explore and analyze information to make the most effective tactical or strategic decisions. They can navigate a part of their organization from a variety of business dimensions (e.g., revenue, geography, product, time). Starting from a big-picture view, users can interactively analyze key information to solve complex business questions– with split-second response times.



Asymmetrical analysis

*Initiative tracking*

*Scorecarding and Advanced Visualization*

With IBM Cognos 8 BI, Oracle users can extend traditional reporting and analysis with a scorecarding application or advanced data visualizations or both. They can employ a wide assortment of intuitive maps, automotive-style gauges, statistical charts, process illustrations, flow charts, and pictures to illustrate the inter-relationships between disparate data sets and their impact on performance. Users can compare thresholds of key business metrics, see how they are mapped to individual accountability, and view metric histories. Advanced visualizations provide data in rich graphical formats that can be interactively explored, and can support quality initiatives like Six Sigma, ISO certification, EFQM, and TQM.

*Planning*

Enterprise planning, where effective performance management begins, combines people, processes, and technology in a rich, continuous, and broadly collaborative cycle. It provides insight into past, current, and future operating performance, enabling managers to spot trends, identify opportunities, and affect outcomes. IBM Cognos 8 BI integrates seamlessly with IBM Cognos® 8 Planning, which offers Oracle customers an integrated, state-of-the-art solution for planning, budgeting, forecasting, modeling, consolidation, and financial reporting.

*Event Detection*

IBM Cognos 8 BI offers Event Lifecycle Management (ELM), a framework for managing a business event at each stage of its lifecycle. ELM can automatically deliver time-critical BI to decision-makers through email and wireless technologies. In concert with powerful reporting and analysis tools, IBM Cognos 8 BI event notification pushes information out to users, allowing them to focus quickly on issues that demand their immediate attention. It delivers personalized, high-value information based on defined events. Any user anywhere across the organization or value chain can monitor events using email notifications and alerts. ELM enables users to track events throughout their lifecycle, maintaining a list of all current events and their status. IBM Cognos 8 BI event detection helps overcome IT complexity and compresses time-to-action when critical operational business events occur.

**Feature Overview**

*Rapid time-to-results*

The tight integration between Oracle and IBM Cognos applications means that results are delivered more quickly. A zero-footprint and easy-to-use interface for all BI functionality speeds adoption by user communities. Together, Cognos and Oracle provide a solution that embraces and extends your technology return-on-investment and helps you maximize performance.

*Better performance management with IBM Cognos 8 Business Intelligence*

IBM Cognos 8 BI is the only solution that provides complete BI functionality in one product, on a single, proven architecture. It delivers seamless reporting, analysis, scorecarding, dashboards, and event management to simplify information access and use in Oracle environment. IBM Cognos 8 BI facilitates high user adoption, better decisions, and greater agility across the organization. It's the clear choice for BI standardization and a cornerstone of improved performance management.

**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

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