IBM Cognos 8 Business Intelligence Scorecarding

Communicate strategy, assign ownership, and track performance.

Scorecarding is a proven approach for communicating, measuring, and managing business performance at a tactical, operational, or strategic level. At the tactical level, employees and managers use scorecards to monitor performance against targets for discrete, specific projects. At the strategic level, scorecards are part of a corporate-wide performance management system that executives use to map corporate strategy and communicate it throughout the organization.

You can use Cognos scorecarding to manage the full scope of your business processes:

- Discrete projects at the tactical level or corporate-wide performance management strategies.

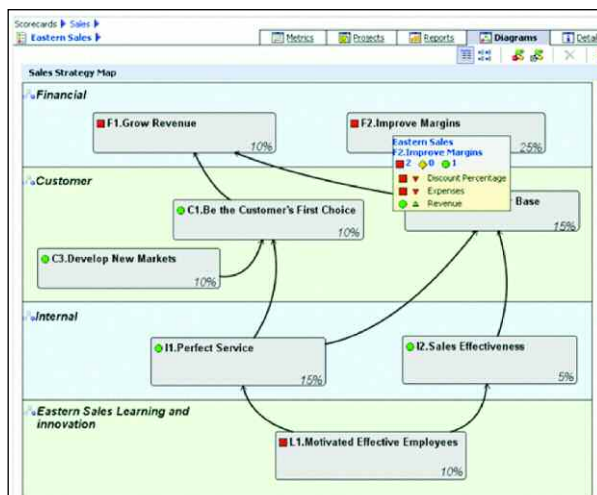- Across business units, operating subsidiaries, or geographic regions.

Align decisions and tactics with strategy
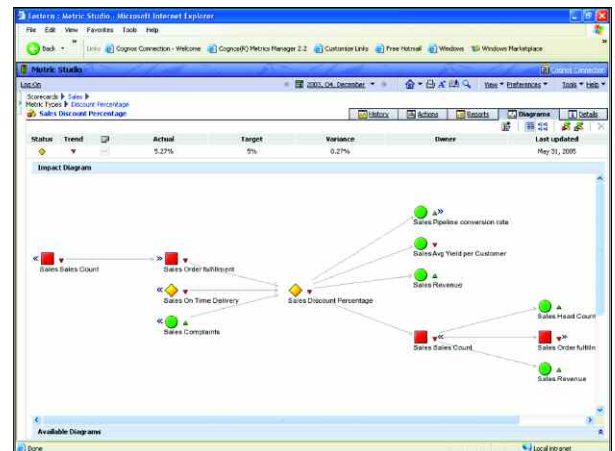
Reliable and consistent information

Use scorecarding with IBM Cognos 8 BI to create the single and trusted source of performance data that your business users need to monitor their performance against targets.

Communicate strategy

Use Strategy maps to communicate strategy throughout your organization so employees can understand what the strategy is and align their projects and activities to support it.

Strategy map with associated metrics

Cause-and-effect diagram

Administrators can create metrics, process diagrams, or scorecards once and use them across the organization to ensure everyone is working with the same definitions and to the same targets.

Understand key relationships

Use strategy maps and impact diagrams to understand the cause-and-effect relationships of your key processes and metrics. Administrators can create these maps and diagrams directly within the application using intuitive wizards and design tools. Users can hover over scorecard impact diagrams and instantly have important metric information at their fingertips, without having to look anywhere else.

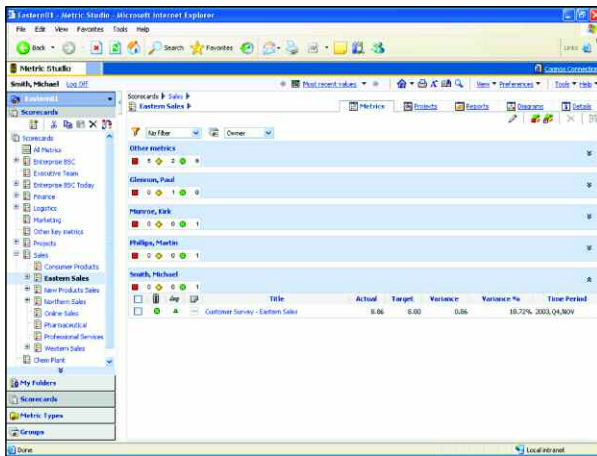**Build metrics and scorecards easily**

Metrics can integrate a range of cross-functional data. The intuitive wizards will guide you through the metrics and scorecard design process to add new strategic objectives and supporting metrics. Administrators can build metrics using data from any source, including OLAP and dimensionally aware relational data, ERP and CRM systems, spreadsheets, flat files, and user-entered values.

Focus on key issues
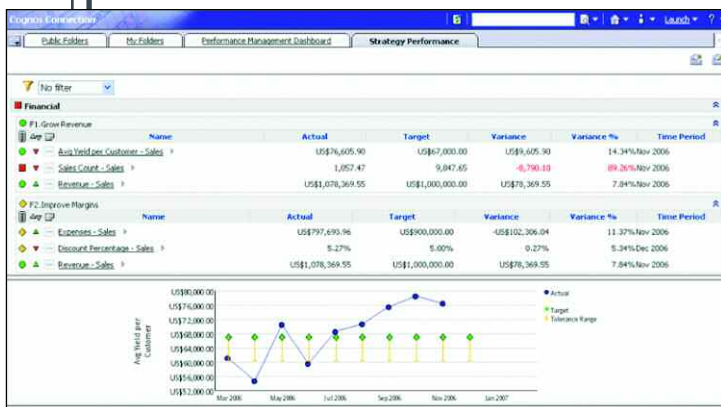
Flexible viewing options

Cognos scorecarding lets users organize and view their scorecards in different ways to ensure they focus their attention on key issues. Users can group metrics and scorecards:

- By status to quickly identify problem areas.
- By owner to understand accountability.
- By strategy map to see how processes and metrics support corporate strategy.

Metrics grouped by owner

IBM Cognos 8 BI lets you create scorecard portlets to make it easier to access and communicate scorecard content across all of your organization, and encourage a broader use of scorecard and business strategy information.

Scorecard portlets viewed in the Cognos Connection portal

Immediate awareness of issues

Users can choose to be notified when a metric changes status. By leveraging the event management capabilities in IBM Cognos 8 BI, you can create and deliver alerts through email to a user's desktop, remote location, or PDA.
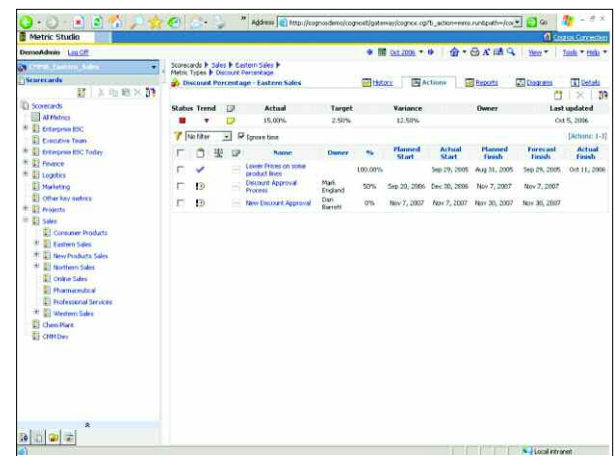
Ensure ownership and accountability

Metric ownership

Every metric in IBM Cognos 8 BI scorecarding has an identified primary owner to ensure everyone understands who is accountable and that performance issues are not overlooked
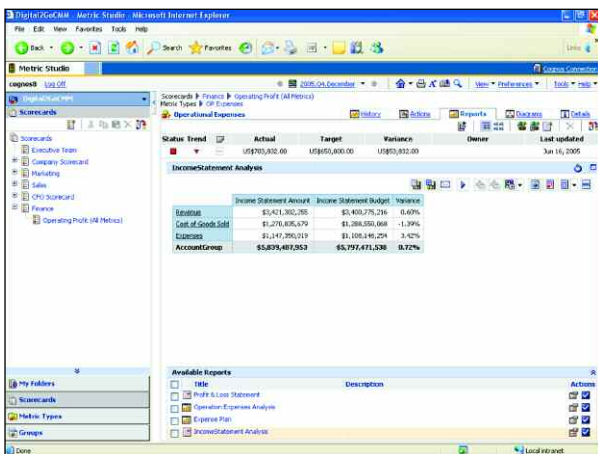
Manage corrective actions

Use embedded initiative tracking and collaboration capabilities to help manage the actions or projects you undertake when a metric turns red or trends downward.

Advanced Initiative Tracking

Embedded business intelligence capabilities

Access business intelligence reports, analysis, dashboards, and other content from within the scorecarding environment to get the details and understand the factors that affect metrics. You can also access MS Word documents, Web sites, and other information without leaving the scorecarding application.

Embedded business intelligence

Web-based deployment

Scorecarding with IBM Cognos 8 BI uses a zero-footprint, Web-based deployment model. This helps reduce the administrative burden on IT while improving user adoption. With centralized deployment and administration, IT does not have to install and manage client desktop software, minimizing deployment and maintenance costs.

This open, Web standards-based environment is built on the proven Cognos architecture. This design allows organizations to take full advantage of their existing IT infrastructure and skill investments. The reach of the Web means users can easily access and distribute their BI data from anywhere in the organization with continuous availability. IBM Cognos 8 BI works with your existing application and Web servers, portals, browsers, enterprise applications, platforms, databases, and security models. It supports Windows, UNIX, and Linux operating systems in uniform and mixed platform deployments. A single, fully

documented API allows developers and IT users to customize, integrate, and rebrand the reporting interface to suit the organization.

Designed for enterprise-level deployment, IBM Cognos 8 BI offers proven scalability to hundreds of thousands of users through an N-tiered, multi-server, multi-threaded architecture. This design provides full failover recovery and dynamic load balancing.
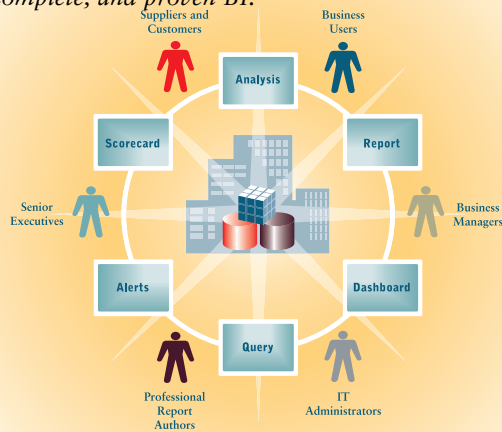
Intuitive search capabilities

Providing fast, effective search capabilities within your BI infrastructure reduces workload for IT by giving users access to the reports, analysis, and BI information that already exists in an organization. Search functionality helps IT increase user self-service, reduce report creation backlog, and reduce the workload associated with creating and maintaining drill paths between related reports. For users, it provides faster access to the most relevant BI and unifies knowledge assets with performance information to provide better quality decision-making.

Better performance management

Scorecarding is a key capability within 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. This simplifies your IT environment and the way everyone works with information. A variety of access modes let users interact with BI content using familiar applications or devices, such as a BlackBerry®, search engine, or Microsoft® Office application. The result is high user adoption, better decisions, and greater agility across the organization. IBM Cognos 8 BI is the clear choice for BI standardization and a cornerstone of better performance management.

IBM COGNOS 8 BUSINESS INTELLIGENCE

Bring your people and systems together for simple, complete, and proven BI.

All Data: *Access all relevant information, from all your data sources, whether relational or multidimensional.*

All Users: *BI and information that fits your job, whether you are an IT administrator, professional report author, business manager, senior executive, business user, or external supplier or customer.*

All BI: *Work with information your way, seeing performance through reports, scorecards, dashboards, analysis, queries, and alerts.*

About Cognos, an IBM company

Cognos, an IBM Company, is the world leader in business intelligence and performance management solutions. It provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance. Cognos was acquired by IBM in February 2008. For more information, visit **www.cognos.com**

For more information

Visit the Cognos Web site at www.cognos.com

Request a call

To request a call or ask a question, go to www.cognos.com/contactme. A Cognos representative will respond to your enquiry within two business days.

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