IBM

IBM Cognos 8 Business Viewpoint
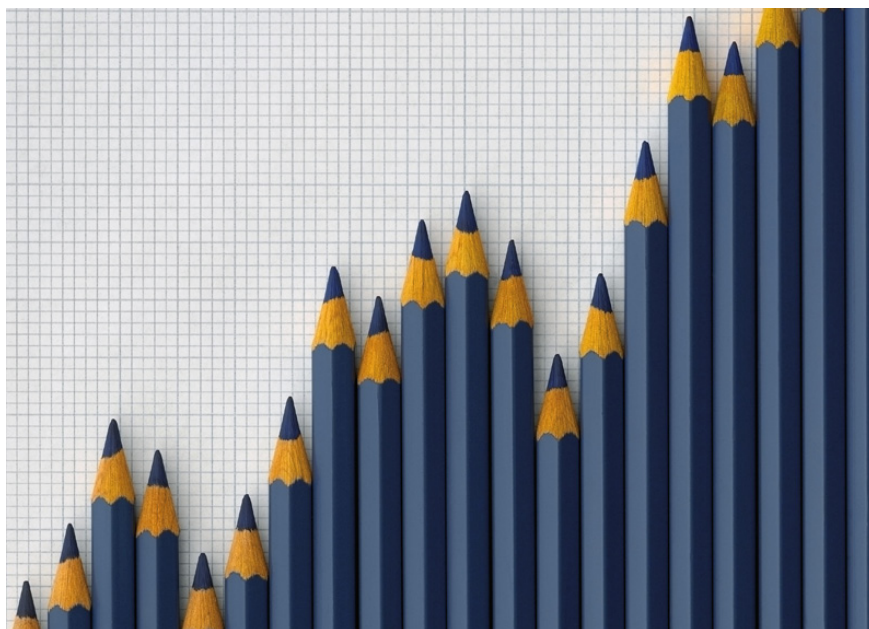## Dimension management made easy

Overview

Today's organizations are multi-tiered and rapidly changing. Enterprises have assembled their own portfolio of systems, and each one is being used to roll up data differently. Maintaining and synchronizing business dimensions across financial, analytic and relational reporting systems can result in unreliable and inconsistent information.

The result? Domain experts cannot collaborate effectively in the dimension management process. Errors multiply. Worst of all, your ability to make important business decisions may be affected.

How well does your organization understand vital information about business assets across channels, products and customers? Acquiring a centralized view of that data can enhance availability and accelerate flow of information—and drive performance and profitability.

Technical Specifications

IBM Cognos 8® Business Viewpoint offers a new way of managing dimensional data, enabling business users to maintain, govern and share consistent business viewpoints on results, operations, and strategy. It ensures integration and transparency across applications and delivers centralized management for synchronizing dimensional information across applications to deliver consistency and control.

With IBM Cognos 8 Business Viewpoint, dimension management is easy and effective. Most importantly, it integrates with and expands upon the solid data foundation found in IBM Cognos business intelligence and performance management platforms.

IBM Cognos 8 Business Viewpoint
What is IBM Cognos 8 Business Viewpoint? Quite simply, it is a dimension management product that enables business users to own the viewpoints, and manage the structures, relationships and attributes, from anywhere in a shared view.

Cognos® software

More broadly, IBM Cognos 8 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 on the same data in a consistent manner.

Business users can manage all line items in a single view. Data stewards can ensure transparency into corporate governance standards. Business analysts can share viewpoints across to the organizational systems that drive performance. IT can confidently deploy a modern architecture that enables the business while providing controls.

Features and Benefits

Key features and benefits of IBM Cognos 8 Business Viewpoint

Features	Benefits
Engages business users across the organization to maintain, govern and share for performance management.	Empowers an organization to capture the business perspectives on how the business should be managed across BI and performance management — now and in the future.
Provides business process workflow and orchestration for nominators, approvers and stewards with governance and control.	Drives a single, sanctioned source of dimensions and hierarchies across performance management.
Delivers bi-directional integration with open interfaces, built on an SOA foundation, that can be consumed by the IBM Cognos business users to gather source information and to distribute approved hierarchy structures to other systems.	Provides a secure, shared, approved source of dimensions for use across IBM Cognos products and other solutions.

Who uses IBM Cognos 8 Business Viewpoint?

The domain experts across your company have one thing in common– they are responsible for keeping up-to-date structures such as product lines, charts of accounts and cost centers. These users can include

- Business Manager
- Financial/Business Analyst
- Product Manager
- Brand/Category Manager
- Director/VP of FP&A

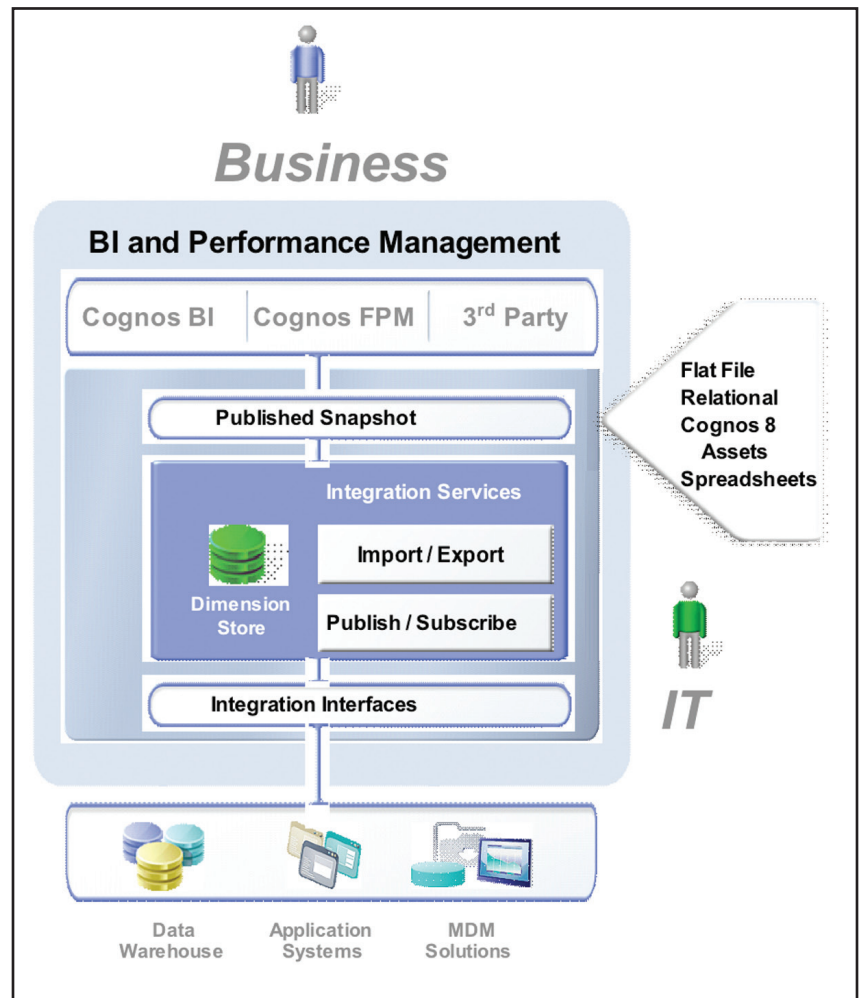*Built to connect IT and business*

IBM Cognos 8 Business Viewpoint is integrated across the IBM Cognos portfolio, allowing you to maximize the value of your investment in IBM Cognos business intelligence and performance management. With its out-of-the-box integration it provides an end-to-end performance management experience–enabling a common, shared view across Financial Performance Management (FPM) and BI, and providing a consistent way to view and report on the business.

IBM Cognos 8 Business Viewpoint allows the dedicated applications within the FPM family (such as planning and consolidation) to share dimensional information, as well as sharing with the core IBM Cognos 8 platform for BI. As a result, IBM Cognos 8 Business Viewpoint can help your business achieve higher levels of regulatory compliance, auditability, and software standardization.

IBM Cognos 8 Business Viewpoint not only empowers the business but it also allows IT to embrace business ownership of the dimensions. It enables IT to maintain oversight of the systems they have previously standardized. 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. With IBM Cognos 8 Business Viewpoint, collaboration between the business and IT creates a connected world, rather than a disconnected, ever-changing environment.

IBM Cognos 8 Business Viewpoint gives the business the freedom to own the dimensions, hierarchies and attributes while IT retains control of how approved versions are published and used with minimal disruption to down-stream systems.

A shared view across the IBM Cognos 8 platform
IBM Cognos 8 Business Viewpoint is fully integrated across the IBM Cognos portfolio for an end-to-end performance management experience—enabling a common, shared view across FPM to BI for a consistent way to view and report on the business.

It allows the dedicated applications within the Financial Performance Management (FPM) family (such as planning and consolidation) to share dimensional information, as well as with the core of the IBM Cognos 8 platform for BI. As a result, IBM Cognos 8 Business Viewpoint can help your business achieve higher levels of regulatory compliance, auditability, and standardization.

Financial Performance Management: For financial analysts responsible for budgeting and planning, IBM Cognos 8 Business Viewpoint delivers feature-rich dimension management in a "no-code" environment. They can 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.

Business Intelligence. IBM Cognos 8 Business Viewpoint is ideal for business analysts responsible for product, customer and sales channel data. It enables them to standardize their models in an interface where they do not have to be a modeling expert so they are making changes in one place and distributing them across the enterprise. This eliminates errors, ensures consistency–saving time and money.

Adding value to Master Data Management solutions
Distinct from MDM, yet complementary, IBM Cognos 8 Business Viewpoint is integrated with IBM's MDM solutions. Its capabilities can be leveraged

either from within the IBM Cognos environment or from MDM. IBM Cognos 8 Business Viewpoint adds value to MDM by providing category and brand managers with the ability to maintain their own perspectives to drive BI 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. IBM Cognos 8 Business Viewpoint gives them access to the data domains they require to drive performance. It provides a single place where designated users across the organizations, with the appropriate user rights, can create and collaborate on a consistent, shared viewpoint.

IBM Cognos 8 Business Viewpoint enables business users to create and maintain, govern and collaborate, and share and synchronize the business viewpoints required to plan, understand and optimize business performance.

Create and Maintain: With IBM Cognos 8 Business Viewpoint, it is easy to create individual perspectives with the highly visual interface and fully flexible model. 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® and manage any additions, edits, and to create multiple versions for analysis. The flexibility to manage attributes, pull in dimensions that reside in 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: IBM Cognos 8 Business Viewpoint ensures collaboration on a shared–not single–view. It enables collaboration in a workflow-oriented environment, replacing manual, error-prone efforts with fully transparent, automated and auditable processes.

Users across the organization responsible for managing dimensions need transparency into any changes or updates to ensure organizational and external compliance standards are met–to ensure there is version control, lineage, and that an audit trail is captured and to make sure the

right users are accessing the right dimensions. A workflow enabling the communication between the multiple users of the system is a key part to ensuring oversight.

Share and Synchronize: Business analysts and business users need to be able to ensure the changes they make can be made available to other individuals and systems once it is sanctioned by the data steward. With IBM Cognos 8 Business Viewpoint, IT can rest assured that the solution will deliver shared, approved viewpoints across Performance Management–and provide bi-directional interfaces to external systems.

IBM Cognos 8 Business Viewpoint is built on a modern SOA architecture. This ensures that the business can take advantage of corporate assets and manage them, while also increasing the confidence in integration between products and conformance with current architecture standards.

Feature Overview
A new way to optimize business performance
IBM Cognos 8 Business Viewpoint enables organizations like yours to achieve an end-to-end decision-making process–easily and effectively. Business users can easily maintain, govern and share the hierarchies for use–and reuse–across business intelligence and performance management solutions, while allowing IT to retain control of how approved versions are published and used.

With pre-built integration across the IBM Cognos portfolio, IBM Cognos 8 Business Viewpoint is designed to allow seamless integration into your existing information architecture. Whether your company wants to pull in general ledger data, data from the ERP or even from an MDM solution, the wealth of dimensional data that these systems hold can be imported into IBM Cognos 8 Business Viewpoint for the business users to edit for a common, shared view.

IBM Cognos 8 Business Viewpoint helps you build accurate, complete, usable information, helping you to save time on reconciling reports, plans and forecasts–and enabling you to organize information to drive better business performance.

**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.

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