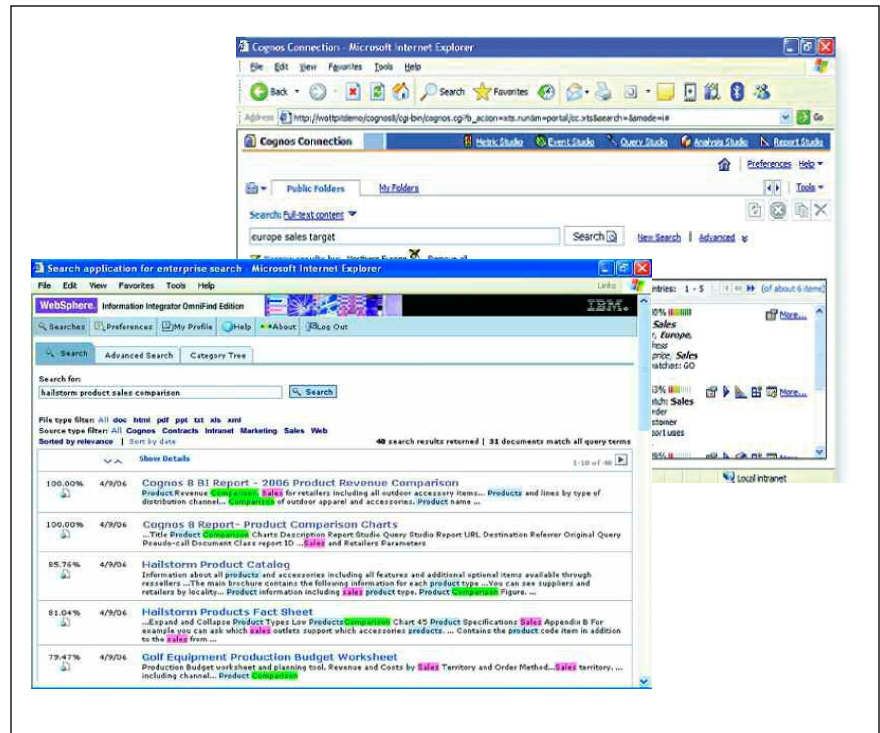


IBM Cognos 8 Go! Search and IBM WebSphere Content Discovery

Maximizing BI with search and content discovery

Overview

People across an organization need to be able to leverage diverse business information from a single point of access, regardless of where that information is stored within the company. Enterprise search must deliver highly relevant results with fast response times, while scaling to millions of documents and thousands of users. It must be designed to integrate seamlessly into an existing environment and analyze and index information stored throughout an organization. It must also be able to access the rich information that business intelligence (BI) software provides—information that has typically been excluded from most enterprise search solutions.



IBM Cognos 8 Go! Search

IBM Cognos® 8 Go! Search is a new BI search capability that enables users to instantly find relevant, strategic IBM Cognos 8 BI information via IBM WebSphere® Information Integrator OmniFind® Edition, a key component of the IBM WebSphere Content Discovery platform. Combining the two solutions lets users leverage sophisticated search functionality to quickly and easily find reports, analysis, scorecards, dashboards, and other business intelligence information, along with other corporate content distributed across their enterprise.

IBM Cognos 8 Go! Search allows organizations to:

- Provide faster and easier access to the most relevant reports and analytics.
- Improve user efficiency and satisfaction with existing BI solutions.
- Reduce duplication of report authoring efforts.
- Leverage existing investments in BI content and business modeling.

- Allow more users to access centrally-controlled strategic BI information.
- Integrate into a broad range of enterprise applications and portals.
- Combine knowledge assets with performance information to enable better decisions and a more comprehensive view of information.

Technical specifications

IBM Cognos 8 Go! Search is one of many new consumer modes that bring BI into familiar working environments to enable better, faster, and more effective decision-making. IBM Cognos 8 Go! Mobile, an additional software offering from the makers of IBM Cognos 8 Go! Search, is a consumer mode that delivers strategic BI information to mobile workers via BlackBerry. IBM Cognos solutions also offer IBM Cognos 8 Go! Office, which lets users access, view, and interact with IBM Cognos 8 BI reports, analyses, and metrics within Microsoft® Excel®, Microsoft PowerPoint®, and Microsoft Word.

Features and benefits

More relevant results

Searching enterprise information requires different techniques to determine document relevancy. Search functionality must take into account different security models, data sources, and file types. Successful Internet search features, such as page ranking, are not optimized for an enterprise environment. Documents are not generally interlinked to each other or

easily represented as a site or URL. To address the enterprise environment, IBM has developed new information relevancy techniques to deliver the right results to end users.

Enterprise search has three main components—all delivered on the IBM WebSphere Content Discovery platform:

- Crawlers that access a wide range of information sources.
- An indexer that provides high speed linkage between key document attributes and the documents themselves.
- A search engine that determines document relevancy based on state-of-the-art relevancy algorithms specifically designed for corporate content.

In terms of business intelligence, it means that companies can move past merely searching on report titles and content to dig deeper into the criteria on which the report was based. With the combined technologies, organizations can now:

- Search on the basis of report metadata, including drilldown values and attributes.
- Search for reports based on type of information desired, not just report titles.
- Search on the basis of data elements and filter terms.

- Use search criteria to automatically filter reports opened.

Feature overview

Leveraging unstructured content

The volume of information within enterprises is growing exponentially. In fact, the average Fortune 500 company has 122 terabytes of disc storage on the floor. Eighty-five percent of this information is unstructured. In order for BI solutions to provide the context needed for critical business decisions, they must be able to leverage knowledge buried within unstructured information and provide access to supporting documents, images, email, databases, Web content, and more.

Through the integration of IBM Cognos 8 BI, IBM Cognos 8 Go! Search, and the IBM WebSphere Information Integrator OmniFind Edition, IBM offers technological expertise and support for Unstructured Information Management Architecture (UIMA)-based solutions. UIMA is an open software framework that supports the creation, development, and deployment of technologies for discovering the vital knowledge present in unstructured content, the fastest growing source of information today.

IBM WebSphere Information Integrator OmniFind Edition supports enterprise-scale search requirements. It provides secure search results with

sub-second response times from a broad set of enterprise content sources, such as intranets, extranets, corporate public Web sites, relational databases, file systems and content management repositories. By leveraging UIMA, it has extensible capabilities for determining meaning and relevance of unstructured content to provide more intelligent results.

IBM Cognos 8 Go! Search allows reports, analyses, dashboards, metric information, and events to be published to XML for ingestion and indexing by IBM WebSphere Information Integrator OmniFind Edition, the first commercially available software for processing content based on UIMA.

Critical knowledge and details required for deeper analysis are buried in free form text fields (i.e. comments, notes, and description). Supporting documents not replicated in the warehouse often include critical background that needs to be accessed within BI solutions. WebSphere Information Integrator OmniFind Edition can apply text analytics (via UIMA) to unstructured information, generating useful structured data that can be made available to and leveraged by IBM Cognos 8 Business Intelligence.

IBM Cognos solutions also provide federation of and links to content stored in other systems. This

provides powerful linking of data and supporting documents based on the business intelligence context. These supporting documents, which have been typically isolated and difficult to access, can now be available for IBM Cognos 8 Business Intelligence, providing critical background and added business perspective.

Competitive differentiators

This new offering helps fulfill both the IBM vision of Information On Demand and the IBM Cognos vision for taking customers to the next level of performance. By making BI information searchable and available for broad enterprise searches, and by leveraging UIMA to make unstructured information available as well, IBM Cognos 8 BI is the only complete solution on the market.

“BI is the business solution most closely and consistently linked with increased business performance,” said Henry Morris, group vice president and general manager at IDC. “Augmenting business intelligence applications with search capabilities represents an important development in performance management. With search functionality, end users can easily tap into the wealth of information available through BI solutions to quickly find resources and data to help improve decision-making and enhance corporate performance.”

IBM Cognos 8 BI is the only BI product to deliver the complete range of BI capabilities: reporting,

analysis, scorecarding, dashboards, business event management, and data integration, on a single, proven architecture. Easy to integrate, deploy and use, IBM Cognos 8 BI delivers a simplified BI environment that improves user adoption, enables better decision-making, and serves as an enterprise-scale foundation for performance management.

IBM Cognos 8 BI components include:

- **Reporting and dashboards.** Users can create, modify, and distribute any report the company requires—invoices, statements, weekly sales and inventory reports, from any data source for consistent fact-based decision-making. With dashboards, users can view and analyze complex data in intuitive graphical formats, including dashboard layouts, geographical maps, pie or bar graphs, or 3D graphs.
- **Analysis and ad hoc query.** Online analytical processing (OLAP) means users can explore large volumes of summarized data in a variety of formats with industry-leading response times, drilling through to the details they need.
- **Scorecarding.** Scorecards deliver measurable metrics that let users know immediately where they stand, enabling them to manage their performance.

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- **Event detection.** Time-critical business intelligence is automatically delivered to decision-makers through e-mail and wireless technologies, allowing them to focus quickly on what needs immediate attention.
- **Data Integration.** IBM Cognos data integration is an enterprise-wide ETL solution that optimizes data merging, extraction, transformation, and dimensional management to deliver data warehouses ready for business intelligence.

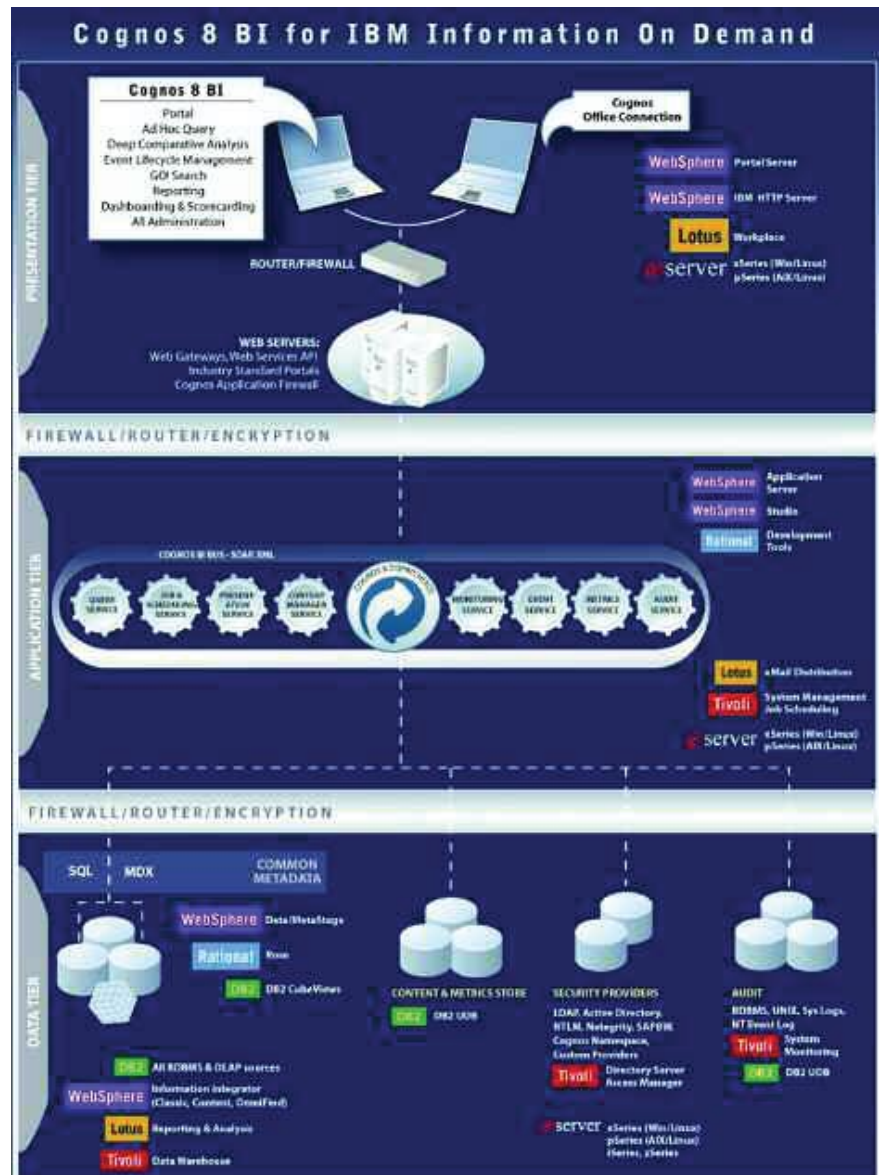
Why an IBM Cognos solution?

IBM Cognos solutions are grounded in the expertise and technology of market leaders.

IBM Cognos solutions provide:

- Industry experience from working with thousands of customers.
- The security of dealing with industry leaders.
- Accelerated project implementation due to the pre-integration of the respective solutions and associated components.
- Best-practice business intelligence infrastructure leveraging a proven architecture, open standards, and associated components.
- Proven IBM Cognos technologies that support large data sources, tens of thousands of users, and millions of reports.

IBM Cognos solutions are addressing the need for better enterprise



information access capabilities. Now, anyone within the organization will be able to use simple keywords and phrases to also search and find relevant IBM Cognos 8 BI content as part of their enterprise search results. This new capability will help businesses better manage their growing deluge of information and extract and analyze previously hidden facts and insight to uncover risks,

identify new opportunities, and drive efficiencies.

The IBM Cognos partnership delivers solutions with flexibility, functionality, and ease of use. This relationship also furthers the goal of providing an on-demand real-time BI environment—one that delivers information when it is needed, and in the format that best suits that need.

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IBM Cognos performance management software fully integrates with the IBM On Demand infrastructure by leveraging:

- IBM DB2 Universal Database™
- IBM DB2 Warehouse Manager
- IBM DB2 OLAP Server™
- IBM DB2 Cube Views®
- IBM WebSphere Application Server
- IBM WebSphere Portal
- IBM WebSphere Information Integrator
- IBM WebSphere Information Integrator OmniFind Edition
- Lotus® Domino®
- Linux®
- IBM WebSphere Data Integration Suite
- IBM eServer® pSeries® and xSeries® systems (Microsoft Windows®, IBM AIX®, and Linux)
- IBM eServer platforms including iSeries®, pSeries, xSeries, and zSeries®.

IBM Cognos 8 Special Edition

IBM WebSphere and Information Management technologies are also delivered as part of the IBM Cognos 8 Special Edition, a complete BI solution covering reporting, analysis, scorecarding, dashboards, and event management. By bundling leading IBM middleware into our business intelligence solution we help customers deploy faster and implement a scalable performance management solution that maximizes their investment in existing applications, data, and hardware.

Industry solutions

The deployment of mission-critical solutions dictates the use of dependable partners. IBM Cognos solutions have a proven track record in all industries for delivering unmatched project success. Whether it's government, retail, financial services, healthcare, manufacturing, or a host of other sectors, IBM Cognos solutions are founded on experience and technology, which provides the next level of 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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