

## IBM Cognos 8 BI: The platform of choice for Software as a Service (SaaS)

Both large-scale enterprises and midsize organizations are turning to software as a service (SaaS) providers to decrease costs and reduce the resource demands on IT. SaaS providers in turn are looking for ways to increase their service offerings and see the benefit of providing reporting, analysis, scorecarding and other business intelligence (BI) capabilities to their clients. These additional capabilities enhance the original software offering for the customer, and potentially differentiate the offering for the SaaS vendor with its competitors.

Whether you are a software vendor already with a SaaS model or are considering one, analysts and industry experts suggest these criteria when choosing a BI platform to augment your service:

- Flexible security for a controlled environment.
- A robust, reliable, flexible, and scalable architecture to meet large global user counts.
- Ease of use and deployment to lower implementation and training costs.
- Support for a multi-tenant environment to lower cost per customer.

IBM addresses these requirements, offering the leading product for SaaS BI deployments. Over 300 companies worldwide use IBM Cognos® 8 Business Intelligence (BI) to access strategic information without requiring the resources to manage the application in-house.

IBM Cognos 8 BI delivers all BI capabilities—from query, reporting, analysis, scorecarding and dashboarding to event management—with a single product on a single architecture. Serving all users (administrators, report authors, and report consumers) with one product with a zero-footprint interface lowers costs of deployment, training and maintenance while improving the overall user experience. Offering IBM Cognos 8 BI as part of your service lets your customers deploy a single information-delivery infrastructure with one product for all data sources, access over the Web and suitability for a multi-tenant environment.

### Flexible security

Security is critical in SaaS environments. IBM Cognos 8 BI addresses requirements in user authentication, access control,

secure communications and secure data. Separating the architectural components into presentation, application and data tiers supports the secure deployment strategies demanded by SaaS vendors whose data and infrastructure are secured and closely guarded by firewalls.

IBM Cognos 8 BI builds on an existing security model's namespaces for user authentication and single sign-on. Whether you have NTLM, LDAP, Active Directory, Netegrity, SAP, an existing homegrown security architecture or a combination of these, IBM Cognos 8 BI draws on the models when defining and maintaining user, group, and role names, as well as IDs, passwords, regional settings and personal preferences. As a result, you do not have to rework or duplicate security.

IBM Cognos 8 BI simplifies authorization for content, data and capabilities by using the users and groups from your existing security model. The IBM Cognos 8 solution ensures data content and transmission integrity through encryption. The result is minimal administrative burden, cost containment and high scalability.

*“The Web-based architecture of IBM Cognos software maps well to Infor’s offerings, and its scalability meets the enterprise-class needs our customers have come to expect of our hosted solutions.”*

*Jim Plourde  
Vice President, Hosted Solutions  
Infor*

In addition, the IBM Cognos application firewall component supplements the existing security infrastructure. The firewall prevents IBM Cognos 8 BI from processing malicious data: all requests are analyzed, modified and validated before being processed and sent to the requesting client or service.

**Scalability and availability**

The highly distributable architecture of IBM Cognos 8 BI ensures that when a BI request is submitted, the right processing happens at the right level, optimized for the broadest

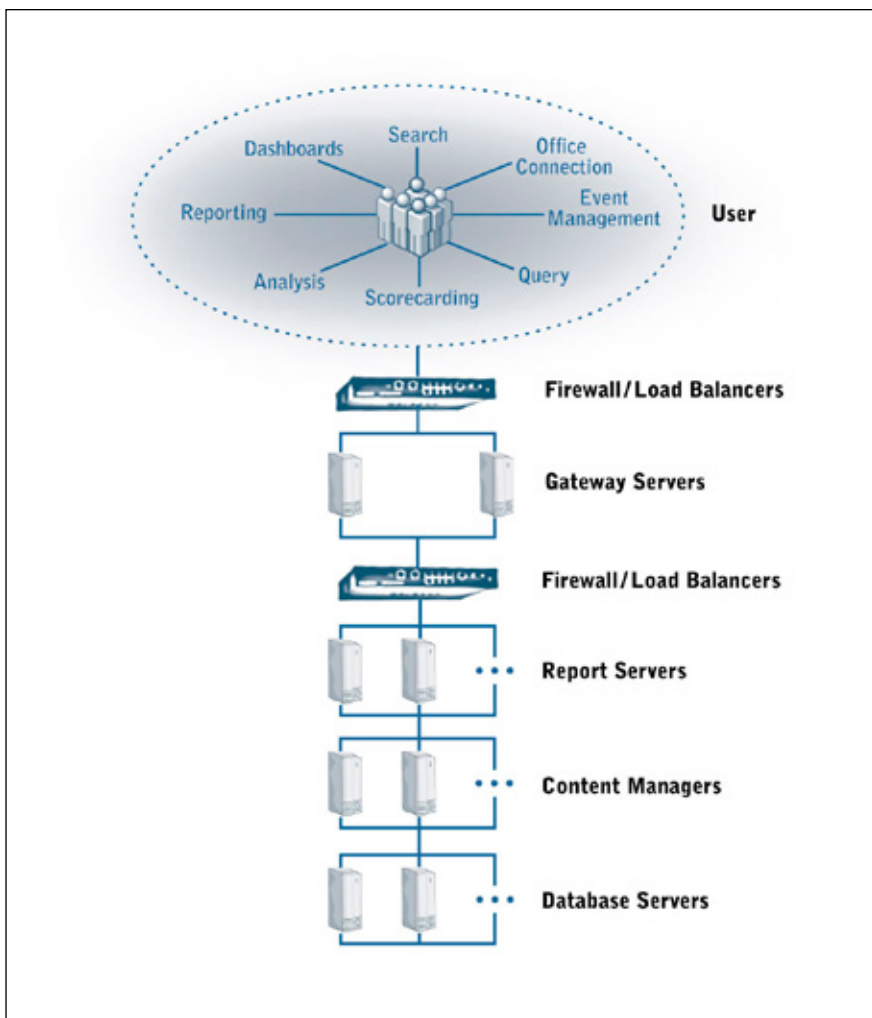
range of users. This lets organizations introduce new hardware at the right time to exceed the level of performance demanded by customers. Multiple versions of different services can be running at the same time for both failover and performance benefits. This architecture also ensures that there is no single point of failure: redundant components can be introduced throughout the presentation, application and data tiers to ensure the uptime objectives specified in service level agreements.

**Usability and deployment**

IBM Cognos 8 BI delivers all business intelligence capabilities through a common user interface, over the Web. The solution covers the full range of BI needs, including:

- Ad hoc and professional report authoring.
- Advanced analysis directly against OLAP and dimensionally aware relational data sources.
- Scorecarding and dashboards.
- Business event management.

IBM Cognos 8 BI delivers these capabilities through a zero footprint, pure Web front end. It does not require that software be installed on users’ PCs. This means you have a single instance of software to maintain, making it easier and quicker to deploy and adapt the software for your customers. Based on the solution you decide to offer, IBM Cognos 8 BI can



Security and scalability are vital aspects of SaaS architecture.

be used to view reports you author, or can be offered as self-service BI letting your customers author, manage, and manipulate all BI content.

In a SaaS model, once a new customer has been set up, administration tasks (such as adding groups and users, and granting privileges) can be managed by the customer. Administration tasks are also enabled through a zero footprint, pure Web front end.

### **Integration with existing applications**

IBM Cognos 8 BI offers integration capabilities for SaaS vendors to add BI content to a user's or application's process.

### *Integration with existing applications*

IBM Cognos 8 BI is flexible and built on an open, service oriented architecture. This means reporting, analysis, scorecarding, dashboards and event management capabilities can be readily integrated with any applications and customized for specific requirements.

The IBM Cognos 8 BI software development kit (SDK) provides an open application programming interface (API) that gives you the ability

to access broad BI functionality.

The SDK is exposed as a Web service, so you can develop applications in the programming language or environment you choose, such as Java™ or Microsoft® .Net Framework.

### **Portal Integration**

Embed the delivered WSRP portlets into your portal infrastructure to provide a consistent application experience.

### **Customization to enhance user experience**

The IBM Cognos 8 BI interface can be readily customized to suit SaaS requirements. You can set style-based customization on a per-user basis, allowing different users completely different styles, all from the same server. IBM Cognos 8 BI application customization offers these key features:

- Embedded, dynamic Web applications within authored reports.
- Complete flexibility in defining personal folders and personal and shared content pages.
- Ability to change the colors, fonts, images and overall appearance of one or more components.
- Ability to make global changes to the appearance of all IBM Cognos 8 BI component interfaces without affecting product functionality.

### **Multilingual capabilities**

You can deliver business intelligence content—reports, in-depth analysis, dashboards and scorecards—in any language or locale from one UNICODE server. At runtime, the local settings in a user's browser direct IBM Cognos 8 BI to render results in the appropriate language, using appropriate locale settings. The software's metadata models enable multilingual deployments without requiring additional coding.

### **Multi-tenant support for lower cost per customer**

The IBM Cognos 8 BI platform can operate in a multi-tenant environment. Sharing resources among multiple customers rather than duplicating them for each customer is important for reducing costs of a SaaS offering.

The flexibility of IBM Cognos 8 BI means implementations can be based on specific vendor requirements.

Implementation scenarios include:

- One shared model and one shared database.
- One shared model and customer-specific databases.
- Customer-specific model and a specific database.

### **IBM Cognos 8 BI architecture**

The modern IBM Cognos 8 BI platform is an n-tier, service oriented architecture. Key aspects of this architecture are:

- A presentation layer that handles all user interaction in the Web environment.
- An application layer with purpose-built services used to handle all BI processing.
- A data layer that provides access to a wide range of data sources.

The IBM Cognos 8 BI implementation flexibility lets you design the best possible solution for your application

architecture, your business model, your operations, and your customer's requirements. IBM Cognos 8 BI includes all factors vital to software as a service: high availability, security, scalability and usability, and the ability to handle multilingual environments.

### **IBM Cognos 8 BI, the ideal BI platform for SaaS**

IBM Cognos 8 BI uniquely delivers all BI capabilities in a single product, on a single architecture. This completeness and simplicity makes it ideal for SaaS providers, reducing infrastructure complexity and cost, and driving return on your investment.

*“IBM Cognos software has become the cornerstone of Solucient’s go-forward hosted reporting architecture. With IBM Cognos 8, we are currently achieving over 99 percent service uptime.”*

*Cheryl Smith  
Director of Architecture, Solucient*

## 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)

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