

IBM Cognos Go! Mobile

Business intelligence on the belt

Overview

IBM Cognos® 8 Go! Mobile gives mobile workers the ability to make information-driven decisions, regardless of location, by securely receiving and interacting with IBM Cognos 8 Business Intelligence on their mobile devices. IBM Cognos 8 Go! Mobile was created to fit the needs of mobile workers across the organization — salespeople who need customer and pipeline details, operations personnel who need supply chain information and executives who must have information from every part of the business. It extends their reach by delivering the right information at the right time.



Technical specifications

This innovative solution belongs to the IBM Cognos 8 Go! family of flexible access modes that enable users to easily view and interact with highly relevant BI information using the application or device most convenient to them, including Web portals, search interfaces, Microsoft® Office, mobile devices or dashboards. This enables users to make informed business decisions anytime, anywhere.

IBM Cognos 8 Go! Mobile extends the functionality of IBM Cognos 8 Business Intelligence (BI) to the following operating systems:

- BlackBerry
- Symbian S60 3rd Edition
- Microsoft Windows Mobile®

For a complete list of supported devices, contact your IBM Cognos representative.

Features and benefits

Traditionally, information has been delivered to mobile workers through desktop formats such as Microsoft Excel®, Adobe® PDF and HTML. Unfortunately, these tools offer limited practicality for mobile BI as they have not been optimized to provide the required interactive experience. Microsoft Excel is difficult to scroll, PDFs offer limited interactivity and HTML can be slow or completely unusable when out of network coverage.

IBM Cognos 8 Go! Mobile overcomes these limitations by delivering a rich mobile client interface designed for business intelligence. It allows executives, leaders and mobile workers to use their handheld devices to read and interact with IBM Cognos 8 BI reports, dashboards, metrics, and other information.

This versatility makes IBM Cognos 8 Go! Mobile a logical choice for organizations with widely dispersed personnel. Executives, business analysts, sales personnel and IT staff all appreciate IBM Cognos 8 Go! Mobile because it is:

Simple – In order for new functionality to be adopted, it must be simple for users, and easy for IT to deploy and maintain. For users, IBM Cognos 8 Go! Mobile provides a familiar interface for BI, and navigation tailored to the mobile device. In terms of IT workload, it can be installed remotely on the device and has centralized administration, which means, for example, IT can quickly install or update to users without handling each device.

Complete – A complete business intelligence solution must provide a full spectrum of capabilities and consumer modes to serve all users. With the most comprehensive set of BI capabilities on the market, IBM Cognos 8 BI enables IT to meet the needs of a diverse set of users. As well, IT can add capabilities, such as IBM Cognos 8 Go! Mobile, as the need arises with the knowledge that it will fit seamlessly into their BI environment.

Secure – IBM Cognos 8 Go! Mobile is integrated with and leverages existing IBM Cognos security features to deliver a single security environment for all users regardless of how they consume reports. IBM Cognos 8 Go!

Mobile security also takes into account the unique challenges associated with mobile devices with theft/loss protection capabilities.

Feature overview

With IBM Cognos 8 Go! Mobile, organizations can put BI into the hands of the people who need it. The dedicated client interface delivers:

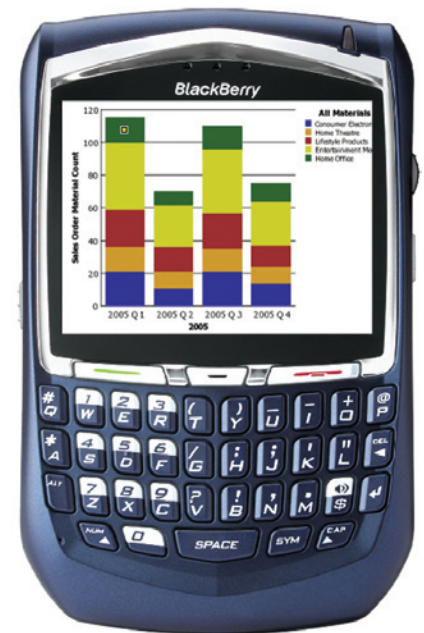
- Single authoring environment
 - BI report authors can write a report once and know that every user can access it, regardless of language, locale, or consumption approach (Web, search, mobile, desktop productivity suite, and more). The IBM Cognos 8 Go! Mobile client formats the data for the mobile device—no separate mobile authoring environment is needed—and the solution supports all reports, including prompted. This gives users access to all BI data, including new information as it is generated within the organization, rather than just a subset of arbitrary reports with limited functionality that were pre-authored in advance for mobile devices.

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- Rich mobile client – Competing solutions offer BI functionality but use viewers that were not intended for BI in order to send out information. This poses several problems. First, interactivity and view capabilities are limited, compromising the user experience and productivity. Second, IT must introduce special steps for security, additional load balancing and workflows, creating more work for IT and adding barriers that limit timely deployment.
- Theft and loss protection – IBM Cognos 8 Go! Mobile offers single security augmented for mobile needs, encryption during data transfer and on the device, and access keys and a remote locking function for the device database.
- Disconnected and offline use – IBM Cognos 8 Go! Mobile offers the ability for users to continue to access their reports while they are offline, giving them the ability to continue working while traveling or if the device is not within connectivity range.
- Optimized interactive experience – Users can use IBM Cognos 8 Go! Mobile application on their devices to navigate through reports intuitively. It leverages native mobile device functionality so they can easily see, interpret and interact (including the ability to respond to prompts on the device) with the information they need.
- Efficient data compression – Maximizing performance on mobile devices and the network they run on is always an issue. IBM Cognos 8 Go! Mobile compresses data before transmission and again once the report is saved on the device.

This means users spend more time getting insight into the business rather than waiting for reports to download.

- Location awareness – Mobile workers who require information based on their physical location at a given moment can have prompt values pre-filled based on GPS coordinates.



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

Request a call

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



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3755 Riverside Drive
Ottawa, ON, Canada K1G 4K9

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