IBM Cognos 8 Report Pack for Siebel CRM

Overview

IBM Cognos® 8 Report Packs extend the value of current enterprise investments by providing, for the first time, the ability for business users to combine, in one report or dashboard, historic data from the data warehouse with current data in your Oracle's Siebel CRM system, without coding. As a result, organizations achieve the most complete view of enterprise performance while eliminating the cost and effort required for separate operational reporting projects. IBM Cognos 8 Report Packs also deliver pre-defined content for more than 60 commonly-used reports to provide immediate access to Oracle's Siebel data within a business context. In addition, the embedded Composite Information Server provides adapters for one-click connectivity into Oracle's Siebel CRM, delivering secure and trusted pathways to build additional reports.

Technical Specifications

IBM Cognos 8 Report Packs are built on IBM Cognos® 8 Business Intelligence (BI). They provide robust formatting capabilities for reports, pre-defined abstraction of Siebel data that enables access through a Siebel-approved interface, and an embedded Composite Information Server that provides one-click connectivity to build additional reports.

Features and Benefits

IBM Cognos 8 Report Packs provide all of the robust formatting capabilities you need to modify, enhance, and extend reports. They also provide pre-defined abstraction of Siebel data and enable access through a Siebel-approved interface.

Save Time

Reports with robust formatting are available out-of-the box. They can be easily customized or extended to new reports and Siebel modules without the need for additional coding.

- Pre-built reports accelerate the delivery of operational information.
- Reuse existing business intelligence authoring skills.
- Leverage IBM Cognos 8 Report Pack reports to quickly deliver dashboards and other BI content.

Save Money

Using IBM Cognos 8 Report Packs is a cost-effective way to provide business insights based on valuable Siebel CRM data across your entire organization.

- Eliminate the cost and effort of creating a separate operational reporting environment.
- No additional training for end users.
- No redundant development and maintenance, no separate environment to administer.

Deliver Results

IBM Cognos 8 Report Packs provide immediate operational reporting from your mission-critical Siebel CRM application. Deliver up-to-the-minute dashboards using data from operational systems and data warehouses.

- Provides complete, up-to-the-minute insights into business performance.
- Build reports using data not yet loaded into the data warehouse.
- Build dashboards that combine historical data from a data warehouse with current data from operational systems.

Cognos®
software

Usage

IBM Cognos 8 Report Packs are an ideal way to distribute Siebel data to all your users and decision-makers, in a shorter time than can be done building Siebel reports alone. They are also ideal for users who:

- desire a single source of BI, regardless of the data source
- find standard Siebel reports restrictive or inflexible
- need to combine Siebel data with other data sources

- need to see current and historical data about customers
- need to reconcile data from other systems
- need to supplement BI on the data warehouse with up-to-the-minute information

IBM Cognos 8 Report Packs can also have an immediate impact on a wide range of projects. Examples include:

- *Operational Reports* – Front-line workers need current information to make day-to-day decisions.

On-demand information from packaged applications delivers the insights they need.

- *Up-to-the-Minute Dashboards* – Use IBM Cognos 8 Report Packs to improve visibility into performance and drive better decisions. Provide users with the complete picture of a key process that draws data from different systems: For example: shipping managers can view order status, current inventory levels, expected receipt of goods, and closed orders within a single dashboard.

More than 60 standard reports

A partial list of reports available through the IBM Cognos 8 Report Pack for Oracle's Siebel:

Quote
Quote List
Summary Quote
Package Quote
Standard Quote
Account Specific Price Book
Current Quote
Account Analysis

Opportunities
Opportunity List
Opportunity Detail List
Opportunity Summary
Opportunities by Category
Opportunity - Marketing
Events Summary
Opportunity by Sales Rep
Opportunity Status
Pipeline Analysis
Pipeline Report by Rep
Pipeline Report by Territory
Smart Report - Opportunity Detail
Current Opportunity Analysis
Opportunity Analysis
Activity Analysis
Rep Analysis
Sales Pipeline Analysis

Accounts
Account List
Account Details
Account Summary
Account Service Detail
Account Service Profile
Roll-up by Primary Rep
Roll-up by Relationship
Account Call Frequency Analysis
Account by Revenue Class
Lead Status by Stage
Lead Status by Rep
Lead Status by Date
Lead Status by Contact
Last Name Source
Account Product Sales
Account Product Sales by $
Account Product Sales by Units

Contacts
Contact List
Contact by Category
Contacts by Opportunity
Contact Profile
Contact Call Frequency Analysis
Lead Status Analysis
Referral Analysis

Service Requests
Services Request Activity (All)
Service Request Activity (Public)
Services Request Detail (Barcode)
Services Request Detail (no Barcode)
Service Request Summary
Service Request Aging Analysis
Service Request Aging
Analysis by Status
Service Request Aging
Analysis by Priority
Service Request Aging
Analysis by Severity
New Service Requests
Trend Analysis by Status
Trend Analysis by Severity
Trend Analysis by Source

Activities
Activity List
Call Per Day
Account and Type Analysis
Activities by Salesperson
Contact Analysis
New Activities Analysis
Team Status Analysis
Campaign
Campaign List
Campaign Response Detail
Campaign Response Summary
Campaign Summary

- *Single View of a Customer* – IBM Cognos 8 Report Packs provide on-demand data aggregation and history about a given customer across packaged applications and other sources to enable different views from a consistent data source. Let your sales team see a customer's complete purchasing history, including historical and current transactions – to help them continue selling value-added products or services.

Advantages

IBM Cognos 8 Report Packs go beyond basic connectivity and offer many project advantages, including:

- *Combine information, on-demand:* IBM Cognos 8 BI with Report Packs let you combine data from Siebel CRM and other data sources from across your organization.
- *Speed:* delivered out-of-the box with IBM Cognos 8 Business Intelligence, reducing the need for custom coding.

- *Vendor-approved interface:* access data through Siebel business objects. There is no need to adapt or modify your existing implementation.
- *Simplicity:* use a simple, visual environment for report development. No coding required. Enable self-service for business users.
- *Lower risk:* reduce the need for expensive, specialized resources. Lower the time, cost, and risk of developing powerful and data-rich applications.
- *Support IT Standards*: IBM Cognos 8 Report Packs adhere to the security and business logic of underlying applications.
- *Robust performance, minimal impact:* The IBM Cognos Data Adapter ensures controlled access to your systems to limit impact and ensure continued optimal performance. Report distribution through IBM Cognos 8 Business Intelligence ensures robust performance.

Feature Overview

IBM Cognos 8 Report Packs:

- are built on IBM Cognos 8 BI
- have robust formatting capabilities available out-of-the box to modify, enhance, and extend reports
- deliver pre-defined content for more than 60 commonly-used reports, providing immediate access to Siebel data within a business context
- have an embedded Composite Information Server that provides adapters for one-click connectivity into Siebel CRM for secure and trusted pathways to build additional reports
- are a cost-effective way to provide business insights based on valuable Siebel CRM data
- provide Operational Reports, Up-to-the-Minute Dashboards, and Single View of a Customer
- has many project advantages such as speed, simplicity, and support of IT standards

**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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