THE COGNOS-IBM CONSULTING SERVICES ALLIANCE

A WINNING CONVERGENCE OF STRATEGY AND BUSINESS INTELLIGENCE

"THE ALLIANCE BETWEEN IBM GLOBAL BUSINESS SERVICES AND COGNOS SHOULD ENABLE MORE GLOBAL ORGANIZATIONS TO GAIN THE BENEFITS OF GREATER EFFICIENCY AND EXPANDED OPPORTUNITY THAT COME WITH A SOUND APPLICATION OF BUSINESS INTELLIGENCE."

—HENRY MORRIS, GROUP VICE PRESIDENT AND GENERAL MANAGER, INTEGRATION, DEVELOPMENT, AND APPLICATION STRATEGIES (IDEAS), IDC

IBM® Global Business Services (GBS) group leverages business intelligence (BI) software from Cognos® to help organizations build an environment that collects, aggregates, manages, distributes, and analyzes information across the enterprise in a timely manner.

The IBM GBS group implements solutions that combine strategy, process, and technology capabilities, incorporating strategic, customer, supply chain, workforce, and financial analytics. The IBM GBS group offers a range of BI services, including:

- Overall strategy and planning.

- Analysis or diagnosis of client information environments.

- Business case development and architecture definition.

- Design and implementation of specific projects that help provide near-term benefits and return on investment.

THE COGNOS 8 BI ADVANTAGE

As part of IBM Global Business Services' BI solution, Cognos software delivers integrated enterprise reporting, analysis, scorecarding and dashboards, along with flexible information delivery, metadata management, planning, and business event management capabilities. With a peer-to-peer, services-oriented architecture using Web services protocols and a browser-only, zero-footprint user interface across the entire solution, Cognos 8 Business Intelligence helps IT reduce the complexity, cost, and workload associated with its technology infrastructure.

Reporting

Create any type of report, for any user, with any data.

- Covers the complete range of reporting needs—managed, production, and more, ad hoc, personalized. Report against all operational systems, OLAP, and relational data sources. Display reports in all desired output formats (email, HTML, PDF, Microsoft Excel, CSVs, XML).

- Drag-and-drop data elements, formatting, and selection extends self-service report authoring to users, offloads IT requirements, and reduces the reporting backlog.

- Single, zero-footprint and adaptive authoring interface for reports and dashboards.

- Drill-through and drill-down automatically built-in.

- Build a report once and deploy in any language.

Analysis

Explore and analyze large volumes of data covering all dimensions of the business, whether stored in OLAP or dimensionally aware relational sources.

- Analyze large data sets with easy-to-use, drag-and-drop user interface.

- Compare performance to see trends over time.

- Pursue business questions through analysis and exploration with fast and predictable response times.

COGNOS®

THE NEXT LEVEL OF PERFORMANCE™

- Powerful, yet easy-to-use comparative analysis. See performance outliers, such as most and least effective suppliers, in one analysis.

Scorecarding

Link initiatives and projects to strategy with metrics and strategy maps. Use the same scorecard metrics to drive enterprise planning for integrated performance management.

- Easily see and track the status of key performance indicators and initiatives.

- Understand the root cause of performance issues.

- Scorecards and metrics use the same single metadata model that drives analysis and reporting.

- Attach reports and analysis to get the information underpinning metrics and understand what drives the performance.

- Link metrics to owners to help drive accountability.

- Support Balanced Scorecard or other scorecarding approaches.

Dashboards

Deliver Web-based dashboards with information from different data sources in a single visual report. Provide an at-a-glance snapshot of the business.

- Cut the time to decision with multi-object performance reports, maps, charts, scorecards, and interactive OLAP analysis coordinated in a single view.

- Set up personalized information centers to monitor performance.

- Connect dashboard elements with underlying data for further context and analysis.

- Support various management methodologies.

Business Event Management

Business event management goes beyond the basic notification functionality provided in other products to automate the decision-making process, launch business processes, and integrate with Business Process Management. Where human intervention is required, through decision-process automation, business event management notifies the people who are accountable and provides the relevant information they need to resolve the issue. Where human intervention is not required, it initiates business processes such as data updates or Web service procedures to resolve the issue. Throughout the event lifecycle, it continues to monitor and notify, ensuring that all relevant players and systems take appropriate action at the right time.

Business event management benefits include:

- Link different parts of the organization together for enterprise-wide event management.

- Compress the time to action and resolution.

- Define compound events and tasks using event conditions.

- Manage events in context.

- Use both decision-based and business-process issue resolution.

- Track critical events.

These core BI capabilities let IBM Global Business Services' clients achieve a complete, end to-end view of their enterprise. The result is a foundation for performance management and business intelligence standardization

ABOUT IBM GLOBAL BUSINESS SERVICES

IBM Global Business Services is a leading global provider of services that transform the businesses of established and emerging enterprises around the world. With an extensive network of global alliances, deep industry-specific knowledge, and broad capabilities in strategy consulting, process improvement and technology integration, IBM Global Business Services practitioners place innovative ideas into bold, meaningful actions that can help realize a strategic vision, drive business success, and enhance enterprise value for their clients.

ABOUT COGNOS

Cognos is the world leader in business intelligence and enterprise planning software. Our solutions for corporate performance management let organizations drive performance with planning, budgeting and consolidation, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Cognos is the only vendor to support all of these key management activities in a complete, integrated solution. Founded in 1969, Cognos now serves more than 23,000 customers in over 135 countries.

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