IBM Cognos 8 Business Intelligence business event management

Compress the Time-to-Action When Critical Events Happen

Important events can easily be hidden in day-to-day data, but sifting through reports for opportunities or concerns can be time-consuming, or worse, fruitless. Too often the critical knowledge is received too late.

Business Event Management (BEM) with IBM® Cognos® 8 BI means that you don't need to go looking for important information — it delivers the information to you. IBM Cognos BEM automates the management of business events that need attention, such as a late shipment or a service level not being met. It monitors and detects these events, and then links them to those accountable for their resolution.

Where human intervention is required, IBM Cognos BEM notifies the people who are accountable and provides the relevant in-context information needed to resolve the issue. Where human intervention is not required, IBM Cognos BEM initiates business processes such as data updates or Web Service procedures to resolve the issue. Throughout the event lifecycle, IBM Cognos BEM continues to track and notify, ensuring that all relevant players and systems take appropriate action at the right time, in the right sequence.

Defining event conditions

By enabling broad participation, IBM Cognos BEM links the different parts of your organization together for effective collaboration. It detects key events as they occur and, through decision-process and business-process automation, compresses the time to action and resolution.

Continuous business process improvement

Beyond events, BEM aggregates business process management data and operational system data for a complete view of any business process — how it is managed and the transactions involved. With this insight, you can seamlessly use other IBM Cognos 8 BI capabilities to understand and continuously improve these processes.

Automated business event management

Define events and tasks using event conditions

Through the zero-footprint browser environment, IBM Cognos BEM lets you predefine the events (i.e., exceptions to process rules or thresholds) to be detected and the sequence of tasks to resolve them. You can build simple or complex event conditions — across multiple data sources — to ensure that critical business events are intercepted and dealt with when they occur.
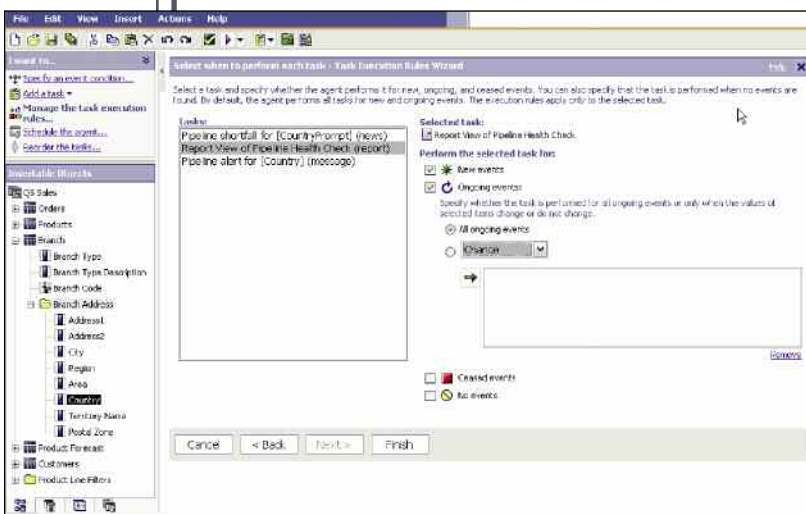
Manage events in context

The state of an event in its lifecycle is important. New events and ongoing events may need to be dealt with in different ways and by different people, or with different information. IBM Cognos BEM ensures that the right people or systems get the right information to respond appropriately at each stage of the event lifecycle.

Alerting and notification

You can set up and initiate decision processes in which IBM Cognos BEM notifies and supplies relevant information to the accountable issue owners.

Contextual event information — such as reports, analyses and metrics — can be embedded or linked within e-mails or as dynamically updated portal headlines. Prompts in the event notification message allow issue owners to drill through to interact with the applications or gain supporting information. Exploration of the underlying data is guided by context or filters (e.g., an affected customer, a product, or an order number).

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One event can impact several individuals who are responsible for different tasks. Through multiple-alert messaging, you can ensure that a single event results in different responses being generated for various issue owners (e.g., inventory, sales rep, customer services, accounts receivable).

Automated issue resolution

For events that can be resolved through automation, IBM Cognos BEM can initiate predefined corrective actions such as launching a database update or Web Service procedure. For example, you can set up an automated response to communicate with another system, such as placing an escalation request in a customer services system. In this way, you can take an event to resolution without human intervention, saving time and resources.

Event tracking

Complex events are rarely resolved immediately. At any time, you can view a BEM report showing all monitored events and their position in the lifecycle — new, ongoing, or stopped — enabling you to track and follow their progress to resolution.

Event and process enabled performance management

IBM Cognos BEM enables decision-process and business-process automation across the IBM Cognos corporate performance management platform — BI, scorecarding and planning — to connect users with performance issues

- IBM Cognos BEM can deliver BI content that allows users to make more informed decisions in an event-driven environment. For example, if your shipping department has to determine which late shipments take priority, they can review specific BI content to determine the most profitable customer and who should receive the goods first.
- BEM can track scorecarding initiatives, such as monitoring completion dates, as well as automatically performing metrics maintenance tasks including metric data loads.
- By monitoring the status of the IBM Cognos planning workflow, IBM Cognos BEM can advise users when plans are ready for data entry or review. Events can be defined against the planning data, so if a planning

value crosses a threshold — such as a headcount limit — the appropriate owner is notified and can respond.

Web-based deployment

BEM with IBM Cognos 8 BI uses a zero-footprint, Web-based deployment model. This helps reduce the administrative burden on IT while improving user adoption.

With centralized deployment and administration, IT does not have to install and manage client desktop software, minimizing deployment and maintenance costs.

The open, Web standards-based environment is built on the proven IBM Cognos 8 BI architecture. This design allows organizations to take full advantage of their existing IT infrastructure and skill investments. The reach of the Web means users can easily access and distribute their BI data from anywhere in the organization with continuous availability.

IBM Cognos 8 BI is built on a single, native Web services architecture for maximum flexibility. It works with your existing application and Web servers, portals, browsers, enterprise applications, platforms, databases, and security models. It supports Microsoft® Windows®, UNIX® and Linux® operating systems in uniform and mixed platform deployments.

A single, fully documented API allows developers and IT users to customize, integrate and rebrand the reporting interface to suit the organization.

Designed for enterprise-level deployment, IBM Cognos 8 BI offers proven scalability to hundreds of thousands of users through an N-tiered, multi-server, multi-threaded architecture. This design provides full failover recovery and dynamic load balancing.

Better performance management

BEM is a key capability within IBM Cognos 8 Business Intelligence. IBM Cognos 8 BI is the only solution that provides complete BI functionality in one product, on a single, proven architecture. It delivers seamless reporting, analysis, scorecarding, dashboards, planning and event management.

This simplifies your IT environment and the way everyone works with information. The result is high user adoption, better decisions, and greater agility across the organization.

IBM Cognos 8 BI is the clear choice for BI standardization and a cornerstone of better performance management.

About Cognos, an IBM company

Cognos, an IBM company, is the world leader in business intelligence and performance management solutions. It provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance. Cognos was acquired by IBM in January 2008. For more information, visit **www.cognos.com**

For more information

Visit the Cognos Web site at www.cognos.com

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