# IBM Cognos 8 BI MidMarket Reporting Packages

## Meet all your reporting requirements—within your budget

Midsize organizations need to dramatically improve their decision-making abilities to respond quickly to changing market conditions—and compete effectively with their larger counterparts. Good decisions are the building blocks of great business performance.

For midsize organizations, business changes rapidly and frequently. As a result, everyone must operate at business speed. In order to respond effectively and produce relevant reports, businesses have to engage a number of people across the organization to create, collaborate on, and deploy reports.

The new IBM Cognos 8 BI MidMarket reporting packages offer midsize organizations a single, affordable, Web-based solution for all components of the reporting lifecycle: managed reports, ad-hoc reports, and transactional, operational, production, and statement-style reports. These reports can be authored once and consumed anywhere, and are adaptable to any data source.

### The reporting cycle

As a comprehensive solution, IBM Cognos 8 Business Intelligence removes the limitations on report development found with disparate products, interfaces, report types, or user profiles. Cognos reporting reduces IT bottlenecks and demands on IT resources and allows for a more timely distribution of information, which gives report users and authors the opportunity to respond quickly and effectively.

Reporting with IBM Cognos 8 BI has these collaborative features to help report authors:

- Create and modify reports with flexible zone-based layout that adjusts to fit different elements and objects
- Work with all report types and expand the base of potential users for each report

- Deploy a single report that can be executed across multiple languages and output formats such as HTML, PDF, and Microsoft Excel
- Build report templates that include standard report objects, queries, and layouts.

### Web-based deployment

Ease of deployment and maintenance is critical for resource-constrained IT departments. IBM Cognos solutions are built on an open standards, Web services architecture designed to leverage existing infrastructure and future investments. The design provides full failover recovery and dynamic load balancing.

To work at business speed and ensure that you can access critical information at any time, IBM Cognos 8 BI reporting delivers a zero-footprint, Web-based deployment model that provides out-of-the-box support for all data sources, security, and portals. The reach of the Web means users can easily access, administer, and distribute their reports from anywhere in the organization with continuous availability, so business users can see the information they want, how they want it and when they want it.

### Self-service reporting

To reduce demands on over-stretched IT departments, self-service collaborative reporting is needed so that anyone in an organization can create reports quickly, ensure timely creation and distribution of information, and contribute to the business from many different perspectives. IBM Cognos 8 BI reporting allows you to share information faster through the reuse of queries and report objects created by others. You can share responsibility for report creation with other parts of the organization, which eases the reporting workload for IT and reduces the demands on IT resources.
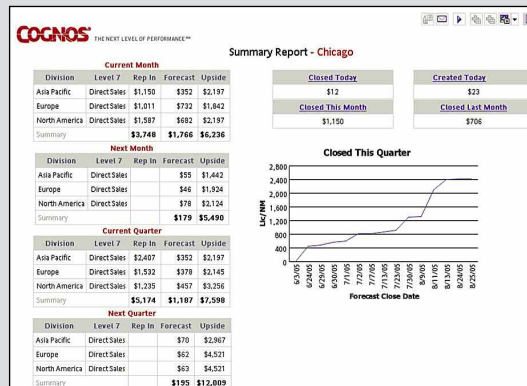
| IBM Cognos 8 BI MidMarket Reporting Packages |
|---|
| **10-User, 20-User, or 50-User Packages** <br> IBM Cognos 8 BI MidMarket Reporting Packages include 10, 20, or 50 users with rights to ad-hoc query and report creation along with consumer rights to access any reports created and distributed, plus one IBM Cognos 8 BI MidMarket reporting administrator for more advanced report authoring and metadata modeling. |
| Additional MidMarket reporting administrator licenses, as well as additional reporting users, can be added to either package. |

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## Managed Reports



Features
- One-to-many reporting
- Flexible prompting and bursting
- Scheduled
- Designed for viewing or reading more than interaction
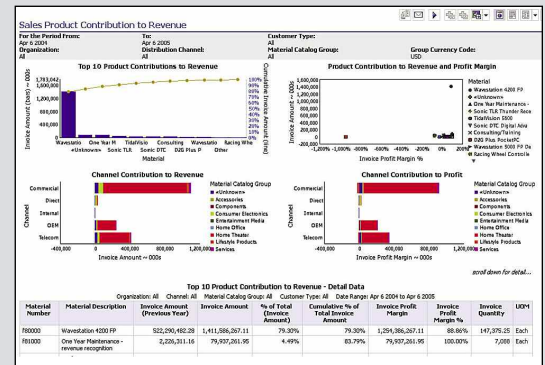- Ideal for information delivery for wide distribution

Author: Professional authors

Consumer: Stakeholders across the organization

The self-service reporting capabilities allow report authors to:

- Quickly and easily build ad hoc reports on multiple, heterogeneous data sources
- Distribute reports and dashboards widely, with the right content distributed to the right recipient, by executing a single report
- Create personal alerts based on custom data conditions to control when and how to receive critical information
- Schedule simultaneous or sequential batch reporting jobs for multiple output formats, destinations, and views
- Distribute reports on-demand or on schedule based on time, calendar, events, or an external trigger
- Distribute reports through event management reports when important business conditions require timely action
- Choose viewing preferences for the reporting interface, language, and other geographic sensitivities such as time, currency, and data formats
- Save, schedule, and burst briefing book reports as a single item.

## Transactional and Operational Reports



Features:
- Provide a point in time picture of performance to a budget or KPI
- Monitor indicators

Author: Professional authors

Consumer: Operations and line managers

## Ad-hoc Reports



Features:
- Self service, easy to use—drag and drop interface
- High level information with the capability to drill-down to understand details
- Leverages different data sources
- Flexible
- Designed to get multiple perspectives from the same report

Author: Business users

Consumer: Business users

## Production Reports



Features:
- Large volume
- Presentation quality formatting
- Output to a number of different file types and users
- Ease of use
- Flexible

Author: Professional authors

Consumer: Customers and suppliers

## Statement-style Reports



Features:
- Simple authoring mode to create statement-style reports
- Work with live data to accelerate report production
- Optimized toolbar buttons

Author: Business and financial analysts

Consumer: Business and financial analysts

### Full range of reports

The type of report you create depends on a number of factors. For whom is the information intended? What are the user's business needs? What is the best way to deliver the information? Built on the proven Cognos architecture, IBM Cognos 8 BI reporting offers a single authoring solution for all types of reporting for every user in your organization.

With IBM Cognos 8 BI reporting, you can author and use reports that contain a wide range of drag-and-drop report elements and layout options:
- Out-of-the-box, customizable report objects: lists, cross-tabs, gauges, maps, prompt controls, and calculations
- HTML objects, images, and other chart types
- Embedded linkable objects in authored reports.
- Discrete control over presentation and query layers
- Conditional, data-driven formatting and layout
- Tabbed portlet pages to view multi-style, multi-page reports in one briefing book report
- Customized page orientation and pagination.

### Author once, publish anywhere

As information is communicated within an organization to different audiences and for different users, format and presentation of the content must change to ensure effective communication and information delivery. With IBM Cognos 8 BI reporting, you can

- Create multi-page, multi-query reports delivered by email or portals, and to your mobile device
- Create output in Excel, PDF, XML, HTML, and CSV
- Access, administer, and distribute reports from anywhere in the organization with continuous availability, using the IBM Cognos 8 BI zero-footprint, Web-based deployment model.

Reporting with IBM Cognos 8 BI also supports multiple languages from a single metadata layer, directly from the box. Report authors can define which report elements they want to adapt to each user's working language, including the user interface and report content. These are automatically detected by IBM Cognos 8 BI reporting and displayed across appropriate languages.

## Adaptable to any data source

IBM Cognos 8 BI reporting gives you access to a wide range of heterogeneous data sources, reducing the complexity of your reporting environment and giving you an opportunity to get a complete and consistent view of the business. A streamlined IT environment also lowers your total cost of ownership for reporting. In addition to relational data, you can also report against OLAP sources such as Cognos OLAP cubes and other OLAP sources including IBM DB2 OLAP, Microsoft Analysis Services, and Essbase.

Reports can draw on any combination of data sources to give users the complete view of the business issue:

- Relational databases from IBM, Oracle, Microsoft, Teradata, and Sybase, various sources accessible via ODBC, and dimensionally aware sources like SAP BW
- Widely deployed ERP systems, including mySAP (R/3), PeopleSoft Enterprise, JD Edwards EnterpriseOne, Oracle eBusiness Suite, and Siebel CRM
- Enterprise data warehouses and marts, with both 3NF and star schemas
- All widely used OLAP sources, including IBM DB2 OLAP Server, IBM Cognos PowerCubes, Microsoft SQL Server Analysis Services, Oracle 10G, and Essbase
- Modern data sources, such as XML, LDAP, and WSDL
- Planning and budgeting data
- Satellite data sources, including Excel files, PowerPoint files, Access files, flat files, and more
- Mainframe sources, including VSAM, IMS, IDMS, Cobol copybooks, and others
- Content management data, including FileNet, Documentum, OpenSoft, and others.

## Single metadata layer for all reporting

Regardless of the variety of reporting your organization performs, all reporting data passes through a single metadata layer common to IBM Cognos 8 reporting. The metadata layer manages translation from the data you need to the information you see. This presents a single, business-friendly view of information to the user while modeling data from different sources. Additional BI components can be added so that with IBM Cognos 8 BI you can report, analyze, scorecard, and monitor your performance with a single view of all data sources.

## Better performance management

Reporting 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, and event management. This simplifies your IT environment and the way everyone works with information. A variety of access modes let users interact with BI content using familiar applications or devices, such as a BlackBerry®, search engine, or Microsoft® Office application. 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 February 2008. For more information, visit **http://www.cognos.com**.

### For more information

Visit the Cognos Web site at
www.cognos.com/solutions/industry/small-midsize-businesses

### Request a call

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

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