IBM®

IBM Cognos 8 BI for HP Neoview
Maximize the Return on Your HP Neoview Platform Investment

Overview

IBM Cognos solutions and HP
IBM Cognos® 8 Business
Intelligence (BI) and IBM Cognos
Now! help you realize greater value
from your HP Neoview enterprise
data warehouse by making
information easier and simpler to
access for reporting and analysis.

Cognos, now part of IBM, is an HP
Alliance Managed Partner, and a
member of the HP Developer &
Solution Partner Program (DSPP)
and HP BladeSystem Solution
Builder Program (BSP). These
programs ensure continuing
product testing and integration,
coordinated support and services,
and sharing of knowledge and
customer feedback. The companies
work together to integrate the
robust data-warehousing of the HP
Neoview platform with the leading
IBM Cognos operational BI and
enterprise reporting and analysis
solution.

Technical Specifications
Extending the Value of HP Neoview
HP Neoview provides enterprise-class
capabilities in a high-performance,
massively parallel data warehouse
appliance. With built-in fault tolerance,
HP Neoview readily scales to hundreds
of processors, handling complex
queries and multiple users, and
supplying a valuable complementary
platform for IBM Cognos solutions.

IBM Cognos 8 BI brings HP Neoview
customers a proven, complete, BI
solution that doesn't just connect
users with data–it connects users
with the business, offering managed
reporting supported by self-service
queries. Using scorecards and
dashboard visuals, decision-makers

can stay connected and focus on
critical issues. Event detection lets
you set alerts for notification when
metrics change, compressing the
time to action and resolution of issues.
With the robust, easy-to-use IBM
Cognos 8 BI analysis tools, you can
explore large, complex data sets
and analyze business information
through powerful online analytical
processing directly on relational data
(ROLAP). In addition, IBM Cognos 8
BI integrates seamlessly with existing
environments and legacy systems.

IBM Cognos 8 BI is the first complete
business intelligence software that
delivers all the required capabilities
in one solution, with a Web services
architecture–reporting, analysis,

Cognos®
software

scorecarding, event management, dashboarding, and data integration.

For added value, IBM Cognos Now! provides operational BI that lets decision-makers proactively track, monitor, and respond to continuously updated operational metrics in real time from their HP Neoview platform.

Features and benefits

Reporting

Reporting with IBM Cognos 8 BI lets you create, modify, and distribute any type of report. You can standardize all enterprise reporting, not simply with one vendor, but with one architecture. IBM Cognos 8 BI eliminates the need for multiple reporting tools and the resulting costs due to duplicated training, maintenance, administration, servers, support, and lack of consistency in the information users need. The software is easy to use and simple to manage, with zero-footprint deployment and scalability to hundreds of thousands of users.

Analysis and exploration

With online analytical processing (OLAP) on relational databases for reporting and analysis, you can use IBM Cognos 8 BI to track changes in business metrics and uncover trends, risks, and opportunities. You can explore and analyze information to make the most effective tactical and strategic decisions. IBM Cognos 8 BI allows you to look at your organization from a variety of business dimensions– revenue, geography, product, time.

Running all of this capability directly on the HP Neoview data warehouse provides fast access to the data. There is no extraction required and no limit to how much data is available.

Scorecarding and advanced visualization

With IBM Cognos 8 BI and HP Neoview, you can augment managed reporting or analysis to view data in rich graphical formats. The data underlying key performance indicators (KPIs) and metrics can be aggregated and represented by traffic lights, gauges, charts, or other visual displays, helping you to focus quickly on the critical issues.

Business event management

IBM Cognos 8 BI offers Business Event Management (BEM), a framework for managing a business event at each stage of its life cycle. BEM can automatically deliver time-critical business intelligence to decision-makers through email and wireless. In concert with powerful reporting and analysis tools, the IBM Cognos 8 BI event notification capability pushes information to users and other systems, permitting a quick focus on what needs immediate attention. BEM delivers personalized, high-value information based on defined conditions. Any user or system across the organization or value chain can monitor key events using email notifications and alerts.

BEM allows you to track events throughout their life cycles, maintaining a list of all current events

and their status. IBM Cognos 8 BI compresses the time-to-action when critical operational business events occur and helps your business to overcome IT complexity.

Operational BI

IBM Cognos Now! delivers highly visual, interactive, self-service dashboards, data integration, analysis, and reports, all prepackaged in a hardware appliance. IBM Cognos Now! is invaluable for continuous monitoring of your business operations through streams of operational data from HP Neoview and disparate sources.

Fast time to results

The tight integration between HP Neoview, IBM Cognos 8 BI, and IBM Cognos Now! delivers results faster than other reporting solutions using optimized connectivity. An easy-to-use GUI, with no additional client software to learn, speeds adoption by your user community.

Embracing HP Neoview

IBM Cognos tools are schema-neutral, so you can take advantage of all of the best practices in HP Neoview deployments without creating physical data models specifically for IBM Cognos tools. Your ETL, modelers, and DBA teams can create the best working data warehouse to meet end-user data needs without making sacrifices for a BI tool that needs different data storage.

IBM Cognos 8 BI automatically generates HP Neoview version-specific and optimized native SQL for Neoview function calls. This practice ensures that the SQL produced by IBM Cognos 8 BI for HP Neoview is optimal, based on your question, the metadata, and the version of HP Neoview in use. This design provides the fastest access to the data in the format and interface required.

Feature overview

Scalability

IBM Cognos solution scalability enhances the HP Neoview scalability design, as well as its availability and performance capabilities. HP Neoview scales to hundreds of processors, maintaining high performance and concurrency throughout its range.

IBM Cognos 8 BI scales in two different ways. In terms of data, IBM Cognos solutions build on the processing power of the back-end HP Neoview data warehouse, so IBM Cognos 8 BI data scalability is limited only by the processing power of your HP Neoview platform. In terms of users, IBM Cognos 8 BI servers provide multi-tier processing with automatic load balancing, failover, and distributed server architecture to ensure that deployment scales to thousands of users.

Environmental soundness

IBM Cognos 8 BI is available on the most popular clients– Microsoft® Windows®, UNIX®, Linux®, Web, and Microsoft Excel®, with servicing over the Web for the majority of users. IBM Cognos 8 BI for the Web is a zero-footprint, pure HTML solution for intranet and extranet analysis, reporting, BEM, and distribution.

HP Neoview is a data warehousing appliance, pre-balanced, configured, and tested for simple integration. Like IBM Cognos solutions, it is easy to incorporate into existing environments, and optimized for mixed workload environments. HP takes the responsibility for platform management, providing remote monitoring on a 24x7x365 basis, as well as software upgrading and patching, and hardware upgrade and repair.

Simplified management

HP remotely monitors and manages the HP Neoview platform, minimizing operating and administrative overhead for IT, and enhances the ease of use and total TCO. HP Neoview simplifies DBMS management through a single instance of the database. This capability means that there are no partition boundaries to set and tune, no materialized views to manage,

little or no indexing to maintain, no parallel-load software to write. All aggregations are done on the fly, and there is no visible clustering.

Security

With IBM Cognos 8 BI, IT can manage user profiles and classes for BI applications from a single console, covering both authentication (logon) and authorization security. IBM Cognos products enable any combination of security for authentication– LDAP, OS, and RDBMS.

Outside the firewall, the Web-based deployment of IBM Cognos 8 BI is secured through the Secure Sockets Layer (SSL) protocol. SSL encrypts the channel between a company and its employees, partners, suppliers, or customers for the secure delivery of sensitive reports and data.

Address today's data warehouse needs with HP Neoview	
Cost	• Re-deployable industry standard hardware • Simplified operations and DB administration • Reduction of data-mart proliferation
Performance	• Scaling to hundreds of processors • High performance and concurrency • Optimization for mixed workload environments
Capability/ availability	• Industry's leading 24x7 platform • Architecture tailored for data warehouse and BI • HP service portfolio expertise (Knightsbridge)
Complexity	• Pre-configured, integrated, and tested • Proactive remote support from HP • Solutions delivery capability

Better Performance Management
IBM Cognos 8 BI is the only solution that provides complete BI functionality in one product, on a single, proven architecture. IBM Cognos 8 BI delivers seamless reporting, analysis, scorecarding, dashboards, and event management to simplify 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 HP Neoview
The HP Neoview platform is a next-generation enterprise data warehouse that offers massive scaling to hundreds of terabytes. Built as an appliance, the HP Neoview platform delivers high concurrency and continuous availability, as well as superior reliability to mitigate risk.

**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: **ibm.com**/cognos

Request a call

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

IBM.®