IBM Cognos Mashup Service

Quickly and easily embed BI content into applications and processes for relevant, in-context business intelligence

Highlights

- Quickly integrate valuable business intelligence (BI) content into nearly any environment or application.

- Extend BI to the entire organization and reach business users in the applications and processes that they use everyday.

- Easily combine internal data with constantly changing external data (such as market data, Google Maps, etc.).

- Put a new lens on your existing BI data to help users see BI information in different ways and realize new insights.
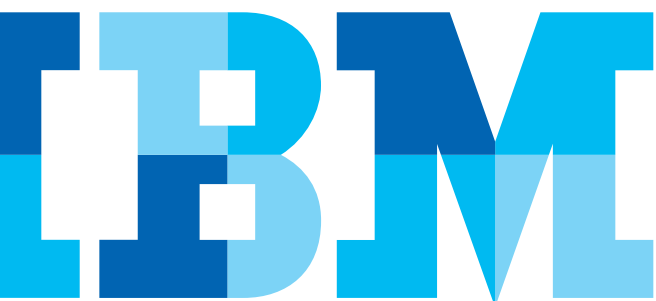
Overview

Different departments have widely varying requirements for business intelligence (BI), with specific needs for combining different types and sources of data — and not all of it necessarily BI data.

IBM Cognos® Mashup Service allows you to quickly and easily create customized BI content by "mashing" together BI content with various applications and/or processes, all while maintaining centralized administration of BI data.

IBM Cognos Mashup Service

Cognos Mashup Service is an application programming interface (API) that automatically and securely exposes content from IBM Cognos Business Intelligence — reports, queries, analyses and metrics — as a Web service. Advanced business users and/or application developers can embed all or parts of this content into other business applications, processes or data visualizations.

Cognos Mashup Service provides you with an easy and effective way to deliver valuable information to business users in everyday applications and processes while maintaining the integrity and security of the content.

Add more context to your Business Intelligence

Cognos Mashup Service lets you easily add powerful BI content
to users' daily workflow and processes. Quickly embed BI
content into third party applications and/or processes to create
new visualizations of data that leverage the power of modern
tools such as Google Earth, Adobe Flash, Microsoft®
Silverlight®, etc.

Who's using IBM Cognos Mashup Service?

- **Business users**
  Sample scenario: A Customer Service Representative
  checks relevant customer records coming from Cognos
  Business Intelligence directly from within their CRM
  application, before calling a customer. BI is part of the
  workflow and contextually relevant — no training on BI
  required.
  Sample scenario: Cognos Business Intelligence is
  "mashed" or combined with an external web feed, so that
  sales executives can compare current company sales and
  productivity information to market benchmarks.

- **Application developers**
  Sample scenario: Developers mandated to build
  integration between BI and third party applications,
  processes and visualizations. Cognos Mashup Services
  reduces the amount of code to be written by more than
  half, resulting in increased productivity and return on
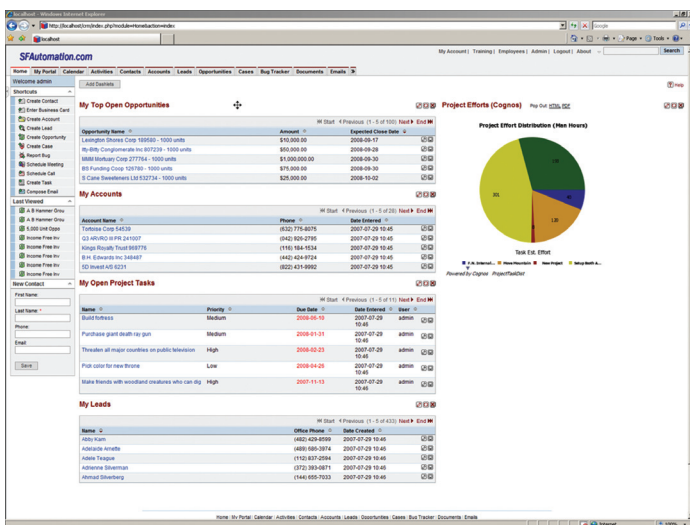 investment.

*Figure 1: Provide greater context for BI data with the ability to quickly integrate BI
content into a third party application or process. This figure shows how you can embed
a Cognos Business Intelligence pie chart within an open source CRM (Customer
Relationship Management) tool to provide additional insights to the end users.*

How it works

Cognos Mashup Service creates a Web service that brings back a rich store of information every time a report, analysis, ad hoc query or metric is saved in Cognos Business Intelligence. Cognos Mashup Service includes:

- The ability to use the entire BI content or just the most relevant element, such as a chart, crosstab or list. With Cognos Mashup Service, you can specify the most relevant elements to integrate.
- Access to the business logic within the BI content, including conditional formatting, prompts and drill paths. For example, you can maintain conditional formatting used in an ad hoc query when using the query within a mapping integration. This dramatically reduces the time you have to spend developing the mashup.
- Access rights using existing Cognos Security methods. Cognos Mashup Service relies on established access rights, ensuring security cannot be bypassed.

Cognos Mashup Service allows for various output formats, including HTML fragments, XML and JSON, which gives the developer greater flexibility for meeting customer and target application requirements. Use HTML fragments to embed BI content as-is within an application, or XML to integrate BI content within a process or third party visualization.

Applications can make requests to Cognos Mashup Service using either REST or SOAP protocols. IBM Mashup Service adapts to fit Web 2.0 environments and works well with .NET applications and third-party SOAP toolkits.

New features in Cognos 10

Cognos Mashup Service streamlines the creation of mashups with the following new features in Cognos 10:

- Full API support for all Business Insight content, including dashboards.

- Support for images.

- Layout fidelity for report objects: Mashup Service recognizes the position of objects such as blocks and tables.

- Simplified drill-through integration: Simply point to a prompt URL that contains full context for that prompt control.

- Support for report pagination.

- Prompt page fidelity: full rendering of prompts pages for quick viewing.

- New dataset controls for more efficient mashup development: This is a more efficient way to fetch data when layout information is not needed. The new controls are simpler to implement, quicker to load and can reduce the resulting .XML file size by a factor of up to ten or more.

About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, advanced analytics, financial performance and strategy management and analytic applications gives you clear, immediate and actionable insights into current performance and the ability to predict future outcomes.

Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest IT productivity and deliver better results.

For more information

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.

Business Analytics software