Extending the Benefits of SAP Applications
Increase the return on your SAP investment

A strategic investment for increased agility

You've chosen SAP as the heart of your IT infrastructure and your application foundation. The core elements of SAP: mySAP (R/3), SAP BW, and SAP NetWeaver, provide the critical transactional data (R/3) and historical data (BW) you need to guide important decisions about your business.

Your challenge is to expand on the capabilities of SAP BW and the available reporting off SAP R/3 further leverage your investment in SAP. You need to combine these data sources to provide a complete picture of your performance and extend your SAP data to more of your decision-makers – in finance, sales, marketing, operations, and elsewhere – with self-service access and authoring that leverages security and other components and makes the job of IT easier.

And you need to ensure that all of your data – across multiple versions of SAP and non-SAP systems – gets to all of the people who need it, when they need it, in the ways they need it. Because when more people use your corporate data assets, they execute in line with strategy. They make the decisions that

improve performance. And the value of your investment grows.

Now extend that investment by deploying your data to everyone, across any and all versions and components of your SAP infrastructure, in ways that enable personnel at all levels to manage corporate performance.

IBM Cognos 8 Business Intelligence (BI) – simple, complete, proven

IBM views your investment in SAP applications as strategic. IBM Cognos 8 Business Intelligence (IBM Cognos 8 BI) integrates with and leverages any and all of your NetWeaver investments in BW, Enterprise Portal, Web Application Server, and R/3, to extend your investment with enterprise-wide business intelligence that is simple, complete, and proven.

Simple BI

In one product, with a consistent, easy-to-use, Web-based interface, IBM Cognos 8 BI provides a single point of entry for all users and BI functions. IBM Cognos 8 BI makes business user self-service authoring and consumption drag-and-drop simple. And its single architecture – which leverages

existing security, ensures access to appropriate capabilities and common business rules across users, and can be administered centrally and remotely – makes the job of IT simpler when it comes to deploying and administering enterprise BI.

What's more, although IBM Cognos 8 BI is architected for deep integration with SAP NetWeaver, it supports multiple versions. This means you can use it now and in the future without having to worry about potentially time-consuming upgrades to R/3 or BW systems.

Complete BI

By delivering all BI capabilities in a single product, IBM Cognos 8 BI eliminates the need to learn and navigate multiple tools. In one product, IBM Cognos 8 BI provides

- Ad hoc queries, reports, and analyses
- Dimensional reporting and dashboarding
- Active scorecarding
- Deep, comparative analysis
- Business event management, with alerts based on events that happen anywhere in your organization's data
- And more …

Cognos software

IBM Cognos 8 BI provides business intelligence for all users – from basic information consumers to business users, managers, and systems administrators:

- BI consumers get clear data the way they need it, and self-service capabilities

- Executives benefit from at-a-glance dashboards, scorecards, and scheduled reports

- Business managers have easy access to drillable information with the detail, context, and "why" behind the numbers

- Professional authors can create reports with BI elements, sophisticated formatting, high volume bursting via email and portals, and access to multiple SAP and non-SAP data sources in a single report

- IT Administrators benefit from centralized metadata, a zero-footprint browser-based solution, and true self service that reduces demand on IT IBM Cognos 8 BI incorporates all data from all sources, including multiple versions of SAP R/3, NetWeaver/BW, and all non-SAP relational and modern sources. It eliminates the need for business users and IT to know which tool to use for which data or data type – OLAP, relational, historic, or transactional. And it delivers on the promise of a single version of the truth: whether you are looking at a report, a scorecard or an analysis,

all IBM Cognos 8 BI capabilities can use any and all sources of data, breaking down traditional barriers that determined which tools could use which data.

IBM Cognos 8 BI

- One product for all business intelligence needs

- Easy, self-service access, authoring and consumption of all BI capabilities, including

  – Dashboards

  – Scorecards

  – Business alerts

  – Ad hoc and planned reporting

  – Deep comparative analysis

- Includes data from all versions of your SAP platform and from non-SAP sources

- Built on the Web services-based, services-oriented architecture (SOA) that revolutionized enterprise reporting with IBM Cognos ReportNet

- Deep integration with SAP NetWeaver, but support for multiple versions, enables immediate and future use independent of potentially lengthy upgrades to R/3 or BW systems

Proven BI

IBM Cognos 8 BI is built on a proven, Web services-based, services-oriented architecture (SOA). It was one of the first platforms to be certified by SAP as Powered by SAP NetWeaver® and was designed from the ground up to support complex, mixed environments.

- Centralized IT control over security, access to BI capabilities, metadata, and delivery of common business rules across all capabilities and data sources

IBM Cognos 8 Report Packs

IBM Cognos 8 Report Packs extend the value of current enterprise investments by providing, for the first time, the ability to combine, in one report or dashboard, historic data from the data warehouse with current data in your SAP system. As a result, you can achieve the most complete view of your enterprise performance while eliminating the cost and effort required for separate operational reporting projects. IBM Cognos 8 Report Packs also deliver pre-defined content for more than 60 commonly used reports to provide immediate access to SAP R/3 data within a business context. In addition, the embedded Composite Information Server provides adapters for one-click connectivity into mySAP (R/3), delivering secure and trusted pathways to build additional reports.

Simple BI

An intuitive, customizable interface increases adoption rate

With IBM Cognos 8 BI, one simple, easy-to-use, customizable interface provides access to all BI capabilities for all users across all data – entirely over the Web. There's no software to install or plug-ins to maintain. You create, modify, deploy and access all BI capabilities within your browser in the portal of your choice – SAP, IBM Cognos 8 BI, or other.

Impact: One solution for all BI functions means reduced training, support, and administration costs. It means fewer skills are needed to build reports and perform other BI activities, ensuring user satisfaction and ready adoption.

> *"If your business analysts can't use Cognos' end-user-focused tools, check their pulses."*
>
> *--Source: Lori MacVittie, Network Computing, October 2005, in a review of leading BI software that identified Cognos as their Editor's Choice.*

Anyone who can use a browser can service their own reporting needs with IBM Cognos 8 BI:

- One interface for all BI capabilities and all users across all data – entirely over the Web
- Complete self-service
- Drag and drop makes report creation and analysis easy
- Zero-footprint interface eliminates client-side maintenance
- Dramatically reduces IT workload and makes reporting backlogs a thing of the past

Explore folders to find and launch BI content, including reports, alerts, scorecards, dashboards, analyses, and more

Find and launch specific BI content

Display and interact with BI content of all kinds
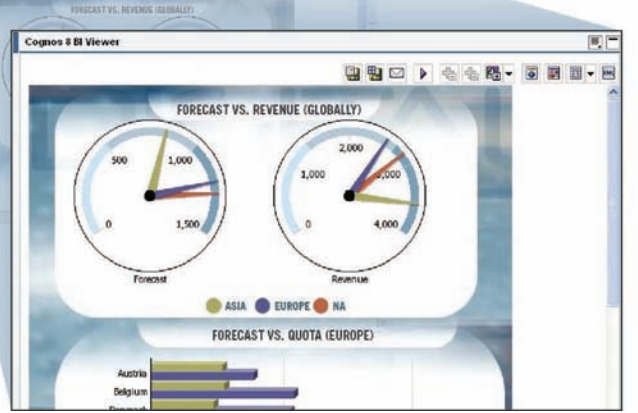
See immediately what is important, and launch into personalized scorecards for more context

IBM Cognos 8 BI

All business intelligence capabilities in a single, web-based product

The start of my day

Over the next few pages, let's take a look at some of the things you can do with IBM Cognos 8 BI using SAP and non-SAP data. On any day, you might only need to use some of what you're going to see. But it's good to know what you can accomplish with IBM Cognos 8 BI when you need to.

Imagine you are a sales manager for Digital2Go, a consumer electronics company. Your personalized, "Start My Day" dashboard, shown here in your

SAP Enterprise portal, contains key sales-related information, including

- a scorecard in your IBM Cognos 8 BI Metrics iView
- live analysis that you can drill down on in your MyInfo iView
- a list of reports available to sales personnel in you're my Team's Reports iView

From here you can meet all your information needs. Already, in the NewsItems iView that you've personalized to notify you of important sales-related business events, an item has alerted you to a pipeline shortfall

in the Netherlands. To begin gaining insight into the problem you click the NewsItem …

… and a global Revenue vs. Forecast report displays in your MyInfo Viewer. You can easily select a different format – HTML, PDF, Microsoft® Excel®, .XML, .csv, or other – or change the default format. If you select PDF, the features of Adobe® Acrobat® are available to display and print all pages of the report, complete with sophisticated formatting. You can email the report, too, to alert co-workers to the issue. For a more complete dashboard, you click the Sales Dashboard tab …

Open dashboard in 'My Info'

Open more complete dashboard
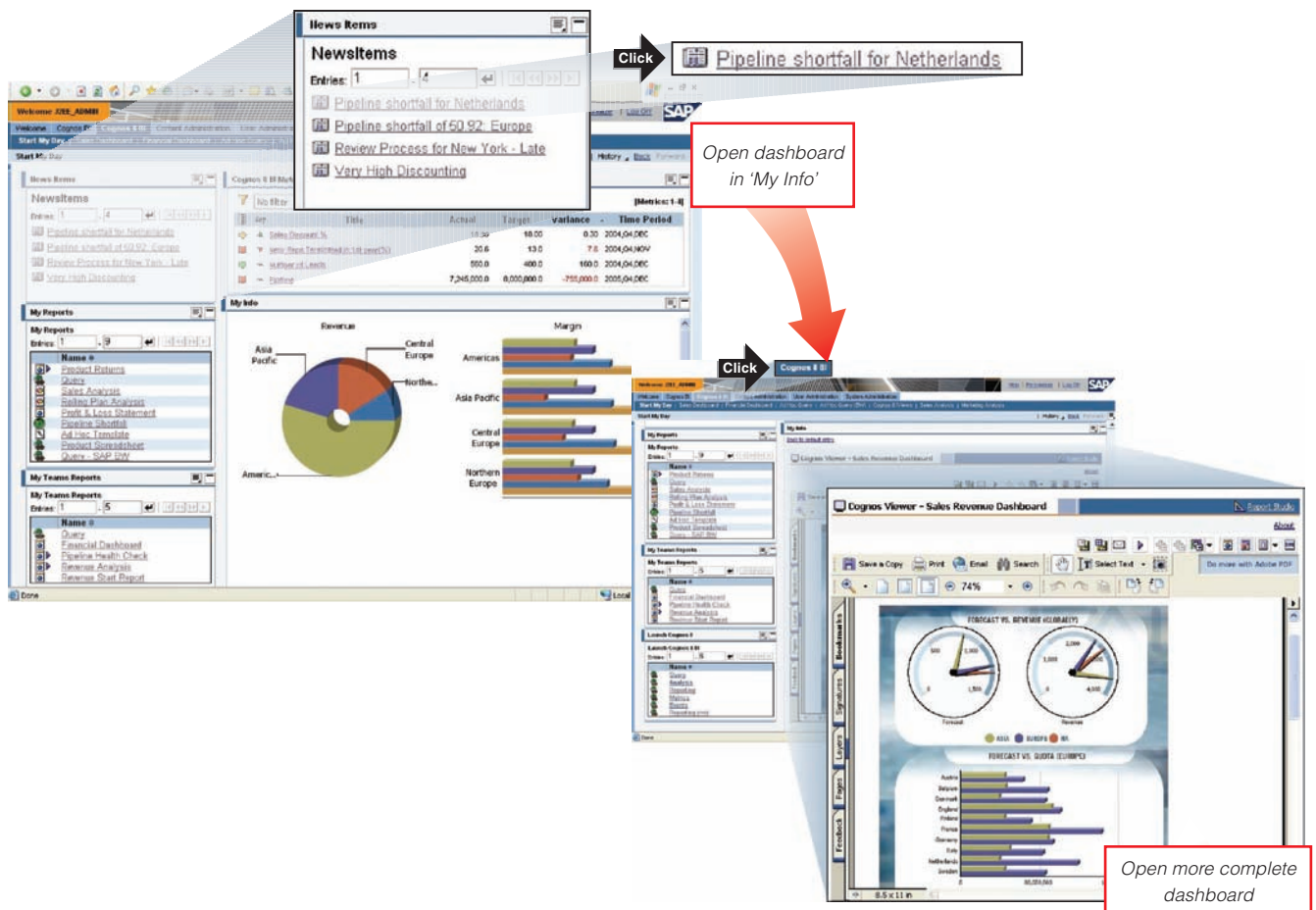
Impact: A customizable interface ensures that users get instant access to the information most meaningful to them, and that they can act on it quickly. Including data from every component of your infrastructure – SAP and other – eliminates the need for recurring manual effort to combine information from different sources. Simple, intuitive navigation makes for ease of use, enhances user satisfaction, and increases the adoption rate.

Automated business event management means you can track significant events, monitor important trends, and alert users when action is needed. Built-in decision-process and business-process automation compresses the time to action and resolution. Guiding users to key, contextual information associated with their areas of responsibility means they get information faster, and can act on it quickly. Automated responses can be implemented when human intervention is not needed.

Complete BI
Dashboards make complex information easily understood

… and comprehensive information displays in a geographic format. The revenue data is from SAP/BW, the forecast from a non-SAP source.

The Netherlands, in red, is the only European trouble spot. When you place your cursor over it on the map, a flyout displays the shortfall amount. To learn more, you click the Netherlands in the map …

… and a Pipeline Health Check displays in your iView. It shows revenue yields (BW), quotas (R/3 HR), and sales campaigns for the Netherlands. Tabs at the top of the page provide options for further information. You decide to create a report – an ad hoc query – to focus more clearly on the problem. You click the Ad Hoc Query tab …

Drill through to details

Start an ad hoc report

Impact: Dashboards present complex information in ways that are easily understood, giving users a dynamic view of business with timely data refreshes. They provide visual clarity that shortens the time to understanding and to action. Drilling through to other reports or analyses and passing context enable further exploration of issues and opportunities. Business decisions are faster and better.

Users create dashboards just as they would any other report. There are no new tools to use and maintain or skills to learn. You can reuse ad hoc efforts and create multi-page dashboards where all pages can be printed at the touch of a button. You can also administer, manage, and distribute dashboards the way you would any other report.

With IBM Cognos 8 BI your users can combine historical data from SAP BW with operational data from SAP R/3 to build a complete picture in a single dashboard. Users see all the information they need to make better decisions and drive performance.

Customized dashboards

- Communicate complex information quickly
- Provide one, simple version of business issues for at-a-glance understanding and faster action
- Translate information from multiple corporate systems and data sources (SAP BW, R/3 and non-SAP) into visually rich presentations using gauges, maps, charts, and other graphical elements
- High-impact visuals let users bring data to life in virtually any presentation type with interactivity, multiple 2D and 3D chart types, color-coded drillable maps, animated reports, and more
- No separate application needed to build or use dashboard reports. Create, print, administer, manage, and distribute dashboards just like any other reports
- Role-based presentation reduces the number of clicks needed to find information
- Unite data from different core areas, such as sales, marketing, finance, HR, logistics, and distribution, so you can see a complete, multi-department picture
- Drill-through to access other reports for more detail about what the dashboard shows you
- Dashboard reports are easy to use and require no custom coding

IBM Cognos 8 BI

Business user self-service authoring reduces dependency on it

… and the Ad Hoc Query screen displays. To create a query, you simply drag items from the Insert Data panel at the left and drop them onto the page. When you do, IBM Cognos 8 BI automatically takes advantage of hierarchies and aggregations defined in SAP BW. You can also use icons across the top of the screen, and menus at the top left, to perform tasks such as filtering and formatting report contents. To begin, you drag Product Line, Product Type, Expected Volume, and Expected Costs from the panel …

… and drop them onto the report. The result is a good starting point, but you also want to group report items by product line and product type. So you select the two columns and click the Group icon …

Drag & Drop

Drag data onto report
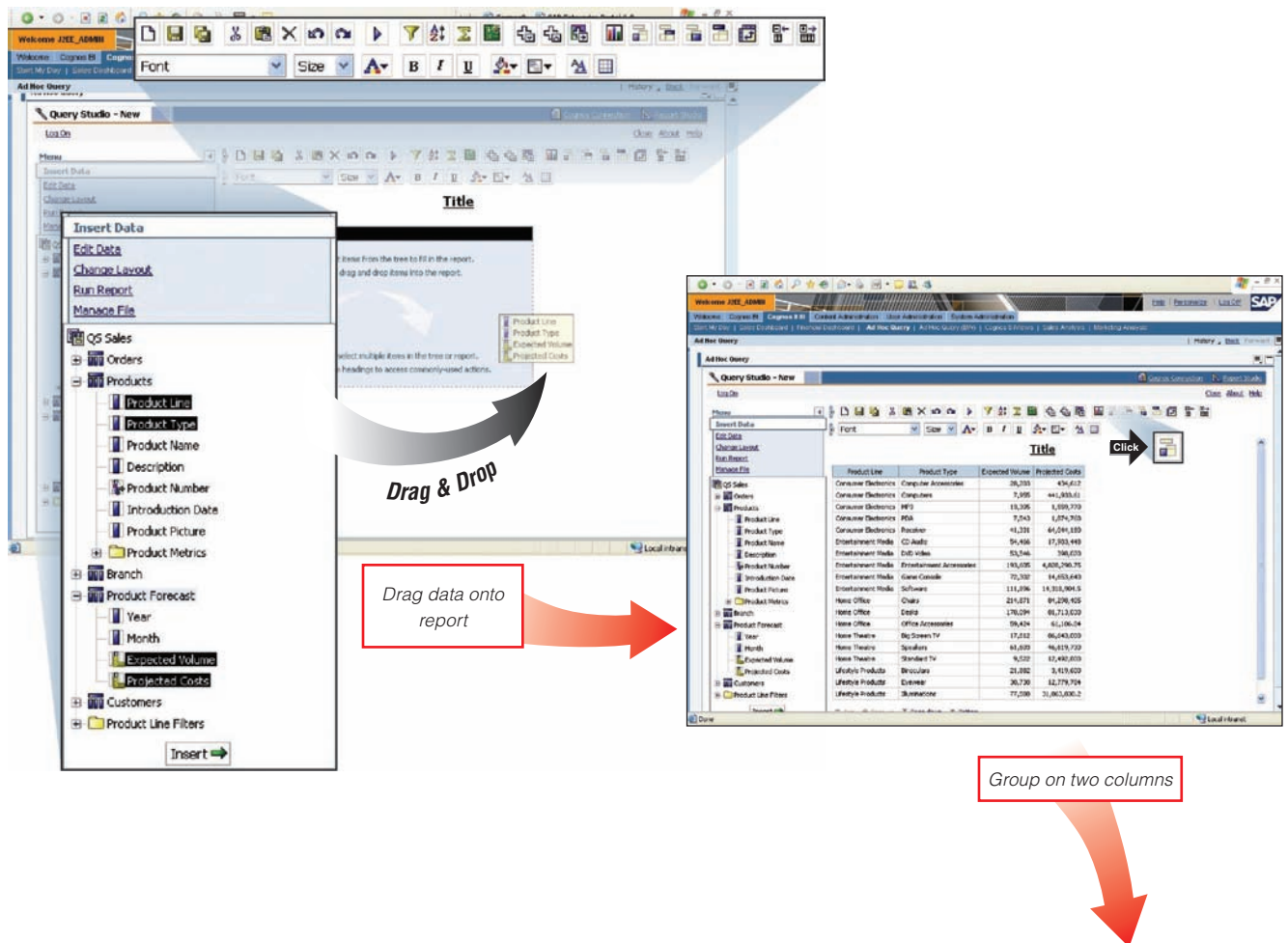
Group on two columns

Impact: Easy, self-service access and report creation in a business user's browser means increased self-sufficiency, higher satisfaction, shorter time to information, and increased productivity. All business users, from the unsophisticated to the highly skilled, are empowered to get the information they need to run and drive the business forward.

This reduces the impact on IT for reporting requirements, removes the reporting backlogs of the past, and may free up IT resources for other projects.

Complete BI
Effortless ad hoc reporting

... and group the report items by categories such as "Consumer Electronics" and "Entertainment Media." Then, because you want the critical values to jump out of the report, you right-click on any Expected Volume value, select Define Conditional Styles …

… and define a style to color highlight volumes above 100,000 and below 50,000. You will eventually share this report with others, so you want it to adhere to corporate standards for formatting and appearance. You click the Change Layout menu …

Impact: The simple approach to ad hoc reporting provided by IBM Cognos 8 BI increases its appeal for business users. Sales and Marketing teams, for example, become self-sufficient and have higher levels of satisfaction. Information is timelier, and business users can quickly and easily apply straightforward formatting to meet their own requirements.

Add conditional style

Add more formatting

Effortless ad hoc

- Simple ad hoc reports with drag-and-drop ease

- Interactive ad hoc analysis within the same browser

- Simplified view of available information with all common business rules – personalized by your single sign on

- Extend business rules with ad hoc grouping, filters, sorts, calculations

- Contextual guided calculations simplify getting the right calculations and prevent inappropriate calculations, such as adding a numeric and text fields

- Leverage defined hierarchies in SAP BW and elsewhere to drill up and down dimensions in ad hoc and managed reports and analyses

- Ad hoc reports can be shared and reused with others – either as is, or as the starting point for another report or dashboard

- Dependence on IT is dramatically reduced

- IT enables users with a single view of the truth using a single metadata model of all the available information across all sources

- Portions of the metadata from a single model can be shared with different users to fine tune their experience and exposure

- IT controls what BI capabilities users can leverage – and whether or not they can do ad hoc

- Source system security, including SAP BW access and control lists, still controls the results returned, ensuring integrity of the information users are exposed to

- Distributed report authoring frees up IT resources

- IT has confidence in deploying capabilities to users

IBM Cognos 8 BI

Robust formatting – from simple to sophisticated

… and use the Apply template selection to add a template with your corporate logo, bitmap images, and the corporate color scheme. Next, to start focusing on a geographic perspective, you drag country from the Insert Data pane …

… and drop it onto the report. You want to focus on the Netherlands, so you select any country and click the Filter icon …

Impact: Flexible, robust formatting of data increases understanding and drives faster focus on problems and opportunities. You can bold text, change fonts and colors, center fields, and add other formatting with a few clicks. To easily leverage corporate formatting, a template with logos, images, colors and fonts can be quickly applied, turning any ad hoc effort into a professional looking report that automatically conforms to corporate standards. For more sophisticated reports, take advantage of formatted prompt pages for Wizard-

driven reporting, in-report prompts to customize the content of the report while in the report, pixel-perfect production-style reports, dashboards, or multi-page business reports across SAP BW, SAP R/3, and non-SAP data.
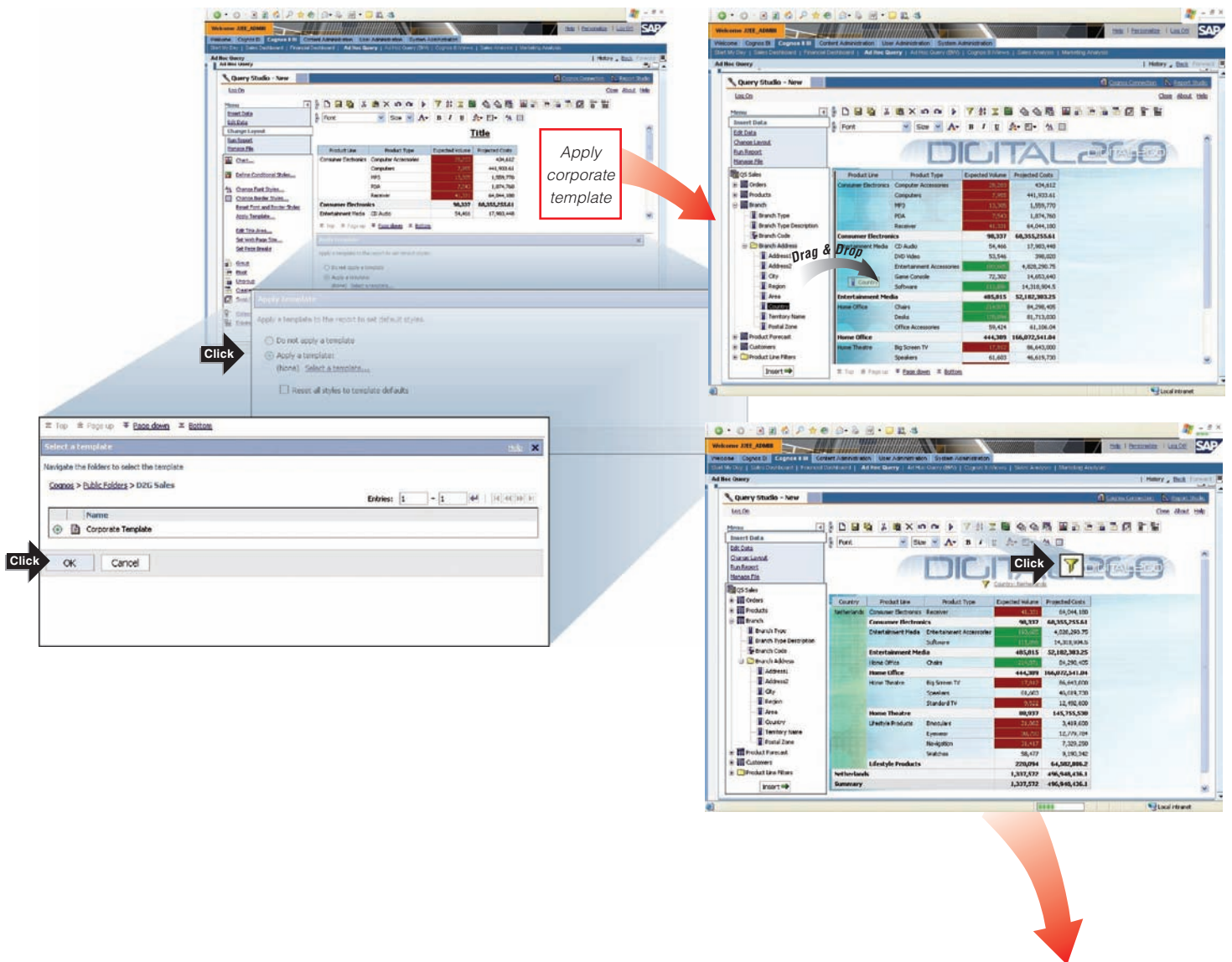
Complete BI

Fast time to results with self-serve report creation and reuse

… and, in the Filter pane, to create an ad hoc filter, you select Netherlands as the country to filter on. The result …

… is a report that highlights in red the products with low expected volumes – the ones that represent marketing challenges. You now know where to focus your attention to begin solving the pipeline issue.

Filter on teh Netherlands

Go to "Start My Day"

Impact: The straightforward, intuitive user interface results in high productivity for report creation, information access, and business understanding. To speed productivity and shorten the time to results, reporting and analysis efforts can be reused, to turn ad-hoc efforts into sophisticated business reports. Reports that once required days of highly skilled attention can now be prepared in minutes, with no wait time for the business decision-maker.

Reporting efforts can be reused across the company and across geographies. A single Sales report can be used by multiple sales teams around the world. Each team sees only the information relevant to them, in their language, based on their SAP security permissions. IBM Cognos 8 BI automatically picks up locales and preferences and changes the UI to reflect local language, number formats, currencies, and dates to reflect local formatting preferences. Reports are presented, unchanged, in the local language – a truly global solution that minimizes the impact on your resources and reduces the cost of ownership.

Sophisticated report creation and consumption

- One solution for all enterprise reporting and dashboard requirements
- Create reports quickly using intuitive "drag-and-drop"
- Easily apply sophisticated formatting and templates
- Produce multi-page reports, pixel-perfect reports, and reports in a range of formats
- Flexible information delivery includes easy scheduling
- Burst personalized reports to thousands of users in multiple formats
- User interface supports over 10 languages, and reports can be delivered in over 25 languages reflecting over 100 locales
- Multilingual capabilities automatically deliver reports in users' working language
- Users can produce and consume reports in the same environment

- Report layout automatically adjusts when report objects are added, moved, or removed
- Automatically leverage SAP BW hierarchies when grouping or drilling down within reports
- Automatic use of SAP BW aggregations, semi-aggregations and business rules for calculations and subtotals
- Multiple export formats: Excel, PDF, XML, HTML, and CSV
- Advanced authoring capabilities mean intuitive, accessible self-service report authoring
- Use a variety of charts: crosstabs, bar/3D bar, pie/doughnut, line, gauge, funnel, scatter, dot density, waterfall, and more
- Create complex, multi-page layouts using different data sources without programming or workarounds
- Single metadata layer for all IBM Cognos 8 BI capabilities: reporting, analysis, dashboarding, scorecarding, event management and more

IBM Cognos 8 BI

Consumers get clear data the way they need it

You decide to explore some pipeline metrics further to add to your understanding of the issue and make clear what action to take. Back at your "Start My Day" dashboard, in your personal scorecard, you click the red light in the scorecard that indicates Pipeline trouble …

… and a chart shows pipeline metric history for the past twelve months. You also get a bird's eye view of the past three years. When you scroll across the lower chart, information in the upper chart changes to show trends over time. Which other metrics affect your pipeline? Which are affected by pipeline? To find out, you click the Diagrams tab …

Open pipeline histroy

View metric impact diagram

Impact: Scorecarding aligns teams and tactics with strategy. Goals are communicated consistently, and monitoring performance against targets is easy and straightforward. Scorecards, as well as reports and analyses, can leverage many types of data, including online analytical processing (OLAP) such as SAP BW, relational, and dimensionally aware relational sources and operational sources such as SAP R/3. Guided exploration and analysis means users get quickly to the "why" behind key metrics.

Complete BI

Sophisticated metrics and actionable scorecards ensure accountability

… and an impact diagram shows the relationship between Pipeline, Inquiry Conversion Rate, Pipeline Development, and Win Rate. You can interact with the diagram to explore how the pipeline affects the win rate downstream and how the inquiry conversion rate impacts the pipeline. Upstream or down, simply place your cursor over an icon to immediately display details. The Inquiry Conversion

Rate impacts Pipeline, and it has clearly been declining. Has anyone identified actions to take in this situation? To find out, you click the Inquiry Conversion Rate icon …

… to display the impact diagram for Inquiry Conversion Rate. You want to find out what actions, if any, have been identified to address problems in this area, so you click the Actions tab …

Focus on Inquiry Conversion Rate

Explore actions to address issues

Active scorecarding
- At-a-glance performance with interactive scorecards
- Centralized pool of metrics for history tracking, reuse, and organizational alignment
- Projects and initiatives for collaboration on actions
- Impact analysis to determine root cause
- Full information management links to reports and analysis for understanding the drivers of performance
- Improves performance management by connecting strategy to individuals
- Leverage data from SAP BW and SAP R/3

IBM Cognos 8 BI
Actionable BI – closing the loop

… and quickly see that the conversion rate has been recognized as a challenge by the metric's owner. A three-step plan is in place, complete with owners and dates for the project's start and end. The first step is "Analyze Market Trends." To find out what analyses are available, you click the Reports tab, and then click Market Analysis from the reports list to display a market trends analysis showing leads by marketing audience over time. You want a geographical view, so you drag Europe from the Insertable Objects pane and drop it on the report. The result …

… has a row for each of five countries, and a "More" option that you can use to include any number of additional rows. To continue customizing the analysis, you right-click on country and sort the countries in descending order. Then, because you want to compare the Netherlands with the most effective countries, you …

Click ▸ Reports

Initiate analysis

Click

Sort counties by leads

Impact: Assigned ownership for metrics ensures accountability and consistency throughout the enterprise. Leveraging advanced initiatives tracking that is driven by metrics means you can monitor the actions being taken to improve the performance associated with a metric. Managing and tracking corrective actions through strategic projects at a scorecard level or by

individual metrics drives and enables collaboration and "closing the loop" through BI.

Complete BI
Deep, comparative analysis provides guided exploration

… drag and drop Amsterdam into the analysis …

… above the top European Countries. Finally, you drag and drop Campaigns, and Top Global Campaigns into the analysis, and add a filter to only show the top three campaigns. The result …

Focus on top three campaigns

Final comparative analysis

Robust, easy-to-perform analysis

- Perform guided exploration and analysis of information that pertains to all dimensions of your business, regardless of where the data is stored

- Analyze and report against online analytical processing (OLAP) and dimensionally aware relational sources

- Perform simple or sophisticated analysis quickly and easily to get the "why" behind an event or action to improve business performance

- Analyze what's driving your business with data organized in logical categories, such as fiscal periods, sales, regions, and product groups

- Move from summary level to transaction level detail, or from one cube to another until you find the information you are looking for

- Sophisticated time trending with built-in customizable time series analysis lets you analyze what has changed over previous years, quarters, months, and other critical measures

- User-friendly interface makes multidimensional analysis simple for all users, regardless of their business or technical level

IBM Cognos 8 BI
All BI capabilities on all data in a single product

… shows that the top three global campaigns match those for the leading European countries. But they're not the campaigns being run by the Netherlands office.

Impact: Integrating the simple, complete, and proven IBM Cognos 8 Business Intelligence solution with SAP applications means that business users get the information they need, in the format they want, at precisely the right time. There is increased self-sufficiency and productivity for novice and casual users, with self-serve reporting and analysis removing existing dependencies throughout your enterprise. You realize lower ownership costs and higher ROI.

With IBM Cognos 8 BI, your SAP application investments are protected and used. You'll have confidence in the results. You'll save time. Reduce costs. And improve your business performance.

A single solution for all your business intelligence needs, IBM Cognos 8 BI lowers the overall cost of ownership for your enterprise BI solution. It enhances the ability of all personnel at all levels to make better decisions. And it means you can better manage corporate performance.

The end of my day
In minutes, as the Digital2Go sales manager, you've:

- Started the day by displaying your personal dashboard

- Quickly noticed a pipeline shortfall in the Netherlands

- Looked at a broader dashboard elaborating on the trouble

- Narrowed the problem with an ad hoc report that focused on product lines and geographic location

- Performed deep, comparative analysis to get to the bottom of the problem

Total Leads		2005 Q 1	2005 Q 2	2005 Q 3	2005 Q 4	2005
D2G - The Only Place to GO		40,101	42,096	48,265	51,579	182,041
Big Screen Bonanza		38,684	34,409	36,663	32,942	142,698
The Future is Now		30,059	33,724	27,442	29,509	120,734
Amsterdam	Untether the Nation	564	2,170	1,036	609	4,379
	Win Customer Loyalty	1,162	1,375	1,095	575	4,207
	Back to School Blitz	977	750	935	699	3,361
	Subtotal (included)	2,703	4,295	3,066	1,883	11,947
	Subtotal (excluded)	3,225	3,443	3,517	3,807	13,992
	Campaign	5,928	7,738	6,583	5,690	25,939
England	D2G - The Only Place to GO	2,786	4,721	3,757	5,160	16,424
	Big Screen Bonanza	4,506	2,030	3,594	3,142	13,272
	The Future is Now	3,963	1,849	2,526	3,043	11,381
	Subtotal (included)	11,255	8,600	9,877	11,345	41,077
	Subtotal (excluded)	14,556	15,174	13,520	11,853	55,103
	Campaign	25,811	23,774	23,397	23,198	96,180
France	D2G - The Only Place to GO	2,498	4,255	3,101	4,187	14,041
	Big Screen Bonanza	3,278	2,589	2,299	3,115	11,281
	The Future is Now	2,398	1,524	1,941	1,782	7,645
	Subtotal (included)	8,174	8,368	6,741	9,084	32,367
	Subtotal (excluded)	9,970	9,084	10,637	7,086	36,777

You now know that the pipeline problem is related to marketing campaigns in the Netherlands. They aren't running the campaigns that are driving sales so successfully in the rest of the organization. You can save this analysis to share with others, and then update the Action list to indicate the Marketing Analysis was completed. Then, you can add a new action item to the list assigned to the local Marketing Manager to revisit the campaigns being run in the Netherlands – even though they may be using a different instance of SAP or even a different ERP altogether. At no point was there a need to know where the data came from or its format. The system simply provided you a complete and easy-to-use view of your business information.

You'll soon get them on track to perform in line with the rest of the company. And you've done all this before your first coffee of the day has cooled, in your Enterprise Portal, using a single product – IBM Cognos 8 BI.

Want to view an online version of this Digital2Go demonstration? Go to http://www.ibm.com/cognos/solutions/sap/

Proven BI
Built on the revolutionary ReportNet architecture

The reporting and analysis you performed as the Digital2Go sales manager was done in a dependable, proven environment. That's because IBM Cognos 8 BI is built on the architecture that revolutionized enterprise reporting with IBM Cognos ReportNet®, one of the first platforms to be certified by SAP as Powered by SAP NetWeaver®. In just two years ReportNet attracted more than 2,500 customers who have come to depend on it for their enterprise reporting needs.

The IBM Cognos 8 BI architecture is an open, Web services-based, services-oriented architecture that provides deployment flexibility and ease of implementation. Its zero-footprint client results in broad user acceptance across the board. Its features include the following:

Purpose-built Web services architecture
- Modern, multi-tier architecture built using open, modern Web standards such as XML, SOAP, and WSDL.
- Single API lets programmers customize, expose, or hide any BI capability using a wide variety of programming languages.
- Peer-to-peer, multi-threaded architecture provides a distributed environment with automatic load balancing, no single point of failure, and server independence.
- Component-based, with the flexibility to distribute components geographically, across servers, firewalls, etc. according to the needs of the business.
- Scalable to hundreds of thousands of users to support a globally distributed organization.
- Reports, dashboards, analysis, scorecards, and business event

management rules are written once and deployed globally to reduce reporting backlog.

Web-based development and deployment
- Common zero-footprint, browser-based environment requires no desktop installs, plug-ins, or applets.
- Point-and-click, task-based interface improves user adoption, increases user self-service, and reduces user dependence on IT.
- Administration can be centralized or distributed closer to the point of impact.
- Enables remote access to the system; log on from anywhere for remote Web-based administration and report authoring.
- Single point of update; deploy changes to all users simultaneously.

Integrates with your existing infrastructure
- Leverages your existing IT assets and infrastructure, including security systems, RDBMS, application servers, Web applications, networks, and metadata.
- Integrates easily with Web portals such as IBM WebSphere, SAP Enterprise Portal, Plumtree, and WSRP-compliant portals.
- Supports Windows, UNIX, and Linux operating systems in uniform and mixed platform deployments.
- Supports numerous standards and data sources without coding or data migration.
- Supports complex mixed application environments.

Integration with SAP NetWeaver

- Out-of-the-box iViews provide seamless integration with your SAP Enterprise Portal

- An OLAP BAPI (Business Application Programming Interface) driver lets you access and leverage your investment in SAP BW, including data, business rules, single sign-on to security, aggregations, hierarchies, variables, and more, from multiple versions of your SAP foundation

- Cognos BI capability delivered on the SAP Web Application Server

Integration with mySAP (R/3)

- Leverage SAP-certified integration

- IBM Cognos 8 Report Packs for mySAP

Integration with IBM Cognos 8 Planning

- Integrates with IBM Cognos 8 Planning data for write back to your warehouse

- Extends BI capabilities to include planning data with your actuals

- IBM Cognos 8 BI and IBM Cognos 8 Planning become a foundation for managing business performance

Support for BI standardization

- IBM Cognos 8 BI delivers all the capabilities users require in one product, on one architecture

- As a standardized BI environment, it reduces complexity, provides greater business agility, and lowers your total cost of ownership

Significant business impact

IBM Cognos 8 BI increases the return on your investment in SAP NetWeaver/BW

When you choose IBM Cognos 8 BI, you'll realize significant benefits to your business.

Lower ownership costs and higher ROI

Reuse of your SAP investment means no duplication of infrastructure for business intelligence – take advantage of the query processing power of SAP BW, leverage the SAP Web Application Server (if in place), make the most of your data in SAP R/3 and SAP BW, and leverage your SAP Enterprise Portal deployment.

With IBM Cognos 8 BI, users can author any business alert, report, scorecard, analysis, or other business intelligence component your business needs. You can standardize your BI on a single product and architecture without coding. You can reduce the number of reports and other BI components you need to maintain. And minimal training requirements mean that users can be up and running with all BI capabilities quickly, using a single product. The zero-footprint IBM Cognos 8 BI interface enables centralized, simple administration.

Wider distribution and increased use of SAP data

IBM Cognos 8 BI makes SAP data available across your organization, in business alerts, reports, scorecards, deep comparative analyses, and more. Casual and novice users can find critical information quickly and easily so they can make better-informed decisions that contribute to corporate performance management. Distribute the highly formatted, multi-page, heterogeneous BI content that you always wanted, but can't get today – over the Web, in an email, or in hard copy.

Reduced IT administration and reporting backlog

The true, self-serve nature of IBM Cognos 8 BI reduces reporting and authoring times from weeks or days to minutes, with no ABAP code. Business users create their own reports, queries, and analyses, reducing the reporting backlog, distributing report authoring activities, and freeing up IT resources for other projects. The Web-based, services-oriented IBM Cognos 8 BI architecture provides centralized administration, with no clienttool dependencies for any BI capability, including creating BI content.

Increased self-sufficiency and productivity for novice and casual users

With IBM Cognos 8 BI, there's no learning curve. Its drag-and-drop authoring lets people use their existing skills in a familiar browser-based environment. This increases user acceptance.

Better decisions and increased agility

When more can access and use SAP BW with the rest of your corporate data, they gain an immediate understanding of business performance. They make better decisions and can more quickly respond to challenges and opportunities.

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: www.ibm.com/cognos

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