

IBM Cognos 8 Business Intelligence for Teradata®

Maximize the return on your Teradata investment

Cognos and Teradata

Cognos, an IBM company, and Cognos 8 Business Intelligence (BI) helps you realize greater value from your Teradata Active Data Warehouse by making information easier and simpler to access for reporting and analysis. Cognos is a Teradata Data Warehousing Alliance Partner and a participant in the Teradata Partners Center of Expertise. These efforts 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 Teradata with the leading reporting and analysis solution from Cognos.

Extending the value of Teradata

IBM Cognos 8 BI provides Teradata customers with 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. Decision-makers can focus on critical issues with "dashboard" visuals that summarize a company's key performance indicators (KPIs). Any user can analyze business information through powerful online analytical processing directly on relational data (R-OLAP). Event detection lets users set alerts to notify them when metrics change. And, 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 required capabilities in one solution, with a Web services architecture: reporting, analysis, scorecarding, event management, dashboarding, and data integration.

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

Using OLAP on relational databases for reporting and analysis, users of IBM Cognos 8 BI can track changes in business metrics to uncover trends, risks, and opportunities. Users can explore and analyze information to make the most effective tactical or strategic decisions. They can look at a part of their organization from a variety of business dimensions (e.g., revenue, geography, product, time). Running all of this directly on the Teradata Active Data Warehouse provides fast and deep access to the database. There is no extraction required and no limit to how much data is available.

Scorecarding and advanced visualization

With IBM Cognos 8 BI Teradata customers can augment managed reporting or analysis to view data in rich graphical formats. The data underlying KPIs can be aggregated and represented by traffic lights, gauges, charts, or other visual displays, focusing users 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 lifecycle. BEM can automatically deliver time-critical business intelligence to decision-makers through email and wireless. In concert with powerful reporting and analysis, the IBM Cognos 8 BI event notification capability pushes information to users and/or other systems, allowing them to focus quickly on what needs immediate attention. It 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 users to track events throughout their lifecycle, maintaining a list of all current events and their state. IBM Cognos 8 BI compresses the time-to-action when critical operational business events occur and helps business overcome IT complexity.

Fast time to results

The tight integration between Teradata and Cognos delivers results faster than other reporting solutions. An easy-to-use GUI with no additional client software to learn speeds adoption by your user community. In addition, Cognos directly supports Teradata Metadata Services, which allows Cognos to quickly connect to Teradata and leverage any existing metadata, such as joins, calculations, business descriptions, cardinality rules, etc.

Embracing Teradata

IBM Cognos 8 BI automatically generates Teradata version specific and optimized native Teradata SQL (not generic ANSI SQL). This ensures that, based on the user's question, the metadata, and the version of Teradata that is being used, the SQL produced by Cognos for Teradata is optimal. This provides the fastest access to the data for the user in the format and interface(s) required. Cognos tools are schema neutral, so all of the best practices in Teradata deployments (normalized models, Soft Referential Integrity, Join Indices, Aggregate Join Indices, etc.) can be leveraged without creating physical data models specifically for Cognos tools. This ensures that your ETL, modelers, and DBA teams can create the best working Data Warehouse to meet end user data needs without having to make sacrifices because the BI tool requires that the data be stored differently.

Scalability

IBM Cognos 8 BI scales in two different ways. In terms of data, since IBM Cognos 8 BI leverages the processing power of the backend database, IBM Cognos 8 BI data scalability is only limited by the processing power of your Teradata system. 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.

The most popular clients

IBM Cognos 8 BI is available on Windows, Web, and Excel. The majority of users can be serviced over the Web. IBM Cognos 8 BI for the Web is a zero-footprint, pure HTML solution for intranet and extranet analysis, reporting, BEM, and distribution.

Security

With IBM Cognos 8 BI, IT can manage user profiles and classes for BI applications from a single console. This covers both authentication (or logon security) and authorization security. Database and OS security can be used for user

authentication as well. Cognos enables any combination of LDAP, OS, or RDBMS security for authentication.

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.

Better performance management

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. 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 Teradata

Teradata, a division of NCR Corporation, offers powerful, analytical solutions that help businesses drive growth. Teradata solutions include the Teradata data warehouse and database, analytical applications for CRM, operations, and financial management, business performance management and e-business, as well as services. To learn more about the Cognos/Teradata solution, go to www.cognos.com/teradata.

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 www.cognos.com.

For more Information

Visit the Cognos Web site at www.cognos.com

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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.