



IBM Performance 2011

Combine Cognos BI with IBM Solutions
to Deliver Greater Information Value

Speaker:

Date:





Breakout Session – IC05

Gaining Value with InfoSphere & IBM Cognos Solutions (Netezza to be added) - To be useful and to drive business decisions, information needs to be provided to the business in the right format, and at the right time. This technical session discusses the tasks of sourcing, storing and shaping information for business use. You will hear the IBM strategy and gain clarity of the role of technology from Cognos and InfoSphere in these areas, and see demonstrations of integration between InfoSphere Information Server and the Cognos platform.

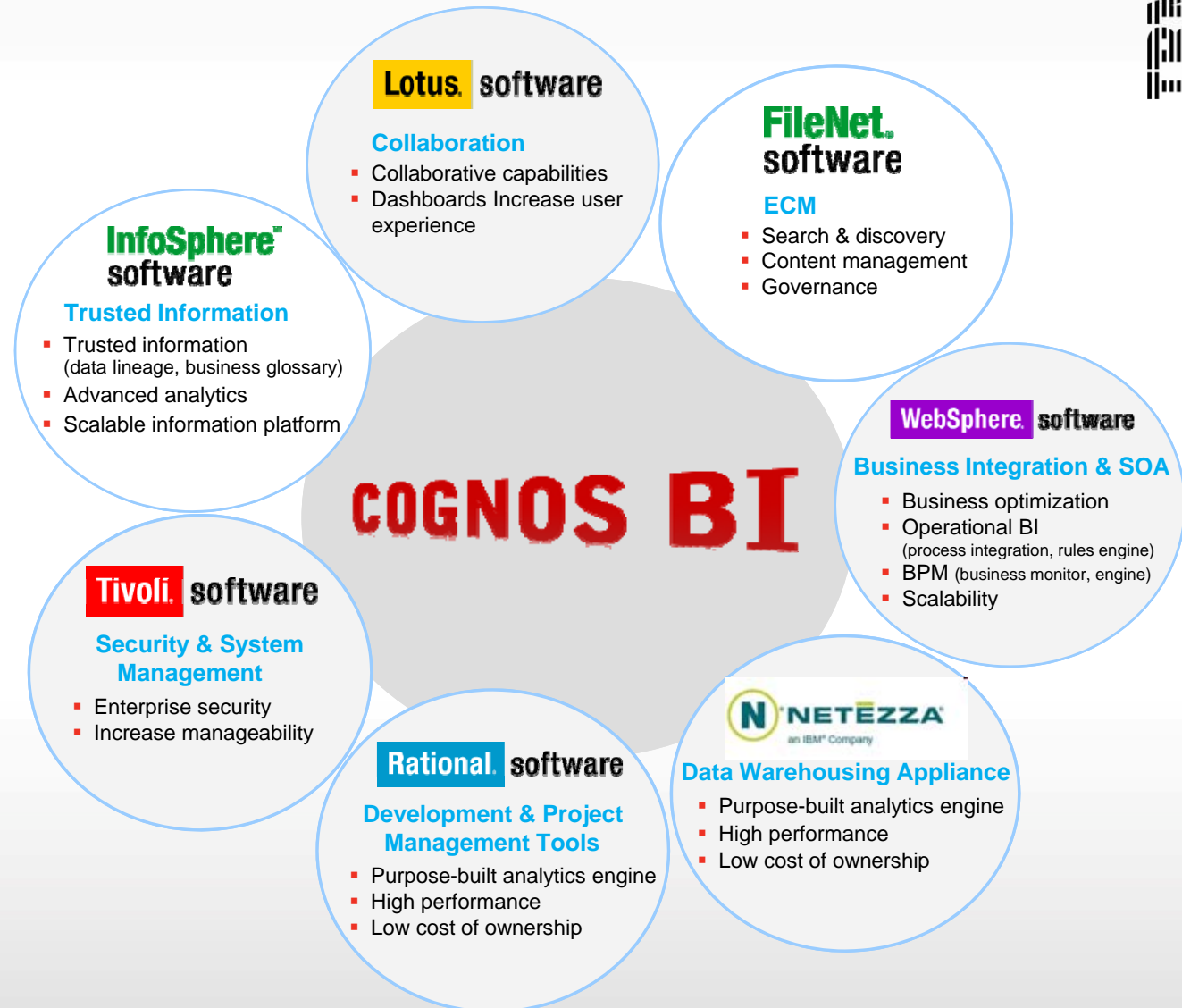




Synergy across IBM to deliver strategic solutions

Strategic initiatives that drive synergy requirements

- Collaboration
- Business optimization
- Information agenda
- Governance and Regulatory compliance
- Standardization





IBM Cognos software product portfolio

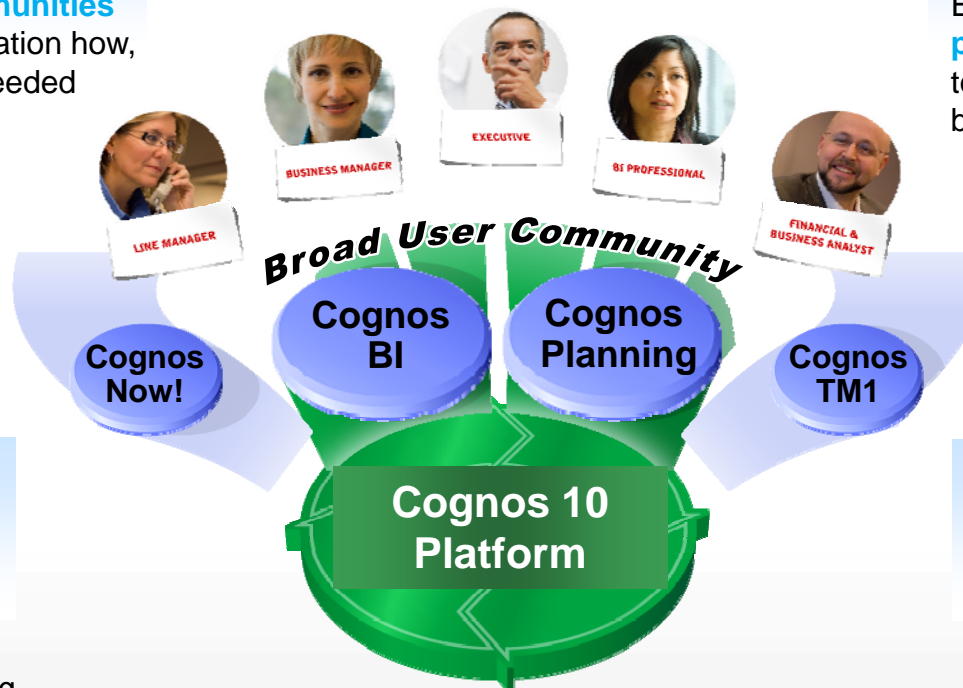
More employees make better decisions, faster

Cognos BI

Ensures **all user communities** receive relevant information how, when and where it is needed

Cognos planning

Ensures **high participation planning**, connecting finance to operations for higher business responsiveness



Cognos real-time monitoring

Continuous real-time monitoring of business operations for rapid intra-day decision making

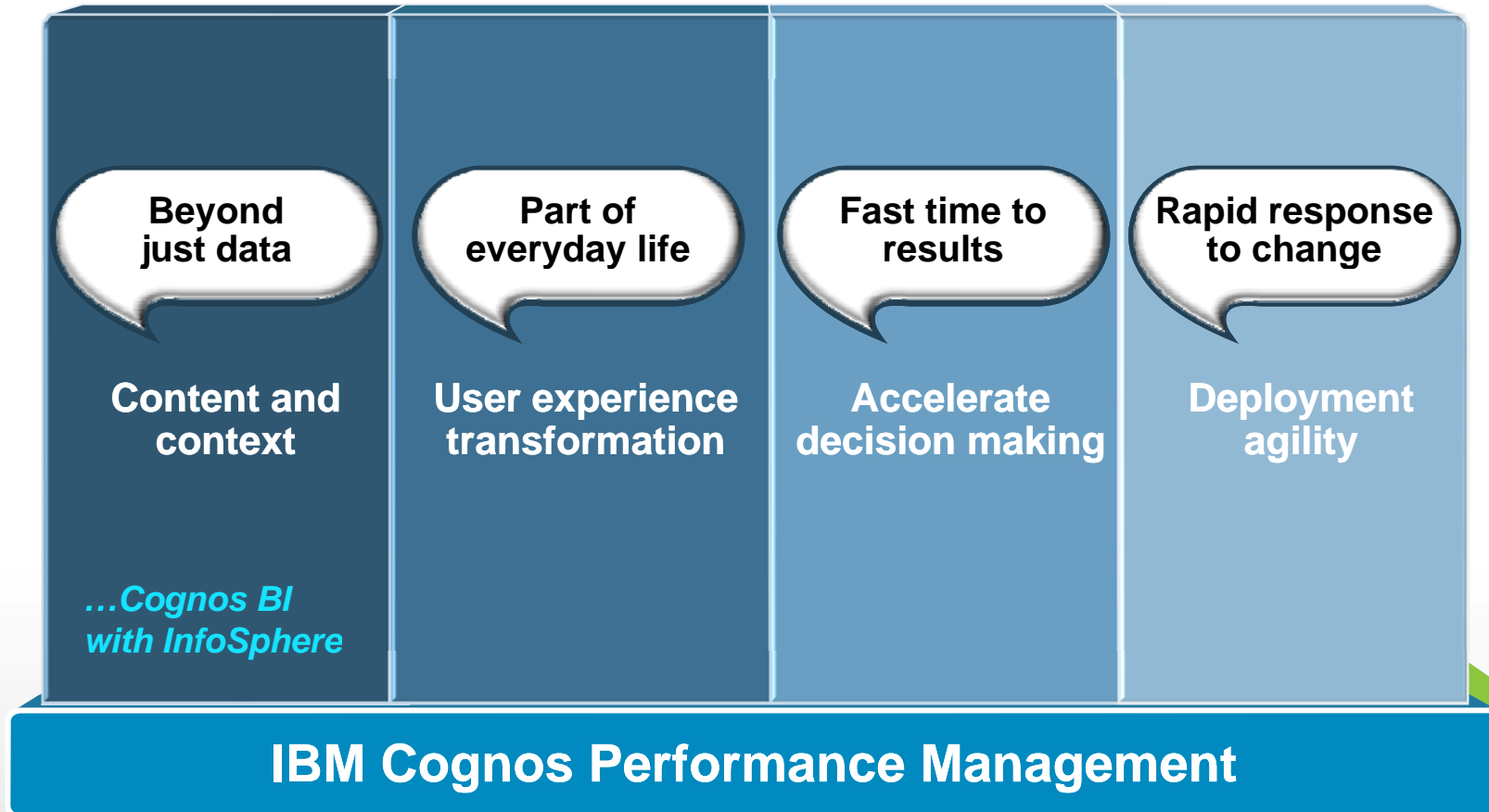
Cognos TM1

What-if scenario modeling to formulate new business models to drive the business forward

Cognos 10 platform

Complete consistent information in terms business understands with a purpose-built SOA for enterprise scale

Deliver greater information value

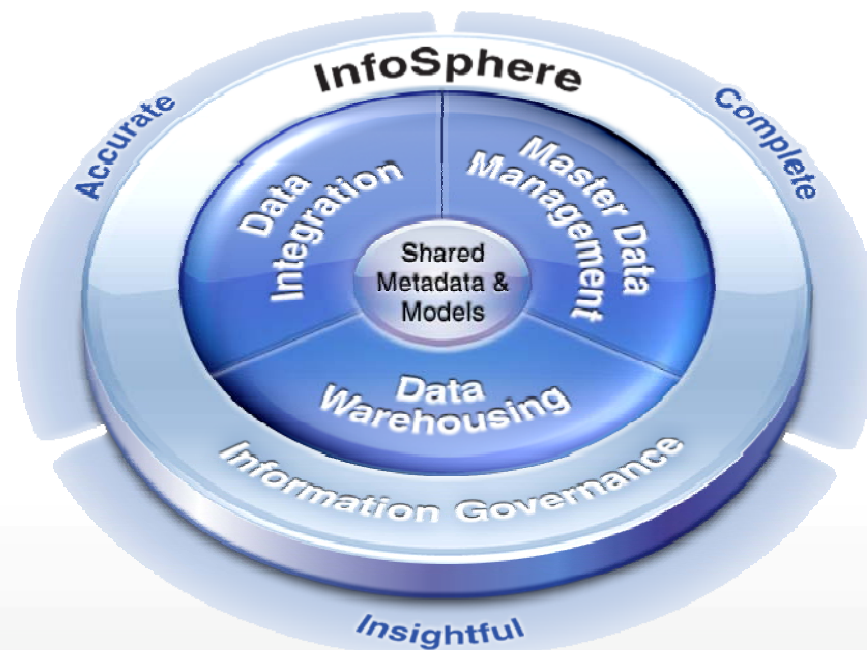


Trusted information with InfoSphere



The InfoSphere Portfolio delivers unique synergistic value that accelerates and improves business results and reduces cost and risk.

Integrate your information
IBM InfoSphere Information Server



Get a single view of your business
IBM InfoSphere MDM Server

Deliver better business intelligence faster
IBM InfoSphereWarehouse



Focus areas of IBM Software and Systems

Beyond just data



Content and context

- Increase business confidence in information
- Optimize data access
- Address breadth of OLAP requirements
- Align dimensions with master data

...Cognos with InfoSphere

IBM Cognos Performance Management



Integration with InfoSphere Information Server

Dictionary of Terms, Lineage and Data Quality Visibility

Challenge:

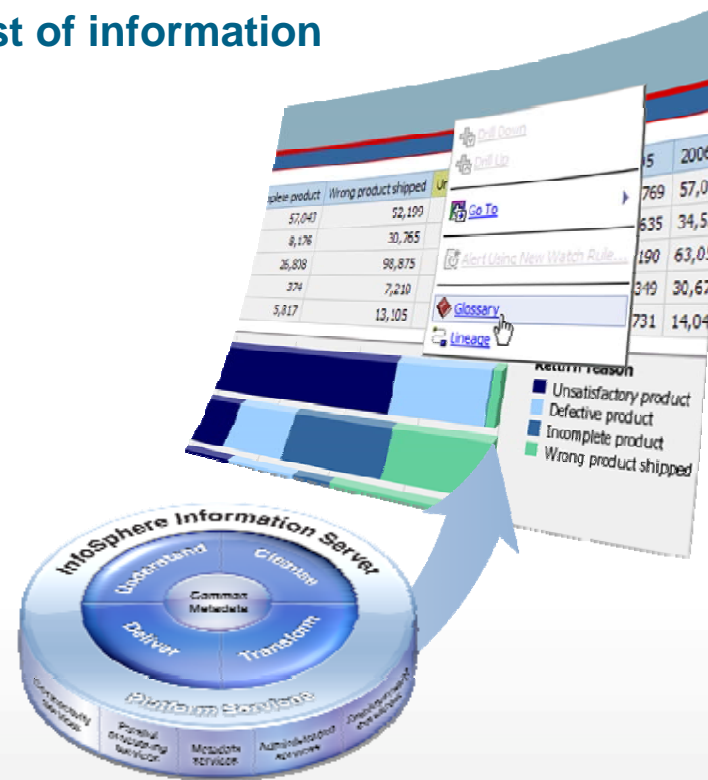
Improve business understanding and trust of information

Solution

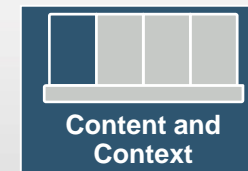
- Direct user access to Business Glossary and Metadata Lineage
- Business Glossary add-on for Cognos use
- Metadata exchange with Metadata Workbench
- Source-to-report lineage in Metadata Workbench
- Quality Assessment Services with Information Analyzer for understanding data quality

Value

- Business can understand what terms mean and where data came from without calling IT



- Business Glossary
- Metadata Workbench
- Information Analyzer

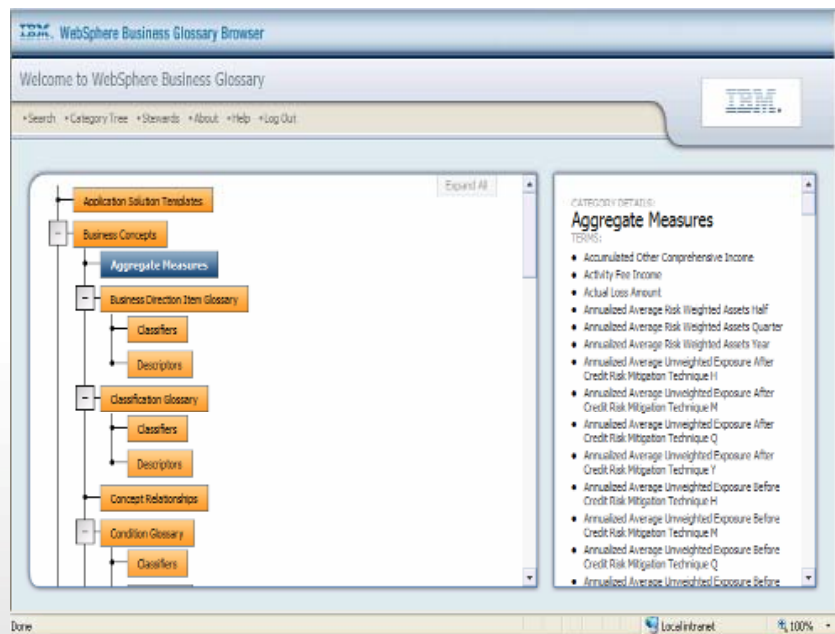


InfoSphere Business Glossary



Create and manage business vocabulary and relationships and related to physical sources

Business Glossary



Requirements

- Capture business terms and classifications
- Link business terms and classifications to IT assets
- Identify data stewards and make glossary accessible

Benefits

- Context for information is available to everyone, immediately
- IT projects are aligned with data governance
- Collaboration increases across business and IT
- One-click access from BI reports and Dashboards

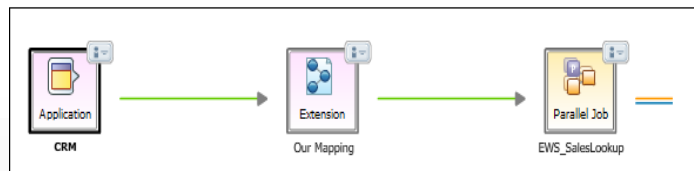
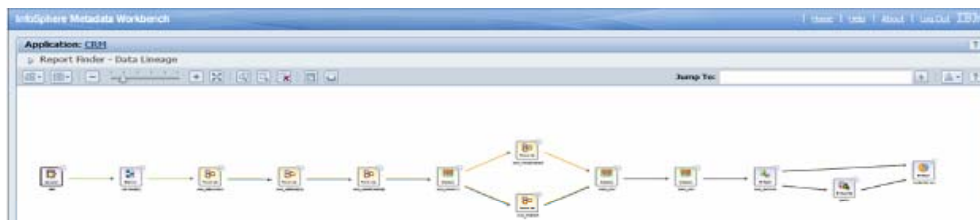


InfoSphere Metadata Workbench



Metadata Workbench

Support information governance with traceability on data movement, modeling & BI applications



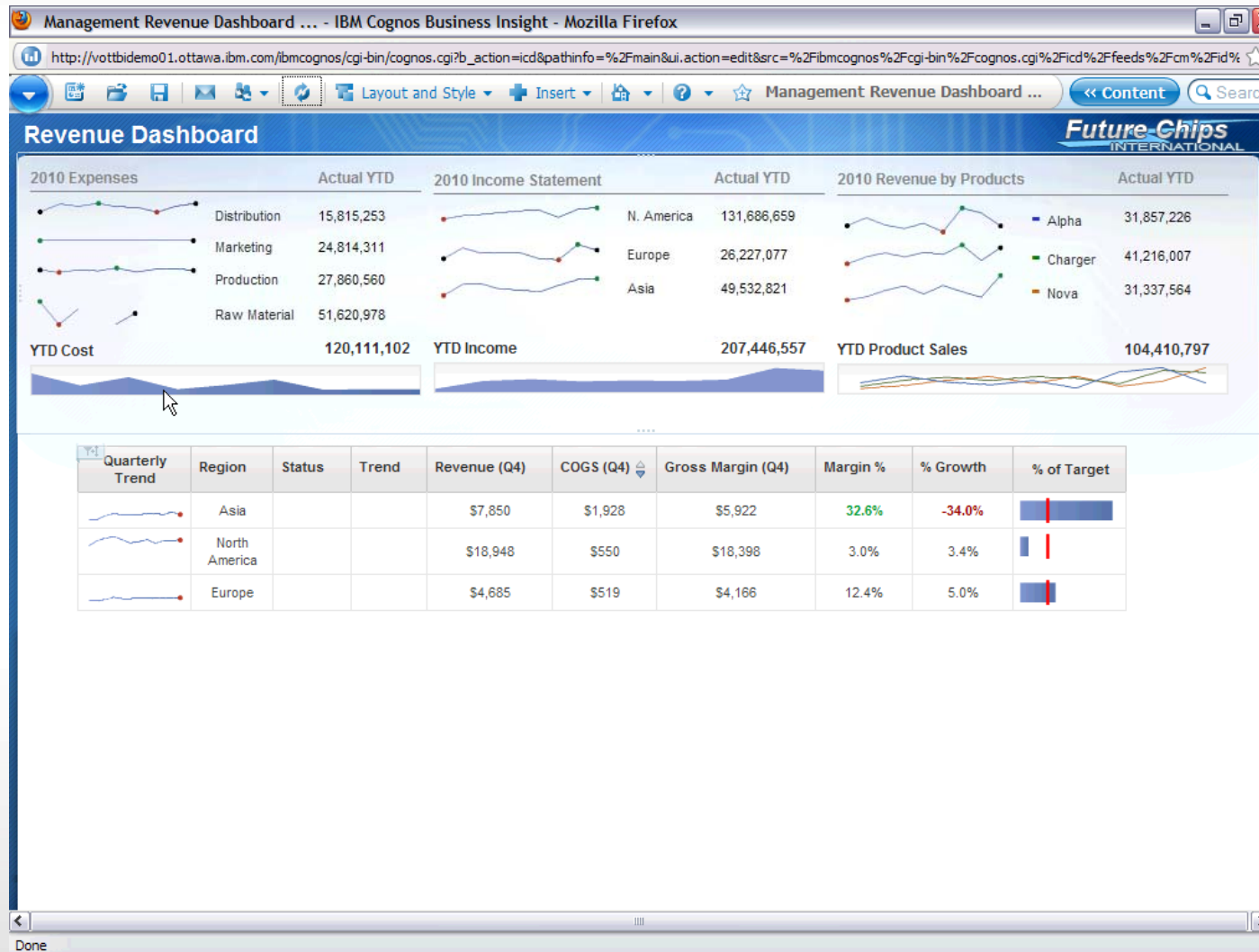
Requirements

- Understand the impact of making changes to information environment
- Visualize and trace information flows across enterprise landscape
- Access and report on operational metadata

Benefits

- Avoid system disruptions
- Provide audit information for data governance
- Build trust with LOB users
- One-click Access from BI reports and Dashboards

Demo Cognos Lineage, and Business Glossary + stewardship

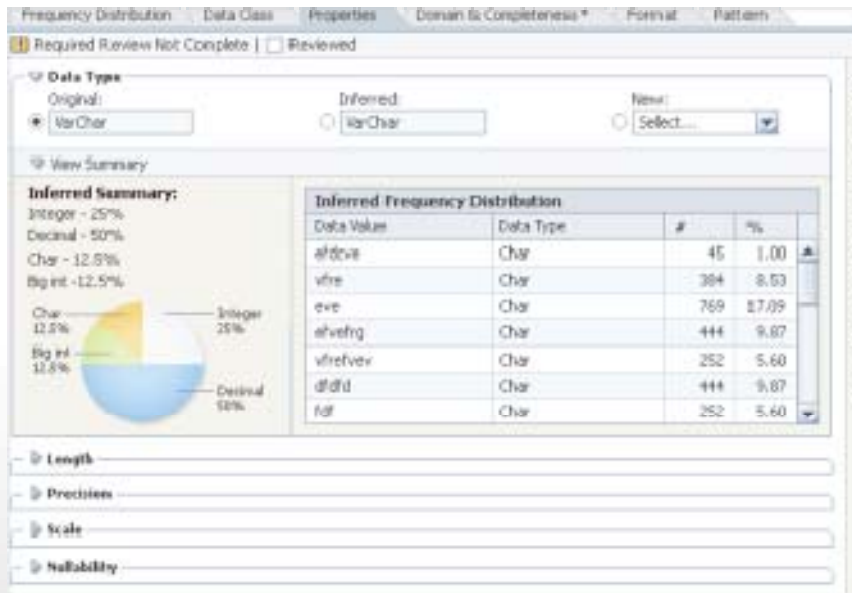


InfoSphere Information Analyzer



Information Analyzer

Analyze source data quality and monitor adherence to integration and quality rules



Requirements

- Perform data quality assessment
- Define business rules to monitor data quality
- Establish stewards for governance of data quality

Benefits

- Identify data quality issues early to reduce project risks
- Monitor quality metrics over time for compliance
- Create business confidence with trusted information



Demo InfoSphere Information Analyzer



Integration with InfoSphere Information Server

Data Reach, Integration and Dimensional ETL

Challenge:

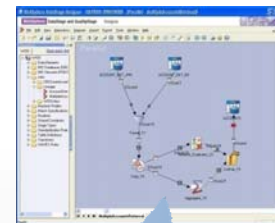
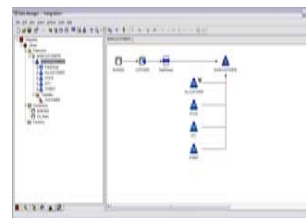
Access and deliver breadth and volume of information

Solution

- Batch and real-time integration of DataStage with Data Manager jobs
- Leverage of QualityStage transformations within Data Manager

Value

- Combined industrial strength ETL with dimensional last mile to BI for optimal data sourcing



Cognos Data Manager Strengths

- Dimensional framework for star/dimensional data delivery
- Data movement service within Cognos 8 platform
- Focused on BI and Performance Management

InfoSphere DataStage Strengths

- Enterprise breadth of connectivity & transformation
- Performance and scalability
- "Heavy Lifting"





Integration with InfoSphere Warehouse

Complete OLAP Portfolio

Challenge:




Deliver data optimized for analysis

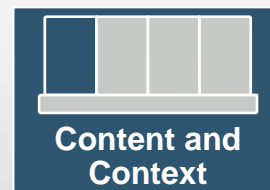
Solution

- InfoSphere Cubing Services as a data source
- Embedded Cognos OLAP technology into InfoSphere Warehouse

Value

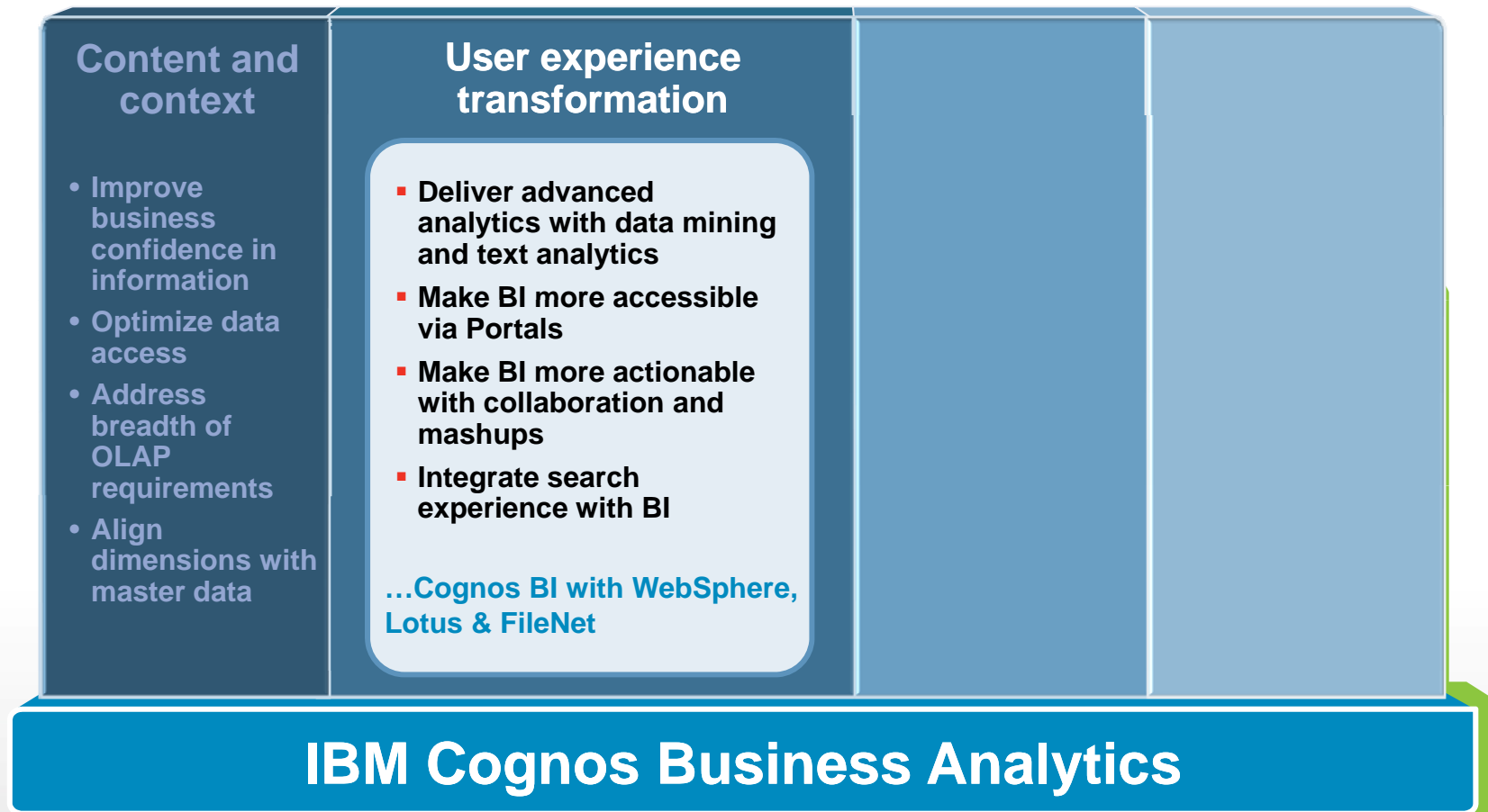
- Provide an OLAP experience across very large data sets

IBM Cognos 10 Platform Open Data Access	
Line-of-Business Driven Self-Service	Cognos PowerCube  Optimized for broad, general purpose BI usage
	Cognos TM1  Optimized for write back and high volatility applications
IT Assisted	InfoSphere Cubing Services  Optimized for very large datasets with very large dimensions



Focus areas of IBM Software and Systems

Part of everyday life



This represents current product plans and strategy that are subject to change.
All release dates and capabilities are subject to the Disclaimer.



Integration with InfoSphere Warehouse

Data Mining and Text Analytics

Challenge:

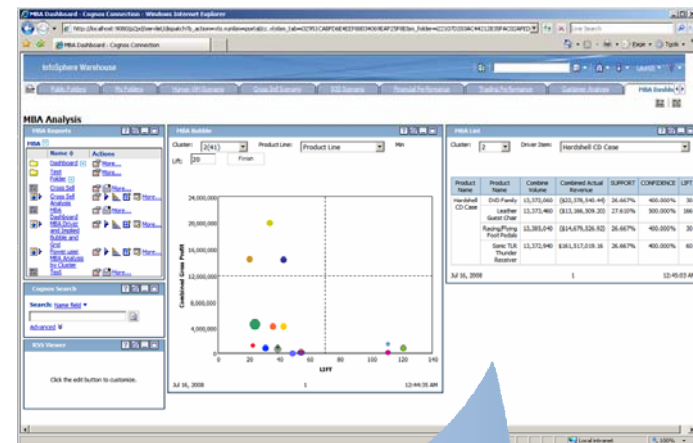
Enable more advanced and predictive analytics

Solution

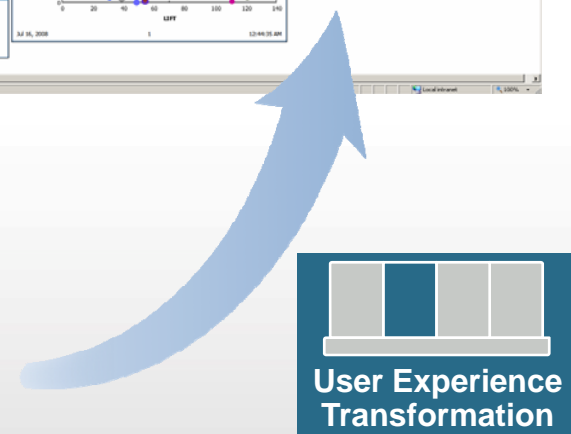
- Deliver data mining results to a broader audience with Cognos BI
- Text analytics to transform text to structured data for reporting and analysis with Cognos BI

Value

- Understand complex patterns in data and predict the future
- Simplify deliver of data mining results to large business user community

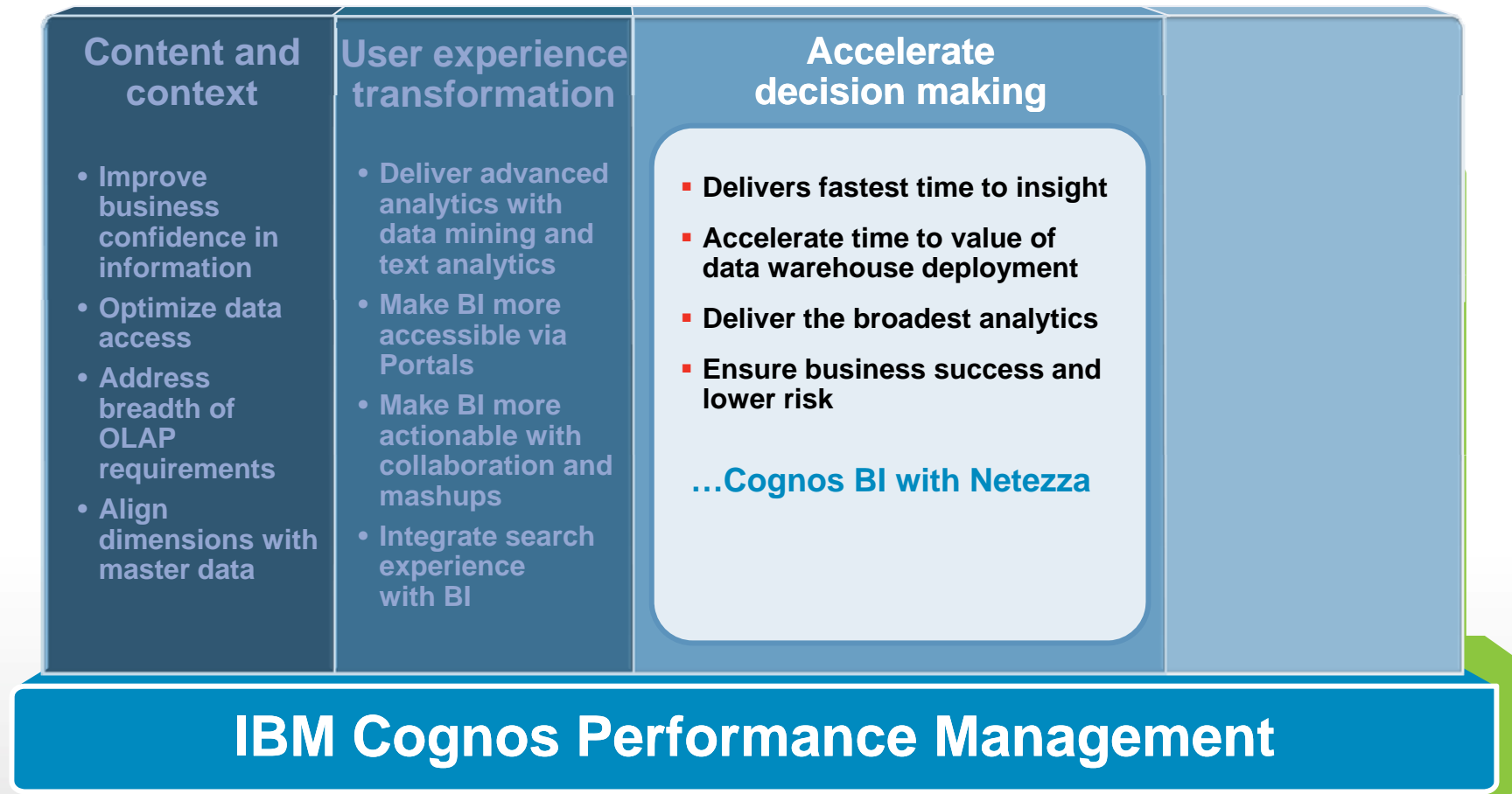


- Warehouse Data Mining Capabilities



Focus areas of IBM Software and Systems

Fast time to results



Business Analytics just got faster



ARMONK, N.Y. - 11 Nov 2010: IBM (NYSE:[IBM](#)) today announced the closing of its acquisition of Netezza Corporation. Netezza will expand IBM's business analytics initiatives to help clients gain faster insights into their business information, with increased performance at a lower cost of ownership.



Netezza: Company background



- ✓ A leading provider of data warehouse appliances
- ✓ Founded in 2000
- ✓ Headquartered in Marlborough, MA
- ✓ Over 350+ clients worldwide
- ✓ Blue-chip reference accounts in all major industry verticals
- ✓ Partnered with key technology partners, systems integrators and resellers



“This is what Netezza has done in the data warehousing market. It has **totally changed the way we think** about data warehousing.”

- Philip Howard, Bloor Research

“Technology Fast 500 recognizes Netezza as an innovative company that has broken down barriers to success and defied the odds with its remarkable five-year revenue growth.”

Deloitte LLP

Netezza and IBM Business Analytics



Fastest, broadest and deepest analytic capabilities

- **Performance** – Fastest time to insight
- **Simplicity** – Accelerate the time to value
- **Broadest Analytics** – Deep and relevant insight
- **Single IBM Solution** – Business success and lower risk

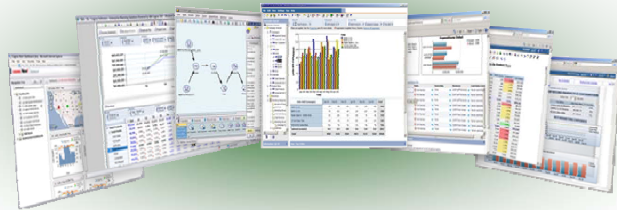


The challenges



Too long to get answers...

Business Analytics



- Incomplete information
- Inefficient access
- Inability to keep pace

Data Warehouse Solutions



- Complex infrastructure
- Complicated deployment
- Tuning required
- Inefficient analytics
- Intensive maintenance
- Costly operation



An end-to-end Business Analytics solution drives lightning fast analytics



MASSACHUSETTS

COGNOS BI



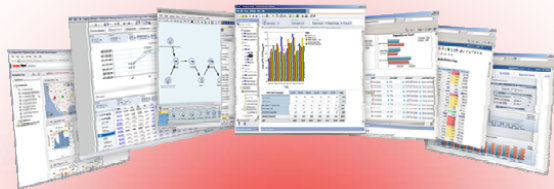
“...Performance is the mantra for us...embed larger extents of data...enabled extended visibility into the trends...”

Shashi Vangala, Manager & Chief Solutions Architect of Business Intelligence

The combined solution



IBM Business Analytics



Driving better business outcomes

- Broadest analytics portfolio
- Leader in every category
- Integrated and optimized

Netezza Solutions



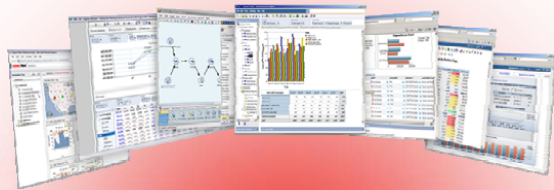
Optimized foundation for analytics

- Speed
- Scalability
- Simplicity

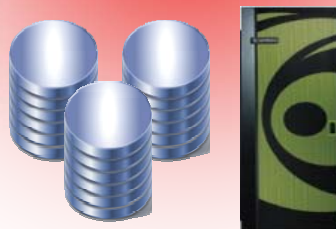
Breaking it down – IBM Business Analytics



IBM Business Analytics



Netezza Solutions





Free business to answer critical business questions

- How am I doing?
- Why?
- What should I be doing?

Full breadth of BI for every decision-maker

- Query, reporting, analysis, scorecards and dashboards
- Delivered where, when and how needed

Revolutionary way to work with BI

- *Unified workspace* with *built-in collaboration*
- View of *all time horizons*: past, present & future
- Easy *progression* from viewing to exploration

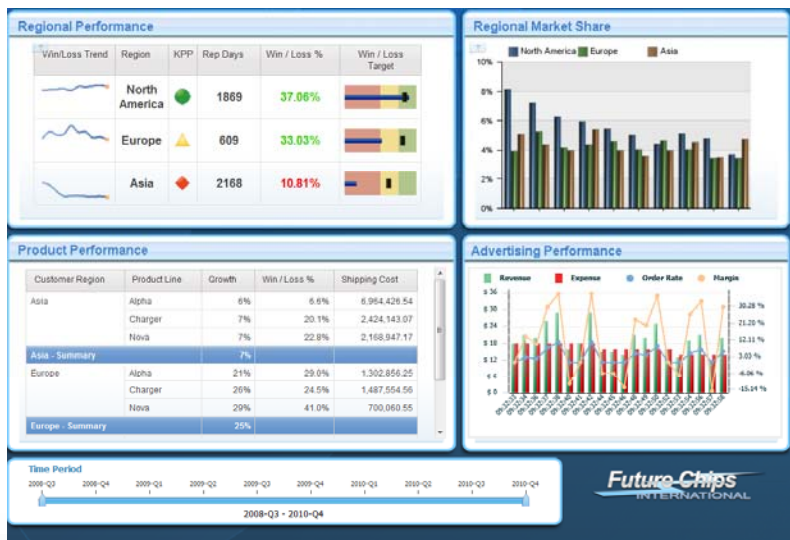


COGNOS BI

Cognos BI – Unified Workspace



Simple to use with unprecedented power one click away



Highlights:

- Limitless and interactive
- All time horizons
- Drag and drop assembly
- Seamless graduated experience

Intuitive and easy to use...

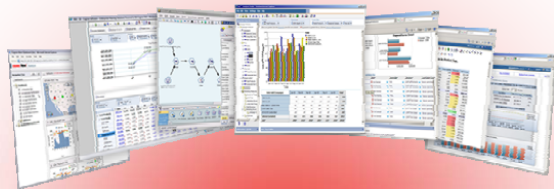
...from simple viewing to advanced analytics

...faster and higher end user adoption rates

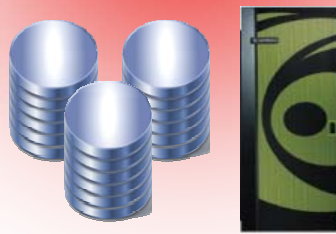
Breaking it down – Netezza Solutions



IBM Business Analytics



Netezza Solutions



Data Warehouse challenges



days for a single query

constant tuning

“ **Nearly 70%** of data warehouses experience performance-constrained issues of various types. ”

- Gartner 2010 Magic Quadrant

specialized resources required

months to deploy

Appliances make it simple, completely transforming the user experience



- Dedicated device
- Optimized for purpose
- Complete solution
- Fast installation
- Very easy operation
- Standard interfaces
- Low cost





The focused data warehousing appliance

- Purpose-built analytics engine
- Integrated database, server and storage
- Standard interfaces
- Low total cost of ownership

- Speed: 10-100x faster than traditional system
- Simplicity: Minimal administration and tuning
- Scalability: Peta-scale user data capacity
- Smart: High-performance advanced analytics



Netezza and IBM Business Analytics together



Fastest, broadest and deepest analytic capabilities

Accelerate business decisions by delivering the fastest time to insight

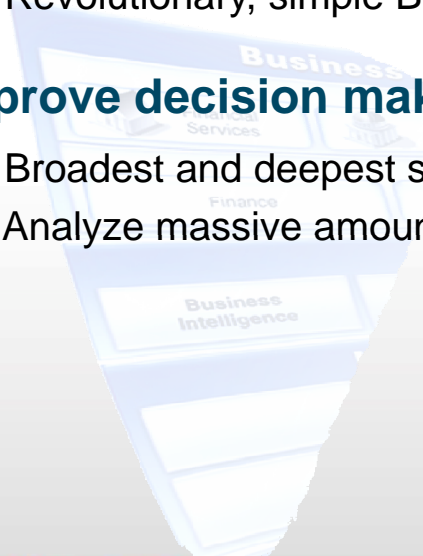
- Industry leading data warehouse appliance performance
- Unrivalled performance with in-memory and in-database processing

Accelerate time to ROI through fastest time to value

- Simple deployment
- Revolutionary, simple BI workspace speeds adoption rates

Improve decision making through delivery of most current and relevant insight

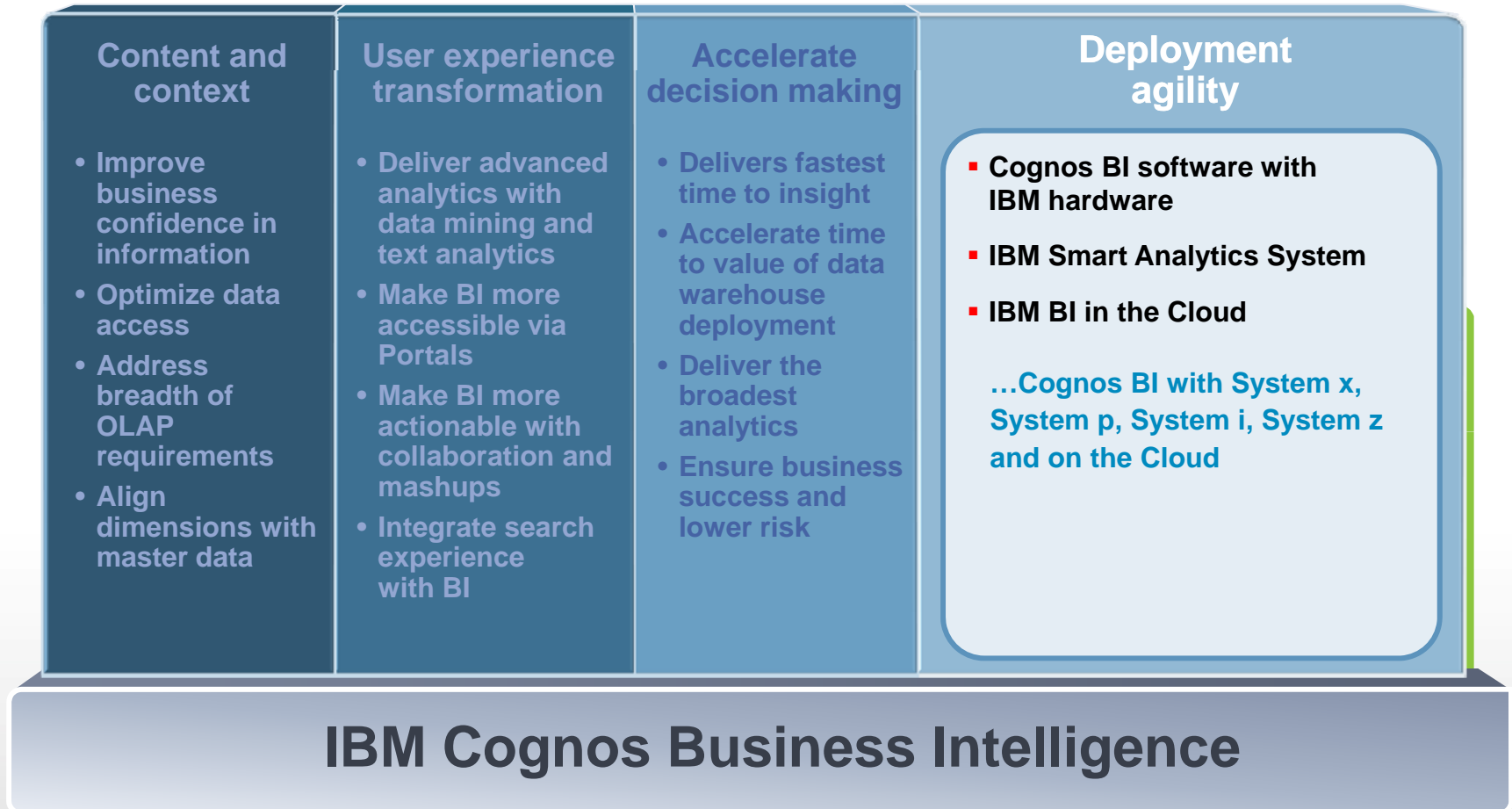
- Broadest and deepest set of analytic capabilities in the market place
- Analyze massive amounts of data



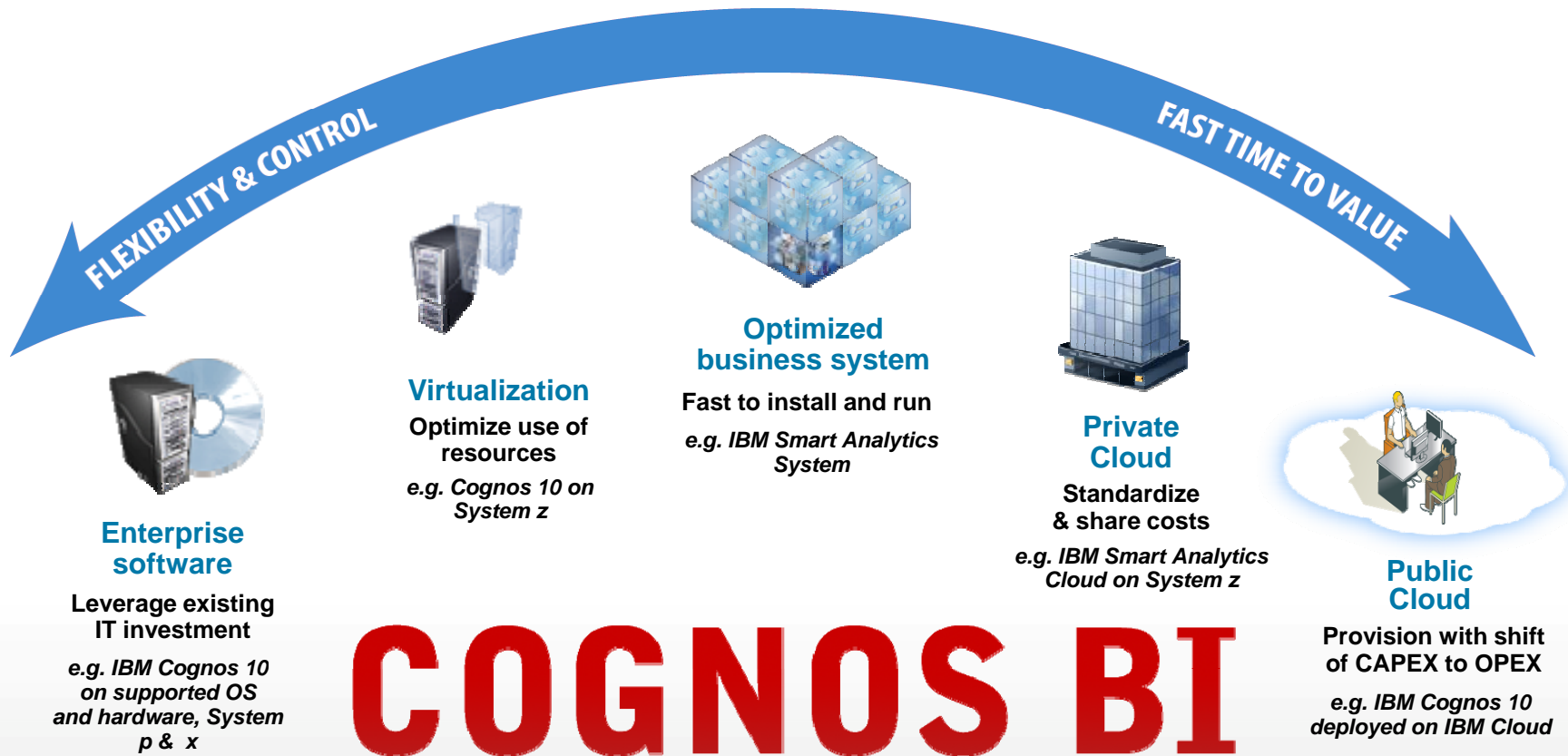
COGNOS BI

Focus areas of IBM Software and Systems

Rapid response to change



Broad deployment choice



Business Analytics software services



Maximize your software investment and drive better business outcomes with Business Analytics Software Services.

- Take the right training at the right time:
ibm.com/cognos/training
- Engage a technical product expert:
ibm.com/cognos/consulting
- Find knowledge and resources at your finger tips
ibm.com/cognos/customer center

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- On the web:
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