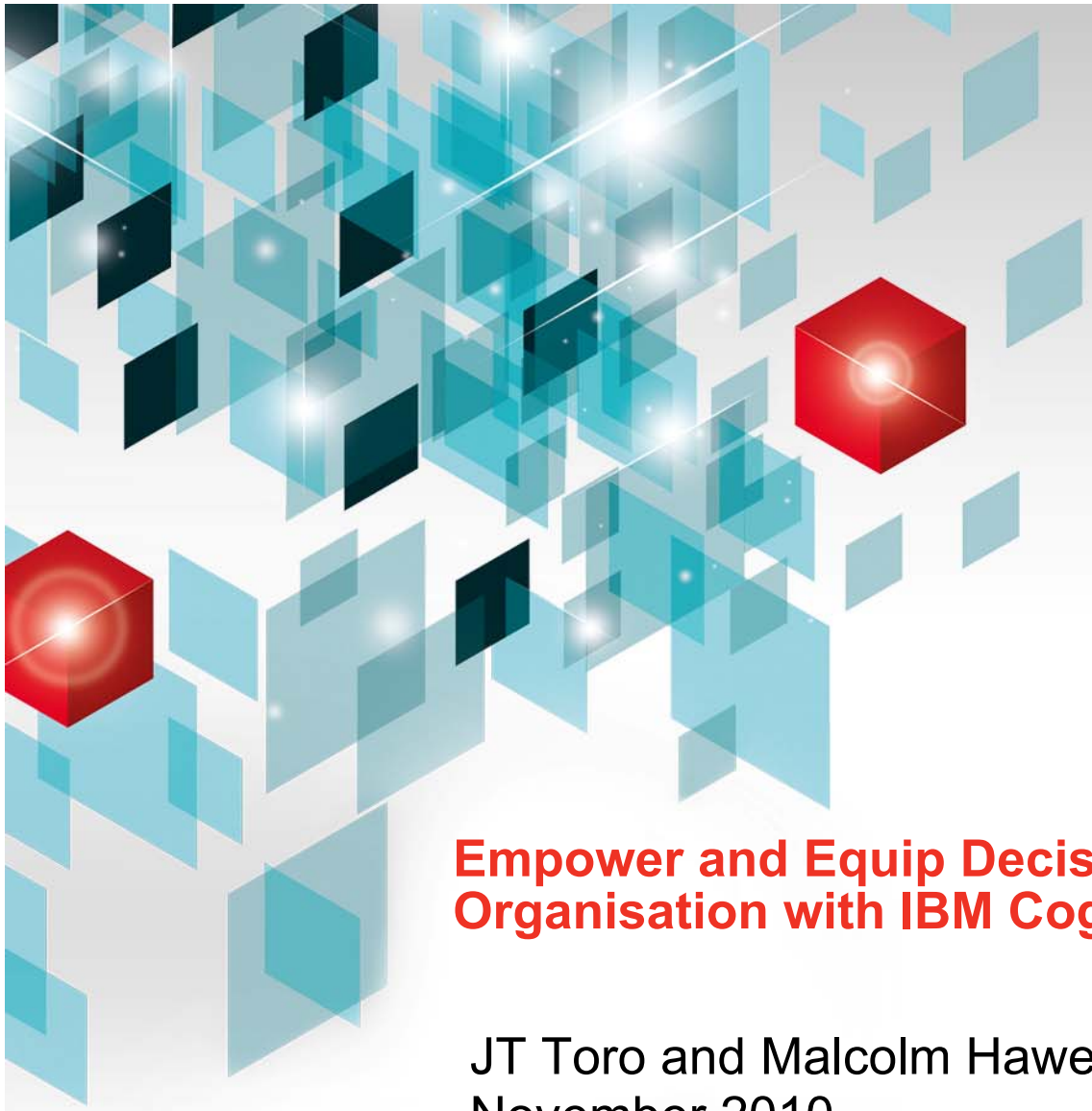


# Empower and Equip Decision Makers Across Your Organisation with IBM Cognos 10

JT Toro and Malcolm Hawes
November 2010

# Session Agenda

- The changing workforce
- IBM Cognos BI 10.1
  - IBM Cognos for Microsoft Office
  - IBM Cognos Collaboration
  - IBM Cognos Mashup Services
  - IBM Cognos Mobile
- Summary
- Questions

# Cognos 10: Intelligence Unleashed
## Smarter Decisions. Better Results.

### Freedom to **Think**

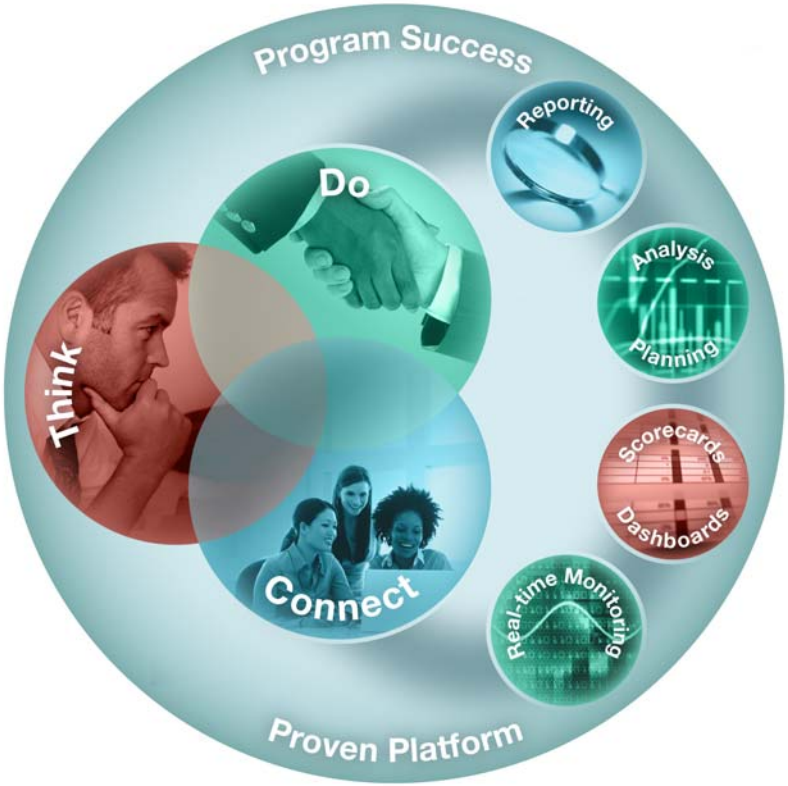
- Unified workspace
- All time horizons
- Progressive interaction

### **Connect** with Others

- Decision networks
- Business context
- Accountability

### and Simply **Do**

- Mobile and Disconnected
- Integrated
- Real-time




**A revolutionary BI workspace delivered on a proven platform with seamless upgrade.**

# Business drivers for Microsoft Office integration
# Business users are looking to…

Communicate BI content in standard MS Office formats

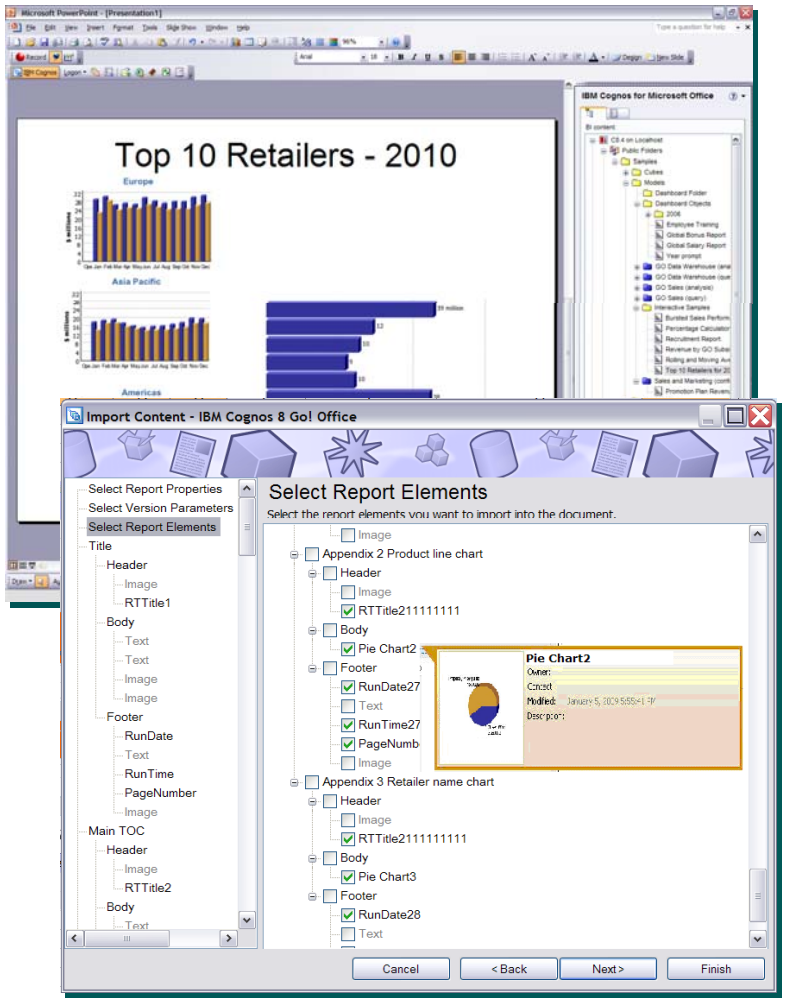
**Communicate and present BI**

Provide access to a single, trusted source of secure BI content through a familiar MS Office interface

**Trusted content**

# Communicate BI content in standard MS Office formats

***Import BI content into MS Office tools and add additional context for Presentations and Briefing books***

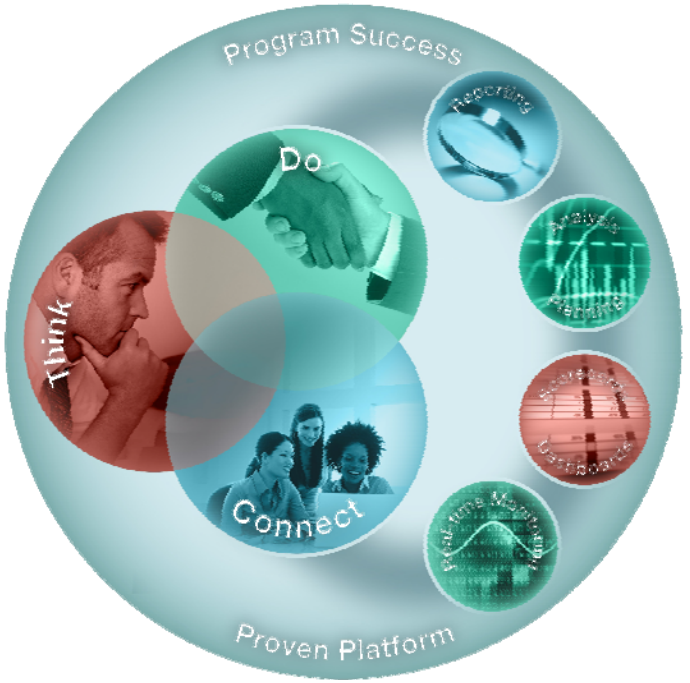



## IBM Cognos for Microsoft Office

**New Features:**

- Support for Office 2007 & 2010
- Ability to import Business Insight dashboards
- Business cards - short, visual summaries of reports, report parts & owner

# Demonstration



# Business drivers for collaborative BI
# Business users are looking to…

| | |
|---|---|
| Provide Context and reasoning around outliers and trends in Business data | **Comments and Annotation** |
| Support working groups and leverage BI as decision support | **BI with Collaborative Tools** |
| Provide insight into past decisions and business results | **Leverage corporate memory** |

# Collaboration is Everywhere

# Just as people expect from their social networks

"I want to connect and share things with the friends in my life."

"I want to be updated on what's new in my friends' lives."

"I want to look back at old times we've enjoyed."

# They also need in their organizations

"I need to easily connect with people who are relevant to the decisions I make."

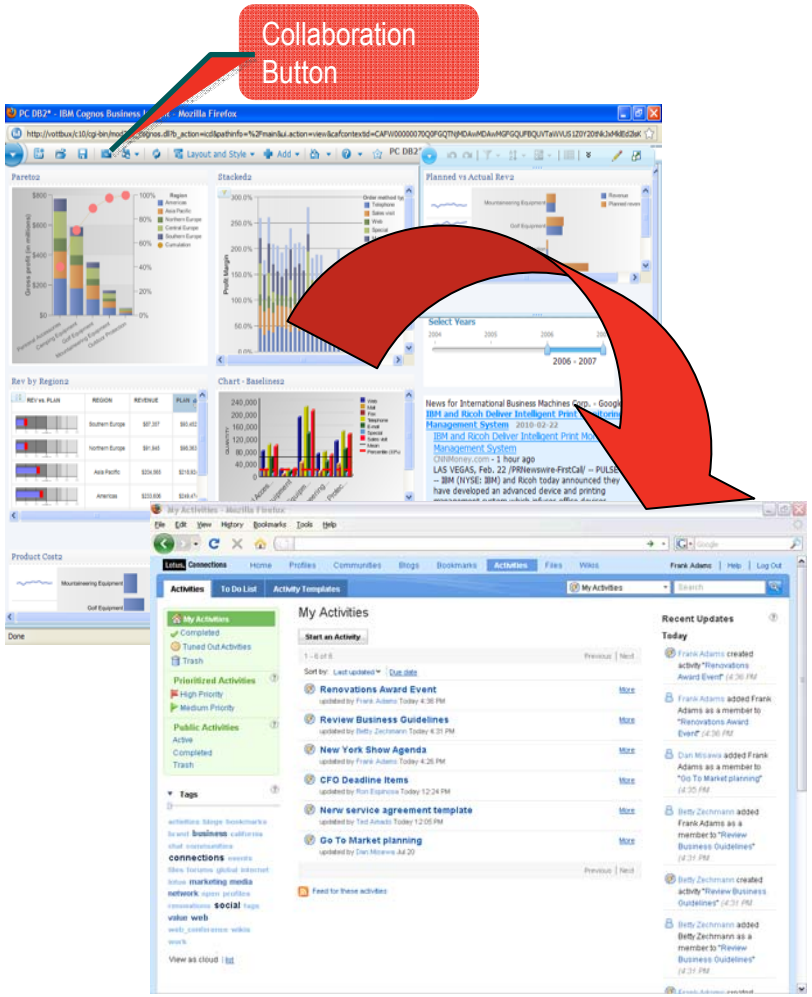
"I need to better understand the perspectives of my colleagues."

"I need to easily access decision history in order to learn, reference and create best-practices."

# Share, Refine and work as a team with BI as decision support

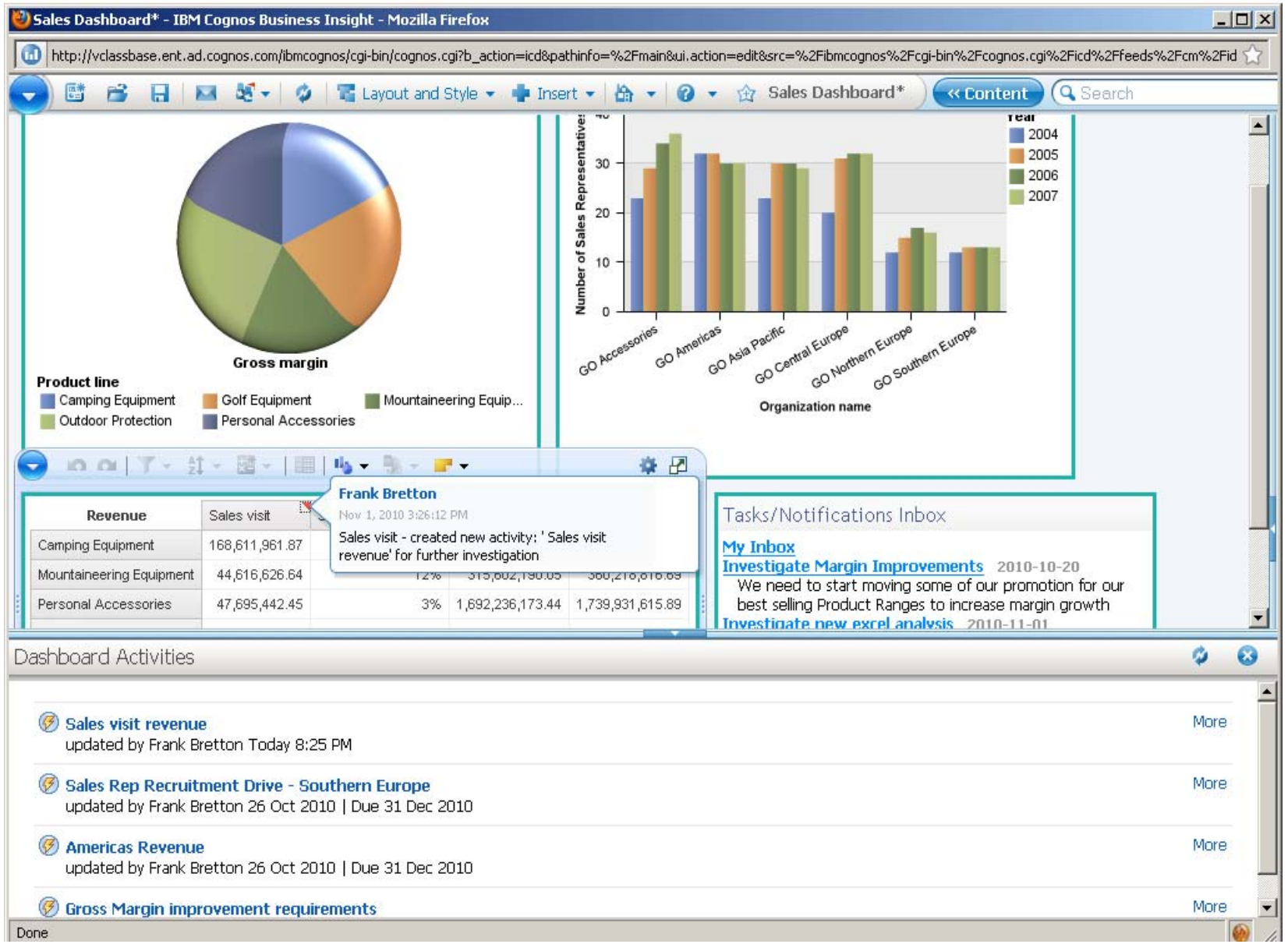
***Quickly find the people and expertise you need. Discuss and refine ideas with colleagues, partners, and customers.***

## IBM Cognos Collaboration

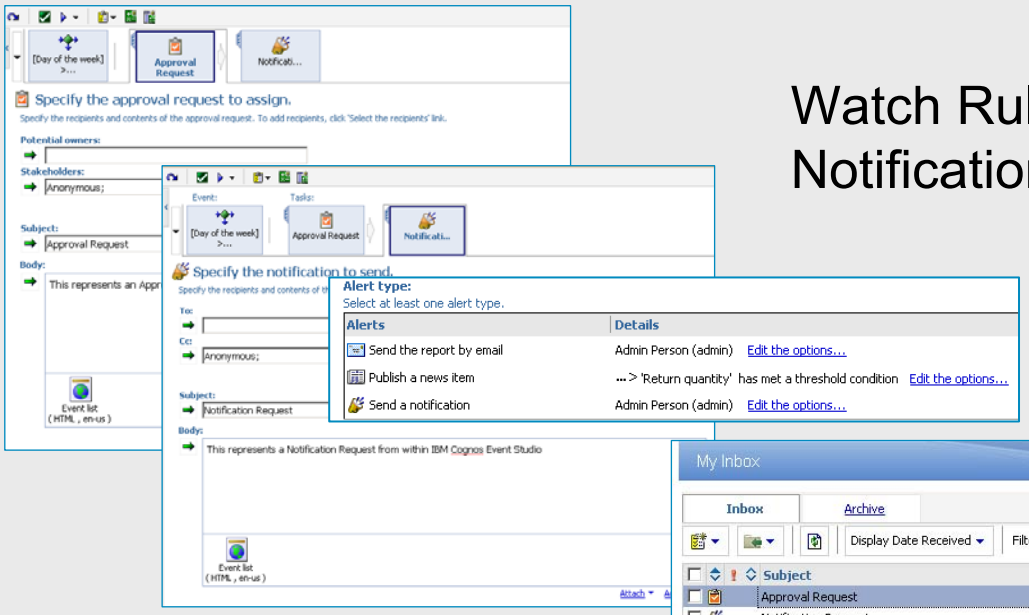


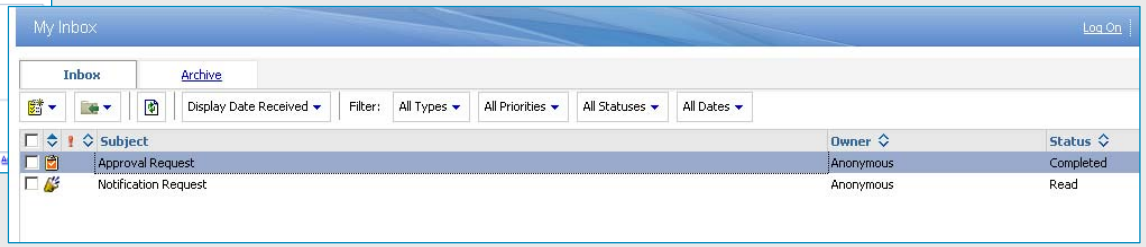

### Solution Highlights

- Lotus Connections integration allows a user to:
  - Post messages, share files and links to web content (both BI and external)
  - Create and assign ‘To-do’ items
- Links directly to a Business Insight dashboard with ability to drive ‘Activities’ or requests for action
- Send email notifications directly from the Activity


Sales Dashboard* - IBM Cognos Business Insight - Mozilla Firefox
Layout and Style
Insert
Sales Dashboard*
Content
Search
Gross margin
Product line
Camping Equipment
Golf Equipment
Mountaineering Equip...
Outdoor Protection
Personal Accessories
Number of Sales Representatives
2004
2005
2006
2007
GO Accessories
GO Americas
GO Asia Pacific
GO Central Europe
GO Northern Europe
GO Southern Europe
Organization name
Revenue
Sales visit
Camping Equipment 168,611,961.87
Mountaineering Equipment 44,616,626.64
Personal Accessories 47,695,442.45 3% 1,692,236,173.44 1,739,931,615.89
Frank Bretton
Nov 1, 2010 3:26:12 PM
Sales visit - created new activity: ' Sales visit revenue' for further investigation
Tasks/Notifications Inbox
My Inbox
Investigate Margin Improvements 2010-10-20
We need to start moving some of our promotion for our best selling Product Ranges to increase margin growth
Investigate new excel analysis 2010-11-01
Dashboard Activities
Sales visit revenue
updated by Frank Bretton Today 8:25 PM
More
Sales Rep Recruitment Drive - Southern Europe
updated by Frank Bretton 26 Oct 2010 | Due 31 Dec 2010
More
Americas Revenue
updated by Frank Bretton 26 Oct 2010 | Due 31 Dec 2010
More
Gross Margin improvement requirements
More
Done

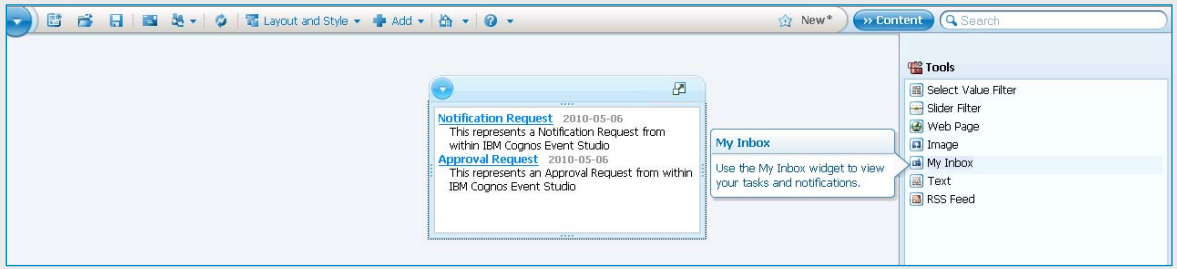
# Enhanced Event Management



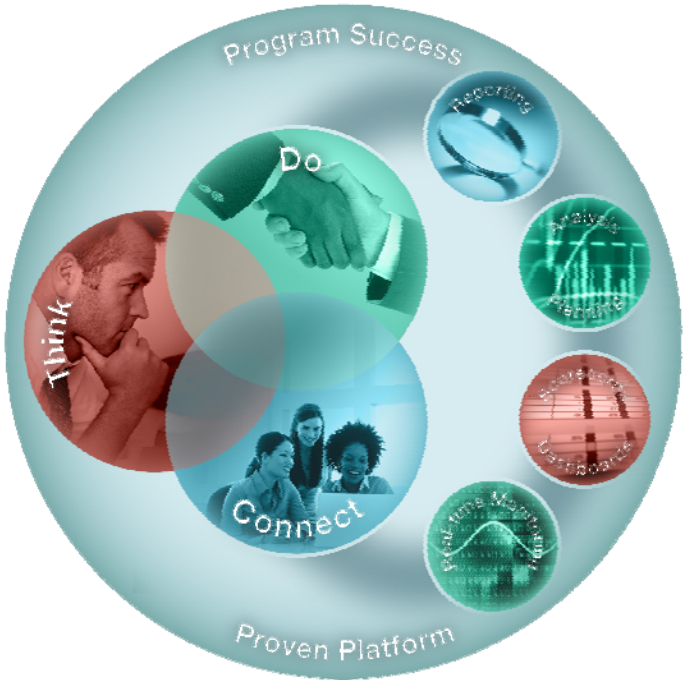




Watch Rules, Approvals and Notifications feed into *My Inbox*

Content in *My Inbox* is displayed in a Business Insight widget



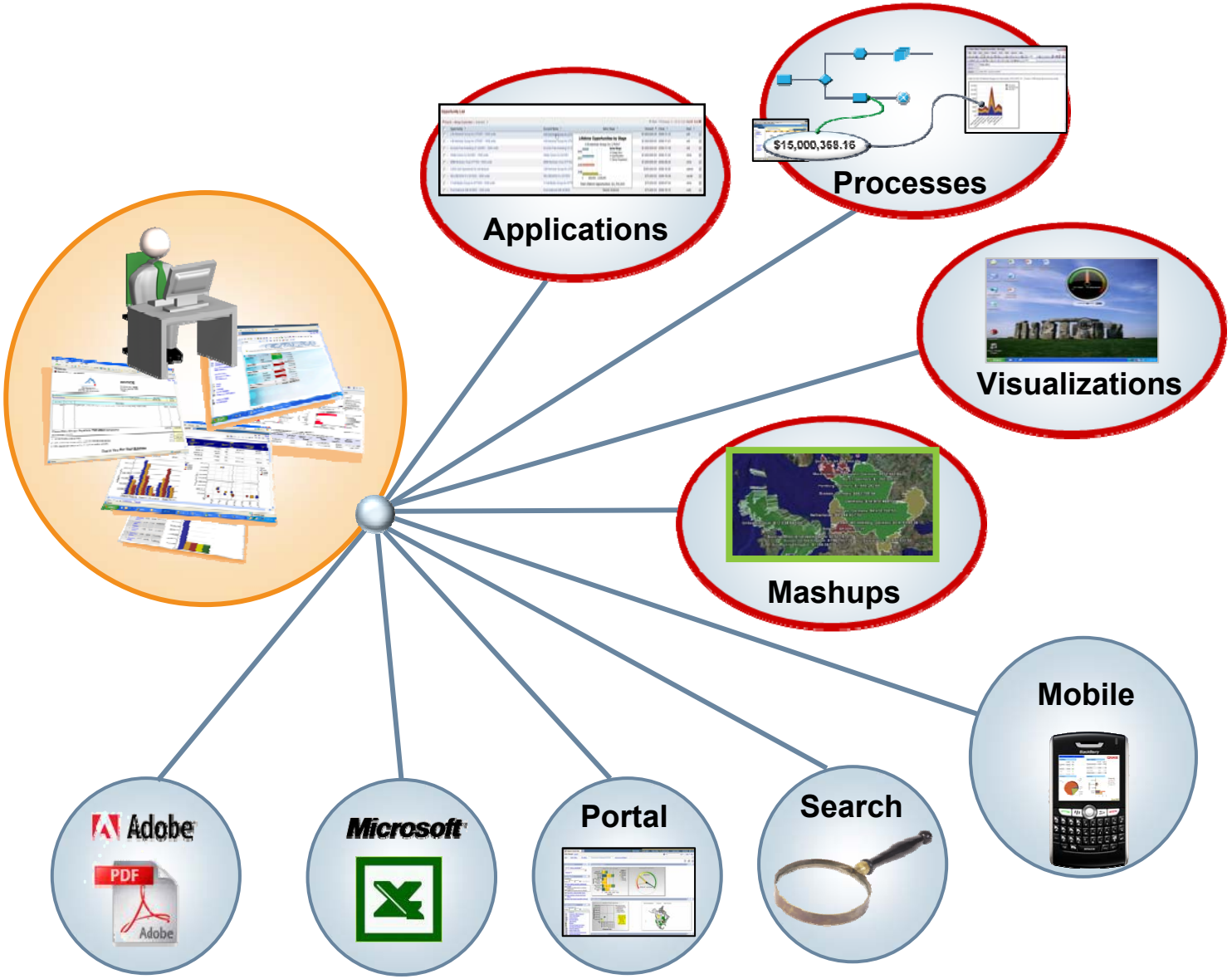
# Demonstration



# Business drivers for embedded BI
# Business Users/Managers are looking to…

| | |
|---|---|
| View BI information in the context of their day-to-day processes and applications | **Relevant and contextual BI** |
| Combine internal business information with changing market data | **Create situational or "Quick" apps** |
| Reduce Development costs and effort required to embed BI into third party applications, portals and visualization tools | **Increased ROI** |

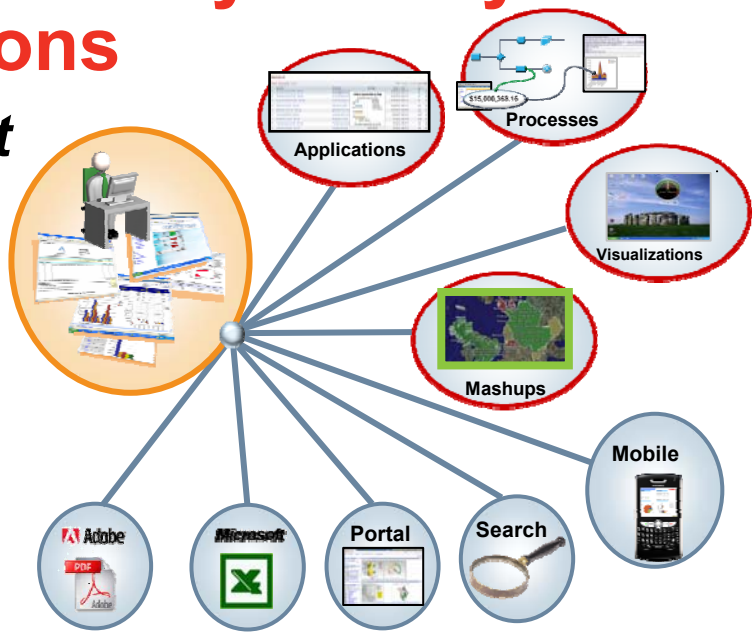
# IBM Cognos Mashup Service



# View BI information in the context of your day-to-day processes and applications

***Provide BI that's relevant to the context of the users daily workflow and/or process***

**IBM Cognos Mashup Service**




**Solution Highlights**

- API automatically and securely exposes BI content as a Web Service
- Provides Author once, use many times functionality
- Simplifies integration of BI content into applications and portals
- Modern Interfaces (REST,SOAP)
- Flexible Output (XML, LDX, HTML, JSON)

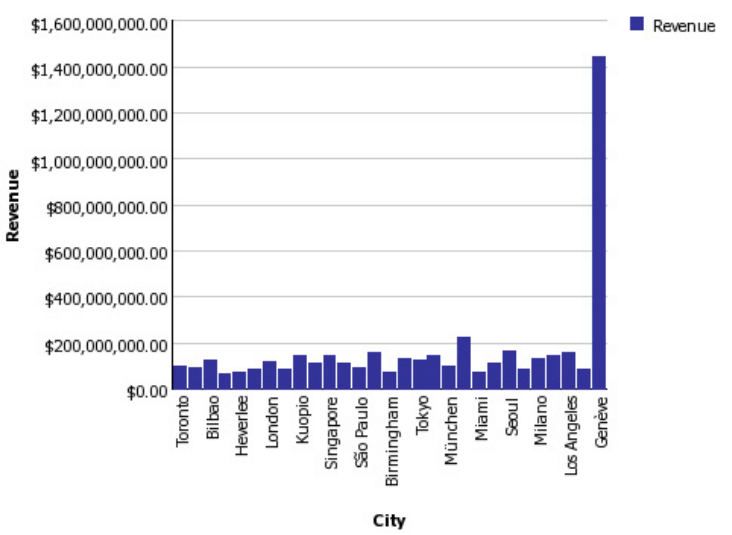
# REST Example

The following parameters are used to build the URL for the example:

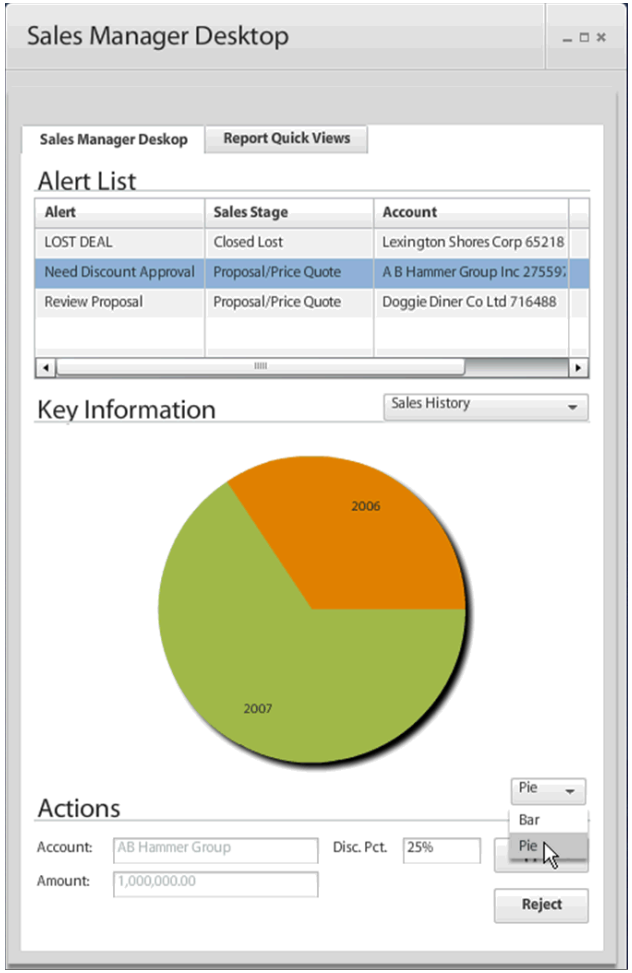
- Resource type: reportData
- Source type: report
- Resource_id: report store id eg.iE0CDFEF149F8408F96F1C27DCFFA6BCB
- Options: fmt=HTMLFragment, selection=Chart1

http://localhost/c841/cgi-bin/cognos.cgi/rds/reportData/report/iE0CDFEF149F8408F96F1C27DCFFA6BCB?fmt=HTMLFragment&selection=Chart1

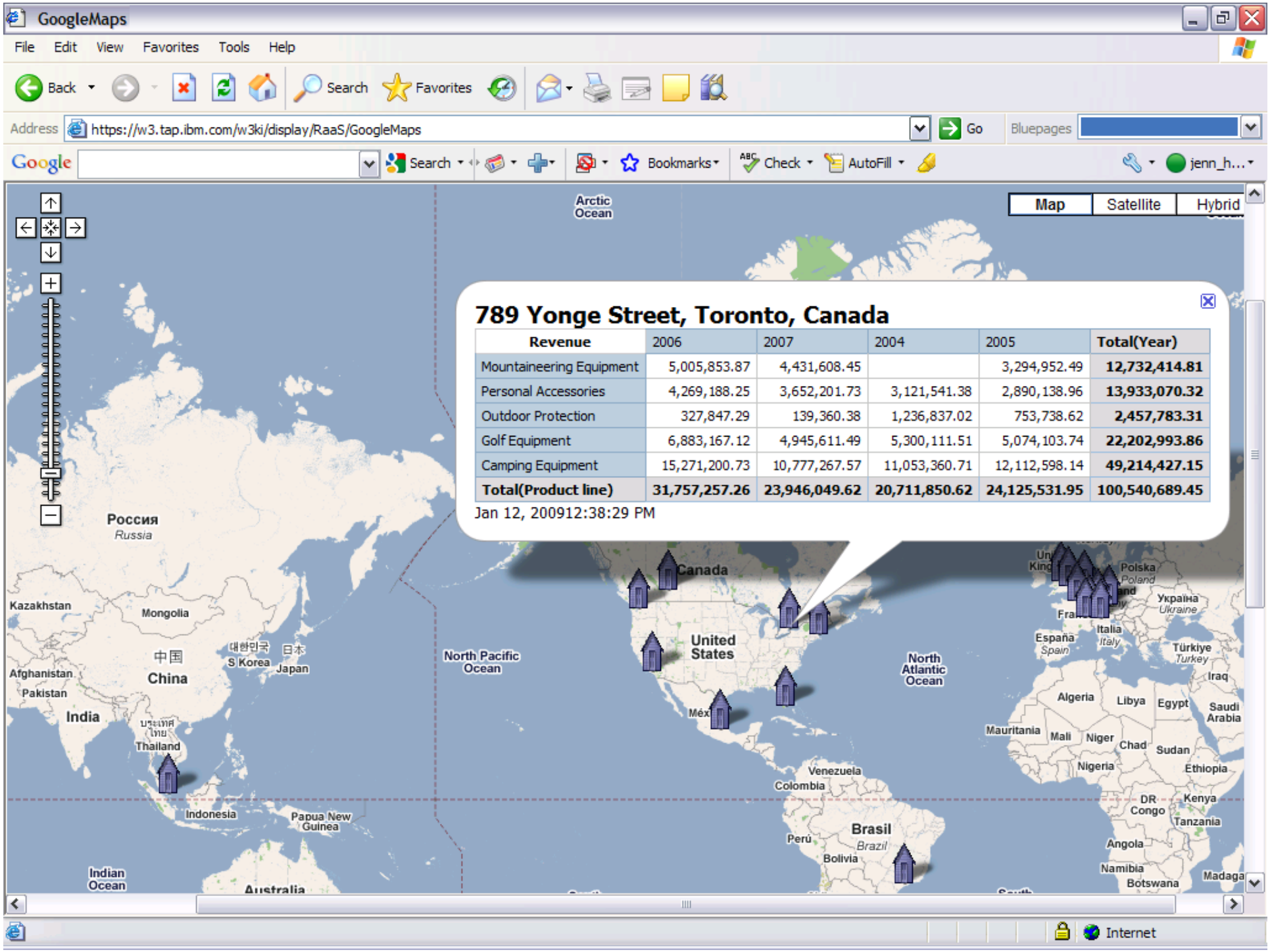
=



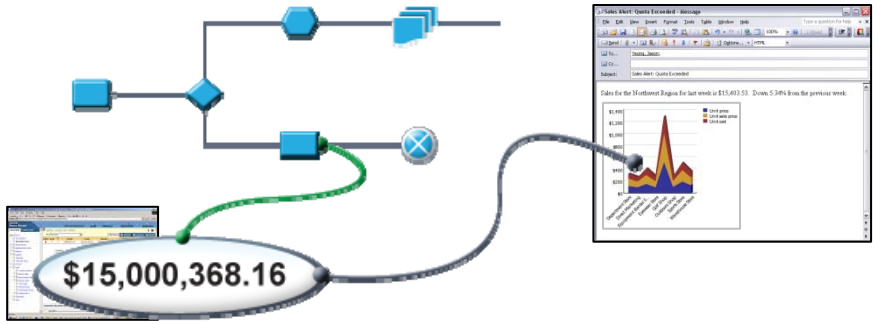
# A few more examples




- Desktop SFA or CRM Widget: Push alerts with report content


GoogleMaps
File Edit View Favorites Tools Help
Back Search Favorites
Address https://w3.tap.ibm.com/w3ki/display/RaaS/GoogleMaps
Go Bluepages
Google Search Bookmarks Check AutoFill jenn_h...
Map Satellite Hybrid
789 Yonge Street, Toronto, Canada
Revenue | 2006 | 2007 | 2004 | 2005 | Total(Year)
Mountaineering Equipment | 5,005,853.87 | 4,431,608.45 | | 3,294,952.49 | 12,732,414.81
Personal Accessories | 4,269,188.25 | 3,652,201.73 | 3,121,541.38 | 2,890,138.96 | 13,933,070.32
Outdoor Protection | 327,847.29 | 139,360.38 | 1,236,837.02 | 753,738.62 | 2,457,783.31
Golf Equipment | 6,883,167.12 | 4,945,611.49 | 5,300,111.51 | 5,074,103.74 | 22,202,993.86
Camping Equipment | 15,271,200.73 | 10,777,267.57 | 11,053,360.71 | 12,112,598.14 | 49,214,427.15
Total(Product line) | 31,757,257.26 | 23,946,049.62 | 20,711,850.62 | 24,125,531.95 | 100,540,689.45
Jan 12, 200912:38:29 PM
Arctic Ocean
Россия Russia
Canada
United States
North Pacific Ocean
North Atlantic Ocean
Kazakhstan
Mongolia
中国 China
대한민국 S Korea
日本 Japan
Afghanistan
Pakistan
India
Thailand
Indonesia
Papua New Guinea
Indian Ocean
Australia
Venezuela
Colombia
Perú
Brasil Brazil
Bolivia
Polska Poland
Україна Ukraine
España Spain
Italia Italy
Türkiye Turkey
Iraq
Algeria
Libya
Egypt
Saudi Arabia
Mauritania
Mali
Niger
Chad
Sudan
Nigeria
Ethiopia
DR Congo
Kenya
Tanzania
Angola
Namibia
Botswana
Internet

# The possibilities are endless….




…within BPM solutions?

…as a gadget on the desktop?

…with other visualizations ?

# Business drivers for Mobile BI
# Business managers are looking to…

Equip front-line workforce with the timely information needed to make **informed decisions**, regardless of location

**BI at the point of impact**

Fully **Interact** with BI content on mobile devices

**Deeper Insights**

Provide full Enterprise support for **market leading** mobile platforms

**Broad Platform Support**

# Equip front-line workforce with the timely information needed to make informed decisions, regardless of location

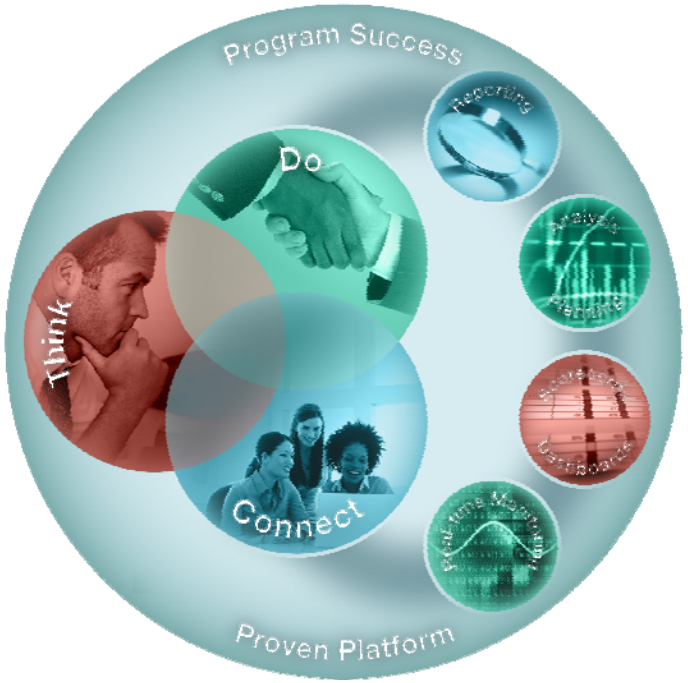
***Provide business users with the information they need to make responsive and informed decisions regardless of their location.***

## IBM Cognos Mobile

### Solution Highlights

- iPhone, iPad, BlackBerry, Windows Mobile, and Symbian
- Zero footprint Web application on iPhone and iPad
- Full BI interactivity including Drill Up/Down/Through using common Touch gestures
- Interact with prompts, drills for additional details, schedule reports for immediate access to key content

# Demonstration



# Business drivers for extending BI

| | |
|---|---|
| **Better business decisions** | Drive company performance through better decisions across levels and job functions |
| **Faster decision cycles** | Equip the Business with timely information at point of impact |
| **Relevant BI to more users** | Make BI relevant to users, provide in-context to decisions and workflow |

Thank You