

Why move to IBM® Cognos® 8 BI PowerPlay?



**MAKE THE MOVE FROM
IBM COGNOS POWERPLAY
TO IBM COGNOS 8 BI**

While every attempt has been made to ensure that the information in this document is accurate and complete, some typographical errors or technical inaccuracies may exist. Cognos does not accept responsibility for any kind of loss resulting from the use of information contained in this document.

This page shows the publication date. The information contained in this document is subject to change without notice.

This text contains proprietary information, which is protected by copyright. All rights are reserved. No part of this document may be photocopied, reproduced, stored in a retrieval system, transmitted in any form or by any means, or translated into another language without the prior written consent of Cognos.

The incorporation of the product attributes discussed in these materials into any release or upgrade of any Cognos software product—as well as the timing of any such release or upgrade—is at the sole discretion of Cognos.

U.S. Government Restricted Rights. The accompanying materials are provided with Restricted Rights. Use, duplication for disclosure by the Government is subject to the restrictions in subparagraph (c)(1)(ii) of the Rights in Technical Data and Computer Software clause at DFARS 252.227-7013, or subparagraphs (c) (1) and (2) of the Commercial Computer Software – Restricted Rights at 48CFR52.227-19, as applicable. The Contractor is Cognos, an IBM company, 67 South Bedford Street, Burlington, MA 01803-5164.

This edition published June 2008
Copyright © 1989-2008 Cognos, an IBM company.

Table of Contents

- How IBM Cognos PowerPlay started a revolution 4**
- The evolution of PowerPlay with IBM Cognos 8 BI PowerPlay 5**
- Harnessing the power of the Cognos 8 platform 6**
 - The familiar PowerPlay interface with the additional capabilities of
IBM Cognos 8 BI 6
 - Managing your PowerPlay and Cognos 8 systems proactively 7
 - Maintaining existing PowerCube investments 7
- Sharing insight and driving performance with IBM Cognos 8 BI 9**
 - Users 9
 - Capabilities 9
 - Architecture 15
 - Extending the reach of IBM Cognos 8 BI 15
- Services and support for migrating to IBM Cognos 8 PowerPlay 16**
- Summary 17**
- About Cognos, an IBM company 17**
 - For more Information 17
 - Request a Call 17

How IBM Cognos PowerPlay started a revolution

Launched in 1990, IBM Cognos PowerPlay was the first product to put the power of online analytical processing, OLAP, in the hands of business users. It has been said that IBM Cognos PowerPlay paved the way for the business intelligence market and propelled Cognos, an IBM company, to success as the world's leading BI vendor. Today, IBM Cognos PowerPlay Series 7 is used by hundreds of thousands of users world-wide because of its ease of use, large variety of features, fast response time, and scalability to thousands of users; delivering tremendous value to customers globally.

IBM Cognos PowerPlay Series 7 improves your performance. Fast analysis lets you quickly explore information from multiple dimensions to get to the root causes and implications of an event or action, so you can take effective steps to address it. IBM Cognos PowerPlay has sophisticated time trending and projection that lets users analyze what has changed over previous years, quarters, months, and other critical measures.

The freedom to explore meaningful corporate data from any angle, in any combination, makes it easy for all employees to more fully understand what data means. As a user of IBM Cognos PowerPlay, you appreciate its simple installation and configuration, superior modeling environment, and the combine data from all different data sources.

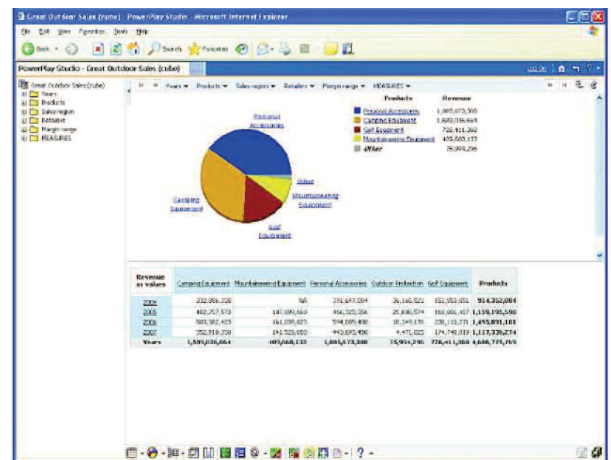
Why was IBM Cognos Series 7 PowerPlay such a tremendous success? In short, IBM Cognos PowerPlay lets you work with data the way you think about your business, in terms of dimensions such as time periods, products, customers, and locations. Measures such as revenue, profitability, and customer retention can be easily seen and analyzed in a business context.

The evolution of PowerPlay with IBM Cognos 8 BI PowerPlay

Times have changed since the days when IBM Cognos PowerPlay was launched. First, client/server computing has been eclipsed by distributed computing systems and service-oriented architecture (SOA) providing companies with greater agility and cost-effective performance. Secondly, the lines between analysis, reporting, and performance management have all blurred, as companies empower more users to make decisions. Today, the rapid pace of business requires professionals to wear many hats and to be more collaborative than ever before.

IBM Cognos 8 BI is business intelligence. It provides the full range of business intelligence capabilities to empower users with relevant information; how, when, and where it is needed. Built with modern, service-oriented architecture, IBM Cognos 8 BI integrates with your technology standards today, and can adapt as your organization evolves. This means you can get more value from your current infrastructure and extend your performance management capabilities for tomorrow.

One important thing hasn't changed; the popularity and usefulness of PowerPlay. With the complexity and pace of business today, the need for fast, powerful analysis is even greater. The release of IBM Cognos 8 BI PowerPlay brings the familiar interface, flexibility, and ease of use of IBM Cognos PowerPlay available on the Cognos 8 platform. This means you will benefit from a modern, web service-based platform and you will be able to leverage the breadth of BI capabilities to create and consume content for competitive advantage.



A familiar, intuitive interface within the IBM Cognos 8 BI product

Harnessing the power of the Cognos 8 platform

The IT department is chartered with the responsibility to seamlessly integrate information, technology, and processes. This demands that they deliver a broad range of capabilities to meet the needs of many different types of applications, users and communities. The large and varied data sources and the complexity of enterprise infrastructures present important challenges for IT when delivering BI solutions. Customers report that when delivering BI to their organizations, they have three key questions; how can IT:

- Deliver a complete and consistent view of information that all business users can understand and trust?
- Provide the reliability and scalability demand of BI users without breaking the bank?
- Maximize return on investment in existing infrastructure and maintain the flexibility to incorporate new technologies and respond to change?

The IT department needs to build from a solid foundation to address today's requirements and to support an organization's performance management journey. This foundation is critical to ensure long-term successful BI implementations. With the right platform in place, the solution can change and grow as the organization's needs evolve – with new capabilities, new users, new data sources, and new technology environments – all without adding extra burden on IT.

The Cognos 8 platform is the common foundation for data access, information delivery, and system management. This platform underpins IBM Cognos 8 BI, and other Cognos performance management products. With the platform that is built to flex and scale, IBM Cognos 8 BI helps your company reduce deployment and management efforts, while delivering information of strategic value to the enterprise.

With the Cognos 8 platform, IT professionals and the entire organization benefit from:

- **Complete, consistent access to information** the business can understand, own, and trust.
- **Broad system management for IT** to deploy, manage, and scale with confidence to meet or exceed service-level agreement
- **Modern SOA** to leverage your infrastructure, adapt to change, and embrace open standards for long-term use and growth.

The familiar PowerPlay interface with the additional capabilities of IBM Cognos 8 BI

Now, with IBM Cognos 8 BI PowerPlay, you can maintain the IBM Cognos PowerPlay user interface and features that you and your colleagues are comfortable and proficient with, like graphical analysis, drill-through, scenario dimensions, projections, and subsets. At the same time, you can smoothly migrate to the Cognos 8 platform, to enjoy the benefits of a single security environment, a single content store, a single portal environment, and single zero footprint administration.

As a PowerPlay user, you will find that the Cognos 8 platform allows your organization to obtain a richer return on your existing cube investments through advanced reporting capabilities such as bursting and scheduling of cube based reports, as well as extended formatting. Cognos also offers expertise to ensure success with offerings such as a migration assessment, services audit, project services, and training.

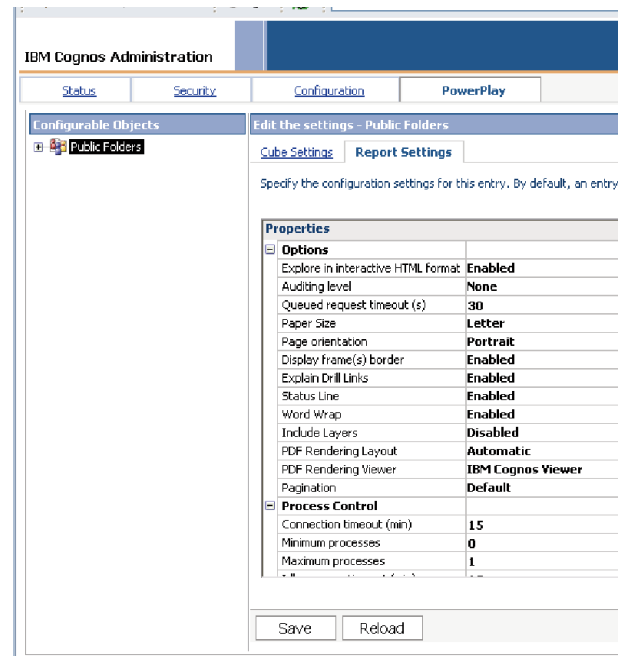
Managing your PowerPlay and Cognos 8 systems proactively

As an IBM Cognos PowerPlay administrator or IT professional, you can use the single administration console in IBM Cognos 8 BI with familiar controls to administer all of your BI capabilities, including those from IBM Cognos PowerPlay. IBM Cognos 8 BI delivers broad system management functionality that can handle the demands of a large-scale enterprise with ever-increasing data and need to scale to thousands of users. Functions like load-balancing, failover, performance tuning, and monitoring can all be administered through a web browser.

You can use IBM Cognos 8 BI to meet or exceed service commitments with proactive administration and task-oriented system monitoring which gives you a consolidated view of all system activity; from scheduled and interactive reports, to servers and dispatchers. You can deploy the solution across the enterprise with full fault tolerance and security.

You can also identify and correct anomalies through detailed system metrics, and with the ability to set thresholds that can be monitored. In addition, you can streamline the implementation of upgrades and environment changes with Upgrade Manager, making it easier and more efficient to respond quickly to the new solution requirements.

This functionality in IBM Cognos 8 BI allows you to lower the cost of administration and maintenance as well increase the convenience for all users. In addition, all the same capabilities that IBM Cognos PowerPlay administrators require are still available.



The Administration Console in IBM Cognos 8 BI supports all the cube and report settings that IBM Cognos PowerPlay administrators are accustomed to controlling.

Maintaining existing PowerCube investments

With IBM Cognos 8 BI Transformer, you can use tools to create and manage your own cubes that are optimized for exploration and analysis. You can build and publish data cubes from existing queries for sub-second response times and additional OLAP exploration. You can create hierarchies, define relationships, and publish cubes with a few mouse clicks.

Content is now stored in the Cognos 8 content store and can be published as a data source. You can also leverage these existing cube investments and enable targeted analysis to speed decision making. All aspects of IBM Cognos 8 BI security are now supported allowing for multiple simultaneous security environments, for example LDAP and Active Directory, as well as Cognos namespaces. IBM Cognos 8 BI Transformer gives you a flexible design environment, access to advanced multidimensional modeling functionality, superior manageability to design and build cubes efficiently, on any platform, from any data source.

Sharing insight and driving performance with IBM Cognos 8 BI

The capabilities, architecture, and functionality in IBM Cognos 8 BI allow you to share insight with different users and drive performance across your organization.

Users

As a PowerPlay user, you are known to be the best content creators in your organization. You need to be able to create content that is timely, relevant, and actionable throughout the organization. You want to be part of the enterprise collaboration effort that drives insight and better performance.

With IBM Cognos 8 BI as a single source of business intelligence, you can ensure that everyone uses the same common business model for developing reports, analysis, scorecards, and other views. In addition, the content is stored in a common repository for more effective collaboration. Having common business intelligence reduces debates over the numbers, allowing you to spend more time deciding the right action. By sharing the same information, you establish a common information layer on top of disparate data sources

IBM Cognos 8 BI recognizes and accommodates the different needs of all BI users in your organization from casual BI users, to professional report authors, to executives. As a PowerPlay user, in your role as business managers, and business and financial analysts, you can use IBM Cognos 8 BI in a variety of ways to ensure that you leverage their knowledge across your organization.

Business managers

Representing approximately one quarter of the business users in an average enterprise, these users have a wider range of responsibilities than casual BI users, and demand a wider range of self-serve access to different BI capabilities. Business managers want drillable business information that offers detail, context, and the ‘why?’ behind the numbers. They want basic BI authoring that is easy to use, with the ability to do occasional ad hoc queries, analysis, and metrics management.

IBM Cognos 8 BI delivers a familiar, self-service working environment for all the BI capabilities. Business managers can do drag-and-drop BI authoring in the same zero footprint interface across all the capabilities.

Business and financial analysts

Business and financial analysts represent a segment of the business manager population. They are unique because they are very savvy in both their analytical and technical abilities. Like professional authors, this group of user often creates content for others to consume, however, they are not BI professionals. Business and financial analysts want the freedom to explore and analyze data from many sources. They want professional report authoring capabilities to create statement-style reports with a simplified interface.

IBM Cognos 8 BI delivers web-based, deep, comparative analysis. It also provides the powerful but simplified Report Studio Express authoring mode, with the ability to create financial statement-style reports is also available for business and financial analysts.

Capabilities

IBM Cognos 8 BI brings together a variety of capabilities into one product. Reporting, analysis, scorecarding, and dashboards are no longer separate products. They are not simply interoperable products, nor are they separate products on a common platform. They are one product: a consistent way to interact with your corporate information. This integrated set of capabilities makes a difference to our users.

“Other products may give the illusion of being a single product, but with Cognos 8 BI, we receive truly integrated data and functionality... the breadth and depth of functionality delivered in Cognos 8 BI, made the decision to standardize on Cognos an easy one.”

Mark Lack, Planning and Financial Manager, Mueller, Inc., Mar. 2006.

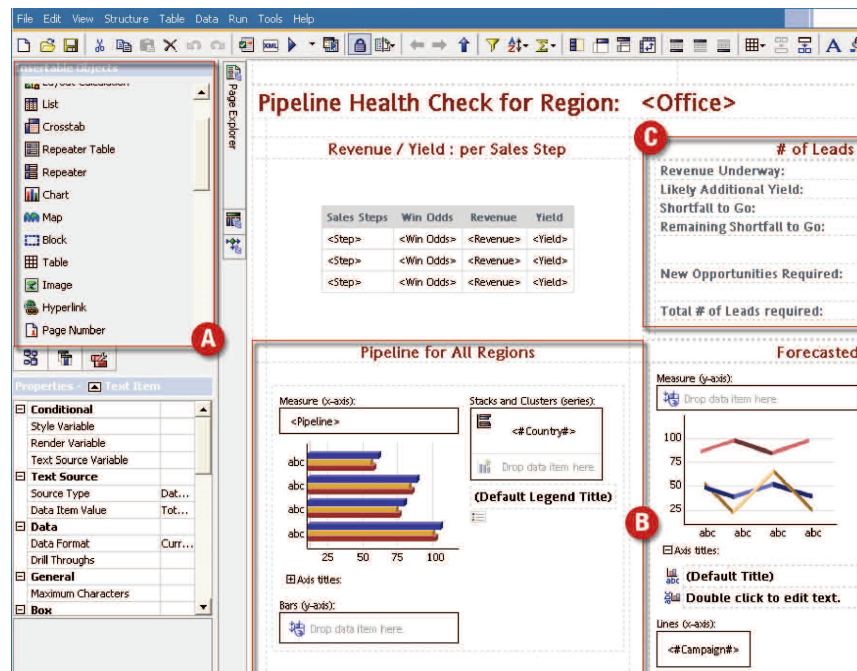
You can deliver the complete range of BI capabilities with the flexibility of modular deployment and proven scalability to hundreds of thousands of users. IBM Cognos 8 BI lets business users move among business intelligence capabilities in a guided way, get the answers they seek, and collaborate while giving IT complete control over the BI environment.

Reporting

Cognos Reporting provides you with complete reporting coverage, advanced report authoring capabilities that match user needs, and a collaborative workflow environment that operates on a proven, web services architecture.

- Covers the complete range of reporting needs—with managed, operational, production, ad hoc, and statement-style reports.

- Report against all operational systems, OLAP, and relational data sources.
- Display reports in all desired output formats (Email, HTML, PDF, Microsoft Excel, PowerPoint, Word, CSV, and XML).
- Drag-and-drop data elements, formatting, and selection extends self-service report authoring to users, offloads IT requirements, and reduces the reporting backlog.
- Single, zero-footprint, and adaptive authoring interface for reports and dashboards.
- Drill-through and drill-down automatically built-in.
- Build a report once and deploy in any language.



With drag-and-drop authoring, create compound reports that bring together disparate data sources and then distribute the information widely.

Bursting and scheduling capabilities

With IBM Cognos 8 BI, you can share information with new communities of users. Cognos 8 enterprise reporting enable you to create reports on your existing PowerCubes and run these automatically during off-hours so that they are delivered directly to selected groups of users based on security permissions. You can also produce highly formatted reports that are also pulled directly from your PowerCubes and created with Cognos 8 reporting capabilities. For example, you might include information from multiple PowerCubes in a single report, and with the bursting and scheduling capabilities, send these reports to your director so that the reports can be read first thing in the morning.

The Cognos 8 platform makes it easier for you to publish content, backup and restore information, and ensure that employees from all over an organization can get the information they need in the way that works best for them. Time after time, Cognos 8 customers have proven that a more informed organization performs better.

Analysis

Analysis enables the guided exploration of information that pertains to all dimensions of your business, regardless of where the data is stored. Robust, easy to use, and easy to deploy, analysis with IBM Cognos 8 BI lets you explore and analyze large volumes of data covering all dimensions of the business, whether stored in OLAP or dimensionally aware relational sources.

- Analyze large and/or complete data sets with an easy-to-use, drag-and-drop user interface.
- Compare performance across dimensions to spot trends and anomalies over time.
- Pursue business questions through analysis and exploration with fast and predictable response times.
- Powerful, yet easy-to-use, comparative analysis lets you see performance outliers, such as most and least effective suppliers, in one view.
- Explore and perform multidimensional analysis on IBM Cognos 8 BI data in a familiar spreadsheet environment with IBM Cognos 8 BI Analysis for Microsoft Excel.

In IBM Cognos 8 BI PowerPlay, one of the biggest differences between Analysis Studio and the PowerPlay Studio is that Analysis Studio enables analysis of information independent of where your data is stored. This means that you can analyze and report against online analytical processing (OLAP) and dimensionally-aware relational sources. Analysis Studio provides deep comparative analysis. PowerPlay Studio offers a rich exploration experience.

IBM Cognos PowerPlay users, who perform analysis, or deep comparative analysis, use unbalanced hierarchies, or use large data sets will find that Analysis Studio is well suited for their business needs.

Revenue		Prior QTD	QTD	QTD Change	QTD Growth
Telephone		\$2,437,167.60	\$5,472,020.62	\$3,034,853.02	124.52%
E-mail		\$1,394,147.12	\$3,344,524.16	\$1,950,377.04	139.90%
Sales visit		\$3,486,518.14	\$4,863,488.16	\$1,376,970.02	39.49%
Web		\$4,130,883.24	\$5,296,920.22	\$1,166,036.98	28.23%
Fax		\$754,480.44	\$1,280,583.10	\$526,102.66	69.73%
Mail		\$342,898.46	\$463,937.80	\$121,039.34	35.30%
Special		\$243,098.32	\$295,017.80	\$51,919.48	21.36%
Order Method		\$12,789,193.32	\$21,016,491.86	\$8,227,298.54	64.33%
Camping Equipment	Canada	\$888,852.88	\$2,258,720.16	\$1,369,867.28	154.12%
	United States	\$1,193,602.78	\$2,047,787.12	\$854,184.34	71.56%
	Brazil	\$288,350.30	\$907,395.94	\$619,045.64	214.69%
	Subtotal (included)	\$2,370,805.96	\$5,213,903.22	\$2,843,097.26	119.92%
	<i>Subtotal (excluded)</i>	<i>\$4,999,571.18</i>	<i>\$7,672,659.74</i>	<i>\$2,673,088.56</i>	<i>53.47%</i>
By Retailer site		\$7,370,377.14	\$12,886,562.96	\$5,516,185.82	74.84%
Golf Equipment	Italy	\$58,133.58	\$267,113.70	\$208,980.12	359.48%
	United Kingdom	\$65,823.68	\$224,928.54	\$159,104.86	241.71%
	Canada	\$195,700.10	\$339,649.76	\$143,949.66	73.58%
	Subtotal (included)	\$319,657.36	\$831,692.00	\$512,034.64	160.18%
	<i>Subtotal (excluded)</i>	<i>\$1,832,812.88</i>	<i>\$2,369,222.86</i>	<i>\$536,409.98</i>	<i>29.27%</i>
By Retailer site		\$2,152,470.24	\$3,200,914.86	\$1,048,444.62	48.71%

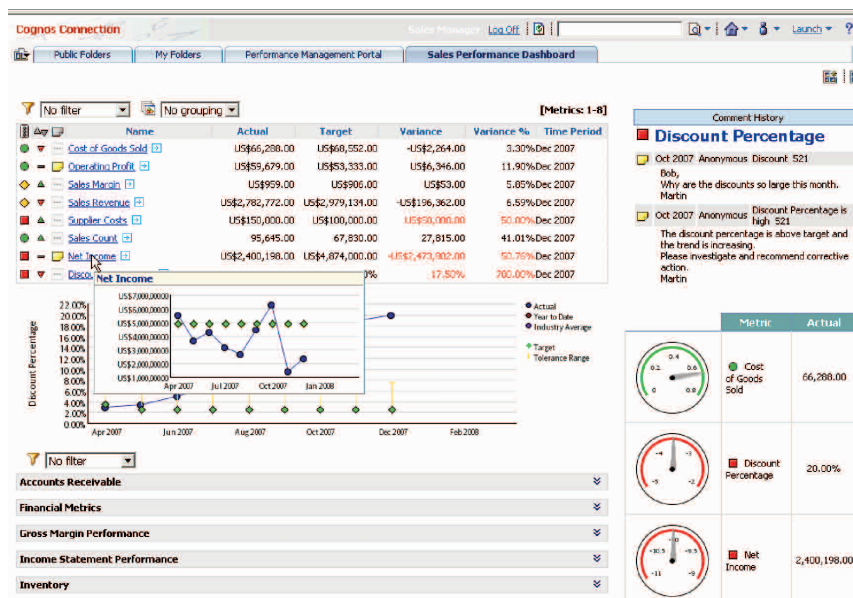
Spot trends with multidimensional analysis against both OLAP and relational sources

Dashboards

Business dashboards communicate complex information quickly. They translate information from your various corporate systems and data into visually rich presentations using gauges, maps, charts, and other graphical elements to show multiple results together. IBM Cognos 8 BI offers the full range of dashboards — operational, tactical, and strategic — to help you monitor, measure, and manage corporate performance.

- Deliver web-based dashboards with information from different data sources in a single visual report.

- Provide an at-a-glance snapshot of the business.
- Cut the time to decision with multi-object performance reports, maps, charts, scorecards, and interactive OLAP analysis coordinated in a single view.
- Set up personalized alerts to monitor performance.
- Connect dashboard elements with underlying data for further context and analysis.
- Support various management methodologies.



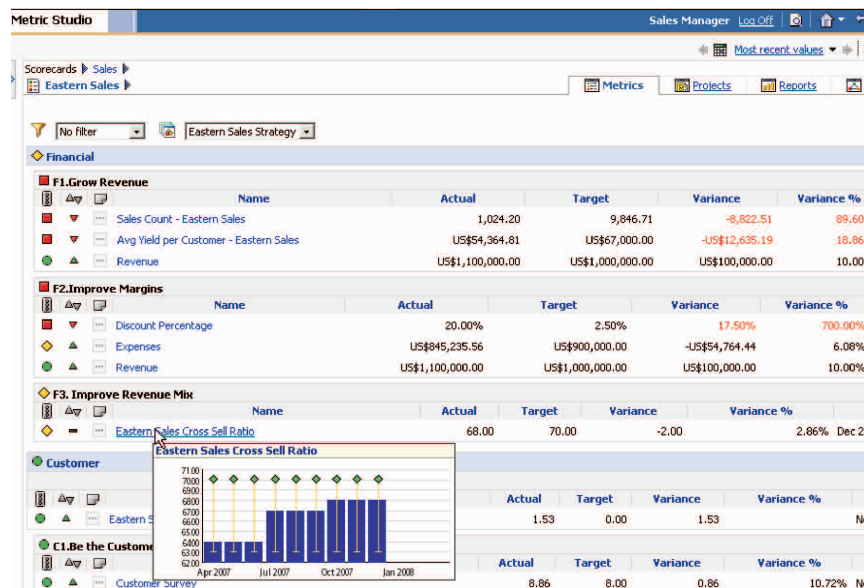
Create dashboards that communicate complex information graphically with the same capability you use for all reporting.

Scorecarding

Use scorecarding in IBM Cognos 8 BI to link initiatives and projects to strategy, with metrics and strategy maps. Scorecarding helps you align your teams and tactics with strategy, communicate goals consistently, and monitor performance against targets. Use the same scorecard metrics to drive enterprise planning for integrated performance management.

- Easily see and track the status of key performance indicators and initiatives.

- Understand the impact and the root cause of performance issues.
- Attach reports, notes, and analysis to get the information underpinning metrics and understand what drives performance.
- Link metrics to owners to help drive accountability.
- Support Balanced Scorecard, six sigma, or other scorecarding methodologies.
- Scorecards and metrics use the same single metadata model that drives analysis and reporting.



Deliver dynamic scorecards that are more than pretty pictures; let people drill down on their metrics to make better business decisions.

Architecture

The open data strategy of the Cognos 8 platform ensures that you can access data no matter what its source.

- Relational databases from IBM, Oracle, Microsoft, Teradata, and Sybase, various sources accessible via ODBC and JDBC, and dimensionally aware sources like SAP BW.
- Widely deployed ERP systems, including mySAP (R/3), PeopleSoft Enterprise, JD Edwards EnterpriseOne, Oracle eBusiness Suite, and Siebel CRM.
- Enterprise data warehouses and marts, with both 3NF and star schemas.
- All widely used OLAP sources, including IBM DB2 OLAP Server, IBM Cognos PowerCubes, Microsoft SQL Server Analysis Services, Oracle 10G, and Essbase.
- Modern data sources, such as XML, LDAP, and WSDL .
- Planning and budgeting data.
- Satellite data sources, including Excel files, PowerPoint files, Access files, flat files, and more.
- Mainframe sources, including VSAM, IMS, IDMS, Cobol copybooks, and others.
- Content management data, including FileNet, Documentum, OpenSoft, and others. • Satellite data sources, including Excel files, PowerPoint files, Access files, flat files, and more.
- Mainframe sources, including VSAM, IMS, IDMS, Cobol copybooks, and others.
- Content management data, including FileNet, Documentum, OpenSoft, and others.

“Cognos has established the architecture for customers to enable this vision. Now it’s up to those same customers, along with partners, to take the next step to make pervasive BI/PM the reality it should be.”

John Hagerty, Vice President, AMR Research

Extending the reach of IBM Cognos 8 BI

Events and alerts go beyond the basic notification functionality provided in other products to automate the decision-making process, launch business processes, and integrate with Business Process Management (BPM). Where human intervention is required, through decision process automation, events and alerts notify the people who are accountable and provide the relevant information they need to resolve the issue. Where human intervention is not required, events and alerts initiate business processes such as data updates or web service procedures to resolve the issue. Throughout the event lifecycle, events and alerts continue to monitor and notify, ensuring that all relevant players and systems take appropriate action at the right time.

Events and alerts benefits include:

- Linking different parts of the organization together for enterprise-wide event management.
- Compressing the time to action and resolution.
- Defining compound events and tasks using event conditions.
- Managing events in context.
- Using both decision-based and business-process issue resolution.
- Tracking critical events.

Services and support for migrating to IBM Cognos 8 PowerPlay

Cognos Professional Services, Education, and Support have a range of offerings and resources to help customers ensure successful migrations from IBM Cognos Series 7 PowerPlay to IBM Cognos 8 BI PowerPlay. By leveraging our expertise, you can lower costs, reduce risk, minimize downtime, and ensure success.

Cognos Professional Services will help customers audit their security content, assignment (Access Manager and Upfront) and portal metadata and reduce your migration risk by assessing, planning and helping to complete the migration to IBM Cognos BI PowerPlay. See http://support.cognos.com/en/consulting/services/pdf/cognos_migration.pdf.

Cognos Education offers training for customers migrating to IBM Cognos 8 BI PowerPlay. For administrators, modelers and professional report authors, Cognos offers a course that covers the new features and functionality in IBM Cognos BI PowerPlay, including the platform, administrative console, cube management, drill through, load balancing, security and data sources, and more. See <http://support.cognos.com/en/training/index.html>.

Cognos Support provides both self service resources including upgrade and migration proven practices, as well as support analysts to help guide you through your move to IBM Cognos 8 BI PowerPlay. Visit <http://support.cognos.com/go/powerplay8migration> for all of the resources that will help you prepare for your move as well as execute your plan to move to IBM Cognos 8 BI PowerPlay.

Summary

The full promise of BI means that neither IT nor business users feel limited by their BI systems. Business users need to see relevant information about their business in ways that are the most meaningful to them and the easiest to understand. Business users need to see the big picture and, when necessary, the detail. They do not want to drown in irrelevant information. IT's ability to control costs and deliver value should not be undermined by maintaining multiple BI systems. IT does not want BI that only covers some of the data. They need software that has room to grow to meet tomorrow's demands.

IBM Cognos 8 Business Intelligence opens windows into all your corporate systems and data. BI system managers, professional authors, business and financial analysts, line of business managers, executives, and casual BI users can all find value through these multiple windows. IT can deliver the best available value to all users with one business intelligence product—making it simpler, faster, and easier to manage.

By moving to the IBM Cognos 8 BI Platform, you can now take advantage of the full range of BI capabilities (dashboards, scorecards, reporting, analysis, planning) on an open platform – so that all your user communities can receive relevant information how, when and where it is needed. This open enterprise-class platform will cost effectively scale to meet growing user demands and leverage your current infrastructure and existing investments. In addition, IBM Cognos offers frameworks and proven practices to help your projects get off to the right start with expertise to ensure success on the journey to performance management.

With IBM Cognos 8 BI PowerPlay, you can maintain the IBM Cognos PowerPlay Series 7 user interface that is familiar to you and smoothly migrate it into the Cognos 8 platform.

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 <http://www.ibm.com/software/data/> and <http://www.cognos.com>.

For more Information

Visit the Cognos Web site at www.cognos.com

Request a Call

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.

GLOBAL

Cognos ULC
3755 Riverside Drive
P.O. Box 9707, Station T
Ottawa, Ontario
Canada K1G 4K9

ASIA/PACIFIC

Cognos PTY Limited
Level 2 110 Pacific Highway
St. Leonards, NSW 2065
Australia

EUROPE

Cognos Limited
Westerly Point
Market Street
Bracknell, Berkshire
UK RG12 1QB

NORTH AMERICA

Cognos Corporation
15 Wayside Road
Burlington, MA
USA 01803