IBM PERFORMANCE Bruxelles 2010

Smarter Decisions. Better Results.

IBM Business Analytics on SAP® Solutions

Session: Advanced Analytics with IBM Cognos
           for SAP Customers

Speaker: Jack Esselink,
           SAP Field Enablement Leader EMEA

SAP Business Information Warehouse – A Standard BI Tool For Many Companies

- Initial step on a corporate BI & Performance Management journey

- Supported by SAP industry templates & industry specific business content

- Often historically implemented due to single vendor policy

- Major parts of data are brought in from SAP ERP alone with limited reach to non-SAP systems

- IT-focused implementation
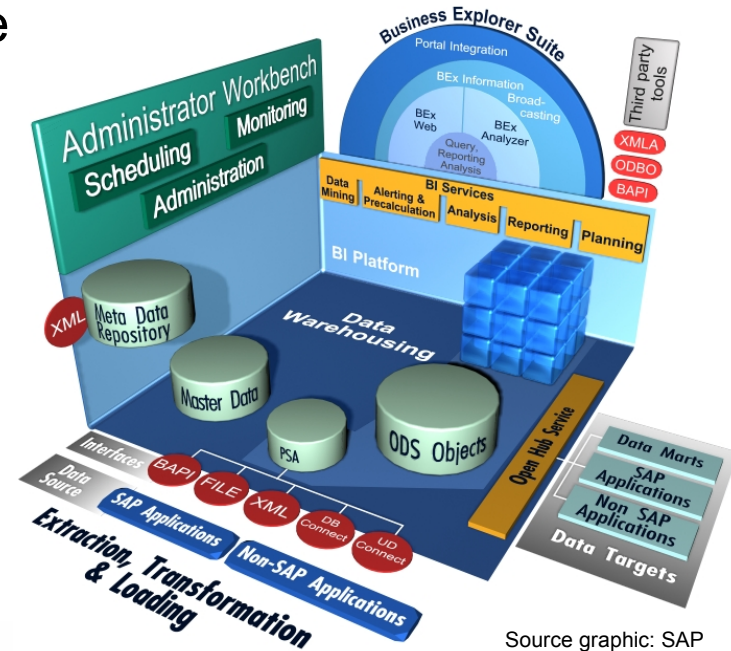
Source graphic: SAP

Needs of Business and IT

VS.

IT

BIZ

- IT backlogs & long cycle times
- "Single version of the truth"
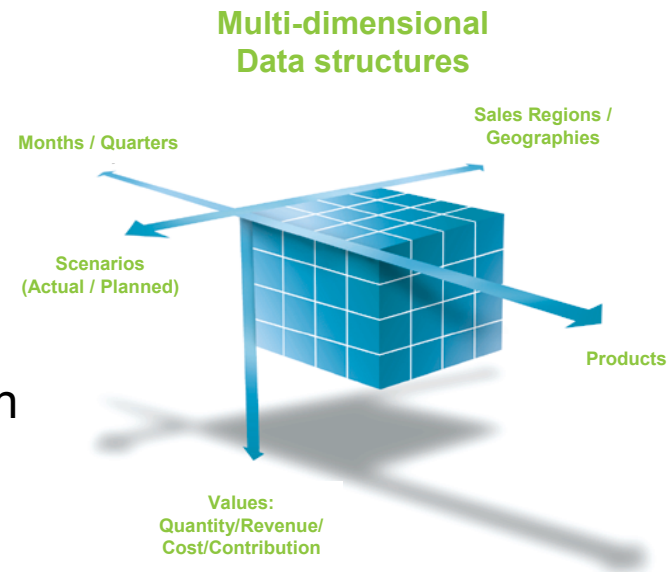- Performance & flexibility challenges
- Scalability & Managed Infrastructure

- Fast time to results
- Create own reports
- Remove the "mysteries" of SAP data
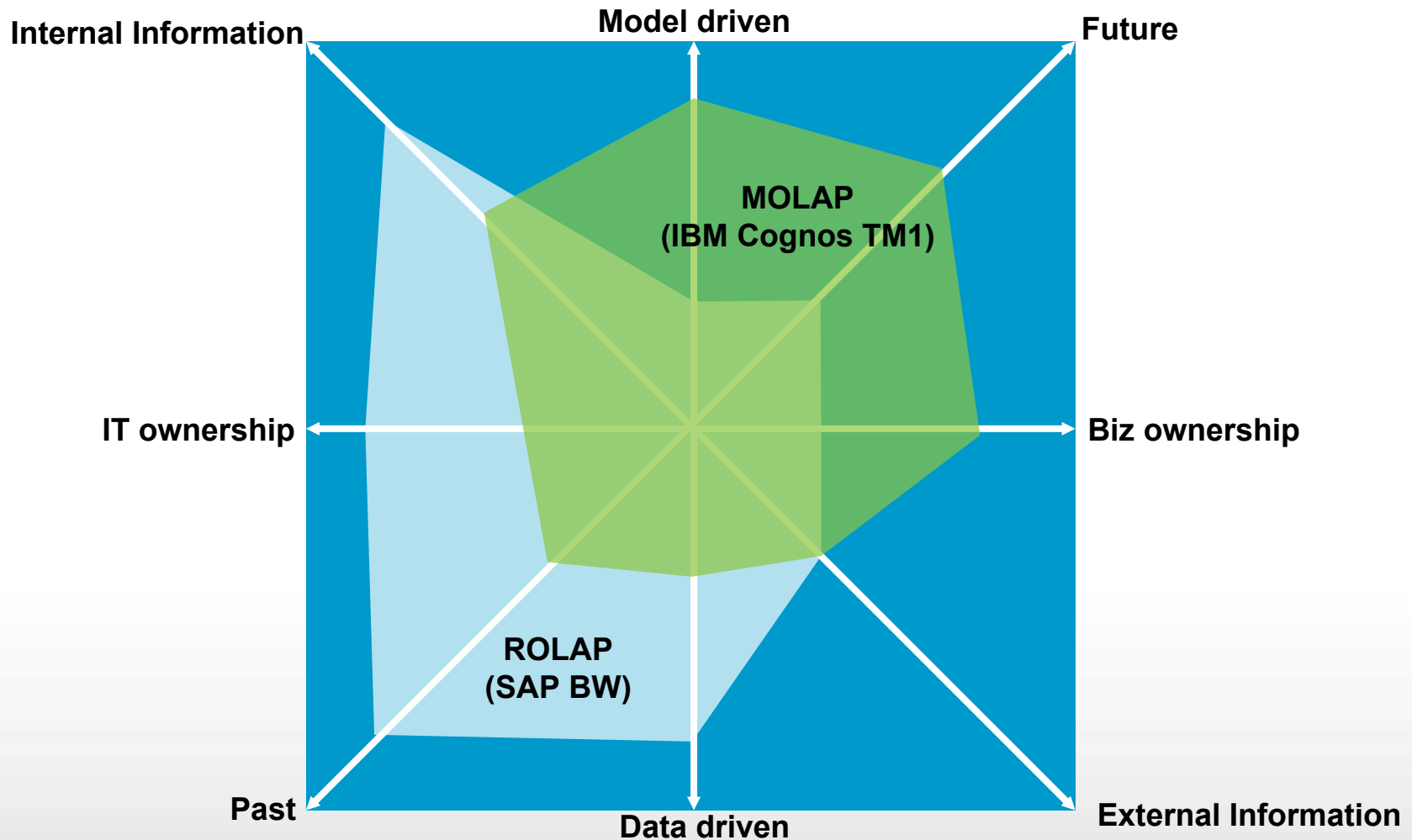- Local & "in my control"

IBM Cognos TM1 for SAP Environments

- 64 bit in-memory technology
  (one of the fastest OLAP-engines available)

- flexible planning, ad-hoc analysis and what-if
  scenarios across corporate divisions

- fast re-calculation for data changes in real-time

- fully integrated ETL-capabilities (including integration
  for SAP BW and SAP ERP)

- combined analysis of information stored in data
  warehouses and other data sources

- work with an user-friendly, flexible
  Excel front-end providing full Excel functionality

**Multi-dimensional
Data structures**

Months / Quarters

Sales Regions /
Geographies

Scenarios
(Actual / Planned)

Products

Values:
Quantity/Revenue/
Cost/Contribution

Design Principles for Multidimensional Data Structures

Model driven

Internal Information

Future

MOLAP
(IBM Cognos TM1)

IT ownership

Biz ownership

ROLAP
(SAP BW)

Past

Data driven

External Information

Your Journey to Date. What is Next?

VALUE

IBM Cognos 8.4

IBM Cognos 8 BI

ReportNet

PLATFORM

Unified information delivery
- *Role-based capabilities*
- *Common metadata model*
- *SOA architecture*

SUITE

7.4

Series 7

PowerPlay

Broad set of capabilities
- Integrated BI suite
- Departmental flexibility

TIME
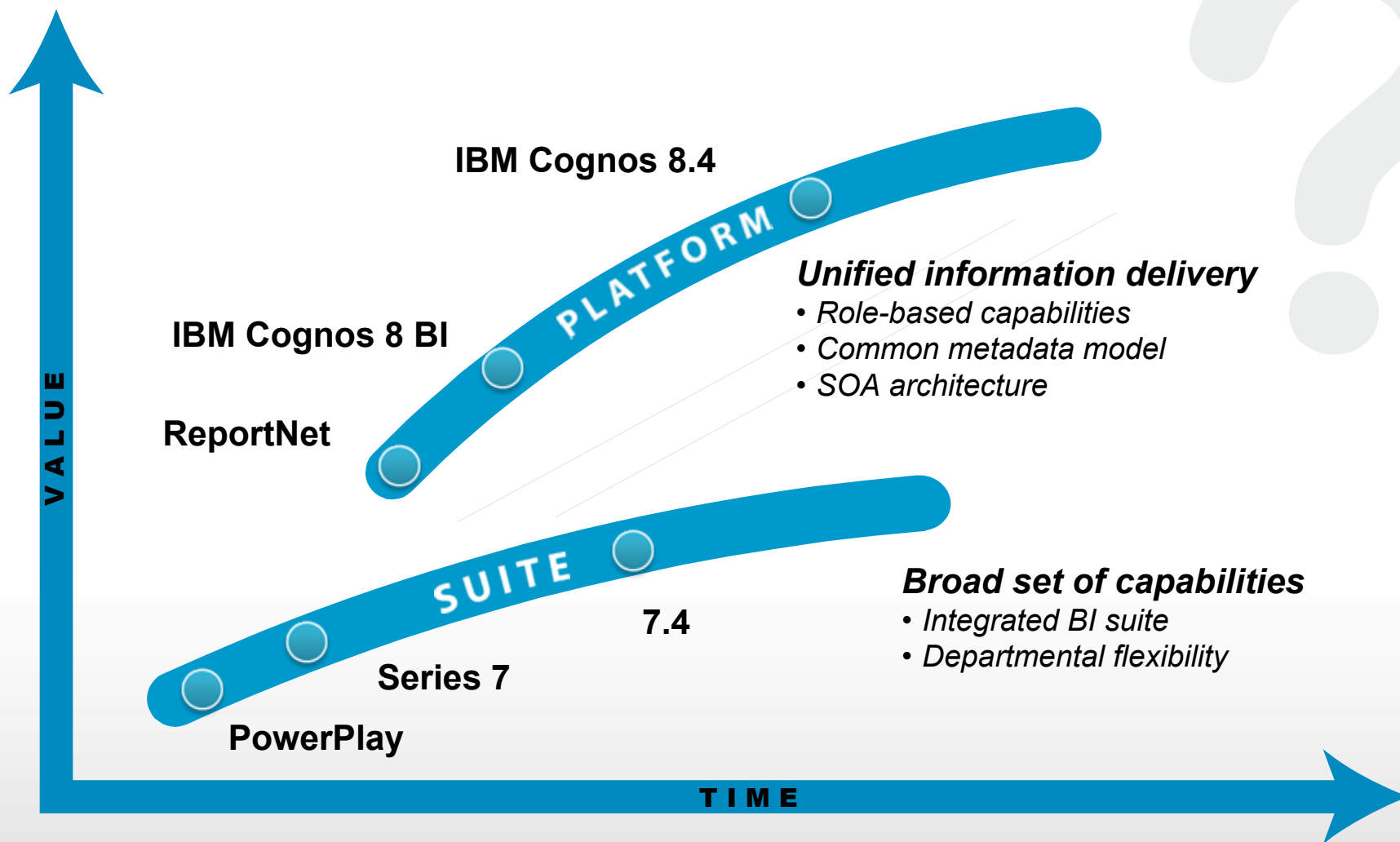
IBM Cognos 10 Redefines the BI Market

10

COGNOS

Revolutionary user experience

Expands traditional BI capabilities

Advances market-proven platform

VALUE

TIME

SYSTEM

PLATFORM

SUITE
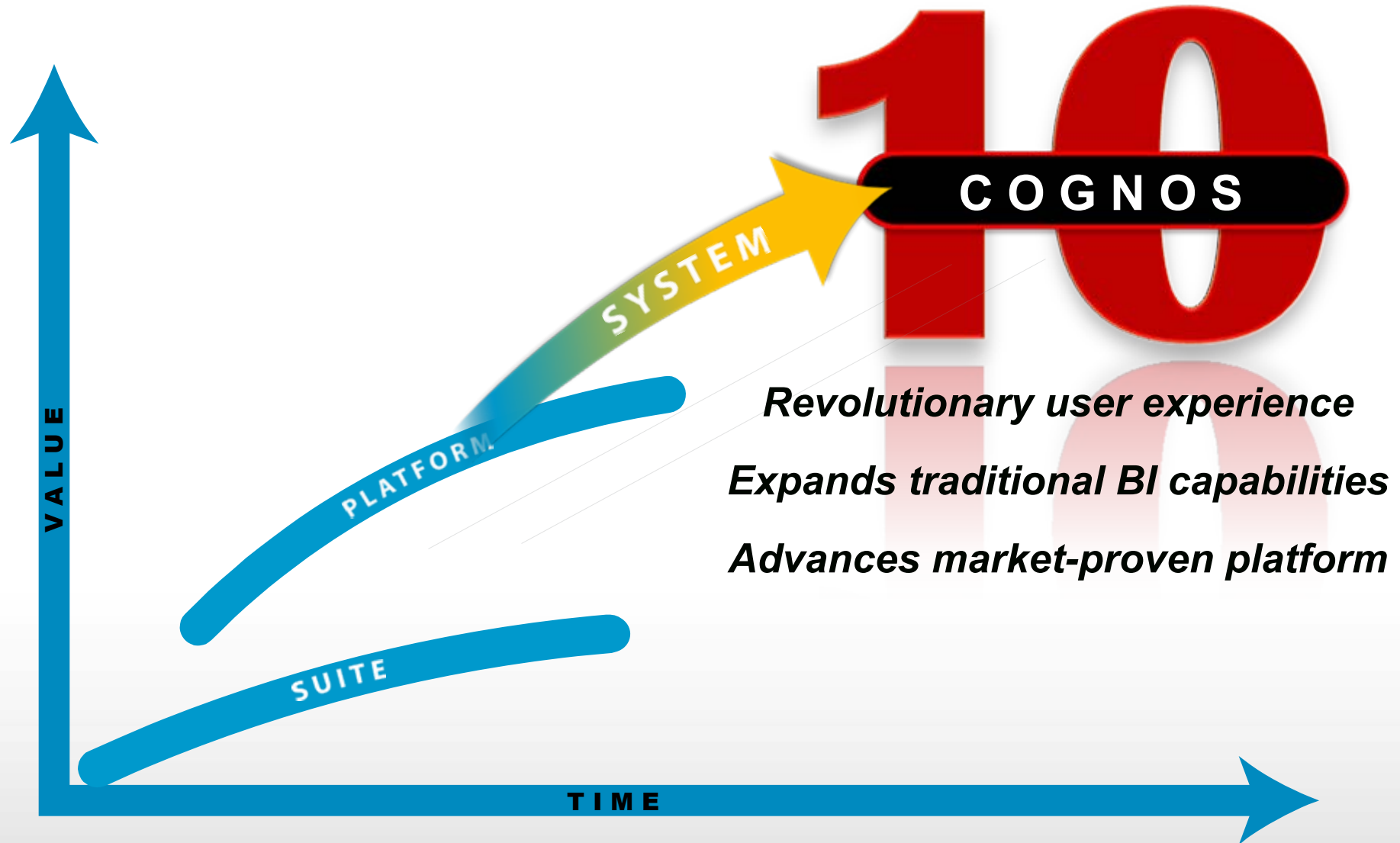
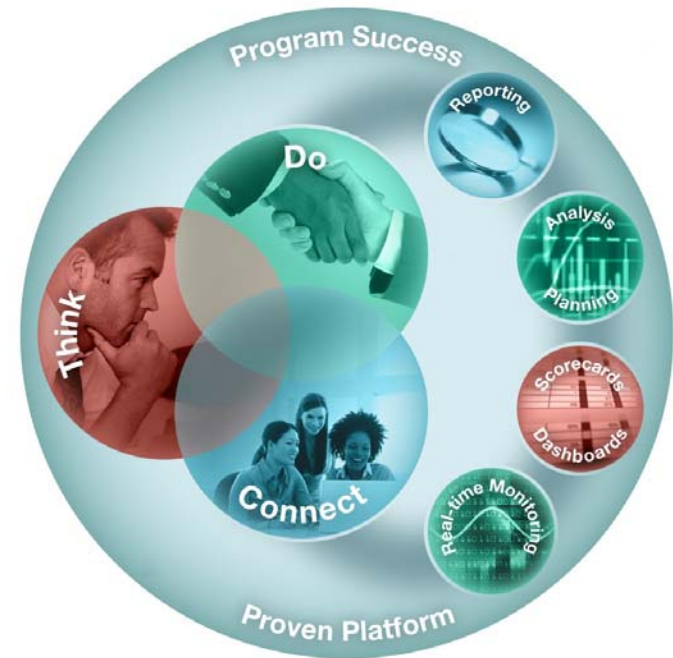# IBM Cognos 10 & TM1: Intelligence Unleashed

Freedom to **Think**

- One unified & intuitive workspace
- In-space access to planning, scenario modeling and predictive analytics

Connect with Others

- Form decision networks to share insights
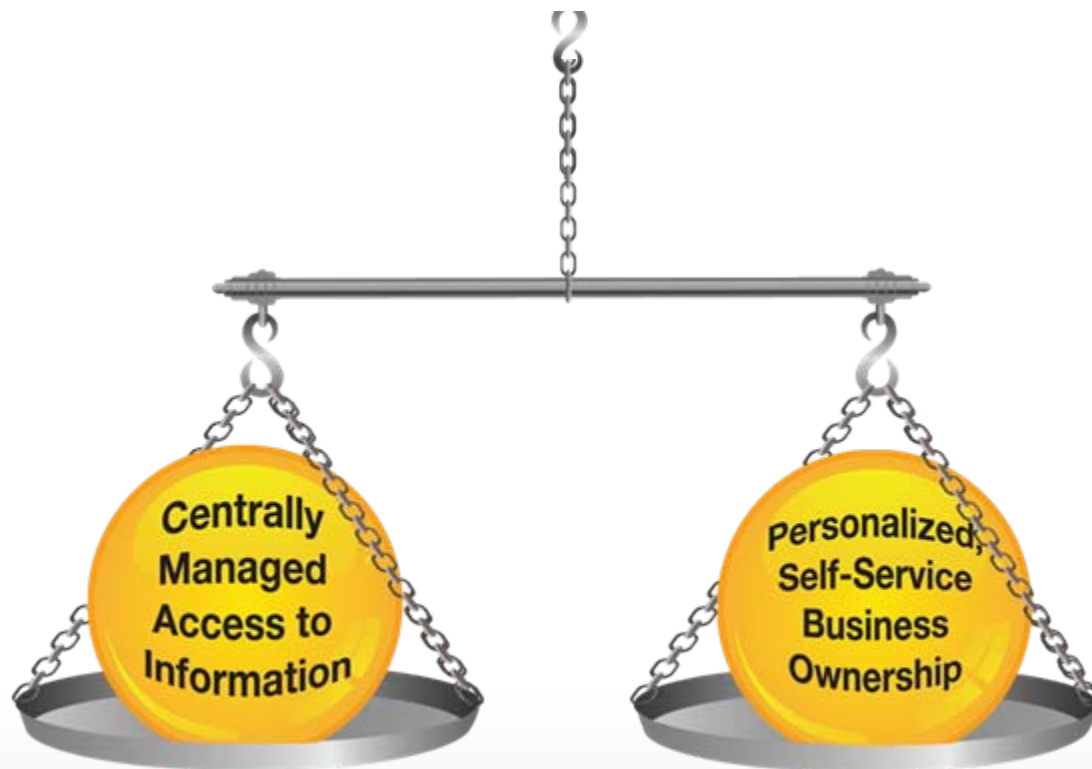- Use workflows to engage people

and Simply **Do**

- Mobile interaction on iPhone and iPad
- Interactive & disconnected reports

Balancing the Needs of Business and IT

IBM Cognos Lineage

History of Integration and Interoperability with SAP® Applications Certified solutions since 1997
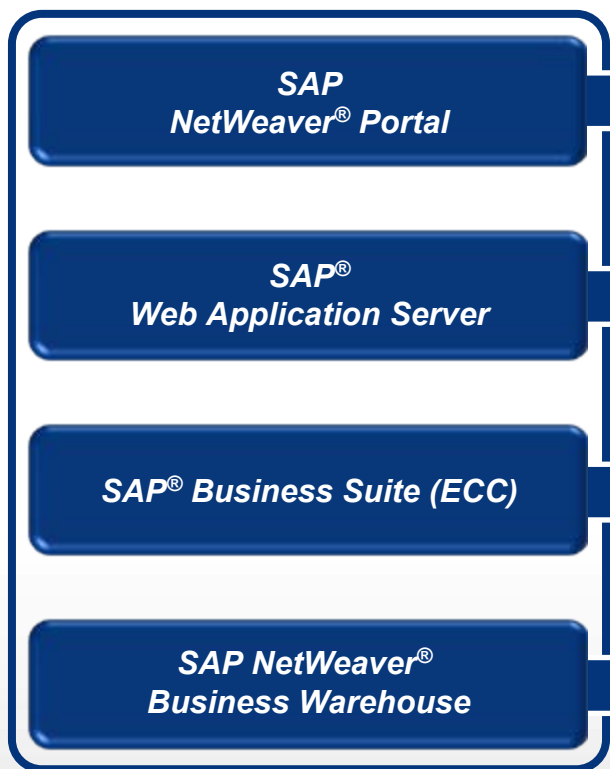
- One of the first BI vendors to achieve "Powered by NetWeaver" certification

- Historical & ongoing commitment to certification of Cognos software components

- Leverage expertise as part of over 35 IBM products that are SAP certified solutions

- Cognos software as part of IBM Competency Centers focused on SAP® applications
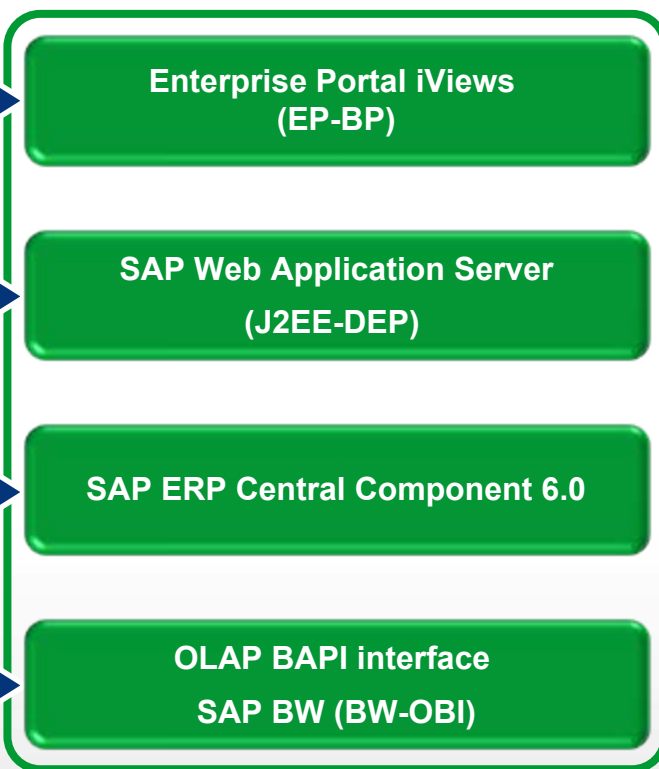
IBM Cognos 10: Interoperability with SAP NetWeaver®

SAP NetWeaver Components

Cognos Software Certifications

SAP NetWeaver® Portal	→	Enterprise Portal iViews (EP-BP)	**SAP® Certified** Powered by SAP NetWeaver®
SAP® Web Application Server	→	SAP Web Application Server (J2EE-DEP)	**SAP® Certified** Powered by SAP NetWeaver®
SAP® Business Suite (ECC)	→	SAP ERP Central Component 6.0	**SAP® Certified** Integration with SAP NetWeaver®
SAP NetWeaver® Business Warehouse	→	OLAP BAPI interface SAP BW (BW-OBI)	**SAP® Certified** Integration with SAP NetWeaver®

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In-memory Processing to Enhance Performance for SAP NetWeaver® Business Warehouse

- Enhanced Query Service with Dynamic Query Models:

  - **64-bit in-memory optimized query generation with pattern intelligence** to improve performance against complex heterogeneous data

  - **In-memory calculations and aggregate operations** for faster compute time

  - **New optimized caching** for hierarchies, members, facts, calculations and prompts for improved report performance

20+ New Patents

Common Business Model

Query Service with Dynamic Query Capabilities

IT Tools — Query Visualization

Cache   Hybrid   Logs

Open Data Access

OLAP Adapters
- TM1
- Cubing Services
- PowerCube
- SAP BW
- MSAS
- Essbase

Relational Adapters
- DB2
- Informix
- Oracle
- Teradata
- SQLServer
- ODBC
- JDBC…

Message Sources   Relational Sources   Application Sources   OLAP Sources   Modern and Legacy Sources

→ *3x faster query*

Selected IBM Cognos on SAP Customers

Thank you
for your attention.