

Information Management



IBM Cognos 8 Business Intelligence

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Principal Solution Specialist

Cognos.
software

IBM Cognos: The Experts in Performance Management

- Acquired by IBM in Feb 08
- Global coverage
 - 23,000 customers in 135 countries
 - Strong channel network
3,000 partners
- Exclusive focus on BI and Performance Management - pioneered over 17 years ago



Einige unserer Kunden



Information On Demand Strategy

Unlocking the Business Value of Information for Competitive Advantage

Customer & Product Profitability Financial Risk Insight Workforce Optimization Dynamic Supply Chain Multi-Channel Marketing

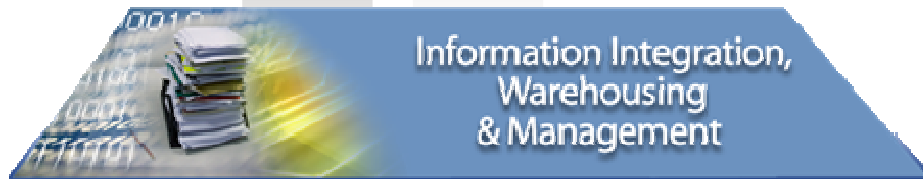
Business Optimization

Better Business Outcomes

COGNOS

AN IBM® COMPANY

Plan, understand and optimize business performance



Establish and maintain an accurate, trusted view of information

Flexible Architecture for Leveraging Existing Investments

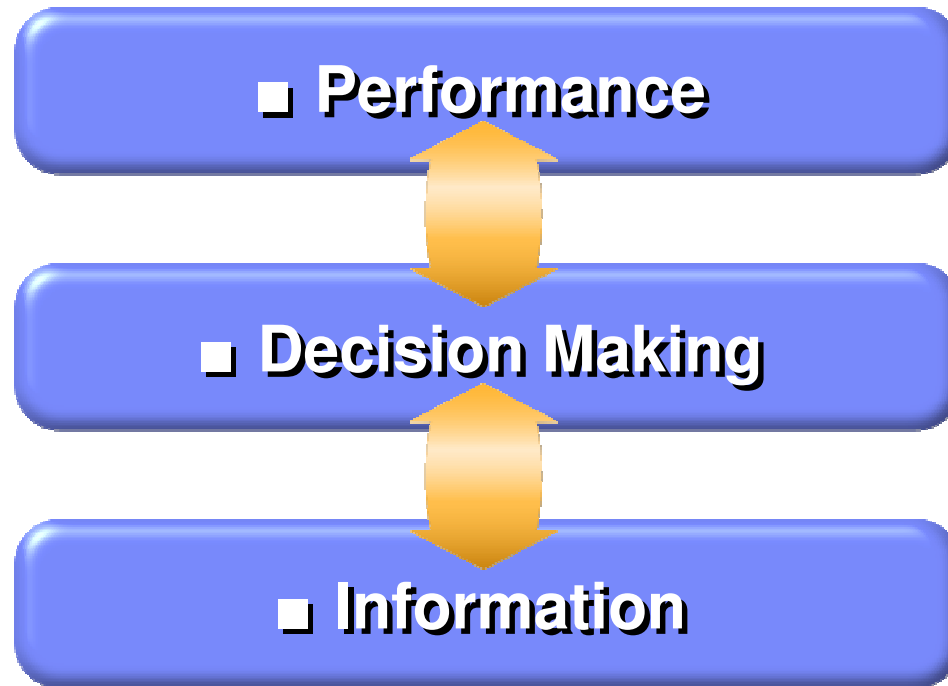


Manage data and content over its lifetime and as part of processes

Cognos.
software



Optimizing Performance



Three Questions that Drive Performance

How are we doing?

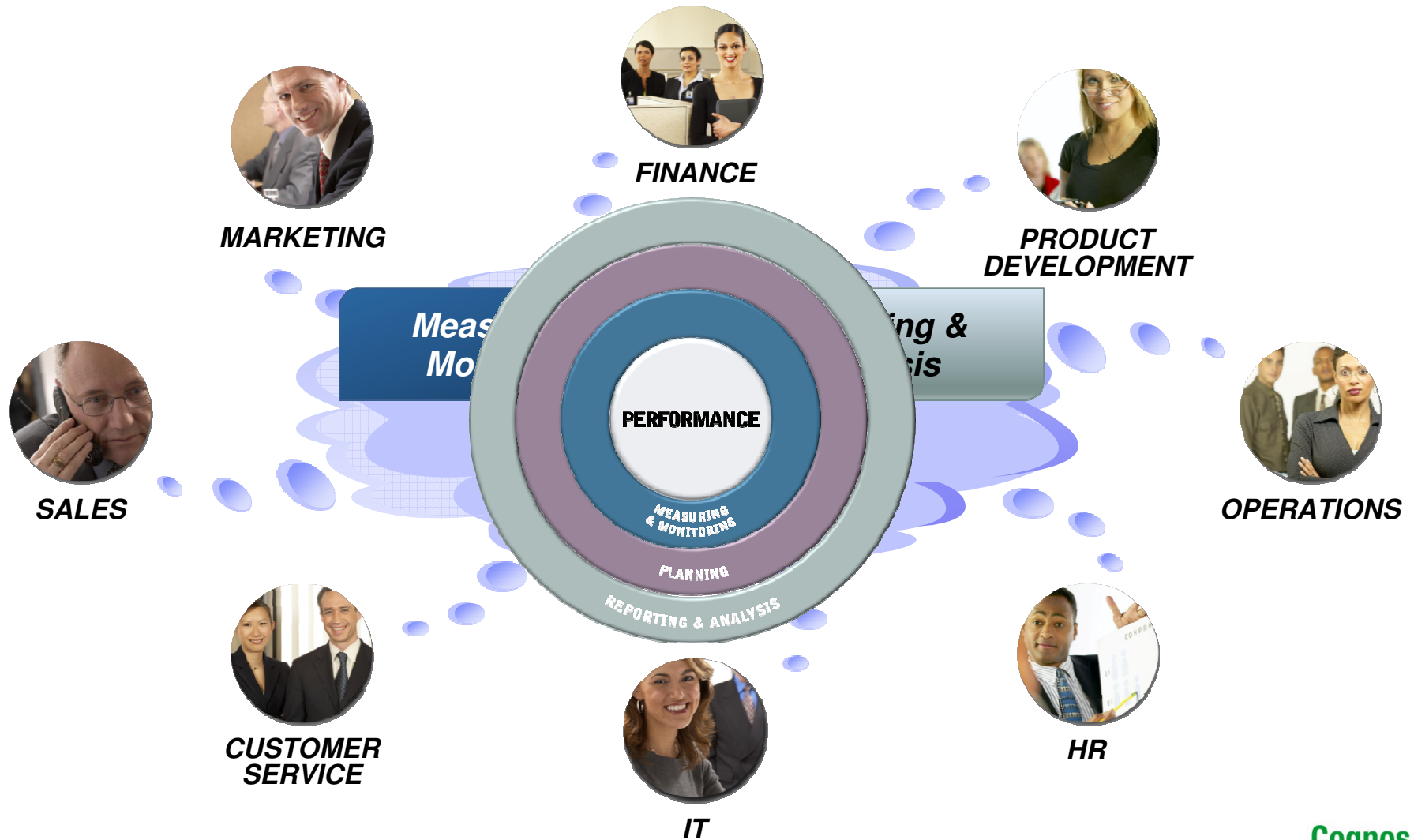
Why?

*What should
we be doing?*

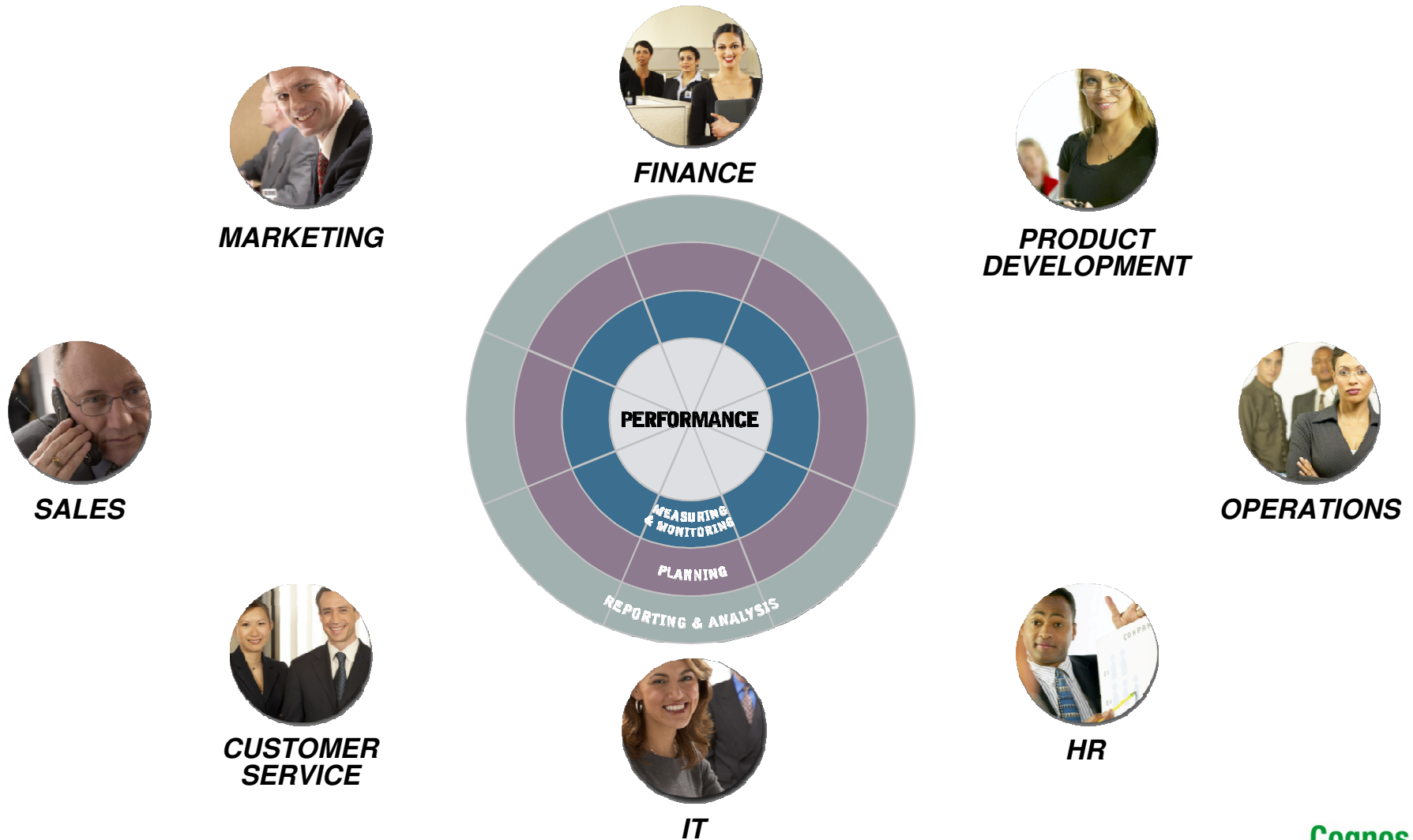
Three Questions that Drive Performance



Performance Management Capabilities



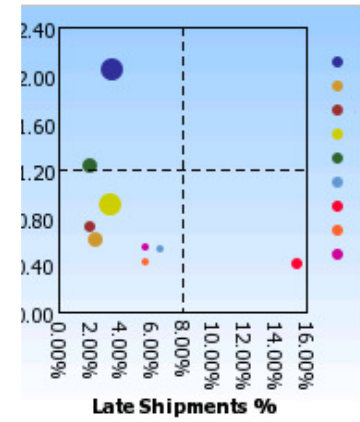
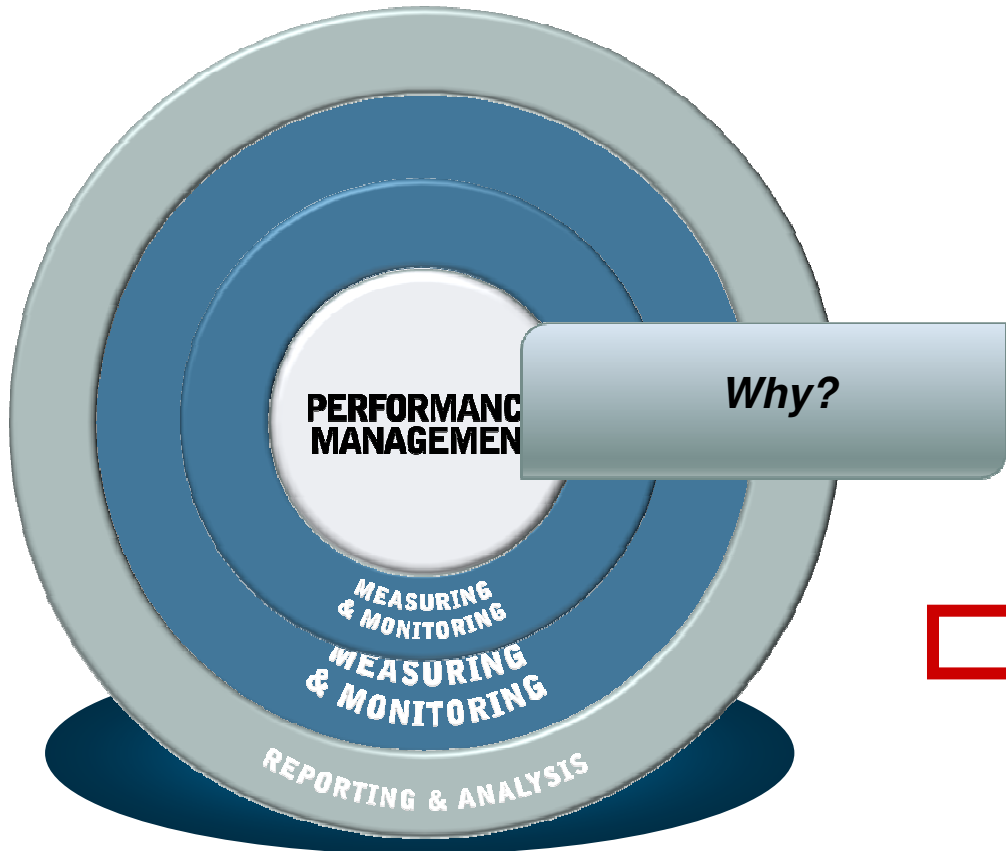
Performance Management Capabilities Across the Organization





Scorecard or dashboard shows On Time Shipments below plan

How are we doing?



Q. Ordered	Mat. Shortage Desc.
43,074,732	
40,521,303	
99,800,000	
30,662,633	
888,867	Yes
41,344,732	

Report shows production bottleneck due to Material Shortage

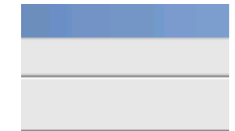


Three Questions that Drive Performance



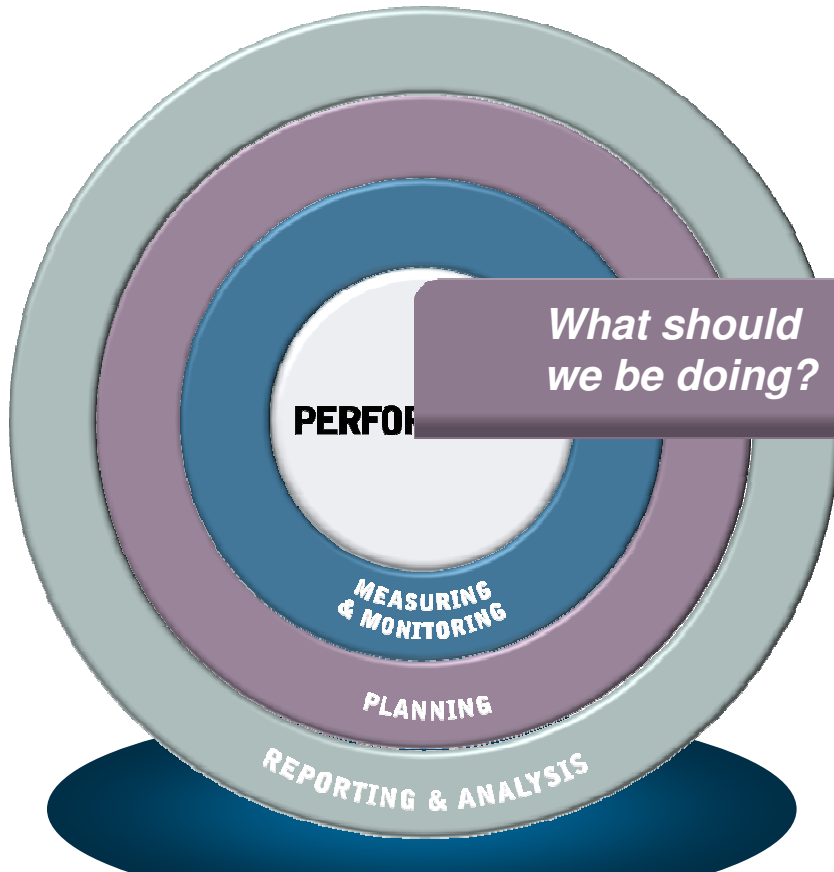
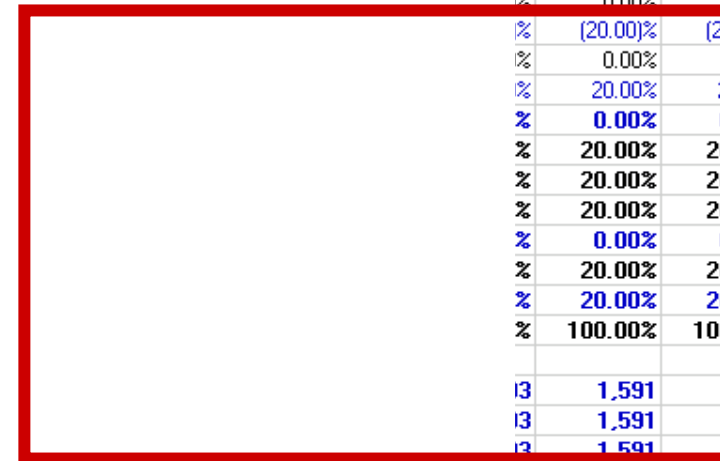
How are we doing?

Why?



straints | Contractor

	Jul-07	Aug
6	7.956	
%	20.00%	2
%	20.00%	2
%	20.00%	2
%	20.00%	2
%	20.00%	2
%	0.00%	
%	100.00%	10
%	0.00%	
%	0.00%	
%	0.00%	
%	(20.00)%	(2
%	0.00%	
%	20.00%	2
%	0.00%	1
%	20.00%	21
%	20.00%	21
%	20.00%	21
%	0.00%	1
%	20.00%	21
%	20.00%	21
%	100.00%	101
13	1,591	
13	1,591	
13	1,591	

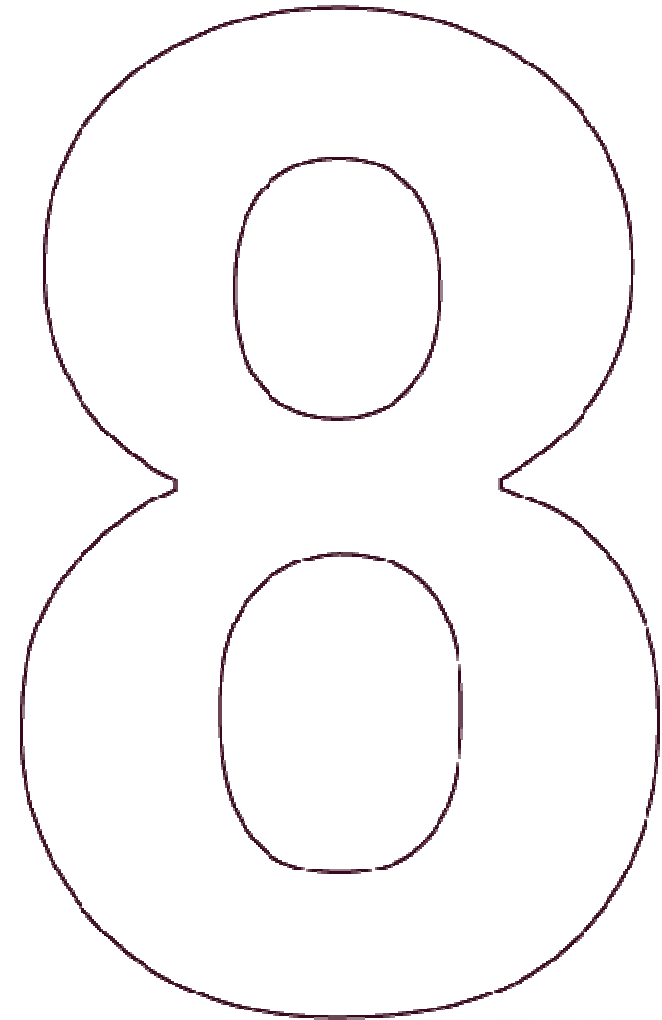


Demand Volume is reviewed and Plant Production Plan is adjusted to remove bottleneck

PRODUCT OVERVIEW

What is Cognos 8 Business Intelligence?

- Complete range of BI capabilities in a single product, on a single proven Web services architecture
- Single query engine with a single metadata layer
- Zero-footprint, Web interface for all users
- Standardizes the delivery of information to accelerate and improve decision-making
- Foundation for performance management

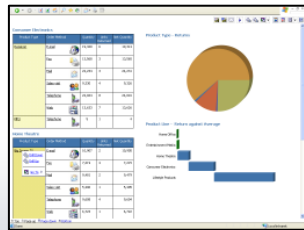


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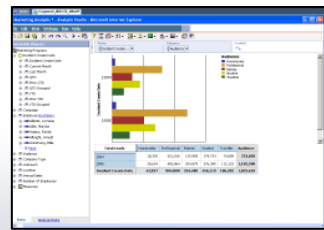


What is Cognos 8 Business Intelligence?

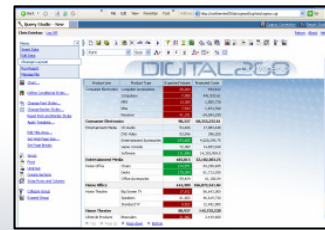
- All capabilities against any *combination* of data sources (OLAP or relational)
- Hides complexity from users and ensures complete view of information



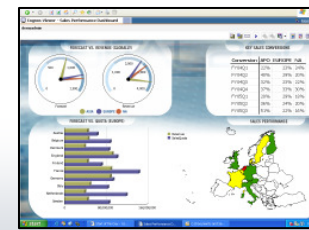
REPORTING



ANALYSIS



AD HOC QUERY



DASHBOARDS

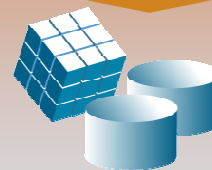


SCORECARDS

Transaction Systems

Warehouses (Relational & OLAP)

Flat, Legacy or Modern



Siebel, SAP R/3, PeopleSoft, JDE, Oracle eBusiness Suite...

TM1, SAP BW, Teradata, DB2, SQL Server, Oracle, Informix, Essbase, MSAS...

JDBC, Excel, CSV, XML, ADABAS*, IMS*, VSAM*, CICS*...

Software



PRESENTATION/WEB TIER:

Zero Footprint Browsers

- Portal
- Ad Hoc Query
- Deep Comparative Analysis
- Event Lifecycle Management
- Reporting
- Dashboarding and Scorecarding
- All Administration



Microsoft Office Users

Window Client/Add-ins
Disconnected OLAP Client
Analysis Excel Client



ROUTER/FIREWALL (optional)

WEB SERVER(S):
Web Gateways, Web Services API
Industry Standard Portals
Cognos Application Firewall

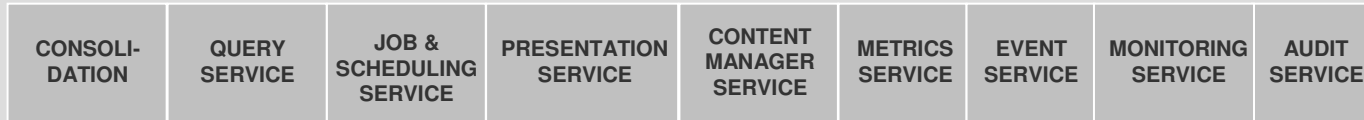
APPLICATION TIER

FIREWALL/ROUTER/ENCRYPTION

Cognos BI Bus – SOAP, XML

WINDOWS
UNIX
LINUX*

COGNOS 8 DISPATCHER(S)



DATA TIER

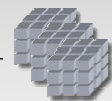
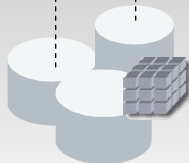
Cognos ETL, other In-place ETL

FIREWALL/ROUTER/ENCRYPTION

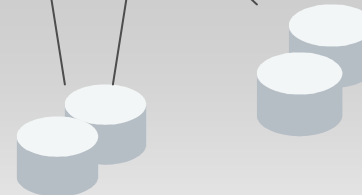
SQL

MDX

COMMON METADATA



OLAP



CONTENT & METRICS STORE
DB2, ORACLE, SQL Server, Sybase

SECURITY PROVIDERS
LDAP, Active Directory, NTLM, Netegrity, SAPBW, Cognos Namespace, Custom Providers



AUDIT
RDBMS, UNIX Sys Logs, NT Event Log

RELATIONAL

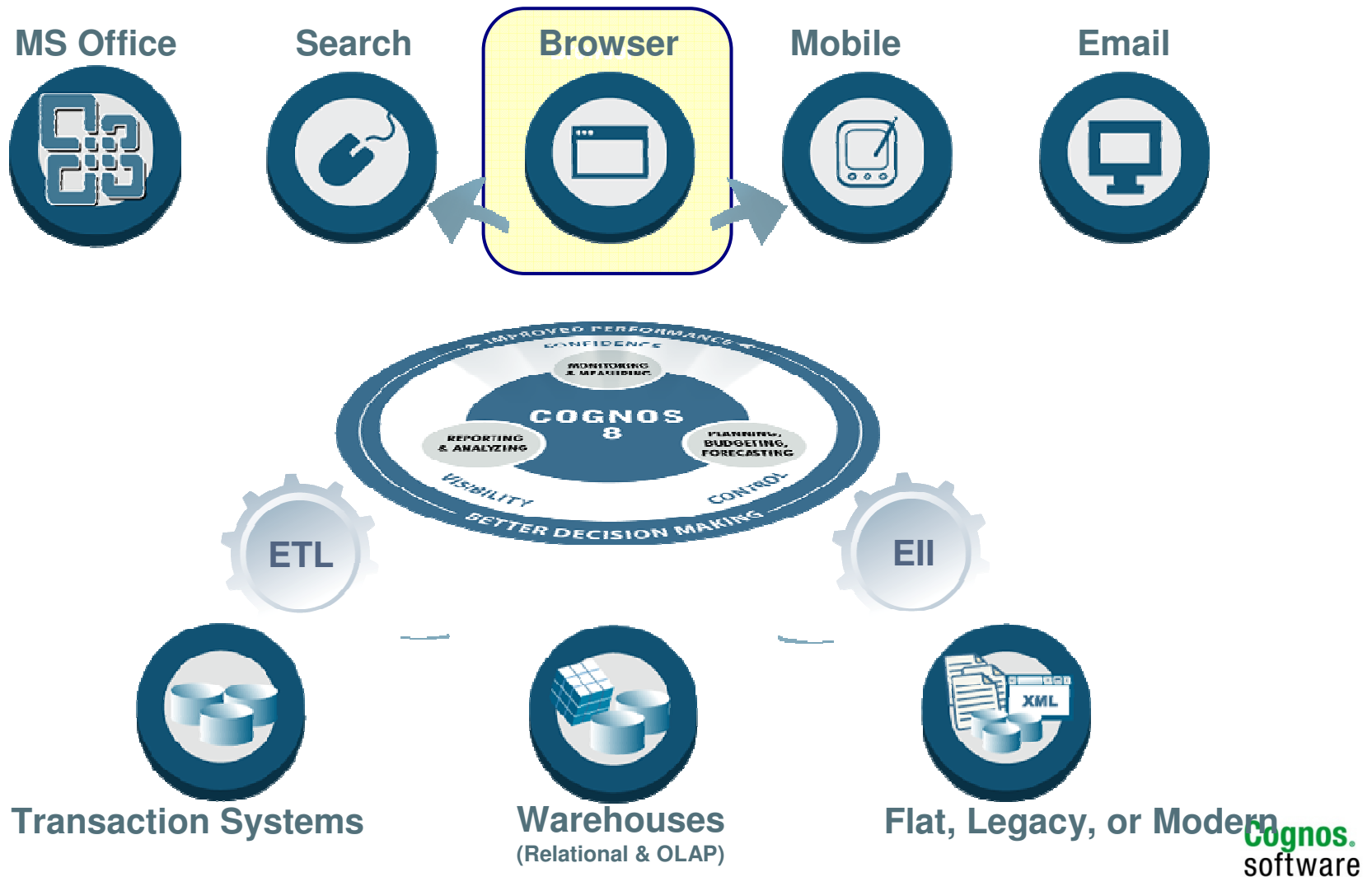
- IBM DB2 UDB, Oracle, Microsoft SQL Server, other...
- Dimensionally Aware Relational

MODERN

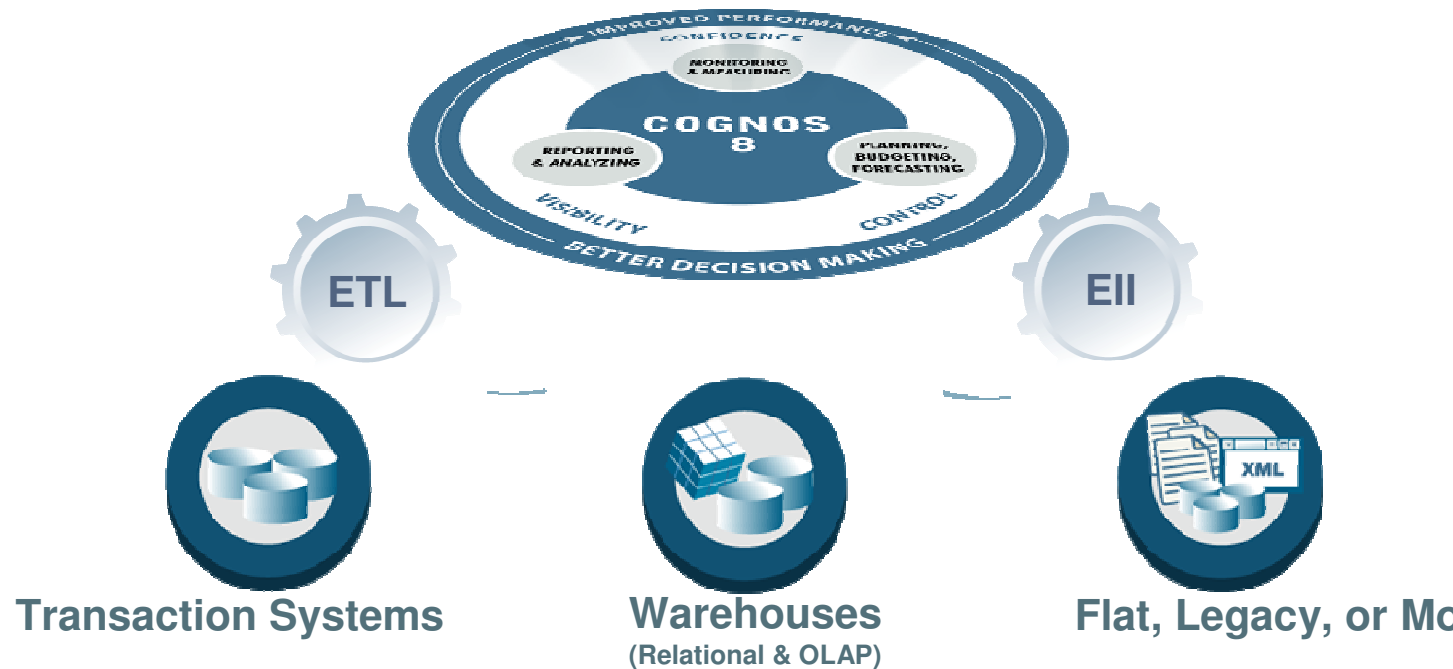
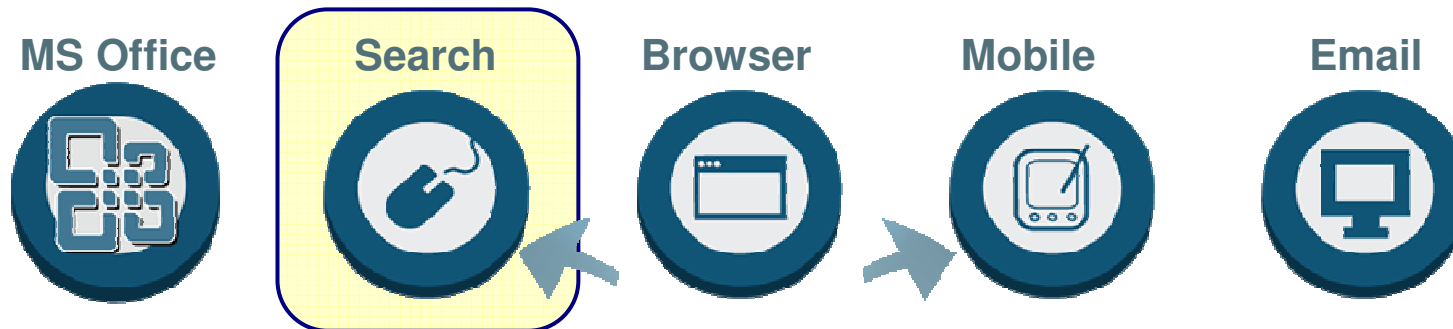
- XML, WSDL, LDAP, JDBC...

- Enterprise Planning Real-Time Plans
- PowerCubes: High Performance Dimensional Cache
- Industry Standard OLAP Providers: Microsoft, IBM, SAP

Information Delivery



Information Delivery



Cognos Go! Search

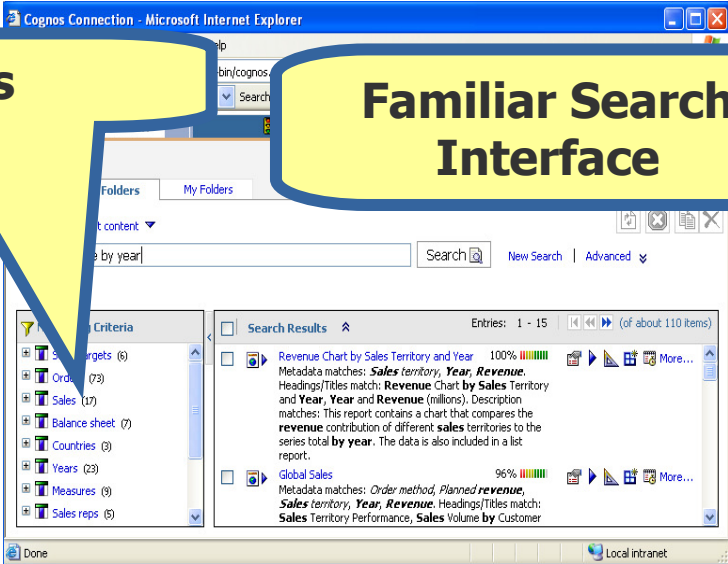
Finding Related

			Gross profit
2004	Camping Equipment	\$2,701,779.42	\$637,144.76
	Golf Equipment	\$7,902.40	\$270,062.68
	Mountaineering Equipment	\$0.00	\$0.00
	Outdoor Protection		\$74,610.16
	Personal Accessories	\$65,300.00	\$199,479.12
2004		\$7,902.40	\$296.72
2005	Camping Equipment	\$753,002.00	\$2,124.82
	Golf Equipment	\$476,409.86	\$167,226.12
	Mountaineering Equipment	\$57,051.20	\$32,784.66

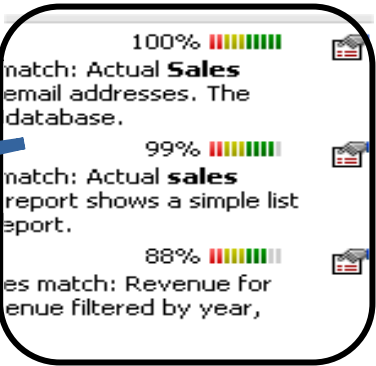
Full Content Search

Fine Tune Results

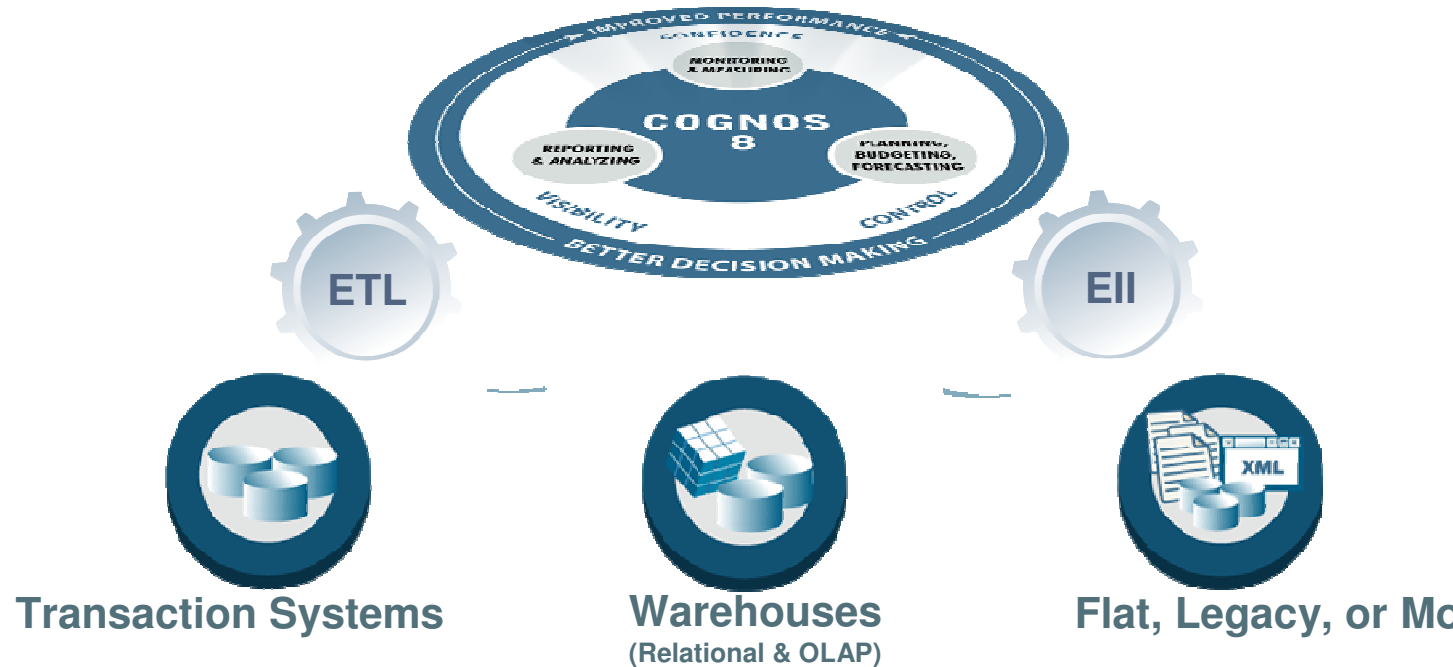
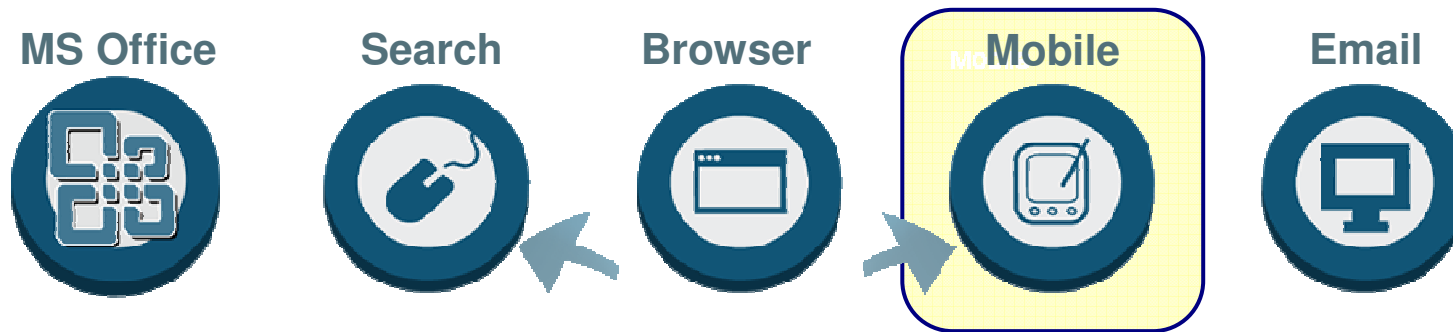
Familiar Search Interface



Returns Relevant BI Information



Information Delivery



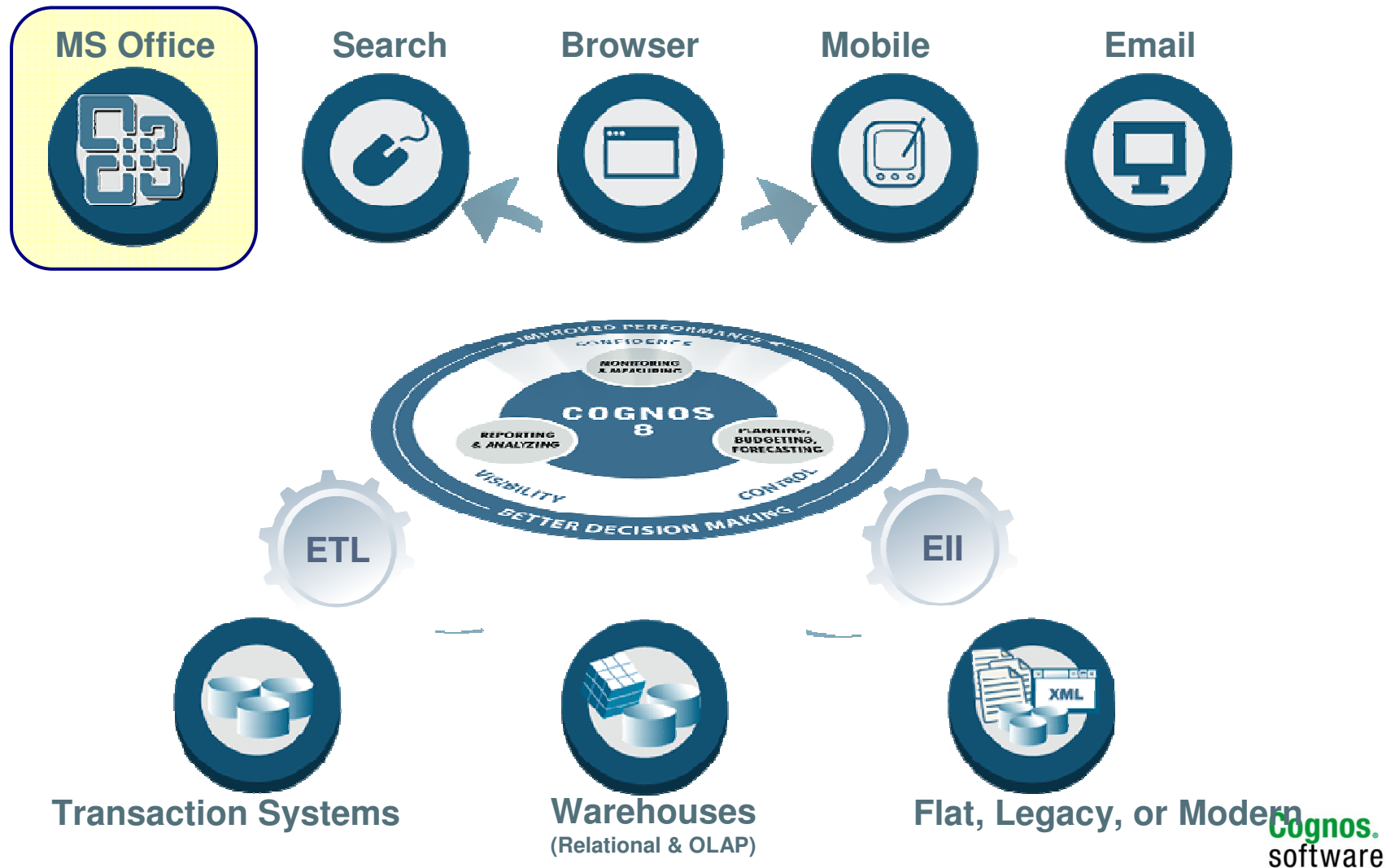
Cognos for Mobile Users

**Access to
any BI you need**



**Anywhere
Anytime**

Information Delivery

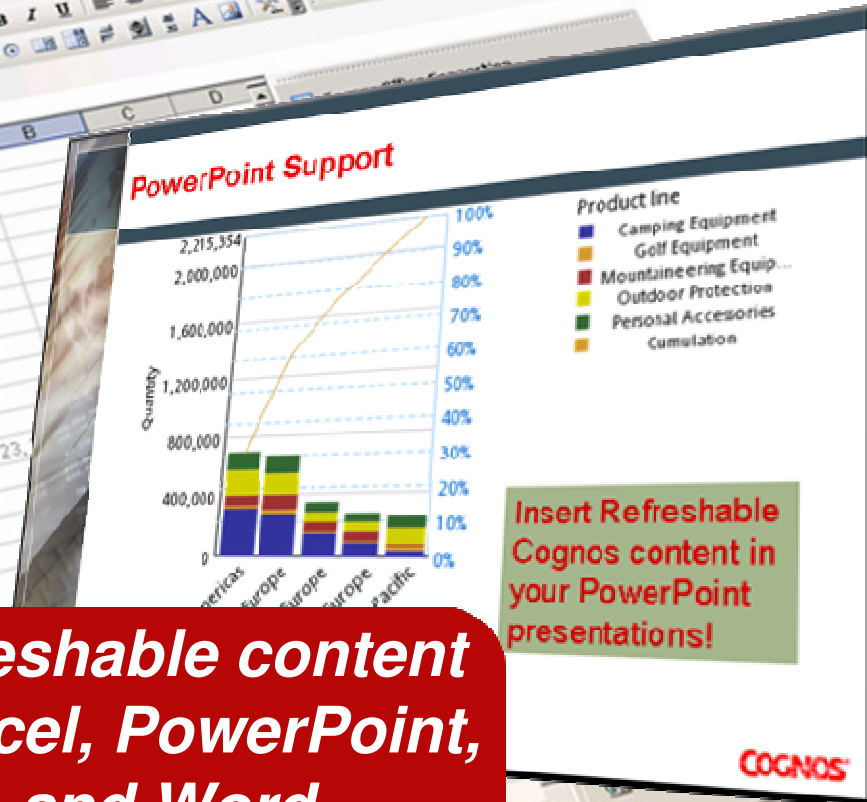


Using the Office Mode to Access BI

**Now supports
prompted reports!**

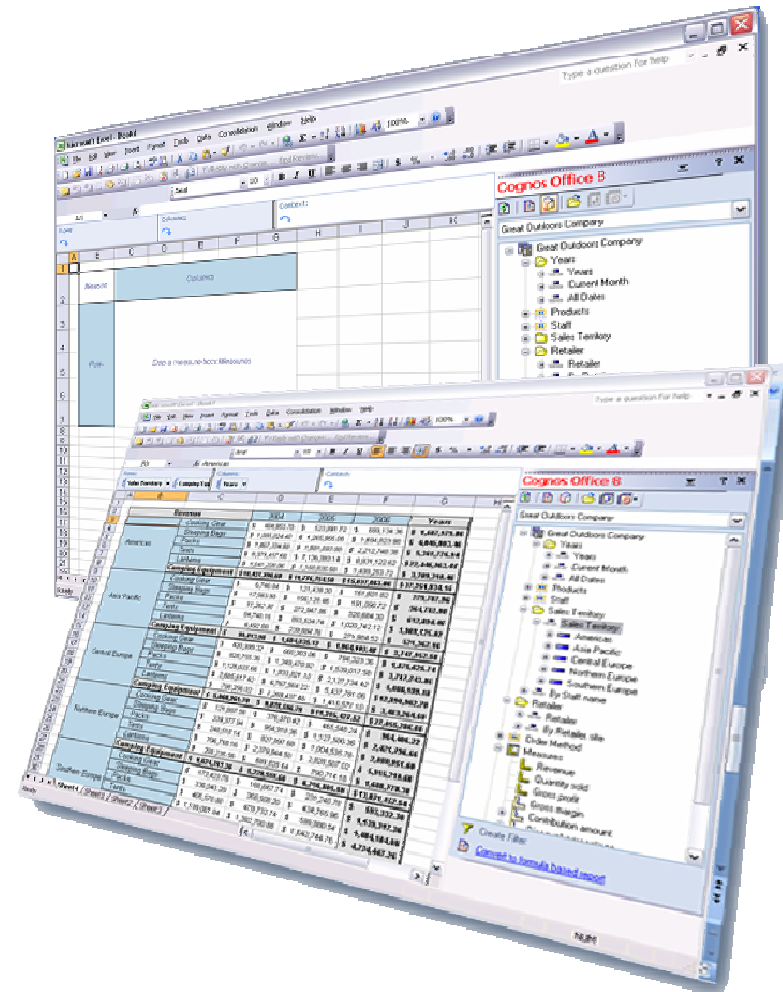
**Refreshable content
in Excel, PowerPoint,
and Word**

**Insert Refreshable
Cognos content in
your PowerPoint
presentations!**



Cognos 8 BI Analysis for Excel

- Integrated Drag & Drop UI
 - Query, Exploration & Analysis
- Formula-based with automatic update
- Multidimensional
- Multiple enterprise and local data sources
- Leverages the Power of Excel



DEMO



COGNOS[®]

THE NEXT LEVEL OF PERFORMANCE™

Cognos.
software

