



IBM PERFORMANCE Zurich 2010

Smarter Decisions. Better Results.



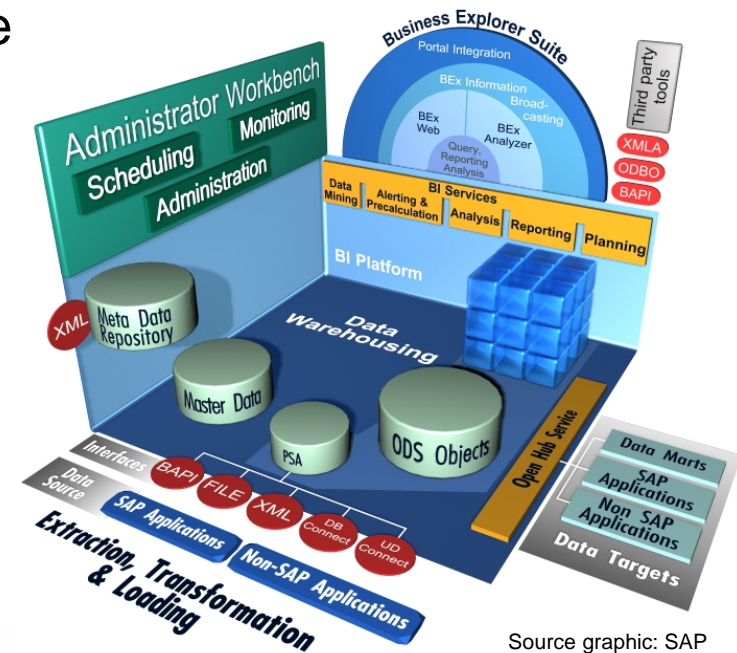
IBM Business Analytics on SAP® Solutions

Session: Advanced Analytics mit IBM Cognos
für SAP-Kunden

Speaker: Jens Kaminski, SAP Market Executive

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



Needs of Business and IT



VS.



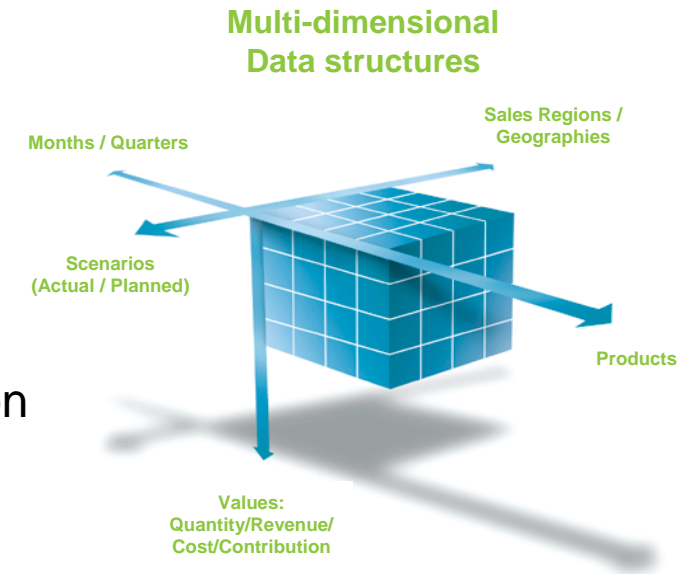
- IT backlogs & long cycle times
- “Single version of the truth”
- Performance & flexibility challenges
- Scalability & Managed Infrastructure

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



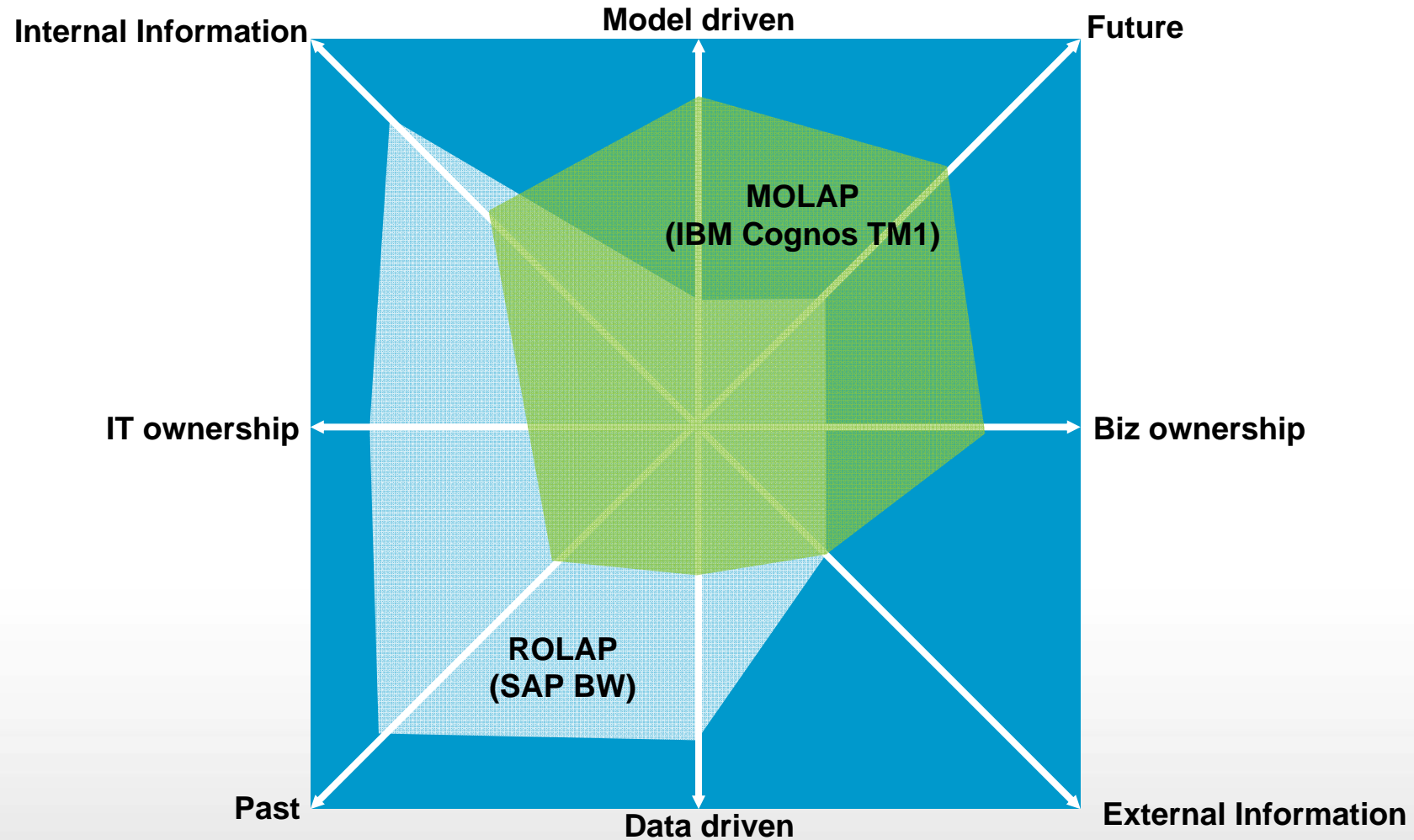
IBM Cognos TM1 for SAP Environments

- 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



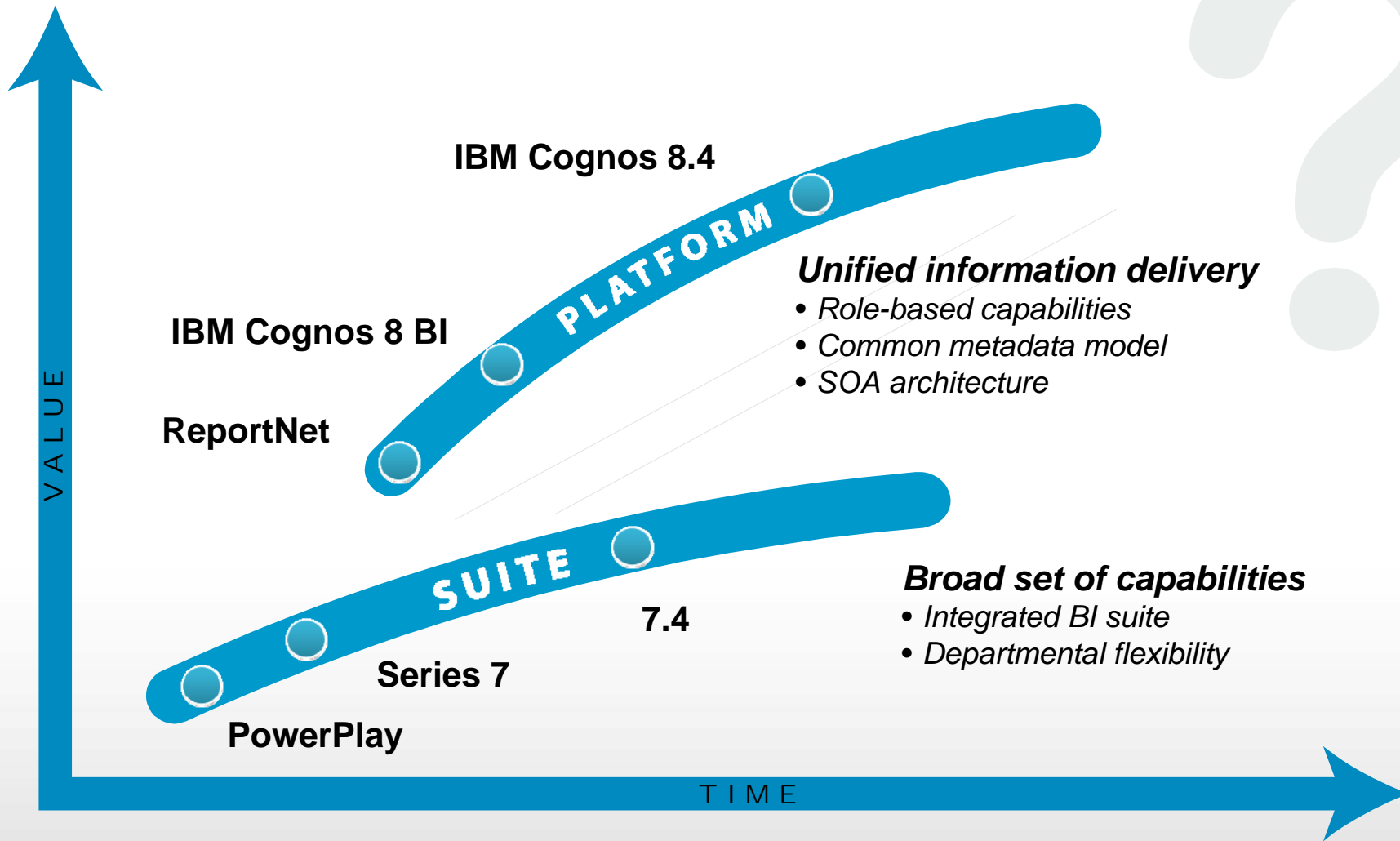


Design Principles for Multidimensional Data Structures

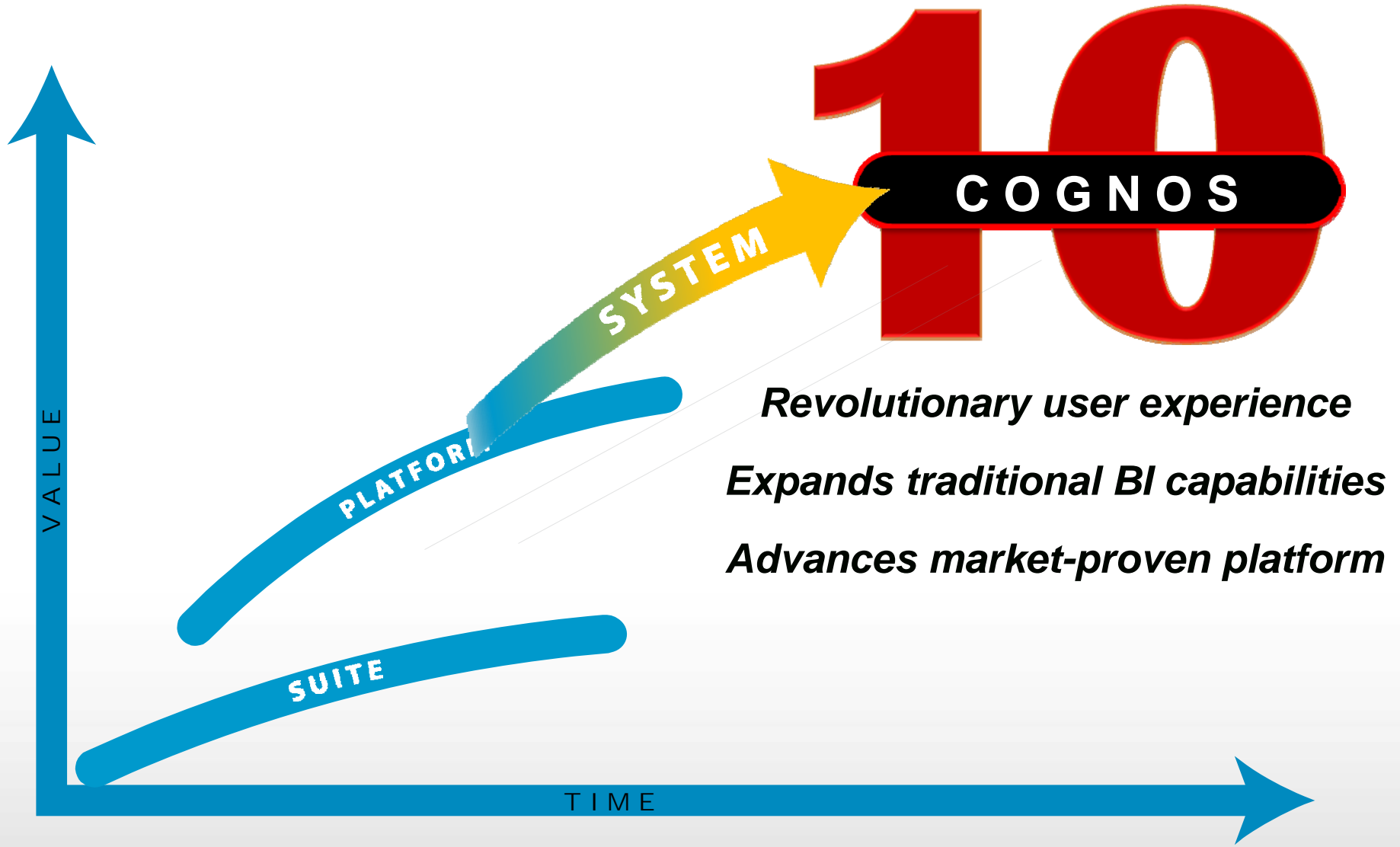




Your Journey to Date. What is Next?



IBM Cognos 10 Redefines the BI Market



IBM Cognos 10 & TM1: Intelligence Unleashed



Freedom to **Think**

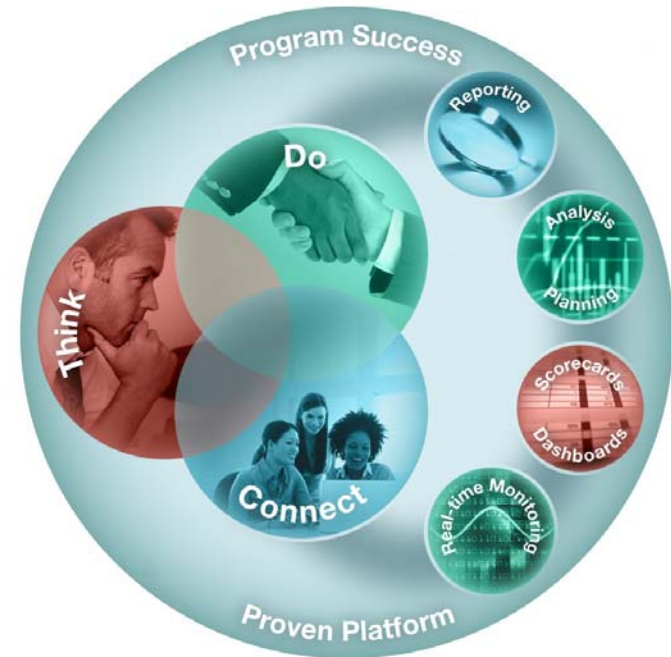
- One unified & intuitive workspace
- In-space access to planning, scenario modeling and predictive analytics

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

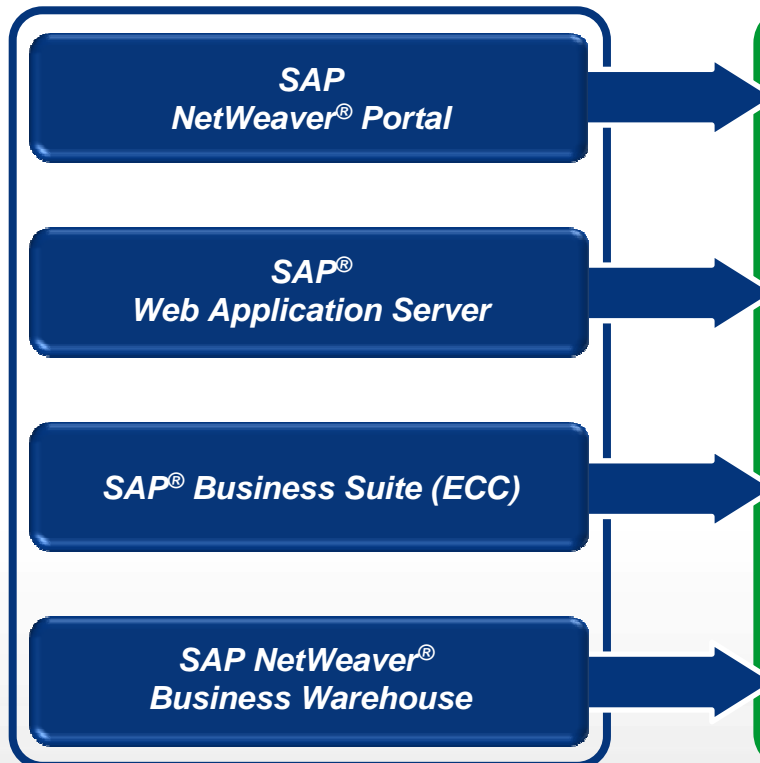


- One of the first BI vendors to achieve “Powered by NetWeaver” certification
- Historical & ongoing commitment to certification of Cognos software components
- Leverage expertise as part of over 35 IBM products that are SAP certified solutions
- Cognos software as part of IBM Competency Centers focused on SAP® applications

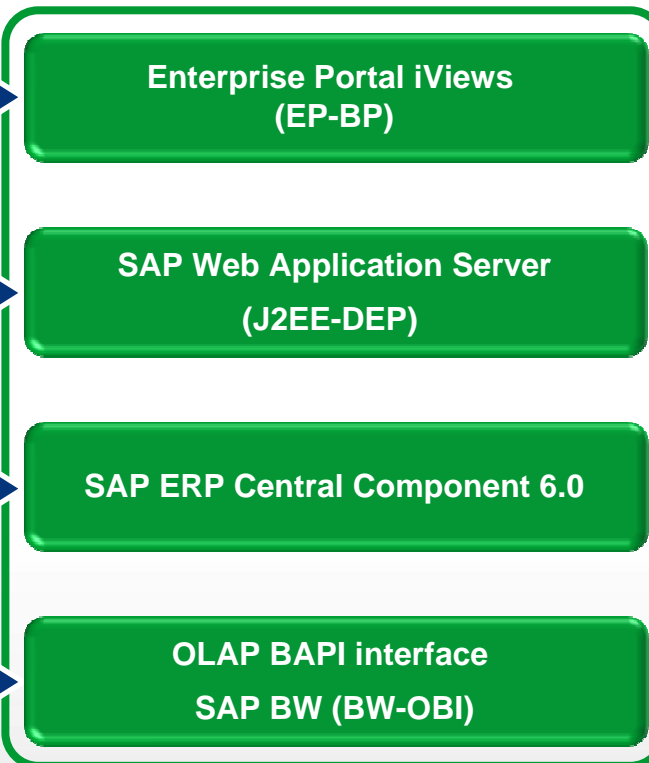


IBM Cognos 10: Interoperability with SAP NetWeaver®

SAP NetWeaver Components



Cognos Software Certifications



SAP® Certified
Powered by SAP NetWeaver®

SAP® Certified
Powered by SAP NetWeaver®

SAP® Certified
Integration with SAP NetWeaver®

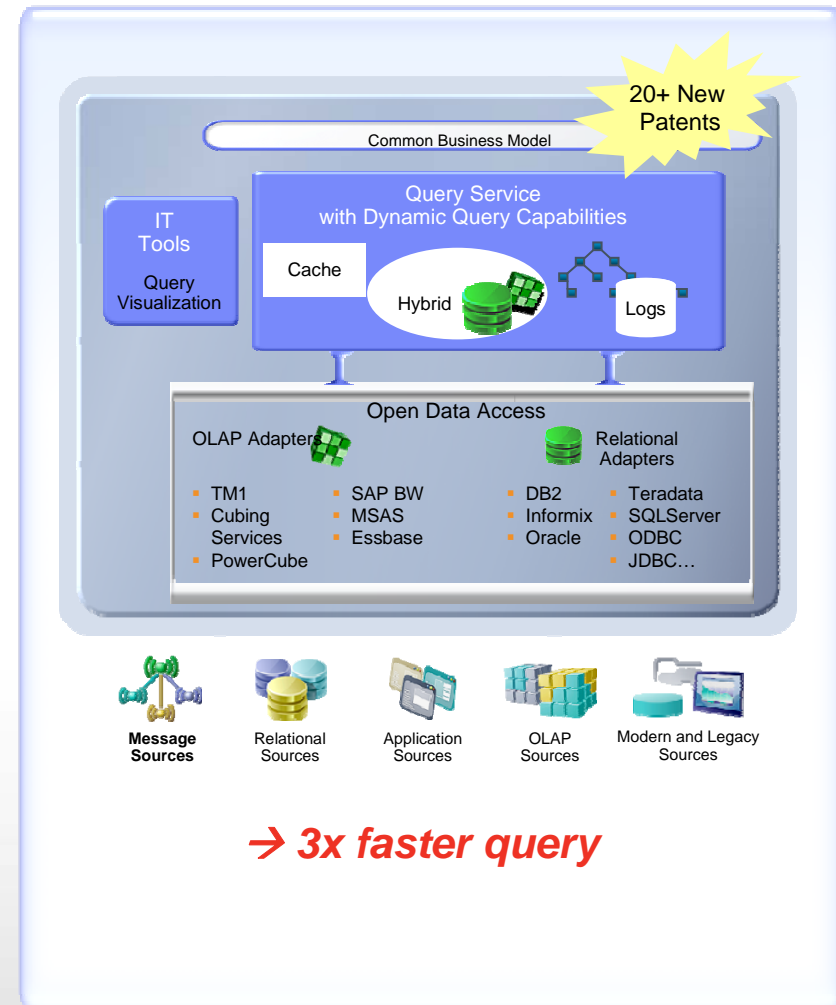
SAP® Certified
Integration with SAP NetWeaver®

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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



Selected IBM Cognos on SAP Customers





**Thank you
for your attention.**

