



# IBM PERFORMANCE EVENTS

Smarter Decisions. Better Results.



# Streamline the Application Lifecycle of Your IBM Cognos BI Solution

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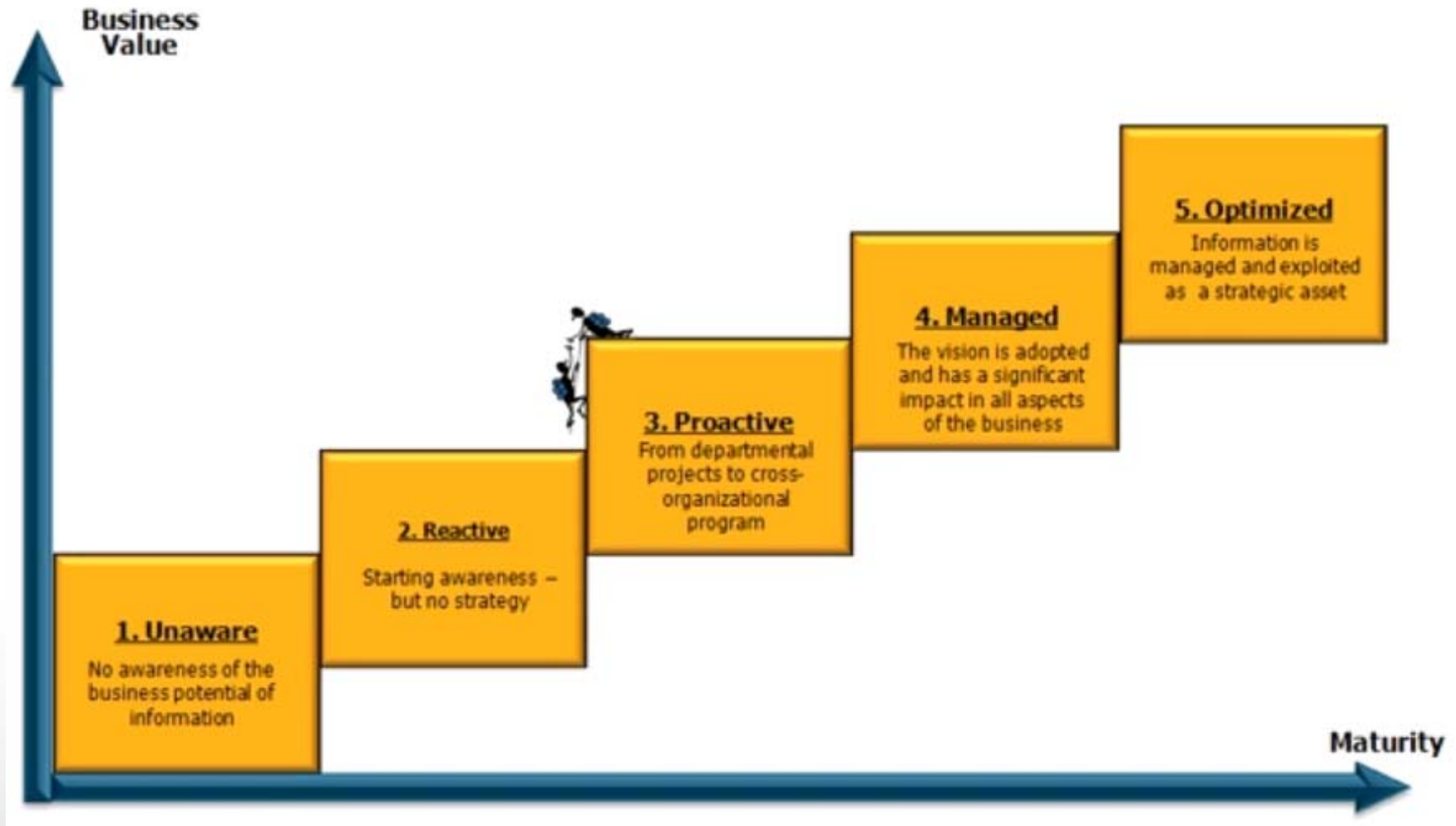


## Session's objectives

- Learn how lifecycle management cuts effort, time and complexity from every phase in the life of your BI and PM solution
- Learn about the capabilities that IBM Cognos 10 delivers to enable efficient lifecycle management
- Learn how to access these capabilities and take advantage of the benefits of lifecycle management



# BI Maturity Model



# Cognos 10: Intelligence Unleashed

## Smarter Decisions. Better Results.

### Freedom to **Think**

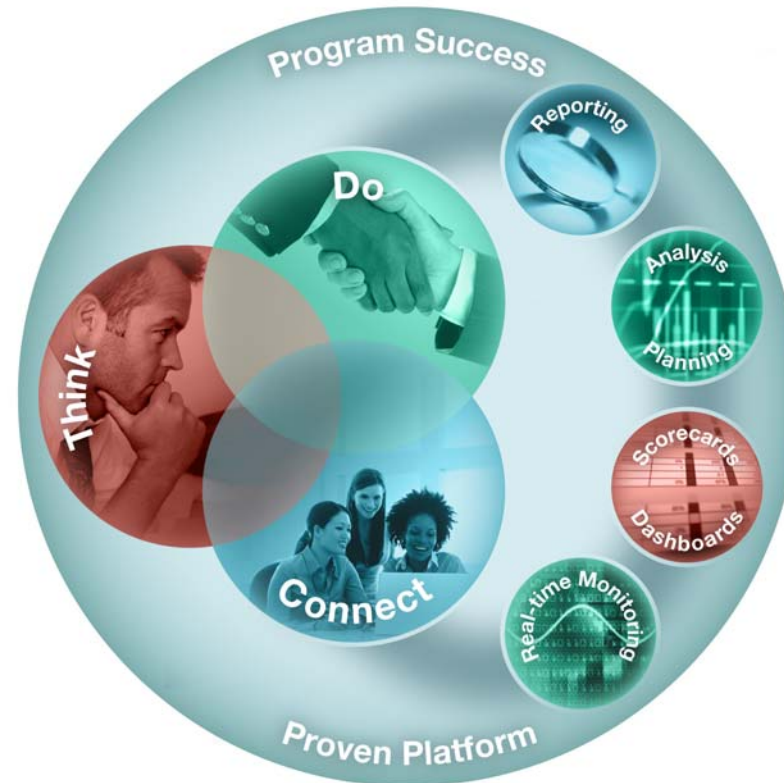
- Unified workspace
- All time horizons
- Progressive interaction

### **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.**



# Challenges critical to the success of your BI & PM solution



## Deploy faster with limited resources and budgets

**“I needed to reduce my team from 10 to 5 yet still maintain my SLAs”**

## Maintain a trail of changes

**“When I changed reports I had to worry about SOX”**

## Predict performance

**“I needed to accurately guess the amount of hardware to use to meet the required performance”**

## Drive user adoption, the ultimate measure of success

**“It all came down to user adoption”**

## Be flexible, meet complex and changing business requirements at a fast pace

**“I have 10 departments that continuously disagree on reporting specifics”**





# Forrester said: “delivering successful BI capabilities goes far beyond just the tools and enabling technologies”

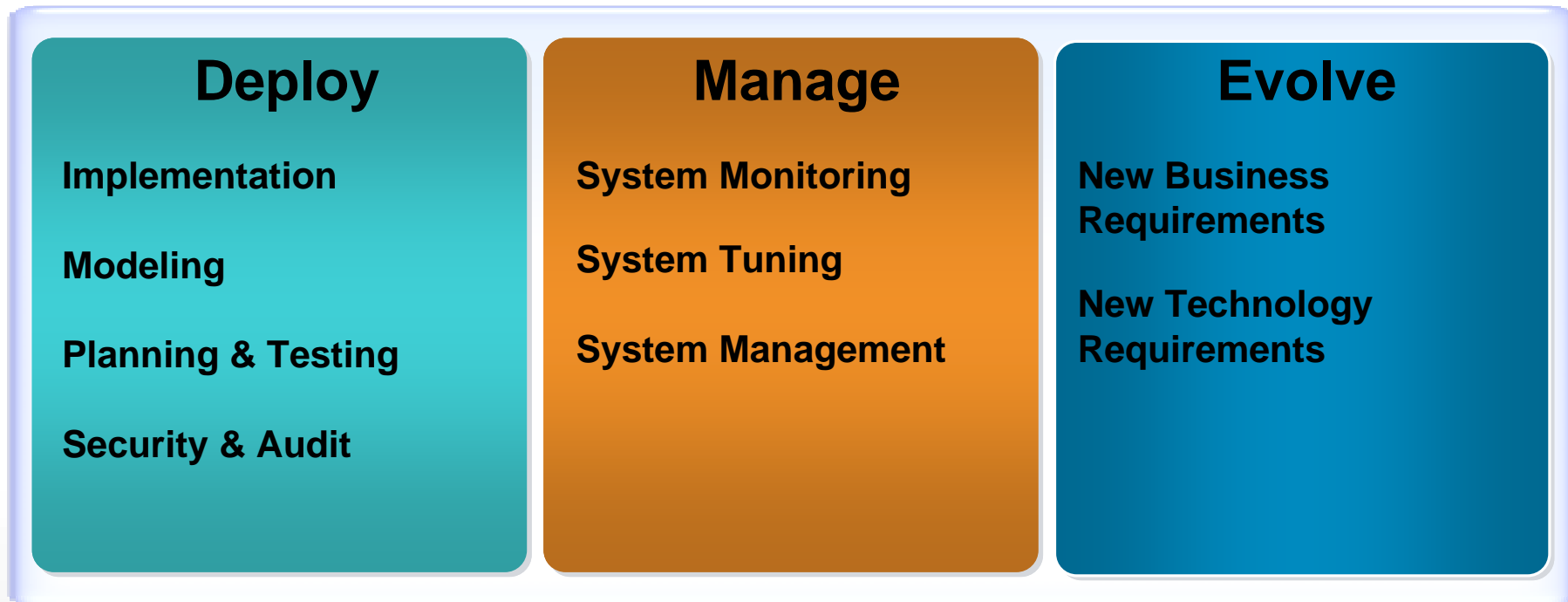


*“BI is a set of methodologies, processes, architectures, and technologies”*

*Forrester Research Inc. : Enterprise BI Survey Q&A: BI Professionals  
Recognize The Need To Focus Beyond Tools, March 17, 2009*

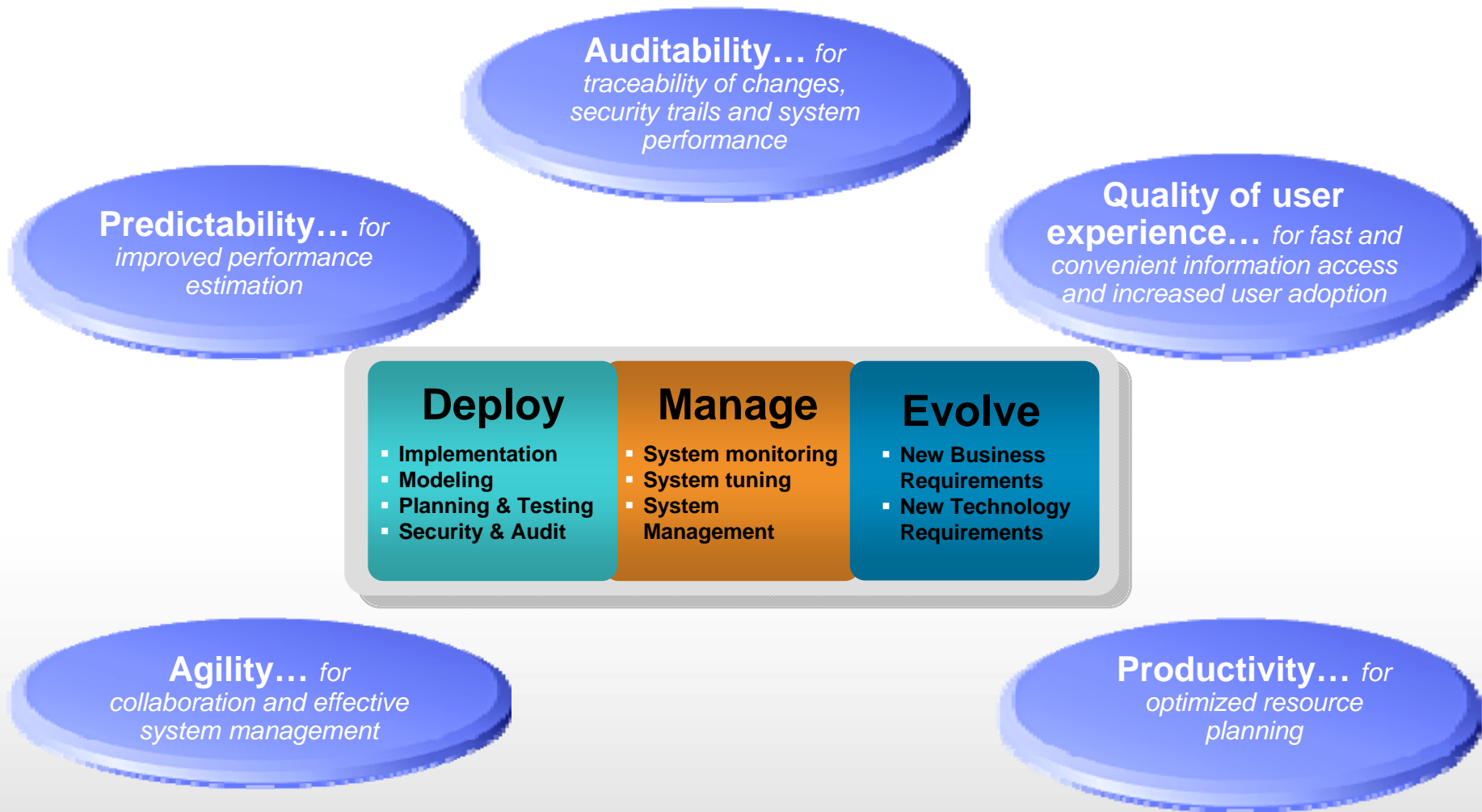


# Lifecycle management streamlines the process of deploying, managing and evolving a BI solution





# Lifecycle management cuts effort and time from every phase in the life of a solution without compromising its quality





# IBM Cognos software delivers agility with ...

**Agility...** for  
collaboration and effective  
system management

## Deploy

- Optimal model design to jump start the modeling process
- Social Networking to efficiently share information and communicate
- Integration with third party providers to adapt to existing IT infrastructure

## Manage

- Centralized system monitoring to ease system management
- Flexible scheduling capabilities to reduce the load on the system

## Evolve

- Single open API to add new capabilities
- Extending BI with mashable content to address unique requirements

# Example: IBM Cognos 10 accelerates model design with guided workflow-driven modeling

- Model Design Accelerator enables the design of optimal models that are easy to build, maintain and manage
  - Top-down approach starting with reporting requirements to build business relevant models
  - Workflow-driven approach to jump start the process of building models
  - Guided best practices to ensure on-going evaluation to optimize model design

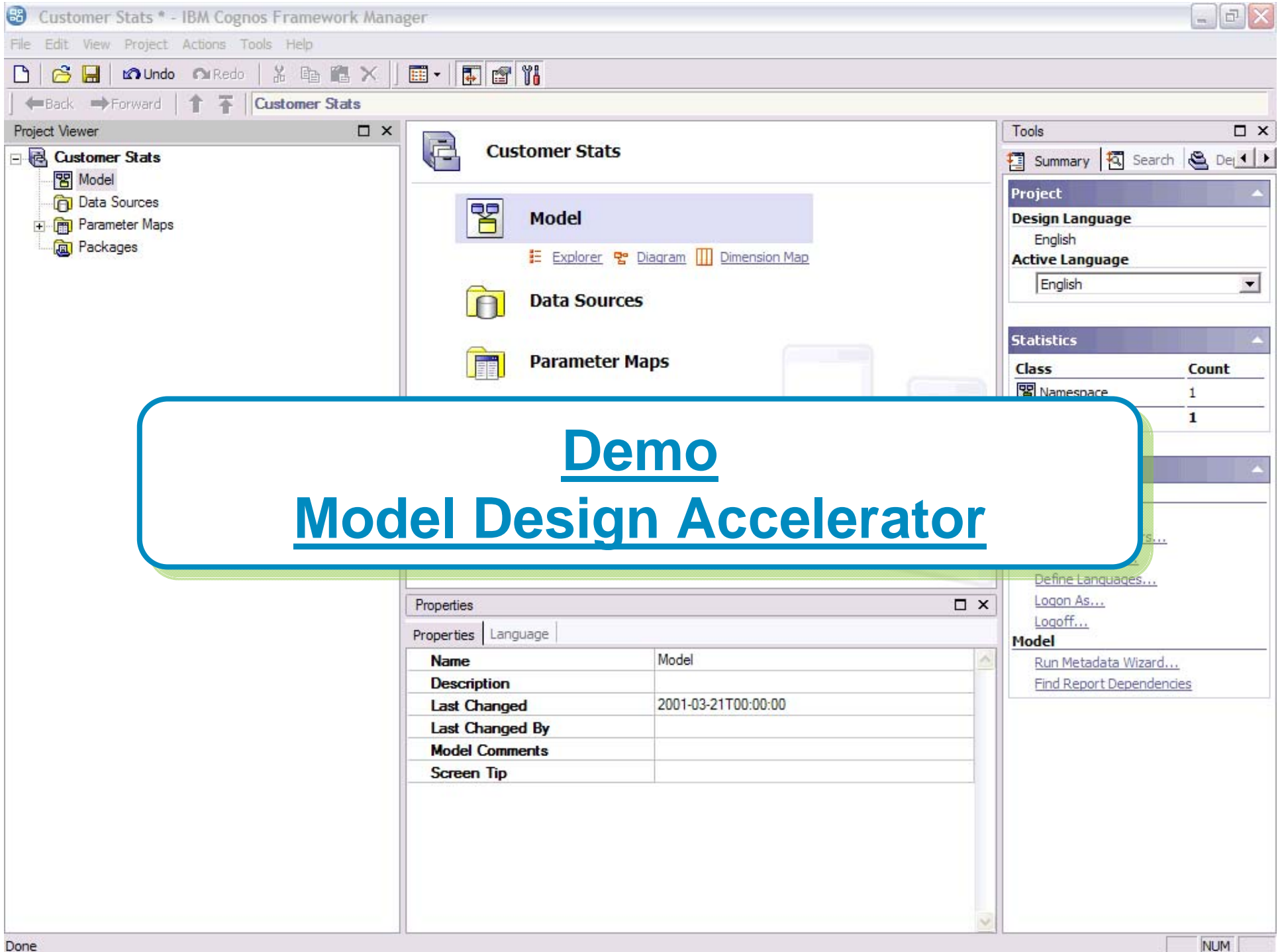
The screenshot displays the IBM Cognos Model Design Accelerator interface. A 'Model Error: PRODUCTS' dialog box is open, listing several options to resolve a cascading one-to-many relationship issue between 'PRODUCT' and 'PRODUCT\_NAME'. The options include:
 

- Modify the cardinality of the join from 'PRODUCT' to 'PRODUCT\_NAME' to one-to-one. You will be required to specify the filter expression in Framework Manager.
- Change the cardinality from 'PRODUCT' to 'PRODUCT\_NAME\_LOOKUP' to be one-to-one.
- Manually re-draw the joins between tables.

 An orange callout box points to this dialog with the text: 'List of possible solutions for users to choose from'.

Below the dialog, a data model diagram is visible, showing tables such as 'ORDER\_DETAILS', 'PRODUCT', 'PRODUCT\_TYPE', 'PRODUCT\_LINE', and 'PRODUCT\_NAME\_LOOKUP'. An orange callout box points to the diagram with the text: 'Visual cues that illustrate potential issues'.

The main interface also shows an 'Explorer Tree' on the left and a 'PRODUCTS' table structure on the right, with various fields like 'PRODUCT\_NUMBER', 'INTRODUCTION DATE', and 'DISCONTINUED DATE' listed.



# Demo

## Model Design Accelerator

Properties	
Language	
Name	Model
Description	
Last Changed	2001-03-21T00:00:00
Last Changed By	
Model Comments	
Screen Tip	

- Define Languages...
- Logon As...
- Logoff...
- Model**
- Run Metadata Wizard...
- Find Report Dependencies



# IBM Cognos software delivers predictability with...

**Predictability...** for  
improved performance  
estimation

## Deploy

- Proven linear scalability to proactively plan for resources
- Statistical analysis in reports for quick insight
- What-if scenario analysis to make informed decisions
- Real-time view of information for making intra-day or intra-hour decisions

## Manage

- Proactive administration to predict issues before they occur
- Interactive charts to predict bottlenecks and resolve issues

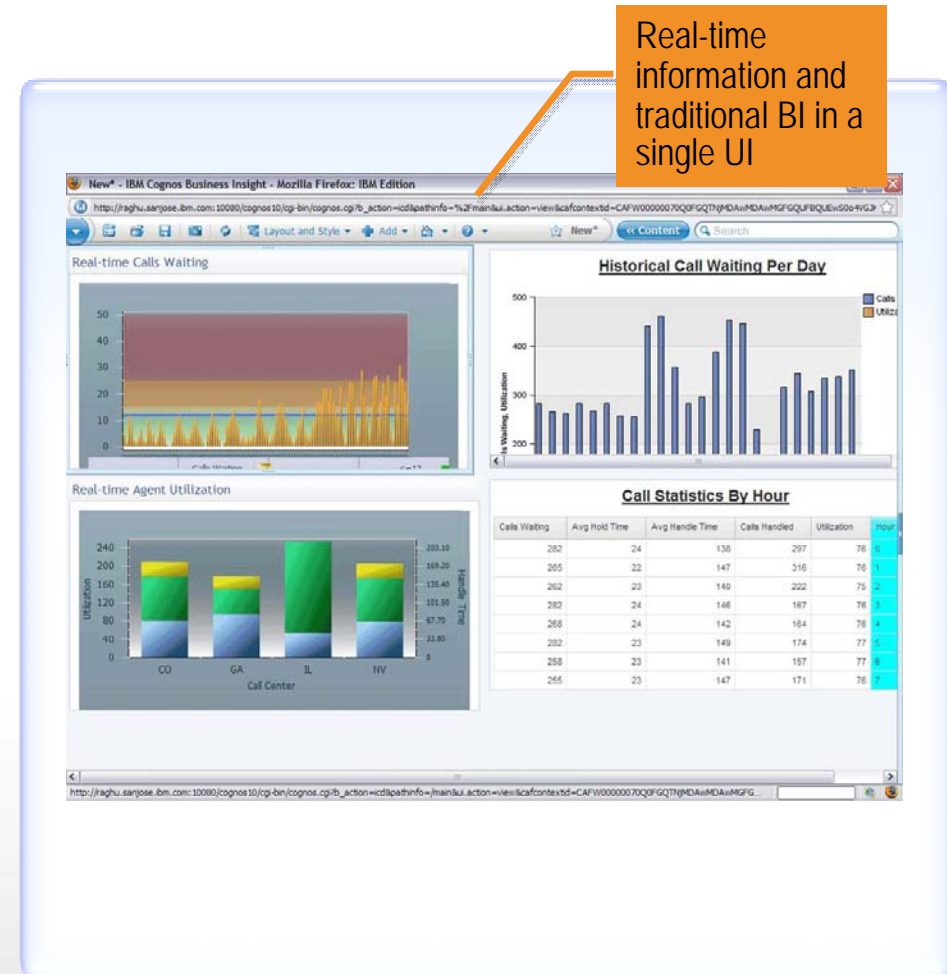
## Evolve

- Impact assessment of upgrade without disruption to the business
- Impact assessment of new business requirements to quickly respond to change

# Example: IBM Cognos 10 expands traditional BI with Real Time Monitoring



- IBM Cognos 10 allows users to consume and interact with real-time information and traditional BI in the same user interface
  - Real-time view of up-to-the-second relevant information
  - View in-context with all other BI information
  - Real-time alerts and trend analysis
  - Ad-hoc analysis on real-time information, with drill-down and filter







# IBM Cognos software delivers auditability with ...

**Auditability...** for  
traceability of changes,  
security trails and system  
performance

## Deploy

- Dimension management to share changes within dimensions
- Security audit and control to maintain an audit of information access
- Business centric lineage to provide an understanding into the information

## Manage

- Auditing Proven Practices to understand the overall system usage pattern
- Controlled access to scheduling options to prevent bottlenecks

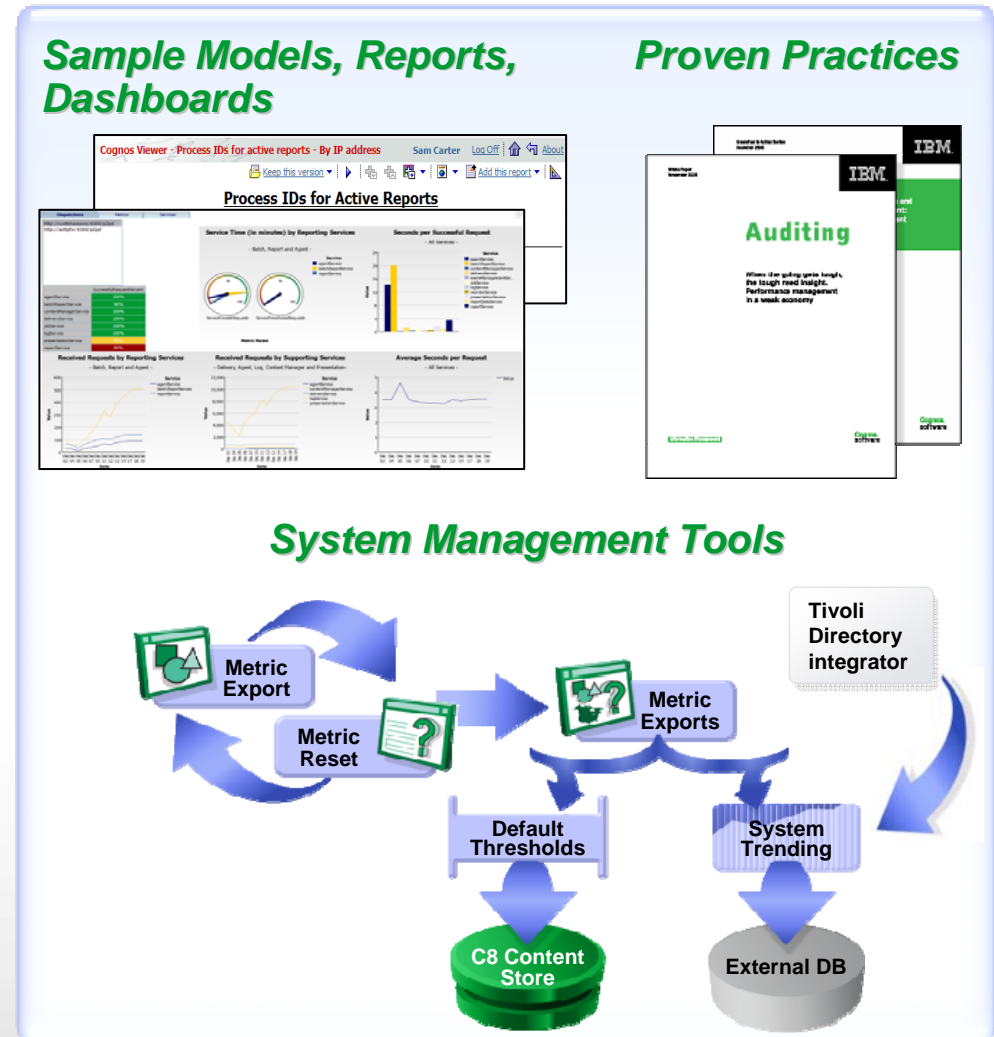
## Evolve

- Ability to audit report upgrades to streamline the upgrade process
- Ability to quickly view and understand differences when upgrading reports

# Example: IBM Cognos 10 eases system management with the system management methodology



- Broaden understanding with Proven Practices for system administration, auditing and security
- Accelerate ability to manage the system with sample reports, dashboards, models
- Enable proactive administration with System Management tools to automatically set default thresholds for system metrics



# IBM Cognos software delivers quality of user experience with...



**Quality of user experience...** *for fast and convenient information access and increased user adoption*

## Deploy

- Self-service reporting for business to get information without IT involvement
- Self-service and direct access to SAP BW for business without IT modeling
- Ability to merge external data to add a broader perspective to information

## Manage

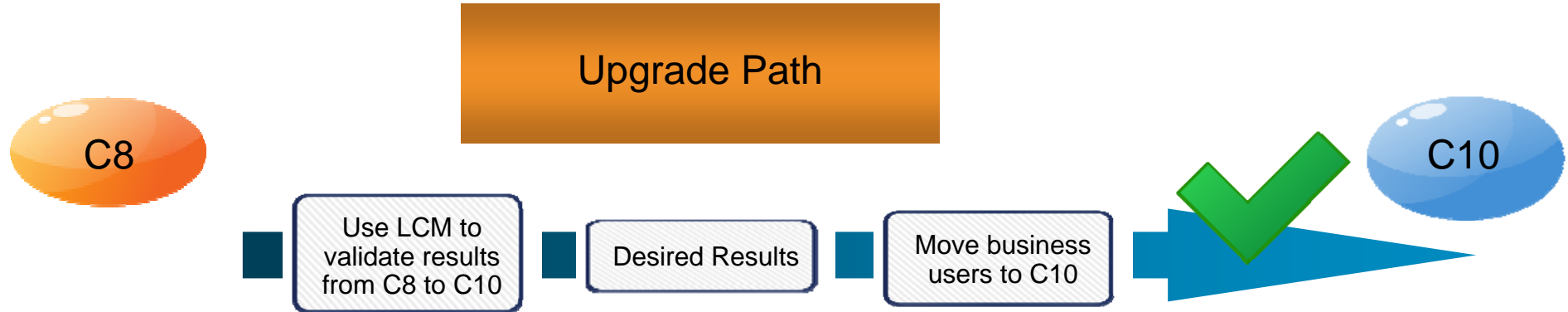
- User managed credentials to enable business self-service
- Single sign-on capability to improve user adoption

## Evolve

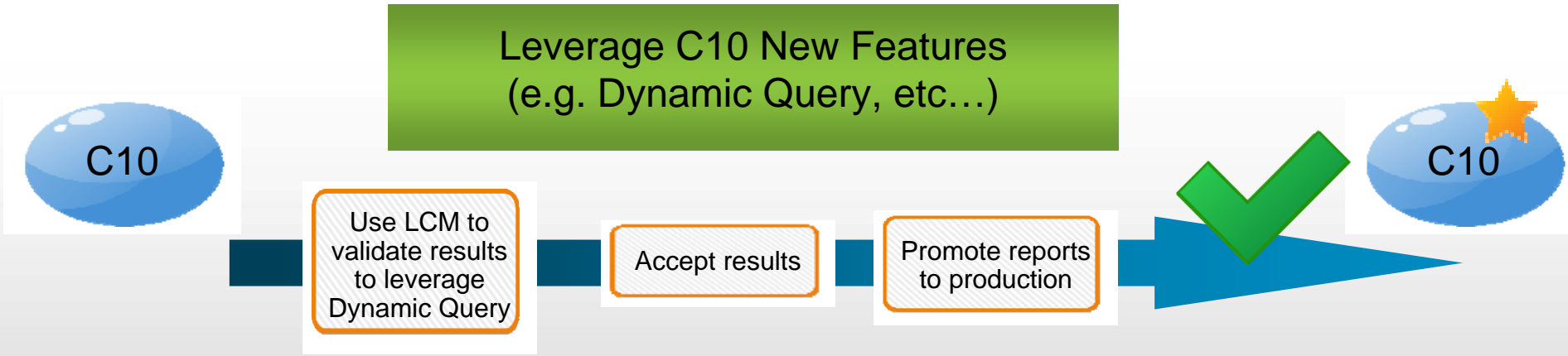
- Easy integration of BI with other applications to address unique requirements
- Seamless upgrade to Cognos 10 and flexibility of leveraging new capabilities



# IBM Cognos 10 streamlines lifecycle management with the ability to seamlessly upgrade



## Upgrade first, then leverage new features



## Welcome

To begin, please create a [new project](#) or [open](#) an existing one.

# Demo IBM Cognos Lifecycle Manager

### Projects and Archives

A project contains data such as prompt values, validation and run results, and report outputs, related to the source and target applications being compared.

An archive is a project that cannot be modified. A new project may be created by using an archive as baseline.

# IBM Cognos software delivers productivity with...



Productivity... for  
optimized resource  
planning

## Deploy

- Pre-assembled workspace content for faster insight
- Disconnected report application to extend the reach of BI
- Mobile support for iPhone and iPad to provide information regardless of location
- Services and BI excellence to jump start the process

## Manage

- Proactive administration to reduce time managing the system
- Ability to visually analyze queries to easily troubleshoot query problems

## Evolve

- Author once, consume anywhere capability to enable business self-service
- Tools to ease the upgrade process and address business requirements quickly

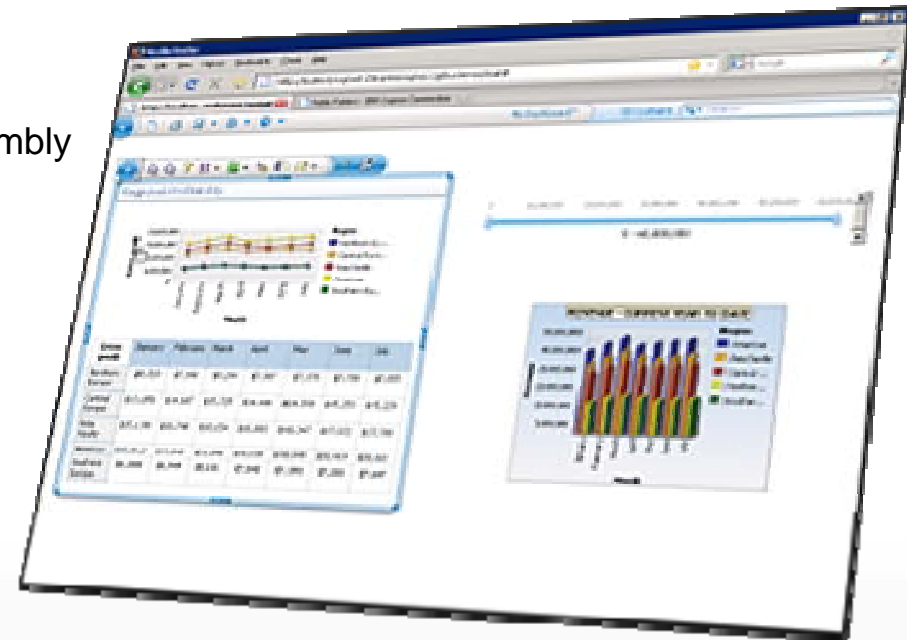




# Example: IBM Cognos 10 delivers a unified decision workspace



- **Support How People Think**
  - Drag-and-drop assembly
  - Search-assisted authoring
  - Boundless data exploration and assembly
- **Let Them See More...**
  - Information across all time horizons
  - Wizard-driven external data
  - In-place information context
- **... and Do More**
  - Seamless graduated experience
  - Complete decision lifecycle
  - Statistical evidence reporting



Business Manager6\* - IBM Cognos Business Insight - Mozilla Firefox

http://vottbidemo01.ottawa.ibm.com/ibmcognos/cgi-bin/cognos.cgi?b\_action=icd&pathinfo=%2Fmain&ui.action=view&encoding=UTF-8&errURL=javascript%3Awindow.close()

Business Manager6\* << Content Search

## Revenue Dashboard

Future Chips INTERNATIONAL

Choose Year: 2007 2008 2009 2010  
2007 - 2010

Choose Product:  
 (Select All)  
 Alpha  
 Charger  
 Nova  
 Apply Cancel

### Revenue by Region Chart

### Units Ordered

Units Ordered	2007	2008	2009	2010	Total
Alpha	3,475	6,527	5,762	6,916	22,680
Charger	1,068	2,588	3,547	3,359	10,562
Nova		786	2,557	2,149	5,492
<b>Total</b>	<b>4,543</b>	<b>9,901</b>	<b>11,866</b>	<b>12,424</b>	<b>38,734</b>

# Demo

# IBM Cognos Business Insight

In the labs – IBM CONFIDENTIAL

Transferring data from vottbidemo01.ottawa.ibm.com...

# IBM Cognos software delivers ...



Agility

Predictability

Auditability

Quality of user  
experience

Productivity

## Deploy

### Implementation

- Services
- Self-service capabilities
- Social networking
- Business driven workflow

### Modeling

- Tools to create optimal models

### Planning & Testing

- Proof of linear scalability
- Third party integration

### Security & Audit

- Authentication, authorization, system audit

## Manage

### System Monitoring

- Task-oriented system monitoring
- Centralized system monitoring

### System Tuning

- Proactive administration
- System management methodology

### System Management

- Scheduling and interactive charting
- Query analysis

## Evolve

### New Business Requirements

- Ability to assess the impact of change with lifecycle manager
- Ability to quickly compare reports before upgrading
- Extend BI to address new business requirements

### New Technology Requirements

- Seamless upgrade with lifecycle manager



# Improved productivity and profits with IBM Cognos BI



Nucleus finds that when organizations use IBM Cognos software to improve the productivity of its workforce or analyze how it is deployed, **staffing needs can be reduced** by up to **15 %**

Nucleus finds that IBM Cognos software enables companies to **reduce asset levels** by up to **15 %**

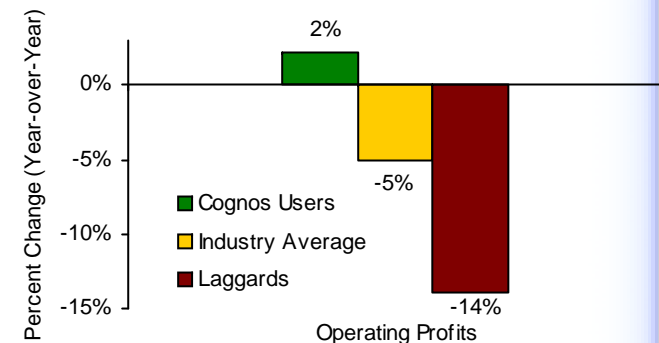
IBM Cognos software can **improve the productivity of workers** involved in reporting, finance, or analysis by up to **20%**

during the worst recession in 70 years - **IBM Cognos BI users grew operating profit by 2% year-over-year**, even as lagging companies saw that same measure drop by double digits

*Fighting the Tide: IBM Cognos BI Users Reduce Overhead, Increase Operating Profit*



**ROI Evaluation Report, IBM Cognos Software, Nucleus Research, May 2009**



**Research Brief, Aberdeen Group, September 2009**





# Delivering Program Success

- New “How-to” Books Deliver Expertise
  - BI Strategy Book, BI on Cloud, BI Redbook
- Proven Practices, Communities & Workshops
  - Champion & Business Analytics Workshops
  - Innovation Center & Communities
  - Champion Kit, Blueprints
  - DeveloperWorks, C^3 Blog
- Services & Training
  - Proven Practice Workshops, Learning Assessment and User Adoption Services
  - Broader portfolio of self-paced training options







## Next Steps

- Augment your team's skills to easily deploy
  - Services <http://www-01.ibm.com/software/data/cognos/services/>
- Adopt proven practices to strengthen your knowledge base
  - System management methodology  
<http://www.ibm.com/developerworks/data/library/cognos/page258.html>
- Meet new requirements quickly
  - Lifecycle manager <http://www-01.ibm.com/software/howtobuy/passportadvantage/index.html>
  - Download SDKs <http://www-01.ibm.com/software/howtobuy/passportadvantage/index.html>