

**IBM COGNOS BUSINESS INTELLIGENCE 10 FOR USE WITH
ORACLE® SOLUTIONS**

ONLINE DEMO TRANSCRIPT

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OVERVIEW

IBM Cognos® Business Intelligence software helps companies achieve higher performance and gain more value from their Oracle® platforms by integrating seamlessly with Oracle® databases, middleware, and applications. Cognos 10 provides users across the organization with the full range of BI capabilities: a unified BI workspace, deep comparative analytics, scorecarding, strategy management and built-in collaboration.

It enables you to...

...meet users' individual needs for information...

...connect disparate data systems and external data...

...apply consistent business rules, dimensions, and calculations to data from operational systems and sources...

...and remove the barrier between relational and multidimensional or OLAP data structures.

IBM Cognos Business Intelligence software — higher performance and increased value for companies with Oracle® applications and technology.

IT PROFESSIONAL

IBM builds on existing investments in Oracle® technologies to put day-to-day information management capabilities into the hands of the resources that need it most — your business people.

Now it's easy to embrace your Oracle® data sources such as PeopleSoft, Siebel, Oracle® E-Business Suite, or any other data environment. Based on a modern SOA and web services architecture, the IBM Cognos 10 unified platform delivers superior levels of business user self-service and IT governance.

As an IBM Cognos 10 data modeler working with an Oracle® relational, Essbase or OLAP data source, you can quickly connect to any system and access all existing tables, structures, calculations, table restrictions, and more.

For example, imagine that you're a data modeler who has just received an urgent request from ad hoc query users who need to create reports on customer satisfaction statistics for senior management — ASAP.

You can build your data models quickly and efficiently with the IBM Cognos Model Design Accelerator. As a data modeler, you have the ability to launch the Model Design Accelerator directly from the IBM Cognos Framework Manager landing screen.

It's simple to connect to an existing Oracle® database or create a new Oracle® data source on the fly. After choosing an Oracle® relational data source, you can include or omit characteristics and dimensions to meet your business requirements.

You can build a relational star schema model with a template in the workspace, and utilize the Explorer Tree on the left that contains the tables and views in the data source you selected.

The table here contains the facts you need to make available to your report authors. Select the facts you need and drag them into the Fact Query Subject in the workspace.

Now you can add the Customer dimension to one of your query subjects. The link between the Customer query subject and the Customer Service Facts query subject is a visual clue that the underlying tables in the Oracle® data source are related.

Because the Oracle® data source is already in a star schema structure, you can select the fact table and have Model Design Accelerator auto-design a star schema model by analyzing the primary and foreign key relationships and assembling a model for you to refine or modify.

Here, Model Design Accelerator has assembled the tables related to the fact table and organized them into a series of model query subjects. Once you're satisfied that the model contains what you want the report authors to see, you can generate the model. Model Design Accelerator then imports the necessary tables from the Oracle® data source and constructs a multi-tier model to work with.

Once the model is generated, you're back in IBM Cognos Framework Manager, where you can see that a Physical View, a Business View and a Presentation View have been automatically built.

Now you can further refine the model by adding custom calculations, filters, security or additional languages. And you can extend the model to include data from other Oracle® instances or non-Oracle data sources.

Once the model is built, you can create a package to make Oracle® data available to Finance and Business Analysts, Business Managers, and BI Professionals alike.

Now that you have built a package ready for use, you empower users to easily perform their own complex analytic tasks, such as Top or Bottom ranking functions of Oracle® data and enable them to add visual representations of their analysis at the click of a button — without involving IT.

With IBM Cognos, users can view both Oracle® and non-Oracle data in a myriad of different ways.

For example, you can activate Cognos indexes to enable users to quickly search through their Oracle® and non-Oracle Business Intelligence assets to find artifacts that best match their search.

And users can drag trusted information into this easy-to-use workspace from any data source, including information from Oracle® sources such as Essbase, PeopleSoft, and Siebel, or other non-Oracle sources such as Cognos TM1 and PowerPlay cubes, DB2 relational sources, SAP® ERP, and more.

Incorporate IBM Cognos Real-time Monitoring so users can stay abreast of critical, fast-breaking information from multiple sources.

And deliver Cognos Statistics content to users powered by IBM SPSS, to incorporate statistical results into core business reporting capabilities.

And for users who want to work from within their familiar Microsoft® Office environment, you can provide consistent, secure access to trusted Oracle® information with IBM Cognos for Microsoft® Office and enable users self-service capabilities for building briefing books, annual reports, and other business documents.

IBM Cognos 10 empowers users to access Oracle® ERP and application data through self-service capabilities, while reducing their demands on IT staff. Built on a proven, unified technology platform, IBM Cognos 10 upgrades seamlessly, cost-effectively scaling across the broadest of deployments. Now you can extend your Oracle® application and technology investments — enabling the business to make the smart decisions that drive better business results.

BUSINESS ANALYST

The IBM Cognos solution unlocks the potential of your enterprise Oracle® application data, enabling your business users to tap directly into the information they need.

In today's complex business world, users often lack best-of-breed access to mission-critical decision support resources. IBM Cognos customers, however, gain speed-of-thought access to information in their Oracle® environments, or any other corporate data source — even if they know nothing at all about Oracle® data, ERP, applications or programming. Delivering improved return on your investment in Oracle® applications and infrastructure, IBM Cognos 10 provides improved decision-making and greater agility for the people who need it most: business decision makers.

In the IBM Cognos environment, it's easy to start your day viewing Oracle® application, ERP and non-Oracle application content in several different ways. You can view all of your Oracle® application content in one place, including information from PeopleSoft, Siebel, E-Business Suite, JD Edwards, and Essbase. And you're free to consume that content however you want, from metrics and alerts, real-time monitoring, and ad-hoc analysis to disconnected reports, static or interactive dashboards, and more.

Anyone in the organization can set up a workspace like the one shown here, with the ability to use a dynamic, highly personalized interface to explore all types of Oracle® and non-Oracle data within the workspace.

In this chart, you quickly see revenue values of key products by region. You can move to the crosstab and drill down for more detail. Or you can move to the Real-time Monitoring object and see exactly how many calls came in to the call center at a given time.

Opening the content pane on the right, you can drag in trusted information from wherever it resides within the organization. From the content pane, you can select a portion of a report and drag and drop it anywhere on the workspace to create a logical layout.

On the left are a number of filters you can use to help you focus on the most relevant information. Moving the slider for years allows you to quickly filter the associated objects. A thumbtack display on the object reminds you that you're looking at filtered data.

Now deselect the Alpha product line. You can see that the objects are quickly filtered and the appropriate information is clearly displayed so you can focus on the information you need to make informed decisions.

Hovering over objects reveals an on-demand toolbar display. You can change the chart color by simply selecting a few menu options; no content re-authoring is required.

Moving to the Units Ordered crosstab, you can quickly apply a calculation to display the growth rate between 2008 and 2009. And to see information in a different format, you can easily change a crosstab to a chart and adjust the content size to fit within your workspace. A few simple

modifications are all that's required to see that the trend for successful sales looks very promising.

Getting to the Oracle® information you need is now easier than ever. After dragging the object you're interested in into the Cognos workspace, a crosstab object appears with conditional formatting and a list of all customers. But you want to modify the list and add additional data to provide context. You move seamlessly into a business authoring environment where you can enhance the report.

To make this list more relevant for you, you add the number of complaints and pare down the list to the Top 5. Now the data is modified for your needs, and you can easily add it to your Cognos workspace.

And to draw attention to a value on your shared workspace, a simple mouse click enables you to add a comment pointing out an anomaly that requires follow-up. And the thread of all comments is available to everyone who has access to that workspace.

When you export your information to a PDF file, any annotations are automatically preserved as endnotes. With IBM Cognos Business Intelligence collaboration, everyone across the organization can access the same consistent and complete information.

You can also access Oracle® and non-Oracle application data with Active Reports for those who need to interact with data when disconnected from the corporate systems.

For example, this is an interactive market analysis that includes a map, charts and crosstab with details of customer revenue by state. And from another tab, this Active Report let's you review the distribution details of product shipments by year.

And you can use an iPad™, iPhone® or BlackBerry® device to fully interact with Oracle data targeted to your needs, while still enjoying the user experience provided by your mobile device. For instance, you may want to drill down for additional information right from your mobile device, or add individual reports or dashboards to your Favorites list for a customized personal experience.

IBM Cognos 10 solutions enable you to seamlessly integrate your Oracle® applications, technology, ERP and non-Oracle environments, encouraging high user adoption, promoting better decisions, and providing greater agility across the organization — to independently generate the kind of deep, timely and meaningful insight that drives organizational competitiveness.

SUMMARY

IBM Cognos 10 delivers a revolutionary new user experience, seamlessly integrating both Oracle® applications and non-Oracle application environments for comprehensive Business Intelligence and Performance Management for your organization. With its ability to interact, search and assemble all perspectives of your business, Cognos 10 provides a limitless BI workspace on a single, proven architecture that supports how people think and work.

For more information please visit us on the web.

www.ibm.com/cognos/solutions/oracle