

# IBM Cognos 8 Platform

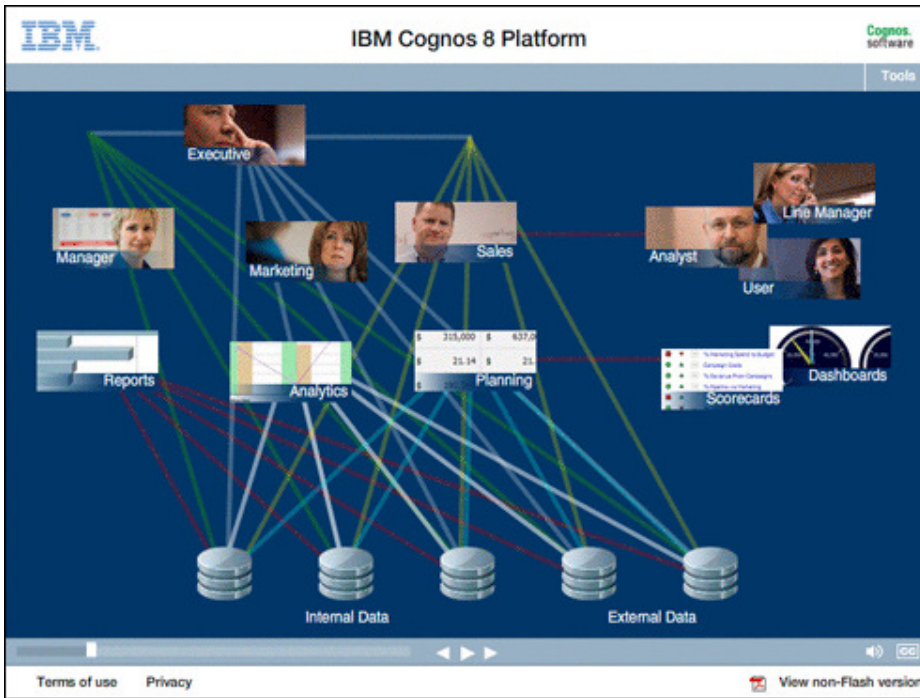


## 1. Onscreen Copy: IBM Cognos 8 Platform



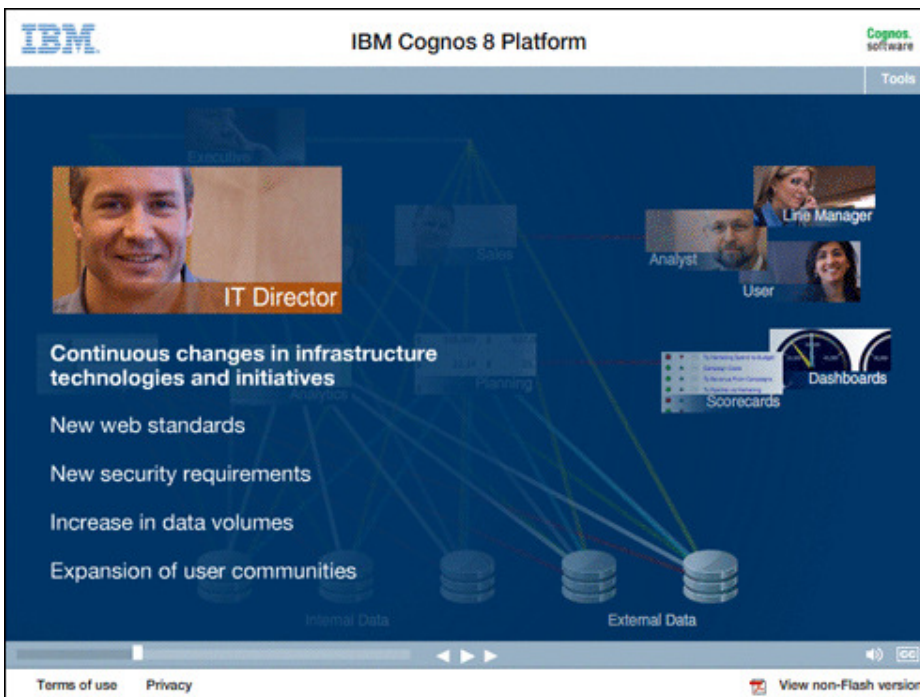
**2. Narrative:**  
Managing performance is critical for every manager, in every department, at every level. And performance management requires delivering trusted, accurate information to anyone, anywhere, at any time.

**Onscreen Copy:**  
- Every manager  
- Every department  
- Every level



### 3. Narrative:

Business is concerned with getting IT to address new business requirements quickly, achieving fast turnaround when creating and generating new reports, accessing information when, where, and how they want, and ensuring that data is consistent across the platform, whether it's used for reports, analytics, dashboards or scorecards. And businesses want to do all this with fewer resources and lower costs to reduce their total cost of ownership.



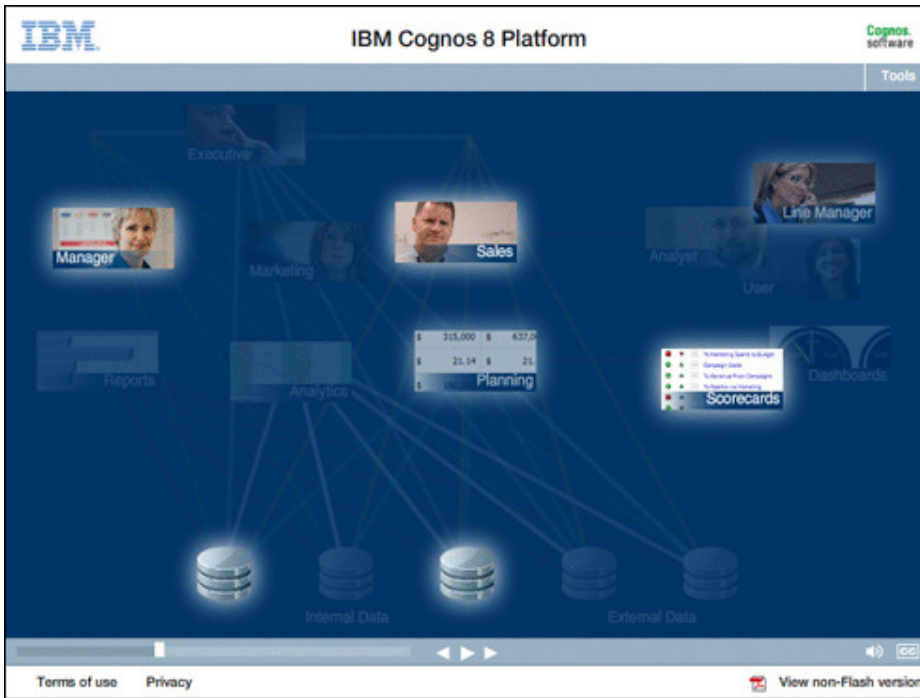
### 4. Narrative:

For IT managers, the demand for information is increasing. Unfortunately, so is the complexity of providing that information. IT managers face continuous changes in infrastructure technologies and initiatives, such as new web standards, new security requirements—not to mention increased data volumes and expanded user communities.

#### Onscreen Copy:

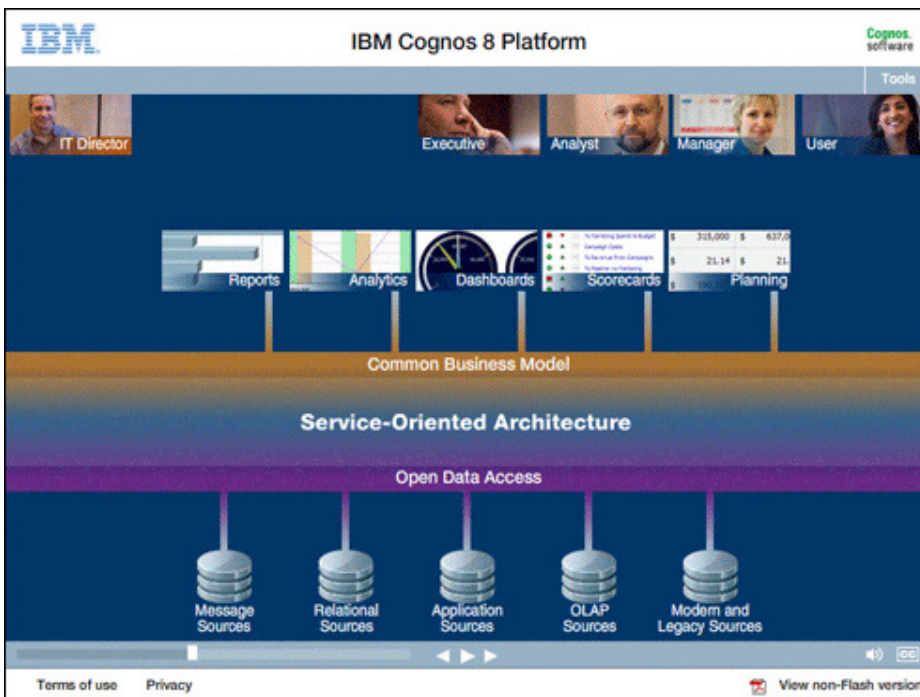
Continuous changes in infrastructure technologies and initiatives

- New web standards
- New security requirements
- Increase in data volumes
- Expansion of user communities



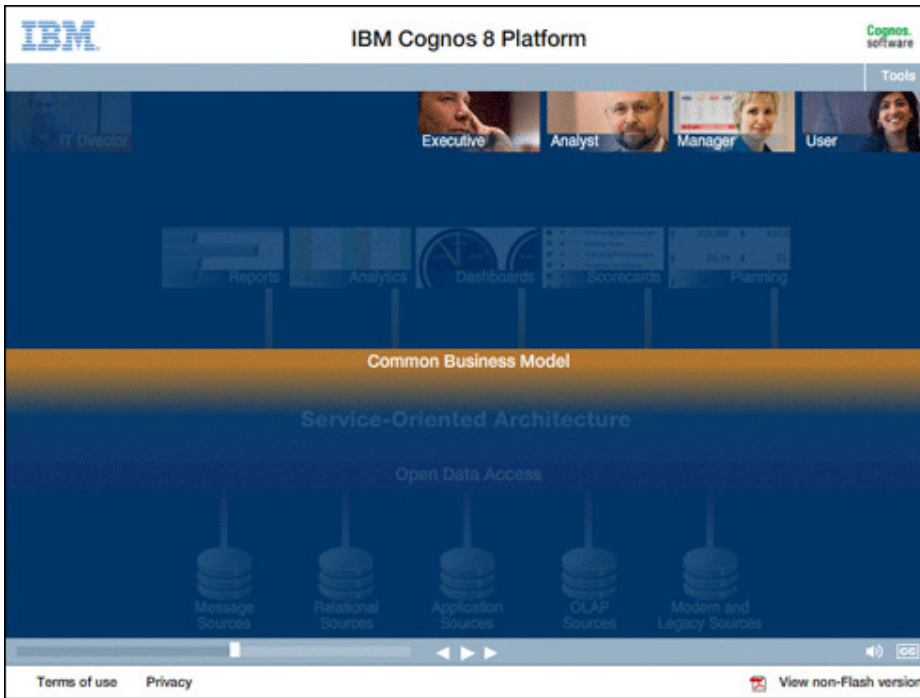
**5. Narrative:**

How can IT meet these seemingly unrealistic objectives and requirements? To address this challenge, IT must deliver complete, consistent, and timely information across diverse user communities, and do so with cost-effective scale.



**6. Narrative:**

The IBM Cognos 8 Platform allows IT to address the performance management needs of their enterprise. It is built from the ground up on the principles of a Service-Oriented Architecture.



**7. Narrative:**

And what that means to you is that the IBM Cognos 8 Platform provides consistent information that users can trust. This consistency is delivered with a common business model that can package up relevant information to different user communities—from executives, to managers, to financial analysts—so everyone is working with the same information.



**8. Narrative:**

The IBM Cognos 8 Platform was designed with the flexibility to work within whatever technology environment you have today. That enables you to leverage your existing heterogeneous platforms, and your security, portal, and web environments.



**9. Narrative:**

Then you can manage your total cost of ownership, respond to new business demands, and take advantage of the freedom to adopt new technology standards without disrupting the business.

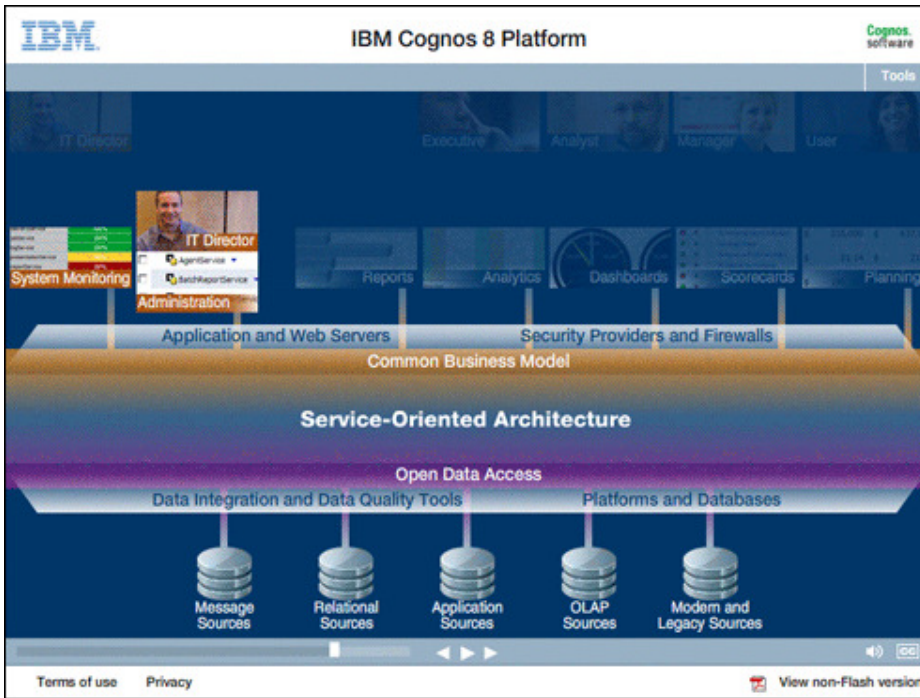
**Onscreen Copy:**

- Manage total cost of ownership
- Respond to new business demands
- Freedom to adopt new technology standards without disrupting the business



**10. Narrative:**

The IBM Cognos 8 Platform can access all data sources through optimized, consistent interfaces, so users can quickly and easily access and use the information they need.



**11. Narrative:**

With broad system management capabilities such as task-based system monitoring and proactive administration, the IBM Cognos 8 Platform enables IT to deploy and manage the solution with cost-effective scale.

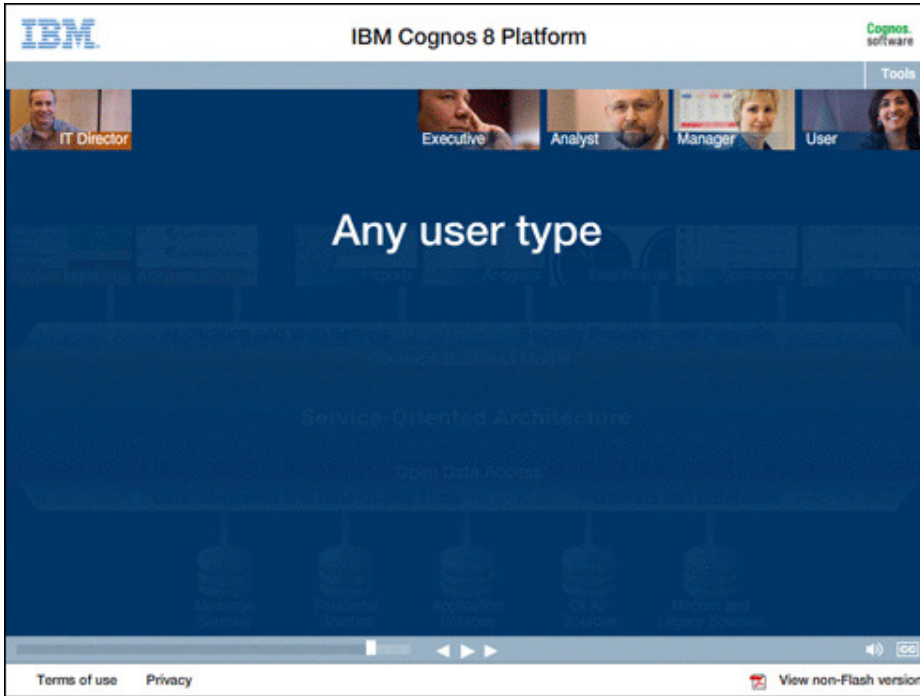


**12. Narrative:**

Based on its flexible architecture, the platform enables author-once, consume-anywhere capability, which is unique to IBM Cognos software. This means that reports can be accessed anywhere—increasing the levels of self-service and reducing the burden on IT.

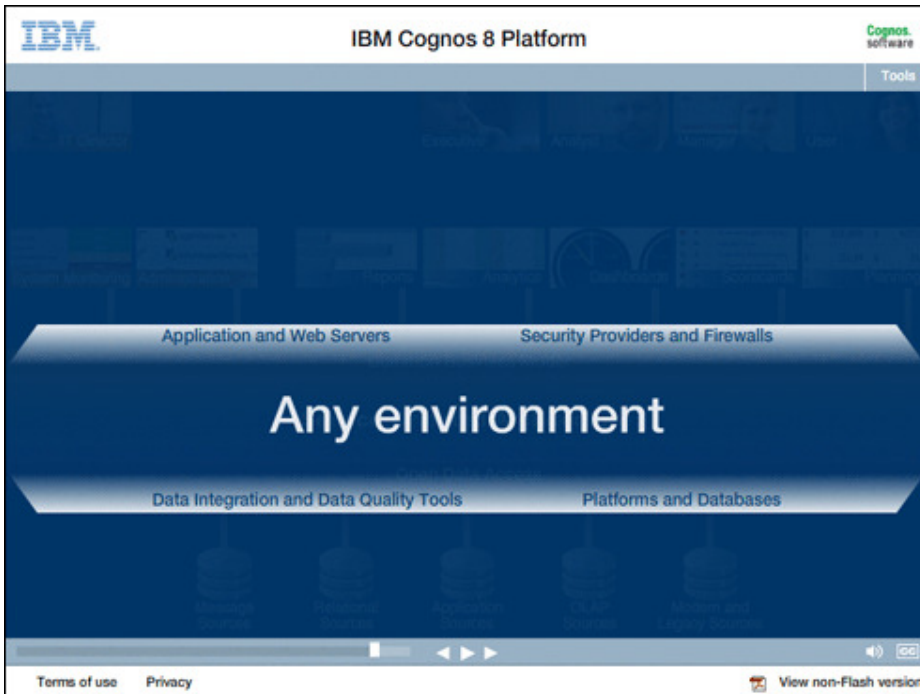
**Onscreen Copy:**

- Author once
- Consume anywhere



**13. Narrative:**  
Any user type.

**Onscreen Copy:**  
Any user type



**14. Narrative:**  
Any environment.

**Onscreen Copy:**  
Any environment



**15. Narrative:**  
Any information source.

**Onscreen Copy:**  
Any information source



**16. Narrative:**  
One performance management solution that delivers a single, trusted view of the information.

**Onscreen Copy:**  
IBM Cognos 8 Platform





**17. Narrative:**

Learn more about how the IBM Cognos 8 Platform can meet your performance management objectives by visiting us on the web.

**Onscreen Copy:**

IBM Cognos 8 Platform  
Select an option to learn more:

- [IBM Cognos 8 Platform](#)
- [IBM Cognos Performance Management](#)