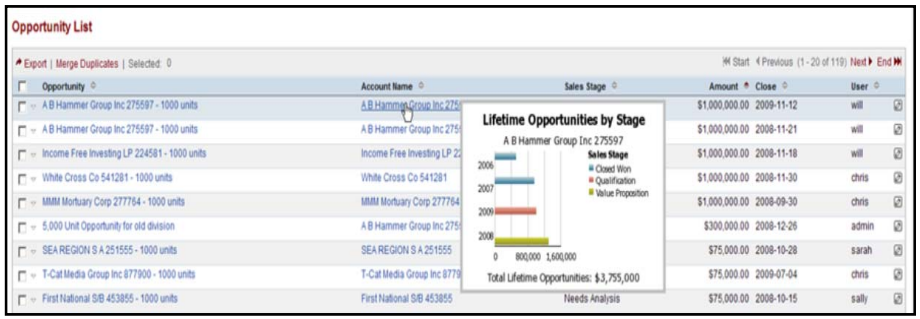
IBM Cognos Performance
Better Intelligence. Better Business.

BI03: Introducing Cognos Mashup Service: Extend BI to other applications, processes and mashups

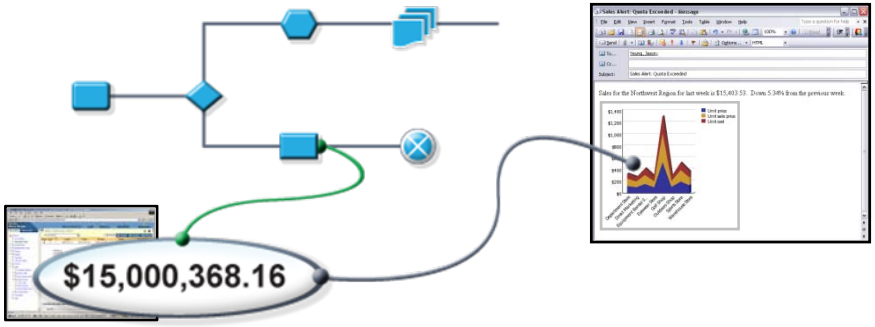
© 2009 IBM Corporation

Where would you like to use your BI?



…within other applications?

…as a gadget on the desktop?



…within BPM solutions?

…with other visualizations?

Agenda

- Introducing IBM Cognos 8 Mashup Service
- How IBM Cognos 8 Mashup Service Works
- Applying IBM Cognos 8 Mashup Service
- Summary and Next Steps

Agenda

- **Introducing IBM Cognos 8 Mashup Service**
- How IBM Cognos 8 Mashup Service Works
- Applying IBM Cognos 8 Mashup Service
- Summary and Next Steps

What we have heard from our customers

"Can I view my information in the context of my day-to-day processes and applications?"

"Can I combine my internal information with market data that often changes?"

"Can I easily and securely provide BI content to integrate with existing applications?"

"Can I use BI content with new technologies and technology standards we are implementing?

IBM

IBM Cognos 8 Mashup Service provides new ways to extend BI

Reports

Ad-hoc queries

Analysis

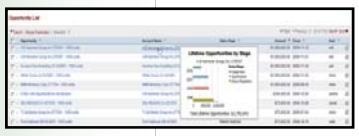
Scorecards

API to Automatically and Securely Expose BI Content as a Web Service

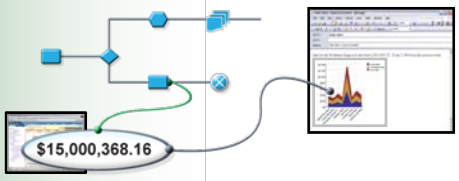
IBM Cognos 8 Mashup Service

Extend the Reach of BI

Add Content and Context to your trusted BI



Applications



Processes

Mashups

Visualizations

API automatically and securely exposes BI content as a web service

Reports

Ad-hoc queries

Analysis

Scorecards

IBM Cognos 8 Mashup Service

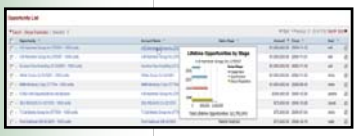
All Content

- Entire content or most relevant part
- Business logic including formatting, prompts, drill
- Security

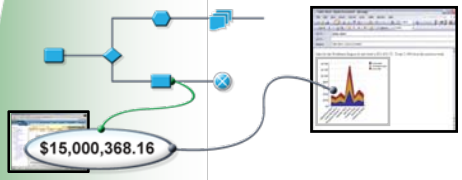
Flexible Output

- XML (Simple, Layout Data)
- HTML, including fragments
- JSON

Modern Interfaces (REST, SOAP)



Applications

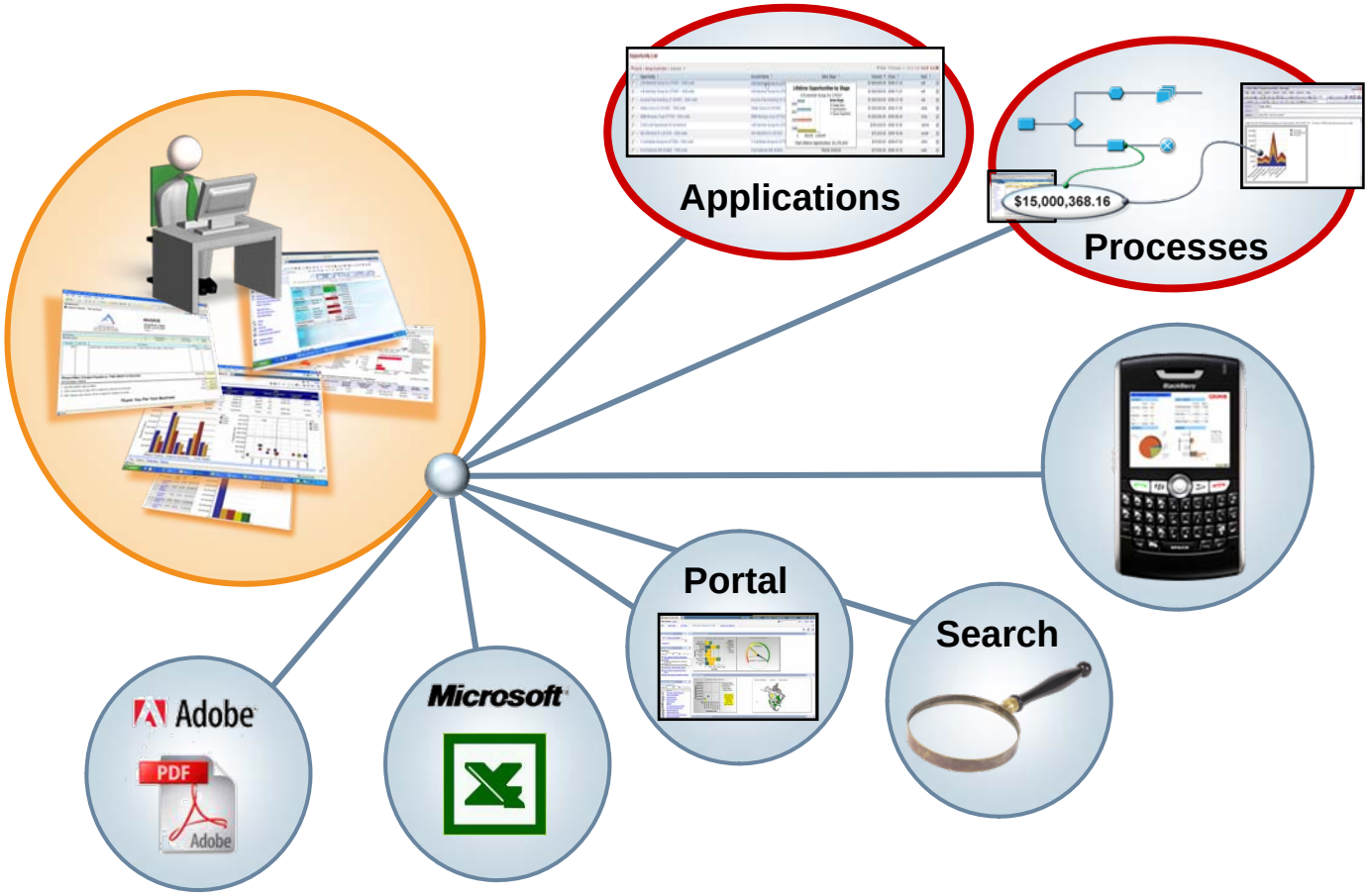


Processes

Mashups

Visualizations

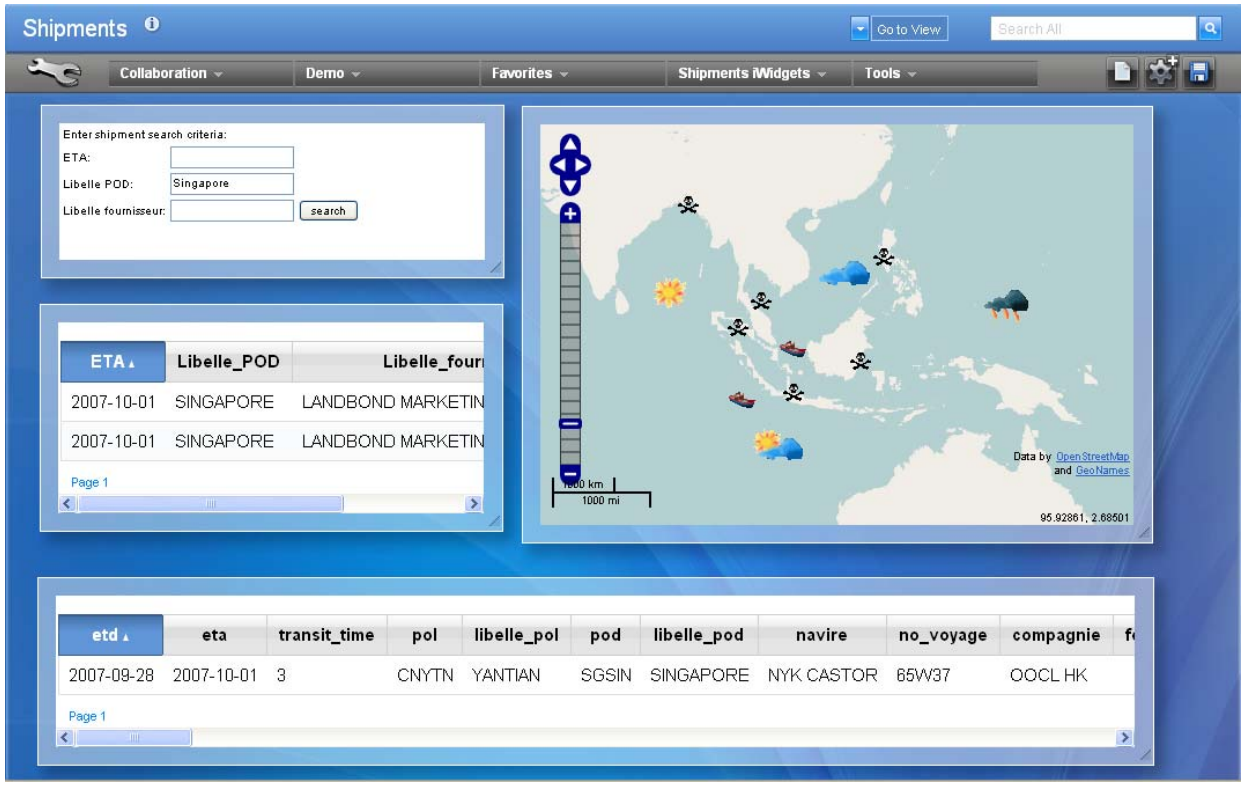
Extend the reach of BI into applications and processes



Information in the world business works everyday

IBM

Add content and context to your trusted BI with mashups and alternate visualizations



Mashup:

lightweight web application created by combining existing information or capabilities from more than one existing source

New insights from your information

Agenda

- Introducing IBM Cognos 8 Mashup Service
- **How IBM Cognos 8 Mashup Service Works**
- Applying IBM Cognos 8 Mashup Service
- Summary and Next Steps

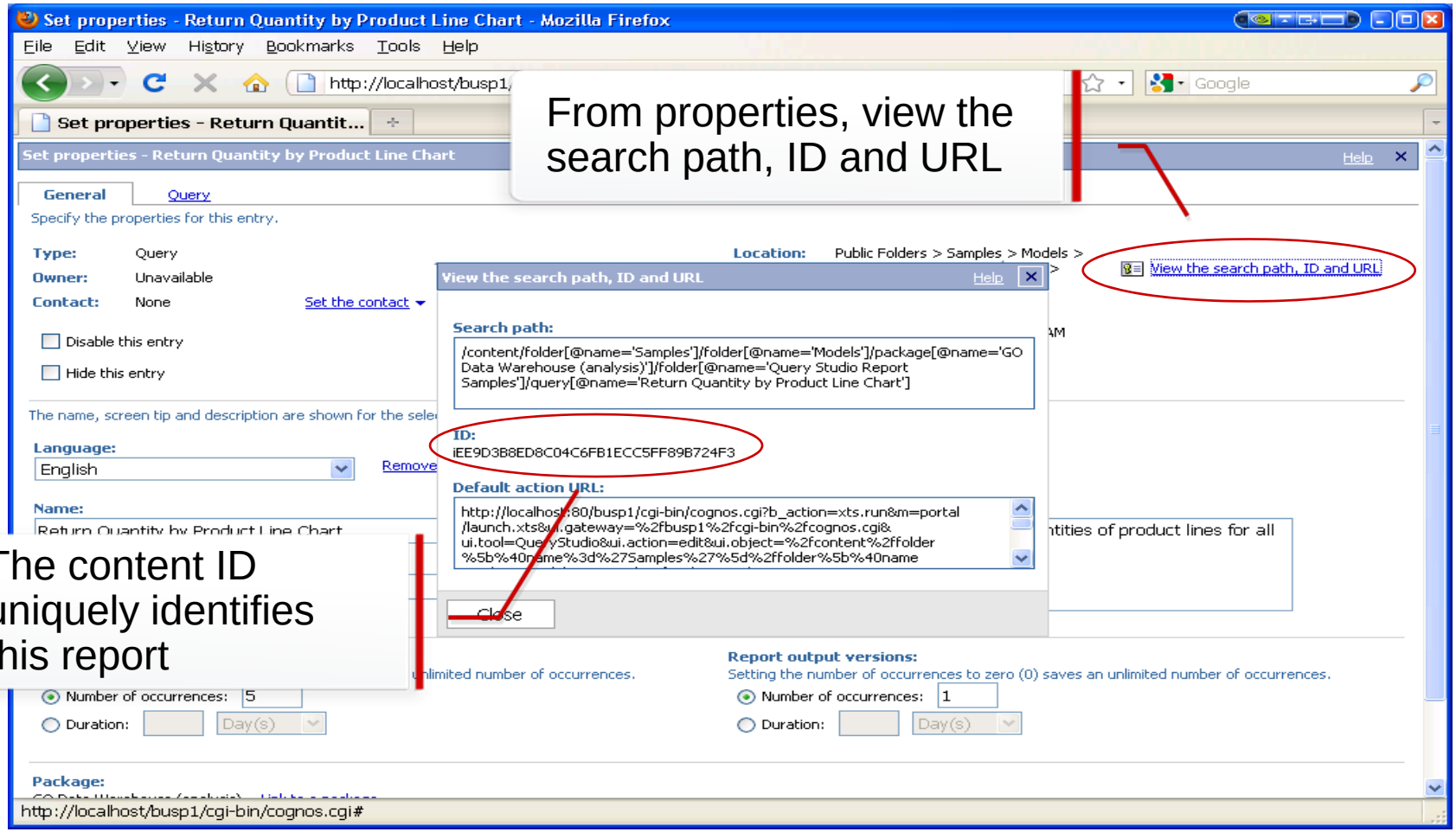
IBM Cognos 8 Mashup Service is easy to integrate

To securely leverage IBM Cognos 8 content:

1. Identify the BI content
2. Specify the most relevant portion of the content
3. Specify the output format

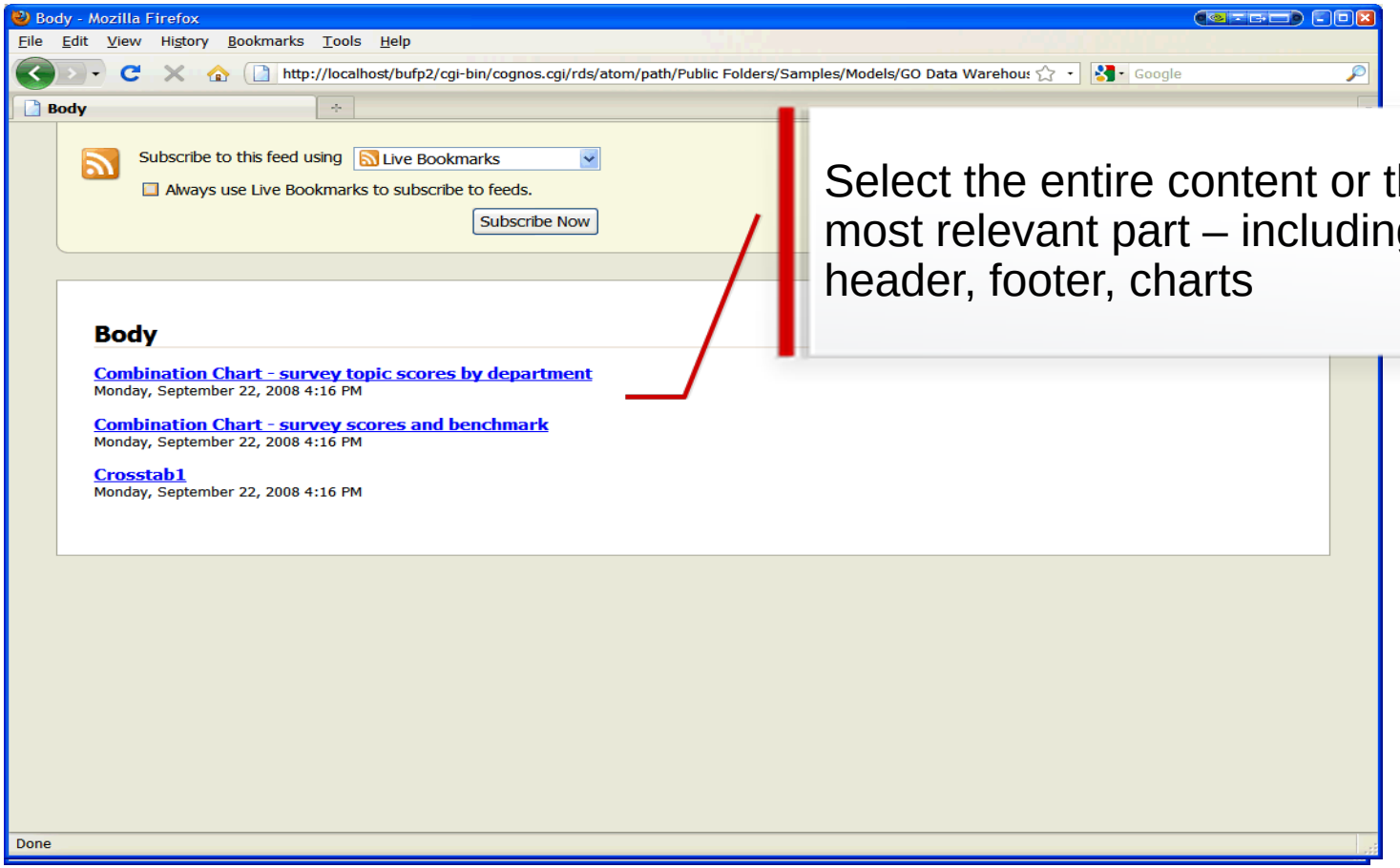
This is all the application developer needs to start integrating IBM Cognos 8 BI !

1 *Identify the BI content*



Content ID is required to identify web service URL.

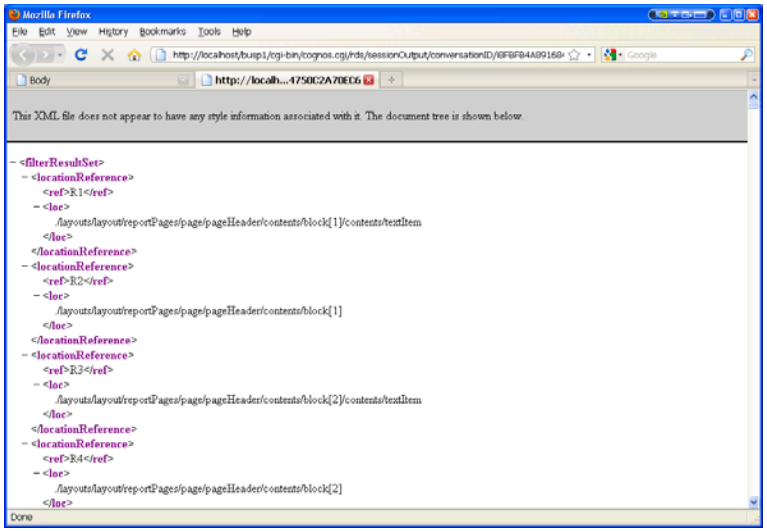
2 *Specify the most relevant portion of the content*



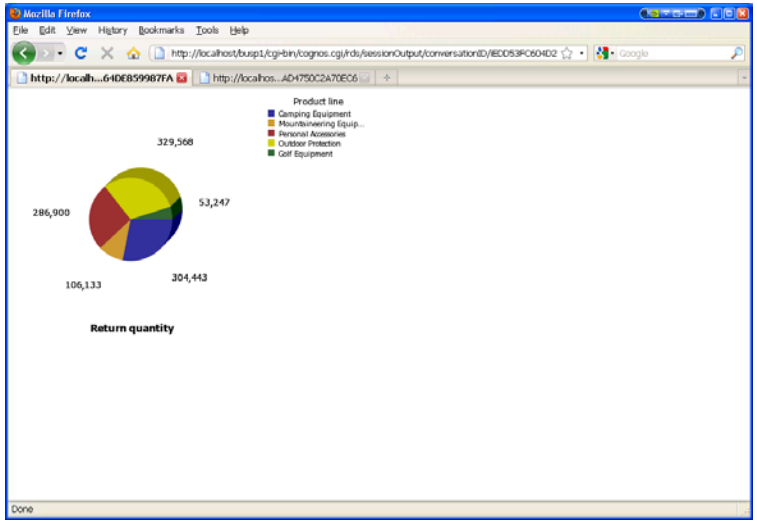
Select the entire content or the most relevant part – including header, footer, charts

The content part is specified within the REST URL

3 *Specify the output format*



XML



HTML…

Output format is based on how the content will be used.

IBM Cognos 8 Mashup Service is easy to integrate

To securely leverage IBM Cognos 8 content:

1. Identify the BI content
2. Specify the most relevant portion of the content
3. Specify the output format

Let the integration begin…

Agenda

- Introducing IBM Cognos 8 Mashup Service
- How IBM Cognos 8 Mashup Service Works
- **Applying IBM Cognos 8 Mashup Service**
- Summary and Next Steps

Cognos Viewer - GO Sales - Mozilla Firefox

File Edit View History Bookmarks Tools Help

IBM Mashup Center | IBM Mashup Center | Cognos Viewer - GO Sales | GOCorpCRM

Cognos Viewer - GO Sales

Log On | Launch | About

Sales Alerts

Name
GO Northern EU: -5% !!
GO Southern EU Under Performing
'NA Plan vs Actual' - 'exceeded' > 2.5%

Dashboard Content

Name
Daily Reports
Drill Through Reports
Sales Alerts
GO Plan vs Actual New
GO Plan vs Actual New 2
GO Plan vs Actual NoChart
GO Retailers -- plan vs actual
TM1 - Sales Plan Report

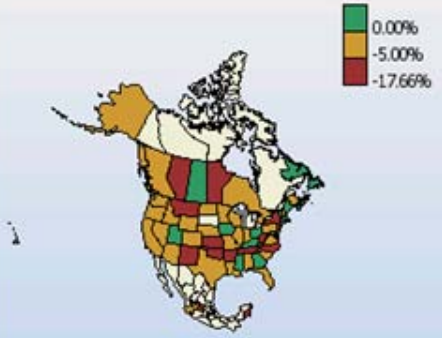
Search: Full text and all fields

Advanced

GO SALES REVENUE -- NORTH AMERICA AND EUROPE

SALES: ACTUAL REVENUE VS. PLAN FOR Q1 2009

Act. vs. Plan



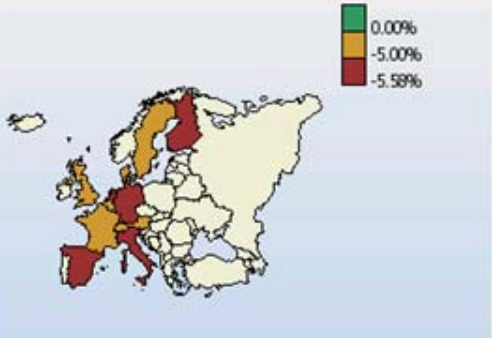
TOP 5 PRODUCTS: NORTH AMERICA

Star Lite 11110	$4,693
Hailstorm Titanium Woods Set 105110	$4,675
Star Gazer 2 13110	$4,196
Hailstorm Titanium Irons 102110	$3,491
Hailstorm Steel Woods Set 106110	$2,794

TOP 5 PRODUCTS: EUROPE

Hailstorm Titanium Woods Set 105110	$7,003
Star Lite 11110	$6,324
Hailstorm Titanium Irons 102110	$5,836
Star Gazer 2 13110	$5,617
Canyon Mule Journey Backpack 26110	$4,203

Act. vs. Plan

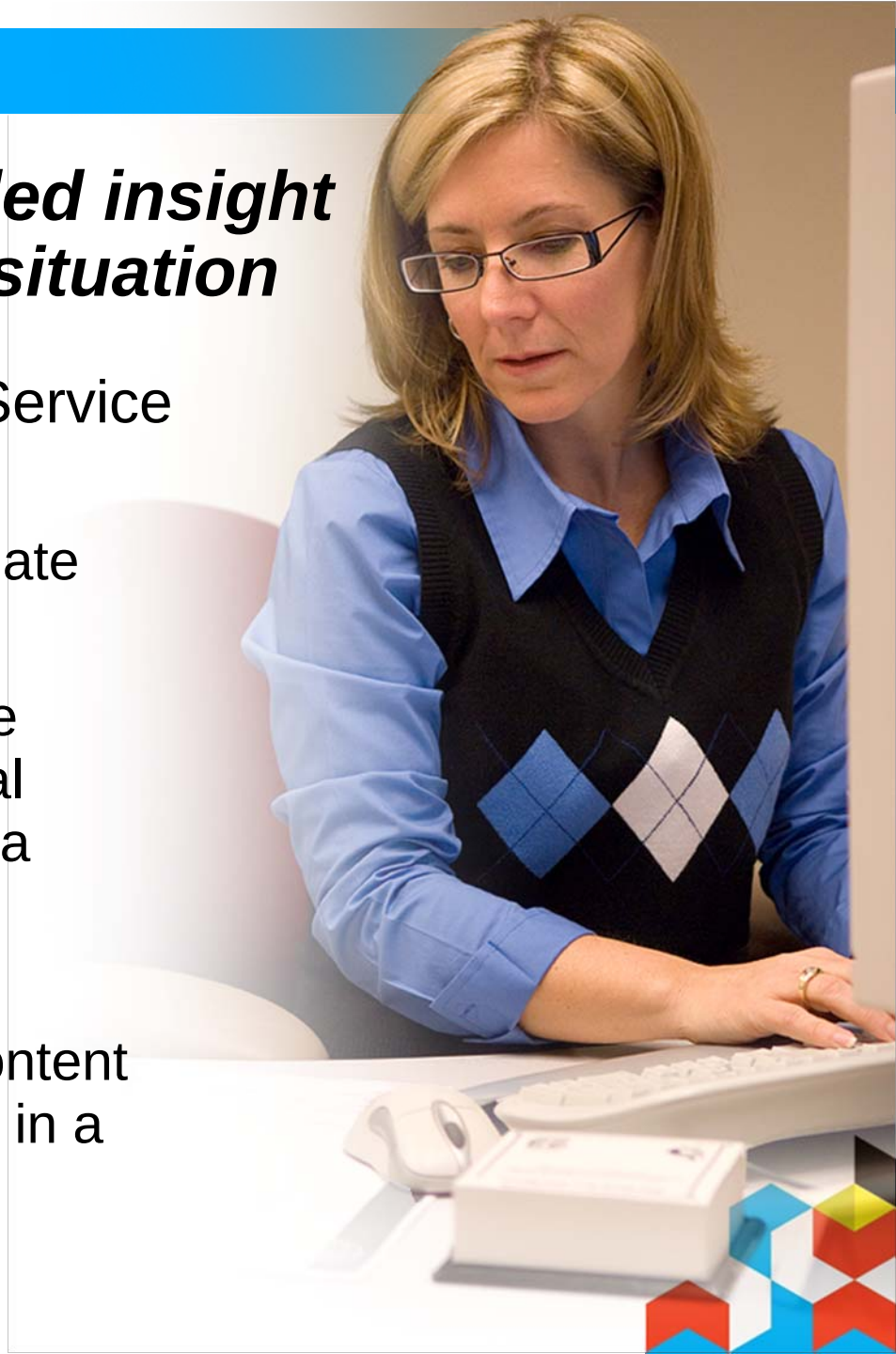


REVENUE PERFORMANCE: CURRENT vs. PREV. MONTH [$M]

	May 2009			June 2009			July 2009
	% DIFF	ACTUAL	PLAN	% DIFF	ACTUAL	PLAN	PLAN
GO Americas operations	3.18%	$36.02	$34.91	2.85%	$35.79	$34.79	$37.34
GO Central Europe	-6.24%	$23.97	$25.56	-6.59%	$23.26	$24.90	$27.58
GO Northern Europe	-6.23%	$12.42	$13.25	-6.66%	$12.62	$13.52	$14.72
GO Southern Europe	-6.36%	$12.08	$12.90	-6.74%	$11.32	$12.14	$14.09

Summary: Developed added insight to support new business situation

- With IBM Cognos 8 Mashup Service
  - ✓ Sales Manager was able to view new information to validate new targets
  - ✓ Cognos report was able to be quickly “mashed” with internal data, external data to create a new application
  - ✓ No additional effort by the BI delivery team to deliver BI content as a service for consumption in a web 2.0 environment



SFAutomation.com

Welcome admin

Shortcuts
- Create Contact
- Enter Business Card
- Create Account
- Create Lead
- Create Opportunity
- Create Case
- Report Bug
- Schedule Meeting
- Schedule Call
- Create Task
- Compose Email

Last Viewed
- A B Hammer Grou
- A B Hammer Grou
- 5,000 Unit Oppo
- Income Free Inv
- Income Free Inv
- Income Free Inv
- Income Free Inv
- Income Free Inv

New Contact

First Name:

Last Name: *

Phone:

Email:

Save

Add Dashlets

Help

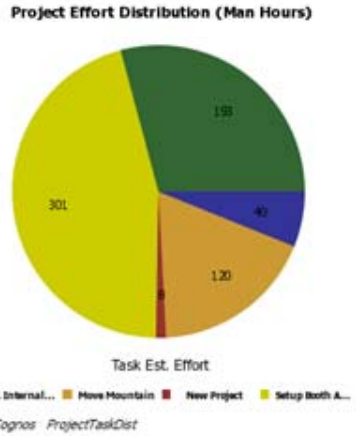
My Top Open Opportunities

Start | Previous (1 - 5 of 100) Next | End

Opportunity Name	Amount	Expected Close Date
Lexington Shores Corp 189580 - 1000 units	$10,000.00	2008-09-17
Itty-Bitty Conglomerate Inc 807239 - 1000 units	$50,000.00	2008-09-28
MMM Mortuary Corp 277764 - 1000 units	$1,000,000.00	2008-09-30
BS Funding Coop 126780 - 1000 units	$75,000.00	2008-09-30
S Cane Sweeteners Ltd 532734 - 1000 units	$25,000.00	2008-10-02

Project Efforts (Cognos)

Pop Out: HTML PDF



Powered by Cognos ProjectTaskDist

My Accounts

Start | Previous (1 - 5 of 28) Next | End

Account Name	Phone	Date Entered
Tortoise Corp 54539	(632) 775-8075	2007-07-29 10:45
Q3 ARVRO III PR 241007	(042) 926-2795	2007-07-29 10:45
Kings Royalty Trust 969776	(116) 184-1534	2007-07-29 10:45
B H. Edwards Inc 348487	(442) 424-9724	2007-07-29 10:45
5D Invest A/S 6231	(822) 431-9992	2007-07-29 10:45

My Open Project Tasks

Start | Previous (1 - 5 of 11) Next | End

Name	Priority	Due Date	Date Entered	User
Build fortress	Medium	2008-06-10	2007-07-29 10:46	admin
Purchase giant death ray gun	Medium	2008-01-31	2007-07-29 10:46	admin
Threaten all major countries on public television	High	2008-02-23	2007-07-29 10:46	admin
Pick color for new throne	Low	2008-04-26	2007-07-29 10:46	admin
Make friends with woodland creatures who can dig	High	2007-11-13	2007-07-29 10:46	admin

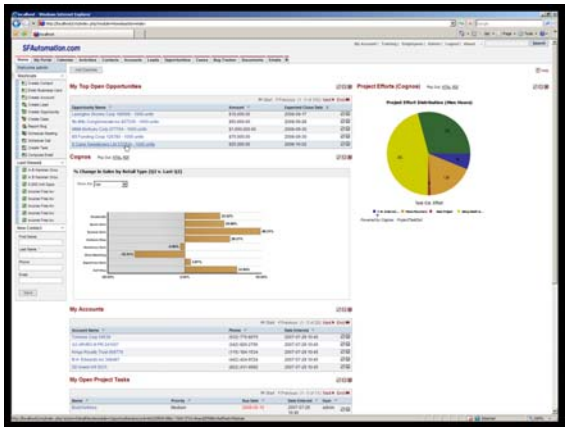
My Leads

Start | Previous (1 - 5 of 433) Next | End

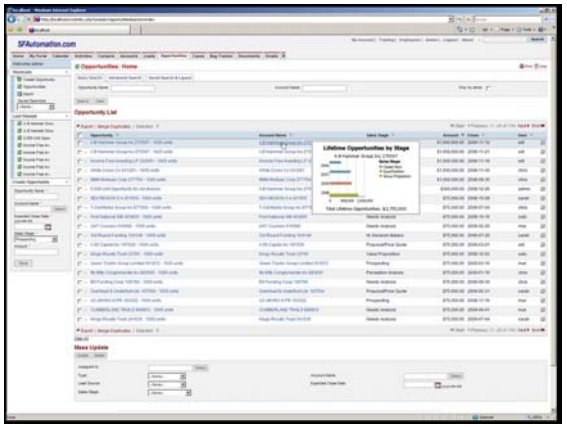
Name	Office Phone	Date Created
Abby Kam	(482) 429-8599	2007-07-29 10:46
Adelaide Arnette	(489) 686-3974	2007-07-29 10:46
Adele Teague	(112) 837-2594	2007-07-29 10:46
Adrienne Silverman	(372) 393-0871	2007-07-29 10:46
Ahmad Silverberg	(144) 655-7033	2007-07-29 10:46

Internet 100%

Let's talk about how and why it was possible

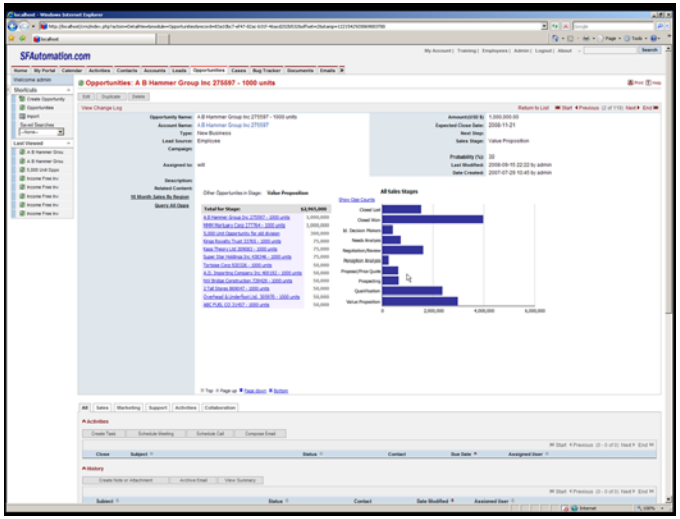


- HTML format was used to embed the report part
- For visualization integration, XML format was used



- Account history is provided with a simple mouse over. Account ID is passed to REST interface in order to retrieve contextual report part.
- REST interface allows for this type of integration with ~ 40 lines of javascript code.

Let's talk about how and why it was possible

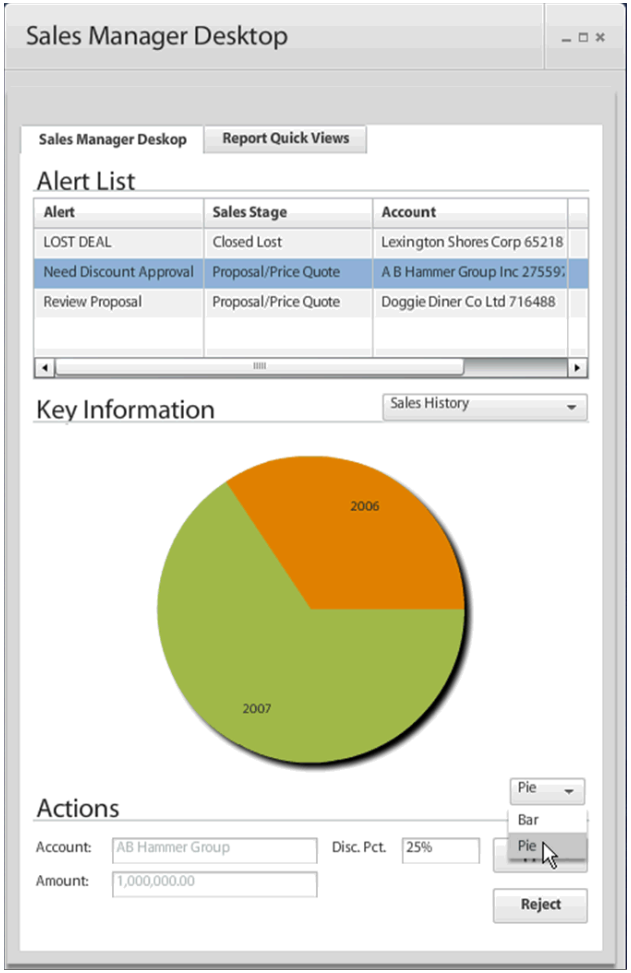


- Drilling to the opportunity that we will try to pull forward based on past successful sales history.
- When the edits are complete to the opportunity, the report part "Other Opportunities in this Stage" adjusts to reflect the application's context.

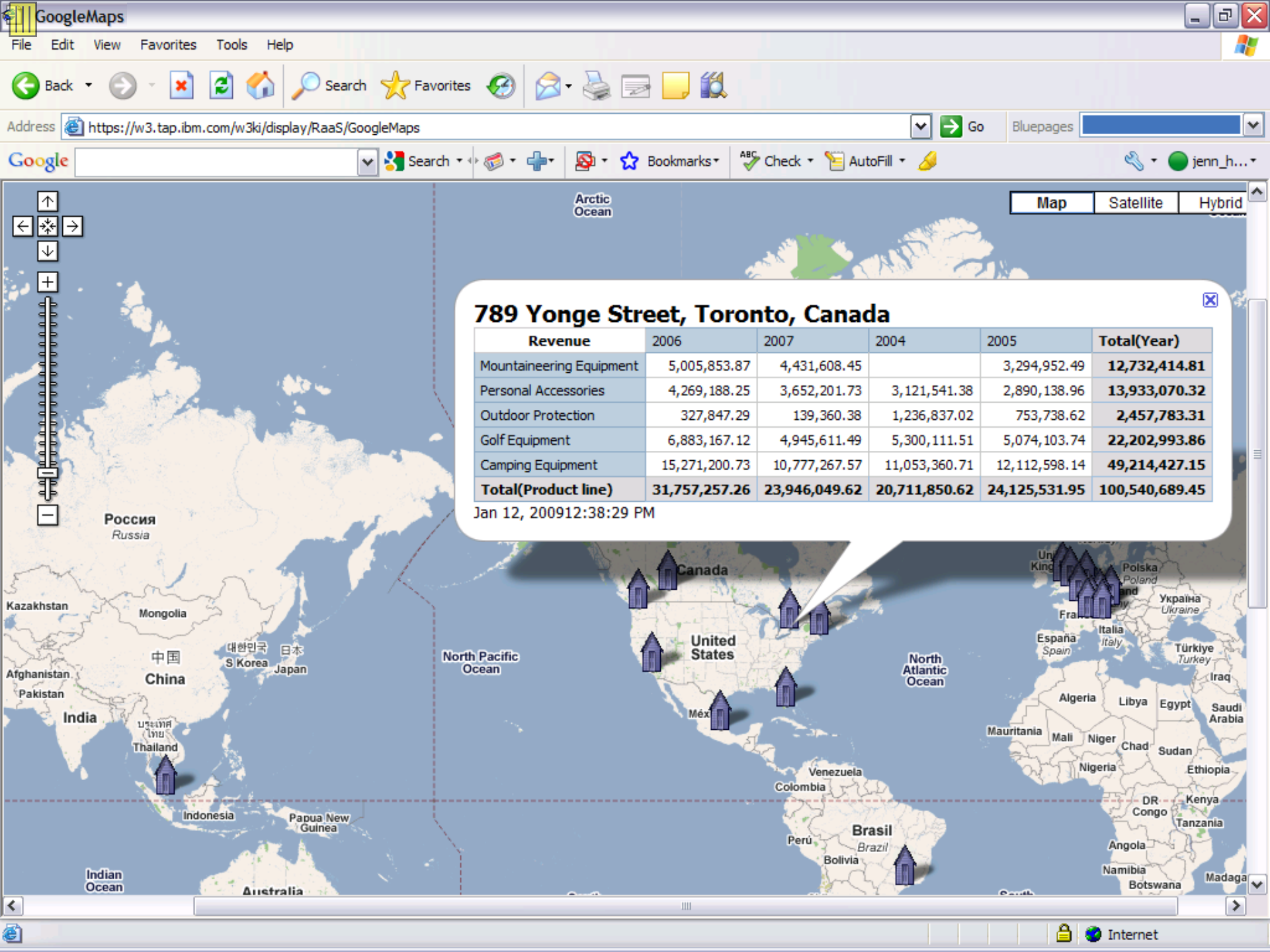
Summary: Used information within the sales application used everyday

- With IBM Cognos 8 Mashup Service
  - ✓ Cognos report was able to be quickly integrated into the sales force automation application
  - ✓ Sales Rep was able to view information relevant to sales opportunity process
  - ✓ No additional work by the BI delivery team to deliver BI content as a service for consumption in the application

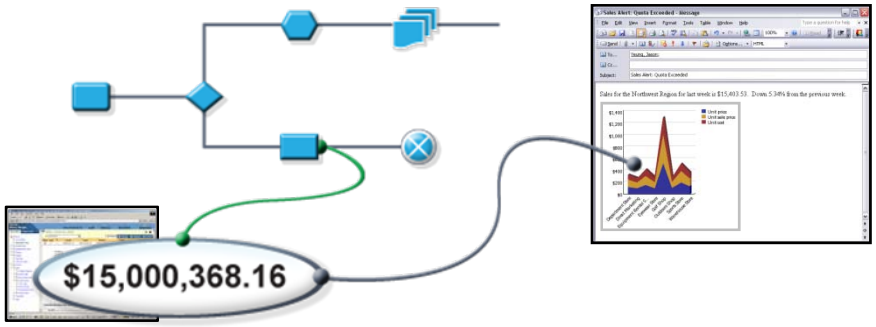
A few more examples?



- Desktop SFA or CRM Widget: Push alerts with report content


GoogleMaps
File Edit View Favorites Tools Help
Back Search Favorites
Address https://w3.tap.ibm.com/w3ki/display/RaaS/GoogleMaps
Go
Bluepages
Google
Search Bookmarks Check AutoFill
jenn_h...
Map Satellite Hybrid
789 Yonge Street, Toronto, Canada
Revenue | 2006 | 2007 | 2004 | 2005 | Total(Year)
Mountaineering Equipment | 5,005,853.87 | 4,431,608.45 | | 3,294,952.49 | 12,732,414.81
Personal Accessories | 4,269,188.25 | 3,652,201.73 | 3,121,541.38 | 2,890,138.96 | 13,933,070.32
Outdoor Protection | 327,847.29 | 139,360.38 | 1,236,837.02 | 753,738.62 | 2,457,783.31
Golf Equipment | 6,883,167.12 | 4,945,611.49 | 5,300,111.51 | 5,074,103.74 | 22,202,993.86
Camping Equipment | 15,271,200.73 | 10,777,267.57 | 11,053,360.71 | 12,112,598.14 | 49,214,427.15
Total(Product line) | 31,757,257.26 | 23,946,049.62 | 20,711,850.62 | 24,125,531.95 | 100,540,689.45
Jan 12, 200912:38:29 PM
Arctic Ocean
Россия
Russia
Canada
United States
North Pacific Ocean
North Atlantic Ocean
Kazakhstan
Mongolia
中国
China
대한민국
S Korea
日本
Japan
Afghanistan
Pakistan
India
ประเทศไทย
Thailand
Indonesia
Papua New Guinea
Indian Ocean
Australia
México
Venezuela
Colombia
Perú
Brasil
Bolivia
Polska
Poland
Україна
Ukraine
España
Spain
Italia
Italy
Türkiye
Turkey
Iraq
Algeria
Libya
Egypt
Saudi Arabia
Mauritania
Mali
Niger
Chad
Sudan
Nigeria
Ethiopia
DR Congo
Kenya
Tanzania
Angola
Namibia
Botswana
Madaga
Internet

The possibilities are endless….



…within BPM solutions?

…as a gadget on the desktop?

…with other visualizations ?

Agenda

- Introducing IBM Cognos 8 Mashup Service
- How IBM Cognos 8 Mashup Service Works
- Applying IBM Cognos 8 Mashup Service
- **Summary and Next Steps**

IBM Cognos 8 Mashup Service provides new ways to extend BI

Reports

Ad-hoc queries

Analysis

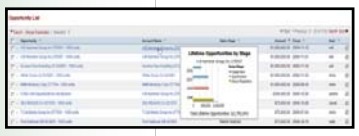
Scorecards

API to Automatically and Securely Expose BI Content as a Web Service

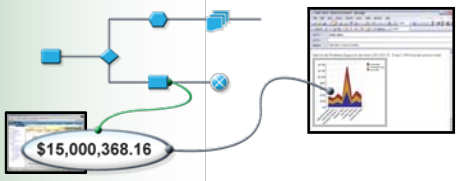
IBM Cognos 8 Mashup Service

Extend the Reach of BI

Add Content and Context to your trusted BI



Applications



Processes

Mashups

Visualizations

Next Steps

- Check out IBM.com for more information on IBM Cognos 8 Mashup Service
- Find and share ideas on the Cognos community on developerWorks
- Talk to your application development team today about where to extend your BI investment
- Contact your sales rep today to start using IBM Cognos 8 Mashup Service

Continue Your Learning

- www.ibm.com/cognos/customercenter
  - The Cognos Customer Center is the single place to go for easy access to valuable IBM Cognos resources
- IBM Cognos Proven Practices
  - Source of tried, tested, and proven technical information to help you succeed with IBM Cognos products in your specific environment
- IBM Cognos Training Paths
  - View training recommended by role to determine which courses will help you increase your IBM Cognos skills
- www.ibm.com/cognos/training
  - Visit the IBM Cognos Education web pages to understand all of the ways that training can support the success of your solution
- www.ibm.com/cognos/consulting
  - Engage a consultant to help you achieve successful implementation and deployment of your software solution

Important Disclaimer

© Copyright IBM Corporation 2009. All rights reserved.
U.S. Government Users Restricted Rights - Use, duplication or disclosure restricted by GSA ADP Schedule Contract with IBM Corp.

THE INFORMATION CONTAINED IN THIS PRESENTATION IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY. WHILE EFFORTS WERE MADE TO VERIFY THE COMPLETENESS AND ACCURACY OF THE INFORMATION CONTAINED IN THIS PRESENTATION, IT IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED. IN ADDITION, THIS INFORMATION IS BASED ON IBM'S CURRENT PRODUCT PLANS AND STRATEGY, WHICH ARE SUBJECT TO CHANGE BY IBM WITHOUT NOTICE. THE INFORMATION ON NEW PRODUCTS IS FOR INFORMATIONAL PURPOSES ONLY AND MAY NOT BE INCORPORATED INTO ANY CONTRACT. THE INFORMATION ON ANY NEW PRODUCTS IN NOT A COMMITMENT, PROMISE, OR LEGAL OBLIGATION TO DELIVER ANY MATERIAL, CODE OR FUNCTIONALITY. THE DEVELOPMENT, RELEASE, AND TIMING OF ANY FEATURES OR FUNCTIONALITY DESCRIBED FOR OUR PRODUCTS REMAINS AT THE SOLE DISCRETION OF IBM. IBM SHALL NOT BE RESPONSIBLE FOR ANY DAMAGES ARISING OUT OF THE USE OF, OR OTHERWISE RELATED TO, THIS PRESENTATION OR ANY OTHER DOCUMENTATION. NOTHING CONTAINED IN THIS PRESENTATION IS INTENDED TO, NOR SHALL HAVE THE EFFECT OF, CREATING ANY WARRANTIES OR REPRESENTATIONS FROM IBM (OR ITS SUPPLIERS OR LICENSORS), OR ALTERING THE TERMS AND CONDITIONS OF ANY AGREEMENT OR LICENSE GOVERNING THE USE OF IBM PRODUCTS AND/OR SOFTWARE.

IBM, the IBM logo, ibm.com, IBM Cognos Software, IBM Mashup Center and IBM Cognos 8 BI are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at www.ibm.com/legal/copytrade.shtml

Google, SugarCRM
Other company, product, or service names may be trademarks or service marks of others.

Thank
You