



# IBM Cognos Performance

Better Intelligence. Better Business.

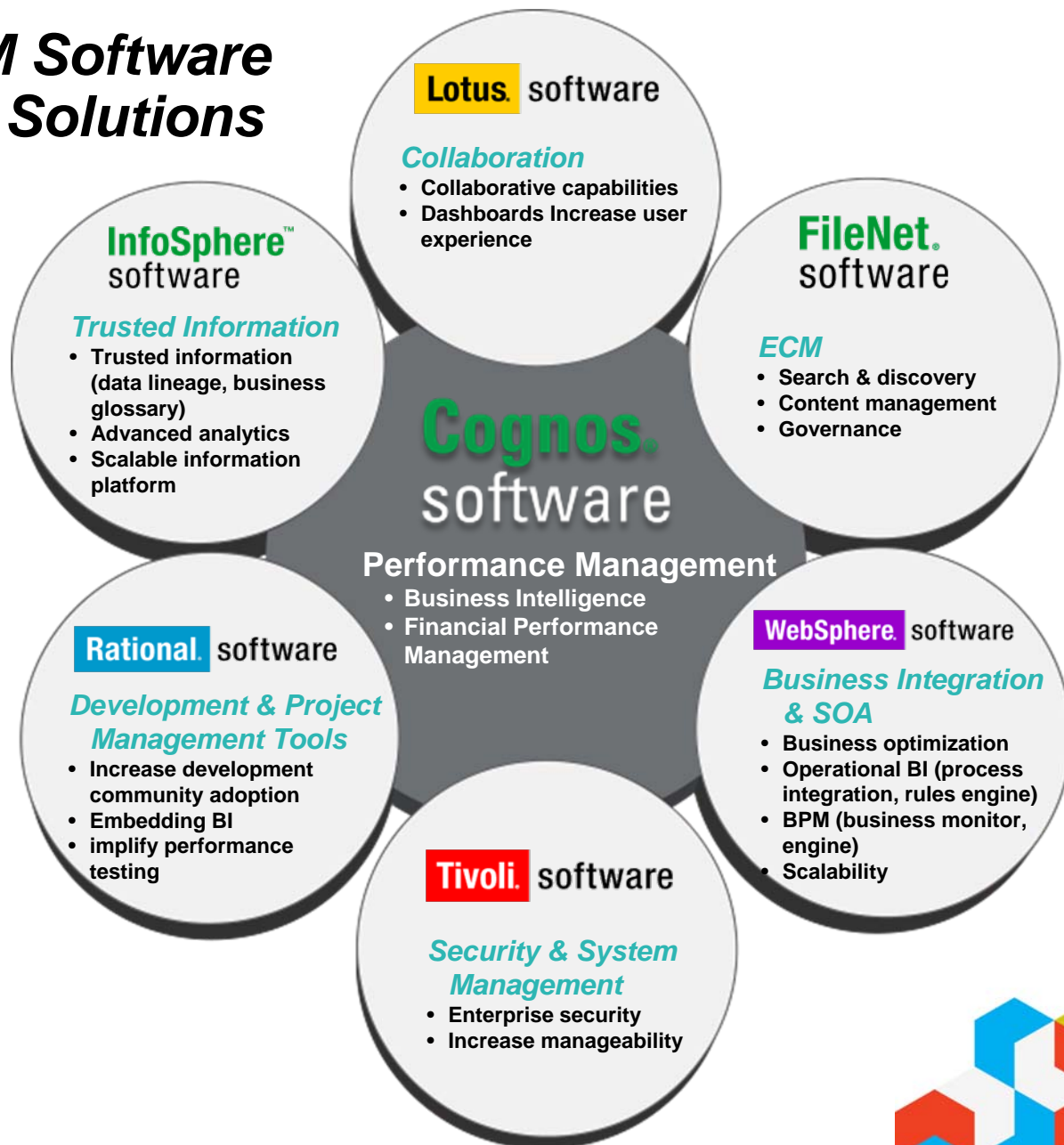
## IM03: How to Grow the Value of Your Cognos Solutions with Broader IBM Software and Systems



## Synergy across IBM Software to Deliver Strategic Solutions

### Strategic Initiatives that Drive Synergy Requirements

- **Collaboration**
- **Business Optimization**
- **Information Agenda**
- **Governance and Regulatory Compliance**
- **Standardization**



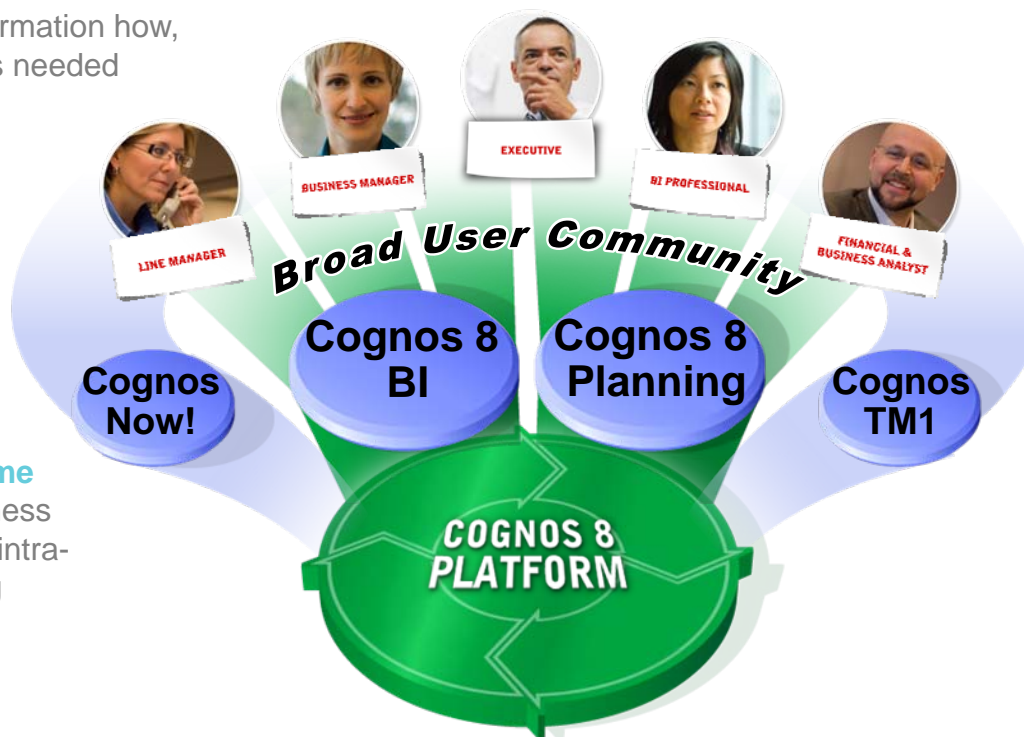
## IBM Cognos Software Product Portfolio More Employees Make Better Decisions, Faster

### Cognos 8 BI

Ensures **all user communities** receive relevant information how, when and where it is needed

### Cognos 8 Planning

Ensures **high participation planning**, connecting finance to operations for higher business responsiveness



### Cognos Now!

**Continuous real-time monitoring** of business operations for rapid intra-day decision making

### Cognos TM1

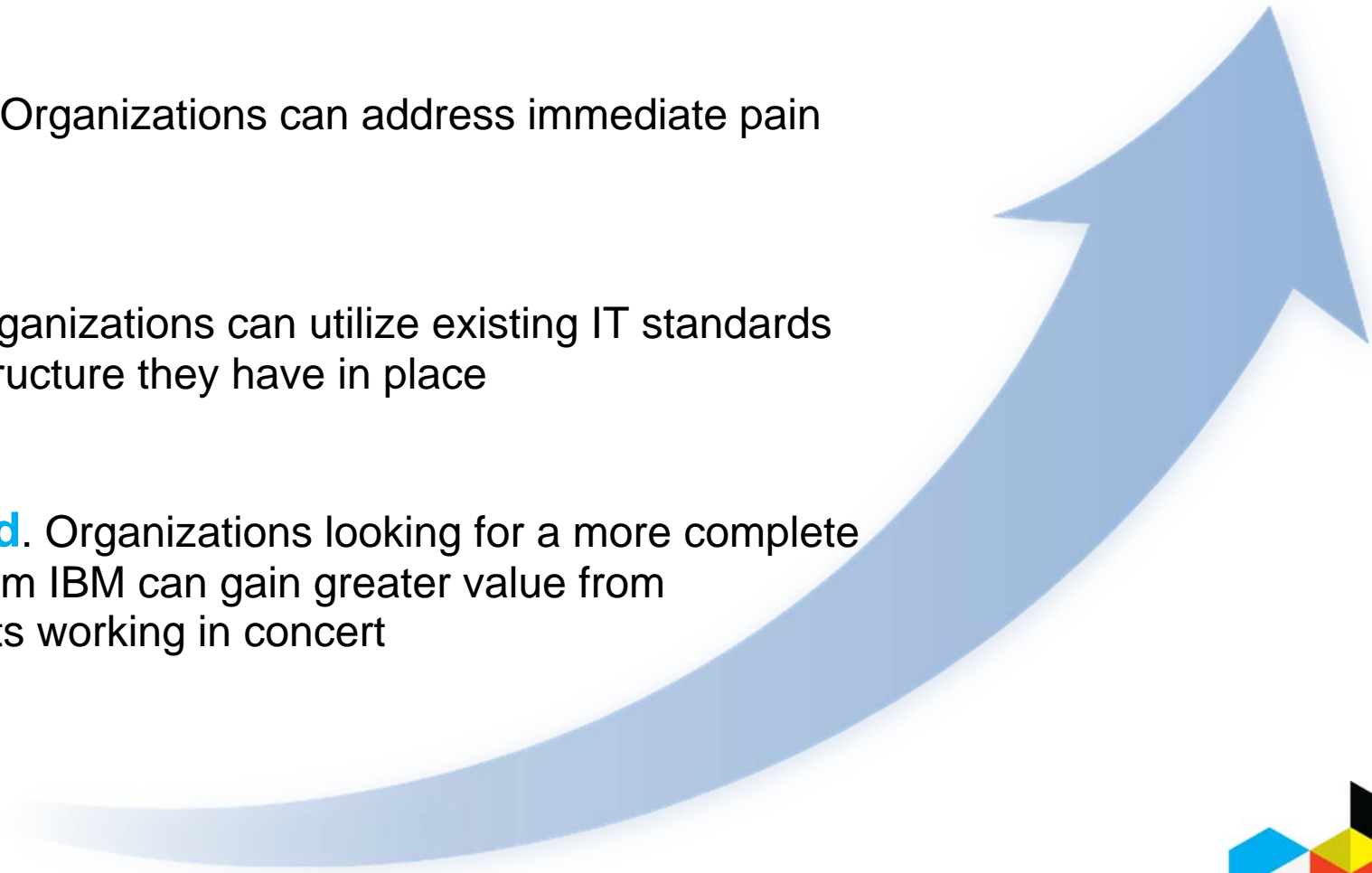
**What-if scenario modeling** to formulate new business models to drive the business forward

### Cognos 8 Platform

**Complete consistent information** in terms business understands with a purpose-built SOA for enterprise scale



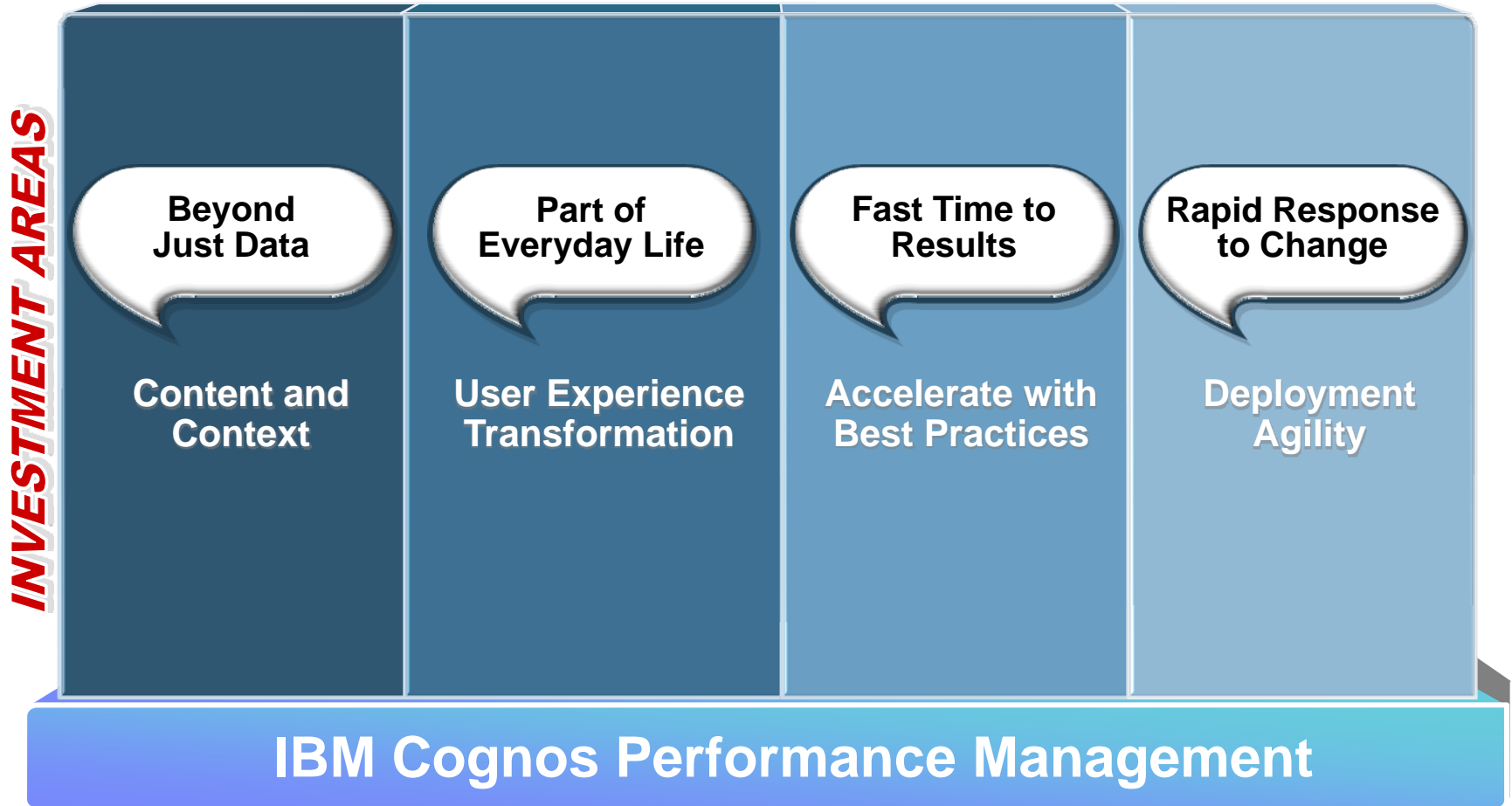
## ***IBM Cognos Software Investment Approach*** *Flexibility, Asset Leverage and Value*

- **Modular.** Organizations can address immediate pain points
  - **Open.** Organizations can utilize existing IT standards and infrastructure they have in place
  - **Integrated.** Organizations looking for a more complete solution from IBM can gain greater value from components working in concert
- 



# IBM Cognos Software Investment Focus Areas

*Modular. Open. Integrated.*



## ***Focus Areas of IBM Software and Systems Beyond Just Data***

### **Content and Context**

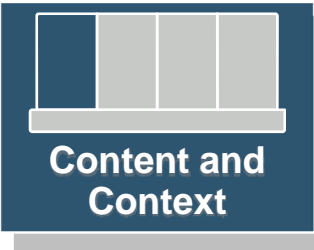
- Increase business confidence in information
- Optimize data access
- Address breadth of OLAP requirements
- Align dimensions with master data

...Cognos with InfoSphere

**IBM Cognos Performance Management**



## **Integration with InfoSphere Information Server** *Dictionary of Terms, Lineage and Data Quality Visibility*



Challenge: Improve business understanding and trust of information

### Solution

- Direct user access to Business Glossary and Metadata Lineage
- Business Glossary add-on for Cognos use
- Metadata exchange with Metadata Workbench
- Source-to-report lineage in Metadata Workbench
- Quality Assessment Services with Information Analyzer for understanding data quality

### Roadmap Considerations

- Enhance fidelity, breadth and depth of bi-directional metadata exchange for end-to-end lineage
- Enhance visibility into data quality metrics

### Value

- Business can understand what terms mean and where data came from without calling IT

A screenshot of the InfoSphere software interface. It shows a data table with columns for product status and counts. A dropdown menu is open over the table, showing options like "Call Down", "Call Up", "Go To", "Alert Using New Watch Rule...", "Glossary", and "Lineage". A mouse cursor is pointing at the "Glossary" option. Below the table, there is a section titled "Return Reason" with a list of reasons: "Unsatisfactory product", "Defective product", "Incomplete product", and "Wrong product shipped".

**InfoSphere™ software**

- Business Glossary
- Metadata Workbench
- Information Analyzer







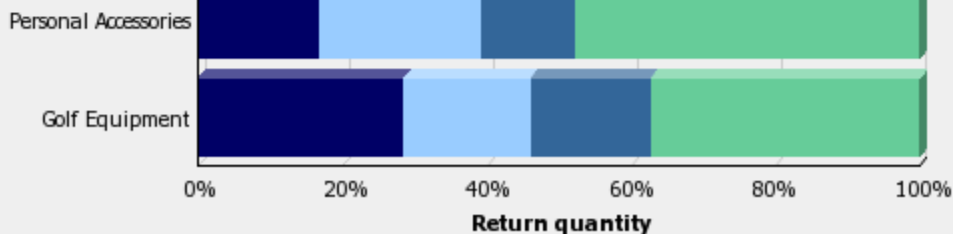

## Returns by Order Method

Return quantity	Defective product	Incomplete product	Wrong product shipped	Unsatisfactory product	2004	2005	2006	2007
Camping Equipment	36,046	57,043	52,189	61,549	33,817	50,769	57,013	65,238
Me								6,280
P								827
C								775
C								146

# Demo

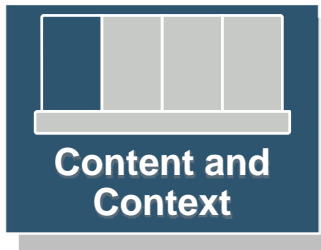
## Information Understanding

InfoSphere Business Glossary for Cognos  
Cognos 8 BI – Data Lineage





## **Integration with InfoSphere Information Server** *Data Reach, Integration and Dimensional ETL*



Challenge: Access and deliver breadth and volume of information

### Solution

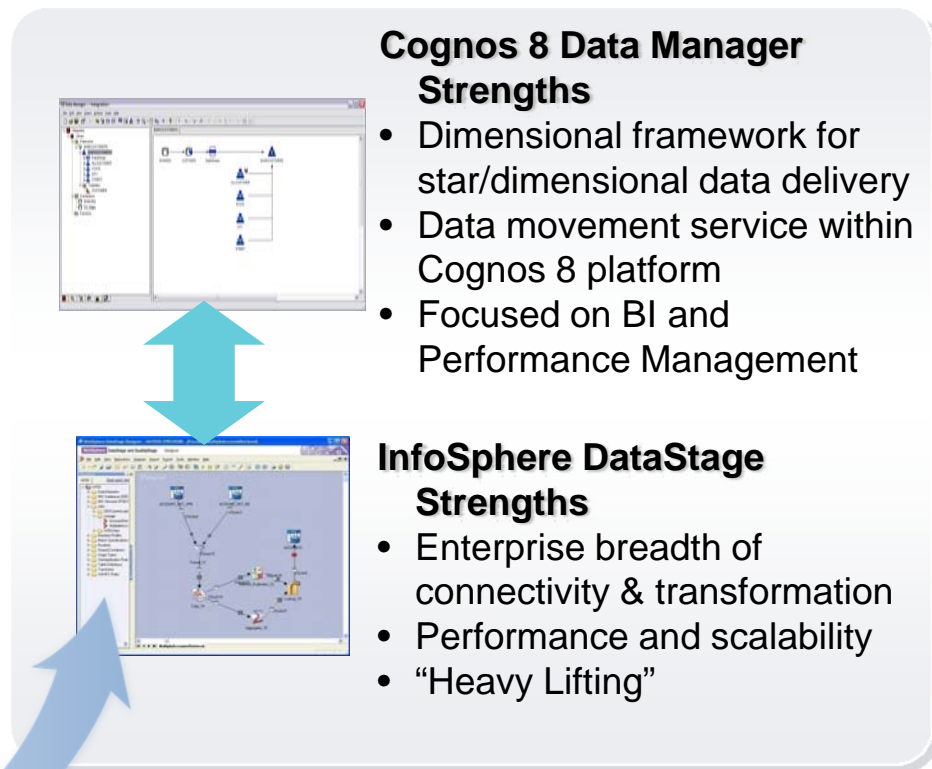
- Batch and real-time integration of DataStage with Data Manager jobs
- Leverage of QualityStage transformations within Data Manager

### Roadmap Considerations

- Leverage InfoSphere ERP packs

### Value

- Combined industrial strength ETL with dimensional last mile to BI for optimal data sourcing

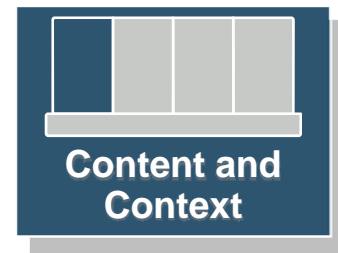


**InfoSphere™**  
software

- DataStage



## Integration with InfoSphere Warehouse Complete OLAP Portfolio



Challenge: Deliver data optimized for analysis

Today

- InfoSphere Cubing Services as a data source
- Embedded Cognos OLAP technology into InfoSphere Warehouse

Roadmap Considerations

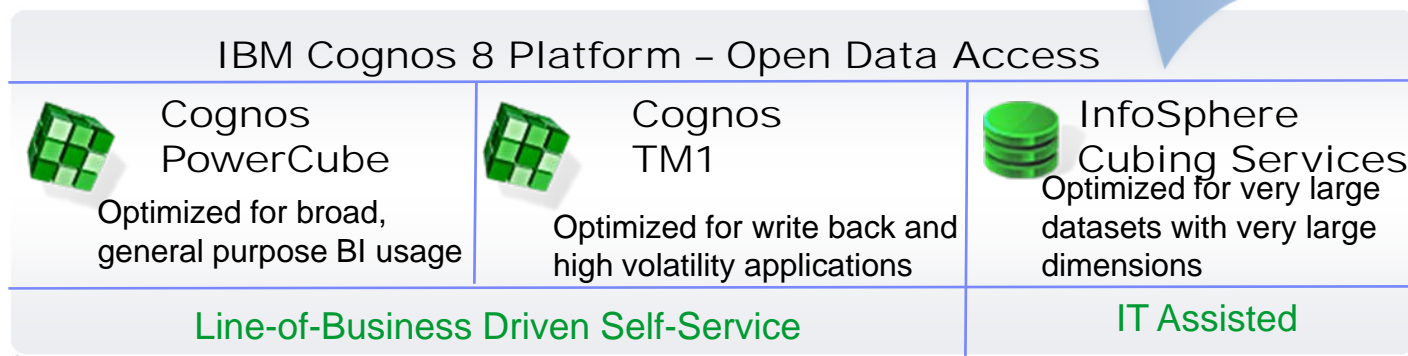
- Streamline modeling experience
- Further integration across OLAP portfolio

Value

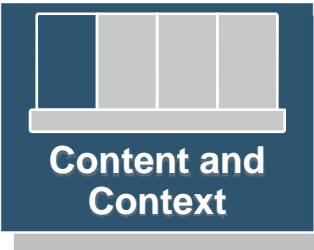
- Provide an OLAP experience across very large data sets

**InfoSphere™**  
software

- Cubing Services



## Integration with Master Data Management Complete MDM Portfolio



Challenge: Align business dimensions and master data across IT and business

Today

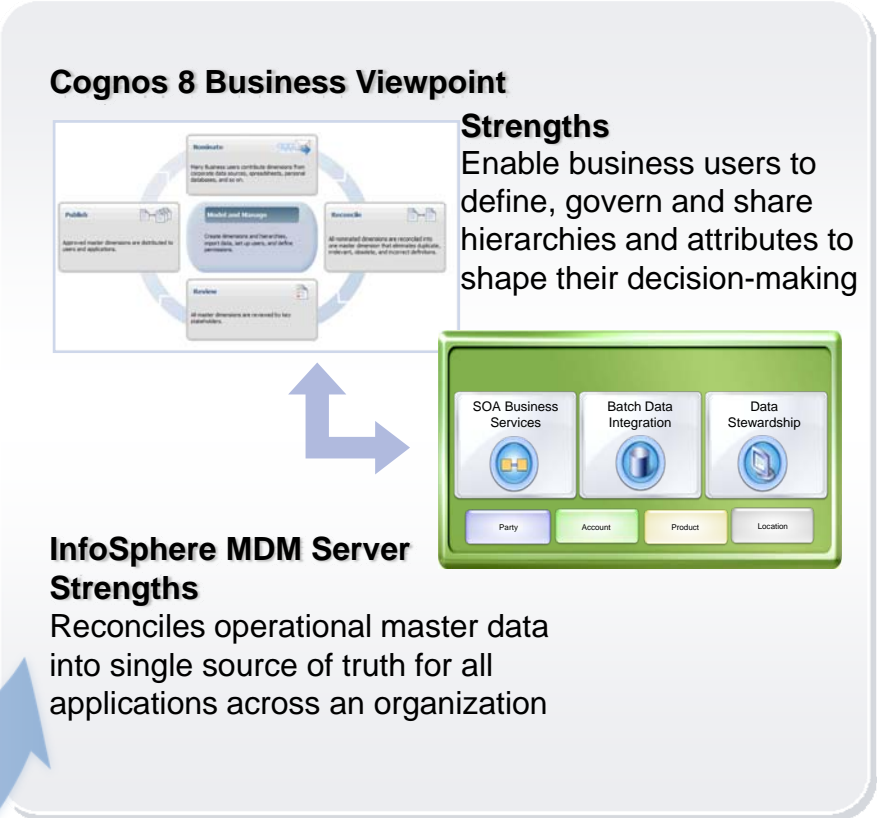
- Integration with MDM Server aligns business authored dimensions, hierarchies, and attributes with operational master data

Roadmap Considerations

- Enhance fidelity, breadth and depth of integration with MDM Server

Value

- Address analytical and operational MDM requirements with an integrated solution

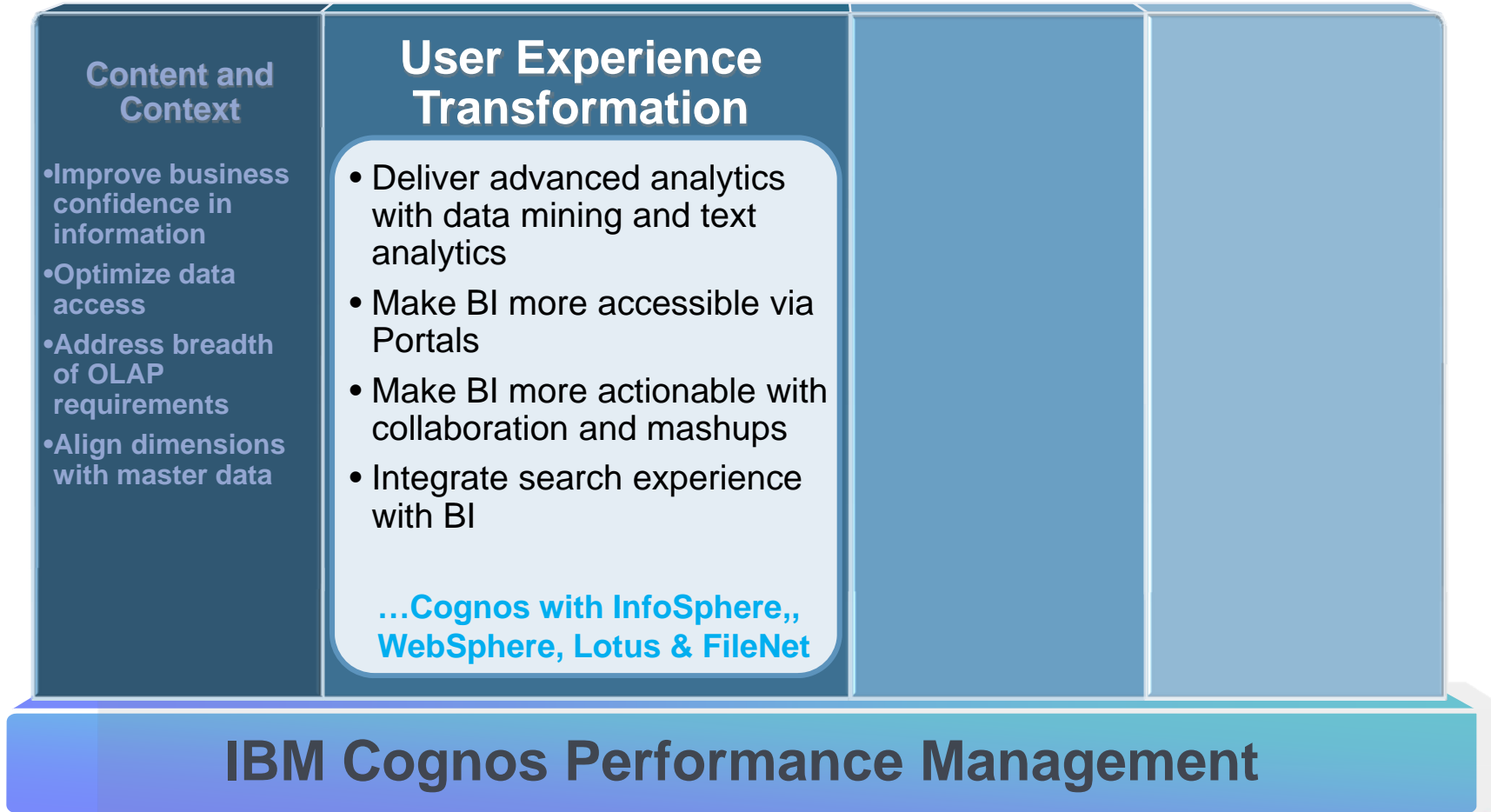


**InfoSphere™**  
software

- MDM Server



## Focus Areas of IBM Software and Systems *Part of Everyday Life*



## Integration with InfoSphere Warehouse Data Mining and Text Analytics



Challenge: Enable more advanced and predictive analytics

### Today

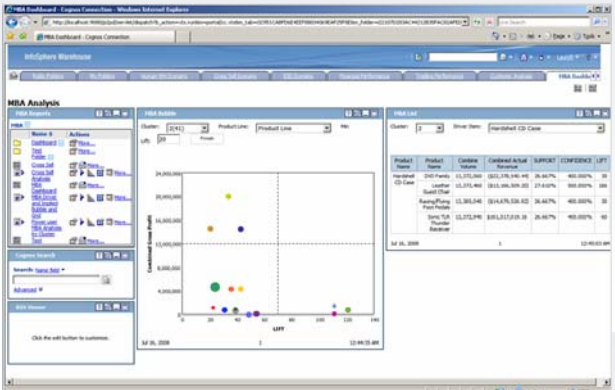
- Deliver data mining results to a broader audience of users with Cognos 8 BI
- Text analytics to transform text to structured data for reporting and analysis with Cognos 8 BI

### Roadmap Considerations

- Enhance integration to streamline time to value
- Increasing leverage of predictive models within Cognos 8 BI

### Value

- Understand complex patterns in data and predict the future
- Simplify deliver of data mining results to large business user community

A screenshot of the IBM Cognos 8 BI interface. The main window displays "MRA Analysis" with a scatter plot on the left and a data table on the right. The table has columns for Product, Category, and various metrics. A large blue arrow points from the bottom right of the screenshot towards the "InfoSphere software" text below it.

Product	Category	Category Actual	SUPPORT	CONFIDENCE	LPT	
Product 1	Category 1	12,175,000	100,176,446.44	26.467%	488.000%	30
Product 2	Category 2	12,175,000	100,176,446.44	26.467%	488.000%	30
Product 3	Category 3	12,175,000	100,176,446.44	26.467%	488.000%	30
Product 4	Category 4	12,175,000	100,176,446.44	26.467%	488.000%	30
Product 5	Category 5	12,175,000	100,176,446.44	26.467%	488.000%	30
Product 6	Category 6	12,175,000	100,176,446.44	26.467%	488.000%	30
Product 7	Category 7	12,175,000	100,176,446.44	26.467%	488.000%	30
Product 8	Category 8	12,175,000	100,176,446.44	26.467%	488.000%	30
Product 9	Category 9	12,175,000	100,176,446.44	26.467%	488.000%	30
Product 10	Category 10	12,175,000	100,176,446.44	26.467%	488.000%	30

**InfoSphere™**  
software

- Warehouse Data Mining Capabilities



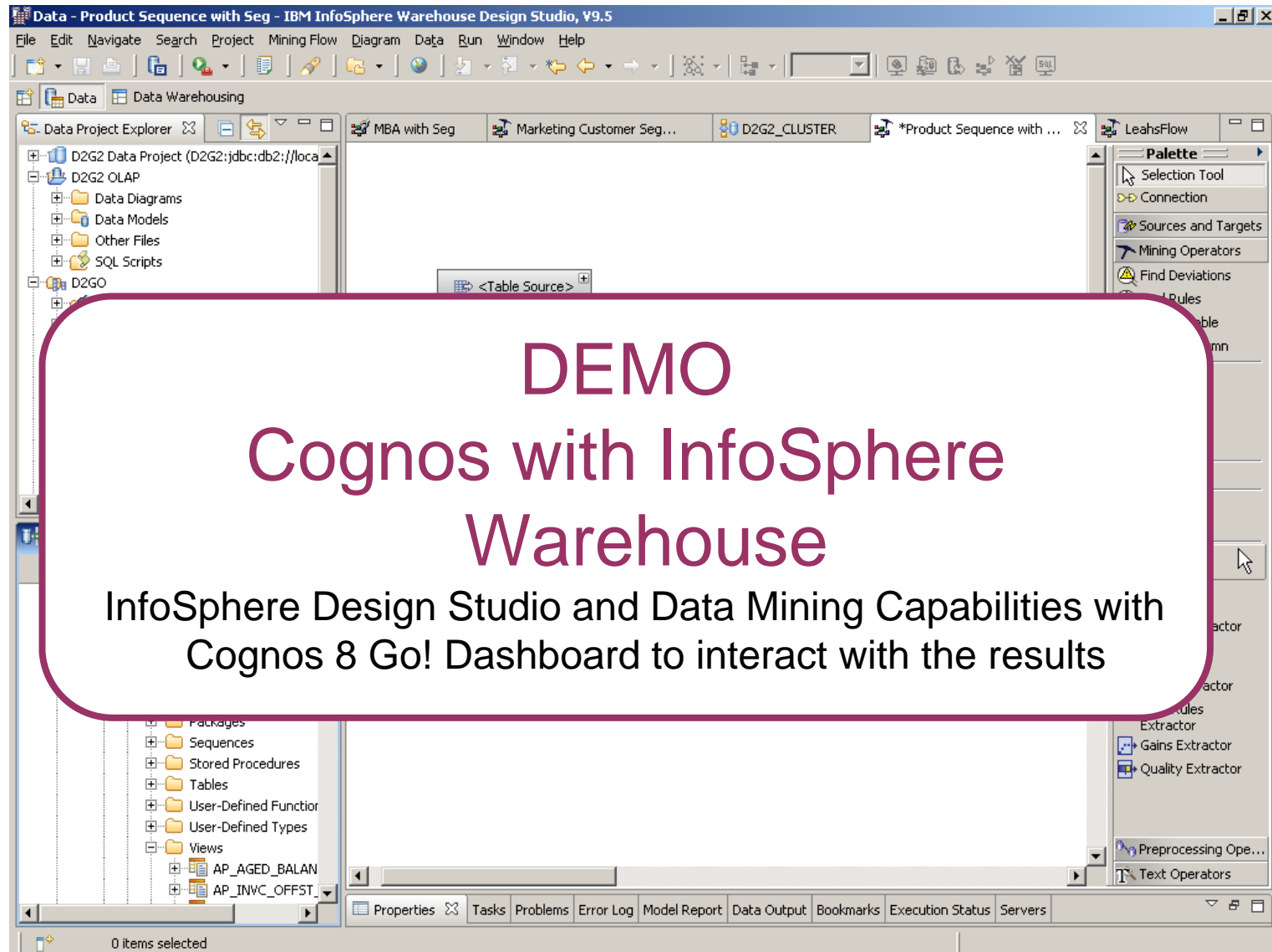
**IBM Cognos Performance**  
Better Intelligence. Better Business.

**DEMO**

## **Cognos with InfoSphere Warehouse**

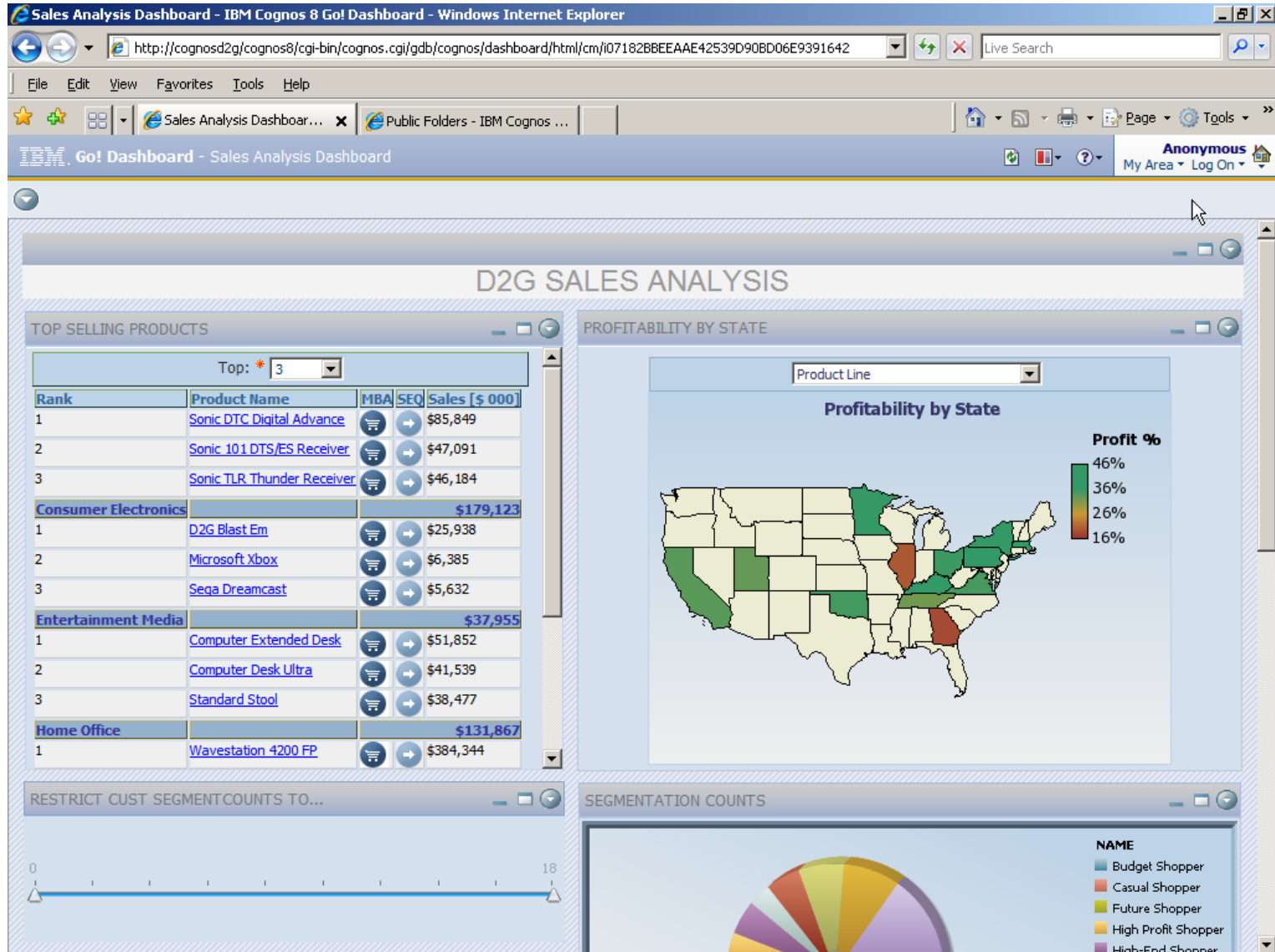
InfoSphere Design Studio and Data Mining Capabilities with  
Cognos 8 Go! Dashboard to interact with the results







# IBM Cognos Performance



## *Integration with WebSphere Portal* *Deliver BI Content More Broadly*

Challenge: Extend BI content to broader user base

### Today

- WebSphere Portal Gadgets to view, interact, search or navigate to IBM Cognos 8 BI content (reports, dashboards, metrics, queries)
- Single sign-on Cognos 8 BI with WebSphere Portal security
- Cognos 8 Go! Dashboard in WebSphere Portal
- WebSphere Portal Dashboard Accelerator leverages Cognos 8 BI queries
- Cognos Now! portal integration via JSR 168

### Roadmap Considerations

- Enhance integration more directly into portal and with collaboration features

### Value

- Scalable and secure within and beyond firewall
- Integrate BI within familiar portal environment



The screenshot shows a web browser displaying a Cognos dashboard. The dashboard includes several widgets: a search bar, a gauge chart for "Inventory by Product Line", a pie chart for "Margin by Product Line", a line chart for "Expected Volume by Product Line", and a map for "Cognos Regional Actual vs Plan Reverse". The browser's address bar shows "http://www.ibm.com/cognos8go!".

**WebSphere. software**

- *WebSphere Portal*



## **Integration with Lotus** *BI meets Enterprise 2.0*

Challenge: Infuse BI with collaboration and communication

### Today

- Embed Lotus Sametime within Cognos 8 BI reports
- Embed BI content inside Lotus Quckr
- Embed Cognos 8 BI Reports and Cognos 8 Go! Dashboard fragments into the Lotus Mashup Center
- Mashup BI Content with other content and applications using REST and other web protocols

### Roadmap Considerations

- Extend collaborative technologies within Cognos
- Deeper integration with Mashup Center

### Value


- Strengthen communication across decision-makers
- Easily assemble information for broader business insight

A diagram showing a stack of Cognos BI reports. A blue arrow points from the "Lotus software" box to a dialog box titled "Select the feed data source." which lists various data sources like "Application", "Business", "CRM", etc. Below the reports is a yellow box with the "Lotus software" logo and a list of products: Sametime, Quckr, and Mashup Center.

**Lotus software**

- *Sametime*
- *Quckr*
- *Mashup Center*



**DEMO – Cognos with Sametime** 

Cognos 8 BI reports leveraging Lotus Sametime  
People light up through instant messaging

[Sales and Marketing \(cube\)](#) September 8, 2008 11:54:25 AM [More...](#)

Done Local intranet



IBM Lotus Mashups - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://helum.sv.ibm.com:9080/mum/bootstrap/#pid=091E2767AA5504AFDBA738A0D9D8C9000022

Getting Started Latest Headlines

IBM Lotus Mashups InfoSphere MashupHub

Lotus. Mashups Final Mashup Demo - ... Daniel Galt@ca.ibm.com | Help | Logout

### Final Mashup Demo - DG

Go to Edit Search All

symbol	company	sector	industry
AMD	Advanced Micro Devices, Inc.	Technology	Semiconductors
AMGN	Amgen, Inc.	Healthcare	Biotechnology & Drug

Oct 24, 2008 1 9:39

#### Average compensation for sector

Prompt

Done

7

# DEMO – Cognos inside Mashup Hub

Cognos BI fragments inside a iWidget running side by side in Lotus Mashup Hub



## ***Integration with FileNet*** ***BI and Business Process Management***



Challenge: Take BI from informational to actionable

Today

- Integrate Cognos 8 BI and BPM to
  - Analyze workflow and process statistics (BI on BPM)
  - Provide BI at point of decision (BI in BPM)
  - Instantiate process from Cognos event (BI with BPM)
- Deliver business activity monitoring with Cognos Now! embedded into FileNet BAM
- Import process maps into Cognos Now! for operational management

Roadmap Considerations

- Automate BI in BPM with Cognos 8 BI as Tier 1 provider to P8 (in palette)
- Enhance integration of Cognos 8 events through Web services task in P8

Value

- Enhance process with BI for improved decision-making

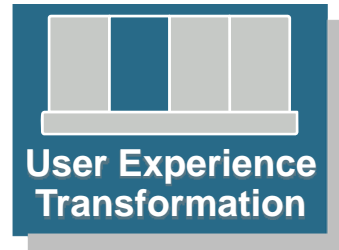
A screenshot of a complex software interface, likely FileNet, showing a workflow diagram at the top with various nodes and arrows. Below the diagram are several data visualization components, including a bar chart, a line graph, and a table with columns and rows of data. The interface has a professional, multi-paneled layout typical of enterprise software.

**FileNet**  
software

- **BPM**
- **BAM**



## Integration with OmniFind BI and Business Process Management



Challenge: Discover BI content with Enterprise Search

Today

- Enable OmniFind to find, rank and display Cognos Go! Search results as part of enterprise search results
- Expose OmniFind content results within Cognos Go! Search

Roadmap Considerations

- Enhance exposure of BI fragments in search results

Value

- Deliver combined results of structured and unstructured search results

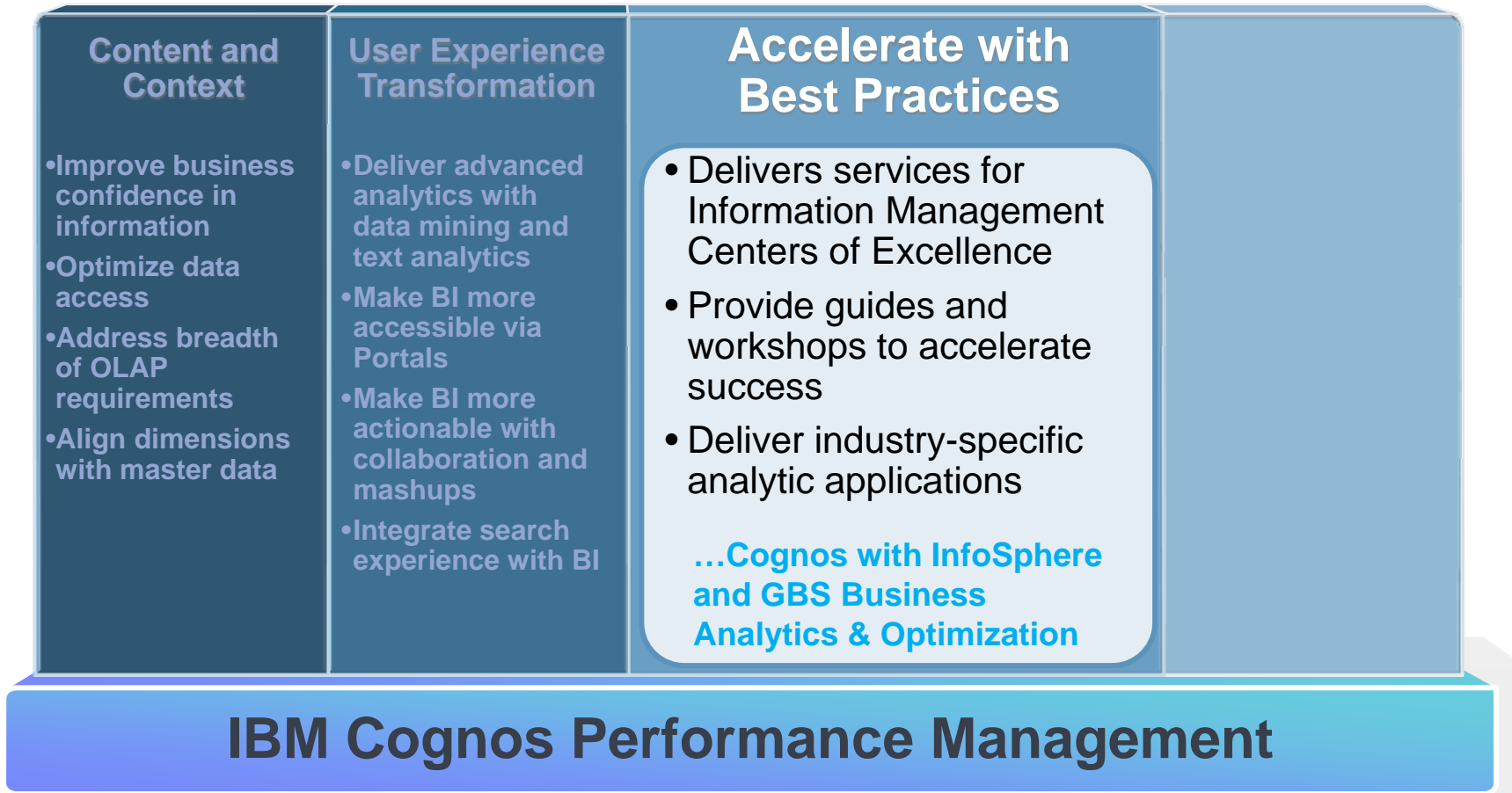
A screenshot of a Cognos Performance report. The report title is "Global Sales" and it shows a table with columns for "Country", "Planned revenue", "Revenue", and "Gross profit". The data is grouped by region: Americas, Asia Pacific, and Central Europe. An arrow points from the FileNet software logo below to the report content.

Country	Planned revenue	Revenue	Gross profit
<b>Americas</b>			
Brazil	\$7,470,502.00	\$6,100,000.00	\$1,364,614.00
Canada	\$25,278,214.50	\$24,544,000.00	\$6,569,088.00
Mexico	\$1,577,381.20	\$1,752,000.00	\$1,128,438.00
United States	\$27,825,993.80	\$27,825,993.80	\$8,851,444.00
<b>Asia Pacific</b>			
Australia	\$2,789,919.36	\$2,428,286.36	\$1,664,458.28
China	\$2,243,770.00	\$2,243,770.00	\$1,967,812.34
Japan	\$4,308,380.22	\$4,126,961.18	\$1,738,323.34
Korea	\$2,711,463.40	\$2,485,898.30	\$1,028,246.58
Taiwan	\$2,876,263.64	\$1,782,282.28	\$1,188,246.58
<b>Central Europe</b>			

**FileNet**  
software  
• *OmniFind Search*



## Focus Areas of IBM Software and Systems Fast Time to Results



## Accelerating An Organization's Information Agenda

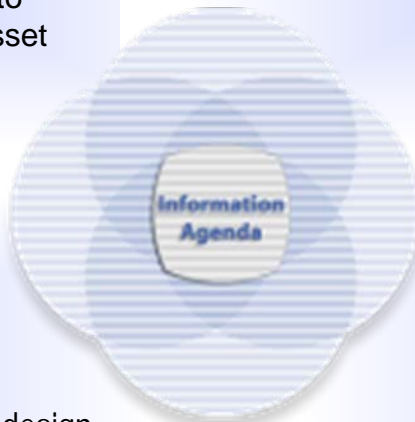


### **Foundational Tools**

Software to help you convert your information into a trusted strategic asset

### **Information On Demand Competency Centers**

Services to help you build information centers of excellence



### **Information Agenda Guides & Workshops**

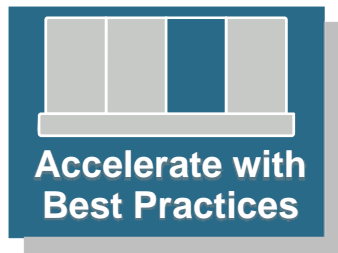
Industry tailored sessions to guide future state design, identification of key information requirements and gap analysis

### **Information Accelerators**

Industry specific assets to speed deployment



## Integration with Industry Models Solutions

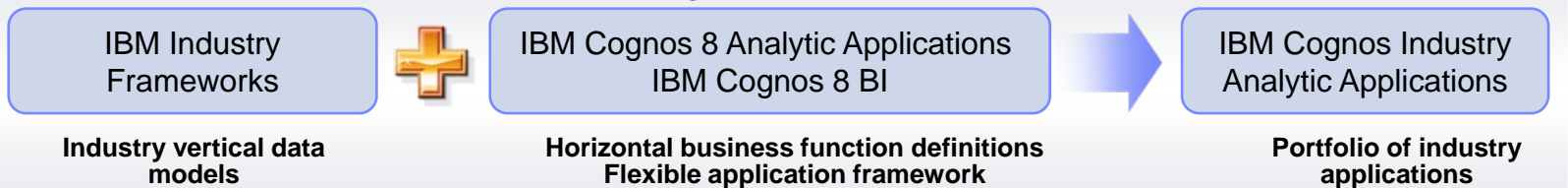


Challenge: Accelerate time to value with solutions

Today

- Leverage Industry Frameworks to fast track solutions
  - Workforce Performance in IBM HRO
  - DB2 as target mart for Performance Applications
  - 10 New & Enhanced Industry Solutions with Implementation Services Offerings
  - Leverage GBS Services for solution implementations
- Banking Risk Performance – an analytic application leveraging Banking Industry Framework
- Roadmap Considerations
- Assess Industry Frameworks for analytic applications
- DB2 embedded in Performance Applications
- Enhance with GBS Services offerings

- Banking (Banking Data Warehouse)
- Financial Markets (Financial Markets Data Warehouse)
- Insurance (Insurance Information Warehouse)
- Retail (Retail Data Warehouse)
- Telco (Telecommunications Data Warehouse)
- Health Plan (Health Plan Data Warehouse)



This represents current product plans and strategy that are subject to change. All release dates and capabilities are subject to the Disclaimer.



## IBM Cognos 8 Banking Risk Performance

Accelerate with Best Practices

### Business Drivers

Reduced Charge-offs

Early Credit Risk Insight

BASEL II Compliance

Receivables Risk

Credit Policy Monitoring

Financial Oversight

### Key Analysis Dimensions

BUSINESS UNIT

PRODUCT

GEOGRAPHY

CUSTOMER SEGMENT

LOAN VINTAGE

ACTUAL/ PLAN/ FORECAST

DAYS PAST DUE

RISK RATING

PROBABILITY OF DEFAULT

### Risk Insight Capabilities

#### ORIGINATIONS ANALYSIS

- Characteristics of Loans Originated
  - Average Credit Score
  - Average LTV
- Origination Volume

#### FRONT-END PERFORMANCE

- Delinquency Analysis
  - Days Past Due
  - Lagged Delinquencies
- Current Loans

#### BACK-END PERFORMANCE

- Losses
- Restructures
- Foreclosures
- Repossessions
- Bankruptcies
- Recidivism

#### FINANCIAL OVERSIGHT & PROFITABILITY

- Profitability
- Loss Reserves
- Actual v. Plan v. Forecast
  - A/R
  - Charge-offs
  - Delinquencies

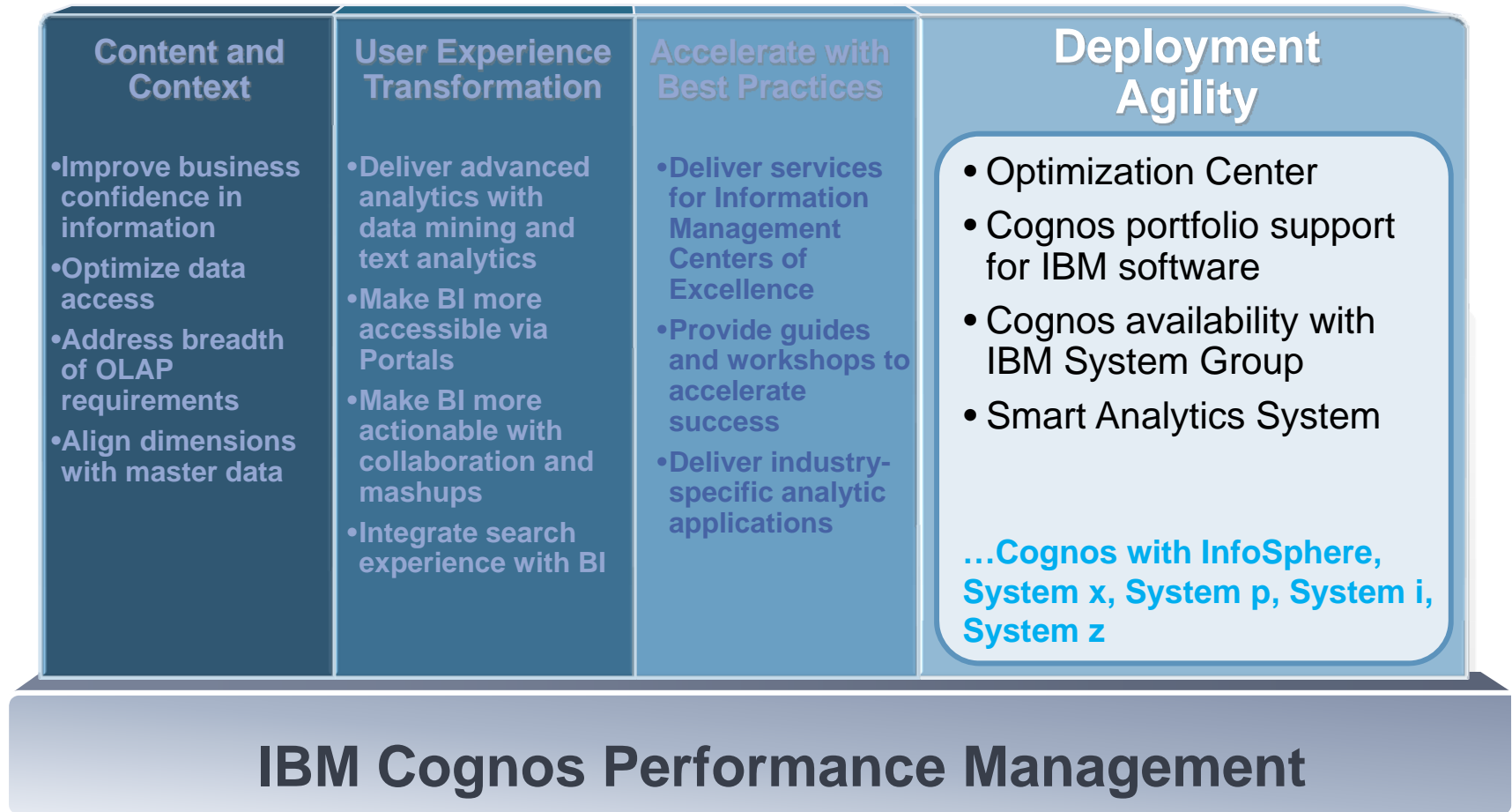
#### BASEL II REPORTING

- Exposure at Default
- Probability of Default
- Loss Given Default
- Capital Ratios

#### POLICY EXCEPTIONS

- Credit Policy Exceptions
- Exceptions that are Delinquent

## Focus Areas of IBM Software and Systems Rapid Response to Change



## Formation of Optimization Center

*Deliver optimized and open software*

### Objectives

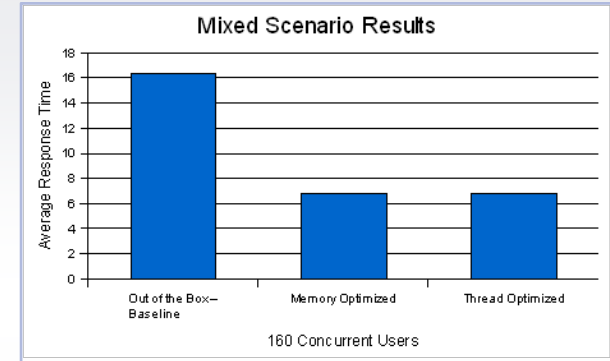
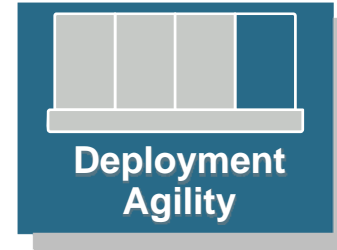
- Reduced time to market
- Lower ownership costs for customers
- Easy to digest

### Focus

- IBM Cognos BI and FPM initially with InfoSphere / DB2 and AIX

### Activities

- Simultaneous support
- Development alignment (features, testing, etc.)
  - Query optimization for DB2
  - Advanced DB2 feature leverage (mining, unstructured)
  - Tuning for AIX
- Published best practices
- Market-driven bundles

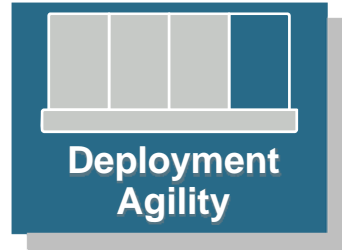


**Achieve 60% performance improvement** – with best optimized configurations compared to “out of the box” deployment – **by tuning AIX environmental variables**





## **Cognos Availability with Systems Group** *Leverage Existing System Investment*



### Today

- System z – Cognos 8 BI for Linux on System z; content store in DB2 for zOS, DB2 for zOS as source for Planning
- System x – BI, FPM, Cognos Now!
- System p – BI, TM1
- System i – as a source or content store

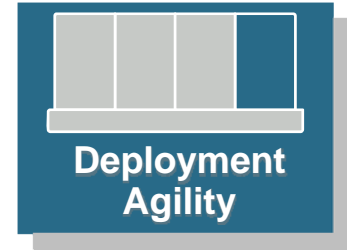
### Roadmap Considerations

- Expanded breadth of capabilities and coverage for Linux on System z
- Continued investment for OS support across BI/FPM





## ***Solution with Software, Hardware and Services*** ***IBM Smart Analytics System for business intelligence***



Challenge: Meet business need for diverse analytics, better, faster and cheaper

### Today

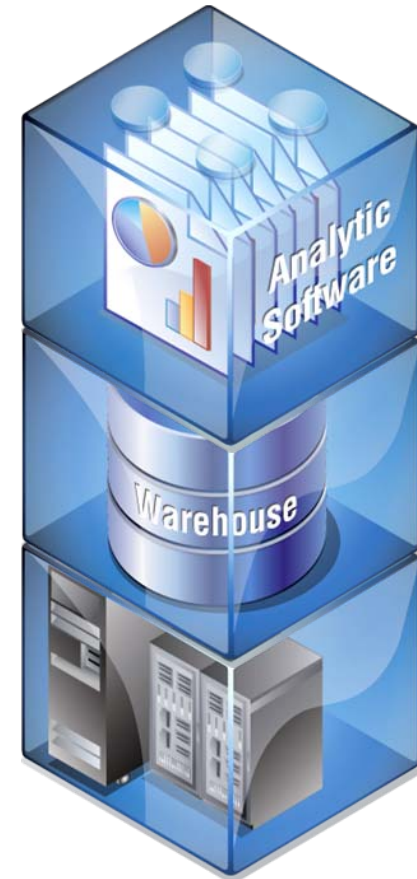
- Smart Analytics System with
  - broad analytic capabilities
  - powerful warehouse capabilities
  - scalable and full-integrated IBM hardware
  - setup services and single point of premium support

### Roadmap Considerations

- Expand breadth of capabilities available

### Value

- Able to adjust and grow to respond to ever changing business needs
- Deeply integrated and optimized to deliver high performance analytic workloads
- Deliver results in days not months



## BI Private Cloud offering

Enhance solution delivery with platform + BI services

Cognos service offerings:

- Solution planning
- Solution implementation
- Solution

<http://www-0>



Assist enterprises to:

- Deploy BI in a central services model; *Cognos as a service*

# DO NOT USE BEFORE OCTOBER 6<sup>TH</sup>, 2009

System service offerings:

- Service management
- SOA
- Accelerator! services



Begin the transformation to cloud computing

- Standardize security, governance and other enterprises processes
- Create an enterprise strategy for BI/PM

[https://www-03.ibm.com/systems/services/labservices/platforms/labservices\\_z.html](https://www-03.ibm.com/systems/services/labservices/platforms/labservices_z.html)



# IBM Cognos Software Investment Focus Areas

*Modular. Open. Integrated.*

