



Highlights

- Validated IBM Cognos BI reporting and application design to support business requirements.
 - Optimized performance, ease-of-use, and security.
 - Improved self-service capabilities driving higher user adoption.
 - Streamlined maintenance and administration of IBM Cognos BI reports.
 - Proven practices with knowledge transfer to your team.
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IBM Cognos BI Report and Application Design Review Service

Considerations

Having reports that are well designed, easy to use, and meet performance expectations is critical for high user adoption and effective, informed decision-making. Some questions that often arise include:

- Are the IBM Cognos BI reports designed to ensure a higher level of self-service and end user adoption?
- Do the reports answer the business needs and requirements in the most optimal fashion?
- How effectively do report layouts and drill structure address user expectations for ease-of-use?
- Have the reports and application been designed for optimal performance?
- Are bursting, scheduling and formatting options being used appropriately?
- Do design and development standards follow industry and IBM Cognos Proven Practices?
- Is the team building the skills needed to sustain success?



Overview

The IBM Cognos BI Report and Application Design Review Service was developed to help you improve the efficiency and performance of your BI reports and applications so that they conform to IBM Cognos Proven Practices. Our experts work closely with your team, reviewing your report and application design, your report layout and drill structure, performance considerations, development techniques, security, naming conventions, maintenance, and the overall end user experience. The result is a more efficient design that helps reduce costly maintenance and promotes a higher rate of user adoption.

The value of this Service includes:

- Effective report and application design, during the Design and Build phases of your implementation, to ensure that your business goals are met.
- Increased confidence that the reporting application is designed to support the BI solution during the Design phase, before costly issues or implementation delays occur.
- Recommendations for improving the BI solution's readiness for deployment to maximize the return on your software investment.
- Ensuring that your requirements are being served by the appropriate tool function.

Activities & Deliverables

The IBM Cognos BI Report and Application Design Review Service provides for a comprehensive set of activities and deliverables.

Through a series of kick-off and subject area interviews with appropriate stakeholders, we will clarify expectations, define objectives, identify application areas for review of an agreed upon subset of reports, and discuss business requirements with end-users and functional area stakeholders.

In meetings with IT, we will gather and analyze report design and application requirements and identify risk areas with consideration for complexity and ease-of-use.

Topics for review include:

- Analysis of the Design and Build phases of your implementation for specific reporting and application content requirements defined in the Analyze phase
- Report layout and structure
- Performance and response time
- BI content navigation considerations for drill-through and drill-down
- Use of prompts
- Formatting and output considerations
- Requirements/functionality vs. tool/studio mapping
- Bursting, scheduling and delivery techniques
- Customization, and third party product and technology integration

At the conclusion of the Service, IBM will provide you with a *Findings and Recommendations Document*. The document provides information on how your reports and application design can be improved, assistance with prioritization of the findings to determine next steps, and guidance on how to accomplish the recommended changes. An *Education Recommendations Document*, developed collaboratively by IBM education specialists, will also be provided. This document will serve as a reference of available education options and programs as well as a tailored training recommendation specific to your solution.

Engage Today

Because IBM Cognos BI offers a powerful range of capabilities, it is important that you validate your IBM Cognos BI report and application designs with proven practices to derive maximum benefit from your IBM Cognos BI investment. The IBM Cognos Report and Application Design Review Service is best when used during your implementation Design phase to ensure a solid foundation for your IBM Cognos BI solution.

For a comprehensive review of your IBM Cognos BI Framework Manager and Transformer models, consider the IBM Cognos BI Model Design Review Service as a complement to this Service.

For a post-implementation, holistic “health check” of your IBM Cognos BI solutions, consider the IBM Cognos BI Health Check Service.

About IBM Business Analytics Software Services

As an integral part of Business Analytics software division within IBM Software Group, the Business Analytics Software Services organization provides education and expert services exclusively focused on the Business Analytics product portfolio. Our depth of experience and extensive proven practices help customers maximize their software investment, mitigate risks, raise the quality of their implementations, and build valuable skills. We have provided training, guidance, advice, reviews, assessments, and assistance to thousands of clients around the world helping to ensure their business analytics implementations are optimized to take full advantage of our product capabilities.

For more information about how IBM Cognos Software Services can assist you, complete the Services Request form www.ibm.com/cognos/contactus on our website. An IBM Cognos representative will respond to your inquiry within two business days.

About IBM Business Analytics

IBM Business Analytics software delivers actionable insights decision-makers need to achieve better business performance. IBM offers a comprehensive, unified portfolio of business intelligence, predictive and advanced analytics, financial performance and strategy management, governance, risk and compliance and analytic applications.

With IBM software, companies can spot trends, patterns and anomalies, compare “what if” scenarios, predict potential threats and opportunities, identify and manage key business risks and plan, budget and forecast resources. With these deep analytic capabilities our customers around the world can better understand, anticipate and shape business outcomes.

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Route 100
Somers, NY 10589
U.S.A.

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