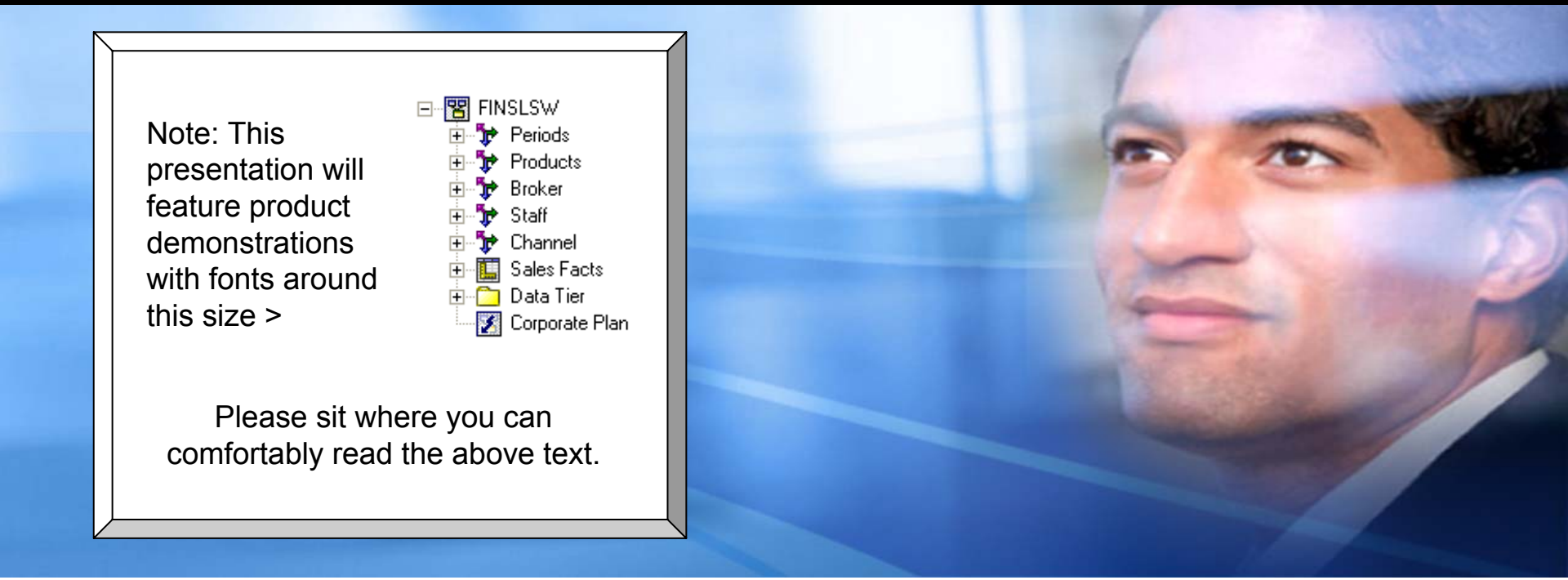
Note: This presentation will feature product demonstrations with fonts around this size >

Please sit where you can comfortably read the above text.



IBM Cognos 8 Business Intelligence Roadshow

IBM Cognos 8 Business Intelligence Roadshow

Dave Ruskin

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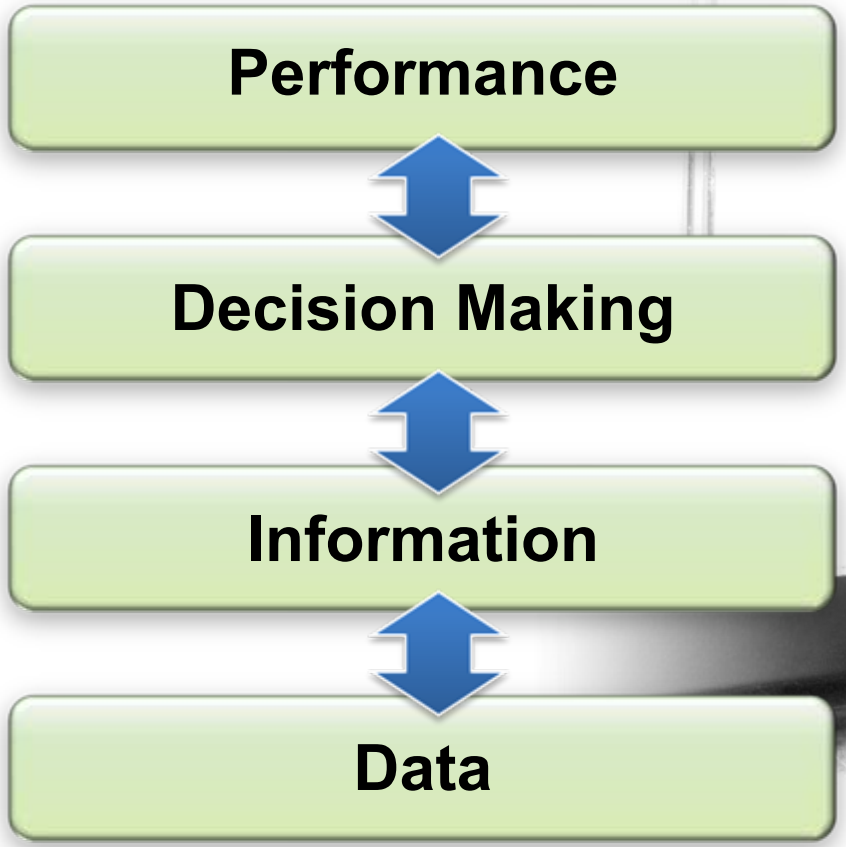
Optimizing Performance Starts with Informed Decision Making



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Three Questions that Drive Performance

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Three Questions that Drive Performance

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Business Users Not Well Enough Informed, Engaged or Aligned

- 47% **of users don't have confidence in their information** (1)
- 59% **say they missed information they should have used** (1)
- 42% **of managers use wrong information at least once a week** (1)
- 24% **user adoption within organizations** (2)
- 95% **of the typical workforce does not understand the strategy** (3)
- 60% **of organizations do not link budgets to strategy** (3)

(1) AIIM & Accenture Survey; (2) TDWI; (3) Palladium Study

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Three Questions that Drive Performance

MARKETING

FINANCE

SALES

PRODUCT DEVELOPMENT

Why?

How are we doing?

What should we be doing?

CUSTOMER SERVICE

IT

HR

OPERATIONS

Information Management

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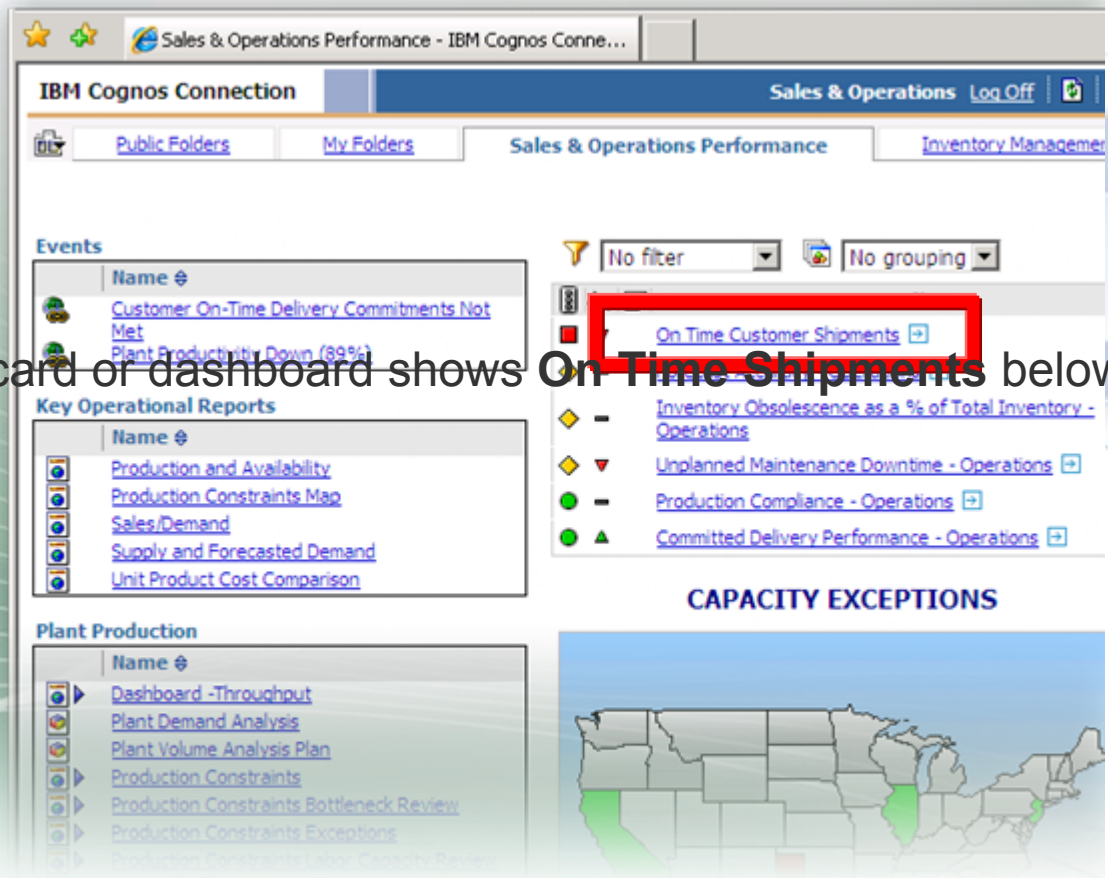
How are we doing?



➔ Scorecard or dashboard shows **On-Time Shipments** below

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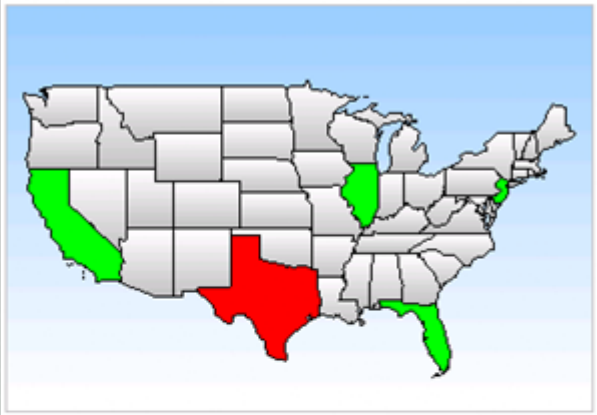
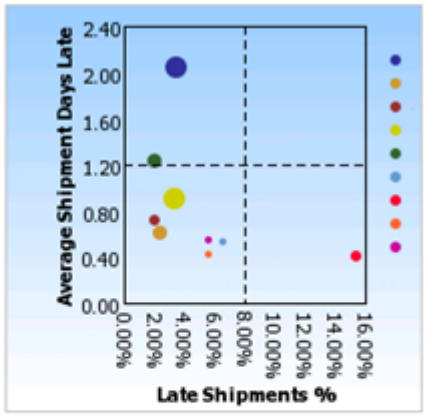
How are we doing?

PERFORMANCE

MEASURING & MONITORING

Why?





Plant	Comp. Name	Mat Req'd	Tot Mat. Ordered	Mat. Shortage Desc.
Houston, TX	Circuit Boards	22,825,208	43,074,732	
Jacksonville, FL	Computer Cases	12,783,836	40,521,303	
Master Planning	Electrical Connectors	89,655,906	199,800,000	

→ Report shows production bottleneck due to Materia

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Why?

How are we doing?

Mfg S&OP Operations Plan | Contributions | Master Planning - Cognos Planning - Contributor

File Edit View Tools Actions Help

Global Assumptions | Demand Volume | Base Regional Breakdo | Plant Production | Contractor Volume Constraints | Contractor

Master Planning | Strategic Accounts

		Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07
Total Demand Volume	All Plants	5,375	5,745	5,145	5,145	6,197	7,016	7,956
Standard % to Plant	Moline, IL	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
	Newark, NJ	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
	Santa Cruz, CA	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
	Houston, TX	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
	Jacksonville, FL	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
	Contractor	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	All Plants	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Adj to % to Plant	Moline, IL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Newark, NJ	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Santa Cruz, CA	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Houston, TX	0.00%	0.00%	(20.00)%	(20.00)%	(20.00)%	(20.00)%	(20.00)%
	Jacksonville, FL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Contractor	0.00%	0.00%	20.00%	20.00%	20.00%	20.00%	20.00%
	All Plants	0.00%	0.00					
Revised % to Plant	Moline, IL	20.00%	20.00	20.00%	20.00%	20.00%	20.00%	20.00%
	Newark, NJ	20.00%	20.00	20.00%	20.00%	20.00%	20.00%	20.00%
	Santa Cruz, CA	20.00%	20.00	20.00%	20.00%	20.00%	20.00%	20.00%
	Houston, TX	20.00%	20.00	0.00%	0.00%	0.00%	0.00%	0.00%
	Jacksonville, FL	20.00%	20.00	20.00%	20.00%	20.00%	20.00%	20.00%
	Contractor	0.00%	0.00	20.00%	20.00%	20.00%	20.00%	20.00%
	All Plants	100.00%	100.00	100.00%	100.00%	100.00%	100.00%	100.00%
Select Contractor	Contractor							
Plant Volume	Moline, IL	1,075	1,14	1,029	1,029	1,239	1,403	1,591
	Newark, NJ	1,075	1,14	1,029	1,029	1,239	1,403	1,591
	Santa Cruz, CA	1,075	1,14	1,029	1,029	1,239	1,403	1,591
	Houston, TX	1,075	1,14	0	0	0	0	0
	Jacksonville, FL	1,075	1,14	1,029	1,029	1,239	1,403	1,591
	Contractor	0		1,029	1,029	1,239	1,403	1,591
	All Plants	5,375	5,74	5,145	5,145	6,197	7,016	7,956

➔ Demand Volume is reviewed and **Plant Production Plan** is adjusted to remove bottleneck

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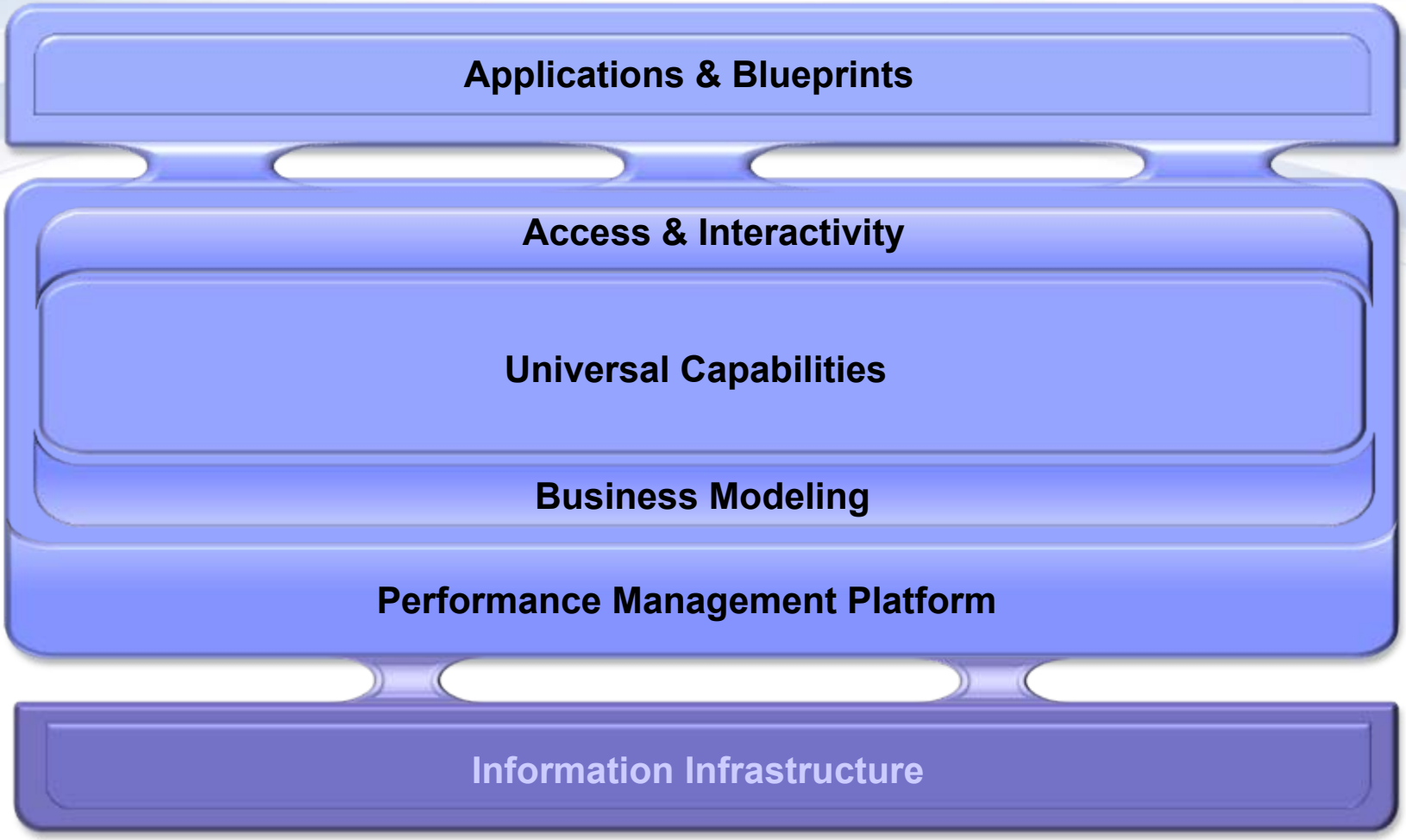
IBM Cognos Performance Management System



Cognos. software

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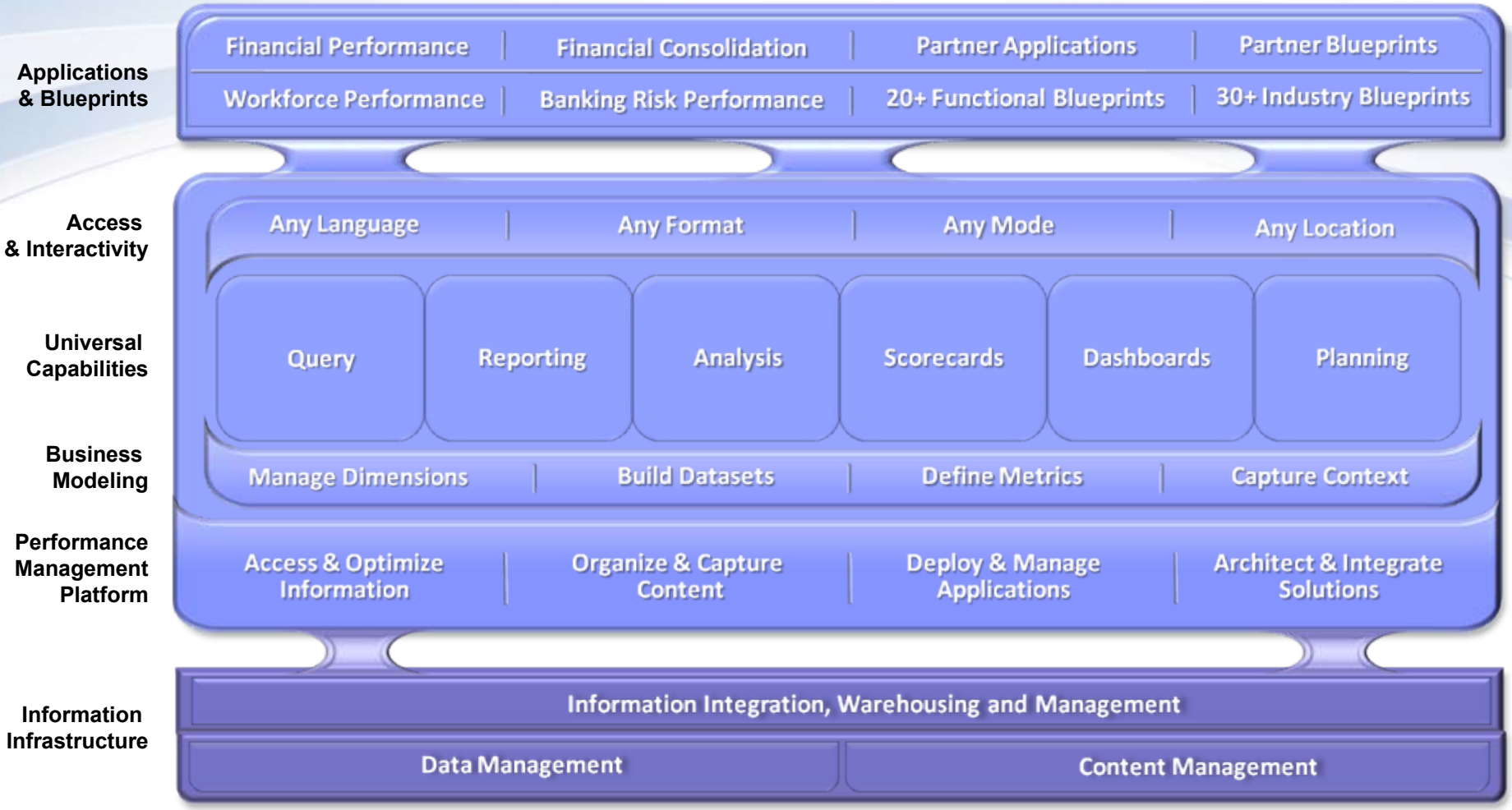
IBM Cognos Performance Management System



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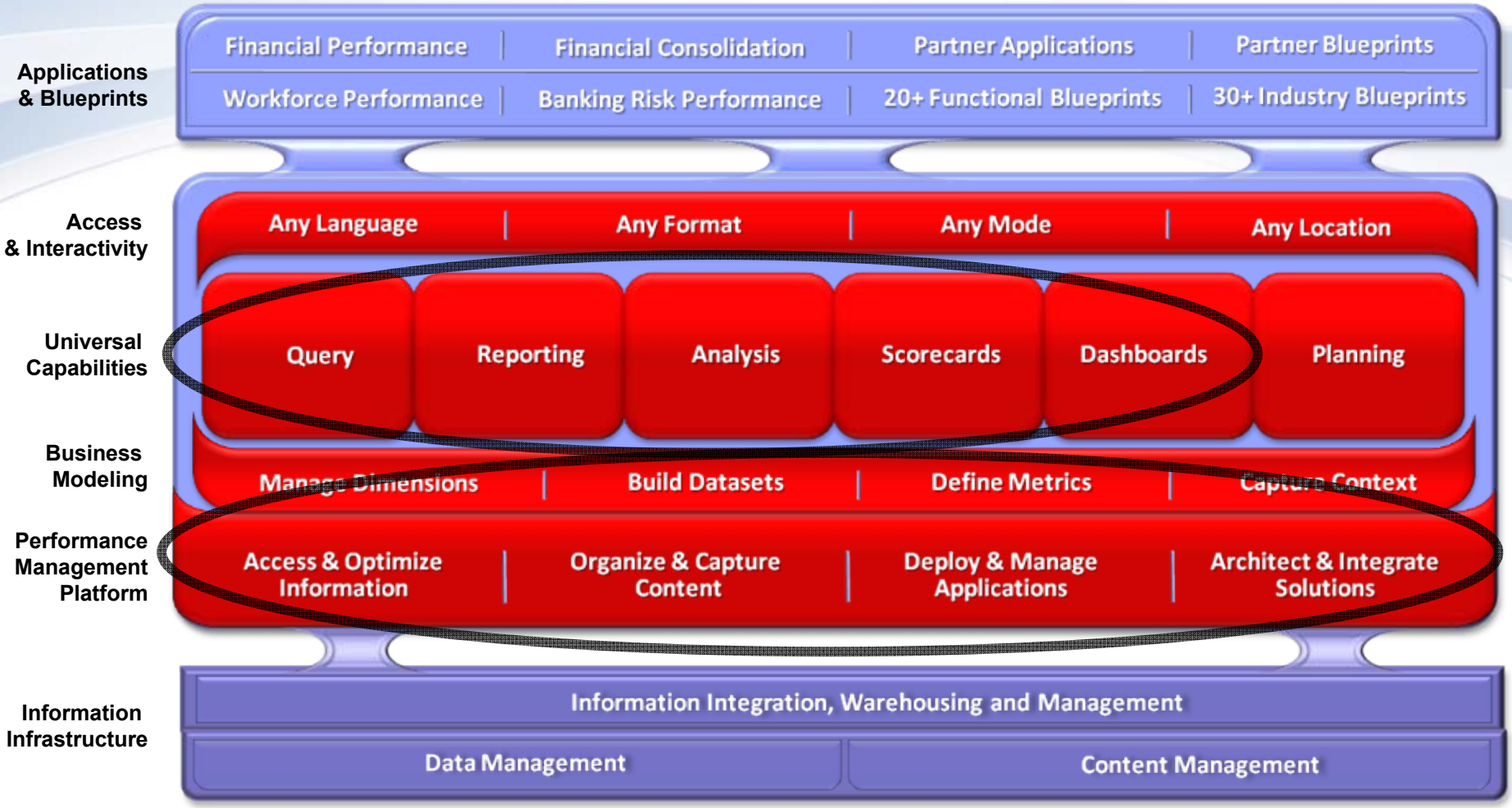
IBM Cognos Performance Management System



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IBM COGNOS 8 v4

PERFORMANCE MANAGEMENT

Informed Engaged Aligned

COGNOS 8 BI

SIMPLE. COMPLETE. PROVEN.

ENTERPRISE-WIDE REPORTING

COGNOS 8 PLATFORM

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Agenda – Live IBM Cognos 8 BI System Build

09:15	**Welcome and Introduction**
09:35	**Configuration, Architecture and Security**
09:55	**Metadata and Data Modelling**
10:35	**Ad Hoc Query**
10:50	***Break***
11:10	**Analysis**
11:25	**Express Authoring**
11:50	**Sophisticated Report Authoring**
12:45	**Wrap Up with Q&A**
13:00	***Lunch and Interactive 1:1 Demonstrations***
13:45	**Optional Sessions:** *Access Modes, Administration or TM1*
14:40	*Scorecarding, Business Viewpoint or Infosphere*
15:30	**Close**

Information Management

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Configuration, Architecture and Security

Matthew Robinson

When defining an architecture, start with a clean sheet…

… define your goals … (Enterprise BI deployments)

… Invest in …

the best leverage of modern IT technologies, open standards, and design principles.

PRESENTATION TIER:

- **Information 'bus': services plug into ubiquitous network (Internet)**
- **Open Web standards (HTTP, XML, SOAP, WSDL, Mash-up Services…)**
- **Leverage in-place application servers, technology & expertise**

Zero Footprint Browsers

os Connection
Query Studio
Analysis Studio
Event Studio
Report Studio
Metric Studio
Search Service

Go! Office

Go! Mobile (Blackberry, PocketPC, Symbian)

ROUTER (optional)

WEB SERVER(S):
Web Gateways(ISAPI, NSAPI, CGI)
Web Services APIs
Industry Standard Portals

Window Client/Add-ins
Disconnected OLAP Client
Planning & Analysis Excel Clients

A

FIREWALL/ROUTER/ENCRYPTION

- **Self-registering, self-starting services – add/configure as required**
- **Built-in intelligent load balancing**
- **Redundancy & failover protection**

Cognos BI Bus – SOAP, XML

WINDOWS
IBM System Z
UNIX
LINUX

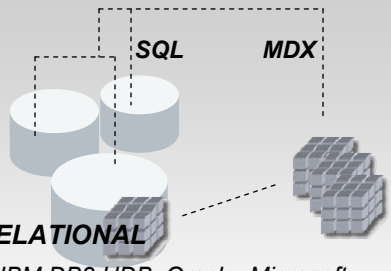
COGNOS 8 BI DISPATCHER(S)

SEARCH SERVICE	QUERY SERVICE	JOB & SCHEDULING SERVICE	PRESENTATION SERVICE	CONTENT MANAGER SERVICE	METRICS SERVICE	EVENT SERVICE	MONITORING SERVICE	AUDIT SERVICE

- **Peer-to-peer, loosely coupled services across ALL BI**
- **Single Query Engine**
- **Horizontal and vertical scalability**
- **High reliability**
- **Separation of presentation from data for optimal flexibility**

- **Platform independence – leverage in-place infrastructure**
- **Complete flexibility, adaptability**
- **Support for heterogeneous environments**

DATA TIER



RELATIONAL

- *IBM DB2 UDB, Oracle, Microsoft SQL Server, Sybase,other…*
- *Dimensionally Aware Relational*

MODERN

- *XML, WSDL, LDAP, JDBC…*

OLAP

- ***Enterprise Planning Real-Time Plans***
- ***PowerCubes: High Performance Dimensional Cache***
- ***Industry Standard OLAP Providers: Microsoft, IBM, SAP, ESSBASE***

SECURITY PROVIDERS
LDAP, Active Directory, NTLM, Netegrity, SAPBW, Cognos Namespace, Custom Providers

CONTENT STORE
DB2, ORACLE, SQL Server, Sybase, Derby

AUDIT
RDBMS, UNIX Sys Logs, NT Event Log

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15:30	**Close**

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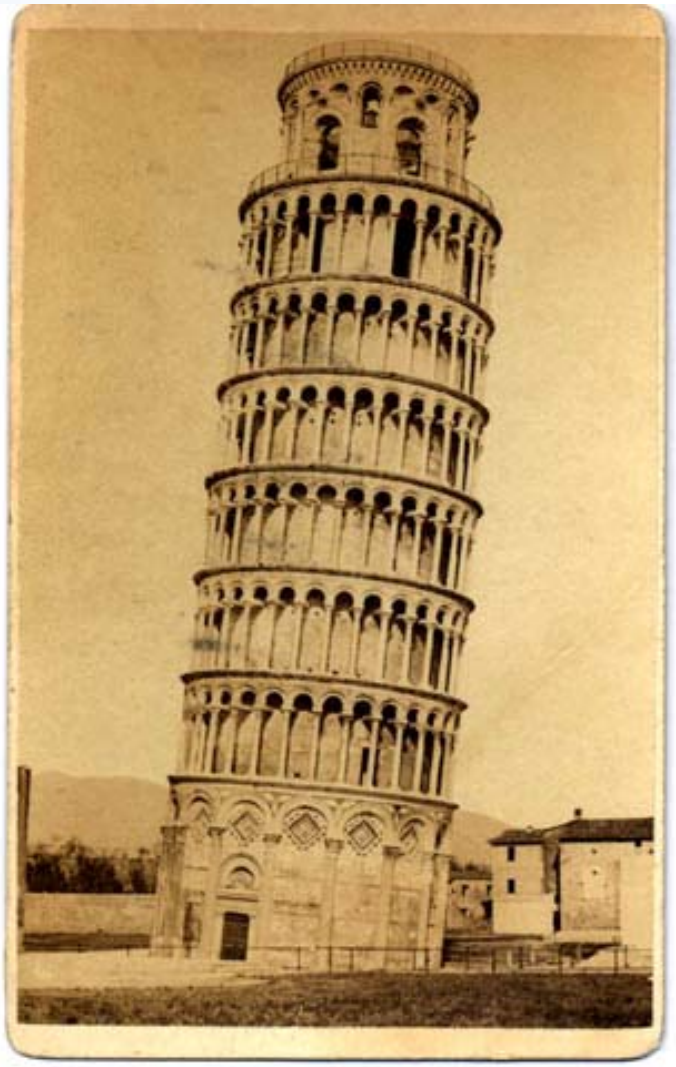
Metadata and Data Modelling

Ian Grange

It is Unwise to Build on Weak Foundations



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The Foundation for Business Intelligence is the Data Source and Metadata Model.

- **Often, we cannot alter the data source.**
- **This is why Cognos 8 was designed for**
  - Flexibility
  - Manageability
  - Usability

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PRESENTATION TIER:

Zero Footprint Browsers

Cognos Connection
Query Studio
Analysis Studio
Event Studio
Report Studio
Metric Studio
Go! Search Service

Go! Office

Go! Mobile (Blackberry, PocketPC, Symbian)

ROUTER (optional)

WEB SERVER(S):
Web Gateways(ISAPI, NSAPI, CGI)
Web Services APIs
Industry Standard Portals

Window Client/Add-ins
Disconnected OLAP Client
Planning & Analysis Excel Clients

APPLICATION TIER

FIREWALL/ROUTER/ENCRYPTION

Cognos BI Bus – SOAP, XML

WINDOWS
IBM System Z
UNIX
LINUX

COGNOS 8 BI DISPATCHER(S)

SEARCH SERVICE	QUERY SERVICE	JOB & SCHEDULING SERVICE	PRESENTATION SERVICE	CONTENT MANAGER SERVICE	METRICS SERVICE	EVENT SERVICE	MONITORING SERVICE	AUDIT SERVICE

Package

DATA TIER

FIREWALL/**ROUTER/ENCRYPTION**

SQL *MDX*

FRAMEWORK MANAGER

RELATIONAL
- *IBM DB2 UDB, Oracle, Microsoft SQL Server, Sybase, other…*
- *Dimensionally Aware Relational*

MODERN
- *XML, WSDL, LDAP, JDBC…*

OLAP
- ***Enterprise Planning Real-Time Plans***
- ***PowerCubes: High Performance Dimensional Cache***
- ***Industry Standard OLAP Providers: Microsoft, IBM, SAP, ESSBASE***

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LDAP, Active Directory, NTLM, Netegrity, SAPBW, Cognos Namespace, Custom Providers

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Ad-hoc Query

Raj Sharma

Agenda – Live IBM Cognos 8 BI System Build

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"We rely on the bird's-eye view of business information delivered through our dashboards and scorecards to increase operational efficiencies in key areas."

"The new interactive viewer within IBM Cognos 8 Go! Dashboard is super cool. It will give business users the ability to quickly drag and drop, re-sort and rearrange slick graphical content in compliance with existing IT policies and infrastructure. The result is a custom, manageable view of business information built on trusted BI content without the need for the IT department to spend valuable time building individual dashboard views for every imaginable business scenario."

Mike Wiseman
Data Services Manager
Boyd Gaming Corporation

Coffee Break

Please return in 20 minutes.

Information Management

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"Having a complete set of proven performance management capabilities on a single platform, underpinned by IBM entity analytics and data warehouse, lets us strategically align our customer information across 16 properties."

"We now have an 'information agenda' not only for our business analysts at each property, but for decision-makers and executives in the corporate office. This enterprise-wide view of customer activity has allowed us to raise the bar and consistently deliver excellent customer service. The new self-serve, business-oriented capabilities in IBM Cognos 8 v4 will help customers like us continue to provide targeted, relevant business information to key decision-makers across the organization for even stronger engagement and alignment."

Mark Lack
Manager Planning & Financial Analysis
Mueller, Inc.

Coffee Break

Please return in 19 minutes.

Information Management

Cognos. software

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"As an IT manager, IBM Cognos 8 Business Viewpoint alleviates my concerns knowing that select users can access the appropriate dimensions in accordance with our established security and administration policies,"

"We can confidently and securely enable deeper collaboration, faster analysis and adaptability for our business users on our existing, trusted performance management platform, without the need to burden previously engaged IT resources in the day-to-day changes to business views."

Susan Dean
Director
Business Intelligence
MedAssets.

Coffee Break

Please return in 18 minutes.

Information Management

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"With IBM Cognos 8 Business Viewpoint, it is easy to see how our product managers could modify business dimensions by altering their view of product lines and reviewing how their changes affect the other parts of the business."

"Without disrupting the underlying data or troubling IT, our business users could nominate how product lines can be remixed through a simple drag and drop process and then create a workflow to ensure that the right business owner is alerted to the proposed changes and has a chance to approve the recommendations."

Paul Epp
Cognos App. Manager
Graymont

Coffee Break

Please return in 17 minutes.

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"The new features in Cognos Planning that really impressed us were the brand new web client. There's a bunch of new features in there that I think are really going to be helpful for our end users, and also helpful for us in designing solutions."

Paul Epp
Cognos App. Manager
Graymont

Coffee Break

Please return in 16 minutes.

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"The fact that TM1 can now be a data source for Cognos 8 is just phenomenal. Now we have seen the capabilities and the integration between TM1 and Cognos 8, we're going to be able to deliver much more formatted and scheduled reporting than we could in the past; both delivering more value to our TM1 users, and delivering their insight to more people across our business."

John Gowers
IT Director
Blue Mountain Resorts

Coffee Break

Please return in 15 minutes.

Information Management

Cognos. software

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"Coupling the unbeatable performance and quick development time of TM1 with the friendly and intuitive user interfaces and the broad range of capabilities of IBM Cognos 8 BI gives us a brilliant solution for strategic information management."

"Having a pervasive system that connects our business users to process and strategy so they can get the information they need to understand, oversee and drive the business is invaluable."

John Gowers
IT Director
Blue Mountain Resorts

Coffee Break

Please return in 14 minutes.

Information Management

Cognos. software

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"This product takes away a lot of the concern and a lot of the worry, and it places a great foundation of reporting. It allows you to see within an ERP system very quickly and identify what's happening with the data."

Ed Leduke
BI Manager
Ferraz Shawmut

Coffee Break

Please return in 13 minutes.

Information Management

Cognos. software

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"IBM Cognos 8 Financial Performance Analytics lets users easily monitor metrics and quickly identify performance discrepancies in the spirit of driving greater organizational efficiencies and productivity. I was particularly impressed with how simple it was to adapt reports and metrics as business factors changed. In the past, this style of quick, in-depth reporting would have required a lot of coding and ETL expertise. With IBM Cognos, it's all GUI - just drag and drop. It's incredibly simple,"

Ed Leduke
BI Manager
Ferraz Shawmut

Coffee Break

Please return in 12 minutes.

Cognos. software

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The new interactive viewer within IBM Cognos 8 Go! Dashboard will give our business users the ability to quickly drag and drop, re-sort and rearrange slick graphical content in compliance with our existing IT policies and infrastructure. The result is a custom, manageable view of business information built on trusted BI content without the need for our IT department to spend valuable time building individual dashboard views for each and every business scenario."

Craig Sindorf
Dr. Pepper Snapple Group

Coffee Break

Please return in 11 minutes.

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"We were impressed by the ease of deployment and flexibility of IBM Cognos 8 Financial Performance Analytics. This presents an opportunity to accelerate and align decision making within our organization using a robust financial reporting and analysis solution"

Ed Leduke
BI Manager
Ferraz Shawmut

Coffee Break

Please return in 11 minutes.

Information Management

Cognos. software

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Mike Wiseman
Data Services Manager
Boyd Gaming Corporation

Coffee Break

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Information Management

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Mark Lack
Manager Planning & Financial Analysis
Mueller, Inc.

Coffee Break

Please return in 9 minutes.

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Susan Dean
Director
Business Intelligence
MedAssets.

Coffee Break

Please return in 8 minutes.

Information Management

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Paul Epp
Cognos App. Manager
Graymont

Coffee Break

Please return in 7 minutes.

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Paul Epp
Cognos App. Manager
Graymont

Coffee Break

Please return in 6 minutes.

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John Gowers
IT Director
Blue Mountain Resorts

Coffee Break

Please return in 5 minutes.

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John Gowers
IT Director
Blue Mountain Resorts

Coffee Break

Please return in 4 minutes.

Information Management

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Ed Leduke
BI Manager
Ferraz Shawmut

Coffee Break

Please return in 3 minutes.

Information Management

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Ed Leduke
BI Manager
Ferraz Shawmut

Coffee Break

Please return in 2 minutes.

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The new interactive viewer within IBM Cognos 8 Go! Dashboard will give our business users the ability to quickly drag and drop, re-sort and rearrange slick graphical content in compliance with our existing IT policies and infrastructure. The result is a custom, manageable view of business information built on trusted BI content without the need for our IT department to spend valuable time building individual dashboard views for each and every business scenario."

Craig Sindorf
Dr. Pepper Snapple Group

Coffee Break

Please return in 1 minutes.

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Analysis

Matthew Robinson

Agenda – Live IBM Cognos 8 BI System Build

09:15	**Welcome and Introduction**
09:35	**Configuration, Architecture and Security**
09:55	**Metadata and Data Modelling**
10:35	**Ad Hoc Query**
10:50	***Break***
11:10	**Analysis**
11:25	**Express Authoring**
11:50	**Sophisticated Report Authoring**
12:45	**Wrap Up with Q&A**
13:00	***Lunch and Interactive 1:1 Demonstrations***
13:45	**Optional Sessions:** *Access Modes, Administration or TM1*
14:40	*Scorecarding, Business Viewpoint or Infosphere*
15:30	**Close**

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Express Authoring

Ian Grange

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Agenda – Live IBM Cognos 8 BI System Build

09:15	**Welcome and Introduction**
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Sophisticated Report Authoring

Sasha Maybury

Agenda – Live IBM Cognos 8 BI System Build

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Wrap Up with Q&A

David Ruskin

IBM Cognos 8 BI Architecture Expands on Market Proven ReportNet Success

Cognos 8 BI

NEW STANDARD FOR ENTERPRISE BUSINESS INTELLIGENCE

COGNOS BI BUS: SOAP, XML

PORTAL

COMPLETE ENTERPRISE BUSINESS INTELLIGENCE - Relational (including dimensionally modeled relational), OLAP, SAP BW, Modern…

Production Reporting	Scheduling	Exploration	Event Subscription	Metrics
Managed Reporting	Saved Editions	Deep Comparative Analysis	Event Notification	Balanced Scorecards
Ad Hoc Query and Ad Hoc Formatting	Bursting		Closed Loop Process Integration	Guided Analytics
Self Service Business Reporting	Drill Through			Ownership
Dashboards and Self Service Dashboards	Drill Up/Down			Actions

BI CONTENT MANAGEMENT

COGNOS BI BUS: SOAP, XML

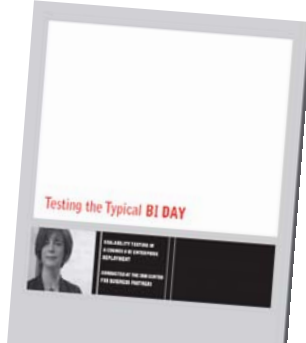
PORTAL

ENTERPRISE REPORTING - Relational Data

Production Reporting	Scheduling
Managed Reporting	Saved Editions
Ad Hoc Query	Bursting
Self Service Business Reporting	Exporting
Dashboards	

BI CONTENT MANAGEMENT

IBM Innovation Centre, Waltham, MA
160,000 User Test confirming predictable scalability and performance – "Testing the Typical BI Day".



ReportNet 1.0

NEW STANDARD FOR ENTERPRISE REPORTING

IBM San Mateo Labs – Automatic Grid Strategy 5 Support

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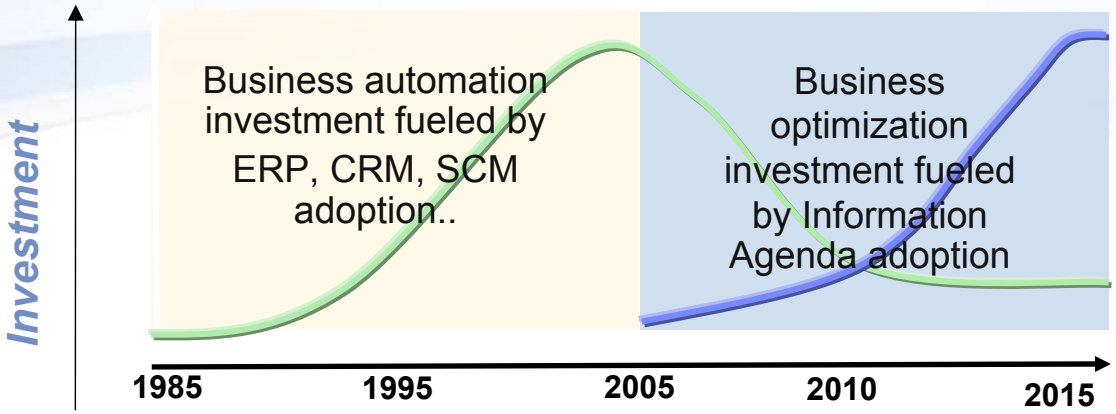
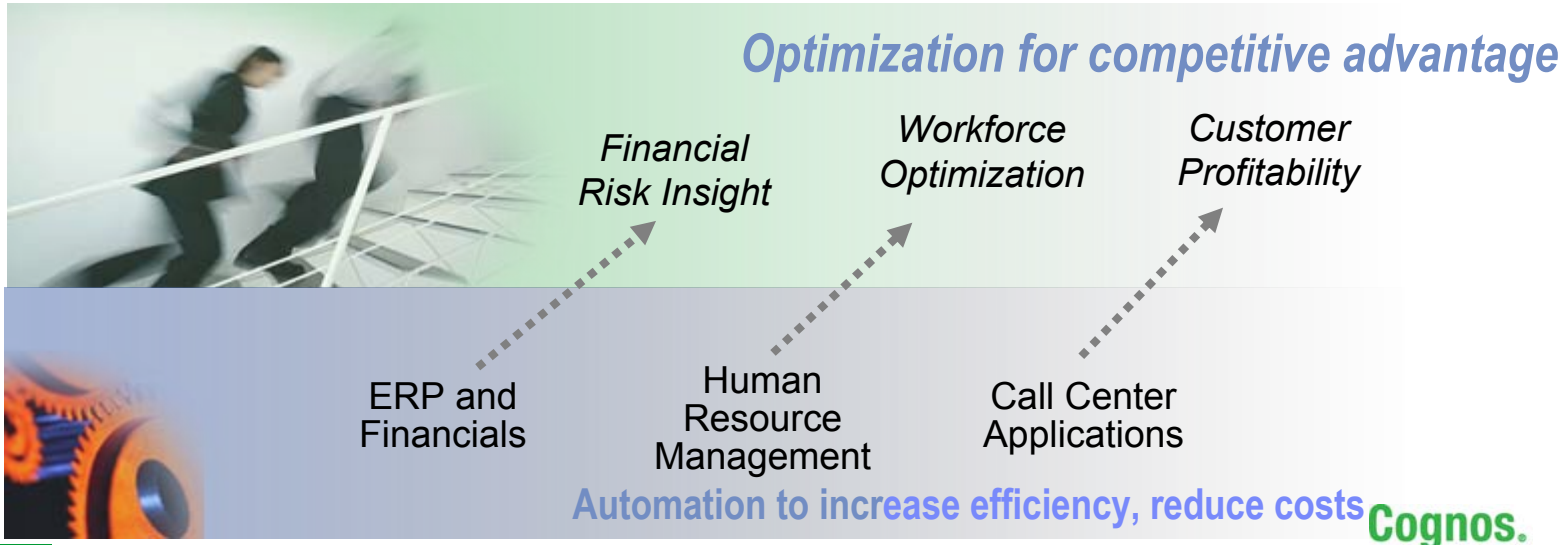
Increasing Focus on Business Analytics & Optimization

Shift from Application Agenda to Information Agenda





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IBM's Platform for Business Analytics and Optimization

Smarter Business Outcomes

Financial Risk Insight | Workforce Optimization | Dynamic Supply Chain

Customer & Product Profitability | ***Business Optimization*** | Multi-channel Marketing

SPSS AN IBM COMPANY

End-to-end Capabilities

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IBM (Cognos) Positioned in Leaders Quadrant of the Magic Quadrant for Business Intelligence Platforms 2010

Source: "Magic Quadrant for Business Intelligence Platforms, 2010"
Rita L. Sallam, Bill Hostmann, James Richardson, Andreas Bitterer, 29 January 2010

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Analysts affirm IBM's leadership in all relevant domains

Ability to Execute

Warehousing

ETL

Data Quality

Data Integration

"Since 2006, IBM has deliberately and doggedly constructed an unparalleled portfolio of software… it's difficult to see how any competitors will be able to [compete] anytime soon…" – Ovum Report, Aug. 2008

CDI

Customer Hubs

PIM

+

Services

BI Tools

CPM

ECM

Completeness of Vision

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IBM Cognos 8 BI Customer Quotations

- Navman **"Our business managers were calling out for reports to help them** manage and keep the business on track **to meet the company targets,** IBM Cognos 8 BI fitted the bill perfectly**. The IBM Cognos technology has given us the ability to** extract data from multiple Oracle ERP implementations and other systems**, and present it in a way that is** relevant **to our staff. Our aim is to have a** single version of the truth across Europe**, so that the whole team is making decisions based on timely and accurate data."**

  Mike West, VP Operations, Navman/Mio

- British Columbia Lottery Corporation**: "We've partnered with a** leader in the industry **and it has really paid off for us. Bottom line --**Cognos 8 BI and the services from Cognos Consulting, Training, and Support have enabled us to provide strong business value and decision support and ensure that we have an integrated, trusted, and reliable environment**."**

  David Klotz, Manager, Enterprise Information Management.

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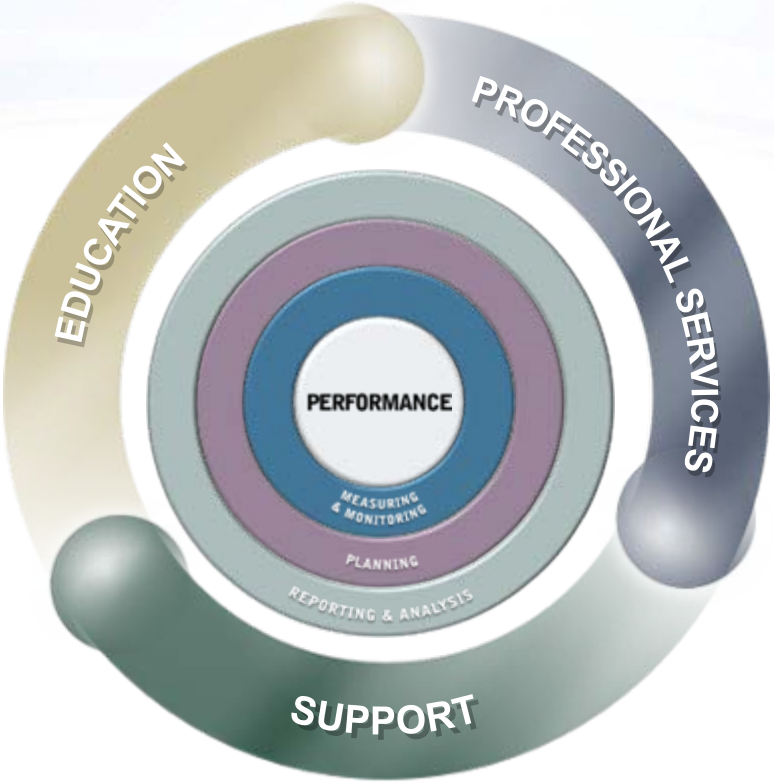
New Software Services, Support, & Education

Curriculum

e-Learning

Training Paths

IBM Integration
Migration to IBM course search and registration system



Guardian Services
Work packages

Migration & Upgrade Services

Off-shore & BICC Services

CSIM Roadmaps

IBM Integration
Partnership with GBS

IBM Integration migration IBM Web Support, IBM Support Plans

Customer Resource Center
with new Migration Paths

Online Support
with C8 v4 Proven Practices

Product Continuation
C8 v4 available to all customers with maintenance

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The Performance Management Journey
Start Anywhere and Get Value at Each Step

Departmental BI Applications

Enterprise BI Capabilities Independent Planning

Coordinated Decision Making

Information Management

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Performance Management Framework for Coordinated Decision Making

Financial Management

Finance

Sales

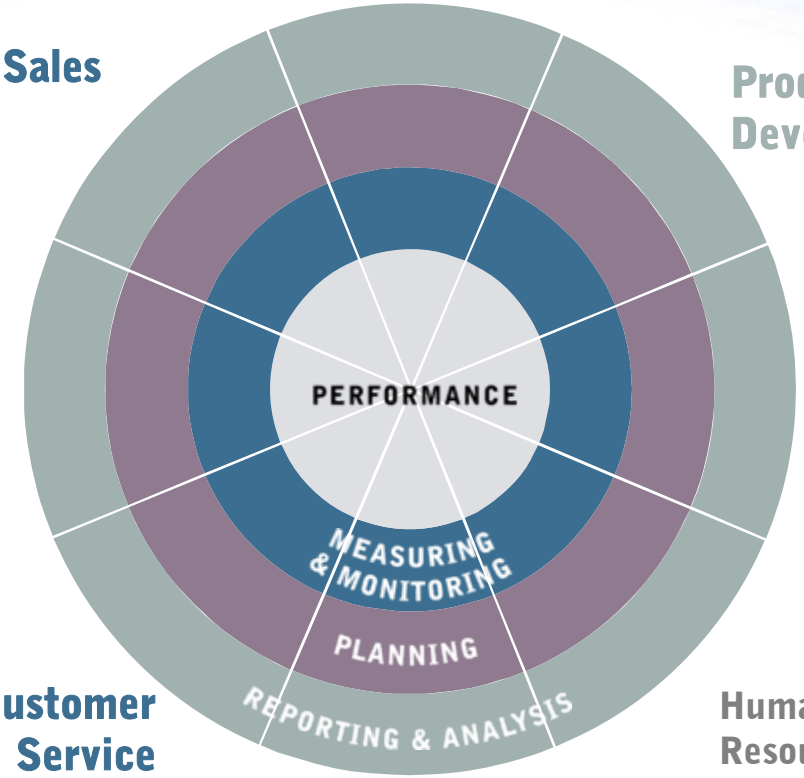
Product Development

Expense Management

Revenue Management

Marketing

Operations

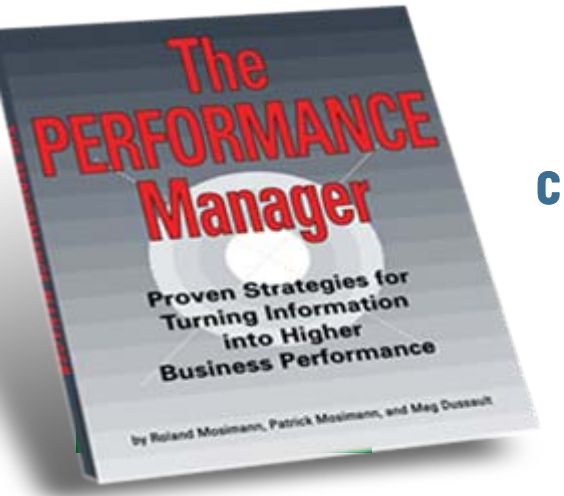


Customer Service

Human Resources

IT/Systems

Long-Term Asset Management



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13:45 – 14:30	Extended Access Modes **Audience: BI End-users and Administrators**	TM1 **Audience: End-users / Data Modellers**	Administration Facilities for the Cognos 8 Platform **Audience: BI Administrators**
14:40 – 15:30	Scorecarding **Audience: Performance Management Team**	Business ViewPoint: **Audience: Data Administrators / End-users**	InfoSphere: **Audience: IT**

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Q&A

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Lunch and Interactive 1:1 Demonstrations Optional Sessions:

- Access Modes
- TM1
- Administration

- Scorecarding
- Business Viewpoint

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