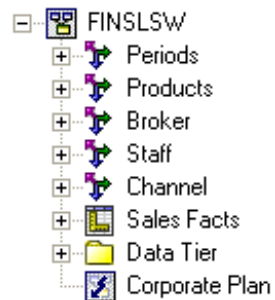


Note: This presentation will feature product demonstrations with fonts around this size >



Please sit where you can comfortably read the above text.

IBM Cognos 8 Business Intelligence Roadshow - Additional Access Modes

Cognos.
software

The Business Intelligence Objective



Everyone in an organization needs business intelligence to ensure they are more informed, engaged, and aligned to drive higher performance



Enabling more users: Go! Access Modes to the Cognos 8 Platform

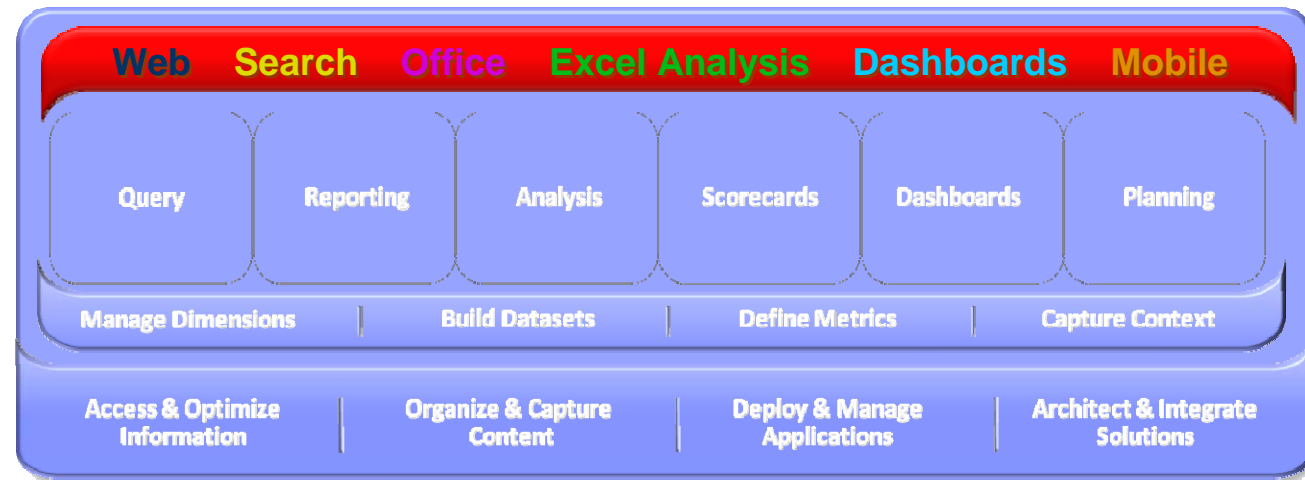
END USER

Go! Access Modes
& Zero Footprint
Capabilities



SERVICES

Purpose-Built Web
Services Architecture



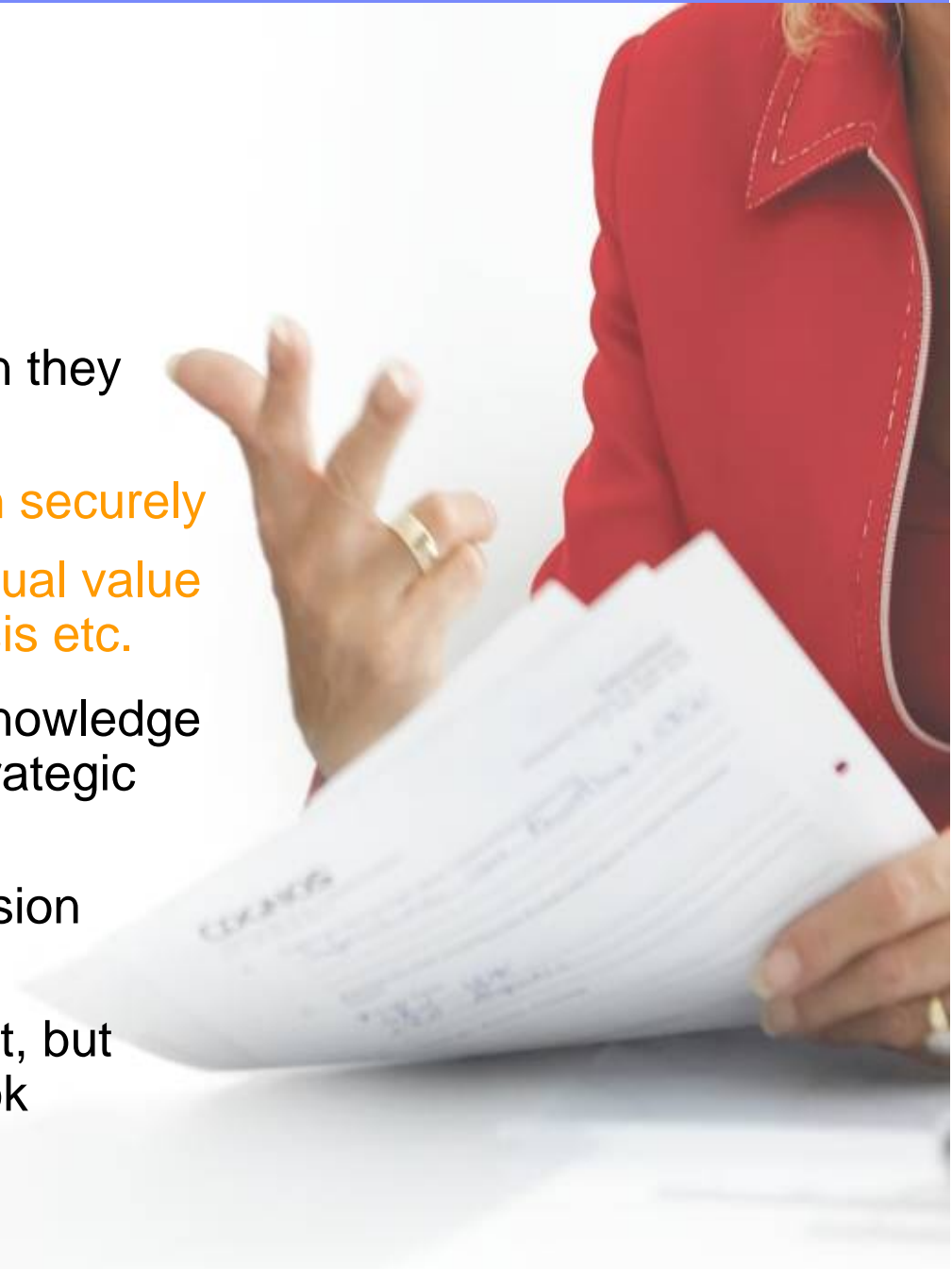
DATA

Open Data Access



Search Challenges

- Enterprise search engines provide comprehensive and easy view to unstructured data, but on their own they *can't...*
 - Access structured BI information securely
 - Recreate aggregate and contextual value of BI reports, scorecards, analysis etc.
- Organisations want the *average* knowledge worker to be able to access the strategic value of BI
 - Broader adoption for better decision making
 - Huge value in existing BI content, but users have to know where to look



Cognos Go! Search Offers a Familiar Search Interface

- Standard search bar in Cognos 8 BI
- Searches full BI content (not just titles and descriptions)
- Standard tips and tricks to narrow criteria
- Fuzzy matching and word stemming improves results
- Dynamic content creation

The screenshot displays the Cognos Go! Search interface. At the top, a search bar contains the query "2005 binoculars revenue" and a "Search" button. Below the search bar, there are links for "Advanced" and "New Search". The interface is divided into several sections:

- Refine by:** A sidebar on the left with expandable sections:
 - Types:** agentDefinition, query, report
 - Packages:** Audit, Dashboard Objects, GO Data Warehouse (analysis), GO Data Warehouse (query), GO Sales (analysis), GO Sales (query), Practical Examples, Sales and Marketing (conformed)
 - Metadata:** Campaign, Date, Employee training, Introduction date
- Search Results:** A main area showing a list of results. The top result is "GO Sales (query)" with details:
 - Time dimension:** Date (2005)
 - Product:** Product type (binocular, binoculars)
 - Measure:** Forecast revenue
- Suggested:** A section below the main results showing suggested reports with progress bars:
 - Promotion Success: 82%
 - Revenue by GO Subsidiary 2005: 80%
 - Top 10 Retailers for 2005: 77%

Integration with Enterprise Search Engines

Enterprise Search Search Application - Microsoft Internet Explorer

Address: http://rasputin/ESSearchApplication/search.do

DB2. Information Integrator OmniFind Edition

Search Results: sales americas 2005 - Microsoft Internet Explorer

Address: http://wendigo.cognos.com/search?q=sales+americas+2005&site=intranet&btnG=Google+Search&output=xml_no_dt&sort=date%3AD%3A%3A%3Ad1&ie=UTF-8&spell=1&cl=

Google Advanced Search Search Tips

sales americas 2005 intranet Google Search

Results 1 - 4 of about 6. Search took 0.11 seconds. Sort by date / Sort by relevance

Sample
2006 2006 ... accessories Products products Americas
essories Products products Sales Territory Sales ...
ards/cognos115.html - 14k - 2005-12-20 - Cached

en ("Smile ... Region calculation is now the Sales
n the Europe, Far East, and Americas. ...
amples/_Projects/Adriatic/Documentation/Doc_Plans/Samples/Adriatic%20Sample%20Spec%20draft2.doc - 2004-04-02 - Text

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ranet/cognos_docs/cognos_docs/en-ppxl_disc.pdf - 2005-04-19 - Text Version
ad.cognos.com/intranet/cognos_docs/cognos_docs]

Cognos Go! for Google OneBox

- Instant answers to common questions
- Most relevant report
 - Graphs, charts, tables, and maps
- Relevant metric
 - Status and Trend
 - Actual, Target and Benchmarks
- Ranked BI search links

The screenshot shows a Google search result for 'revenue' in Microsoft Internet Explorer. The search results include two main items:

Cognos 8 Report: Revenue Summary - More results

This report features a bar chart showing revenue by category and a table of sales territory revenue.

Sales territory	Revenue
Americas	\$59,216,772
Asia Pacific	\$17,082,640
Central Europe	\$50,668,542

Cognos 8 Metric: Revenue - More results

This metric view includes a line chart showing revenue trends over time and a table with actual, target, and benchmark values.

Status	Name	Revenue - Global
Actual	US\$917,332	
Target	US\$1,029,887	
Time Period	Dec 2006	

Office Integration with Go! Office



Go! Dashboard Engages the Business User

Dynamic

- Rich Flash or HTML graphics capabilities to quickly create visually appealing dashboards
- Client-Side caching for improved performance

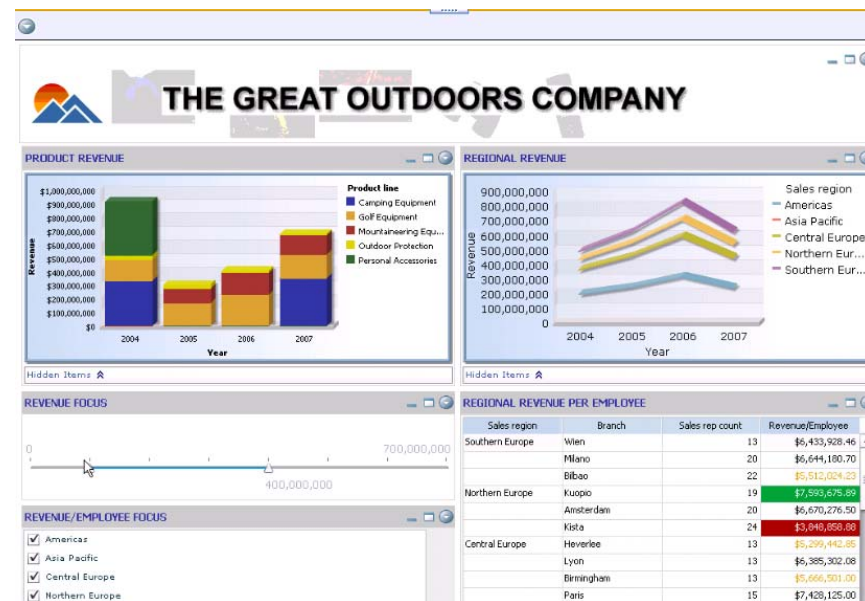
Personalized

- Easy to use drag-and drop interface
- Draw from existing report assets – grab what you need, arrange, sort, filter
- Stand alone or Enterprise Information Portals support

Trusted

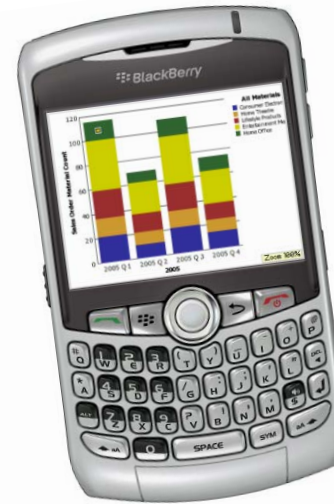
- Leverages existing trusted Cognos content
- Author Once, Use Many Times across the entire BI Portfolio

IBM COGNOS 8 v4



Cognos 8 Go! Mobile

- No additional report authoring
 - Prompted report support
 - Burst reports
- Purpose-built, multilingual rich client
 - Optimized viewing and interactivity
- Location intelligence
- Theft & loss protection
- Disconnected use when offline

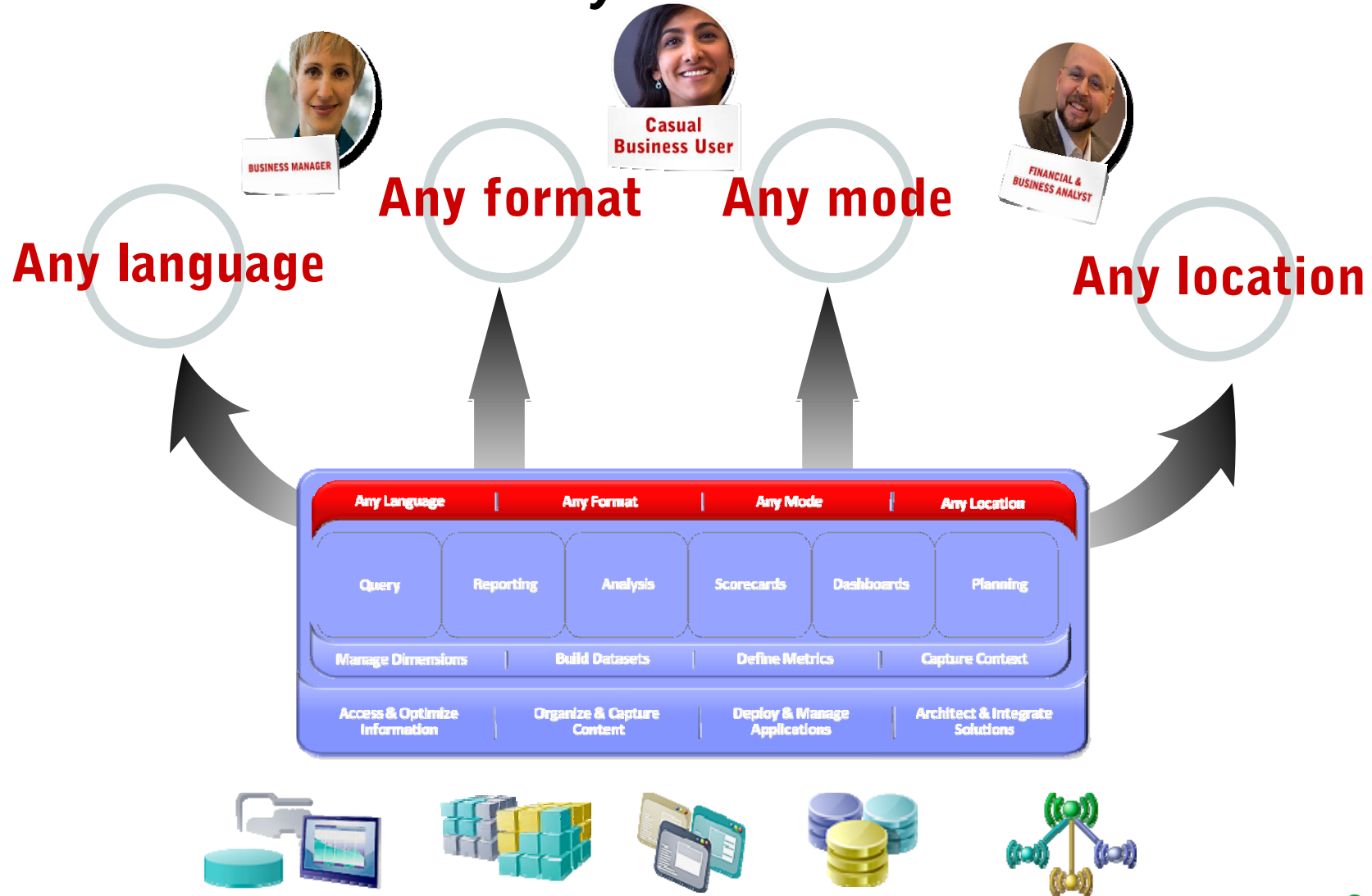


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