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## Highlights

- Deliver BI information to users in the context of their day-to-day processes and applications
  - Provide actionable intelligence to users, no matter their location or their connectivity
  - Put a new lens on your existing BI data with different ways to look at BI information
  - Maintain consistent security
- 

# Reach more users with business intelligence

## Overview

The powerful capabilities surrounding IBM® Cognos® Business Intelligence let you extend consistent, trusted and relevant business intelligence (BI), when, where and how it is needed, all at a reasonable cost and with minimal training.

Cognos Business Intelligence offers these capabilities to extend BI:

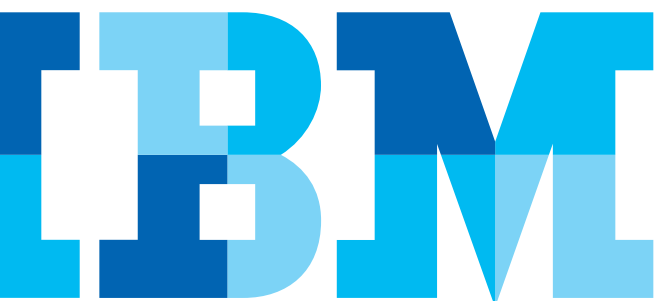
- **IBM Cognos Mobile**  
Provide interactive BI reports on market-leading handheld mobile devices.
- **IBM Cognos Mashup Service**  
Tailor information to meet individual user needs by combining different applications into a single user interface.
- **IBM Cognos for Microsoft® Office**  
Present BI information using familiar Microsoft Office applications.
- **IBM Cognos Active Report**  
Deliver downloadable, compressed BI reports for use on a laptop, on- or offline.

## IBM Cognos Mobile

Cognos Mobile extends Cognos Business Intelligence to mobile devices. With its rich client, Cognos Mobile lets users view and *fully interact* with Cognos Business Intelligence reports, dashboards, metrics, analysis and other information, all in a secure environment.

Cognos Mobile does away with the traditional limitations of distributing BI on handheld devices, such as static PDF reports, awkward spreadsheet applications or limited user experiences. It also eliminates the high expense of customizing applications for mobile technology.

With Cognos Mobile, users receive timely, informative, and interactive information to support their decision-making processes, regardless of where they are.



### IBM Cognos 10: Intelligence Unleashed Smarter Decisions. Better Results

Cognos 10 delivers a revolutionary new user experience and expands traditional business intelligence (BI) with planning, scenario modeling, real-time monitoring and predictive analytics. With the ability to interact, search and assemble all perspectives of your business, Cognos 10 provides a limitless BI workspace to support how people think and work.

Cognos 10 enables organizations to outperform by providing:

- **Analytics** that everyone can use in a BI workspace that sharpens individual skills to answer key business questions
- **Collective intelligence** with built-in collaboration and social networking to connect people and insights to gain alignment
- **Actionable insight** everywhere in mobile, real-time and business processes to instantly respond at the point of impact

Built on a proven technology platform, Cognos 10 is designed to upgrade seamlessly and to cost-effectively scale for the broadest of deployments. Cognos 10 provides you and your organization the freedom to see more, do more—and make the smart decisions that drive better business results.

Cognos Mobile processes each Cognos Business Intelligence report that it receives and renders it in a mobile-friendly version. No additional authoring, special formatting or other device-specific adaptations are required.

Cognos Mobile supports the following mobile technologies<sup>1</sup>:

- BlackBerry enabled device products
- iPhone mobile digital devices
- iPad mobile digital devices
- Nokia devices using the Symbian operating system
- Windows® Mobile operating system

<sup>1</sup> See conformance site for supported versions

<sup>2</sup> iPhone devices not supported for disconnected report viewing



Figure 1. IBM Cognos Mobile lets users view and fully interact with Cognos Business Intelligence reports, dashboards, metrics, analysis and other information in a secure environment.

#### Interactive user interface

Cognos Mobile provides a rich, interactive Business Intelligence experience for users. Users can make the most of the features on their handheld devices, such as the popular touch screens.

#### Real-time information monitoring

Users get a real-time view of Cognos Business Intelligence data, to ensure they have relevant information at any time.

Users can also get real-time alerts and perform analysis on the spot with drill and filter capabilities.

#### Location aware

Mobile workers who need information based on their physical location at a given moment can have prompt values pre-filled based on GPS coordinates.

#### Offline data exploration

Offline users can continue to work with reports on their handheld devices with downloadable reports<sup>2</sup>.



Figure 2. IBM Cognos Mobile provides a rich, interactive BI experience.

Cognos Mobile is integrated with and leverages existing Cognos security features, providing a single security environment for all users regardless of how they look at reports.

**Business benefits**

- Provide actionable intelligence to users, no matter their location or their connectivity.
- Business users, from executives to mobile field workers, can know and understand the health of the business at all times, and have the tools to take action on what they see.
- Reduce the burden on IT to redevelop reports for various devices.
- Take full advantage of the mobile network infrastructure — an excellent opportunity for low-cost BI deployment.

**Performance and maintenance**

IT maintains centralized administration of Cognos Mobile, and can install Cognos Mobile remotely on a device.

Cognos Mobile maximizes performance on mobile devices and the network they run on by compressing data before transmission and again after the report is saved on the device.

**Security**

Cognos Mobile combines the security measures of Cognos Business Intelligence with the extra measures needed for mobile devices and takes full advantage of a company’s existing mobile infrastructure.

These security measures offer protection against loss and theft and against unauthorized access to the wireless network. The security applies whether the device is used in connected or disconnected mode.

Cognos Mobile includes the following security measures:

- Standard Cognos data encryption
- Standard Cognos authentication, including support for custom Cognos authentication providers
- Lease key technology
- Device user authentication policies
- Device-based mobile encrypted database
- Standard device-specific secure data transmission and encryption
- Device-based password protection
- Remote locking function for the device database
- Remote device wiping

**Who’s using IBM Cognos Mobile?**

- Executives monitoring the health of the business and the sales pipeline.
- Field sales reps looking at customer history (orders, contact, open issues, etc.).
- Airline tarmac workers tracking lost/found luggage.
- Oil rig inspectors viewing inspection, maintenance reports.
- Field telecom technicians viewing daily jobs prioritized by customer, urgency, complexity.
- Police officers monitoring call in progress status and crime statistics.

## IBM Cognos Mashup Service

Cognos Mashup Service exposes content from Cognos Business Intelligence (such as reports, queries, analyses and metrics) as a Web Service. This allows advanced business users and/or application developers to embed all or parts of this content into other business applications, processes or data visualizations.

### How it works

A Web Service is created every time a Cognos report, analysis, ad-hoc query or metric is saved.

An application developer identifies the content to be included, and obtains the Web Service URL for that content.

The developer then specifies all or specific parts of the content required within the URL, as well as the output format to use (there are several available, including XML, HTML and JSON). Finally, the developer integrates the Web service URL into the third party application, alternate visualization or mashup environment.

### Industry-standard protocols

Applications can make requests to Cognos Mashup Service using industry-standard REST or SOAP protocols.

IBM Mashup Service adapts to fit Web 2.0 environments and works well with .NET applications and third-party SOAP toolkits.

### Business benefits

- Extend BI to the entire organization and reach business users in the applications and processes that they use.
- Easily combine internal data with constantly changing external data (such as market data).
- Put a new lens on your existing BI data with different ways to look at BI information.

### IT benefits

- Use existing Cognos Business Intelligence security, minimizing development time.
- Cognos Mashup Service accesses all the business logic within the content, including conditional formatting, prompts and drill functions.

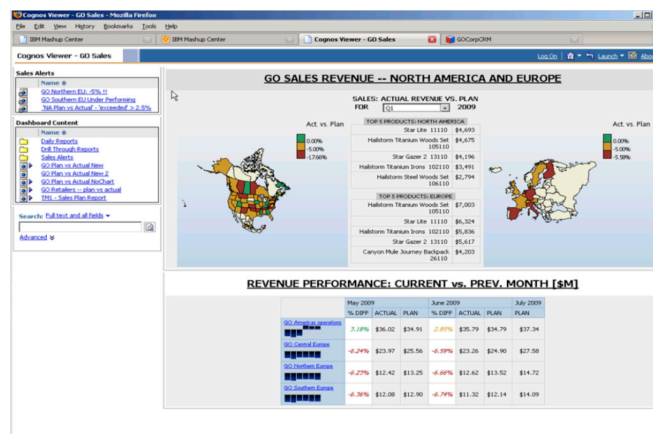


Figure 3. IT can easily combine Cognos Business Intelligence with other business applications and/or processes to provide BI to users in the systems they are most familiar with.

- Have greater flexibility in terms of how the content can be used.
- Easily integrate BI content with alternate presentation technologies using modern Web 2.0 technology standards.

## Who's using IBM Cognos Mashup Service?

### Business users

- Sample scenario: A Customer Service Representative checks back orders and customer records right from their CRM application, before calling a customer about a complaint. No training on BI required.

### Application developers

- Sample scenario: Developers mandated to build integration between BI and CRM systems reduce the amount of code to be written by up to half.

## IBM Cognos for Microsoft Office

Cognos for Microsoft Office extends the value of Cognos Business Intelligence to users who prefer to work with Microsoft Office applications.

Business users can access Cognos Business Intelligence content in a Microsoft Excel® spreadsheet, where they can work with Cognos reports, apply calculations, and use their existing Excel spreadsheet macros.

They can also import BI content into a PowerPoint® presentation or a Word document for presentation and distribution.

### How it works

Users login to a central Cognos Business Intelligence portal from a Microsoft Office application such as Word, Excel or PowerPoint and are authenticated to ensure BI content is properly administered.

Business users access Cognos content by importing pre-authored reports and data.

When they update BI data, related Microsoft Office files are automatically updated. IT maintains version control, access rights and audit accountability directly through the Cognos Business Intelligence platform. No desktop administration is required.

Users can refresh their Microsoft Office documents with updated BI content as often as they require, such as to update a PowerPoint presentation that contains revenue figures for the most recent quarter or an Excel spreadsheet that contains the most recent employee headcount.

### Intuitive interface

Users update data using prompts in the Microsoft Excel, PowerPoint or Word applications. They can easily save and share templates and documents.

### Centralized administration

Centralized administration is enabled through the .NET Framework and Microsoft Smart Client technology. Intelligent data connections, caching and reliance on local processing minimize server demand.

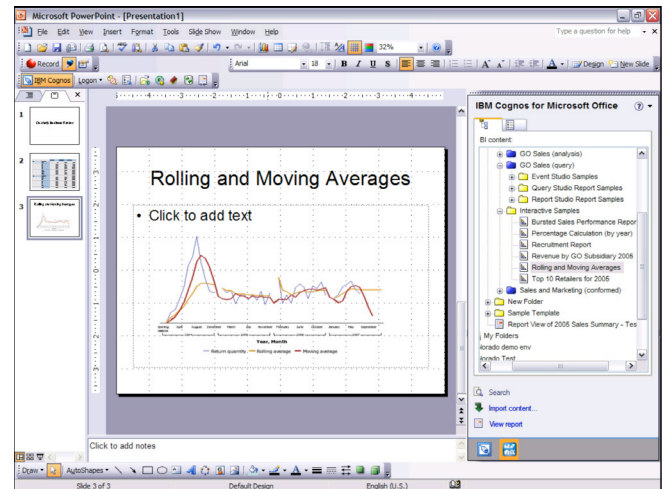


Figure 4. BI is accessible to Microsoft Office users, who can access and modify BI data from Microsoft Office applications such as Microsoft Word, Excel and PowerPoint. Users view and fully interact with reports, dashboards, metrics, analysis and other information in a secure environment.

### Business benefits

- Present BI to users in their familiar environment.
- Make BI accessible to Microsoft Office users, who can access and modify BI data from Microsoft Office applications.
- Refreshable content keeps information up-to-date, especially for strategic planning, forecasting and business reporting.
- Keep everyone working from centrally managed data.

### IT benefits

- Maintain consistent security for information access.
- Reduce IT rework and duplication thanks to the author-once, re-use anywhere reports.
- Eliminate client-side maintenance with centrally managed .NET technology.

## Who's using IBM Cognos for Microsoft Office?

- Managers making presentations to executives every financial quarter at a Quarterly Business Review meeting.
- Governmental departments creating briefing books on their financial statements/budgets to distribute at committee meetings.
- Companies preparing annual/quarterly reports to send to the publisher for layout.

## IBM Cognos Active Report

Cognos Active Report is a new report output type that allows experienced professional report authors to create interactive report applications for offline or disconnected use.

Cognos Active Report provides full-featured report viewing, so casual BI users can explore business information without having to rely on network connectivity.

The Active Report provides gains in productivity, by providing business intelligence to individuals regardless of their location, situation or connectivity.

### Truly portable business intelligence

Cognos Active Report delivers a disconnected reporting application that is a stand-alone, self-contained file. The file contains professionally authored functions that deliver an engaging report or dashboard experience for the user.

### Easy delivery

Because Cognos Active Report is a report output type, end users can realize the benefits of the Cognos platform, all in a contained report. A Cognos Active Report can be burst, scheduled or emailed. Users can also pick up an Active Report when online from a private URL.

For broad distribution, IT can schedule deliveries of Active Reports to a set of users, large or small.

### Business benefits

- Deliver BI to a broad set of users quickly on small to medium data sets.
- No training or authoring skills required to view the interactive report/dashboard.
- Eliminate the need for persistent connectivity for obtaining and viewing key business intelligence data.
- Provide mass deployment of business intelligence economically and easily.

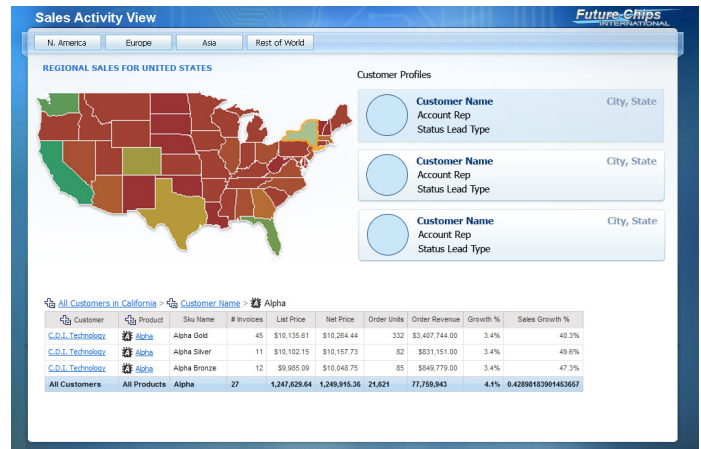


Figure 5. Cognos Active Report provides full-featured report viewing, even in a disconnected environment.

## Who's using IBM Cognos Active Report?

- Business users seeking more interactivity from their dashboards.
- VPs who want immediate reports they can interact with.
- Sales representatives working on planes, in remote regions, or in other offline situations.
- IT teams distributing frequently requested or regularly scheduled interactive dashboards.

## About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, advanced analytics, financial performance and strategy management and analytic applications gives you clear, immediate and actionable insights into current performance and the ability to predict future outcomes.

Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest IT productivity and deliver better results.

## For more information

For further information or to reach a representative: [ibm.com/cognos](http://ibm.com/cognos)

## Request a call

To request a call or to ask a question, go to [ibm.com/cognos/contactus](http://ibm.com/cognos/contactus). An IBM Cognos representative will respond to your enquiry within two business days.



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