

An Overview

Kim Andrews & Dev Mookerjee

IBM Business Analytics User Group
December 2011

IBM Software

Information On Demand **2011**



Agenda

- Overview
- Highlights
- My takeaways
- Our BA Forum in Melbourne



Overview



- Information OnDemand – Held annually, IBM’s global conference that brings together its core Smarter Analytics solutions.
- There are four main streams:
 - **Business Analytics**
 - Enterprise Content Management
 - Information Management
 - Business Leadership



Announcements



- Business Partner Award
 - [AP Business Partner Excellence Award - Cortell Australia](#)
- [Cognos 10.1.1 and mobility](#)
- [SPSS Statistics 20 – with new mapping capabilities](#)
- [IBM Content and Predictive Analytics for healthcare](#)

- Videos: <http://www.youtube.com/user/IODGC>



Customers are focussing on...



- Top three **Platform Focus** areas
 - Big data analytics,
 - Decision management, and
 - **Personal analytics**
- Top three **Solution Focus** areas
 - Customer analytics,
 - Analytics for finance, and
 - Risk management.



My Key Takeaways



- [Analytics Quotient online quiz](#)
- [Cincinnati Zoo presentation](#) | [Another link](#) (Non IBM)
- All scapes: [On the cloud](#) – [on your mobile](#) – and getting personal
- [Oh.. And then there was Moneyball!](#)



User Conference 2012

IBM Software

Business Analytics **Forum 2012**

March 13-15, 2012

Melbourne Convention Centre | Melbourne



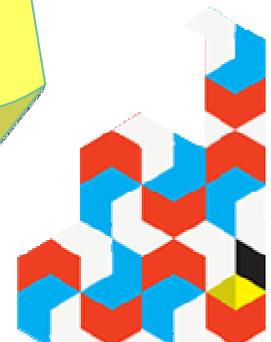
**Don't miss this informative
annual user conference.**

Join us in Melbourne in March 2012.
Registration is now OPEN

Call for Papers OPEN

View the full event overview at
www.ibm.com/au/forum2012

- ✓ Keynote presentations
- ✓ Over 600 Attendees
- ✓ Over 50 Breakout sessions
- ✓ Get face-to-face access to IBM Business Analytics experts and thought leaders
- ✓ Certification Testing
- ✓ EXPO Hall with real world solutions & hands on demos



Changes to the Registration Tool

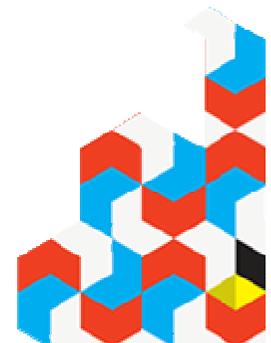
Stay Subscribed:

Make sure you opt-in every time you register by ticking the 'by e-mail' box at the bottom of the registration form. If you don't opt-in you'll be automatically unsubscribed from the mailing list and won't receive an invitation to the next User Group:

IBM and its affiliates may use the information you have provided to keep you informed about IBM products, services and offerings.

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By submitting this form I agree that IBM may process my data in the manner indicated above and as described in [IBM's Privacy statement](#).



Changes to the registration tool

Payment Option:

IBM now offer a facility for Government employees to pay for their food and beverages at all IBM events if they are required to by their agency.

If you have indicated on the registration form that you work for a government owned entity the below box will pop up. If your organisation does not require you to pay for your food and beverages please just tick 'I am not legally required to pay for the amenity package'.

Payment options

Please indicate your payment method *

Credit card

Send me an invoice

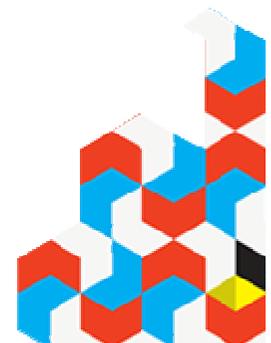
I am not legally required to pay for the amenity package

If you have indicated on the registration form that you do not work for a government owned entity the below box will pop up. If your organisation does not require you to pay for your food and beverages please just tick 'no' on the box below:

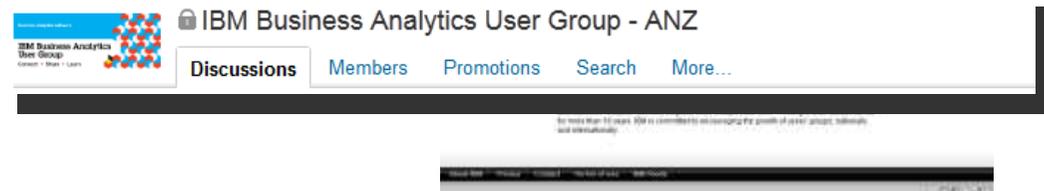
Payment options

Are you required by your agency to pay for the amenity package offered during this event? *

Yes No



IBM Business Analytics User Group in Social Media



Join us in a discussion group:

- Be the first to receive updates on the User Group and User Conference
- Shape the future of the IBM Business Analytics User Group meetings
- Network with other leading organisations



[@ibmbaug](https://twitter.com/ibmbaug)



<http://tiny.cc/ibmbaug>

**BA User Group ONLY Advanced Earlybird rate (up until 20 December) = \$1,500
Watch out on the LinkedIn Group as we make announcements on code to use**





Questions?

Contact:

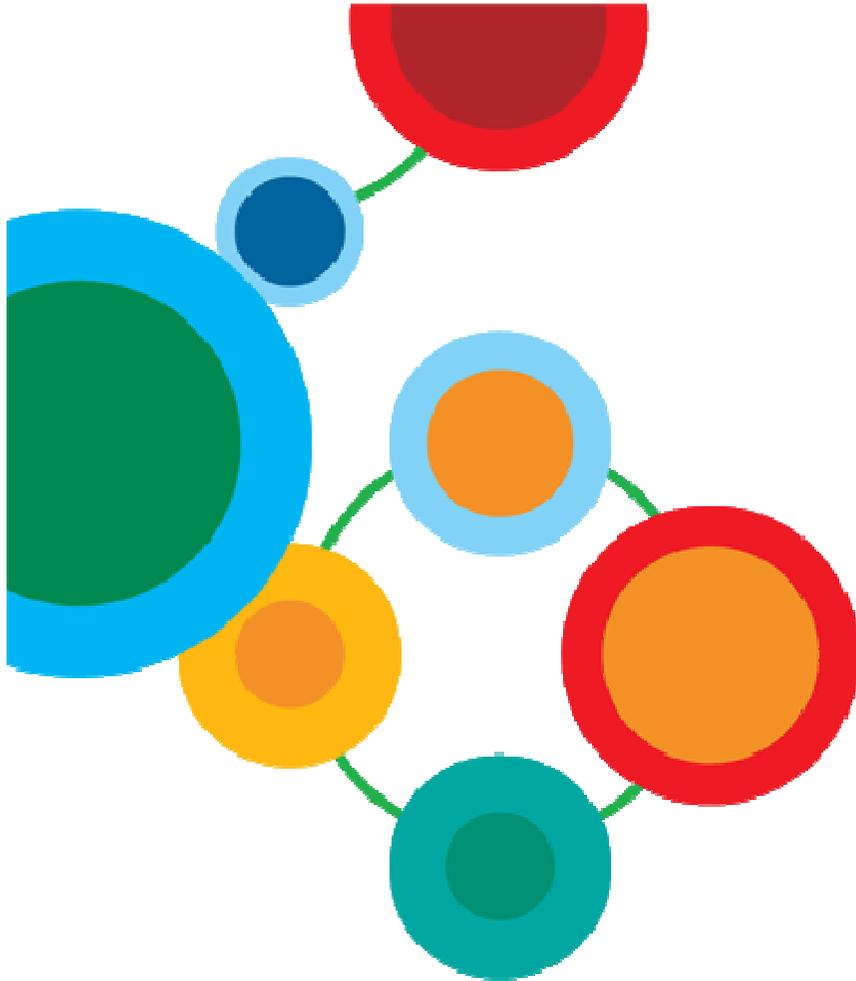
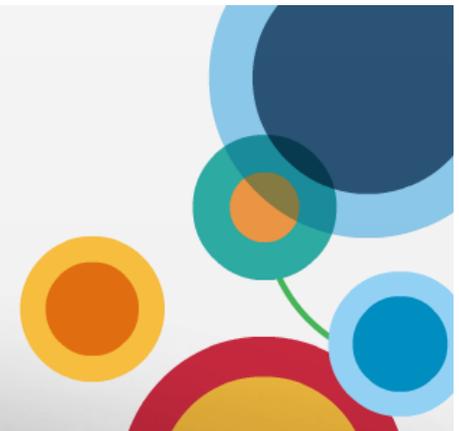
Dev.Mookerjee@au1.ibm.com
www.Twitter.com/mookerjee

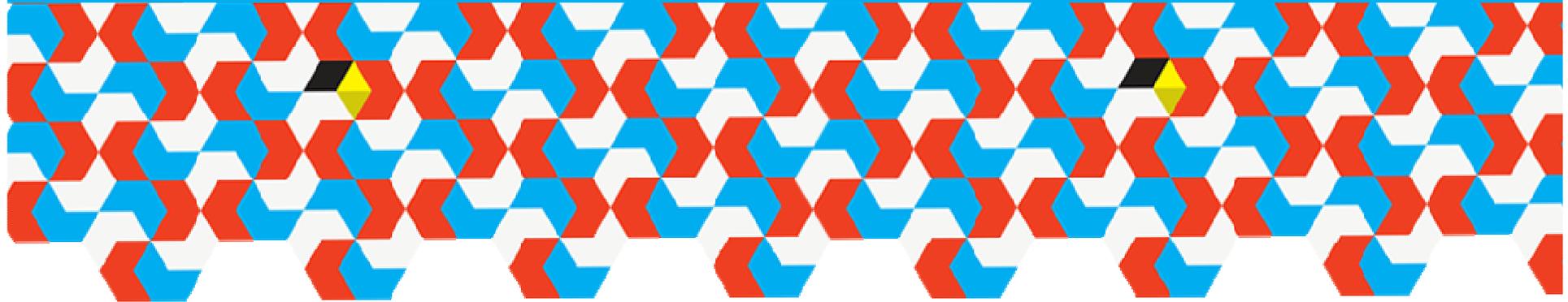
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Cognos reports on your iPad

Dev Mookerjee

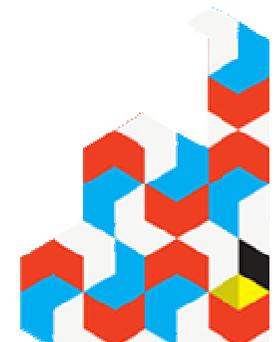
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Agenda

- Overview
- Accessing the Cognos iPad App
- Some of the Features
- A few Tips for iPad reports
- Further Resources
- Questions



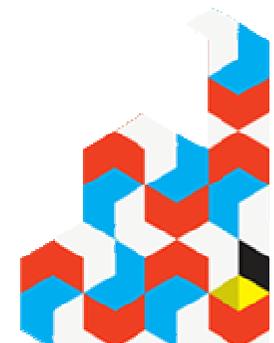
IBM Cognos on your iPad

- Native iPad App
- Intuitive Apple multi-touch gestures
- Disconnected content
- Create reports as usual using known reporting studios
- iOS5 Support



Access the iPad app Now

- iPad App Store – Search for “Cognos”
- Free Download – Comes with sample reports
- License:
 - Included in BI Enhanced Consumer (or greater)
 - BI Mobile Consumer (new)
- iOS4.3 & iOS5 support
- Server side: Cognos 10.1.1 onwards



Cognos iPad features

- Online & Offline
- Single Authoring
- Active Reports consumption
- Open from external apps – Email, Dropbox etc.
- Scribble notes and Email
- Robust Security framework – supports standard Mobile Deployment Management frameworks
- iPad gesture support



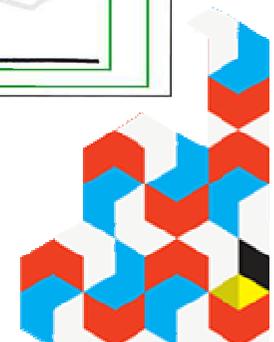
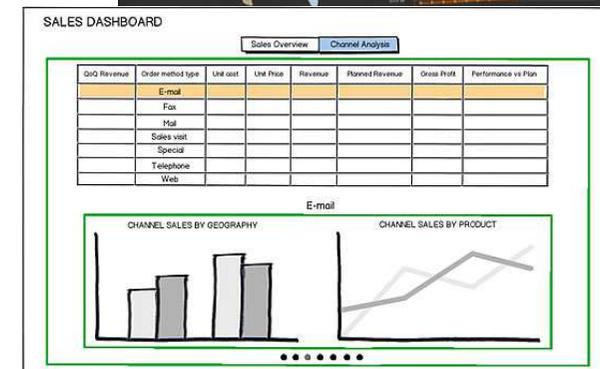
Tips for iPad reports

■ Technical tips

- Read the **Active Report Cookbook**
- Active reports from 10.1.1 will open in the iPad app
- Use the new Active report tools in the Report Studio Toolbox
- Diligent naming

■ Interface Design

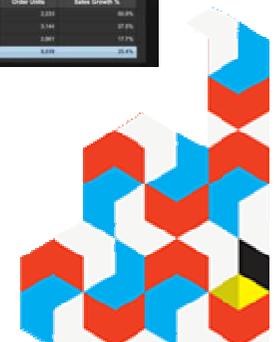
- iPad users expect a “ipad-ish” look and feel to reports.
- Plan your report layout
- Used fixed sizing on objects & set your screen size to **1024 x 704** when creating reports for the iPad. That way there is no scrolling.
- Test out the HTML element in Report studio to embed videos!

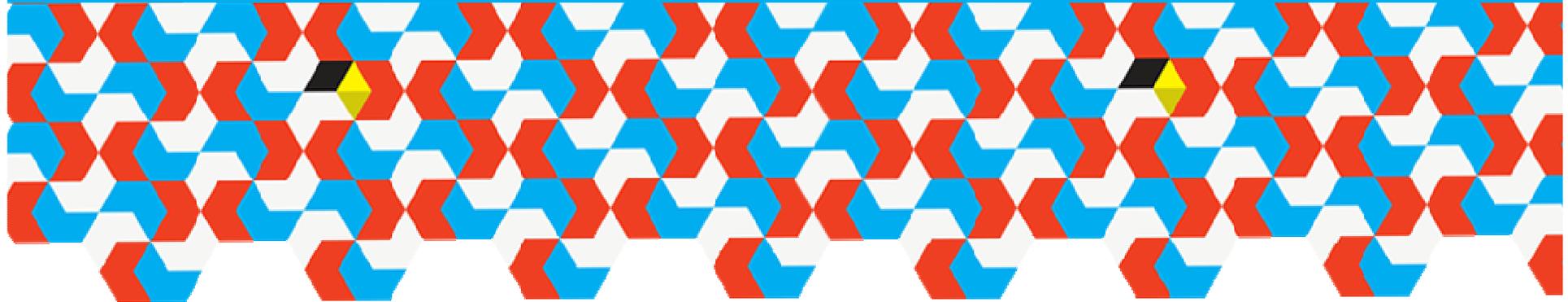


Further Resources

- [Download Cognos 10.1.1](#)
- [Mobile Installation & Admin 10.1.1](#)
- [Cognos Mobile 10.1.1 Software environments](#)
- [Cognos Mobile Security](#)

- [Active Report 10.1.1 cookbook](#)





Questions?

Contact:

Dev.Mookerjee@au1.ibm.com

www.Twitter.com/mookerjee

