

IBM Software

Business Analytics **Forum** 2010

See The Future Of Decision Making

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Gold Coast – QLD – Australia

Enhanced Report Creation and Delivery for Professional Authors

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Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.



Freedom to **Think**,

Unified workspace,
All time horizons,
Progressive interaction.

Connect with Others

Decision networks,
Business context,
Accountability.

and Simply **Do**.

Mobile and Disconnected,
Integrated,
Real-time.



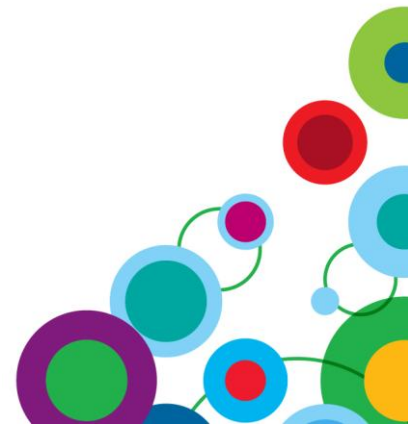
A revolutionary BI workspace
delivered on a proven platform
with seamless upgrade.





Disclaimer

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.



Enhanced Report Creation and Delivery for Professional Authors

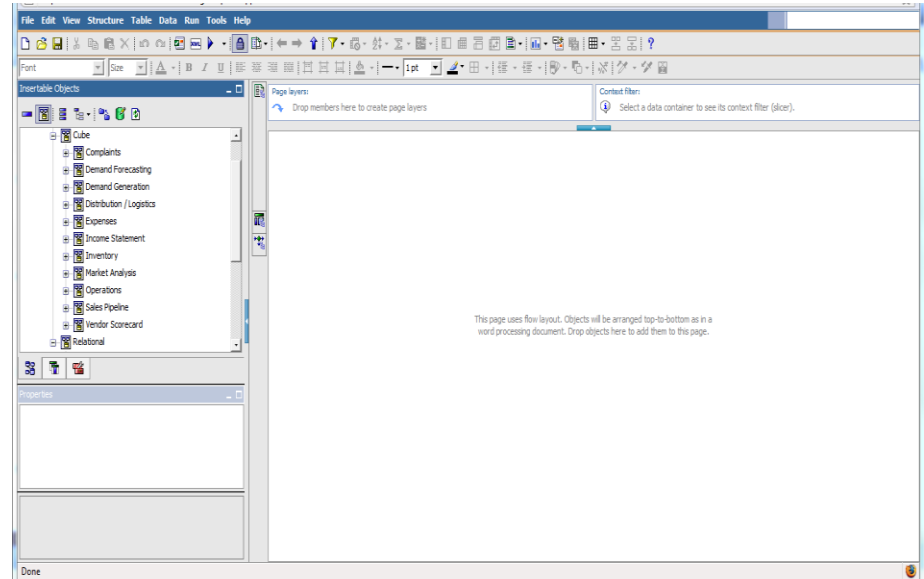


Apply pixel perfect formatting, add charts, prompts and distribute by taking advantage of advanced scheduling options, report bursting and alerts.

Report Studio

Solution Highlights

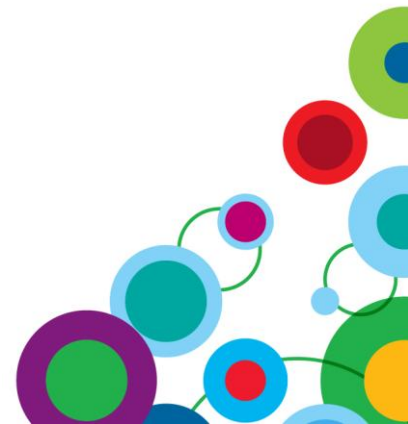
- Set operations
- Customize Prompt Text
- External Data
- New charting UI and capabilities
- Active Report Authoring





Demonstration

Customised Prompt Text





Augment corporate information with external data

Combine external, departmental, and your own data to corporate information resulting in broader perspectives

External Data

Solution Highlights

- Import external data sources into reports or query subjects
- Leverage external data as report filters
- Publish for reuse and update
- IT governance

Import external data

Map key items

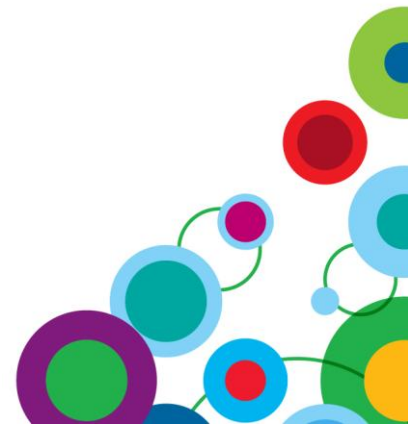
Combine external data to corporate information

The image displays three overlapping screenshots from the IBM Cognos Business Insight interface. The top screenshot shows the 'Import external data' dialog box, where an external data file is selected and data items like 'Product Line', 'PLINECODE', 'SKU', and 'SKU (Short Name)' are listed. The middle screenshot shows the 'External Data' window with a 'Data Mapping' pane, where 'SKU_CODE' is mapped to 'SKU_CODE'. The bottom screenshot shows a 'Market Strategy - Sales Info Dashboard' report with a table of customer data and an 'Insertable Objects' pane showing the external data source integrated into the report structure.

Customer Region	Customer Country	Customer City	CUST_KEY	Customer Lead Type	Customer Name	Customer Micro Segment	Customer Priority	Customer Segm
North America	Canada	Toronto	100	Standard	Northstar Systems	Mix	C	Medi
		Toronto	125	Standard	Northstar Systems	Mix	A	Medi
		Toronto	350	Standard	Northstar Systems	Mix	C	Medi
		Toronto	200	Standard	Northstar Systems	Mix	B	Medi
		Toronto	175	Standard	Northstar Systems	Mix	B	Medi
		Toronto	375	Standard	Northstar Systems	Mix	C	Medi
		Toronto	325	Standard	Northstar Systems	Mix	C	Medi
		Toronto	275	Standard	Northstar Systems	Mix	B	Medi
		Toronto	75	Standard	Northstar Systems	Mix	C	Medi

Demonstration

External Data





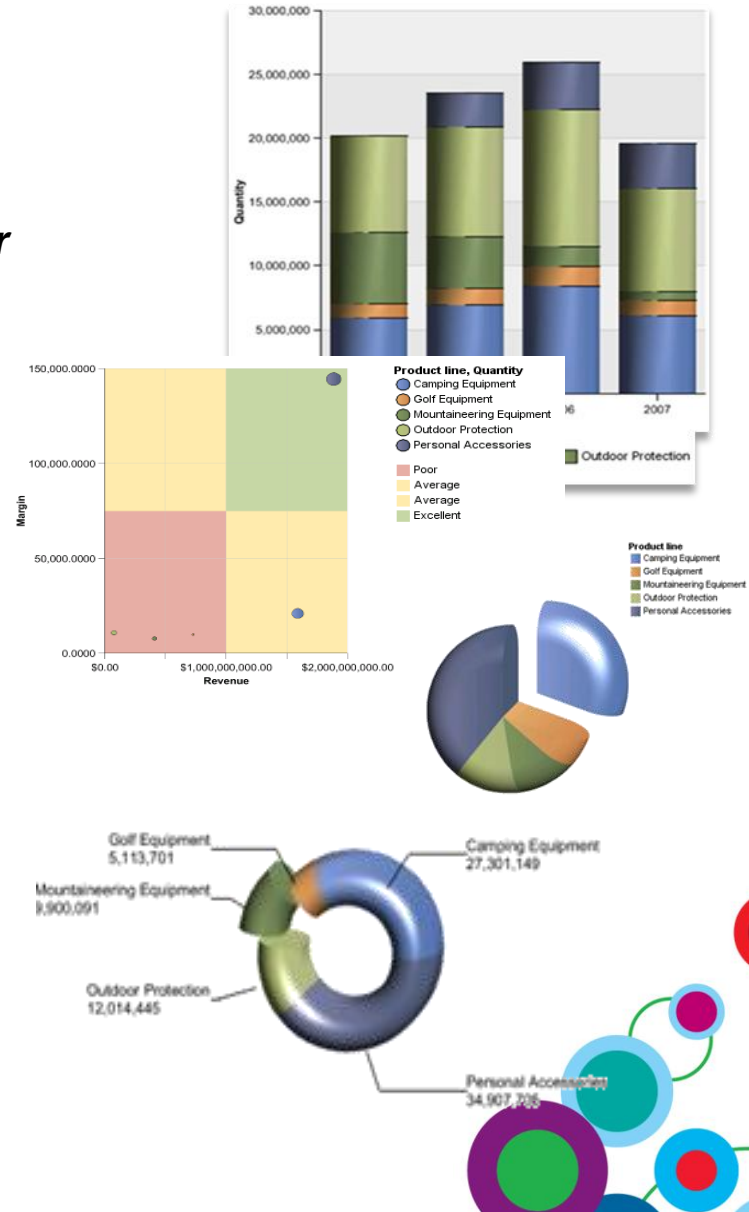
Provide greater visual appeal with enhanced charting

Fundamental change to charting approach which provides greater visual appeal, tremendous functionality & flexibility and increased properties for customization

New Charting

Solution Highlights

- More graphically appealing
- Less authoring effort for better visuals
- Flexibility – use C8 or Cognos 10 approach
- Author can preview style changes





Demonstration
New Charting



Offline interactive Dashboard and analysis, delivering very fast, self contained BI to reach more users

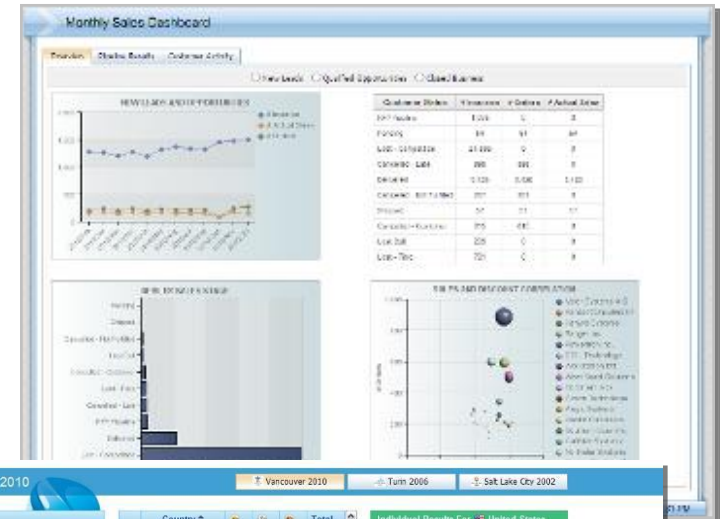


Extend the reach of BI and analytics to a broad audience of consumers so they can use interactive reports to uncover new insights and opportunities.

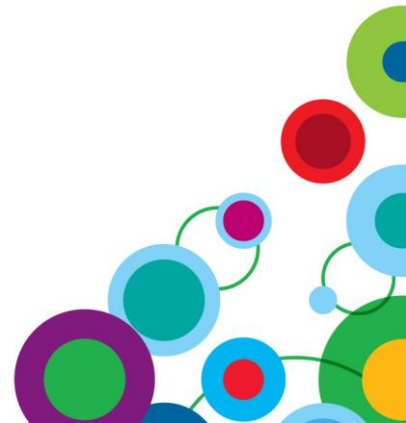
IBM Cognos Active Report

Solution Highlights

- Disconnected reporting application
- Self-contained, interactive content
- Easy to consume
- Mass deployment, Easy consumption
- Performance



Demonstration
Active Report



Cognos 10 Streamlines Lifecycle Management and Provides Seamless Upgrade



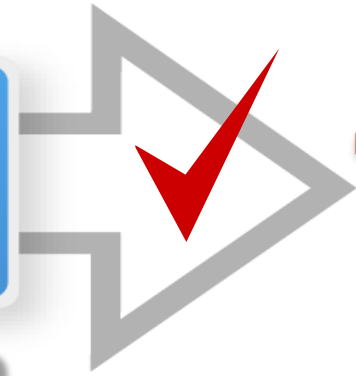
Upgrade first, then leverage new features



Use Lifecycle Manager to validate results Cognos 8 and Cognos 10

Accept desired results

Move business users into Cognos 10



Leverage Cognos 10 New Features (e.g. Dynamic Query, etc)



Use Lifecycle Manager to validate results to leverage new features

Accept desired results

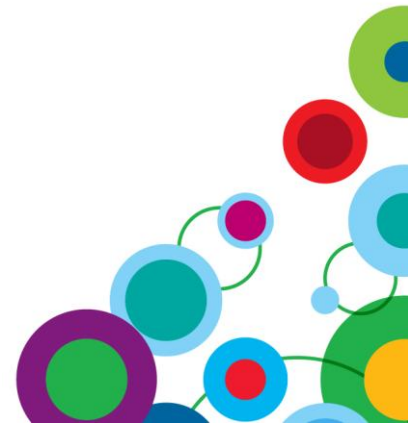
Promote reports to production





Upgrade

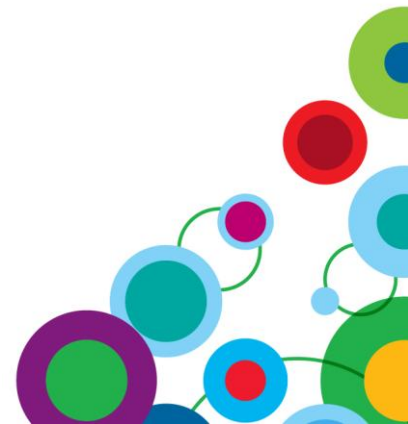
- 90+ beta customers plus Go Live customers
 - No unresolved upgrade issues
 - Reports, jobs, schedules, events, etc 100%
 - Maintained Cognos 8 and Cognos 10 chart technologies
 - XML Spec upgrade changes version # only (no syntax changes)
 - Go! Dashboard to Business Insight preserves content only
- Better performance on TM1 especially
- Better scale for Content Manager constrained deployments
- Lifecycle Manager to test reports across releases
- Multi-version coexistence
 - Piece meal upgrade





Upgrade

- Additional Supporting Documentation
 - DQM cookbook
 - Recipes for success addresses specific scenarios
 - ex. Provider specific settings
 - Dynamic Query Analyzer
 - Caching
- Redbook and guide
- Proven Practices
 - Update external facing documents for Cognos 10
 - Most frequently used documents updated most quickly
 - Not time to update all documents



Summary



Quality



Stability



Scalability

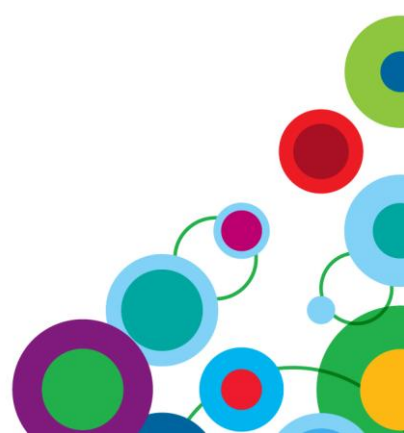


Upgrade-ability

10

COGNOS





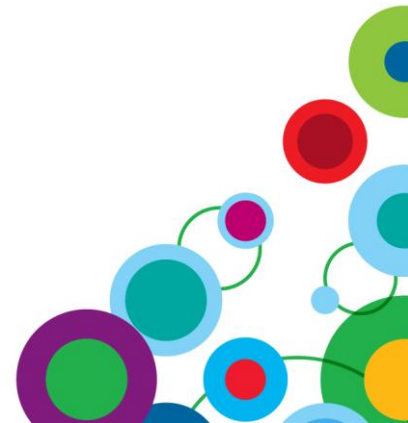
WIN *an Apple® iPad*

Please remember to complete your session evaluation online at the Communication Station or point your Smart Phone browser to:

www.spss.com/goldcoast



For a chance to win an Apple® iPad



Thank You

