



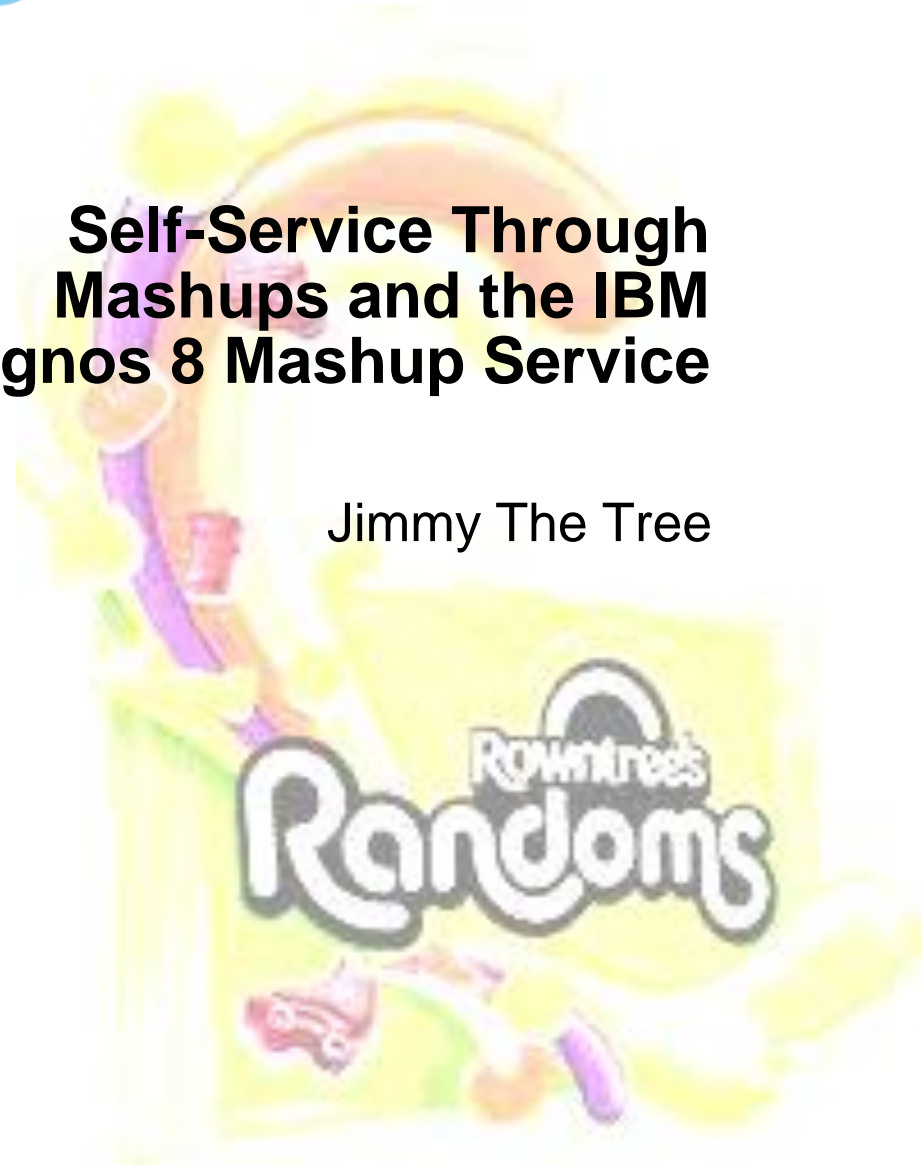
Self-Service Through Mashups and the IBM Cognos 8 Mashup Service

Jimmy The Tree

Information On Demand 2010

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Agenda

- The role and importance of "self-service" mashups in the enterprise
- Overview of IBM Cognos Mashup Service (CMS)
- What's been done before
- Demo
- Questions





What is a Mashup?

Mashup:

A lightweight combination of applications created by combining existing information or capabilities from more than one existing source





What!?!?!?!?????

- Mashups combine existing information/services/apps that don't know about each other, to build a new Composite application
- They do not create new BI content.
- The *Cognos Mashup Service* provides a means to serve up BI content as a web service so it can be consumed in a mashup platform.
- Cognos does not provide a mashup ‘Studio’
 - *But IBM (Lotus) does, and that's what I use in the demo*





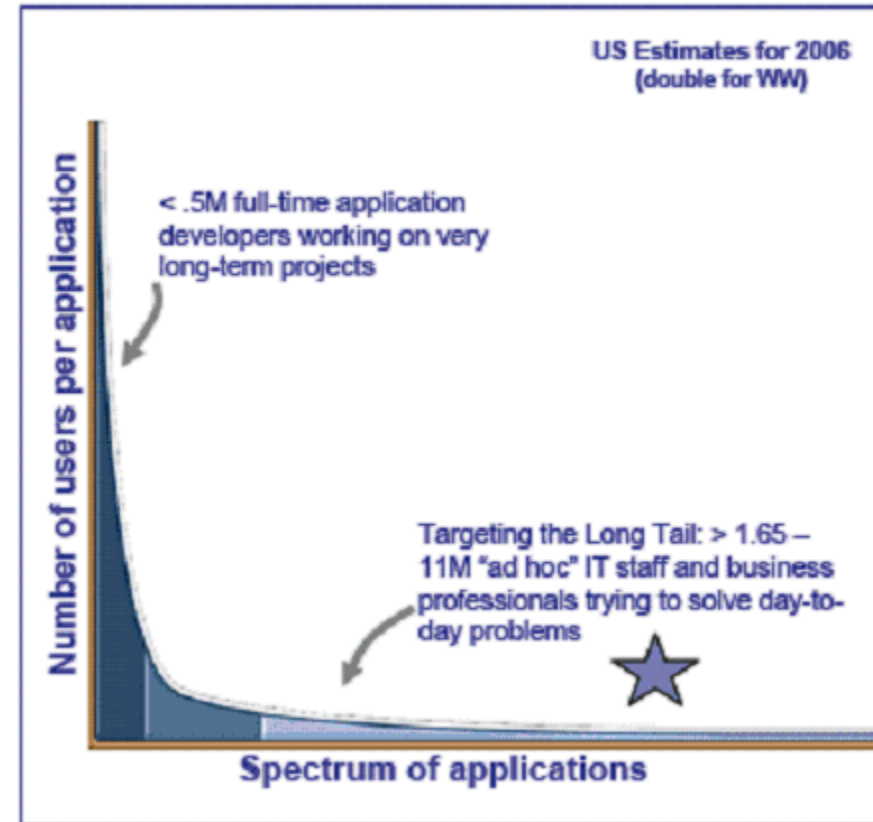
The Value of mashups in the enterprise

Situational Applications

1. Quickly create, for an immediate need of an individual or community
2. Built by domain experts to solve their own problems

Why Companies want Mashups

- Foster innovation by remixing information beyond ways originally planned
- Speed development and reduce development costs





IBM Cognos 8 Mashup Service provides new ways to extend BI



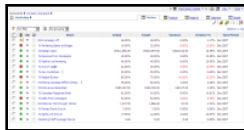
Reports



Ad-hoc queries



Analysis



Scorecards

API to Automatically and Securely Expose BI Content as a Web Service

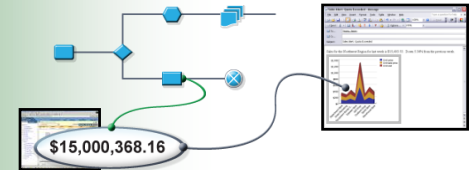
IBM Cognos 8 Mashup Service

Extend the Reach of BI

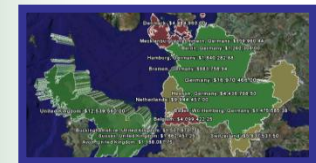
Add Content and Context to your trusted BI



Applications



Processes



Mashups




Visualizations




API automatically and securely exposes BI content as a web service



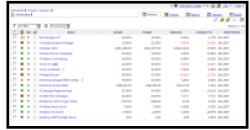
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IBM Cognos Mashup Service

All Content

- Entire content or most relevant part
- Business logic including formatting, prompts, drill
- Security

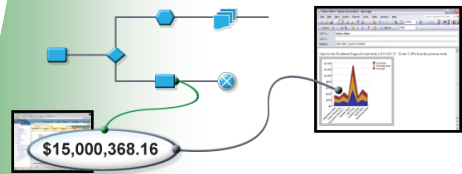
Flexible Output

- XML (Simple, Layout Data)
- HTML, including fragments
- JSON

**Modern Interfaces
(REST, SOAP)**



Applications



Processes



Mashups



Visualizations





Real World CMS Usage

- CMS has been out for about 2 years – how are people using it?
- We've seen:
 - Alternate visualisations of Cognos data
 - Visual and data level mashups of BI with external content
 - Bringing BI in context, to where users need it
 - Embedding BI in other applications
 - Using BI in automated decision making and workflow





What's new in Cognos Mashup Services

- Enhanced Presentation and Content
 - Full API support for Business Insight content
 - Support for images (.png)
 - Layout fidelity for report objects
 - Report pagination support (first/previous/next/last)
 - Improved and simplified drill through integration
 - Improved prompt page fidelity





What's new in Cognos Mashup Services

- Enhanced Performance
 - Cache support for API requests
 - Optimized query when only a section of a report is requested
 - Optimized rendering by page
- Enhanced Integration
 - Integration with InfoSphere MashupHub
 - New dataSet controls for more efficient data mashup application development



Making it happen – 3 steps to integration

- 1 Identify the BI content
- 2 Specify the most relevant portion of the content
- 3 Specify the output format

***This is all the application developer needs
to start integrating IBM Cognos 8 BI !***





1 Identify the BI content

The screenshot shows the 'Set properties' dialog for a report. A callout box at the top right says: 'From properties, view the search path, ID and URL'. A red line points from this callout to a button labeled 'View the search path, ID and URL' which is circled in red. Another callout box at the bottom left says: 'The content ID uniquely identifies this report'. A red line points from this callout to the 'ID:' field, which contains the value 'IEE9D3B8ED8C04C6FB1ECC5FF89B724F3' and is also circled in red. A third callout box on the right side says: '...ntities of product lines for all'. The dialog also shows the 'Default action URL' field with a long URL and 'Report output versions' section with 'Number of occurrences' set to 1.

Content ID is required to identify web service URL.





2 Specify the most relevant portion of the content

Body - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://localhost/bufp2/cgi-bin/cognos.cgi/rds/atom/path/Public Folders/Samples/Models/GO Data Warehouse

Body

Subscribe to this feed using Live Bookmarks

Always use Live Bookmarks to subscribe to feeds.

Body

- [Combination Chart - survey topic scores by department](#)
Monday, September 22, 2008 4:16 PM
- [Combination Chart - survey scores and benchmark](#)
Monday, September 22, 2008 4:16 PM
- [Crosstab1](#)
Monday, September 22, 2008 4:16 PM

Done

Select the entire content or the most relevant part – including header, footer, charts

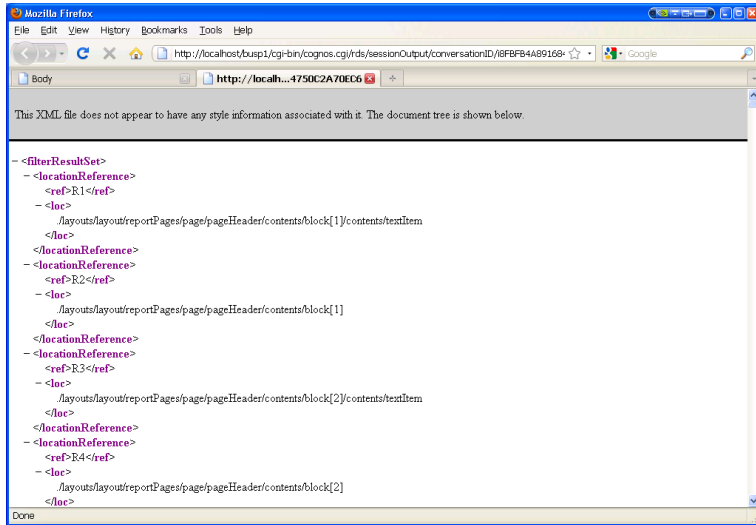
The content part is specified within the REST URL



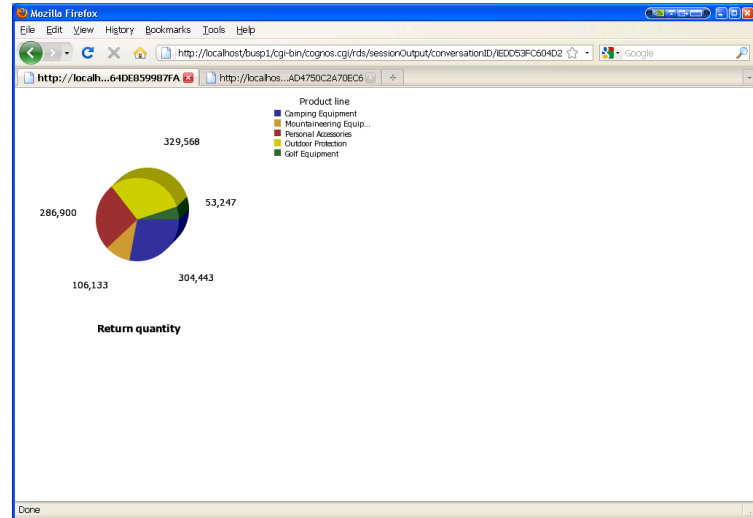


3

Specify the output format



XML



HTML...

Output format is based on how the content will be used.





Its just not that hard...

To securely leverage IBM Cognos 8 content:

- 1 Identify the BI content
- 2 Specify the most relevant portion of the content
- 3 Specify the output format

So, show me then smarty pants...



Demo 1.

- IBM Mashup Centre



Demo 2.

- Shoving data into Elixer





Demo 2. Shoving Cognos data into Elixir

- 13 Advanced Graphical Displays
- Tools and Components for RIA Developers
- Easy to integrate with Enterprise Platforms and Data





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 - ibm.com/software/data/community
- **Information Champions**
 - Recognizing individuals who have made the most outstanding contributions to Information Management communities
 - ibm.com/software/data/champion



Introducing Cognos Developer Community

April 16, 2010: Cognos introduces Developer Community on IBM Developer Works!

<https://www.ibm.com/developerWorks/c3>





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