



IBM Software

Business Analytics **Forum** 2010

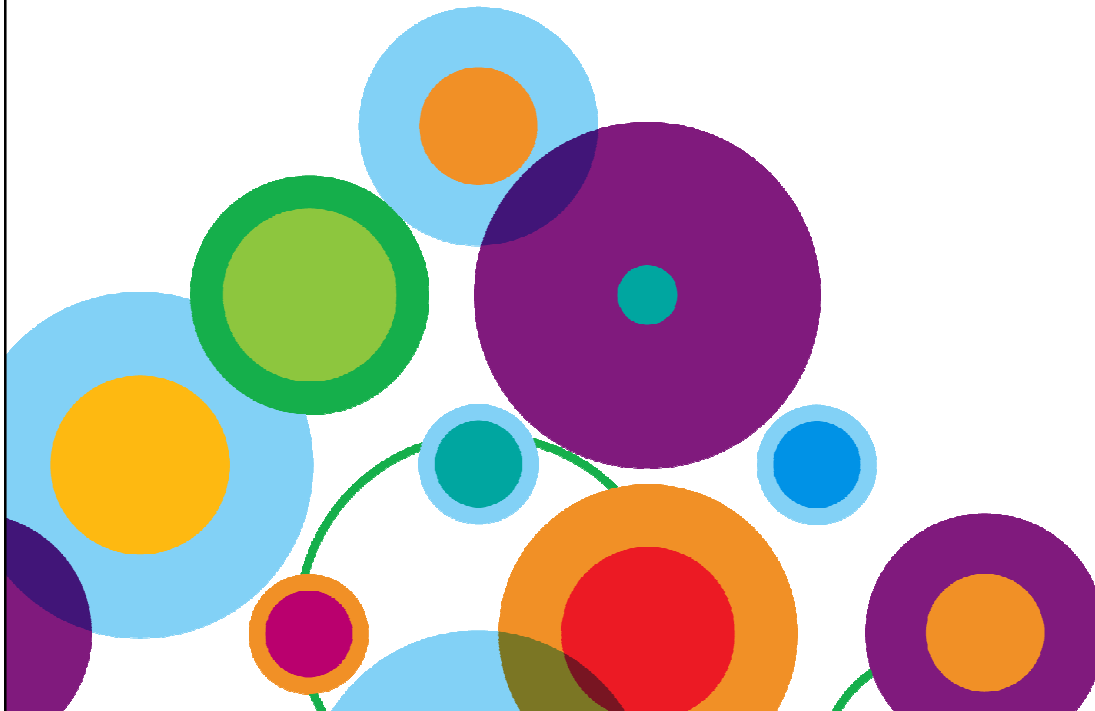
See The Future Of Decision Making

November 3-5, 2010

Gold Coast – QLD – Australia

**Advanced Analysis for
SAP® NetWeaver
Business Warehouse® Users**

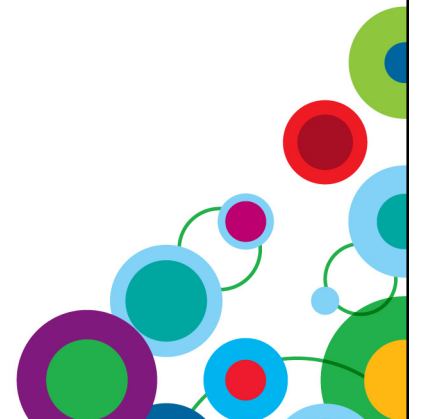
Agnes Chau
IBM





Agenda

- Overview of new capabilities of IBM Cognos 10 for use with your investments in SAP applications
 - User interfaces for analysis
 - Added capabilities for SAP NetWeaver Business Warehouse
- Demonstration of IBM Cognos 10:
 - SAP NetWeaver Business Warehouse
- Wrap up
 - Additional information





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.



IBM Cognos Lineage



History of Integration and Interoperability with SAP® Applications Certified solutions since 1997

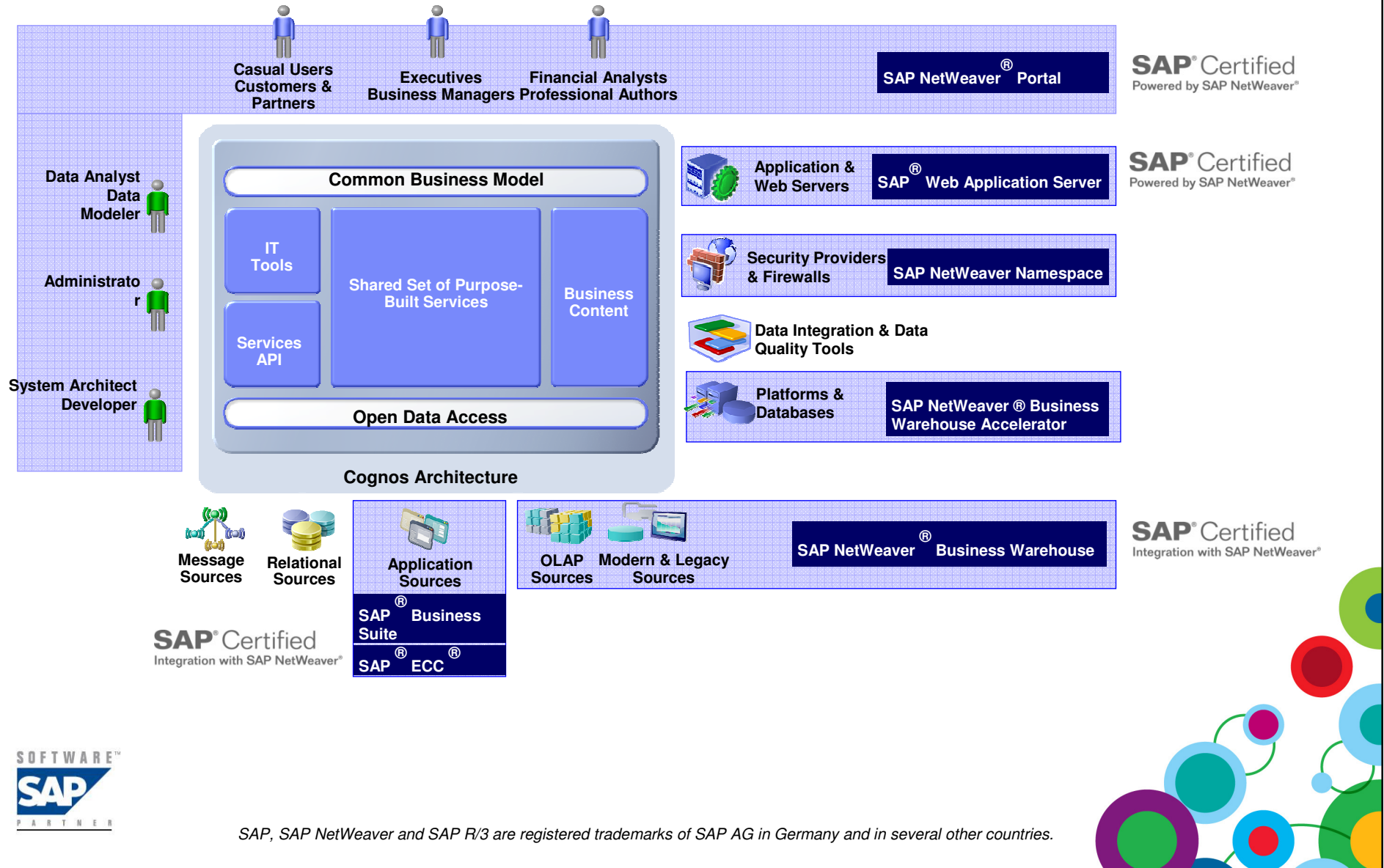


- One of the first BI vendors to achieve “Powered by SAP NetWeaver” certification
- Historical & ongoing commitment to certification of Cognos software components
- Leverage expertise as part of over 35 IBM products that are SAP certified solutions
- Cognos software as part of IBM Competency Centers focused on SAP® applications



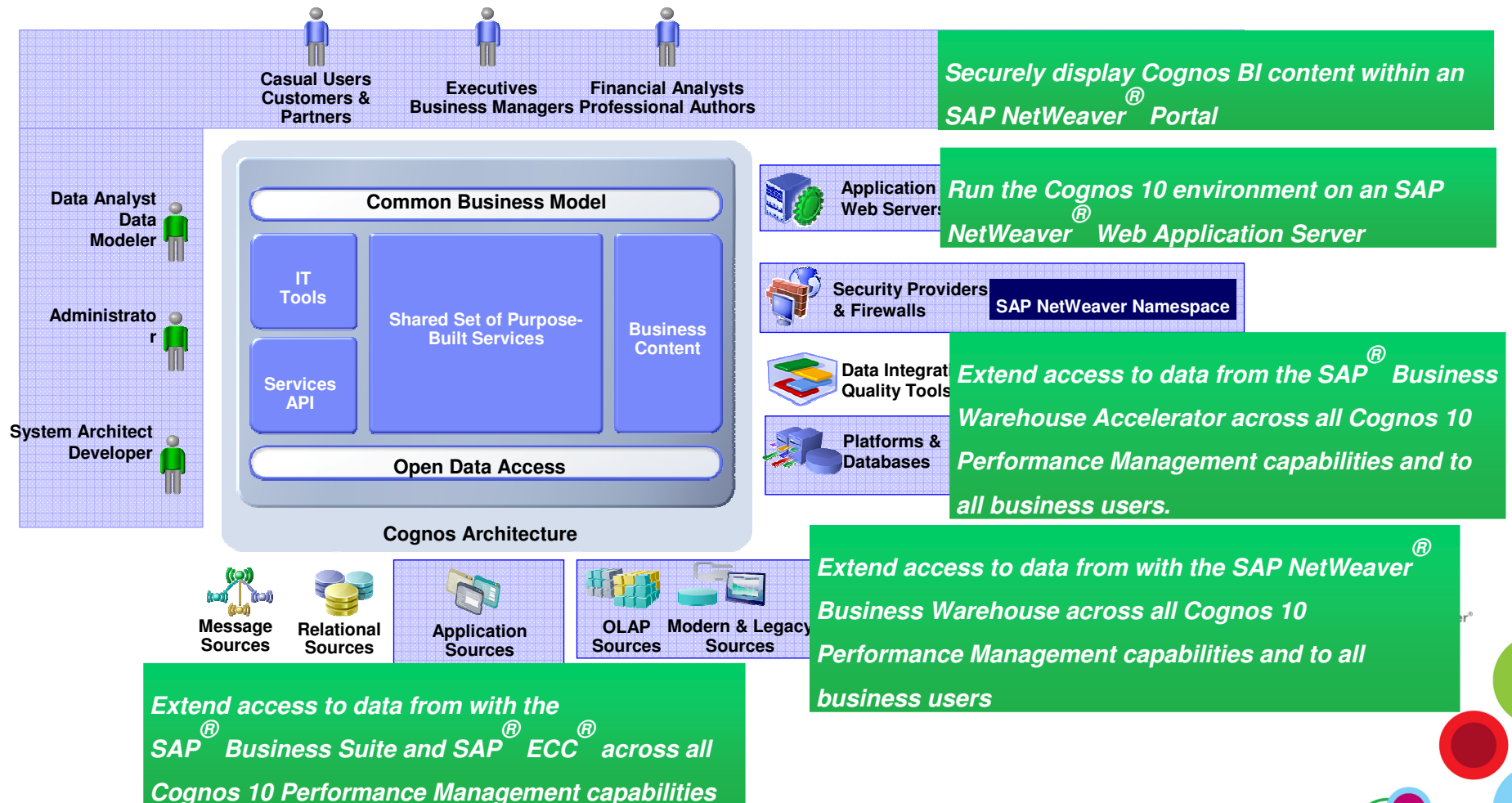
The IBM Cognos Platform:

Embrace, enhance & extend your investments in SAP® technology & applications



The IBM Cognos Platform:

Embrace, enhance & extend your investments in SAP® technology & applications



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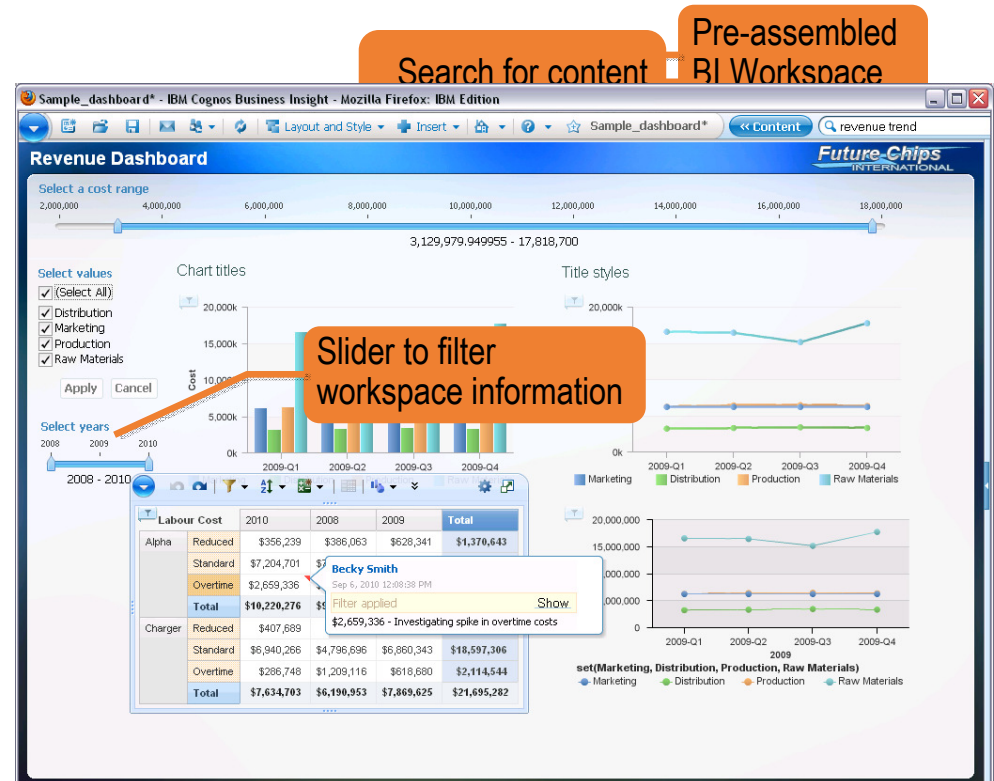
A BI workspace that is the start of your day

Intuitive and easy to use it is the single place that you go to find and do your work.

IBM Cognos Business Insight

Solution Highlights

- Pre-assembled workspace content
- Search assisted authoring
- Drag and drop assembly
- Dynamically filter
- Quicker and deeper insight in to data
- Seamless graduated experience





Seamlessly shift to more advanced analysis

Perform complex analysis tasks quickly and easily to get to the "why" behind an event or action to improve business performance

IBM Cognos Business Insight Advanced

Solution Highlights

- Intuitive drag-and-drop interface
- Integrated data exploration and analysis
- Calculations, drill, filter, pivot, top/bottom count
- Manage set definitions
- Flexible format, layout and distribution
- Multiple queries, formatting and charting

The screenshot shows the IBM Cognos Business Insight Advanced interface. It features a main data table with columns for Units, Standard, and Variance. A callout box labeled "Standard and Style toolbars" points to the top toolbar. Another callout labeled "Switch between metadata or member tree" points to the left-hand navigation pane. A third callout labeled "View and edit set definitions" points to a "Set Definition" dialog box. This dialog box shows a hierarchical tree structure and a list of analysis gestures such as "Top 3 based on Units", "Top 5 based on Units", "Top 10 based on Units", "Bottom 3 based on Units", "Bottom 5 based on Units", "Bottom 10 based on Units", and "Custom...". A final callout labeled "Easily select common analysis gestures" points to this list.

Units	Standard	Variance
2010-Q1	4,653	606
Defects	43	8
% Defective	0.92%	7.20%
2010-Q2	4,925	1,209
Defects	49	11
% Defective	0.99%	0.97%
2010-Q3	5,173	1,702
Defects	52	24
% Defective	0.99%	1.47%
2010-Q4	5,081	1,588
Defects	18	3
% Defective	0.35%	7.07%



Reduce Reliance on IT for SAP NetWeaver® report and data modelling

Increase Business Satisfaction and shorten time to utilize information in SAP NetWeaver

Self Service Package Wizard

Highlights

- Quickly and easily creates packages from SAP BW
- Secure access in accordance to existing SAP BW security profile
- Display data as defined in SAP BW
- Change prompts from picklist, typein, calendar, etc

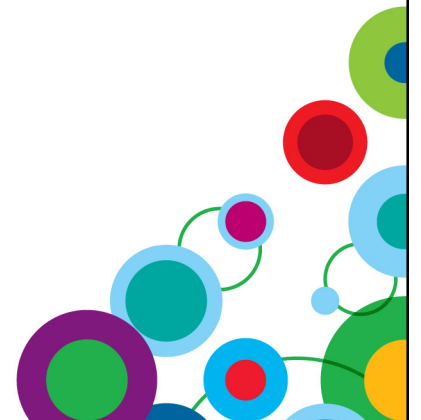
The screenshot shows the 'Self Service Package Wizard' interface. It consists of several steps:

- Select the data source:** A dialog box with a search bar and a list of data sources. A callout box labeled 'Secure access to SAP BW' points to the 'Cognos' data source.
- Select the objects - Metadata Import Wizard:** A dialog box with a list of objects. A callout box labeled 'Direct access to SAP BW' points to the list of objects.
- Package creation options - Metadata Import Wizard:** A dialog box with options for object display name and package organization. A callout box labeled 'Reflect structures in SAP BW' points to the 'Enhance the package for SAP BW organization of objects' checkbox.

At the bottom of the wizard, there are buttons for 'Cancel', '< Back', 'Next >', and 'Finish'.

Self-Service Package Wizard for SAP BW

- **Allows the business to publish packages from Cognos Connection directly off of existing SAP BW cubes without needing access to Framework Manager**
 - Support for SAP BW cubes and BEx Queries
 - Publish packages directly from Cognos Connection
 - No need to model in Framework Manager





Access to SAP Time Dependent Hierarchies

- Time-dependent hierarchy is created to reflect structures at different time periods.
- The new time dependent hierarchy features allow users to seamlessly **report on their time dependent hierarchies within IBM Cognos**.
- Changes made within the structures within SAP BW are automatically reflected in the reports when generated or analysis when changing time periods

Morocco 2005 - 2010

Algira 2000 - 2004

Retailer TimeDep 1	InfoObject	Node Name	Li.	Valid from	To
▼ All	0HIER_NO...	ZDRET_ALL	<input type="checkbox"/>	01.01.1000	31.12.9999
▶ Asia	ZD_CCCONT	ASIA	<input type="checkbox"/>	01.01.1000	31.12.9999
▼ Africa	ZD_CCCONT	AFRICA	<input type="checkbox"/>	01.01.1000	31.12.9999
▶ Arab Republic of Egypt	ZD_CCOUN	EGYPT	<input type="checkbox"/>	01.01.1000	31.12.9999
▶ South Africa	ZD_CCOUN	SOUTHAFRICA	<input type="checkbox"/>	01.01.1000	31.12.9999
▼ Morocco	ZD_CCOUN	MAROCCO	<input type="checkbox"/>	01.01.2005	31.12.2010
▼ Casablanca	ZD_CCITY	CASABLANCA	<input type="checkbox"/>	01.01.1000	31.12.9999
▶ Retailer 171	ZD_CCUST	00000171	<input type="checkbox"/>	01.01.1000	31.12.9999
▶ Retailer 129	ZD_CCUST	00000129	<input type="checkbox"/>	01.01.1000	31.12.9999
▶ Retailer 122	ZD_CCUST	00000122	<input type="checkbox"/>	01.01.1000	31.12.9999
▶ Retailer 9	ZD_CCUST	00000009	<input type="checkbox"/>	01.01.1000	31.12.9999
▼ Algira	ZD_CCOUN	ALGERIA	<input type="checkbox"/>	01.01.2000	31.12.2004
▼ El Djaza'ir	ZD_CCITY	ELDJAIR	<input type="checkbox"/>	01.01.1000	31.12.9999
▶ Retailer 176	ZD_CCUST	00000176	<input type="checkbox"/>	01.01.1000	31.12.9999
▶ Retailer 72	ZD_CCUST	00000072	<input type="checkbox"/>	01.01.1000	31.12.9999
▶ Europe	ZD_CCCONT	EUROPE	<input type="checkbox"/>	01.01.1000	31.12.9999
▶ South America	ZD_CCCONT	SAMERICA	<input type="checkbox"/>	01.01.1000	31.12.9999



Time Dependent hierarchies in Report Studio...

The time dependent hierarchies are dropped into the individual lists.

List 1:

Time Dependent Hierarchy: 01-01-2005 to 31-12-2010			
Africa	Country	City	Amount
<Africa>	<Retailer TimeDep 1 Level 02>	<City>	<
		<City>	<
	<Retailer TimeDep 1 Level 02>	<City>	<
		<City>	<
<Africa>	<Retailer TimeDep 1 Level 02>	<City>	<
		<City>	<
	<Retailer TimeDep 1 Level 02>	<City>	<
		<City>	<
Overall Aggregate			<Aggregate(Ar

List 2:

Time Dependent Hierarchy: 01-01-2000 to 31-12-2004			
Africa	Country	City	Amount
<Africa>	<Retailer TimeDep 1 Level 03>	<City>	<
		<City>	<
	<Retailer TimeDep 1 Level 03>	<City>	<
		<City>	<
<Africa>	<Retailer TimeDep 1 Level 03>	<City>	<
		<City>	<
	<Retailer TimeDep 1 Level 03>	<City>	<
		<City>	<
Overall Aggregate			<Aggregate(Ar

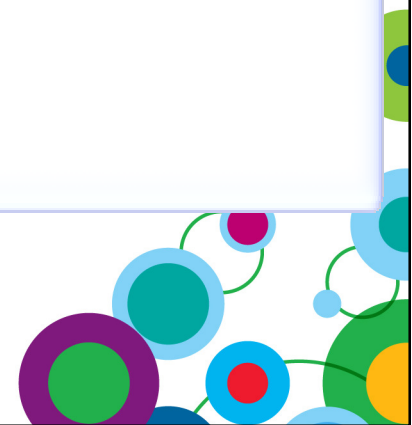
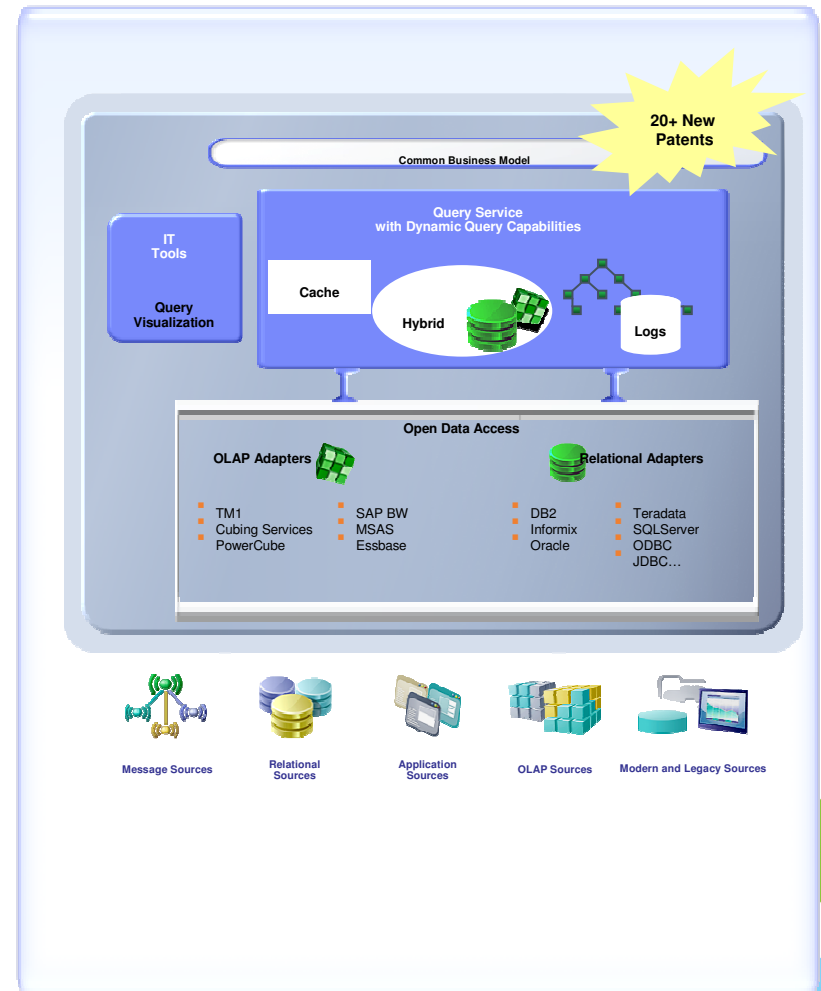
Time Dependent Hierarchy: 01-01-2005 to 31-12-2010			
Africa	Country	City	Amount
<u>Africa</u>	<u>Arab Republic of Egypt</u>	<u>Alexandria</u>	€47,734,348
		<u>Cairo</u>	€39,565,310
	<u>South Africa</u>	<u>Durban</u>	€38,527,405
		<u>Johannesburg</u>	€38,648,286
		<u>Cape Town</u>	€30,254,100
	<u>Marocco</u>	<u>Casablanca</u>	€35,007,231
Overall Aggregate			€229,736,682

Time Dependent Hierarchy: 01-01-2000 to 31-12-2004			
Africa	Country	City	Amount
<u>Africa</u>	<u>Arab Republic of Egypt</u>	<u>Alexandria</u>	€47,734,348
		<u>Cairo</u>	€39,565,310
	<u>South Africa</u>	<u>Durban</u>	€38,527,405
		<u>Johannesburg</u>	€38,648,286
		<u>Cape Town</u>	€30,254,100
	<u>Alqira</u>	<u>El Djaza'ir</u>	€17,868,679
Overall Aggregate			€212,598,130

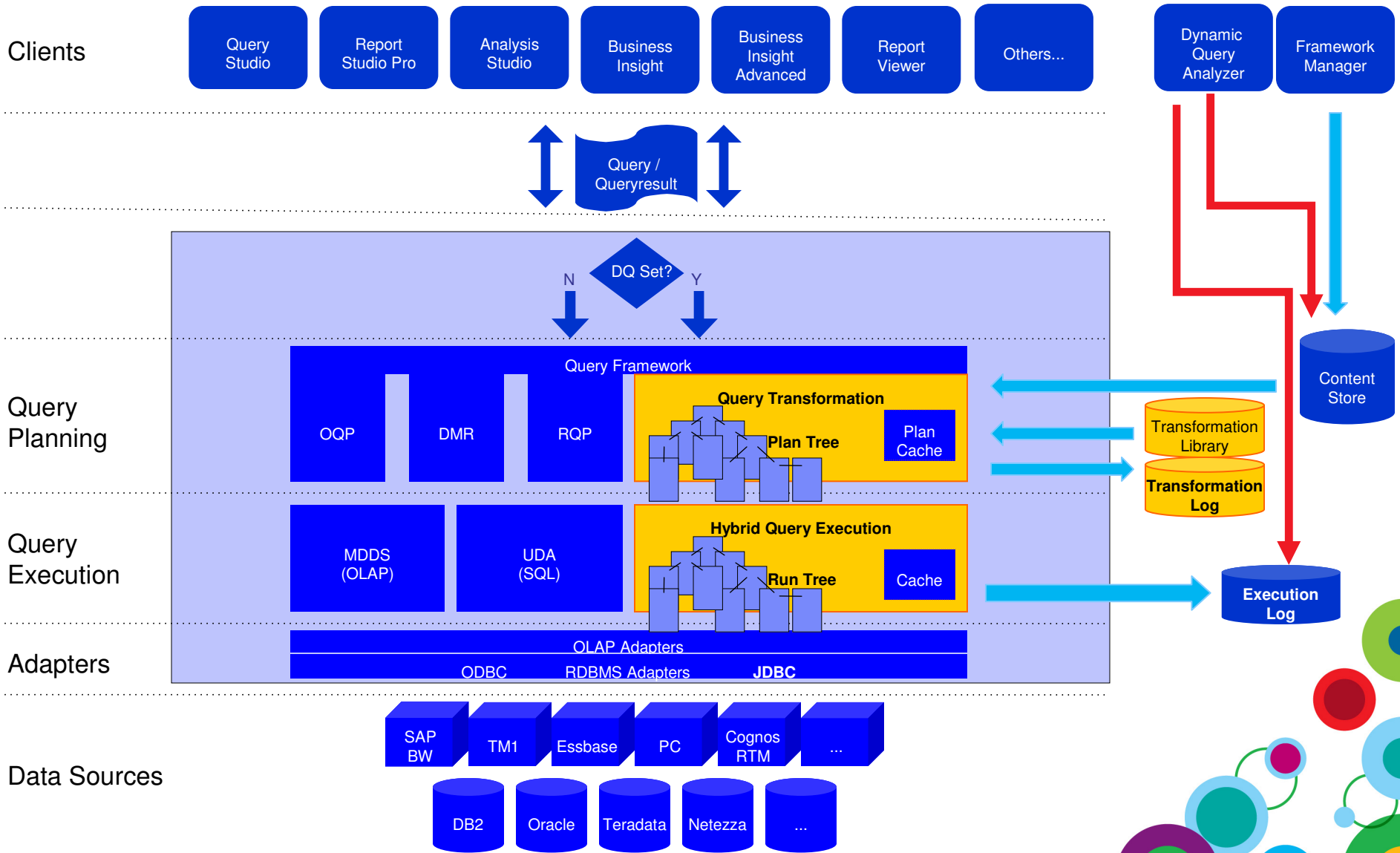
IBM Cognos 10 optimizes performance with in-memory processing



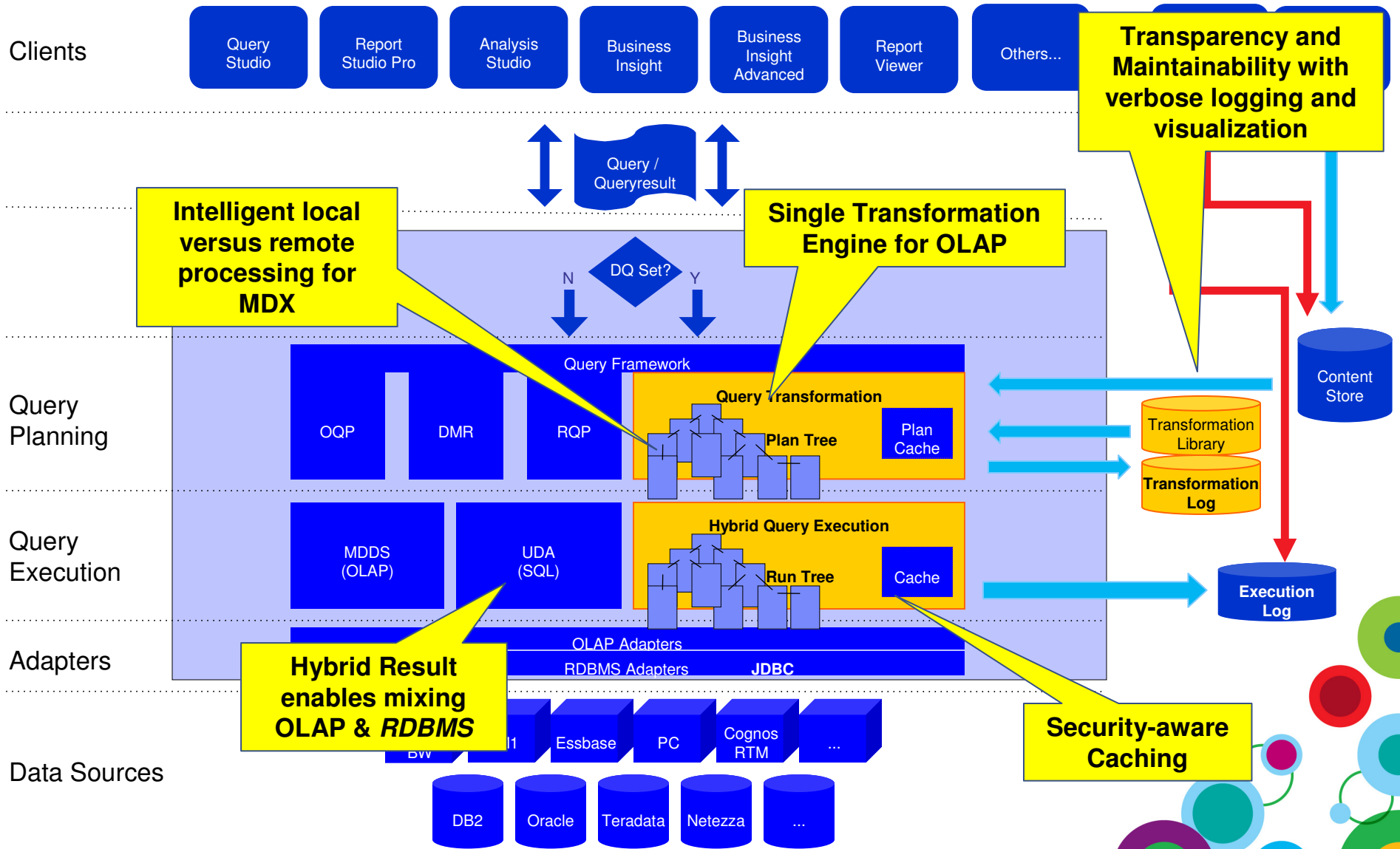
- **IBM Cognos platform provides faster answers to business problems with in-memory patented technology**
 - 64-bit In-memory optimized query generation with pattern intelligence to improve performance against complex heterogeneous data
 - In-memory calculations and aggregate operations
 - 64 bit cache facilities with 'in-memory' optimizations: hierarchies, members, facts, calculations and prompts
- **Dynamic Query initial conformance is SAP BW, TM1, Essbase. Other sources are slated for future**



Architectural Overview – Dynamic Query



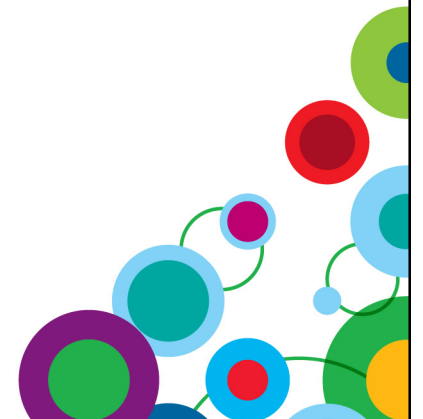
Architectural Overview – What's new?





Dynamic Query

- Query optimizations to address query complexity, data volumes, and timeliness expectations with improved query execution techniques.
 - Reduce studio knowledge requirement
 - Smart flexible query engine
- Significant improvement for complex OLAP queries through intelligent combination of local and remote processing and better MDX generation.
 - Recognizes performance pitfalls automatically
 - Intelligent hierarchy approach
- Security-aware caching.
 - Improved query fetch strategy
 - Reuse when/if required
- New data Interfaces leveraging 64 bit processing.



Query Visualization troubleshooting tool

- Troubleshooting Queries in C8 was . . .



IBM Cognos 10

Dynamic Query Analyzer

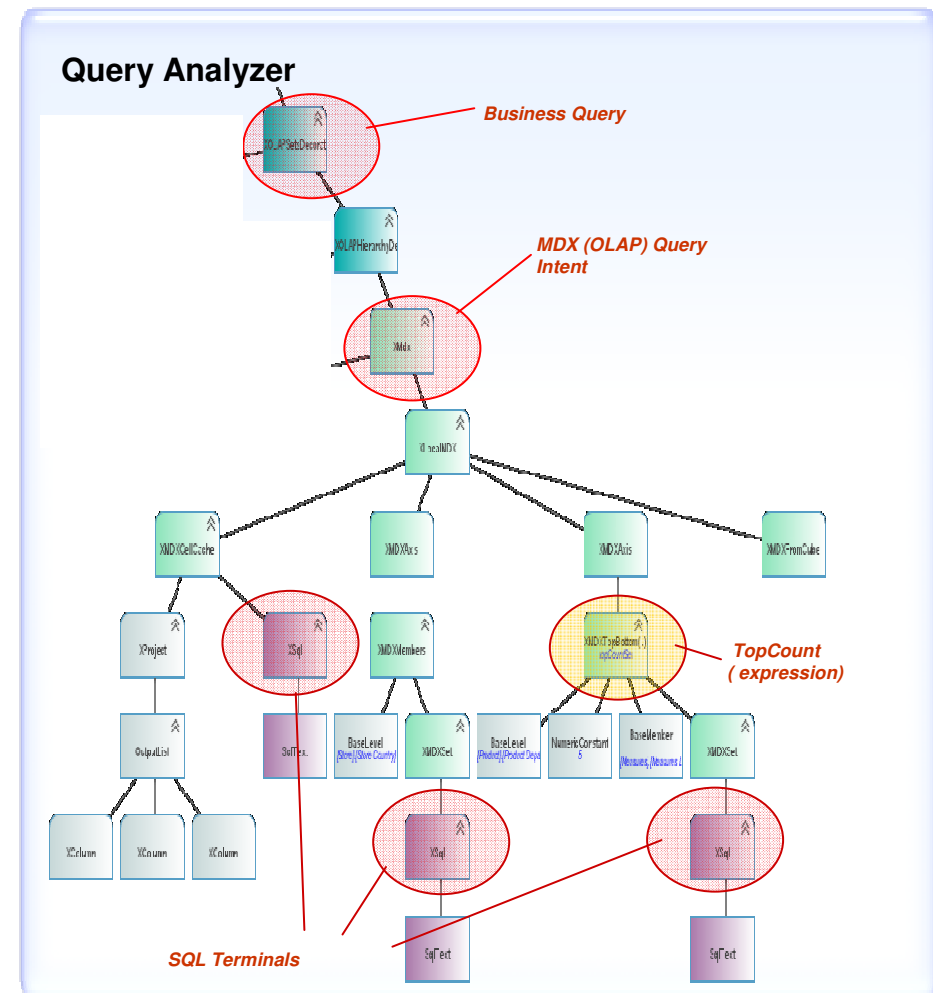
Removes the frustration of troubleshooting queries and provides a graphic interface to viewing query steps.



IBM Cognos 10 enhances system management efficiency with query analysis

- **IBM Cognos Dynamic Query Analyzer delivers ease of maintenance**

- Reduce time required for gathering log information
- Run reports from the tool for increased efficiency
- Visual display of result flow to easily troubleshoot query issues
- Quick understanding of the query result set to focus on issues





Demonstration

- Demonstration of IBM Cognos 10 with:
 - SAP NetWeaver Business Warehouse





IBM Cognos 10 Beta Customer Comments

"Every time we tackle a performance issue we solve it"

First Energy

This is a kind of an environment our users could use and get what they need.

First Energy

Customer really likes the new charting. They liked the ability to change color properties of the charts of the reports studio menu bar

Canadian Blood Services





For additional information

- Website:

<http://www-01.ibm.com/software/data/cognos>

- View customer webinars with Tellabs[®], FirstEnergy[®] & Nike[®]

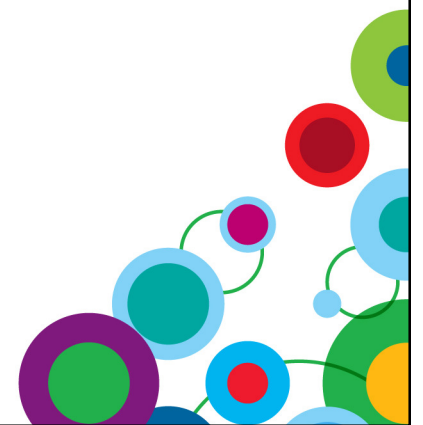
— <http://www-01.ibm.com/software/data/cognos/solutions/sap/library.html>





Information and Analytics Communities

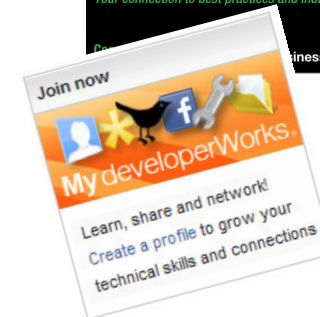
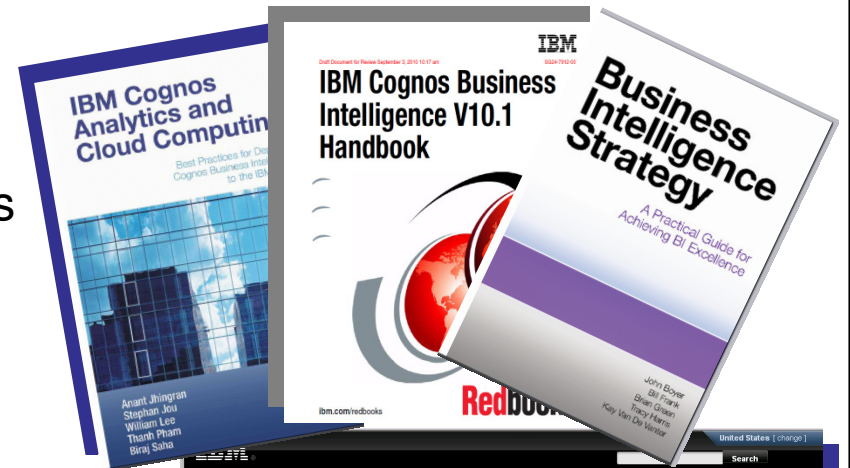
- **On-line communities, User Groups, Technical Forums, Blogs, Social networks, and more**
 - Find a community that interests you at...
 - ibm.com/software/data/community
 - IBM Business Analytics for SAP User Group
 - <http://tinyurl.com/IBASUG>
- **Information Champions**
 - Recognizing individuals who have made the most outstanding contributions to Information Management communities
 - ibm.com/software/data/champion





Delivering Program Success

- New “How-to” Books Deliver Expertise
 - BI Strategy Book, BI on Cloud, BI Redbook
- Proven Practices, Communities & Workshops
 - Champion & Business Analytics Workshops
 - Innovation Center & Communities
 - Champion Kit, Blueprints
 - DeveloperWorks, C^3 Blog
- Services & Training
 - Proven Practice Workshops, Learning Assessment and User Adoption Services
 - Broader portfolio of self-paced training options
- Broader Deployment Options
 - Expanded offering for System z
 - On IBM Compute Cloud



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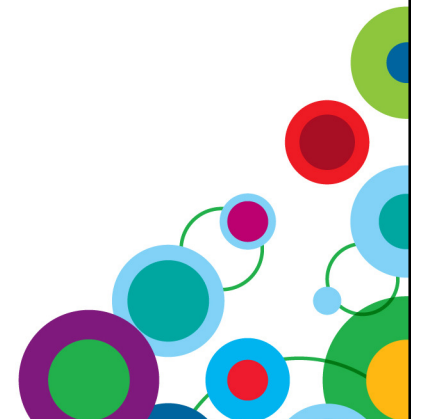
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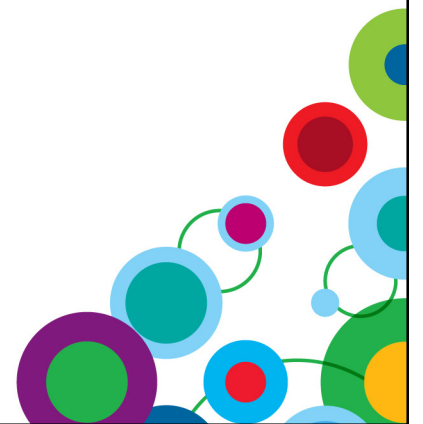
www.spss.com/goldcoast



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