

IBM Software

Business Analytics **Forum** 2010

See The Future Of Decision Making

November 3-5, 2010

Gold Coast – QLD – Australia

IBM Cognos BI And The Mobile User

Anna Sum
IBM Cognos





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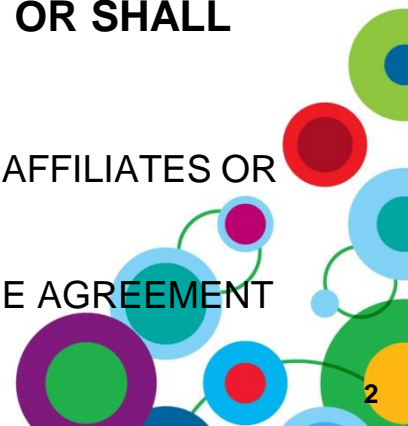
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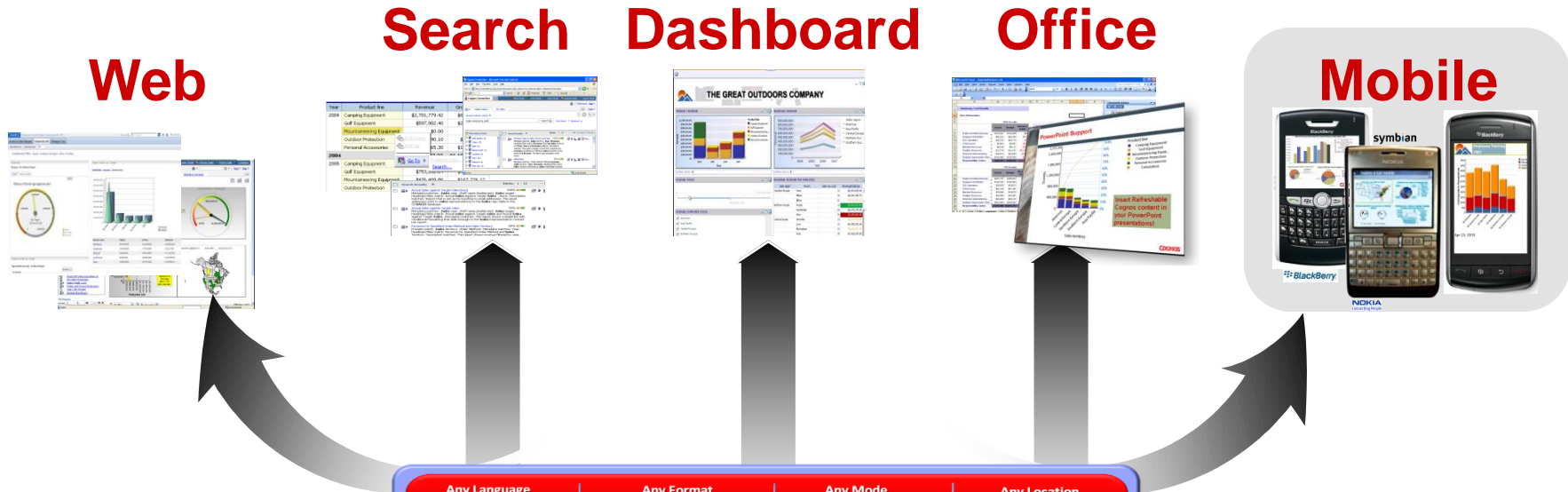
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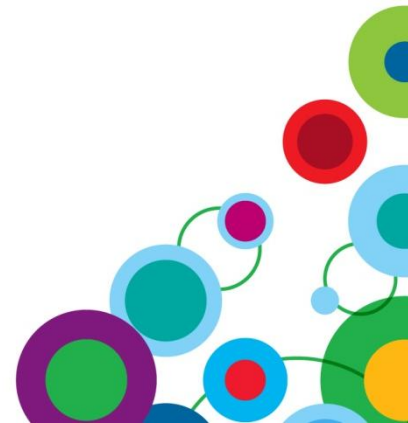


Flexible access with IBM Cognos 8 BI

Make Decision-Making Part of Everyday Life



Cognos.
software





Who's Using IBM Cognos 8 Go! Mobile?

- Executives at Financial Institutions
 - Consume dashboard reports on KPI's across the business, based on various geographies
- Police Officers
 - Call in progress status
 - Crime statistics
- Retail Regional Managers
 - Up to date sales information on stores to visit
- Field Sales Reps
 - Customer history (orders, open issues, etc...)





IBM Cognos 8

IBM Cognos 8.4.1 Supported Platforms

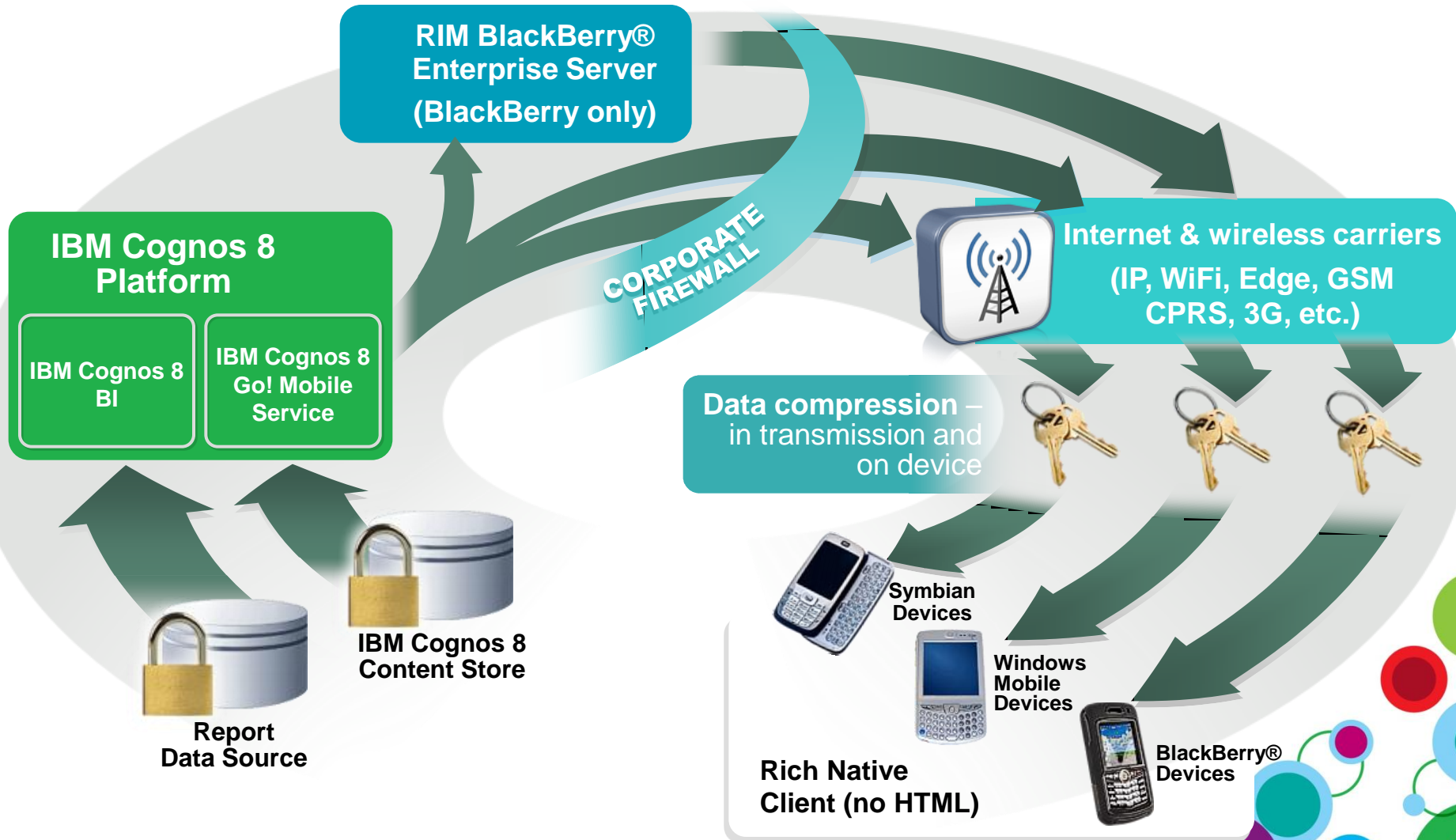
- RIM OS
- Windows Mobile
- Symbian

- Rich native client
- Location aware content
- Leverages the Cognos 8 platform, including security
- Enhanced prompt support
- Integrated scheduling – including bursted reports

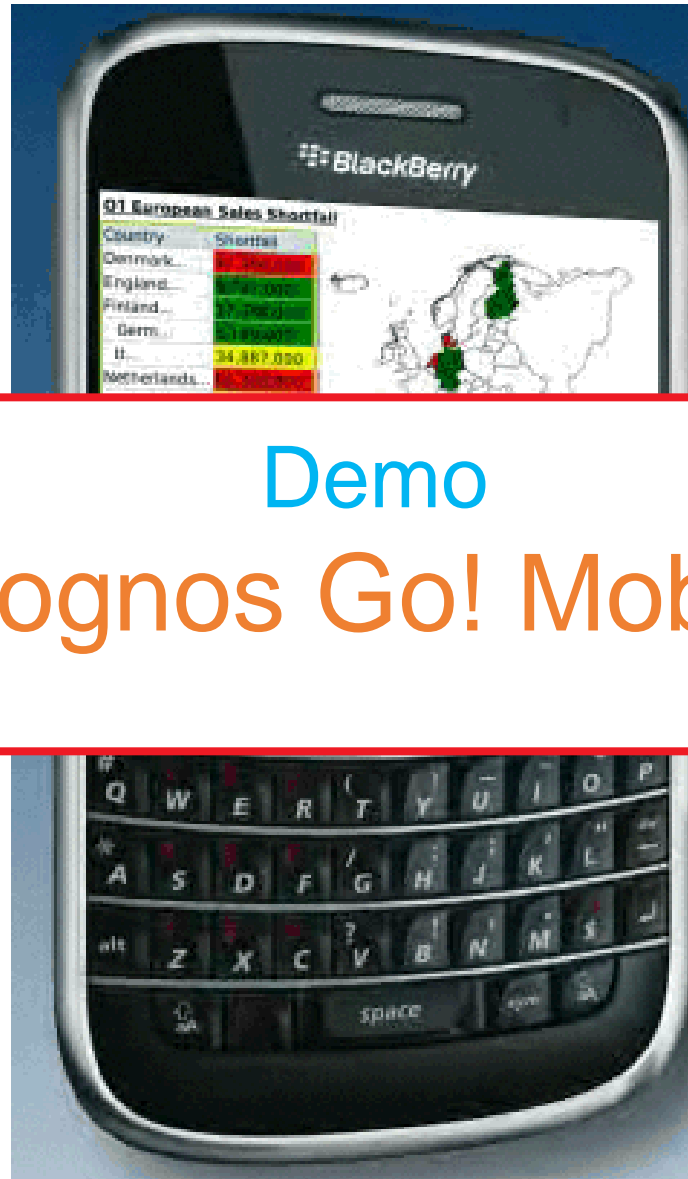




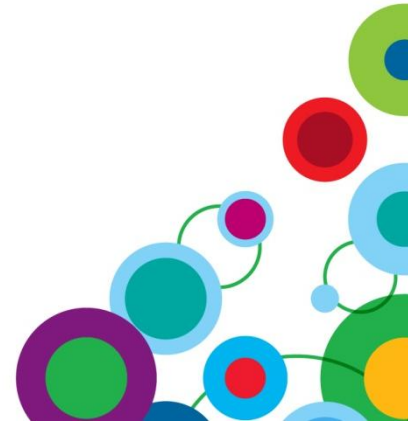
Architecture: How it works



Demonstration



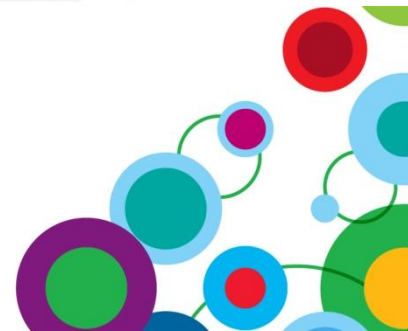
Demo
Cognos Go! Mobile





iPhone/iPad Support in Cognos 10

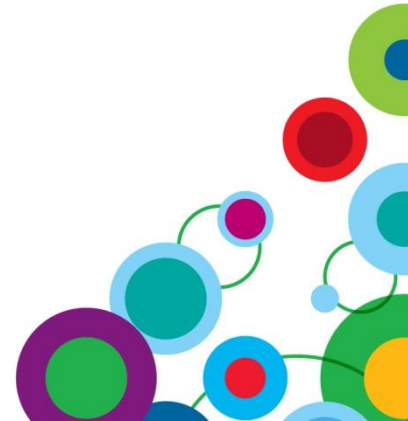
- *Easy and secure deployment*
- *Fast access to corporate data*
- *Rich & Personalized consumption*
- *Maintaining one version of the truth*
- *Author once consume anywhere*



Demonstration



Demo (Video)
IBM Cognos Mobile





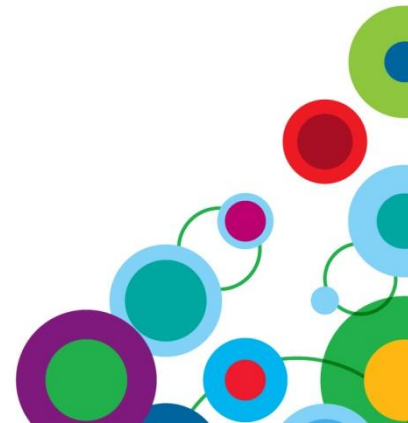
WIN *an Apple[®] iPad*

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

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