Business Analytics Forum

See The Future Of Decision Making

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IBM Cognos 10 platform advances to simplify and cost-effectively scale enterprise analytics

Scott Masson

Senior Product Manager – IBM Cognos

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.

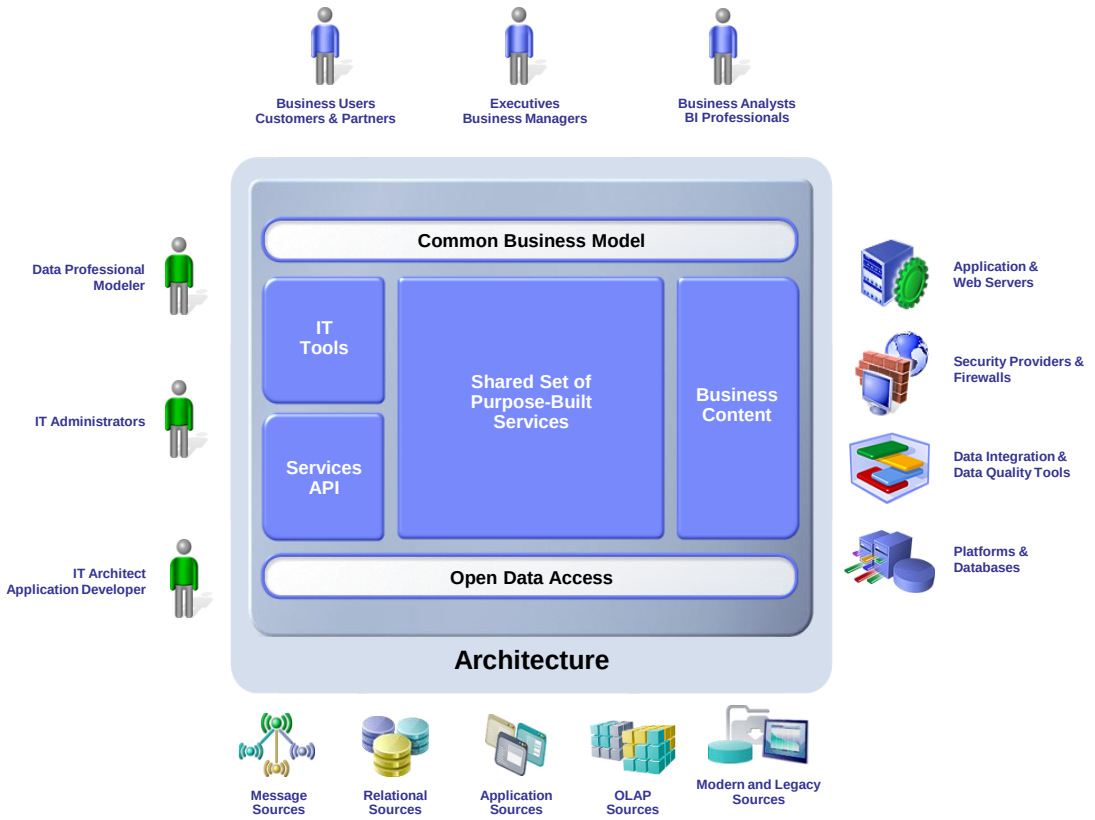
Open, enterprise-class platform increases business adoption and minimizes the burden on IT

Access & Optimize Information

Organize & Capture Content

Deploy & Manage Applications

Architect & Integrate Solutions



IBM Cognos Platform is purpose-built SOA

Simplify and cost-effectively scale enterprise analytics

Cognos 10 delivers 4 major platform advances:

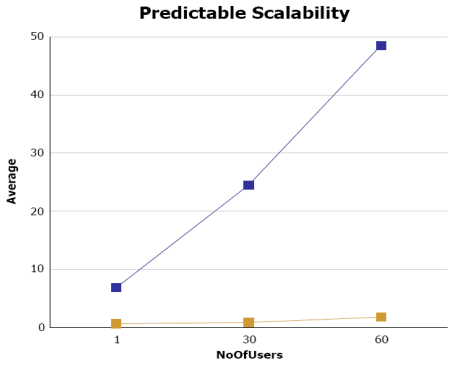
- **Optimize performance** with architectural enhancements and in-memory processing for faster results
- **Accelerate model design** with guided workflow-driven modeling and enhanced analysis on SAP BW for faster access to information
- **Enhance system management** with more granular visibility and control to increase IT efficiency
- **Streamline lifecycle management** with the ability to seamlessly upgrade and quickly respond to new business requirements

IBM Cognos 10 delivers architectural enhancements to drive overall system performance and scalability

- **Enhancements for PowerCubes to reduce report run-time**
  - Delivers over 20% improvement in query performance
  - Delivers over 25% improvement in cube build time

- **Enhancements for TM1 data source to reduce report run-time**
  - Delivers on average 80% improvement in query performance

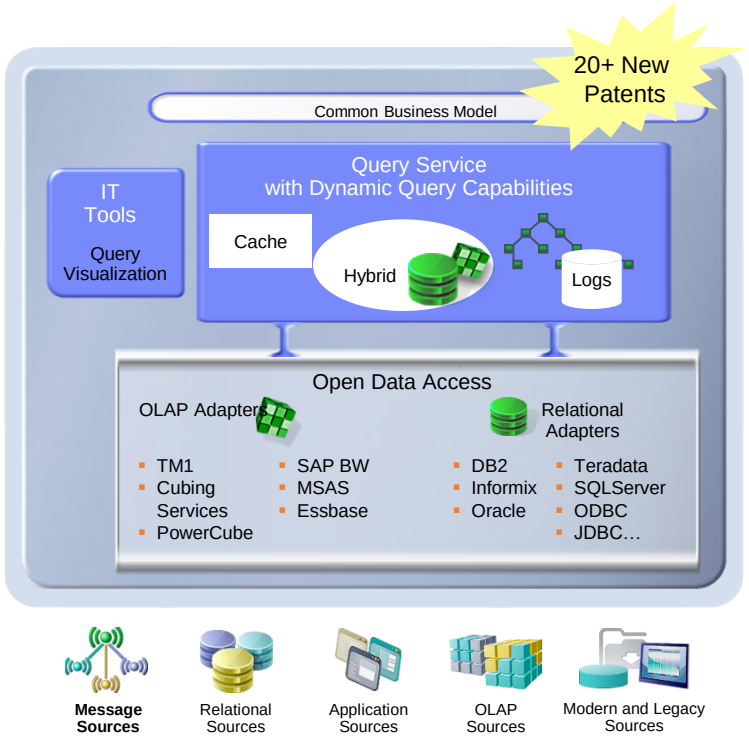
- **Optimized user scalability to prevent disruption to the business**
  - Delivers on average 85% reduction in CPU usage for content manager



** based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software*

IBM Cognos 10 delivers in-memory processing to drive performance improvement

- Enhanced Query Service with Dynamic Query:
  - **64-bit in-memory optimized query generation with pattern intelligence** to improve performance against complex heterogeneous data
  - **In-memory calculations and aggregate operations** for faster compute time
  - **New optimized caching** for hierarchies, members, facts, calculations and prompts for improved report performance
  - Initial conformance is for OLAP sources: SAP BW, TM1 and Essbase.

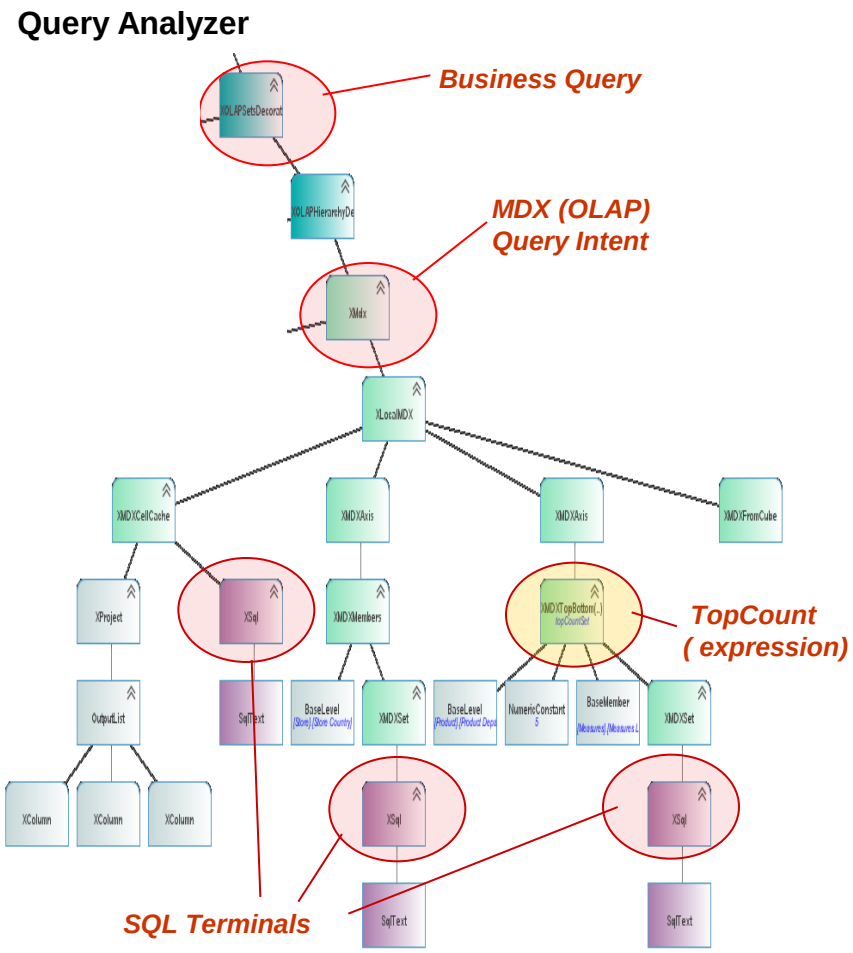


3x faster query

** When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software*

IBM Cognos 10 eases maintenance with Dynamic Query Analyzer

- **Visual display of result flow** to easily troubleshoot dynamic query issues and resolve problems quickly
- **Easy access to logs remotely from dynamic query analyzer** to reduce maintenance time
- **Ability to run reports from dynamic query analyzer** to increase IT efficiency



IBM Customers Realize the Value

“ …from 10 minutes to less than a minute…”

Drill-down use case went from 10 minutes in classic to less than a minute with DQ, and seconds with caching enabled

“…from 2 hours to 15 seconds…”

The ACV use case went from over 2 hours to under 15 seconds with Dynamic Query. Users will love DQM and Dynamic Query Analyzer will be a critical tool for us moving forward

“if we had DQA, the support case could have been resolved in 20 minutes. Instead, it took 6 weeks …”

"if we had DQA for [one of their use cases], the support case could have been resolved in 20 minutes. Instead, it took 6 weeks to go back and forth between Customer support, the Cognos BI group and the infrastructure group. By analyzing the query in DQA we can easily prove where the bottleneck is, e.g. database vs Cognos"

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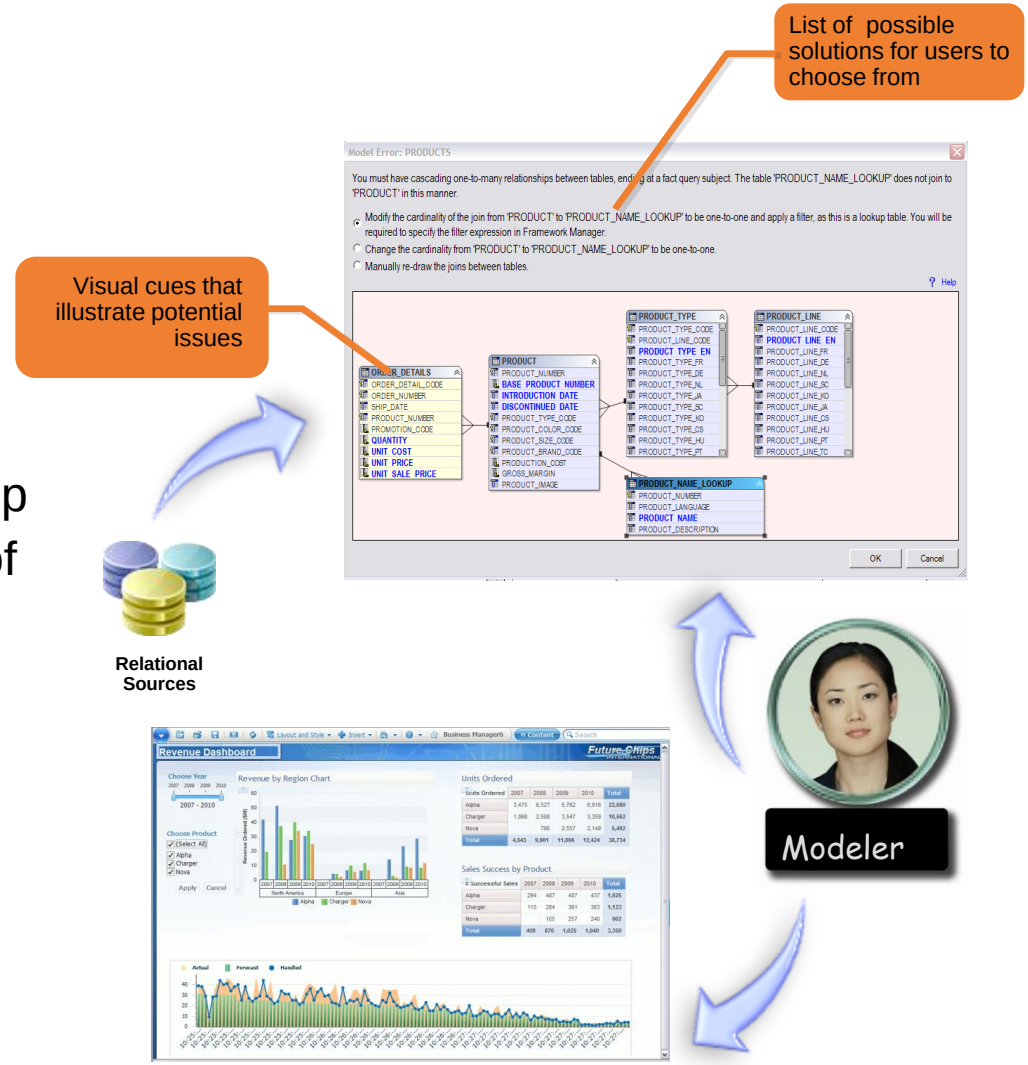
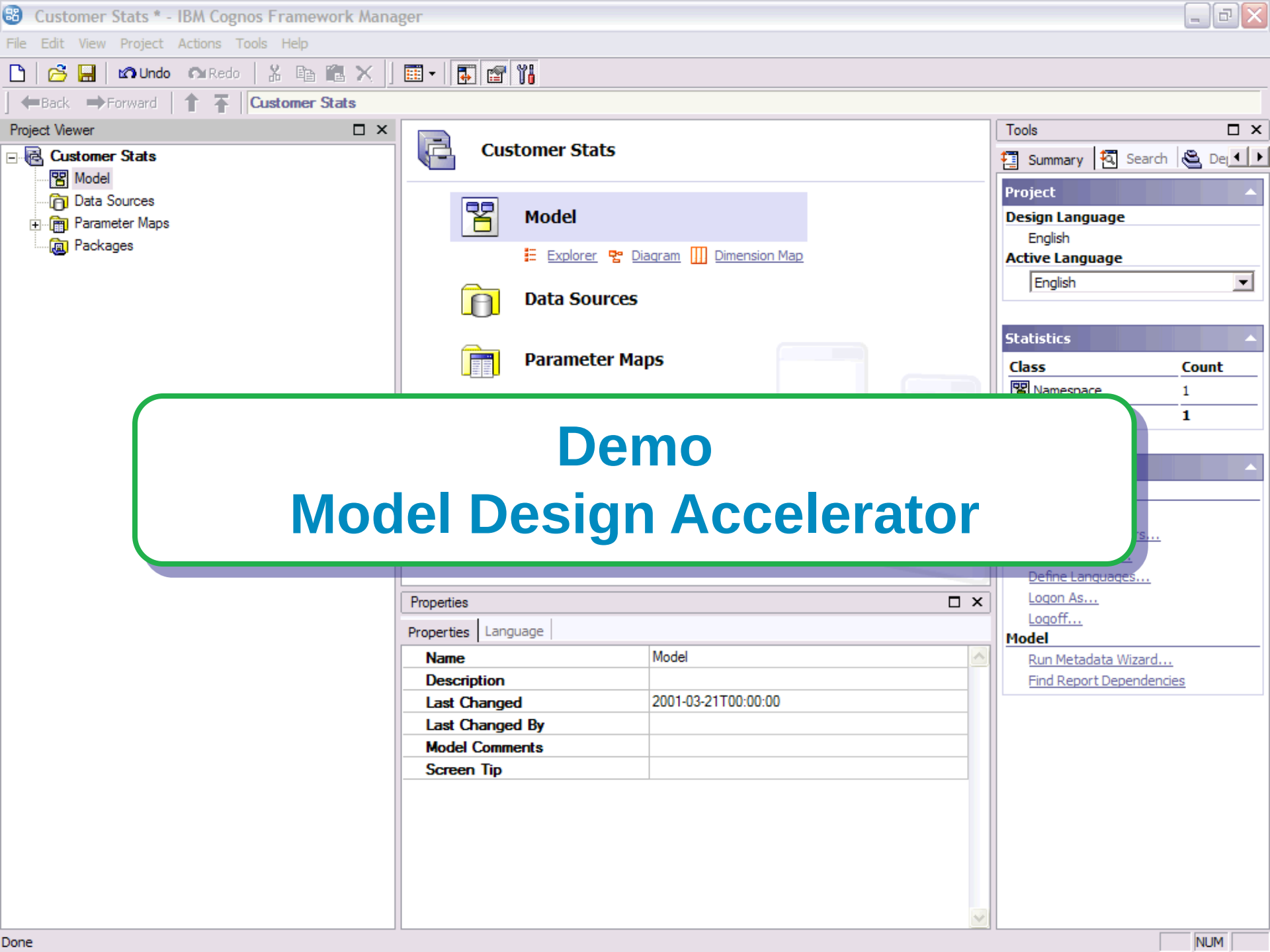
IBM Cognos 10 accelerates model design with Model Design Accelerator

- **Top-down design** starting with reporting requirements to build business relevant models that are easy to maintain and manage
- **Workflow-driven approach** to jump start the process and reduce time of building models
- **Guided best practices** to ensure on-going evaluation to optimize model design for easier reporting

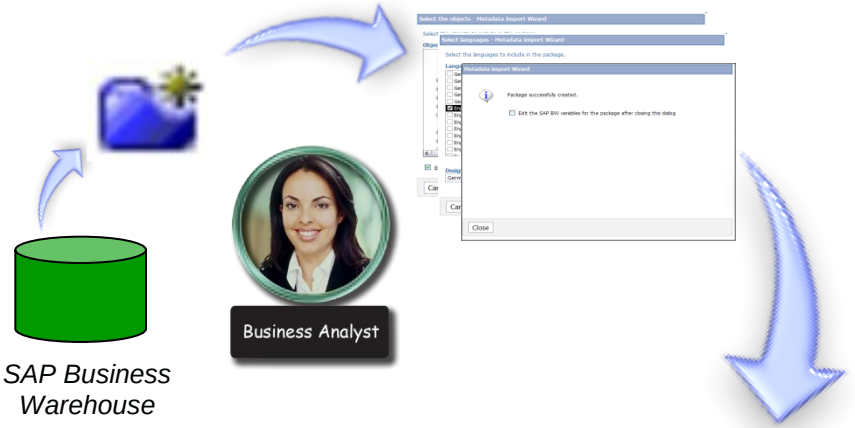




Demo
Model Design Accelerator

IBM Cognos 10 enhances analysis on SAP Business Warehouse

- **Faster response time for analytic queries** to increase performance on SAP BW
- **Enhanced SAP BW variable support** to increase metadata query performance
- **Self service package wizard** to quickly and easily create packages, reduce reliance on IT and increase business satisfaction



Demo
Analysis on SAP BW

Simplify and cost-effectively scale enterprise analytics

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IBM Cognos 10 enhances system management efficiency with granular visibility and control

- **System monitoring with interactive charts** to ease system management and take action before business impact
- **Suspend and delay scheduled reports** to reduce the load on the system
- **User managed credentials** to enable self-service and less reliance on IT

Simplify and cost-effectively scale enterprise analytics

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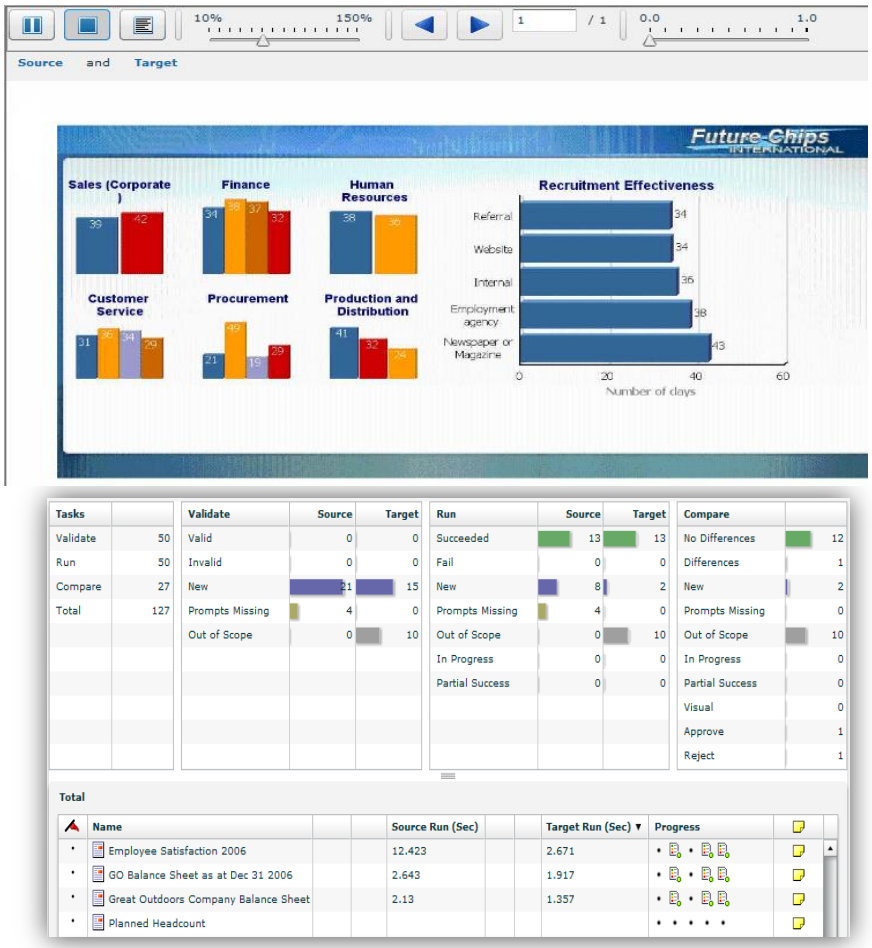
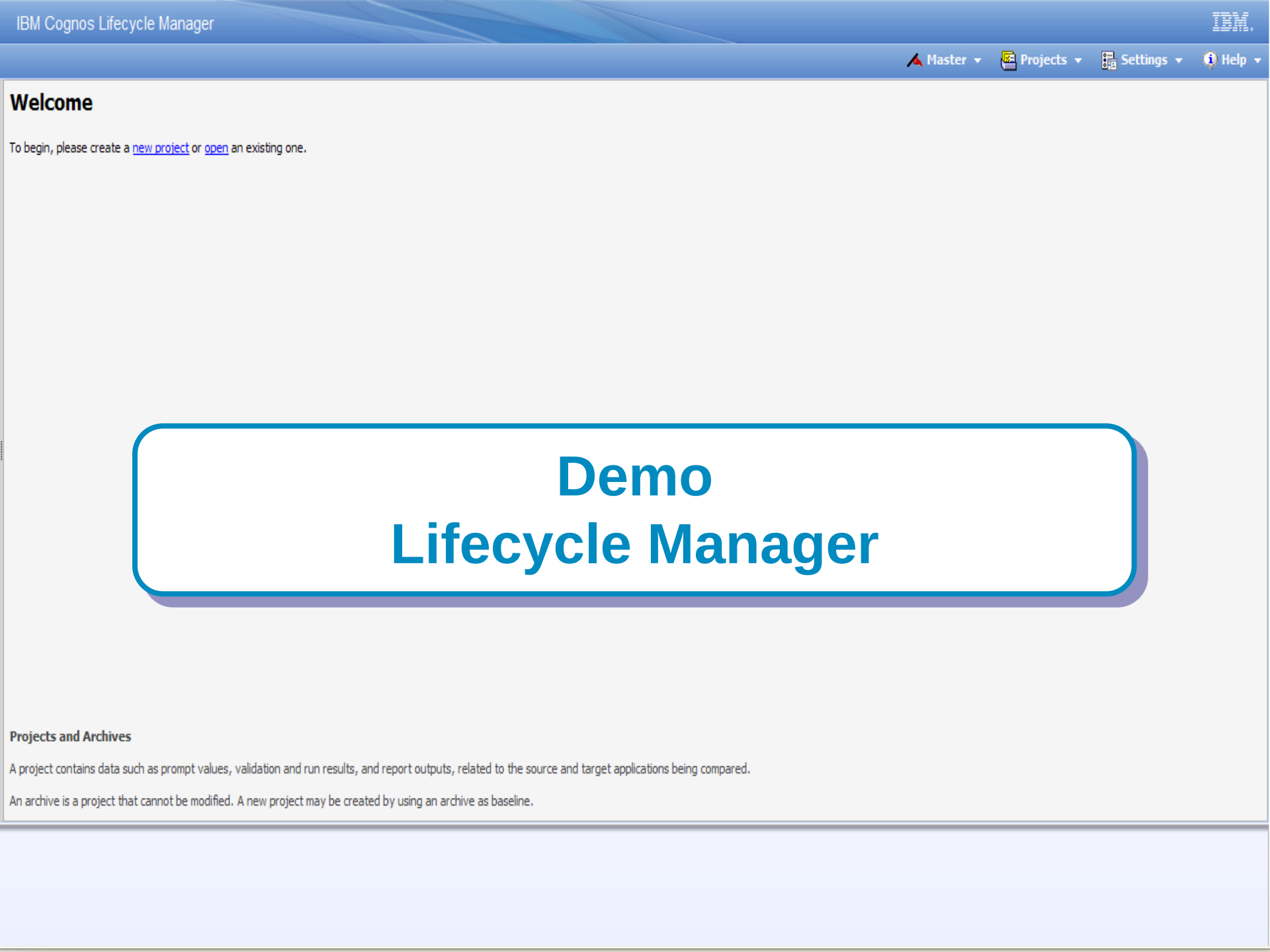
IBM Cognos 10 streamlines lifecycle management and seamless upgrade

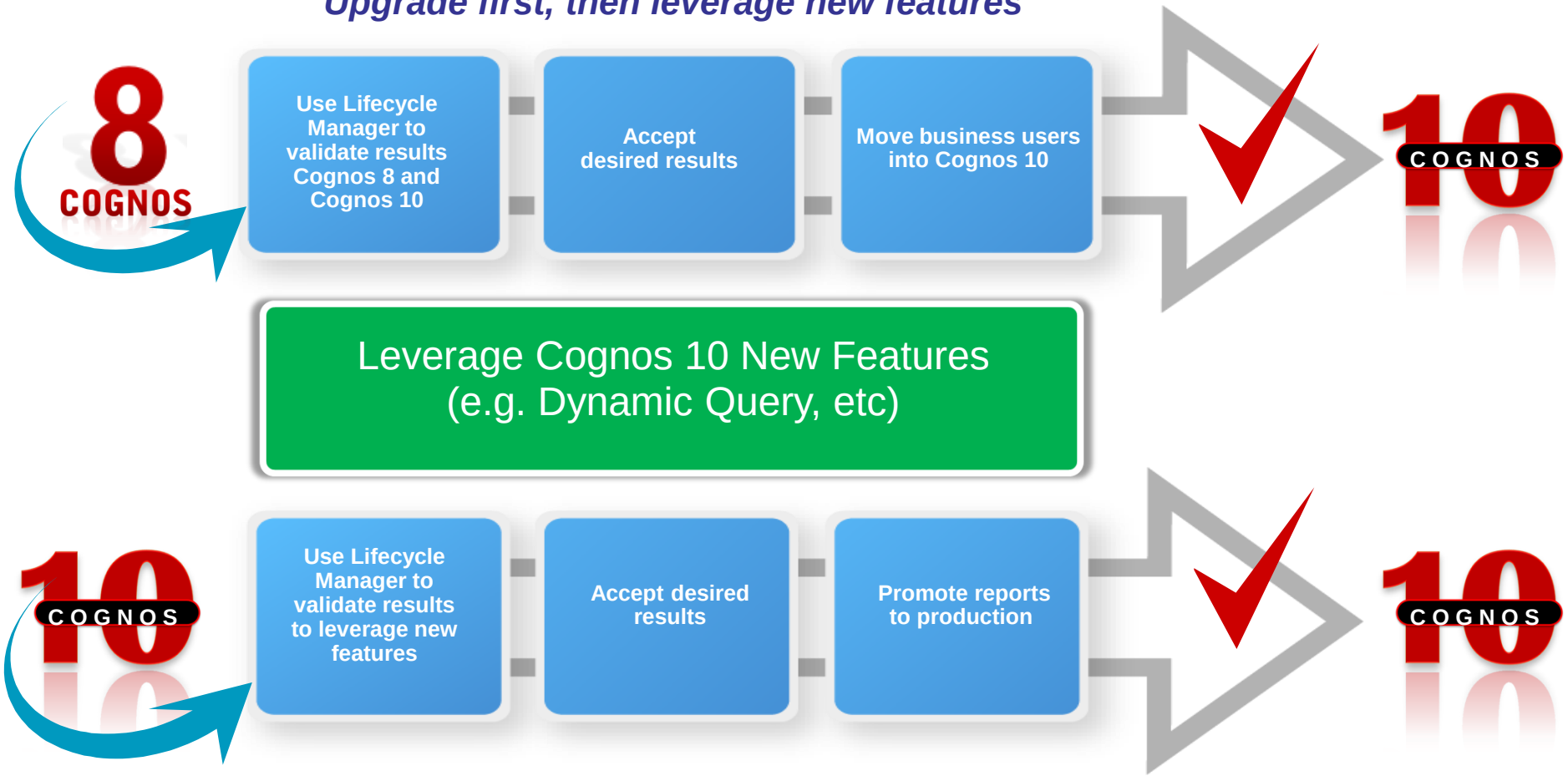
- **Validation of content in a single environment** to assess the impact of change and address business requirements quickly
  - (e.g. refresh pack, data source updates)
- **Validation of content in multiple environments** to streamline the upgrade process and increase IT efficiency
- **Multiple use beyond upgrade** to quickly assess the impact of a change and increase IT productivity
- **Multi-version co-existence** to ease management of phased upgrade projects




IBM Cognos Lifecycle Manager
IBM
Master
Projects
Settings
Help
Welcome
To begin, please create a new project or open an existing one.
Demo
Lifecycle Manager
Projects and Archives
A project contains data such as prompt values, validation and run results, and report outputs, related to the source and target applications being compared.
An archive is a project that cannot be modified. A new project may be created by using an archive as baseline.

Cognos 10 Streamlines Lifecycle Management and Provides Seamless Upgrade

Upgrade first, then leverage new features



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IBM Customers Realize the Value

"The upgrade was seamless"

I had doubts that two of my most complex RS reports were going to simply deploy from 8.4.1 to the 10.1 build without any issue, but I was wrong, The upgrade was seamless

"Overall: 5 out of 5 stars."

"Overall: 5 out of 5 stars. Once we got the hang of how it worked, how much we could push it, how to break our objects lists into smaller chunks and its shortcuts and "sensitive" areas, **two people tested all our content in 4 days. Without this program, it probably would have taken 6 people two weeks…maybe longer**"

"Cognos 10 is super - reports that work in 8.4, also work in 10.1"

"The ability to migrate our 8.4 reports: no defects …"

"The ability to migrate our 8.4 reports: no defects, it's really the first time for us between two release, we are very impressed with that"

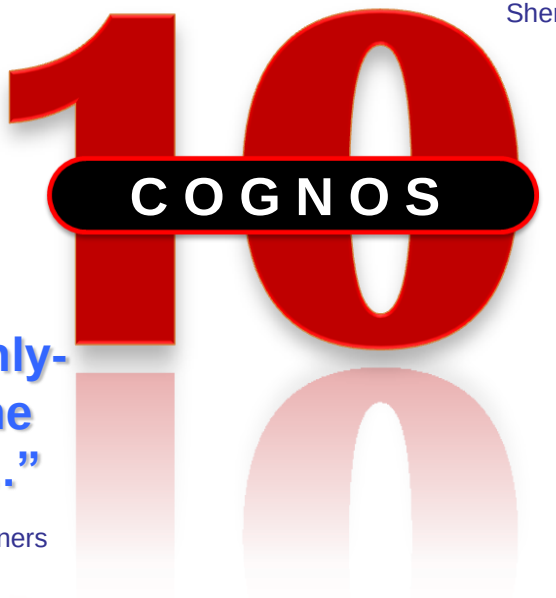
Partners Ready to Reap the Value in their Business

"IBM Cognos 10 is undoubtly the most innovative solution for people to interact and collaborate with information …"

Frank Gelbart, President and CEO, Appfluent Technology

"IBM Business intelligence customers will now be able to benefit from Genware software for IBM Cognos 10… "

Sherlock Holmes, President and CEO, Genware Computer Systems Inc.



"…we have yet to see as highly-anticipated of a product as the new IBM Cognos10 offering…"

Andy Rachmiel, Partner, BrightStar Partners

"IBM Cognos 10 will be a game changer and we will be ready… "

Roger Moore, MotioCI Project Manager, Motio, Inc

"SpotOn Systems applauds the innovations for business users in IBM Cognos 10… "

Chris Ovens, General Manager, SpotOn Systems, Incorporated

Summary

- IBM Cognos 10 simplifies and cost-effectively scales enterprise analytics
  - Delivers 4 major platform advances
    - Optimize performance
    - Accelerate model design
    - Enhance system management
    - Streamline lifecycle management
  - Unchallenged in market
    - Right tools in the right hands
    - Innovation without disruption
    - Seamless upgrade
  - Market-proven

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

Questions?

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