

IBM Performance 2012

Smarter Analytics. Smarter Outcomes.



What's New in Cognos 10.2 *for technical users*

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Agenda

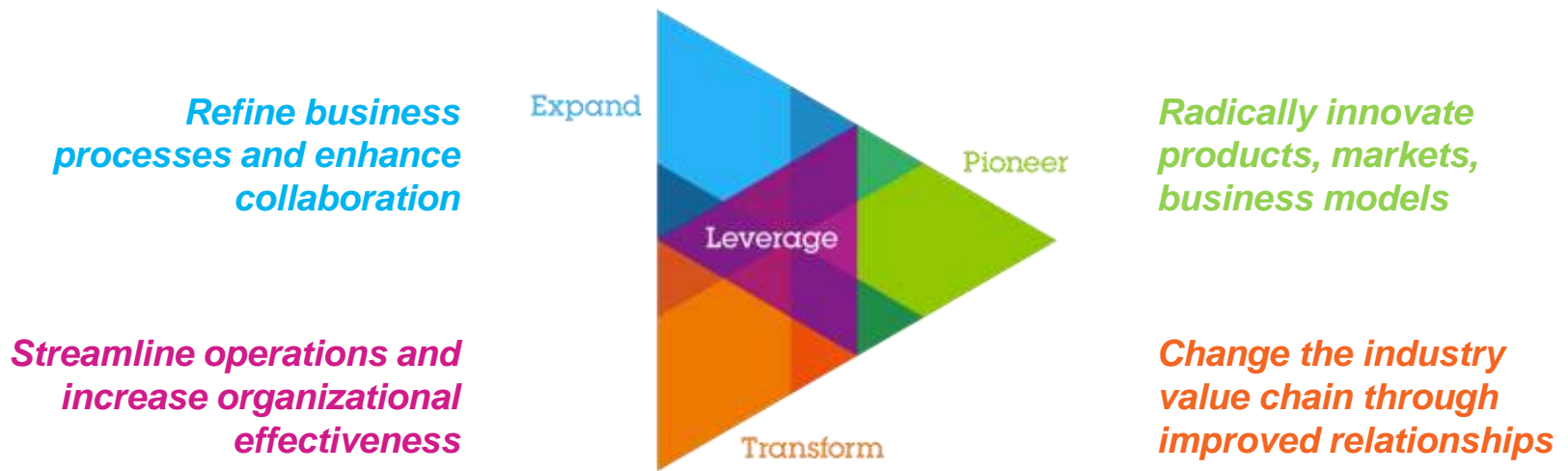


- Cognos 10.2: Balancing the needs of both Business and IT
- Cognos Insight, Workspace and Workspace Advanced
- Cognos for Mobile
- Style Management Utility (SMU)
- Archiving Report Versions
- Dynamic Cubes
- Architecture and Conformance
- IBM PureApplication & the Business Intelligence Pattern



Cognos 10.2: Balancing the needs of both Business & IT

*IBM CIO Study 2011 –
The 4 CIO Mandates or... What does Business expect from IT*



"Importantly, the role of CIO is not being looked on as 'Chief IT Mechanic.' It is recognized as a means to extract value from technology and gain insight from complex systems."

Mark Hale, Director of IS for Food Retail, The Co-operative Group

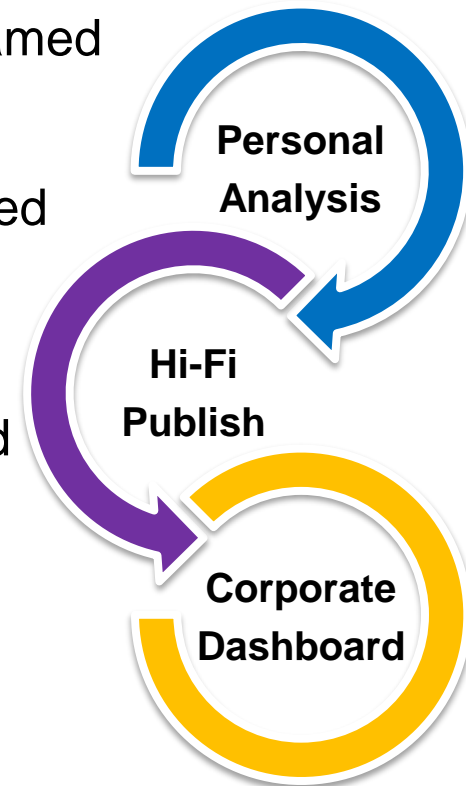


Cognos Insight, Workspace & Workspace Advanced

More self-reliance for LOB, increased performance with same infrastructure & bridge the gap between Personal and Enterprise Analytics...



- Cognos ~~Business Insight~~ renamed to Cognos Workspace
- Cognos Insight as disconnected contribution client for Performance Management
- Multi-Tabbed Workspaces and Filtering over Tabs
- High Fidelity Publishing from Cognos Insight to Cognos Workspace



Cognos for Mobile

More self-reliance for LOB and increased security & performance with the same infrastructure...

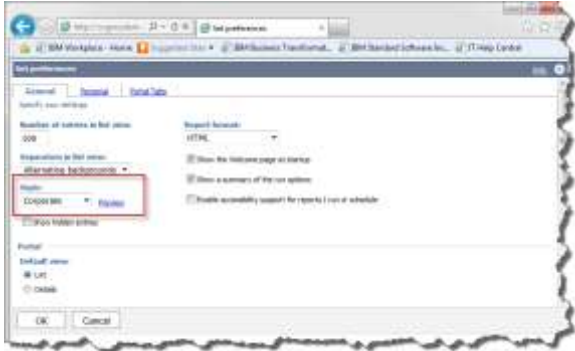
- Restricted Access to Cognos Mobile
- Cognos Mobile for iPad (native app)
 - Apple Push Notifications (APN Service)
 - Examples downloaded separately
 - Thai Language support
- Improved Bursting Support
 - Receive multiple results from same burst
 - Burst using language settings in Cognos Connection
- Multi-Page Report Trickle (HTML only)



Style Management Utility (SMU)

Spend less time and money when you need to brand the IBM Cognos Connection Portal...

XML file based “Styles” or Skins applied to Connection, Viewer, Administration, Welcome page....



Before IBM Cognos 10.2 ...	As of IBM Cognos 10.2 ...
<p>Command Prompt based java utility for generating and validating new style set</p>	<p>User friendly web based application</p>
<p>Still a lot of manual, error prone work</p>	<p>Minimal manual work</p>



Prompt API

Faster and more flexible delivery of specific “prompting” use cases when authoring Corporate Reports

Example: Define prompts to filter on different fiscal time periods:

Use the buttons to select preset dates values.
Not all selections will always produce values in the report as there may not be matching data.

Date Presets

Yesterday

Current YTD

Previous Month

Previous Quarter

Previous Year

Finish

From: Jan 1, 2012 Earliest date

To: Mar 31, 2012 Latest date

Date	Product line	Order method type	Order method code	Quantity
Jan 9, 2012	Camping Equipment	Fax	1	594
Jan 9, 2012	Mountaineering Equipment	Fax	1	1,681
Jan 9, 2012	Personal Accessories	Fax	1	1,332
Jan 9, 2012	Camping Equipment	Telephone	2	2,273
Jan 9, 2012	Golf Equipment	Telephone	2	759
Jan 9, 2012	Mountaineering Equipment	Telephone	2	1,733
Jan 9, 2012	Outdoor Protection	Telephone	2	1,553
Jan 9, 2012	Personal Accessories	Telephone	2	1,984
Jan 9, 2012	Camping Equipment	Web	5	53,536
Jan 9, 2012	Golf Equipment	Web	5	12,847
Jan 9, 2012	Mountaineering Equipment	Web	5	46,566
Jan 9, 2012	Outdoor Protection	Web	5	17,174

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Done

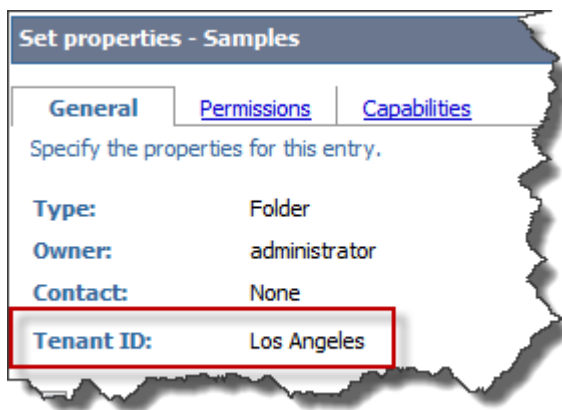
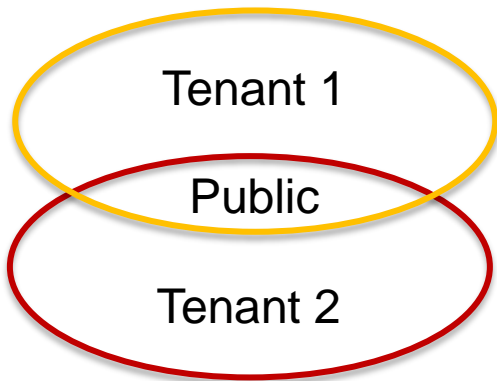
- Documented and supported JavaScript API to interact with prompts (previously unsupported hacks)
- Delivers capability to extend or replace prompts
- Authoring in Report Studio, Consumption in Cognos Viewer & Cognos Workspace (Advanced)
- Old hacks are not supported, **may** not “survive” upgrades... But current version of the API does not cover everything
- Read, Set, Delete and Validate Prompt Values





Multi-Tenancy

Reduced complexity and enhanced security when the need exist to isolate multiple divisions, departments, units... Inside of one single Cognos deployment



- “Multi-Tenancy refers to a principle in software architecture where a single instance of the software runs on a server, serving multiple client organizations (tenants)”*
- Still shared Cognos deployment and Content Store
- Within a single authentication namespace (Active Directory (AD), LDAP...)
- New object attribute: Tenant ID
- Deploy by Tenant & Audit by Tenant
- Based on User Attribute in AD or LDAP, Set Up through Cognos Connection
- Proven Practice on how to pre-populate *Source: Wikipedia





Archiving Report Versions

Improved support for managing archiving of report versions leading to improved performance and user experience

- If not “archived”, Report Versions are kept as Large Objects in the Content Store Database (or saved to file system)
- Archiving using searchable “External Repository”
- Before Cognos 10.1.1 only possible to export outside of Cognos on file system
- Improved Security and Regulatory Compliance requirements
- Easy central administration: retention rules, remove archived reports

Feature	IBM Cognos 10.1.1	IBM Cognos 10.2
Using File System as Content Management	For demo purposes only	Fully supported
	Needed connection string copied/pasted	Easily configurable inside of data source
Bursting reports	Not supported	Fully supported

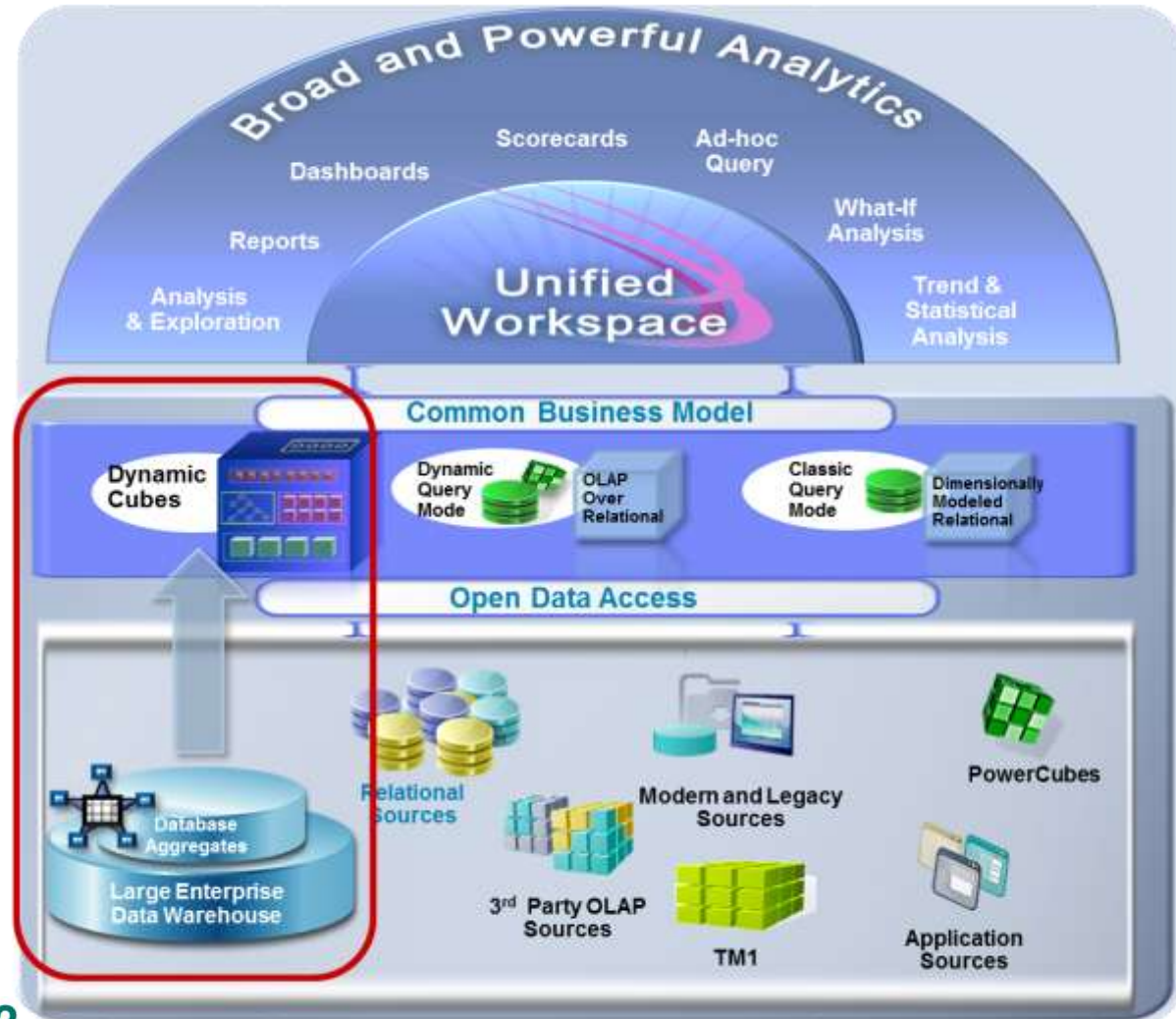




Dynamic Cubes

IT can now deliver optimal OLAP performance by deploying dynamic cubes on top of large Data Warehouses...

- High performance on high volume star or snowflake schemas in relational sources
- Powerful in-memory OLAP cubes
- Aggregate aware
- Easily-optimized aggregates
- Shareable if security is shared
- Accessible by all IBM Cognos Interfaces
- Included with Cognos Business Intelligence (no additional cost)





Architecture & Conformance

Cognos follows industry server infrastructure 64-bit standard, thus removing deployment complexity/issues

Component / Software	Notes
Cognos Business Intelligence Application tier software	<ul style="list-style-type: none">• 64 bit software recommended for Windows• 32 bit software ONLY for Windows architectures
Cognos Gateway	<ul style="list-style-type: none">• 64 bit software available for all architectures• 32 bit software NECESSARY if other integrated components are 32 bit (e.g. Cognos Metric Manager on Windows)
Cognos Metric Manager	<ul style="list-style-type: none">• 64 bit software available on all architectures• 32 bit software ONLY on Windows architectures
Cognos Data Manager	<ul style="list-style-type: none">• 64 bit software available on all architectures• 32 bit software ONLY on Windows architectures
Cognos Report Server (BI-Bus)	<ul style="list-style-type: none">• 64 bit report server available on all architectures• 32 bit report server NECESSARY if using Compatible Query (MOVE to Dynamic Query now!)
All Client Modeling Software and Office Add-Ons	<ul style="list-style-type: none">• 32 bit software ONLY





Architecture & Conformance (continued)

Continuous improvements in existing components to increase conformance, the ease of administration and global usability

- Cognos Configuration Validator (CCV)
- Predefined LDAP Configuration for
 - IBM Tivoli Directory Server, Microsoft Active Directory & Oracle SunOne
- Enterprise Bi-Directional (BiDi) Support (not only for text but also for objects)
- Dynamic Query Mode now also supports:

- **Relational:**
IBM Informix IDS, IBM InfoSphere Federation Server, IBM InfoSphere BigInsights and IBM IDS
- **ERP:**
Salesforce.com, Siebel, SAP EEC / R/3

- Graduated Capabilities in Cognos Workspace:
 - Consume, Interact & Assemble
- Enhancements in Life Cycle Manager
 - Delete Projects and Access to “My Folders”
- Cognos BI 10.2 on IBM z

Arabic, non-BiDi List

Revenue	2010	2011	2012	2013
Camping Equipment	٧٢.٨٥٦١٢,٠٢	٥٢١٩٩٦٣٤,٩٣	٤.١٤٢٤٤٤,٦٥	٢٥٥٣٢١٤,٣٦
Golf Equipment	٢.٤٤٢٧٣,٠٩٢	١.٠٧٥٥٠,٦٧	١٢٥.٣١٨٤,٣٨	٨٩١٢٣٤,٢٤
Outdoor Protection	٧٨٥٨٣١,٥	٣٢٦٦٩٨,٠٥	٨٤٨٤٤,٨٥	١٥٤٦.٥,٦٢
Personal Accessories	٢٣٤٥٢٧٩٧,١٧	١١.٦.٧١٩,٧٣	١١٤٩٧٢١٥,٩٣	٨١.٤.٦٦,٦٥
Mountaineering Equipment		١٩١٣٢٢,٠٠٤٨	١٥٨٣٣.٩٧,٠١	١٣١٨٢٢٨٧,٨١

Arabic, BiDi List

2013	2012	2011	2010	Revenue
٢٥٥٣٢١٤,٣٦	٤.١٤٢٤٤٤,٦٥	٥٢١٩٩٦٣٤,٩٣	٧٢.٨٥٦١٢,٠٢	Camping Equipment
٨٩١٢٣٤,٢٤	١٢٥.٣١٨٤,٣٨	١.٠٧٥٥٠,٦٧	٢.٤٤٢٧٣,٠٩٢	Golf Equipment
١٥٤٦.٥,٦٢	٨٤٨٤٤,٨٥	٣٢٦٦٩٨,٠٥	٧٨٥٨٣١,٥	Outdoor Protection
٨١.٤.٦٦,٦٥	١١٤٩٧٢١٥,٩٣	١١.٦.٧١٩,٧٣	٢٣٤٥٢٧٩٧,١٧	Personal Accessories
١٣١٨٢٢٨٧,٨١	١٥٨٣٣.٩٧,٠١	١٩١٣٢٢,٠٠٤٨		Mountaineering Equipment





IBM PureApplication System & the BI Pattern

*Rapid deployment of Business Intelligence software
leverages faster return on investment...*

Built-in
Expertise

Integrated
by Design

Simplified
Experience



- **Consolidate** 100s of web application workloads to drive **90% utilization** for optimal resource efficiency.
- **Optimize** your application resources to drive **55% reduction** in management cost and **98% reduction** in unplanned outages.
- **Innovate** using patterns of expertise for self-service, yielding up to **100X faster deployment** with reduced risk.
- **Accelerate** cloud adoption to help quickly deploy new services and reduce time to provision **from 45 days to minutes**.



IBM PureApplication System & the BI Pattern (continued)



Rapid deployment of Business Intelligence software leverages faster return on investment...

BI workload pattern that uses proven practices for deploying optimized BI environments within IBM PureApplication System

- To be released in 2012 Q4 ⁽¹⁾
- Automatically deploy fault tolerant IBM Cognos Business Intelligence environments with elastic scaling ⁽²⁾
- Significantly lower TCO
- Reduce IT backlog

(1) References to potential future products are subject to the Important Disclaimer provided earlier in this presentation

(2) Requires separately purchased IBM Cognos Business Intelligence licenses

PureApplication



Summary



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Resources

- IBM CIO Study
<http://www.ibm.com/theessentialcio>
- IBM Cognos Business Intelligence Info Center (online documentation HTML/PDF)
<https://www-304.ibm.com/support/docview.wss?uid=swg27014782>
- Cognos Business Intelligence New Features Guide (v 10.2)
http://pic.dhe.ibm.com/infocenter/cbi/v10r2m0/topic/com.ibm.swg.ba.cognos.crn_nf.1.0.2.0.doc/c_crn_nf_introduction.html
- IBM DeveloperWorks – Business Analytics Proven Practices
<http://www.ibm.com/developerworks/analytics/practices.html>
- Proven Practice – Pre-Populating Tenant Ids
http://www.ibm.com/developerworks/library/ba-pp-infrastructure-cognos_specific-page629/ba-pp-infrastructure-cognos_specific-page629-pdf.pdf
- IBM Redbooks – IBM Cognos Dynamic Cubes
<http://www.redbooks.ibm.com/abstracts/sg248064.html?Open&pdfbookmark>
- IBM Cognos – Supported Software Environments
<https://www-304.ibm.com/support/docview.wss?uid=swg27014782>
- IBM PureSystems (PureFlex – PureApplication – PureData)
<http://www.ibm.com/ibm/puresystems/be/nl/>

