

The future runs on System z


## More Informed, Faster and More Aligned Business Decisions with Cognos BI for Linux on System z



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Client Tech Professional

The slide features a blue and green background with a grid pattern. On the right, there is an image of server racks. The Cognos logo (red text 'COGNOS' with 'AN IBM COMPANY' below it) and the IBM logo (blue text 'IBM') are overlaid on the server image.

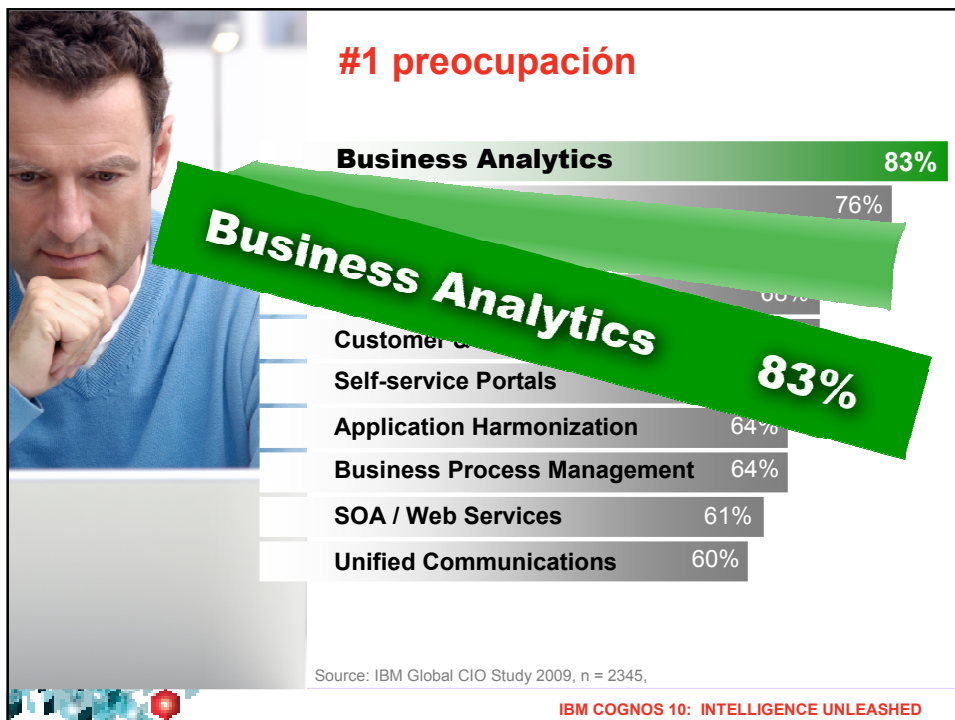
- Instrumented
- Interconnected
- Intelligent



Smart Business Analytics

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The slide features a white background. On the left, there is a bulleted list. On the right, there is a logo for 'Smart Business Analytics' which consists of a stylized globe with sun rays above it. The word 'Smart' is in black, 'Business' is in white, and 'Analytics' is in green. Below the globe, the words 'Smart Business Analytics' are written in a large, bold font. At the bottom right, the text 'IBM COGNOS 10: INTELLIGENCE UNLEASHED' is written in red. At the bottom left, there is a small red and white logo.



## Becoming an analytics-driven organization

**From...**

- Obstructed View
- Distracted
- Fragmented
- Rigid
- Reactive

**To...**

- Aware
- Focused
- Aligned
- Agile
- Proactive

*"Insight and foresight are linked with leadership. It's insight that helps to capture opportunity."*

Zhou Ming, Executive Vice President and Secretary General, China Council for Int'l Investment Promotion  
(Source: IBM Global CEO Study, 2010)

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## Analytics-driven organizations have insight to.....

**Anticipate & Shape Business Outcomes**

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## Introducing Cognos 10



*Revolutionizes the experience*  
*Expands traditional BI capabilities*  
*Advances market-proven platform*

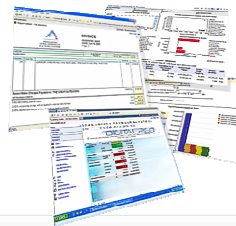


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### Broad Range of Capabilities to Engage More Users

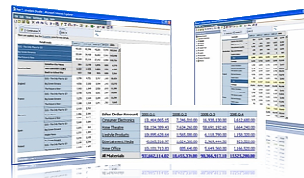
#### Reporting

- Provides full breadth of report types
- Ensures consistent information to all users
- Engages business users with simplified role-based interface
- Delivers personalized content via email, portal, MS-Office, search and mobile devices etc
- Enables collaboration across users, communities and with IT



#### Analysis


- Provides guided exploration across multiple dimensions of information
- Performs complex analysis and scenario modeling easily and quickly
- Exposes the "why" behind trends to reveal symptoms and causes
- Moves from summary level to detail levels of information effortlessly



Broad Range of Capabilities to Engage More Users

### Dashboards

- Provides at-a-glance, high impact views of complex information
- Helps quick focus on issues that need attention and action
- Are highly visual and intuitive
- Combines information across disparate sources



## Advances Business Analytics to more people



- ...**enable an evolving workforce** to become more analytics-savvy
- ...**expand perspective** on the business for a more complete view
- ...**balance needs** of business for creativity and IT for control
- ...**facilitate collaboration** about the information to fuel insight and alignment
- ...**respond to growing user communities** and ever growing demands for faster performance to more data

*“What makes companies stand out from one another is the ability to use analytics across the end-to-end business model.”*

IBM CFO study (1)  
(1) The New Value Integrator: Insights from the Global Chief Financial Officer Study, IBM Institute for Business Value, March 2010.

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## Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.

### Freedom to Think

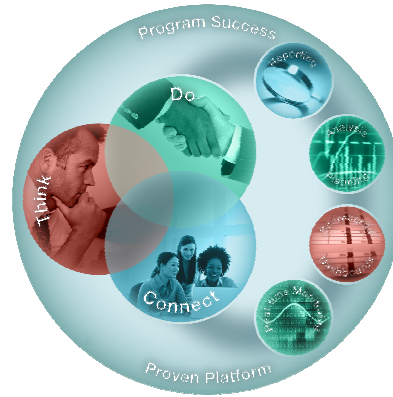
- Unified workspace
- All time horizons
- Progressive interaction

### 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



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## Unified workspace with greater power, intuitive navigation and cleaner look

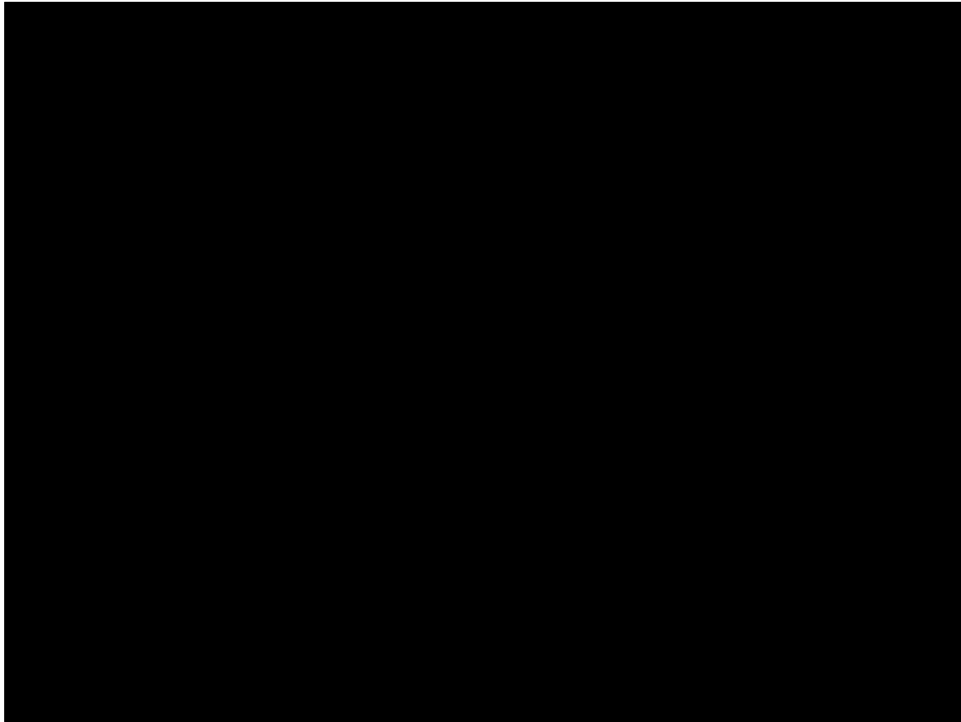
*Intuitive and easy to use, it is the single place that you go to find answers to key business questions*

### IBM Cognos Business Insight

#### Solution Highlights

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





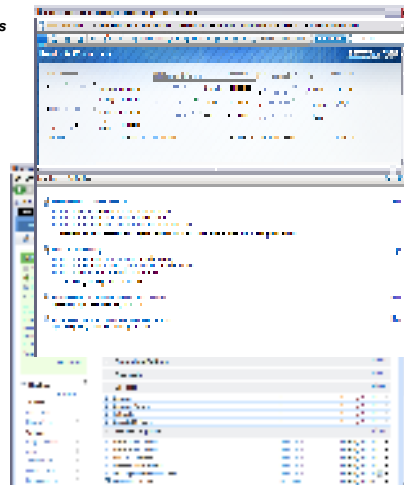
## Collaborative BI through built-in collaboration and social networking

*Quickly find the people and expertise you need. Discuss and refine ideas with colleagues, partners, and customers.*

### IBM Cognos Collaboration

#### Solution Highlights

- Embed of Lotus Connections
  - Post messages, share files and links to web content (both BI and external)
  - Create and assign to-do items
- Work within Business Insight workspace to drive activities or requests for action
- Send email notifications directly from an activity



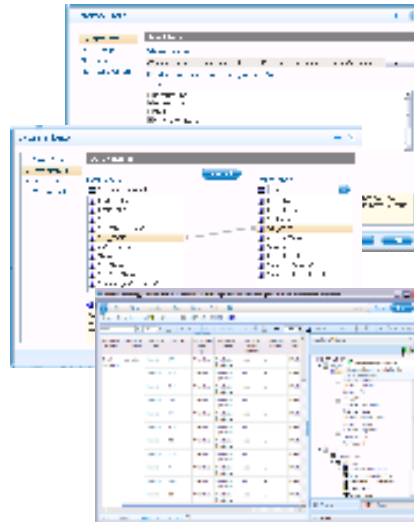
## Easy data inclusion by the business from one value, to entire data sets and external files

*Combine external, departmental, and your own data to corporate information resulting in broader perspectives*

### External Data

#### Solution Highlights

- Import external data sources into reports or query subjects
- Leverage external data as report filters
- Publish for reuse and update
- Provide IT governance



## Analytics on the go for more devices and disconnected interaction

*• Provide business users with the information they need to make responsive and informed decisions regardless of their location*

### IBM Cognos Mobile IBM Cognos Active Report

#### Solution Highlights

##### Mobile

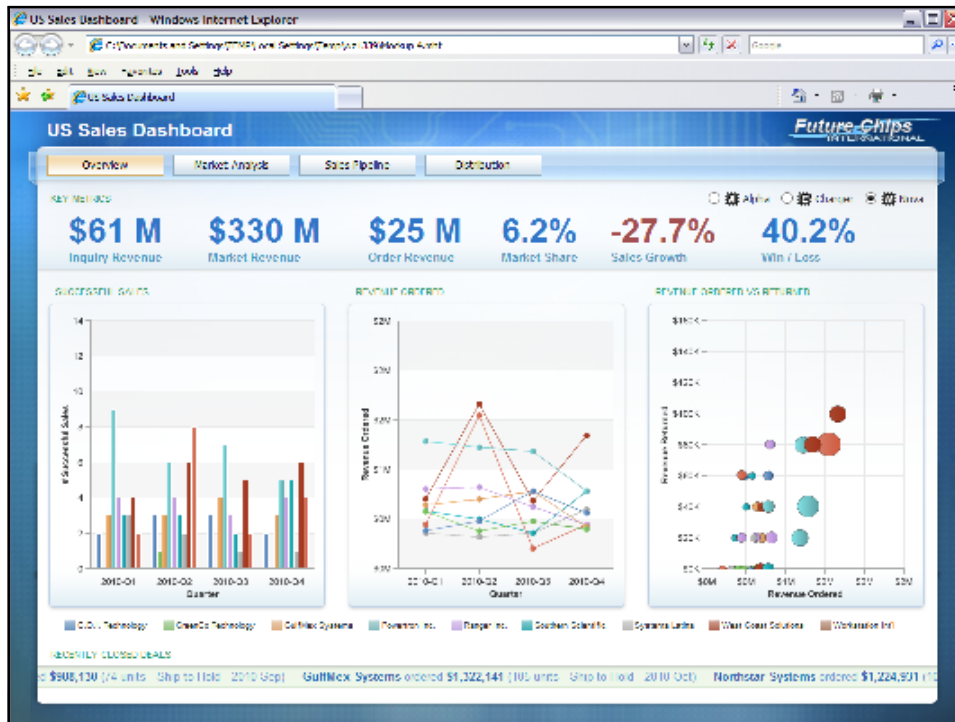
- iPhone, iPad, BlackBerry, Windows Mobile, and Symbian
- Full BI interactivity including Drill Up/Down/Through
- Schedule reports for immediate access to key content

##### Active Report

- Disconnected BI application, fun and fast
- Self-contained, interactive content
- Burst distribution to reach wide audiences

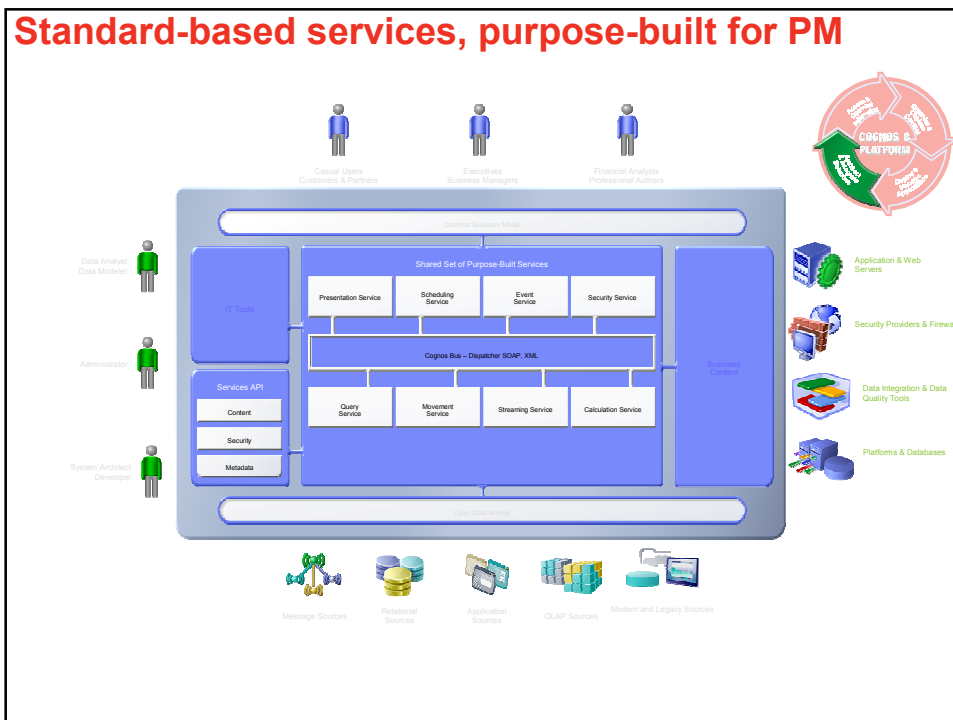
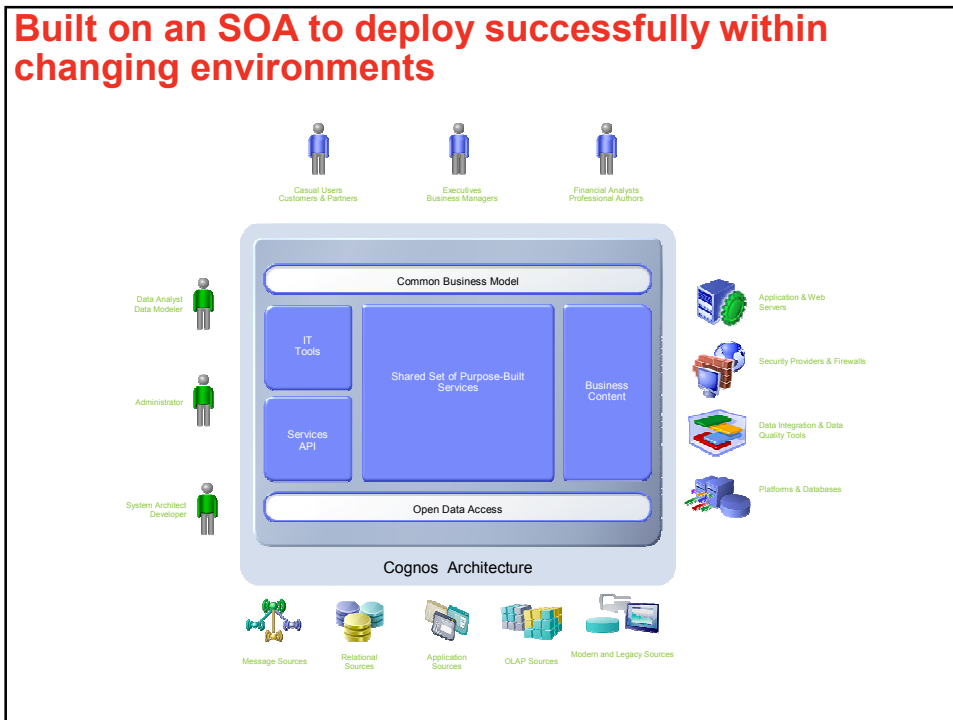


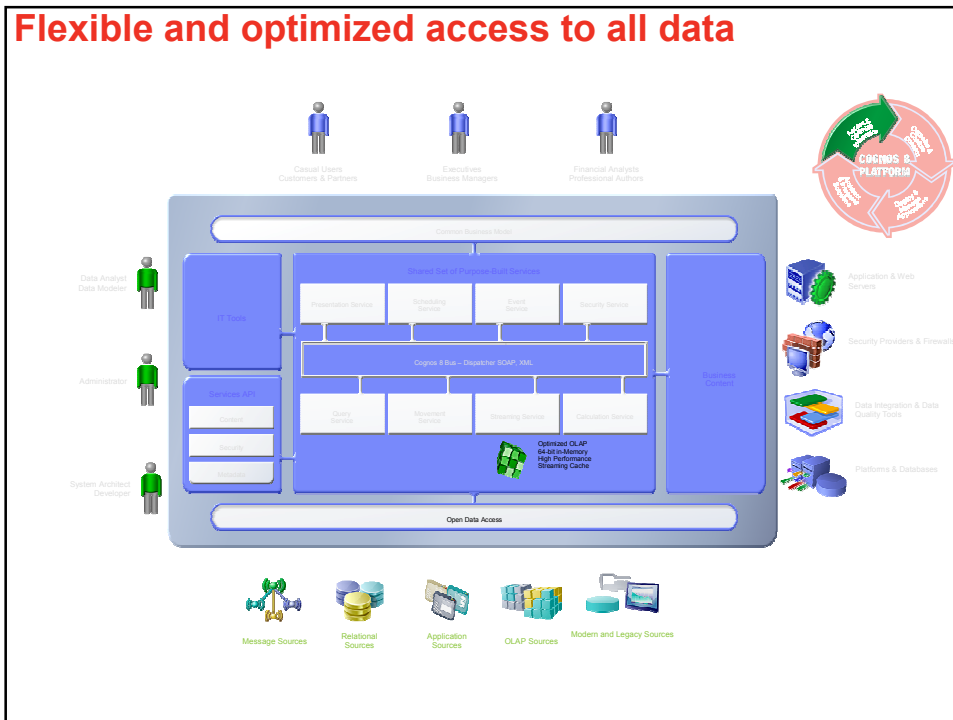


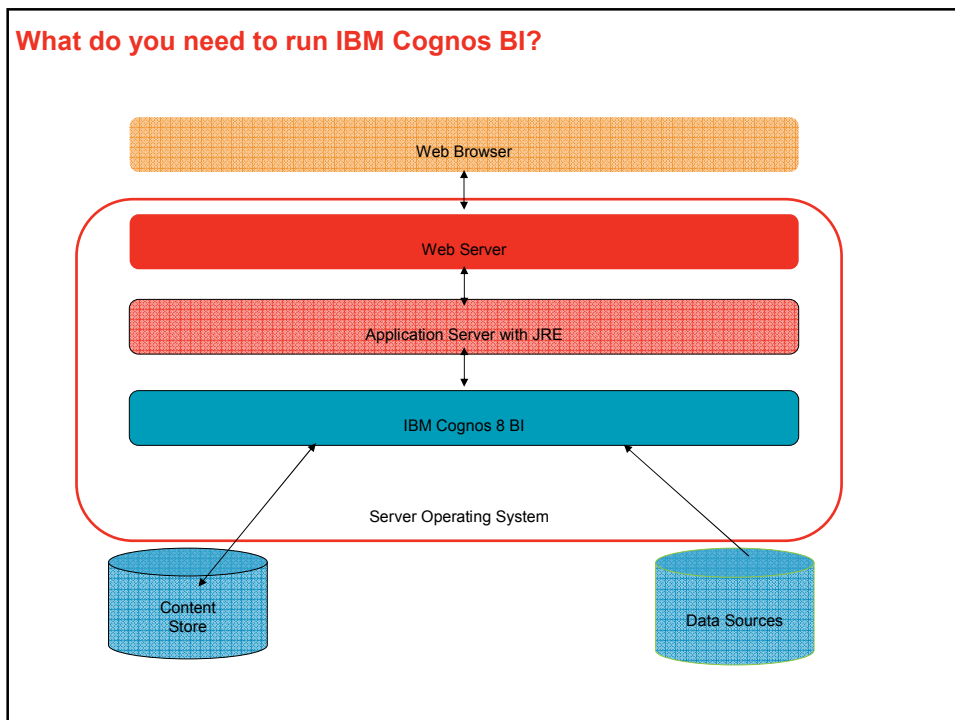
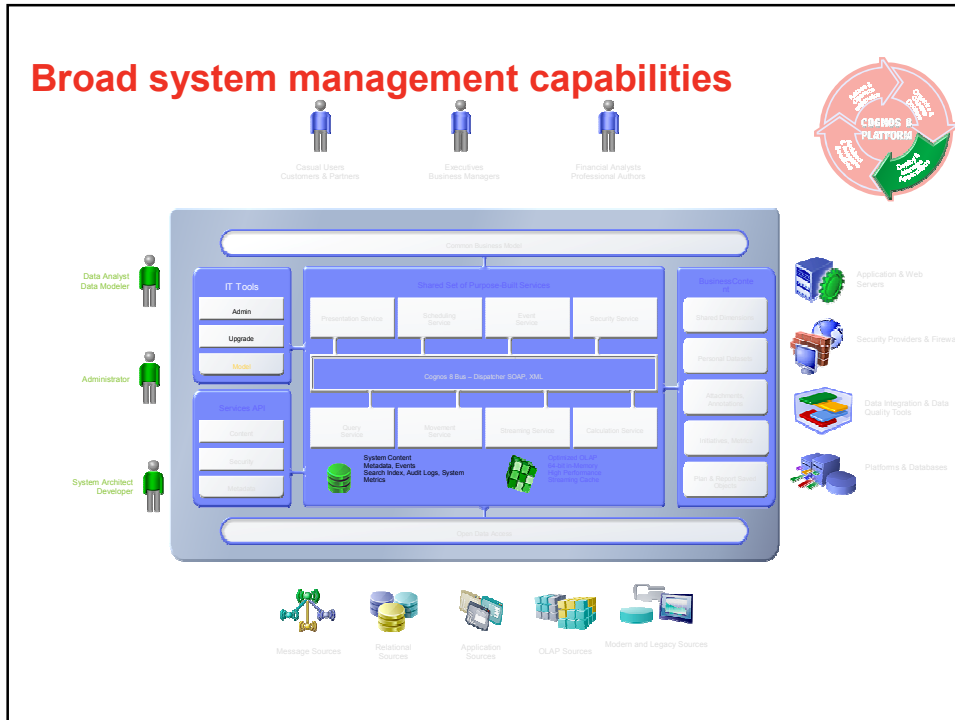


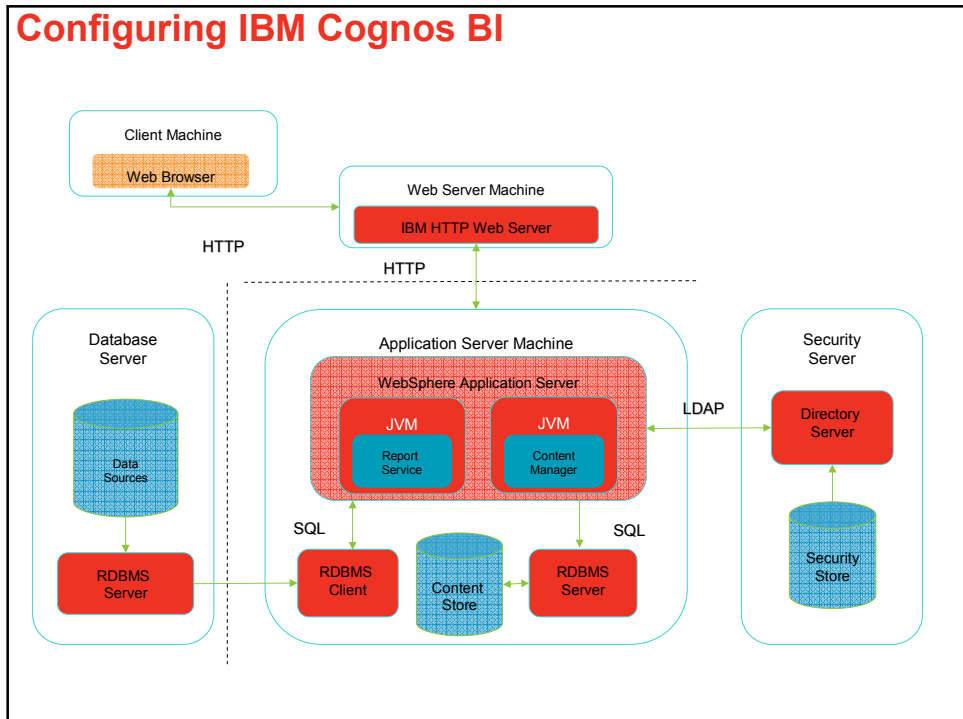
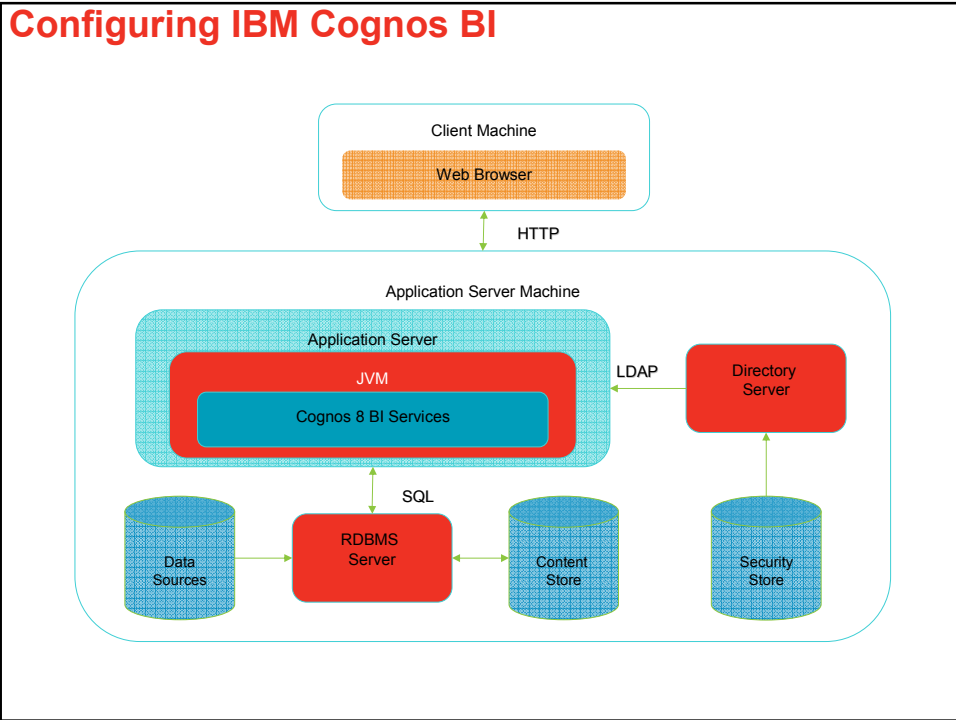
## Demand for BI System z

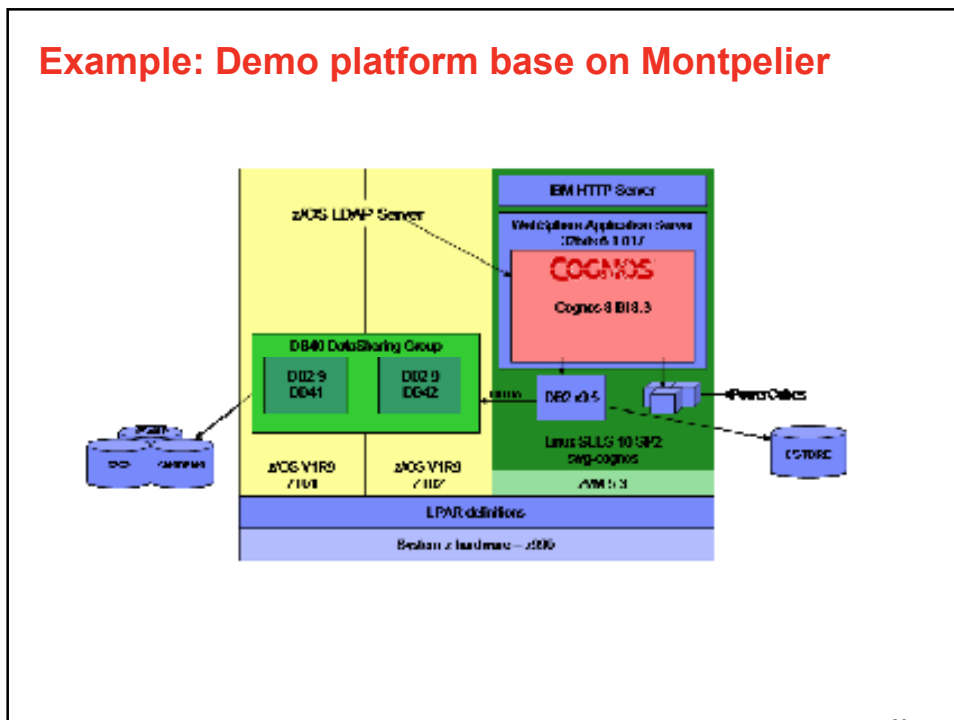
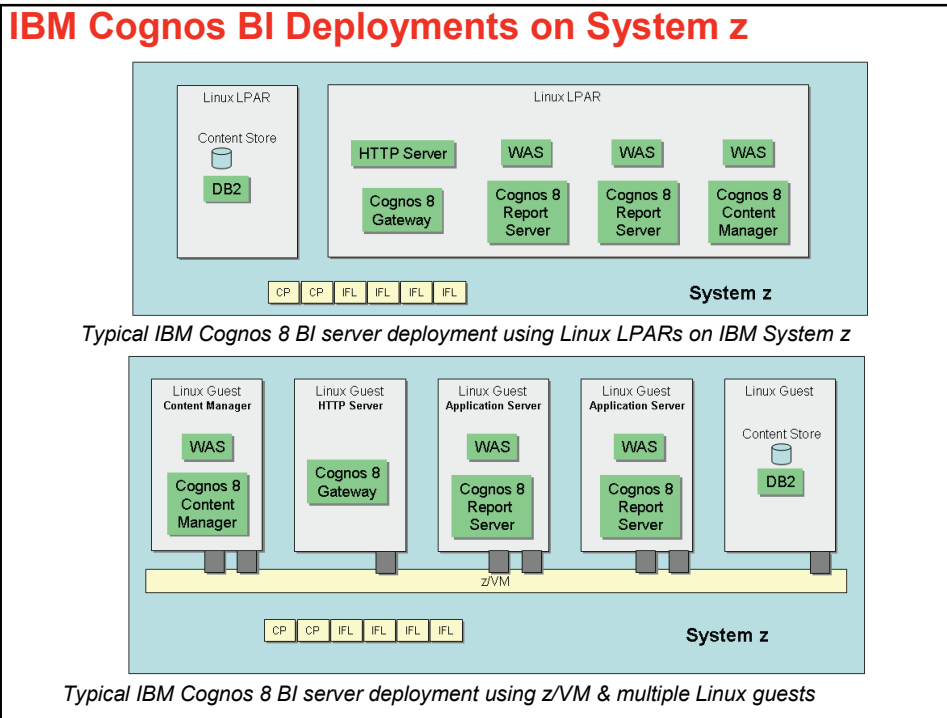
- **Reduce the cost and complexity in IT infrastructure**
  - Consolidation efforts to System z expand application scope from transactional to DW/BI
- **Leverage the investment in System z**
  - Requirements for BI align to System z Platform: 24x7 availability, scale users and data
  - New technology and price points make System z a cost-effective option
- **Easier access to data when locate BI/DW on the same platform as the transactional data**
  - Eliminate potential latency, reduce redundancy and complexity by locating BI and DW solution near the source











### **Cognos BI & System z Special Processors**

- **IFL**
  - Runs Linux only
  - Cognos 8 BI for Linux in System z can use it
  
- **ZAAP**
  - Runs zOS JAVA only
  
- **ZIIP**
  - Runs zOS lightweight Threading programs only
  - DB2 is such a program
  - DB2 on zOS used as Data Warehouse or Cognos 8 BI Content Store can use it

### **Cognos Business Intelligence 10.1 Software Environments - System z**

- **Operating Systems**
  - Novell SUSE Linux Enterprise 11, 10
  - Red Hat Enterprise Linux AS 5.3, 4.6
- **Relational Databases**
  - IBM InfoSphere Federation Server 9.5
  - IBM DB2
  - Oracle 11g R2, 11g R1, 10g R2
  - IBM Cognos Virtual View Manager
- **OLAP Support**
  - IBM Cognos TM1 9.5.1, 9.5, 9.4

## Analytics-driven organizations outperform

The diagram features a central red '10' with 'COGNOS' in a black oval across it. Four blue arrows point outwards from the '10' to four categories: Business Intelligence, Predictive Analytics, Financial Performance & Strategy Management, and Analytic Applications. Below each category is a descriptive phrase: 'Innovation in...' for Business Intelligence, 'Dissemination of...' for Predictive Analytics, 'Extension to...' for Financial Performance & Strategy Management, and 'Foundation for...' for Analytic Applications.

**Business Intelligence**      **Predictive Analytics**      **Financial Performance & Strategy Management**      **Analytic Applications**

*Innovation in...*      *Dissemination of...*      *Extension to...*      *Foundation for...*

**10**  
**COGNOS**

**Smarter Decisions. Better Results.**

IBM COGNOS 10: INTELLIGENCE UNLEASHED

The slide features a 3D graphic of several translucent blue cubes and two solid red cubes on a light grey background. The text 'Thank You' is rendered in large, bold, grey 3D block letters at the bottom. The IBM logo is visible in the top right corner.

# Thank You