**IBM**
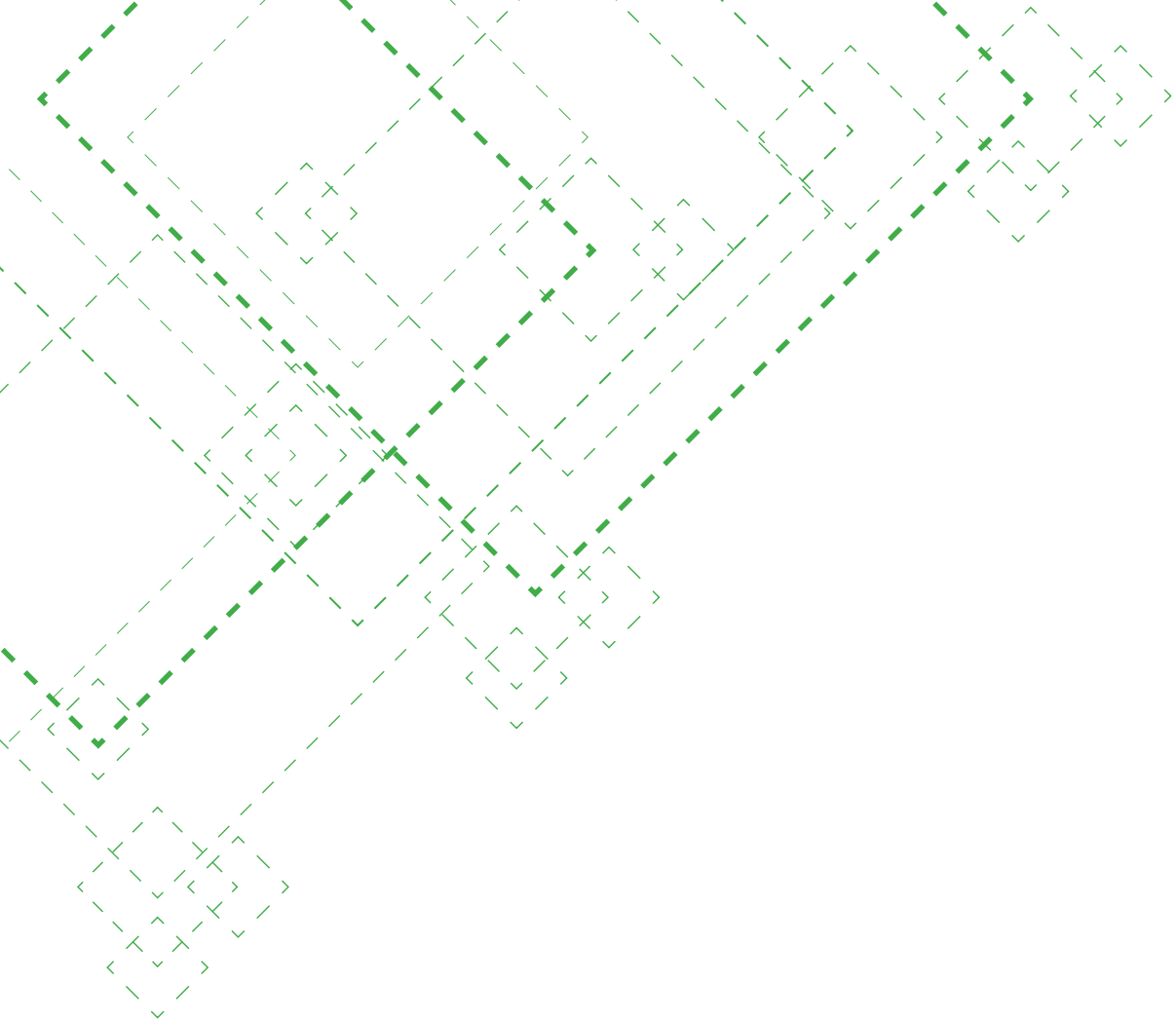
Turn sophisticated business strategy into discrete plans, budgets and forecasts

**Cognos.**
software

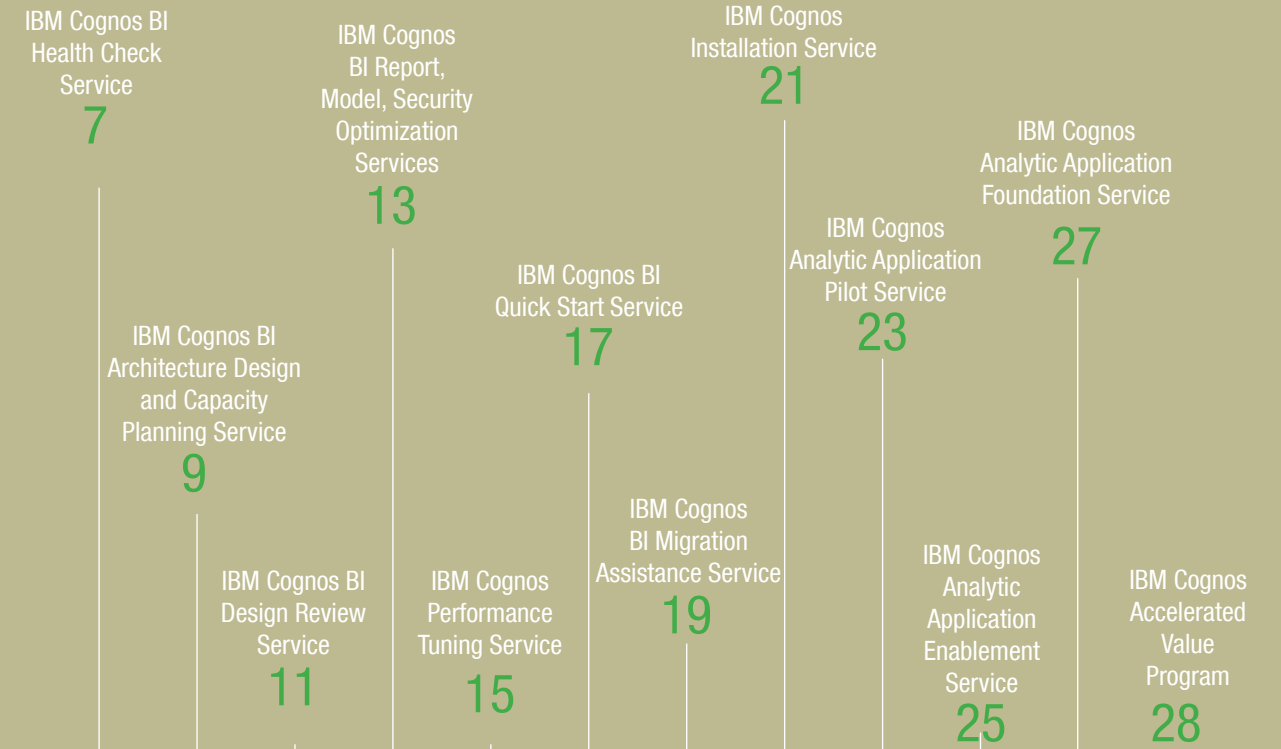Benefit from our experience

# IBM Software Service offerings

**Cognos.**
software

**IBM Cognos Service Offerings: 2010-11**

# IBM Cognos

Immense capital is being invested by organizations into software to support and augment their businesses worldwide. The enormous amount of applications supported by these products, in turn bid a substantial number of IT staffs and consequent infrastructure fabrication, administration and maintenance. These investments see no bias whatsoever. All organizations; irrespective of their size are readily plunging capitals on this indispensable requisite.

These products have far-reaching impact on the fortune and efficiency of any project. Even a relatively small improvement may have the aptitude to bring in vast business benefits. The speed and quality of solution delivery; efficiency and cost-effectiveness of IT organizations; stability, reliability and security of solutions, all confide in these infrastructures.

To help you with the ongoing effort to derive the best ROI for invested capital and equip you to face the persistently changing market environments, IBM Software Services bring to you their exclusive service offerings. These services will guide through all IBM software products, help you successfully migrate or upgrade them, and simultaneously get the health of mission critical applications and software's.

We are here to help you upgrade your business, optimize them, make them smarter.

# IBM Cognos BI Health Check Service

## Description

Designed to provide: Clients the ability to utilize the full potential of their Cognos solution by providing in-depth technical review in a number of areas. The Cognos Health Check helps you identify environmental weaknesses or deficiencies so that plans can be made to mitigate their associated risks.

## It Helps

This service is particularly valuable when you are faced with configuration concerns, environment instability or resource utilization issues that may put your project at risk and is applicable to BI, Planning, TM1 and Controller products.

## Activities & Deliverables

Conformance check, hardware and software configuration validation, basic function tests of Cognos products, fail over testing and log analysis are some of the activities that are performed as part of this service. The final output of the Health Check Service is a comprehensive review document outlining the findings in each area and recommendations for optimization of your solution.

## Education Play

**Learning Assessment Service**

After assessing the roles in the organization and determining the training needs for a fast time to ROI, Clients will receive a comprehensive training plan.

## For more information

To find out more about this offering, contact your local IBM Software Group Services representative or Visit us at:

http://www.ibm.com/software/in/sw-services/tivoli/

# IBM Cognos BI Architecture Design and Capacity Planning Service

## Description

The Architecture Design & Capacity Planning Service is targeted to assist Clients in determining their optimal configuration and distribution of Cognos components in order to meet their specific needs while still remaining flexible.

## It Helps

Before an IBM Cognos implementation begins, Clients should consider this service. This service can be applied to a range of configurations from single server, single product to complex multi-server, multi-product, multi-platform installations.

## Activities & Deliverables

A Technical Architect will meet the Client subject matter experts to complete the Architecture Planning Questionnaire. The Client will receive a copy of the completed Questionnaire for their reference as well as a completed Capacity plan.

## Education Play

There are a number of specific Education Courses that are offered to get your System Administrators knowledgeable quickly.

## For more information

To find out more about this offering, contact your local IBM Software Group Services representative or Visit us at:

http://www.ibm.com/software/in/sw-services/tivoli/

# IBM Cognos BI Design Review Service

## Description

BI Design Review work package provides expert resources to help you perform an early assessment of how well your BI design is addressing your business objectives, while ensuring that the tested Cognos methodology and Proven Practices are leveraged for developing and implementing the solution.

## It Helps

BI Design Review Service is ideal for Clients that are in the design phase of their Cognos BI implementation but Clients can benefit from the valuable design review service at any time.

## Activities & Deliverables

As an output of the engagement, Clients will receive comprehensive design document covering, meta data models, analysis models, report application design, portal designs, security design, infrastructure design, functionality and requirement-to-toolset mapping and recommendations as well as requirements for solution mapping, including Scorecards, Dashboards, Reporting and Analysis application.

## Education Play

**Learning Assessment Service/End User Adoption Service**
After assessing the model design roles in the organization and determining their training needs, Clients will receive a comprehensive training plan.

## For more information

To find out more about this offering, contact your local IBM Software Group Services representative or Visit us at:

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# IBM Cognos BI Report, Model, Security Optimization Services

## Description
The BI Optimization services have developed to provide expert services in key focus areas of Reporting, Modeling and Security to enable you to gain the highest possible value from your IBM Cognos solution.

## It Helps
These services are ideally suited to a Client who has completed a Health Check however they are of value to any IBM Cognos Client who wishing to address gain the benefit of the technical expertise of Lab Services post implementation.

## Activities & Deliverables
Following on the recommendations of the Health Check, our technical experts will action the key areas identified while at the same time sharing our expert knowledge. We will also work with our Clients to develop a training plan to grow their own expertise in these key areas.

## Education Play
Take advantage of training to address the opportunities for Optimization that are identified during this engagement.

## For more information
To find out more about this offering, contact your local IBM Software Group Services representative or Visit us at:

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# IBM Cognos Performance Tuning Service

### Description
The Performance Tuning Service is a set of load simulations used to rigorously test, tune and optimise your environment. These tests will help to provide the optimal tuning parameters for your specific situation and identify potential weak points or break points in your infrastructure.

### It Helps
Current IBM Cognos Clients who wish to achieve greater performance, identify any system bottlenecks, and make adjustments to their solutions with greater speed.

### Activities & Deliverables
Qualified Cognos technical experts perform critical load testing, performance tuning and analysis resulting in the delivery of knowledge transfer to your implementation team, a capacity assessment and an architecture design component diagram.

### Education Play
Take advantage of training to address the opportunities for Optimization that are identified during the performance tuning service.

### For more information
To find out more about this offering, contact your local IBM Software Group Services representative or Visit us at:

http://www.ibm.com/software/in/sw-services/tivoli/

# IBM Cognos BI Quick Start Service

## Description

A Clients first (or new) BI project sets the stage for future BI deployments within their organization. The BI Quick Start Service delivers all the required components from installation to design and build to ensure a successful initial deployment.

## It Helps

Ideal to position with first time BI purchase but also works well for clients who are expanding their BI footprint in their organization. Commonly it resonates well with a departmental penetration BI initiative or sale, and sets up winning conditions for account BI radiation.

## Activities & Deliverables

The BI Quick Start Service takes you through an entire lifecycle of our proven Cognos Implementation Methodology, from Analyse to Deploy including product installation and configuration (single server sign on), creation of an initial meta data model and an initial set of reports as well as a providing knowledge transfer and mentoring throughout.

## Education Play

**Learning Assessment Service/End User Adoption Service**

After assessing the roles in the organization and determining the training needs for a fast time to ROI , Clients will receive a comprehensive training plan.

## For more information

To find out more about this offering, contact your local IBM Software Group Services representative or Visit us at:

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# IBM Cognos BI Migration Assistance Service

## Description
IBM Cognos technical experts guide you through the key stages of a migration implementation using the Cognos Solution Implementation Methodology.

## It Helps
Typically this services follows the IBM Cognos Rapid Assessment Migration Service and is the hands on implementation of the outcome of the Rapid Assessment Report however, Clients who have not conducted a Rapid Assessment can still benefit from our technical expertise and knowledge for their migration projects.

## Activities & Deliverables
The key stages of the migration project include a detailed analysis of the infrastructure and reports, design and build of all aspects of the migration, migration of the metadata and reports as required and recreation where appropriate and finally deployment and end user adoption of the new solution.

## Education Play

**Learning Assessment Service**
After assessing the various roles in the organization and determining their training needs, Clients will receive a comprehensive training plan.

## For more information
To find out more about this offering, contact your local IBM Software Group Services representative or Visit us at:

http://www.ibm.com/software/in/sw-services/tivoli/

# IBM Cognos Installation Service

## Description

The IBM Cognos Installation Service is designed to provide Clients with software installation, configuration and custom documentation with respect to their unique environment. This service can range from simple single server, single product installations to complex multi-server, multi-product, multi-platform installations.

## It Helps

Clients who want the ensure that their environment is configured to proven practice standards to take advantage of the available resources.

## Activities & Deliverables

The focus of this engagement is to perform the following activities: conformance check, system health and readiness check, software installation and tuning, security connection testing, function testing and failover testing. Finally we will provide an architecture diagram and configuration worksheets and file to our Clients to assist their ongoing system administration.

## Education Play

Get your administrators knowledgeable quickly.

## For more information

To find out more about this offering, contact your local IBM Software Group Services representative or Visit us at:

http://www.ibm.com/software/in/sw-services/tivoli/
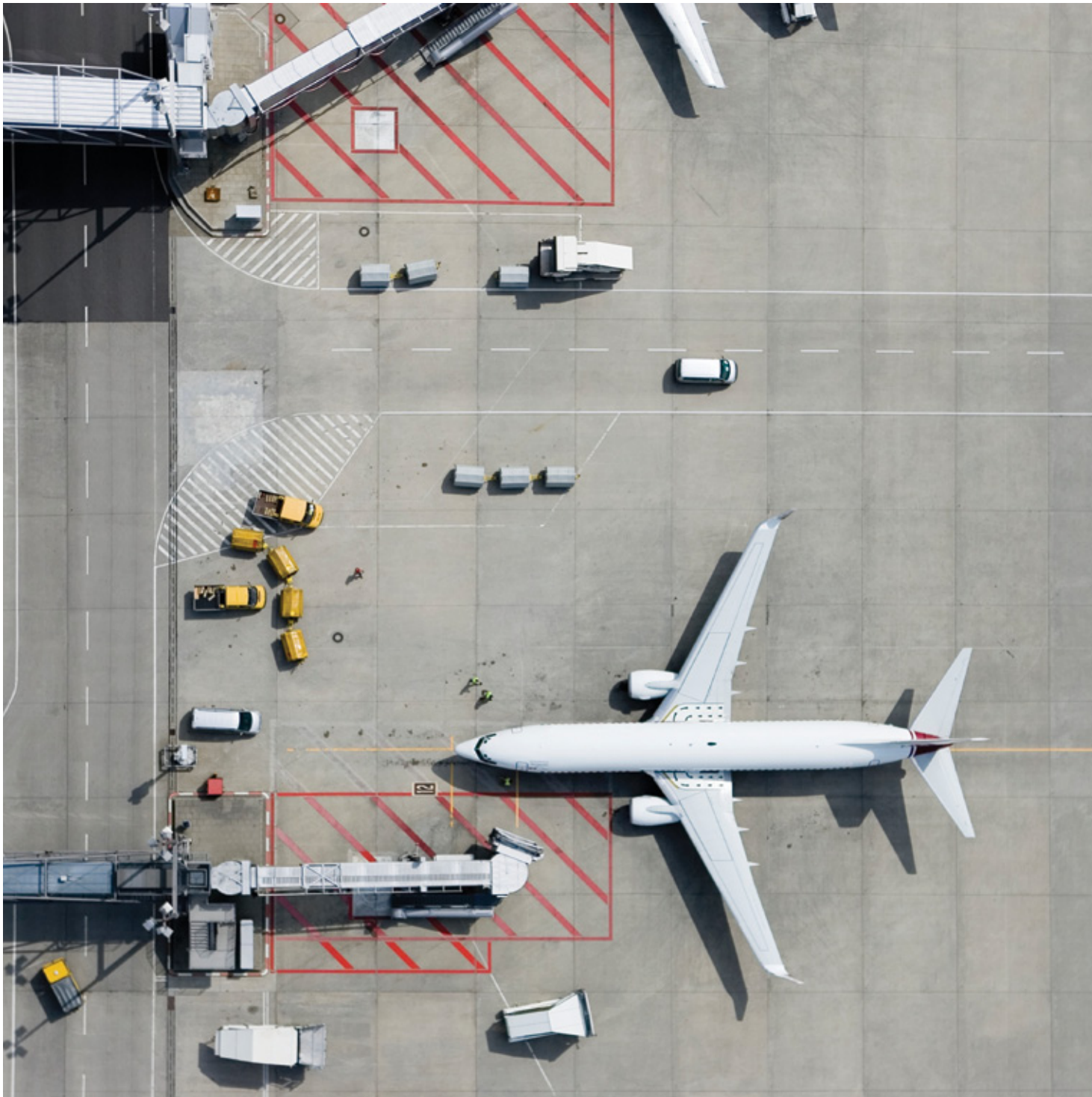
# IBM Cognos Analytic Application Pilot Service

## Description

The Analytic Applications Pilot Service takes you through the key processes involved in successfully deploying standard analytic applications, helping you assess the value of engaging professional implementation services. It also leaves your IT team with the skills and knowledge to maintain the system, and to plan for next steps.

## It Helps

Developed for Clients who are ready to implement an IBM Cognos 8 Analytic application, but who want to carry out a small scale pilot implementation to help determine if implementation services are right for them.

## Activities & Deliverables

With the Analytic Application Pilot Service you will receive the following for one content area:  software installation on one environment, requirements analysis, build and unit test, 7-10 analytic reports, 3-5 primary measures, 8-10 hierarchies, 2 drills through reports and specific knowledge transfer.

## Education Play

**Learning Assessment Service**
After assessing the model design roles in the organization and determining their training needs, Clients will receive a comprehensive training plan.

## For more information

To find out more about this offering, contact your local IBM Software Group Services representative or Visit us at:

http://www.ibm.com/software/in/sw-services/tivoli/

# IBM Cognos Analytic Application Enablement Service

## Description

Analytic Applications Enablement Services helps you through the key processes involved in successfully deploying standard analytic applications, while helping you mitigate any risks and avoid stumbling blocks. It also leaves your IT team with the skills and knowledge to maintain the system, and to plan for next steps.

## It Helps

Developed for Clients who are ready to implement an IBM Cognos 8 Analytic application, and who would like engage knowledgeable consultants to assist with their project – from planning to implementation and testing, taking the application into production.

## Activities & Deliverables

TWith Analytic Application Enablement Services you receive the following for one content area: software installation on two environments, data profiling and analysis, build and until testing, system testing and UAT, 7-10 analytic reports, 3-5 primary measure, 8-10 hierarchies, 2 drill thru operational reports as well as specific knowledge transfer.

## Education Play

**Learning Assessment Service**
After assessing the model design roles in the organization and determining their training needs, Clients will receive a comprehensive training plan.

## For more information

To find out more about this offering, contact your local IBM Software Group Services representative or Visit us at:

http://www.ibm.com/software/in/sw-services/tivoli/

# IBM Cognos Analytic Application Foundation Service

## Description

Analytic Applications Foundation Services helps you through the key processes involved in successfully deploying standard analytic applications, while helping you mitigate any risks. It also leaves your IT team with the skills and knowledge to maintain the system, and to plan for next steps.

## It Helps

developed for customers like you who are ready to implement an IBM Cognos 8 Analytic application, and who want to engage knowledgeable consultants to assist with their project – from planning to implementation and testing, taking the application into production, and leaving them empowered to maintain the application themselves.

## Activities & Deliverables

With Analytic Application Enablement Services you receive the following for X content areas:  software installation, data profiling and analysis, build and unit test, system testing and UAT, creation of foundation metric, hierarchies and deployment up to 56 reports.  This service also includes a training element that will allow Clients to become self sufficient to support, customize and enhance the application.

## Education Play

**Learning Assessment Service**
After assessing the model design roles in the organization and determining their training needs, Clients will receive a comprehensive training plan.

## For more information

To find out more about this offering, contact your local IBM Software Group Services representative or Visit us at:

http://www.ibm.com/software/in/sw-services/tivoli/

# IBM Software Accelerated Value Program

*Leading across the IT life cycle*

**IBM**

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## Highlights

- Plan, deploy, grow, optimize,and extend your software environment and applications with the Accelerated Value Program
- Take advantage of proactive planning, deployment mentoring, and knowledge sharing before projects start
- Accelerate past project delays with fast problem resolution via priority call handling, problem management, and emergency on-site services

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Change happens quickly. Problems arise. The marketplace never stops moving. Just ask IBM clients around the world, and they'll tell you that their business wouldn't be the same without the IBM Software Accelerated Value Program.

IBM Software Accelerated Value Program allows you to meet challenges as they arise-and even before they appear, with proactive monitoring of your company's IT needs. Our clients maximize their software return on investment by working with our dedicated team that understands the highly individualized needs of complex companies.
Our clients succeed because of the fast, timely service that the Accelerated Value Program provides.

## Why the Accelerated Value Program?

The Accelerated Value Program provides a wide array of services aimed at maximizing your software investment anywhere along the life cycle of your software infrastructure. Our goal is to help you achieve faster time to value, lower the total cost of ownership (TCO), and provide proactive guidance on infrastructure management and operations.

## How the Accelerated Value Program helps

- Single point-of-contact-The Accelerated Value Program is your liaison to IBM Support, development, product managers, IBM Business Partners, Accelerated Value team members, and third-party vendors

- Proactive problem avoidance-We offer our clients risk and change assessment, remote or on-site assistance and coordination, interoperability research, and skill gap assessments

- Knowledge and skill sharing-We offer our clients first access to environment specific technical content, on-site technical activities, staff coaching, workshops, and guidance. When available, you receive invitations to remote briefings and summits

- Problem Management-Not all problems can be avoided. In those cases, we monitor and expedite closure of service requests. We help coordinate solutions, provide status updates, and manage escalations

- Operational and technical guidance-Our areas of expertise include research on interoperability, architecture, and performance and guidance on installation, configuration, and trend analysis

- Best practices-We'll learn about your IT environment, infrastructure, and people. Then, we'll help you avoid known software defects and provide recommendations to help avoid known issues

## Key components

### Accelerated Value Leader

The AVL acts as a single point of contact to IBM, creating a virtual extension of your IT management team. The AVL coordinates proactive and reactive support activities for your team, such as:

- Providing a delivery plan and quarterly reports
- Driving proactive project planning
- Strategizing ways to help optimize IBM software
- Analyzing PMR activity to identify areas of skill building
- Reporting the status of open issues and trends
- Escalating of critical issues
- Advising alternatives to help provide quicker solutions to you everyday support requirements
- Connecting you to IBM Support management and development to raise visibility of your issues
- Creating opportunities for you to gain expertise from the IBM development labs

### Accelerated Value Specialist

The primary goal of the AVS is to provide ongoing technical expertise to help you resolve reported problems and avoid future outages. The AVS is assigned to a specific area of technology and interacts directly with your designated named callers. Specific AVS activities include:

- Assisting planning, development, upgrades, and migrations
- Communicating known problems that may pose risk to your environment, and suggesting proactive action
- Anticipating conditions that could cause outages and recommending actions to minimize risks
- Recommending proactive system maintenance
- Assisting with preparatory work to ensure smooth migrations
- Providing diagnostic guidance for problem resolution
- Advising specific fixes and workarounds for your environment

### Emergency on-site assistance

In the event of a business-critical (severity 1) issue, IBM makes every effort to dispatch an engineer to your site within 24 hours.

### On-site assistance

On-site activities can include reviewing an existing application for adherence to best practices, performance improvements, guidance on deployment, migration or updating software.

### Priority call handling

- Priority access to support centers and Level 2 software engineers
- Your AVL is notified of newly opened PMRs
- Support center notified of client-specific issues

## For more information

To learn more about IBM Software Accelerated Value Program, please contact your IBM Marketing Representative or IBM Business Partner.
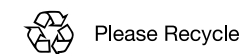
**IBM®**

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# IBM Software Accelerated Value Program

*Delivery excellence via Accelerated Value Leaders and Accelerated Value Specialists*

## Highlights

- Creates a bridge that connects the client to the full capabilities of IBM
- Delivers expertise that helps unlock the value of the IBM software investment
- Develops and grows the dedicated partnership between the client and IBM

## Building a dedicated partnership

IBM Software Accelerated Value Program helps unlock the value of your IBM middleware software and strengthens your IT infrastructure throughout the life cycle. Our tiered offering levels provide fexibility in building a partnership with IBM. In turn, that partnership assists you with preventative actions, delivering smooth interoperability management,and overcoming implementation barriers for new technology.
The key to building this partnership is through our Accelerated Value Leader and Accelerated Value Specialist.

## Accelerated Value Leaders*

The Accelerated Value Leader (AVL) is responsible for ensuring clients receive a higher level of service and added value when using their licensing software from IBM. The AVL has a close working relationship with the client's team and plays an integral role in helping determine the overall life cycle of their IBM software implementation.

The primary goal of the AVL is to provide proactive assistance to help clients sustain and optimize their IBM Software infrastructure. The AVL is the primary point of contact to the client on behalf of IBM Support. The AVL coordinates delivery of proactive support, skill sharing activities and problem management.

## Accelerated Value Specialists*

The Accelerated Value Specialist (AVS) provides clients with the highest level of remote and/or on-site technical direction for specific supported products, including initiatives such as diagnostic coaching and defect and nondefectproblem resolution assistance.

The primary goal of the AVS is to provide the ongoing technical expertise that is required to avoid potential problems or mitigate the impact of reported issues.

The AVS is assigned for a specific area of technology and has direct interaction with subset of Named Callers, as designated by client. The AVS provides direct support or assistance with technical queries from clients and field personnel.

| Accelerated Value Leader responsibilities | |
|---|---|
| Relationship | • Acts as a single point of contact as your bridge to IBM support<br>• Virtual Extension of your IT management team<br>• Might assist the client on site for periodic reviews |
| Problem Management Request (PMR) | • Provides regular reports detailing status of open issues<br>• Investigates alternatives to help provide quicker solutions to your everyday support requirements |
| Escalation Management | • Connects the client to IBM Support management and Development to raise visibility of issues<br>• Helps facilitate critical issues |
| Knowledge Sharing | • Coordinates workshops, conference calls exclusive to your needs<br>• Provides opportunities for the client to gain expertise from the IBM development lab |

| Accelerated Value Specialist responsibilities | |
|---|---|
| Technical Advice and Skill Sharing | • Participates in project planning<br>• Shares best practices for key tactical initiatives |
| Remote Technical Proactive Assistance | • Provides guidance in gathering diagnostics for problem resolution<br>• Helps advise on documented fixes and workarounds for the client environment |
| Technical Briefings | • Delivers customized reports with technical advice and proactive maintenance information |
| Tactical Activities | • Assists with product deployment and configuration<br>• Performs advanced troubleshooting<br>• Additional proactive services |

## For more information
To learn more about IBM Software Accelerated Value Program, please contact your IBM Marketing Representative or IBM Business Partner.

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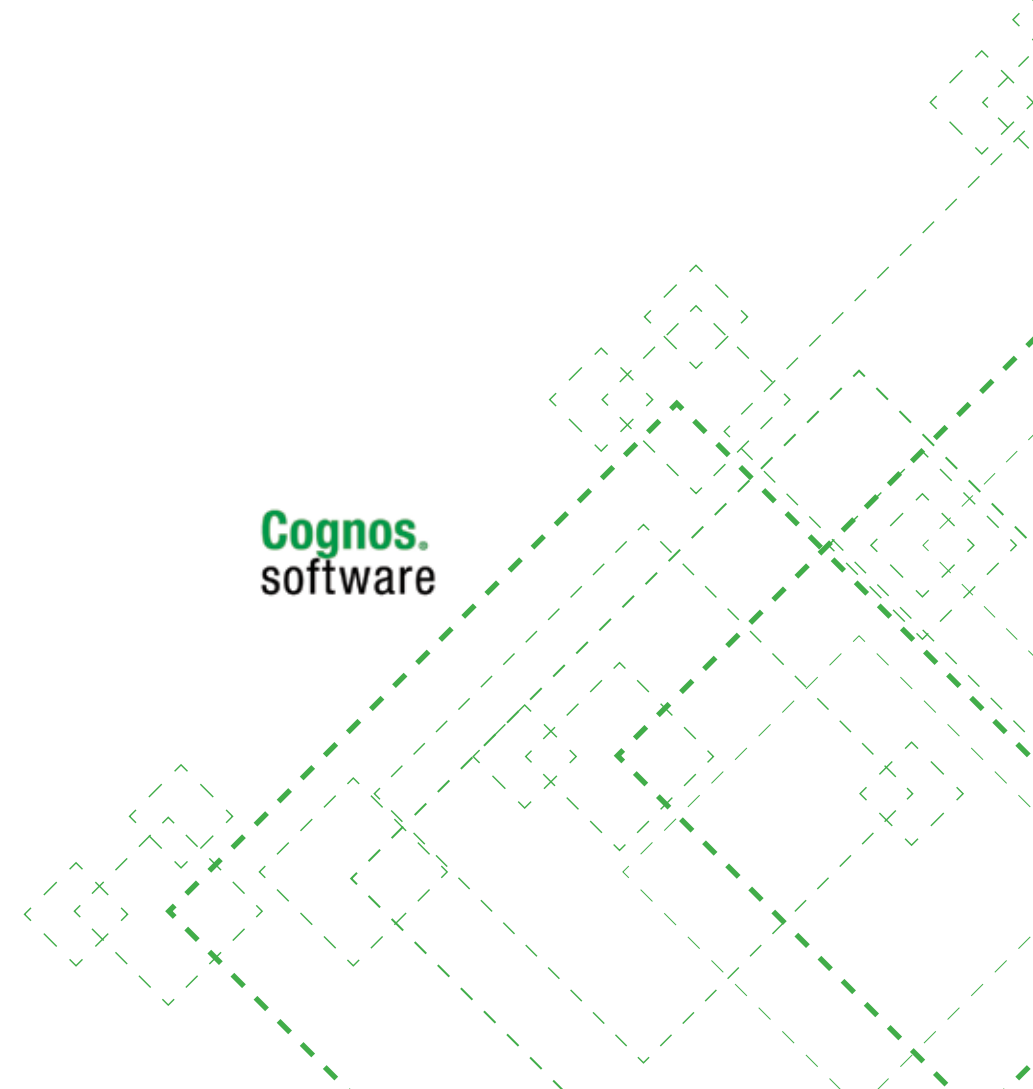Nyamgondalu, Nagendra V
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