

# ***IMS and Cognos***

## ***An Optimal Solution for Operational Business Analytics***

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## Customers are telling us today ...

- Their current data warehouse and analytics strategy does not support real-time, operational access
- The existing data warehouse refresh cycle is too long for certain users and the information held therein is not detailed enough for operational use
- They have a significant investment in IMS and would like to integrate it within their overall data access infrastructure, not simply extract the IMS data to load elsewhere



# All departments, all users, in all roles across the organization need access to business insights



Executives



Business Managers



Line of Business Manager



Business Users



Business Analyst



Financial Analyst

**How are we doing?**

**Why?**

**What should we do next?**



*Real-time or historical; operational or strategic*

*Guided or self-service access and exploration...*

*Foresight using Statistical, and Predictive Analytics...*

**Common Business Model**



Message Sources



Relational Sources



Application Sources

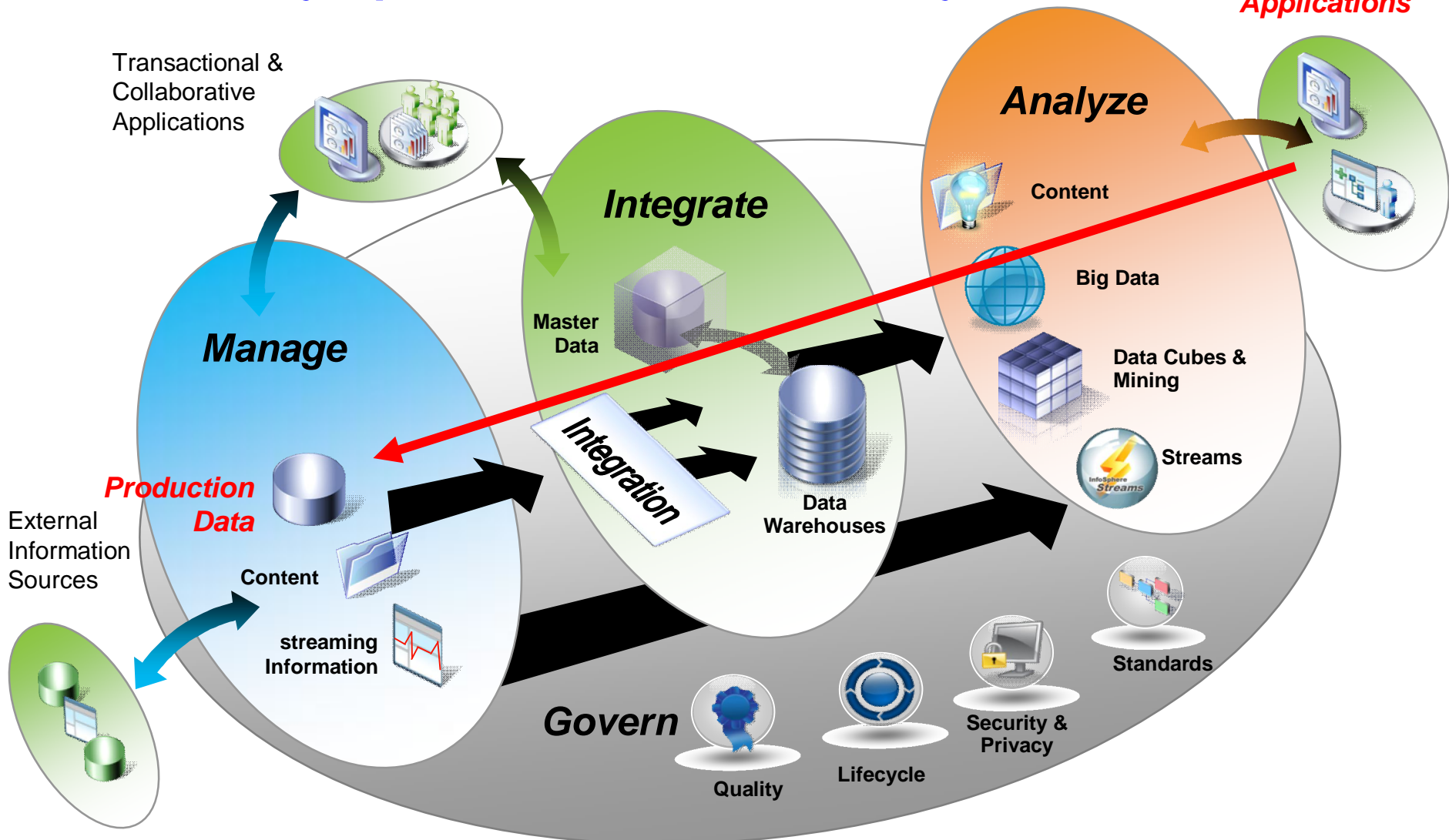


OLAP Sources



Modern and Legacy Sources

# A modern enterprise data strategy & environment enhanced by Operational Business Analytics



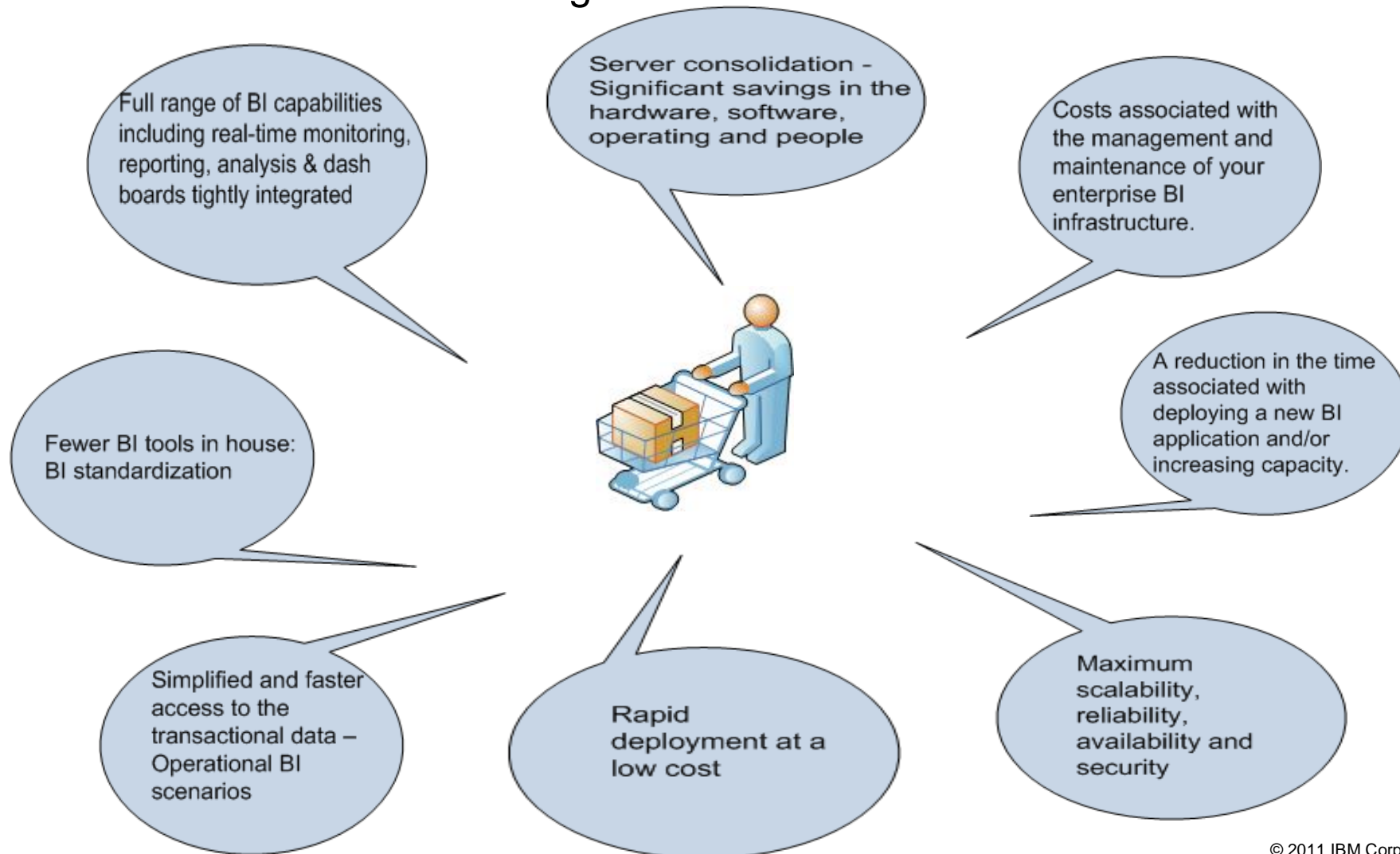
# The Three Levels of Business Intelligence

	Strategic BI	Tactical BI	Operational BI
Business focus	Achieve long-term business goals	Manage tactical initiatives to achieve strategic goals	Manage and optimize daily business operations
Primary users	Executives & business analysts	Executives, analysts & LOB managers	Analysts, LOB managers and users, and operational processes
Time-frame	Months to years	Days to weeks to months	Intra-day
Data	Historical data	Historical data	Real-time, low-latency & historical data

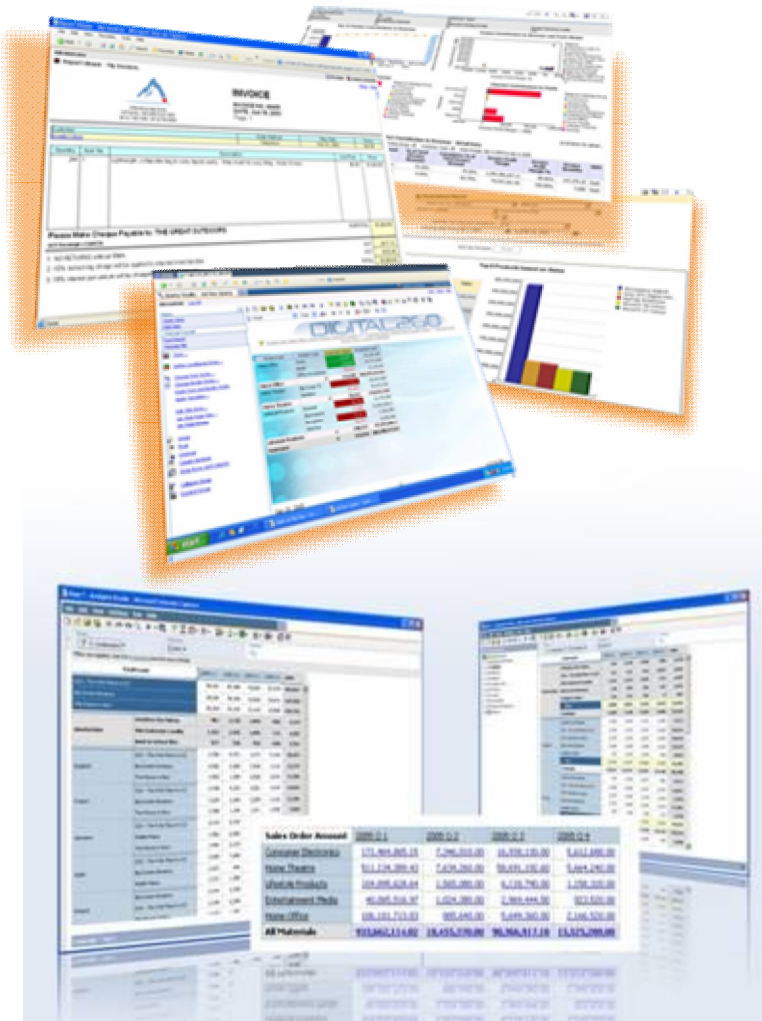
## Using Cognos for Enhanced Reporting and Operational BA

Simplifying the management and maintenance of your enterprise BA infrastructure.

Customers want the following from their BI and DW infrastructure:



## Reporting & OLAP



### ■ Enterprise Reporting

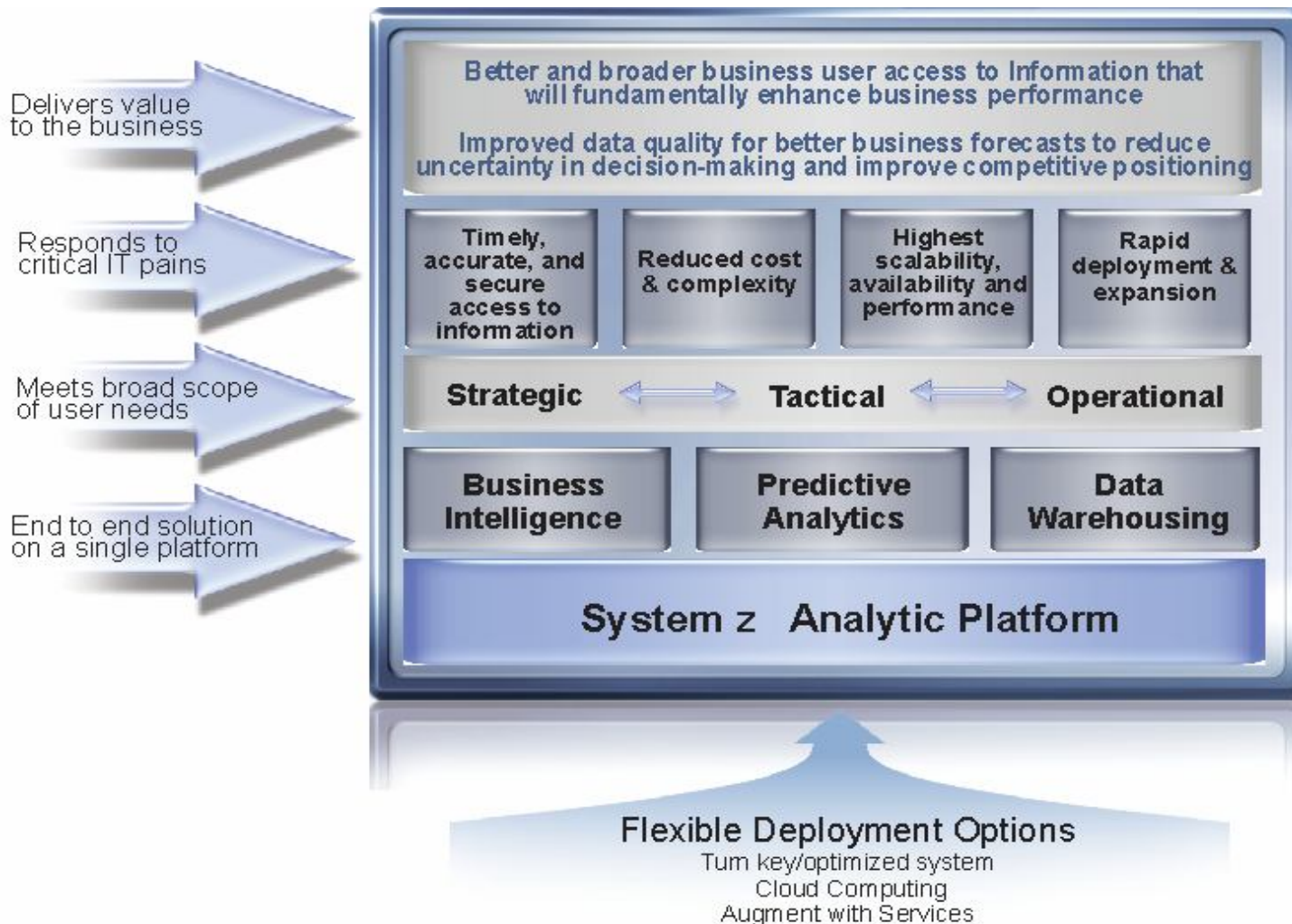
- Supports multiple report types: Production, Managed, Ad-hoc, Financial, etc
- Operates from a single metadata layer
- Can be personalized and targeted
- Can be distributed via email, portal, MS-Office, search application and mobile device
- Can assist in the management and optimization of daily business operations
- Capable of reporting on real-time data
- Presents complex data in a business way so it is easy to understand

### ■ Analysis

- Enables the guided exploration of information that pertains to all dimensions of your business
- Moves from summary level to detail levels of information effortlessly
- Analyzes and reports against online analytical processing (OLAP) and dimensionally aware relational sources
- Gets to the “why” behind an event or action to improve business performance.
- Identifies potential problems and recognizes business trends

# A new option ...

## IBM Business Analytics and Data Warehousing on System z





# ***The Value of Using Cognos for Enhanced Operational BA***

## **Operational Business Intelligence**

- A type of BI that helps drive and optimize business operations on a daily basis
  - Extends the use of BI to a much wider user audience
  - Enables more timely business decisions; in relation to real time or right-time BI Processing
  - Allows business users to report on, analyze and optimize business operations
  - Reduces the time between the discovery of problems or opportunities and taking action on them

## **Cognos 10 and Operational BI**

- Cognos Real-Time Monitoring
- Offers operational dashboards for real time monitoring of key performance indicators and operational metrics across different data sources

## ***The Solution***

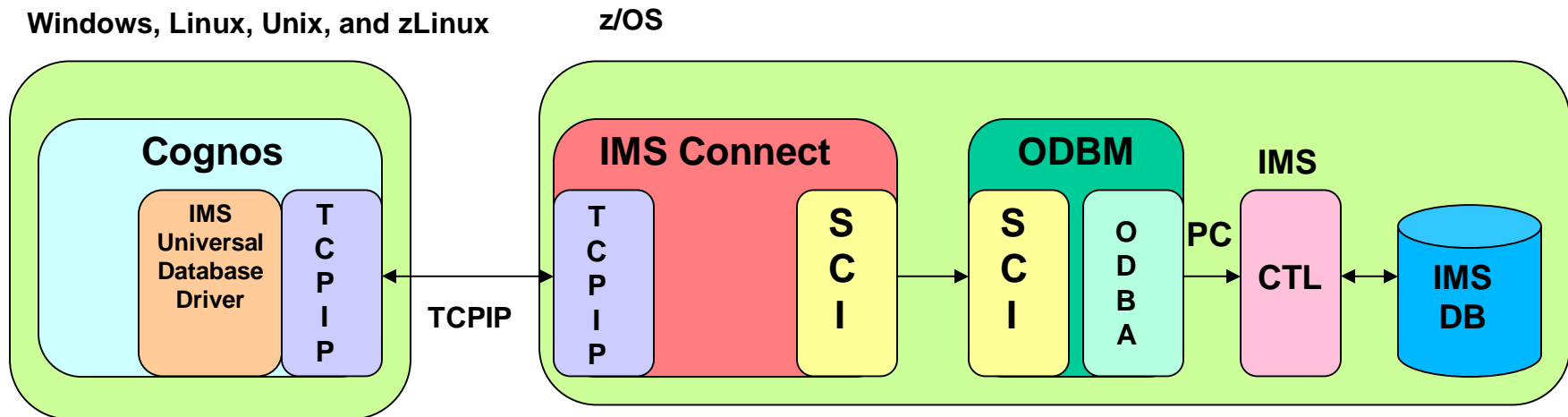
### Cognos with IMS 11 – JDBC access to Operational information

- IMS is often the ‘hub’ for data within an enterprise
  - Manages data that reflects the most current state of the business
  
- Before IMS 11, often difficult to directly access IMS data
  - No built-in ad hoc query capabilities in IMS
  - Standard tools often did not support hierarchical data; left to write own interfaces and reports or had to purchase bridging tools
  - Must be skilled in IMS to integrate with IMS and write reports
  
- Most installations periodically copy IMS data to a relational store to run reports
  - They then only have access up to the point of copy, not current business state

## IMS Integration with Cognos

### IMS V11 Open Database:

- IMS V11 allows distributed access over TCP/IP using the IMS Universal Database Driver (JDBC)
- IMS Connect and Open Database Manager now work together as a DRDA server for IMS data
  - Shipped with IMS V11 – requires System Programmer for initial setup



## Using Cognos with IMS

### Discovering New Business Value in Existing Data

#### Cognos Data Source Supports:

- **Generic JDBC Driver**

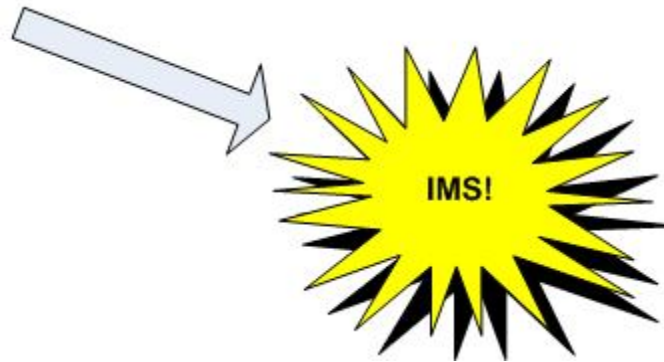
- DB2

- Oracle

- Informix

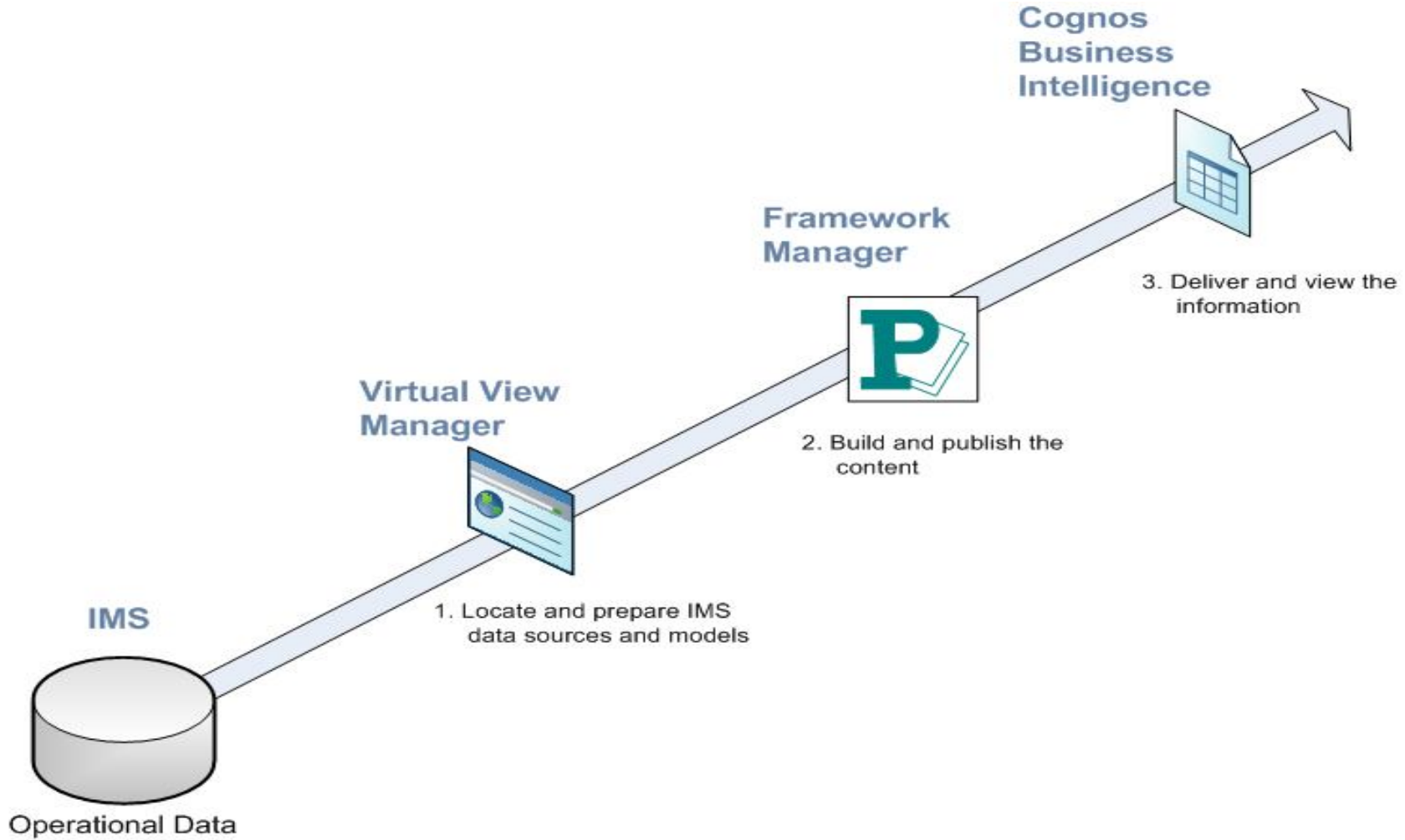
- Sybase

- MS SQL Server



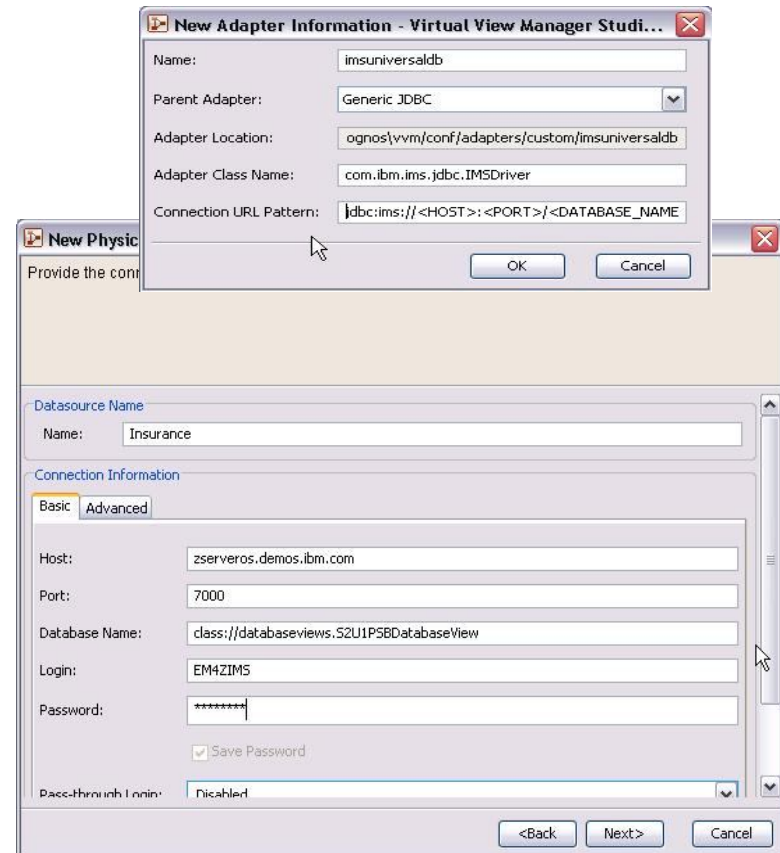
# IMS Integration with Cognos

Three Steps to Building Cognos Applications with IMS



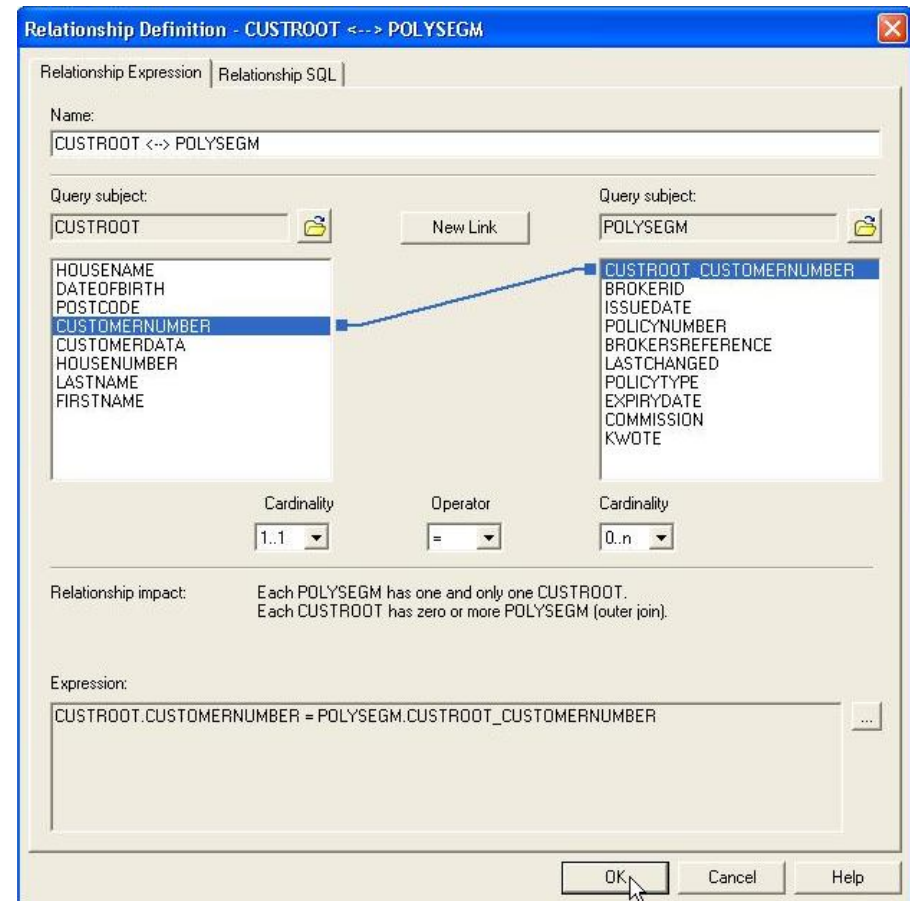
# Step 1: Setup Virtual View Manager (Data Tier)

- Stop Virtual View Manager
- Copy IMS JDBC driver (imsudb.jar) and IMS database views\* to:
  - \cognos\vvm\conf\adapters\ims
- \*Database Views are generated using the DLIModel utility
- Start Virtual View Manager
- Add New Adapter
- Add New Data Source
- Publish IMS Segments (Tables)
  
- APAR PM12893
  - Generic JDBC support for Data Source Explorer and Cognos
  - July 31, 2010



## Step 2: Define Meta Data (Framework Manager)

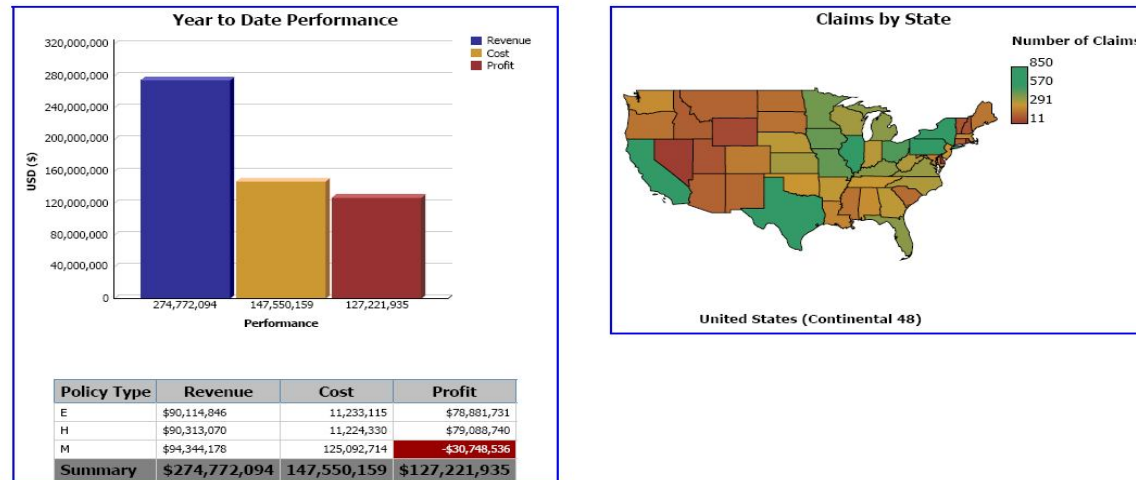
- Import the ODBC Data Source(s)
- Configure the Table relations
  - Required for usage of joins in Cognos
- Publish the Package for use in Cognos



## Step 3: Generate the Reports (Application Tier)

- Open Report Studio (Cognos 10 interface has been enhanced)
- Select the published Package
- Drag the Data objects into the Widgets provided by Cognos

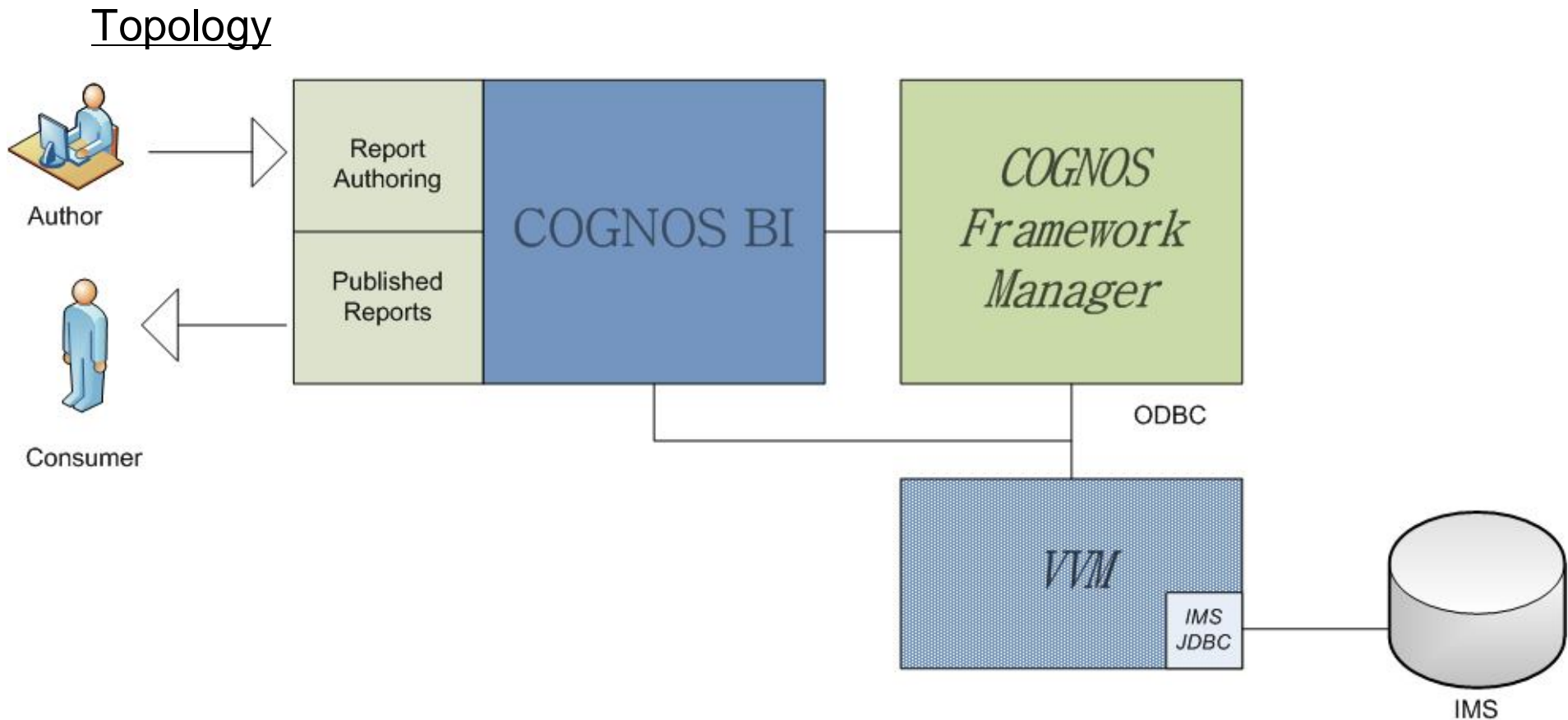
Performance Dashboard



[Click to Analyze by Month](#)



# IMS Integration with Cognos



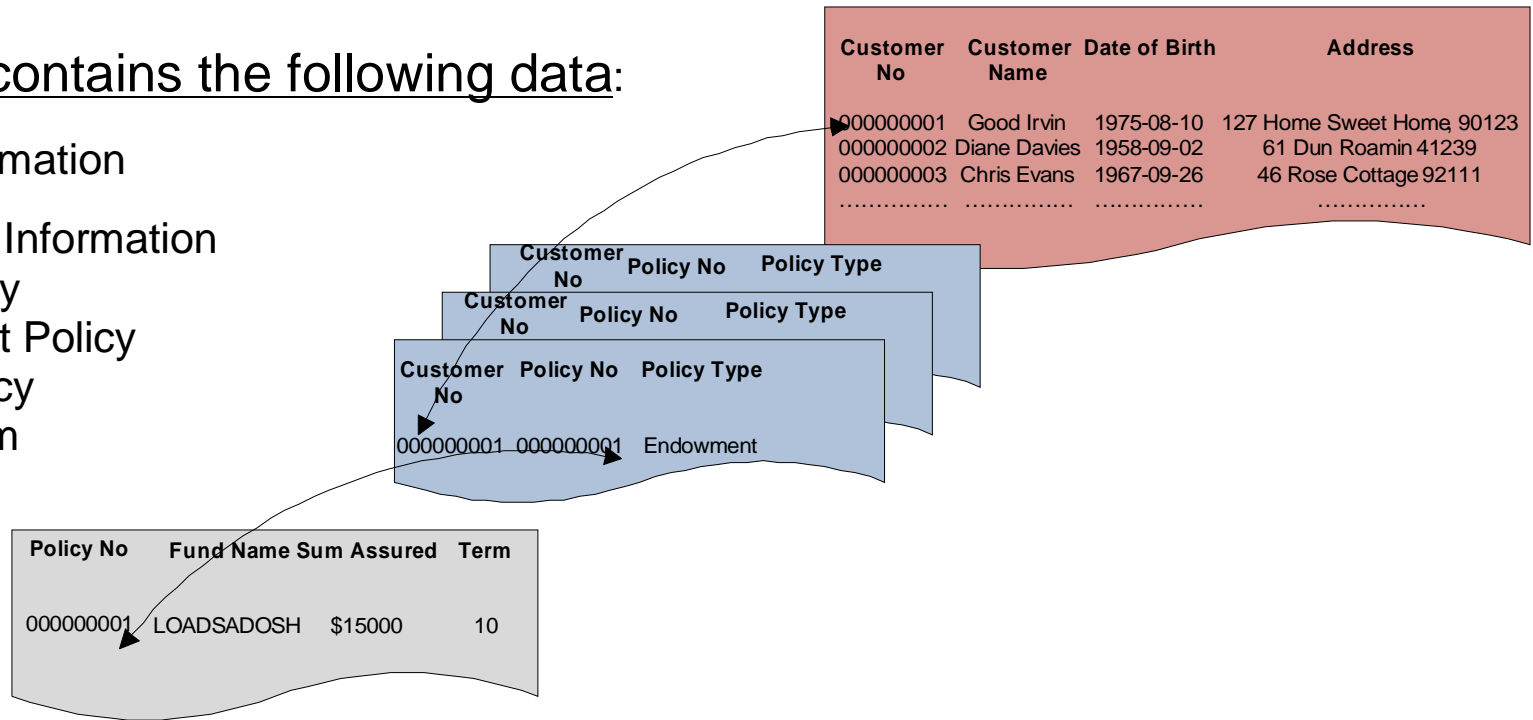
# Cognos and IMS Examples

## The Application:

- An insurance claims processing application written in a combination of different programming languages (COBOL, PL/I, JAVA).
- CRUD functions access IMS DBs using DLI calls

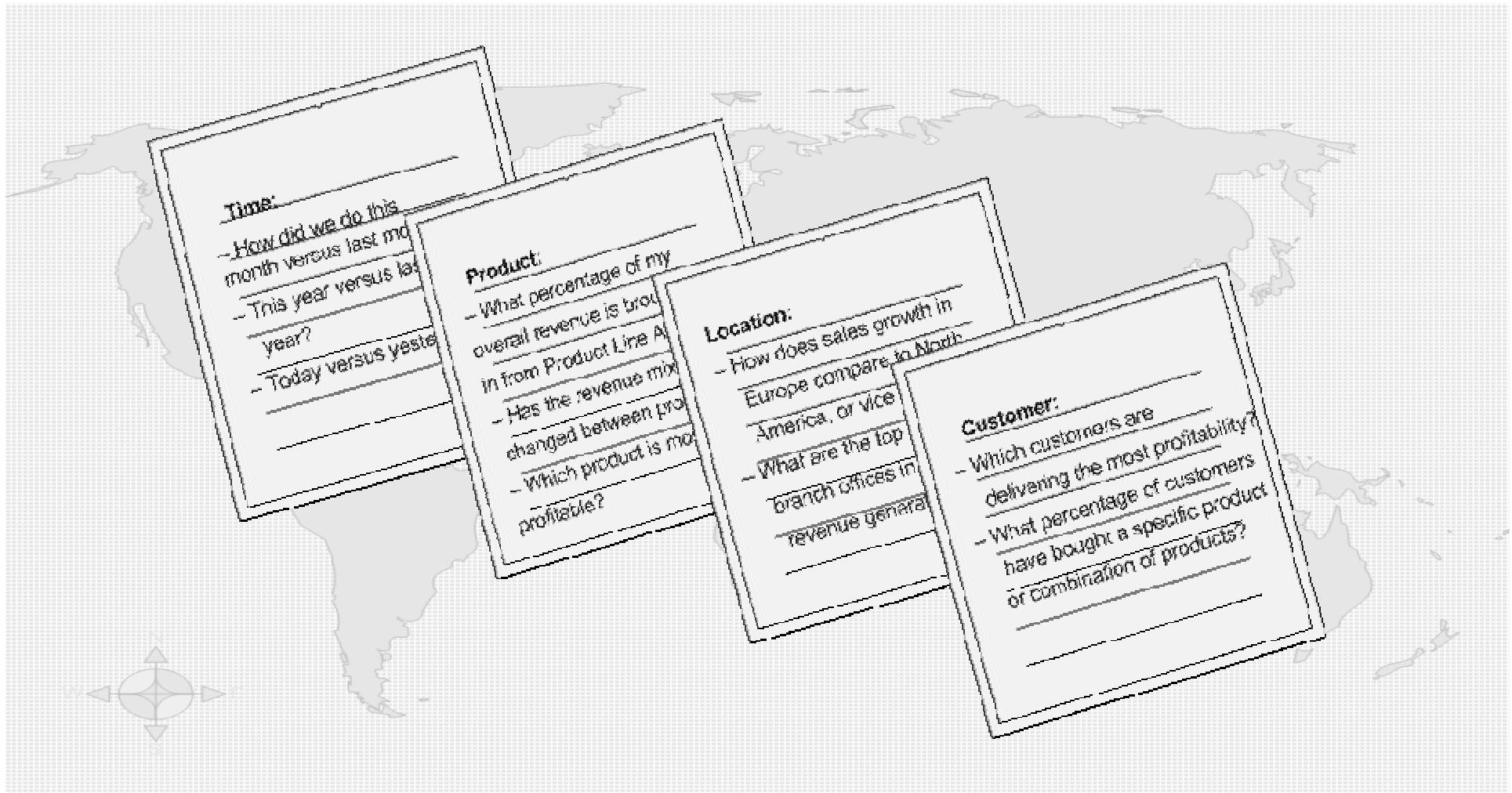
## The IMS DB contains the following data:

- Customer Information
- Policy General Information
  - Motor Policy
  - Endowment Policy
  - House Policy
  - Policy Claim



# Using Cognos with IMS

*Provides answers to commonly asked business questions*



## ***Cognos and IMS Examples***

### **Scenario 1:**

*Accessing detailed information regarding customer accounts*

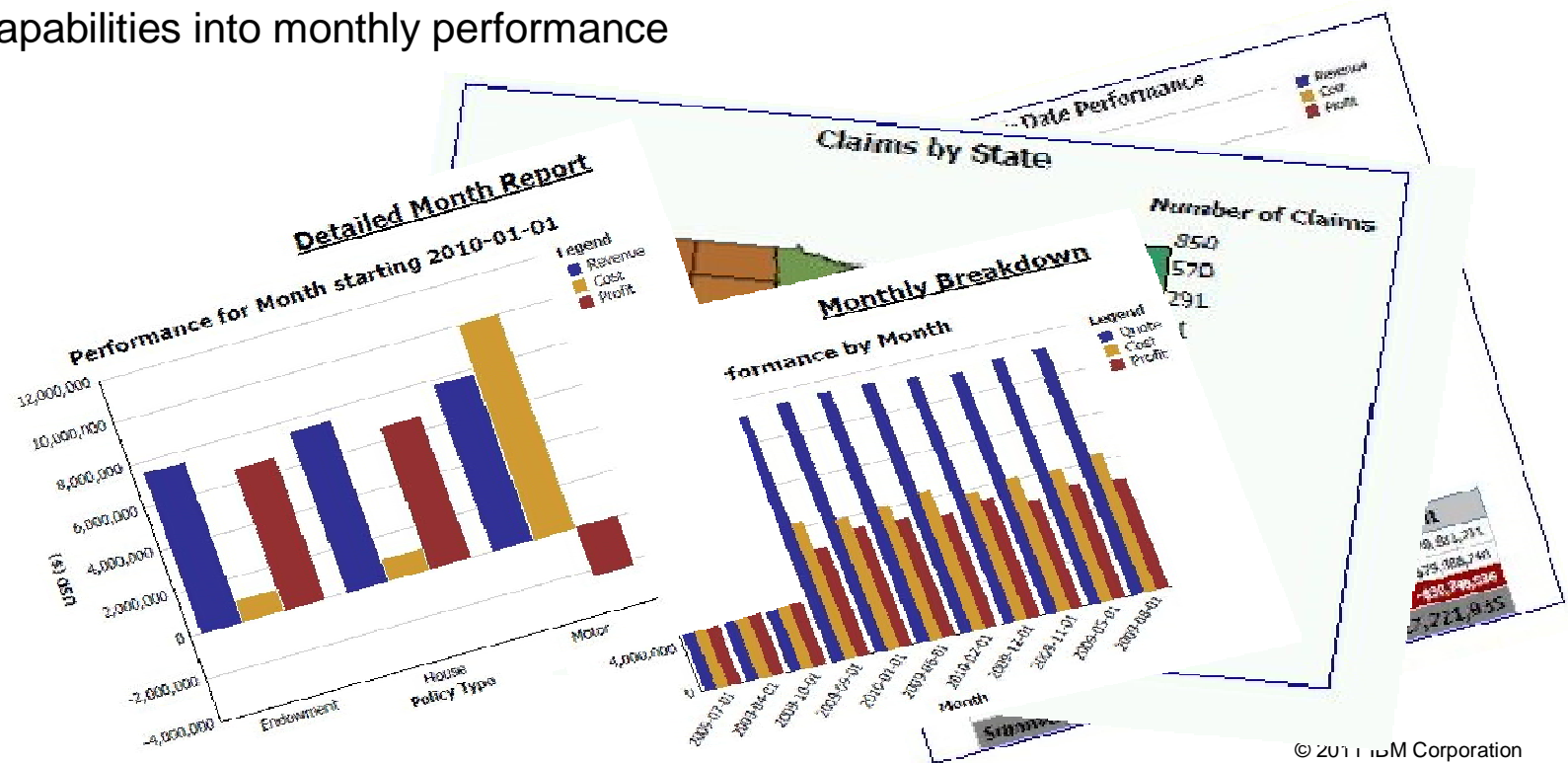
- View basic account information regarding policies with the company
- Drill down capabilities into policies and claims

# Cognos and IMS Examples

## Scenario 2:

Obtaining a high level overview of key performance measures essential to the organization

- Year to date performance of the insurance firm based on revenue, costs, and profit
- A nation map that displays the number of claims files by state during the current fiscal year
- Drill down capabilities into monthly performance



## Cognos and IMS – Summary

***Extending your Reporting and BI capabilities to IMS provides:***

- *Real-time access to IMS data for report generating*
- *Advantages of creating and managing business-related metadata and translating it into visual presentations*
- *Knowledge to help decision makers know sooner, understand faster, and react more quickly than competition*
- *Ability to compare performance across dimensions to spot trends and anomalies over time*

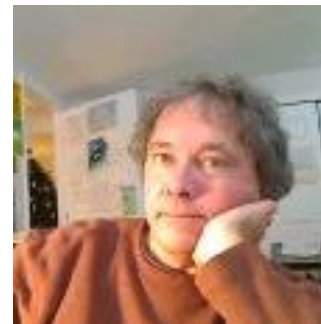
# *Thank You!*

## *Your Feedback is Important to Us*



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