



Cognos Business Intelligence – For Better Decisions

AN IBM PROOF OF TECHNOLOGY

Date: 17 November, 2011

Time: 9:00 AM – 5:00 PM

Location: IBM Technical Exploration Center, 9 Changi Business Park Central 1,
The IBM Place, Singapore 486048

INTRODUCTION

This Proof of Technology provides a hands-on experience for customers who need to understand how to author, share, and use reports that draw on data across all enterprise sources to enable better business decisions. IBM Cognos Business Intelligence delivers the complete range of BI capabilities and delivers:

- **Trust:** Complete, consistent access to information the business can understand, own, and trust.
- **Open:** Modern service-oriented architecture (SOA) to leverage your infrastructure, adapt to change, and embrace open standards for long-term use and growth.
- **Consistent:** Consistent information capability which allows a deliver a "model once/deploy anywhere" common business view, available in any language. Publish and secure corporate information so users only access information pertinent to them but share the common view.
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The Proof of Technology will provide hands-on experience with the following components:

- IBM Cognos Framework Manager - This looks at how to build the Metadata foundation for IBM Cognos to enable reporting and analysis from a variety of data sources including Transactional and Multidimensional.
- IBM Cognos Query/Analysis Studio – Hands on experience of using the ad-hoc query capabilities of IBM Cognos BI to create simple queries quickly.
- IBM Cognos Report Studio - Hands on experience of using the report creation capabilities of IBM Cognos. This session explores how to create complex, multi-page layouts and dashboards using a variety of different data sources, highlighting how IBM Cognos uses drag-and-drop authoring to incorporate data, text, charts, graphs, and images whilst maintaining flexibility.
- IBM Cognos Business Insight / Business Insight Advanced– Hands on experience of using the business intelligence workspace to assemble, personalize and analyze all type of data. See the demonstration of collaborative business intelligence that employs easy-to-use social networking tools to share insights and gain alignment.

OBJECTIVE

This Proof of Technology is specifically targeted for Business Intelligence and IT professionals who have a responsibility to deliver content to key stakeholders within their business. No prior knowledge of IBM Cognos is required.

AUDIENCE

This Proof of Technology is specifically targeted for Business Intelligence and IT professionals who have a responsibility to deliver content to key stakeholders within their business. No prior knowledge of IBM Cognos is required.

COST

This session is offered free of charge.

SCHEDULE

The session will start at 9:00 AM and end at approximately 5:00 PM.

CONTACT FOR INFORMATION

To enroll in this Proof of Technology, please RSVP to avnet.sg@avnet.com.