



IBM Cognos 8 BI for Linux on System z

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IBM Cognos 8 BI for Linux on System z



Cognos History

A recognized industry leader and one of the largest providers of business intelligence and performance management solutions, with a global customer and partner base across all major industries.

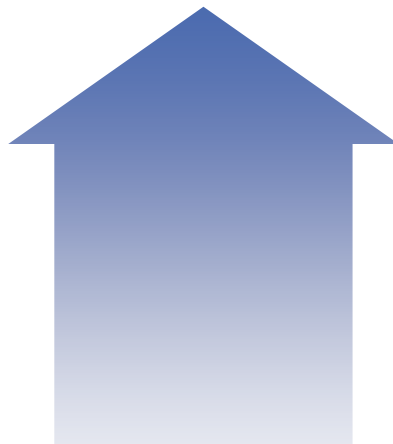
- Publicly held software company founded in 1969 as Quasar Consulting
- Headquartered in Ottawa, Canada with offices in 27 countries worldwide
- 4,000 employees, with over 2,000 customer facing and over 1,000 R&D
- Over 25,000 customers in more than 135 countries, including 80 percent of the Fortune 1000
- Strong channel network of 3,000+ partners
- \$1B+ revenue 2007, 58% from Americas (majority from USA)
- IBM's largest acquisition

IBM's IoD solution stack takes on a new dimension

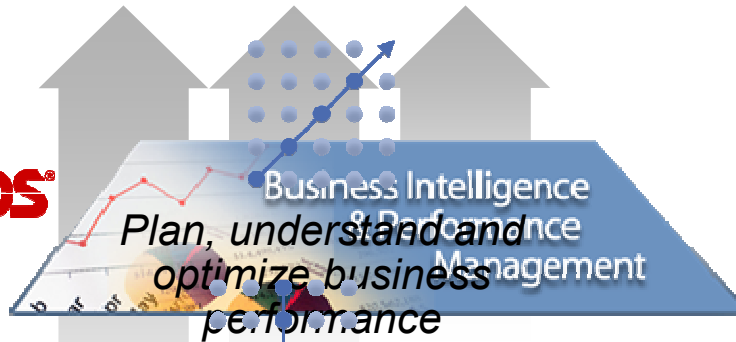
Customer & Product Profitability Financial Risk Insight Workforce Optimization Dynamic Supply Chain Multi-Channel Marketing

Business Optimization

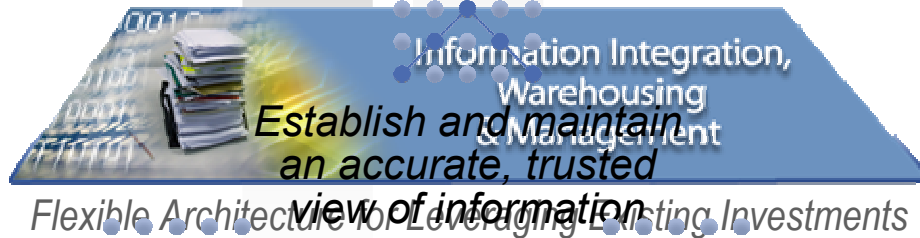
Better Business Outcomes



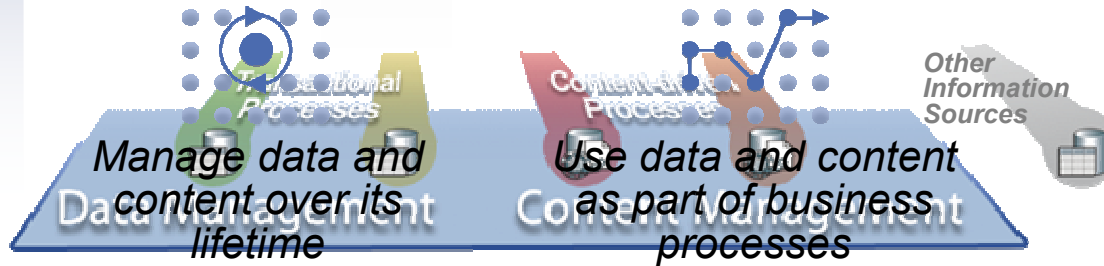
COGNOS



Plan, understand and optimize business performance



Establish and maintain an accurate, trusted view of information

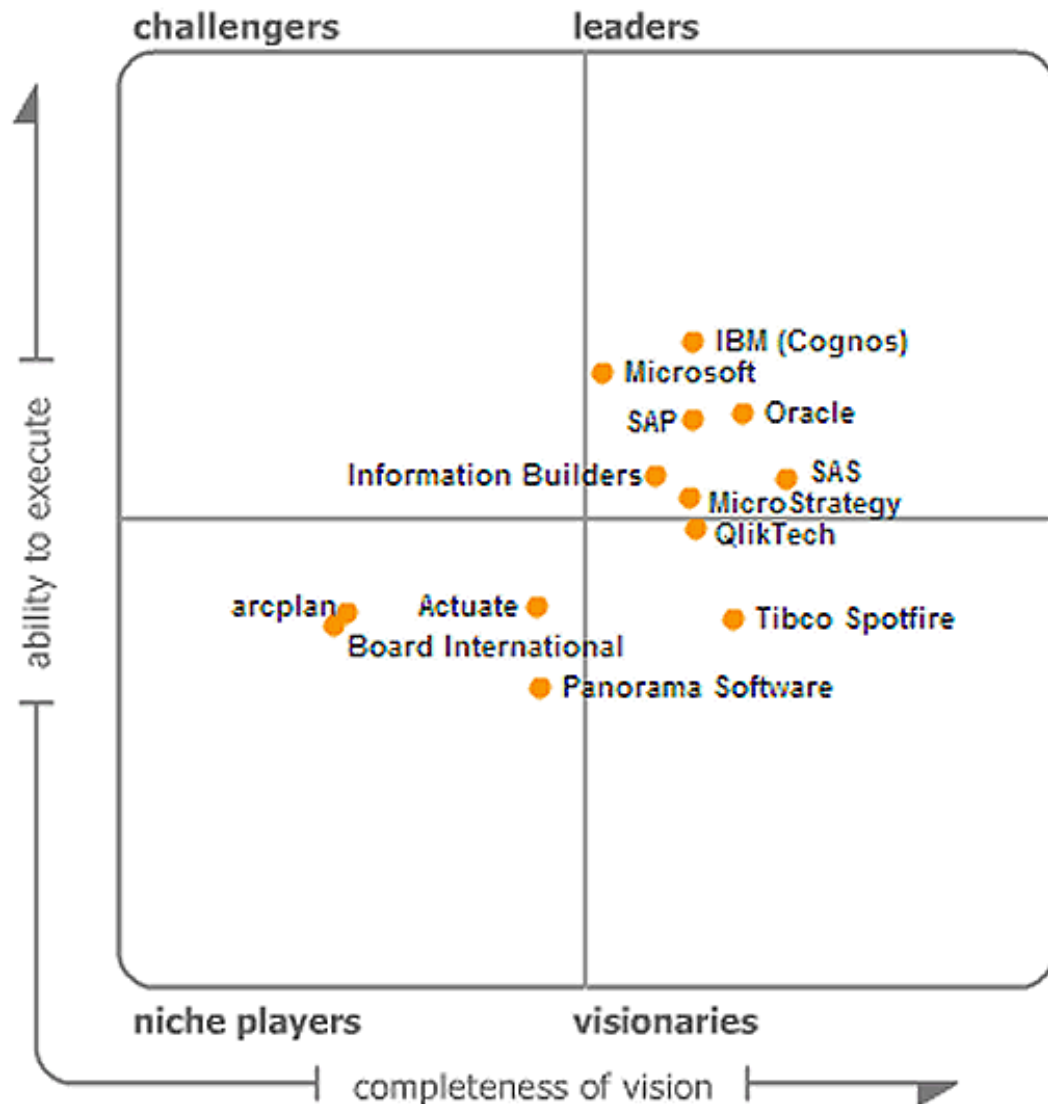


Manage data and content over its lifetime and as part of processes

Cognos.
software

Gartner BI 2009 Quadrant

- BI platform architecture.
 - IBM Cognos 8's Web services-based SOA is much better integrated than some competing offerings
 - shared metadata across the platform enabling ease of transfer from report to query to analysis.
- IBM's commitment to BI is evident
 - in significant staff expansion
 - growth in the overall "Cognos" workforce
 - assisted by much greater focus from the IBM GBS consulting arm.
- IBM Cognos has a high proportion of enterprise-standard BI platform deployments
 - more than three-quarters of the customers Gartner contacted as part of this research consider IBM Cognos a BI standard in their organization.
- The IBM Cognos customers that Gartner contacted as part of this research rated its BI platform functionality very highly, above the mean in all 11 areas



As of January 2009

JS.
are

During this session we will review....

- ✓ Review what is Cognos 8 BI
 - ✓ Broad range of BI capabilities
 - ✓ Open enterprise-class platform

- ✓ What is new with Cognos 8 BI for Linux on System z
 - ✓ 8.4 Enhancements
 - ✓ IBM Cognos 8 Go! Mobile for Linux on System z
 - ✓ IBM Cognos 8 Go! Dashboard for Linux on System z

- ✓ The Incremental value of System z

IBM Cognos 8 BI for Linux on System z Delivers Business Value

- **More Users**
 - Simplified role based interfaces
 - Targeted content and capabilities
 - Flexible and scalable technology
- **Better Decisions**
 - Accurate, complete information
 - Aligned with strategic goals and initiatives
 - Based on proven practices
- **Faster**
 - Timely information delivery
 - Accessible anywhere
 - Relevant and actionable



IBM Cognos 8 BI for Linux on System z

More Users. Better Decisions. Faster.

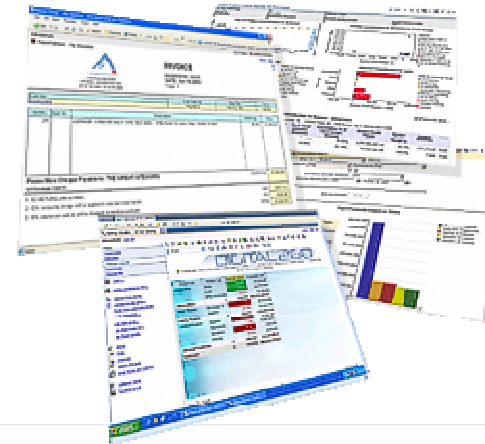
- **Broad range of BI capabilities:** all user communities receive relevant information how, when and where it is needed – **Now delivered on System z**
- **Open enterprise-class platform:** IT delivers flexible and cost effective scale to meet growing user demands – **Now available on System z**
- **Proven partnership for customers with IBM,** providing deep expertise in both BI and System z capabilities, ensuring customer success

IBM COGNOS 8 BI

Broad Range of Capabilities to Engage More Users

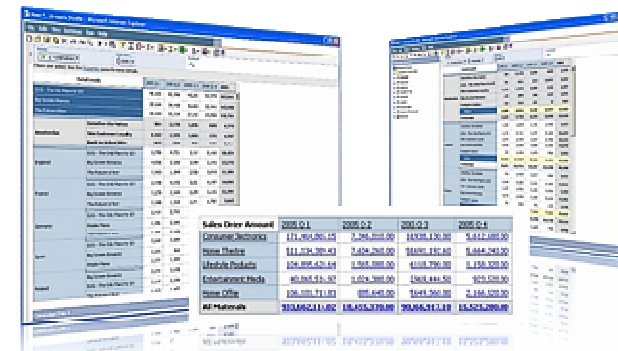
Reporting

- 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

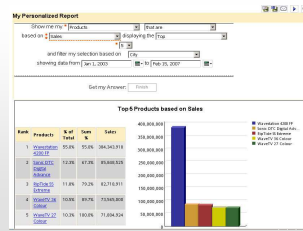
- Provides guided exploration across multiple dimensions of information
- Performs complex analysis and scenario modeling easily and quickly
- Exposes the “why” behind trends to reveal symptoms and causes
- Moves from summary level to detail levels of information effortlessly



Reporting is reporting, right?

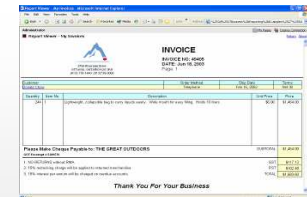
Managed Reports

- One to many reporting
- Flexible prompting and bursting
- Scheduled



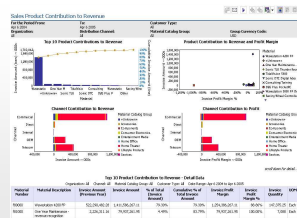
Production Reports

- Large volume
- Presentation quality formatting
- Output to a number of different file types



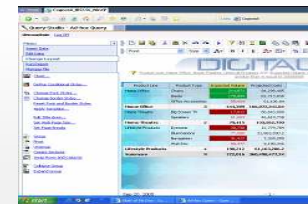
Transactional & Operational Reports

- Use case: provide a point in time picture of performance to budget, a KPI, or, to monitor indicators



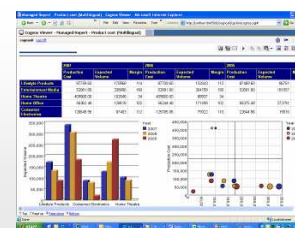
Ad-Hoc Reports

- Interactivity and flexibility
- Self service
- Financial information



Analytical Reports

- High level information with the capability to drill-down to understand details
- Leverages a number of different data sources across the organization



Typical Needs in a Reporting Opportunity



- Enterprise Reporting
- Flexible access

What to ask...

- Is everyone in the organization getting the reports they need?
- Are decisions made with benefit of all the information?
- What is typical turnaround time for a report request?
- Are current reports actionable?

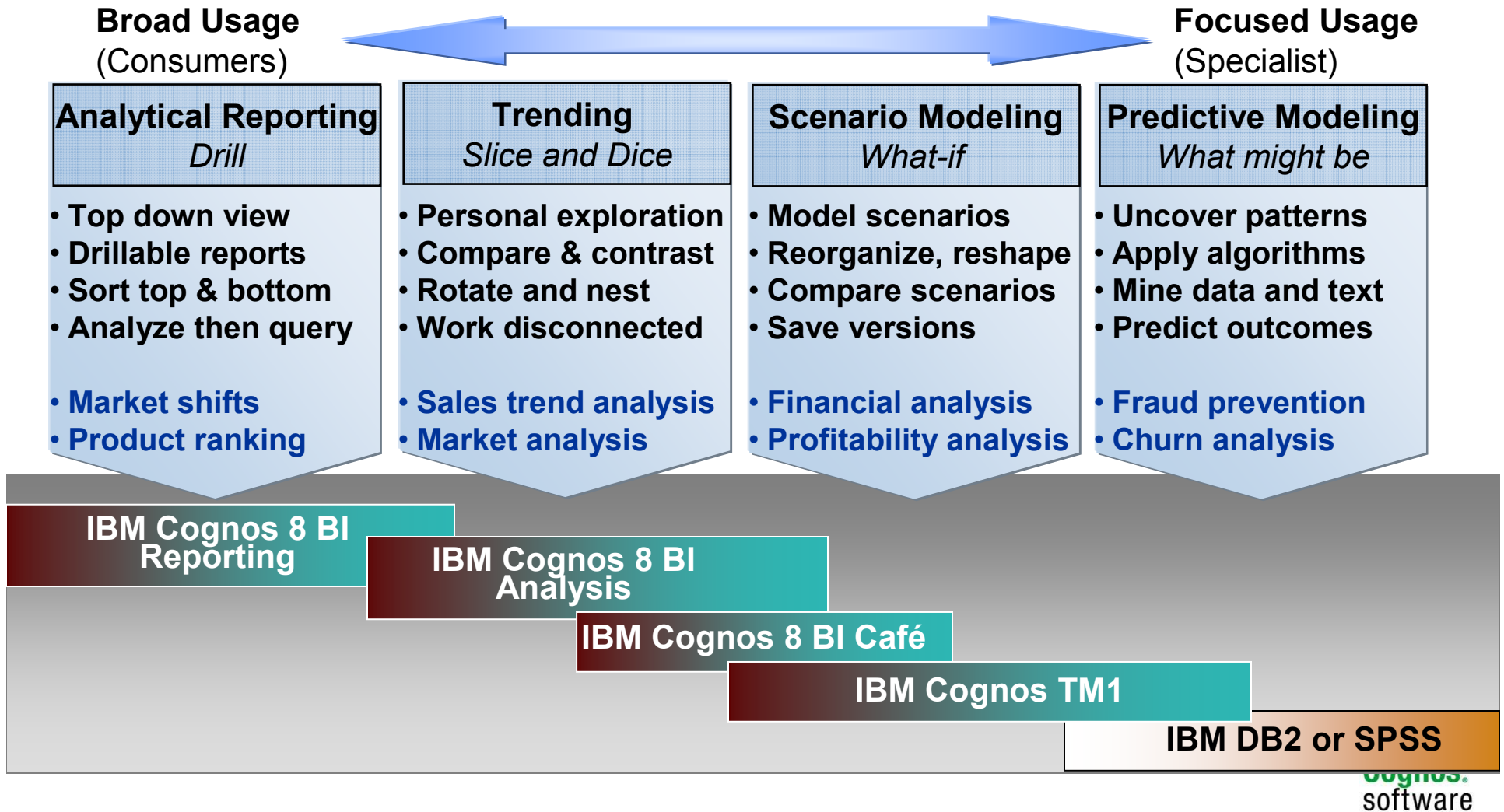


Analysis goes hand to hand with Reporting



- Analysis is usually against multi-dimensional sources
- Cognos provides an “Analyze then Query” approach for better decision making
 - Explore “dimensions of a business” (drill-down, slice & dice, etc)
 - Drill down for detail until you Identify an area of interest
 - Drill through to transactional detail in RDBMS

The Four Styles of Analysis



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



Engage More Users

Users Receive Information When, Where and How They Need it

EXECUTIVE

At-a-glance view of operational and financial performance

MANAGER

Fast access to relevant information to make better operational decisions

CUSTOMERS & PARTNERS

Secure access to relevant information over the web with no training

ANALYST

Freedom to explore and analyze data from multiple sources

CASUAL USERS

Receive scheduled, personalized content and subscribe to most relevant to their role



IBM Cognos 8 BI for Linux on System z

More Users. Better Decisions. Faster.

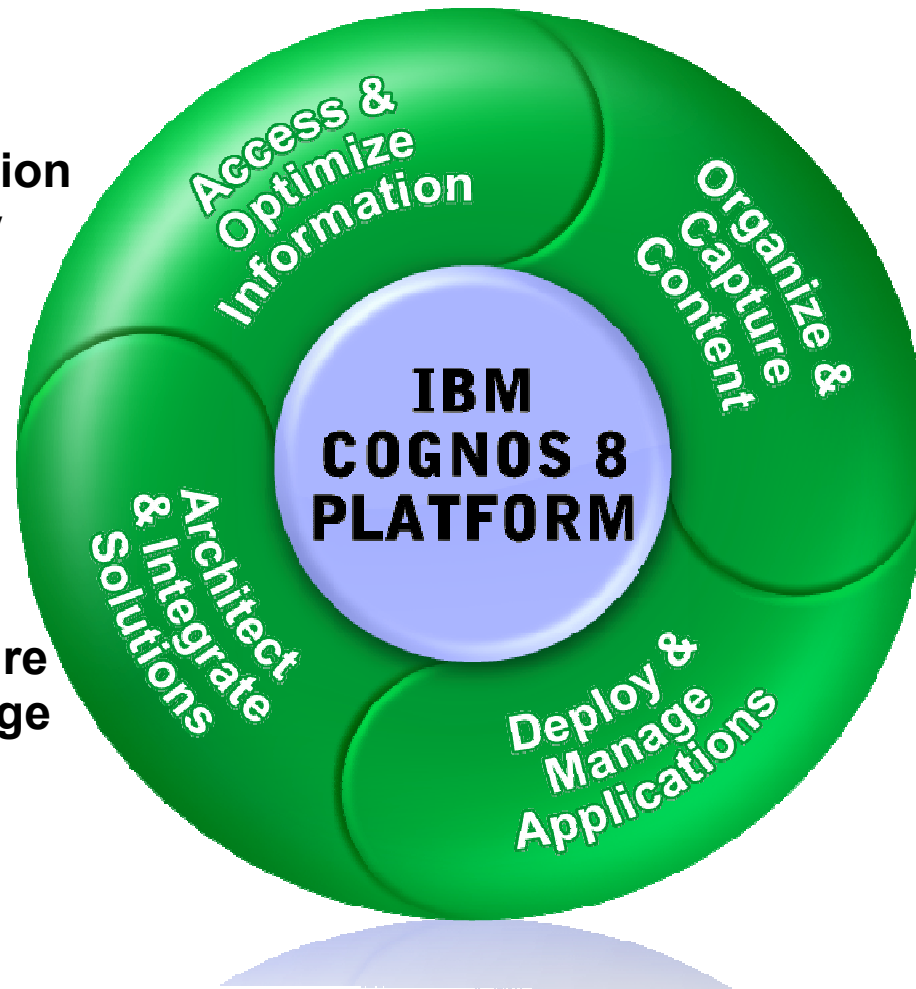
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IBM COGNOS 8 BI

Open, enterprise-class platform increases business adoption and minimizes the burden on IT

Reach all information reliably and timely

Adopt infrastructure and adapt to change



Deliver a complete, consistent view of the business

Cost-effectively scale as user communities grow

IBM Cognos 8 BI for Linux on System z

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IBM COGNOS 8 BI

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software

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IBM Cognos 8 BI v4: On Business Terms. To IT and Finance Standards.

Increased self-service, more flexible access and control, with ability to view and define business information in a way that make sense to them

Trusted information that makes sense to each user, where, when and how it is needed



Effective, auditable workflow in dynamic, connected processes standard across the enterprise



Addressing the Needs of Business



Informed

Provides more trusted information with the additional context to add perspective to the information.



Engaged

Invites business users with more a dynamic & interactive business intelligence experience.



Aligned

Improves alignment between strategy & operations with complete visibility from business operations to advanced analytics & strategic plans

IBM Cognos 8 BI for Linux on System z

Product Capabilities

- Adhoc query, reporting and analysis (Query Studio, Report Studio & Analysis Studio)
- Dashboards and charting (Cognos Connection & Report Viewer)
- Event management (Event Studio)
- Integration with Microsoft Office (Go! Office and CAFÉ)
- Cube building (Transformer)
 - Lineage
 - Business Glossary Integration
 - Go! Dashboard
 - GO! Mobile
 - SDK/LDK

8v4 Conformance

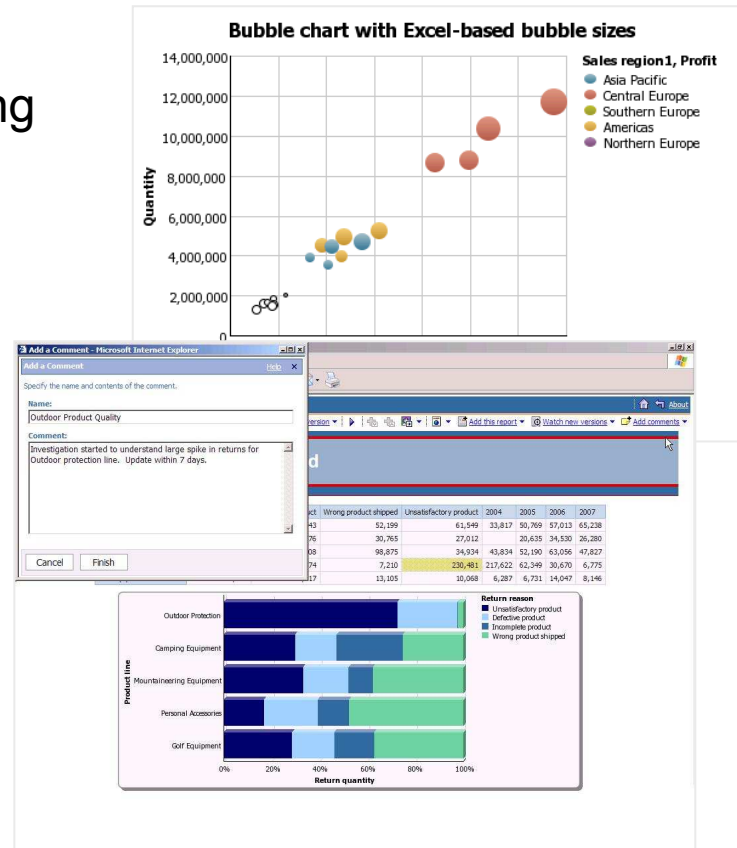
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|---------------------|--|
| Operating System: | •Suse 10 Linux Sp1
•Redhat |
| Database Support: | •DB2 z/OS 8 and 9
•DB2 LUW 9.5
•Oracle 10R2, 11 |
| Application Server: | •Apache Tomcat
•WebSphere 6.1.0.17 |
| Content Store: | •Derby on Linux for System z
•DB2 9.5 LUW
•Oracle 10g, Oracle 11
•DB2 zOS 8 & 9 |
| Directory Server: | •IBM Tivoli Directory Server 6.0
•LDAP version 3 compliant server |
| Web Server: | •IBM HTTP server 6.1 |

Not included in this initial release are Scorecards (Metric Studio), and integration with enterprise search (Go! Search)

For latest updates at GA, please see supported environment on Cognos Support (support.cognos.com)

What's New in Reporting?

- Simplified user experience
- Create more visually appealing and interesting reports
- Complete and trusted information



Complete and Trusted Information

- Report annotations
- Report lineage
 - Across all studios
 - HTML

Confidence with Data Lineage

Select objects of interest from report view or package

Year	Product	Order Method	Quantity Sold	Discount Amount	%Discount
2005	Husky Rope 50	Fax	140	588.9333333	0.1667327
		Telephone	1,140	4,847.4	1.0673801
		Mail	330	1,456.95	0.3499802
		E-mail	512	1,064.65882353	0.2335183
		Web	536	3,132.49684211	0.7335183
		Sales visit	972	3,468.27272727	0.7778438
		Special	24	181.92	0.0500727

Access Metadata Workbench directly from Cognos reports

In Metadata Workbench view other reports with this data and trace where back to source

See business or technical lineage depending on your role

- Business users easily see where data originated to gain confidence in the data they use to drive decisions

Demonstration of Data Lineage and Business Glossary

Returns by Order Method - Cognos Viewer - Microsoft Internet Explorer

Cognos Viewer - Returns by Order Method

Returns by Order Method

Return quantity	Defective product	Incomplete product	Wrong product shipped	Unsatisfactory product	2004	2005	2006	2007
Camping Equipment	36,046	57,043	52,199	61,549	33,817	50,769	57,013	65,238
Mountaineering Equipment	15,492	8,176	30,765	27,012		20,635	34,530	26,280
Personal Accessories	46,290	26,808	98,875	34,934	43,834	52,190	63,056	47,827
Outdoor Protection	79,351	374	7,210	230,481	217,622	62,349	30,670	6,775
Golf Equipment	6,221	5,817	13,105	10,068	6,287	6,731	14,047	8,146

Return reason

- Unsatisfactory product
- Defective product
- Incomplete product
- Wrong product shipped

Product line

Return quantity

0% 20% 40% 60% 80% 100%

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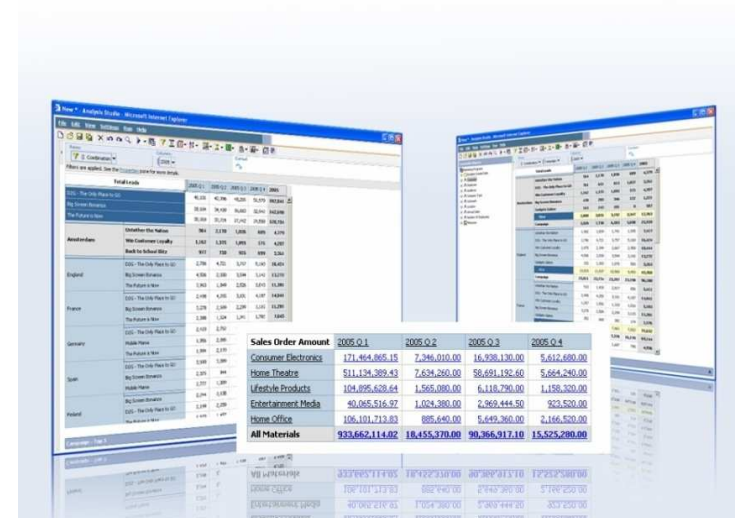
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IBM COGNOS 8

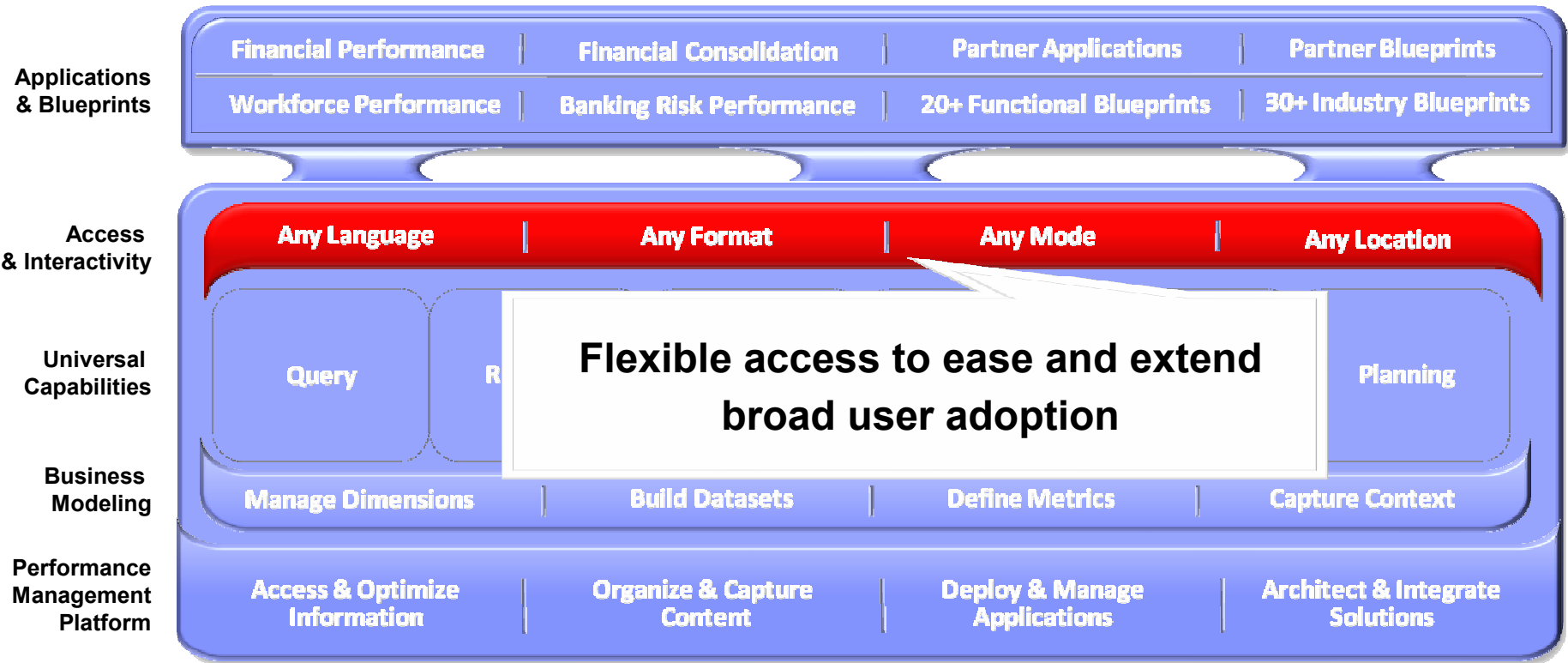
Local intranet

What's New in Modeling & Analysis

- Simplified user experience
 - Cognos analysis for Excel
 - Synchronize drill through
- Complete and trusted information
 - Cognos analysis for Excel accesses relational sources
 - Access to cubing services
 - Report and data lineage



Access and Interactivity



Delivered by:

Eg. IBM Cognos 8 Go! Dashboard, IBM Cognos 8 Go! Mobile, IBM Cognos 8 Go! Office

Cognos.
software

What's New in Consumer Modes

- Introducing IBM Cognos 8 Go! Mobile for Linux for System z
- Introducing IBM Cognos 8 Go! Dashboard for Linux on System z
- Simplified user experience in Café





IBM Cognos 8 Go! Mobile for Linux on System z

Optimized viewing

Single Authoring

Interactive

Multiselect

Containing

Select from the following 278 items:

Selected 278 items:

Prompt Support

Uninteresting Data - Report View of SingleSheet...

Scheduler integration

NEW! in v4!

- Delivers IBM Cognos 8 BI content to mobile users
- Leverages the Cognos 8 platform, including security
- Rich native client, purpose-built

- Enhanced prompt support
- Location aware content
- Fully integrated with IBM Cognos 8 scheduler – including the ability to burst reports to multiple mobile users
- Support for IBM Cognos 8 BI on Linux on System z

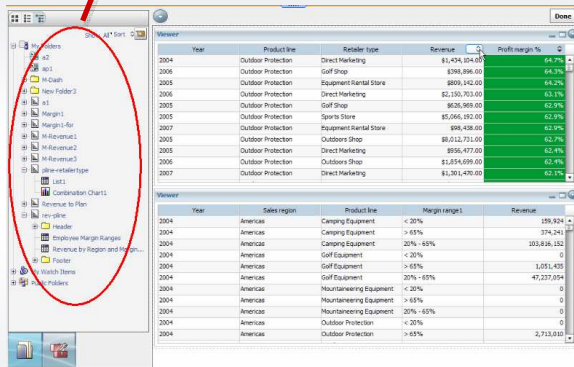


Demonstration of IBM Cognos 8 Go! Mobile

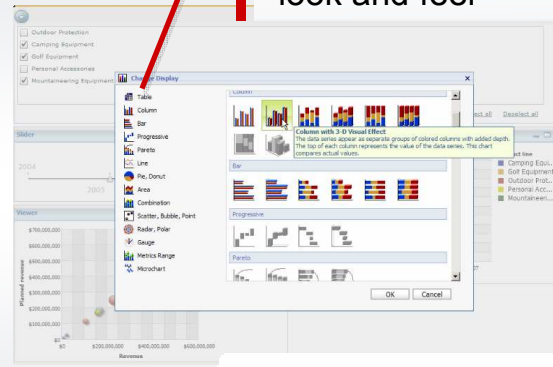


What's New in Dashboards: IBM Cognos 8 Go! Dashboard

Access to reports or report 'parts'



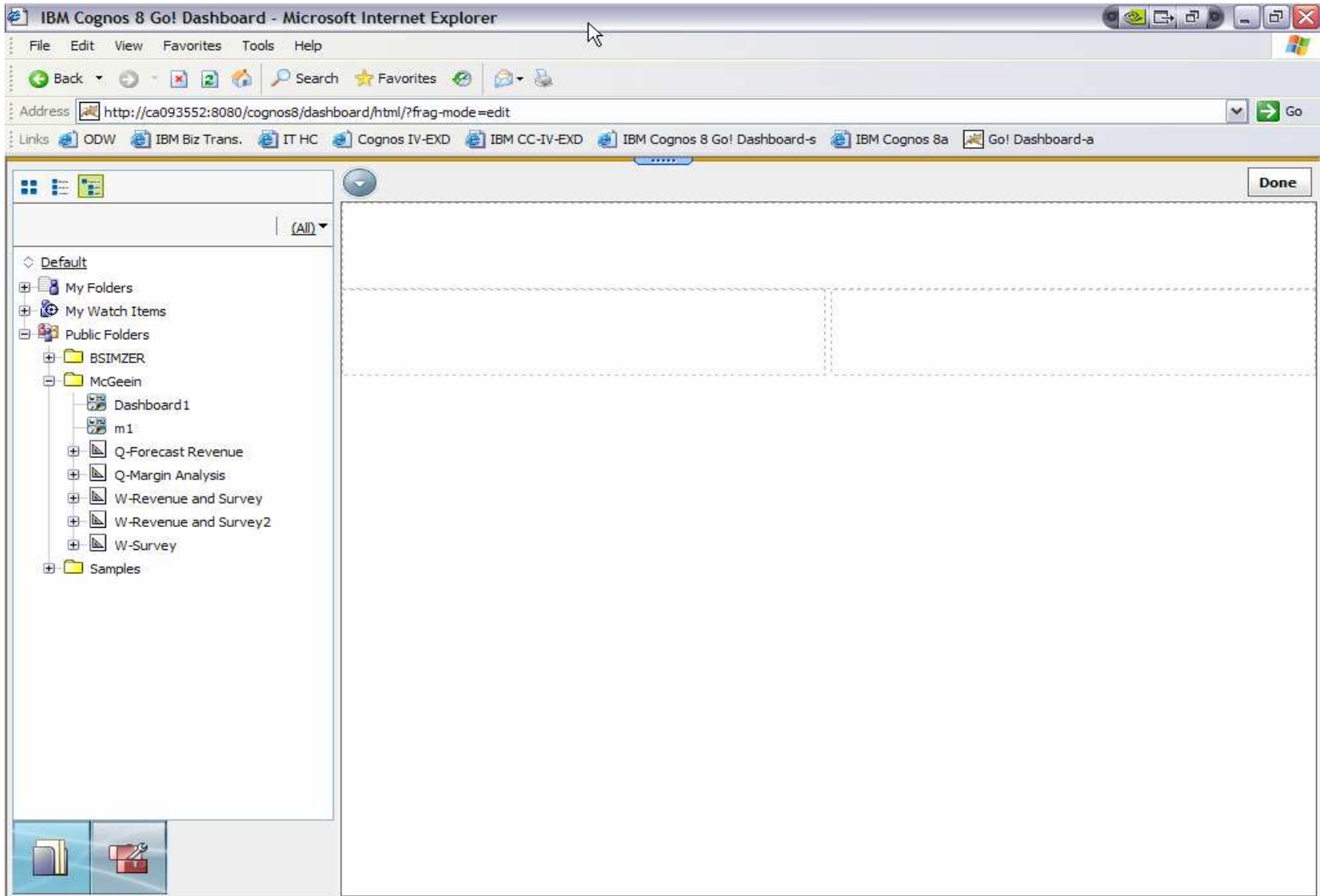
Personalization options enable end user to customize look and feel



Flash graphics deliver rich charts and enable reports, filter etc

- Personalized – self assemble with drag and drop interface
- Dynamic – Flash enables dynamic interaction to get better insight
- Trusted content – Cognos 8 full report or report parts

Demo: IBM Cognos Go! Dashboard



Summary: What's new for the business

- **Informed** - Provides more trusted information with the additional context to add perspective to the information.
- **Engaged** – Invites business users with more a dynamic and interactive business intelligence experience.
- **Aligned** - improves alignment between strategy and operations with complete visibility from business operations to advanced analytics and strategic plans

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Why does Cognos 8 BI and System z make sense together?



IBM System z

- **System z is known for 4 industry leading strengths:**
 - Scalability:
 - Scale up with more users,
 - Scale out with increasing data volumes and functionality requirements.
 - Performance:
 - Ensure there is no degradation in application response time as the organization scales.
 - Availability:
 - With a mean time between failures of greater than 30 years, business can go on!
 - Security:
 - Is the industry standard in platform security, coupled with Cognos's stringent security organization can protect the data as well as who is access that data.

Market Drivers...

- **Cost Savings**
 - Reduce operating expenses
- **Environmental (“green”) benefits**
 - Increased capacity without the additional power consumption
- **Server Consolidations**
 - A more cost-effective way to deploy applications, from a labor, electricity (power & cooling) and real estate perspective
- **Real time or near real-time access to data**
 - Access data that has been recently captured within operational systems without waiting to move it to another platform.
- **BI tools standardization**
 - Standardize on Cognos without the incremental costs



IBM System z

Does System z make sense for my BI deployment?

- Are you considering standardizing on an enterprise BI solution?*
- Have you outgrown your user/data capacity?*
- Do you consider your BI solution to be mission critical?*
- Are you faced with compliance concerns for your data?*
- Are you looking for a more cost effective way to deploy your applications?*
- Do you require real-time or near real-time access to you data?*
- Are your concerned about your organizations carbon footprint?*

Information Management



Thank You

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software



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