

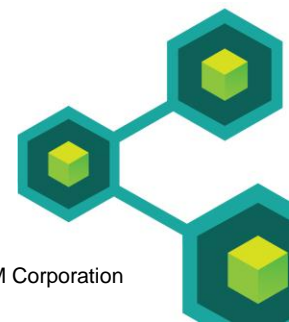


IBM Business Analytics Showcase

What's New in IBM Cognos Business Intelligence 10.2

Sasha Maybury

UKI Business Analytics Senior Solution Specialist



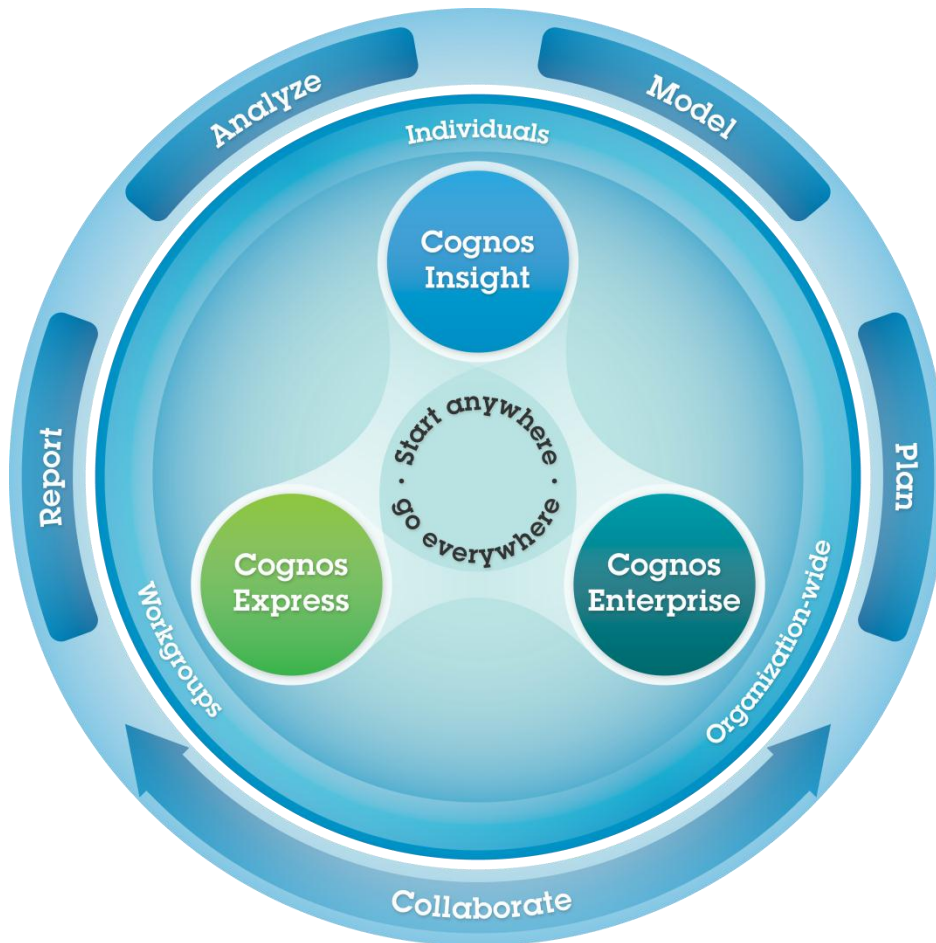
Agenda

- What's new in IBM Cognos Business Intelligence 10.2
 - End user enhancements
 - Performance and Scale
 - Deployment Options
- IBM Business Analytics Investments
- IBM Business Analytics Statement of Direction



IBM Cognos family

Analytics in the hands of everyone



- Insight to action with every product
- Right-sized for your organization
- Built to future-proof your investment



What's New in IBM Cognos Enterprise V10.2

User Experience



Enable Users to focus on what's important

Performance & Scale

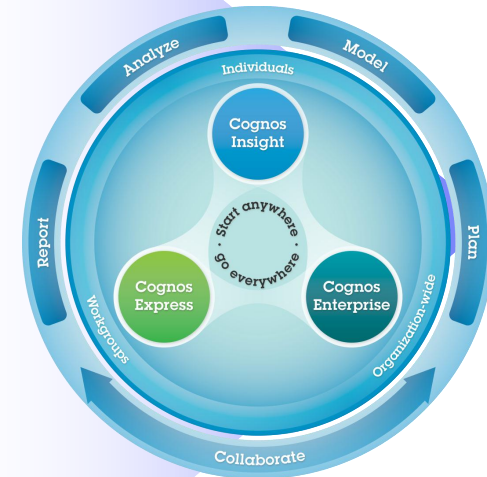


Meet the demands of next generation data

Flexible Deployment



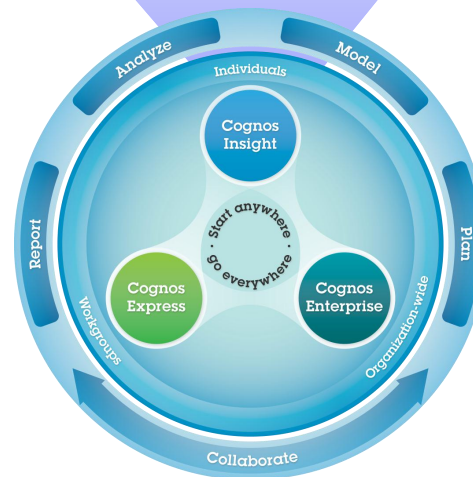
Accelerate time to value with simplicity



User Experience



Enable Users to focus on what's important



IBM Cognos Insight V10.2

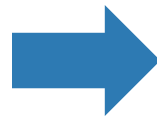
IBM Cognos Insight Personal Edition **New & Free!**



- Access your personal data to do fast, meaningful analysis right on your desktop
- Import data from spreadsheets and comma separated value files (.CSV)
- Create dashboards and plans in seconds, use built in calculations and what-if scenario modeling, all with no scripting
- Available in over 20 languages
- Utilize for non-commercial use only
- Quickly download Cognos Insight and access samples, demo videos or even a short tutorial all from [AnalyticsZone - Getting Started with Cognos Insight](#)



AnalyticsZone.com

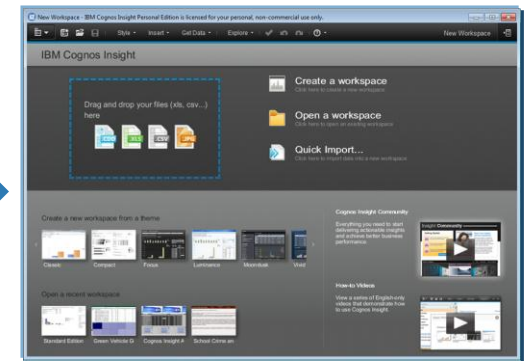
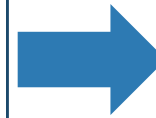


Getting Started

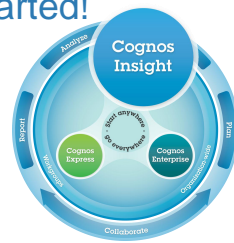
- 1 Register:** Membership is free and you'll have access to all the features.
- 2 Install:** You'll be running Cognos Insight on your desktop in minutes.
- 3 Analyze:** Try the sample applications first then bring in your own data.

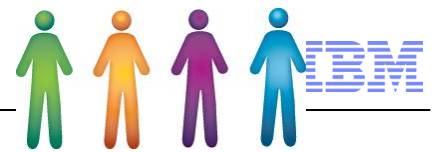
[Download Now](#)

Click Download Now



Install and Get started!





IBM Cognos Insight

End Users / Business Users

***Continually Expanding Functionality
based on User Feedback***

- Offline Contribution
- Top/Bottom count, sum, percentage
- Advanced Time Support
 - Fiscal and relative time
- Package Import
- Drill down on charts
- Drag dimensions directly to chart
- Guided or Silent Refresh
- User self sufficiency
 - Links Cognos Insight Community (www.analyticszone.com)
 - How-to videos





IBM Cognos Insight

End Users / Business Users

Quickly Visualize Patterns or Anomalies in Large Amounts of Data with Tree Maps





IBM Cognos Insight

End Users / Business Users

Easily Turn Raw Data Into Meaningful Insights with Smart Metadata

Import Data - Data Mapping

relationships for the selected items.

Show properties

Data Preview

	Date	Line	Brand	Item Name	Item	State	Outlet	
1	Jan 5, 2010	Dishwashers	Acme	AcmeWash MR	D83022	CA	San Diego	Bul
2	Jan 5, 2010	Dishwashers	AutoKitchen	AutoWash GL	D80003	CA	San Diego	Fur
3	Jan 5, 2010	Stoves	Gen A Intl	GenAStove XI	S98978	CA	San Diego	De

Mapping

Drag and drop from the Source Items pane to the Target Items pane.

Source Items	Target Items	Mapped Source Items
C:\... \NATIONAL.xlsx	NATIONAL 1	
Date	Date	Date ←→ Date
Line	Line	Line ←→ Line
Brand	Brand	Brand ←→ Brand
Item Name	Item	Item ←→ Item

Add calculated column Clear All Mappings

< Back Summary > Import Cancel

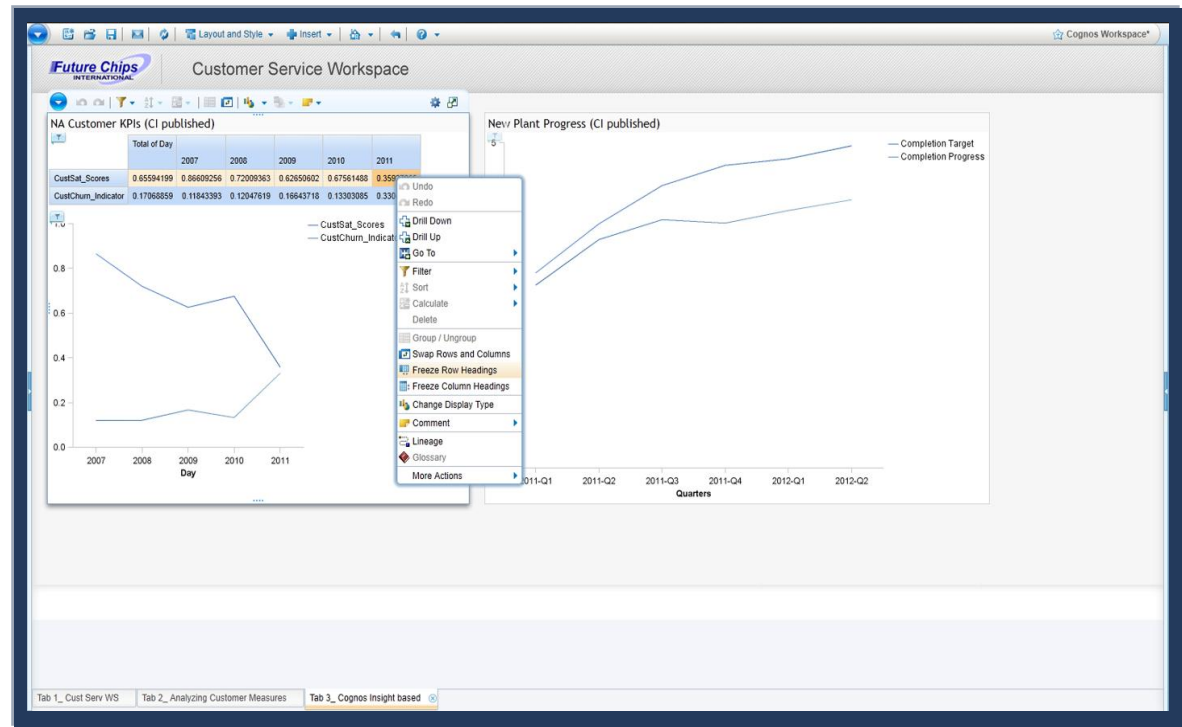




IBM Cognos Insight End Users

Maintain Look & Feel, Geometry & Functionality of Cognos Insight within Cognos Workspace with High Fidelity Publish

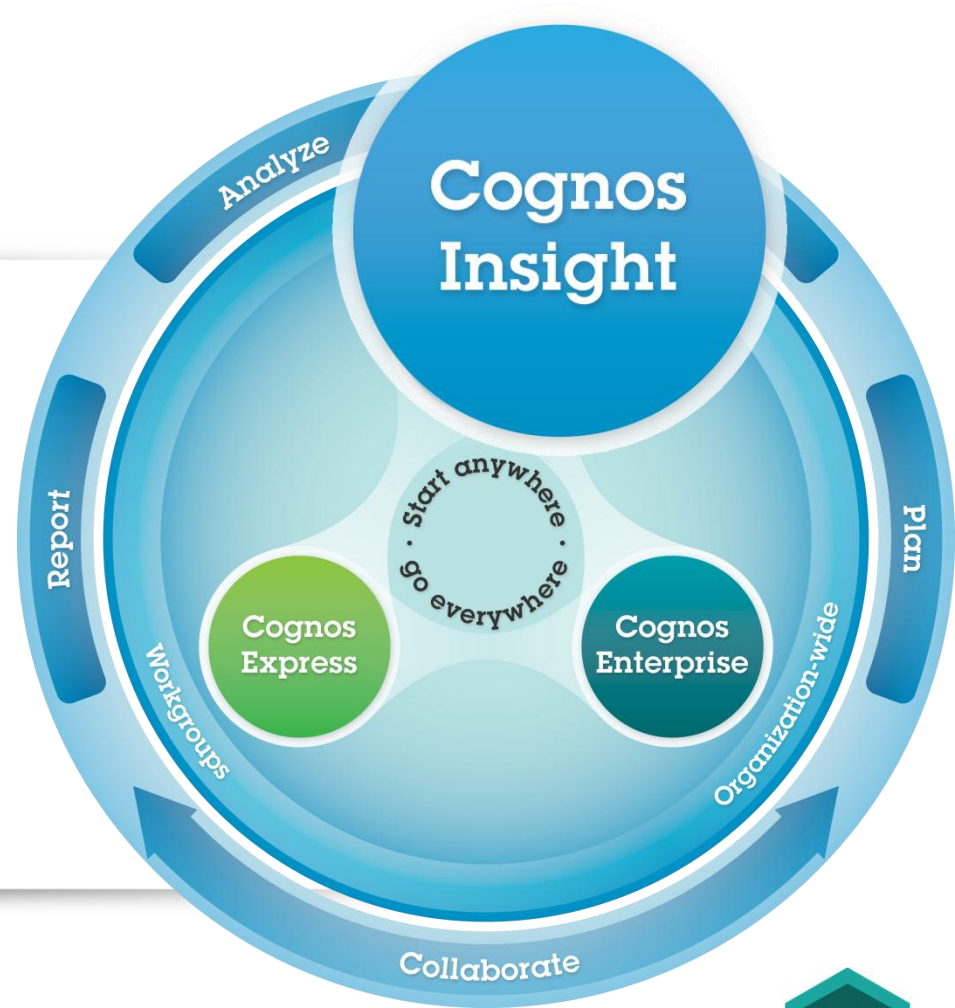
- Single click publish from Cognos Insight
- Open published Cognos Insight desktop workspace within Cognos Workspace
- Support for explore points, tabs, action buttons as in Cognos Insight



DEMO

IBM Cognos Insight V10.2

- IBM Cognos Insight

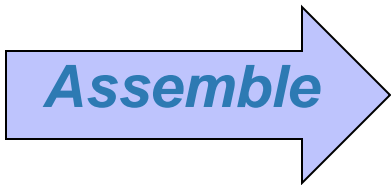
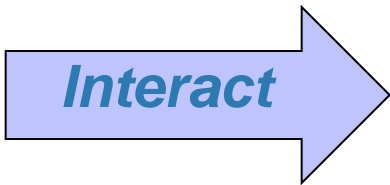




IBM Cognos Business Intelligence

End Users / Business Users

**Increase User Adoption with Graduated Capabilities in
*IBM Cognos Workspace**



- **Consume**
 - Toolbars are hidden
 - Review information
 - Add comments and collaborate
 - Drill / Print
- **Interact**
 - Add widget-level actions
 - sort, calculations, change display
- **Assemble**
 - Full function



**IBM Cognos Business Insight / Business Insight Advanced has been renamed to
IBM Cognos Workspace / Cognos Workspace Advanced*





IBM Cognos Business Intelligence

End Users / Business Users

Gain greater context around information by getting a consistent view .

- Tabbed workspace
- Global filters and Action Buttons

The screenshot displays the 'Customer Service Workspace' in IBM Cognos Business Intelligence. The interface includes a top navigation bar with the 'Future Chips International' logo and a 'Cu' user indicator. A 'Select Quarter range' tool allows filtering data from 2010-3Q to 2012-2Q. A 'Historic' table shows data for years 2008 through 2015. The main dashboard contains several widgets: a 'Satisfaction' line chart, a 'Churn Factors' pie chart, a 'Resource Allocation Plan' bar chart, and two 'Predicted Change' gauges for Customer Satisfaction and Call Volume. A table at the bottom shows 'Customer Satisfaction' data for 'Orion' with values of 3200 and 12%. A context menu is overlaid on the left, listing actions: 'Arrange All Widgets to Fit Content', 'Edit Global Area Style...', 'Insert Content', 'Insert Toolbox Widget', and 'Refresh Global Area'. A right-hand sidebar shows a folder tree for 'Future Chips Inc.' with categories like Finance, Human Capital, and Customer KPIs. The bottom of the screen shows a tabbed workspace with 'Tab 1_Cust Serv WS' and 'Tab 2'.



IBM Cognos Business Intelligence

End Users / Business Users

Enhanced Chart Interaction & Content Management in Cognos Workspace

- Expand/collapse rows and columns
- Pin and freeze column headings
- Enhanced content management
 - Create a folder
 - Rename objects
 - Delete objects

The screenshot displays a table within the Cognos workspace. The table has five columns: Product line, Product type, Product, Quantity, and Revenue. The data is organized into a tree structure where 'Cooking Gear - Total' is expanded to show individual items like 'TrailChef Utensils' and 'TrailChef Water Bag'. Below this, 'Lanterns' is also expanded to show items like 'EverGlow Butane' and 'EverGlow Kerosene'. The interface includes a toolbar at the top with various icons for navigation and actions, and a footer with navigation links like 'Top', 'Page up', 'Page down', and 'Bottom'.

Product line	Product type	Product	Quantity	Revenue
		Single Flame		
		TrailChef Utensils	922,090	\$15,958,075.73
		TrailChef Water Bag	4,308,828	\$23,057,141.46
Cooking Gear - Total			13,400,351	\$272,835,984.18
	Lanterns	EverGlow Butane	117,948	\$7,558,900.70
		EverGlow Double	49,429	\$2,563,403.94
		EverGlow Kerosene	315,202	\$9,659,101.43
		EverGlow Lamp	965,019	\$23,756,549.79

⌵ Top ⌵ Page up ⌵ Page down ⌵ Bottom ...



IBM Cognos Business Intelligence

End Users / Business Users

Visualization Coach Guides Users to Best Visualization in Cognos Workspace

The screenshot shows the 'Customer Service Workspace' in Cognos Business Intelligence. A 'Change Display' dialog box is open, showing a list of chart types on the left and a 'Recommended' pie chart on the right. The pie chart is divided into six slices, all labeled 'Department'. Below the chart, a 'Recommended because:' section lists three reasons: 'There is only one dimension in the data.', 'There are only a small number of values in the data.', and 'The data is clearer in a chart without depth.' The dialog box has 'OK' and 'Cancel' buttons at the bottom.

In the background, the main workspace displays a 'Call Volume & Customer Satisfaction' chart. The chart shows 'Call Volume' (left Y-axis, 0 to 2,000) and 'Customer Satisfaction' (right Y-axis, 0% to 100%) from 2010-3Q to 2012-2Q. A table below the chart shows the following data:

CS Measures	Last 4 Quarters	Orion	Value
Call Volume		Orion	3200
Customer Satisfaction		Orion	12%

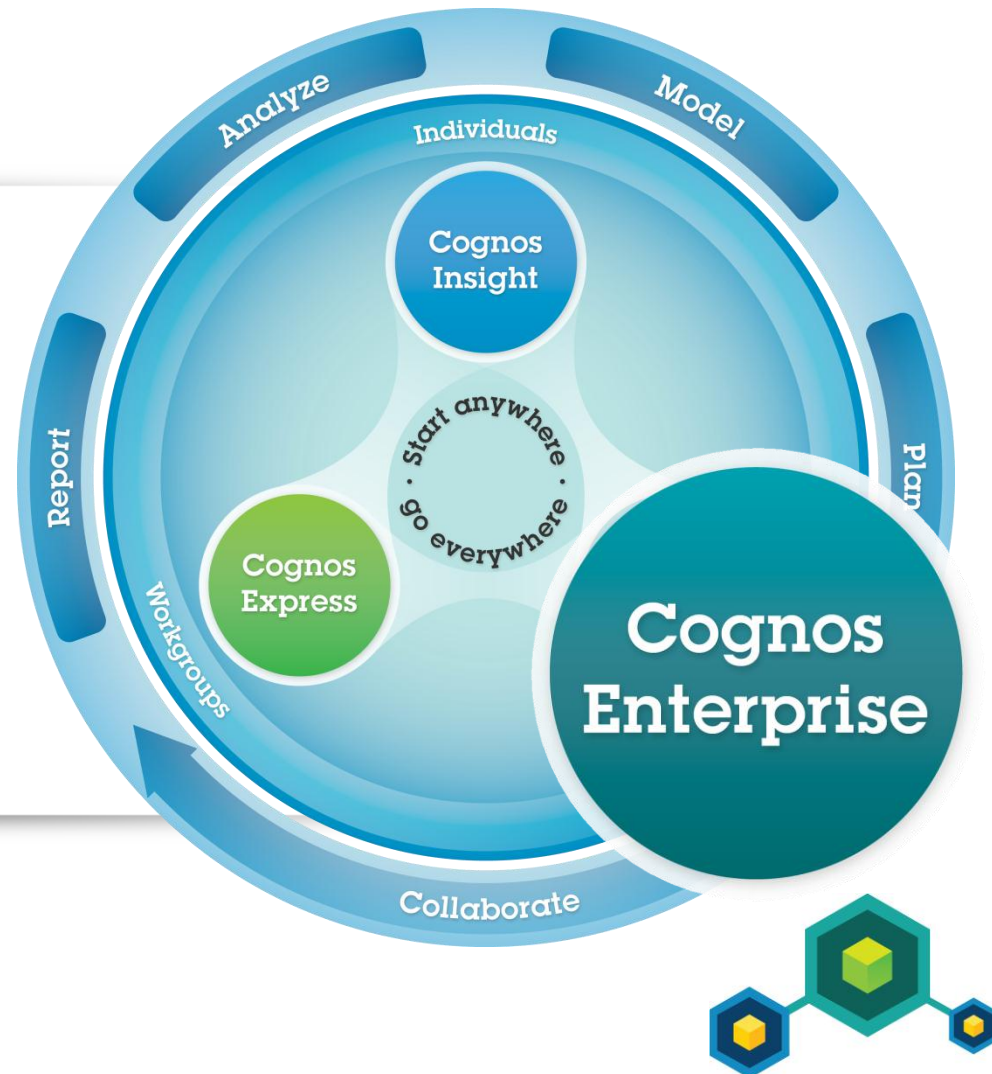
The workspace also includes a 'Select Quarter range' section with a timeline from 2010-3Q to 2012-2Q, and a 'Predicted Change in Customer Satisfaction' gauge showing 0.00.

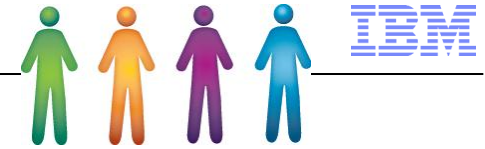


DEMO

IBM Cognos BI V10.2

- IBM Cognos Workspace

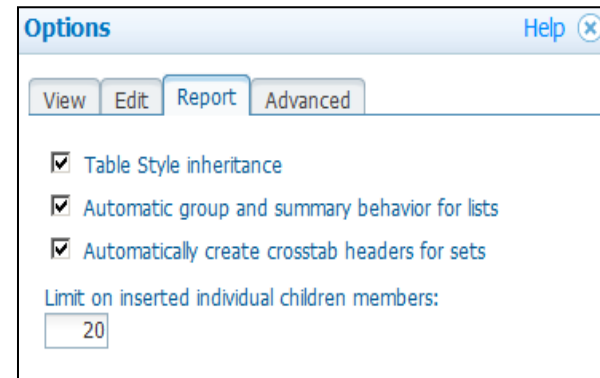




IBM Cognos Business Intelligence Business Authors

Authoring enhancements in Cognos Workspace Advanced provide added ease of use

- Option to automatically create crosstab header
- Option to automatically group and summarize lists
- Table style passed off when drilling up or down from an initial crosstab
- Creates custom filter to bring in values from Excel or other sources (Paste these values into prompt box)
- From Cognos Workspace Advanced data can be copied into external application (i.e. Excel or WordPad)



Revenue		Time	2010	2011	2012	2013	Time
Order method	Products						
Fax	Camping Equipment		9,634,763.39	6,228,274.27	5,226,451.57	1,964,909.25	23,054,398.48
	Personal Accessories		11,313,266.47	3,613,228.75	2,149,810.49	886,679.75	17,962,985.46
	Outdoor Protection		1,435,512.2	385,329.2	123,028.48	22,614.84	1,966,484.72
	Golf Equipment		6,255,930.08	3,539,563.59	2,408,222.14	3,037,587.46	15,241,303.27
	Mountaineering Equipment			6,129,791.95	3,538,047.25	2,180,530.88	11,848,370.08
	Products		28,639,472.14	19,896,187.76	13,445,559.93	8,092,322.18	70,073,542.01



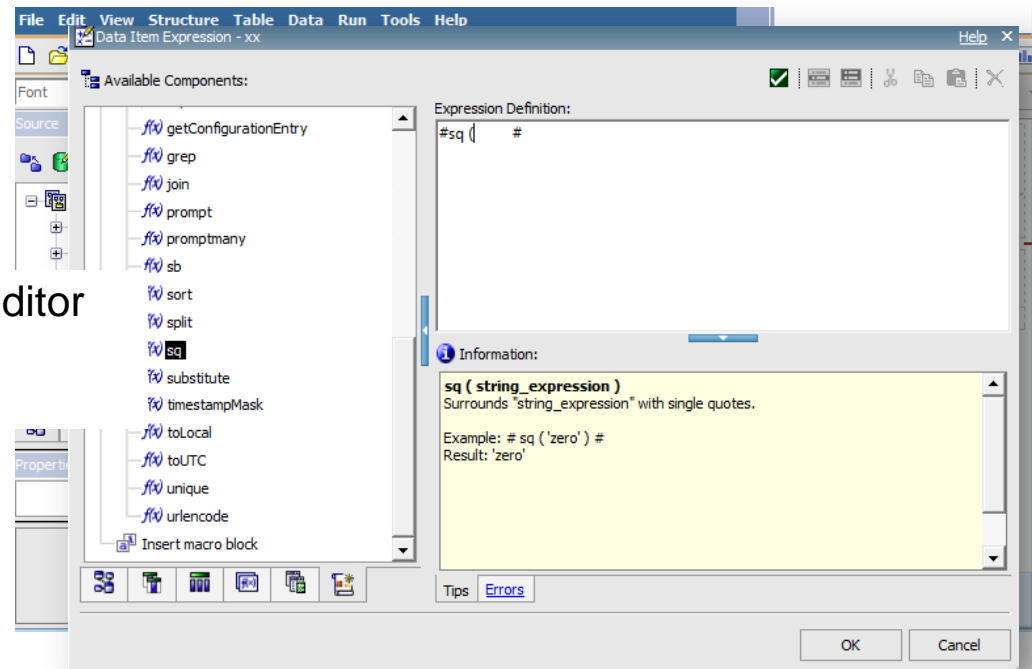


IBM Cognos Business Intelligence

Professional Report Authors

Simplified Authoring Techniques in IBM Cognos Report Studio

- Prompt API
 - JavaScript applications can interact with prompts
 - Extend prompting functionality
 - Fully documented and supported
 - Reports
 - *IBM Cognos Workspace
- Expose existing macros in Expression Editor
 - Same macros as before
 - No longer have to type-in functions



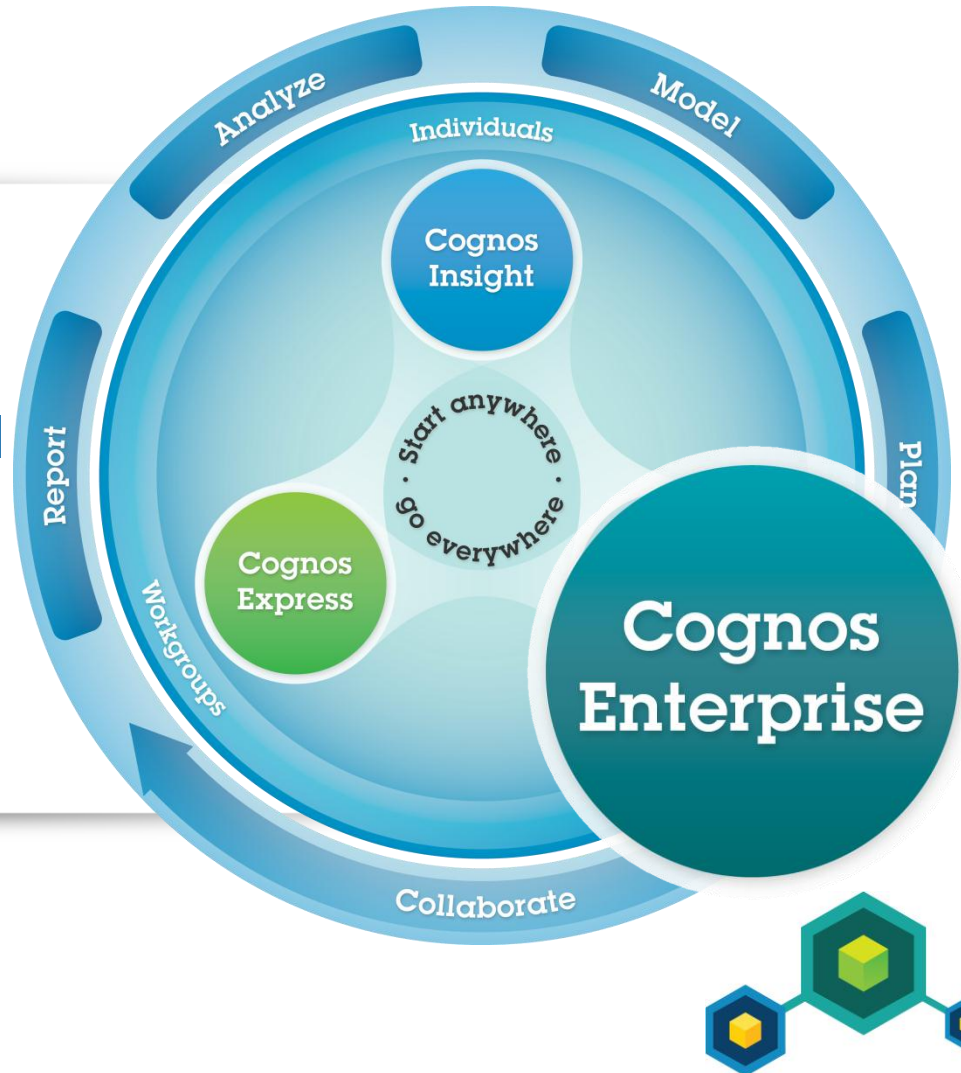
****IBM Cognos Business Insight / Business Insight Advanced has been renamed to
IBM Cognos Workspace / Cognos Workspace Advanced***



DEMO

IBM Cognos BI V10.2

- Report Studio Prompt API





IBM Cognos Business Intelligence

Professional Report Authors

Deeper Microsoft Excel Integration

- Large Microsoft Excel 2007 Output
 - Increased output size
 - 256 by 65,000
 - 16,384 by 1,048,576
 - Configurable
- Microsoft Excel 2007 Data
 - Small and fast for small scale data transfer to Excel
 - Supports list reports only
 - Saves data to Excel 2007 native (.xlsx)

	A	B	C	D	E	F	G	H	I
1	Date	Line	Brand	Item Name	Item	State	Outlet	Market	Revenue
2	1/5/2010	Dishwashers	Acme	AcmeWash MR	D83022	CA	San Diego	Builders	390
3	1/5/2010	Dishwashers	AutoKitchen	AutoWash GL	D80003	CA	San Diego	Furniture	812
4	1/5/2010	Stoves	Gen A Ltd	GenAStove XL	S98978	CA	San Diego	Department	1118
5	1/8/2010	Microwaves	AutoKitchen	AutoWave S	M60292	CA	San Diego	Furniture	559
6	1/8/2010	Stoves	USAppliance	HotBox Pro	S77666	NY	New York	Rental	742
7	1/8/2010	Microwaves	USAppliance	WaveCook Elite	M80399	NY	New York	Home	4582
8	1/12/2010	Dishwashers	KitchenWare	KWash Mk1	D39930	CA	San Jose	Department	1280
9	1/12/2010	Microwaves	KitchenWare	KWave Mk2	M21030	CA	San Jose	Builders	1590
10	1/12/2010	Stoves	KitchenWare	StoveTop Mk2	S98001	CA	San Jose	Department	472
11	1/14/2010	Microwaves	AutoKitchen	AutoWave GL	M60293	NY	New York	Home	310
12	1/14/2010	Stoves	USAppliance	HotBox Master	S77667	CA	San Diego	Furniture	1520
13	1/14/2010	Microwaves	USAppliance	WaveCook Master	M80401	CA	San Diego	Department	4792
14	1/19/2010	Dishwashers	Acme	AcmeWash	D83020	MA	Boston	Builders	832
15	1/19/2010	Stoves	Gen A Ltd	GenAStove	S98977	MA	Boston	Department	663
16	1/19/2010	Stoves	KitchenWare	StoveTop Mk1	S98000	CA	San Diego	Department	661
17	1/24/2010	Stoves	Acme	AcmeCook MR	S40025	CA	San Diego	Department	1482
18	1/24/2010	Dishwashers	Acme	AcmeWash MR	D83022	CA	San Diego	Furniture	661
19	1/24/2010	Dishwashers	KitchenWare	KWash Mk2	D39931	CA	San Jose	Department	1105
20	2/2/2010	Microwaves	AutoKitchen	AutoWave S	M60292	NY	New York	Home	4192
21	2/2/2010	Microwaves	Gen A Ltd	GenAWave	M10002	MA	Boston	Department	675
22	2/2/2010	Stoves	USAppliance	HotBox Elite	S77665	CA	San Jose	Builders	1040






IBM Cognos Business Intelligence

Professional Report Authors

Simplified Authoring for IBM Cognos Active Reports

- Improved integration with IBM Cognos Workspace
- Repeater frames for interactive behavior
- Inherited table styles in lists and crosstabs

Static Repeater Table - Images



Product line	Product type
Camping Equipment	Cooking Gear
Camping Equipment	Lanterns
Camping Equipment	Packs
Camping Equipment	Sleeping Bags
Camping Equipment	Tents

Static Repeater Table - Text

Camping Equipment Golf Equipment Mountaineering Equipment Personal Accessories Outdoor Protection

Product line	Product type
Camping Equipment	Cooking Gear
Camping Equipment	Lanterns
Camping Equipment	Packs
Camping Equipment	Sleeping Bags
Camping Equipment	Tents





IBM Cognos Business Intelligence

Professional Report Authors

Expanded Support for Global Deployments

Bidirectional language support

Unicode supplementary character support (Asian “render everything”)

Currencies and data formats for new locales

Extended Language Support

- Cognos BI: Croatian, Kazakh and Slovenian
- Cognos Workspace, Cognos Connection, Cognos Administration & Cognos Viewer: Kazakh and Catalan
- Cognos Real-time Monitoring: Russian and Korean
- Cognos Mobile Server and iPad client: Thai
- Samples: Czech, Hungarian, Polish, Romanian and Turkish

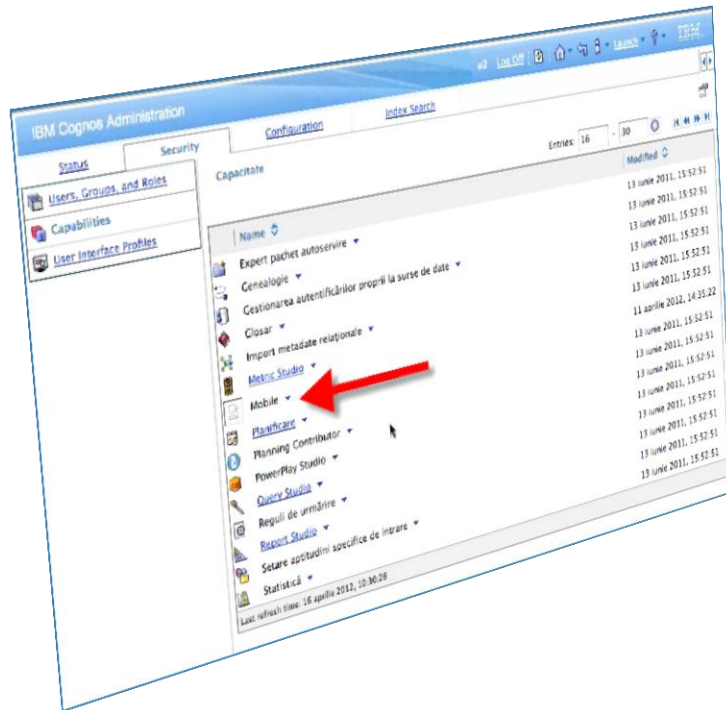




IBM Cognos Business Intelligence Mobile Workers

Streamlined Administration in IBM Cognos Mobile

- Specify Mobile Server access
- New “Mobile Users” group + capability

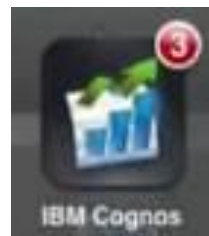




IBM Cognos Business Intelligence Mobile Workers

Deeper Integration with iOS in IBM Cognos Mobile iPad Native Application

- Push can be enabled per server, allowing users to opt out if preferred
- Tapping the notifications opens the App to the selected report





IBM Cognos Business Intelligence Mobile Users

Multi-page Report Trickle Provides Huge Performance Gains for Multi-page Reports in Cognos Mobile's iPad App

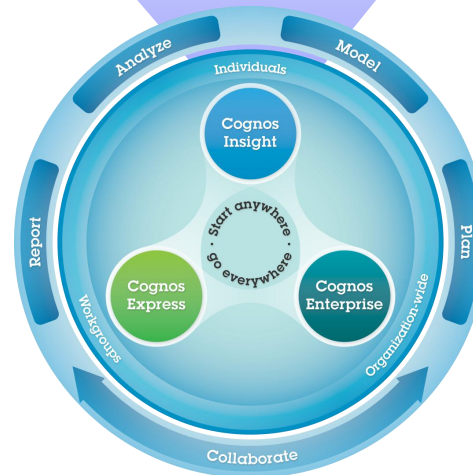
- First page displays immediately
- Better feedback to the user



Performance & Scale



Meet the demands of next generation data

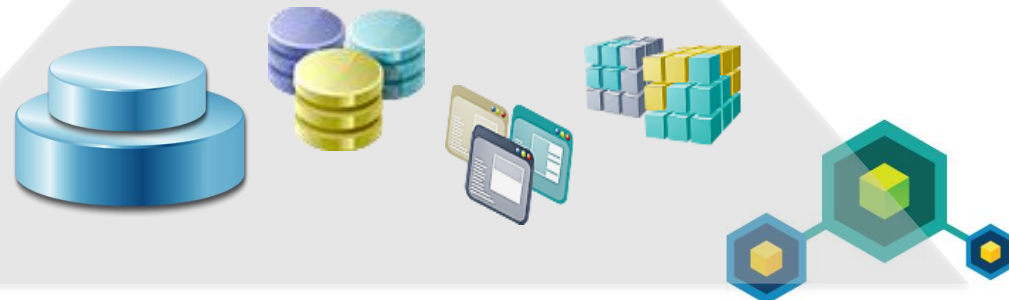
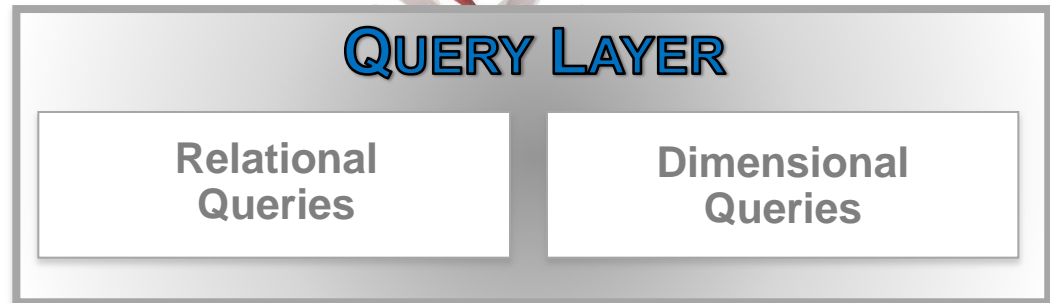


IBM Cognos Business Intelligence Administrators

*Meet the Demands of Growing Data Volumes with
IBM Cognos' Data Strategy*



- Flexible, fast, optimized
- All interfaces
- Common business view
- Open data access





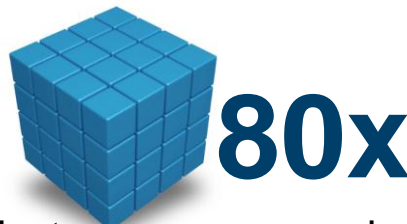
IBM Cognos Business Intelligence Administrators

*Drive High Performance Analytics
on Large Data Volumes While Reducing IT Costs with
IBM Cognos Dynamic Cubes*

- Comprehensive in-memory caching
- Accelerated with aggregate awareness
- Aggregate advisor that recommends and applies optimized aggregates without re-authoring
- Fully integrated with the Cognos BI platform

"Dynamic Cubes has outstanding performance."

"The Aggregate Advisor was very impressive. It suggested in-memory cubes and in-database cubes that were both leveraged to drastically improve performance."



Faster on average when leveraging in-memory aggregates

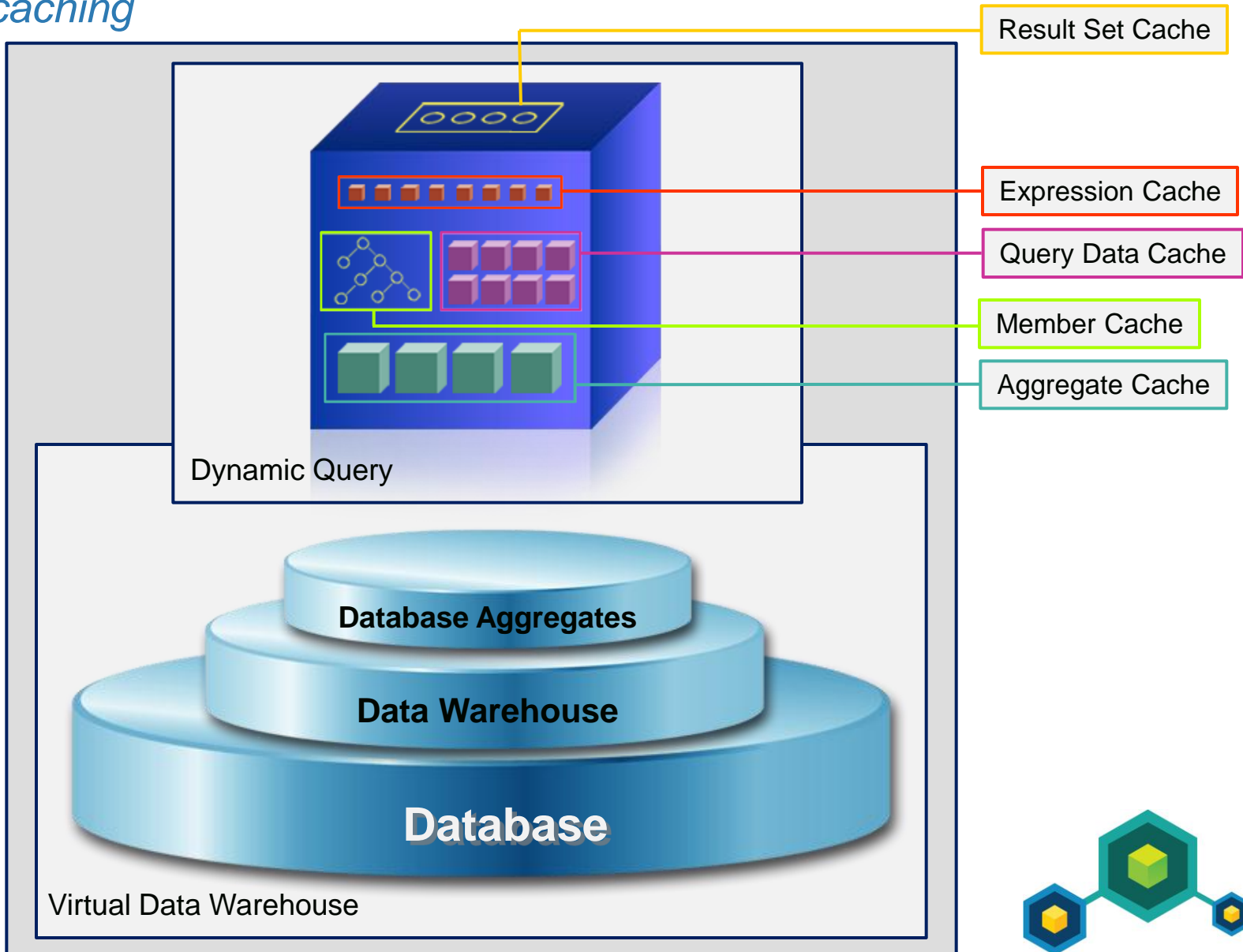




IBM Cognos Dynamic Cubes

Extensive caching

- Caches are generally shared across all users
- Security is applied on top of the caches, so everyone benefits



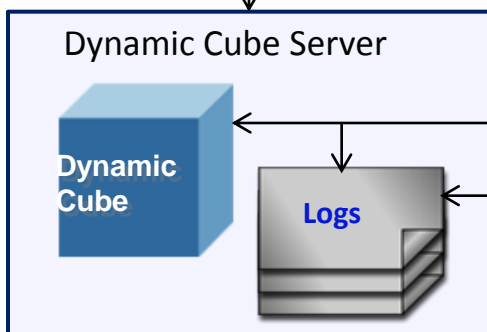
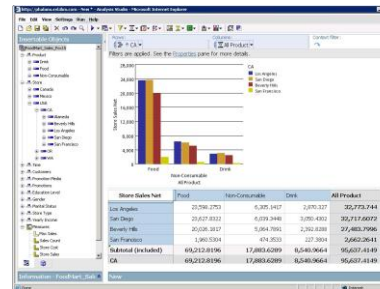
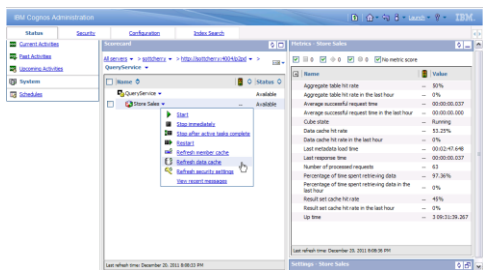


IBM Cognos Dynamic Cubes

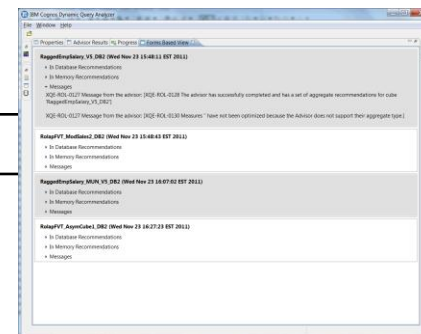
Dynamic Cube Lifecycle

2. Deploy & manage

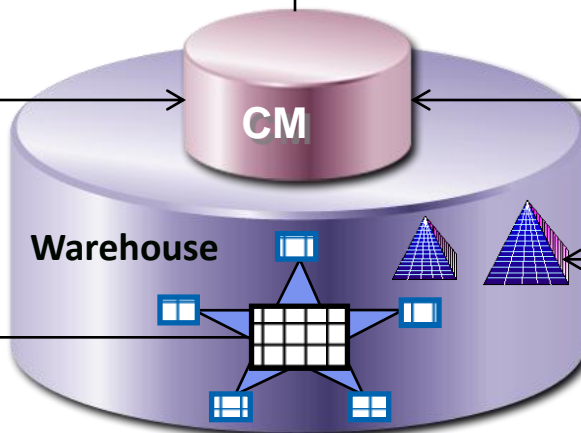
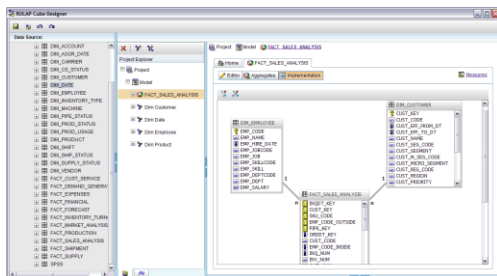
3. Reporting & analytics



4. Optimize



1. Model & publish



Modelling with Cube Designer

The screenshot displays the ROLAP Cube Designer interface. On the left, a 'Data Source' pane lists various tables, including dimension tables (DIM_ACCOUNT, DIM_AGGR_DATE, DIM_CARRIER, DIM_CS_STATUS, DIM_CUSTOMER, DIM_DATE, DIM_EMPLOYEE, DIM_INVENTORY_TYPE, DIM_MACHINE, DIM_PIPE_STATUS, DIM_PROD_STATUS, DIM_PROD_USAGE, DIM_PRODUCT, DIM_SHIFT, DIM_SHIP_STATUS, DIM_SUPPLY_STATUS, DIM_VENDOR) and fact tables (FACT_CUST_SERVICE, FACT_DEMAND_GENERA, FACT_EXPENSES, FACT_FINANCIAL, FACT_FORECAST, FACT_INVENTORY_TURN, FACT_MARKET_ANALYSIS, FACT_PRODUCTION, FACT_SALES_ANALYSIS, FACT_SHIPMENT, FACT_SUPPLY, SPSS). The 'Project Explorer' pane shows a project named 'FACT_SALES_ANALYSIS' containing a model with dimensions: Dim Customer, Dim Date, Dim Employee, and Dim Product.

The main workspace shows a diagram of the 'FACT_SALES_ANALYSIS' model. It features three tables: DIM_EMPLOYEE, DIM_CUSTOMER, and FACT_SALES_ANALYSIS. DIM_EMPLOYEE has a primary key EMP_CODE and attributes EMP_NAME, EMP_HIRE_DATE, EMP_JOBCODE, EMP_JOB, EMP_SKILLCODE, EMP_SKILL, EMP_DEPTCODE, EMP_DEPT, and EMP_SALARY. DIM_CUSTOMER has a primary key CUST_KEY and attributes CUST_CODE, CUST_EFF_FROM_DT, CUST_EFF_TO_DT, CUST_NAME, CUST_SEG_CODE, CUST_SEGMENT, CUST_M_SEG_CODE, CUST_MICRO_SEGMENT, CUST_REG_CODE, CUST_REGION, and CUST_PRIORITY. The FACT_SALES_ANALYSIS table has a primary key INQDT_KEY and attributes CUST_KEY, SKU_CODE, EMP_CODE_OUTSIDE, PIPE_KEY, ORDDT_KEY, CUST_CODE, EMP_CODE_INSIDE, INQ_NUM, and INV_NUM. The relationships are: DIM_EMPLOYEE (1) to FACT_SALES_ANALYSIS (n), and DIM_CUSTOMER (1) to FACT_SALES_ANALYSIS (n).



Easily Optimise the Cube – Dynamic Query Analyser

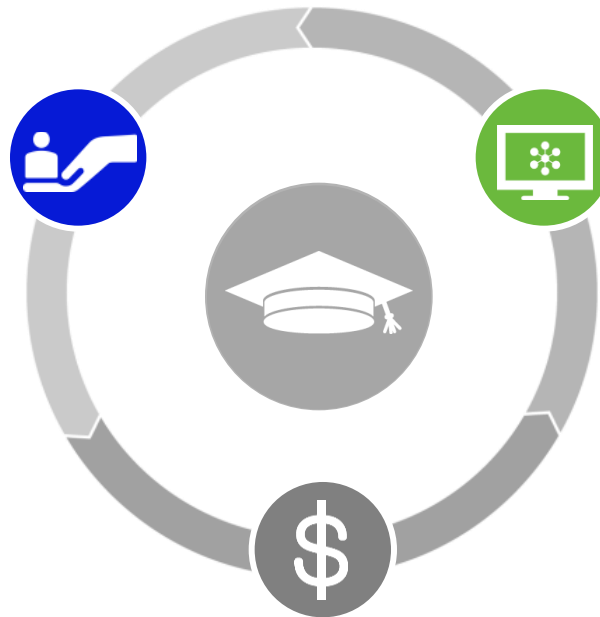
- Initially deploying a cube is only the first step to high performance – usage patterns change over time.
- Dynamic Cubes includes the Aggregate Advisor, which can analyse the model or the usage patterns of the cube and recommend aggregates which will make reports and live analysis run even faster.
- The Advisor can recommend aggregate database tables or in-memory aggregates
 - Table recommendations generate SQL which can be used or modified by the DBA in the physical database.
 - In-memory aggregates are created automatically whenever the cube is started.



Client Success with Dynamic Cubes

Enabling self-service BI at University of Colorado

Enable departments to self-service their own analysis needs



Dramatically improve analytics performance for business users

Optimize resources by saving IT time and effort with easy performance tuning



Department Deferral Reports Before Dynamic Cubes

With Dynamic Cubes

Sales Rep	Retailer	Territory	Quantity Sold	Revenue
Harry Miller	ACME MART	Tallahassee, FL	4,994	\$110,101.45
	GIANT CHAIN STORE	Tallahassee, FL	1,802,898	\$68,073,691.22
Andy Hall	ACME MART	Orlando, FL	4,952	\$100,337.72
	GIANT CHAIN STORE	Orlando, FL	1,140,229	\$33,087,671.45
Barry Parlier	ACME MART	Columbus, OH	3,000	\$63,015.22
	GIANT CHAIN STORE	Columbus, OH	1,583,733	\$50,390,763.39



too long to run

Sales Rep	Retailer	Territory	Quantity Sold	Revenue
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Takes 3 seconds!

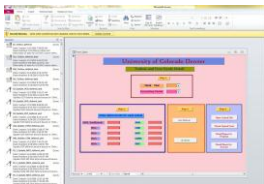
divide into many reports that take 10 min each



but...they're missing calculations



...so import results into an MS Access db to add calculations



Takes a full day!



University of Colorado



The need:

Faced performance challenges optimizing their relational managed reports centrally delivered to all departments across the 4 campuses of University of Colorado. **Report performance was not fast enough**, and **lacked the ability** to enable individual departments **to do their own analysis**.

The solution:

In **a little over two weeks**, delivered a Dynamic Cubes solution that **dramatically improved performance** of existing reports and also enabled University of Colorado to make a **cube available for self-service adhoc analysis** for the first time.

Real business results:

- Department reports that **took over a day** and **required manual manipulation of results**, now run in less than 3 seconds **without any extra work**
- Able to make a **cube available for ad-hoc analysis, enabling self-service BI** for departments
- **Create dashboards that weren't previously feasible** due to performance challenges – now they run in 5 seconds or less!

“Dynamic Cubes helps us turn Cognos from a packaged reporting engine into a self-service BI engine”

“With Dynamic Cubes, performance will continue to be fast even as our data volumes grow”

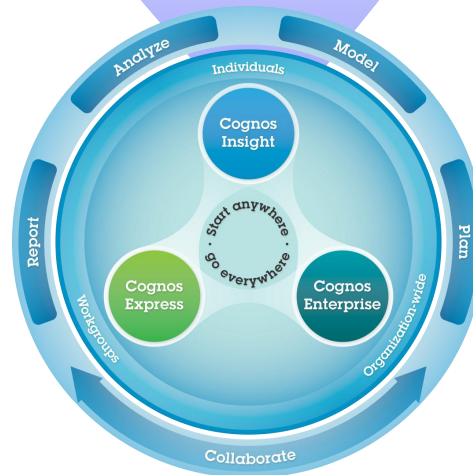
— **Molly Doyle**
Assistant Director for IRM
University Information Systems
University of Colorado, Office of the President

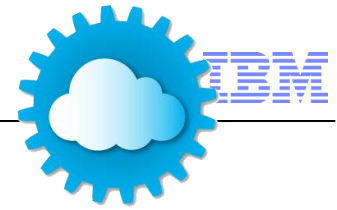


Flexible Deployment



Accelerate time to value with simplicity

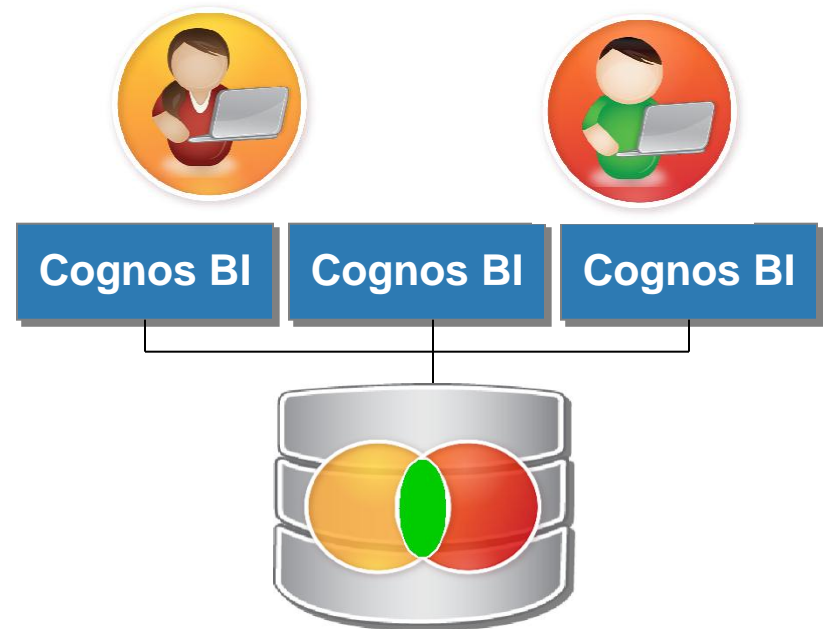


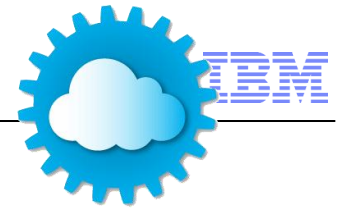


IBM Cognos Business Intelligence Platform Enhancements

Simplified Management of Multitenant Applications in a Single Cognos BI Instance

- Simplified security configuration for multitenant applications
- Complete isolation of tenants within a single instance of Cognos BI
- Identify a tenant based upon a value from an authentication source
- Identify and move an existing tenant along with all of its content from one Cognos BI instance to another
- Tenant-aware auditing





IBM Cognos Business Intelligence

Deployment Options

Accelerate Time to Value with Simplicity

- **IBM Business Intelligence Pattern**
 - Automatically deploys highly available BI environments with elastic scaling (Installs IBM Cognos BI V10.1.1)
- **Support for InfoSphere Big Insights: HIVE via JDBC**
- **z/OS Support**
 - Cognos BI Server and Cognos Transformer
 - Samples and SDK
 - Cognos BI v10.2 support for Linux on System z
- **64 Bit support for Web Gateway** (32 bit by default)
 - CGI, ISAPI and Apache module
- **IBM Cognos Data Manager 64-bit server**
 - Increased memory space to handle larger data volumes

Enterprise ready
BI environment up
and running in
minutes



What's New in IBM Cognos Enterprise V10.2

User Experience



Enable Users to focus on what's important

Performance & Scale

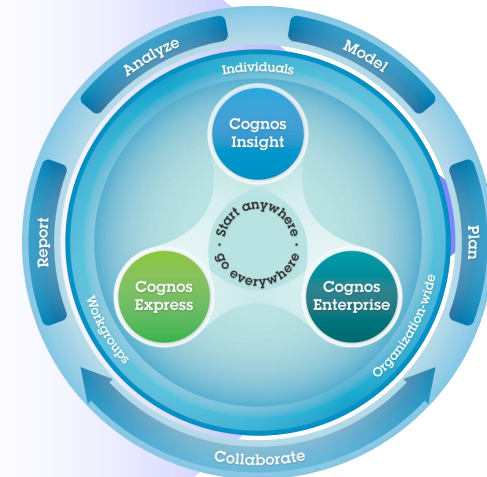


Meet the demands of next generation data

Flexible Deployment



Accelerate time to value with simplicity



Agenda

- What's new in IBM Cognos Business Intelligence 10.2
- IBM Business Analytics Investments
- IBM Business Analytics Statement of Direction



Building the Most Comprehensive Business Analytics and Optimization Portfolio

- More Than **\$14B** In Acquisitions
- More Than **10,000** Technical Professionals
- More Than **7,500** Consultants
- **Largest** Math Department In Private Industry
- More Than **27,000** Business Partner Certifications



2012

Algorithmics

CLARITY SYSTEMS

PSS

unica

NETEZZA

OPENPAGES

Datacap

Coremetrics

Sterling Commerce

Initiate

Guardian

SPSS

ILOG

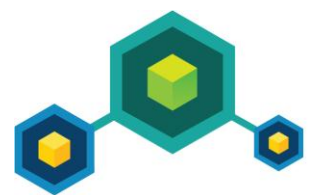
princeton softech

solid.

COGNOS

FILENET

Ascential



Agenda

- What's new in IBM Cognos Business Intelligence 10.2
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IBM Business Analytics Statement of Direction

Business Analytics

Business
Intelligence

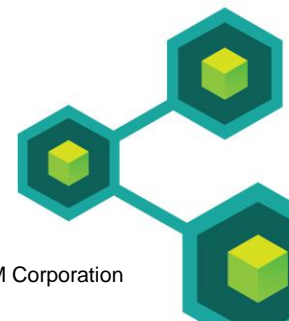
Predictive &
Advanced Analytics

Financial Performance
& Strategy Management

Governance,
Risk & Compliance

Analytic
Applications

The Statement of Direction was discussed at this event but is not included here.



Thank You

