

IBM COGNOS Showcase

Smarter Decisions. Better Results.

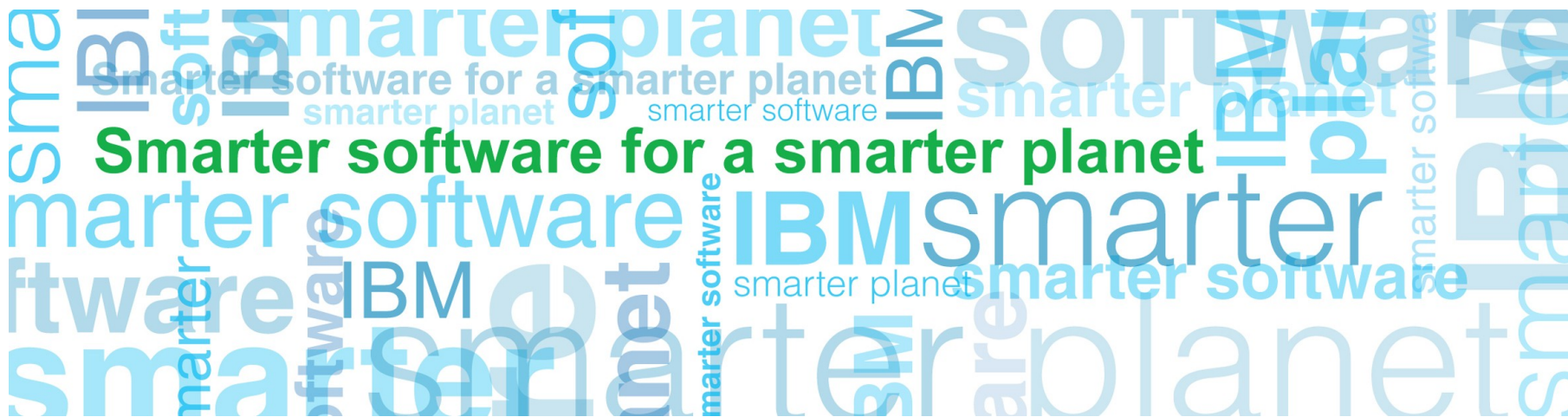
Note: This presentation will feature product demonstrations with fonts around this size >

- [-] FINSLSW
- [+] Periods
- [+] Products
- [+] Broker
- [+] Staff
- [+] Channel
- [+] Sales Facts
- [+] Data Tier
- [+] Corporate Plan

Please sit where you can comfortably read the above text.



David Ruskin
UKI Business Analytics Solution Specialist Leader



- Instrumented
- Interconnected
- Intelligent



Business Analytics delivers insights to drive better outcomes



“What makes companies stand out from one another is the ability to use analytics across the end-to-end business model.”

IBM CFO study (1)

(1) The New Value Integrator: Insights from the Global Chief Financial Officer Study, IBM Institute for Business Value, March 2011.

Introducing Cognos 10



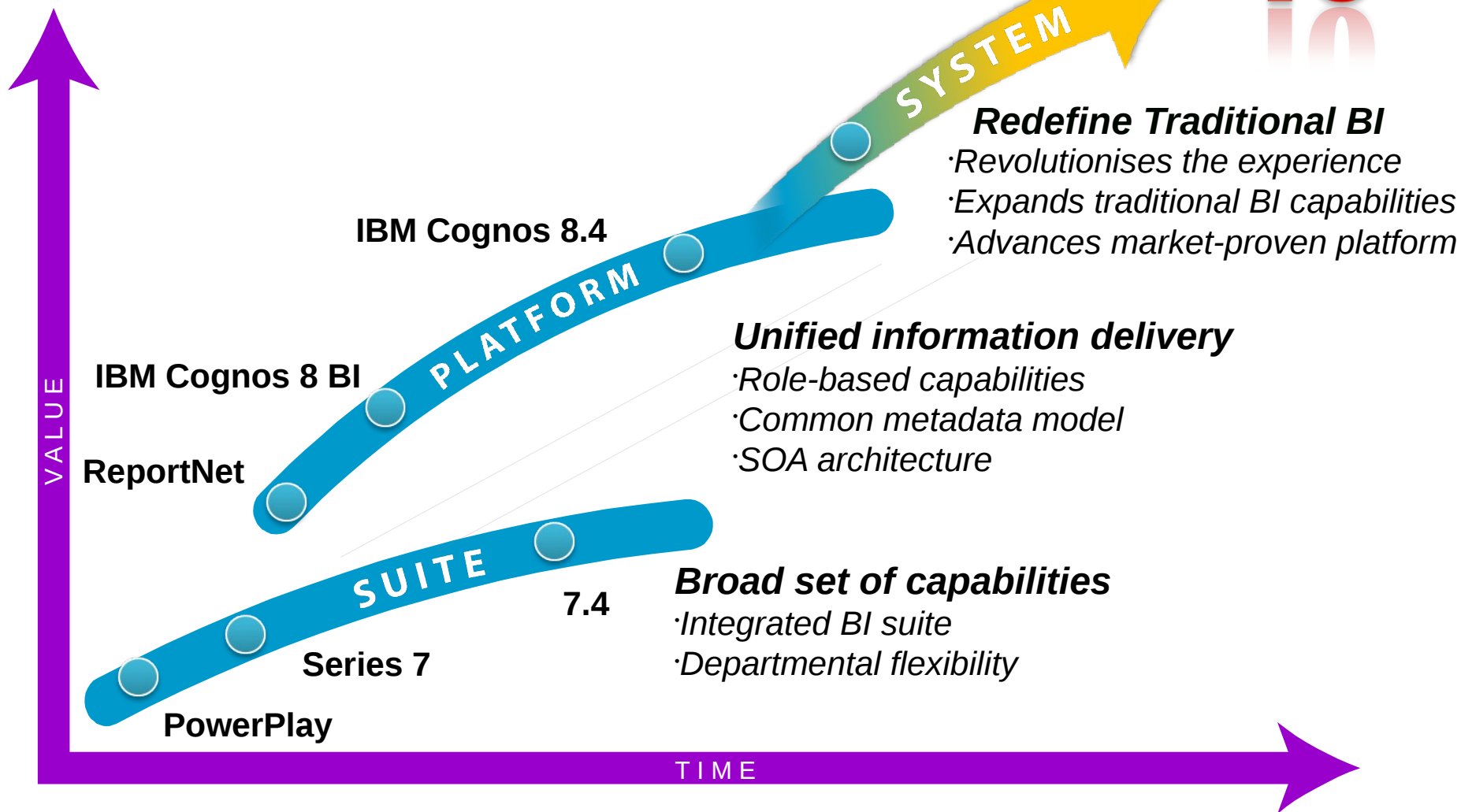
Revolutionises the experience

Expands traditional BI capabilities

Advances market-proven platform

Introducing Cognos 10

The evolution of Business Analytics



Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.

Freedom to **Think**

- Unified workspace
- All time horizons
- Progressive interaction

Connect with Others

- Decision networks
- Business context
- Accountability

and Simply **Do**

- Mobile and Disconnected
- Integrated
- Real-time



**A revolutionary BI workspace
delivered on a proven platform
with seamless upgrade**

Live IBM Cognos 10 BI System Build



IT Architect



Modeler

Building the platform

- Configuration, architecture & security
- Data Modelling and deployment



BI Professional

Content Creation & Distribution

- Report and object creation
- Delivery and management



Line of Business Manager

Accelerate business impact

- Self service
- Actionable insight



Customers and Partners



End User



Live IBM Cognos 10 BI System Build

- 09:15** **Welcome and Introduction**
- 09:35** **Configuration & Architecture**
- 09:50** **Metadata and Data Modelling**
- 10:40** ***Break***
- 10:55** **Reporting**
- 11:50** **User Experience**
- 12:45** **Wrap Up with Q&A**
- 13:00** ***Lunch and Interactive 1:1 Demonstrations***
- 13:45** **Optional Sessions:**
 - Platform Extensions or Analytics*
- 14:40** *Administration or Collaboration*
- 15:30** **Close**

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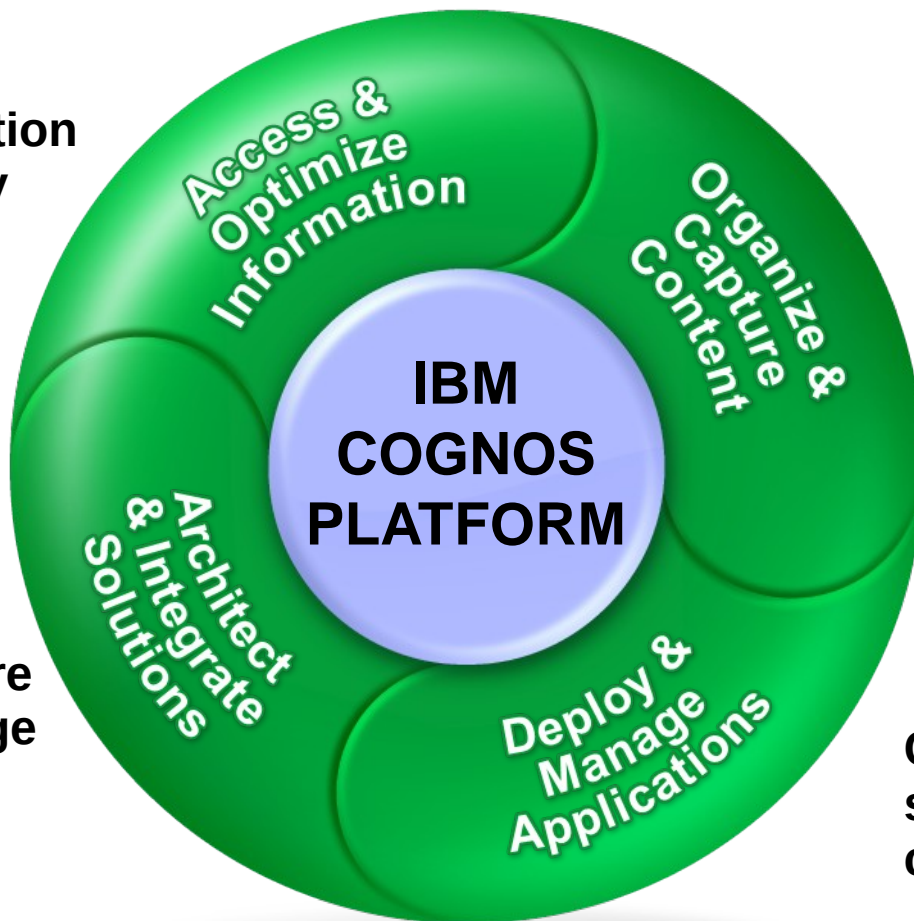
End User



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

Reach all information reliably and timely

Deliver a complete, consistent view of the business



Adopt infrastructure and adapt to change

Cost-effectively scale as user communities grow

PRESENTATION TIER:

Zero Footprint Browsers



IBM Cognos for Office



IBM Cognos Mobile

(Blackberry, PocketPC, Symbian, iOS)

- Information 'bus': services plug into ubiquitous network (Internet)
- Open Web standards (HTTP, XML, SOAP, WSDL, Mash-up Services...)
- Leverage in-place

Connection
insight
insight
lio
dio
dio



ROUTER (optional)



WEB SERVER(S):
Web Gateways (ISAPI, NSAPI, CGI)
Web Services APIs

- Self-registering, self-starting services – add/configure as required
- Built-in intelligent load balancing
- Redundancy & failover protection

FIREWALL/ROUTER/ENCRYPT

Cognos BI Bus – SOAP, XML technology & expertise

COGNOS 10

WINDOWS
IBM System Z
UNIX
LINUX

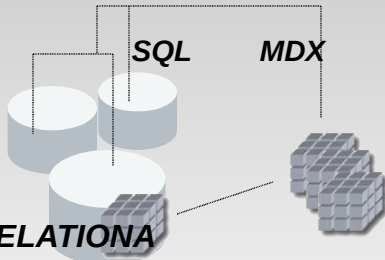
SEARCH SERVICE	QUERY SERVICE	JOB & SCHEDULING	PRESENTATION SERVICE	CONTENT MANAGER SERVICE	METRICS SERVICE	EVENT SERVICE	MONITORING SERVICE	AUDIT SERVICE
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- Peer-to-peer, loosely coupled services across ALL BI
- Single Query Engine
- Horizontal and vertical scalability
- High reliability
- Separation of presentation from data for optimal flexibility

- Platform independence – leverage in-place infrastructure
- Complete flexibility, adaptability
- Support for heterogeneous environments

DATA TIER

FRAM
Comm



OLAP

- Enterprise Planning Real-Time Plans
- PowerCubes: High Performance Dimensional Cache
- Industry Standard OLAP Providers: Microsoft, IBM, SAP, ESSBASE

RELATIONAL
IBM DB2 UDB, Oracle, Microsoft SQL Server, Sybase, other...
Dimensionally Aware Relational
MODERN
XML, WSDL, LDAP, JDBC...



SECURITY PROVIDERS
LDAP, Active Directory, NTLM, Netegrity, SAPBW, Cognos Namespace, Custom Provider



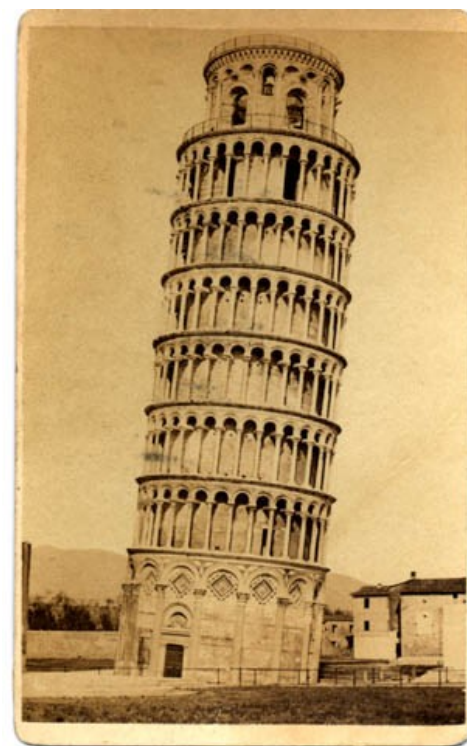
CONTENT STORE
DB2, ORACLE, SQL Server, Sybase



AUDIT RDBMS, UNIX Sys Logs, NT Event Log

The Foundation for Business Intelligence is the Data Source and Metadata Model.

- Why do we model the data for Business Intelligence?
 - All users must have confidence in the information they are using.
 - All information must be based on common data however or wherever the information is accessed.
 - Information must be easy to use and delivered in terms the business can understand.
- Using IBM Cognos 10 the modeler is able to satisfy these key requirements by
 - delivering a common platform of consistent information...
 - that is shared on an enterprise scale...
 - and used by all BI capabilities



PRESENTATION TIER:

Zero Footprint
Browsers
Cognos Connection
Portal



IBM Cognos for Office
IBM Cognos Mobile
(Blackberry, PocketPC, Symbian, iOS)

Business Insight



ROUTER (optional)

Business Insight
Advanced



WEB SERVER(S):
Web Gateways(ISAPI, NSAPI,
CGI)
Web Services, APIs

Event Studio

APPLICATION TIER

Report Studio

Metric Studio

FIREWALL/ROUTER/ENCRYPT

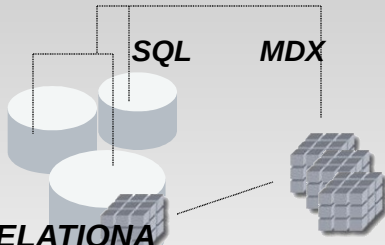
Cognos BI Bus – SOAP, XML

WINDOWS
IBM System Z
UNIX
LINUX



DATA TIER

FIREWALL/ROUTER/ENCRYPT



RELATIONAL
IBM DB2 UDB, Oracle, Microsoft SQL Server, Sybase, other...
Dimensionally Aware Relational
MODERN
XML, WSDL, LDAP, JDBC...

OLAP
Enterprise Planning Real-Time Plans
PowerCubes: High Performance Dimensional Cache
Industry Standard OLAP Providers: Microsoft, IBM, SAP, ESSBASE



SECURITY PROVIDERS
LDAP, Active Directory, NTLM, Netegrity, SAPBW, Cognos Namespace, Custom Provider



CONTENT STORE
DB2, ORACLE, SQL Server, Sybase



AUDIT RDBMS, UNIX Sys Logs, NT Event Log

Break



Please return in
15 minutes

Break



Please return in
5 minutes

Break



Please return in
4 minutes

Break



Please return in
3 minutes

Break



Please return in
2 minutes

Break



Please return in
1 minute

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BI Professional

Content Creation & Distribution

- Report and object creation
- Delivery and management



Line of Business Manager

Accelerate business impact

- Self service
- Actionable insight



Customers and Partners



End User



Break



Please return in
5 minutes

Break



Please return in
4 minutes

Break



Please return in
3 minutes

Break



Please return in
2 minutes

Break



Please return in
1 minutes

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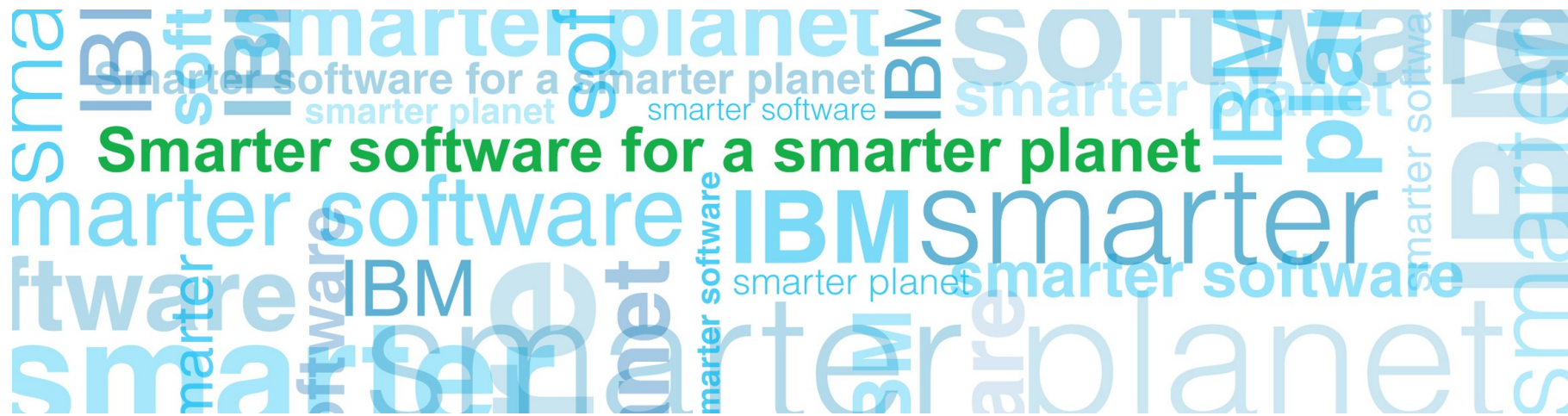


Users are Hungry for Information



But current systems prevent them from accessing this information in a timely fashion.

Morning Wrap-up and Summary



Customers and partners realize innovation value

“I am loving Cognos 10!”

“..The Active Report is going to be great...”

“...simply stunning!”

“We have been making data sing and dance via Cognos since 1998... We have never been this excited about a product release...”

“We are ecstatic...”

“...data source information is available...”

“We like the direction... ”

“...single BI workspace”

“Active Reports opens up new possibilities...”

“...share interactive reports on analyst desktops...”



“Create dashboards in a simpler way... ”

“Currently in our environment, dashboards have to be pre-authored by a report author.”

“...from 2 hours to 15 seconds...”

“...Dynamic Query Analyzer will be a critical tool for us moving forward...”

“The upgrade was seamless”

“...my most complex Report Studio reports...without any issue...”

Seamless upgrade – the Boeing experience...

- 13 Applications
 - 40,000 Reporting objects
 - 3,500 Users
-
- **6 Days**



Delivering Program Success

New “How-to” Books Deliver Expertise
 BI Strategy Book, BI on Cloud, BI Redbook
 Proven Practices, Communities &
 Workshops
 Champion & Business Analytics Workshops
 Innovation Center & Communities
 Champion Kit, Blueprints
 DeveloperWorks
 Services & Training
 Proven Practice Workshops, Learning
 Assessment and User Adoption Services
 Broader portfolio of self-paced training options
 Broader Deployment Options
 Expanded offering for System z
 On IBM Compute Cloud



IBM Business Analytics Continued Innovation

Better Business Outcomes



·Cognos TM1

·Cognos 10

·Content Analytics

·New Analytic Applications

·Smart Analytics System

·System z support

·Many Eyes

·Massive scale analytics

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Customers and Partners



End User

1345 - 1430

Platform Extensions

Search
Mobile
Mashups
Office

1440 - 1530

Administration

Deployment
Upgrading

Analytics

SPSS
Consumer Insight

Collaboration

IBM
Collaboration
Solutions

Thank You