

## Business Intelligence with Cognos on IBM System z

*Information On Demand*

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# IBM Lab Boeblingen: Development Hub for IOD

## ■ Development Areas (beside others ...)

- IBM System z HW and Firmware
- Linux on z
- z/VSE
- DB2
- IBM Information Server
- DWH on z
- ...

<http://w3.boeblingen.de.ibm.com/ssd/>

## ■ Customer Support

- **TMCC Europe**
- Executive Briefing Center STG & SWG
- Cognos Innovation Center for Performance Management
- IOD Center of Competence
- Lab Services
- ...



# Agenda

- **Information on Demand - Important Trends**
- **Introducing Cognos 8 BI for Linux on System z**
- **DEMO Cognos on IBM System z: “GBS Portfolio Optimization”**
- **DEMO Operational BI with z/VSE**

# Key Challenge for Business Optimization is Unlocking the Value of Information

**Information Silos**

**Volume & Variety**

**Business Velocity**

**47%** of users **don't have confidence** in their information

**59%** of managers **miss information** they should have used

**42%** of managers **use wrong information** at least once a week

# Business Intelligence is a Key Agenda for CIOs

**CIOs continue to invest in core technologies that can drive distinctive solutions**

To what extent will each of the following technologies be a top 5 priority for you in 2008?

	2008	2007	2006	2008 Unweighted budget change
Business Intelligence	1	1	1	11.2%
Enterprise applications (ERP, SCM, CRM, etc.)	2	2	**	8.0%
Servers and storage technologies	3	5	9	8.5%
Legacy modernization, upgrade or replacement	4	3	10	5.8%
Security technologies	5	6	2	8.5%
Technical infrastructure	6	8	12	4.7%
Networking, voice and data	7	4	8	6.8%
Collaboration technologies	8	10	4	7.8%
Document management	9	9	**	7.9%
Service-oriented architecture (SOA, SOBA)	10	7	6	6.7%

\*\* New question for 2007

Gartner EXP "Gartner: Making the Difference - The 2008 CIO Agenda", Mark P. McDonald Tina Nunno Dave Aron, January 2008

# IBM Research Global Technology Outlook: → **Real World Aware Systems**

- **Identify emerging technology trends** significant to industry in the next 3 to 7 years
- **Has a direct influence on IBM's technical strategy**



# Our individual 'information footprints' are growing . . .

**2008**



**2020**



**Personal information will grow 16 times  
between now and 2020.**

# Consider some key trends

- **Enterprise BI solutions are mission critical**
  - Address the needs of all users: from IT Executive to Customers and Partners
  - Access all data sources
  - Require global deployments with 24x7 availability
- **System z is the strategic platform of choice for mission-critical applications**
  - Leverage investments already made in the IT infrastructure and extend solutions beyond traditional transactional systems
  - Build BI and data warehousing solutions on the same platform as the operational data

The Result:  
Demand for BI on System z





# Cognos 8 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



**COGNOS**<sup>®</sup>  
AN IBM<sup>®</sup> COMPANY

# Broad Range of Capabilities to Engage More Users

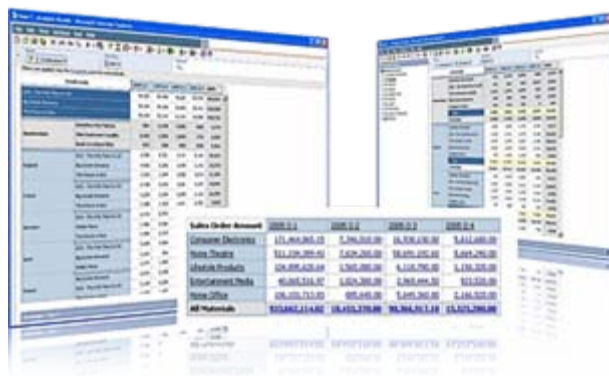
## Reporting



## Dashboards



## Analysis



# IBM COGNOS 8 BI

# Users Receive Information When, Where and How they need it

## EXECUTIVE

At-a-glance view of  
operational and financial  
performance



## BUSINESS MANAGER

Fast access to relevant  
information to make better  
operational decisions



## FINANCIAL & BUSINESS ANALYST

Freedom to explore  
and analyze data from  
multiple sources



## CUSTOMER & PARTNERS

Secure access to  
relevant information  
over the web with no  
training



## CASUAL USERS

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



# Cognos 8 BI on IBM System z provides an open, enterprise-class platform for operational BI

The Cognos 8 platform enables customers with:

1. **Complete access** to all information
2. **Consistent information** the business understands, owns and trusts
3. **Broad system management** to confidently deploy, manage and scale
4. **Modern SOA** to leverage infrastructure today and in the future

# DEMO : GBS Portfolio-Management Showcase

**GBS  
Portfolio  
Management  
(Production)**



**TMCC  
Showcase**



**COGNOS Cognos Bi V8.3**

Load/  
Neutralize

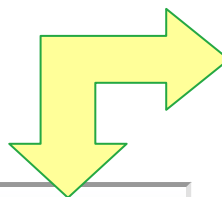
**COGNOS Cognos Bi V8.3**



**DB2**



**DB2 z/OS**



**DB2 UDB (Cognos META DATA)**

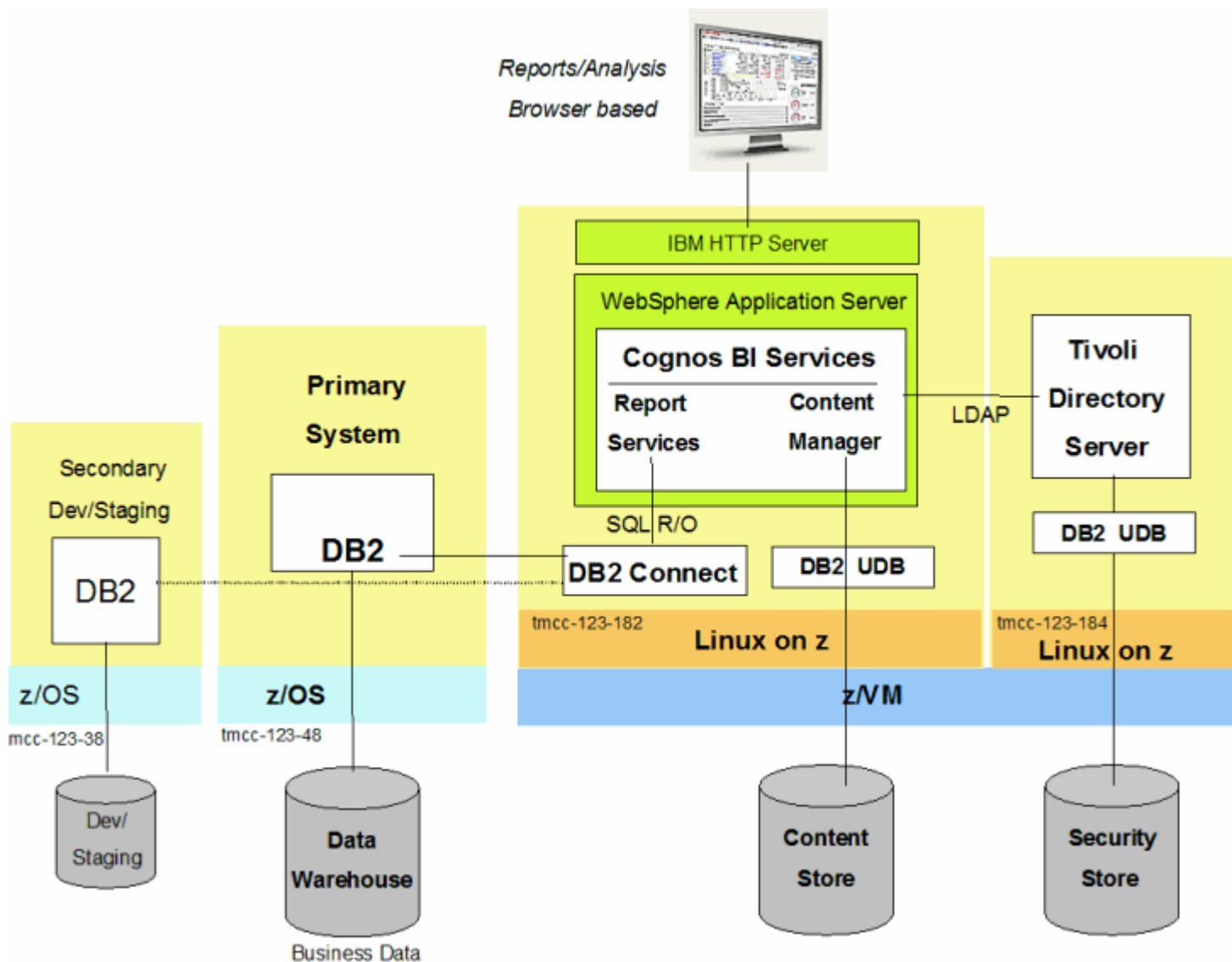
**z/OS**

**Linux on z**



**More than  
180 reports**

# Demo Environment



- 1) Suse SLES 10 64-bit
- 2) Datasource: DB2 9 for z/OS
- 3) Content Store DB2 UDB 9.5 FP1, 32-bit
- 4.) App server: WAS 6.1 FP15 (6.1.0.15)

# DEMO :

# GBS Portfolio Management

# Operational BI with z/VSE

**VSAM Redirector Connectors enables a VSE application to store data on a remote system.**

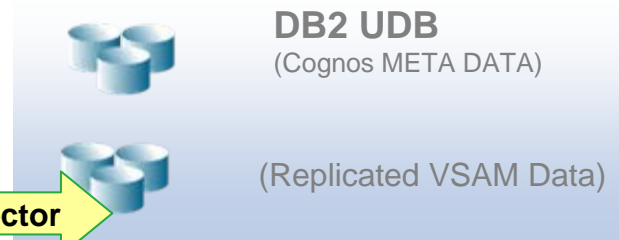
**The VSE program doesn't need any change.**

**Working with a remote relational database (i.e. IBM DB2 UDB), a real time synchronization between VSAM data and the database can be done.**



**TMCC Showcase**

**COGNOS Cognos Bi V8.3**



**z/VSE**

**Linux on z**



# DEMO :

## Operational BI and z/VSE

# Thank You

## Your Questions ???

All in place   
for our success

  
Software Group Deutschland