



IBM Cognos 10 new features and Migration paths from IBM Cognos Series 7 & 8



Agenda

- Introduction 15'
- New Features of Cognos 10 20'
- Powerplay Migration from Series 7 or 8 10'
- Report Migration from Series 8 10'
- Open Discussion / Q&A 20'

Are You Ready?



INTELLIGENCE UNLEASHED

For the Top 10?



The Top 10 of Cognos 10

1. **Unified workspace with greater power, intuitive navigation and cleaner look**
2. **Breadth of analytics across historical, real-time and predictive information**
3. **Collaborative BI through built-in collaboration and social networking**
4. **Easy data inclusion by the business from one value, to entire data sets and external files**
5. **Analytics on the go for more devices and disconnected interaction**
6. **Faster performance with in-memory processing**
7. **Seamless upgrade and ease of ongoing management**
8. **Trusted expertise with built-in training videos, 'how-to' books and user communities**
9. **Expanded deployment options include Cloud, System z, and Power**
10. **Cognos 10 Ready added value of TM1, Planning, Analytic Applications and SPSS Modeler**



#1

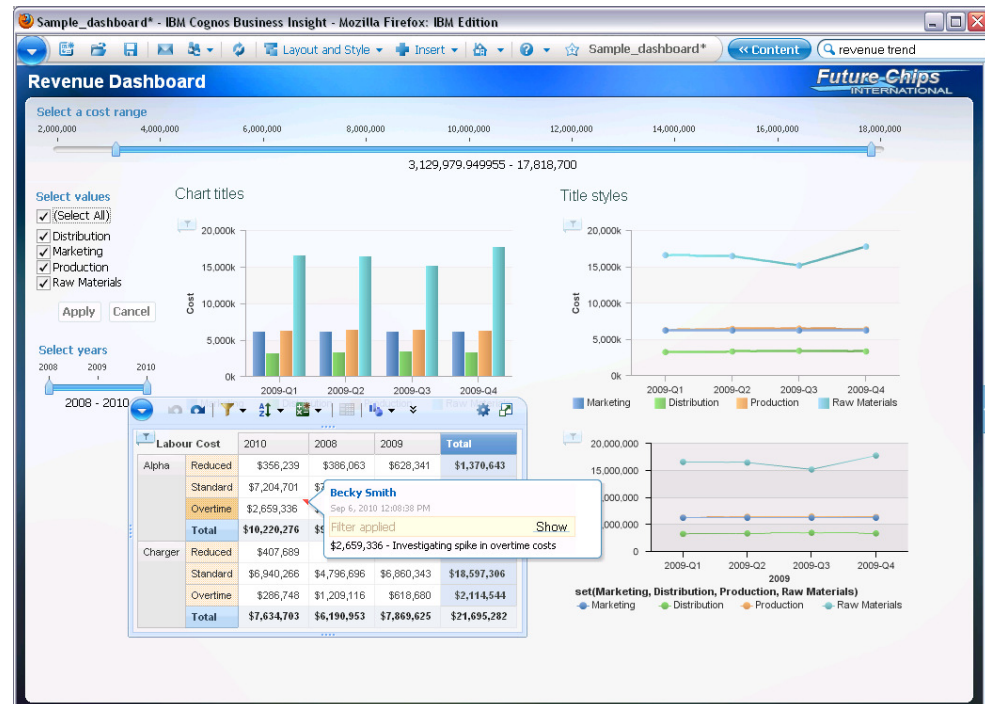
Unified workspace **with greater power, intuitive navigation and cleaner look**

Intuitive and easy to use, it is the single place that you go to find answers to key business questions

IBM Cognos Business Insight

Solution Highlights

- Pre-assembled workspace content
- Search assisted authoring
- Drag and drop assembly
- Dynamically filter
- Quicker and deeper insight into data
- Seamless graduated experience



#2

Breadth of analytics across historical, real-time and predictive information



Unified Workspace delivering breadth of analytics

Drill with Business Insight

Slice & Dice with Business Insight Advanced

What If with TM1

Stats with Cognos Statistics & SPSS

Social Collaboration with Lotus Connections

Analytical Reporting
Drill

Real-Time
What is

Scenario Modeling
What-if

Advanced Analytics
What might be

#3

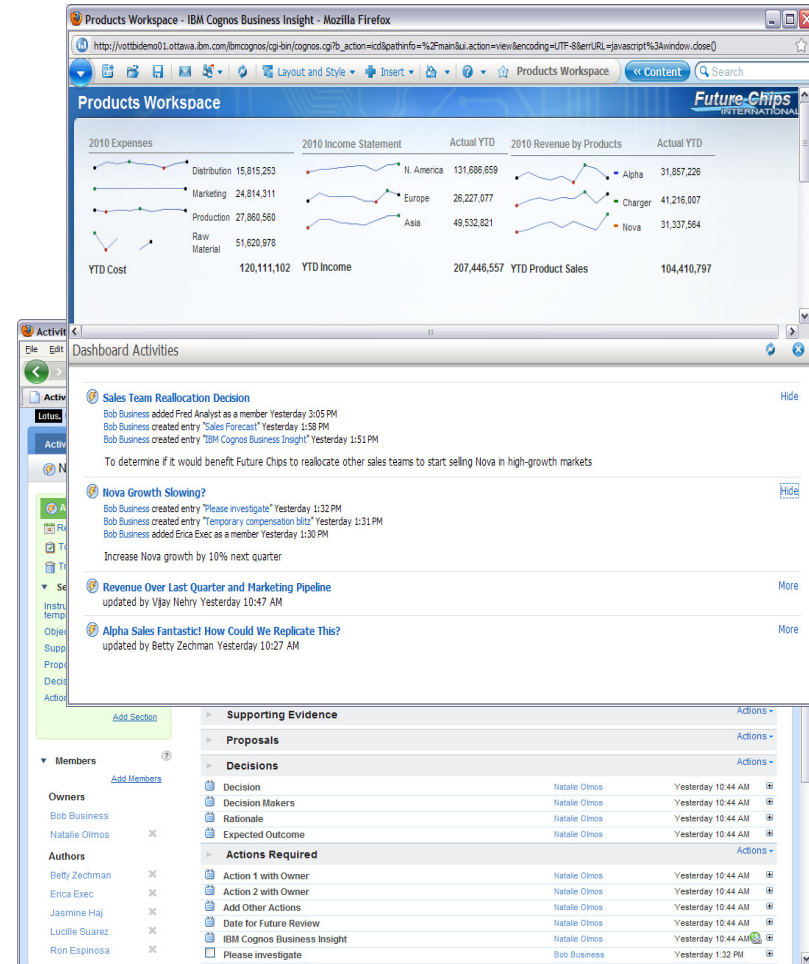
Collaborative BI through built-in collaboration and social networking

Quickly find the people and expertise you need. Discuss and refine ideas with colleagues, partners, and customers.

IBM Cognos Collaboration

Solution Highlights

- Embed of Lotus Connections
 - Post messages, share files and links to web content (both BI and external)
 - Create and assign to-do items
- Work within Business Insight workspace to drive activities or requests for action
- Send email notifications directly from an activity



#4

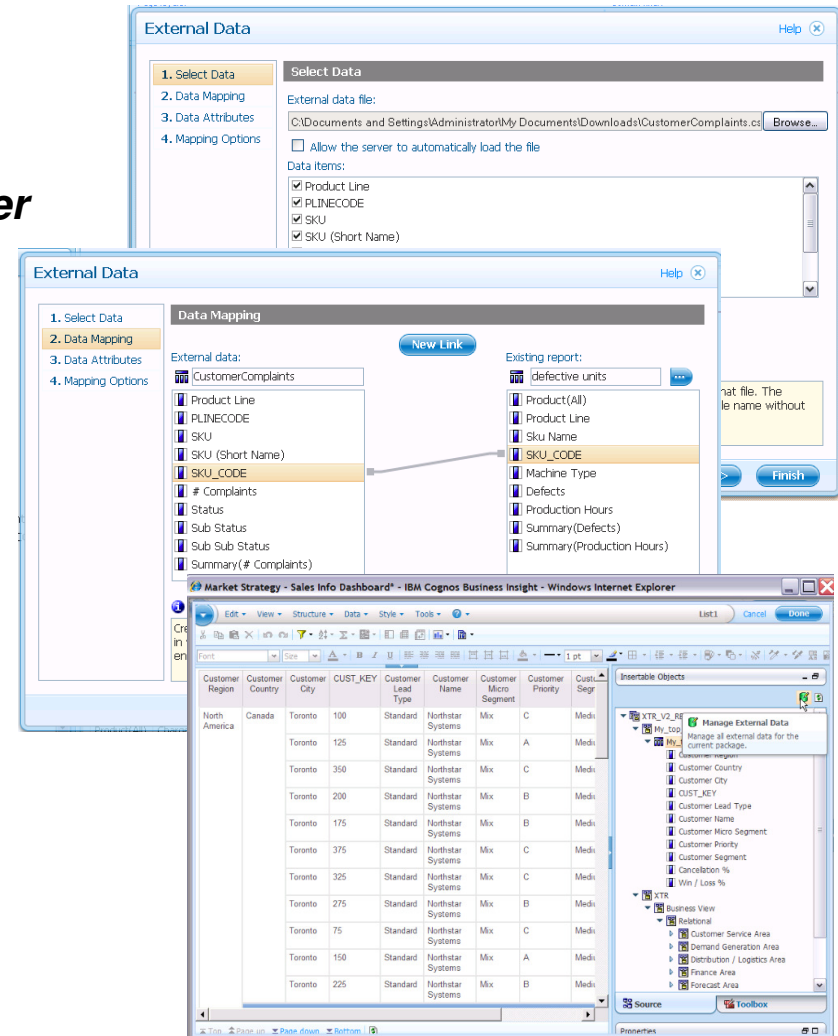
Easy data inclusion **by the business from one value, to entire data sets and external files**

Combine external, departmental, and your own data to corporate information resulting in broader perspectives

External Data

Solution Highlights

- Import external data sources into reports or query subjects
- Leverage external data as report filters
- Publish for reuse and update
- Provide IT governance



#5

Analytics on the go for more devices and disconnected interaction

Provide business users with the information they need to make responsive and informed decisions regardless of their location

IBM Cognos Mobile
IBM Cognos Active Report

Solution Highlights

Mobile

- iPhone, iPad, BlackBerry, Windows Mobile, and Symbian
- Full BI interactivity including Drill Up/Down/Through
- Schedule reports for immediate access to key content

Active Report

- Disconnected BI application, fun and fast
- Self-contained, interactive content
- Burst distribution to reach wide audiences



#6

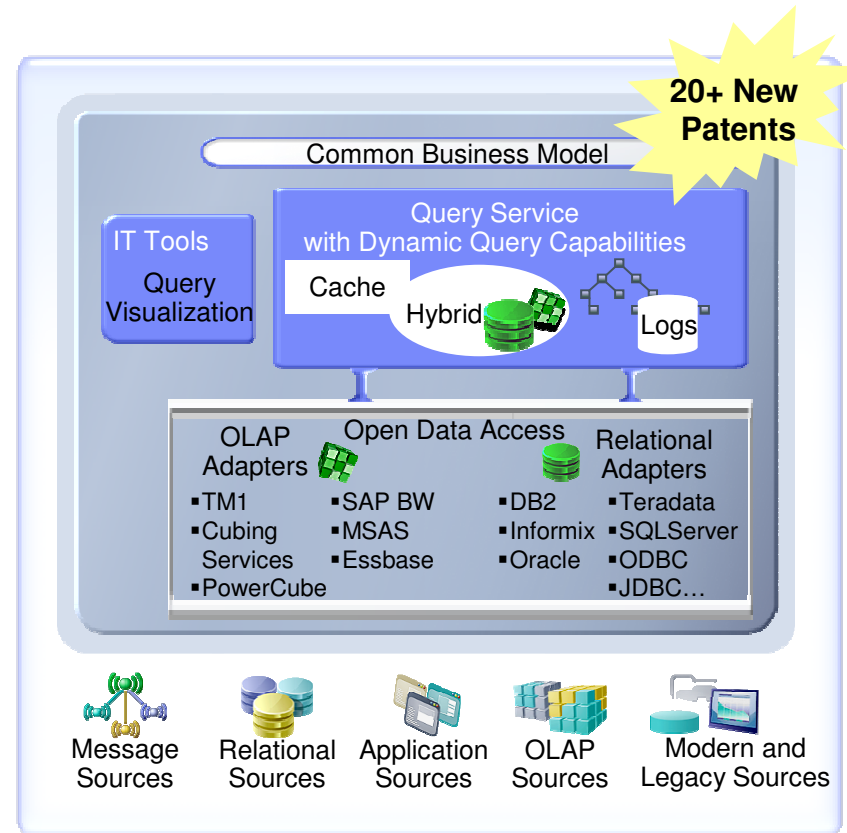
Faster performance with in-memory processing

Deliver optimized access to all data regardless of where it resides

IBM Cognos Platform

■ Solution Highlights

- Enhanced Query Service with Dynamic Query:
 - 64-bit in-memory optimized query generation with pattern intelligence to improve performance against complex heterogeneous data
 - In-memory calculations and aggregate operations for faster compute time
 - New optimized caching for hierarchies, members, facts, calculations and prompts for improved report performance
 - Initial conformance is for OLAP sources: SAP BW, TM1 and Essbase.



3x faster query

* When compared against IBM Cognos 8 BI software. Based on selective results from tests conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10 software

#7

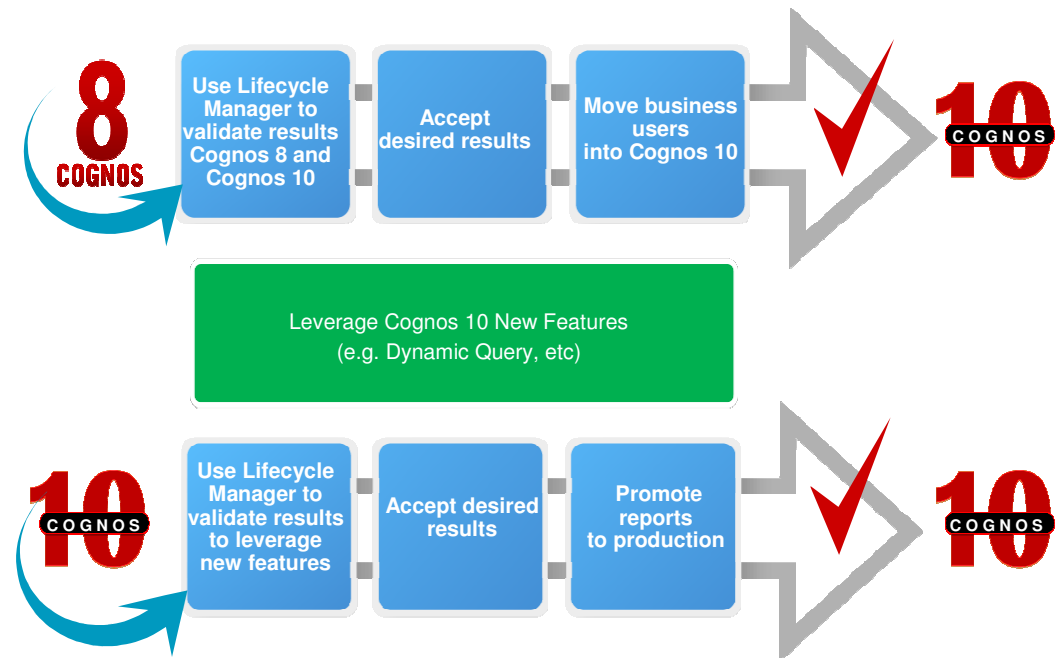
Seamless upgrade and ease of ongoing management

Reduce system management effort and speed time to deploy new functionality to the business community

IBM Cognos Lifecycle Manager

■ Solution Highlights

- Validate single environment
 - Assess impact of change in operating environment, (e.g. refresh pack, data source changes)
- Compare multiple environments
 - Streamline upgrade process and increase IT efficiency
- Use beyond upgrade to quickly assess impact of any change that could effect BI content

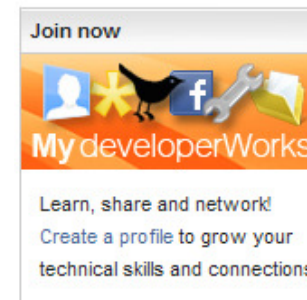


Upgrade first, then leverage new features

#8

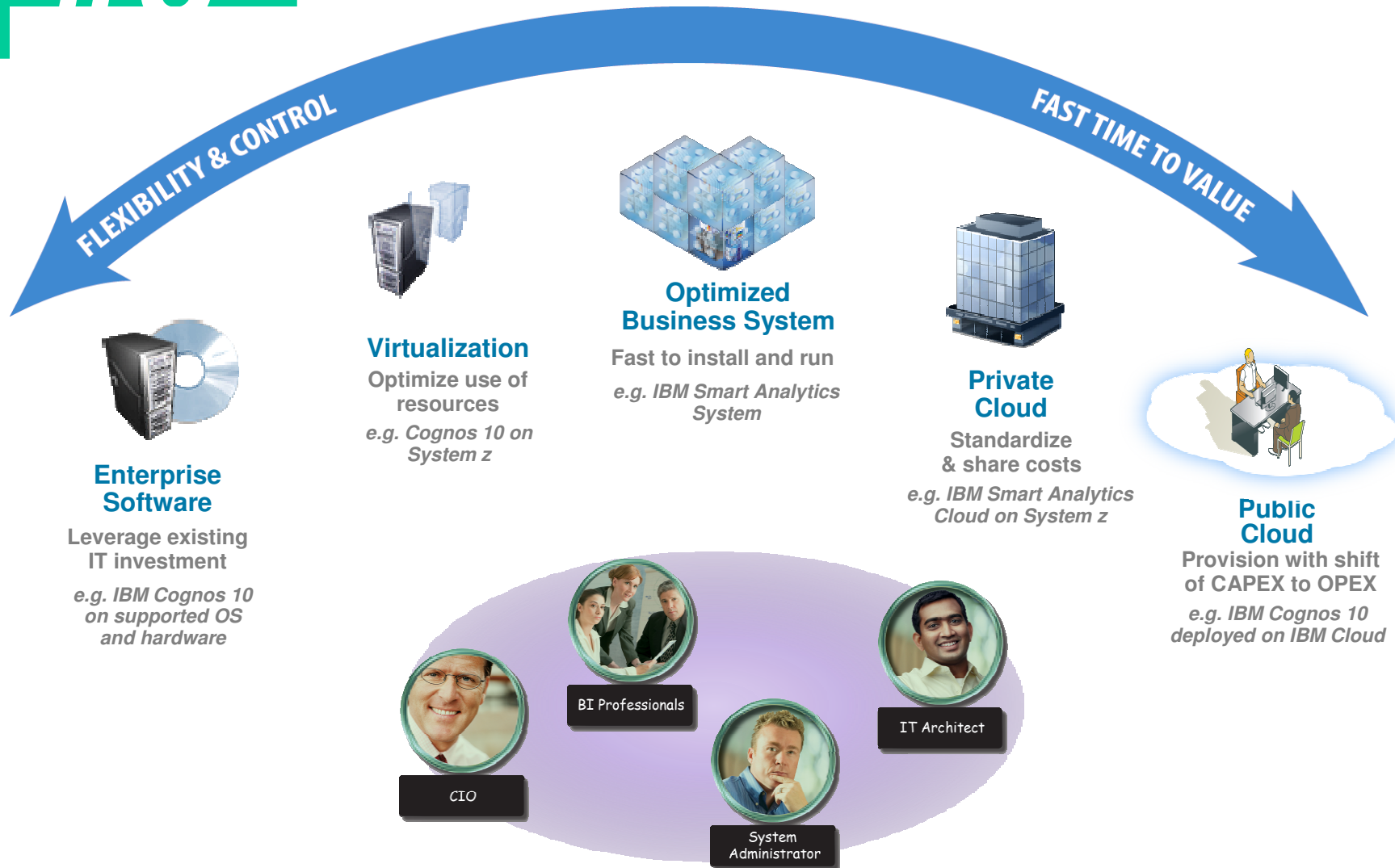
Trusted expertise with built-in training videos, 'how-to' books and user communities

- **New "how-to" books deliver expertise**
 - BI Strategy Book
 - BI on Cloud
 - BI Redbook
- **Workshops to help shape strategy**
 - Champion workshops
 - Business Analytics experience
- **Services & Training**
 - Proven practice workshops, learning assessment and user adoption services
 - Broader portfolio of self-paced training options
- **Growth in communities**
 - Innovation Center
 - DeveloperWorks, C^3 Blog
 - Twitter, facebook and linked-in



#9

Expanded deployment options include Cloud, System z, and Power



#10

Cognos 10 Ready added value of TM1, Planning, Analytic Applications and SPSS Modeler





COGNOS

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What does IBM Cognos BI V10.1 mean to Cognos Series 7 and Migration

- IBM Series 7.4 remains supported
 - A version in labs that upon release will continue to be supported for a minimum of 5 years

- Migration is not an upgrade and takes planning
 - Determine IT and business goals
 - Analyse your current IBM Cognos Series 7 environment

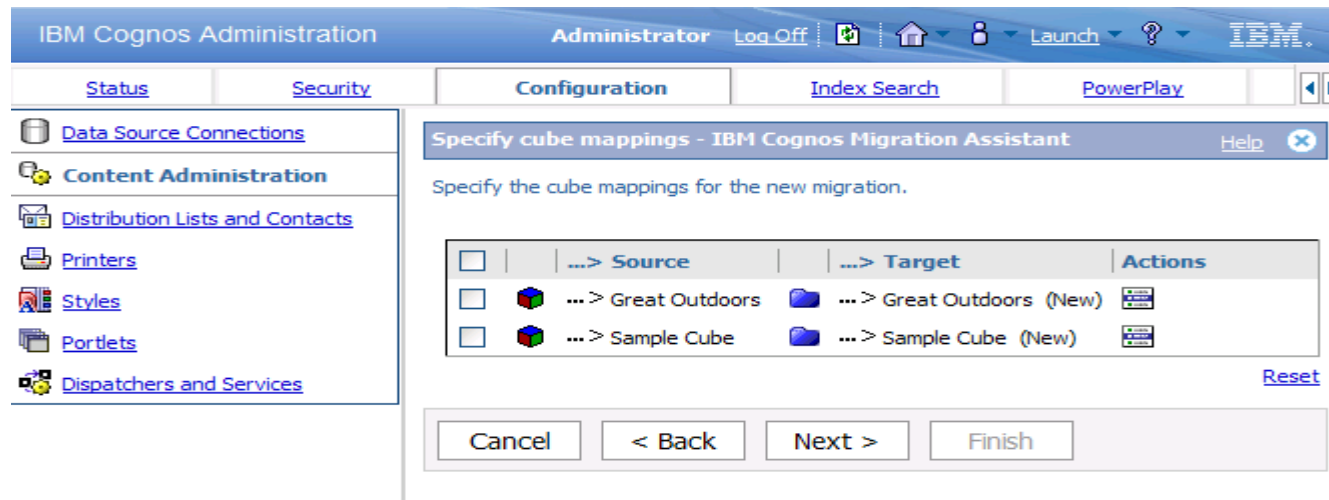
- The migration experience carries forward from Cognos Business Intelligence 8.4, essentially as is
 - The same techniques apply for migration to Cognos Business Intelligence Version 10

Migration Path to IBM Cognos 10 - proven practices to ensure success

- Build new applications in IBM Cognos Business Intelligence to learn about Cognos Business Intelligence features.
- Migrate active Cognos PowerPlay 7 applications and users to IBM Cognos BI PowerPlay.
- Set up interoperability between IBM Cognos Series 7 applications (other than PowerPlay) and IBM Cognos BI.
- Gradually migrate other IBM Cognos Series 7 applications and users to IBM Cognos BI.

PowerPlay 7 Path – Migration Assistant in IBM Cognos Administration

- The migration assistant included with PowerPlay10 & integrated with IBM Cognos 10 administration makes the move from Powerplay 7 to Powerplay 10 smooth
 - with the results a near copy of PowerPlay 7 reports
 - migrate users and personal newsboxes
 - only requires IBM Cognos Connection training



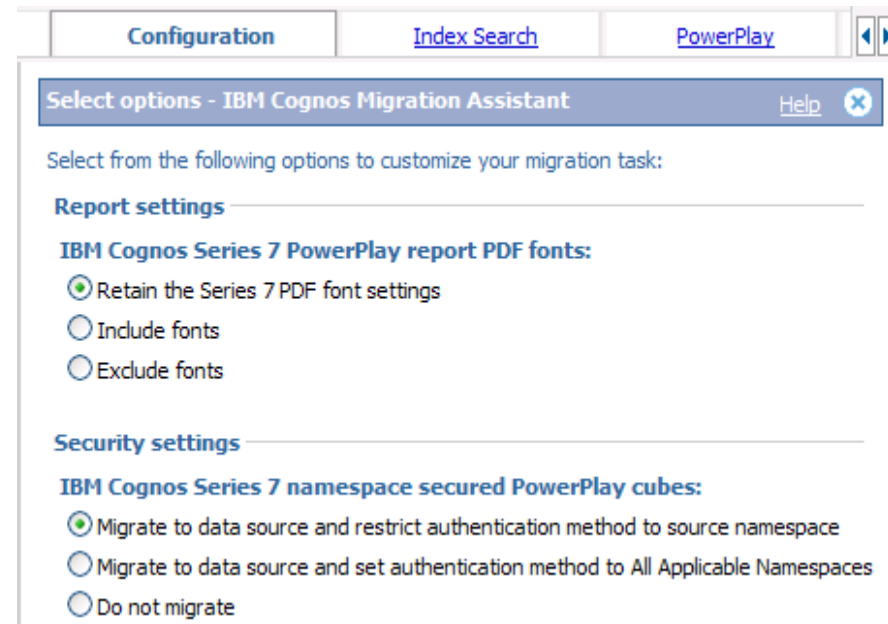
PowerPlay 7 Migration Path – New features IBM V10.1

During the beta process customer site reported

“the results of the migration were satisfying and the Process worked as expected”

“it offers the administrator an easy graphical interface to migrate and organize a large amount of reports and Upfront objects at once”

- Options allows the Administrator more control over the migration process
 - choose to include or exclude fonts when migrating reports
 - decide what security information is migrated
- Migrate up to 5000 objects in a single migration task
- Summary page provides more information about options and content selected to migrate
 - includes the total number of objects to be migrated allowing the administrator not surpass the 5000 migration object limit
- Use your PowerPlay 10 reports on a Business Insight Dashboard.



Migration Path - Migration Tools

The migration tools can provide a bases for migration, preserving investment in catalogs and reports. Specific Series 7 BI functionality may not coincide with IBM Cognos 8 BI functionality therefore some efforts are needed to perform post migration tasks on some of the migrated items.

Migration Tools	
Metadata Impromptu Catalogs and Architect Models	Framework Manager models
Impromptu reports and Impromptu Web Reports	Report Studio reports
Bulk migration of PowerPlay Reports to Report Studio and Analysis Studio *	Report Studio or Analysis Studio reports
Upfront Security. Personal NewsBoxes	Individual folders appear within My Folders section
PowerCubes	Data Source Connections and Packages that reference PowerCubes in Cognos Connection



* not the recommended migration path for IBM Cognos Series 7 PowerPlay



Migration Guidance

- Product Documentation
 - *Planning a Migration from Series 7 to IBM Cognos BI*
 - *Using Cognos Series 7 and IBM Cognos 10 in the Same Environment*
 - Guide to Interoperability
- Technical Guidance
 - Techniques to capture inventory and present it in PowerPlay
 - Cognos Proven Practices Series 7 to PowerPlay BI Migration Checklist
- IBM Educations
 - Training courses to best suits your needs
- IBM Cognos Professional Services
 - Assess your migration needs and successfully implement your migration strategy

Migration information available at Cognos Customer Center
<http://www-01.ibm.com/software/data/cognos/customercenter>

Home Solutions ▾ Services ▾ Products ▾ Support & downloads ▾ My IBM ▾

IBM Software > Business Analytics > Cognos BI and FPM >

Customer Center

Your starting point for the offerings and resources you need to optimize business performance.

Software Support Services / Education **Migration** Champion's Kit Events

Here is where you will find all of the technical resources you need to plan and move to IBM Cognos Business Intelligence. Upgrade, migrate, convert or move to the latest version of IBM Cognos Business Intelligence today.

Choose your path:

- IBM Cognos Series 7 to IBM Cognos Business Intelligence
- IBM Cognos Series 7 PowerPlay to IBM Cognos PowerPlay

Which ever path you choose:

- Build Your Business Case With Forrester Consulting's Total Economic Impact
- Planning a Migration from Series 7 to IBM Cognos BI Version 10.1 | 8.4.1

Other migration resources:

- Online discussion with your peers on moving to Cognos Business Intelligence

Related links

- Partners



Video

Q & A Session