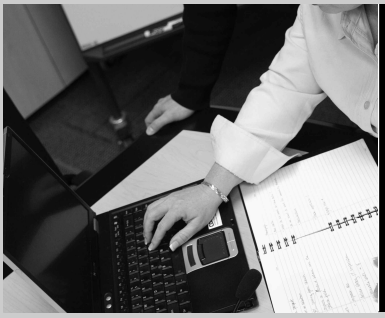
The **FULL PROMISE** of business intelligence



IBM COGNOS 8 BUSINESS INTELLIGENCE

SIMPLE, COMPLETE, AND PROVEN.

COGNOS®

AN IBM® COMPANY

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Table of Contents

Access complete, consistent, trustworthy information with business intelligence 4

Foundation for performance management 5

Serving all users. 6

Casual BI users 6

Executives 7

Business managers 7

Business and financial analysts 7

Professional authors 8

Business intelligence capabilities 9

Reporting 10

Analysis 10

Dashboards 11

Scorecarding. 11

Extend BI 12

IBM Cognos Go! Mobile 12

IBM Cognos Go! Office 13

IBM Cognos Go! Search 13

Events and alerts 14

The Cognos 8 platform - underpinning the BI value 15

Complete, consistent access to information for the business. 15

Broad system management for IT to deploy, manage, and scale 16

Modern service-oriented architecture (SOA) 17

Summary 18

About Cognos, an IBM Company 18

For more Information. 18

Request a Call 18

Access complete, consistent, trustworthy information with business intelligence

Business intelligence (BI) is the number one investment priority among CIOs.[1] Organizations worldwide demonstrate that BI improves the decision making process and directly improves the bottom line. These organizations also show that the value of business intelligence increases as more decision makers access complete, consistent, and trustworthy information.

Business users need simple user interfaces that enable them to engage in the business and find answers to their own business questions. IT needs the simplicity of a business intelligence solution that fits with what they have, how they work, and where they are going.

With IBM Cognos 8 BI, Cognos, an IBM company, addresses these issues with a platform for business intelligence capabilities and, by extension, performance management.

The Cognos 8 platform is the common foundation for data access, information delivery, and system management underpinning IBM Cognos 8 Business Intelligence, and other Cognos performance management products. With a platform that is built to flex and scale, IBM Cognos 8 BI helps companies reduce deployment and management efforts, while delivering information of strategic value to the enterprise.

Cognos delivers the full promise of business intelligence today, addressing:

- Users: Expand the community of business intelligence users to all decision makers. Meet many different requirements with users who vary in role, responsibility, technical environment, and aptitude.
- Capabilities: Deliver a single collaborative authoring environment that supports multiple languages, environments, users, and content types.
- Information: Deliver complete, consistent information the business can own, trust, and that IT can easily manage.
- Architecture: Leverage modern technology to respond swiftly to changing needs and priorities.

IBM Cognos 8 Business Intelligence, built on the Cognos 8 platform, fulfills more than the promise of business intelligence. It is an extendable foundation for better performance management.

Open data strategy

The open data strategy of the Cognos 8 platform ensures that you can access data no matter what its source.

- Relational databases from IBM, Oracle, Microsoft, Teradata, and Sybase, various sources accessible via ODBC and JDBC, and dimensionally aware sources like SAP BW.
- Widely deployed ERP systems, including mySAP (R/3), PeopleSoft Enterprise, JD Edwards EnterpriseOne, Oracle eBusiness Suite, and Siebel CRM.
- Enterprise data warehouses and marts, with both 3NF and star schemas.
- All widely used OLAP sources, including IBM DB2 OLAP Server, IBM Cognos PowerCubes, Microsoft SQL Server Analysis Services, Oracle 10G, and Essbase.
- Modern data sources, such as XML, LDAP, and WSDL .
- Planning and budgeting data.
- Satellite data sources, including Excel files, PowerPoint files, Access files, flat files, and more.
- Mainframe sources, including VSAM, IMS, IDMS, Cobol copybooks, and others.
- Content management data, including FileNet, Documentum, OpenSoft, and others.

[1] 2007. "Business Intelligence Software. BI tools move into the mainstream." ComputerWeekly.com, February 27.

Foundation for performance management

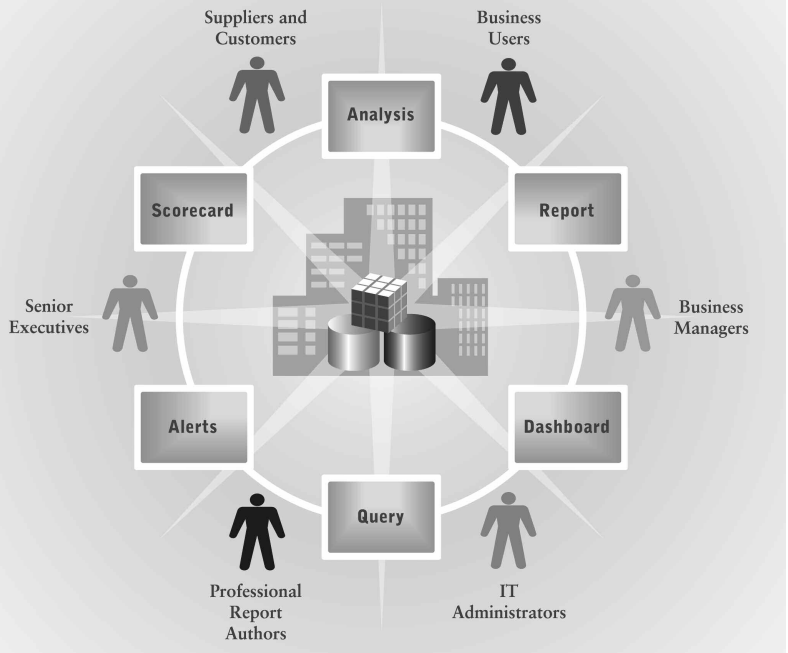
Good decisions are the building blocks of great business performance. BI improves decision making. The performance management system from Cognos, which includes BI, integrates software, services, best practices, and partners. The result – a common understanding and actionable information based on answers to your performance management questions:

- **How are we doing?**
  Measuring and monitoring performance with scorecards and using dashboards to track your key metrics.
- **Why?**
  Reporting and analysis let you see data, gain context, understand trends, and spot anomalies.
- **What should we be doing?**
  Planning, budgets, and forecasts let you set and share a reliable view of the future.

Business intelligence is critical for performance management. Dashboards let you see where you are right now. Scorecards put the performance of strategic initiatives into perspective. The variety of reports lets you answer key business questions to understand the 'why?' behind your results. Through the analysis of relational or OLAP data, you can discover trends, threats, and opportunities. Events and alerts proactively notify you of relevant events which accelerate the time to action; reducing the need for people to maintain constant vigilance.

IBM Cognos 8 Business Intelligence supports corporate performance management because it delivers complete, consistent information. You know where you are in your strategy, what brought you here, and how best to set your sights for future performance. Together with integrated planning capabilities, you can then determine budgets, plan targets, and manage both effectively.

This combination of integrated business intelligence and planning capabilities is core to a complete, closed loop performance management system; seamlessly connecting forecasts, metrics, targets, actuals, reports, and underlying factors.



IBM Cognos 8 Business Intelligence brings people and systems together for simple, complete, and proven BI.

All Data: *Access all relevant information, from all your data sources, whether relational or multidimensional.*

All Users: *BI and information that fits your job, whether you are a BI system manager, professional report author, business manager, senior executive, casual BI user, or external supplier or customer.*

All BI: *Work with information your way, seeing performance through reports, scorecards, dashboards, analysis, queries, and alerts. One product. One architecture. All data. All users. All BI capabilities.*

Serving all users

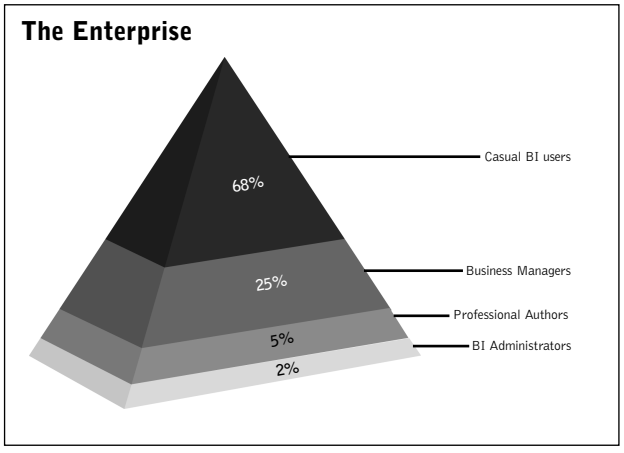
Despite significant investments in information technology, most companies admit that employees are making decisions without the benefit of timely, accurate information. Indeed a recent Accenture survey found that:

- Managers waste 2 hours a day searching for information.
- Over 50% of managers use the wrong information at least once a week.
- Over 50% of information managers receive is perceived as having no value.[2]

Why aren't more decision makers leveraging business intelligence? Decision makers will only adopt BI when it is easy to use, timely, and relevant. In short, the IT organization needs to deliver personalized business intelligence without the cost of creating customized applications for customers.

IBM Cognos 8 Business Intelligence recognizes and accommodates the different needs of all BI users in your organization. Delivering a single source of business intelligence to everyone provides many benefits:

- Everyone uses the same reports, analysis, scorecards, and other views, promoting more effective collaboration.
- Common business intelligence reduces debates over the numbers, letting you spend more time deciding the right actions.
- You establish a common information layer on top of disparate data sources.



Casual BI users

Representing the majority of potential enterprise users, casual BI users account for a broad range of users that access BI from a browser; including sales people, operational workers, administrators, even customers and suppliers. What makes this group unique is that they need access anywhere with very little training.

Casual users want:

- Ability to subscribe to regularly distributed reports.
- Simple navigation.
- Clear data presented the way they need to see it.
- Secure, personalized, and browser-only access.

IBM Cognos 8 BI delivers:

- Automated email delivery of relevant reports in their preferred formats and languages.
- Personal report subscriptions, email, and web-based alerts.
- Simple enterprise search.
- Dimensionality built in automatically to the reports for easy drill-down to detail.
- Secure access over the Web that can recognize and adapt to mobile devices without the need for report rewrites.

[2] Hatter, Anthony and Ed Trapasso. 2007. "Managers Say the Majority of Information Obtained for Their Work Is Useless, Accenture Survey Finds." Accenture, January 4.

Executives

These organizational leaders function as casual BI users with unique needs which reflect their more strategic perspectives.

Executives want:

- At-a-glance awareness of organizational health.
- Regular updates and status alerts on their areas of responsibility.
- Secure access to business information from anywhere.

IBM Cognos 8 BI delivers:

- Business dashboards for quick communication of complex data, and scorecards that track progress against individual objectives.
- Scheduled reports delivered to desktops, and event notification delivered anywhere help organizations respond quickly and uniformly.
- Briefing books that present data in multiple styles from disparate sources in a single document.
- A secure portal with 128-bit encryption and 24/7 availability.

Business managers

Representing approximately one quarter of the business users in an average enterprise, these users have a wider range of responsibilities than casual BI users, and demand a wider range of self-serve access to different BI capabilities.

Business managers want:

- Drillable business information that offers detail, context, and the 'why' behind the numbers.
- Basic BI authoring that is easy to use.
- Occasional ad hoc queries, analysis, and metrics management.

IBM Cognos 8 BI delivers:

- A familiar, self-service working environment for all BI capabilities.
- Drag-and-drop BI authoring in the same zero-footprint interface.
- Automatic translation for distributed BI.

Business and financial analysts

Business and financial analysts represent a segment of the business manager population. They are unique because they are very savvy in both their analytical and technical abilities. Like professional authors, this group of user often creates content for others to consume, however, they are not BI professionals.

Business and financial analysts want:

- Freedom to explore and analyze data from many sources.
- Professional report authoring capabilities to create statement-style reports with a simplified interface.
- Support for Excel.

IBM Cognos 8 BI delivers

- Web-based, deep, comparative analysis.
- Ability to work in Excel with trusted IBM Cognos 8 metadata.
- The powerful but simplified express authoring mode.
- Purpose-built features for creating financial statement-style reports.
- Easy creation and update of specialist data sets.

Professional authors

Also known as power users, professional authors are the traditional target of most BI software. These authors produce professional quality content for others to consume. Professional authors want these advanced BI capabilities:

- Volume: Fast distribution of many reports to many users.
- Variety: The full range of BI elements and output types.
- Velocity: Fast response times for bursting reports to thousands of users, and sub-second response times when exploring large volumes of data.

IBM Cognos 8 BI delivers:

- Multi-page, multi-query, high volume bursting via email or portals so they can author reports once, for delivery to multiple report formats, languages, and users.
- Queries run against multiple relational and dimensional data sources for display in a single report.
- BI content objects including: charts, maps, crosstabs, 3D bar, pie, line, gauge, funnel, scatter, dot density, waterfall, and live applications.
- Collaborative workflow that supports viewing, querying, analyzing, and authoring to enable business users and professional authors to work together on the same report.

Business intelligence capabilities

IBM Cognos 8 BI brings together the various styles of reporting, plus analysis, scorecarding, and dashboards. These are no longer separate products. They are not simply interoperable products, nor are they separate products on a common platform. They are one product that present a consistent way to interact with your corporate information. This integrated set of capabilities makes a difference to our users. As one Cognos customer stated:

> *"Other products may give the illusion of being a single product, but with Cognos 8 BI, we receive truly integrated data and functionality… the breadth and depth of functionality delivered in Cognos 8 BI, made the decision to standardize on Cognos an easy one."*[3]
>
> Mark Lack, Planning and Financial Manager, Mueller, Inc., Mar. 2006.

You can deliver the complete range of BI capabilities with the flexibility of modular deployment and proven scalability to hundreds of thousands of users. IBM Cognos 8 Business Intelligence lets business users move among BI capabilities in a guided way, get the answers they seek, and collaborate while giving IT complete control over the BI environment.

Value of all capabilities working seamlessly together

Single interface for each user's BI needs: Each business user accesses a single, familiar interface delivering consistent information in the format that makes sense to the user role. Based on a person's role, IT can enable more or less functionality at the push of a button to fit the need.

Single, adaptive authoring environment for all BI capabilities: Gain a single adaptive authoring environment and adaptive report-authoring model for the complete range of enterprise reports, dashboards, scorecards, and other BI capabilities, based on a combination of either OLAP or relational data sources.

Create dashboards and reports in one product: Create visually engaging strategic, tactical, and operational dashboards with gauges, charts, maps, and other graphical elements with built-in, fully automated drill-through capabilities—all from the same reporting interface you use for production and business reports. Use all of the same reporting distribution options for your dashboard, such as scheduling and bursting.

Collaborative report development: Various users can collaborate when producing a report. A casual BI user can author a simple ad hoc report and give it to others for their reference, or to a professional author to be enhanced or edited. The report then returns to the business manager, and he or she can share the finished report(s) with intended recipients. Integrated security ensures people only view what they should.

Guided analysis from scorecard, dashboard, or report: View information in a scorecard, dashboard, or report and get further detail all in one product, with content automatically maintained as you navigate. Interactive, dynamic scorecards, dashboards, and reports let business users follow their questions about how the company is progressing against its strategy.

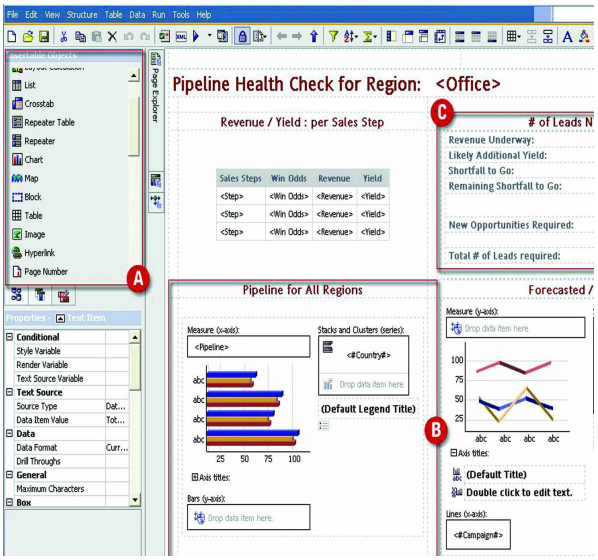
Deep comparative analysis: Analyze large volumes of data from all business dimensions, regardless of where the data is stored—OLAP or dimensionally aware relational sources, or any relational source. Use drag-and- drop techniques such as pivoting and filtering to analyze large data sets with fast response times. All BI capabilities in IBM Cognos 8 Business Intelligence provide a dimensional view on top of relational data.

[3] Mark Lack, planning and financial analysis manager, Mueller, Inc. www.ManagingAutomation.com. March 2006.

Reporting

Cognos Reporting provides you with complete reporting coverage, advanced report authoring capabilities that match user needs, and a collaborative workflow environment that operates on a proven, Web services architecture.

- Covers the complete range of reporting needs—with managed, operational, production, ad hoc, and statement-style reports.
- Report against all operational systems, OLAP, and relational data sources. Display reports in all desired output formats (Email, HTML, PDF, Microsoft Excel, PowerPoint, Word, CSV, and XML).
- Drag-and-drop data elements, formatting, and selection extends self-service report authoring to users, offloads IT requirements, and reduces the reporting backlog.
- Single, zero-footprint, and adaptive authoring interface for reports and dashboards.
- Drill-through and drill-down automatically built-in.
- Build a report once and deploy in any language.

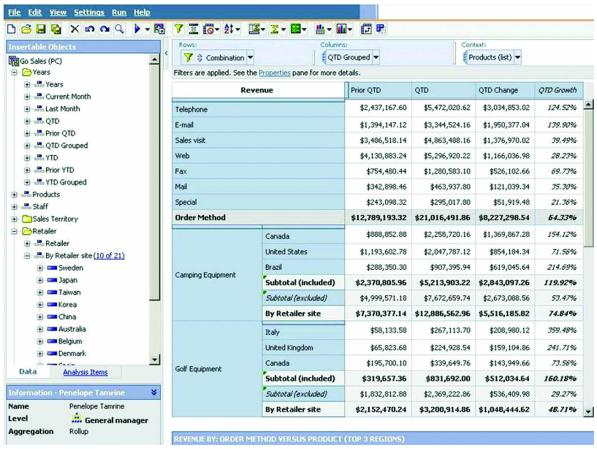


With drag-and-drop authoring, create compound reports that bring together disparate data sources and then distribute the information widely.

Analysis

Analysis enables the guided exploration of information that pertains to all dimensions of your business, regardless of where the data is stored. Robust, easy to use, and easy to deploy, Cognos Analysis lets you explore and analyze large volumes of data covering all dimensions of the business, whether stored in OLAP or dimensionally aware relational sources.

- Analyze large and/or complete data sets with an easy-to-use, drag-and-drop user interface.
- Compare performance across dimensions to spot trends and anomalies over time.
- Pursue business questions through analysis and exploration with fast and predictable response times.
- Powerful, yet easy-to-use, comparative analysis lets you see performance outliers, such as most and least effective suppliers, in one view.
- Explore and perform multidimensional analysis on IBM Cognos 8 BI data in a familiar spreadsheet environment with IBM Cognos 8 BI Analysis for Microsoft Excel®

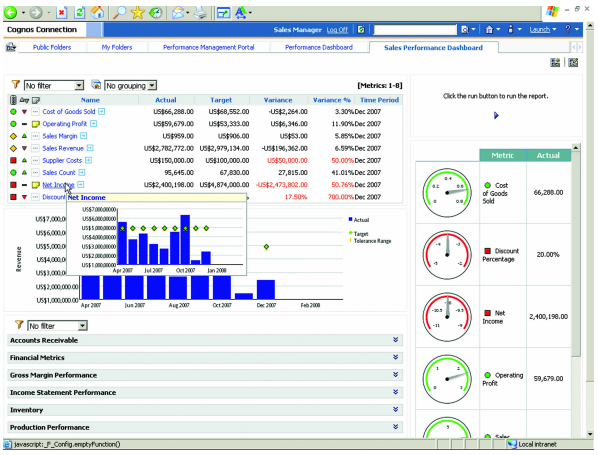


Spot trends with multidimensional analysis against both OLAP and relational sources.

Dashboards

Business dashboards communicate complex information quickly. They translate information from your various corporate systems and data into visually rich presentations using gauges, maps, charts, and other graphical elements to show multiple results together. IBM Cognos 8 BI offers the full range of dashboards — operational, tactical, and strategic — to help you monitor, measure, and manage corporate performance.

- Deliver Web-based dashboards with information from different data sources in a single visual report. Provide an at-a-glance snapshot of the business.
- Cut the time to decision with multi-object performance reports, maps, charts, scorecards, and interactive OLAP analysis coordinated in a single view.
- Set up personalized alerts to monitor performance.
- Connect dashboard elements with underlying data for further context and analysis.
- Support various management methodologies.

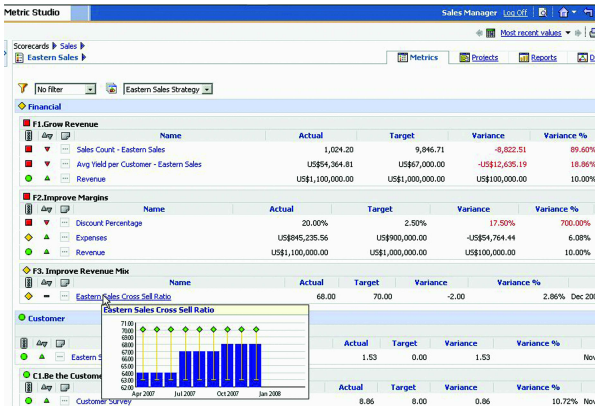


Create dashboards that communicate complex information graphically with the same capability you use for all reporting.

Scorecarding

Use Cognos Scorecarding to link initiatives and projects to strategy, with metrics and strategy maps. Scorecarding helps you align your teams and tactics with strategy, communicate goals consistently, and monitor performance against targets. Use the same scorecard metrics to drive enterprise planning for integrated performance management.

- Easily see and track the status of key performance indicators and initiatives.
- Understand the impact and the root cause of performance issues.
- Attach reports, notes, and analysis to get the information underpinning metrics and understand what drives performance.
- Link metrics to owners to help drive accountability.
- Support Balanced Scorecard, six sigma, or other scorecarding methodologies.
- Scorecards and metrics use the same single metadata model that drives analysis and reporting.



Deliver dynamic scorecards that are more than pretty pictures; let people drill down on their metrics to make better business decisions.

Extend BI

Cognos has also added new BI functionality to ensure that the same quality of content can be delivered to users regardless of their environment. Reach more users with the IBM Cognos Go! family of products—BI through search, BI over mobile devices, BI accessible through Microsoft Office—and the IBM Cognos Now! family that adds more dashboard and operational BI capacity.

IBM Cognos 8 Go! access modes help you increase business intelligence user adoption rates within your organization by letting users interact with reports, analyses, and other BI content using familiar applications or devices, such as a BlackBerry®, Windows Mobile, and Symbian devices, Google, WebSphere Information Server, OmniFind Edition, search engine, MS Office application, or Web browser. All IBM Cognos 8 Go! access modes leverage the IBM Cognos 8 BI architecture, including security and metadata. There is no need to deploy or maintain a separate business intelligence environment.

IBM Cognos Go! Mobile

IBM Cognos 8 Go! Mobile extends the value of the proven IBM Cognos 8 Business Intelligence architecture by providing users with access to timely, secure, and personalized information on their BlackBerry®, Windows Mobile, or Symbian wireless devices.

Cognos has created IBM Cognos 8 Go! Mobile to fit the needs of all mobile workers across the organization—salespeople who need customer and pipeline details, operations personnel who need supply chain information, executives who must have information from every part of the business. It extends their reach by delivering the right information at the right time.

With IBM Cognos 8 Go! Mobile, users will be able to increase their productivity and improve their decision-making when working remotely by accessing operational and strategic information about customer orders, product performance, and more. IBM Cognos 8 Go! Mobile offers:

- *Single authoring environment*
- *Purpose-built rich client*
- *Simple administration*
- *Theft and loss protection*
- *Effective data compression*
- *Resource-efficient design*

IBM Cognos 8 Go! Mobile fits the needs of mobile workers across the organization.

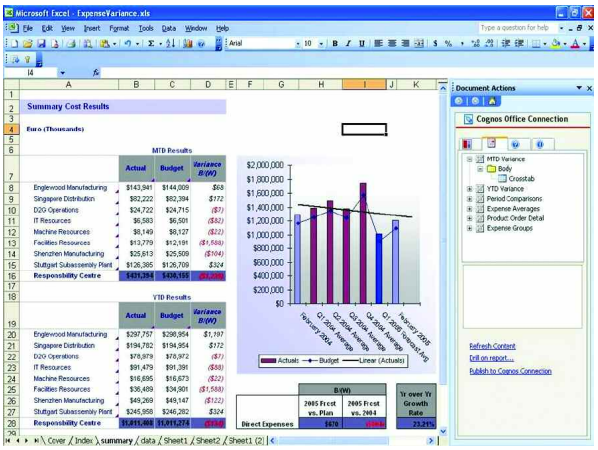
IBM Cognos Go! Office

IBM Cognos 8 Go! Office lets you view and consume Cognos business intelligence content within Microsoft® Office applications such as PowerPoint®, Excel®, and Word®.

IBM Cognos 8 Go! Office brings trusted business intelligence data to familiar Office applications like Microsoft Excel, Microsoft Word, and Microsoft PowerPoint®. You can use Office to exploit IBM Cognos 8 BI content while streamlining administration and extending the value of both investments. With IBM Cognos 8 Go! Office you can centralize data management, empower users with trusted information, and improve business performance with minimal training.

IBM Cognos 8 Go! Office eliminates users' need to cut and paste or manually load data into spreadsheets or presentations. This saves time, prevents errors, and allows users to focus on making decisions rather than data entry. IBM Cognos Go! Office offers:

- *Distribution of business intelligence to everyday users*
- *Central data management*
- *No desktop administration*
- *Access to import a wide range of BI content*



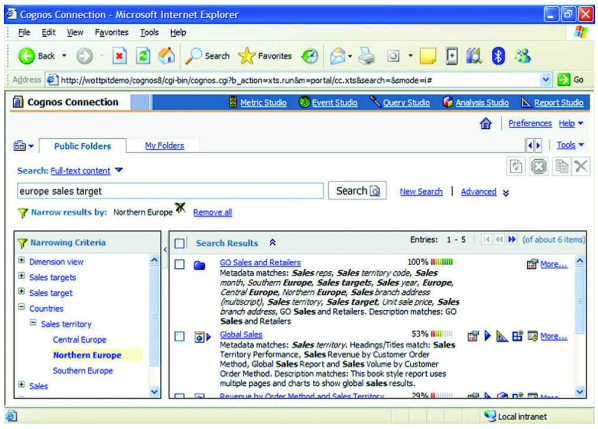
IBM Cognos 8 Go! Office lets you view and consume Cognos business intelligence content within Microsoft® Office applications.

IBM Cognos Go! Search

IBM Cognos 8 Go! Search is a BI search capability that enables users to instantly find relevant, strategic, enterprise information available through IBM Cognos 8 Business Intelligence.

With a familiar, browser-based search that ranks results based on user priorities, IBM Cognos 8 Go! Search delivers an intuitive and efficient way for everyday users to quickly find reports, scorecards, and other content created in IBM Cognos 8 Business Intelligence. IBM Cognos 8 Go! Search offers:

- *Increased business intelligence adoption rates*
- *Value for business users*
- *Search in relational, OLAP, and unstructured data*
- *The ability to make BI widely available to more people*
- *Increased ROI from your BI investment*



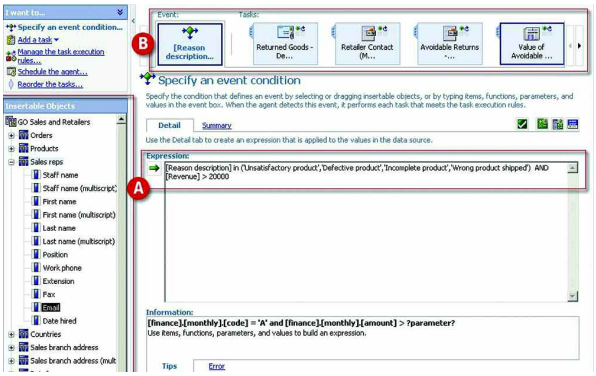
IBM Cognos 8 Go! Search delivers an intuitive and efficient way for everyday users to quickly find reports, scorecards, and other content.

Events and alerts

Events and alerts go beyond the basic notification functionality provided in other products to automate the decision-making process, launch business processes, and integrate with Business Process Management (BPM). Where human intervention is required, through decision-process automation, events and alerts notify the people who are accountable and provide the relevant information they need to resolve the issue. Where human intervention is not required, events and alerts initiate business processes such as data updates or Web service procedures to resolve the issue. Throughout the event lifecycle, events and alerts continue to monitor and notify, ensuring that all relevant players and systems take appropriate action at the right time.

Events and alerts benefits include:

- Linking different parts of the organization together for enterprise-wide event management.
- Compressing the time to action and resolution.
- Defining compound events and tasks using event conditions.
- Managing events in context.
- Using both decision-based and business-process issue resolution.
- Tracking critical events.



A user receives a news item alert in their BI browser that notifies them of a potential pipeline issue and delivers background information to jump-start the decision-making process.

The Cognos 8 platform - underpinning the BI value

IT is being called upon to seamlessly integrate information, technology, and processes. The wide range of required capabilities, the number of users and communities involved, the large and varied data sources, and the complexity of enterprise infrastructures drive important considerations for IT when assessing the platform and architecture of BI solutions.

In working with customers to deliver BI solutions, Cognos has found that IT considerations can be summarized with three key questions:

- How does IT have everyone trust and use the same view of data across the organization?
- How do you scale IT to support mission-critical deployments and minimize strain?
- How does IT gain value from existing investments with the flexibility to respond to new demands?

Having a solid foundation in place to address today's requirements and support on organization's performance management journey is critical to ensure long-term successful BI implementations. With the right platform in place, the solution can change and grow as the organization's needs evolve – with new capabilities, new users, new data sources, and new technology environments – all without adding extra burden on IT.

The Cognos 8 platform is an open, enterprise-class platform providing a common foundation for data access, system management, and information delivery that underpins IBM Cognos 8 Business Intelligence and other Cognos performance management products.

With the Cognos 8 platform, IT professionals and the entire organization benefit from:

- **Complete, consistent access to information** the business can understand, own, and trust.
- **Broad system management for IT** to deploy, manage, and scale with confidence for service commitments.
- **Modern service-oriented architecture** (SOA) to leverage your infrastructure, adapt to change, and embrace open standards for long-term use and growth.

With the Cognos 8 platform, you have the capacity to deliver on business needs today and grow your solution as your performance management journey evolves.

Complete, consistent access to information for the business

Organizations are accumulating massive amounts of data. Data comes from ERP systems, data warehouses, operational data stores, customer-facing systems, and a wide array of other sources. Data resides in numerous locations, often in different formats, and isolated silos. Managed effectively, this data becomes information that enables people at all levels of an organization to gain a clear understanding of how they are performing, why, and what they need to do to perform better. The result can be an organization where processes and people are aligned; driving higher performance, and building competitive advantage.

Data modelers need reliable access to all data. They need to be able to choose the best method to source it, and adapt their approach as business demands change. They deliver the relevant information so that everyone works with the same numbers. Data analysts work with data modelers to translate data for business users. Business users need to work with data modelers to improve data quality and accuracy, to ensure wide user adoption.

The Cognos 8 platform helps these data professionals deliver reliable, consistent, and timely data for business intelligence capabilities such as reporting, analysis, and scorecarding. This means organizations can connect to multiple disparate data sources in batch and real time, support the wide range of data strategies deployed today, and deliver the broad reach needed to access all the data. This results in consistency and eases maintenance. It also ensures that, as more capabilities are added, users can still leverage the same query service. Complete, consistent access to information with the Cognos 8 platform means open data access, clear business information, data quality, and optimized modeling.

With the Cognos 8 platform, you can deliver a "model once/deploy anywhere" common business view, available in any language. You can also publish and secure corporate information so users can only access information that is pertinent to them, but that shares the common view.

As it is important to resolve data quality issues as they arise, you can use Cognos' performance management capabilities to ensure that ongoing data quality can be managed using data quality dashboards, scorecards, alerts, and other components of the IBM Cognos BI and performance management solution. You can deliver data that your business trusts by systematically applying data quality business rules as you identify, quantify, and resolve any issues.

The Cognos 8 platform enables teams of modelers with built-in proven practices to build optimal, multi-tier models that insulate the business from the physical complexity, and enable easier management of changes.

Broad system management for IT to deploy, manage, and scale

Technology hurdles can dampen business and IT enthusiasm for new applications and solutions, such as business intelligence. Users without access, users accessing the wrong information, poor performance, and random system errors; all of these shake business confidence and reduce the user community's willingness to adopt the solution. Even worse, these hurdles can undermine IT's confidence in the technology itself.

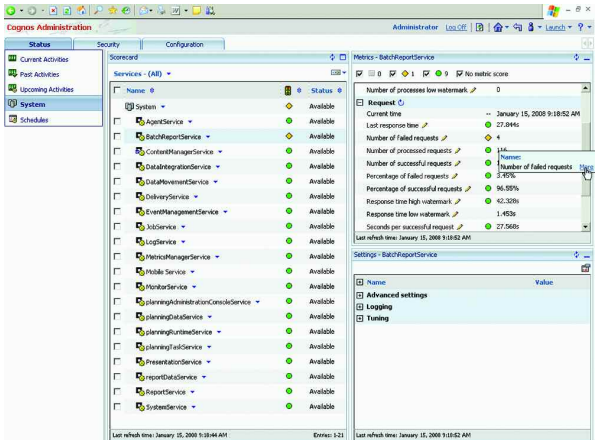
IT managers need to trust the technology solution and know that it enables them to meet their required service level commitments, provide the right access to all users, and minimize the risk of additional strain on IT staff. This confidence needs to exist at the time of initial deployment, and it needs to be able to grow as the solution extends across the business.

The enterprise-scalable Cognos 8 platform provides broad system management with a complete view of system activity and the ability to streamline environment changes.

The Cognos 8 platform provides IT managers with the capacity to plan the required resources for a deployed solution. It offers built-in fault tolerance, predictable linear response, and the ability to implement comprehensive security; all without client-side install or downloads for end-users.

In a single, intuitive interface, BI system administration provides users with improved visibility into BI system activity, and the flexibility and control needed to manage the system proactively. System managers can see at-a-glance all relevant system metrics, quickly spot those flagged as potential problems, drill down to find the causes, and take steps to identify problems before they happen.

Cognos helps you manage environment change in a visual way. Administrators can test, compare, and summarize report results between two application environments (e.g., new and older versions of IBM Cognos 8 BI) to identify and quantify issues during the upgrade process, ensuring faster and more streamlined upgrades.



Use the IBM Cognos 8 BI administration console to view metrics and manage a BI system.

Modern service-oriented architecture (SOA)

When organizations choose new IT applications, IT managers must ensure important technology requirements are addressed:

- IT managers and architects need to know that technology solutions support broader enterprise standards such as portals, Web, security, and operating systems.
- IT managers also evaluate how the technology solution fits with their preferred deployment strategy; influencing how and where an application is deployed, and what hardware is required.
- IT managers must also consider that the solution is flexible enough to fit future requirements.

With these criteria in mind, IT managers ensure the solutions are simple—both for the users to adopt and for IT to build. The IT manager must think about how to best deploy the solution in the work environment to which users are accustomed.

The Cognos 8 platform is built on a modern service-oriented architecture, based on open standards, and is completely environment neutral. The platform can scale up or out as needed with peer-to-peer services locatable anywhere on the network. Customers, partners, and Cognos consultants can innovate and customize performance management applications with the SOA-based Cognos 8 platform and its purpose-built services. The single, open API gives full access to functionality to embed performance management capabilities into other applications.

IBM Cognos 8 BI, built on the Cognos 8 platform, delivers on the need to standardize on a BI solution, and takes organizations down the path of performance management.

Established architecture

Cognos has established the architecture for customers to enable this vision. Now it's up to those same customers, along with partners, to take the next step to make pervasive BI/PM the reality it should be." [4]

John Hagerty, Vice President, AMR Research

[4] AMR Research, **"AMR Research Alert: Cognos Continues To Spread Its BI/PM Wings"**, J. Hagerty, June 15, 2007

Summary

The full promise of BI means that neither IT nor business users feel limited by their BI systems. Business users need to see relevant information about their business in ways that are the most meaningful to them and the easiest to understand. Business users need to see the big picture and, when necessary, the detail. They do not want to drown in irrelevant information. IT's ability to control costs and deliver value should not be undermined by maintaining multiple BI systems. IT does not want BI that only covers some of the data. They need software that has room to grow to meet tomorrow's demands.

IBM Cognos 8 Business Intelligence opens windows into all your corporate systems and data. BI system managers, professional authors, business and financial analysts, line of business managers, executives, and casual BI users can all find value through these multiple windows. IT can deliver the best available value to all users with one business intelligence product—making it simpler, faster, and easier to manage.

IBM Cognos 8 Business Intelligence breaks through these limits and more. The full promise of business intelligence is that all users be able to access all data, through all capabilities, across the Cognos 8 platform. They should understand what happened and why, and determine what action they should take to help the organization succeed. This is the promise IBM Cognos 8 BI uniquely fulfills.

About Cognos, an IBM Company

Cognos, an IBM Company, is the world leader in business intelligence and performance management solutions. It provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance. Cognos was acquired by IBM in February 2008. For more information, visit http://www.cognos.com.

For more Information

Visit the Cognos Web site at www.cognos.com

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To request a call or ask a question, go to www.cognos.com/contactme. A Cognos representative will respond to your enquiry within two business days.

GLOBAL

Cognos Incorporated
3755 Riverside Drive
P.O. Box 9707, Station T
Ottawa, Ontario
Canada K1G 4K9

ASIA/PACIFIC

Cognos PTY Limited
Level 2 110 Pacific Highway
St. Leonards, NSW 2065
Australia

EUROPE

Cognos Limited
Westerly Point
Market Street
Bracknell, Berkshire
UK RG12 1QB

NORTH AMERICA

Cognos Corporation
15 Wayside Road
Burlington, MA
USA 01803

WWW.COGNOS.COM

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