IBM Cognos Performance

Better Intelligence. Better Business.

Reports, Dashboards and Scorecards with IBM Cognos 8 BI: Better decisions for all users, with maximum IT efficiency

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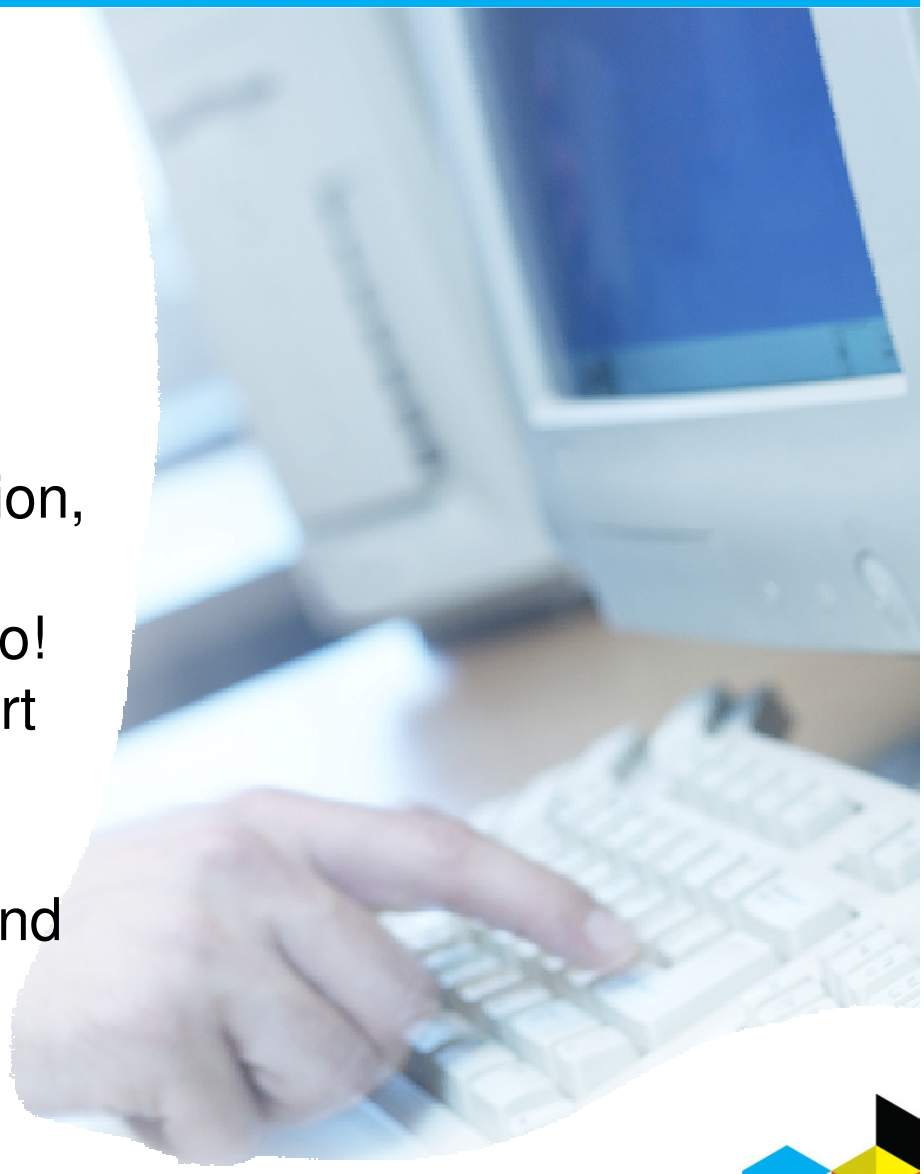
Abstract

Learn how IBM Cognos software provides complete reporting, dashboarding and scorecarding capabilities to accelerate decision-making for all users in an organization, while maximizing IT efficiency. See demonstrations of IBM Cognos 8 Go! Dashboard, IBM Cognos 8 BI Report Studio and IBM Cognos 8 BI Metric Studio and see how all of these capabilities work together to build and leverage your trust corporate data.



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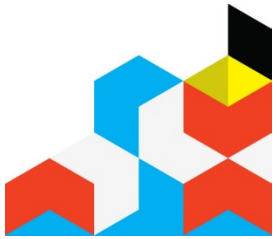
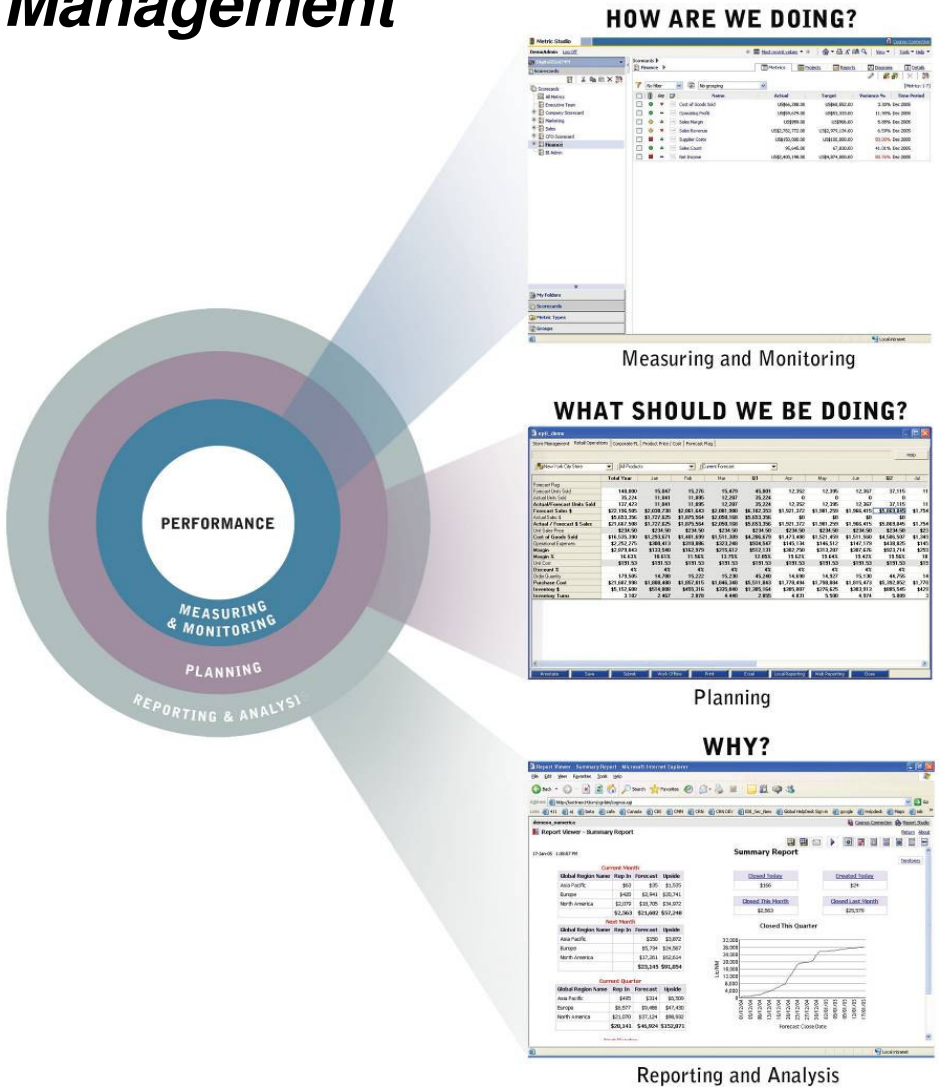
Agenda

- Optimizing performance
- Business user challenges
- Capabilities and demos
- Capabilities and demos



Three questions that drive BI & Performance Management



- Provides ‘snap shot’ view of business
- Personalized and relevant for most impact
- Easy to modify and explore and get to the heart of the issue

The reality of living in a globally integrated world

- Economic integration and future uncertainty
- Increasingly complex supply chains and empowered consumers
- New competitors and fast-changing industry dynamics
- Slowing superpowers and emerging economies
- Energy shortfalls and erratic commodity prices

Unprecedented amounts of new information are being generated –presenting both a challenge and an opportunity for organizations seeking insight.

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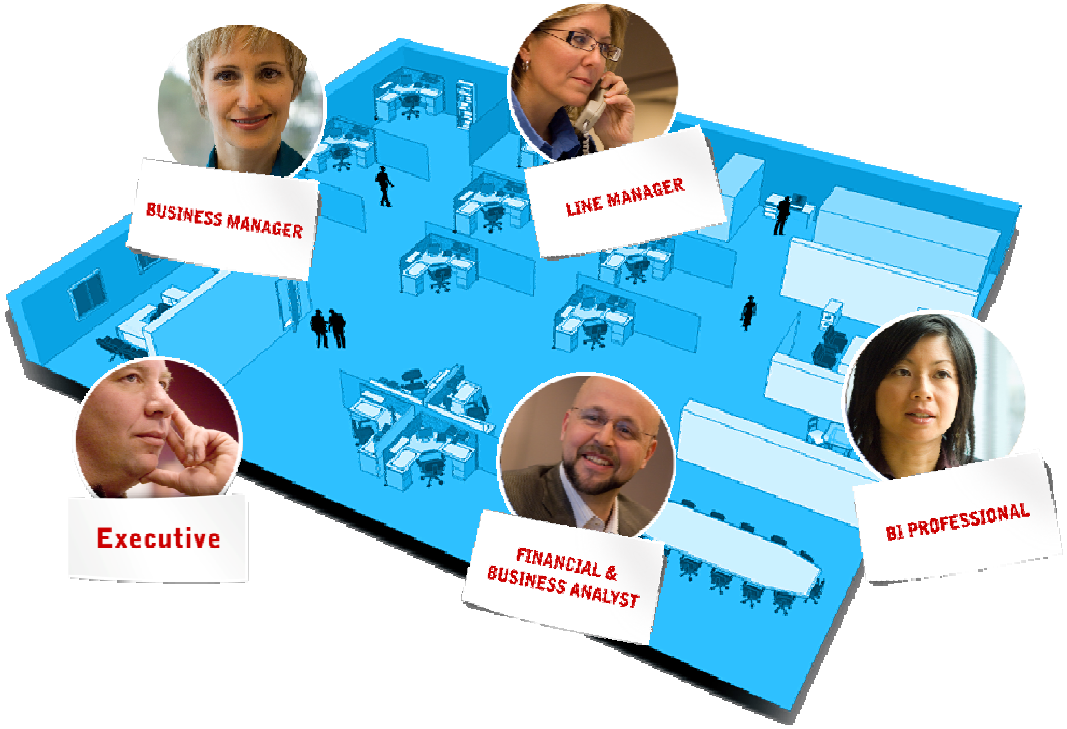
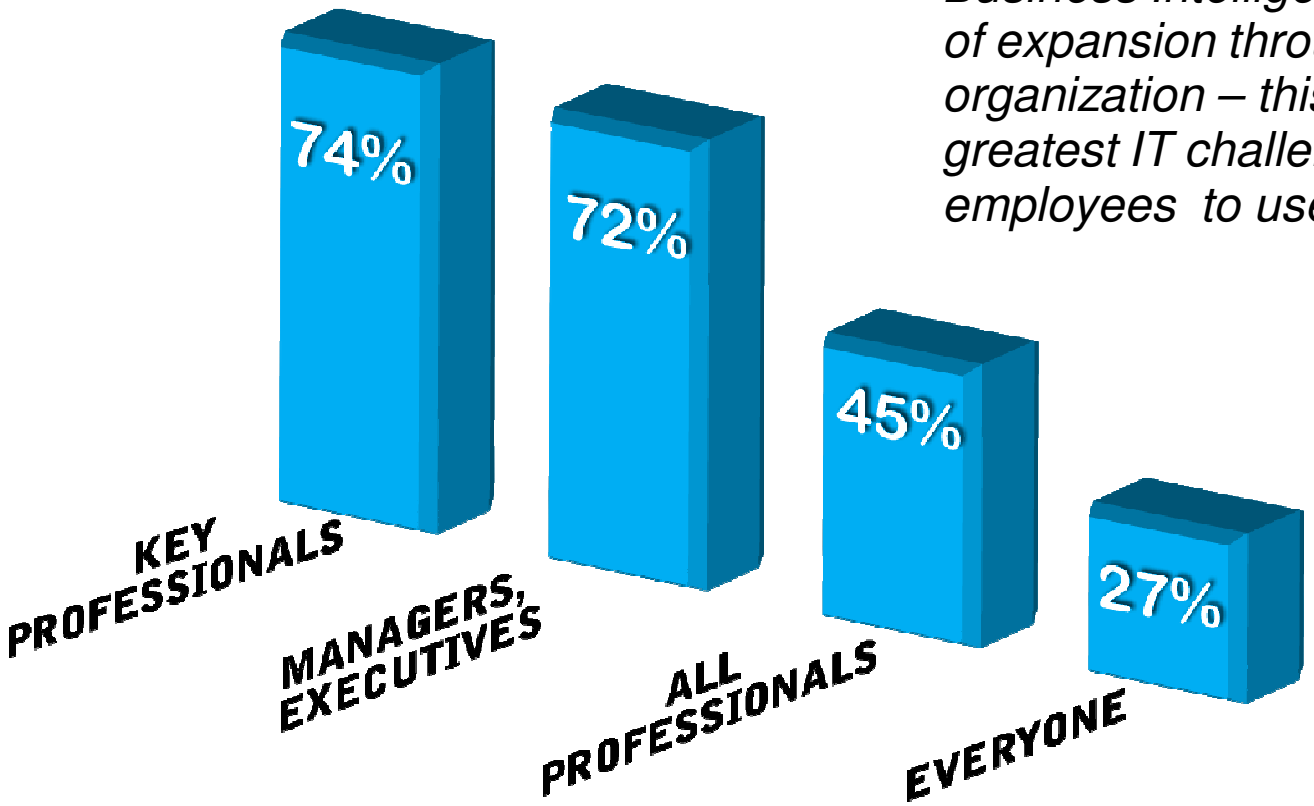
The BI & Performance Management Objective



Everyone in an organization needs business intelligence to ensure they are more informed, engaged, and aligned to drive higher performance

So who actually uses BI?



Business Intelligence is on the cusp of expansion throughout organization – this is reflective of the greatest IT challenge — getting employees to use new technologies

% Importance of distributing BI within organization (% indicates top 3 box of a 10 point rating scale)

Rating Scale:
10 = Extremely important

Source: BusinessWeek Market Advisory Board C-Team Survey

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Pain points ..

Users get frustrated, lose patience with tools they have or don't know where to get information

Every time someone wants a different type of dashboard IT has to create a new one in a different tool

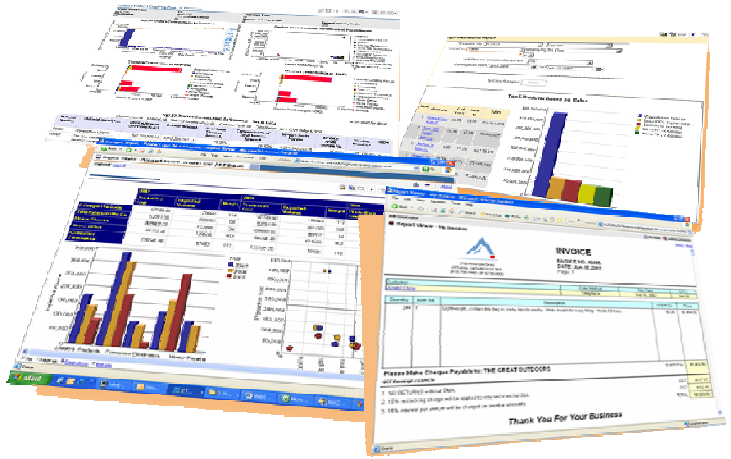
Users find it frustrating when they have conflicting information.

No ability to investigate the reasons for why the indicators are what they are.

IBM Cognos 8 BI Reporting

IBM Cognos 8 BI Reporting delivers **a single environment**, built on an **open enterprise platform** to address all **reporting requirements**.

- Only IBM Cognos Reporting delivers…
  - Universal data access
  - Full breadth of report coverage
  - Author once, access anywhere
  - Holistic support for global deployments
  - Secure reporting environment
  - Integration with enterprise applications



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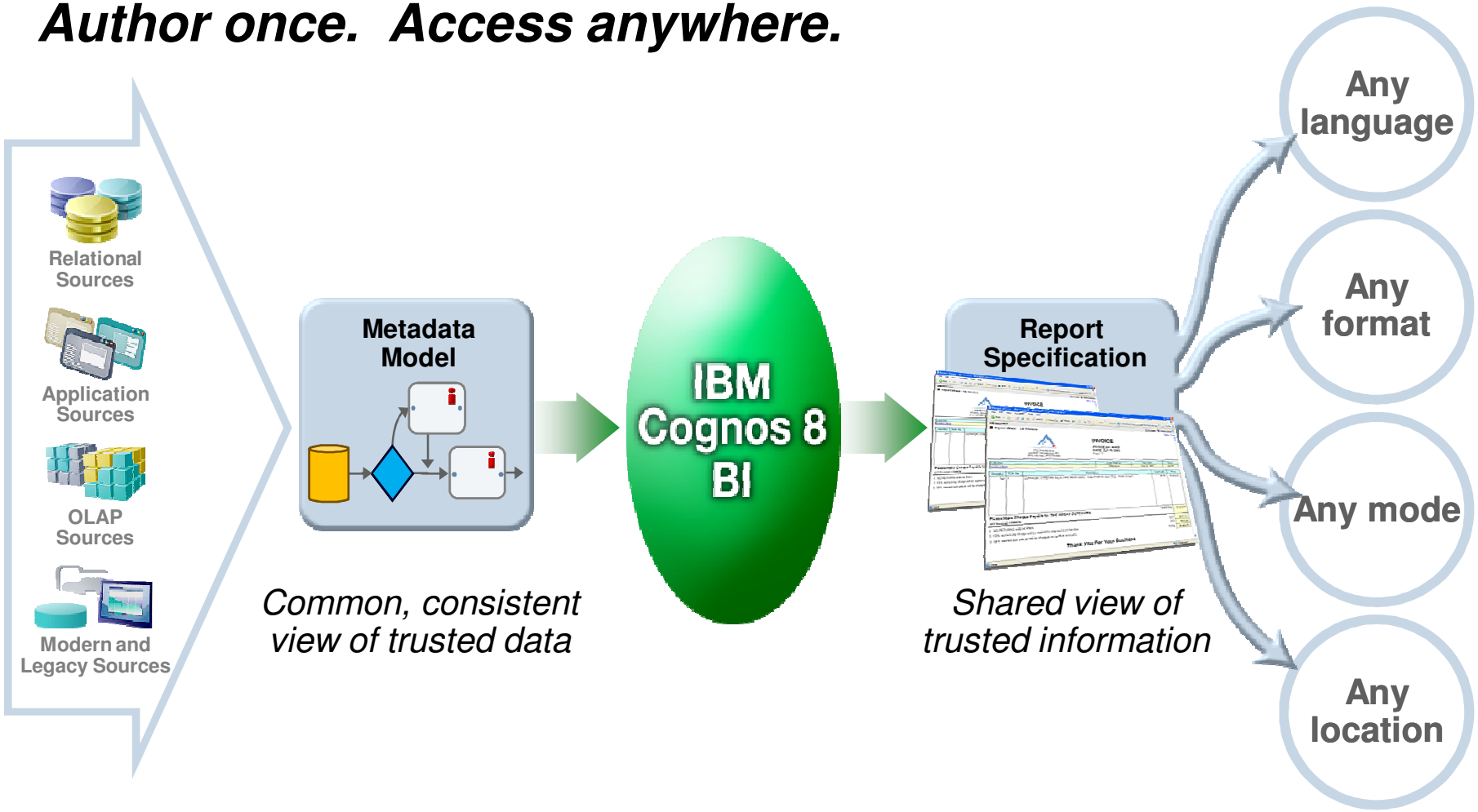

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Constar International's reporting challenge

- The challenge
  - Limited IT resources
- The solution:
  - Empower users to generate their own reports and then train more sophisticated users to create reports in Report Studio to "polish and upgrade" Query Studio reports in Report Studio

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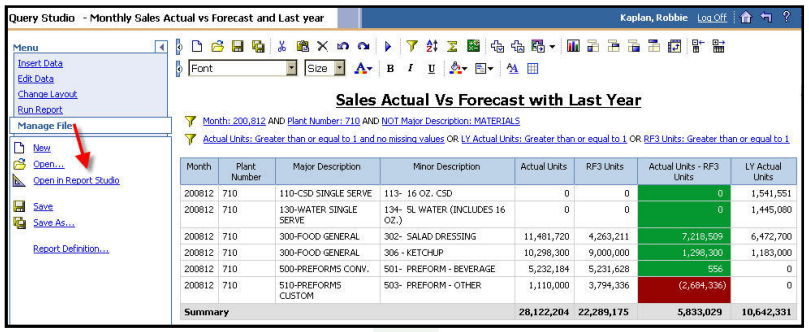

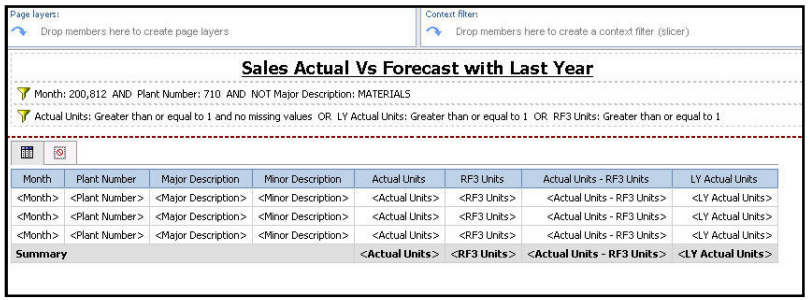

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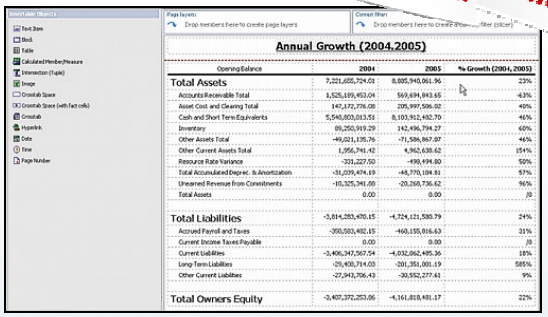
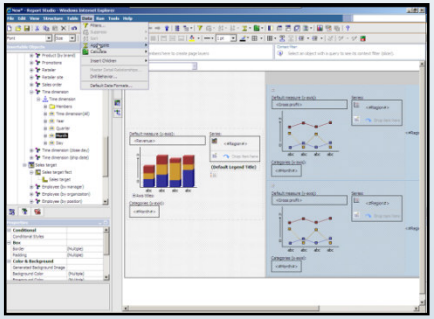
Report authoring for all users

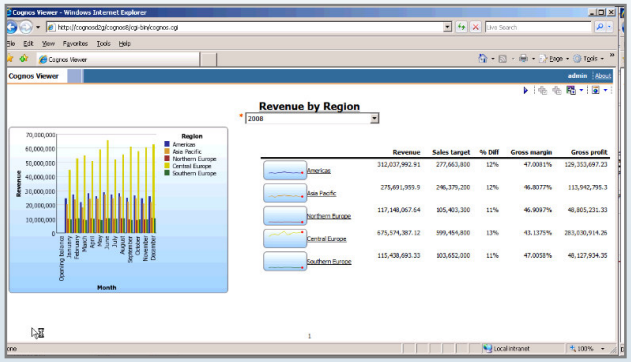
- IBM Cognos 8 BI Report Studio
  - Express authoring mode
    - Simplified user interface
    - Live data
    - Statement-style reports
  - Professional authoring mode
    - Multi-lingual
    - Pixel-perfect formatting
    - Multi-source, multi-page, multi-style
    - All report styles with flexible output
    - Scheduling, email bursting, and event-triggers





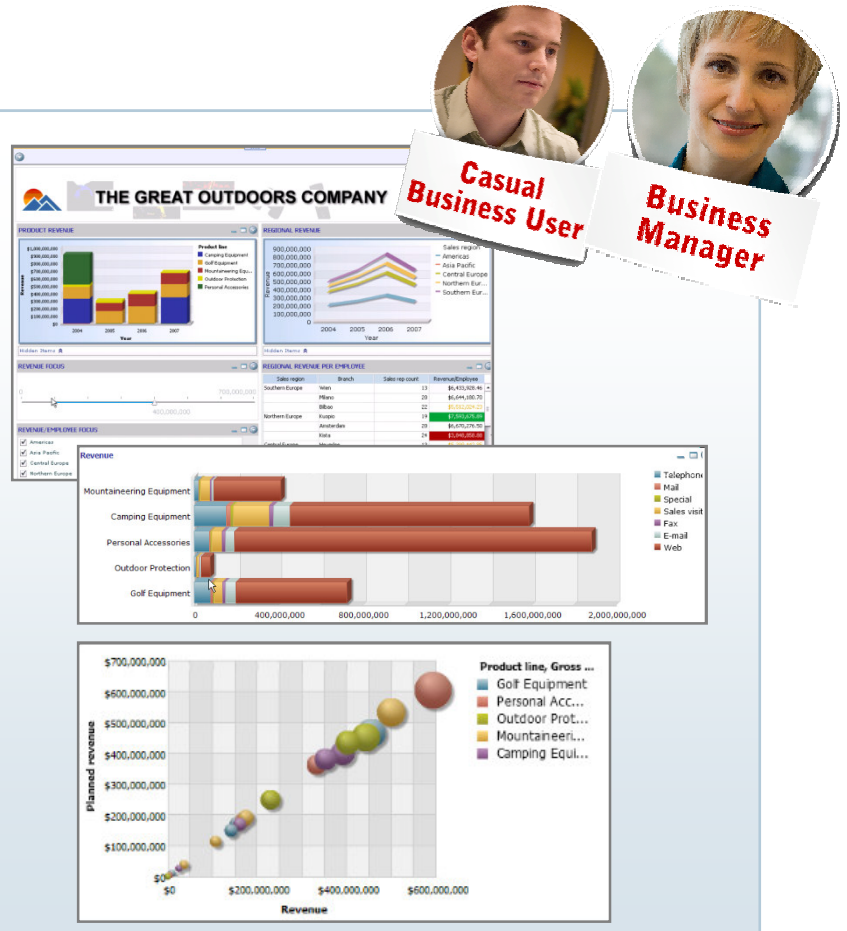
Reports on the Go!

- IBM Cognos 8 Go! Mobile
  - Delivers IBM Cognos 8 BI content to mobile users
  - Leverages the Cognos 8 platform, including security
  - Rich native client, purpose-built
  - Location awareness
  - Support for BlackBerry, Windows Mobile and Symbian



Personalized dashboards

- IBM Cognos 8 Go! Dashboard
  - Dynamic and customizable dashboarding capabilities
  - End users can quickly create and personalize their dashboard
  - Drag and drop ease
  - Trusted Cognos assets



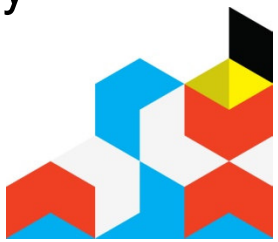
Personalized dashboards

- IBM Cognos 8 BI Metric Studio
  - Link strategy to operations
  - Communicate strategy across the organization
  - Track performance against strategic objectives
  - Create metrics with consistent business rules defining thresholds and targets
  - Provide departmental and employee focus
  - Ensure accountability and ownership
  - Scorecard metrics linked to BI reports and analysis for diagnostic detail

Enterprise, On-Premise Deployment Options

Flexibility and Control → **Fast Time to Value**

Enterprise Software	Virtualization	Private Cloud	Optimized Business System
Leverage existing IT investment	**Optimize use or resources**	**Standardize & share costs**	**Fast to install and run**
e.g. IBM Cognos 8 BI on supported OS and hardware of choice	***e.g. Support for VMWare, IBM Cognos Now!…***	***e.g. IBM Cognos 8 BI for Linux on System z***	***e.g. IBM Smart Analytics System***

Continue Your Learning

- IBM Cognos Proven Practices
  - Source of tried, tested, and proven technical information to help you succeed with IBM Cognos products in your specific environment
- IBM Cognos 8 BI Training Paths
  - View training recommended by role to determine which courses will help you increase your reporting skills
- www.ibm.com/cognos/training
  - Visit the IBM Cognos Education web pages to understand all of the ways that training can support the success of your reporting solution
- www.ibm.com/cognos/customercenter
  - The Cognos Customer Center is the single place to go for easy access to valuable IBM Cognos resources