

IBM Performance 2011

Smarter Decisions. Better Results.



What's New in Cognos 10.1.1

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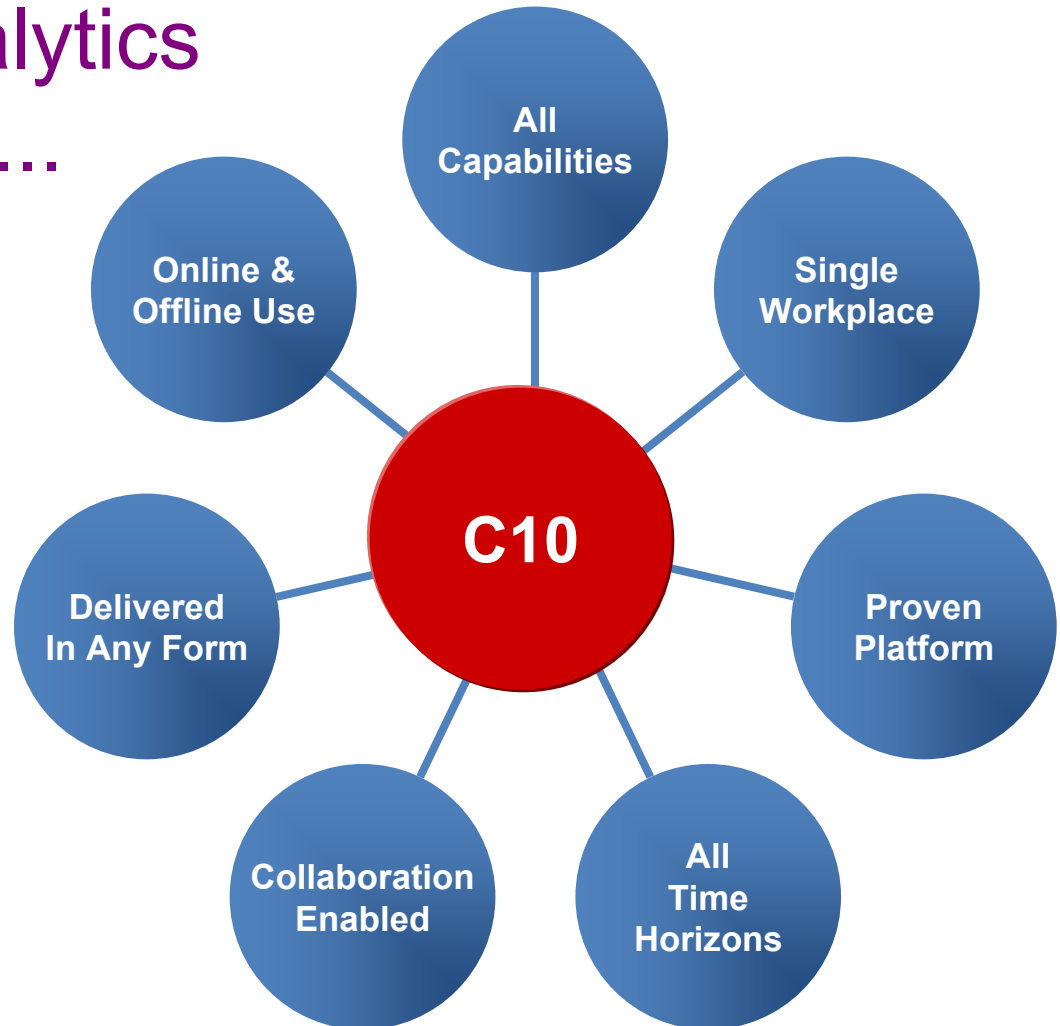
Agenda

- Going back in time – Cognos 10.1 Release
- New features in Cognos 10.1.1
- Demo:
 - Cognos Mobile on iPad
 - Sneak Preview – What's in the Labs?

Going Back in Time – October 2010

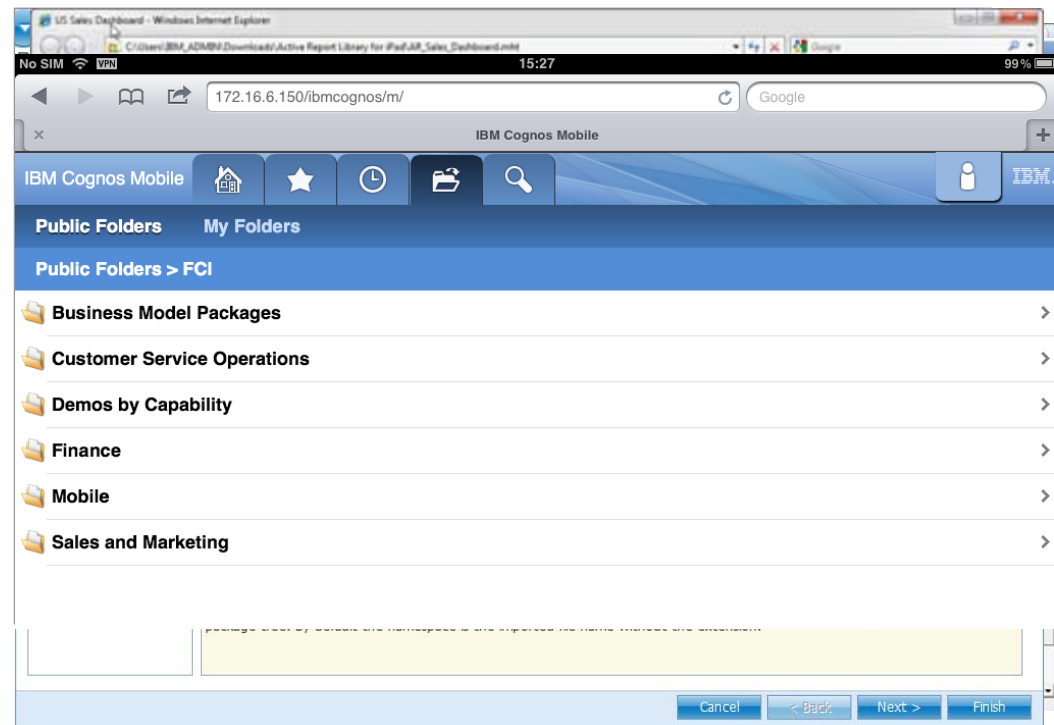


Cognos 10 – First Business Analytics Solution to Deliver...



Highlights in Cognos 10

- Business Insight
- Business Insight Advanced
- Active Reports
- Statistics
- Collaboration
- External Files
- Mobile Web



New in Cognos 10.1.1 - Overview

- **DQM** – *Extended Data Provider Support*
- **64bit** – *Alignment with Architecture Standard*
- **Active Reports** – *Extended Functionality*
- **Cognos Analysis for Microsoft Excel**
– *Extended Functionality*
- **Content Archival** – *New Feature as of 10.1.1*
- **Mobile** – *Extended Platform Support*

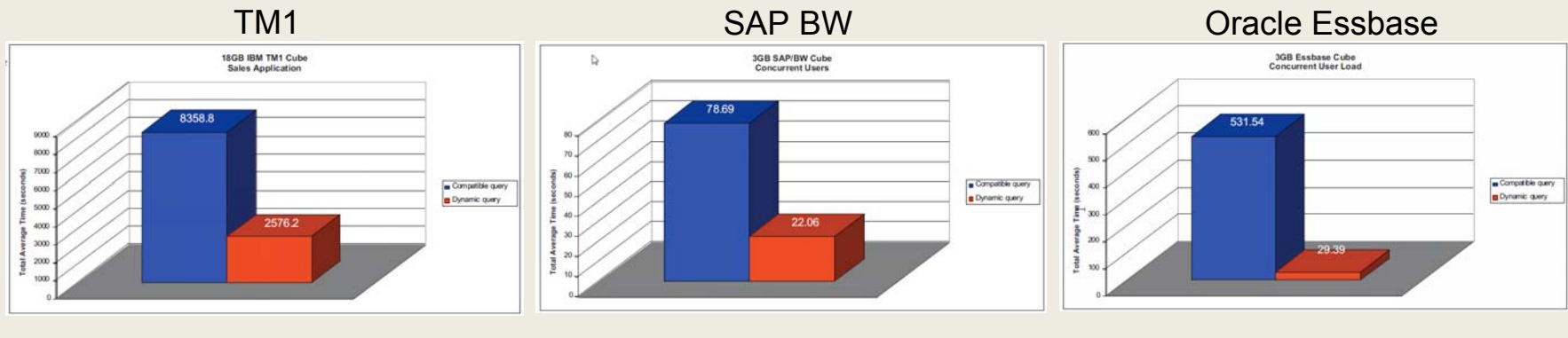
New in Cognos 10.1.1 – DQM Extended

- **DQM** – Extended Data Provider Support
 - Cognos 10.1 – OLAP Only
 - IBM Cognos TM1
 - Oracle Essbase
 - SAP BW
 - Cognos 10.1 Fix Pack 1 (July 2011)
 - **IBM Netezza**
 - Cognos 10.1.1 – Relational Included
 - **IBM DB2**
 - **Oracle**
 - **MS SQL Server**
 - **Teradata**
 - + 1 Extra OLAP: **MS SQL Analysis Services**

New in Cognos 10.1.1 – DQM Extended

- **DQM – Extended Data Provider Support**
 - Relational
 - No more need for Data Clients: **works with JDBC**
 - **Optimized OLAP experience** with Dimensionally Modeled Relational (Hybrid SQL/MDX)
 - OLAP
 - **Overall Performance Optimization**

Total avg response time for 30 concurrent users; Compatible vs. Cognos Dynamic Query

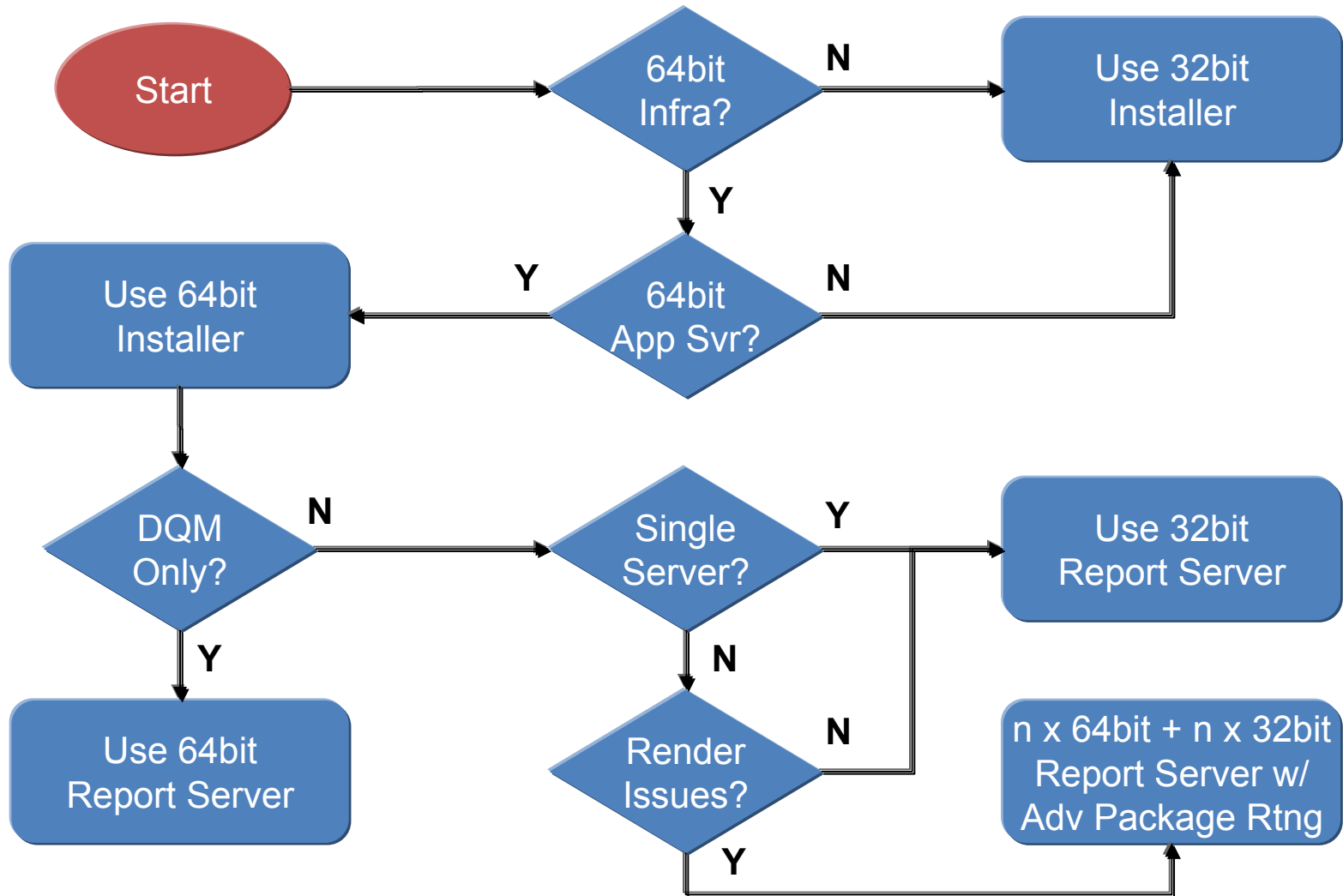


New in Cognos 10.1.1 – 64bit Extended

- **64bit** – Alignment with Architecture Standard
 - Added 64bit Support for **Cognos 7 Authentication Namespace**
 - Added **64bit Report Server (DQM only)**
- **Why 64bit** – Most Important Reasons
 - **Industry Standard** of most infra suppliers
 - Break through “**2-3 GB RAM per Process**” limitation of 32bit architecture

Note: Web Gateway and Metric Studio still 32bit

General Advise on 32bit or 64bit Deployment



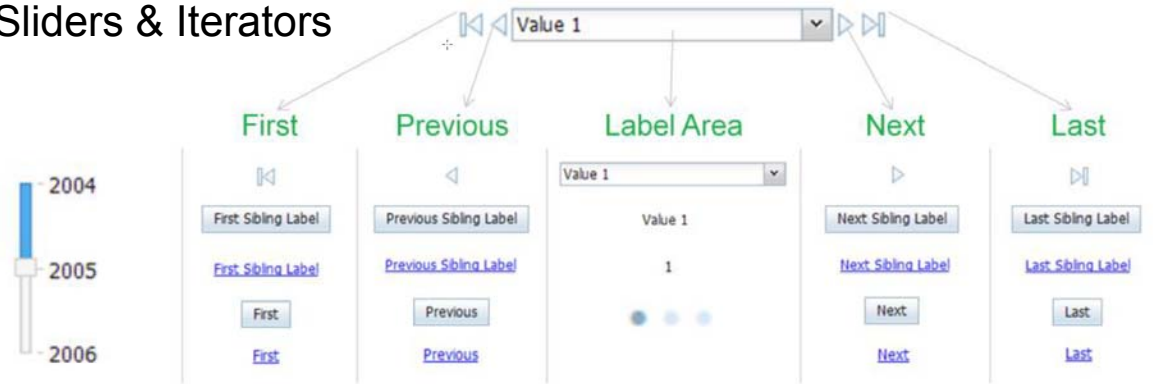
New in Cognos 10.1.1 – Active Reports

- **Active Reports** – Extended Functionality
 - Active Report as widget in **Business Insight**
 - **Improved Authoring**
Variables, Variables / Controls Objects tabs...
 - **New/Updated Controls**
Slider, Iterator, Row Numbers...
 - Security – **Password Protection**
 - **Optimized Printing**
 - Chosen “medium” for **iPad App**

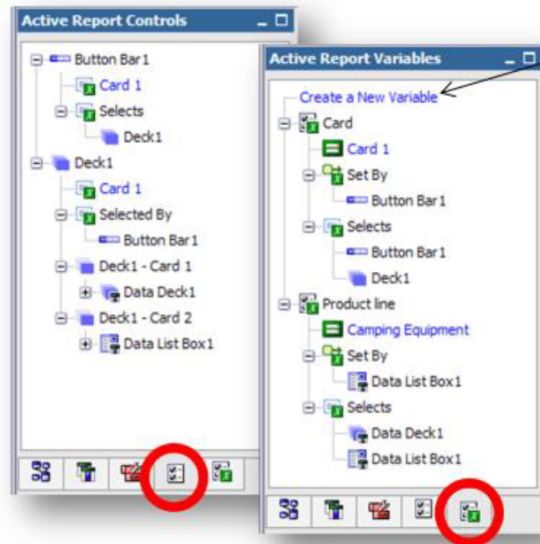
New in Cognos 10.1.1 – Active Reports



Sliders & Iterators



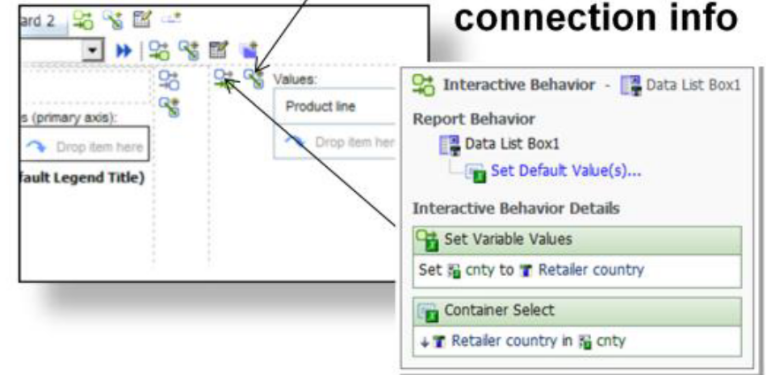
New Variables / Controls Objects tabs



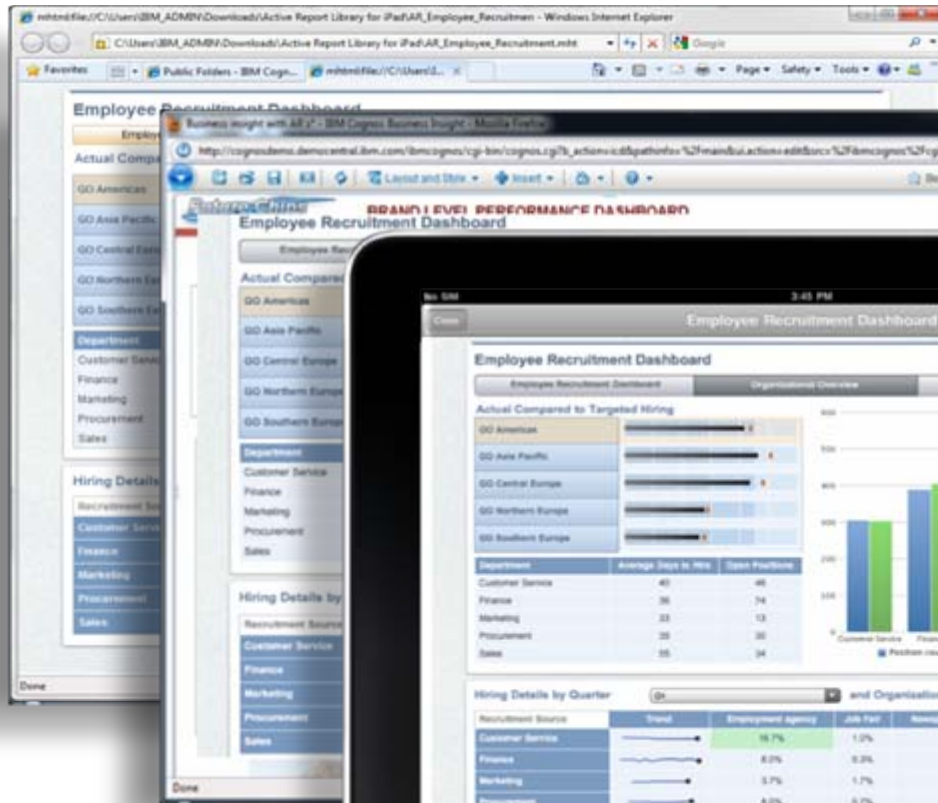
Create Variables

New button
Create a connection

Hover to see connection info



Active Reports: Create Once...



Use in your Browser..

...in Business Insight...

...and on your iPad...



Design Considerations: e.g. iPad 1024x704 Resolution

New in Cognos 10.1.1 – Cognos Analysis for Microsoft Excel

- Why Cognos Analysis for Microsoft Excel?
 - No learning curve
 - Single, Intuitive Interface
 - Self Service Capabilities
 - Live Connection to Corporate Information

New in Cognos 10.1.1 – Cognos Analysis for Microsoft Excel

- What's New?
 - Support for **MS Office 2010**
 - Support for **Latest Browser Versions**
 - Support for **64bit**
 - **Limit Data Volumes** using Package Filters and Prompts
 - **Flexible Refresh**
all data, worksheet, workbook, selected cells
 - Same **Calculations** as Business Insight

New in Cognos 10.1.1 – Cognos Analysis for Microsoft Excel

- What's New?
 - Filter Relational Data in new ways

| Filter | Description: |
|---|--|
| Date Picker for Date | Filter based on a date |
| Last # of Days | Filter the last N days eg: Filter the last 15 days |
| Based on a calculation | Leverage an exploration calculation in your workbook |
| "IN" Filter with list of values | reduces the need for multiple OR clauses (based on SQL IN operator) |
| Comparison | Combine filters to create custom AND and OR conditions |
| Option during filtering: Filter Before \ After Aggregation | Choose when to filter the data: before or after the aggregation happens |

New in Cognos 10.1.1 – Content Archival

- Why Content Archival?
 - Risk Management
 - Regulatory Constraints (avoid Fines)
 - Manage Content Store Size
 - Easy Retrieval of older Report Output

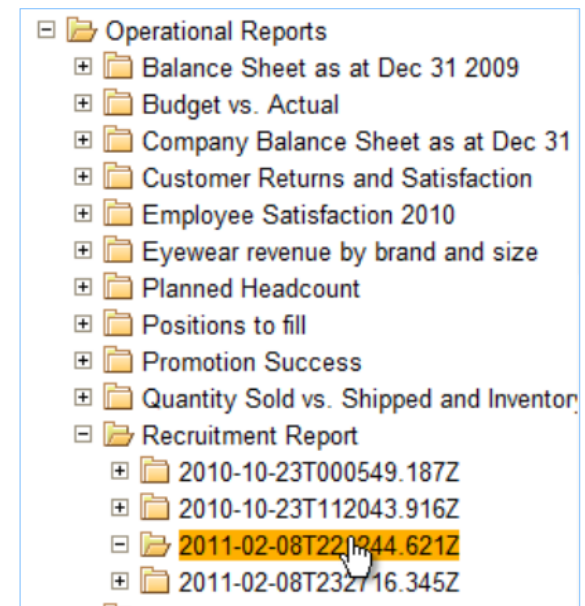


New in Cognos 10.1.1 – Content Archival Integration IBM Cognos and IBM ECM FileNet

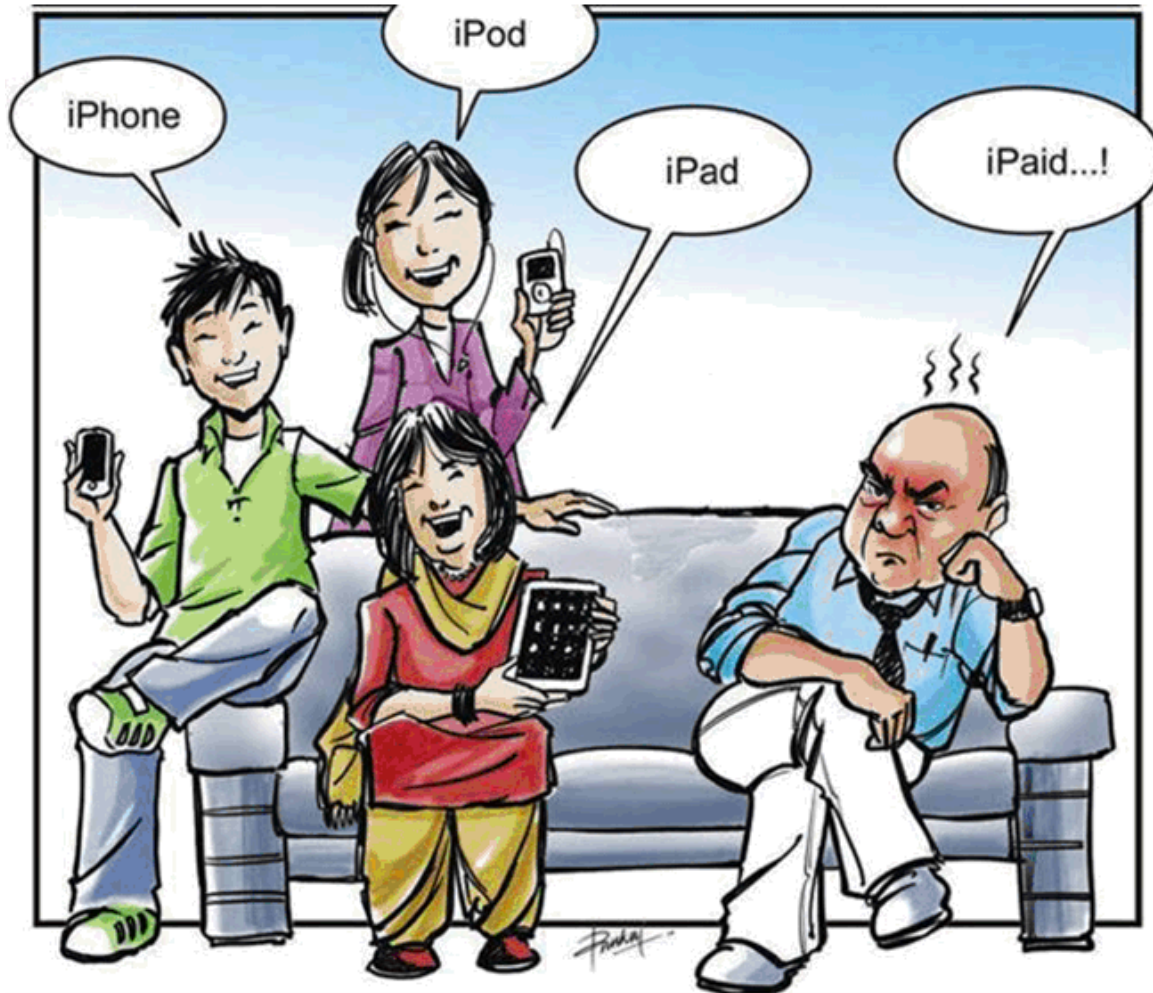
- Archival of Cognos content in **FileNet**
- Based on “Data Source” defining **External Repository**
- **Define Package and Folders** to be archived using “Data Source”
- Archive existing through **Scheduled Maintenance Job**
- **As of then Archival is automatic** for all retained Output



Cognos Connection
Report folder structure
replication in FileNet



New in Cognos 10.1.1 – Mobile Extended Platform Support



The Importance of Mobile BI

33%

of all BI content will be consumed through Mobile Devices by 2013

Gartner "Predicts 2011: New Relationships Will Change BI and Analytics", Bill Gassman, Rita Sallam, Andreas Bitterer, John Hagerty, Neil Chandler , 25 Nov 2010



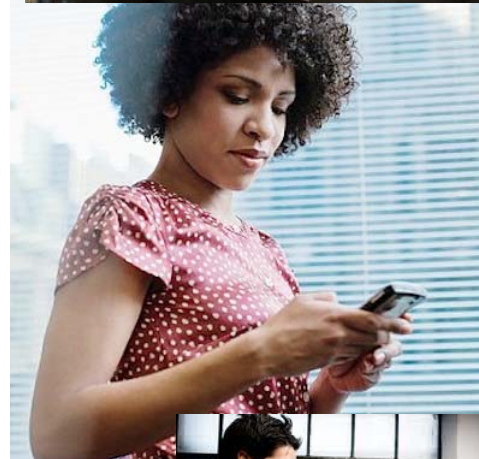
80%

of organizations ranked mobile BI as a top priority for their Executives

Howard Dresner Mobile BI Market Study, 2011

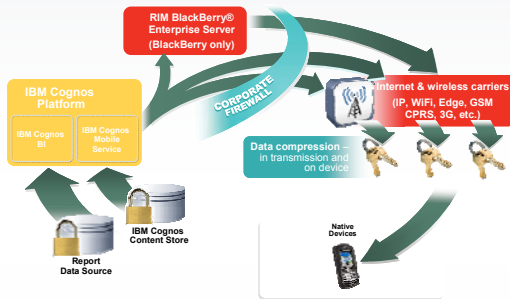
Mobile BI User Profiles

- **Executives**
 - Easy access to strategic information in the office or when traveling for business
- **Line of Business Managers / Supervisors**
 - Analytics at the point of impact when managing the “floor”
- **“Road Warriors”**
 - Access and explore key business information on the road



Consume BI on any Mobile Device

Securely...



Cognos Enterprise Ready Software

Reusing Existing Assets...



Create once

On any Device...

iPad and iPhone
 BlackBerry and PlayBook
 Windows Mobile
 symbian
 Native and web-based deployments

Choice of Market Standards

New in Cognos 10.1.1

Native iPad support

Cognos iPad App available in the Apple Store



Mobile Web Support for

*BlackBerry Playbook
Android*



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DEMO

Cognos Mobile on iPad
Sneak Preview from the labs:
Cognos Desktop Beta



Resources

- New features in Cognos 10.1 and Cognos 10.1.1:
http://public.dhe.ibm.com/software/data/cognos/documentation/docs/en/10.1.1/crn_nf.pdf
- IBM Cognos Proven Practices: IBM Cognos 10 32 Bit Versus 64 Bit Guideline:
http://www.ibm.com/developerworks/data/library/cognos/infrastructure/cognos_specific/page594.html
- IBM Cognos Proven Practices: The IBM Cognos 10 Dynamic Query Cookbook:
http://www.ibm.com/developerworks/data/library/cognos/infrastructure/cognos_specific/page529.html

Q&A