

BI Lifecycle Management script

Your business environment is constantly changing with new challenges, new competitors, and new customer demands.

Business Intelligence solutions help you capture and understand the constant flow of data that's critical to your business's performance.

But purchasing reporting and dashboard software and assuming, "problem solved" won't cut it these days.

Smart businesses are realizing that they need a comprehensive approach to business intelligence.

This means determining the right process, the right architecture and the right infrastructure for your business. So, as your business continues to change, and technology supporting analytics continues to improve, your business intelligence (or BI) solution keeps up.

We call this comprehensive BI approach ... Business Intelligence Lifecycle Management. By taking this "big picture" approach from the start, you can streamline the process of deploying, managing and evolving business intelligence for your organization. There are three phases of Business Intelligence Lifecycle Management:

Deployment. Initial implementation of your BI solution begins with identifying the specific needs of your business. This includes reporting preferences, creating your business metadata model, planning for user capacity, and defining security and auditing protocols.

The next phase is **Management**. By overseeing and fine-tuning your BI system, you can meet and exceed the service-level agreement between business and IT.

The third phase is Evolution. This shapes your BI solution to adapt to new business needs using new technology standards – all without hindering business processes.

IBM Cognos Business Intelligence is a well-integrated business intelligence solution that enables IT to streamline and accelerate this lifecycle process throughout these three phases. And it offers your business greater autonomy and self-service capabilities. View the next segments to learn more about how Business Intelligence Lifecycle Management can benefit your business.

Agility is a key benefit of Business Intelligence Lifecycle Management. By eliminating unnecessary rework with an easy modeling environment, BI Lifecycle management reduces costs and supports effective system management.

Cognos Business Intelligence keeps your business agile by allowing you to create optimal models. Users receive only the information that's relevant to them. The Model Design Accelerator feature provides guided modeling experience with a graphical workflow – great for novice modelers or experienced modelers who want to save time. It evaluates each design step to identify and help you resolve potential issues.

The integrated collaboration features help your business stay agile with integrated access to blogs, wikis and message boards. This empowers your business to make better-informed decisions while saving time, money and resources.

By integrating third party providers, Cognos Business Intelligence boosts agility while reducing costs. For instance, you can use existing enterprise security providers to create a seamless, single sign-on for authentication ... eliminating the need to maintain time-consuming rules and restrictions.

Cognos Business Intelligence delivers task-oriented system monitoring to streamline system management. It provides administrators with a new consolidated view of all system activity ... from scheduled and interactive reports to servers and dispatchers.

Administrators can take appropriate actions quickly ... and IT can reduce the system load to prevent bottlenecks.

With the Cognos Business Intelligence single, open Application Programming Interface, you have full access to all BI functionality. This allows you to integrate business intelligence into your process management and other applications.

IBM Cognos Business Intelligence delivers agility to your enterprise – reducing costs by eliminating unnecessary rework through collaboration between IT and business and effective system management.

Another benefit of BI lifecycle management is predictability – recognizing potential risks and becoming more proactive in resolving issues.

Cognos Business Intelligence delivers predictability through proven linear scalability. Studies show it can scale linearly across up to one million users. You can proactively plan for resources when scaling the solutions.

Cognos Business Intelligence also provides predictability through statistical analysis. Business users can create reports using wizard-driven statistical analysis ... complete with advanced analytical calculations and statistical insights.

You can also perform what-if scenario analyses – creating, collaborating and sharing on-the-fly scenarios. View in real time up-to-the-second relevant information within your BI environment to provide instant visibility.

Cognos Business Intelligence gives you proactive administration with detailed system metrics ... and the ability to set thresholds to detect anomalies. And it can help you meet and exceed service level agreements by resolving issues before they impact your business.

Interactive charts let IT drill down to view scheduled reports in specific time slots. This identifies potential bottlenecks to avoid down-time.

New to Cognos Business Intelligence is the IBM Cognos Lifecycle Manager tool. The tool lets you test, compare and record report results between two Cognos environments when you're upgrading.

You can also validate and predict the impact of making environment changes to your solution ... in a single environment. Quickly roll out changes to production – whether it's from dev-test-prod or when you introduce infrastructure changes.

IBM Cognos Business Intelligence gives you the predictability to develop a precise deployment strategy... helping you become more proactive in resolving issues before they impact your business.

Another benefit of BI lifecycle management is quality of user experience. IBM Cognos Business Intelligence greatly increases the quality of user experience by providing a new unified workspace to easily view, assemble and personalize information. You can generate reports faster and make better business decisions.

Cognos Business Intelligence enables business users to create their own reports without going to IT every time they need something new.

The unified workspace gives you the freedom to search and assemble any amount of BI content from any source onto a single canvas ... removing the frustration of not being able to see exactly what you want to see – and freeing you from continuously building permutations.

Users can also easily merge external data with dimensional and relational sources. Simply reference the external data in an IBM Cognos report or dashboard. You can also incorporate spreadsheet data, or data from disconnected departmental systems, into an existing IBM Cognos environment for rapid reporting and ad-hoc analysis.

Because it's integrated with third-party security, you can have single sign-on capability for authentication. This reduces the barriers to user adoption by simplifying the login process.

How your BI solution handles upgrades is a key factor in the quality of user experience. Cognos Business Intelligence has a seamless upgrade path that's truly an upgrade. Users have much shorter learning curve with new features and functionality.

IBM Cognos Business Intelligence greatly increases the quality of the user experience by streamlining deployment. By reducing report volumes, promoting quick report turnarounds, and accessing new data sources faster, Cognos Business Intelligence speeds and supports your business operations.

Another benefit of BI lifecycle management is auditability. By tracking audit information, you can comply with regulations and manage your system more proactively.

Cognos Business Intelligence offers dimension management with Business Viewpoint. Business Viewpoint offers an easy-to-use interface to define, govern and share dimensions, hierarchies and attributes across BI – helping to ensure that the agreed upon dimension is used everywhere.

Another feature that promotes auditability is the ability to establish granular user access rights from within Cognos Business Intelligence or a third-party security provider. This centralized authorization simplifies the administration of disperse user communities.

Security can even be applied to the data level. Make the right information accessible to the right user or group via granular row and column security ... and by restricting or granting access to information by role.

A single model that enables all users with *just their view* of data makes information both accessible to those who should have it ... and protecting it from those who shouldn't. This capability decreases report proliferation.

There's also business centric lineage – enabling any business user looking at a report to simply right click and access the data lineage.

Cognos Business Intelligence features the Complete System Management Methodology. The methodology includes Auditing Proven Practices, such as setting the optimal level of auditing for each of the services in Cognos software.

You can also control scheduling options by user profile. This lets IT decide who runs what ... and how often. IT can control the load on the system and help improve system performance during peak times.

The IBM Cognos Lifecycle Manager tool allows you to validate and predict the impact of making environment changes to your solution ... in a single environment. It also lets IT view a summary of an upgrade project to track and manage reports throughout the upgrade cycle.

By helping track audit information, IBM Cognos Business Intelligence increases auditability to facilitate compliance with regulations. This smarter system management empowers you to identify and address compliance issues before they impact your business.

BI lifecycle management increases productivity by maximizing the use of your resources so they focus on strategic tasks.

Cognos Business Intelligence features a new report output type that allows authors to create interactive report applications for offline or disconnected use. This boosts productivity by supplying BI to individuals regardless of their location, situation or connectivity.

Cognos Business Intelligence also has mobile support for iPhone and iPad, as well as an enhanced user interface for BlackBerry. With drill-up or drill-down views into your data, this mobile support equips your sales and customer service staff with timely information to make responsive decisions regardless of location.

Cognos Business Intelligence increases IT productivity by providing the information to manage BI systems proactively and efficiently. Specifically, these IBM Cognos system administration capabilities allow IT to reduce the time it takes for them to identify, troubleshoot and resolve an issue.

Along with this, the IBM Cognos Dynamic Query Analyzer increases productivity with an easy-to-use graphical interface for trouble-shooting. It grants quick access and insight into query log files and then displays the query-generated code in a reader-friendly format.

Another feature that boosts productivity gives you the ability to author once and deploy anywhere. With Cognos Business Intelligence you can design reports and business models once and publish sections of the reports to different user communities. You avoid duplication of information and report proliferation and ensure consistency across your organization.

You've seen how by adopting the Business Intelligence Lifecycle Management approach from the start, you can streamline the process of deploying, managing and evolving BI for your organization.

And you've seen how IBM Cognos Business Intelligence can promote agility ... predictability ... quality of user experience ... auditability ... and productivity throughout your organization.

These are not just empty promises. These benefits have had a documented, significant impact for many IBM Cognos customers ... lowering costs and boosting productivity and profits.

Nucleus Research, an independent research firm that specializes in ROI studies, found that by using Cognos Business Intelligence, organizations increased productivity by 20 percent and reduced staffing needs and asset levels by 15 percent.

A study done by the Aberdeen Group found that organizations that had implemented Cognos Business Intelligence improved operating profits by two percent during the worst recession in 70 years – compared to significant decreases in profits for other companies.

Contact an IBM Cognos representative to learn how your organization can benefit from IBM Cognos Business Intelligence Lifecycle Management.