

Introduction



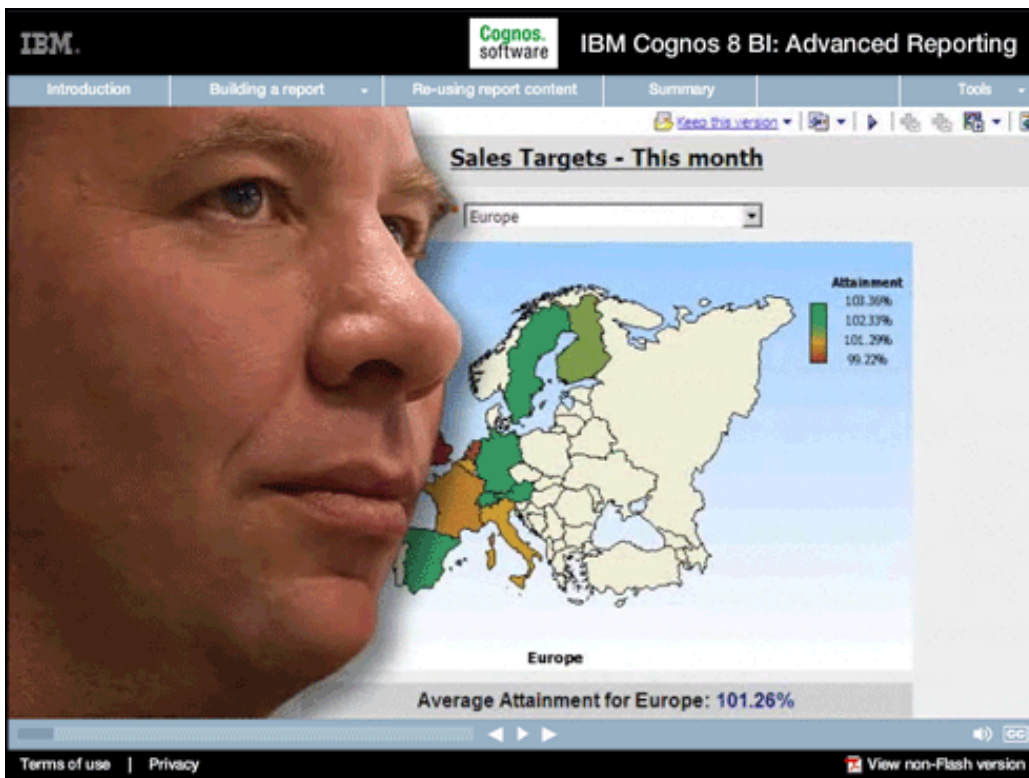
1.

**Narrative:**

What is a report?

**Onscreen Copy:**

What is a report?



2.

**Narrative:**

To an executive, it's probably a high-level view of key measurements for an organization, possibly a dashboard or scorecard...

IBM. Cognos. software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Sales Targets - This month

Cognos Viewer - 60 Executive Briefing Book

GREAT OUTDOORS COMPANY  
AN EXECUTIVE BRIEFING BOOK

TABLE OF CONTENTS

- 1 GLOBAL EMPLOYEE VITAL STATS SUMMARY
- 2 EMPLOYEE EXPERIENCES
- 3 EMPLOYEE TRAINING
- 4 EMPLOYEE SURVEY RATINGS

For an executive...a report must convey the right information quickly and easily.

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3.

**Narrative:**

...or an executive briefing book like the one displayed here.

It's something that conveys enough of the right kind of information for the executive to understand some aspect of the company's performance quickly and easily.

**Onscreen Copy:**

For an executive...a report must convey the right information quickly and easily.

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Cognos Connection

Sales Performance Dashboard

Operating Profit

By	Actual	Target	Variance	Variance %	Time Period
City of Goods Inc	1,284,288.00	1,286,512.00	-2,224.00	0.32%	Oct 2007
City of Goods Inc	1,289,476.00	1,285,512.00	3,964.00	1.49%	Nov 2007
City of Goods Inc	1,289,000.00	1,289,000.00	0.00	0.00%	Dec 2007
City of Goods Inc	1,282,762,771.00	1,282,876,124.00	-113,353.00	-8.83%	Jan 2008
City of Goods Inc	15,649.00	67,636.00	-52,000.00	-78.37%	Feb 2008
City of Goods Inc	1,036,405,198.00	1,036,874,000.00	-468,802.00	-0.04%	Mar 2008
City of Goods Inc	20.90%	2.90%	17.99%	788.97%	Apr 2008

For a manager...a report provides information about vital aspects of the business.

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4.

**Narrative:**

To a manager, it's often a view into profit or loss...costs... revenue drivers...or important information about vital aspects of the business, such as customer accounts, employees, product lines, development schedules, and so on.

**Onscreen Copy:**

For a manager...a report provides information about vital aspects of the business.

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**SUPPLY vs. DEMAND**

Machine Utilization

Machine	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07
Machine A	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Machine B	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Machine C	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Machine D	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Machine E	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Regional Demand Forecast

Region	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07
Eastern Region	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Central Region	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Western Region	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000

For an operational employee...a report answers fundamental operational questions.

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5.

**Narrative:**

To an operational employee, a report is probably organized information answering fundamental operational questions, such as: How is our production capacity performance? What maintenance remains to be performed? What orders are scheduled for shipment today? And so on.

**Onscreen Copy:**

For an operational employee...a report answers fundamental operational questions.

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Introduction Building a report Re-using report content Summary Tools

A report needs to be an organized representation of important information to many users.

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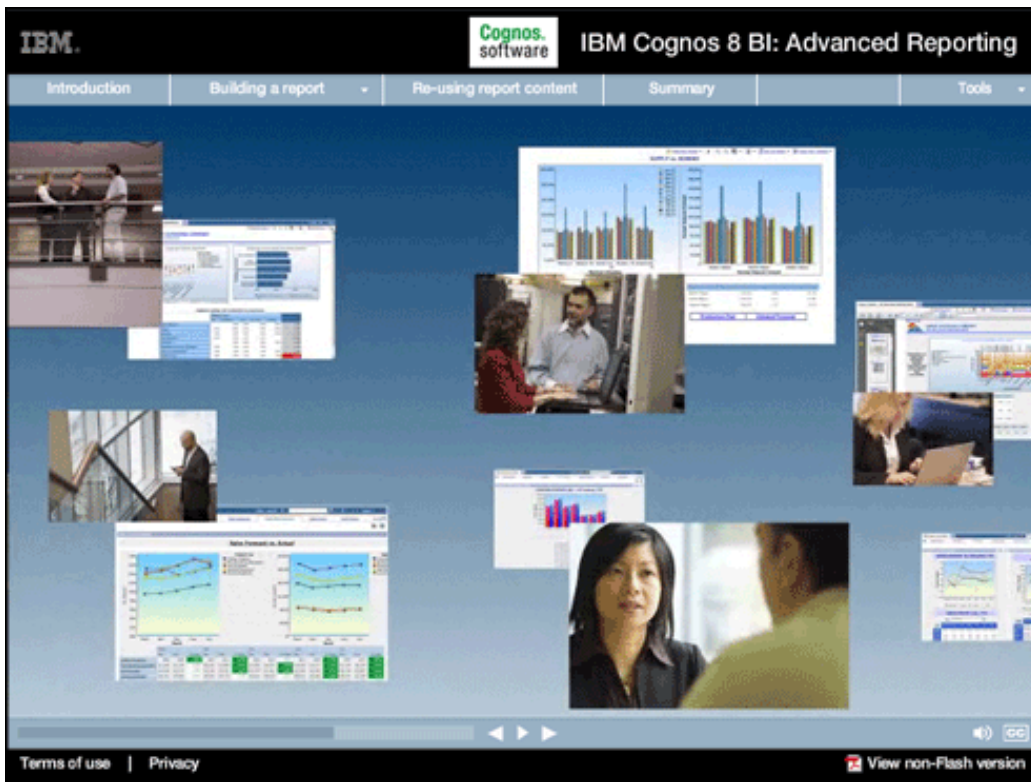
6.

**Narrative:**

The point is that a report represents facts conveying important information to the people consuming those facts. And there are as many kinds of reports as there are people who consume them.

**Onscreen Copy:**

A report needs to be an organized representation of important information to many users.



7.

**Narrative:**

IBM Cognos 8 BI delivers a robust, technologically advanced solution for professional enterprise reporting. Report Studio is a key element in the IBM Cognos complete enterprise reporting solution, delivered in a collaborative authoring environment and based on the fundamental principle of "author once—consume anywhere."



8.

**Narrative:**

For a reporting professional, all of the reports we just mentioned, for all those classes of users, are not only possible with Report Studio, they're... easy to build...easy to maintain... easy to secure... easy to deploy.

**Onscreen Copy:**

With IBM Cognos 8 BI Report Studio reports are:  
 Easy to build.  
 Easy to maintain.  
 Easy to secure.  
 Easy to deploy.



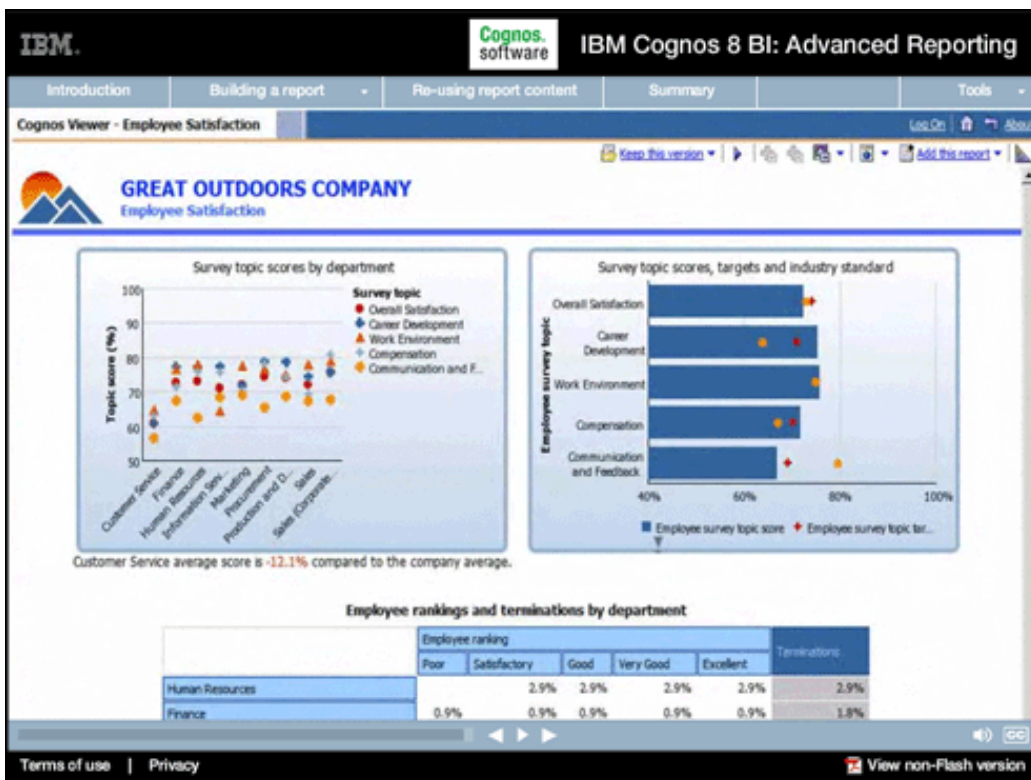
9.

**Narrative:**

And because they're based on the IBM Cognos 8 BI common platform, they're reusable across an entire BI application infrastructure.

**Onscreen Copy:**

Reusable across an entire BI application infrastructure.

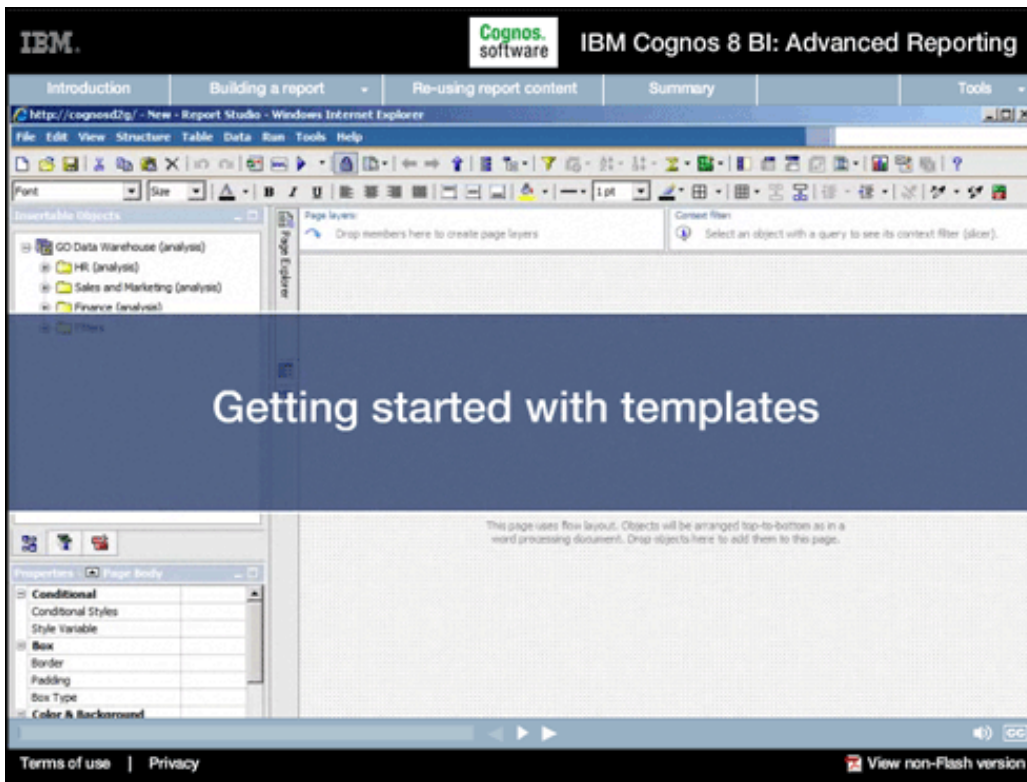


10.

**Narrative:**

Over the next several minutes, we're going to step through a demonstration of key reporting features and, in the process, build a dashboard-style report.

## Getting started with templates



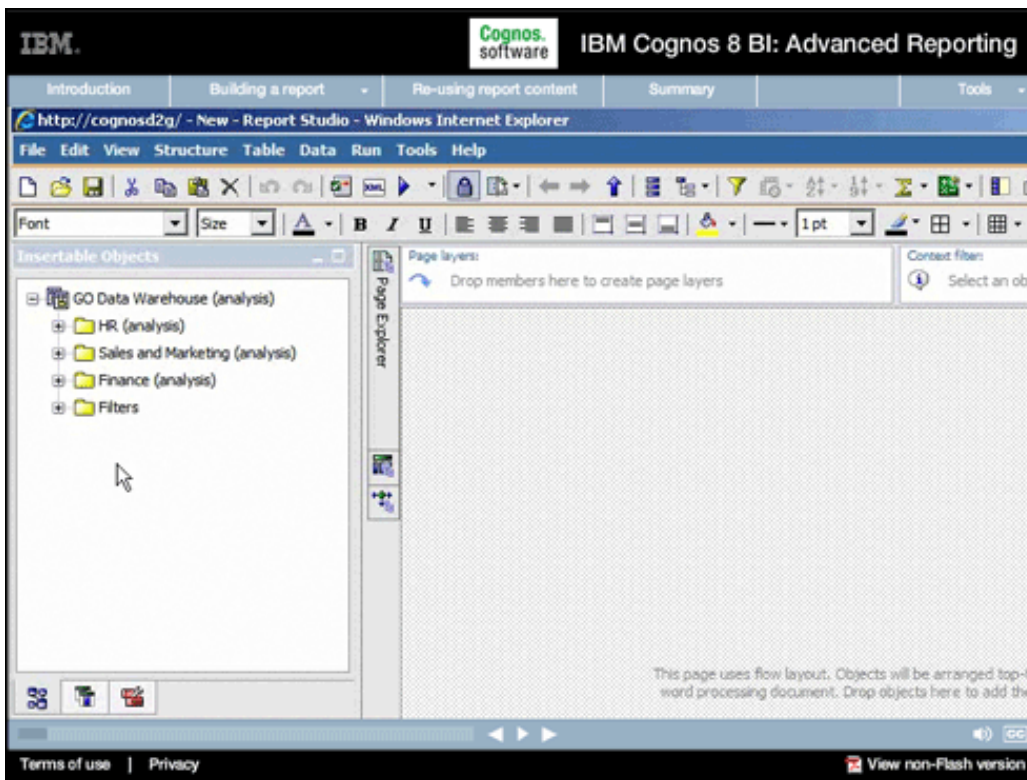
1.

### Narrative:

We'll start our professional reporting demonstration by creating a report using a template.

### Onscreen Copy:

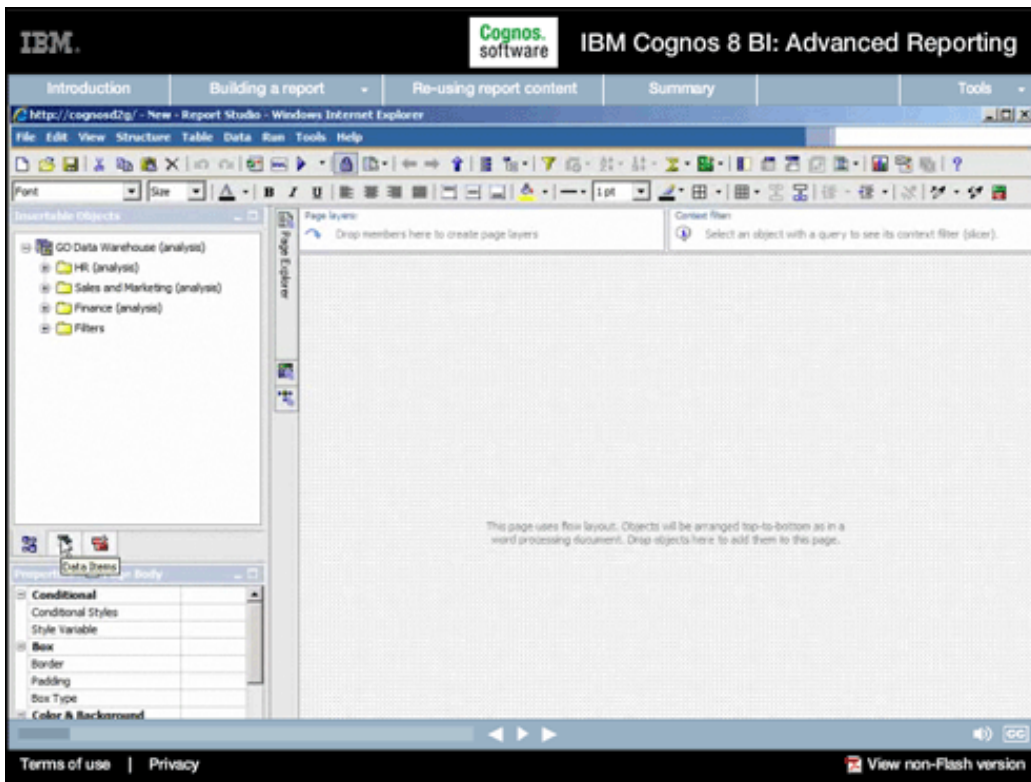
Getting started with templates



2.

### Narrative:

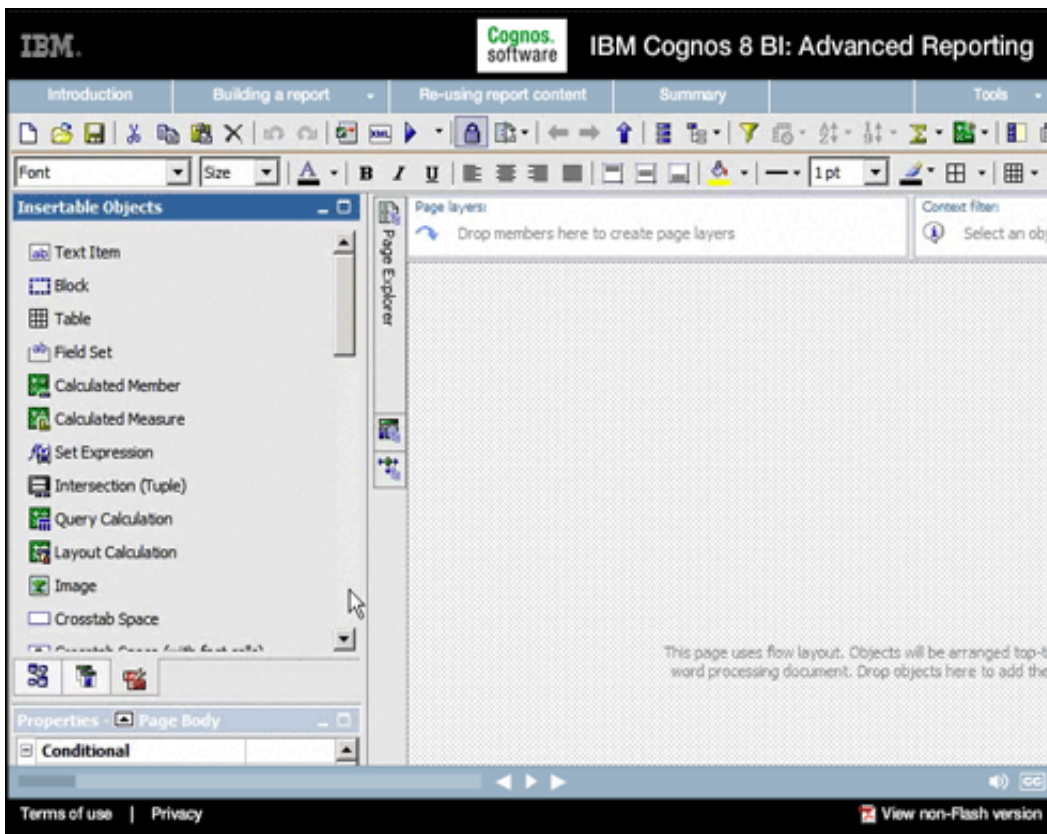
The user interface is designed so that anyone familiar with Windows and a Web browser can easily begin creating professional reports. Across the top is a toolbar that provides quick and easy access to a wide range of powerful reporting features. To the left are the objects that can be inserted into the report. These include data objects, which come from an underlying business model that spans not just reporting, but all aspects of Business Intelligence.



3.

**Narrative:**

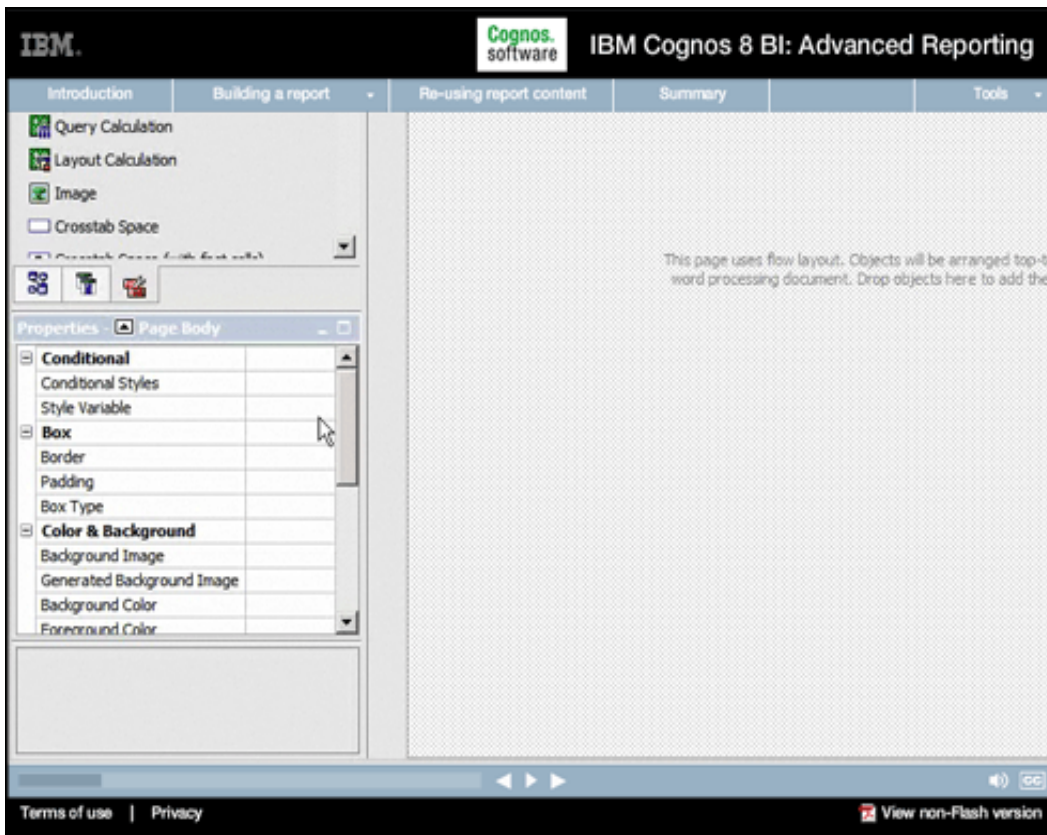
A professional report built here uses the same model and data as analyses or scorecards or dashboards. Everything is built on a common business model optimized for delivering Business Intelligence. You'll also find underlying queries and data objects...



4.

**Narrative:**

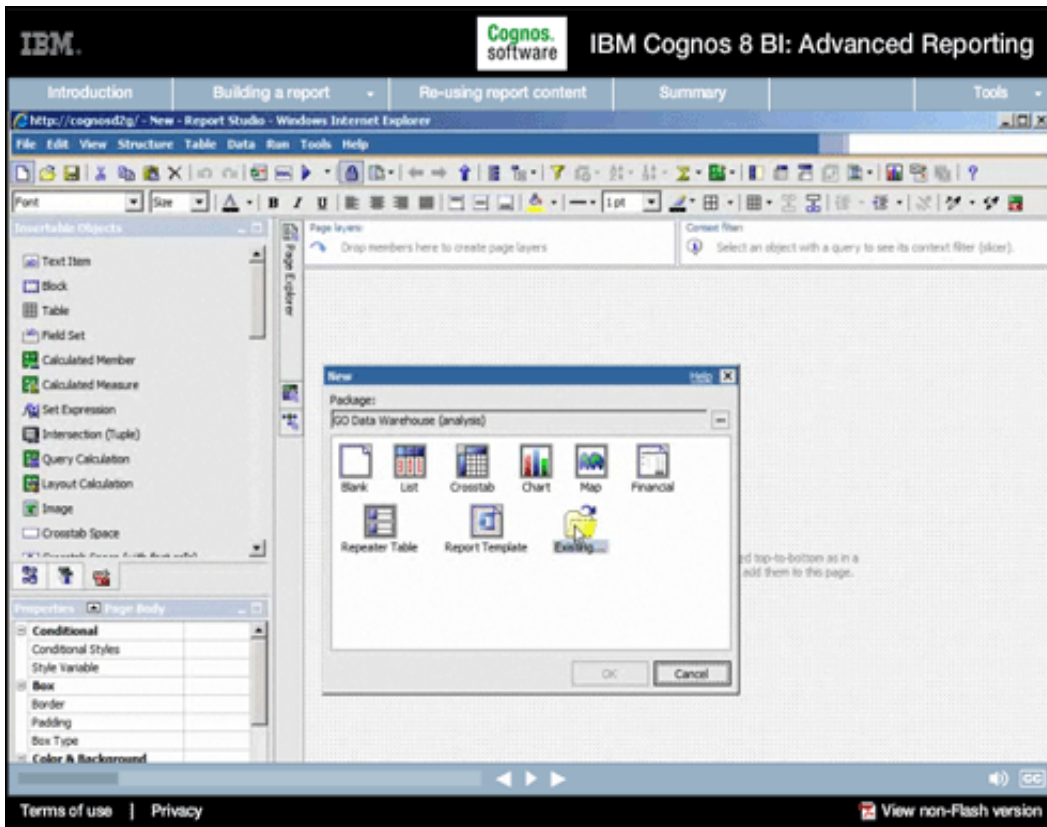
...and a powerful Toolbox. From here the building blocks of the report can be dragged and dropped onto the report pane, to the right. The Toolbox includes everything required in a report, from basic text objects, lists, and charts, to more advanced things like stored library objects, or HTML objects to embed virtually anything into a Web-based report.



5.

**Narrative:**

At the bottom left is the Properties pane, which gives report authors quick and easy access to the properties of the currently selected object or objects in the report area to the right.

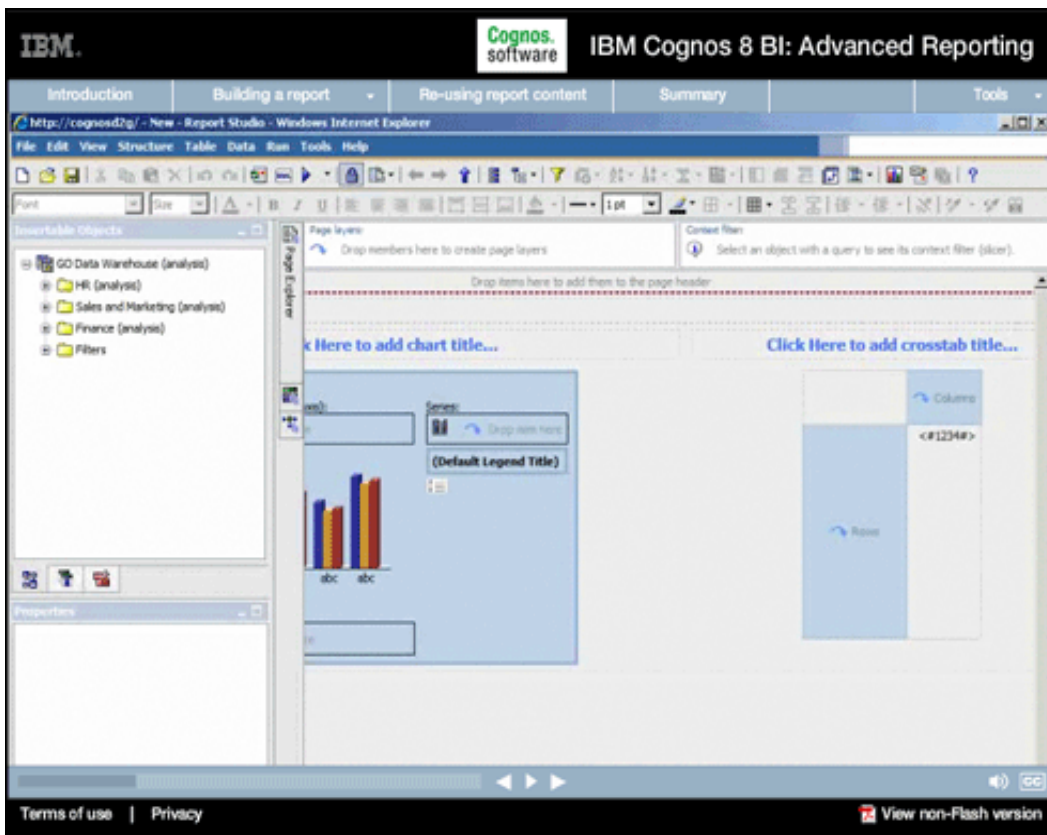


6.

**Narrative:**

We'll start our report by clicking the New icon. Instead of starting from scratch with one of the displayed report types, we'll use a template that's been created based on standard report requirements.

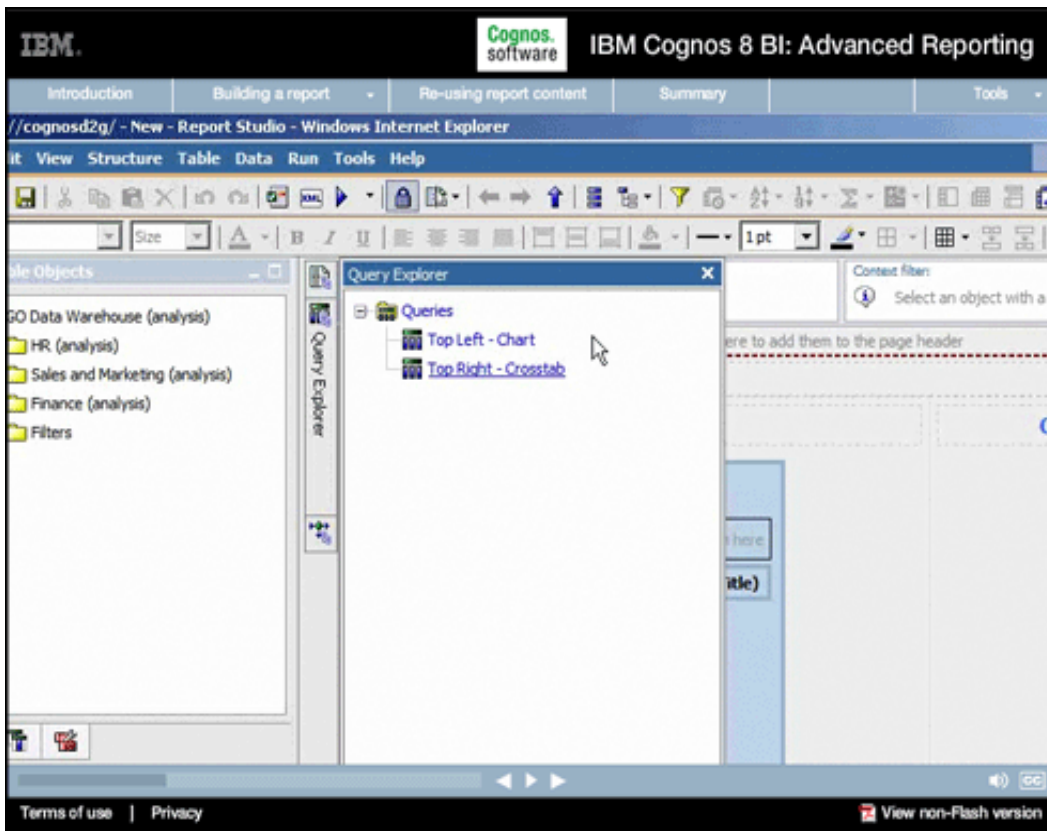




7.

**Narrative:**

The template we've chosen includes report objects ready to display whatever data we wish to add—a chart to the left, and a crosstab to the right. As we'll see when we run our report, the template includes formatting that's been applied to both the chart and the crosstab. These reporting objects, and the sub-objects that they're composed of, can be controlled down to the pixel in terms of layout and sizing, and they can be richly formatted to meet any report design criteria.



8.

**Narrative:**

The template also includes underlying data queries associated with these objects. In this case, the chart and crosstab each have their own independent queries, although report objects can share queries as well.

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Introduction Building a report Re-using report content Summary Tools

http://cognos8g/ - New - Report Studio - Windows Internet Explorer

File Edit View Structure Table Data Run Tools Help

Font Size

Insertable Objects

- GO Data Warehouse (analysis)
  - HR (analysis)
  - Sales and Marketing (analysis)
  - Finance (analysis)
  - Filters

Page layers

Drop members here to create page layers

Context filter

Select an object with a query to see its context filter (slow)

Drop items here to add them to the page header

Monthly Revenue by Region

Click

Default measure (y-axis): Drop item here

Series: Drop item here

(Default Legend Title)

Axis titles: Drop item here

Categories (x-axis): Drop item here

Properties - Text Item

- Conditional
  - Conditional Styles
  - Style Variable
  - Render Variable
  - Text Source Variable
- Text Source
  - Source Type: Text
  - Text: Click here to add...

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9.

**Narrative:**

With pre-designed templates like this one, creating sophisticated reports becomes a relatively simple matter. Let's start with this chart, which we're going to use to display revenue based on regions for the current fiscal year.

IBM. Cognos software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Insertable Objects

- GO Data Warehouse (analysis)
  - HR (analysis)
  - Sales and Marketing (analysis)
  - Finance (analysis)
  - Filters

Page layers

Drop members here to create page layers

Context filter

Select an object with

Drop items here to add th

Monthly Revenue by Region

Default measure (y-axis): Drop item here

Series: Drop item here

(Default Legend Title)

Axis titles: Drop item here

Categories (x-axis): Drop item here

Properties - Text Item

- Conditional
  - Conditional Styles
  - Style Variable
  - Render Variable
  - Text Source Variable
- Text Source

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10.

**Narrative:**

Adding this data simply requires us to navigate to the appropriate location in our information package. As you can see, this information package spans three distinct areas of our Great Outdoors company, Human Resources, Sales and Marketing, and Finance, all of which is derived from a common underlying data model.

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Introduction Building a report Re-using report content Summary Tools

Insertable Objects

- Sales
  - Sales fact
    - Quantity
    - Unit cost
    - Unit price
    - Unit sale price
    - Gross margin
    - Revenue
    - Gross profit
    - Product cost
    - Planned revenue
  - Branch
  - Employee (by manager)
  - Employee (by region)

Properties - Text Item

- Conditional
  - Conditional Styles
  - Style Variable
  - Render Variable
  - Text Source Variable
- Text Source

Page layers

Drop members here to create page layers

Context filter

Select an object with

Drop items here to add th

Monthly Revenue by Region

Default measure (y-axis):

Drop item here

Series:

Drop item here

(Default Legend Title)

Axis titles:

Categories (x-axis):

Drop item here

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11.

**Narrative:**

As a result, everyone who builds or consumes reports, anywhere across the organization, does so with a common view of the business. We'll begin by adding the Revenue measure to our chart.

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Introduction Building a report Re-using report content Summary Tools

Insertable Objects

- Sales
  - Sales fact
  - Branch
  - Employee (by manager)
  - Employee (by region)
    - Employee by region
      - Members
      - Employee by region
      - Region
      - Country
      - Employee
  - New product
  - Order method
  - Organization

Properties - Text Item

- Conditional
  - Conditional Styles
  - Style Variable
  - Render Variable
  - Text Source Variable
- Text Source

Page layers

Drop members here to create page layers

Context filter

Select an object with

Drop items here to add th

Monthly Revenue by Region

Default measure (y-axis):

<Revenue>

Series:

<#Region#>

Drop item here

(Default Legend Title)

Axis titles:

Categories (x-axis):

Drop item here

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12.

**Narrative:**

And then we'll add Region to the chart series.

IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Insertable Objects

- Product
- Promotions
- Retailer
- Retailer site
- Sales order
- Time dimension
  - Members
  - Time dimension(All)
  - Year
  - Quarter
  - Month
  - Day

Page layers

Drop members here to create page layers

Context filter

Select an object with

Drop items here to add them to the page layer

Monthly Revenue by Region

Default measure (y-axis):

<Revenue>

Series:

<#Region#>

Drop item here

(Default Legend Title)

Axis titles:

Categories (x-axis):

<#Month#>

Properties - Text Item

- Conditional
  - Conditional Styles
  - Style Variable
  - Render Variable
  - Text Source Variable

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13.

**Narrative:**

To see the trend over the current year, we'll add Month to the chart as well. Of course, this would show us all months, for every year which data exists. We'll take care of that in a few minutes by adding an in-report prompt to restrict what's displayed.

IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

http://cognos2g/-New- Report Studio - Windows Internet Explorer

File Edit View Structure Table Data Run Tools Help

Font Size

Insertable Objects

- Product
- Promotions
- Retailer
- Retailer site
- Sales order
- Time dimension
  - Members
  - Time dimension(All)
  - Year
  - Quarter
  - Month
  - Day

Page layers

Drop members here to create page layers

Context filter

Drop items here to add them to the page header

Monthly Revenue by Region

Click

Default measure (y-axis):

<Revenue>

Series:

<#Region#>

Drop item here

(Default Legend Title)

Axis titles:

Categories (x-axis):

<#Month#>

Properties - Combination Chart

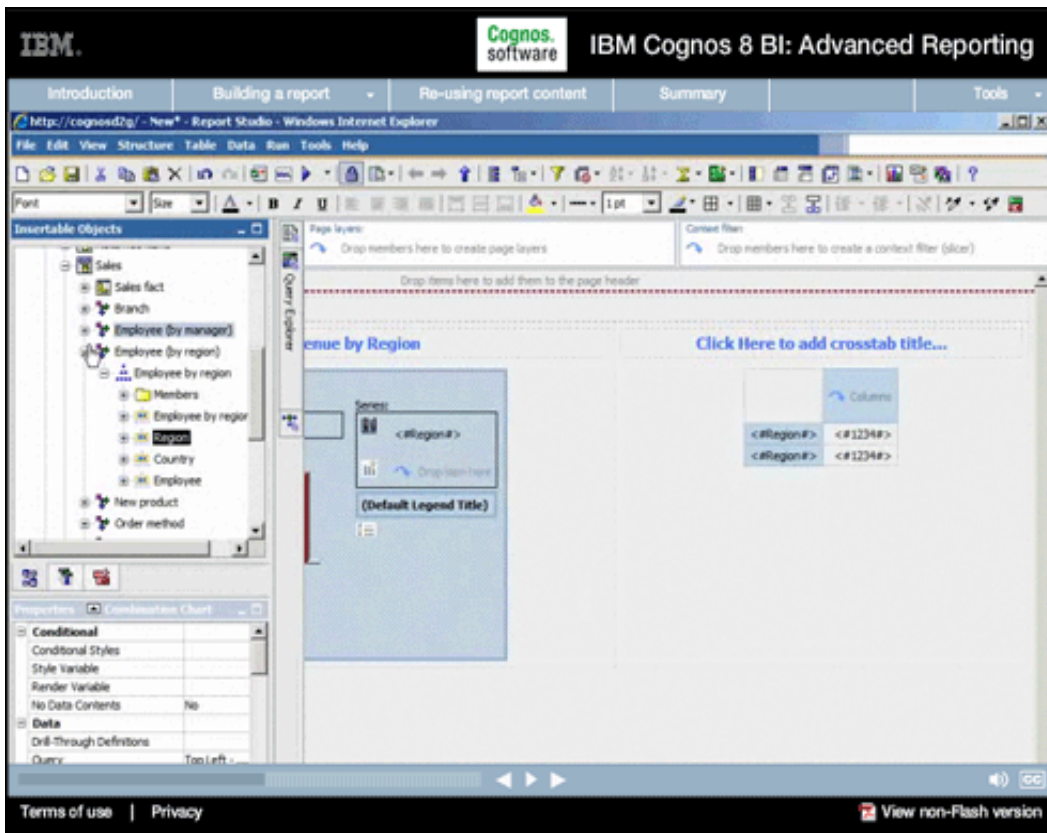
- Conditional
  - Conditional Styles
  - Style Variable
  - Render Variable
  - No Data Contents No
- Data
  - Drill-Through Definitors
  - Query Top Left

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14.

**Narrative:**

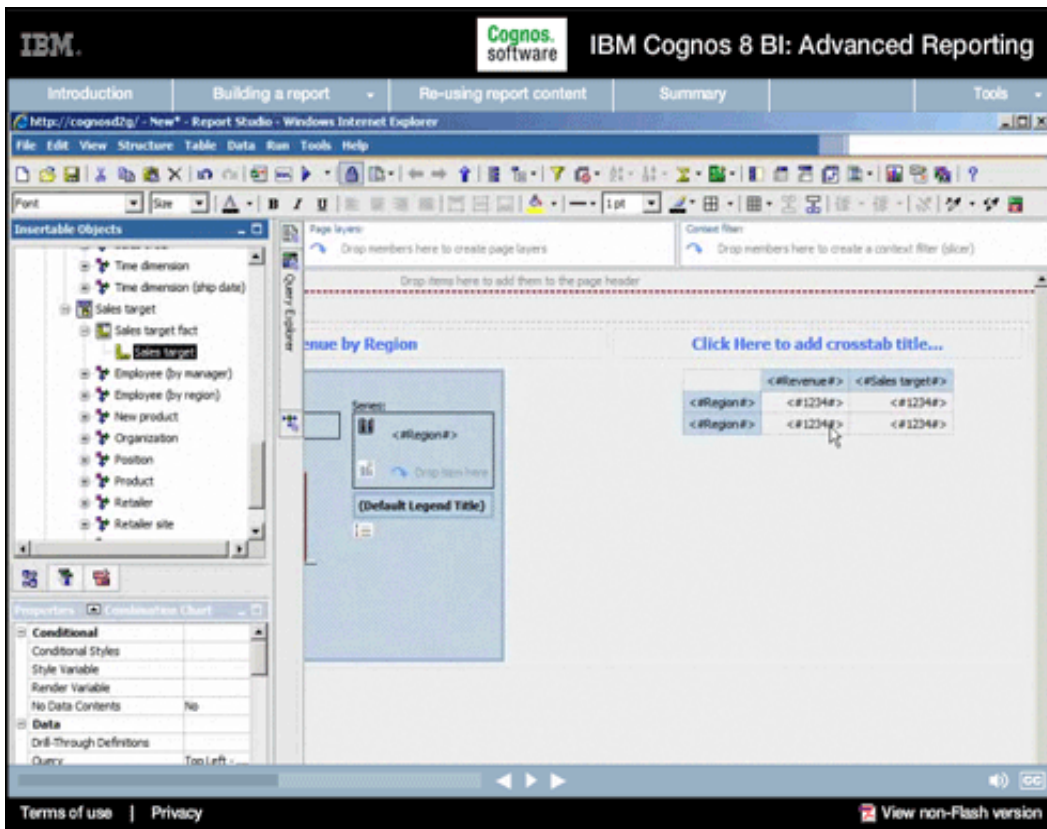
We also want to make sure the report displays only monthly values and not things like annual opening or closing balances, so we'll suppress zeros for our chart.



15.

**Narrative:**

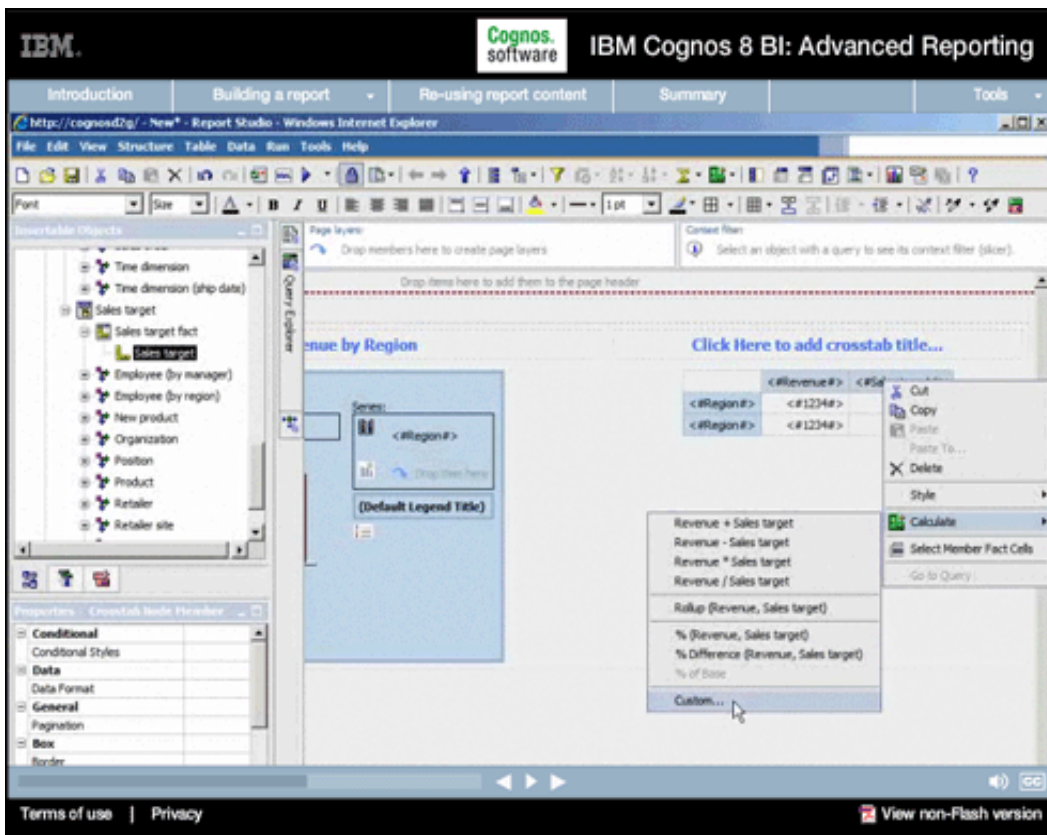
Now let's build our crosstab. We'll add the Regions we wish to display in the rows of our crosstab.



16.

**Narrative:**

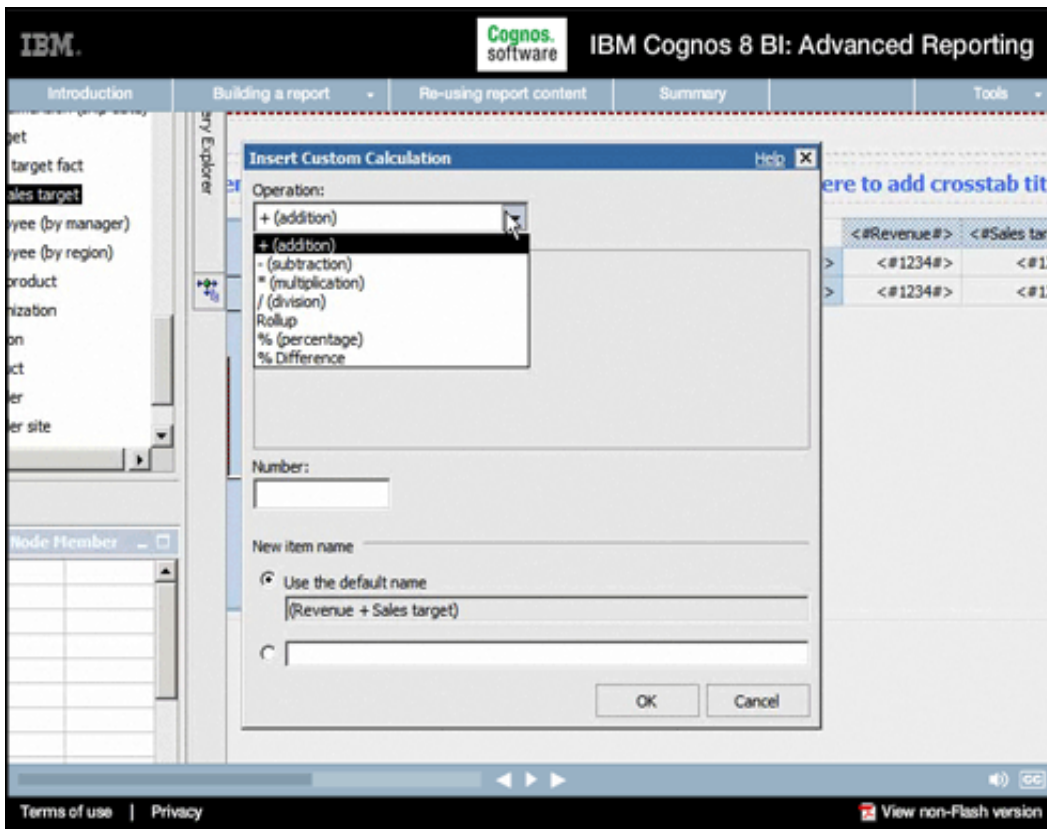
For measures, we'll again add our Revenue together with the Sales target from that area of the model. The metadata in the model here is designed for optimal reporting with specific topics or areas of interest logically grouped. We can bring data together from any portion of the model.



17.

**Narrative:**

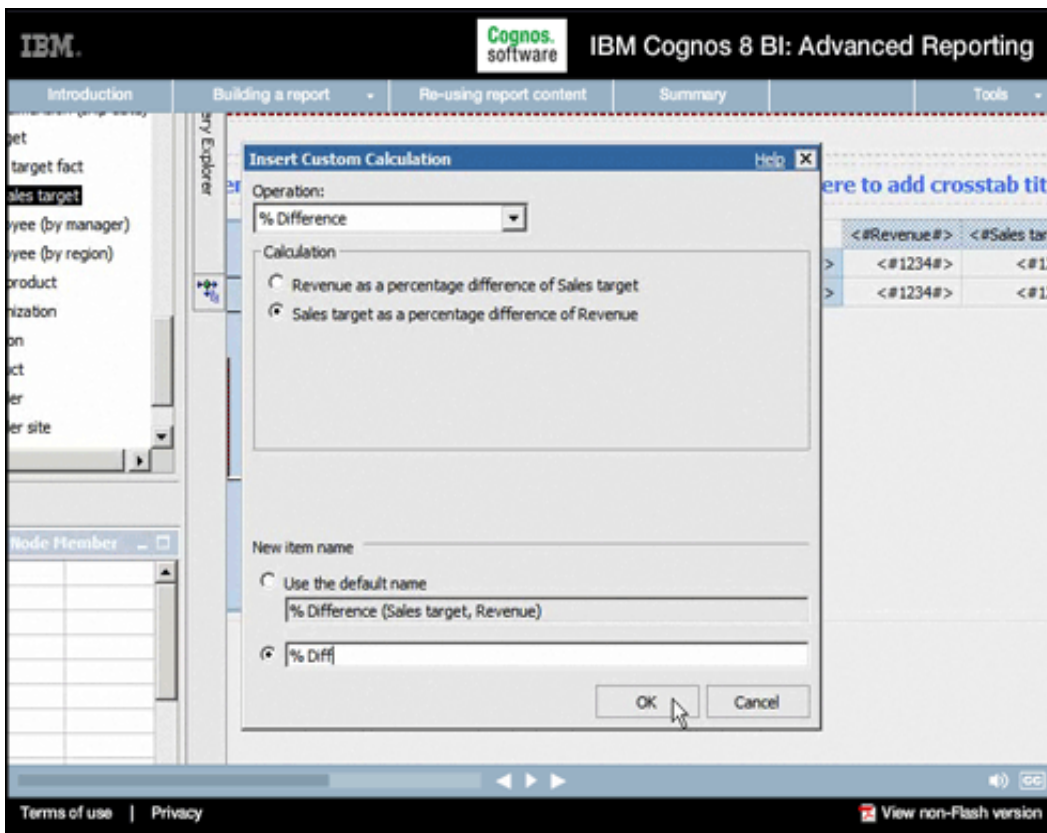
We know that users of this report will want to know what percentage of the sales target has been achieved. Adding such a calculation is simple. Just make a selection and choose Calculate. Note how Report Studio provides easy-to-consume calculation options for things like common mathematical or percentage calculations, and does so in plain language that anyone can understand. We'll choose Custom.



18.

**Narrative:**

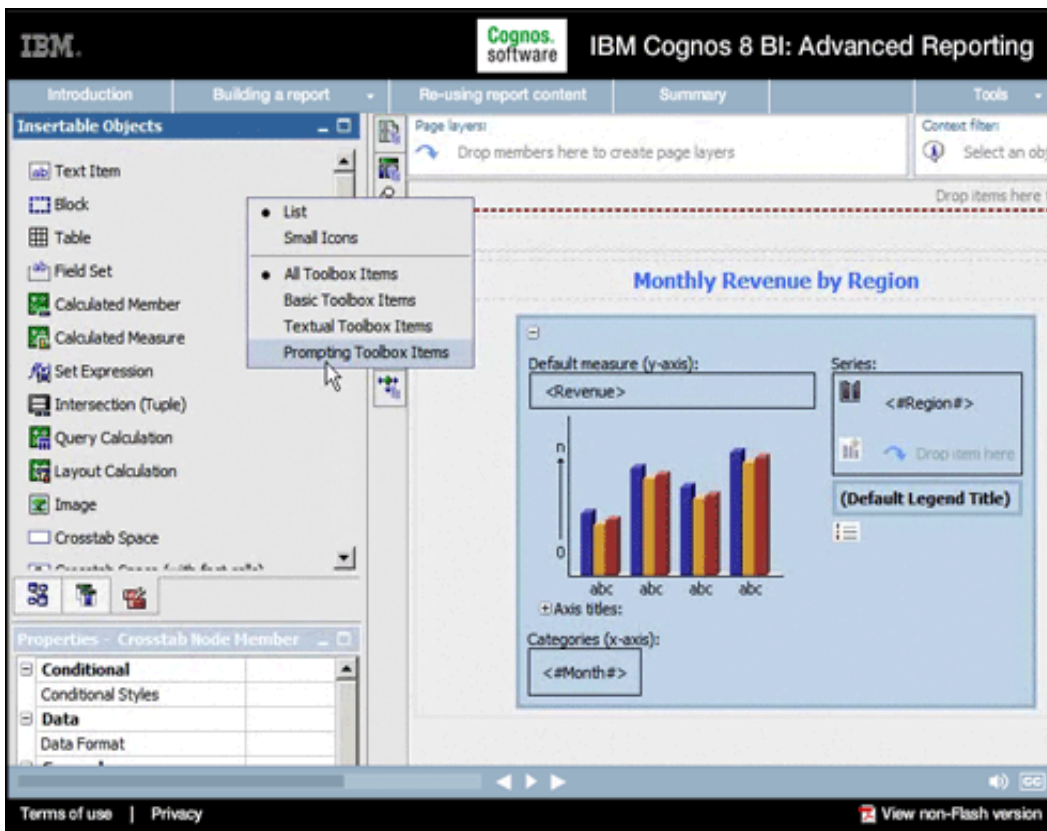
Here we can select exactly what kind of calculation we want, such as arithmetic, percentage, or percentage difference, again described in easy-to-understand terms.



19.

**Narrative:**

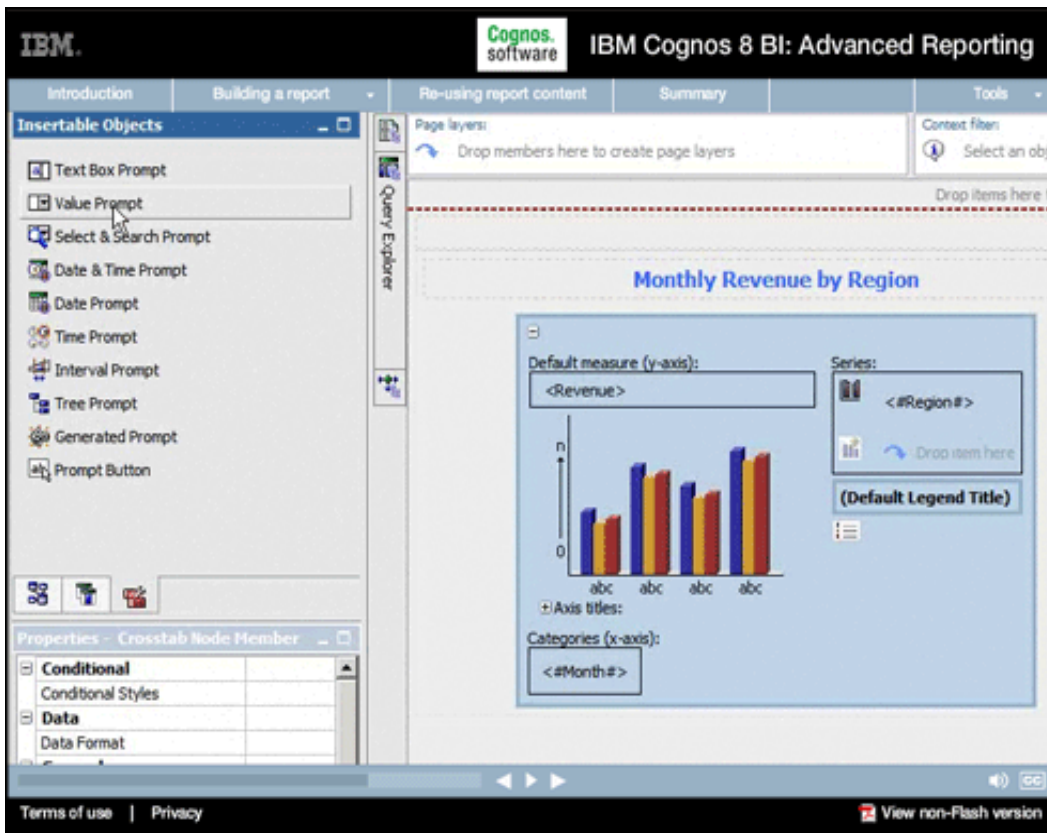
We'll create a percentage difference calculation to show the percentage of target revenue that's been achieved for the current year, and assign it a meaningful name.



20.

**Narrative:**

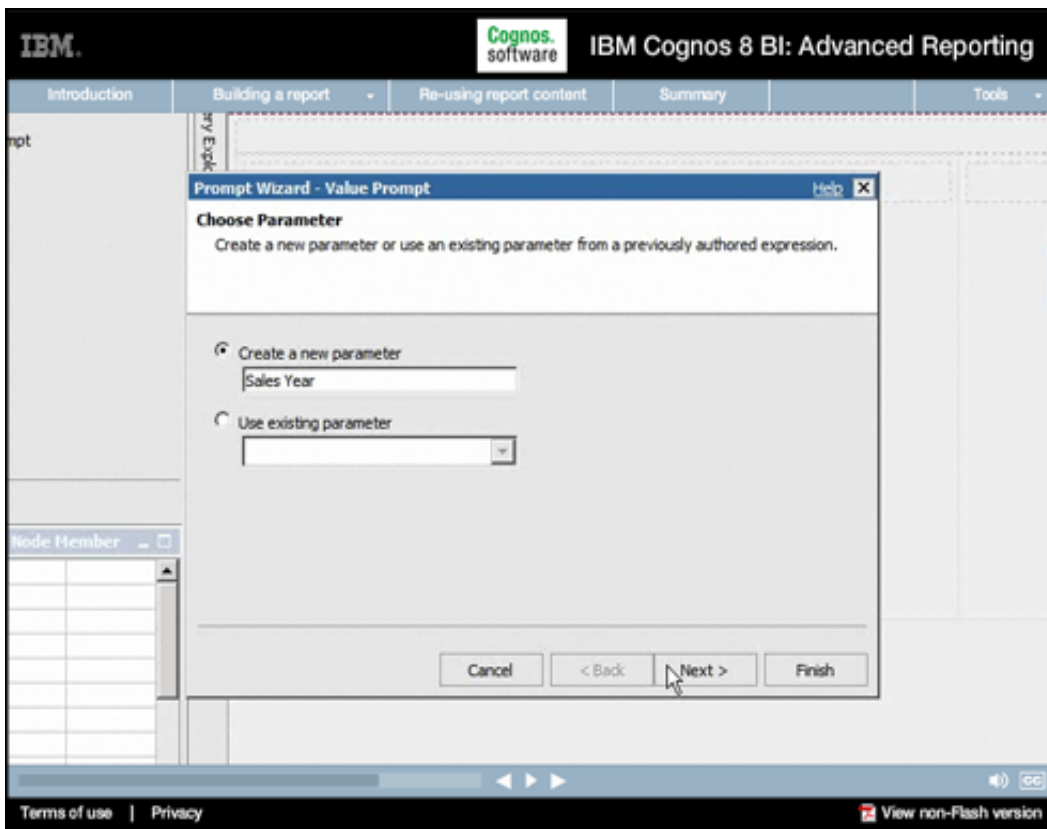
Before we run the report, we'll add an in-report prompt so that users will be able to select the year for which the report will display data. In the Insertable Objects pane, we'll narrow the scope of the items displayed to prompt-related objects.



21.

**Narrative:**

Report Studio provides a rich set of prompts that can be added to prompt pages or added directly to the report content. Prompts range from simple text and value prompts, to more sophisticated date and date-time prompts, to tree prompts for selecting members from a hierarchy, to search and select prompts where users can actually search for specific values on which to base the report content.

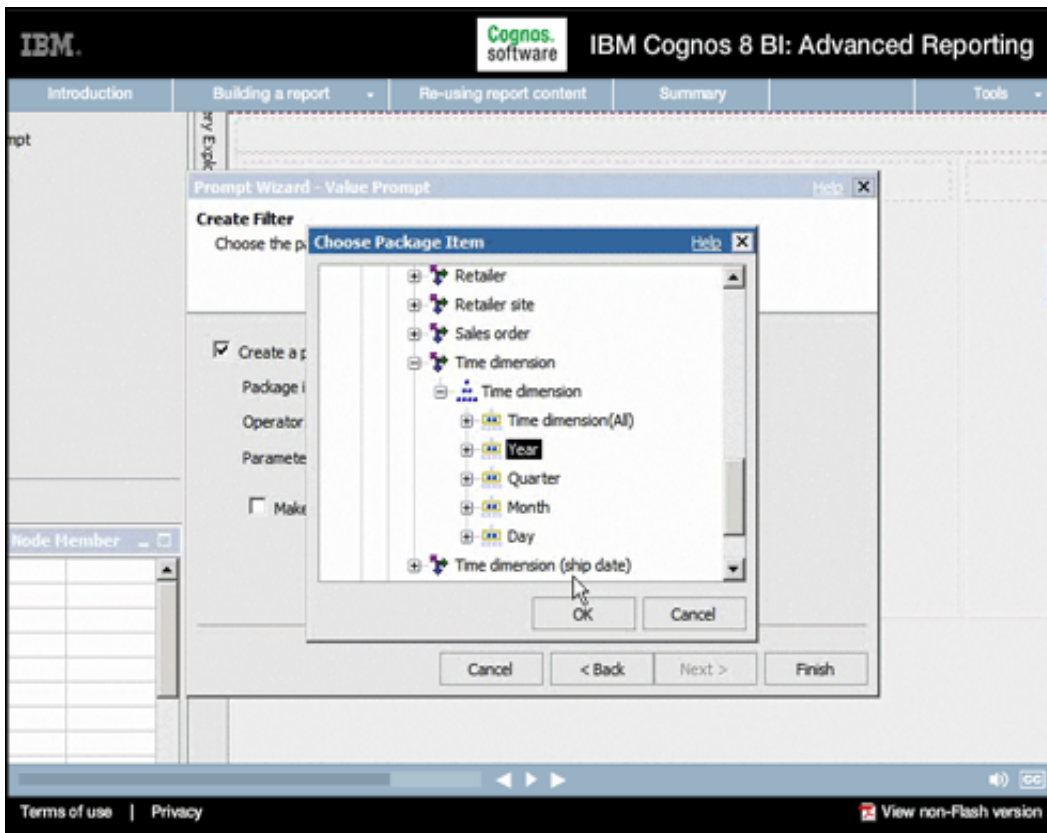


22.

**Narrative:**

We'll add a simple Value Prompt and assign the parameter associated with it a meaningful name.

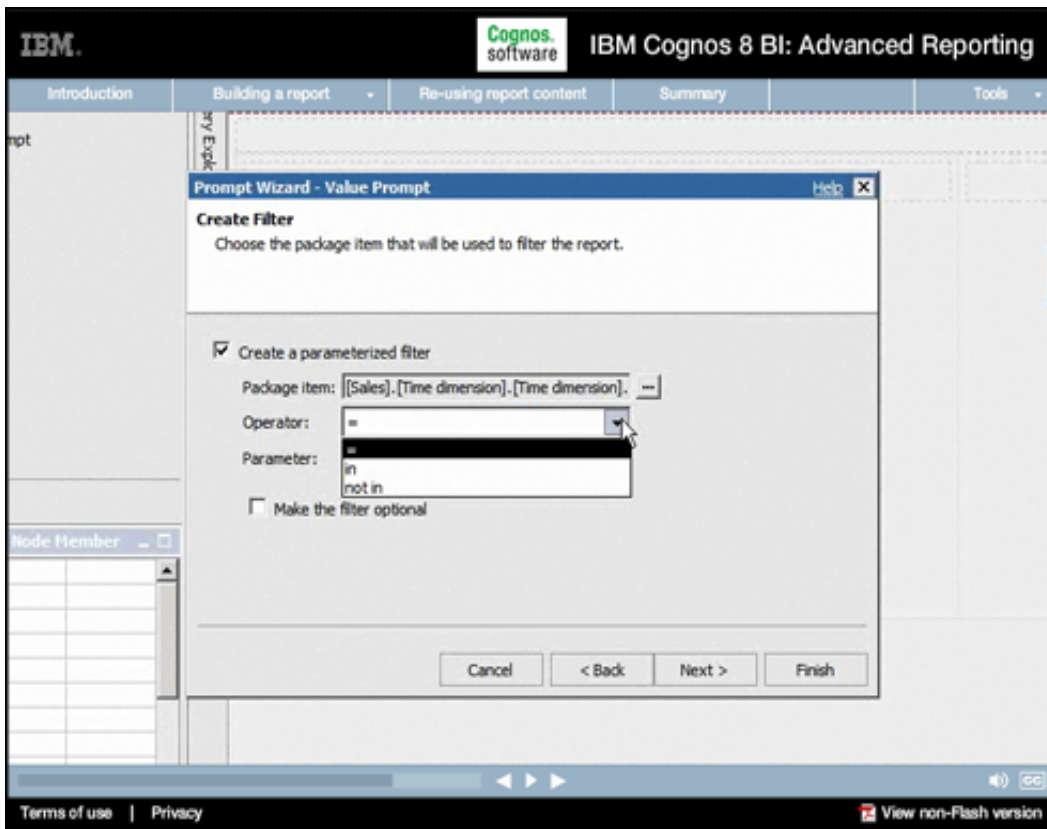




23.

**Narrative:**

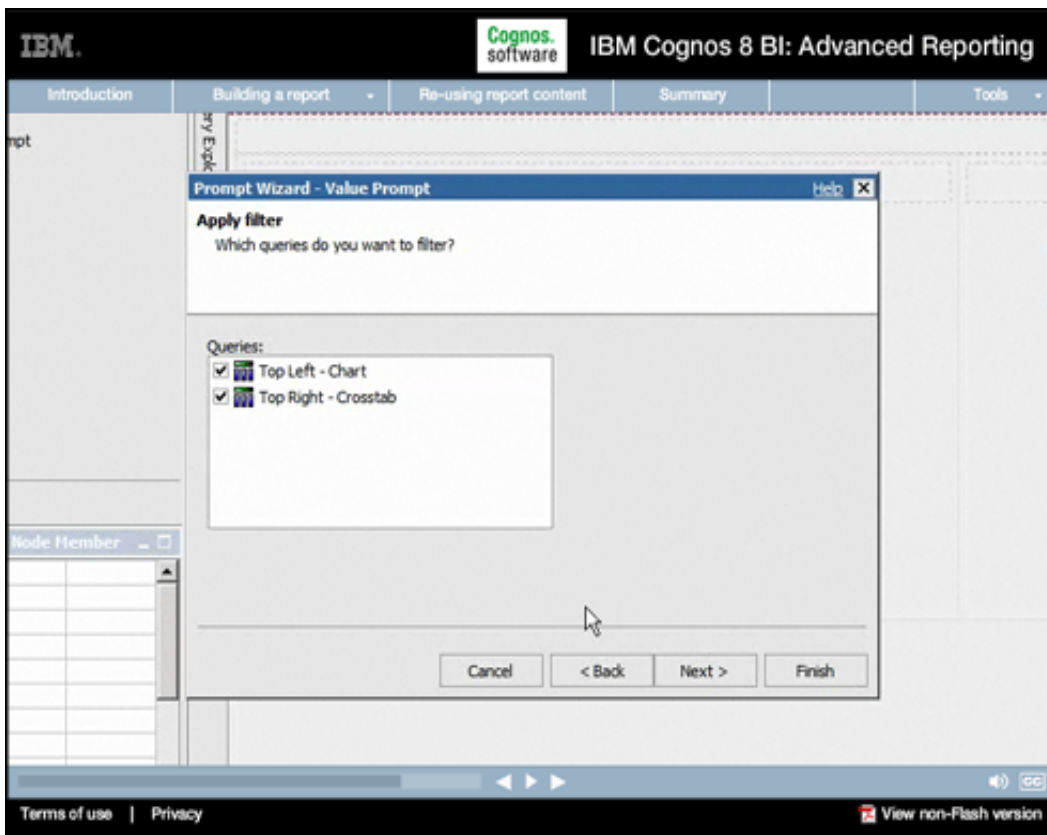
Next, we select the Package item we want to furnish the prompt values—in this case, the year from the Sales Time dimension.



24.

**Narrative:**

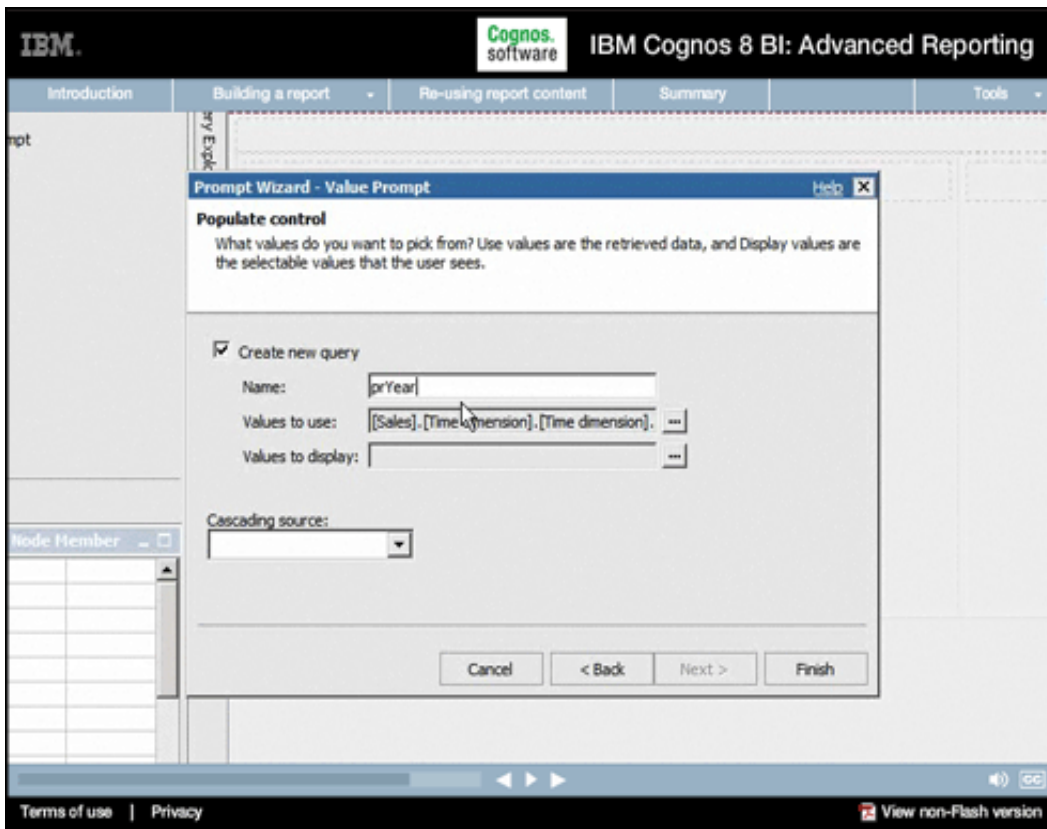
We'll leave the condition as "=", although it's easy to set ranges and multi-value prompts using the "in" and "not in" conditions as well.



25.

**Narrative:**

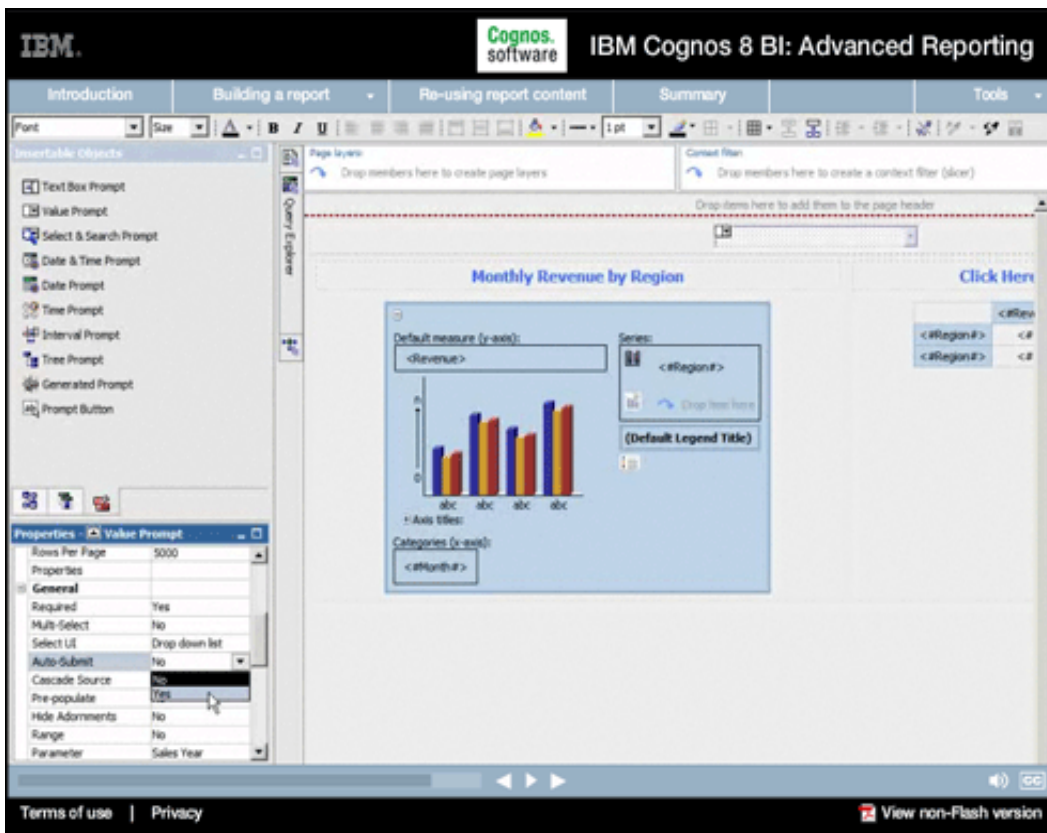
We'll apply the prompt to both of the queries already in the report.



26.

**Narrative:**

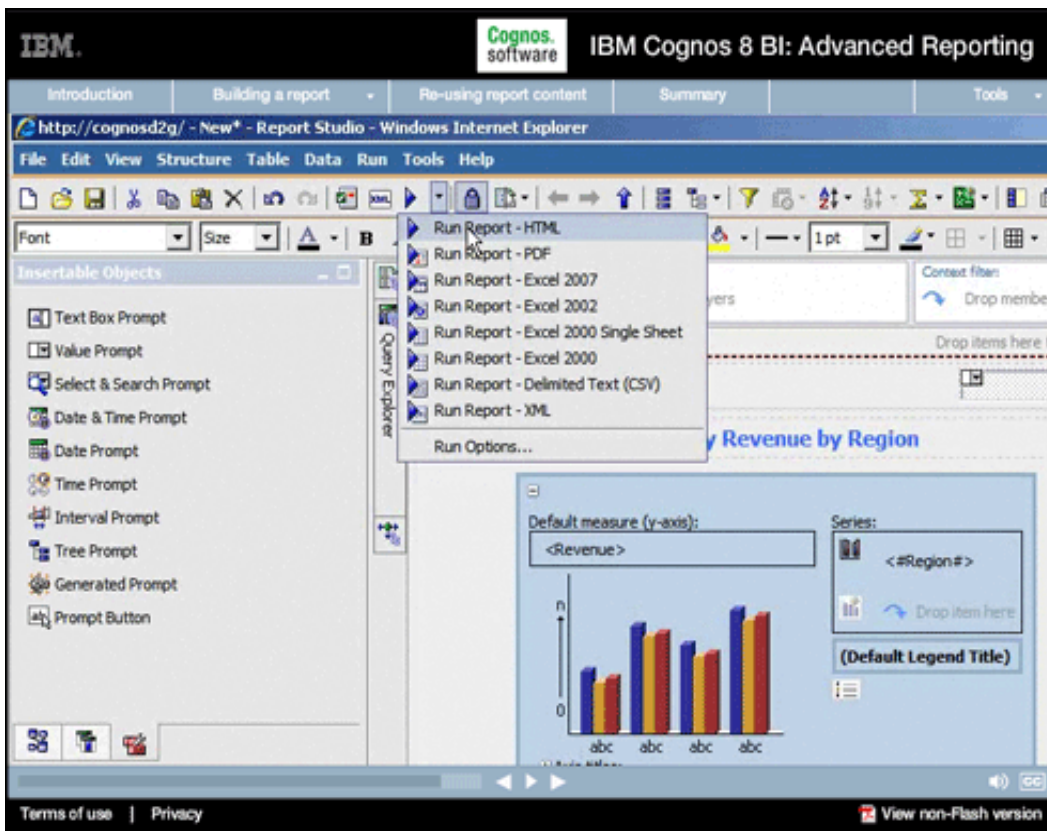
And we'll allow Report Studio to create a new query, which we'll assign an appropriate name. Note the option to cascade prompts from one value to the next, which makes it easy to build wizard-style prompt pathways that guide users to the right data values.



27.

**Narrative:**

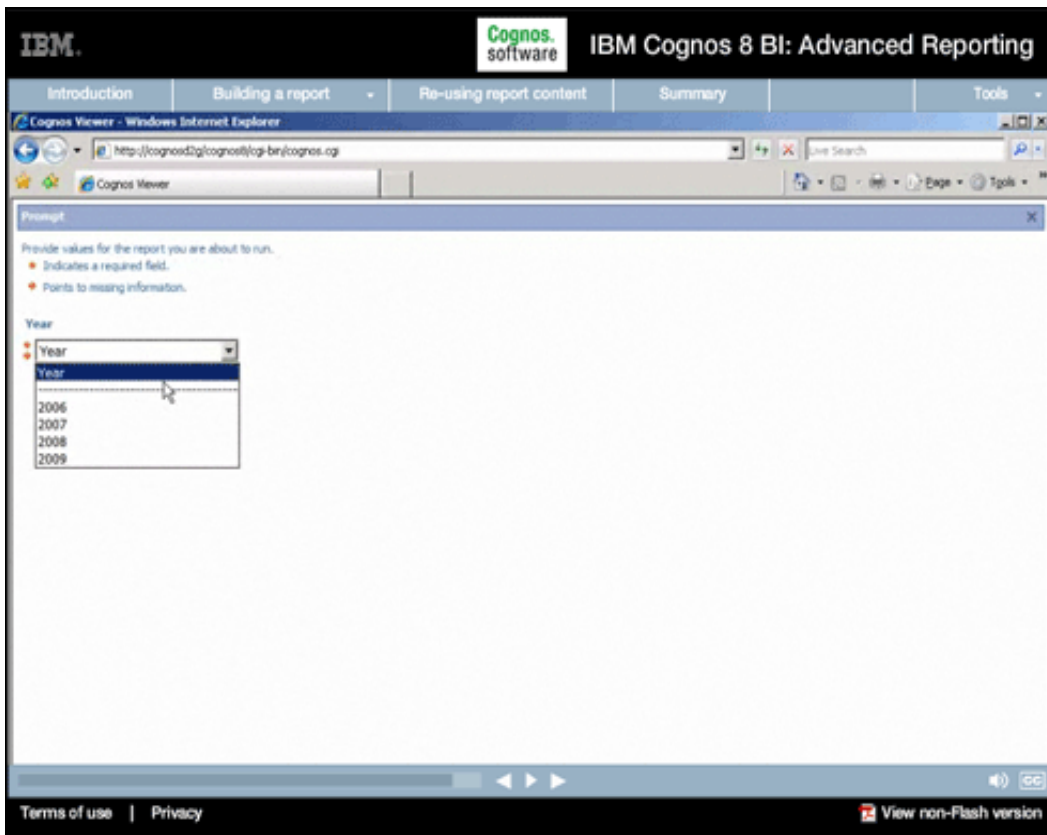
Before we run the report, we'll set the prompt to submit values automatically, so any changes that users apply will cause the report to re-execute immediately.



28.

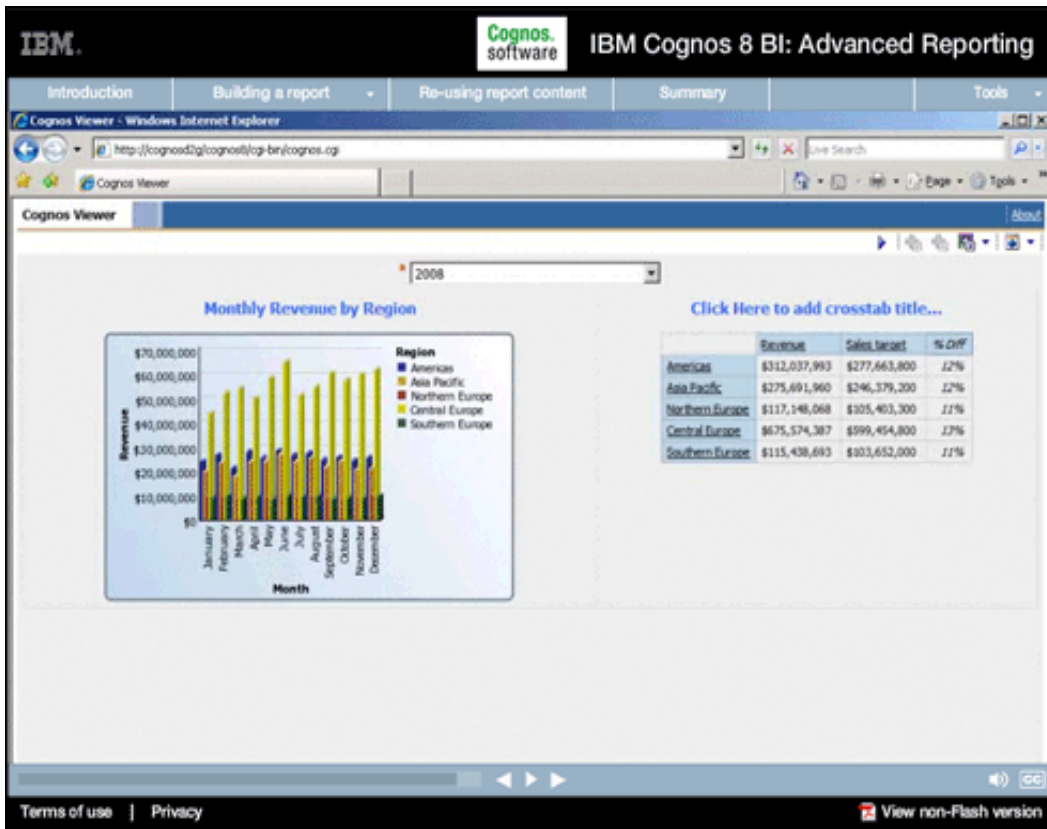
**Narrative:**

Let's have a look at the report so far by running it. Note the wide range of output formats available: HTML, PDF, various Excel formats, as well as XML. We'll run the report in HTML format.



29.

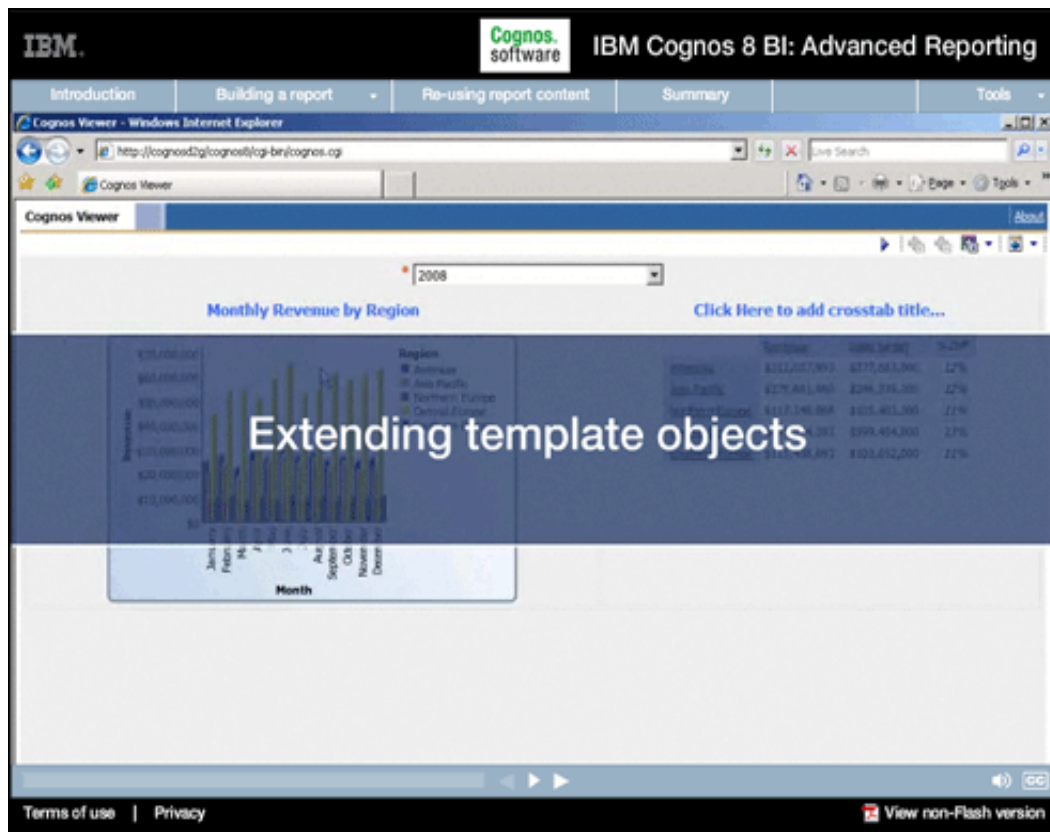
**Narrative:**  
There's our prompt.



30.

**Narrative:**  
As you can see, our chart is rendered with all of the formatting provided by the template, including everything you'd expect, such as background gradients, borders, sizing, and so on. As you've just seen, Report Studio enabled us to quickly and easily start building a multi-object report using a template. In the next segment, we'll enhance the report to deliver additional insight.

## Extending template objects



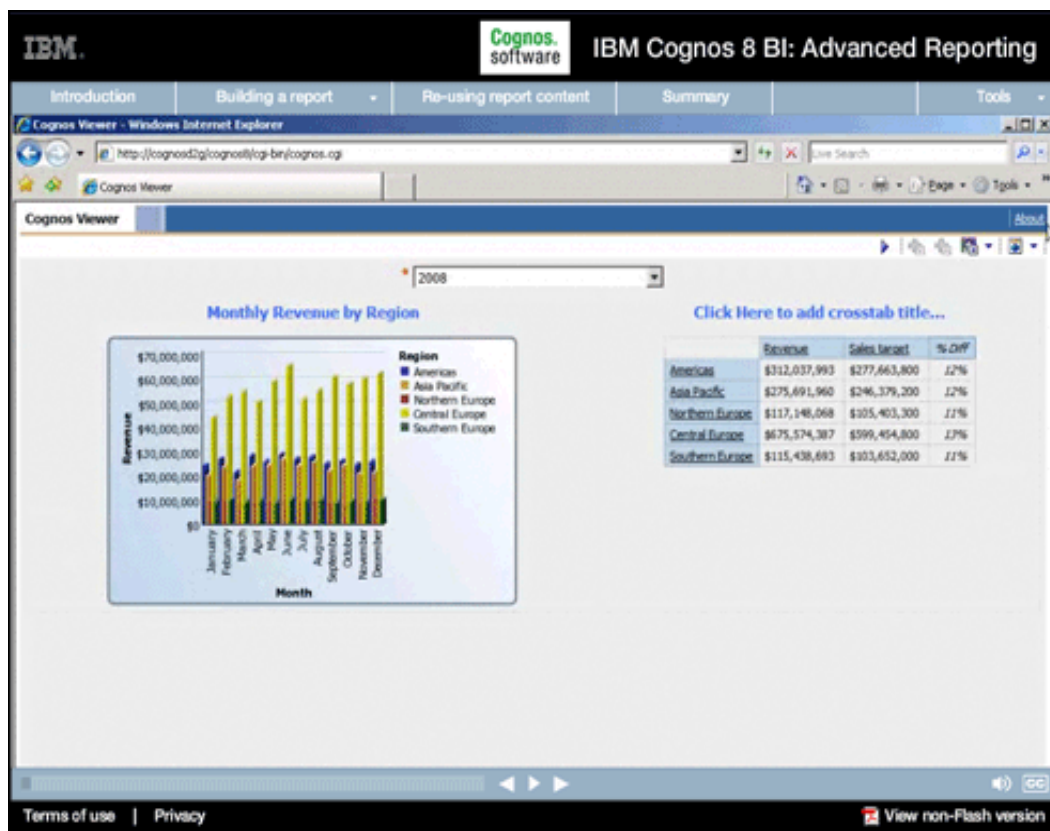
1.

### Narrative:

In this segment, we'll modify the chart format and extend the report by adding new sales related content.

### Onscreen Text:

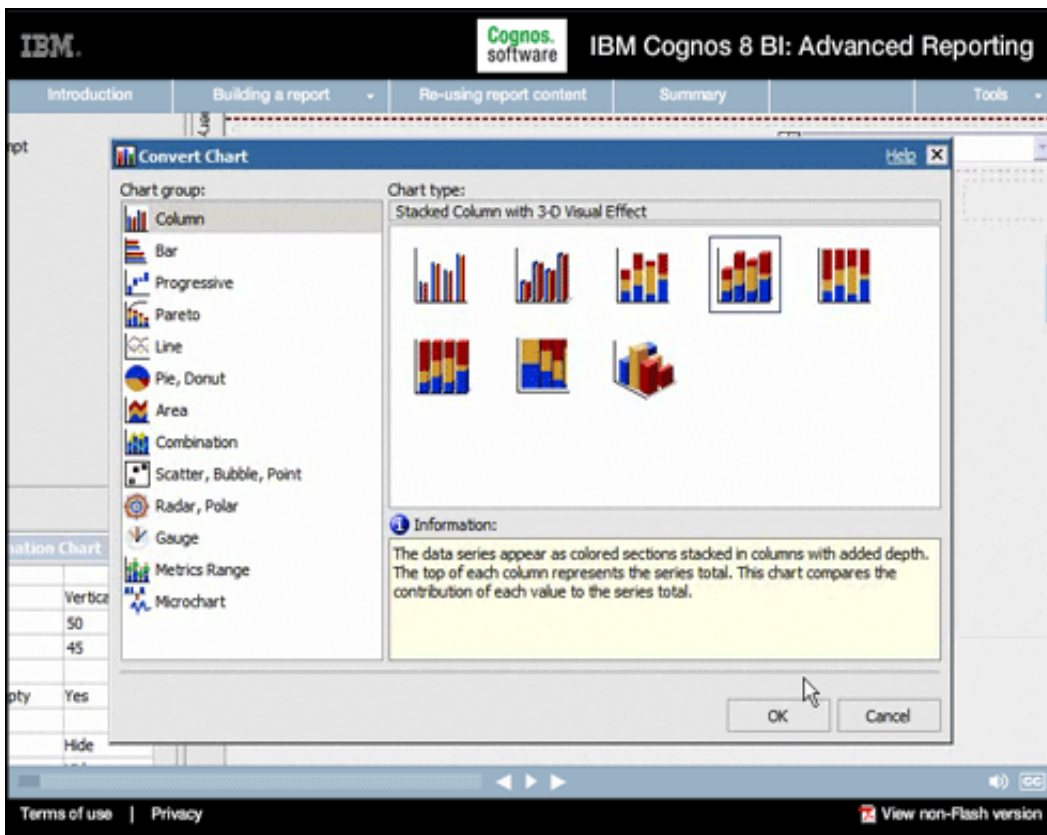
Extending template objects



2.

### Narrative:

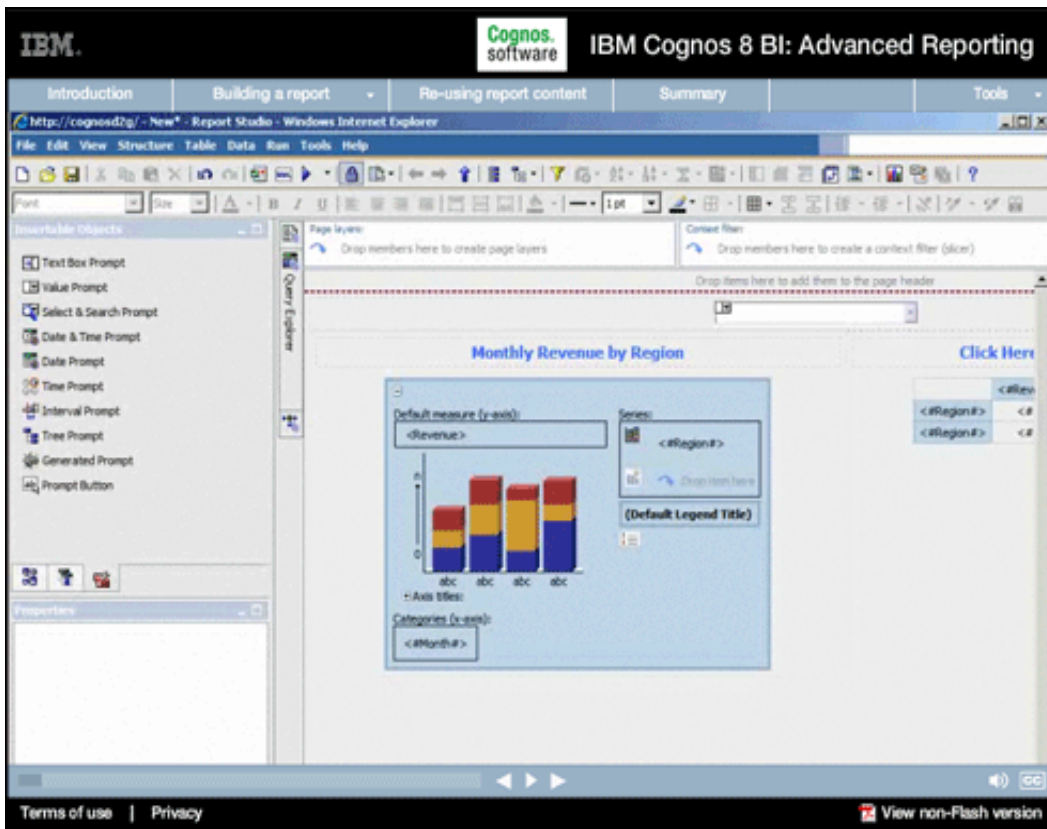
When we executed our report in the last segment, the layout of the bar chart was somewhat crowded.



3.

**Narrative:**

We can quickly and easily change the chart we created to any of a wide range of styles.



4.

**Narrative:**

We'll start by switching to a stacked rather than a grouped bar chart.

The screenshot shows the IBM Cognos 8 BI: Advanced Reporting interface. The main window displays a report titled "Regional Profitability". The report content includes a table with the following structure:

	<#Revenue#>	<#Sales target#>	% Off
<#Region#>	<#1234#>	<#1234#>	<#1234#>
<#Region#>	<#1234#>	<#1234#>	<#1234#>

The interface includes a menu bar with options like "Introduction", "Building a report", "Re-using report content", "Summary", and "Tools". A toolbar with various icons is visible below the menu. On the left, there is a "Insertable Objects" pane with categories like "Text Box Prompt", "Value Prompt", etc. Below that is a "Properties" pane for the selected object. The bottom of the window shows "Terms of use", "Privacy", and "View non-Flash version" links.

5.

**Narrative:**

Now we're going to add some profitability measures to the crosstab, so we'll set the title appropriately.

The screenshot shows the IBM Cognos 8 BI: Advanced Reporting interface. The main window displays a report titled "Monthly Revenue by Region". The report content includes a bar chart with the following structure:

Default measure (y-axis): <#Revenue#>

Series: <#Region#>

Axis titles: <#Month#>

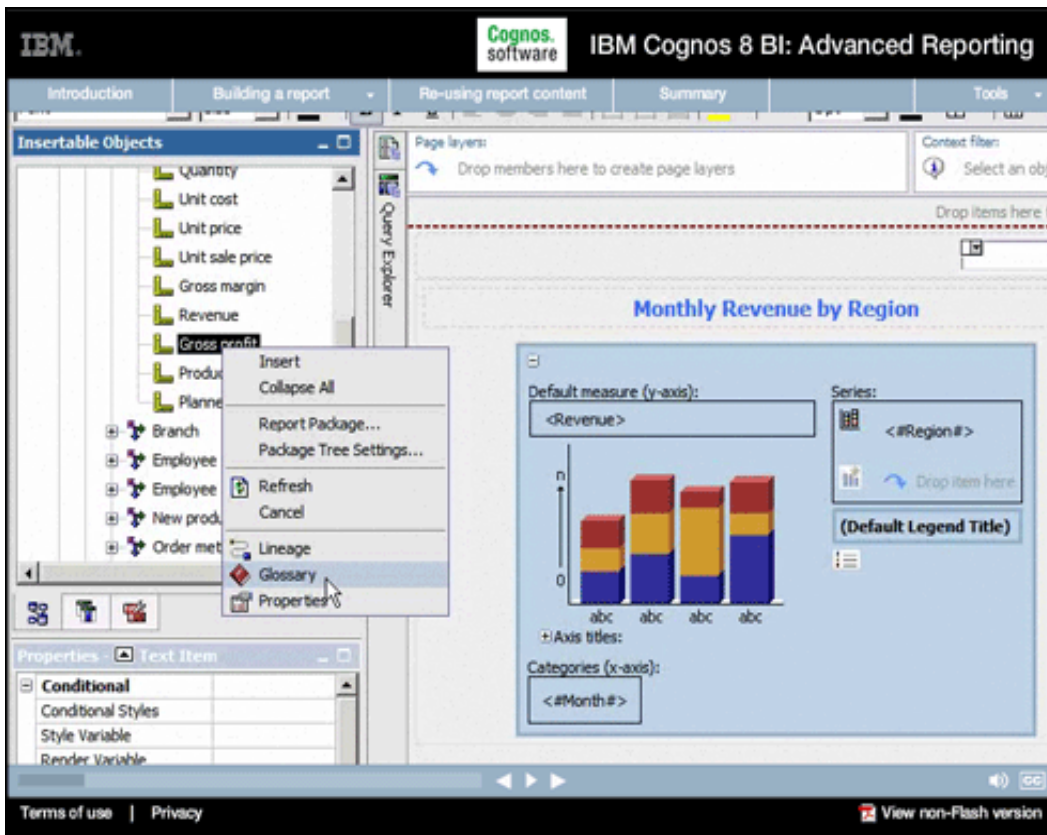
Categories (x-axis): <#Month#>

The interface includes a menu bar with options like "Introduction", "Building a report", "Re-using report content", "Summary", and "Tools". A toolbar with various icons is visible below the menu. On the left, there is a "Insertable Objects" pane with categories like "Quantity", "Unit cost", "Unit price", etc. Below that is a "Properties" pane for the selected object. The bottom of the window shows "Terms of use", "Privacy", and "View non-Flash version" links.

6.

**Narrative:**

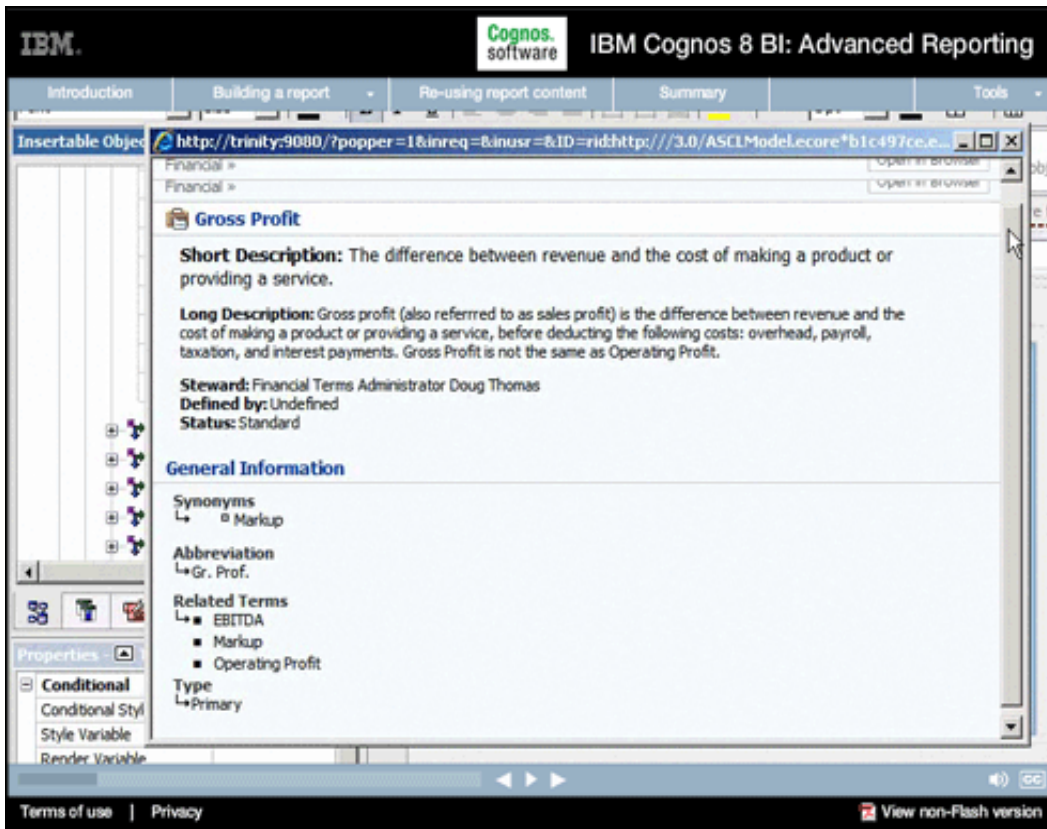
And then we'll add the margin measures we want here in the crosstab—starting with Gross profit.



7.

**Narrative:**

Often the data used in reports, especially specialized terms related to finance (for example, gross versus net profit or operating profit) can be confused and used incorrectly. Report professionals need to know which terms to use, and what specific terms mean, to ensure they're building the reports users want with the right data. If at any time we're unsure that we're selecting the right measure or data, we can quickly verify our selection by right-clicking and choosing to view the Glossary.

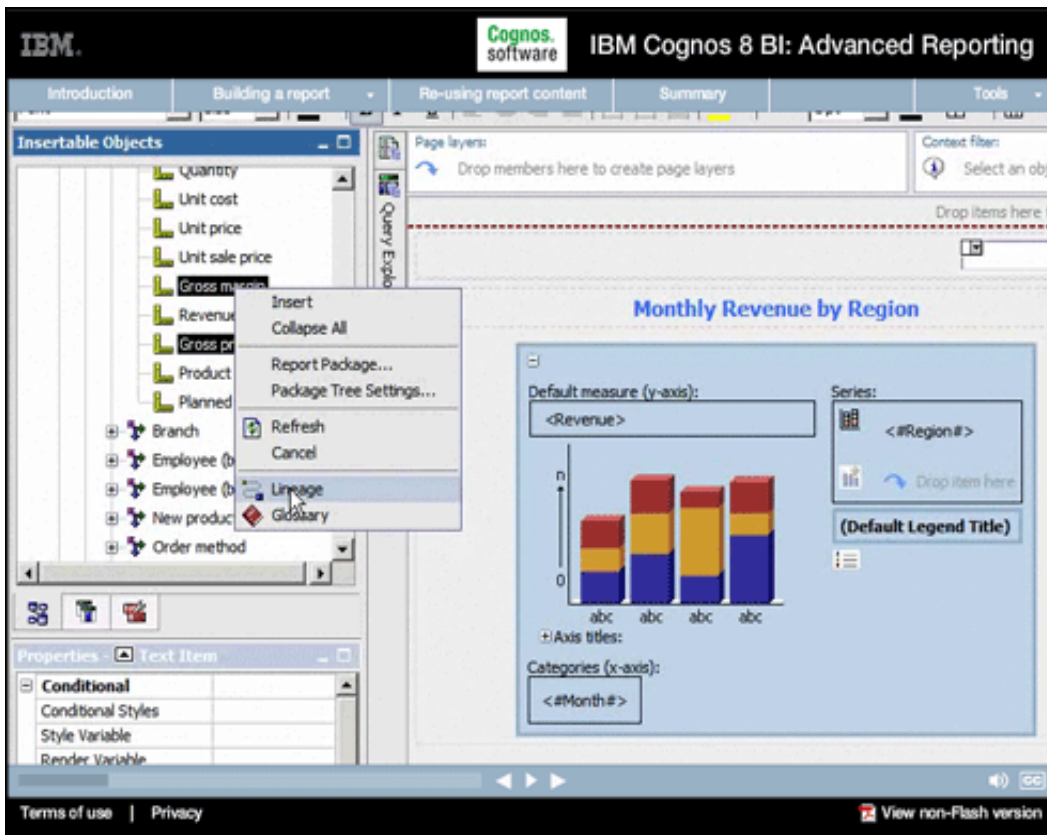


8.

**Narrative:**

Integration with IBM Information Server Business Glossary ensures that report builders and report consumers alike can be confident they're using the correct data items, and that everyone has a common understanding of what everything means.

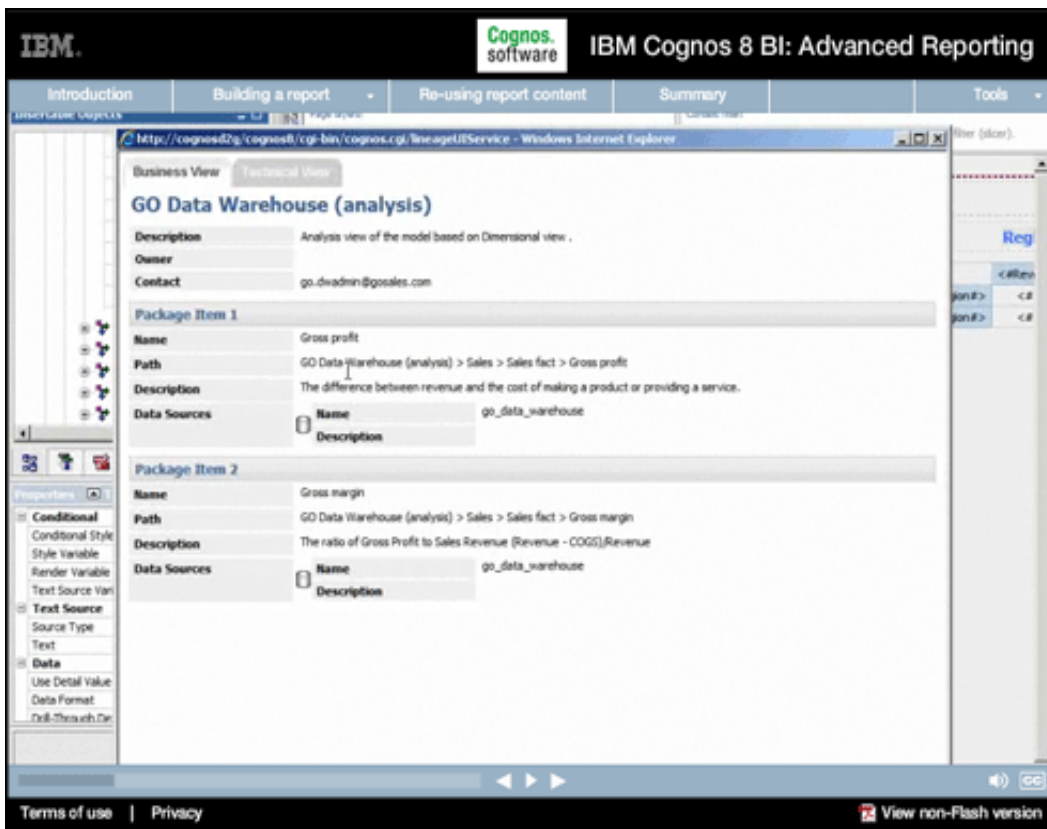




9.

**Narrative:**

Additionally, we may wish to ensure this data comes from the appropriate place in our Data Warehouse. We'll do that by once again right-clicking the data items we want to add, and this time selecting Lineage...



10.

**Narrative:**

...which displays both a Business View of the origins of the data...

**Properties for Gross profit**

Property	Value
ID	[Sales].[Sales fact].[Gross profit]
Name	Gross profit
Type	Measure
Description	The difference between revenue and the cost of making a product or providing a service.
Expression	[Business view].[Sales fact].[Gross profit]
Datatype	Decimal
Precision	19
Scale	2
Size	10
Regular Aggregate	Sum
Semi Aggregate	Sum

11.

**Narrative:**

...as well as a Technical View we can use to trace the data right back to the Data Warehouse. As reporting professionals, we can use this information to trace the data back to the source and review the generated SQL to be 100% certain the data is what we want it to be.

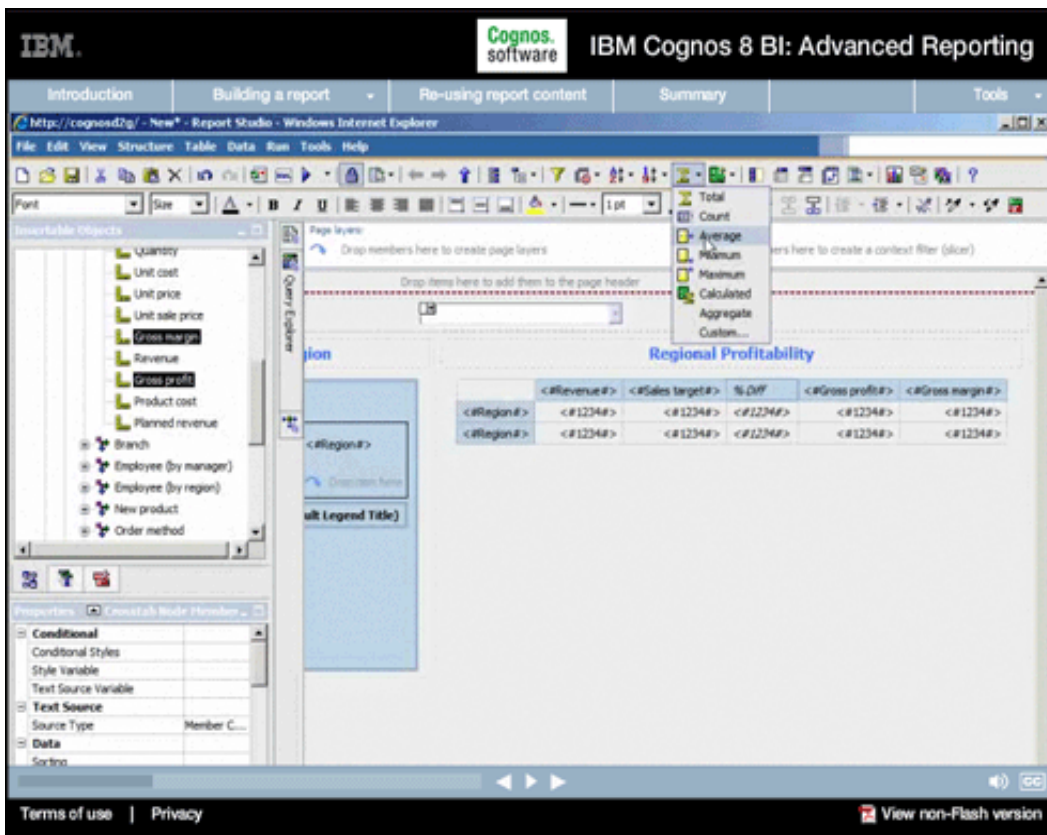
**Regional Profitability**

<#Region#>	<#Revenue#>	<#Sales target#>	% Diff	<#Gross profit#>	<#Gross margin#>
<#Region#>	<#1234#>	<#1234#>	<#1234#>	<#1234#>	<#1234#>
<#Region#>	<#1234#>	<#1234#>	<#1234#>	<#1234#>	<#1234#>

12.

**Narrative:**

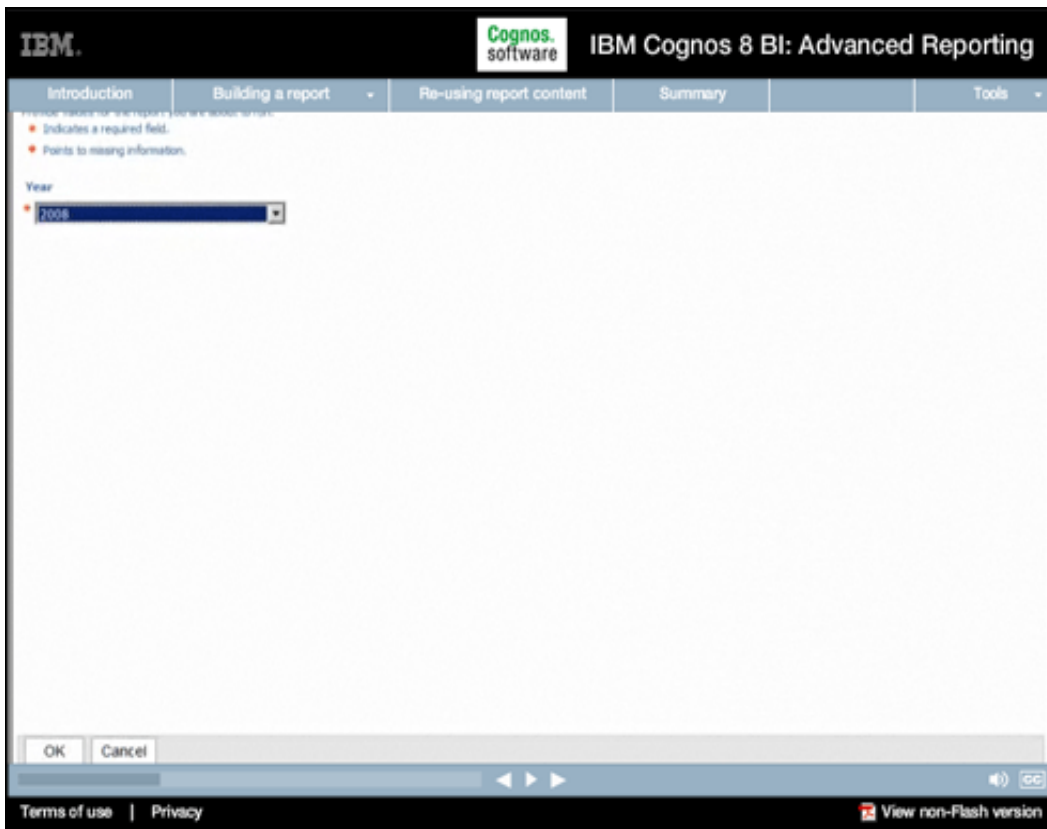
With confidence that we've got the data we want for this report, we simply drag it onto our crosstab.



13.

**Narrative:**

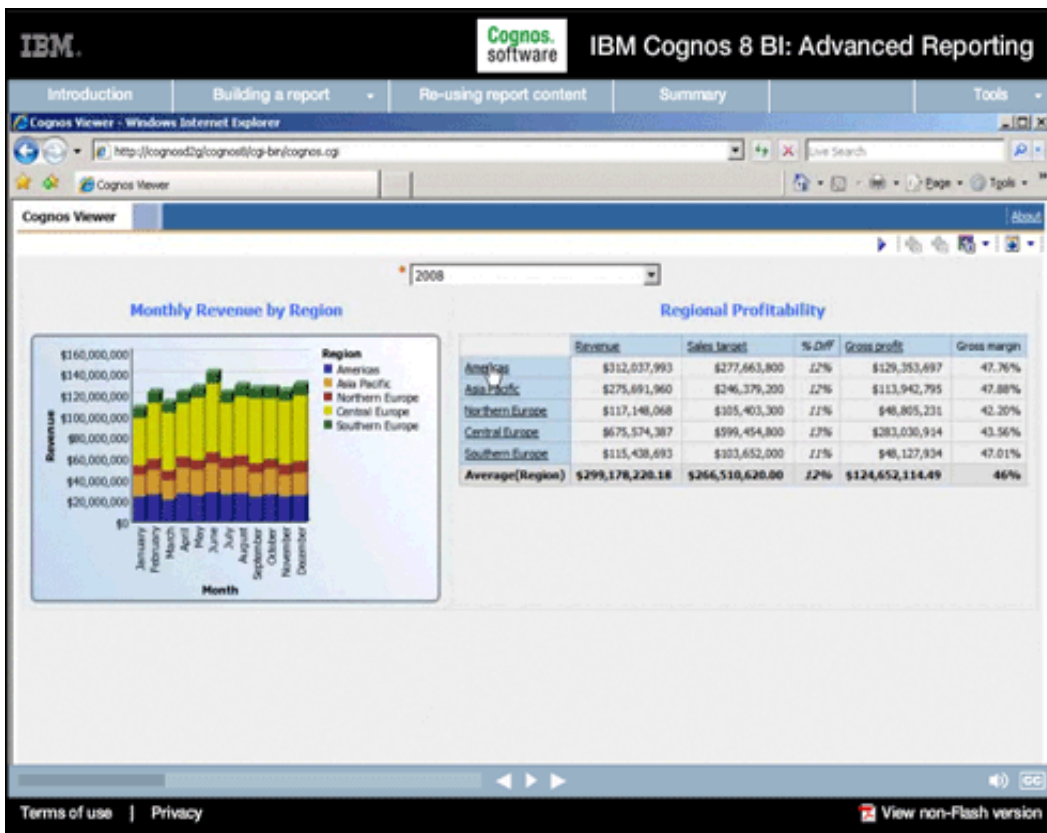
We can also quickly and easily add whatever type of summary we'd like to the crosstab; in this case, we'll add an Average subtotal for our regions.



14.

**Narrative:**

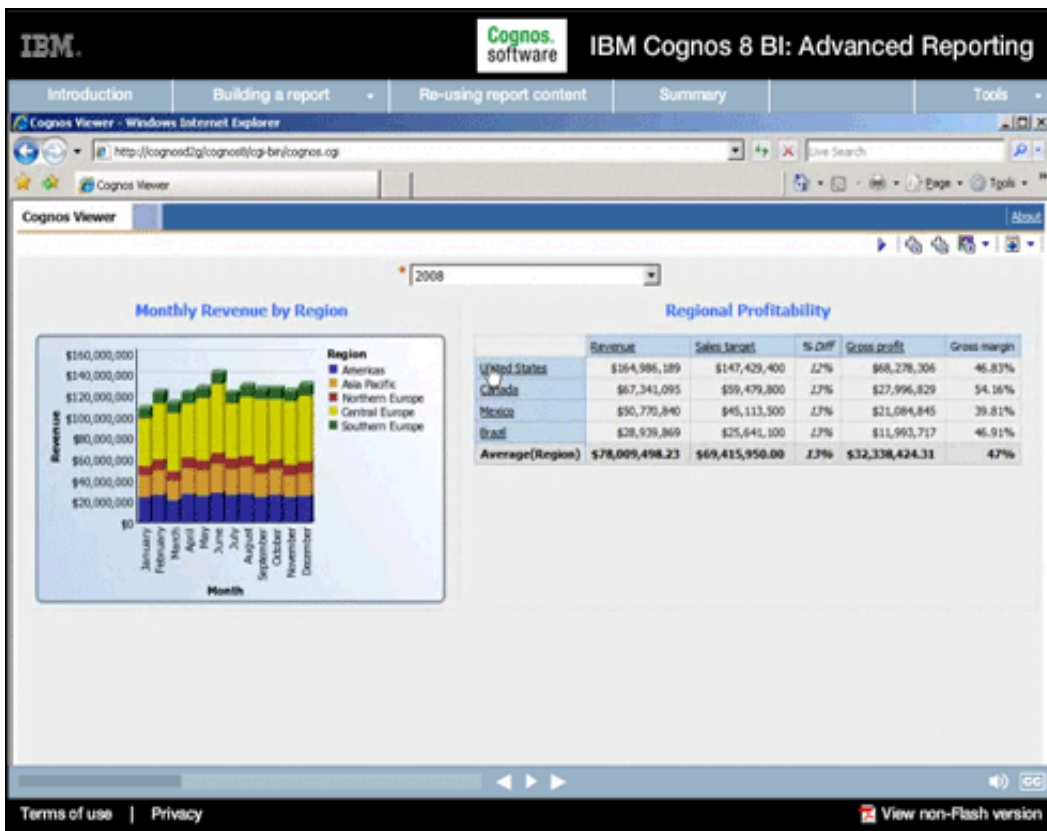
Let's quickly run our report again.



15.

**Narrative:**

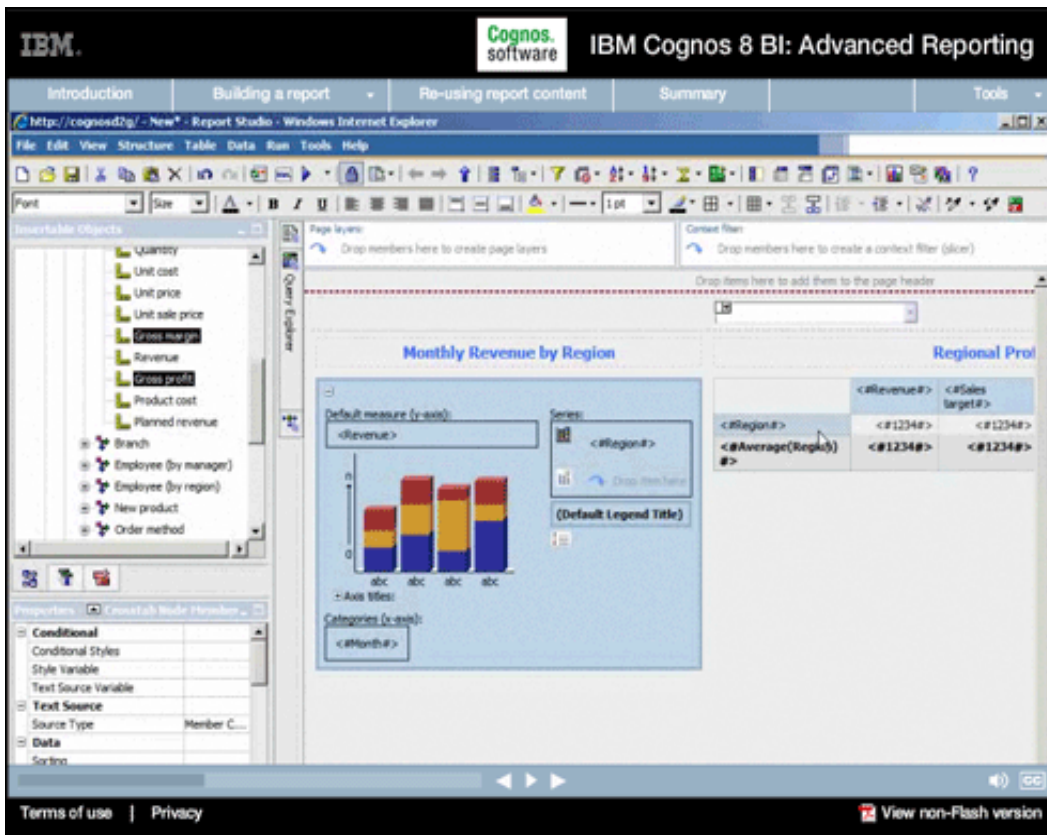
We've already got more than half our report built. And as indicated by the formatting of some of the report objects, these data points are actually hyperlinks to additional information, all set up automatically with no effort.



16.

**Narrative:**

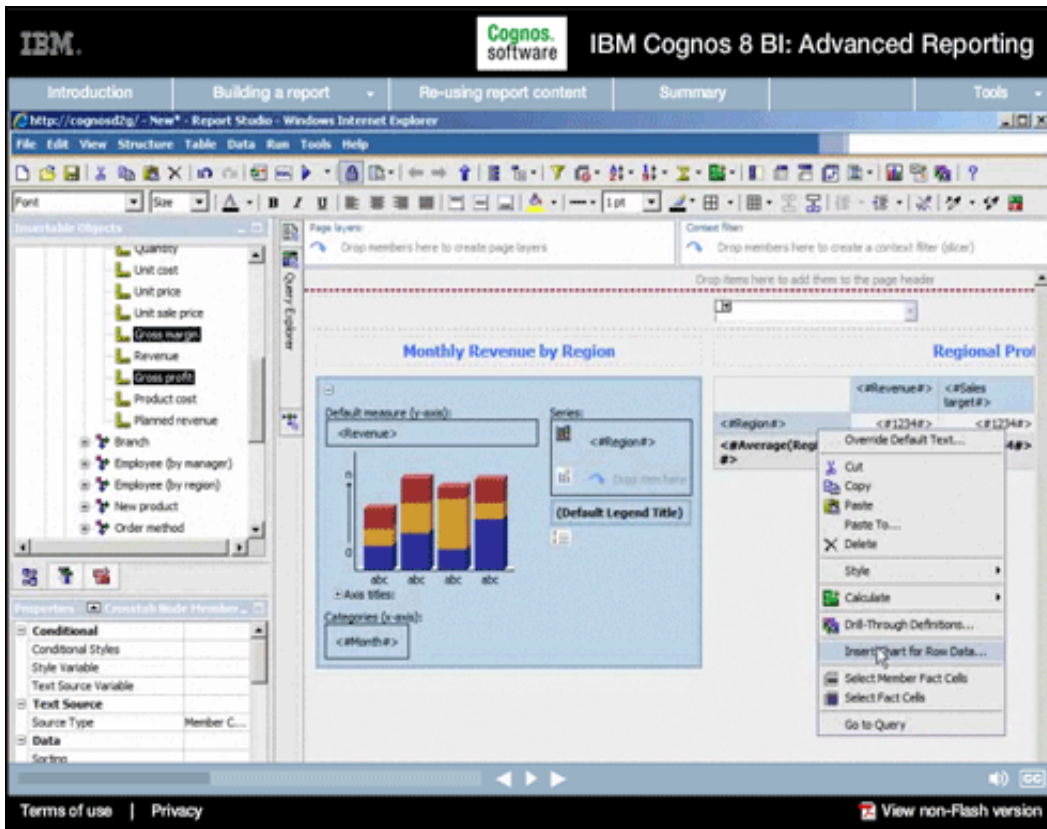
For example, if we click on Americas, the report automatically drills into the underlying regions. That's because the underlying data source is a dimensional data source, so drill up and down is automatically enabled.



17.

**Narrative:**

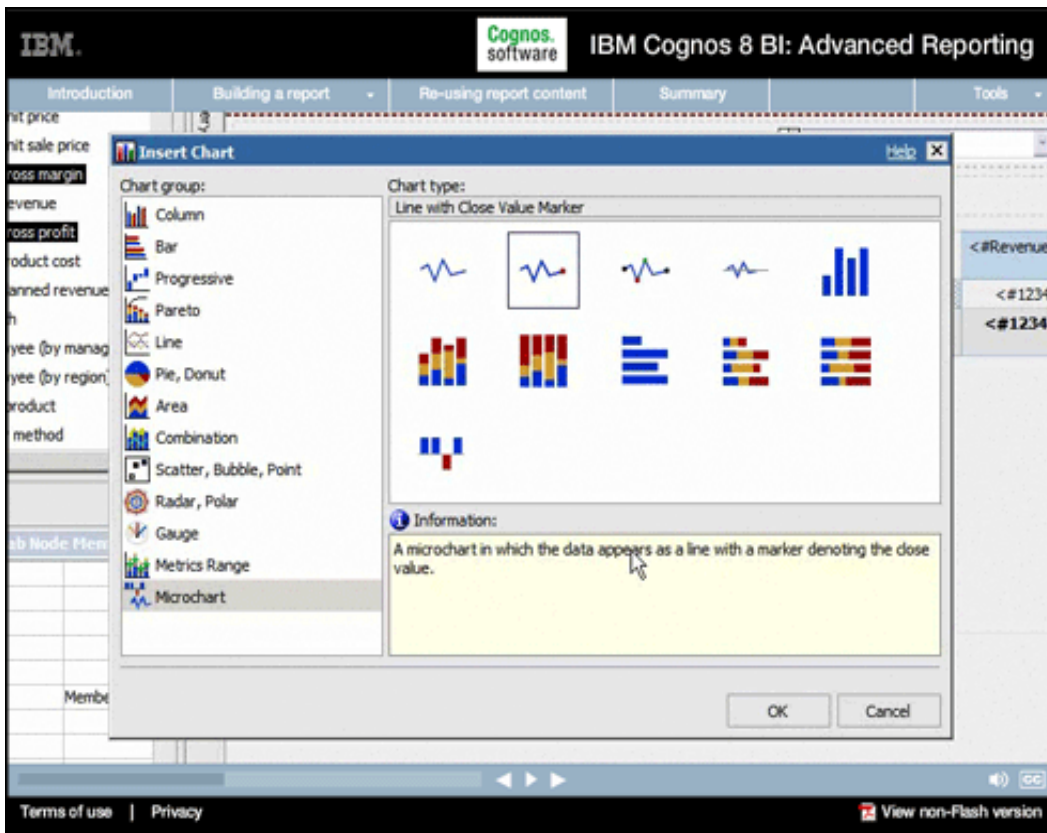
One of the other things we know report users will want is to see the current year's profit trend for the various regions in the crosstab. To display these trends, we're going to add another chart to our report—right inside the crosstab object.



18.

**Narrative:**

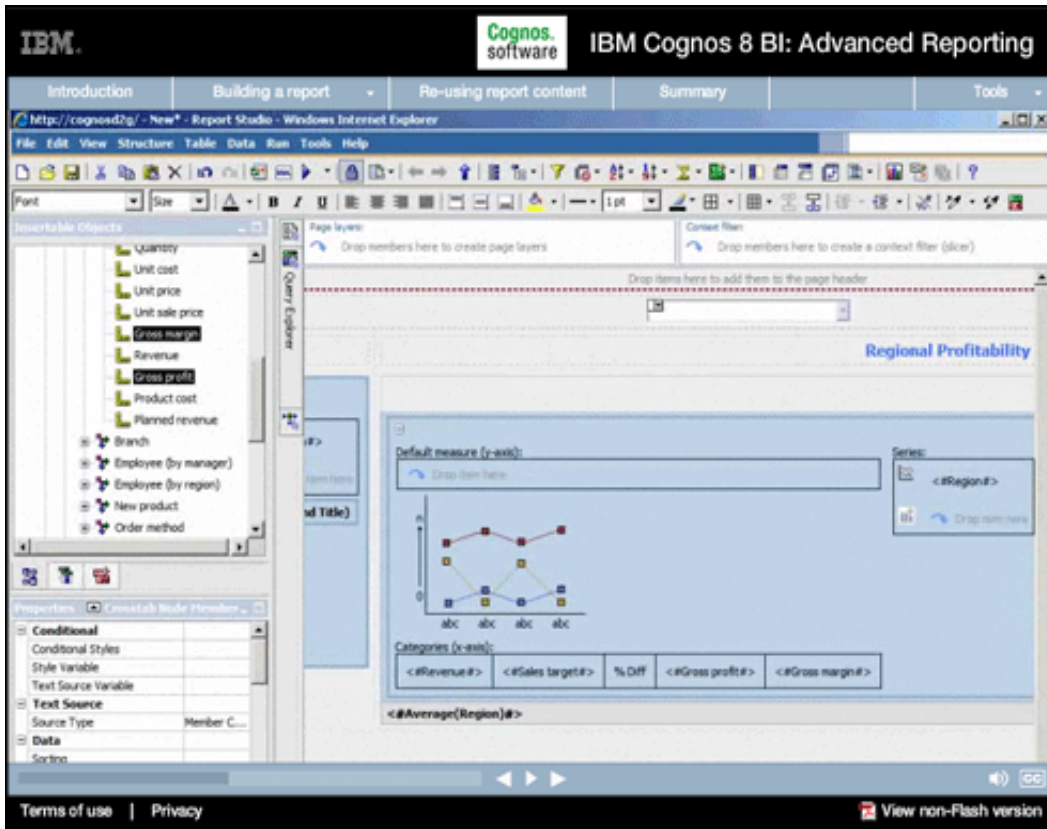
A simple right-click on the Region data item, along with the selection of Insert Chart for row data, causes Report Studio to add the trend chart we want.



19.

**Narrative:**

As you can see, Report Studio automatically knows we want to insert a Microchart, so we simply choose which style of chart we want and click OK.



20.

**Narrative:**

Report Studio immediately inserts the chart we want. As you can see, the layout adjusts automatically. This adaptive layout means report developers don't have to waste time and effort painstakingly repositioning objects every time they add something to a report. Report Studio handles all of that, automatically. But this chart doesn't quite have the measures or categories we want to show, a monthly year-to-date trend for profit, it picked all of the measures from the crosstab.

IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

File Edit View Structure Table Data Run Tools Help

Drop members here to create page layers

Drop items here to add them to the page header

Regional Profitability

Default measure (y-axis): <Gross profit>

Series: <Region#>

Categories (x-axis): <#Revenue#> <#Sales target#> % Diff <#Gross margin#>

<#Average(Region)#>

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21.

**Narrative:**

We'll quickly change it to meet our needs by making Gross profit the measure...deleting the measures we don't want...

IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

File Edit View Structure Table Data Run Tools Help

Drop members here to create page layers

Drop items here to add them to the page header

Regional Profitability

Default measure (y-axis): <Gross profit>

Series: <Region#>

Categories (x-axis): <#Month#>

<#Average(Region)#>

Conditional Styles

Style Variable

Render Variable

No Data Contents No

Data

Drill-Through Definers

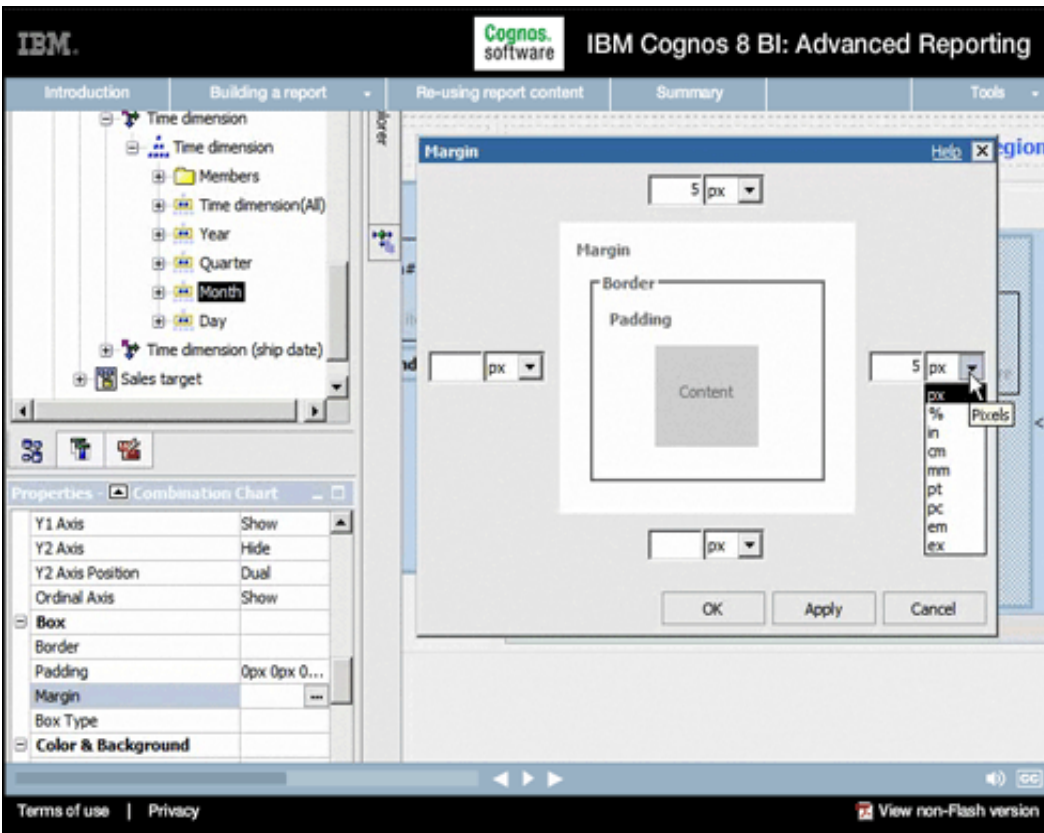
Query: Ton Right...

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22.

**Narrative:**

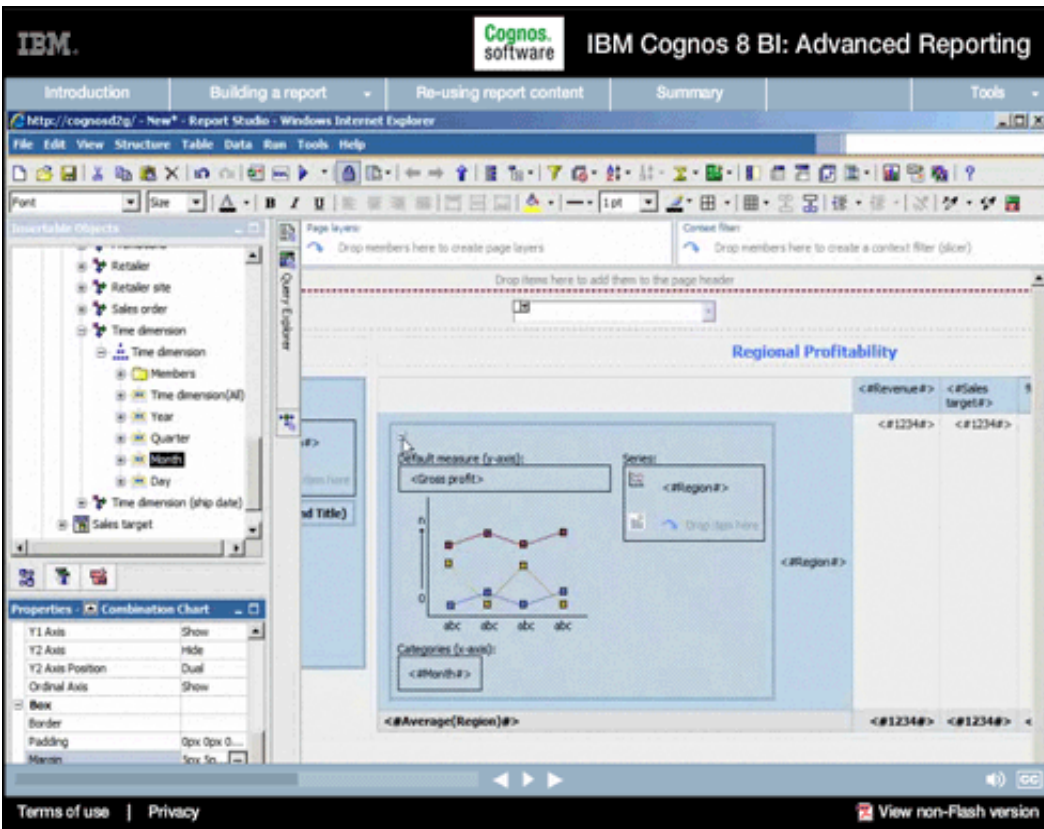
...and then repeating the steps we followed for the chart to the left, making Months the x-axis and suppressing zeros.



23.

**Narrative:**

We'll also take a moment to apply some additional formatting to the chart. For example, adding a Margin to space it appropriately from other objects. Every object in a report can be formatted down to the pixel for the most exacting layouts, with custom padding, margins, borders, colors, and so on.



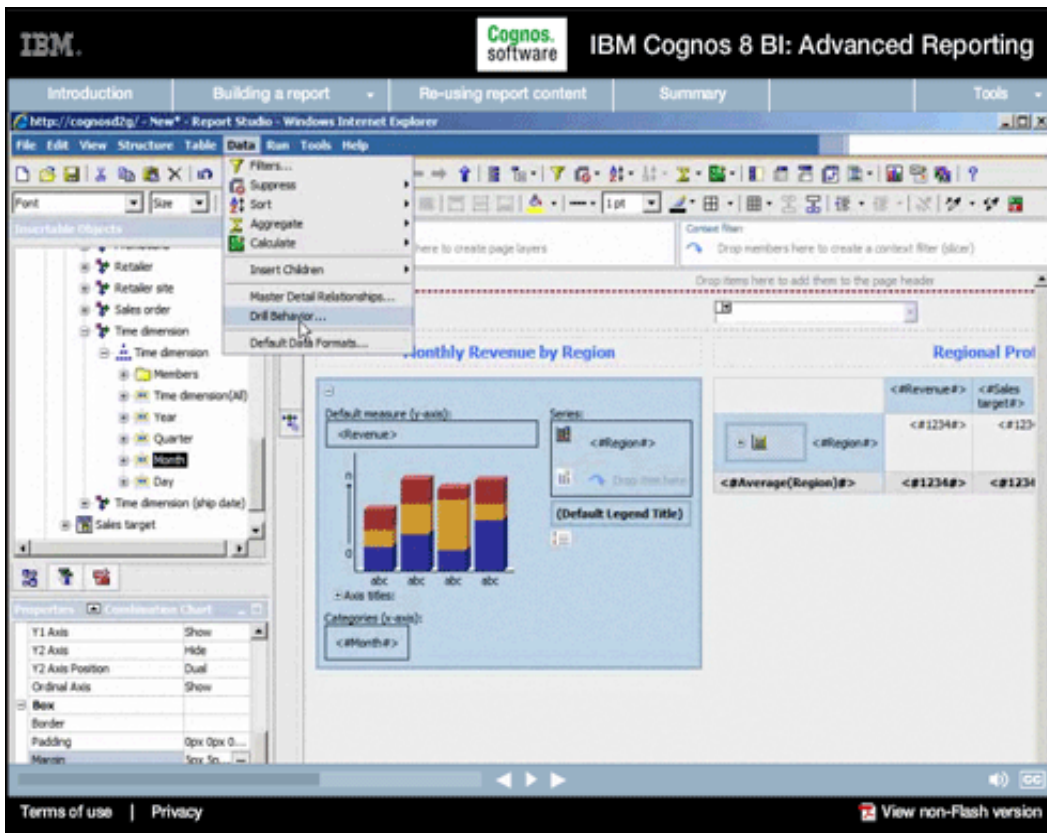
24.

**Narrative:**

And now that our chart is finished, we'll collapse it...



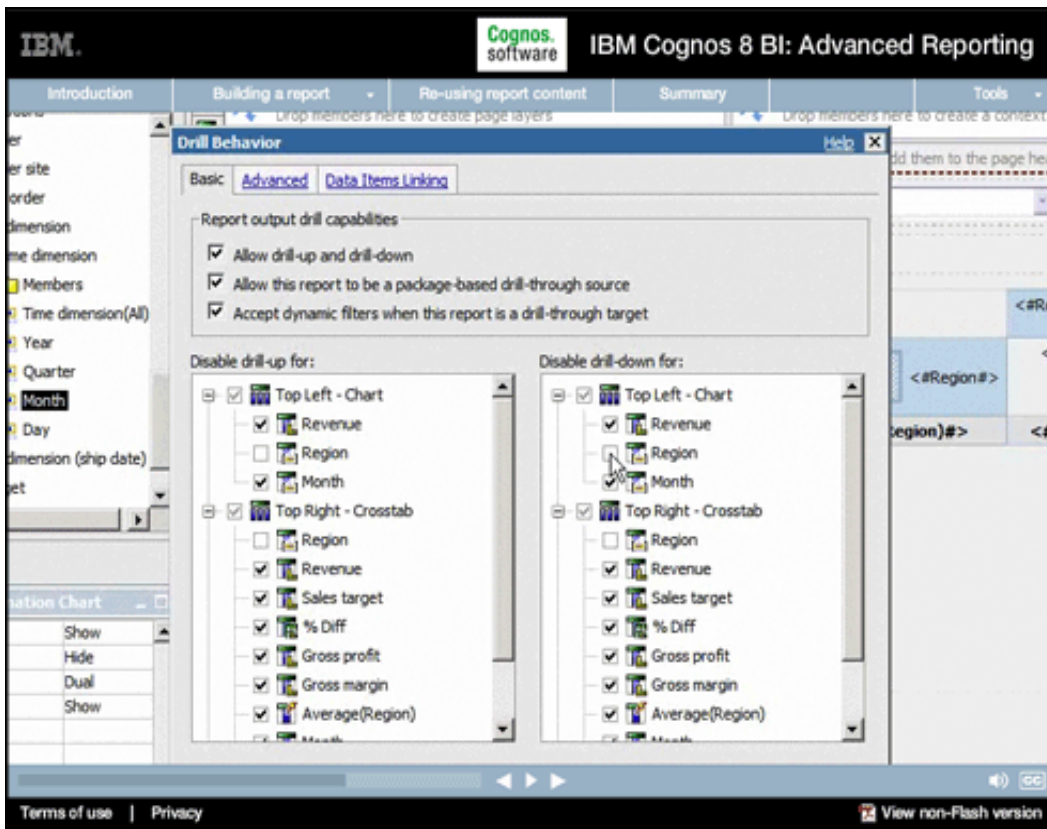




27.

**Narrative:**

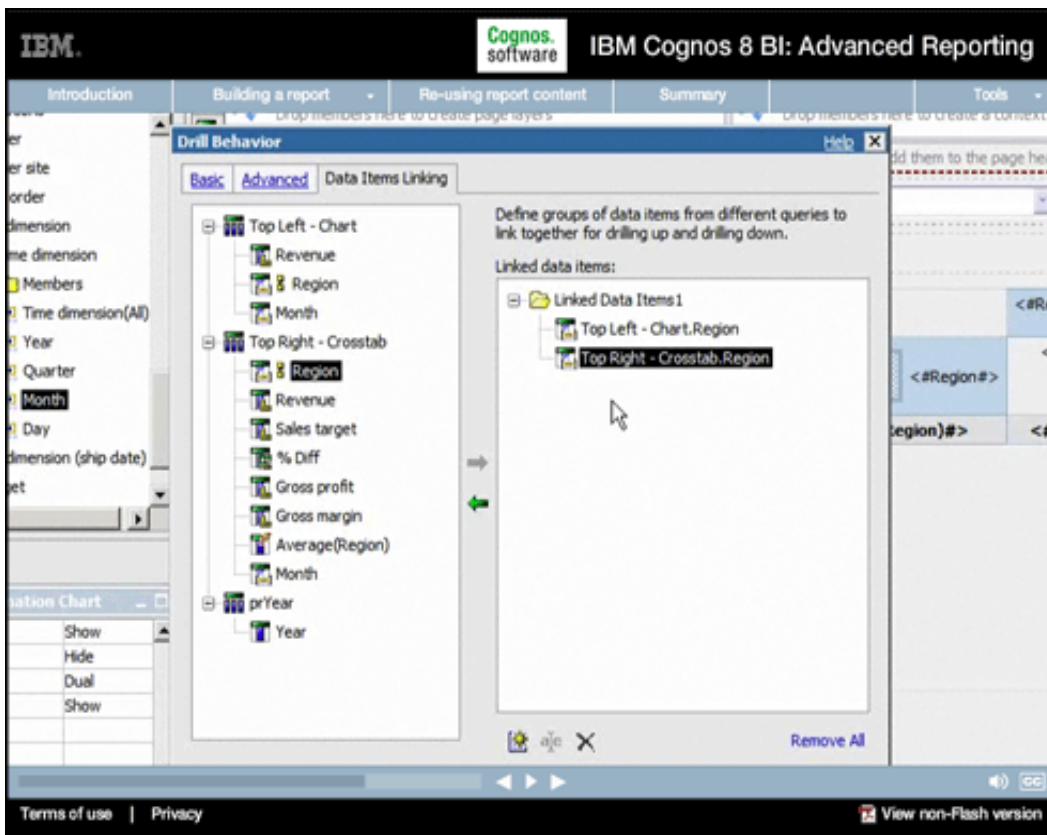
Recall that these two report parts are actually driven by different queries. To enable coordinated drill-up and drill-down, we simply set the Drill Behavior we want.



28.

**Narrative:**

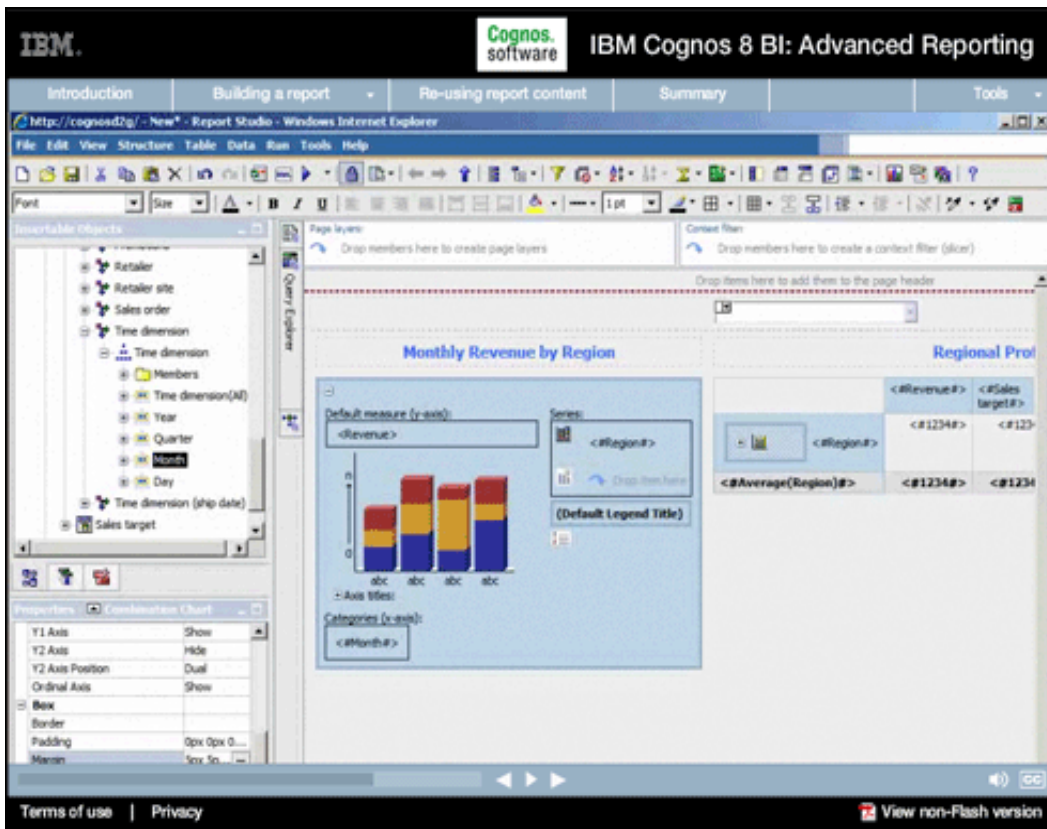
Notice how we have complete control over which items in the report we want to allow drill-up and drill-down on, or if in fact drill behavior is allowed at all in the report. For example, in this case it does not make sense to allow users to drill into measures since there are no lower-level measures in the model. We can quickly and easily disable that option for all of the measures.



29.

**Narrative:**

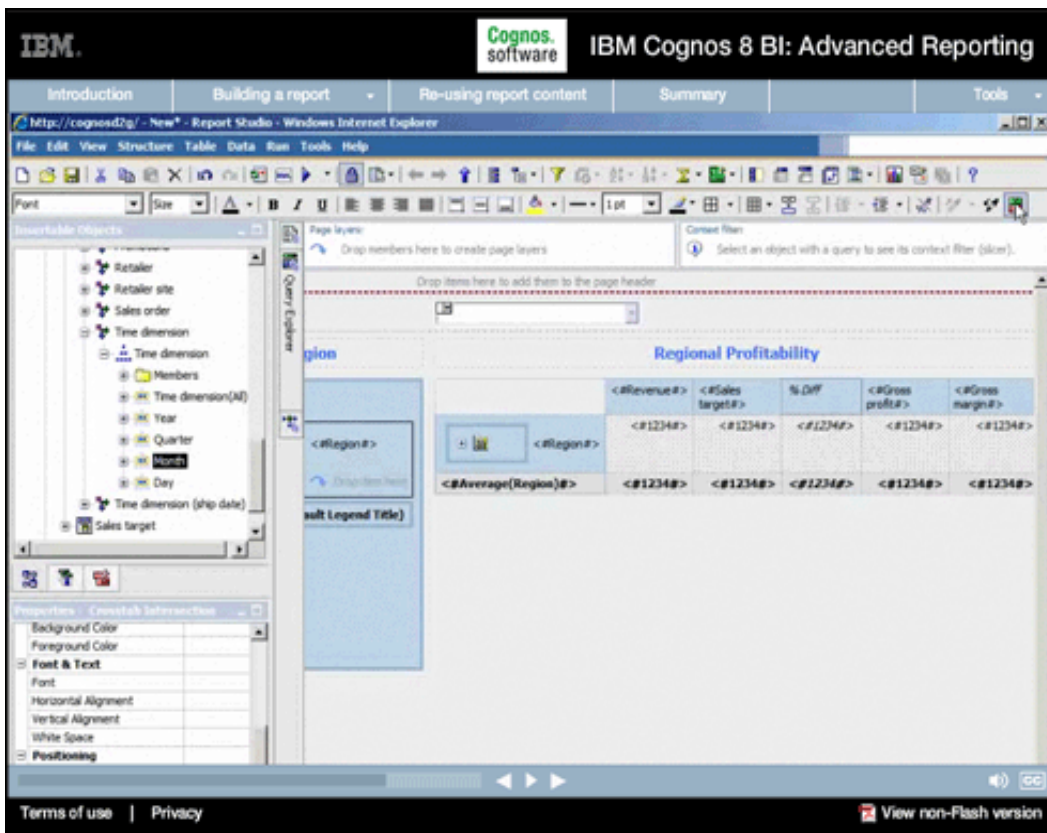
To ensure that our crosstab and the chart are synchronized with respect to drilling up and down, we'll click the Data Items Linking tab. Then we'll drag the connecting region items to the right—first the Region item from the chart, then the Region item from the crosstab.



30.

**Narrative:**

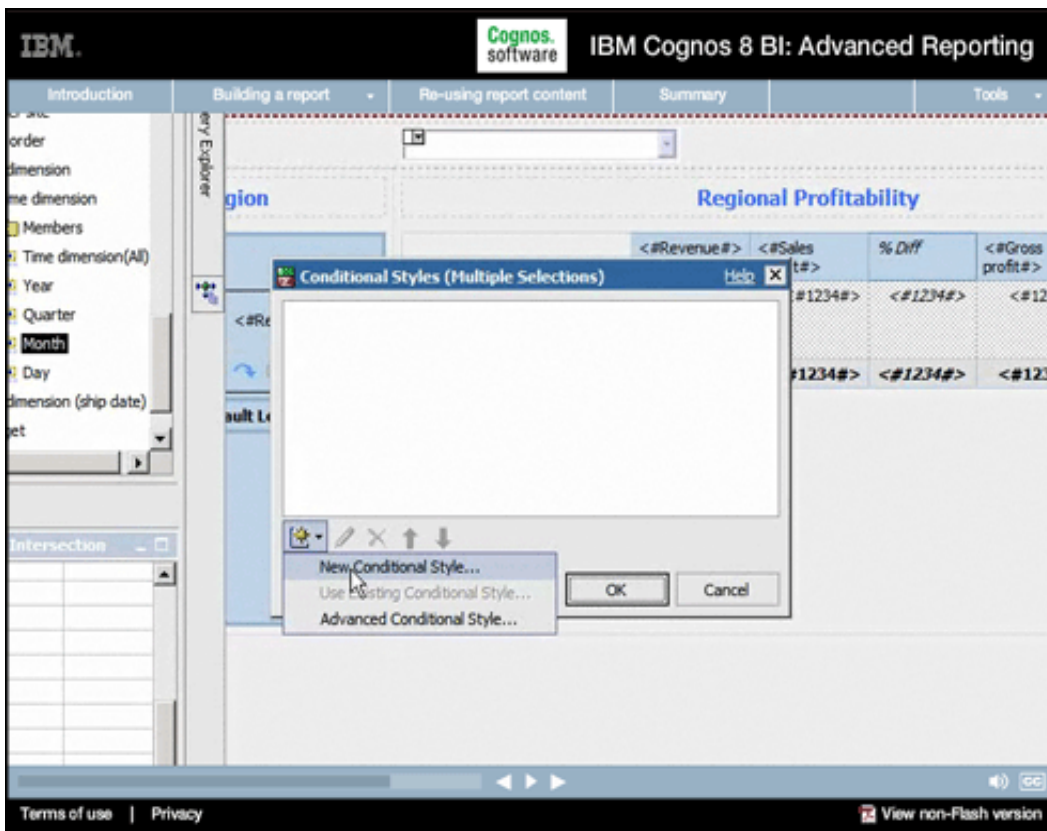
And that's it! That's all we need to do to synchronize these report objects with respect to coordinated drilling. Before we test our report, let's add some conditional formatting based on thresholds that will make this report easy for consumers to interpret.



31.

**Narrative:**

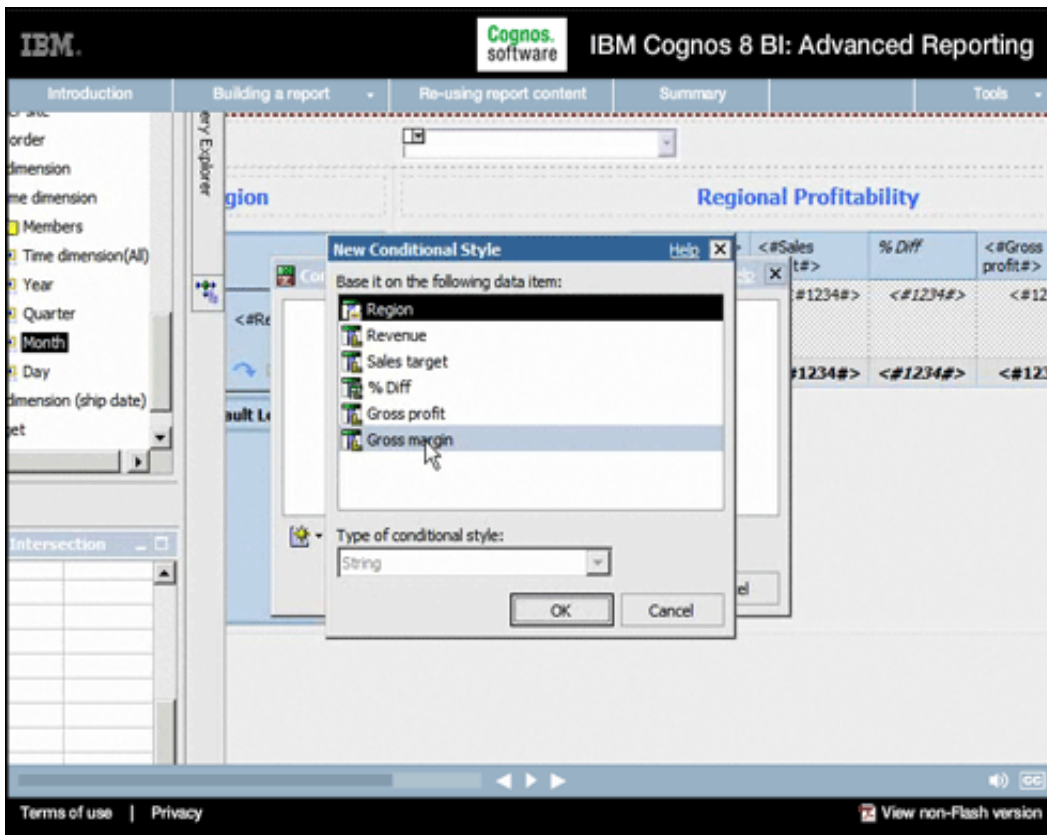
To do that, we'll select the data cells in our crosstab...



32.

**Narrative:**

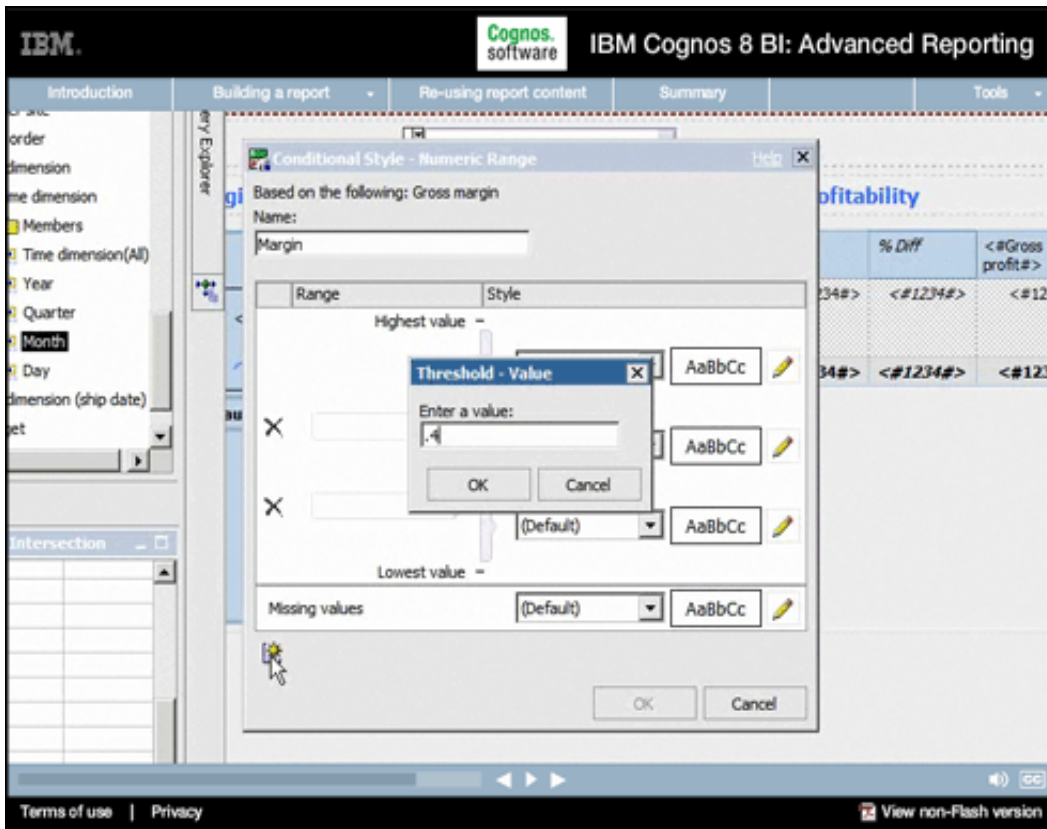
...and then click this Conditional Styles highlight icon.



33.

**Narrative:**

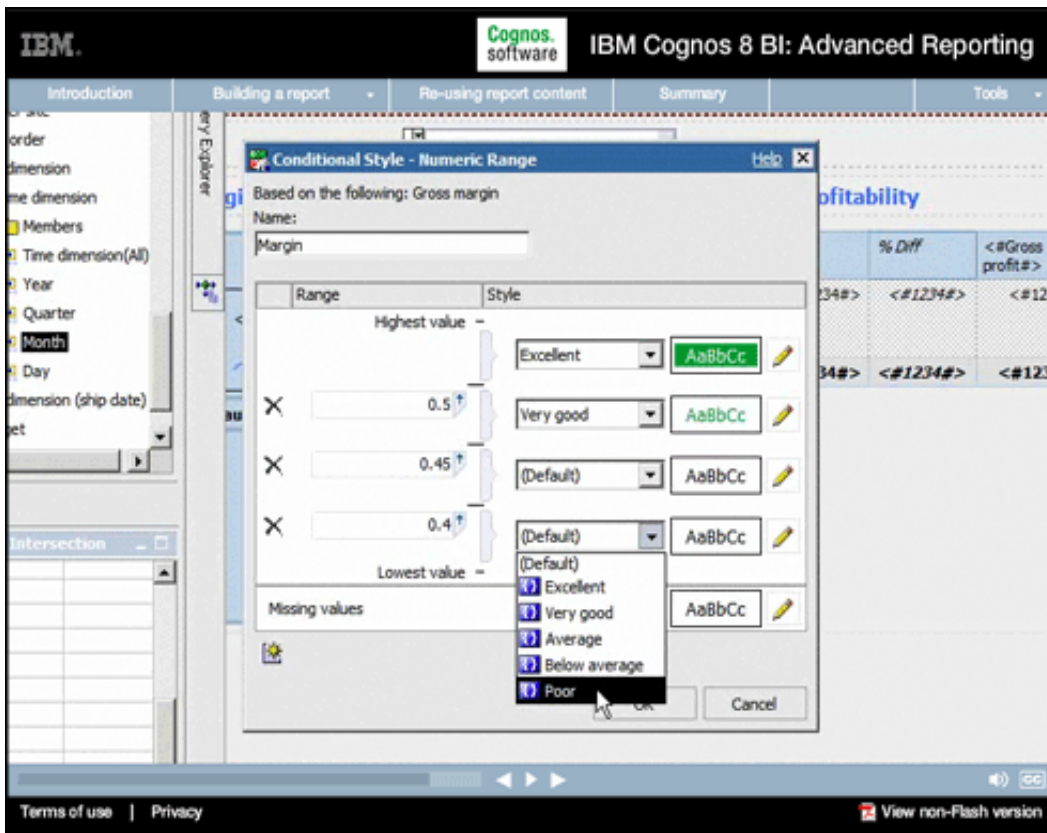
We'll add a New Conditional Style and we'll base it on Gross margin. Note how easy it is to set up conditional formatting for any report item based on that item's values, or based on values from any other data item.



34.

**Narrative:**

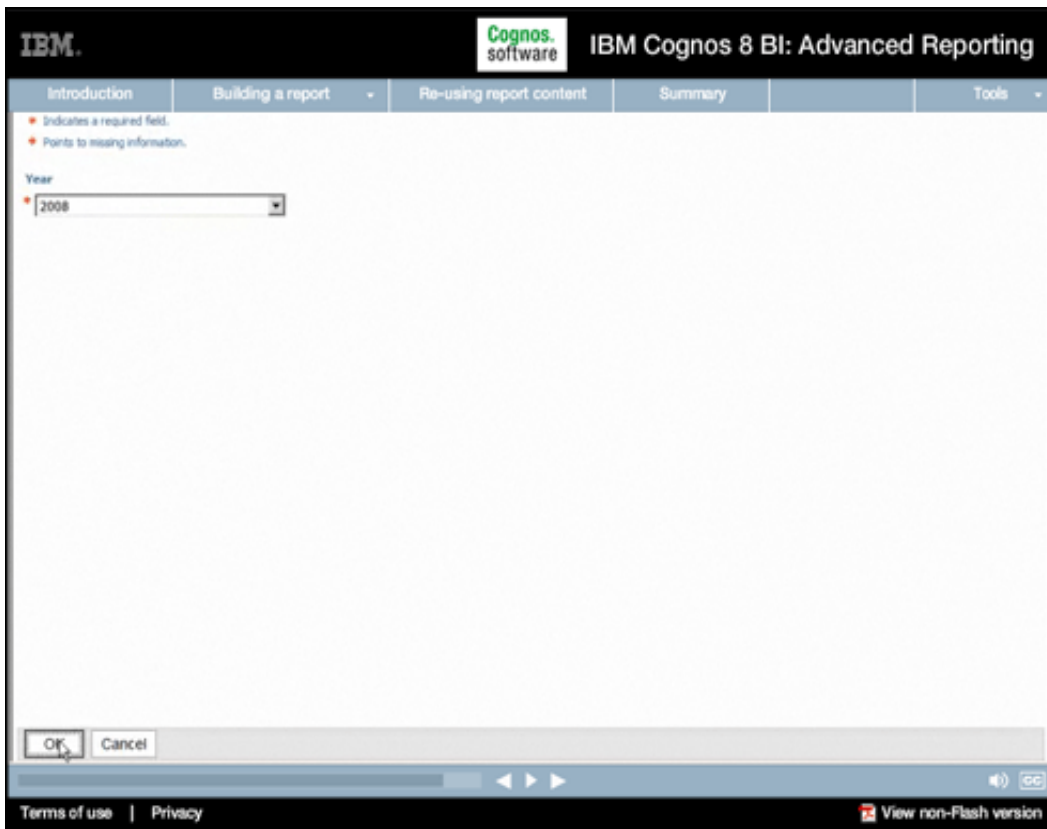
Now we simply add the Threshold values we want to highlight. For example, suppose we wish to highlight regions where gross margin is... over 50%...between 45% and 50%...between 40% and 45%... as well as below 40%.



35.

**Narrative:**

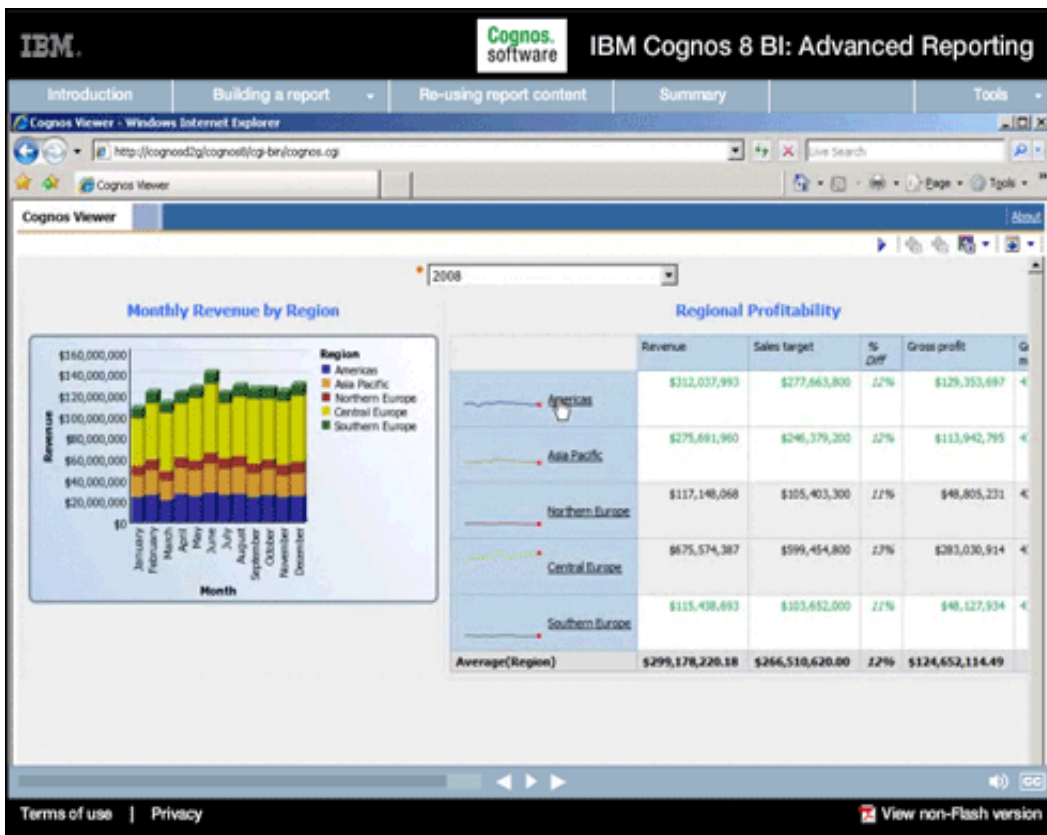
We'll next assign the formatting we want applied based on these ranges, using the built-in Conditional Styles provided. We could customize these to be any color or format, but for now we'll simply use the defaults.



36.

**Narrative:**

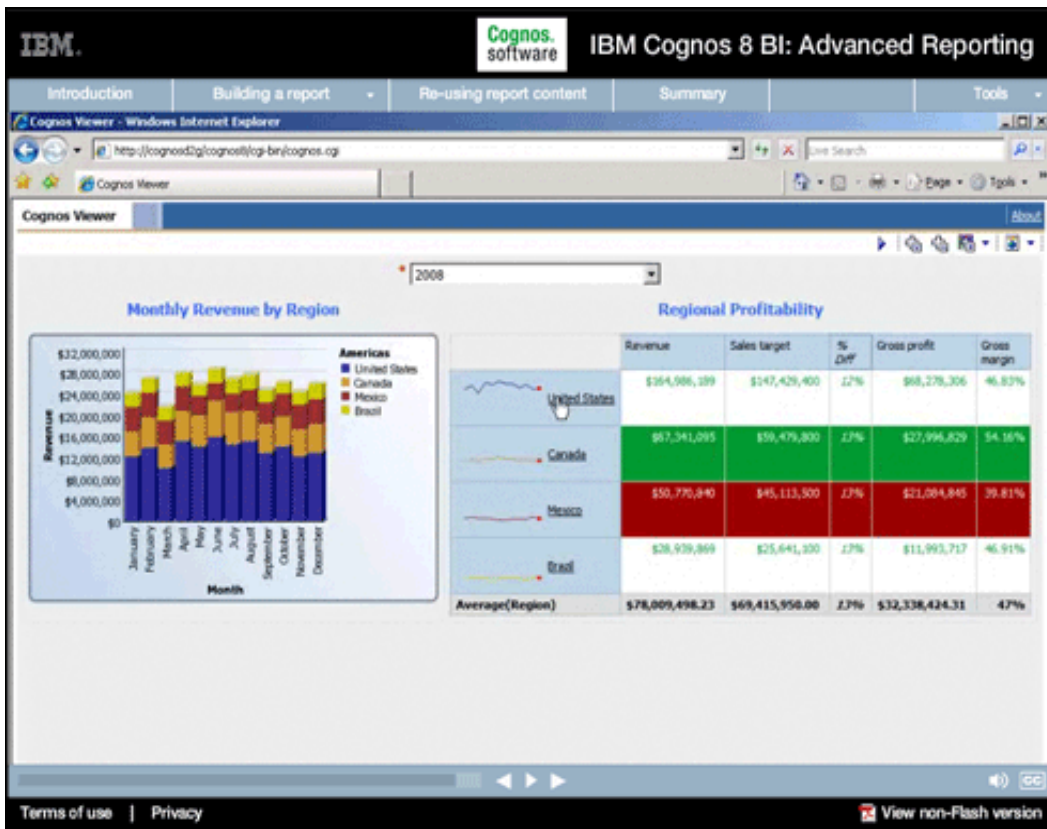
And now let's run our report again to see how it looks.



37.

**Narrative:**

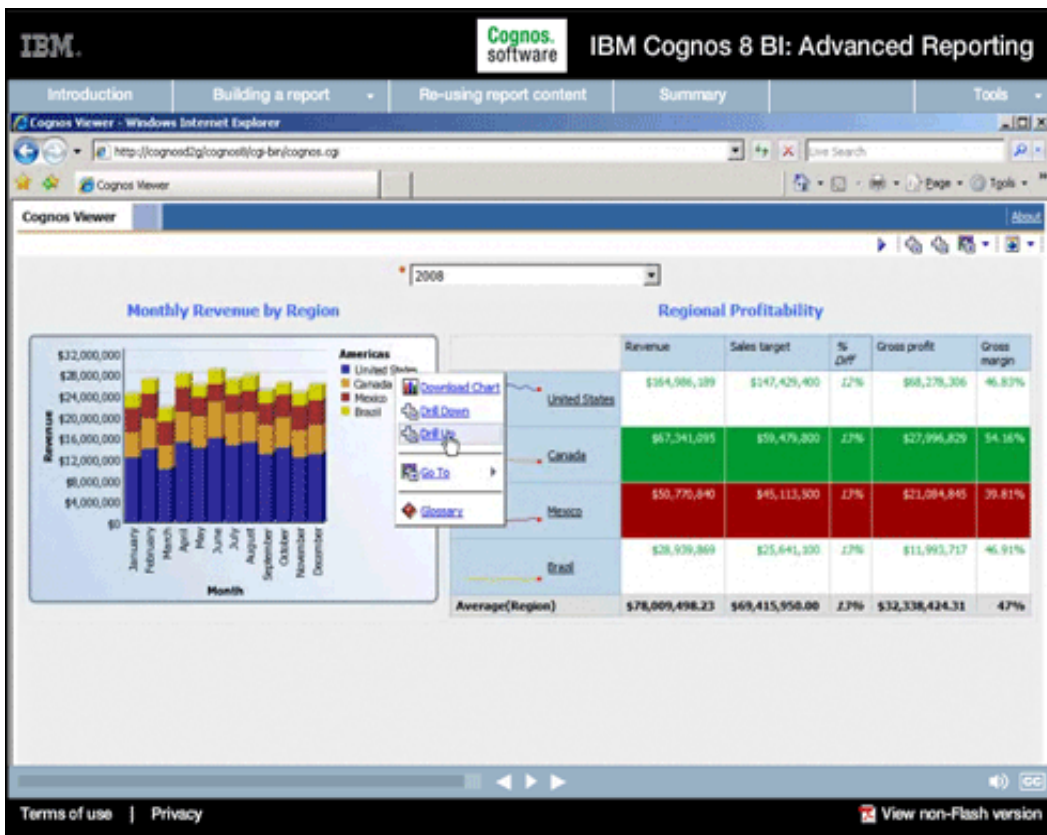
We can see our new Microchart with profit trends for each region...as well as the conditional formatting we just applied based on margin.



38.

**Narrative:**

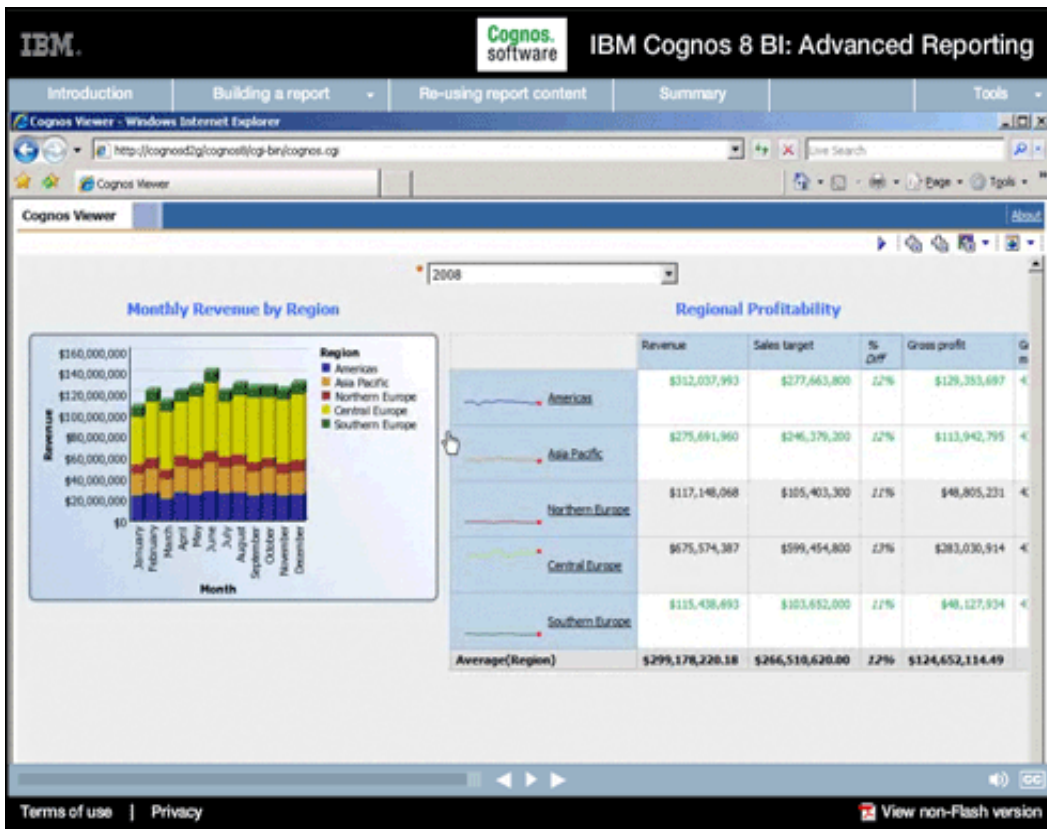
And if we drill into the Americas region again, we see the conditional highlighting and associated profit trends updated accordingly.



39.

**Narrative:**

And the Trend chart to the left is synchronized with respect to drill actions.

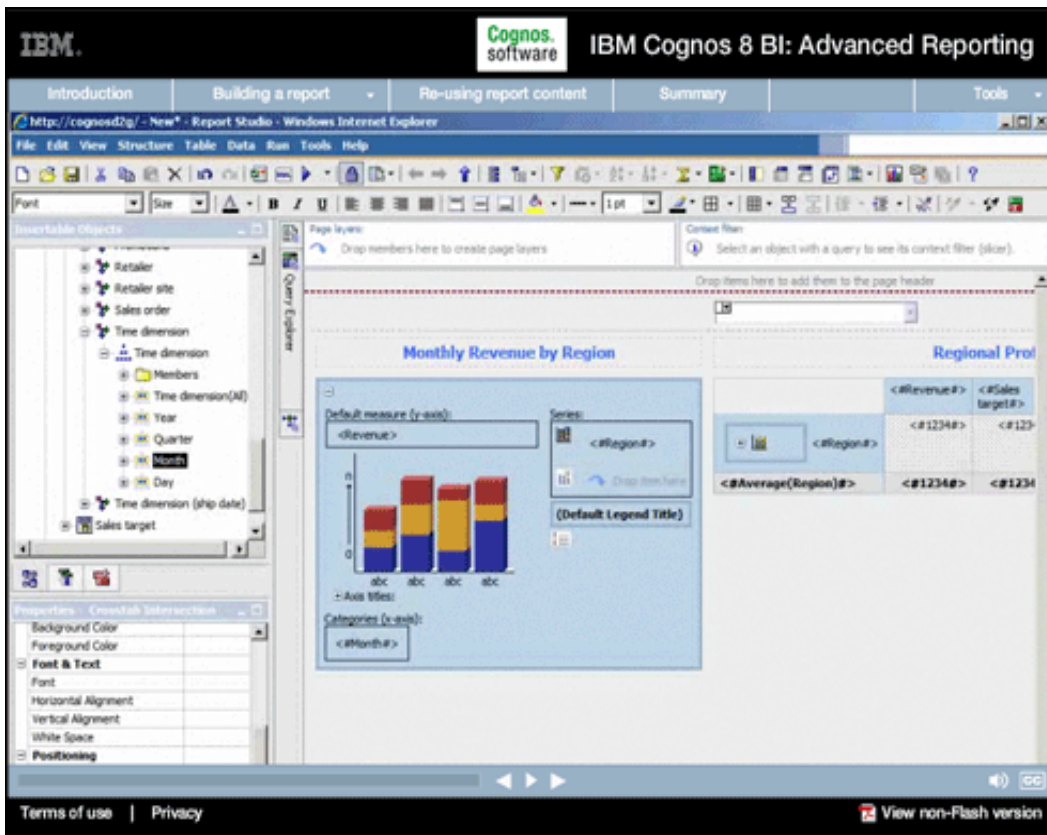


40.

**Narrative:**

Any drill action on either report part acts on both objects. And now we have our updated report with additional content and formatting.



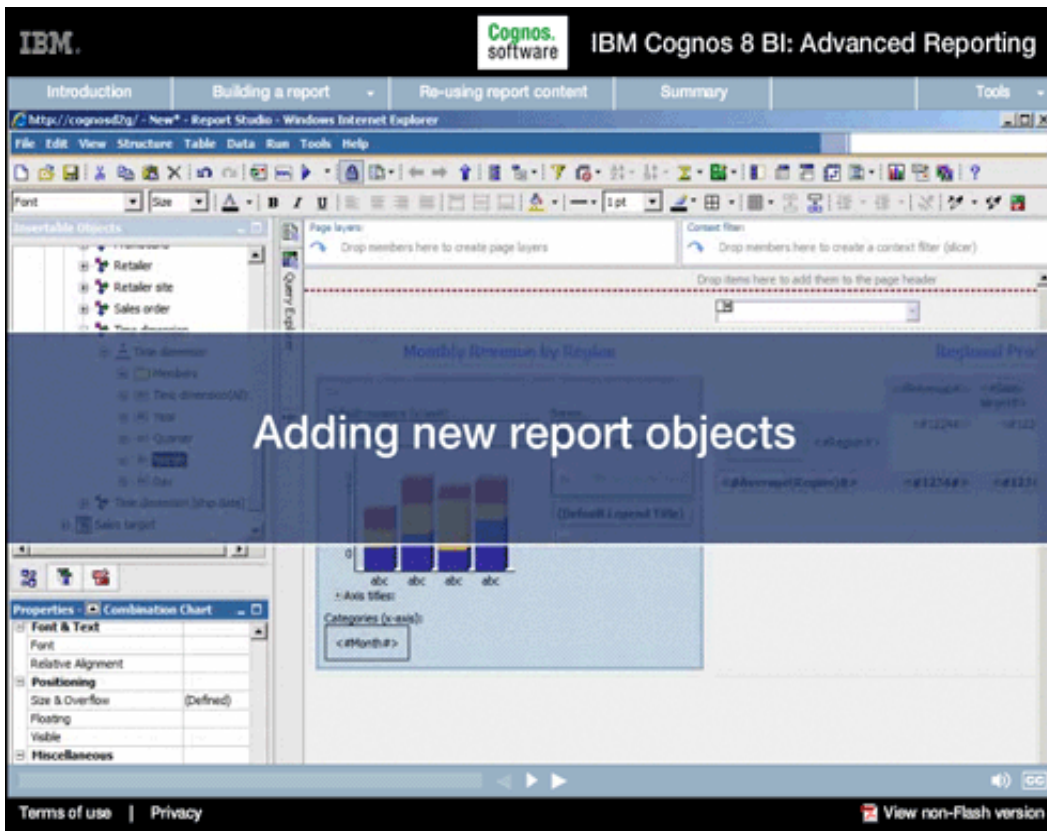


41.

**Narrative:**

In the next segment, we'll add new chart and map objects to highlight our top performing vendors.

**Adding new report objects**



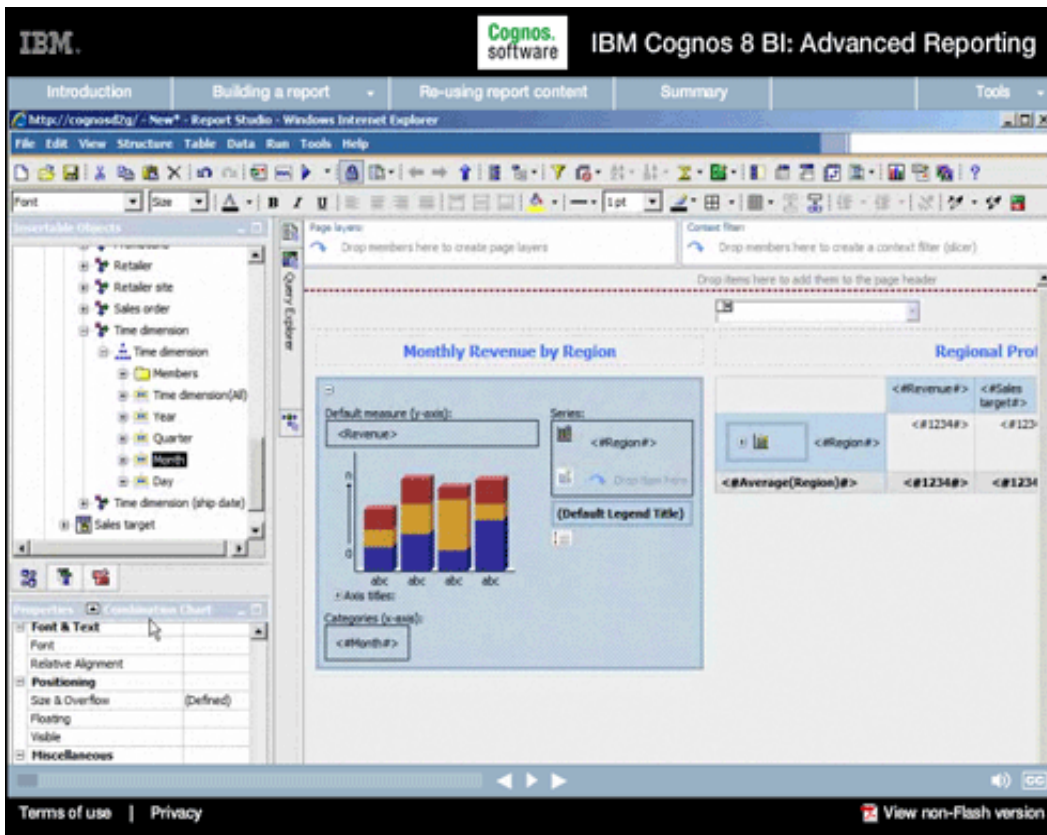
1.

**Narrative:**

In this segment, we'll extend the template using standard Web objects and add additional sales data that highlights top performers.

**Onscreen Text:**

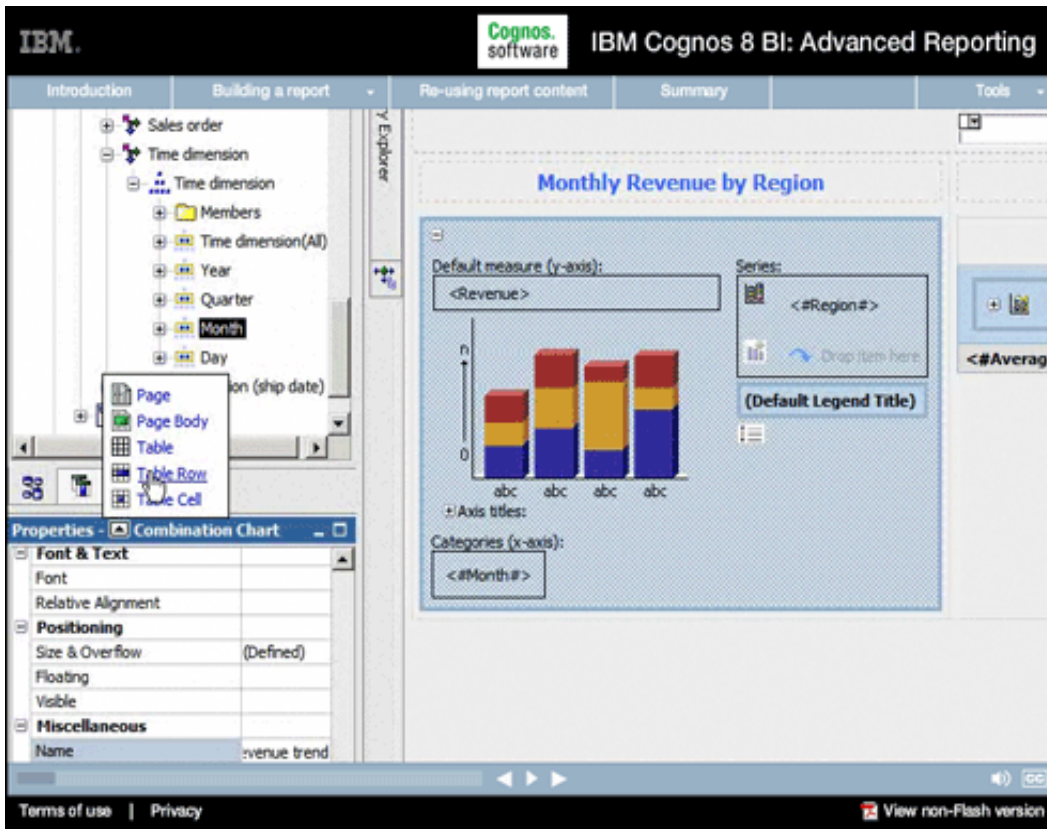
Adding new report objects



2.

**Narrative:**

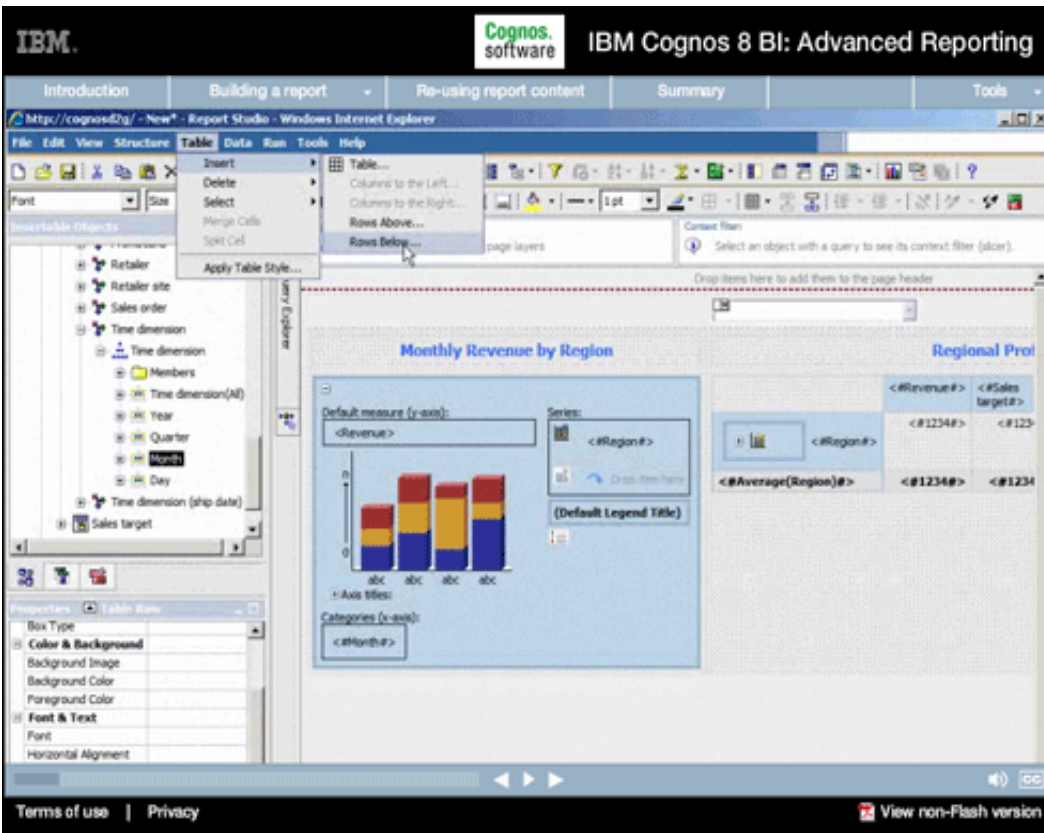
As with any tool designed primarily for delivery of Web content, Report Studio uses all of the objects and attributes you'd expect to see on a Web page, like Web tables, for example.



3.

**Narrative:**

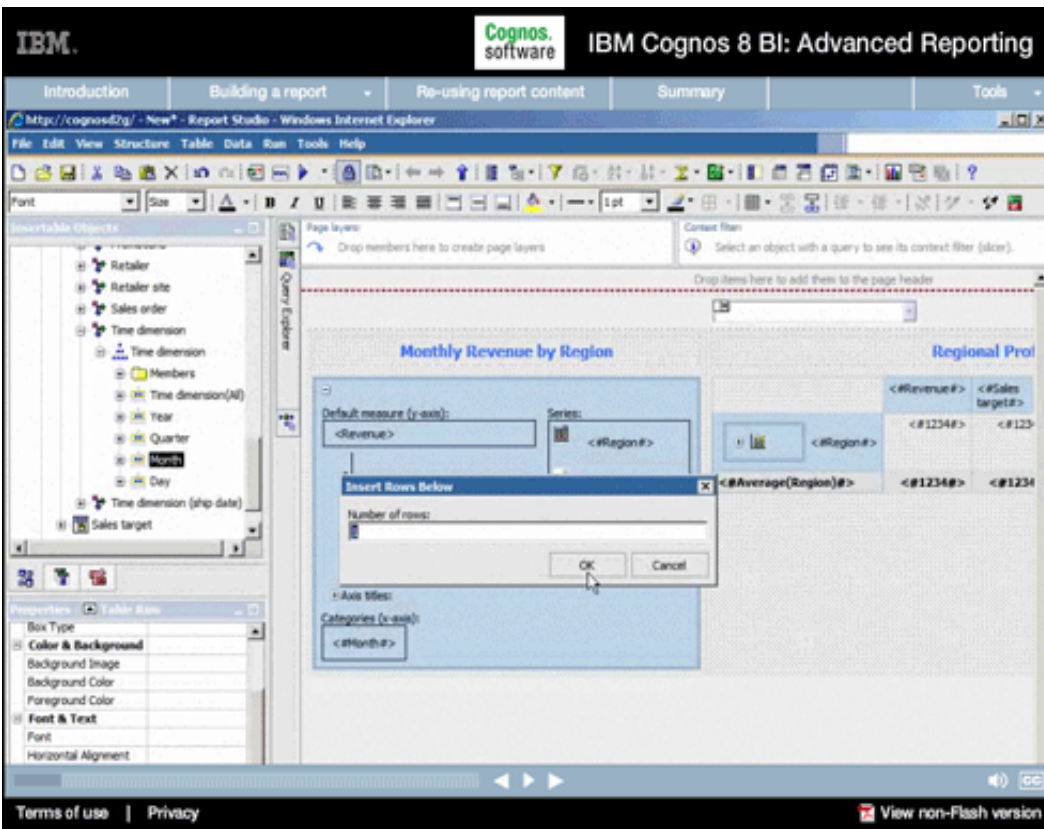
If we select any object in the report, we can use this control to select the object's parent. You can see how the bar chart is contained within a Table Cell, which is within a Table Row, and so on, until we get to the report Page. We can use this to select any object in the report—for example, the containing Table Row.



4.

**Narrative:**

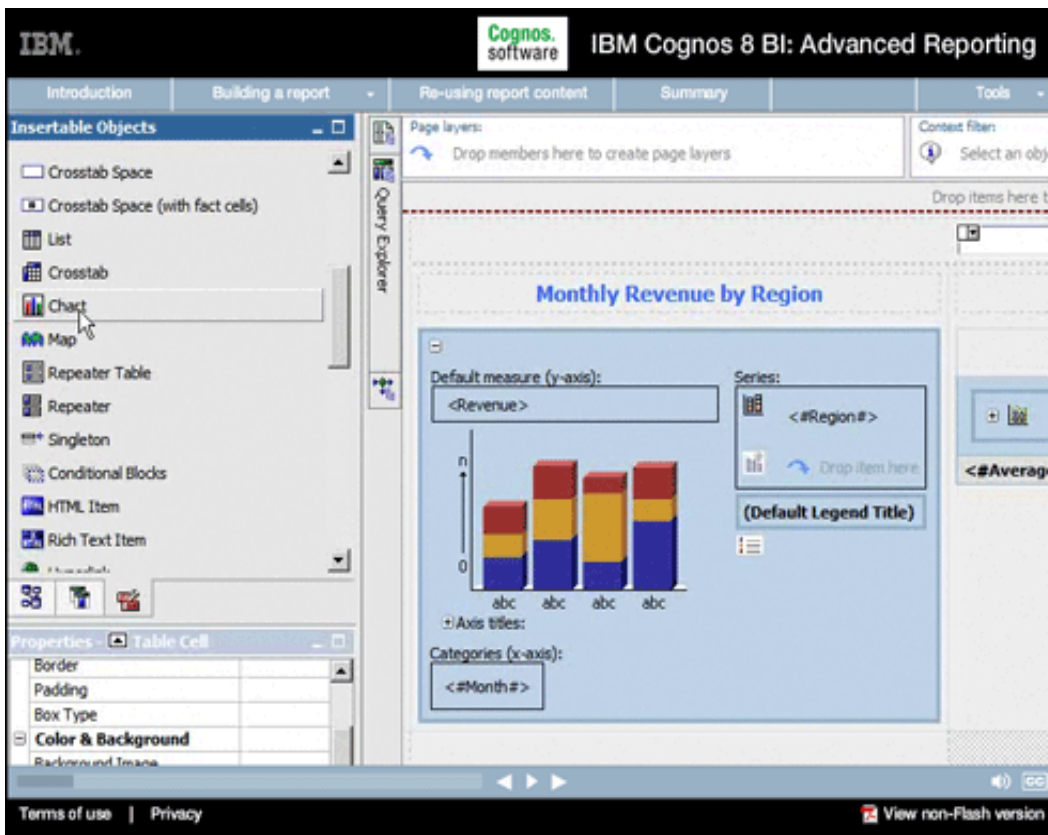
Let's add a second row to the table...



5.

**Narrative:**

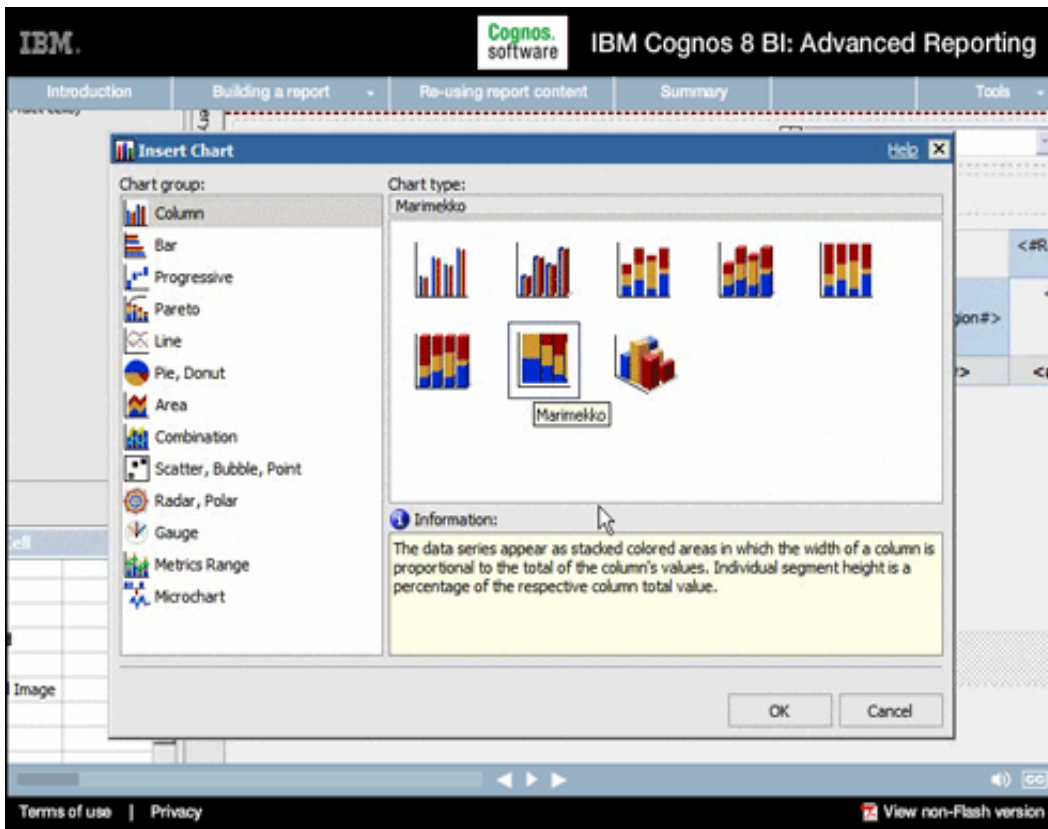
...creating drop zones for the new content we want to add to this report.



6.

**Narrative:**

Next, let's add a new chart to the lower-left table cell.



7.

**Narrative:**

We'll select a Marimekko chart, a format that's optimal for showing relative contributions.

IBM. Cognos software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Crosstab Space (with fact cells)

- List
- Crosstab
- Chart
- Map
- Repeater Table
- Repeater
- Singleton
- Conditional Blocks
- HTML Item
- Rich Text Item

Properties: Block

- Box
  - Border
  - Padding
  - Margin
  - Box Type
- Color & Background
  - Background Image
  - Generated Background Image
  - Background Color
  - Foreground Color
- Font & Text
  - Font

Monthly Revenue by Region

Default measure (y-axis): <Revenue>

Series: <Region#>

Categories (x-axis): <Month#>

Regional Profit

<Revenue#>	<Sales target#>
<Region#>	<#1234#>
<#Average(Region)#>	<#1234#>

Monthly Revenue by Region

Default measure (y-axis):

Series: <Region#>

Categories (x-axis):

Top Vendors

Default measure (y-axis):

Series: <Region#>

Categories (x-axis):

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8.

**Narrative:**

We want to add a title quickly, so we'll control+drag the existing title onto our new object, and then customize it.

IBM. Cognos software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Crosstab Space (with fact cells)

- List
- Crosstab
- Chart
- Map
- Repeater Table
- Repeater
- Singleton
- Conditional Blocks
- HTML Item
- Rich Text Item

Properties: Text Item

- Text Source Variable
- Text Source
  - Source Type
  - Text
  - Monthly Reven...
- Data
  - Use Detail Value on Page No
  - Data Format
  - Drill-Through Definitions
- General
  - Maximum Characters
- Box
  - Border

Monthly Revenue by Region

Default measure (y-axis): <Revenue>

Series: <Region#>

Categories (x-axis): <Month#>

Regional Profit

<Revenue#>	<Sales target#>
<Region#>	<#1234#>
<#Average(Region)#>	<#1234#>

Monthly Revenue by Region

Default measure (y-axis):

Series: <Region#>

Categories (x-axis):

Top Vendors

Default measure (y-axis):

Series: <Region#>

Categories (x-axis):

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9.

**Narrative:**

We're going to use this chart to display the top sales outlets through which we're selling our products, so we'll call it "Top Vendors."

IBM. Cognos software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Retailer site  
Sales order  
Time dimension  
Time dimension  
Members  
Time dimension(All)  
Year  
Quarter  
Month  
Day  
Time dimension (ship date)  
Sales target

Properties Text Item  
Text Source Variable  
Text Source  
Source Type Text  
Text Top vendors  
Data  
Use Detail Value on Page No  
Data Format  
Drill-Through Definitions  
General  
Maximum Characters  
Box  
Border

Default measure (y-axis):  
<#Revenue#>

Series:  
<#Region#>

<#1234#> <#123#>

<#Average(Region)#> <#1234#> <#1234#>

Top Vendors

Default measure (y-axis):  
<#Revenue#>

Series:  
<#Region#>

999 999 999 999

abc abc abc abc

Categories (y-axis):  
<#Month#>

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10.

**Narrative:**

Now, let's add the data. We'll start by adding Month on the lower axis...

IBM. Cognos software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Sales  
Sales fact  
Quantity  
Unit cost  
Unit price  
Unit sale price  
Gross margin  
Revenue  
Gross profit  
Product cost  
Planned revenue  
Branch

Properties Text Item  
Text Source Variable  
Text Source  
Source Type Text  
Text Top vendors  
Data  
Use Detail Value on Page No  
Data Format  
Drill-Through Definitions  
General  
Maximum Characters  
Box  
Border

Default measure (y-axis):  
<#Revenue#>

Series:  
<#Region#>

<#1234#> <#123#>

<#Average(Region)#> <#1234#> <#1234#>

Top Vendors

Default measure (y-axis):  
<#Revenue#>

Series:  
<#Region#>

999 999 999 999

abc abc abc abc

Categories (y-axis):  
<#Month#>

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11.

**Narrative:**

...Revenue as the measure...

IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Default measure (y-axis): <Revenue>

Series: <#Region#>

Drop item here

(Default Legend Title)

Create Calculation

Name: Top Vendors

OK Cancel

Default measure (y-axis): <Revenue>

Series: Drop item here

(Default Legend Title)

999 999 999 999

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12.

**Narrative:**

...and instead of dragging a simple query item to our series, we'll instead add a calculation. This calculation will show the top performing retailers, so we'll call it "Top Vendors."

IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Data Item Expression - Top Vendors

Available Components:

- Operators
- Summaries
  - aggregate
  - average
  - count
  - maximum
  - median
  - minimum
  - moving-average
  - moving-total
  - percentage
  - percentile
  - quantile
  - quartile
  - rank
  - running-average

Expression Definition:

Information:

Tips Errors

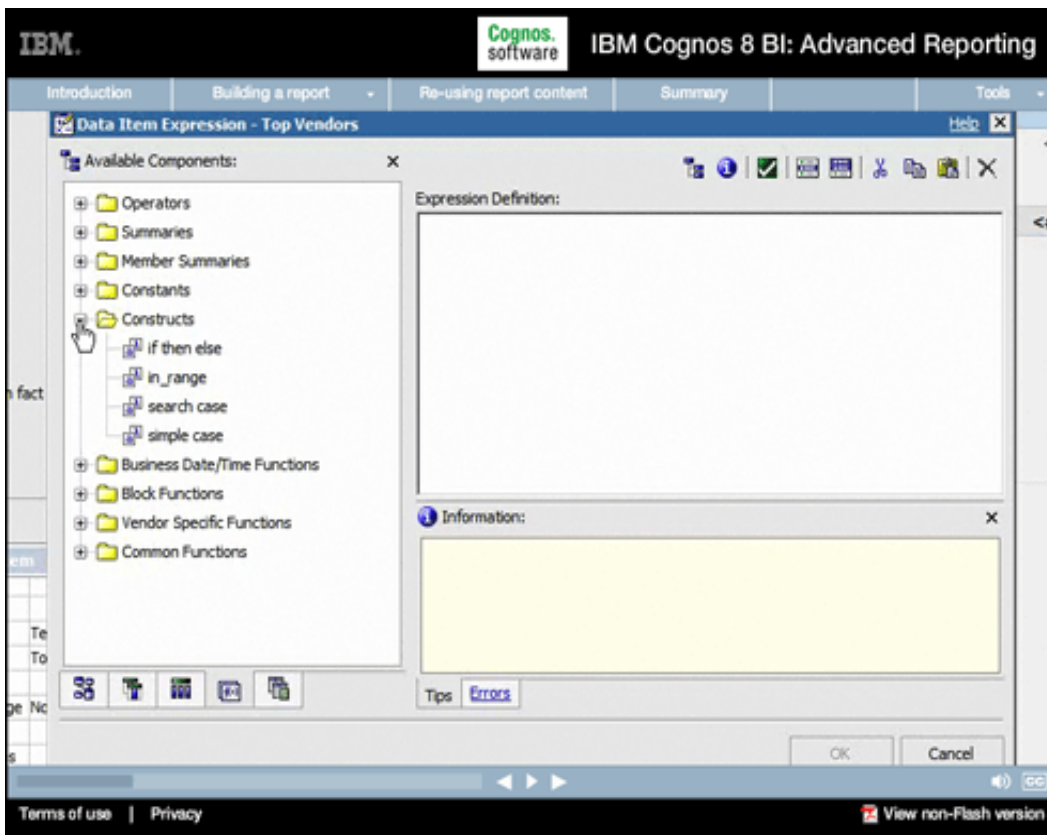
OK Cancel

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13.

**Narrative:**

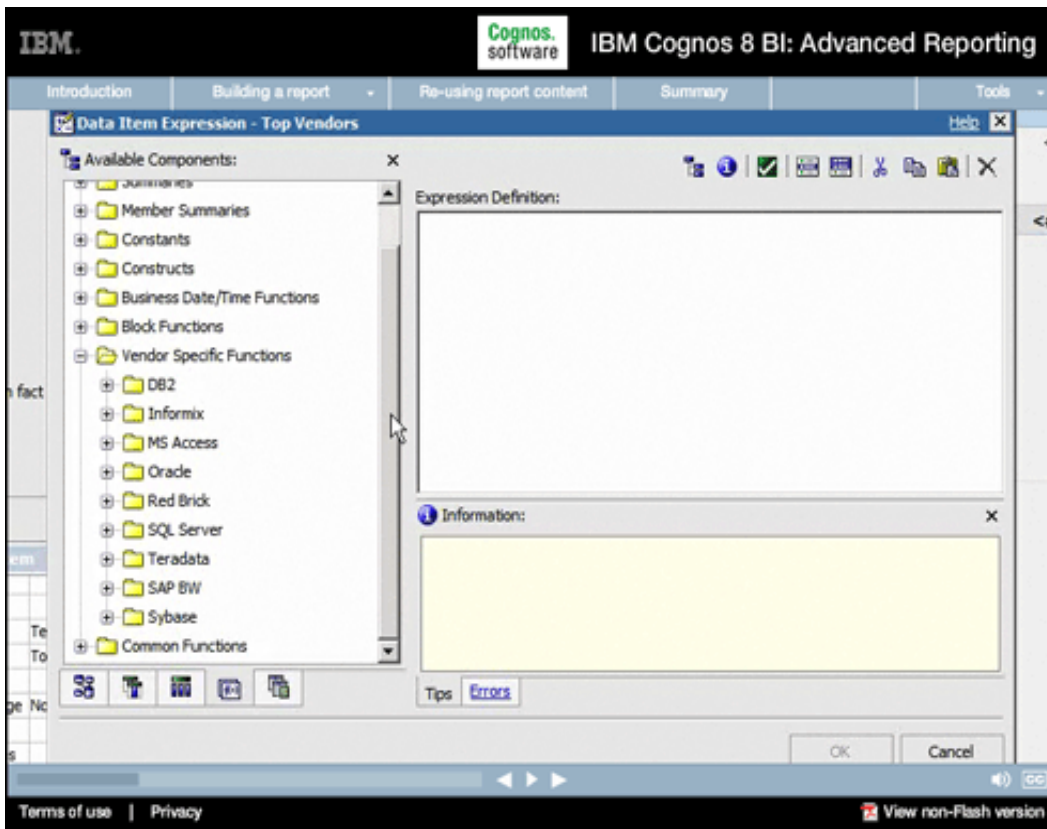
In the expression editor, we have access to a very rich environment for adding calculations including... Summaries or multidimensional Member Summaries...



14.

**Narrative:**

...calculations based on if-then-else Constructs or case conditions...

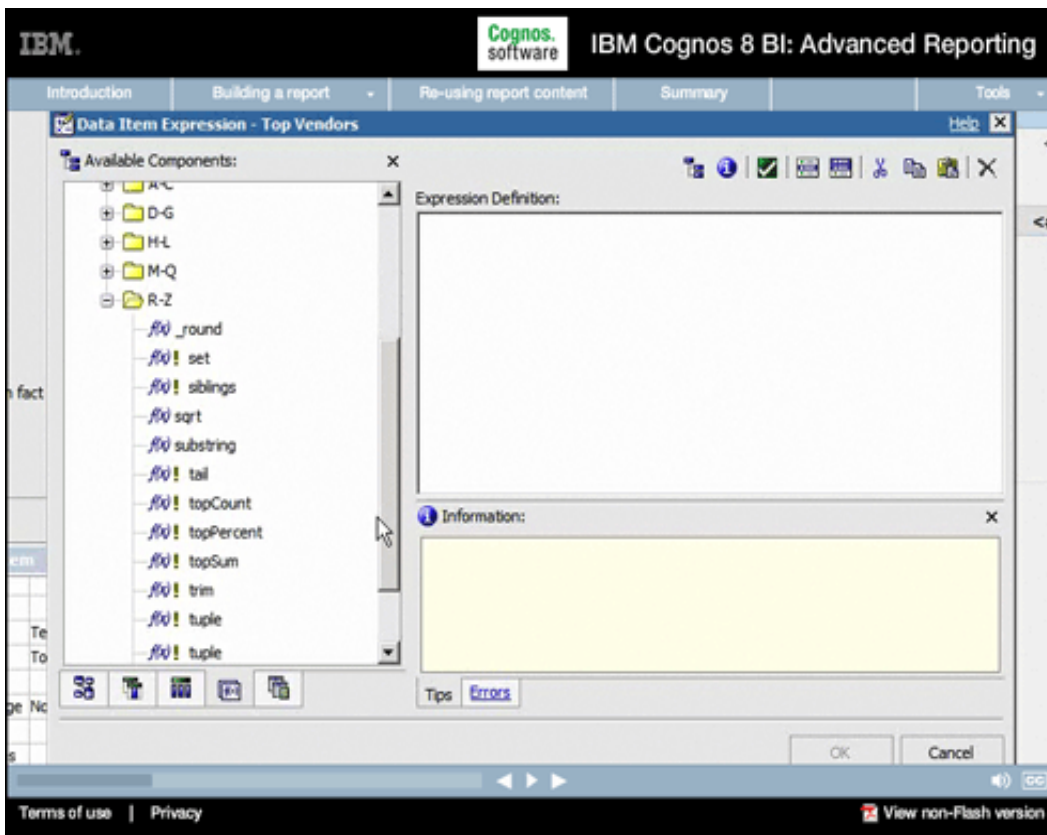


15.

**Narrative:**

...expressions that access native database functions for data sources such as IBM DB2, Oracle, Microsoft SQL Server, SAP BW, as well as others...

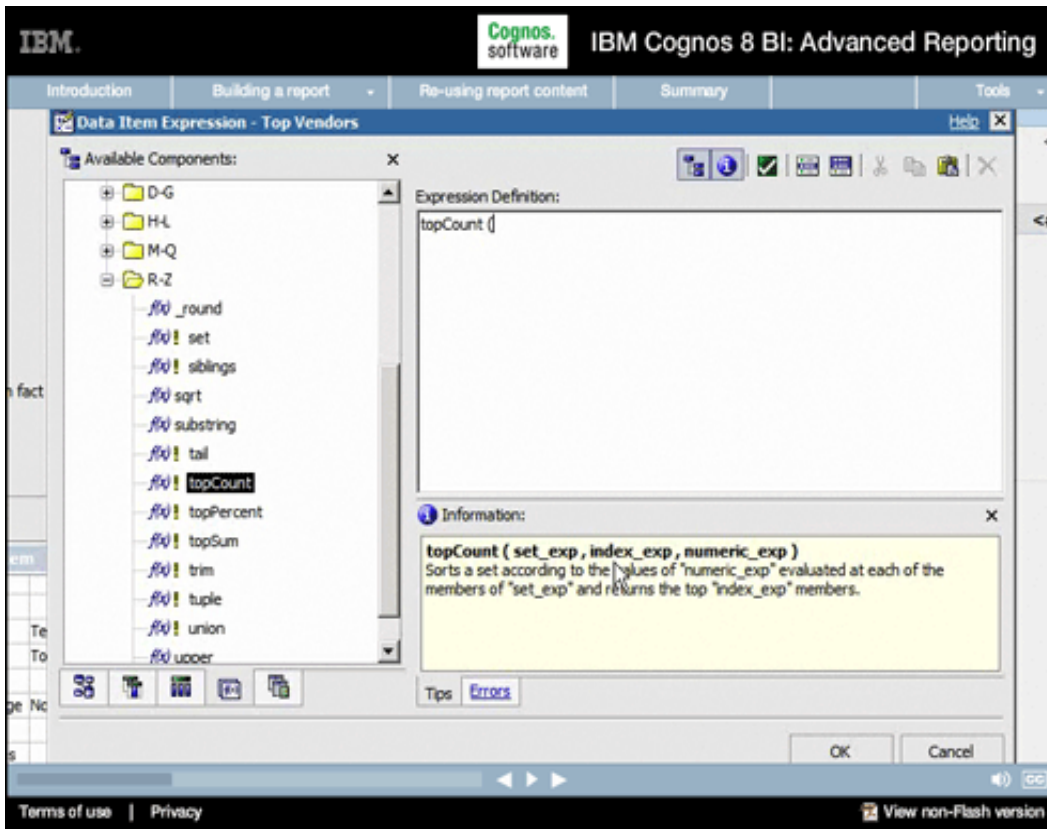




16.

**Narrative:**

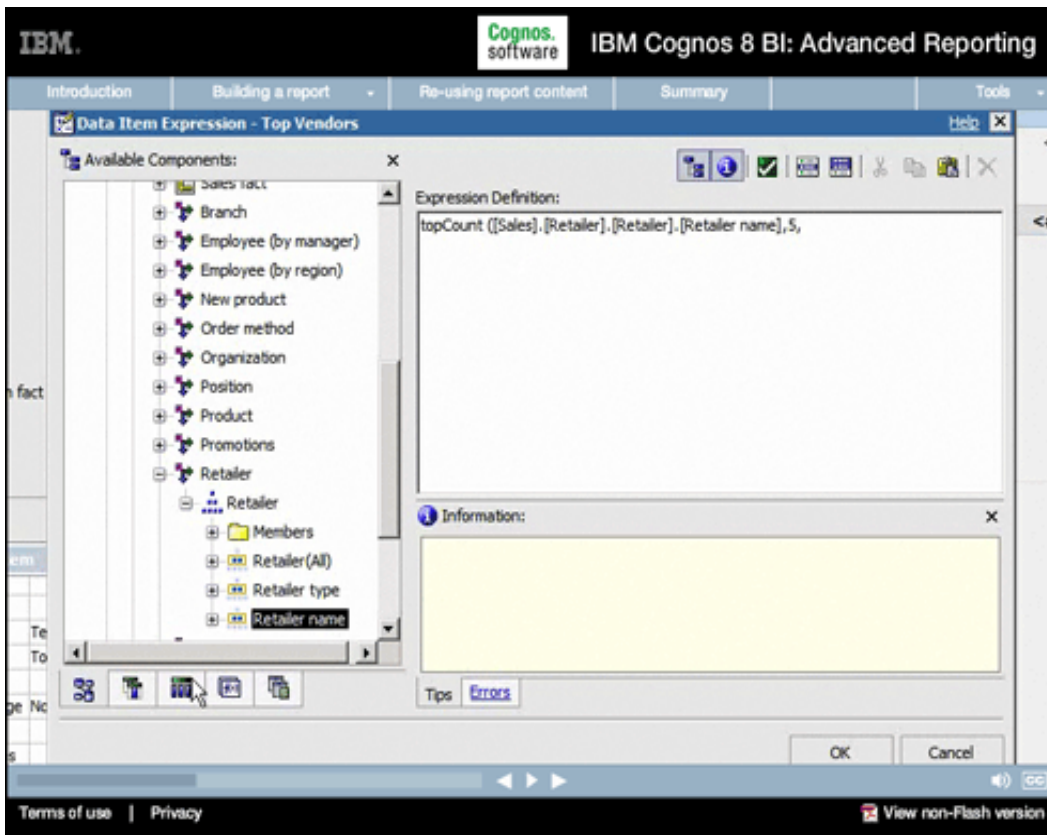
...and common functions including multidimensional functions for dimensional data.



17.

**Narrative:**

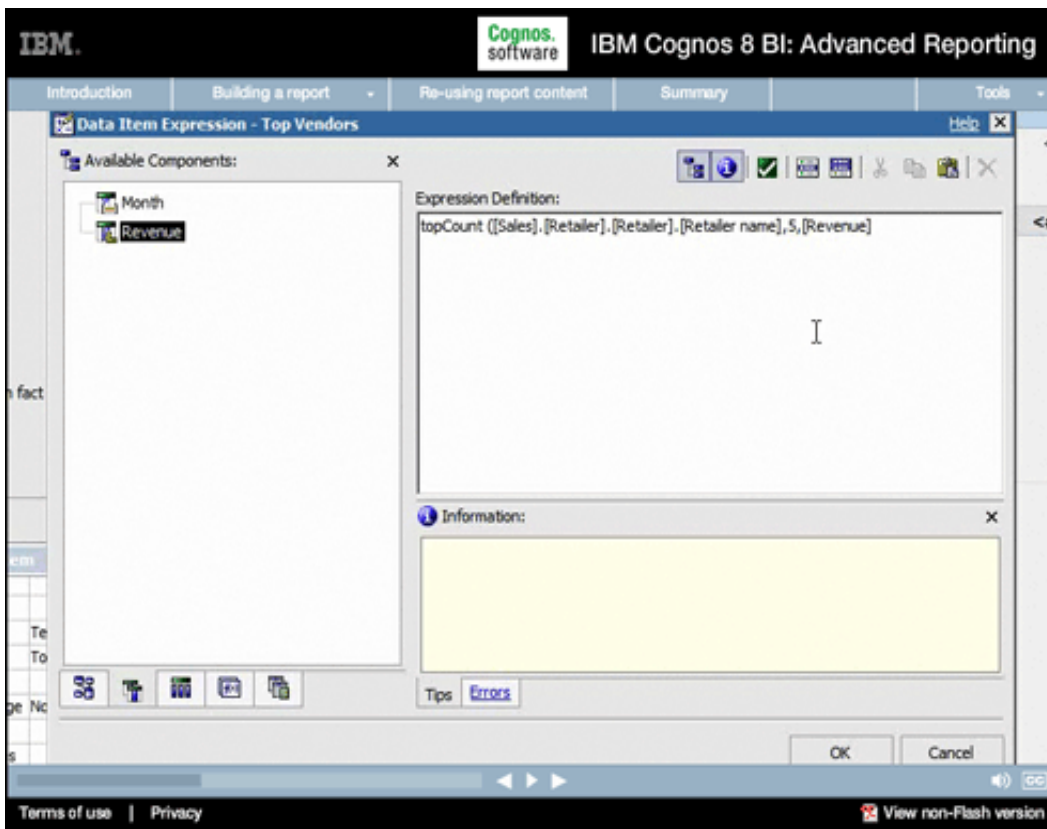
In this case, we'll use the topCount function, which we simply drag and drop into the expression editor. Notice how Report Studio displays clear descriptions of how to apply a function in the Tips area. For the topCount function we need... the data item for which we want to display the top performers...how many we wish to see (for example, the top 3 or the top 5)...and the measure we wish to use to evaluate this set.



18.

**Narrative:**

Now let's go get those parts. First we'll choose Retailer name as our set. Then we'll specify the number of top performers to return (for example, top 5).



19.

**Narrative:**

And then we'll choose the measure this performance is based on (in this case, Revenue).

IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Query Explorer

Default measure (y-axis): <Revenue>

Series: <Region#>

target#> <#1234#> <#123>

<#Average(Region)#> <#1234#> <#1234

Top Vendors

Default measure (y-axis): <Revenue>

Series: <#Top Vendors#>

Terms of use | Privacy View non-Flash version

20.

**Narrative:**

Now let's add a Map to the lower-right of our report.

IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Query Explorer

Choose Map

Maps:

- Netherlands
- North America
- Oceania
- Portugal
- Portugal Azores Madeira
- South Africa
- South America
- Spain
- Spain Canary
- Sweden
- Switzerland
- United Kingdom
- United States Counties
- United States (Continental 48)
- United States (Continental 48)
- World

Region layers: Countries + Territories

Point layers: (None)

Display layers: Capitals

© 2005 Europa Technologies Limited

OK Cancel

Terms of use | Privacy View non-Flash version

21.

**Narrative:**

We can choose from a large collection of included maps in this case, we'll look at global data, so we'll add a chart for the world.

IBM. Cognos software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Query Explorer

- Retailer survey target
- Returned items
- Sales
  - Sales fact
  - Branch
  - Employee (by manager)
  - Employee (by region)
  - Members
  - Employee by region
  - Region
  - Country
  - Employee

Properties

- Text Source Variable
- Text Source
  - Source Type: Text
  - Text: Top vendors
- Data
  - Use Detail Value on Page: No
  - Data Format
  - Drill-Through Definitions
- General
  - Maximum Characters
- Box
  - Border

Top Vendors

Region layer: Countries + Territories

Color: (Default Legend Title)

Default: (Drop item here)

Location: <Country>

Refine location: (Drop item here)

Color Legend Title: (Color Default Legend Title)

Display layer: Oceans

Terms of use | Privacy View non-Flash version

22.

**Narrative:**

We'll associate the Location with Country...

IBM. Cognos software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Query Explorer

- Retailer survey target
- Returned items
- Sales
  - Sales fact
    - Quantity
    - Unit cost
    - Unit sale price
    - Gross margin
    - Revenue
    - Gross profit
    - Product cost
    - Planned revenue
  - Branch

Properties

- Text Source Variable
- Text Source
  - Source Type: Text
  - Text: Top vendors
- Data
  - Use Detail Value on Page: No
  - Data Format
  - Drill-Through Definitions
- General
  - Maximum Characters
- Box
  - Border

Top Vendors

Region layer: Countries + Territories

Color: <Gross margin>

Default: (Drop item here)

Location: <Country>

Refine location: (Drop item here)

Color Legend Title: (Color Default Legend Title)

Display layer: Oceans

Terms of use | Privacy View non-Flash version

23.

**Narrative:**

...and base the Color coding of the map on our Gross margin values.

IBM. Cognos software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Query Explorer

Palette

Palette Type

Discrete Colors

Continuous Colors

Percentage

0% 33.33% 66.66% 100%

Percentage boundary: 0

OK Cancel

Map layers use the numeric palette, in which the color of a region or point is based on its numeric value.

Terms of use | Privacy View non-Flash version

24.

**Narrative:**

The color coding by default is split into thirds based on Percentage values. We could easily add additional colors and thresholds, or modify the color coding to meet standards or other needs. But for now, we'll leave things set to the default values.

IBM. Cognos software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Query Explorer

Default measure (y-axis): <Revenue>

Series: <#Region#>

Top Vendors

Default measure (y-axis): <Revenue>

Series: <#Top Vendors#>

Properties - Map

No Data Contents: No

Data

Drill-Through Definitions

Query: Query2

Master-Detail Relationships

Suppression

Ignore Data with No Features: no

Data Language: no

General

Map & Layers: World

No Data Features Size (pt): 5

Dictionary

Ignore Data with No Features

Specifies whether to allow data that has no corresponding features. When set to Yes, data with no corresponding features...

Terms of use | Privacy View non-Flash version

25.

**Narrative:**

And the last few things we'll do for our map are to set the map to ignore areas for which no underlying data exists...

IBM. Cognos software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Query Explorer

Properties: Map

Render Page when Empty: Yes

Chart Titles: Title: Hide, Subtitle: Hide, Footer: Hide, Axis Title: Show

Chart Labels: Tooltips: Hide

Chart Annotations: Legend: Show, Notes: Hide

Box

Default measure (y-axis): <Revenue>

Series: <#Region#>

Axis titles: <#Month#>

Categories (x-axis): <#Month#>

Top Vendors

Default measure (y-axis): <Revenue>

Series: <#Top Vendors#>

Axis titles: <#Month#>

Categories (x-axis): <#Month#>

Region layer: Countries

Color: -

Default: -

Location: -

Refine location: -

Color Legend Title: -

Display layer: Oceans

Terms of use | Privacy View non-Flash version

26.

**Narrative:**

...and to enable Tooltips so that when a user hovers over a map area, they see data values.

IBM. Cognos software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Query Explorer

Properties: Combined Chart

Subtitle: Hide

Footer: Hide

Chart Labels: Value Location: Centered, Rotate Values: No, Tooltips: Show

Chart Annotations: Legend: Show, Baselines: Show, Markers: Show, Notes: Hide

Axis

Default measure (y-axis): <Revenue>

Series: <#Region#>

Axis titles: <#Month#>

Categories (x-axis): <#Month#>

Monthly Revenue by Region

Regions

Default measure (y-axis): <Revenue#>

Series: <#Region#>

Axis titles: <#Month#>

Categories (x-axis): <#Month#>

Region layer: Countries

Color: -

Default: -

Terms of use | Privacy View non-Flash version

27.

**Narrative:**

Recall that the top two report objects are filtered based on our year prompt. We need to make sure this prompting also applies to the chart and the map we just added.

The screenshot shows the IBM Cognos 8 BI: Advanced Reporting interface. On the left, there is a navigation pane with a tree view containing items like 'Retailer survey target', 'Returned items', 'Sales', and 'Sales fact'. Below this is a 'Properties' pane for the selected chart, showing options for 'Subtitle', 'Footer', 'Chart Labels', 'Chart Annotations', and 'Axes'. The main workspace contains two charts: 'Monthly Revenue by Region' (a stacked bar chart) and 'Top Vendors' (a bar chart). A context menu is open over the 'Top Vendors' chart, with the 'Go to Query' option highlighted. The interface includes a top navigation bar with tabs for 'Introduction', 'Building a report', 'Re-using report content', 'Summary', and 'Tools'. At the bottom, there are links for 'Terms of use', 'Privacy', and 'View non-Flash version'.

28.

**Narrative:**

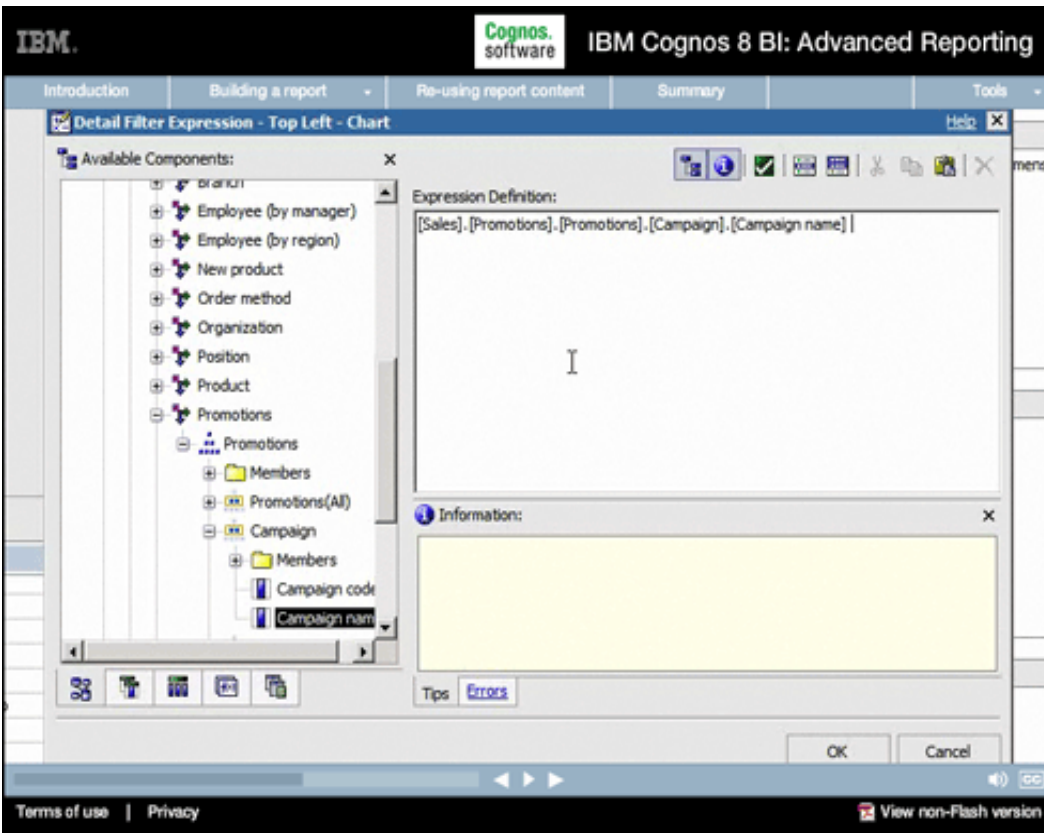
So we'll right-click on the upper-left chart and go to the underlying query.

The screenshot shows the IBM Cognos 8 BI: Advanced Reporting interface, specifically the 'Query Editor' pane. On the left, there is a 'Data Items' list containing 'Revenue', 'Region', and 'Month'. On the right, there is a 'Detail Filters' pane with a filter expression: '[Sales].[Time dimension].[Time dimension].[Year] = PSales Year?'. Below this is a 'Summary Filters' pane and a 'Slicer' pane. The interface includes a top navigation bar with tabs for 'Introduction', 'Building a report', 'Re-using report content', 'Summary', and 'Tools'. At the bottom, there are links for 'Terms of use', 'Privacy', and 'View non-Flash version'.

29.

**Narrative:**

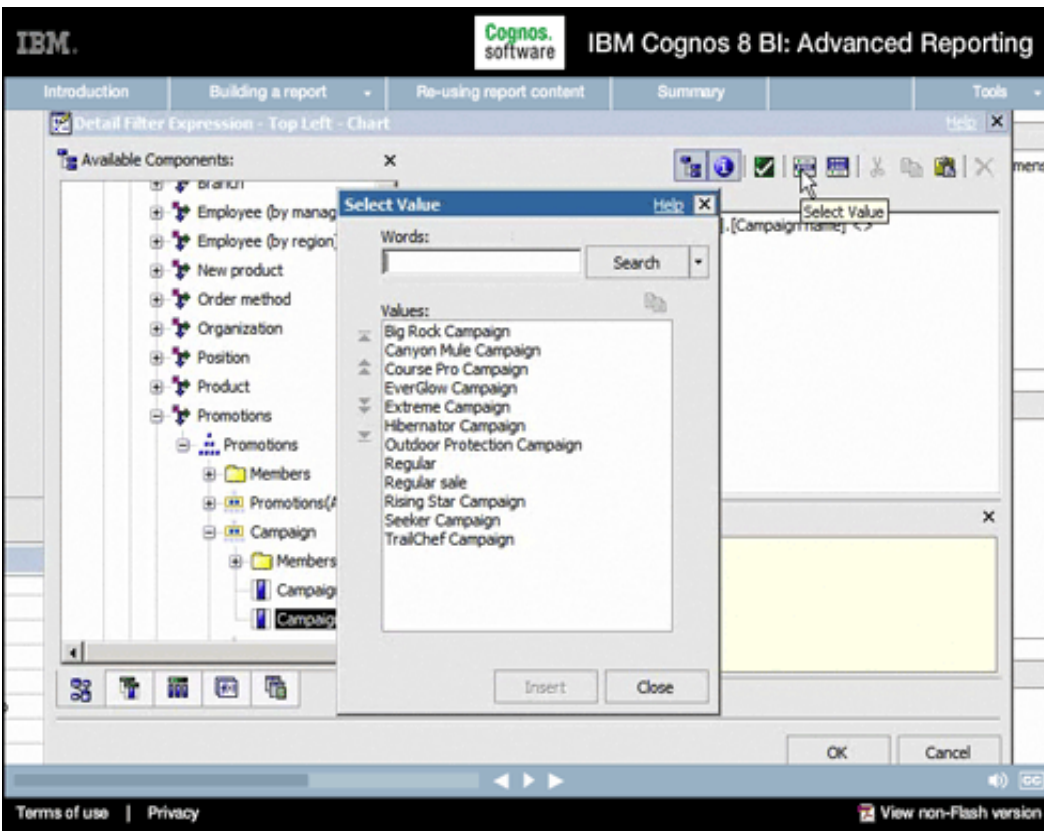
While we're here, we'll add one additional filter to this query, one that excludes regular sales.



30.

**Narrative:**

This will focus the report on revenue generated from specific marketing campaigns rather than our regular sales activities.

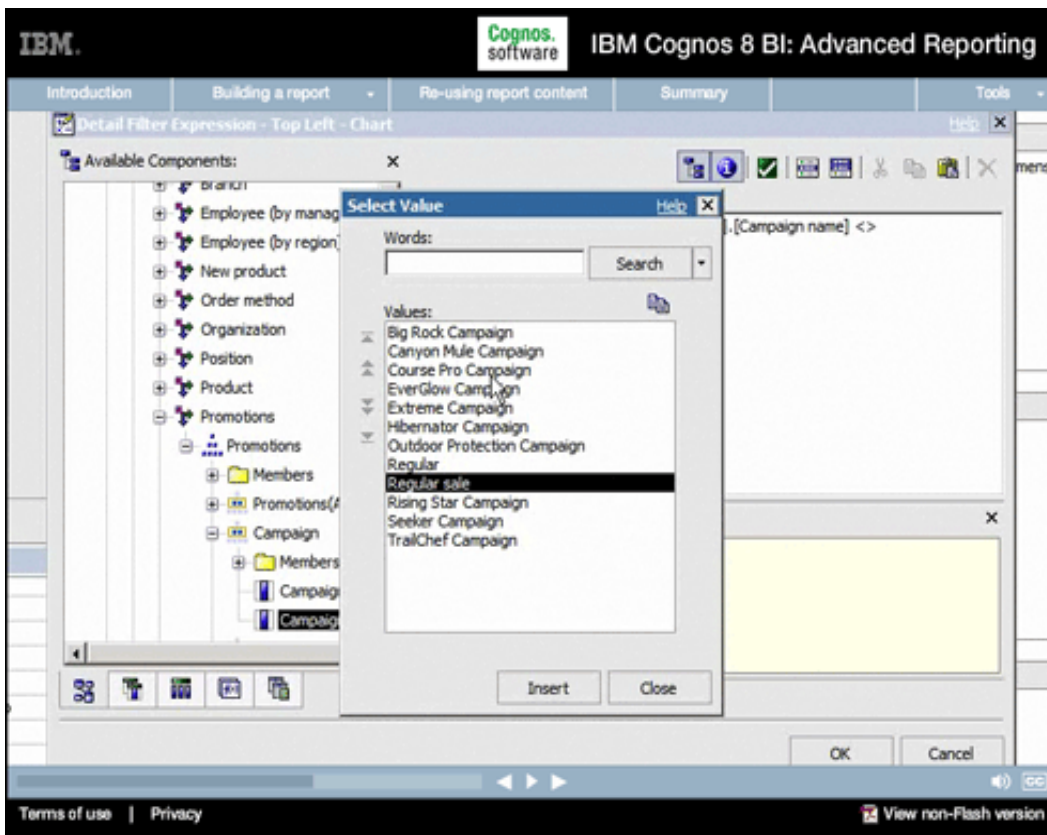


31.

**Narrative:**

Note how Report Studio allows us to choose specific values for this filter.

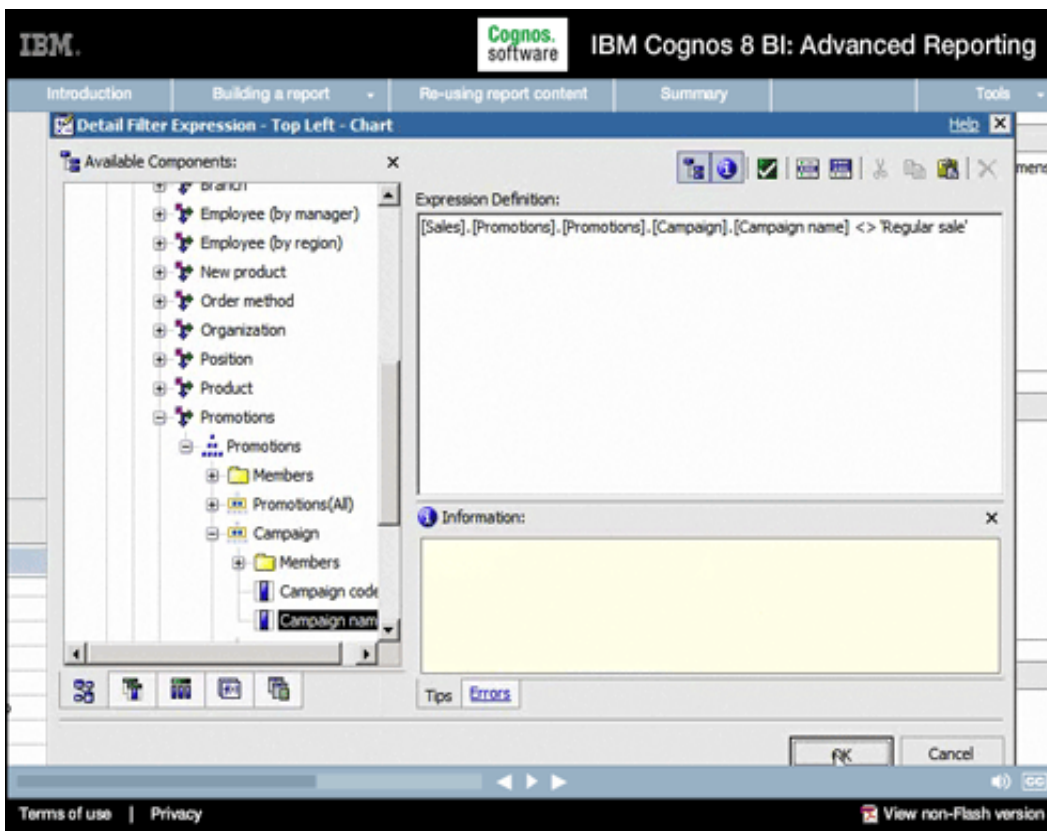




32.

Narrative:

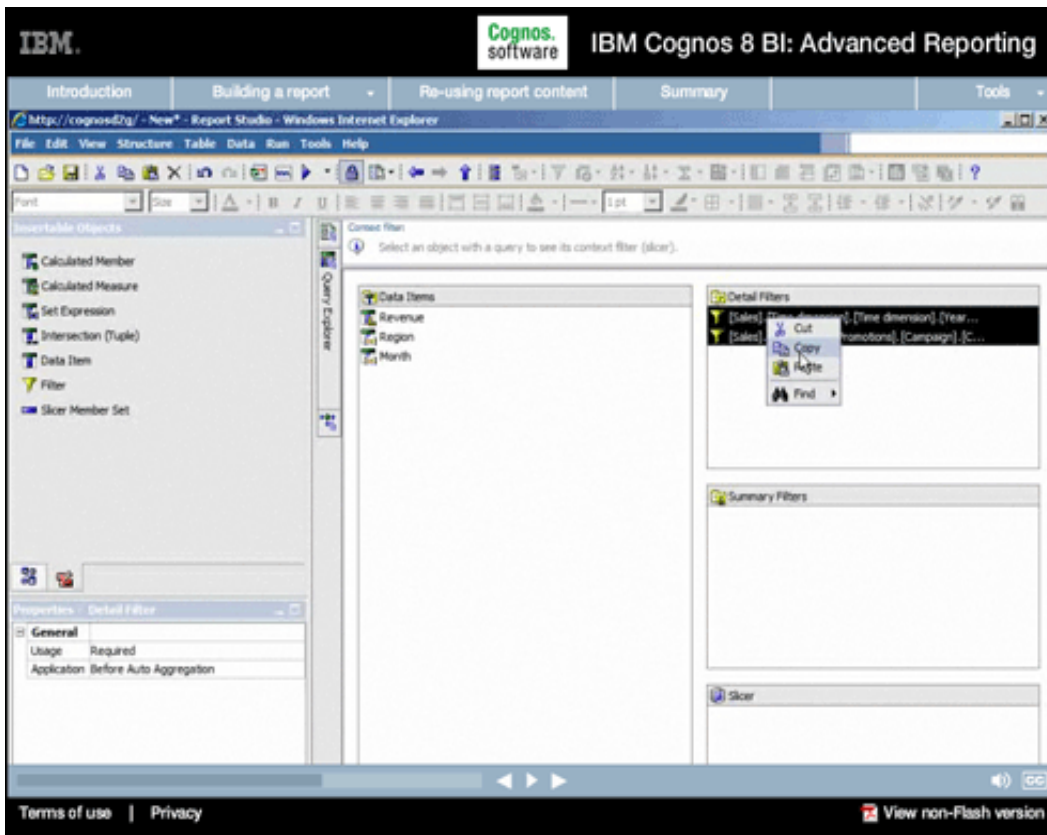
We'll exclude Regular sale...



33.

Narrative:

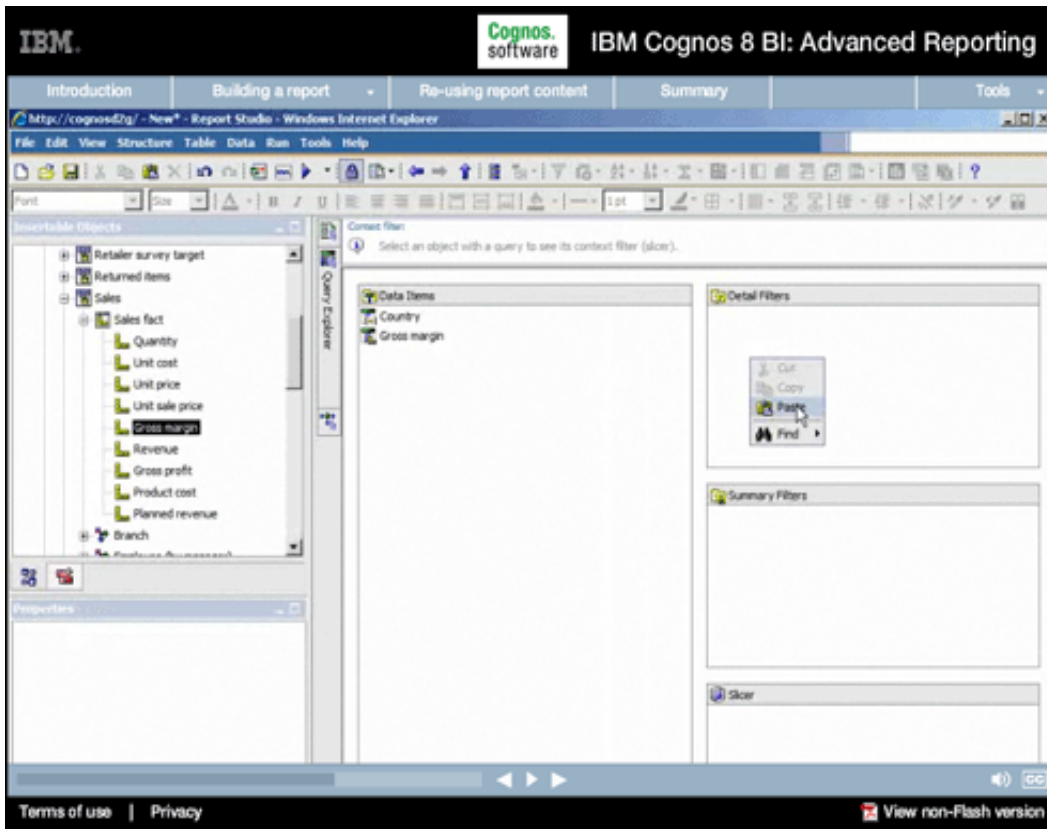
...and finish the filter definition.



34.

**Narrative:**

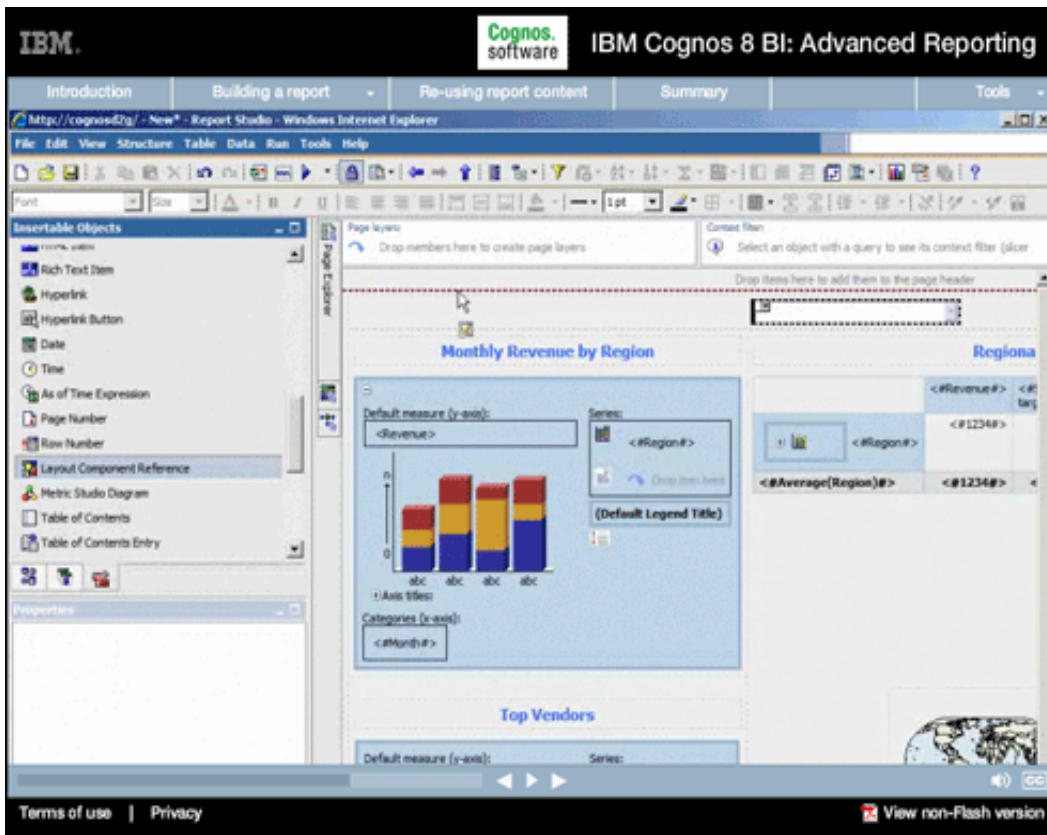
And we'll copy both the year and campaign filters.



35.

**Narrative:**

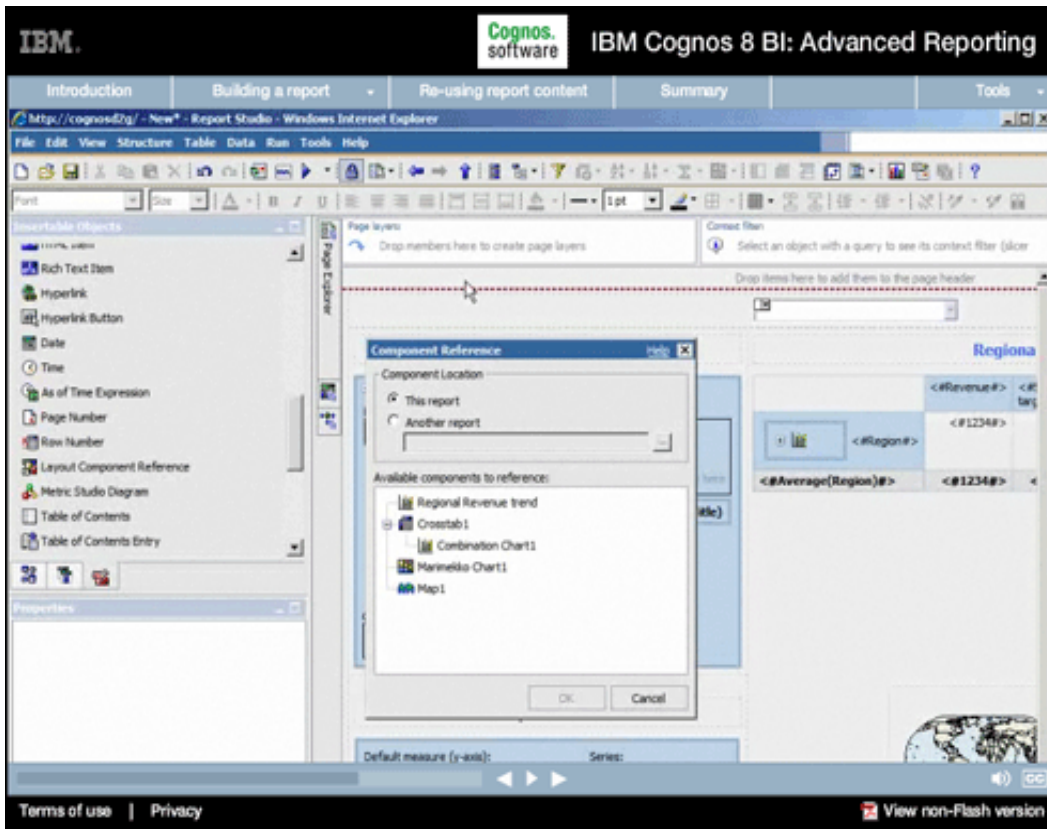
Then we'll paste those filters into the new queries that Report Studio created when we added the Marimekko chart and the map.



36.

**Narrative:**

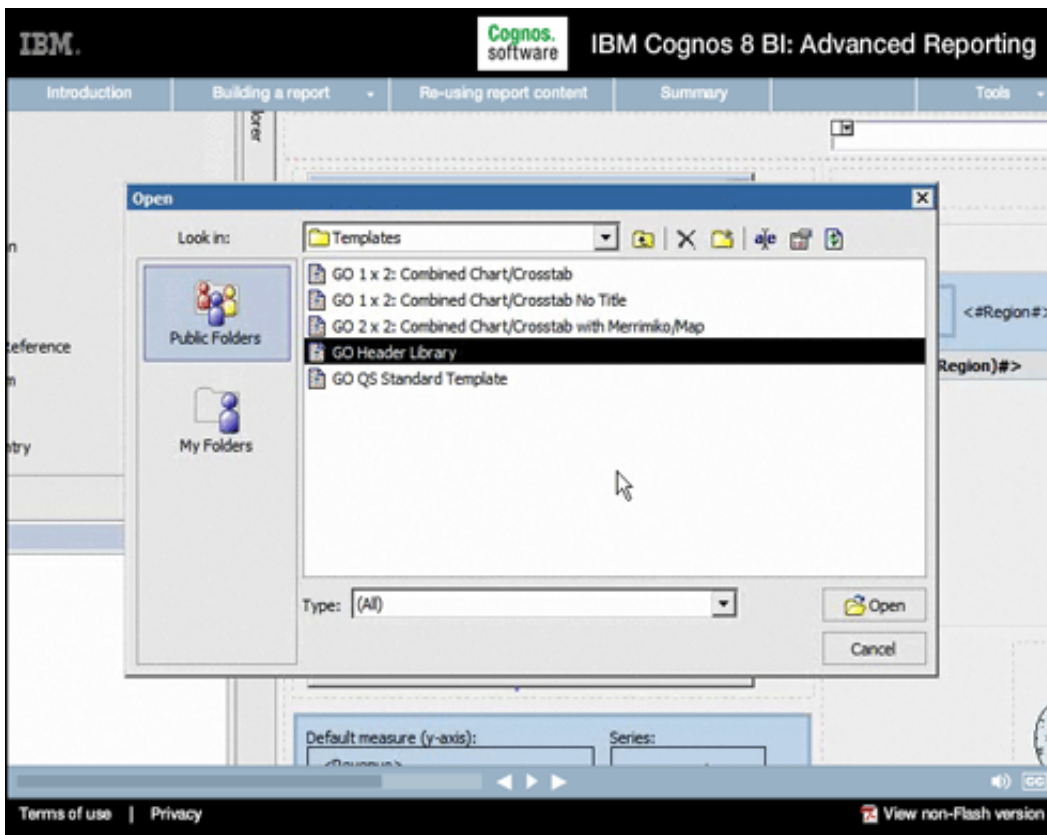
The last thing we'll do is add a header to our report. But rather than adding the various pieces that typically make up a report header, we'll open the Toolbox and use this Layout Component Reference object.



37.

**Narrative:**

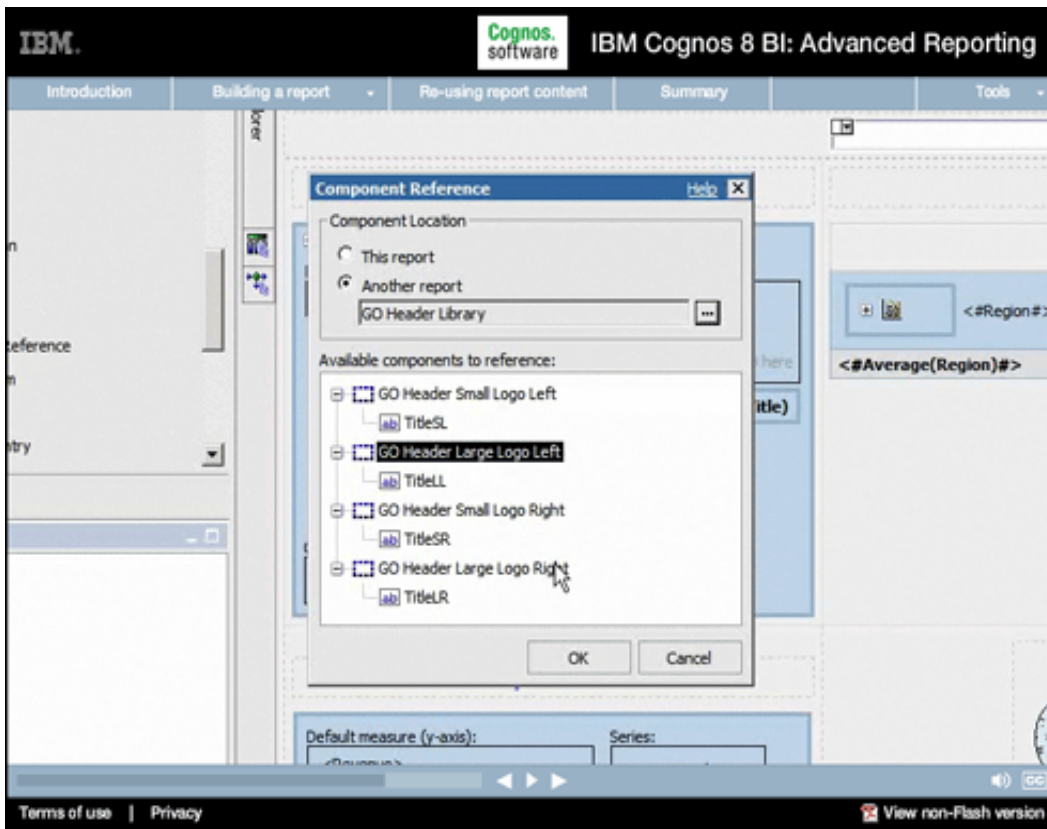
Layout components, combined with report templates, provide a powerful way to deliver highly standardized, branded reports with consistent formatting and layout. They are also extensible, saving report builders many hours as they roll out corporate reporting solutions. Layout Component Reference objects act as a library of commonly used report components that can be accessed from within the currently active report, or from another report.



38.

**Narrative:**

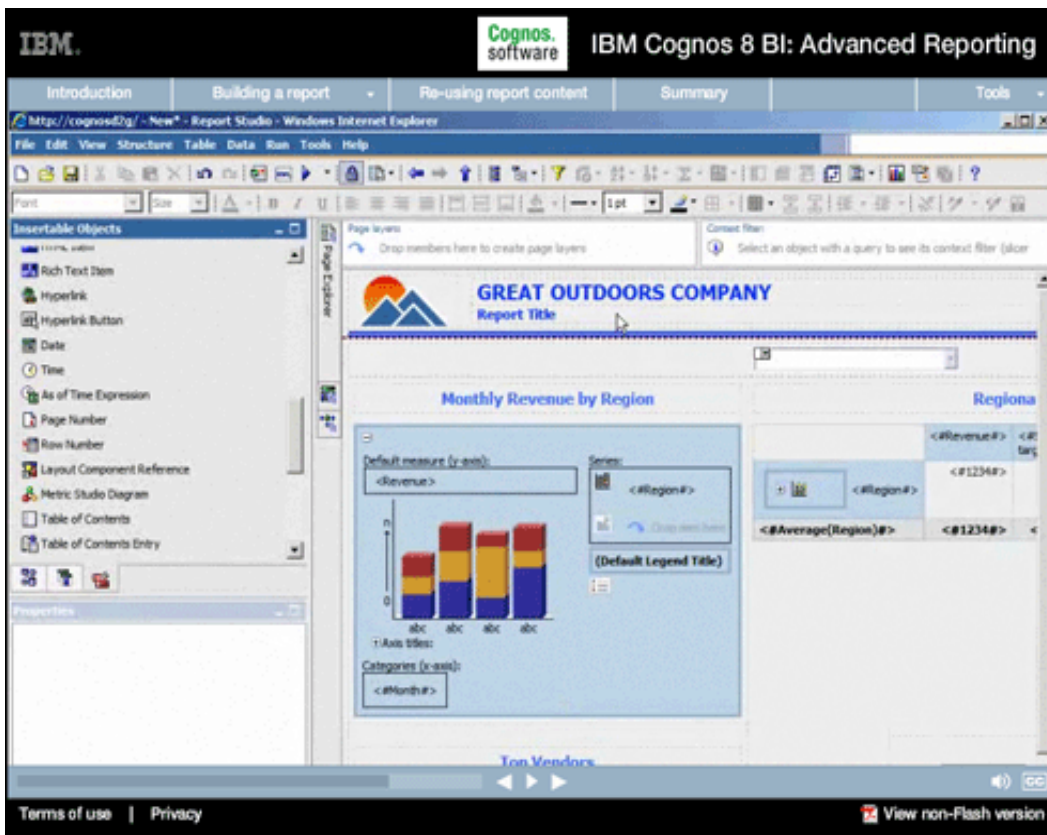
We'll open the standard header library...



39.

**Narrative:**

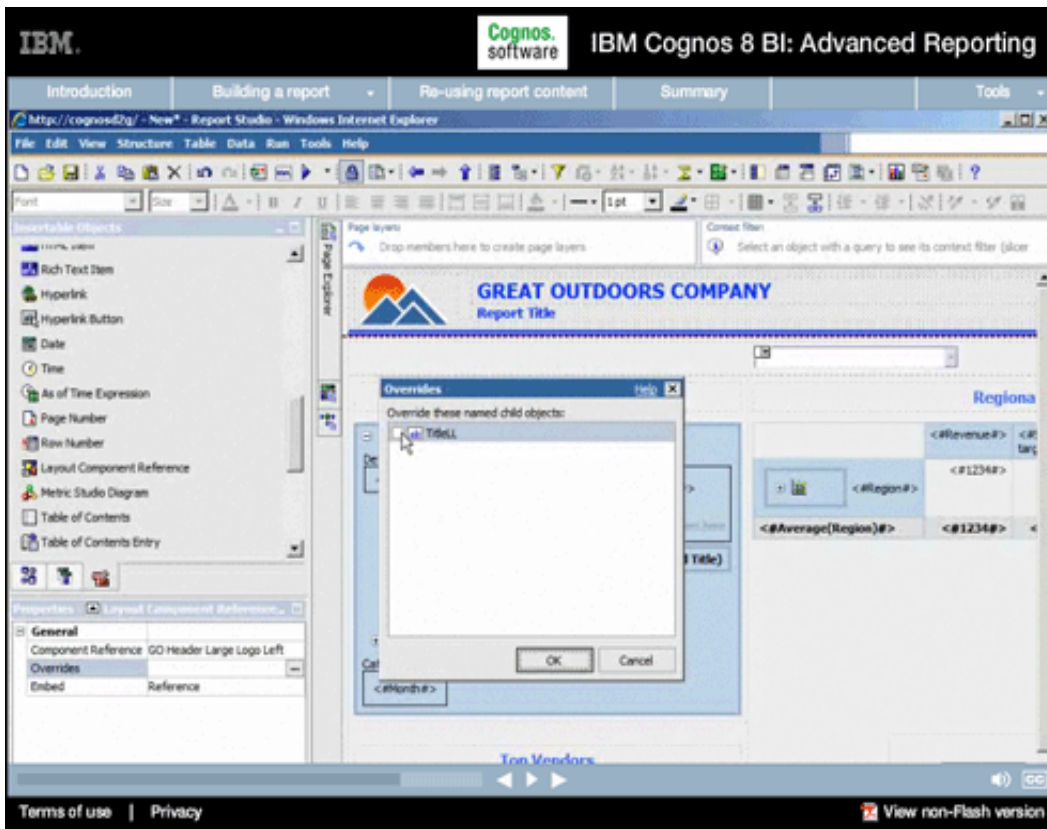
...and select the one we want.



40.

**Narrative:**

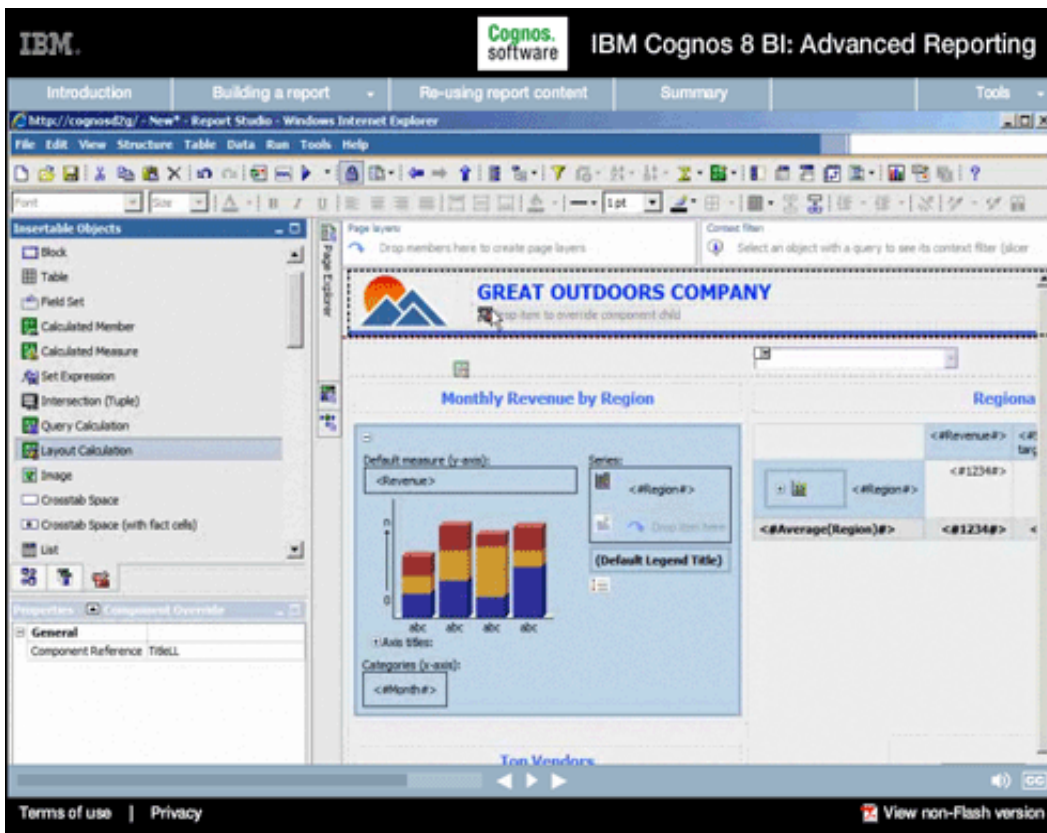
Right away Report Studio adds all of the pieces that make up the component object, complete with formatting and images stored within the component.



41.

**Narrative:**

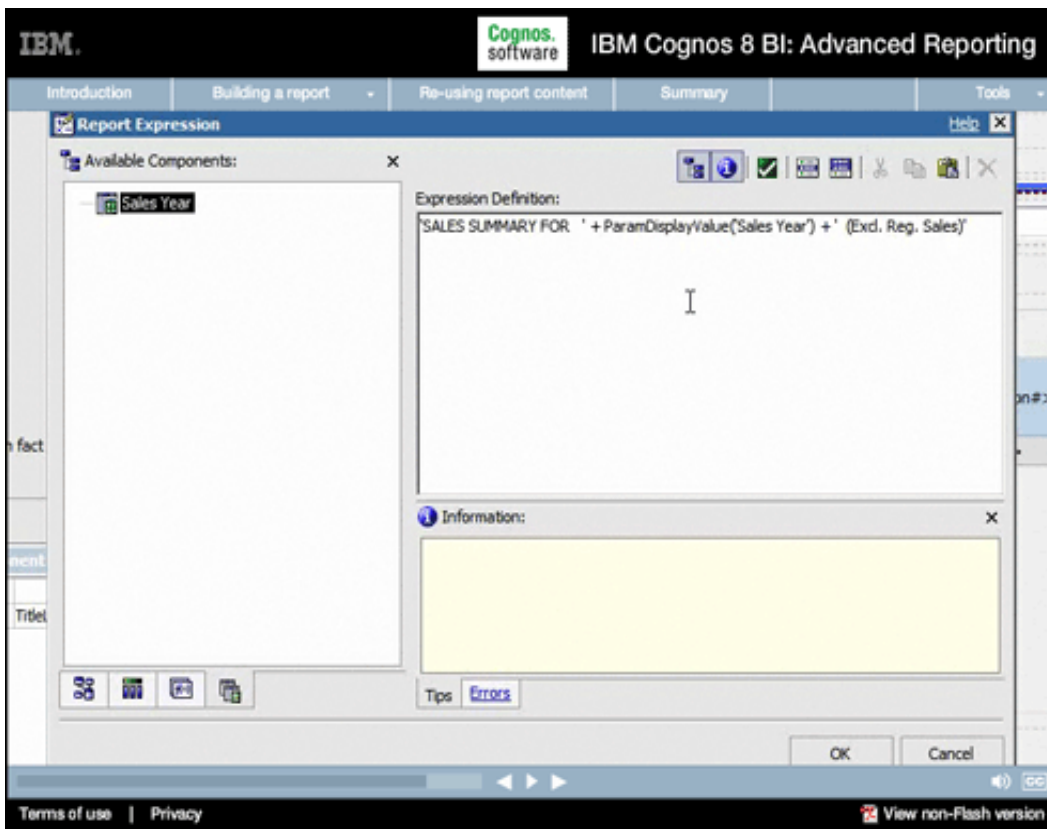
When we click this new object, we see its associated properties. One of the things we want to do is override the sub-title in the reference object, so we can customize it for this report.



42.

**Narrative:**

We can now customize the subtitle by dragging and dropping a Layout Calculation onto it.



43.

**Narrative:**

When prompted for the title, we'll add a string indicating it's a "SALES SUMMARY FOR"... and concatenate that string with the Sales Year value that the report user chooses when prompted...followed by some text indicating that regular sales are excluded.

IBM. Cognos. software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

http://cognos82g/ - New\* - Report Studio - Windows Internet Explorer

File Edit View Structure Table Data Run Tools Help

Font Size 1 pt

Insertable Objects: Block, Table, Field Set, Calculated Member, Calculated Measure, Set Expression, Intersection (Tuple), Query Calculation, Layout Calculation, Image, Crosstab Space, Crosstab Space (with fact cells), List

Properties: Text Source

Conditional: Conditional Styles, Style Variable, Render Variable, Text Source Variable

Text Source: Source Type: Text, Text: Monthly Revenue by R...

Page layers: Drop members here to create page layers

Context filter: Select an object with a query to see its context filter (slice)

GREAT OUTDOORS COMPANY <%SALES SUMMA...%>

Monthly Revenue by Region

Regions

Default measure (y-axis): <Revenue>

Series: <#Region#>

Drop down here

(Default Legend Title)

Axis titles: <#Month#>

Categories (x-axis): <#Month#>

Properties: Marimekko Chart

Conditional: Conditional Styles, Style Variable, Render Variable, No Data Contents: No

Data: Drill-Through Definiors, Query: Query1

Terms of use | Privacy View non-Flash version

44.

**Narrative:**

Then we'll use the dropper tool to pick up formatting from an existing title and apply formatting to the sub-title.

IBM. Cognos. software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

http://cognos82g/ - New\* - Report Studio - Windows Internet Explorer

File Edit View Structure Table Data Run Tools Help

Font Size 1 pt

Insertable Objects: Block, Table, Field Set, Calculated Member, Calculated Measure, Set Expression, Intersection (Tuple), Query Calculation, Layout Calculation, Image, Crosstab Space, Crosstab Space (with fact cells), List

Properties: Marimekko Chart

Conditional: Conditional Styles, Style Variable, Render Variable, No Data Contents: No

Data: Drill-Through Definiors, Query: Query1

Page layers: Drop members here to create page layers

Context filter: Drop members here to create a context filter (slice)

GREAT OUTDOORS COMPANY <%SALES SUMMA...%>

Monthly Revenue by Region

Regions

Default measure (y-axis): <Revenue>

Series: <#Region#>

Drop down here

(Default Legend Title)

Axis titles: <#Month#>

Categories (x-axis): <#Month#>

Properties: Marimekko Chart

Conditional: Conditional Styles, Style Variable, Render Variable, No Data Contents: No

Data: Drill-Through Definiors, Query: Query1

Top Vendors

Default measure (y-axis): <Revenue>

Series: <#Top Vendors#>

Drop down here

(Default Legend Title)

Axis titles: 999 999 999 999

Categories (x-axis): 999 999 999 999

Region layer: Countries

Color: -

Default: -

Location: -

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45.

**Narrative:**

We'll do the same for the charts, picking up all of the gradient, border, and size styles applied and adding them to our Marimekko chart.

IBM. Cognos. software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

- Indicates a required field.
- Points to missing information.

Year

2008

Cancel

Terms of use | Privacy View non-Flash version

46.

**Narrative:**

Now, let's run our updated report.

IBM. Cognos. software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Region	Revenue	Profit	Margin	Revenue
Asia Pacific	\$275,691,960	\$246,379,200	22%	\$113,942,795
Northern Europe	\$117,148,068	\$105,403,300	22%	\$48,805,231
Central Europe	\$675,574,387	\$599,454,800	22%	\$283,030,914
Southern Europe	\$115,438,693	\$103,652,000	22%	\$48,127,934
Average(Region)	\$299,178,220.18	\$266,510,628.00	22%	\$124,652,114.49

Top Vendors

- Grand choix
- Chen Fu Enterprise Co.
- Qiao yu Aierbiao
- The Marketplace
- Hunt berovingsen

Gross margin legend: 36.20%, 32.81%, 29.42%, 26.03%

World

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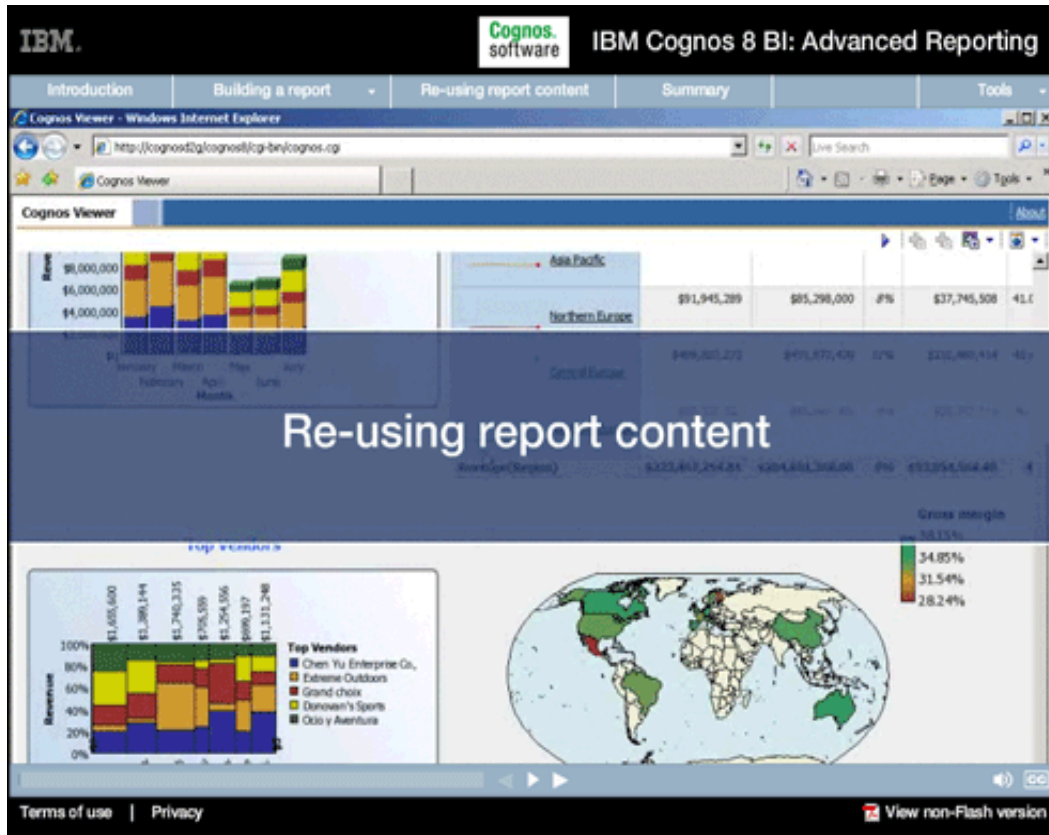
47.

**Narrative:**

And now you can see our new report objects, the map and the chart. With regular sales excluded we get a much clearer picture of how our targeted campaigns have performed over the year. And note how the Marimekko chart picked up all of the styles we applied based on the bar chart above. So there we have it: a prompted dashboard-style report that can now be published for general consumption.



## Re-using report content



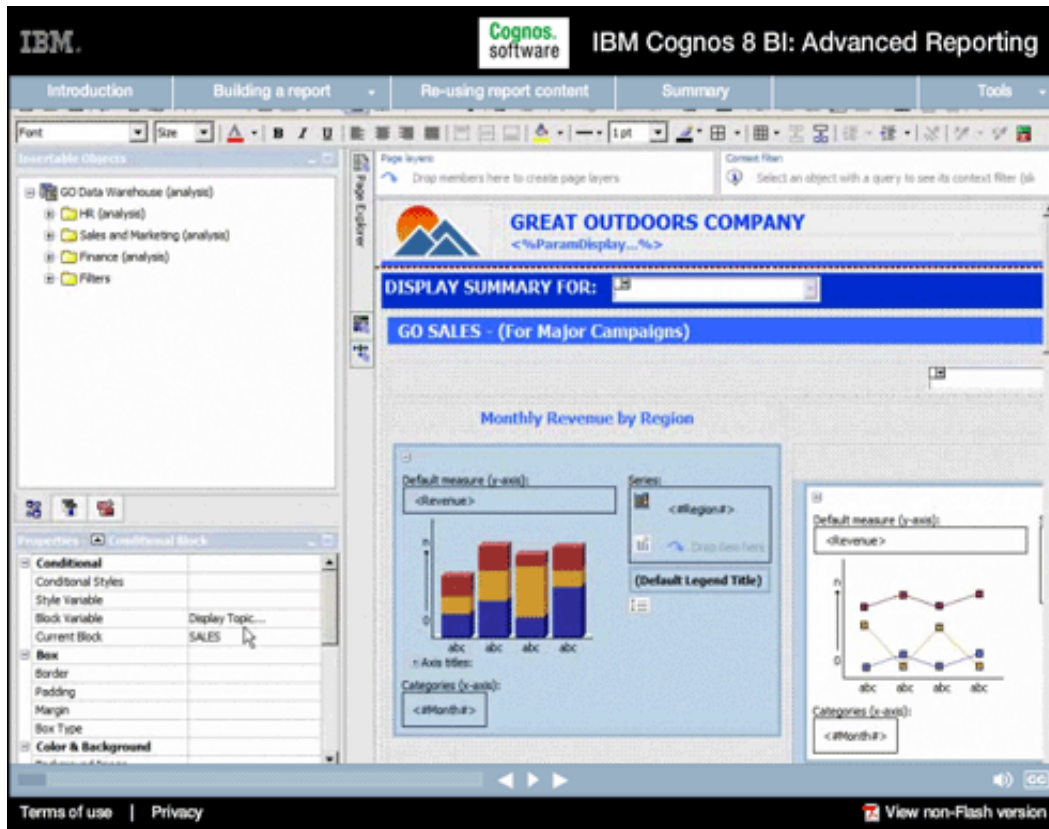
1.

### Narrative:

We've finished building the report we set out to build but, really, this is just the beginning.

### Onscreen Text:

Re-using report content



2.

### Narrative:

This same report can indeed be extended to cover multiple areas using conditional rendering. We can place specific content in conditional blocks...for example, the Sales content we just built...

IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Font Size [A] [B] [I] [U] [Color] [Background] [Align] [List] [Table] [Grid] [Zoom] [Print] [Help]

Insertable Objects

- GO Data Warehouse (analysis)
  - HR (analysis)
  - Sales and Marketing (analysis)
  - Finance (analysis)
  - Filters

Page Layers

Drop members here to create page layers

Context Filter

Select an object with a query to see its context filter (id)

Axis titles:

Categories (x-axis):

<#Month#>

GO FINANCE - BALANCE SHEET

Amount (year to date)

<#Assets (total)#>

<#Current assets (total)#>

- <#Cash and securities#>
- <#Prepaid expenses#>
- <#Accounts receivable - net#>
- <#Amount due from affiliated companies#>
- <#Notes receivables#>
- <#Inventory - closing#>
- <#Other current assets#>

<#Operating assets (total)#>

- <#Land#>
- <#Property, plant & equipment - net#>

Properties - Conditional Block

Conditional

Conditional Styles

Style Variable

Block Variable

Current Block

Display Topic... FINANCE

Box

Border

Padding

Margin

Box Type

Color & Background

Terms of use | Privacy View non-Flash version

3.

**Narrative:**

...as well as Finance content or Human Resources content...

IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Font Size [A] [B] [I] [U] [Color] [Background] [Align] [List] [Table] [Grid] [Zoom] [Print] [Help]

Insertable Objects

- GO Data Warehouse (analysis)
  - HR (analysis)
  - Sales and Marketing (analysis)
  - Finance (analysis)
  - Filters

Condition Explorer

- Finance
  - No Visible
  - Display Topic...
  - SALES
  - FINANCE
  - HUMAN RESOURCES
  - (Other)

Context Filter

Select an object with a query to see its context filter (id)

Amount (year to date)

<#Assets (total)#>

<#Current assets (total)#>

- <#Cash and securities#>
- <#Prepaid expenses#>
- <#Accounts receivable - net#>
- <#Amount due from affiliated companies#>
- <#Notes receivables#>
- <#Inventory - closing#>
- <#Other current assets#>

<#Operating assets (total)#>

- <#Land#>
- <#Property, plant & equipment - net#>

Properties - Conditional Block

Conditional

Conditional Styles

Style Variable

Block Variable

Current Block

Display Topic... FINANCE

Box

Border

Padding

Margin

Box Type

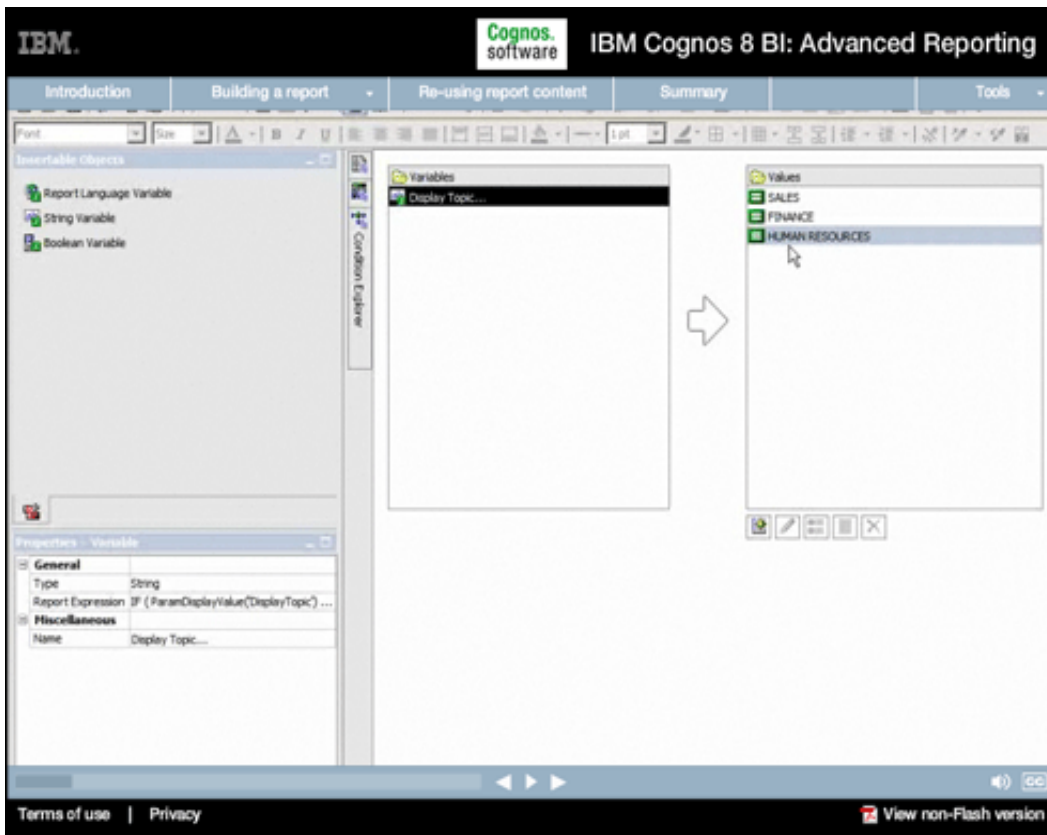
Color & Background

Terms of use | Privacy View non-Flash version

4.

**Narrative:**

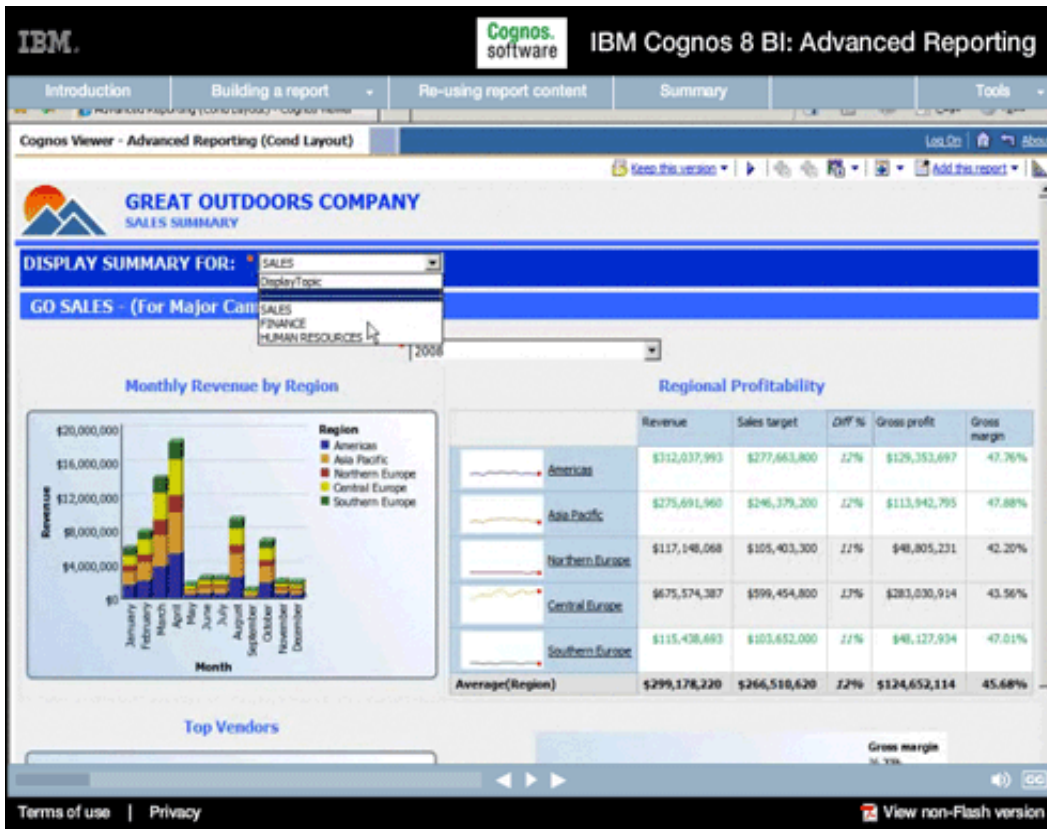
...and then create variables to control the display of those content blocks based on user choices.



5.

**Narrative:**

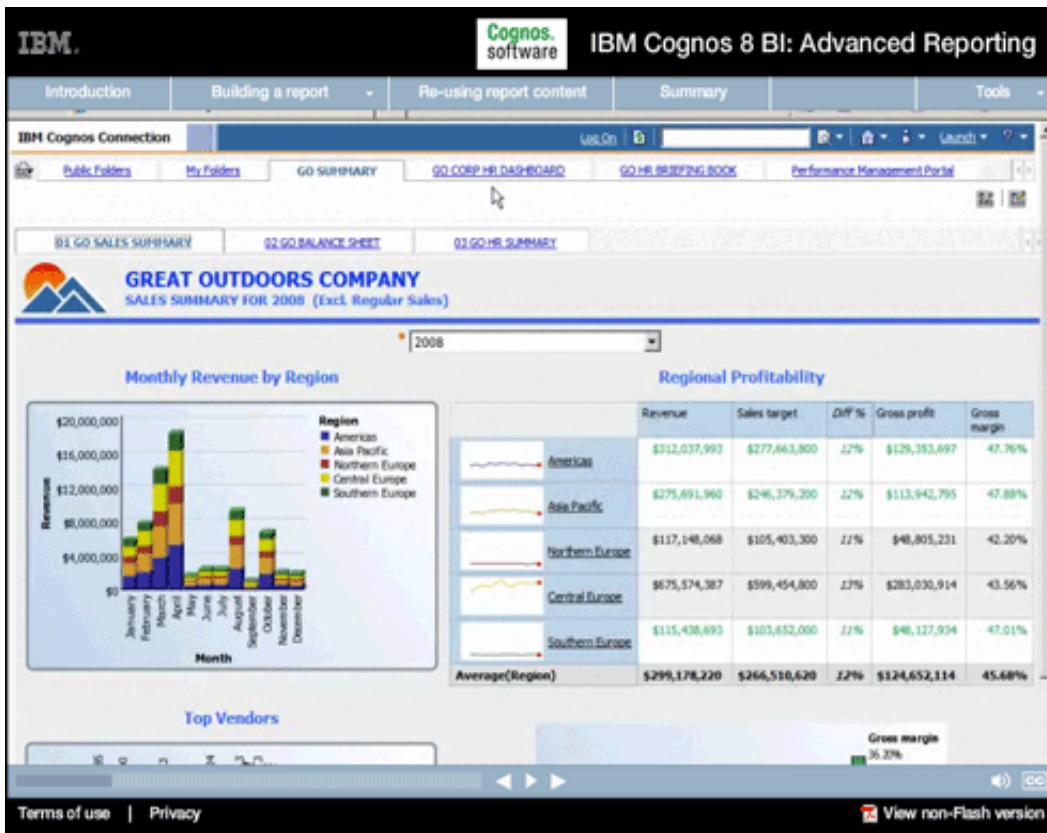
These conditional blocks can be based on Boolean, multi-value string, or language conditions, making it easy to write one report that serves multiple purposes, in a variety of languages.



6.

**Narrative:**

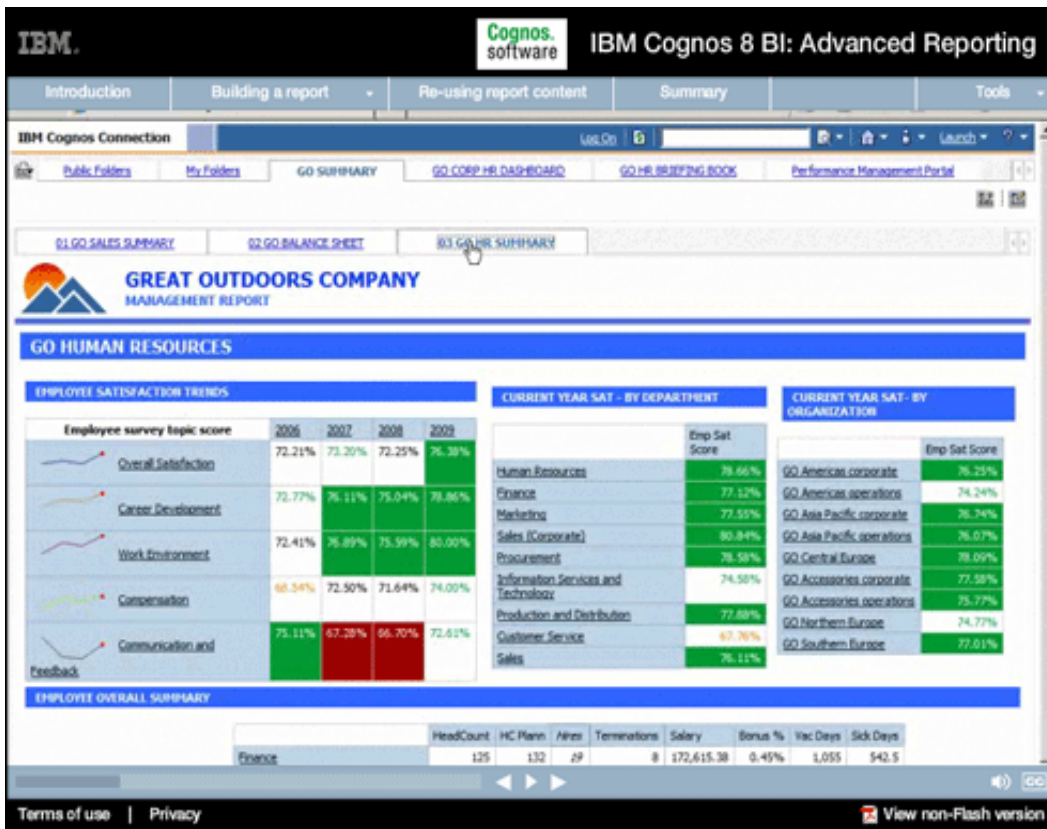
At run time, prompts, like the one we built, let users set the values associated with those variables, allowing them to control what they see in the report.



7.

**Narrative:**

Alternatively, you can automatically display the various sections of the report in Cognos Connection, the IBM Cognos portal, by simply saving the report sections individually...



8.

**Narrative:**

...and then pointing a portlet object at the containing folder.

IBM. Cognos software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Cognos Viewer - Advanced Reporting (Multi-page)

Pages

Options

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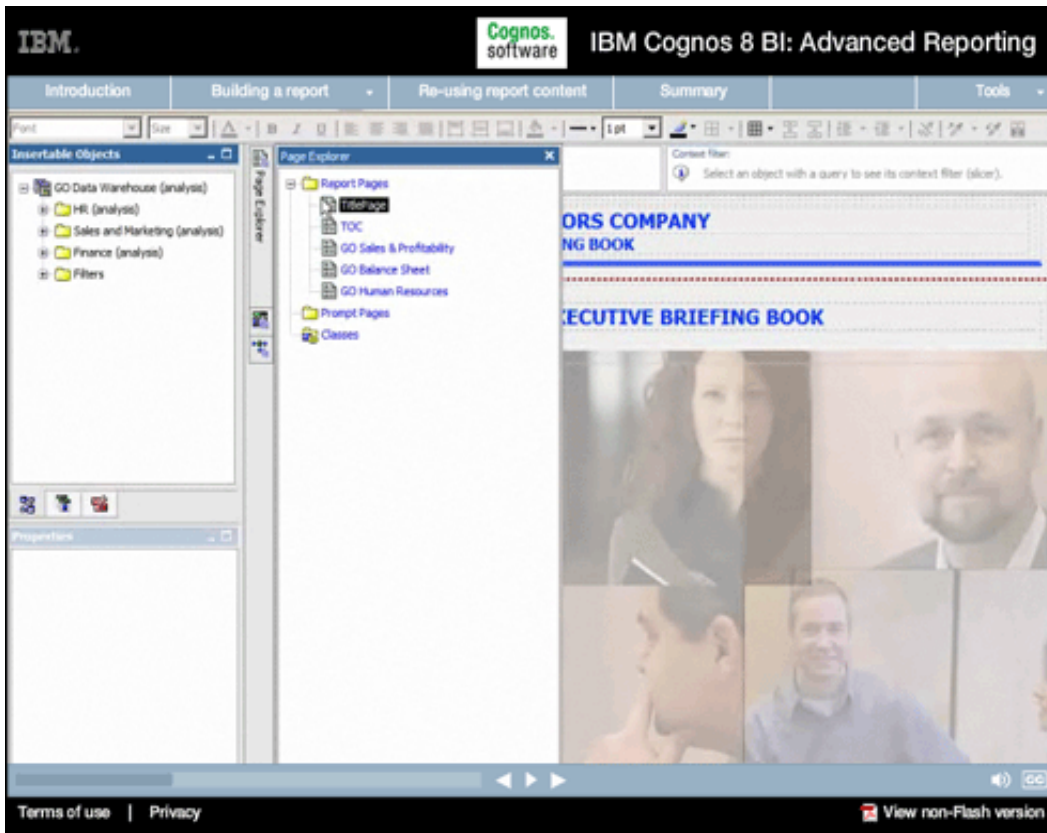
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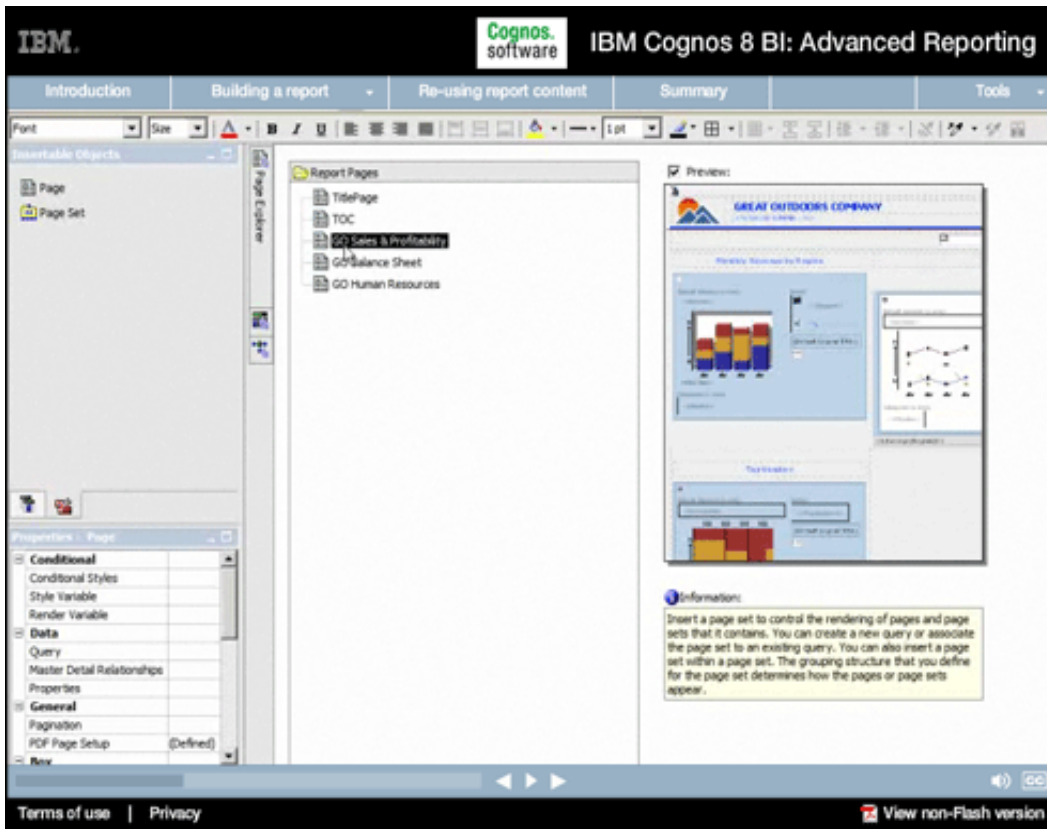
1332



11.

**Narrative:**

The multi-page report authoring capabilities in Report Studio allow complete control over page layout.



12.

**Narrative:**

Every page in a report can have completely independent content and layout, with easy ways to navigate in both the report authoring and report consumption environments.

IBM. Cognos. software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

**GREAT OUTDOORS COMPANY**  
Employee Satisfaction

Customer Service average score is -12.1% compared to the company average.

**Employee rankings and terminations by department**

	Employee ranking					Terminations
	Poor	Satisfactory	Good	Very Good	Excellent	
Human Resources			2.9%	2.9%	2.9%	2.9%
Finance	0.9%	0.9%	0.9%	0.9%	0.9%	1.8%
Marketing	3.0%	3.0%	3.0%	3.0%	3.0%	9.1%
Sales (Corporate)	2.9%	2.9%	2.9%	2.9%		8.8%
Customer Service	1.8%	1.8%	1.8%	1.8%		0.0%

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13.

**Narrative:**

And a single report (for example, this Employee Satisfaction report) can be written once and, with no changes whatsoever...

IBM. Cognos. software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

**GREAT OUTDOORS COMPANY**  
従業員の満足

顧客サービスの平均スコアは、全社平均と比較して-12.1%です。

**各部門の従業員格付けと解雇**

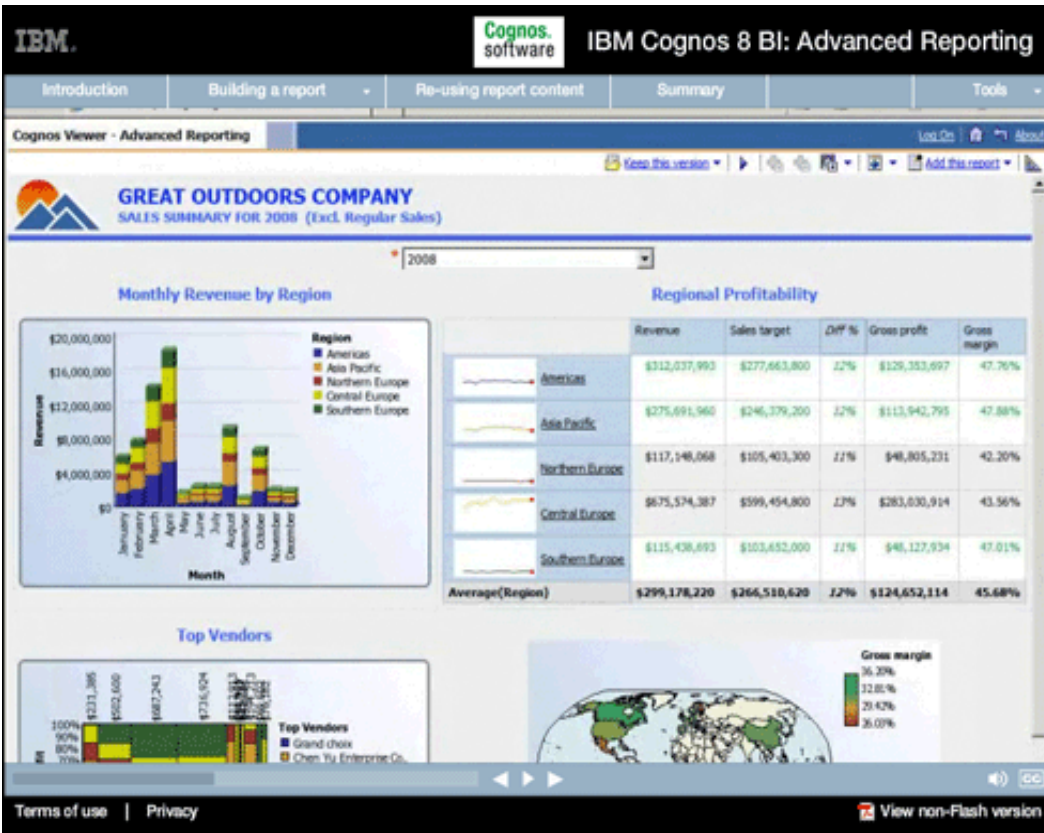
	従業員格付け					解雇
	不満足	普通	優秀	かなり優秀	非常に優秀	
人事		2.9%	2.9%	2.9%	2.9%	2.9%
財務	0.9%	0.9%	0.9%	0.9%	0.9%	1.8%
マーケティング	3.0%	3.0%	3.0%	3.0%	3.0%	9.1%
販売 (法人)	2.9%	2.9%	2.9%	2.9%		8.8%

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14.

**Narrative:**

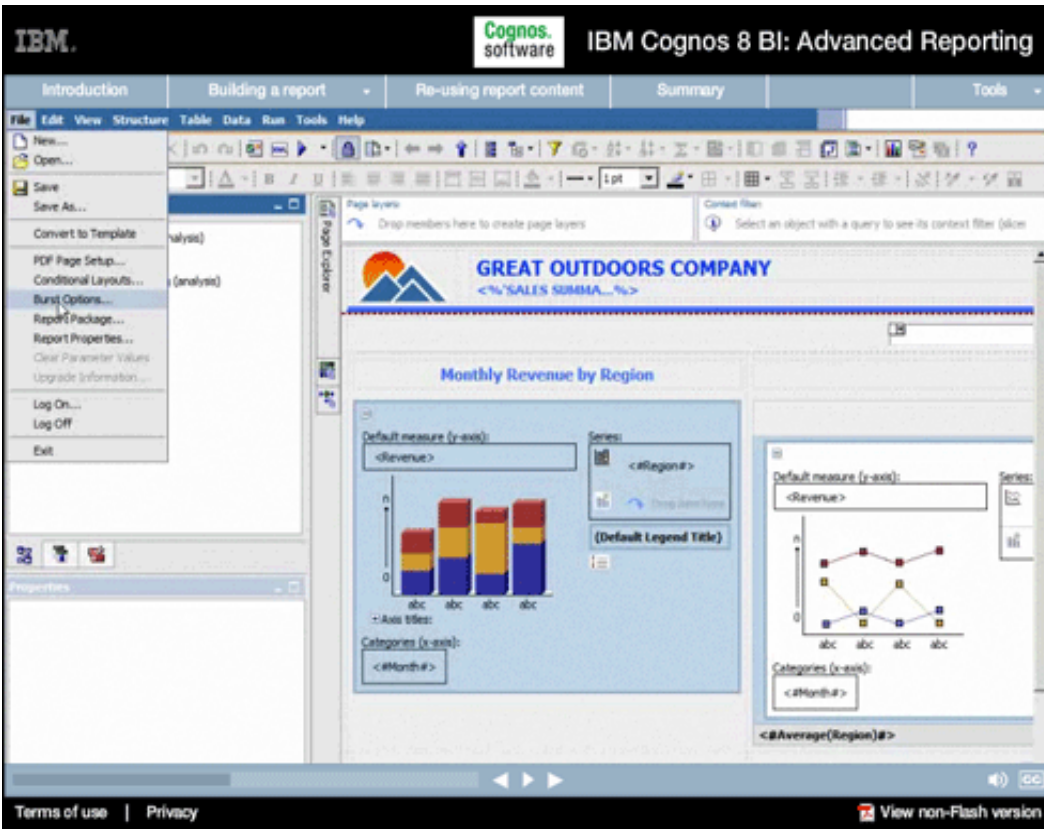
...IBM Cognos 8 BI can automatically render it in different languages based on users' requirements.



15.

**Narrative:**

In building our report, we certainly have not seen everything there is to see concerning Report Studio.

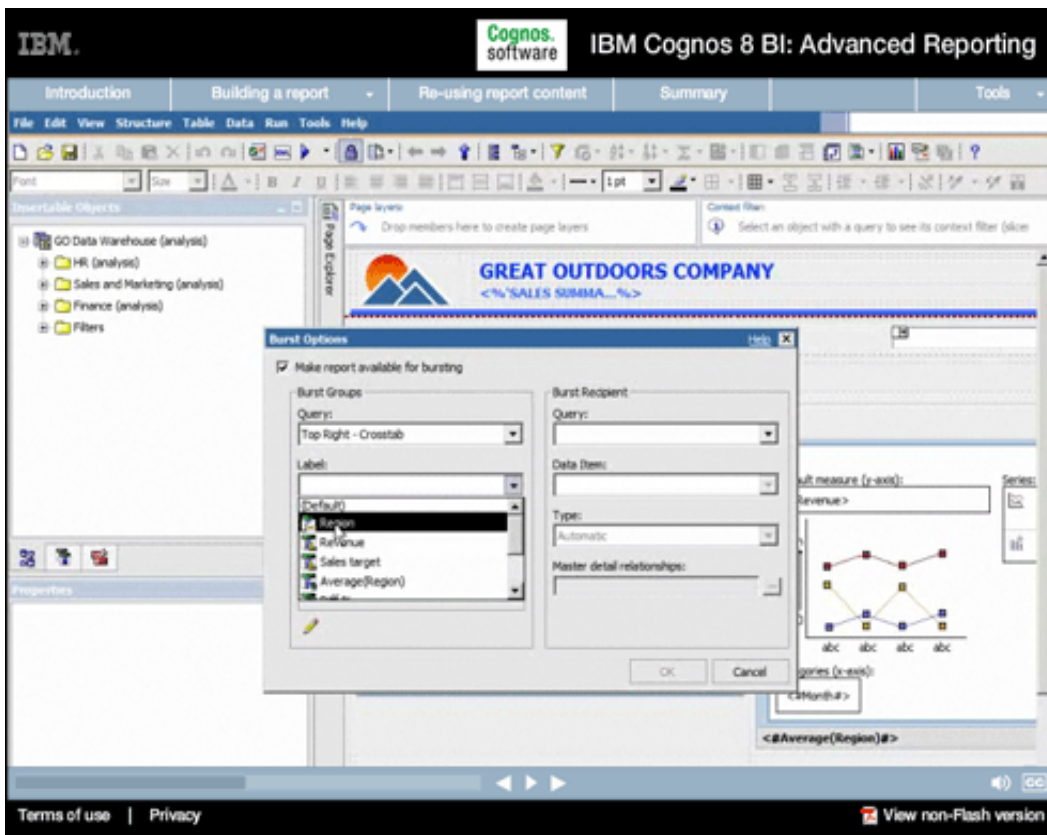


16.

**Narrative:**

We did not explore the details of report bursting...

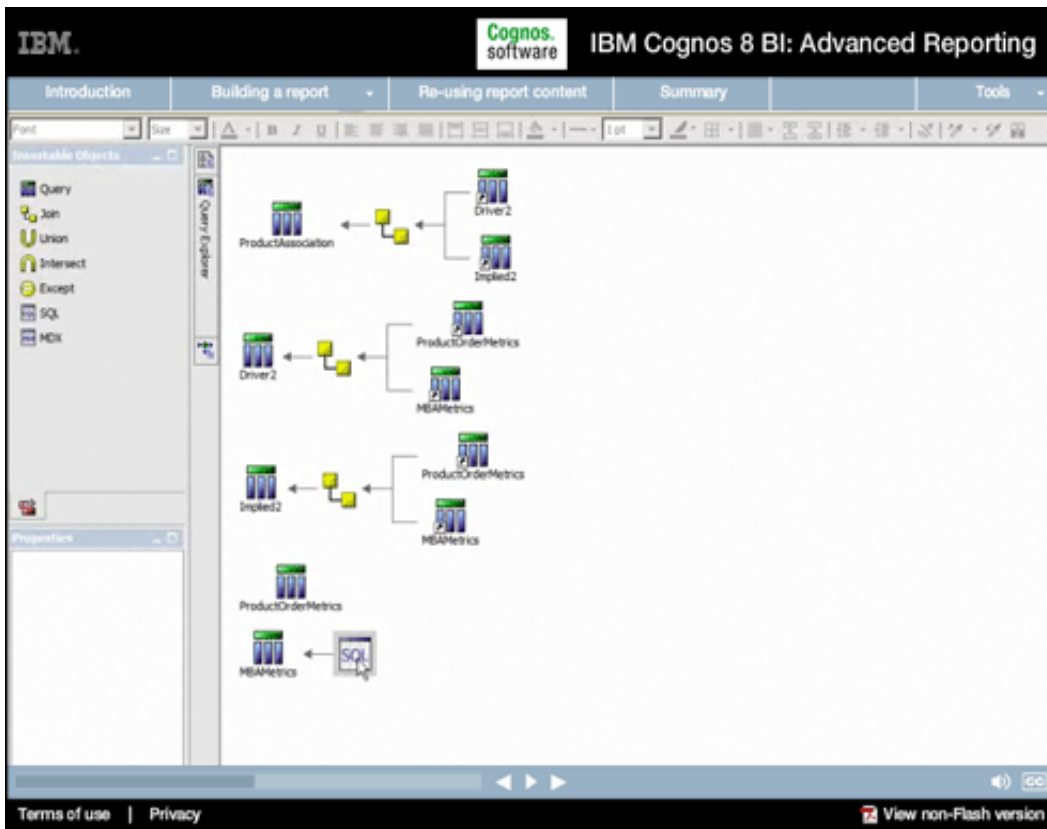




17.

**Narrative:**

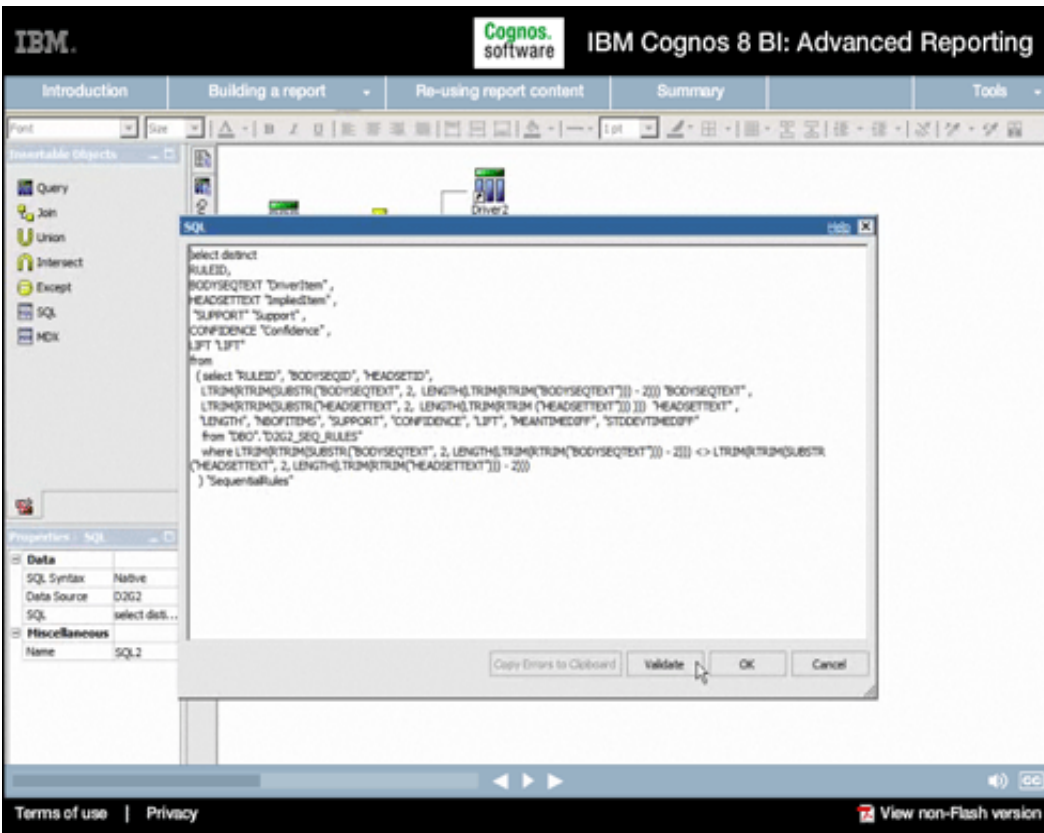
...whereby reports like these are quickly and easily distributed to groups of users. Users then see only the data they are authorized to see.



18.

**Narrative:**

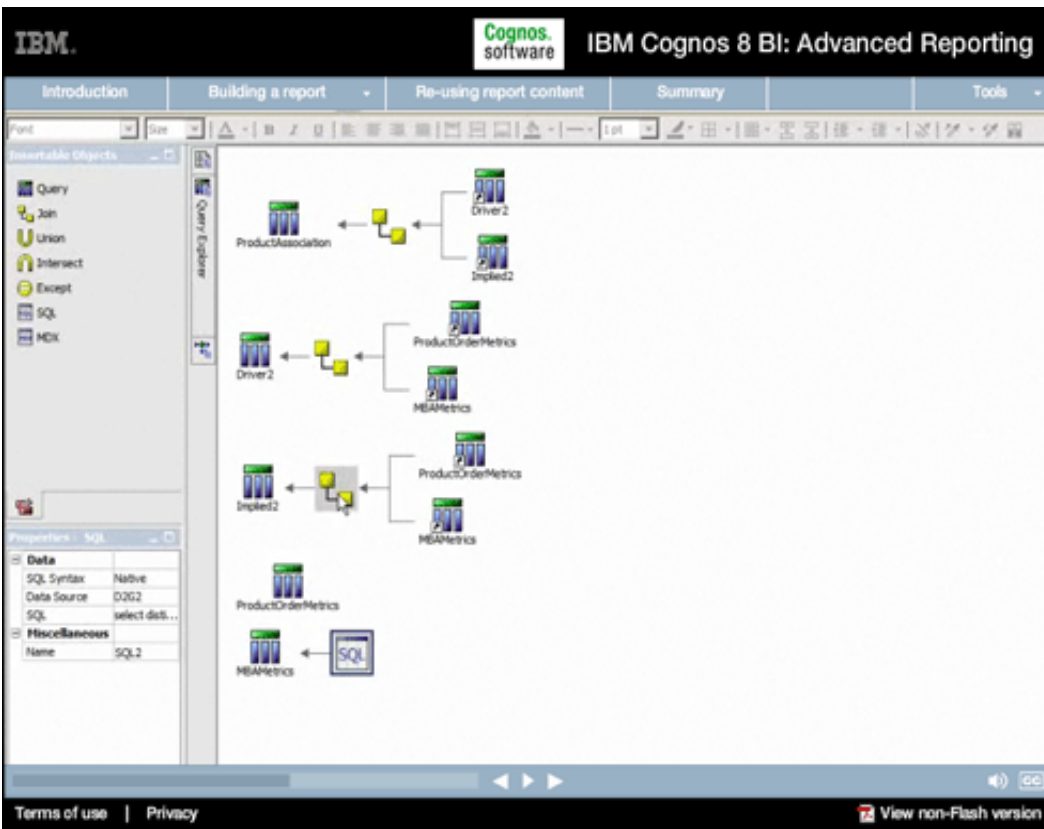
And for reporting professionals who need to control the actual SQL or MDX generated, we did not explore the powerful query manipulation features.



19.

**Narrative:**

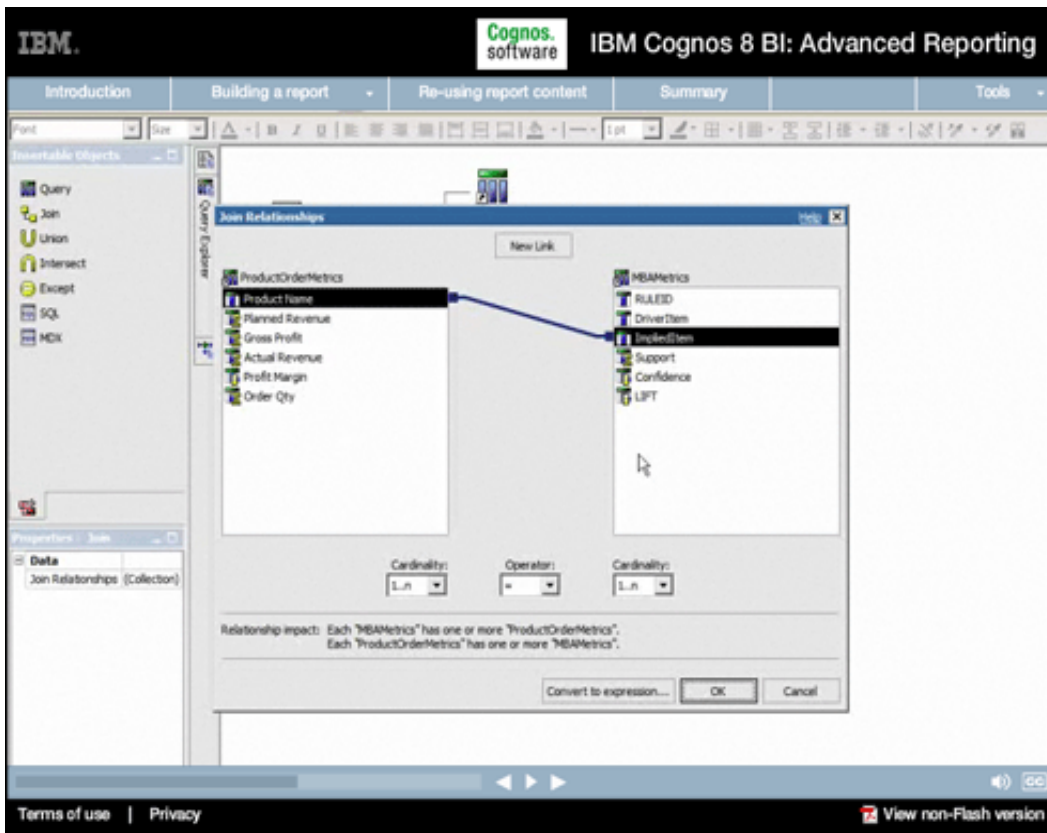
While IBM has invested heavily in the underlying common query engine to ensure it returns data in the most optimal ways possible, there may be times when absolute control is needed.



20.

**Narrative:**

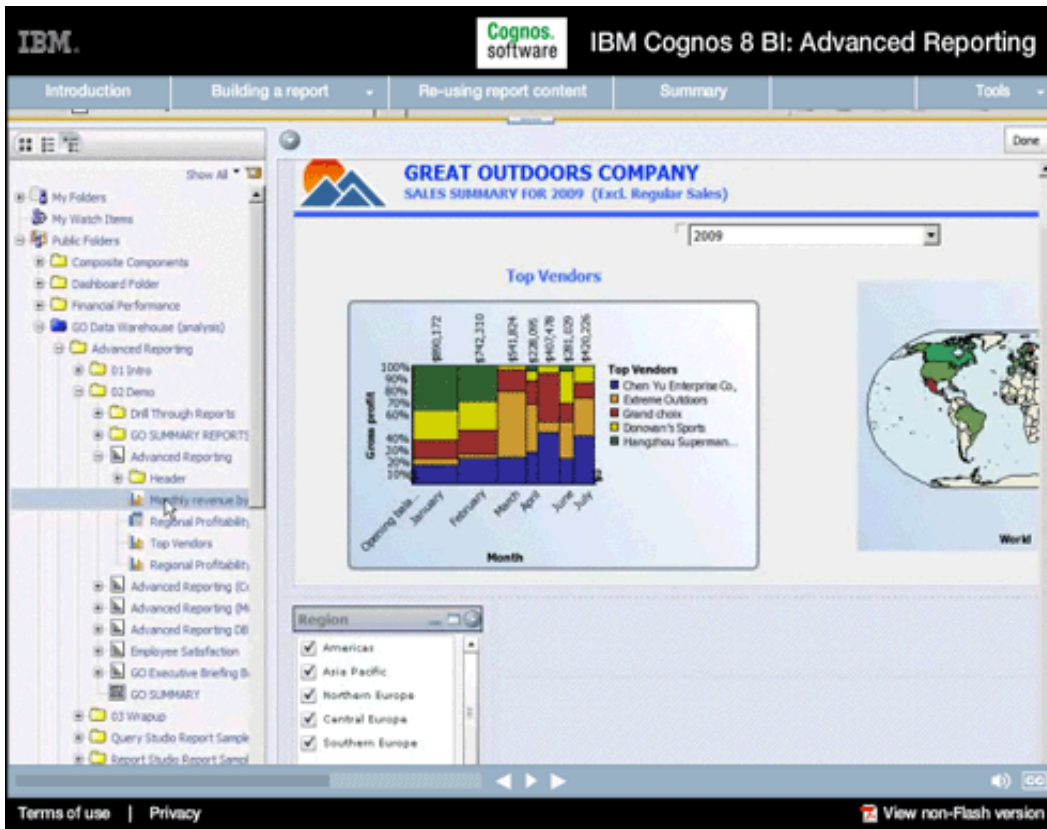
Any query in Report Studio can be converted to a type-in SQL query, giving the report developer complete control.



21.

**Narrative:**

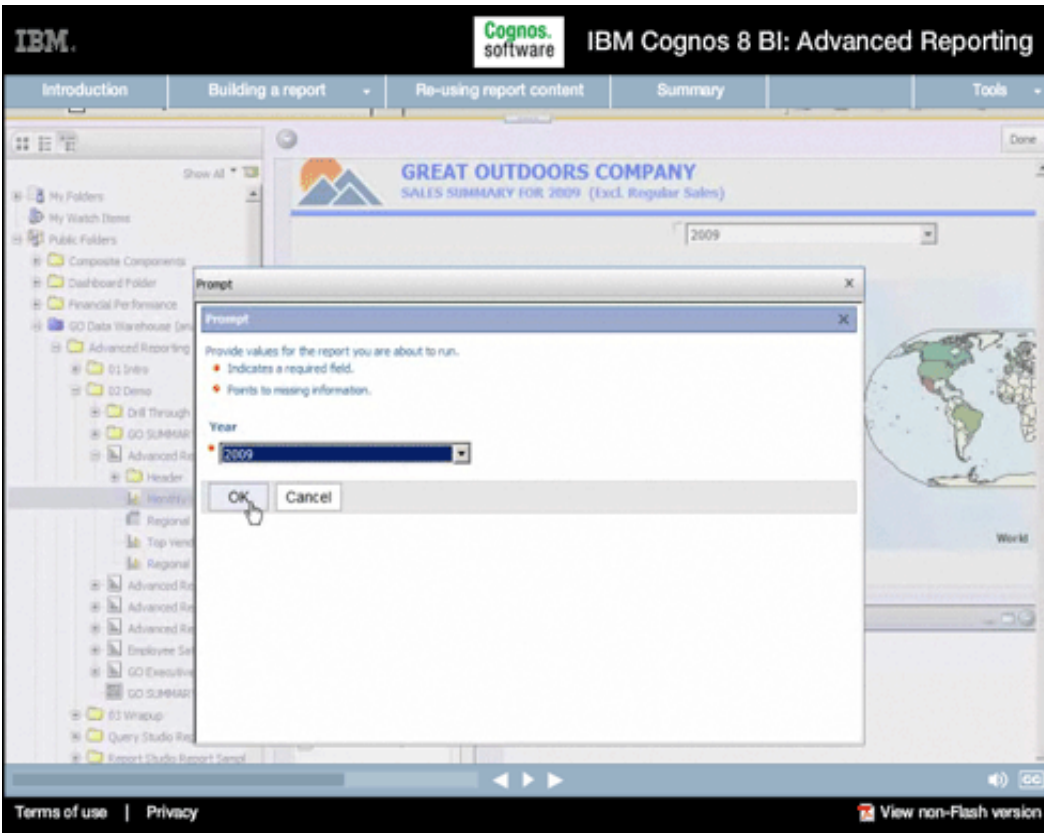
And the query explorer provides an easy, intuitive UI for set operations such as joins and unions, right within the reporting environment. As a result, report developers can create the reports they need without having to resort to an IT request for a restructuring of the underlying database or model.



22.

**Narrative:**

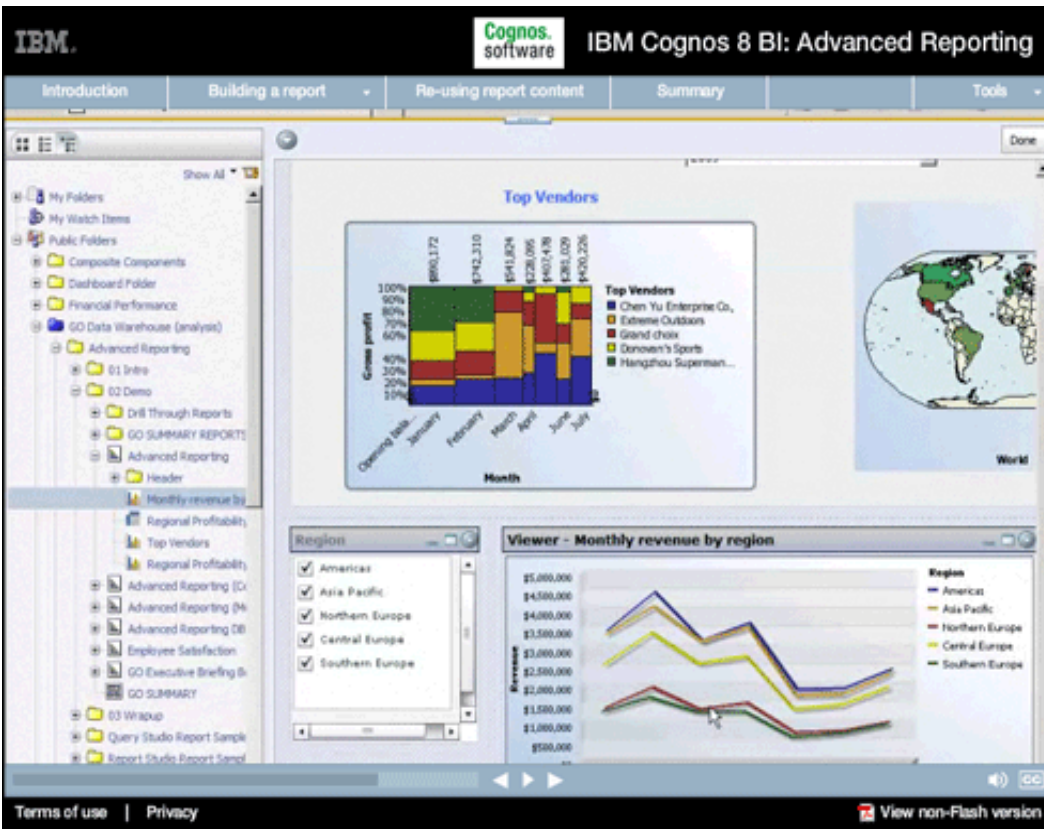
And now that we have this report at our disposal, we can use it in several ways.



23.

**Narrative:**

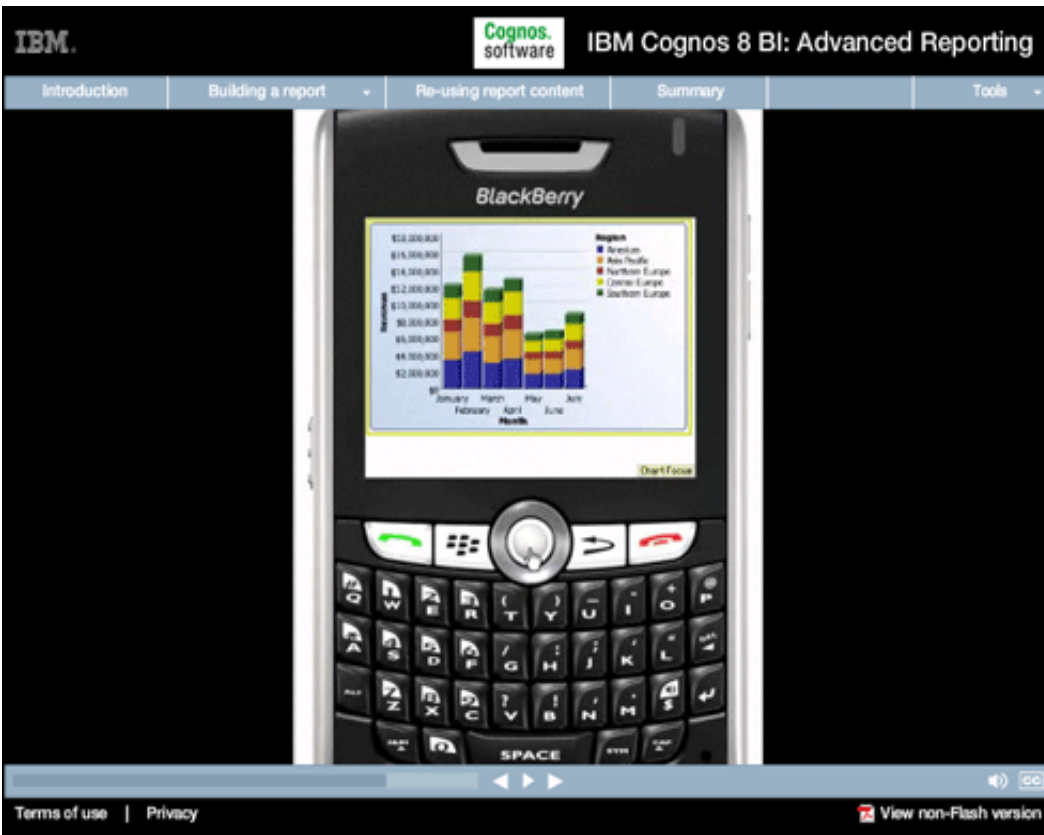
That's because underlying every report in IBM Cognos 8 BI there is a common report specification that's understood and shared across the entire platform...



24.

**Narrative:**

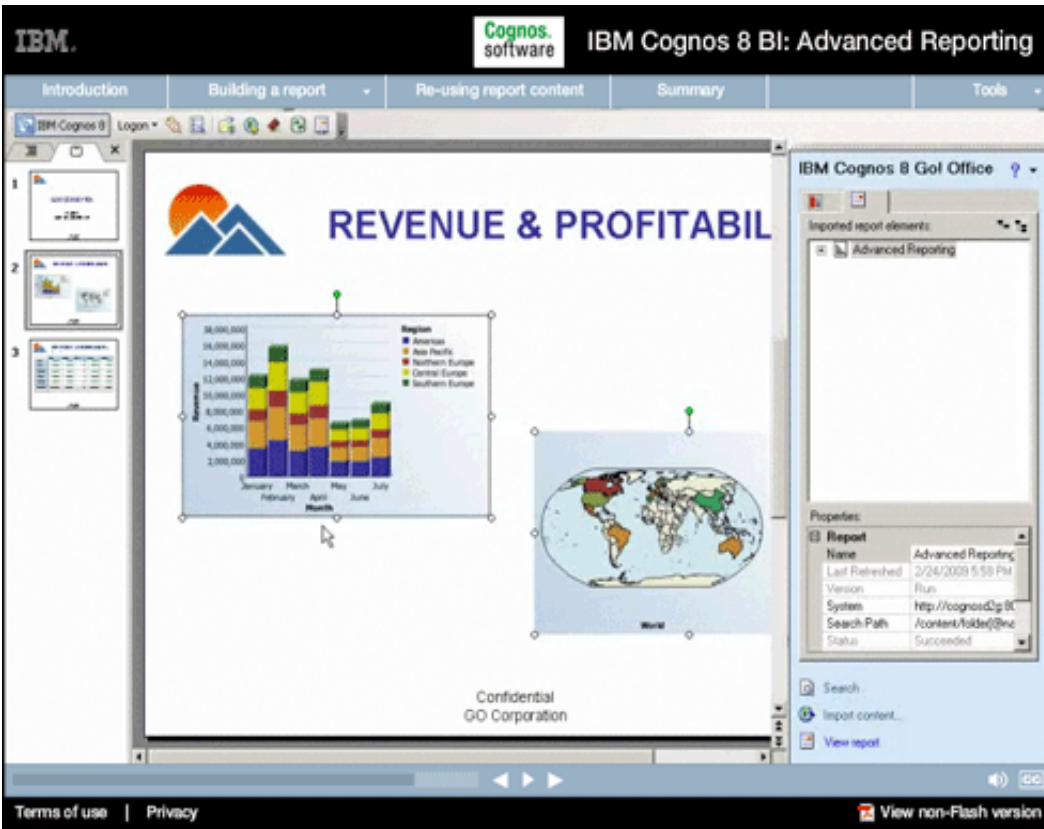
...for example, as a series of re-usable reporting components in an IBM Cognos 8 Go! Dashboard...



25.

**Narrative:**

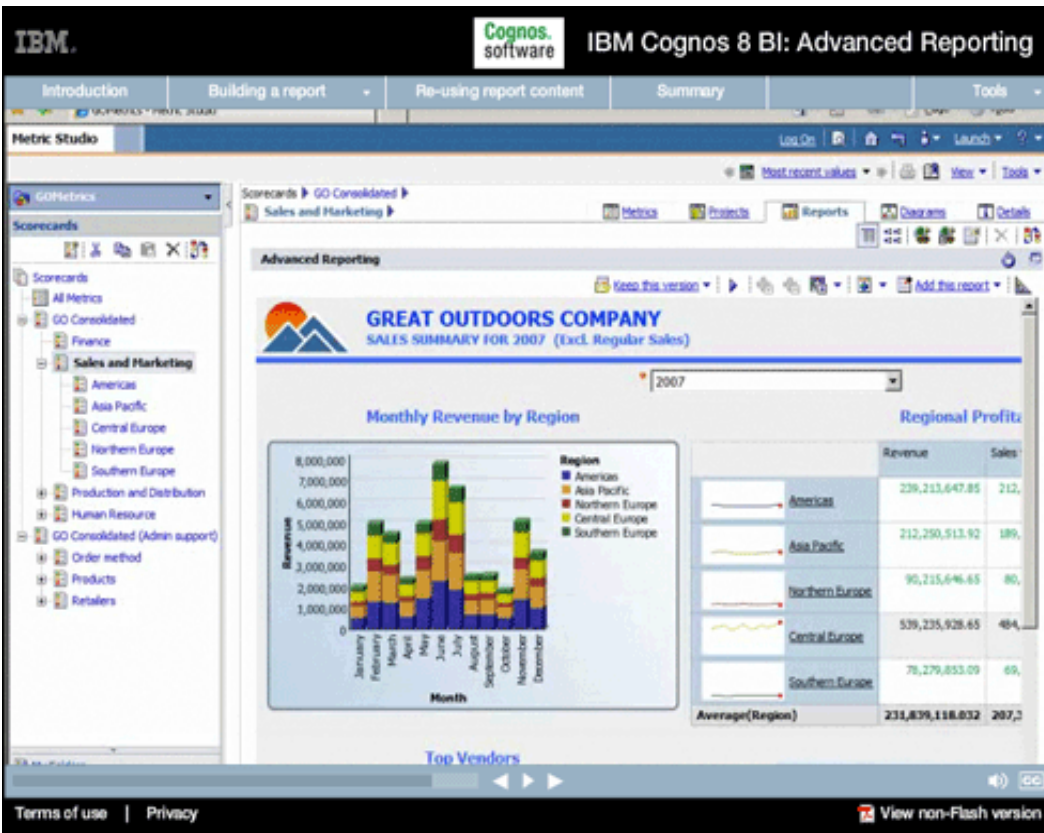
...or as a mobile report in IBM Cognos 8 Go! Mobile...



26.

**Narrative:**

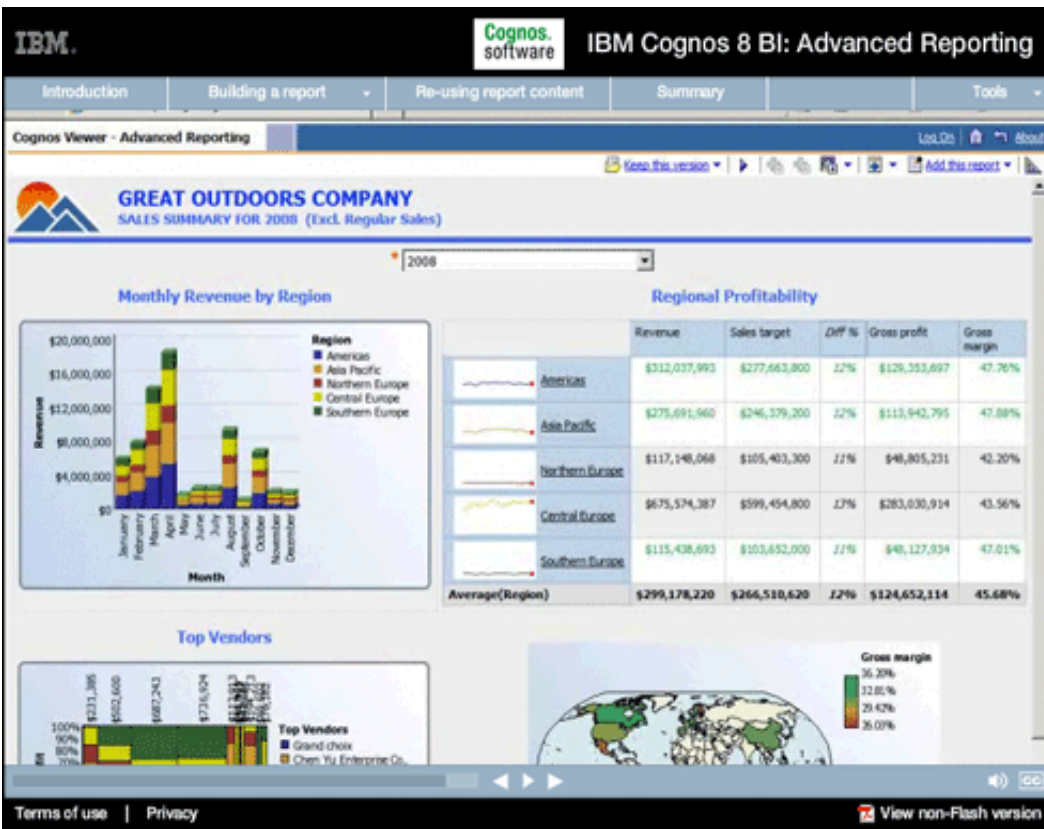
...or as embedded report objects in Microsoft Office documents...



27.

**Narrative:**

...or as a supporting report in an IBM Cognos 8 BI Scorecard.



28.

**Narrative:**

This underlying principle of "author once—consume anywhere" is truly a differentiator for reporting in IBM Cognos 8 BI.

IBM. Cognos. software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Reporting in IBM Cognos 8 BI enables you to:

- Save time and effort
- Lower IT budgets
- Achieve results faster

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29.

**Narrative:**

This design saves report authors and Business Intelligence professionals significant time and effort when building Business Intelligence systems, which of course translates into lower IT budgets and significantly faster time to results for end-users.

**Onscreen Text:**

Reporting in IBM Cognos 8 BI enables you to:

- Save time and effort
- Lower IT budgets
- Achieve results faster

**Summary**

IBM. Cognos. software IBM Cognos 8 BI: Advanced Reporting

Introduction Building a report Re-using report content Summary Tools

Report Studio is a powerful tool that enables rich, sophisticated reports to be created quickly and easily.

Region	Revenue	Sales target	DIF %	Gross profit	Gross margin
Americas	\$312,037,963	\$277,663,800	22%	\$136,353,697	47.2
Asia Pacific	\$275,691,960	\$246,379,200	22%	\$113,942,795	45.8
Northern Europe	\$117,146,068	\$105,403,300	22%	\$46,805,231	42.2
Central Europe	\$675,574,367	\$399,454,800	22%	\$283,030,914	45.9
Southern Europe	\$115,438,693	\$103,652,000	22%	\$46,127,934	47.0
Average(Region)	\$299,178,220	\$266,538,620	22%	\$124,652,114	45.64

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1.

**Narrative:**

While most large-scale Business Intelligence systems include some aspect of reporting, Report Studio delivers much more. In the hands of a reporting professional, it's a powerful tool that enables rich, sophisticated reports to be created quickly and easily.

**Onscreen Text:**

Report Studio is a powerful tool that enables rich, sophisticated reports to be created quickly and easily.



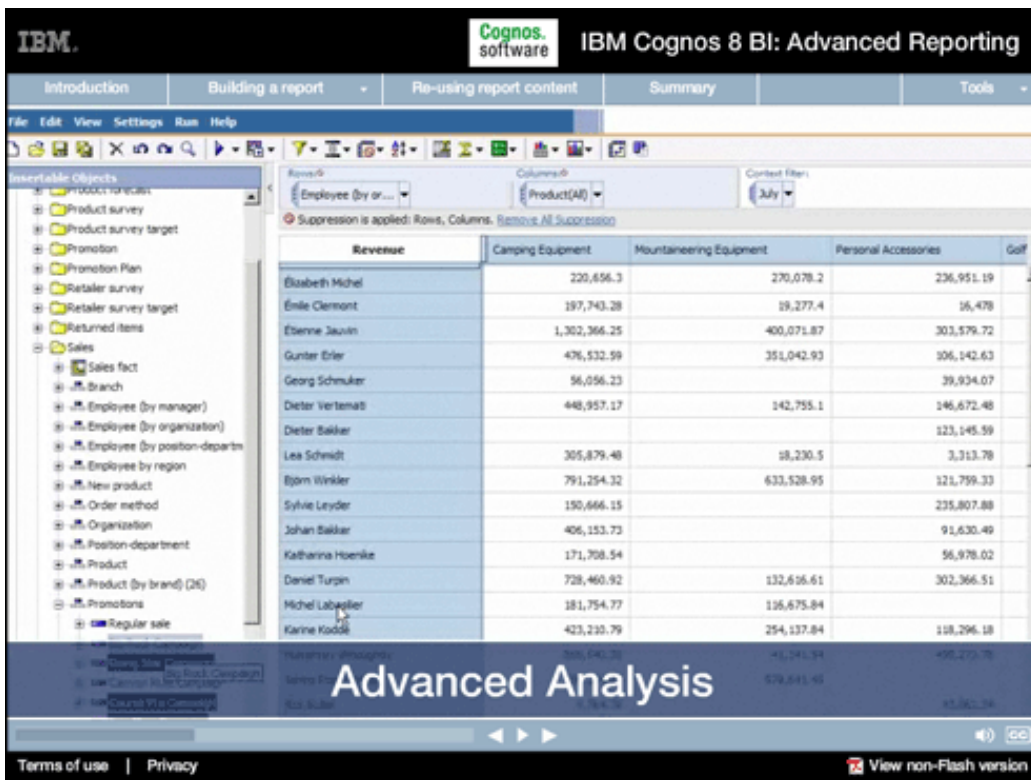
2.

**Narrative:**

In addition to advanced reporting, IBM Cognos 8 Business Intelligence includes integrated components that extend Business Intelligence solutions across your organization...

**Onscreen Text:**

IBM Cognos 8 BI extends Business Intelligence solutions across your organization.



3.

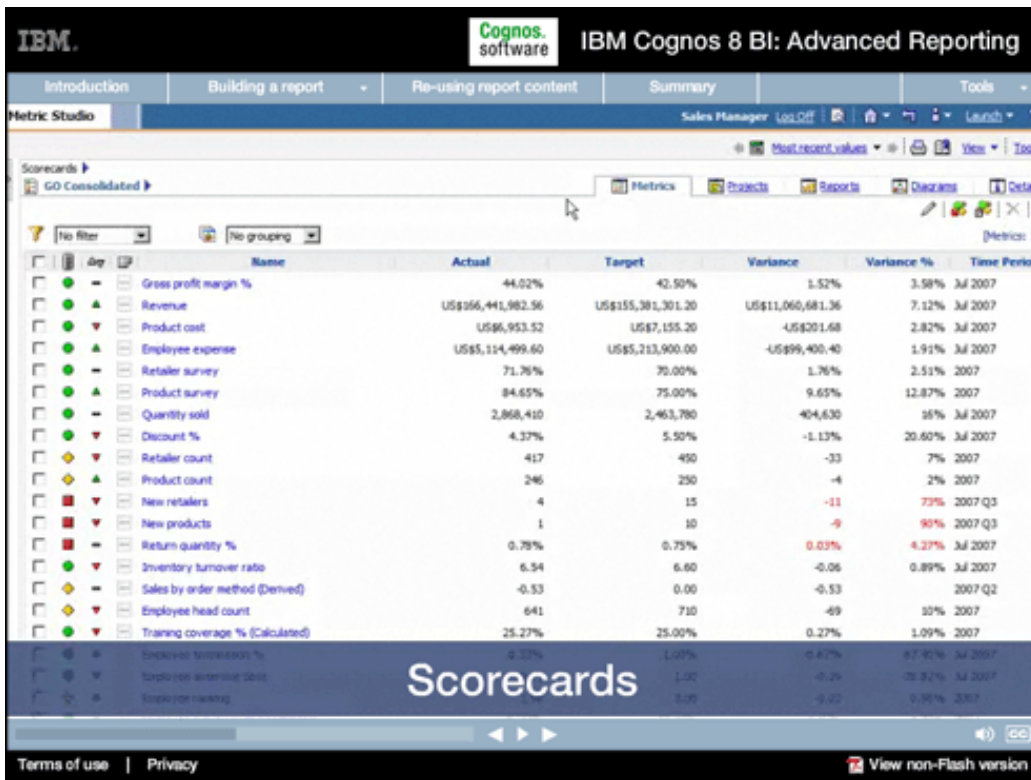
**Narrative:**

...from Advanced Analysis that enables analysts to understand what's really driving the business...

**Onscreen Text:**

Advanced Analysis





4.

**Narrative:**

...to Scorecards that share critical metrics across the organization...

**Onscreen Text:**  
Scorecards



5.

**Narrative:**

...to Dashboards that provide insight into overall performance and instant access to the underlying details.

**Onscreen Text:**  
Dashboards

**IBM.** **Cognos.** software **IBM Cognos 8 BI: Advanced Reporting**

Introduction | Building a report | Re-using report content | Summary | Tools

Actuality: AC | Period: 0312 | Submission: 1 | Consolidation Type: MS | Group: 10000

Submission Details: Form Set: 1 | Date: 12/31/2003

Reporting Status: Company: Missing | Company Status: Reported | N/A

Company/Group	Currency	Status
10000 Globe Enterprise Group Inc.	USD	Processing
10100 Globe Enterprise Parent	USD	Missing
30000 Globe Europe Group	EUR	Processing
30100 Globe Belgium	EUR	Processing
30200 Globe Denmark A/S	DKK	Succeeded
30300 Globe Norway	NOK	Processing
30400 Globe Holland	EUR	Processing
30500 Globe Germany	EUR	Processing
30600 Globe Finland	EUR	Processing
30900 Globe Spain	EUR	Succeeded
31000 Globe France	EUR	Processing
31100 Globe Italy	EUR	Processing
31200 Globe Swiss Group	CHF	Processing
31210 Globe Switzerland	CHF	Processing
31220 Globe Austria	EUR	Ready
20000 Globe UK and Republic of Ireland Group	GBP	Processing
30700 Globe Sweden	SEK	Processing
20400 Globe UK	GBP	Processing
20500 Globe Ireland	EUR	Ready
31500 Globe Eastern Europe	RUR	Processing
31510 Globe Russia	RUR	Processing

Reporting Status

**Planning, Budgeting, and Consolidation**

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6.

**Narrative:**

Together with integrated enterprise Planning, Budgeting and Consolidation...

**Onscreen Text:**

Planning, Budgeting, and Consolidation

**IBM.** **Cognos.** software **IBM Cognos 8 BI: Advanced Reporting**

Introduction | Building a report | Re-using report content | Summary | Tools

**IBM Cognos 8 BI enables insight to feed back into corporate plans.**

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7.

**Narrative:**

...IBM Cognos 8 Business Intelligence enables insight, gained from high-impact reporting, to directly feed back into corporate plans—all based on a common understanding of the underlying data.

**Onscreen Text:**

IBM Cognos 8 BI enables insight to feed back into corporate plans.

The image is a screenshot of a video player interface. At the top left is the IBM logo. To its right is the Cognos software logo. Further right is the title "IBM Cognos 8 BI: Advanced Reporting". Below the title is a navigation menu with five items: "Introduction", "Building a report", "Re-using report content", "Summary", and "Tools". The "Re-using report content" item is currently selected. The main content area is split into two parts: a dark blue rectangle on the left containing the text "Click here to learn more about advanced reporting with IBM Cognos 8 BI." and a video frame on the right showing a close-up of a smiling woman with dark hair. At the bottom of the video frame is a standard video player control bar with play, pause, and volume icons. In the bottom left corner of the player, there are links for "Terms of use" and "Privacy". In the bottom right corner, there is a "View non-Flash version" link.

8.

**Narrative:**

Thanks for taking the time to learn about advanced reporting in IBM Cognos 8 Business Intelligence. Click the onscreen link to learn more.

**Onscreen Text:**

[Click here](#) to learn more about advanced reporting with IBM Cognos 8 BI.