Demo Script:
IBM Cognos 8 Business Intelligence for use with SAP NetWeaver®
Get clear visibility into your business

Overview

SAP NetWeaver® infrastructure and applications have long been critical information pillars for some of the world's largest and most successful companies. The ability of these investments to deliver predictable automation of processes and tasks provides tremendous value to a broad range of enterprises.

IBM Cognos solutions can embrace your existing SAP® application infrastructure, enhance your existing investments in SAP® applications technology and practices, and extend your SAP® application knowledge, expertise and practices.

Beyond helping you get more out of the investments you have already made, extend all enterprise data wherever it is stored across the organization. It also reduces the strain on your already overworked IT resources.

IBM Cognos solutions add value for finance professionals, IT and lines of business.

[FINANCE]

Innovative organizations that use SAP® application software, data and solutions are using the power of IBM Cognos solutions to enhance the value of those existing applications by:

- Giving finance professionals access to critical modeling and analytic capabilities
- Allowing non-finance employees to contribute to plans and forecasts as needed; and
- Offering executives clear visibility into
    - the current state of the business,
    - predictive capabilities for insight into future performance
    - as well as the means to create 'organization alignment' and participation in all planning cycles

Whether you require Microsoft Excel, analytics, or planning, you can:

- Streamline the delivery of SAP NetWeaver® data to business users
- Leverage all of the Cognos solution sets and
- Use IBM Cognos TM1 as a data source

IBM Cognos TM1 takes advantage of the SAP NetWeaver® Business Warehouse data and architecture, providing the ability to extract Business Warehouse master data while offering a solution for all platforms supported by TM1.

[Finance demo]

In the TM1 modeling environment we can easily create a process to connect and extract data from the SAP NetWeaver® Business Warehouse environment. After selecting an Infocube as the datasource we log into the dev server, browse through the Infocubes, and select a Financial Infocube to populate a TM1 cube named FinanceDemo.

After entering the Characteristics, Restrictions and Characteristic Settings we execute this process to load the data for the Finance Demo cube. Let's use this dataset to create a subset view named Balance Sheet.

We've created a cube very quickly from Business Warehouse data and are now able to access that information via TM1 in the Microsoft Excel environment. This view is dynamic; we can drill down on the bolded items, zoom in on any of the different dimensions, re-orient, nest, or slice and dice as required.

We can slice this out into formula values which enables formatting just as if you're using Microsoft Excel. We still have formula values referring back to the TM1 environment but now we are able to delete columns, delete rows, delete singular values, move information around to create a very specific and customized Excel formatted report.

Now as a financial analyst entering the Report Studio Express authoring environment, I select the TM1 Finance Demo package and create a new report using the financial template as a base. Express Authoring is intended for business users to create quick reports with information they have available. It features an easy to use, drag and drop structure and displays actual data during the build process.

We simply drag objects into the report. Context, rows, columns, and measures are automatically populated. Let's give this a quick title. Now we'll expand TotalTerritory and TotalAccount, and suppress zeros on rows and columns so only data with non zero values is displayed.

Now let's find the balance sheet hierarchy, drag it to the bottom of the report, and delete 'Others' and 'Total Accounts'. When we expand the balance sheet we see the hierarchical structure which was captured in TM1 from the SAP NetWeaver® Business Warehouse.

You can perform analytics and reporting very quickly and effectively within the Cognos TM1 Microsoft Excel environment using Business Warehouse data. And you can extend and enhance that information within the Cognos 8 BI environment.

[IT]

IBM builds on existing investments in SAP NetWeaver® Business Warehouse to put day-to-day information management capabilities back into the hands of the resources that need it most – your business people.

Components of the IBM Cognos 8 platform are SAP® Certified, which makes it easy to embrace data sources such as SAP NetWeaver® Business Warehouse and SAP® ECC. Our solutions also let you display Cognos 8 BI content within an SAP NetWeaver® Portal, or run the Cognos 8 environment on an SAP® Web Application Server. The Cognos 8 unified platform is based on a modern SOA and web services architecture, which delivers superior levels of business user self service and IT governance.

[IT demo]

As a Cognos 8 data modeler working with the SAP NetWeaver® Business Warehouse, you have to ability to quickly connect to any system you like and access all existing structures such as queries, calculated and restricted key figures, row-level security, Business Explorer variables, and more.

It's quite simple to connect to an existing instance of the Business Warehouse, or even create a new Business Warehouse datasource on the fly. Once a Business Warehouse data source is chosen, you immediately have the flexibility to include or omit structures to meet your business requirements. Once your metadata is selected, you are able to leverage the multiple languages that the Business Warehouse environment supports.

Now that you've built out the metadata layer, notice how the structures appear within IBM Cognos 8 BI just as they do within the SAP NetWeaver® Business Warehouse. You have the ability to view table relationships in a standard or star schema view, browse metadata properties, view imported languages, and find the BEx variables that can be used.

After the metadata model is built, you can create a package to make Business Warehouse data available to all Finance and Business Analysts, Business Managers, and BI Professionals alike.

For example, a Business Analyst can immediately begin to build a report within IBM Cognos 8 BI. **And with the tight interoperability between IBM Cognos 8 BI and the SAP NetWeaver® Business Warehouse Accelerator, this environment enables the user to build structured reports on the fly while delivering the performance you would expect from the BWA.** With these self-service capabilities the user can view data instantly by simply dragging and dropping Business Warehouse content directly into the work area.

Once the completed report, which includes charts, page breaks and section headers, is saved, the Analyst can share this report with her peers. When she does, the Business Manager likes it so much that she decides to publish it to the Corporate Portal.

But first, she would like to see the report enhanced to include a more professional look, and with some additional details.

Because Cognos 8 BI provides a single, unified platform, you can use the same metadata model, which uses data from the Business Warehouse, across all of the IBM Cognos 8 solutions. You can simply open the ad-hoc report, enhance the report, and save to the Cognos 8 environment for users to access.

This dashboard uses the same content which was built by the Business Analyst, saving the BI Professional Report Writer countless hours. The result is professional IBM Cognos 8 content that leverages the data and structures within the SAP NetWeaver® Business Warehouse. You can filter the data set on this report by simply selecting what you want to see and re-running the report.

You also have the ability to view Business Warehouse data with data from SAP® ECC in the same report or see SAP® Business Warehouse data with non-SAP NetWeaver® data. You can view all of your organization's data from multiple data sources in one BI and Performance Management environment.

And end users can easily create personalized views of this content in Go! Dashboard, adding Flash based charts and graphs. This is made possible through the IBM Cognos 8 unified platform, in which you have the flexibility to build once, and consume anywhere, and anyway you would like.

Cognos 8 BI is tightly integrated with the SAP NetWeaver® Enterprise Portal, IBM WebSphere, Microsoft SharePoint, or any portal you choose. It also allows you to view SAP® application data through a BlackBerry, Symbian, or Windows mobile device. Once again, this is the same report that was initially started by the Business Analyst.

It's these kinds of examples that prove IBM Cognos 8 BI's value, empowering Business Intelligence and Performance Management users through self-service capabilities, while reducing the reliance on IT staff.

Use Cognos 8 BI to embrace, enhance and extend your SAP® application investments, and realize the benefits of the IBM Cognos 8 Services Oriented Architecture and the industry's only unified platform.

[BUSINESS PROFESSIONALS]

The IBM Cognos solution unlocks the potential of your enterprise SAP® application data and lets your business areas tap directly into it. In an ideal environment every business decision would incorporate comprehensive access to data and information in a timely, trusted and ad hoc fashion, regardless of its source. Today, business resources often lack best of breed access to the mission critical decision support resources they need.

Without knowing anything about SAP® application data, applications or programming, IBM Cognos customers throughout the organization are able to gain speed of thought access to information that resides within the SAP NetWeaver® Business Warehouse, ERP applications or any other corporate data source. Unlike other solutions, IBM Cognos 8 solutions provide a comprehensive self service capability for the people who need it: your business decision makers.

All that access necessitates a greater ability to determine who can access what corporate information. With IT governance and access controls that make it easy to assign appropriate rights to those resources. The IBM Cognos 8 solution uses a consistent security layer to define all corporate data, assess specific business needs and then deploy accesses seamlessly across all IBM Cognos 8 Performance Management solutions. This generates improved decision making, greater agility and improved return on your investment in SAP® applications and infrastructure.

[Business Professionals demo]

Upon logging into the IBM Cognos environment, start your day viewing SAP® and non-SAP® application content in several different ways. You first notice key metrics, or KPIs driven by data from SAP® applications which are relevant to your role within the organization. Revenue of consumer products is trending downwards, so there is a need to dig deeper to understand why.

And on the same page, you see an alert which notifies you of a pipeline shortfall within the Netherlands. Within the Sales Activity Dashboard, you can see that Netherlands makes up a percentage of the global sales. From the same page, you have the ability to swiftly drill-thru to the information you need. Now you can see the order quantity for all of Netherlands, for all Product Lines. As expected, Entertainment Media is the leading product line.

Being familiar with all the major product lines, you notice that orders for Home Theatre equipment appears far below expected. Drilling into Home Theatre, it becomes quite evident that Big Screen TVs are under-performing. And in fact, several of the TV products haven't been ordered at all. It may be time to adjust the price points of these products or request a new marketing campaign to promote these products to drive more orders.

With the IBM Cognos solution, you have the ability to view all of your SAP® application content in one place, and consume the content many different ways, from metrics and alerts, ad-hoc reporting, to static or interactive dashboards. With Flash technology you have the ability to customize the look and feel of your SAP® application reports.

A mobile user can access all SAP® application and non-SAP® content directly, with the ability to securely view all of your reports on your Blackberry, Symbian, or Windows mobile device.

Log in to your IBM Cognos environment with your SAP® security credentials, and interact with your reports just as you can from the web. Refresh data on your reports directly from your phone. Focus on individual areas within a specific report, such as charts, text, and tables. Drill through to other Cognos reports, based on parameters specific to you. And promote collaboration across your organization by emailing reports to those who need the same information, all from your mobile device.

IBM Cognos 8 solutions provide you the ability to seamlessly integrate your SAP® applications and non-SAP® application environments, providing a comprehensive Business Intelligence and Performance Management environment for your organization.

[SUMMARY]

IBM Cognos solutions embrace, enhance and extend your existing investments in SAP® applications and infrastructure. If you've already invested in SAP® applications, only IBM Cognos 8 solutions can provide comprehensive leverage of these existing assets and allow resources throughout your organization – in the lines of business, in IT and in Finance, among others – to independently generate the kind of deep, timely and meaningful insight that drives organizational competitiveness.

For more information please visit www.ibm.com/cognos/solutions/sap

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