

IBM COGNOS 10 FOR USE WITH SAP® SOLUTIONS

ONLINE DEMO TRANSCRIPT

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OVERVIEW

SAP NetWeaver® infrastructure and applications have long been critical information pillars for some of the world's largest and most successful companies. A broad range of enterprises leverage the power of SAP NetWeaver® technology to automate processes and tasks and, as a result, reap tremendous benefits through fast, predictable access to critical business information.

Now you can take the next step: Integrating the power of SAP NetWeaver® with the comprehensive business analysis capabilities of IBM Cognos 10.

IBM Cognos 10 solutions fully support your existing SAP® application infrastructure, enhancing and extending your investments in SAP® applications technology and practices. In addition, it enables you to access all of your enterprise data, wherever it is stored across the organization — while at the same time reducing the strain on your already overworked IT resources. IBM Cognos solutions, working together with SAP NetWeaver®, add real value for Finance professionals, IT and Lines of Business.

IT PROFESSIONAL

IBM Cognos 10 puts SAP NetWeaver® Business Warehouse information management capabilities into the hands of those who need it most — your business people.

Components of the IBM Cognos 10 platform are SAP® Certified, making it easy to embrace data sources such as SAP NetWeaver® Business Warehouse and SAP® ECC. You can display IBM Cognos 10 content within an SAP NetWeaver® Portal, or run the IBM Cognos 10 environment on an SAP® Web Application Server. Based on a modern, service-oriented (SOA) and web services architecture, the IBM Cognos 10 unified platform delivers superior business user self-service and IT governance.

As an IBM Cognos 10 data modeler working with the SAP NetWeaver® Business Warehouse, you have the ability to quickly connect to any system you need and to access all existing structures, such as queries, calculated and restricted key figures, row-level security, SAP NetWeaver® Business Warehouse variables, time-dependent hierarchy structures, and more.

It's simple to connect to an existing instance of the Business Warehouse, or even create a new Business Warehouse data source on the fly. Once you have chosen a Business Warehouse data source, you immediately have the flexibility to include or omit structures to meet your business requirements. And when you select metadata you can 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 10 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 locate and leverage Business Warehouse variables.

After you've built the metadata model, you can create and publish a package to make Business Warehouse data available to all Finance and Business Analysts, Business Managers, and BI Professionals alike. You can take advantage of the IBM Cognos 10 patented MDX engine and Dynamic Query Mode to use in-memory storage for enhanced query performance.

For example, a Business Analyst can immediately begin to build a report within IBM Cognos 10 Business Insight Advanced. Thanks to self-service capabilities, users can instantly view data by simply dragging and dropping Business Warehouse content directly into the work area. They can create content such as lists, crosstabs, and charts. They can perform their own analysis on Business Warehouse data (such as Top and Bottom counts, sorts and aggregations). They can add their own comments, and do much more, all without relying on IT. And after the chart is defined and the report is complete, it's immediately available in your workspace and you can share it with others.

Once the completed report with its charts, a crosstab, top counts, and formatting is saved, the analyst can share this report with other analysts and professionals. In this case, the Business Manager immediately recognizes the value of the report and decides to publish it to the Corporate Portal.

Because IBM Cognos 10 provides a single, unified platform, you can use the same metadata model, which accesses data from the Business Warehouse, across all of the IBM Cognos 10 solutions. You can simply open the ad-hoc report, enhance the report, and save it to the IBM Cognos 10 environment for users to access.

This dashboard uses the same content that was built by the Business Analyst, saving the BI Professional Report Writer countless hours. The result is professional IBM Cognos 10 content that leverages the data and structures within the SAP NetWeaver® Business Warehouse. In this example, the Professional Report Writer includes Cognos prompts and an SAP® variable. 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 combined with data from SAP® ECC in the same report, or to see SAP NetWeaver® Business Warehouse data combined 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.

Plus, end users can easily create personalized views of this content with IBM Cognos Business Insight, adding charts and graphs they want to see. This is made possible through the unified IBM Cognos 10 platform, which provides you with the flexibility to build once, then consume anywhere and any way you would like.

IBM Cognos 10 is tightly integrated with the SAP NetWeaver® Enterprise Portal, IBM WebSphere, Microsoft® SharePoint, or any portal you choose.

And IBM Cognos 10 also allows you to view SAP® application data through an iPhone®, iPad™, BlackBerry®, Symbian, or Windows mobile device. Once again, this is the same report the Business Analyst initially created.

Examples such as these highlight IBM Cognos 10's value for empowering Business Intelligence and Performance Management users through self-service capabilities, while at the same time reducing the reliance on IT staff.

IBM Cognos 10 embraces, enhances, and extends your SAP® application investments. Incorporating more than 20 patents that help deliver faster performance, the IBM Cognos 10 Service Oriented Architecture provides unique benefits available through the industry's only unified platform.

BUSINESS ANALYST

Ideally, every business decision should be based on comprehensive access to timely, trusted data, regardless of its source. In reality, however, businesses often lack best-of-breed access to the mission-critical decision support resources they need.

Today there's a better way: IBM Cognos 10 customers throughout your organization can gain speed-of-thought access to information within the SAP NetWeaver® Business Warehouse, ERP applications or any other corporate data source — even if they've never before used SAP® technology. Unlike other solutions, IBM Cognos 10 delivers a comprehensive self-service capability for your business decision makers.

Plus, IT governance and access management make it easy to safeguard corporate information through a consistent security layer that seamlessly controls access to all corporate data across the enterprise.

IBM Cognos 10 enables improved decision making, greater agility, and improved return on your investment in SAP® applications and infrastructure.

Let's say you're starting your day and you've logged into the IBM Cognos 10 environment from the SAP® Enterprise Portal. From here you can view both SAP® and non-SAP application content, and do so in the way that works best for you. For instance, you can view all of your SAP® application content in one convenient location. Or, if you wish, you can view content in a variety of other ways, from metrics and alerts, to ad-hoc reporting, to static or interactive dashboards.

You can easily check on data driven by SAP® applications, including key metrics (or KPIs) that are relevant to your role within the organization. Here you note that Revenue by order method is trending downwards, and you decide to dig deeper to understand why.

A dashboard on this same screen provides information that helps you understand the Order Quantity of products sold by Region, as well as how the Top 5 Products are selling by Quarter and by Region.

Because the KPIs are trending downwards, you want to further analyze the data to better to understand the revenue generated from your products, as well as how many have been sold over the course of time. From here you can immediately launch an Active Report displaying details about the Product Lines you are responsible for, as well as interactively view different slices of the SAP® data. You can quickly evaluate your Product Lines and the revenue they generate, or you can interactively view a trend analysis in the time ranges you're concerned with. And with IBM Cognos 10, you can analyze SAP® data offline, away from the office and completely disconnected.

Plus, you can use IBM Cognos 10 self-service capabilities to author your own report and develop your own analysis of data from SAP® applications. Here you have already started to build your report, which includes the Top 3 Order Methods used for each Product Line. But you would also like to know the Top 5 Overall Products that generate revenue by Order Method. Simply drag

and drop products into your report and perform a Top Count for Product based on Revenue. Now you have the answers you need.

With IBM Cognos 10, you can customize the look and feel of your SAP® application reports by dragging in only the information you really need. You can create a new dashboard that includes parts of the report you built combined with the dashboard on your home page. And you can collaborate with peers by sharing with them the content you've created.

And when you're on the road you can still access all SAP® application and non-SAP content directly, using your iPhone®, iPad™, Blackberry®, Symbian, or Windows mobile device to securely view all of your reports.

You simply log in to your IBM Cognos 10 environment with your SAP® security credentials and interact with your reports just as you would through the web. Refresh data on your reports directly from your phone or focus on individual areas within a specific report, such as charts, text, and tables. You could also drill through to other Cognos reports or drill-down based on parameters you've specifically set.

As you can see, IBM Cognos 10 solutions give you the ability to seamlessly integrate SAP® applications and non-SAP application environments, providing a comprehensive Business Intelligence and Performance Management environment for your organization.

SUMMARY

IBM Cognos 10 solutions embrace, enhance and extend your existing investments in SAP® applications and infrastructure. Only IBM Cognos 10 solutions provide comprehensive leverage of these existing assets, enabling Lines of Business, IT, Finance, and 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.