IBM Cognos Performance
Better Intelligence. Better Business.

Business Driven Modeling and Hierarchy Management

Agenda

- Business modeling challenges organizations face today

- The Performance Management System – Business Modeling layer

- Business Viewpoint – What is it and how it helps

- Demonstration of Business Viewpoint

- Summary

- Where to find more information

What is today's reality?

It is a fact that:

- – Business users want to be self sufficient when it comes to getting the data they need

- – Not all of the data business users need exists in IT systems

- – Business thought moves faster than the typical IT process – hard to keep up

- – No-one in IT knows the business like the business does – IT just wants to do their job

- – Who better to know what information they need than the people who need it – namely the business users
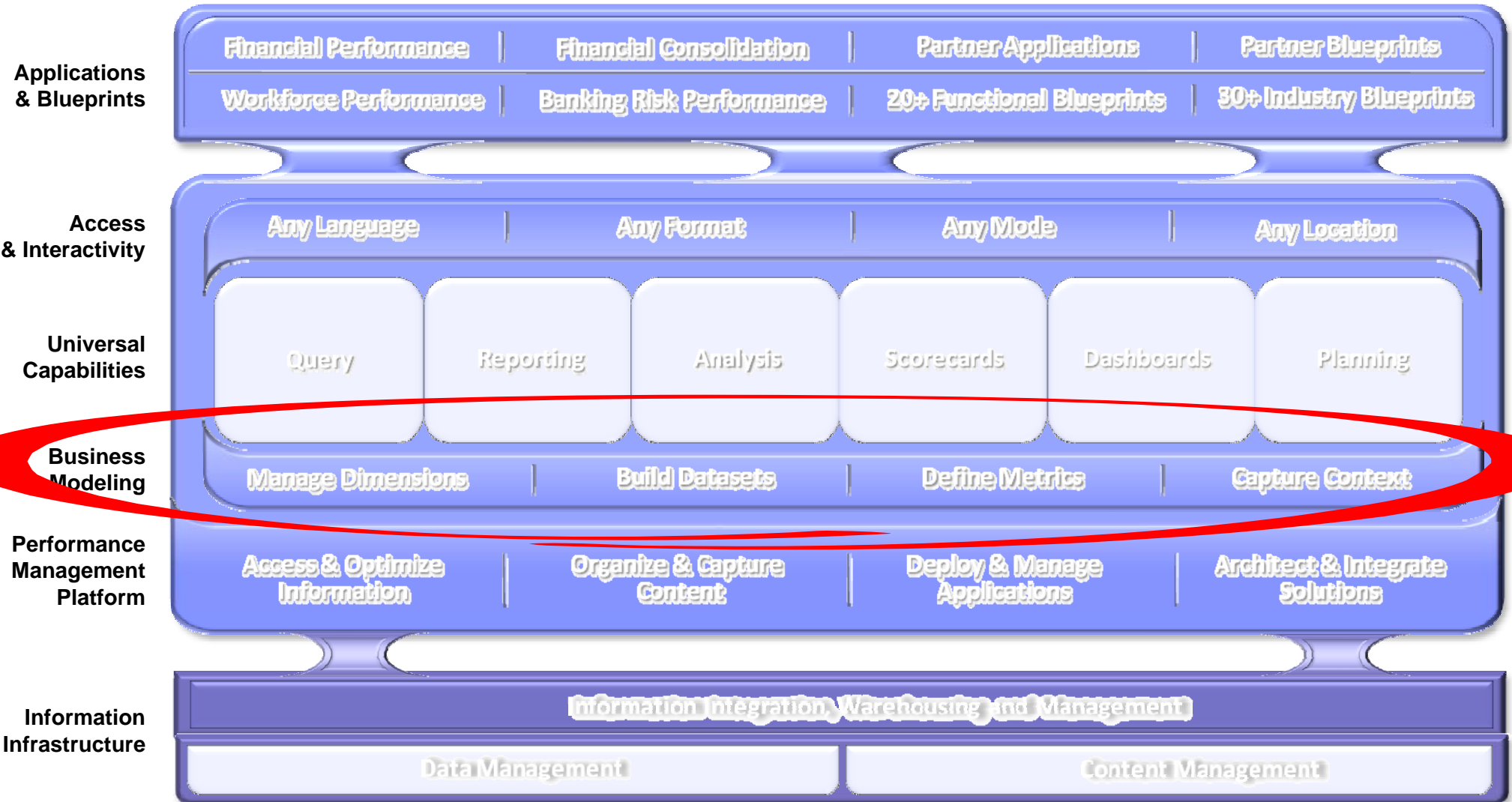
So the question is…

When it comes to information
needed to drive performance….

- Does the business have to
  behave like mavericks and
  continue to work outside of
  the IT systems?

- Or can we create the world
  where business can work
  WITH IT?

IBM Cognos Performance Management System

Applications & Blueprints

Financial Performance	Financial Consolidation	Partner Applications	Partner Blueprints
Workforce Performance	Banking Risk Performance	20+ Functional Blueprints	30+ Industry Blueprints

Access & Interactivity

Any Language	Any Format	Any Mode	Any Location

Universal Capabilities

Query	Reporting	Analysis	Scorecards	Dashboards	Planning

Business Modeling

Manage Dimensions	Build Datasets	Define Metrics	Capture Context

Performance Management Platform

Access & Optimize Information	Organize & Capture Content	Deploy & Manage Applications	Architect & Integrate Solutions

Information Infrastructure

Information Integration, Warehousing and Management

Data Management	Content Management

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Business Modeling is Increasingly Important to Engage Users

"I wish the sales hierarchy reflected the latest re-organization so I could see regional revenue against goal."
VP of Operations

"I want to combine these 2 data sources and aggregate by week, and then model various pricing adjustments."
Financial Analyst

"I need to define market effectiveness to track campaign spend."
Marketing Manager

"Is local marketing spend included in total product line P&L, or not."
Brand Manager

CUSTOMER PAINS

- Information just isn't organized the way the business needs it to be

- Each person works individually on their own version and find it hard to share and keep up to date

- Sources just don't provide the metrics and thresholds I need to measure

- Individuals don't know how to interpret what they see, and can't help each other

Business Modeling Enables the Business User to Shape Their World…without relying on IT but with IT governance

Business Modeling

|			
Business Activity	MANAGE DIMENSIONS	BUILD DATASETS	DEFINE METRICS	CAPTURE CONTENT
Business Content	DIMENSIONS AND TERMS	AGGREGATES AND CALCULATED VIEWS	INITATIVES AND METRICS	ATTACHMENTS AND ANNOTATIONS
Business Process	CREATE AND MAINTAIN	COLLABORATE AND GOVERN	SYCHRONIZE AND S
Organize & Capture Content	**Dimension Store** Shared, multi-contribution engine with open interfaces	**TM1** 64-bit, in-memory, instant calculation engine	**PowerCubes/ Transformer** High performance cube and cache	**Content Store** Repository for saved metadata objects and documents

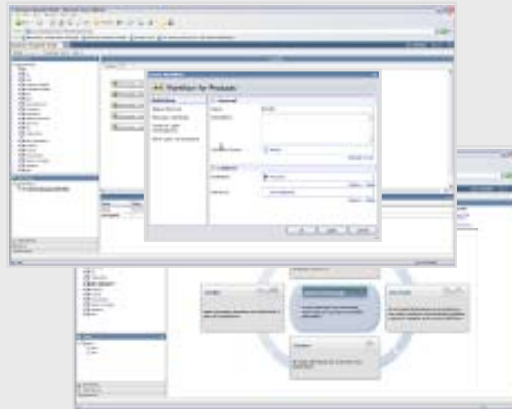# *IBM Cognos 8 Business Viewpoint*

Create and Maintain

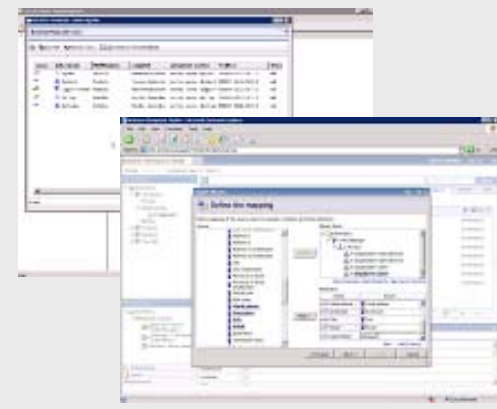Enable the business to capture their own current and future viewpoints
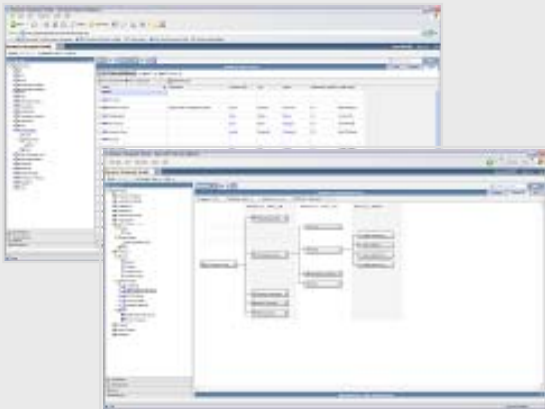
Govern and Collaborate

Replace manual, error-prone efforts with fully transparent, automated and auditable processes
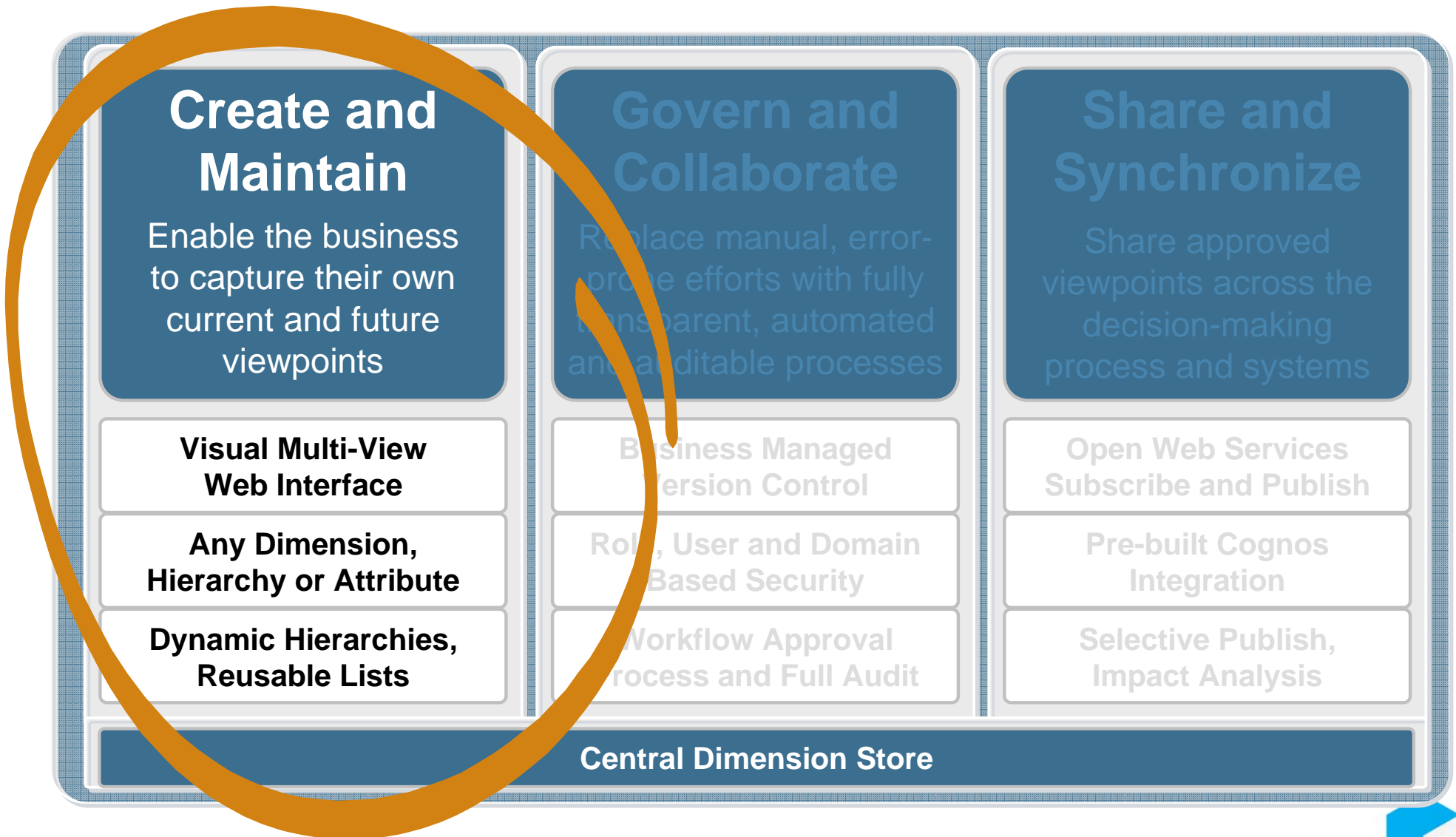
Share and Synchronize

Share approved viewpoints across the decision-making process and systems

Helps business shape information in a way that makes sense to them without sacrificing IT governance and control

Key Capabilities of IBM Cognos 8 Business Viewpoint

Create and Maintain

Enable the business to capture their own current and future viewpoints

Visual Multi-View Web Interface

Any Dimension, Hierarchy or Attribute

Dynamic Hierarchies, Reusable Lists

Govern and Collaborate

Replace manual, error-prone efforts with fully transparent, automated and auditable processes

Business Managed Version Control

Role, User and Domain Based Security

Workflow Approval Process and Full Audit

Share and Synchronize

Share approved viewpoints across the decision-making process and systems

Open Web Services Subscribe and Publish

Pre-built Cognos Integration

Selective Publish, Impact Analysis

Central Dimension Store

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Demo
Create and Maintain

Cognos 8 Business Viewpoint

Key Capabilities of IBM Cognos 8 Business Viewpoint

Create and Maintain	Govern and Collaborate	Share and Synchronize
Enable the business to capture their own current and future viewpoints	Replace manual, error-prone efforts with fully transparent, automated and auditable processes	Share approved viewpoints across the decision-making process and systems
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Central Dimension Store

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Cognos 8 Business Viewpoint

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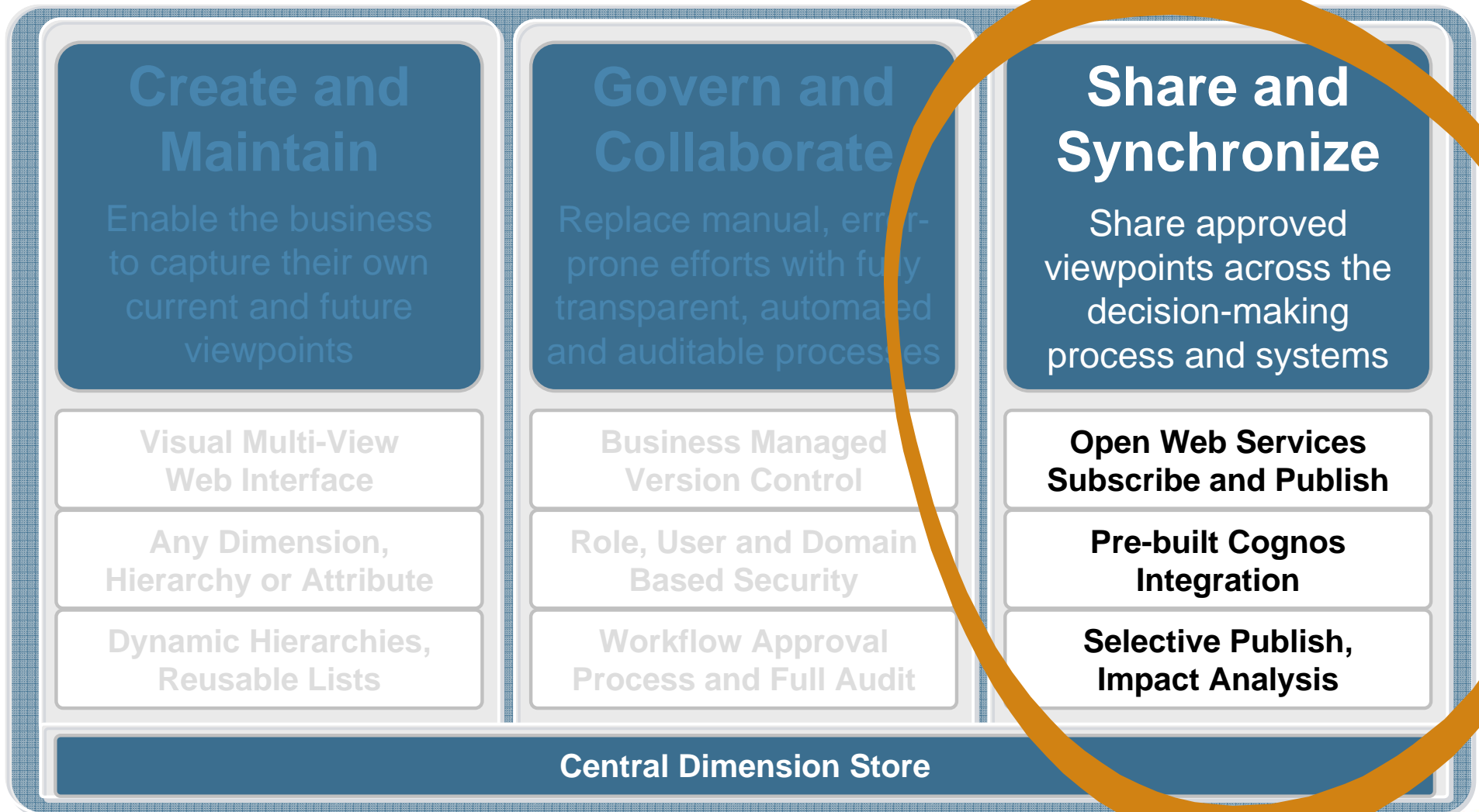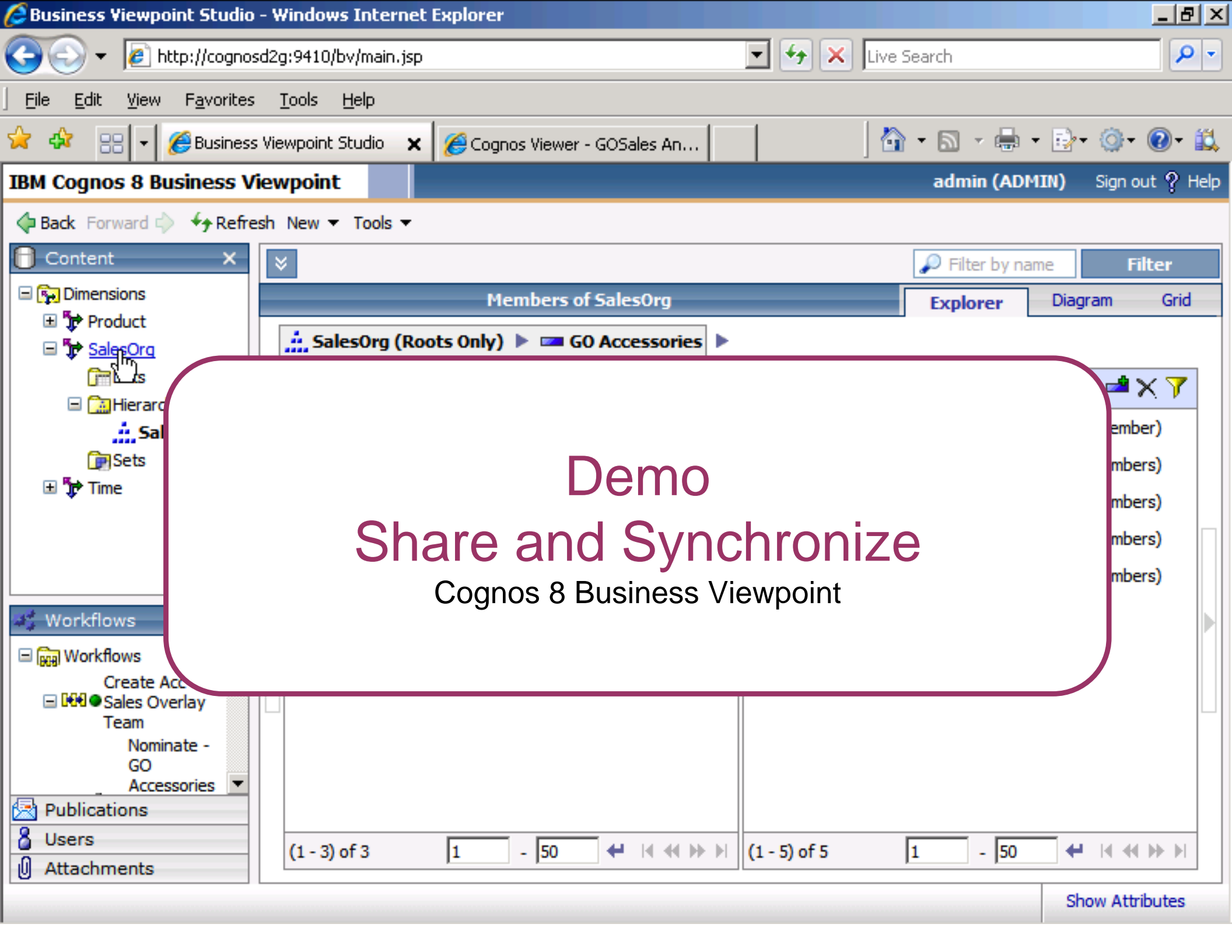
Demo
Share and Synchronize
Cognos 8 Business Viewpoint

Business Viewpoint Ensures Ownership is in the Right Hands

- **Business Viewpoint in Business Hands**
  - Ensures business own the definition and use of common dimensions for common use across the organization
  - Fuels decision making with the business Modify or maintain dimensions, hierarchies or financial metadata structures (e.g. cost center hierarchies) etc.
  - Provides a rich environment for business users to own and collaborate across the organization

- **Framework Manager in IT Hands**
  - Ensures IT owns the platform to fuel a complete, consistent and accurate view of information
  - Drives the platform's common metadata model and single query service
  - Delivers data in terms business users understand and can use

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Business Modeling

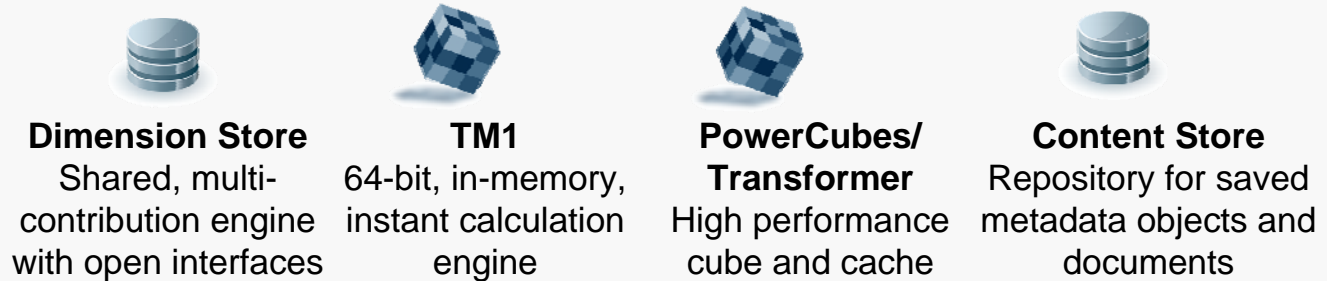|				
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Business Modeling: Business Content

Dimensions and Terms

- **Capture the knowledge to build into the system**
  - Enable business to structure dimension how they want to view and use them

Aggregates and Calculated Views

- **Construct own slice of data**
  - Enables the business to derive new insight for what-if scenario modeling or planning

Initiatives and Metrics

- **Define metrics and thresholds**
  - Enables the business to communicate the objectives and goals by which the business will be measured

Attachments and Annotations

- **Capture the context**
  - Enables business users to communicate understanding and add color to share across the business

It can be done…

– The business does want access to IT-managed corporate information

…and the ability to contribute their information into that world

…with the independence to move fast without reliance on IT

…and work together in a governed fashion

…so they can drive the business forward

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Where to go for more information on Business Viewpoint

- **Talk to your Account Representative**

- **Check out IBM.com**

  – **http://www-01.ibm.com/software/data/cognos/products/cognos-8-business-viewpoint/features-and-benefits.html?S_CMP=wspace**

  – Business Viewpoint Demo

  – Business Viewpoint Whitepaper "Dimension Management at the Speed of Business"

  – Business Viewpoint Fact Sheet

  – Business Viewpoint Performance Days 2009 Presentation
    - **Coming soon**

Continue Your Learning

- www.ibm.com/cognos/customercenter
  - The Cognos Customer Center is the single place to go for easy access to valuable IBM Cognos resources

- IBM Cognos Proven Practices
  - Source of tried, tested, and proven technical information to help you succeed with IBM Cognos products in your specific environment

- IBM Cognos Training Paths
  - View training recommended by role to determine which courses will help you increase your IBM Cognos skills

- www.ibm.com/cognos/training
  - Visit the IBM Cognos Education web pages to understand all of the ways that training can support the success of your solution

- www.ibm.com/cognos/consulting
  - Engage a consultant to help you achieve successful implementation and deployment of your software solution

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