



# IBM Cognos Content Analytics V2.1 enables exploratory analytics for new business insight

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## At a glance

Unlock the value of unstructured content to enable exploratory analytics for new business insight, and create a new class of analytical applications.

- **Discover** new relationships in your content.
- **Refine** content to provide business context using semantic and faceted search capabilities.
- **Deliver** new insights to business users, applications, or business processes and convert that insight into active, focused decision making.

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Reference: LE001

## Overview

IBM® Cognos Content Analytics V2.1 provides a robust interface for exploratory analytics of unstructured content, enabling the discovery of new insights for better decisions, as well as empowering a new class of analytical applications leveraging unstructured content.

With total content analysis, Cognos Content Analytics V2.1 provides enterprises with tools they can use to better identify new revenue opportunities, improve customer satisfaction, and provide early problem detection.

Key capabilities of Cognos Content Analytics include:

- **Discover:** Automate discovery, enabling users to identify all relevant content from a wide range of sources by crawling key words or phrases.
- **Visualize:** Explore relationships within unstructured content, surface anomalies, and navigation identified in 2D heat-maps of correlations.
- **Refine:** Continuous refinement of content to provide business context, which leverages semantic and faceted search technologies.
- **Deliver:** New insights on correlations between content sources are delivered to business users, applications, or business processes and convert that insight into active, focused decision making.

IBM Cognos Content Analytics can access virtually any type of structured, semi-structured, or unstructured content. It is customizable and extensible through an

API. Application developers can explore and analyze content directly with a dynamic, highly visual interface that surfaces correlations and exceptions between entities in unstructured content.

IBM Cognos Content Analytics integrates with IBM Cognos Business Intelligence 8 for additional reporting, analysis, and information delivery capabilities.

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## Key prerequisites

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Refer to the [Technical information](#) section.

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## Planned availability date

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December 11, 2009, electronic software delivery

December 11, 2009, media and documentation

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## Description

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IBM Cognos Content Analytics V2.1 enables a new class of analytic applications to unlock the value of unstructured content. These applications will enable organizations to discover, refine, and deliver new insights to the business.

Business users can explore content analytics directly with a dynamic, highly visual interface. Cognos Content Analytics integrates with IBM Cognos Business Intelligence 8 for additional reporting, analysis, and information delivery.

The platform can access virtually any type of structured, semi-structured, or unstructured content. It is customizable and extensible through an API. Application developers can leverage these APIs, along with their domain expertise and industry knowledge, to develop a new class of analytic applications. Example applications could include:

- Analyze customer service metrics based on analysis of text in call center records
- Analysis of product planning priorities based on warranty claims
- Analysis of competitive position based on analysis of text in competitor reports and win/loss data
- Analysis of insurance fraud based on contents of claims forms

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## Reference information

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Refer to Software Announcement [209-456](#), dated December 08, 2009.

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## Availability of national languages

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Product description	Language	GA date
IBM Cognos Content Analytics V2.1.0	Multilingual (Portuguese, French, Danish, Russian, Hebrew, Arabic, Korean, Chinese - Simplified, Spanish, Norwegian Bokmal, Portuguese-Brazilian, German, Swedish, Japanese,	December 11, 2009

Chinese - Traditional,  
Hungarian, English,  
Slovenian, Greek,  
Turkish, Dutch, Czech,  
Slovakian, Italian,  
Finnish, Polish)

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## Program number

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Program number	VRM	Program name
5724-z21	2.1.0	IBM Cognos Content Analytics

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## Offering Information

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Product information is available via the Offering Information Web site

<http://www.ibm.com/common/ssi>

Also, visit the Passport Advantage® Web site

<http://www.ibm.com/software/passportadvantage>

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## Publications

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No publications are shipped with this product.

The IBM Publications Center

<http://www.ibm.com/shop/publications/order>

The Publications Center is a worldwide central repository for IBM product publications and marketing material with a catalog of 70,000 items. Extensive search facilities are provided. Payment options for orders are via credit card (in the U.S.) or customer number for 20 countries. A large number of publications are available online in various file formats, and they can all be downloaded by all countries.

Publications for IBM Cognos Content Analytics V2.1 can be found at

<http://www.ibm.com/support/docview.wss?rs=4173&uid=swg27015095>

<http://publib.boulder.ibm.com/infocenter/analytic/v2r1m0/>

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## Technical information

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### **Specified operating environment**

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#### **Hardware requirements**

Cognos Content Analytics requires the following minimum hardware:

- Processor:
  - AIX®: POWER® processor<sup>1</sup>
  - Microsoft® Windows®: x86 processor<sup>2</sup>
- RAM: 4 GB
- Disk space: 5 GB

**Note:** RAM and disk space varies by work load. See system requirement technote for more details.

1

Intel® 32-bit processors, including IBM System x®, eServer™ xSeries®, and BladeCenter® servers. 64-bit AMD Opteron (AMD64) and Intel Xeon® (EM64T) processors, including IBM System x and BladeCenter servers.

2

IBM POWER-based processors, including IBM System p® and eServer pSeries®.

Additional information: The program's detailed specifications and specified operating environment information may be found in the following system requirement technote information published by IBM. Documentation and other program content may be supplied only in the English language.

<http://www.ibm.com/support/docview.wss?rs=4173&uid=swg27015092>

### **Software requirements**

Server operating systems (one of the following)

- AIX 5.3 (64-bit)
- AIX 6.1 (64-bit)
- Microsoft Windows Server 2003 Enterprise Edition R2 SP2 or SP2 (32-bit)
- Microsoft Windows Server 2008 Enterprise Edition SP2 (64-bit)
- Novell SUSE Linux® Enterprise Server 10 (32-bit)
- Novell SUSE Linux Enterprise Server 10 (64-bit)
- Red Hat Enterprise Linux Advance Server 5 (32-bit)
- Red Hat Enterprise Linux Advance Server 5 (64-bit)

### **Java™ Runtime Environment (server)**

Java Runtime Environment V1.6 (32-bit or 64-bit) (included)

### **Client browsers (one of the following):**

Clients running one of the following Web browsers can access and run the Cognos Content Analytics Web applications. Client systems must have the necessary hardware to support a browser that supports frames, Java script, and Adobe® flash player V10.x installed.

- Microsoft Internet Explorer 7
- Microsoft Internet Explorer 8
- Mozilla Firefox 3
- Mozilla Firefox 3.5

### **Web Application Server (one of the following):**

- Jetty 6.1.14 (included)
- WebSphere® Application Server 6.1, base edition (optional)
- WebSphere Application Server 7.0, base edition and network deployment (optional)

Additional information: The program's detailed specifications and specified operating environment information may be found in the following system requirement technote information published by IBM. Documentation and other program content may be supplied only in the English language.

<http://www.ibm.com/support/docview.wss?rs=4173&uid=swg27015092>

The program's specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a readme file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

## Planning information

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### Packaging

Primary

- IBM Cognos Content Analytics V2.1 DVD

IBM Cognos Content Analytics Quick Start Guide CD

- IBM Content Integrator V8.5.1 DVD for limited use with Cognos Content Analytics
- IBM WebSphere Application Server V7.0.0 CD for limited use with Cognos Content Analytics

Secondary

- IBM InfoSphere Federation Server V9.7 (and related products) for limited use with Cognos Content Analytics
- IBM DB2® Enterprise Server Edition V9.7 (and related products) for limited use with Cognos Content Analytics

### Security, auditability, and control

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IBM Cognos Content Analytics V2.1 uses the security and auditability features of the host.

The customer is responsible for evaluation, selection, and implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities.

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## Software Services

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IBM Software Services has the breadth, depth, and reach to manage your services needs. You can leverage the deep technical skills of our lab-based, software services team and the business consulting, project management, and infrastructure expertise of our IBM Global Services team. Also, we extend our IBM Software Services reach through IBM Business Partners to provide an extensive portfolio of capabilities. Together, we provide the global reach, intellectual capital, industry insight, and technology leadership to support a wide range of critical business needs.

To learn more about IBM Software Services or to contact a Software Services sales specialist, visit

<http://www.ibm.com/software/sw-services/>

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## Ordering information

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This product is only available via Passport Advantage. It is not available as shrinkwrap.

### Product information

Licensed function title	Product group	Product category
IBM Cognos Content Analytics	IBM Cognos Analytical Applications	IBM Cognos Analytical Applications
IBM Cognos Content Analytics Non-Product	IBM Cognos Analytical Applications	IBM Cognos Analytical Applications

## Charge metrics definitions

### Processor Value Unit (PVU)

Processor Value Unit (PVU) is a unit of measure by which this software product can be licensed. PVU entitlements are based on processor technology (defined within the PVU table<sup>3</sup> by processor vendor, brand, type, and model number). IBM continues to define a processor, for purposes of PVU-based licensing, to be each processor core on a chip. Each software product has a unique price per PVU. To determine the total cost of deploying an individual software product in a specific hardware environment, you must take the following steps:

1. For each processor core in the hardware environment on which the software product is to be licensed, determine the PVU requirement based on its processor technology per the PVU table<sup>3</sup>.
2. Add the PVU requirements for all processor cores in the hardware environment.
3. Multiply the software product's price per PVU by the total number of PVUs required as determined in step 2 above.

PVU entitlements are specific to a software product and may not be exchanged, interchanged, or aggregated with PVU entitlements of another software product.

Unless you have deployed eligible sub-capacity products according to the sub-capacity<sup>3</sup> terms, you must obtain PVU Proof of Entitlements (PoEs) for the maximum number of activated<sup>4</sup> physical processor cores in the hardware environment made available to or managed by the software product. This is also referred to as *full capacity licensing*.

<sup>3</sup> For information regarding PVU and sub-capacity licensing, including the latest PVU table, visit

[http://www.ibm.com/software/lotus/passportadvantage/pvu\\_licensing\\_for\\_customers.html](http://www.ibm.com/software/lotus/passportadvantage/pvu_licensing_for_customers.html)

<sup>4</sup> Activated processor cores are physical processor cores that are available for use in a server. They include processor cores:

- That are activated (available for use) when the server is shipped by the manufacturer
- That are activated subsequently through activation codes purchased from the server manufacturer by the customer
- Whose capacity can be limited by the customer through Virtualization technologies, operating system commands, and BIOS settings

## Passport Advantage program licenses

### IBM Cognos Content Analytics

Part description	Part number
IBM Cognos Content Analytics	
IBM Cognos Content Analytics PVU Annual SW S&S Rnw1	E08B3LL
IBM Cognos Content Analytics PVU Lic + SW S&S 12 Mo	D0C0MLL
IBM Cognos Content Analytics PVU SW S&S Reinstate 12 Mo	D0C0NLL

### IBM Cognos Content Analytics

Part description	Part number
IBM Cognos Content Analytics Non-Product	
IBM Cognos Content Analytics Non-Production PVU Annual SW S&S Rnw1	E08B2LL
IBM Cognos Content Analytics Non-Production PVU Lic + SW S&S 12 Mo	D0C0KLL
IBM Cognos Content Analytics Non-Production PVU SW S&S Reinstate 12 Mo	D0C0LLL

## Passport Advantage supply

Program name/description	Part number
IBM Cognos Content Analytics V2.1.0 IBM Cognos Content Analytics V2.1 Multiplatform Multilingual Media Pack	B5029ML

## Passport Advantage customer: Media pack entitlement details

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Customers with active maintenance or subscription for the products listed are entitled to receive the corresponding media pack.

### IBM Cognos Content Analytics V2.1.0

Entitled maintenance offerings description	Media packs description	Part number
IBM Cognos Content Analytics Non - Production per Processor Value Unit	IBM Cognos Content Analytics V2.1 Multiplatform Multilingual Media Pack	B5029ML
IBM Cognos Content Analytics per Processor Value Unit	IBM Cognos Content Analytics V2.1 Multiplatform Multilingual Media Pack	B5029ML

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### License Information form number

Program name	Program number	Form number
IBM Cognos Content Analytics	5724-Z21	L-DDCY-7WRMLM

The program's License Information will be available for review on the IBM Software License Agreement Web site

<http://www.ibm.com/software/sla/sladb.nsf>

### Limited warranty applies

Yes

### Money-back guarantee

If for any reason you are dissatisfied with the program and you are the original licensee, you may obtain a refund of the amount you paid for it, if within 30 days of your invoice date you return the program and its PoE to the party from whom you

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Product name

IBM Cognos Content Analytics                      No

***Volume orders (IVO)***

No

***Passport Advantage applies***

Yes, and through the Passport Advantage Web site at

<http://www.ibm.com/software/passportadvantage>

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<http://www.ibm.com/software/sla/sladb.nsf>

***IBM Operational Support Services - SoftwareXcel***

No

***System i Software Maintenance applies***

No

***Educational allowance available***

Not applicable.

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## Prices

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