

IBM Cognos 8 Business Intelligence and IBM Information Server

Solving the information challenge for IT

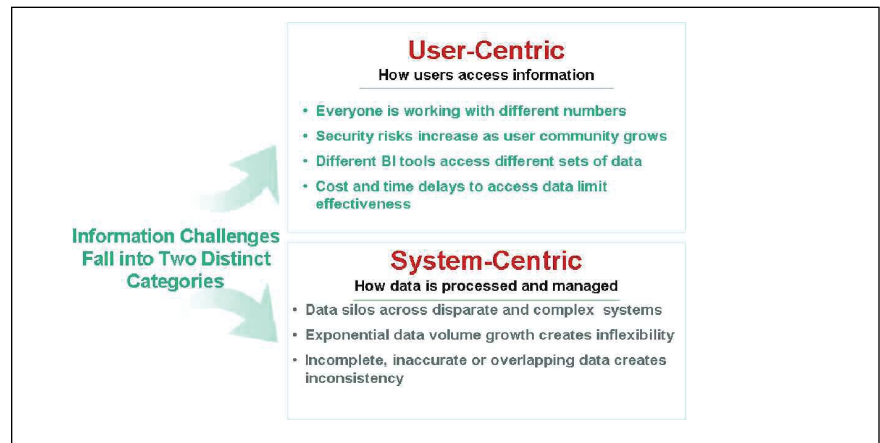
Overview

Companies are faced with ever growing volumes of data, siloed across disparate sources. Unifying and managing this data has become a top priority for companies, and a necessity in order to deliver business intelligence (BI) and performance management insight. Despite the complexities of the traditional data landscape within organizations, IT must ensure that all users can see a complete and consistent view of information so they can trust and properly use the information they see in their BI and performance management solution.

The challenges for IT fall into two distinct categories:

- The need to address the System-centric issues to unify data and streamline it as it is processed and flows across IT systems.
- The need to address User-centric issues by providing a simple and compelling way for users to access—and act on—that data.

No single solution can address both these distinct categories. A user-centric system ensures that the user need for information is satisfied,



while a system-centric system ensures IT can strategically manage data across the broad IT infrastructure. Now, with the seamless integration of IBM Cognos® 8 Business Intelligence and IBM Information Server®, IT can solve both of these fundamental information challenges to deliver value to the business.

IBM Information Server is a revolutionary new software platform from IBM that helps organizations derive more value from the complex, heterogeneous information spread across their systems to address the system-centric information challenges. It enables organizations to integrate disparate data and

deliver trusted information wherever and whenever needed, in line and in context, and make it available for use by people, applications, and processes. IBM Cognos 8 Business Intelligence is the only BI product to deliver the complete range of BI capabilities: reporting, analysis, scorecarding, dashboards, and business event management on a single, proven platform. Easy to deploy and use, IBM Cognos 8 BI delivers a simple user-centric environment that enables better decision-making, drives user adoption, and serves as an enterprise-scale foundation for performance management.

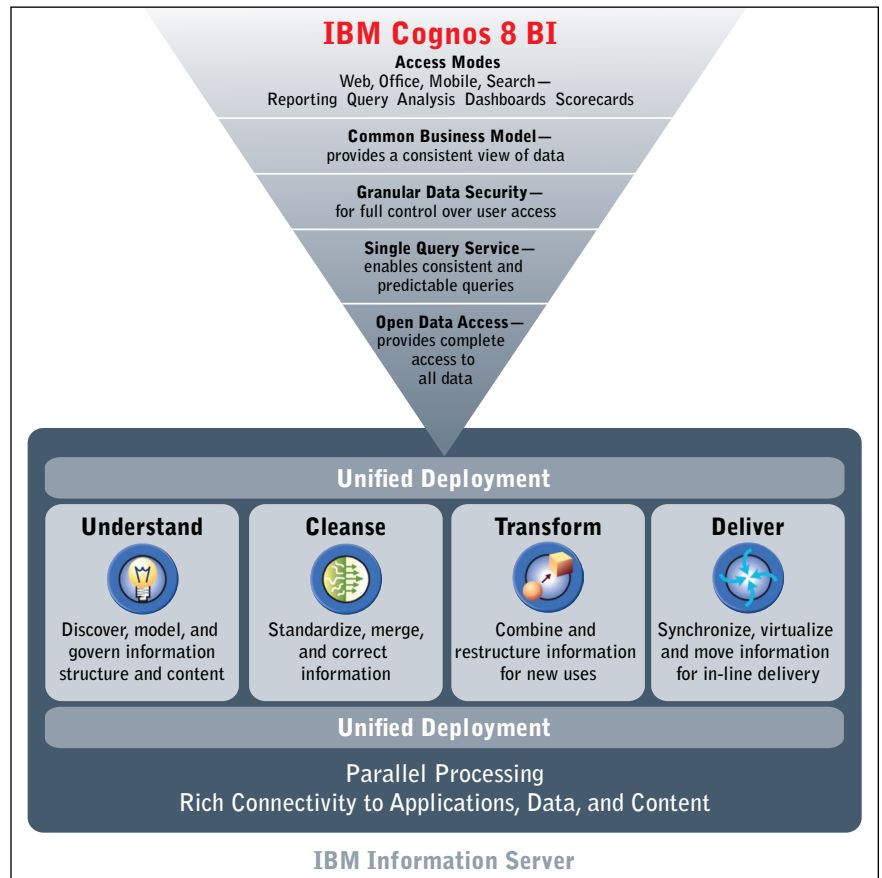
Technical Specifications

IBM Information Server: solving the information integration challenge

IBM Information Server helps business and IT personnel collaborate to understand the meaning, structure, and content of any type of information across multiple sources. It provides breakthrough productivity and performance for cleansing, transforming, and moving this information consistently and securely throughout the enterprise. With IBM Information Server information can be accessed and used in new ways to drive innovation, increase operational efficiency, and lower risk.

IBM Information Server achieves new levels of speed and flexibility for information integration by providing:

- A **comprehensive, unified foundation** for an enterprise information architecture that is scalable to any volume and processing requirement
- **Auditable data quality** that provides a foundation for trusted information across the enterprise
- **Metadata-driven integration** that delivers breakthrough productivity and flexibility for integrating and enriching information
- **Consistent, reusable information services** – along with application services and process services, an enterprise essential
- Accelerated time to value with proven, **industry-aligned solutions** and expertise



- The **broadest and deepest connectivity** to information across diverse sources including structured, unstructured, mainframe, and applications.

As a data foundation for BI, IBM Information Server helps organizations develop a unified view of the business, enabling better decisions by helping them to understand existing data sources; to cleanse, correct, and standardize information, and use it as the foundation for performance management.

Features and Benefits

IBM Cognos 8 BI: solving the decision-making dilemma

The full promise of business intelligence and performance management can only be realized when all users can trust and access all of their data to understand what is happening, why, and the actions they need to take in order to help drive organizational success.

IBM Cognos 8 BI achieves new levels of decision-making across the organization by providing the following capabilities:

- **Reporting and Dashboards**
– Users can create, modify, and distribute any report the company requires—invoices, statements, weekly sales and inventory reports, from any data source for consistent fact-based decision-making. With dashboards, users can view and analyze complex data in intuitive graphical formats, including dashboard layouts, geographical maps, pie or bar graphs, or 3D graphs.
- **Analysis and ad-hoc query**
– Online analytical processing (OLAP) means users can explore large volumes of summarized data in a variety of formats with industry-leading response times, drilling through to the details they need.
- **Scorecarding** – Use scorecarding with IBM Cognos 8 BI to create the single and trusted source of performance data that your business users need to monitor their performance against targets. Administrators can create metrics, process diagrams, or scorecards once and use them across the organization to ensure everyone is working with the same definitions and to the same targets.
- **Business Event Management**
– With IBM Cognos 8 BI business event management (BEM) you don't need to go looking for important information—it delivers the information to you. IBM

Cognos 8 Business Intelligence BEM automates the management of business events that need attention, such as a late shipment or a service level not being met. It monitors and detects these events, and then links them to those accountable for their resolution.

IBM Cognos 8 BI provides all capabilities in **one product on one Web services-based service-oriented architecture (SOA)** that deploys rapidly into complex enterprise environments while leveraging the existing IT investments. This architecture provides the framework for enterprise scale and security, management services from install to deployment, and information services to integrate with an organization's existing infrastructure and the power of the IBM Information Server.

Feature Overview

Information services and open data access:

The IBM Cognos 8 platform provides a common business model, secure data access, consistent query of information, and open data access to all data – for all users across all BI capabilities. In this way, users can be sure they can access any data through any BI capability to genuinely achieve consistent business results and work from a single version of the truth.

Benefits derived from these unique capabilities include a BI platform that is:

- **Shared** – IBM Cognos 8 Business Intelligence is the only BI product to deliver a common business model that underpins and drives all BI capabilities—reporting, analysis, dashboards, scorecards, and event management. The **Common Business Model** ensures delivery of information to business users in terms they understand. The result is everyone can work from the same numbers and can focus on the task at hand, not on debating facts and figures.
- **Consistent** – IBM Cognos 8 BI is the only product with a **Single Query Service** to ensure answers are consistent regardless of the BI capability that was used to make the request. It acts as a single point of interface with the source systems to provide consistency of access and predictability for IT.
- **Secure** – IBM Cognos 8 BI provides comprehensive security capabilities, and where data is concerned, provides granular data-level security that ensures users only have access to the information they should see. **Granular Data Security** enables the security of all IBM Cognos BI Objects and information down to folders, reports, metrics, events, and individual rows and columns of data in the metadata model.

- **Open – Open data access**

ensures that IBM Cognos can provide a complete view to information. As the point of interface with the data sources and with information management technology, it can access transactional, multi-dimensional and modern sources. With pre-built integration to IBM Information Server it can leverage the best-of-breed broader data integration functionality including such things as data quality technology.

With the ability to access data wherever it resides and leverage the appropriate sourcing strategy, IT can deliver access to the data users need, when they need it, without having to endure the high cost and time factors that accompany the creation of a specific data store to suit their needs. Only the IBM Cognos 8 Business Intelligence solution delivers all of these elements that are required to get the consistent, complete view of information that users need.

About IBM Cognos BI and Performance Management:

IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution.

Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

For further information or to reach a representative: ibm.com/cognos

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To request a call or to ask a question, go to ibm.com/cognos/contactus. An IBM Cognos representative will respond to your enquiry within two business days.



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