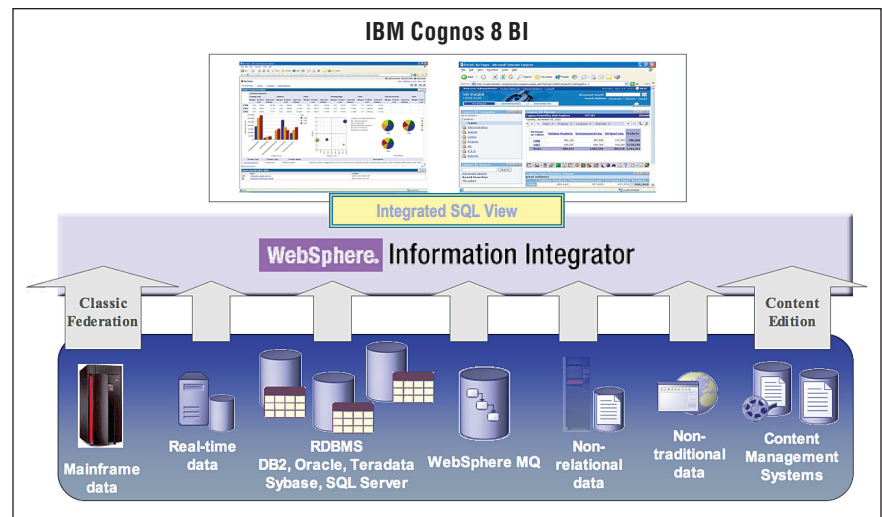


# IBM Cognos 8 BI and IBM WebSphere Information Integration Solution

## The new standard in enterprise visibility

### Overview

*The IBM Cognos® enterprise business intelligence (BI) solution is an end-to-end product that combines business intelligence software with IBM WebSphere® Information Integrator, giving companies access to all the enterprise data needed for effective corporate performance management (CPM). IBM Cognos business intelligence software helps improve your performance by enabling better business decisions. IBM WebSphere Information Integrator gives your organization real-time, integrated access to all relevant business information—structured and unstructured, mainframe and distributed, public and private—across the enterprise. With this joint solution, IT can remove the barriers to an integrated architecture with interoperability among heterogeneous environments.*



*IBM Cognos 8 BI runs on top of the IBM infrastructure to provide seamless reporting, analysis, dashboard, scorecarding, and business event management capabilities.*

### Technical specifications

IBM Cognos 8 Business Intelligence supports CPM by offering reporting, query, analysis, dashboards, scorecarding, and business event management capabilities in one product and one architecture. As the integration framework, IBM WebSphere Information Integrator brings together data from IBM DB2® Universal Database, IBM Informix® databases, Teradata, Oracle, Microsoft® SQL Server®, Sybase, XML, ODBC sources, e-mail, CRM, and a variety of other sources. It also extends your information integration to mainframes, such as VSAM and IMS, and

unstructured content repositories such as IBM FileNet®, Documentum, Open Text, and IBM DB2 Content Manager.

With the recent acquisition of Ascential® Software by IBM, the IBM Ascential software line has been rebranded under IBM WebSphere Information Integration Solutions. The IBM Cognos BI solution continues to leverage the IBM WebSphere Data Integration Suite including IBM WebSphere DataStage®, IBM QualityStage, IBM ProfileStage, and IBM MetaStage®, by providing metabrokers for IBM Cognos 8 BI that deliver key metadata to the IBM Cognos environment.

# IBM Cognos 8 BI and IBM WebSphere Information Integration Solution

With integrated information from the IBM Cognos business intelligence solution, companies can turn raw data into a foundation for performance management.

## Features and benefits

### *IBM Cognos 8 Business Intelligence*

The value of business intelligence is improved and accelerated decision-making. With IBM Cognos 8 Business Intelligence, companies can deliver the consistent and interconnected enterprise-wide information needed to improve the decision-making process. As part of this platform, the IBM Cognos solution offers

### Reporting

Create any type of report, for any user, with any data.

- Covers the complete range of reporting needs—managed, production, ad hoc, personalized, and more. Report against all operational systems, OLAP, and relational data sources. Display reports in all desired output formats (email, HTML, Adobe® PDF, Microsoft Excel®, CSV, XML).

- Drag-and-drop data elements, formatting, and selection extends self-service report authoring to users, offloads IT requirements, and reduces the reporting backlog.
- Single, zero-footprint and adaptive authoring interface for reports and dashboards.
- Drill-through and drill-down automatically built-in.
- Build a report once and deploy in any language.

### Analysis

Explore and analyze large volumes of data covering all dimensions of the business, whether stored in OLAP or dimensionally aware relational sources.

- Analyze large data sets with easy-to-use, drag-and-drop user interface.
- Compare performance to see trends over time.
- Pursue business questions through analysis and exploration with fast and predictable response times.
- Powerful, yet easy-to-use comparative analysis.

- See performance outliers, such as most and least effective suppliers, in one analysis.

### Scorecarding

Link initiatives and projects to strategy with metrics and strategy maps. Use the same scorecard metrics to drive enterprise planning for integrated performance management.

- Easily see and track the status of key performance indicators and initiatives.
- Understand the root cause of performance issues.
- Scorecards and metrics use the same single metadata model that drives analysis and reporting.
- Attach reports and analysis to get the information underpinning metrics and understand what drives the performance.
- Link metrics to owners to help drive accountability.
- Support Balanced Scorecard or other scorecarding approaches.

## Dashboards

Deliver Web-based dashboards with information from different data sources in a single visual report. Provide an at-a-glance snapshot of the business.

- Cut the time to decision with multi-object performance reports, maps, charts, scorecards, and interactive OLAP analysis coordinated in a single view.
- Set up personalized information centers to monitor performance.
- Connect dashboard elements with underlying data for further context and analysis.
- Support various management methodologies.

## Business Event Management

Business event management goes beyond the basic notification functionality provided in other products to automate the decision-making process, launch business processes, and integrate with Business Process Management. Where human intervention is required, through decision-process automation, business event management notifies the people who are accountable and provides the relevant information they need to resolve the issue. Where human intervention is not required, it initiates business processes such as data

updates or Web service procedures to resolve the issue. Throughout the event lifecycle, it continues to monitor and notify, ensuring that all relevant players and systems take appropriate action at the right time.

Business event management benefits include:

- Link different parts of the organization together for enterprise-wide event management.
- Compress the time to action and resolution.
- Define compound events and tasks using event conditions.
- Manage events in context.
- Use both decision-based and business-process issue resolution.
- Track critical events.

## Feature overview

### *IBM WebSphere Information Integrator*

IBM WebSphere Information Integrator gives companies real-time access to a wide range of enterprise information. It offers a range of integration technologies such as enterprise search, data, and content federation, data transformation, data placement (including replication and caching), and event publishing. Business-critical information is often distributed across various sources and operating

platforms including databases (relational and mainframe), XML files, content repositories, and workflow systems.

IBM WebSphere Information Integrator lets applications access diverse and distributed enterprise data as if it were a single source, making it easier to work with disparate data and content, while enhancing a user's execution of IBM Cognos 8 Business Intelligence capabilities. Additional functionality and data access is available through other IBM WebSphere Information Integrator offerings.

### *IBM WebSphere Information Integrator Classic Federation*

**IBM WebSphere Information Integrator Classic Federation for IBM z/OS®** extends IBM Cognos 8 Business Intelligence for access to mainframe data sources including VSAM, IMS, CAIDMS, CA-Datcom, Software AG Adabas, and IBM DB2 Universal Database on the IBM z/OS platform. With this solution, you can access mainframe data without mainframe programming or legacy database skills. IBM Cognos 8 Business Intelligence and IBM WebSphere Information Integration Classic Federation enable companies to quickly integrate legacy data sources with business intelligence applications.

## *IBM WebSphere Information Integrator Event Publisher products*

The IBM WebSphere Information Integrator Event Publisher family of products accelerates data warehousing and business integration by making it easy to link data events with business processes. Changed data items can be used by an application, tool, or message broker

to drive additional processing such as data replication, application-to-application communication, workflow initiation, and data population.

## *IBM WebSphere Information Integrator Content Edition*

By providing a consistent, bi-directional interface to disparate content sources, IBM WebSphere Information Integrator

Content Edition allows organizations to quickly integrate IBM Cognos 8 Business Intelligence and other business applications with disparate content repositories that store documents, images, reports, digital assets, e-mail, and other important business content. This allows users to access and work with distributed content as if it were stored and managed in a single repository, further extending the capabilities of IBM Cognos 8 Business Intelligence.

### **IBM WebSphere Information Integrator**

Technology benefits:

- High performance, real-time, federated queries.
- Complete access to all relevant data sources.
- Bi-directional functionality for working with content.
- Heterogeneous data source synchronization and replication.
- Abstraction of development from unique back end sources.
- Accelerated development of new applications.
- Enterprise-wide search. Business intelligence benefits.
- Enhanced visibility through access to all relevant information.
- Discover the 'why' behind results through documents that provide data in context.
- More analysis and action through less research and collection.
- Opportunities for new applications across the enterprise.

### **Summary**

As IT managers work to reduce cost and complexity in their IT environment, they benefit from a single, Web-based business intelligence solution built on a robust, flexible, and scalable information infrastructure. The combination of IBM Cognos 8 Business Intelligence and IBM WebSphere Information Integrator lets you leverage your relevant information to support better decision-making.

**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: [www.ibm.com/cognos](http://www.ibm.com/cognos)

**Request a call**

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



© Copyright IBM Corporation 2009

IBM Canada  
3755 Riverside Drive  
Ottawa, ON, Canada K1G 4K9

Produced in Canada  
April 2009  
All Rights Reserved.

IBM, and the IBM logo are trademarks of International Business Machines Corporation in the United States, other countries or both. For a complete list of IBM trademarks, see [www.ibm.com/legal/copytrade.shtml](http://www.ibm.com/legal/copytrade.shtml).

Microsoft, Windows, Windows NT, and the Windows logo are trademarks of Microsoft Corporation in the United States, other countries, or both.)

Adobe, the Adobe logo, PostScript, and the PostScript logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States, and/or other countries.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

Any reference in this information to non-IBM Web sites are provided for convenience only and do not in any manner serve as an endorsement of those Web sites. The materials at those Web sites are not part of the materials for this IBM product and use of those Web sites is at your own risk.