

# IBM Cognos 8 BI PowerPlay

IBM® Cognos® PowerPlay Series 7 has allowed users to think about their businesses in terms of dimensions such as time periods, products, customers, and locations. Measures such as revenue, profitability, and customer retention can be easily seen and analyzed in a business context.

Now, that same familiar interface is available on the IBM Cognos 8 platform. With IBM Cognos 8 BI PowerPlay, you can maintain the IBM Cognos PowerPlay 7 user interface and features that are familiar to your user communities, like graphical analysis, drill-through, scenario dimensions, projections, and subsets, and smoothly migrate to the IBM Cognos 8 platform.

security permissions. You can also produce highly formatted reports that are also pulled directly from your PowerCubes and created with IBM Cognos 8 BI reporting capabilities. For example, you might include information from multiple PowerCubes in a single report, and with the bursting and scheduling capabilities, send these reports to your director so that the reports can be read first thing in the morning. IBM Cognos 8 platform makes it easier for you to publish content, backup and restore information, and ensure that employees from all over an organization can get the information they need in the way that works best for them. A more informed organization performs better, which lowers the cost of administration and maintenance, and creates more satisfied users and management.

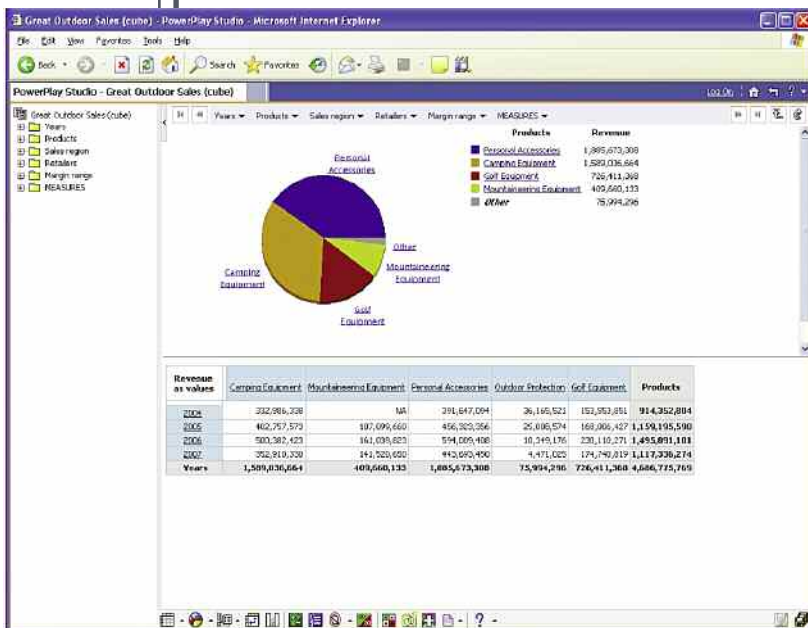
## Managing your systems proactively with IBM Cognos 8 BI PowerPlay and the IBM Cognos 8 BI Administration Console

As an IBM Cognos PowerPlay administrator or IT professional, you can use the single administration console in IBM Cognos 8 BI with familiar controls to administer all of your BI capabilities, including those in IBM Cognos 8 BI PowerPlay. Functions like load-balancing, failover, performance tuning, and monitoring can all be administered through a Web browser.

IBM Cognos 8 BI delivers broad system management functionality that can handle the demands of a large-scale enterprise with ever-increasing data and need to scale to thousands of users.

You can use IBM Cognos 8 BI to meet or exceed service commitments with proactive administration and task-oriented system monitoring which gives you a consolidated view of all system activity; from scheduled and interactive reports, to servers and dispatchers. You can deploy the solution across the enterprise with full fault tolerance and security.

You can also identify and correct anomalies through detailed system metrics, and with the ability to set thresholds that can be monitored. In addition, you can streamline the implementation of upgrades and environment changes with Upgrade Manager, making it easier and more efficient to respond quickly to the new solution requirements.



*A familiar, intuitive interface within the IBM Cognos 8 BI product*

## The benefits of the IBM Cognos 8 platform

The IBM Cognos 8 platform means broader BI capabilities and a lower cost to deploy, manage, and maintain your BI environment. With IBM® Cognos® 8 BI, you can create reports that are based on your existing PowerCubes and run these automatically during off-hours so that they are delivered directly to selected groups of users based on

This functionality in IBM Cognos 8 BI allows you to lower the cost of administration and maintenance as well increase the convenience for all users. In addition, all the same capabilities that IBM Cognos PowerPlay administrators require are still available.



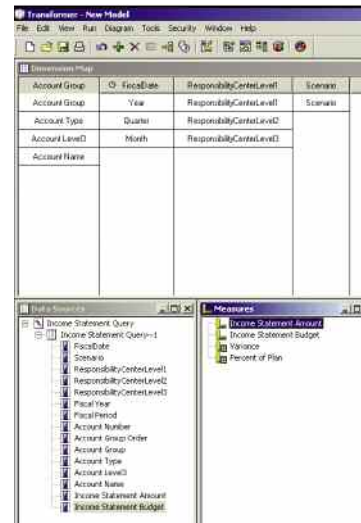
*The Administration Console in IBM Cognos 8 BI supports all the cube and report settings that IBM Cognos PowerPlay administrators are accustomed to controlling.*

### Maintaining existing PowerCube investments

You can use IBM Cognos 8 BI Transformer's tools to create and manage your own cubes optimized for exploration and analysis.

In IBM Cognos 8 BI Transformer, you can build and publish data cubes from existing queries for sub-second response times and additional OLAP exploration. You can create hierarchies, define relationships, and publish cubes with a few mouse clicks.

Content is now stored in the IBM Cognos 8 Content Store, and can be published as a data source. You can also leverage these existing cube investments and enable targeted analysis to speed decision making. All aspects of IBM Cognos 8 BI security are now supported allowing for multiple simultaneous security environments (e.g. LDAP, Active Directory) as well as IBM Cognos namespaces.



IBM Cognos 8 BI Transformer gives you a flexible design environment, access to advanced multidimensional modeling functionality, superior manageability to design and build cubes efficiently, on any platform, from any data source.

### Summary

With IBM Cognos 8 BI PowerPlay, you can maintain the IBM Cognos PowerPlay Series 7 user interface that is familiar to you and smoothly migrate it into the IBM Cognos 8 platform.

### About Cognos, an IBM company

Cognos, an IBM company, is the world leader in business intelligence and performance management solutions. It provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance. Cognos was acquired by IBM in January 2008. For more information, visit <http://www.cognos.com>.

#### For more information

Visit the Cognos Web site at [www.cognos.com](http://www.cognos.com)

#### Request a call

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