

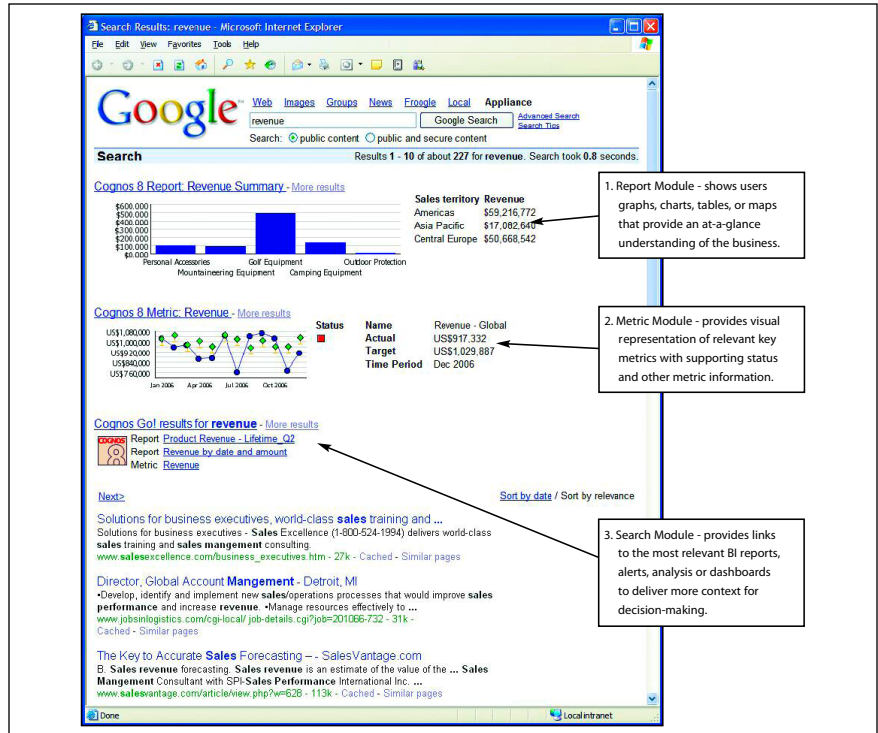
IBM Cognos 8 BI and Google Enterprise Search

Extending the value of business intelligence with effective enterprise search

Overview

According to the Delphi Group, knowledge workers spend up to 25 percent of their day searching for information. A good enterprise search capability helps them find it quickly. It also increases productivity by helping employees build on work done by others instead of starting projects from scratch.

Yet to directly impact business performance, enterprise search must also access the rich business intelligence (BI) content that exists in an organization. IBM Cognos® 8 Go! Search is a new BI search capability that enables people using the Google Search Appliance to instantly find the relevant, strategic enterprise information available from IBM Cognos 8 Business Intelligence.



IBM Cognos 8 BI and Google Enterprise Search.

Technical specifications

IBM Cognos 8 Go! Search modules work with Google OneBox for Enterprise. These modules provide instant answers to common questions, a visual representation of a related key performance metric and its status, and relevant links to other BI information.

IBM Cognos 8 BI delivers the complete range of BI capabilities, is easy to integrate, deploy, and use, and delivers a simplified BI environment. The Google Search Appliance makes searching

this data easier and faster than ever by creating a master index of documents that is ready for instant retrieval in a Google search query. Your search will find the highest quality and most relevant documents, even the most relevant section of a document with your query terms highlighted, display documents in HTML so you don't need the application they were created with, sort those documents by date, and search based on Boolean terms.

IBM Cognos 8 BI provides a one product, one-Web-services-based services-oriented architecture (SOA); comprehensive reporting, querying, and dashboarding with flexible formatting enhancements and chart styles; guided, ad-hoc, and comparative analysis; actionable scorecarding; and a new strategy map design creation facility. You get near real-time alerts, the capability to track issues and provide additional context, extended data integration services, and new consumer modes.

Features and benefits

Through joint development efforts with Google, IBM Cognos 8 Go! Search capabilities are being extended by allowing BI information to be directly accessed with the Google Search Appliance and the new Google OneBox for Enterprise feature. IBM Cognos 8 Go! Search modules are integrated with the Google OneBox for Enterprise, opening BI information to any enterprise user. These modules include:

- **The IBM Cognos 8 Go! Search Report Module**, which delivers—right at the top of the search results—instant answers to common questions. These are displayed as graphical charts, tables, and maps that provide users with an at-a-glance understanding of a business issue.
- **The IBM Cognos 8 Go! Search Metric Module**, which provides a visual representation of a related key performance metric and its status.

- **The IBM Cognos 8 Go! Search Module**, which presents the most relevant links to other BI information, such as related alerts, dashboards, reports, or analyses to provide users with additional context. Combining Google enterprise search functionality and IBM Cognos 8 Go! Search allows end-users to simply type in keywords and phrases into the Google Search Appliance search bar and see the relevant IBM Cognos 8 BI content in the results. IBM Cognos 8 Go! Search takes this one step further by also delivering, right at the top of the search results, specific answers to common questions with live reports and live metric information.

The right information: IBM Cognos 8 BI

IBM Cognos 8 BI is the only BI product to deliver the complete range of BI capabilities: reporting, analysis, scorecarding, dashboards, business event management, and data integration, on a single, proven architecture. Easy to integrate, deploy, and use, IBM Cognos 8 BI delivers a simplified BI environment that improves user adoption, enables better decision-making, and serves as an enterprise-scale foundation for performance management.

IBM Cognos 8 Go! Search also streamlines access to information by providing a common and preferred way to find and leverage BI via familiar search interfaces.

The right way to find it: The Google Search Appliance

Google.com puts the Web's information at your finger-tips. The Google Search Appliance does the same for your Web site or corporate intranet. The Google Search Appliance offers large businesses the productivity enhancing power of Google search. It's a corporate search solution that is as simple and powerful as Google itself.

Minimal set-up and administration

Google OneBox for Enterprise is easy to set up and requires minimal ongoing administration, making it extremely cost-effective. It makes available to users the sea of data that is currently located on Web servers, file systems, and relational databases. IT simply has to point it toward their content, add a search box to their site, and in a matter of hours, they are able to search through more than 220 different file formats in any language.

The Google Search Appliance indexes up to 15 million documents as a standard configuration (custom configurations have an unlimited ceiling), and its security features ensure that users only see the documents to which they have proper access.

Master index of content

Google enterprise search solutions crawl your content and create a master index of documents that is ready for instant retrieval in a Google search query. Benefits to the user include:

- **Google quality and ranking:** Find the highest quality and most relevant documents Google factors in more than 100 variables for each query.
- **Highlighted query terms:** Quickly find the most relevant section of a document using the highlighted query terms displayed on cached documents.
- **View as HTML:** Display documents without needing the original client application of the file format thanks to automatic reformatting of over 220 file formats into HTML.
- **Sort by date:** Access time-sensitive information first via date sorting.
- **Advanced Boolean searches:** Perform complex and sophisticated queries with over 10 special query terms, including Boolean AND, OR, and NOT searches.

IBM Cognos 8 Go! Search and Google OneBox in action

To use a sample scenario, a user enters keywords such as “sales 2006 outdoor equipment.” The IBM Cognos 8 Go! Search Report Module returns at the top of the search screen, a graph taken from an IBM Cognos report that shows sales by equipment type. The IBM Cognos 8 Go! Metrics Module returns the top-three sales metrics by quarter including trends such as actual versus target and benchmarks. IBM Cognos 8 Go! Search Module also includes a list of additional reports and analysis as part of the Google Enterprise Search results.

As a result, everyone inside an organization, whether they understand BI or not, can get immediate answers to their pressing business questions, and see links to other related BI information, in a fast, intuitive, secure, and cost-effective manner. In the past, the complex nature of BI information prohibited enterprise search engines to include this content in their search results. With Google and the open architecture of IBM Cognos 8 BI, IBM Cognos 8 Go! Search can publish BI information to XML.

The combination of two industry leaders

Google is the world leader for searching the Internet. With one of the world’s largest research groups, Google has been able to provide continuous improvements to a service that is already considered the best on the Web for making finding information a fast and seamless experience for millions of users. It is this same commitment to excellence that makes their enterprise search capabilities so effective. IBM Cognos software is the world leader in BI and performance planning for the enterprise. With the right industry vision, innovative products, customer success, and market momentum behind it, IBM Cognos software has extended its reach to include over 85 percent of the Fortune 500.

The benefits of using IBM Cognos 8 BI for these organizations include:

- **All capabilities in one product, on one Web services-based, services-oriented architecture (SOA)** that deploys rapidly into complex enterprise environments. With an intuitive, zero-footprint, Web-based interface for all users, authors, and administrators, IBM Cognos 8 BI is easy to use. IBM Cognos 8 BI uniquely leverages a single query engine, a single metadata source, and a single report specification so users can access any data through any BI capability to genuinely achieve consistent business results and a single version of the truth.
- **Comprehensive reporting, querying, and dashboarding** that leverages the open data access of the IBM Cognos 8 BI architecture, enabling reporting off both relational and OLAP data. Unlike vendors that require multiple tools, IBM Cognos 8 BI has a single authoring environment for personalized, managed, production reports and dashboards. Self-service reporting is delivered through a flexible, ad hoc query capability. In addition, new flexible formatting enhancements and chart styles, including gauges, maps, and conditional charts, increase ease of use and deliver fast, effective results.

- **Guided analysis, ad-hoc analysis, and comparative analysis** against dimensionally modeled relational, multidimensional, or OLAP data sources with functionality that provides simple exploration and self-service. Comparative capabilities include enhanced set-based analysis and rich UI improvements, such as one-click context sensitive calculations, for faster more manageable analysis.
 - **Actionable scorecarding** that leverages the full value of best-of-breed scorecarding on a proven, scalable, and robust architecture. In addition, the advanced initiative tracking for projects and actions is complemented by a new strategy map design creation facility, enhanced history charting, cause and effect charts for root cause analysis, and time-saving improvements such as hover-over metric trends.
 - **Process-enabled BI** that alerts users in near real-time about key operational or performance events, providing the full context needed to manage those key events through their lifecycle. This gives users the capability to track issues from initial detection, on to escalation and resolution of the problem. This capability can also provide additional context when integrated with business process management (BPM) systems.
 - **Extended data integration services** let database administrators manage large projects with new transformation and data stream functionality. This capability is also fully-enabled for partners solutions such as IBM, Informatica, Microsoft®, and Oracle, helping the IT department further leverage its technology investments.
 - **New consumer modes** that enable better, faster, and more effective decision-making. The IBM Cognos software pervasive BI strategy extends the reach of IBM Cognos 8 BI with access options that bring BI to the familiar working environment of every worker in an organization. In addition to IBM Cognos 8 Go! Search, you can use IBM Cognos 8 Go! Mobile, a consumer mode that delivers strategic BI information to mobile workers via their Blackberry, and IBM Cognos 8 Go! Office that lets users view, interact with, and refresh IBM Cognos 8 BI reports, analyses, and metrics within Microsoft Excel®, Microsoft PowerPoint®, and Microsoft Word.
- Feature overview**
- IBM Cognos 8 Go! Search features:*
- Four modules that work with Google OneBox for Enterprise, providing instant answers to common questions, a visual representation of a related key performance metric and its status, and relevant links to other BI information
 - A complete range of BI capabilities
 - Easy integration, deployment, and use, delivered in a simplified BI environment
 - Use of the Google Search Appliance to make searching data easier and faster by creating a master index of documents, with the ability to use Boolean terms and have those terms highlighted in the search results
 - A one product, one-Web-services-based services-oriented architecture (SOA) that provides comprehensive reporting, querying, and dashboarding with flexible formatting enhancements and chart styles
 - Guided, ad-hoc, and comparative analysis with actionable scorecarding; and a new strategy map design creation facility
 - Near real-time alerts, the capability to track issues and provide additional context, extended data integration services, and new consumer modes
 - The ability to deliver strategic BI information to mobile workers via their Blackberry, using IBM Cognos 8 Go! Mobile
 - The ability for users to view, interact with, and refresh IBM Cognos 8 BI reports, analyses, and metrics within Microsoft Excel, PowerPoint, and Word

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.

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