

Cognos 8 on HP Integrity Servers

Simplified business intelligence solutions



Leverage information assets enterprise-wide

As your enterprise environment gains in complexity—with increased volumes of information, growing numbers of users, changing business requirements, and evolving regulations—you need to discover innovative methods for managing your end-to-end business processes. One way to simplify the complexities of your enterprise is to implement an integrated business intelligence (BI) solution that provides a single, 360-degree view of your organization, allowing you to leverage your information assets enterprise-wide.

The HP and Cognos solution

Cognos 8 Business Intelligence on Intel® Itanium® 2-based HP Integrity servers provides the features and services you need to gain control of your business-critical information and processes. Cognos 8 on Integrity offers the complete range of BI capabilities, including reporting, analysis, scorecarding, dashboards, business event management, and data integration, on a single service-oriented architecture. Easy to integrate, deploy, and use, Cognos 8 on HP Integrity provides a simplified BI environment that enables better decision-making, evolves with changing business needs, and scales to accommodate growth.

Align corporate processes

Your organization's success rests on your ability to manage corporate processes so that all your efforts target the same goals. The service-oriented architecture (SOA) of Cognos 8 is specifically designed to provide the flexibility you need to align IT with business requirements, while reducing the cost of operations, managing complexity, and accelerating implementation. Using a Cognos 8 on HP Integrity solution, you not only benefit from the latest technological advances in business intelligence, you can also leverage legacy systems and applications.

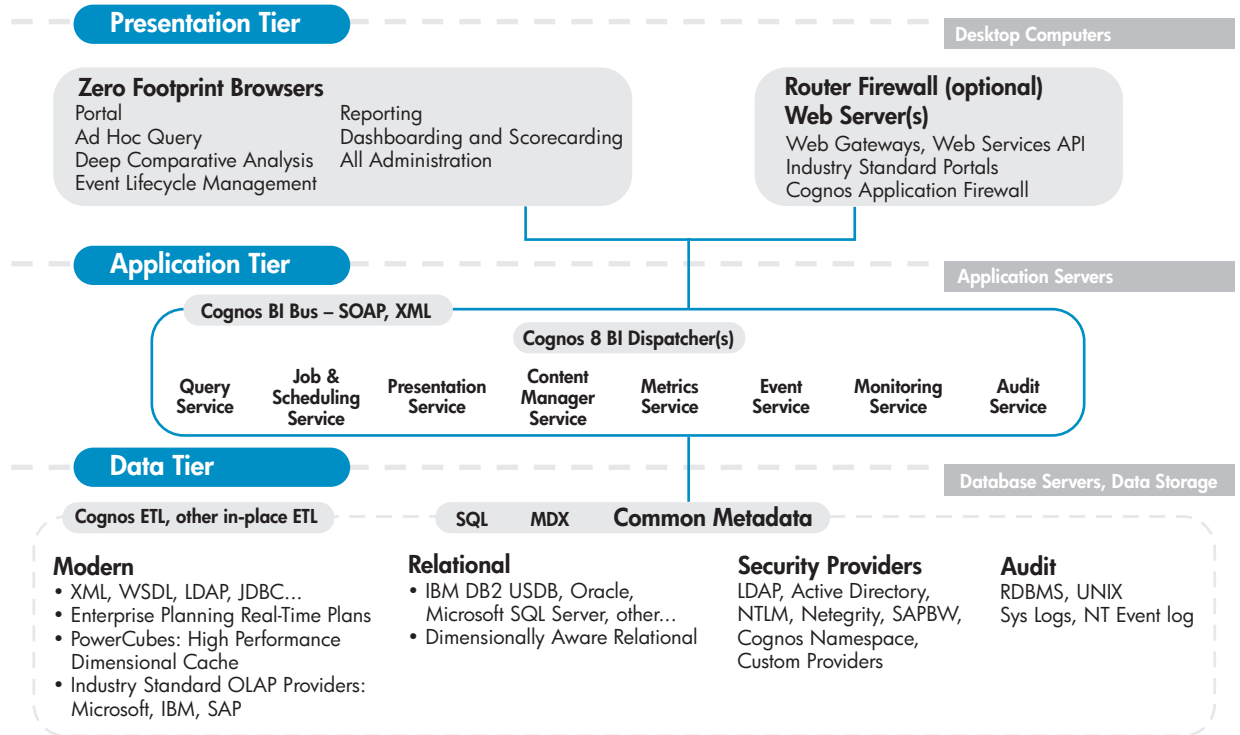
Consolidate assets

Companies choose to consolidate their IT systems for many reasons, the primary being reducing costs and increasing efficiencies. In a consolidated IT environment, resources can be shared across the enterprise, systems can be managed more effectively from centralized locations, and personnel can focus less on system maintenance and more on innovative projects. Using a consolidated Cognos 8 BI system built on HP Integrity servers, you can synchronize infrastructures, applications, services, and business processes—leading to reduced cost of change, lower TCO, simplified IT management complexity, rapid implementation, and increased competitive advantage.

Integrate applications

In legacy BI solutions, each application (customer relationship management, supply chain management, financials, etc.) runs on a dedicated server. This approach leads to isolated, disparate silos of information that cannot be shared across the organization, as well as under-utilized hardware assets and inflated hardware budgets. Today, you can implement a fully integrated Cognos 8 BI system on HP Integrity. With the HP Integrity and Cognos solution, all employees company-wide can share the same set of consistent data, and you can consolidate all BI applications on one server.





The HP and Cognos advantage

HP and Cognos share a broad partnership that includes over 10,000 joint customers worldwide and spans many programs, including joint research and development, optimizing Cognos products for HP platforms, and HP's strategic Process-Aware Business Intelligence program. Using HP Process-Aware Business Intelligence, you can use sophisticated analytics to access up-to-the-minute information on the health of your business. You can take immediate and corrective actions, based on near real-time information. With Process-Aware Business Intelligence, you can link operational performance to business strategy while improving business decisions cycles. The Cognos component of HP Process-Aware Business Intelligence is Cognos 8 Business Intelligence, which enables you to monitor, measure, and manage your business performance using key metrics and assigned actions.

Flexible capacity

Whether you need to respond to the demands of business growth by scaling up or scaling out, Cognos 8 BI running on Intel Itanium 2 processor-based HP Integrity servers deliver the robust, on-demand performance you need. HP's Virtual Server Environment (VSE) allows you to double your average server utilization, effortlessly balance IT supply with business demand, and reduce costs. You can use HP Partition Manager to quickly and easily configure and reconfigure partitions as necessary, giving you maximum control over your server environment. As your business grows and user demands increase, you can

rely on Integrity servers to perform fast, in-box technology upgrades for greater computing capacity. An added benefit: with HP's Instant Capacity utility pricing option, you pay for only the services you use, allowing you to align costs to actual usage.

Secured availability

Intel Itanium 2-based HP Integrity servers running HP-UX offer a highly available, standards-based alternative to RISC-based systems. HP Integrity servers support continuous business operations and protect your IT environment at every level from intruders. Innovative technologies preserve data integrity and significantly increase application availability while reducing downtime. HP Integrity server's clustering and disaster-tolerance technologies enhance the Intel Itanium 2 processor's built-in high reliability, availability, and serviceability (RAS) features.

Simplified management

HP Integrity's powerful, unified infrastructure simplifies your IT operations, leading to more efficient management processes and reduced costs—you can accomplish more with fewer resources. HP Systems Insight Manager manages all platforms, operating systems, and storage devices, helping you to further reduce costs, decrease complexity, and increase efficiency. HP OpenView is a unified, integrated management solution that allows you to manage your entire IT infrastructure and troubleshoot networks from a single location.

Features at a glance

Cognos 8 Business Intelligence

- Simplifies business intelligence systems
- Improves user adoption
- Promotes self-service authoring
- Accesses data quickly and easily
- Consolidates data across the organization
- Leverages information assets, leading to better business decisions
- Controls operating costs
- Improves system performance
- Scales to accommodate future growth and requirements
- Empowers users to take action

HP Integrity and Intel Itanium processors

- Flexible capacity for evolving business needs – scale up, scale out; on-demand performance; increase server utilization; balance IT supply and demand
- Secured availability to preserve service levels – safeguard data integrity; increase availability; reduce downtime; enhanced RAS features
- Simplified management to streamline operations – simplified IT operations; accomplish more with less; integrated management capabilities
- Multiple operating system support and interoperation – supports all four 64-bit operating systems; over 7100 applications optimized for Integrity; long-term investment protection

Resources

<http://www.hp.com/go/integrity>

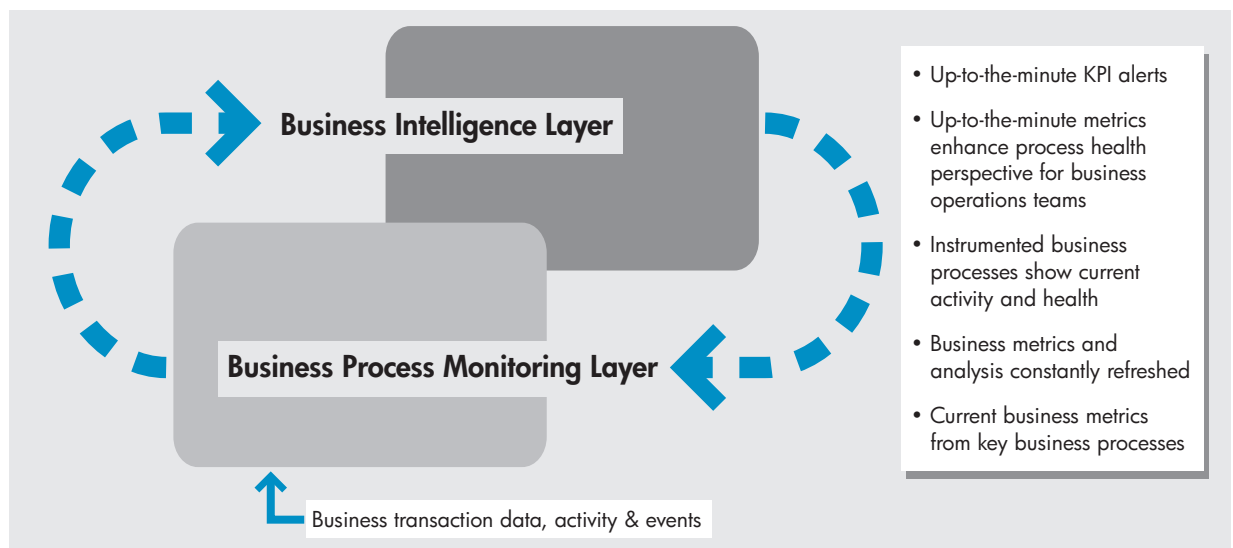
<http://www.hp.com/hps/intelligence>

<http://www.cognos.com>

<http://www.cognos.com/company/success/index.html>

For more information, contact your HP or Cognos representative.

Process-Aware Business Intelligence solution





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