

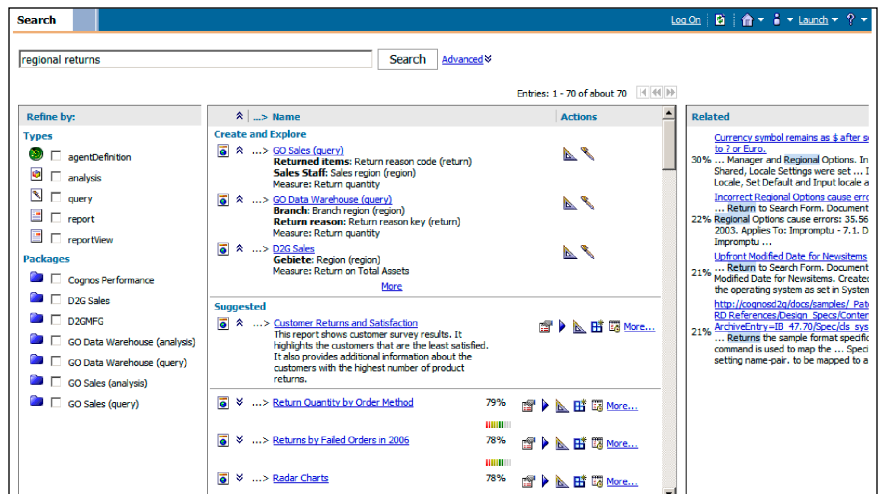
IBM Cognos 8 Go! Search

Easy access to BI; ranked and relevant

Overview

IBM Cognos® 8 Go! Search allows any user, regardless of their knowledge of business intelligence, to embrace the decision-making power of IBM Cognos 8 BI by allowing them to quickly and securely access and dynamically create BI content using standard search interfaces to access both structured and unstructured information.

This essential addition to the IBM Cognos 8 platform belongs to the IBM Cognos 8 Go! family of flexible access modes that enables users to easily view and interact with highly relevant BI information using the application or device most convenient to them, including Web portals, search interfaces, Microsoft® Office, mobile devices or dashboards. This enables users to make informed business decisions anytime, anywhere.



IBM Cognos 8 Go! Search

Technical specifications

IBM Cognos 8 Go! Search is the next-stage innovation to the industry's most advanced business intelligence offering: IBM Cognos 8 BI. IBM Cognos 8 BI is the first, single BI product to deliver the complete range of BI functionality— including comparative analysis, dimensional reporting, active dashboards and scorecards, and data integration—on a proven, single Web services SOA architecture.

The service-oriented (SOA) Web services architecture of IBM Cognos 8 BI lets organizations integrate BI capabilities into existing IT assets and infrastructures. Its extended open data access capabilities, including a unique single query engine and single metadata layer, allow the complete range of BI functionality against any organizational data, whether relational or OLAP. This access to all data sources provides customers with a single, trusted place for all relevant data and a complete and consistent view of any business issue or driver.

Features and benefits

IBM Cognos 8 Go! Search allows organizations to:

- quickly and securely access ranked and relevant BI content.
- search all BI content and create views of information to answer search criteria.
- integrate BI content and enterprise content for a more informed view.
- give everyday users a self-service way to find important BI information.
- integrate into a broad range of enterprise applications, portals, and search engine solutions to enable better decisions and a more comprehensive view of information.

Feature overview

Find more content across all data sources

Most BI solutions offer search functionality that limits users to finding related content based solely on titles and descriptions. Because users of traditional search engines are conditioned to getting results based on search terms that contain, for example, specific company names, product names or locations, results are limited or non-existent because BI titles or descriptions rarely contain that specific information. The impact—users become frustrated and adoption of BI is reduced.

IBM Cognos 8 Go! Search provides more relevant search functionality because it indexes the full data content of reports, not only report descriptions. This includes all relational data sources supported by IBM Cognos 8 BI, including SAP BW, SAP R/3, Siebel CRM, and all modern data sources such as Web services and XML. It also searches OLAP data cubes including IBM Cognos PowerCube, IBM DB2®/OLAP/Essbase, Microsoft Analysis Services®, and IBM Cognos 8 Planning.

Simplify decisions with sophisticated search capabilities

In addition to providing easy, effective search functionality, IBM Cognos 8 Go! Search understands that search terms can have several different meanings. It allows users to remove ambiguity and locate more relevant information, such as having reports run with prompts pre-populated based on search key words.

IBM Cognos 8 Go! Search is a complete, Java™ based, scalable search capability. Like modern search solutions it provides sophisticated ranking of results with the most relevant results returned first. Administrators also have the power to adjust the relevance of content so that the most popular content rises to the top less relevant content like archived or duplicate reports can be suppressed. It covers a complete range of industry standard fine-tuning options including phrases, Boolean logic, stemming and more.

IBM Cognos 8 Go! Search version 8.4 offers even more options to ease the pain of enabling users to find content. Users become frustrated when they hit a dead-end because their searches yield few results or the results are not relevant. With IBM Cognos 8 Go! Search, however, users are offered additional paths.

Search assisted authoring: Queries are dynamically created based on search terms allowing users the ability to further refine the query in Query Studio. This gives the user a great head start and takes the ambiguity out of designing queries from scratch.

Search assisted exploration: Users are dropped into the appropriate drill location in a cube and are able to continue their analysis in Analysis Studio. This allows users who may not be familiar with data a launching point for further analysis.

Handling repeated requests: Report Authors are sometimes tied up responding to repeated requests for the same report to be created, however they can force search results in IBM Cognos 8 Go! Search by adjusting the relevance of a report, regardless of how it may have ranked otherwise.

Full data searching: For users who have difficulty finding relevant reports because there are too many reports that answer the same question with similar titles and descriptions, IBM Cognos 8 Go! Search solves that problem with full data searches. Allowing users to find terms like 'customer name', 'product name' and 'location', which rarely show up in titles or descriptions.

Search report annotations: With IBM Cognos 8 Go! Search, report annotations are indexed and searchable.

Search unstructured data: A BI search will sometimes return a result set based solely on the existing BI without giving users a complete view of all other related documents (unstructured information) across the organization. Search results with IBM Cognos 8 Go! Search return all relevant information including unstructured data (Microsoft Word docs, e-mails, Adobe® PDFs, etc.) in addition to related IBM Cognos 8 BI content (structured data) within the IBM Cognos portal interface.

The value for IT

IT departments like IBM Cognos 8 Go! Search because it is:

- Simple—Use search to create a self-service BI environment that helps companies reduce the burden on IT. IT spends less time finding and distributing reports and creating redundant reports and analyses when an existing report would serve. IT maintains administrative control over search targets and indexing. Using search also means there is no need to create and maintain drill paths between related reports. And, since IBM Cognos 8 Go! Search employs open standards it is easy to integrate into any portal.
- Complete—A complete BI solution must provide a full spectrum of capabilities and flexible access to serve all users. With the most comprehensive set of BI capabilities on the market, IBM Cognos 8 BI enables IT to meet the needs of a diverse set of users and the integrated Web-based administration means a reduction in infrastructure because there isn't a need to maintain separate interfaces.

- Secure—IBM Cognos 8 Go! Search is integrated with and leverages existing IBM Cognos security features to deliver a single security environment for all users regardless of how they consume reports. It leverages the IBM Cognos 8 BI security model, which means users will only see the reports, metrics and analysis that they have been given permission to view including the ability to suppress titles and descriptions.

BI users want the right answers at the right time. They don't want to sift through years of company information or constantly request new reports and analysis from a busy IT department. They need information at their finger tips. With IBM Cognos 8 Go! Search, companies can now unite their BI knowledge assets and provide an easy, fast, and cost-effective way to give users the information they need, when they need it.

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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