

IBM Cognos Now!

Real-time operational monitoring

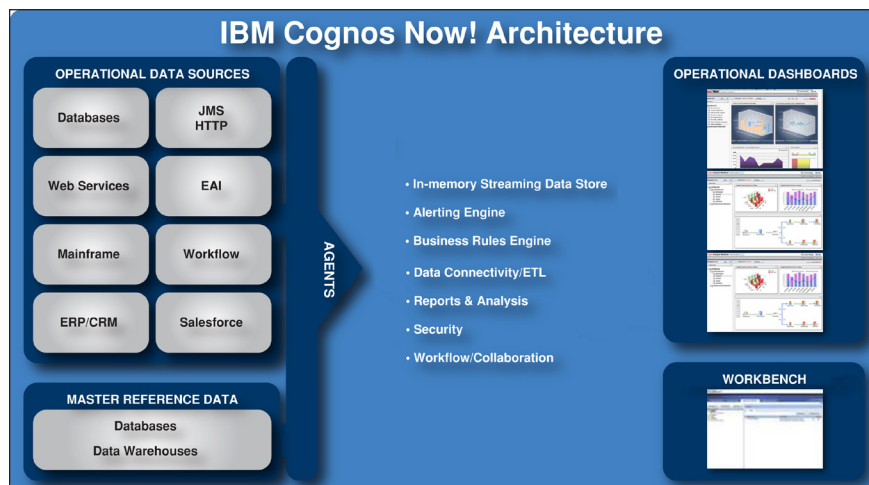
Overview

IBM Cognos® Now! is an actionable intelligence solution which addresses an enterprise's real-time monitoring needs for the operational frontline. Designed for the Fortune 1000 enterprise, IBM Cognos Now! delivers self-service, interactive dashboards with easy to develop operational KPIs and measures; condition-based monitoring with proactive alerting, robust ad hoc query, reporting, and analysis; and built-in task and exception management to support your organization's operational KPI monitoring agenda. IBM Cognos Now! is packaged on software for fast and easy deployment and is now also available on Linux for System z.

IBM Cognos Now! is a real-time monitoring solution for business consumers of actionable intelligence – providing an organization's frontline with rich, visual operational KPIs and measures critical for supporting their up to the moment decision-making and action-taking needs. Actionable intelligence provides the business with immediate contextual intelligence – providing operational workers the ability and insight into relevant operational drivers to make accelerated decisions and take actions that have optimal impact on business operations in real-time – such as call center agent utilization, in-flight marketing lead monitoring, SLA monitoring, wind tower monitoring, and bank payment process monitoring.

Real-time condition-based monitoring solution for organizations of all sizes

Fortune 1000 departments and mid-sized enterprises share many of the same decision-making and action needs on an intra-hourly basis. Both need ready access to consistent data and the ability to react quickly to fleeting revenue and cost saving opportunities. IBM Cognos Now! delivers all of the vital actionable intelligence requirements—real-time monitoring of time sensitive KPIs and measures, analysis, and exception management through proactive alerting. The business manager and analyst gain immediate insight into up to the moment changing conditions within an organization's dynamic operational environment.



IBM Cognos Now!

IBM Cognos Now! features include:

- Autonomy for the business user with self-service operational dashboards. The solution delivers up-to-the-moment and easy-to-use views of operational key performance indicators and measures. Business users can customize metrics, set alerts, and drill down to detail.
- Business-defined alerts. Users can set watchpoints –self-defined condition-based thresholds for specific monitored real-time metrics/measures, collaborate and alert all parties to sudden issues to address and manage exceptions based on business rules.
- Robust self-service query, reporting and analysis: business users can create self-service reports and queries against any data source.
- Flexible, drag-and-drop report authoring environment lets users create their own ad hoc queries, analyses, and formatted reports without IT assistance. Users employ analysis to discover underlying trends and anomalies.
- Prepackaged solution. IBM Cognos Now! is a complete package with all the necessary software preinstalled to deliver and meet your real time monitoring needs. You just need to provide your own compatible hardware.

Rapid time to market and low risk IBM Cognos Now! packaging provides fast time to value and can be rapidly integrated and mapped with your organization's operational data sources. Your actionable intelligence solution for real-time monitoring can be up and running within weeks.

Its benefits include:

- Reduced demand on IT. Since it is already pre-installed, preconfigured and tuned to support your user deployment, IBM Cognos Now! dramatically reduces the burden on IT resources. In just weeks, you can implement a real-time monitoring solution without requiring changes in your existing IT infrastructure.
- Scalable product architecture. IBM Cognos Now! can be configured to support large numbers of users with individual dashboards sourcing data from multiple, disparate transactional systems with built-in ETL capabilities.
- Remote system management. IT can automatically upgrade the software or download patches, minimizing the typical downtime of software maintenance and problem resolution.
- Easier troubleshooting. IBM Cognos Software Services can remotely troubleshoot appliances with supplied metrics for CPU and memory utilization and user activity for faster problem resolution.

- Centralized administration. The Workbench provides a central place for administrators to set up data sources and analytic models to present current information, historical data, or aggregated views.
- Granular security. User-, group-, and role-based access granularity is supported by a centralized security model providing access control to any IBM Cognos Now! object –event, cube, view, dimension, rule, alert, portlet, or dashboard.

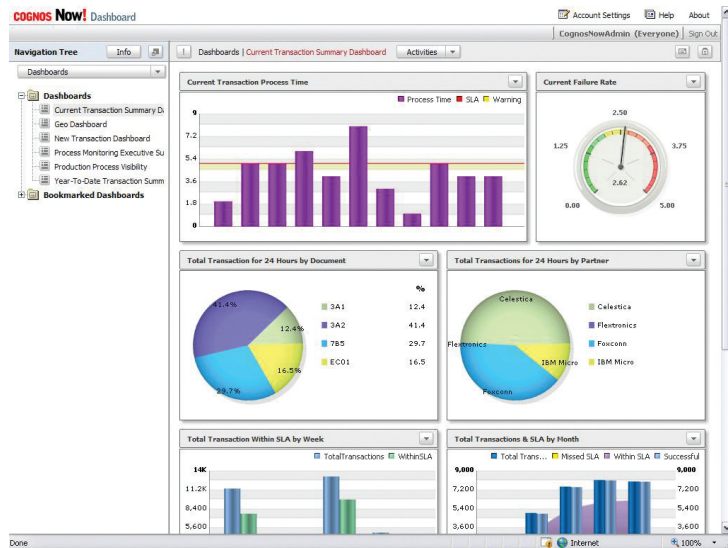
Fast data access

IBM Cognos Now! uses a 64-bit in-memory analytic server to capture current data for business users' reporting, dashboards, and more.

Users can quickly retrieve information from multiple operational source systems for real-time monitoring, analysis and reporting. The in-memory server houses a patented memory-based data store for continuous data integration, as well as security, multidimensional analysis, dynamic modeling, business-rules execution, collaboration, exception management and alert reporting.

IBM Cognos Now! delivers uniformly fast query response times, even as more users are added. With its scalable architecture, the system lets you add users without degrading performance,

giving you room to grow as your needs change. Data from any source can be integrated and aggregated quickly, allowing you to get control of your data without the need for a data warehouse. At the same time you have the option to persist to a data warehouse, providing an incremental data warehouse strategy that delivers business value faster.



Product Specifications

	IBM Cognos Now! 5500	IBM Cognos Now! 7500	IBM Cognos Now! 8500
Appliance Licensing			
Number of Users	Unlimited	Unlimited	Unlimited
Number of data sources	Unlimited	Unlimited	Unlimited
Operational Dashboards	Yes	Yes	Yes
Workbench	Yes	Yes	Yes
Streaming Server	Yes	Yes	Yes
Data Connectivity	Enterprise Adaptors	Enterprise Adaptors	Enterprise Adaptors
	All Standard Adaptors	All Standard Adaptors	All Standard Adaptors
	JMS	JMS	JMS
	Tibco	Tibco	Tibco
	XML and others	XML and others	XML and others
	HTTP	HTTP	HTTP
	Salesforce.com	Salesforce.com	Salesforce.com
CPUs	Up to 4 cores	Up to 8 cores	Up to 8 cores
Memory Limits	16 Gb	32 Gb	128 Gb

**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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