

Cognos Now! for Small and Mid-Sized Business

Operational BI and Dashboards in an Appliance

The Most Economical Way to Monitor Your Operations

Cognos Now! is the industry's first BI appliance that combines end-user operational dashboards, analysis, reports, and data integration integrated within a single plug-and-play product. Cognos Now! eliminates barriers to monitoring your business operations at a cost significantly lower than other approaches. With Cognos Now!, you can track up-to-the-second key performance metrics, spot emerging trends, and make faster business decisions.



A Single, Integrated Product

With Cognos Now!, a complete operational BI solution can be deployed in days. Cognos Now! is an all-in-one box that provides a hardware server preconfigured with all software components. It is immediately ready to run the entire application. It includes the BI application, an open source operating system, a web and application server, and a relational database. All components are supported by Cognos, and upgrades are handled invisibly.

The appliance plugs into an existing network and includes data integration, analysis, reports, interactive end-user dashboards, and tools for collaboration. Cognos Now! is the perfect solution for small and mid-sized organizations that need an operational BI solution to address critical business problems, yet lack the IT resources to install and maintain software.

Purpose-built for Scalability and Performance

Cognos Now! was designed to support different sized operational BI deployments. The 64-bit in-memory architecture consistently delivers information in seconds, regardless of data volume, event rates, or number of users. To achieve this, Cognos Now! uses a patent-pending streaming data flow engine to cache data and analytical information in memory and stream it to any number of users, ensuring uniform query response times as more users are added.

The Cognos Now! Small/Medium Business edition includes:

- **Operational Dashboards** – More than just a visualization tool, Cognos Now! Operational Dashboards offer continuously updated metrics. They provide real-time visibility into all your critical operational information, together with an easy-to-use self-service interface for customizing metrics, setting alerts, and drilling down to detailed data.
- **Application Workbench** – The Application Workbench allows business analysts to connect to operational data sources, administrator user permissions, and create data models, business rules, and metrics quickly and easily in order to present current corporate information, historical data, or aggregated views.
- **Streaming Server** – The Streaming Server houses a patent-pending memory-based streaming data store for continuous data integration. It also houses engines for ETL, security, multi-dimensional analysis, dynamic modeling, business-rules execution, collaboration, and exception and alert reporting.

There has never been an easier way to get started with your operational BI project. Cognos Now! is:

- **Easy to use.** Thanks to an intuitive, graphical self-service interface, end users in your organization can create/personalize dashboards, metrics, and set alerts, as well as drill down to detailed operational data.

- **Easy to deploy.** Since Cognos Now! is a single integrated product; the appliance hardware and software plug right into your existing network. Your operational BI solution will be up and running within days.
- **Easy to manage.** Since it's all in one box, Cognos Now! requires minimal IT resources to manage and support your operational BI investment.
- **Easy to try.** Take Now! for a test drive. Cognos offers trial programs that allow you to try out an integrated operational BI solution—completely risk-free.
- **Easy to buy.** Cognos Now!'s pricing models are easy to use—and easy to afford. The single integrated product delivers operational BI at a TCO that is significantly lower than any other approach.

Operational BI Benefits

- Receive immediate alert notification when operational problems occur to take corrective action, resulting in time and cost-savings.
- Provide a consistent view of operational performance throughout the organization, and present understandable results with key performance or risk indicators.
- Uncover opportunities for cost reduction as well as performance and productivity improvement across business units, operations, or product lines.



Operational BI information and performance metrics are presented in a graphically rich dashboard that can be customized and easily modified by individual users as business conditions change.

Product Specifications

Each Cognos Now! appliance includes everything needed for a complete operational BI deployment. Three versions of Cognos Now! are available and offer a choice in form factor, features, and price.

	Cognos Now! SMB Edition	Cognos Now! Standard Edition	Cognos Now! Enterprise Edition
Appliance Licensing			
<i>Number of users</i>	Unlimited	Unlimited	Unlimited
<i>Number of data sources</i>	Unlimited	Unlimited	Unlimited
Features			
<i>Operational Dashboards</i>	Yes	Yes	Yes
<i>Application Workbench</i>	Yes	Yes	Yes
<i>Streaming Server</i>	Yes	Yes	Yes
<i>Rapid recovery</i>	No	Yes	Yes
<i>Thread partitioning</i>	No	No	Yes
<i>High availability</i>	No	No	Yes
<i>Data connectivity</i>	Standard adapters - JDBC - Flat file - Web Services - XML & others - HTTP - Salesforce.com	Standard adapters - JDBC - Flat file - Web Services - XML & others - HTTP - Salesforce.com	Enterprise adapters - All Standard adapters - JMS - TIBCO - SAP BW
Technical Specifications			
<i>CPUs</i>	1 dual core	2 dual core	4 dual core
<i>Memory</i>	8GB	16GB	32GB
<i>Hard drive</i>	73GB	2 X 73GB	4 X 73GB
<i>Communication ports</i>	1 X 10/100/1000 Ethernet Port (RJ45)	2 X 10/100/1000 Ethernet Ports (RJ45)	4 X 10/100/1000 Ethernet Ports (RJ45)
<i>Power</i>	550W power supply Hot-plug redundant 100 - 240 Volts	550W power supply Hot-plug redundant 100 - 240 Volts	1,470W power supply Hot-plug redundant 200 - 240 Volts
Enclosure			
<i>Form factor</i>	1U	1U	4U
<i>Dimensions</i>	4.29 cm (1.69") H 48.26 cm (19") W 76.2 cm (30") D	4.29 cm (1.69") H 48.26 cm (19") W 76.2 cm (30") D	17.27 cm (6.8") H 44.70 cm (17.6") W 70.10 cm (27.6") D
<i>Weight</i>	17.69kg (39 lbs)	17.69kg (39 lbs)	41.73kg (92 lb)

Note: Cognos Now! operational BI can also be delivered as a hosted or Software as a Service (SaaS).

To learn more about Cognos Now! visit: www.cognos.com
OR www.cognos.com/now

About Cognos:

Cognos, the world leader in business intelligence and performance management solutions, provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance.

Cognos brings together technology, analytical applications, best practices, and a broad network of partners to give customers a complete performance system. The Cognos performance system is an open and adaptive solution that leverages an organization's ERP, packaged applications, and database investments. It gives customers the ability to answer the questions -- How are we doing? Why are we on or off track? What should we do about it? -- and enables them to understand and monitor current performance while planning future business strategies.

Cognos serves more than 23,000 customers in more than 135 countries, and its top 100 enterprise customers consistently outperform market indexes. Cognos performance management solutions and services are also available from more than 3,000 worldwide partners and resellers. For more information, visit the Cognos Web site at <http://www.cognos.com>.

Key Features:

- **Purpose-built BI appliance** that is a hardware server preconfigured and optimized with all software components, providing rapid deployment and minimizing integration and support issues.
- **Self-service Operational Dashboards** present an up-to-date view of critical metrics that can be personalized and easily modified by individual users as business conditions change.
- **64-bit memory-based Streaming Data Store** enables continuous updates to key performance indicators and fast end-user query response times.
- **Scalable product architecture** enables support for any number of user licenses, data sources, and dashboards.
- **Robust Streaming Server** continuously monitors your business operations. It evaluates time-series data, monitors business rules and alerts, and allows users to drill down from any dashboard to perform root-cause analysis.
- **Data-level security** ensures that each end-user can only view metric data that is relevant and necessary for their job.
- **Integrated workflow and collaboration** features provide closed-loop task management and automatic alerts based on business rules.
- **Extensive data integration** capabilities seamlessly aggregate and correlate data from multiple operational systems, transactional applications, data warehouses, databases, messaging buses, and other data sources.
- **Compliance with SOA standards** allows plug-and-play installation and interoperability with your existing application and BI infrastructure, including Cognos 8 BI.

