

IBM Cognos 8 Mashup Service

Extend your business intelligence into applications, processes and mashups

Overview

Have you considered integrating business intelligence (BI) content into your applications for HR, Finance or CRM? What about integrating it into your business process management (BPM) solutions or using it in a mashup?

IBM Cognos 8 Mashup Service is an application programming interface (API) that automatically and securely exposes content from IBM Cognos 8 Business Intelligence – reports, queries, analyses and metrics – as a Web service, letting you embed this information into your business applications, processes, mashups or data visualizations.

A “mashup” is a lightweight Web application created by combining information or capabilities from more than one existing source to deliver new functions and insights.

IBM Cognos 8 Mashup Service provides BI professionals with an easy and effective way to deliver valuable information to business users in everyday applications and processes while maintaining the integrity and security of the content.

Add context to your Business Intelligence

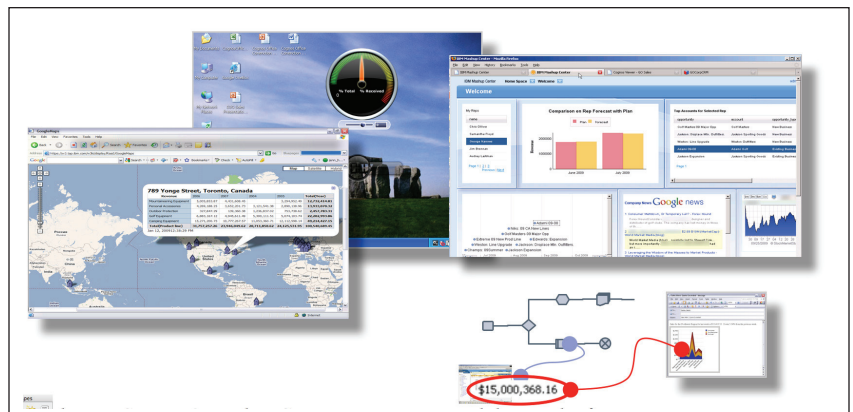
IBM Cognos 8 Mashup Service lets you put your BI content in greater context. For example: What if you could mash your internal view of productivity or sales with a market benchmark? What if you could see your performance through a visualization?

With IBM Cognos 8 Mashup Service, all of this becomes possible. With these new perspectives, business users can see and analyze their results relative to their market and their competitors – or both – thereby gaining the right insights they need to make more effective decisions about strategy, resources and tactics.

Through either a REST or SOAP interface, application developers can quickly access and integrate IBM Cognos 8 BI content within applications, processes or with alternate visualizations. In addition, organizations with existing mashup platforms can easily combine or “mash” their BI content with Web service data or other applications.

For example:

- Business users can now access IBM Cognos 8 BI content within the applications and processes they use every day with the same level of security and interactivity found in IBM Cognos 8 BI.



With IBM Cognos 8 Mashup Service, you can extend the reach of your BI content into applications, processes and mashups.

IBM Cognos 8 Mashup Service

- Business managers can combine internal performance information with dynamic market data.
- BI professionals can easily integrate BI content into core business processes for procurement, operations or HR.

Reach more users

A common challenge to reach more users with BI content has been the fact that many deployments are disconnected from users' everyday applications and processes. Compounding this has been the intensive time and resource commitments required of IT to integrate BI content into these applications and processes.

IBM Cognos 8 Mashup Service resolves both of these problems by exposing BI content as a Web Service, thereby making it easy for an application developer to integrate this valuable information into nearly any environment or application, whether it be for HR, procurement, sales force, even email.

How it works

IBM Cognos 8 Mashup Service creates a Web service that brings back a rich store of information every time a report, analysis, ad hoc query or metric is saved in IBM Cognos 8 BI. IBM Cognos 8 Mashup Service includes:

- The ability to use the entire BI content or just the most relevant element, such as a charts, crosstab or list. With IBM Cognos 8 Mashup Service, you can specify the most relevant elements to integrate.
- Access to the business logic within the BI content, including conditional formatting, prompts and drill paths. For example, you can maintain conditional formatting used in an ad hoc query when using the query within a mapping integration.
- Access rights within IBM Cognos 8 Security. IBM Cognos 8 Mashup Service leverages established access rights, ensuring security cannot be bypassed.

IBM Cognos 8 Mashup Service allows for various output formats, including HTML fragments, XML and JSON. Use HTML fragments to embed BI content as-is within an application, or XML to integrate BI content within a process.

Applications can make requests to IBM Cognos 8 Mashup Service using either REST or SOAP protocols. IBM Mashup Service adapts to fit Web 2.0 environments and works well with .NET applications and third-party SOAP toolkits.

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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