



Highlights

IBM Cognos Framework Manager is a metadata modeling tool for managing access to all existing data sources and creating a common business model for the entire organization.

Creating a robust, accurate common business model is integral to the success of any business intelligence (BI) and performance management system. It ensures:

- BI information is based on common data, no matter where it is accessed from
 - Users get the data they want to see and in terms they understand
 - Business users trust and have confidence in the data they are seeing
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IBM Cognos Framework Manager

Ensure consistent business intelligence data across the enterprise

Overview

Enterprise business intelligence makes a company's valuable data available for informed business decisions. However, housed data is typically designed for storage, not for reporting and analysis and not for making enterprise data readily accessible in business terms. For that reason, data requires information about itself, or metadata.

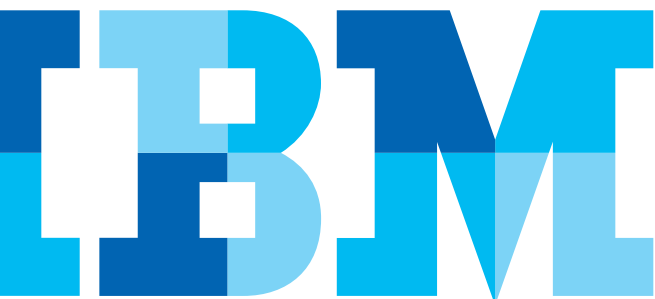
Using metadata, data modelers develop a common business model for IBM Cognos® Business Intelligence. The common business model is vital to the success of any successful business intelligence (BI) implementation, and fulfills several important needs:

- It provides views of the business to suit different functions throughout your organization
- It ensures access to the many different data sources in your organization
- It ensures users have a consistent view of the business in terms they understand

A common business model provides all this while hiding the technical complexity of the underlying data sources from users. A common business model is the foundation for information sharing across the enterprise.

IBM Cognos Framework Manager

IBM Cognos Framework Manager is a metadata modeling tool for managing access to all existing data sources and creating a common business model for the entire organization. Using Cognos Framework Manager, the metadata modeler ensures the BI system delivers consistent information across the enterprise for all BI capabilities.



IBM Cognos 10: Intelligence Unleashed Smarter Decisions. Better Results.

Cognos 10 delivers a revolutionary new user experience and expands traditional business intelligence (BI) with planning, scenario modeling, real-time monitoring and predictive analytics. With the ability to interact, search and assemble all perspectives of your business, Cognos 10 provides a limitless BI workspace to support how people think and work.

Cognos 10 enables organizations to outperform by providing:

- **Analytics** that everyone can use in a BI workspace that sharpens individual skills to answer key business questions.
- **Collective intelligence** with built-in collaboration and social networking to connect people and insights to gain alignment.
- **Actionable insight** everywhere in mobile, real-time and business processes to instantly respond at the point of impact.

Built on a proven technology platform, Cognos 10 is designed to upgrade seamlessly and to cost-effectively scale for the broadest of deployments. Cognos 10 provides you and your organization the freedom to see more, do more—and make the smart decisions that drive better business results.

The common business model can be packaged up and published as any number of targeted views, so every department or user community gets the view of data they want and need, without overwhelming them with too much information. Providing a common view of information to user communities, regardless of what capability they use, is critical to ensuring users agree on information. For example, they get the same answer whether they're looking at a production report, an ad-hoc query or analysis, whether it's over the Web or on a mobile device.

Creating a consistent, reliable and relevant view of business data is critical to gaining users' trust and confidence in the business intelligence deployment. With user confidence in the system, adoption rates are assured.

Deliver consistent information in terms the business understands and trusts

To ensure your BI system returns fast, consistent results, Cognos Framework Manager helps you achieve the following:

Common business model

The common business model developed in Cognos Framework Manager provides a foundation for common understanding across all user capabilities, regardless of location, language or information requirement. The modeler ensures information is delivered in a format that is simple to use and easy to understand by defining consistent business rules, adding meaningful descriptions and leveraging existing business dimensions and calculations in the common business model.

Model once, package for many

Cognos Framework Manager allows the modeler to create logical groupings based on subsets of information in the model. This provides a wide reach to different audiences, while ensuring consistency by maintaining a single representation of data in physical storage. The modeler publishes sections of the common business model to deliver only the information relevant to each user community. This ensures users find information more easily, and prevents the common pitfalls of duplication and divergence that occur when information is sectioned off for different user communities.

Cognos Framework Manager provides the tools IT organizations need to ensure delivery of consistent information, including:

- A multilingual environment that includes data, formatting column tiles and descriptions in a single metadata layer.
- An open environment, with modeling capabilities exposed via the modern Cognos Business Intelligence Web services architecture and open Web Services API.
- The ability to define single, conformed definitions of metrics and reuse those same definitions in multiple business views.
- Separation of database representation of data from the business perspective, for an intuitive user experience across all BI capabilities.
- Definition of business rules to be applied to all or selected business-specific environments.

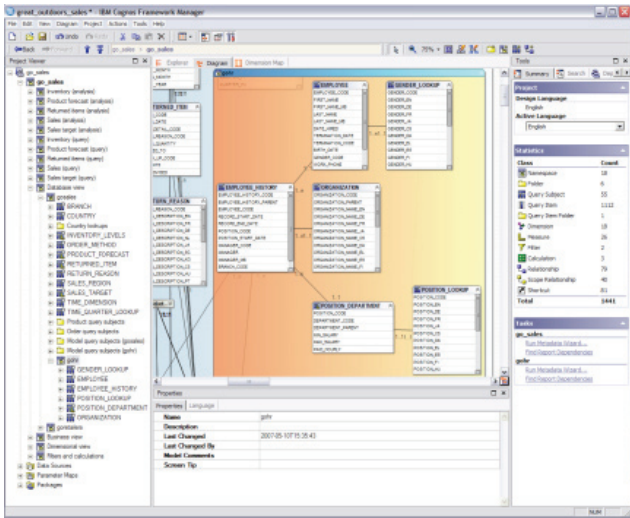


Figure 1. Framework Manager helps IT build a common business model to ensure all users get a consistent view of the business, no matter the data source type or location.

Access all your data sources

Few organizations implement business intelligence from a single data source. They need to access multiple data sources that together comprise the organizations key systems and provide the complete picture of the business users want to see.

Cognos Framework Manager allows IT to create and maintain a common business model that spans multiple data sources and defines relationships between disparate sources, while hiding the technical complexity of the underlying sources from end-users. A single metadata model can span operational data stores and warehouses that reside in relational sources including:

- IBM DB2, Oracle and Microsoft® SQL Server®
- Applications like SAP® R/3, Siebel, salesforce.com
- OLAP sources like Cognos PowerCube, Cognos TM1, SAP® Business Information Warehouse, Microsoft SSAS® and Hyperion Essbase
- Modern and legacy sources such as XML, Web- Services, LDAP and mainframe data

With integrated, out-of-the-box federation capabilities through Cognos Virtual View Manager and powerful Dimensional ETL capabilities through Cognos Data Manager, Cognos Business Intelligence deployments can deliver every BI capability against virtually any data source with any data latency — including data warehouses and marts, operational systems and federated views — across these disparate systems.

Ensure data security

Cognos Framework Manager allows you to leverage the organization's existing security infrastructure. Modelers can specify what data is accessible to which users using granular row and column security. Modelers control access to information by restricting access to specified users, groups and roles. This ensures users only have access to relevant information from the appropriate parts of the published model.

IT can more easily comply with data governance and business security regulations. IT also dramatically reduces report proliferation, since a single report can be built to contain all the data required, and each user sees only the data that is permitted by their access rights.

Build better models faster

Cognos Framework Manager not only helps metadata modelers build an enterprise representation of the business, it helps them easily manage and maintain it. This allows IT to respond faster to changes the business requires.

Features

- Represents both relational and dimensional data.
- Provides a dimensional representation for relational data sources.
- Governs data for any BI capability, from simple ad hoc reporting to deep multidimensional analysis or enterprise dashboards and scorecards.
- Supports server-based session parameters and parameter map lookups to build conditional logic into models.
- Allows modelers to create conditional SQL syntax.

Model Design Accelerator

Model Design Accelerator jump-starts model building and deployment. The guided workflow-driven modeling workspace lets modelers build a relational star-schema model and speeds up model design. Novice users can begin building models without extensive experience and quickly become familiar with the modeling process. Experienced users benefit from a streamlined, top-down modeling workflow so they can quickly build and deploy models. Model Design Accelerator lets the modeler focus on creating a presentation layer tailored to reporting requirements. It evaluates each action against proven modeling practices, identifying potential issues and presenting possible solutions.

Impact Analysis, model retargeting

Built-in impact analysis features (Analyze Publish Impact and Find Report Dependencies) allow modelers to assess the effects and costs of metadata modifications on existing reports before releasing modifications to the live environment. Impact analysis reports can be created for a whole model, multiple selected objects or individual columns of data.

The modeler can re-target and modify or replace the physical layer. This allows IT to quickly move a model between test and production environments without affecting the logical layers or disrupting end users.

Multi-participant modeling

Framework Manager provides an environment for modelers to work in teams for model development. Models can be segmented for different developers and then brought back together to create the enterprise model.

Third-party metadata integration

Modelers can reuse metadata, leverage existing modeling and data integration tools and thus shorten the time to deployment. Modelers access metadata through pre-built bridges from a wide range of metadata modeling environments:

- Data integration tools, including IBM Information Server Data Stage and Informatica Power Centre
- Modeling tools including IBM Rational Rose, IBM InfoSphere Data Architect, CA Erwin and Oracle Designer
- Source catalogs including Teradata and Sybase

These features help the IT organization respond quickly and accurately to continually changing business requirements from the user community.

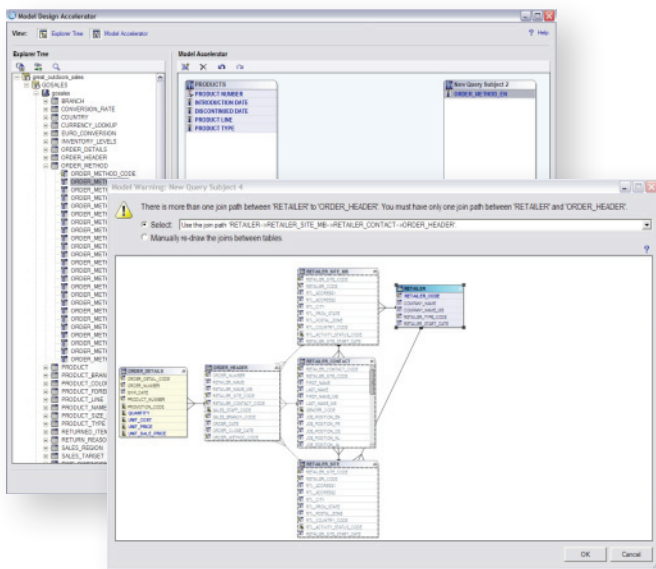


Figure 2. Cognos Model Design Accelerator helps modelers build an optimal model and easily maintain and manage it.

Conclusion

Cognos Framework Manager delivers understandable information that is easy to use and enables the creation of models that can be used with any style of BI. By helping IT organizations develop comprehensive, efficient data models, Cognos Framework Manager helps ensure users get the data they want and need and that BI information is based on common data no matter where it is accessed from. With the right foundation in place you can increase user confidence and ensure wide adoption for your Business Analytics systems.

About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance.

A comprehensive portfolio of business intelligence, advanced analytics, financial performance and strategy management and analytic applications gives you clear, immediate and actionable insights into current performance and the ability to predict future outcomes.

Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest IT productivity and deliver better results.

For more information

For further information or to reach a representative: ibm.com/cognos.

Request a call

To request a call or to ask a question, go to ibm.com/cognos/contactus.

An IBM Cognos representative will respond to your enquiry within two business days.



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