

# IBM Cognos Performance Management Solutions for use with SAP® Solutions

*Extending the value of your investment  
in SAP® solutions*



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## Highlights

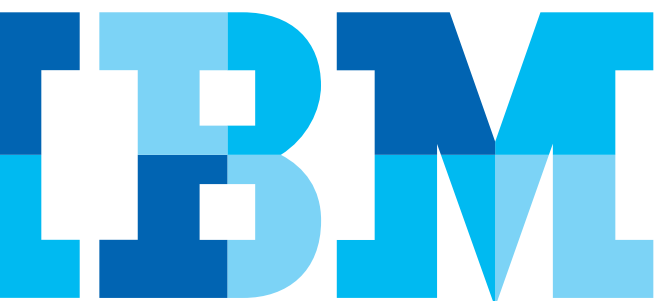
- Unified user experience for business analytics
  - Enterprise-class platform leveraging SAP-certified interfaces
  - Direct access to business information in SAP NetWeaver® Business Warehouse
  - Enhanced utilization of SAP NetWeaver investments with faster query performance
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## Overview

Many organizations running SAP® applications encounter troublesome logjams when attempting to leverage data to improve decision making and business performance. In fact, customer surveys have shown that the wait between question and action can stretch anywhere from six weeks to three months.

Using IBM Cognos® Business Intelligence in conjunction with SAP applications today means reaping the benefits of 11-plus years of R&D investment in performance management solutions for SAP. This work has resulted in greater simplicity, and allows a wide range of users — not just IT professionals — to access timely data and customize it with just the click of a mouse.

IBM Cognos Business Intelligence provides a complete view of business performance by combining historical and operational data. It provides a centralized source for all your enterprise data. Using Cognos Business Intelligence in conjunction with SAP R/3® software, SAP NetWeaver Business Warehouse and the SAP NetWeaver technology platform, you can lower your total cost of ownership through true business self service. You can also improve your return on investment by reducing IT backlog, and enable a wider distribution of valuable information from SAP® and non-SAP data through heterogeneous access to all enterprise data sources.



## Why IBM Cognos 10?

Cognos Business Intelligence provides all enterprise users with the full range of BI capabilities necessary to improving decision-making: a unified BI workspace, deep comparative analytics, scorecarding, strategy management and built-in collaboration.

It also provides the flexibility to:

- Serve all users with information and BI capabilities that match their needs, from regularly distributed reports for the BI consumer to deep comparative analysis and self-generated reporting packages for the professional author. These all come with the full control of functionality required by IT administrators.
- Connect disparate data systems and external data to deliver a common business view of your data.
- Apply consistent business rules, dimensions, and calculations to data from the organization's operational systems and sources, for a complete, consistent view of any business issue.
- Remove the barrier between relational and multidimensional or OLAP data structures. Query, report or analyze against either OLAP or relational data.

### **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.

## Enhance the value of your SAP data and infrastructure

Cognos Business Intelligence allows multiple instances of SAP BW and/or multiple BEx queries to deliver relevant BI and planning content via Multi-threaded Data Access.

No more user frustration from incomplete and untimely access to SAP data; with Cognos Business Intelligence, accessing SAP data allows simple and efficient creation, dissemination, customization and utilization of content across all Performance Management capabilities for all business users.

With Cognos Business Intelligence, there are no more gaps in your SAP performance management toolset nor costs associated with multiple incompatible SAP performance management tools. Author once content delivery is now possible through any access point, including the Web, Microsoft® Office, Microsoft Windows® Mobile, Search, e-mail and others.

Businesses need to use all of their SAP and non-SAP data sources for effective BI and planning applications. Cognos Business Intelligence is 'application agnostic,' allowing open data access to heterogeneous applications and data sources through a single semantic layer.

## Extend the value of your SAP data and infrastructure

Years of R&D investments in SAP solutions make Cognos Business Intelligence the 'thoroughbred' on the track when working with SAP applications. Key features include:

- A unified platform: all performance management capabilities in a single, self service interface, delivered on a common SOA platform.
- Stability: proven and complete solutions for SAP, BW and non-SAP data.
- Performance management focus: unmatched expertise and commitment to customer success through training, consulting, support, Cognos Performance Blueprints and the Cognos for SAP User Group.

Cognos Business Intelligence for SAP delivers performance management using business self service that is balanced by IT controls, including security. It reduces service backlogs and reliance upon specialized application and development skills. Cognos Business Intelligence leverages SAP and non-SAP data sources and enables fast decisions to changes in business and IT environments.

Cognos performance management solutions for SAP enable sustainable competitive advantage through:

- **Self-service – Business user creation and customization of BI and planning content**  
Reduce reliance on specialized and scarce IT development resources.
- **Flexibility - Leverage SAP and non-SAP data sources**  
Leverage all corporate information utilizing a data, application and infrastructure agnostic platform. Enable faster decisions to change. Reduce ongoing reliance on specialized, and scarce, resources.
- **Agility - Timely and cost effective execution**  
No coding: Deliver speed of thought modifications, alterations, and changes to reports, plans and financial models across all business intelligence and performance management capabilities.

- **Innovation - Harness the power of Performance Management**

Extend SAP R/3, ECC, the Business Warehouse and SAP NetWeaver infrastructure to all business users.

- **Predictability - Deliver high value and avoid hidden costs**  
Position business intelligence and performance management as a strategic enterprise investment. Avoid needless custom development, data migrations, management and administration of multiple incompatible tools.

#### Partnership Highlights:

- More than 30 years of strategic and mutually important partnering
- Cognos was one of the first BI vendors to achieve “Powered by SAP NetWeaver” certification
- Patented integration and MDX optimization for use with the SAP Business Warehouse
- Delivering integrated performance management solutions for SAP technologies since 1997
- Since 2003, Cognos has supported both “Powered by SAP NetWeaver” and SAP NetWeaver certifications
- More than 300 IBM resources in SAP development centers

## 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](http://ibm.com/cognos)

## Request a call

To request a call or to ask a question, go to [ibm.com/cognos/contactus](http://ibm.com/cognos/contactus). An IBM Cognos representative will respond to your enquiry within two business days.



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Markham ON L3R 9Z7  
Canada

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