Information Management

IBM Cognos 8 Platform

How to Drive Successful Performance Management

Cognos. software

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Driving Performance Management continues to be challenging

60%+ of CEOs need to do a better job capturing and understanding information rapidly in order to make swift business decisions

47% of users don't have confidence in their information

79% of companies: have 2 + repositories… (25%: have 15+) used to store data from a large variety of information sources

80% of IT problems are not detected by IT staff until reported by end users

Sources: IBM & Industry Studies, Customer Interviews
IBM CIO Survey, June 19, 2007
Accenture survey, January 04, 2007

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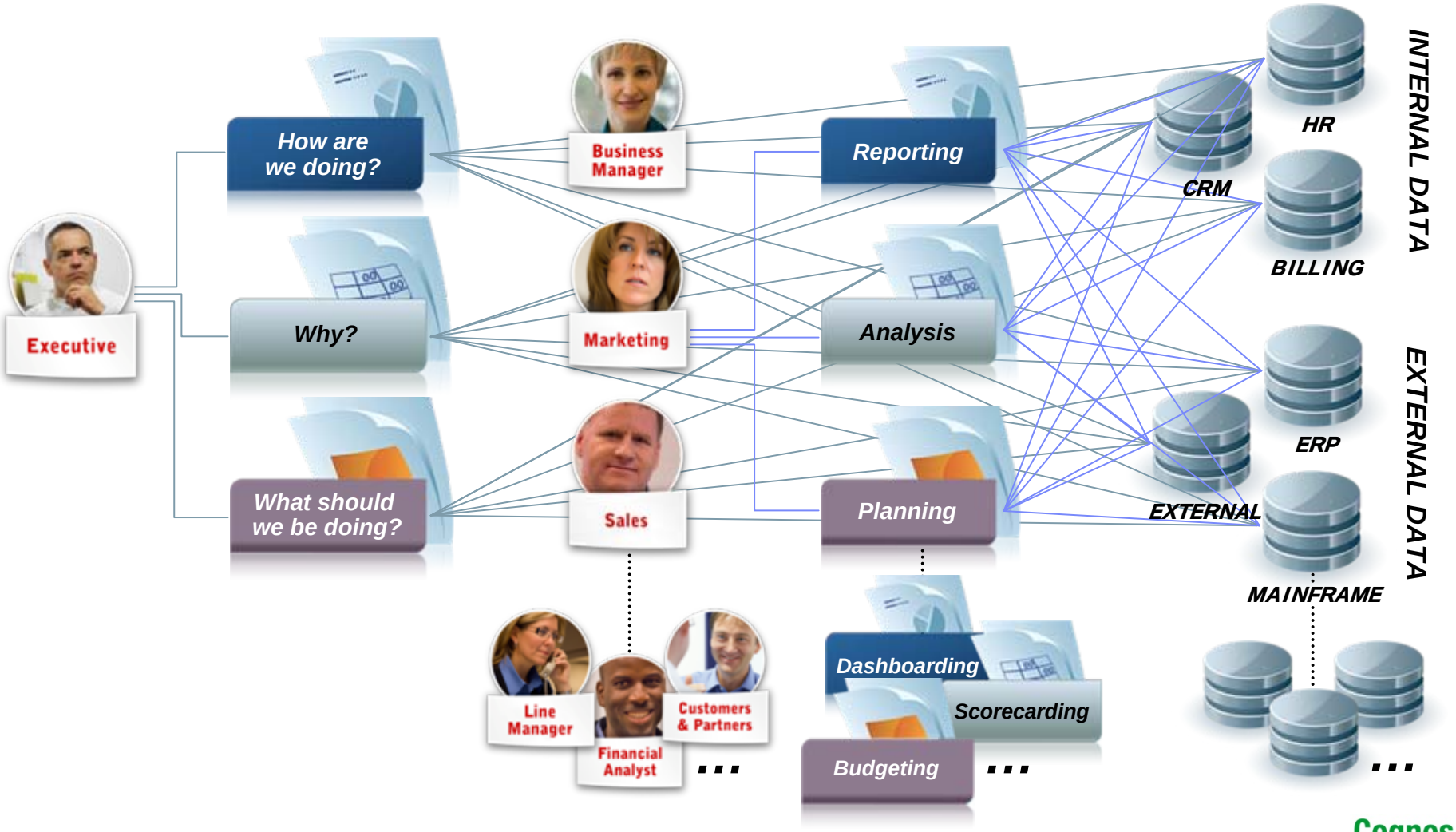
Today's agenda

- Challenges faced deploying Performance Management (PM) solutions
- How Cognos addresses the needs of IT
  - Address all business demands for information
  - Embrace constant business and technology change
  - Successfully deploy with tight resources, timelines and budgets
- Summary and close

Growing complexity of business demands for information



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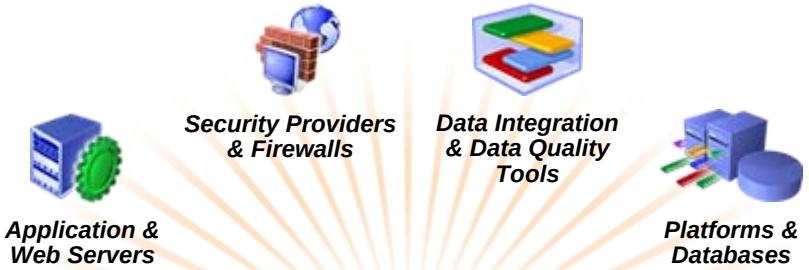
Increase in velocity of change in business and technology

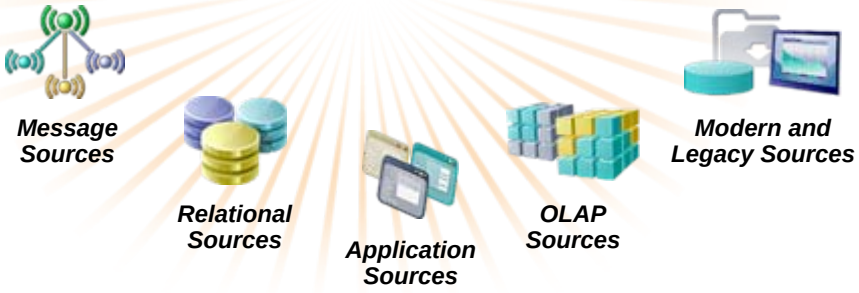


Business

requires new ways to interact with information and more relevant data sets

IT

needs to adopt new standards and manage dynamic technology environments



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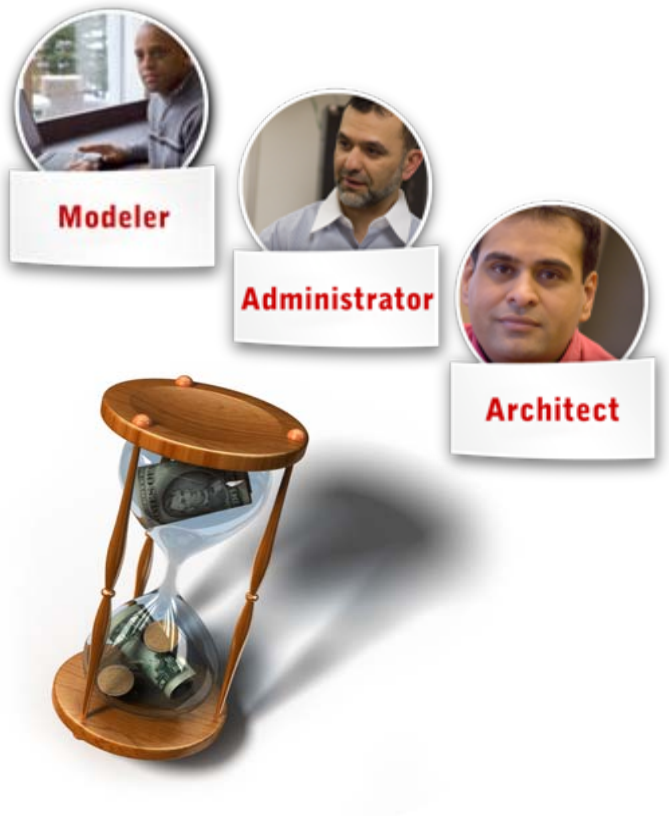
Ever tightening resources, budgets and timelines

- Scarce skilled resources to deploy and maintain solutions
- Tight deadlines to meet business demands for new requirements
- Lean budgets to successfully implement and scale



ENECO successfully deploys PM with Cognos

Challenges:

- Different versions of the truth
- Multiple systems, reams of data
- Incomplete customer profiling
- Insufficient insight into processes

Solution:

- Cognos as the PM technology platform
- New PM philosophy implemented using a Performance Management Competency Center (PMCC)

Value:

- Transformation of data assets into actionable information to enable fast and informed decisions
- Consistent framework for data, processes and technology, and the right amount of visibility to support future business requirements
- Proactive management of business performance with consistent facts and reliable information

Case Study, DM Review Magazine, February, 2008

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These challenges drive three critical requirements for PM

Address all business demands for information

- to deliver complete, consistent and timely information across diverse user communities with cost-effective scale

Embrace constant business and technology change

- to quickly respond to new business demands and easily adopt new technology standards

Successfully deploy with tight resources, timelines, budgets

- to accelerate team know-how, streamline deployment and ease on-going management

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Cognos delivers the right foundation for successful BI and PM solutions

Open Enterprise-Class Platform

- to deliver complete, consistent and timely information across diverse user communities with cost-effective scale

Purpose-Built SOA

- to quickly respond to new business demands and easily adopt new technology standards

Proven Expertise

- to accelerate team know-how, streamline deployment and ease on-going management

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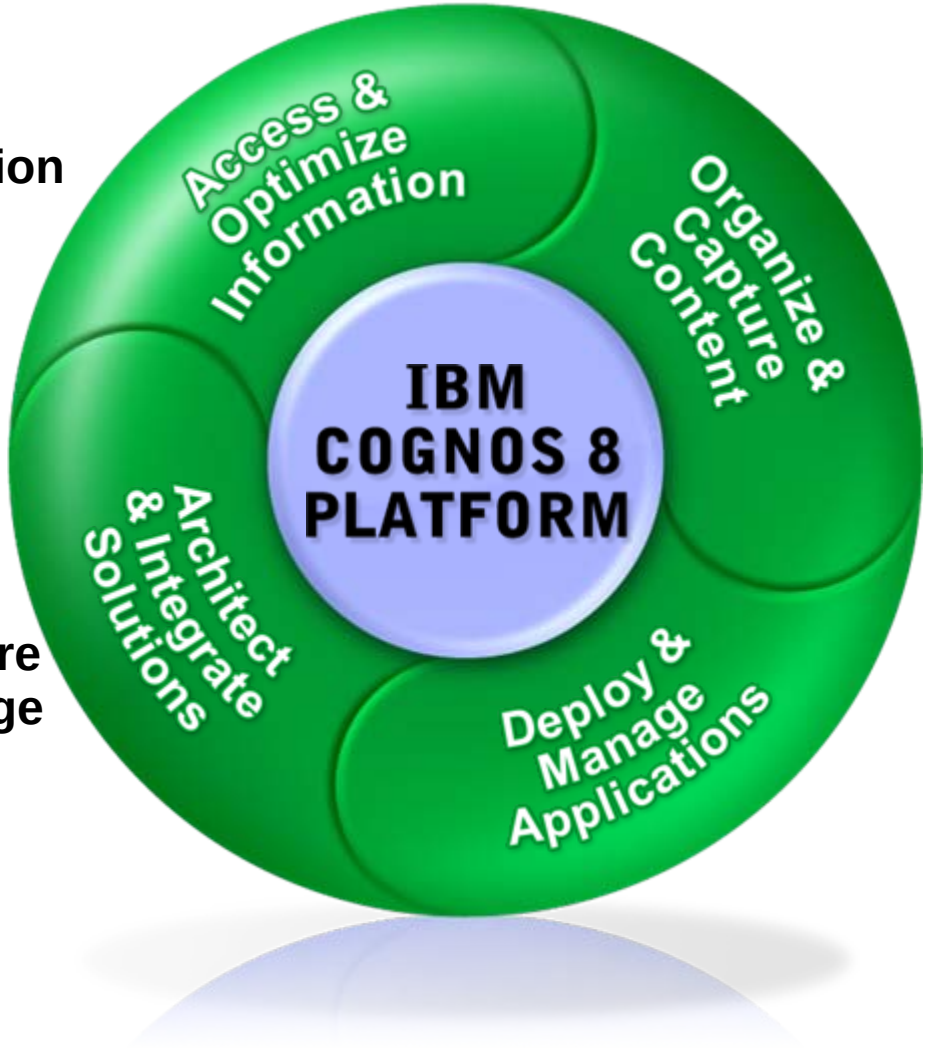
Open, enterprise-class platform increases business adoption and minimizes the burden on IT

Reach all information reliably and timely



Deliver a complete, consistent view of the business

Adopt infrastructure and adapt to change

Cost-effectively scale as user communities grow

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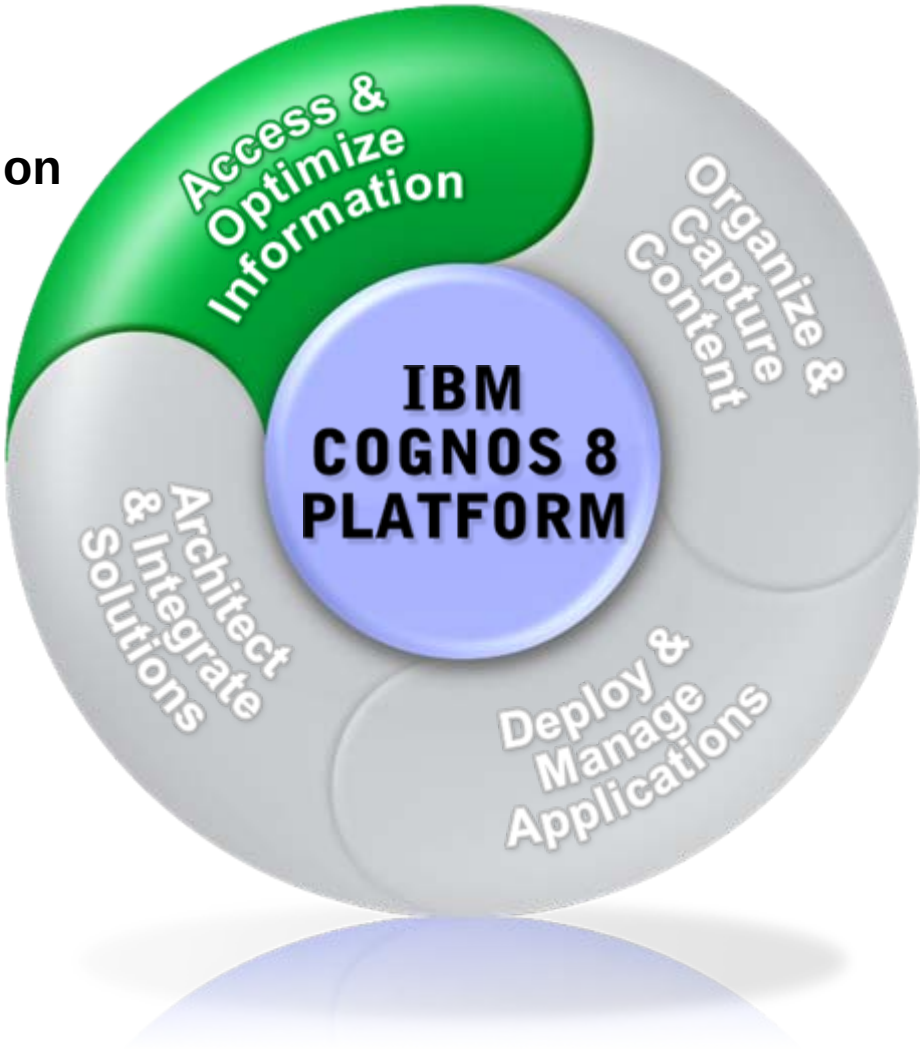
Open, enterprise-class platform increases business adoption and minimizes the burden on IT

Reach all information reliably and timely



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Reach all information reliably and timely

Complete access to all data wherever it resides

e.g. Standard source interfaces, consistent query

Flexibly combine data sources and sourcing strategies

e.g. ETL, EII, data warehouses, OLAP

Optimize access for faster data delivery

e.g. Faster user response time

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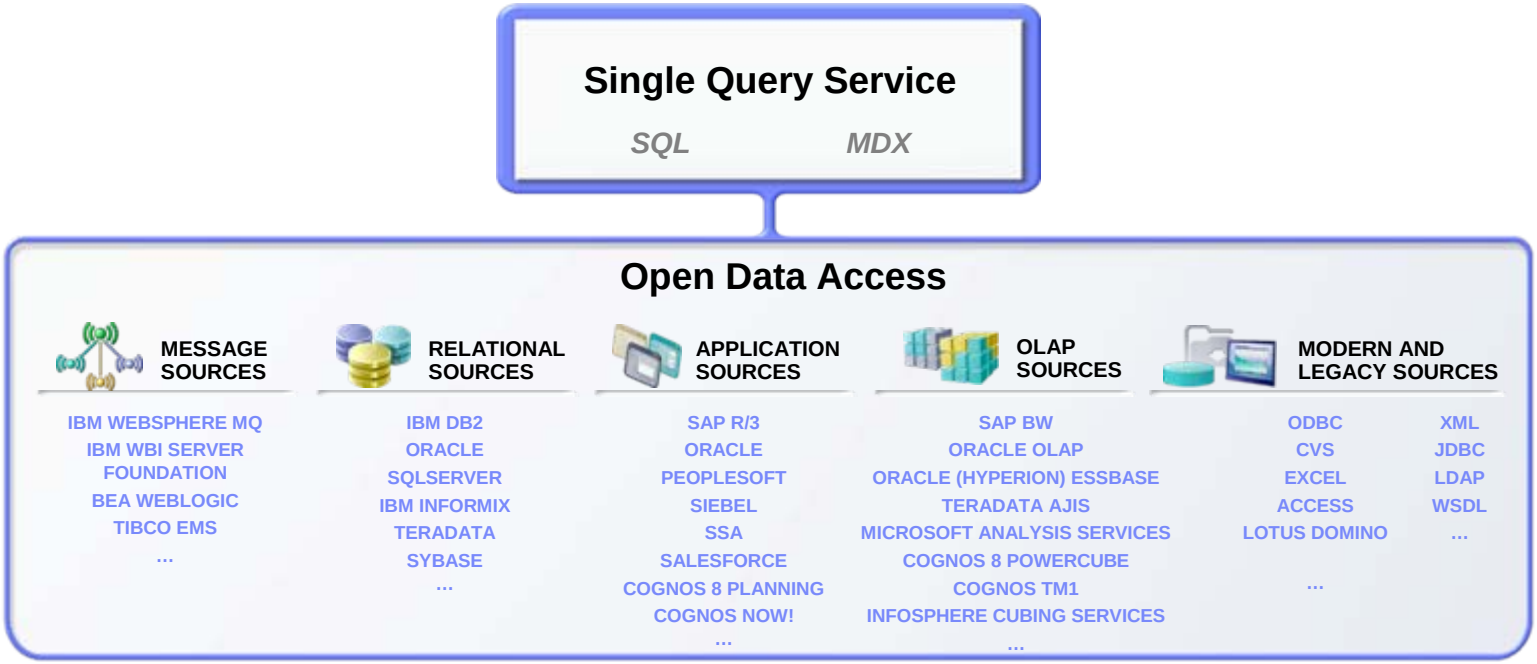
Complete access to all data wherever it resides

- Cognos removes barriers to information and hides source complexity from metadata modelers
  - Open data access to all data
  - Single query service for consistent access



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Cognos provides US Lumber the confidence of reliable access to their critical data

"Cognos 8 BI has really **opened up our company data**, giving us **intuitive insight** into the ways it is **relevant and connected**."

Felipe Herrara, Senior Financial Analyst, US Lumber , January 2008

U.S. LUMBER

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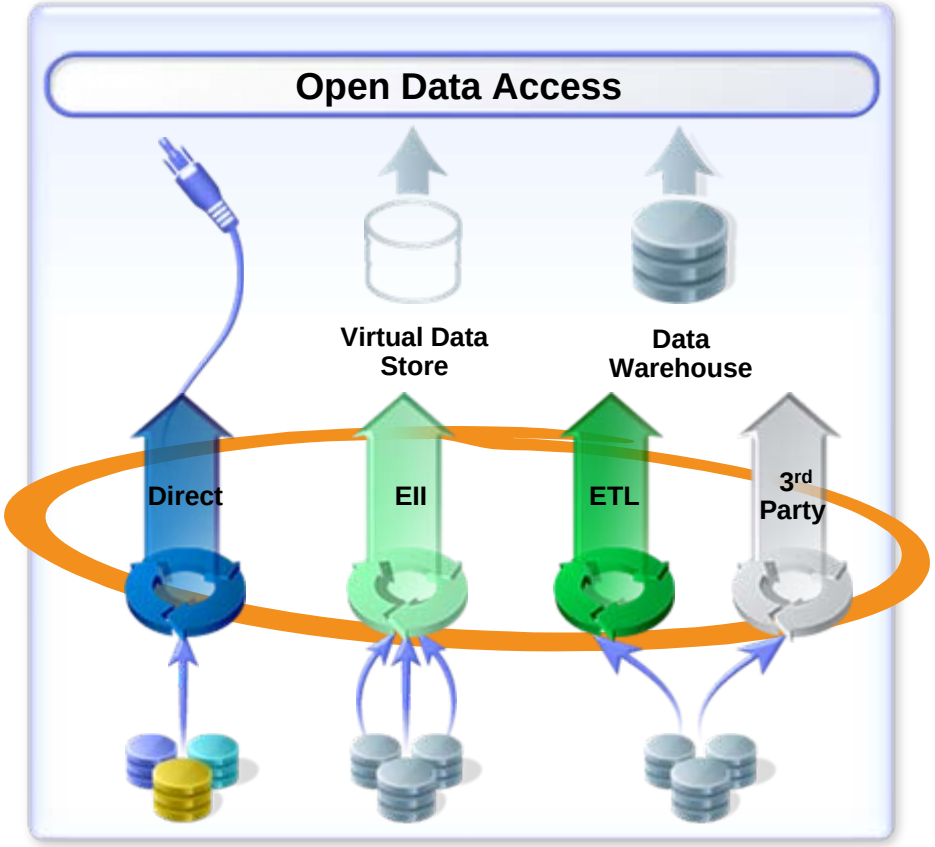
Flexibly combine data sources and sourcing strategies

- Cognos ensures any combination of sourcing can be leveraged and evolved over time with minimal user impact
  - Direct access optimized by source
  - Federated access
  - Dimensional ETL
  - Integration with 3rd Party tools



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Cognos solves information needs of Creativity Inc.

"Cognos had **the most comprehensive, end-to-end solution**," notes Mulholland. "And **Cognos 8 Data Manager was the best tool** of the three by far. It was well developed, had a great interface, and really solved the integration needs we had."

Jim Mulholland, Vice President, Information Technology, Creativity Inc., November 2007

Creativity, Inc.
Bringing Creative People & Products Together

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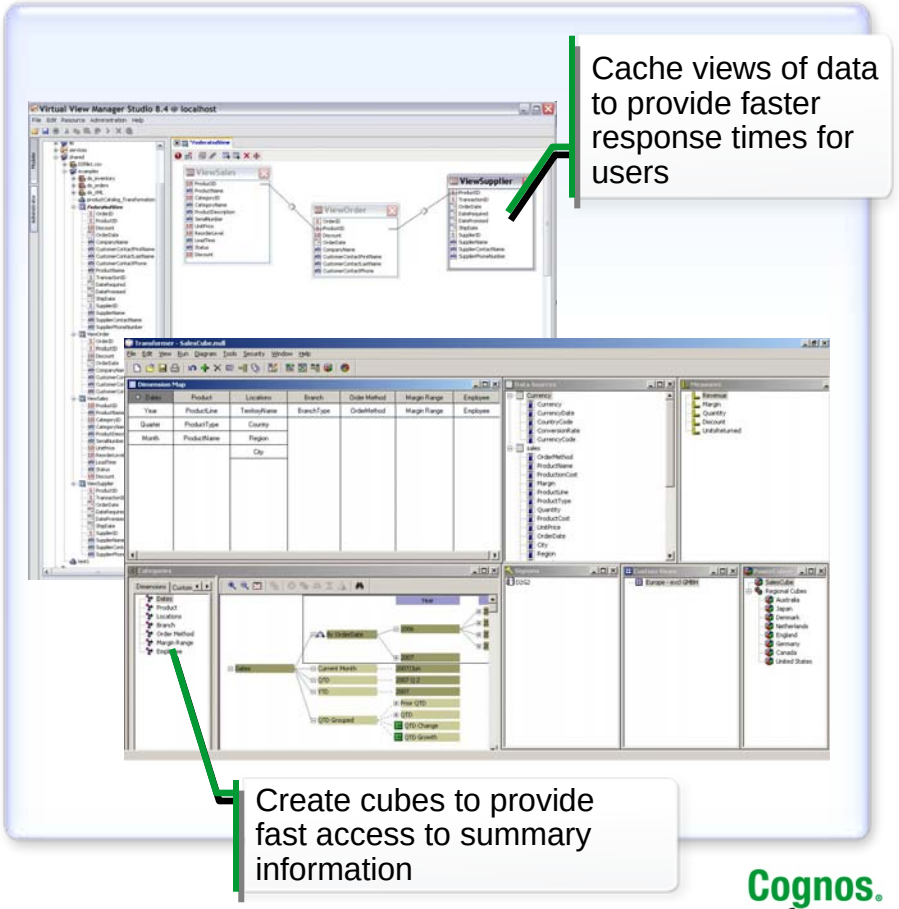
Optimize access for faster data delivery

- Cognos ensure business receive query results quickly without impacting performance of source systems
  - Multi-dimensional cube builder
  - OLAP cubes with predictable performance
  - Virtual caching



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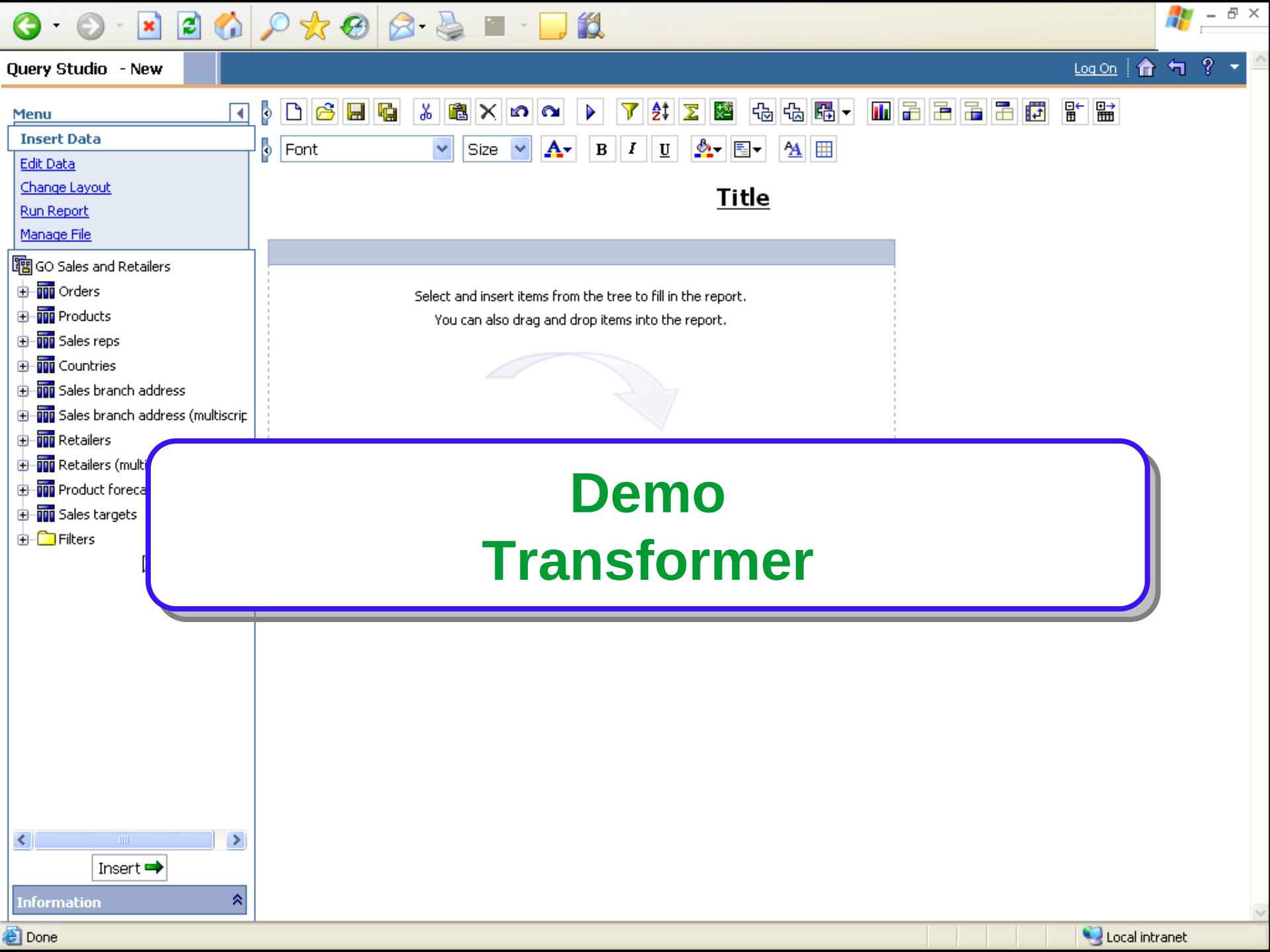

Demo Transformer

Cognos uniquely delivers …

Complete access to all data wherever it resides

Open data access, Single query service

Flexible combination of data sources and sourcing strategies

Optimized direct access, federated access, Dimensional ETL, 3rd party Integration

Reach all information reliably and timely

Optimized access for faster data delivery

Multi-dimensional cube builder, OLAP cubes with predictable performance, Virtual caching

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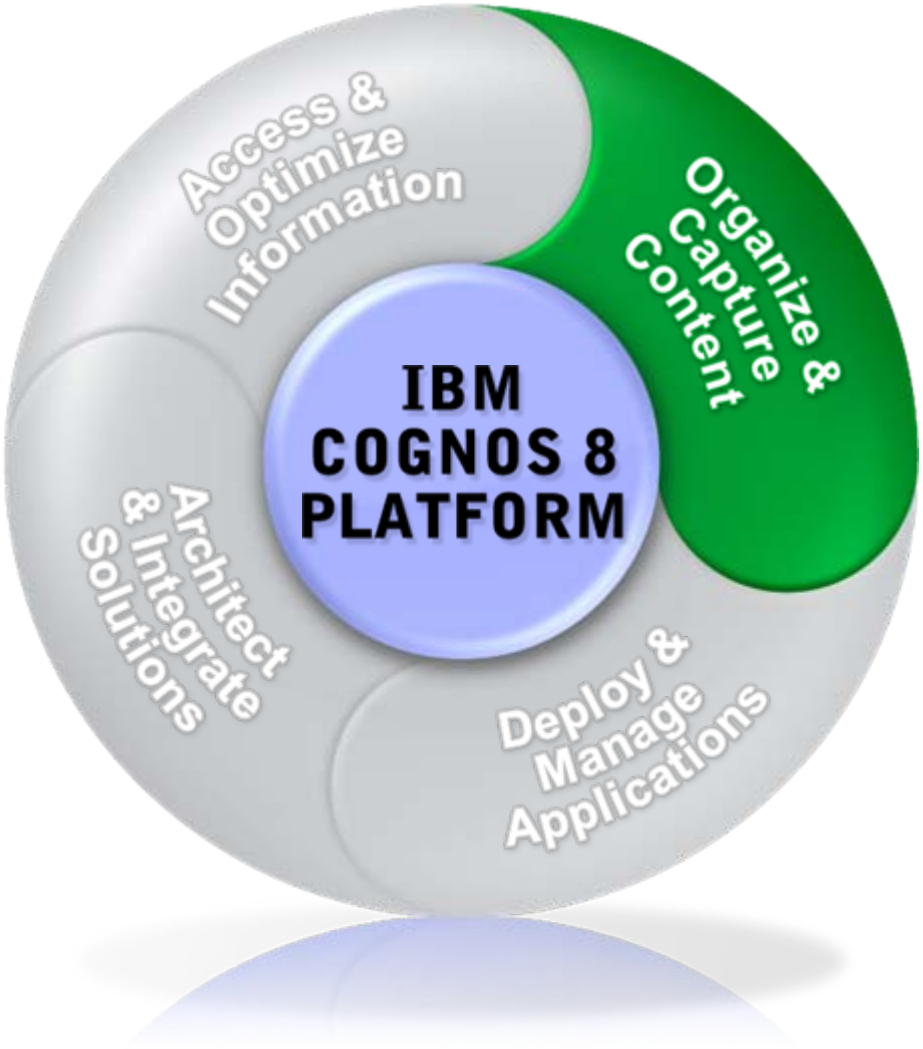
Open, enterprise-class platform increases business adoption and minimizes the burden on IT



Deliver a complete, consistent view of the business

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Deliver a complete, consistent view of the business

Business-relevant information for every decision maker

e.g. Timely, consumable and organized

Optimal modeling to meet business requirements

e.g. Build, maintain and manage models

Understanding for the business into the information

e.g. Lineage, definitions, traceability

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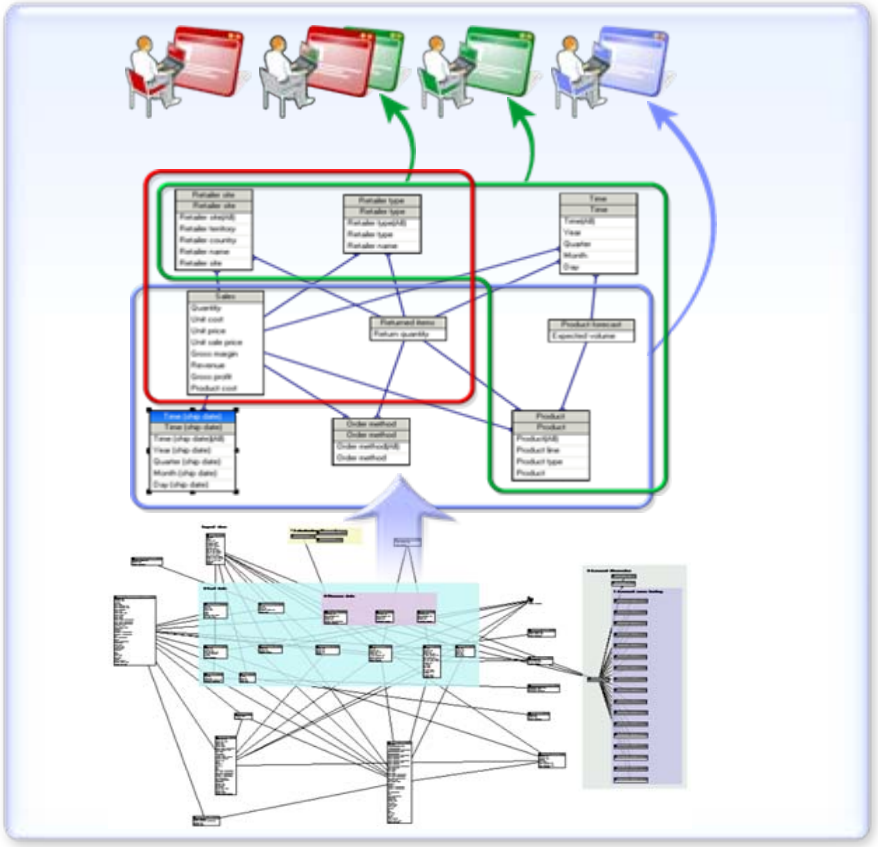
Business-relevant information for every decision maker

- Cognos ensures each user receives relevant information in terms they understand – while shielding them from physical source complexity
  - Common business model
  - Multi-tier model
  - Multi-lingual model
  - Multi-packaging
  - Multi-dimensional cube creation



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Cognos enables Creativity Inc. to confidently deliver consistent information across the business

"By using IBM Cognos 8 Platform, **we are beyond the point most companies hope to reach with data accuracy**," states Mulholland. "Employees can now **speak confidently about our data**, and easily match up reports and metrics, knowing that they are speaking the same language."

Jim Mulholland, Vice President, Information Technology, Creativity Inc., November 2007

Creativity, Inc.
Bringing Creative People & Products Together

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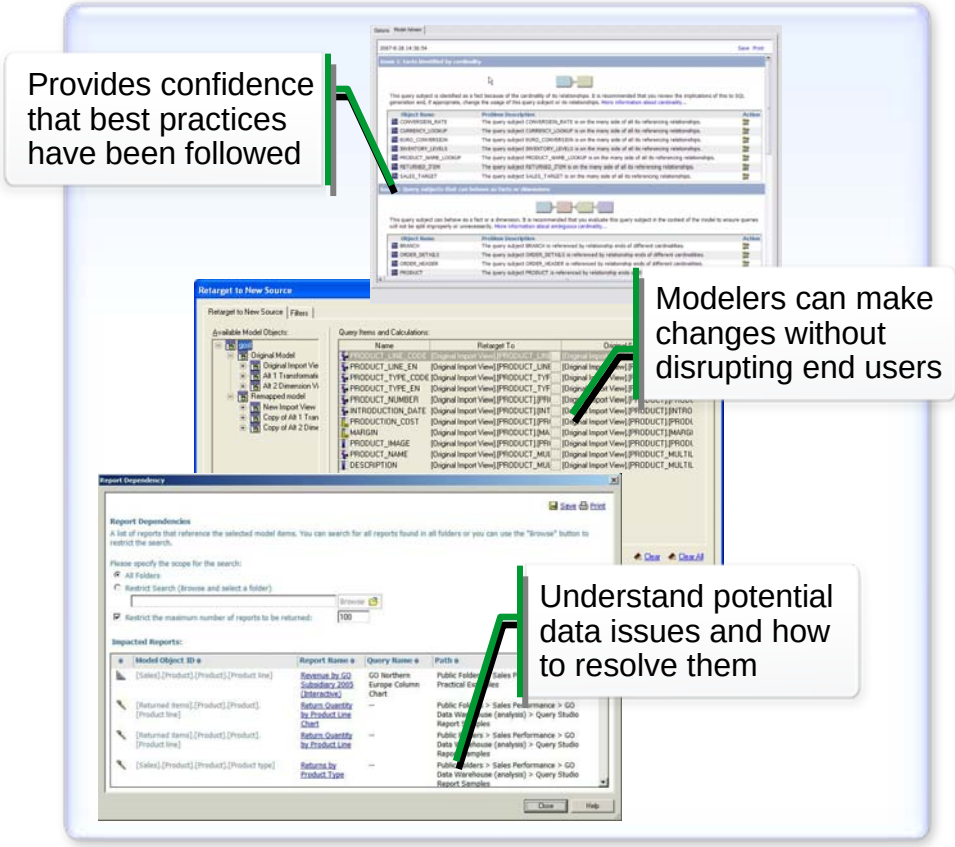
Optimal modeling to meet business requirements

- Cognos ensures modelers can design models optimal for the business and maintainable for IT
  - Model Advisor
  - Multi-tier modeling with reusable objects
  - Impact analysis
  - Multi-participant modeling, versioning and retargeting
  - Bi-directional 3rd party metadata integration



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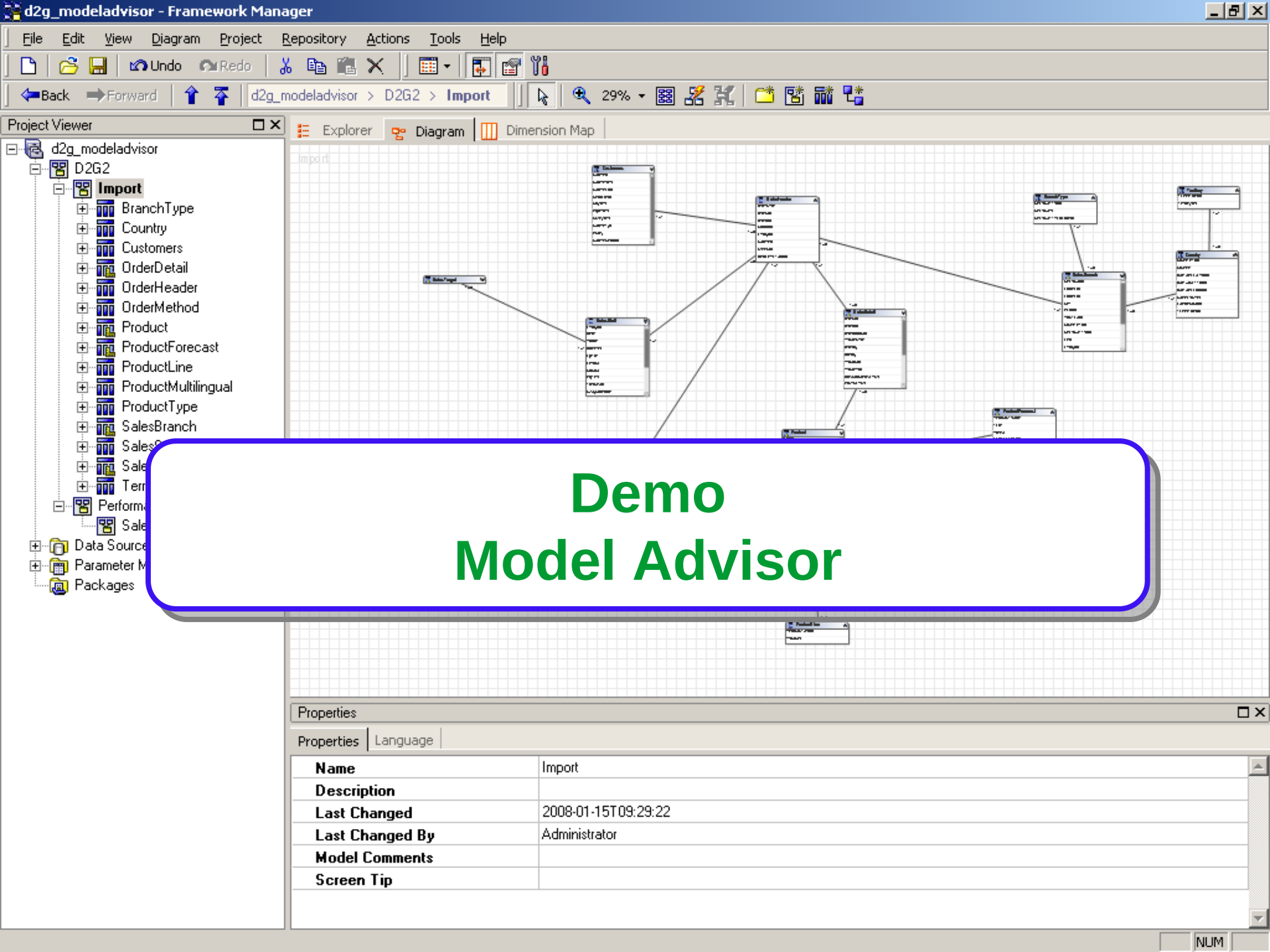
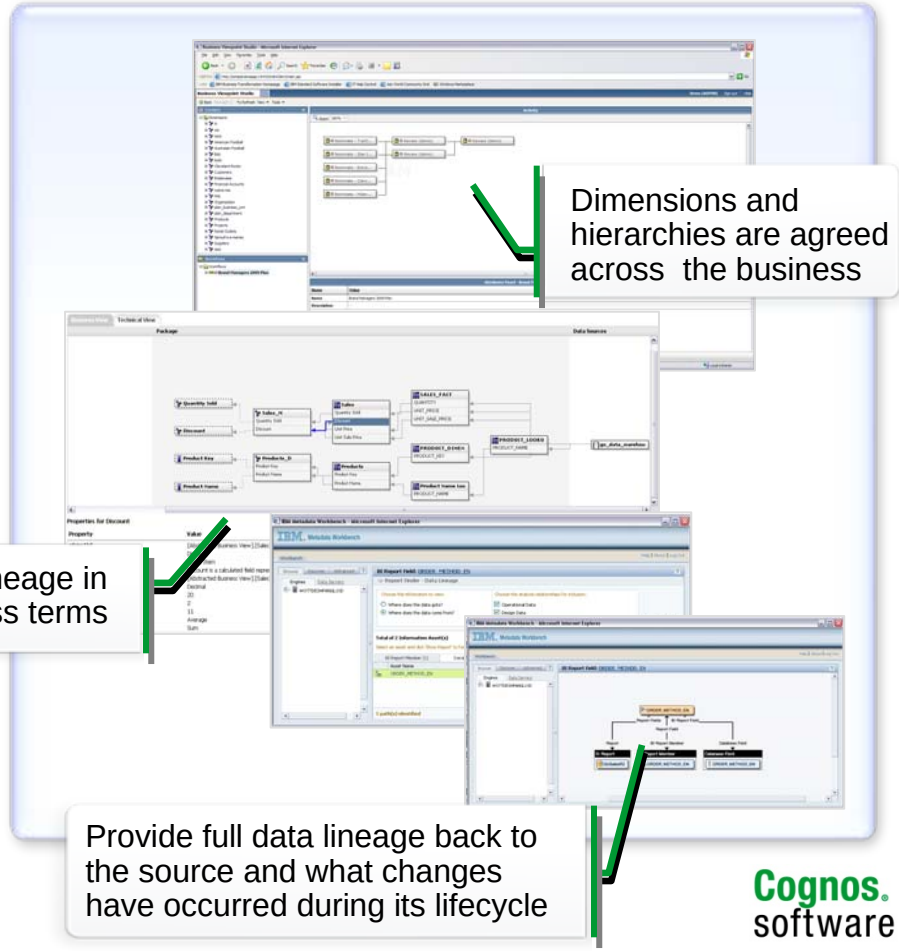

d2g_modeladvisor - Framework Manager
File Edit View Diagram Project Repository Actions Tools Help
Undo Redo
Back Forward
d2g_modeladvisor > D2G2 > Import
29%
Project Viewer
d2g_modeladvisor
D2G2
Import
BranchType
Country
Customers
OrderDetail
OrderHeader
OrderMethod
Product
ProductForecast
ProductLine
ProductMultilingual
ProductType
SalesBranch
Data Source
Parameter M
Packages
Explorer
Diagram
Dimension Map
Demo
Model Advisor
Properties
Properties
Language
Name
Import
Description
Last Changed
2008-01-15T09:29:22
Last Changed By
Administrator
Model Comments
Screen Tip
NUM

Understanding for the business into the information

- Cognos provides the business context into what data means and where it came from
  - Common, sanctioned source of dimensions
  - Metadata lineage with a business and technical view
  - 3rd Party integration for lineage back to data source



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Cognos builds business trust in the information

"Now we can have more **confidence in making quick informed decisions**, as the information is based on fact,"

David Radburn, Head of Business Systems, Caffe Nero, November, 2007

Original quote is longer …

Returns by Order Method - Cognos Viewer - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites

Cognos Viewer - Returns by Order Method

About

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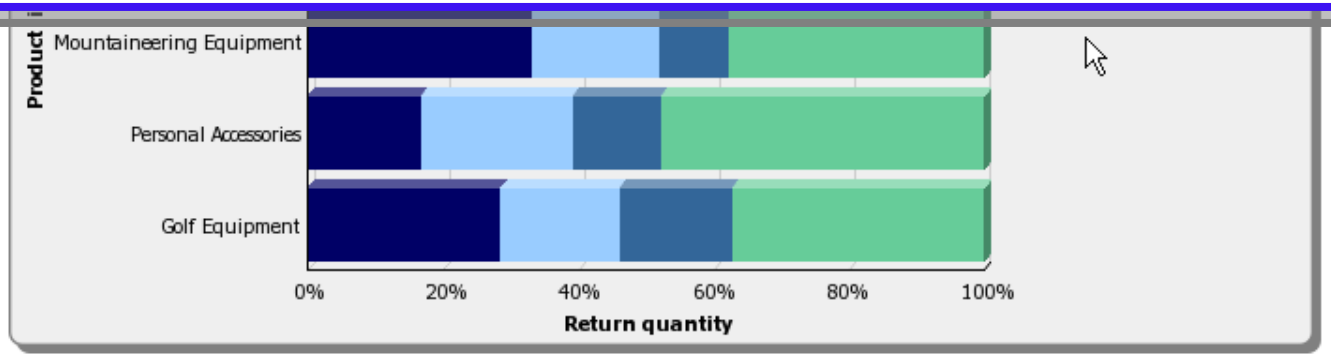
Returns by Order Method

Return quantity	Defective product	Incomplete product	Wrong product shipped	Unsatisfactory product	2004	2005	2006	2007
Camping Equipment	36,046	57,043	52,199	61,549	33,817	50,769	57,013	65,238
Mountaineering Equipment	15,492	8,176	30,765	27,012		20,635	34,530	26,280
Personal Accessories	46,290	26,808	98,875	34,934	43,834	52,190	63,056	47,827
Outdoor Protection	79,351	374	7,210	230,481	217,622	62,349	30,670	6,775

Demo
Data Lineage



12 Sep 2008 19:48:57

IBM COGNOS 8

Done

Local intranet

Cognos uniquely delivers …

Business-relevant information for every decision maker

Common business model, multi-lingual

Optimal modeling to meet business requirements

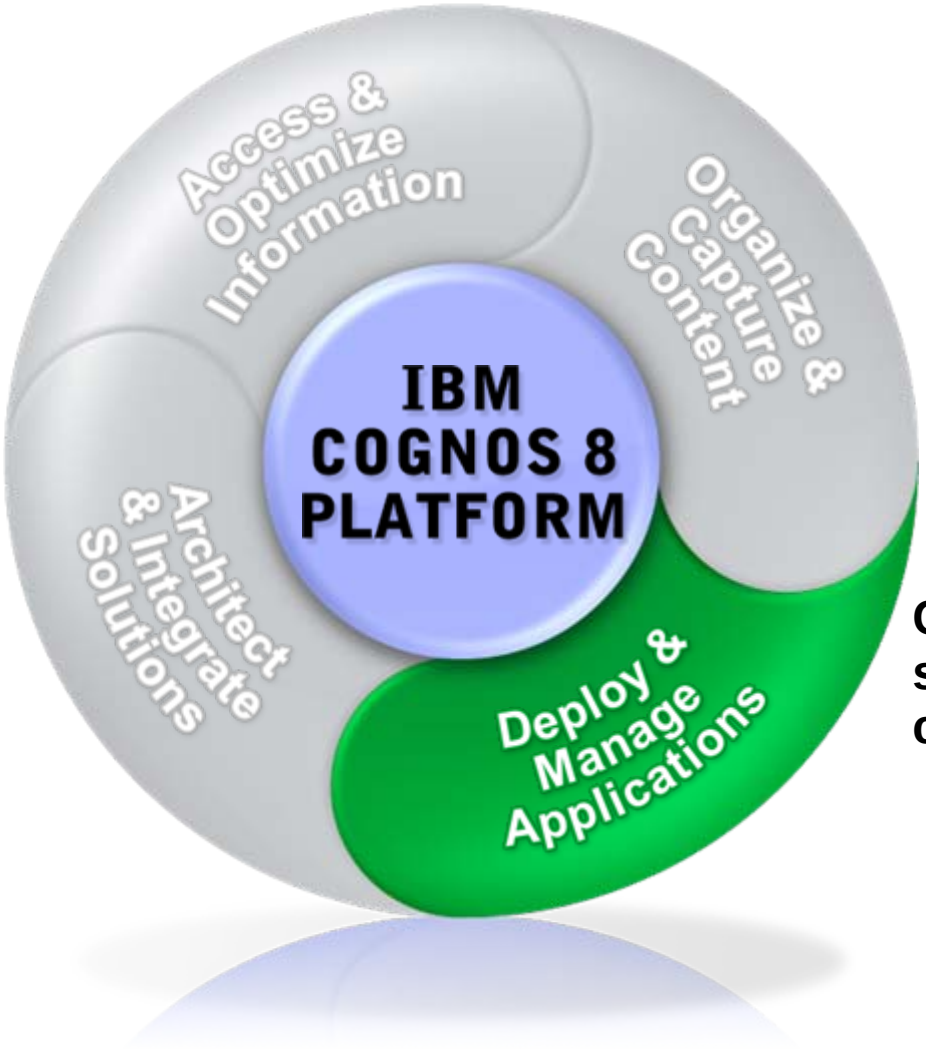
Model advisor, multi-participant modeling

Understanding for the business into the information

Common dimensions, lineage in business terms

Deliver a complete, consistent view of the business

Open, enterprise-class platform increases business adoption and minimizes the burden on IT



Cost-effectively scale as user communities grow

Cognos. software

Cost-effectively scale as user communities grow

Confidently deploy and predictably perform
e.g. Reliability, stability, scalability

Easily meet and exceed SLAs with the business
e.g. Uptime, troubleshooting, tuning

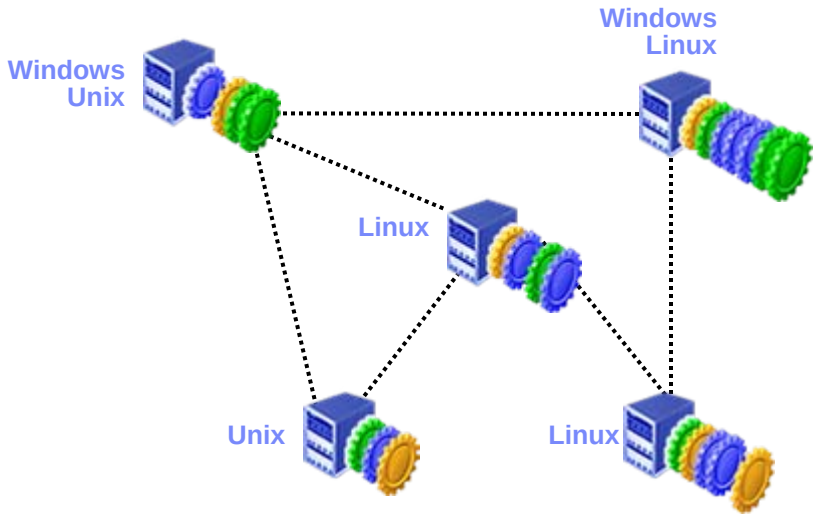
Efficiently manage the system through change
e.g. Upgrades, environment changes

Effectively leverage and enhance existing security
e.g. Authentication, authorization, data scope

Cognos. software

Confidently deploy and predictably perform

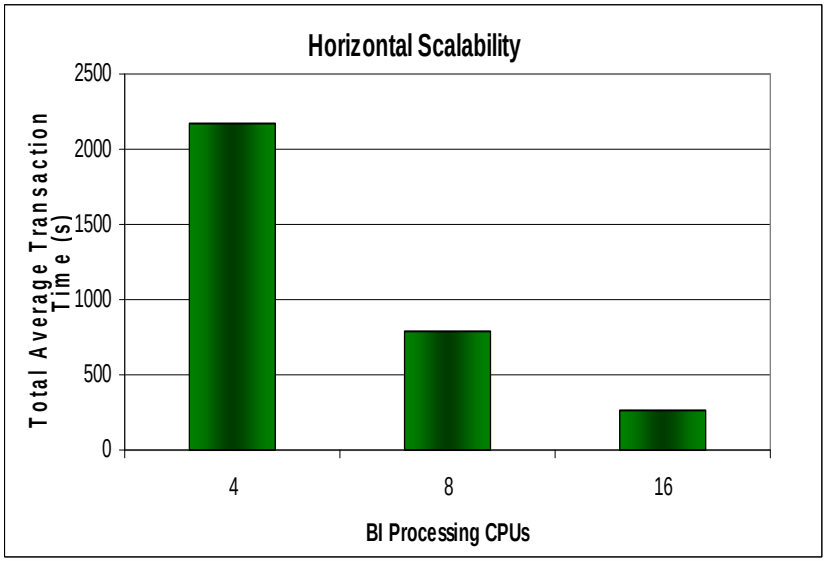
- Cognos eliminates the unpredictable response times that can put projects at risk or limit broad deployment
  - Self-aware peer-to-peer services
  - Automatic load balancing for fault tolerance
  - Proven linear scalability
  - 100% Web-based, including report authors and administrators



Cognos. software

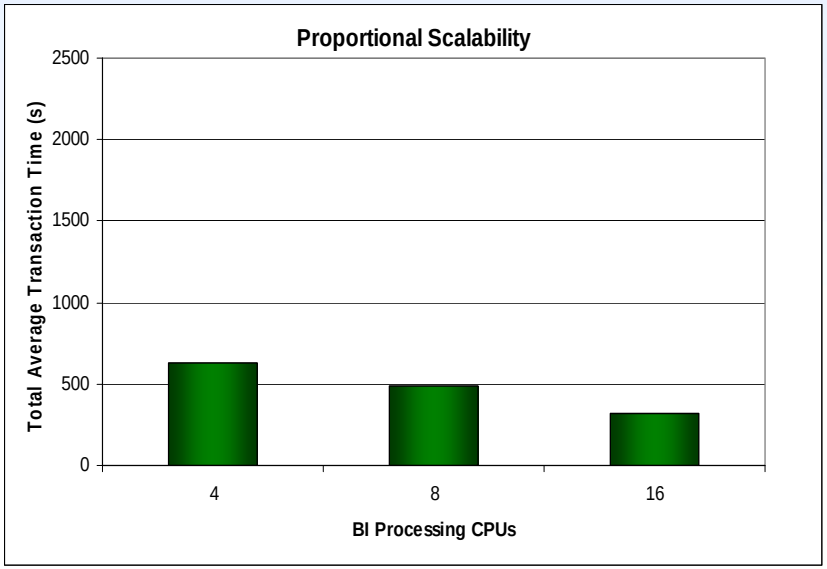
Proven to scale across the enterprise on Windows

Testing demonstrated Cognos 8 BI delivered **linear** scale when hardware capacity was doubled



When hardware was doubled, response times **improved by average of 65%**

Testing demonstrated Cognos 8 BI delivered **linear** scale when hardware capacity was added and user communities grew



When hardware and users were added proportionaly, response times **improved by average of 29%**

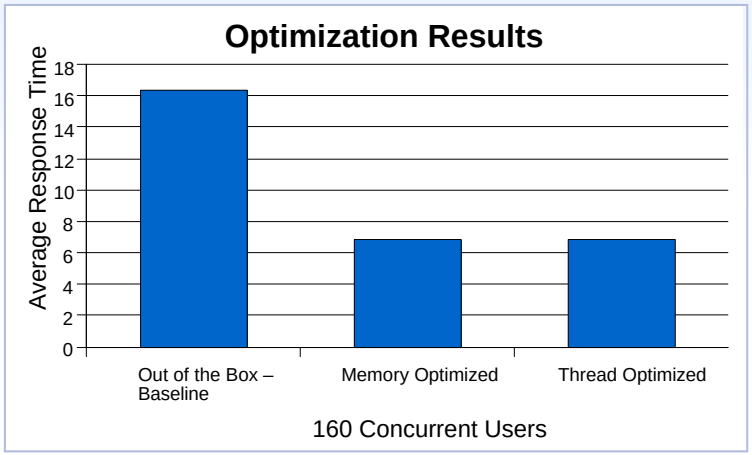
*Testing was conducted on Windows 2003 SP1 enterprise up to **1,600 concurrent users***

Cognos. software

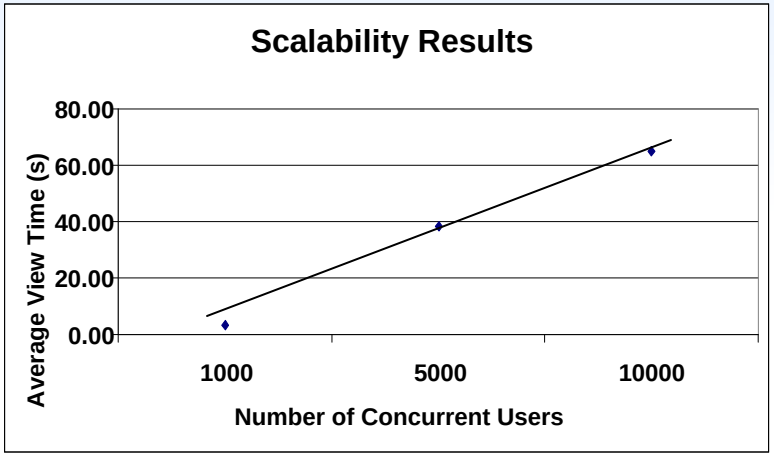
Optimized for performance improvements and proven to scale on AIX 6.1 / P6

Optimization testing at the IBM Innovation Center demonstrated IBM Cognos 8 Platform and AIX offer significant performance improvement

IBM Cognos 8 Platform demonstrated **predictable linear scalability** as it successfully ran with 10,000 concurrent users viewing 3 saved report views



Achieve 60% performance improvement – *with best optimized configurations compared to "out of the box" deployment* – **by tuning AIX environmental variables**



Proven linear scalability for 10,000 concurrent users viewing 3 saved report views

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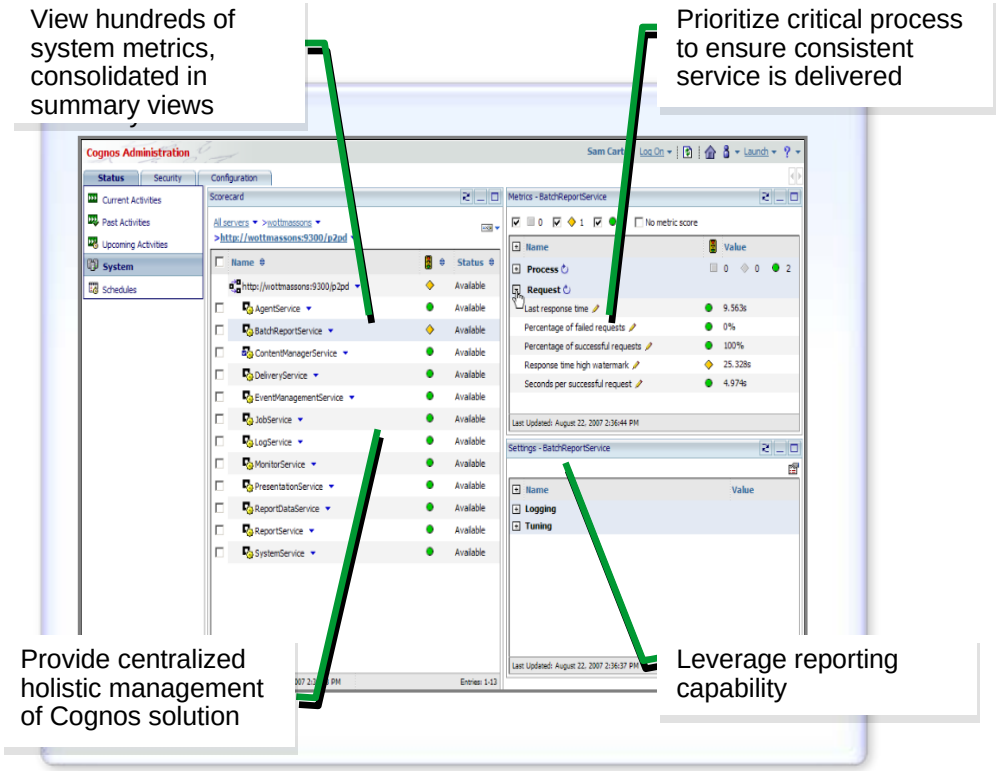
Easily meet and exceed SLAs with the business

- Cognos provides a complete view of system activity for administrators to take action before business impact
  - Task-oriented system monitoring
  - Proactive administration
  - Integration with 3rd party enterprise management solution
  - Complete system management methodology



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Cognos Connection

Administrator Log Off Launch

Public Folders | My Folders | Admin Portal | System Page

Administration Alerts

- Report Usage is Down!
- New - Check Scheduled Reports
- Authorization Failures too high
- Server a5 down – rerouted

No filter | No grouping | [Metrics: 1-7]

Name	Actual	Target	Variance	Variance %	Time Period
Authorization Failures	21.00	15.00	6.00	40.00%	Dec 2007
System Downtime	1.20%	1.20%	0.00%	0.00%	Dec 2007
# of requests for access	10.00	9.00	1.00	11.11%	Dec 2007
Application Compliance	89.00%	85.00%	4.00%	4.71%	Dec 2007
Average Response Times	11.00	9.00	2.00	22.22%	Dec 2007
Authentication Failures	32.00	30.00	2.00	6.67%	Dec 2007
IS&T Backlog	31.00	29.00	2.00	6.90%	Dec 2007

Administrative Tasks

Name
Ad Hoc Authoring
Centralized Activity Monitoring
Enterprise Routing
Service Control
System Admini
Top 10 Report Run Times

Security Reports

Name
# of Reports
Division Model
Login errors
Models Viewed this week

NumberOfProcessedRequests

Demo
System Management

http://cognosdemo:9300/p2pd

http://cognosserver1:9300/p2pd

presentationService
reportDataService
reportService
"http://cognosserv...

Dispatcher

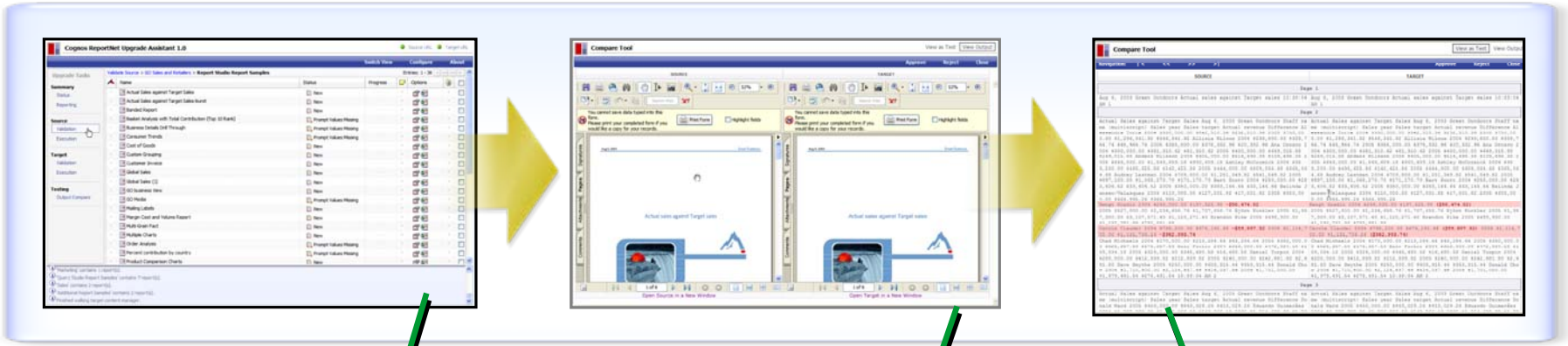
10,000
0

2008-01-03 2008-01-04 2008-01-05 2008-01-06 2008-01-07 2008-01-08 2008-01-09 2008-01-10 2008-01-11 2008-01-12 2008-01-13 2008-01-14

Date

Efficiently Manage the System through Change

- Cognos allows IT to streamline environment changes to minimize the impact on IT resources and the business
  - Visual upgrade manager
  - Automated environment validation
  - Simultaneous availability on Windows, UNIX and Linux



Run reports in both the source and the target environment

View reports in a powerful side-by-side mode to highlight any differences

View reports in text mode to resolve highlighted differences

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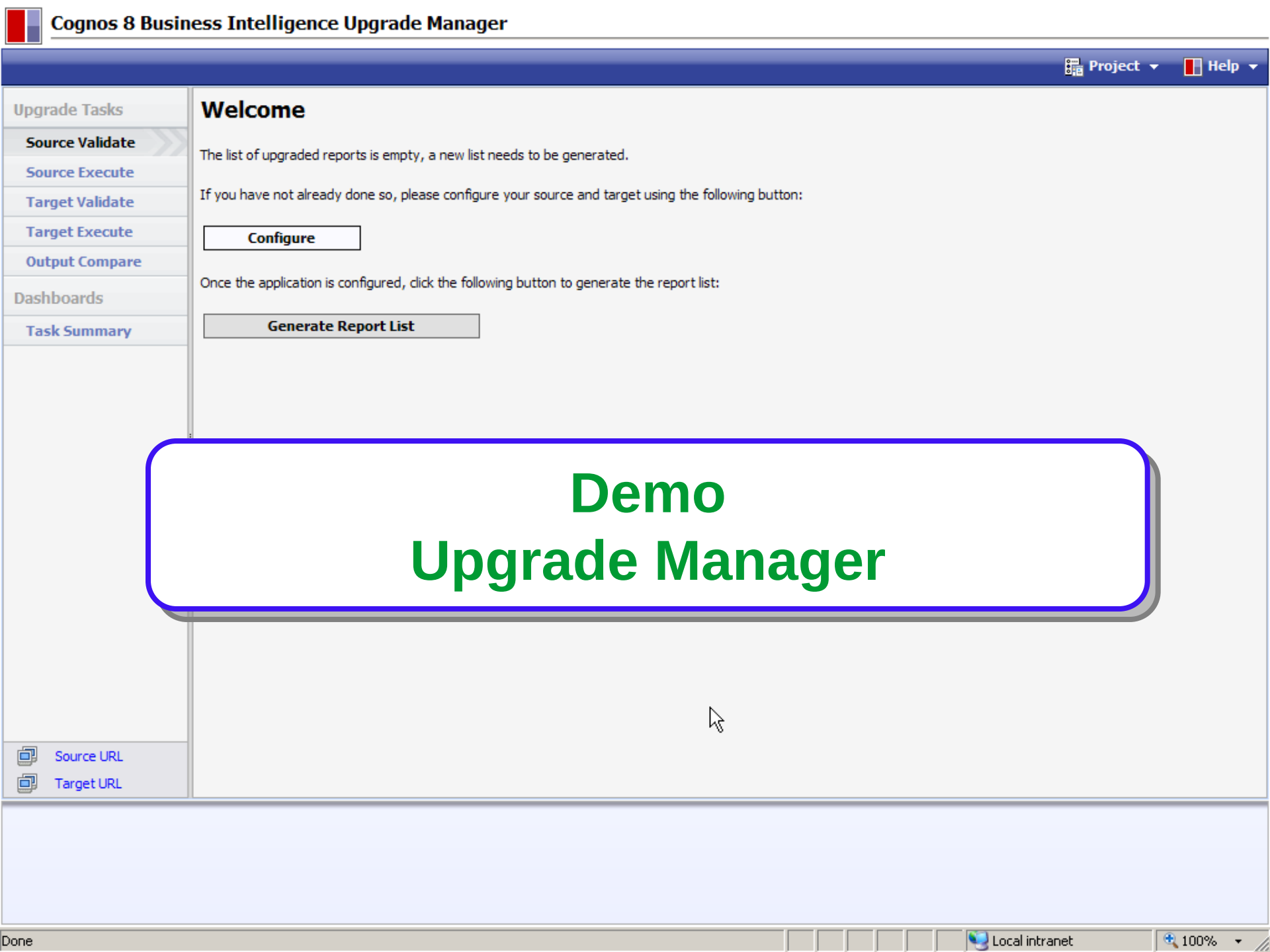
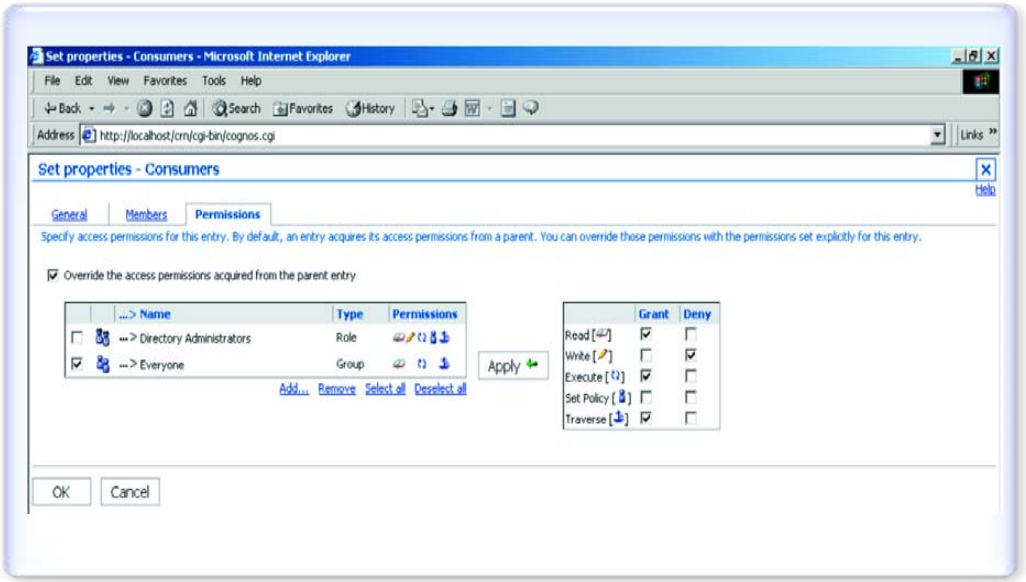

Cognos 8 Business Intelligence Upgrade Manager
Project
Help
Upgrade Tasks
Source Validate
Source Execute
Target Validate
Target Execute
Output Compare
Dashboards
Task Summary
Source URL
Target URL
Welcome
The list of upgraded reports is empty, a new list needs to be generated.
If you have not already done so, please configure your source and target using the following button:
Configure
Once the application is configured, click the following button to generate the report list:
Generate Report List
Demo
Upgrade Manager
Done
Local intranet
100%

Effectively leverage and enhance existing security

- Cognos provides comprehensive security to help customers protect the application down to the data layer
  - Concurrent multiple authentication configuration
  - Single sign-on with 3rd party security provider integration
  - Data access security
  - Application firewall
  - Out-of-the-box encryption
  - Audit and control
  - Remote administration of access control



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Symantec approves Cognos' sound security practices

"The security assessment reveals that Cognos understands **sound security practices** and has **surpassed industry best practices** by designing a secure architecture and framework for reporting and analysis applications."

"By monitoring relevant security issues and taking **proactive steps towards a more secure environment**, Cognos is clearly committed to their objective of **delivering a high level of security** for all customers."

"**From a security perspective the overall design and architecture of Cognos 8.4 is exceptionally robust**. The core framework provides users with a secure platform for reporting and multidimensional data analysis. The flexible architecture has a built in application firewall which protects users and application resources from malicious attacks."

Symantec security evaluation 2008

symantec.

Cognos. software

Easier to deploy and manage with Cognos 8

"The ability to utilize Cognos enabled the Educational Data Warehouse (EDW) **to deploy to over 17,000 teachers and administrators. Over 100,000 reports were run by administrators** in EDW and **over 400,000 reports were run by teachers** in EDW for Teachers, in a period of six months. "

School District of Palm Beach County (SDPBC), Florida, Diane Conley, December, 2008

"**Cognos, …makes it easy for companies to deploy BI and PM** to a broader user population, while **minimizing the resulting workload for IT** departments."

Nucleus Research, Cognos Takes on the Rest of the Enterprise, November, 2007

Cognos. software

Cognos uniquely delivers …

Confident deployment and predictable performance
Peer to peer services, complete fault-tolerance

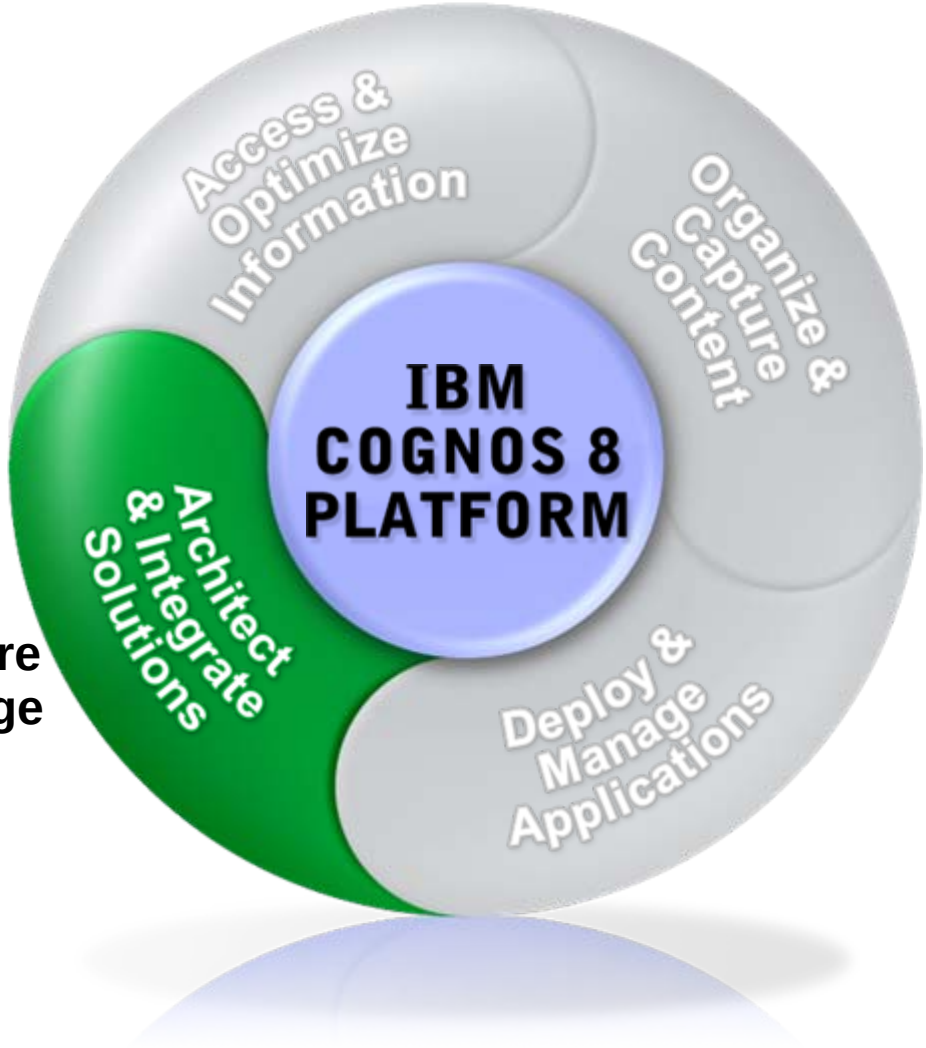
Ability to meet and exceed SLAs with the business
Proactive administration, system management methodology

Efficiency to manage the system through change
Visual upgrade manager

Ability to leverage and enhance existing security
Single sign-on, concurrent multiple authentication configuration

Cost-effectively scale as user communities grow

Open, enterprise-class platform increases business adoption and minimizes the burden on IT



Adopt infrastructure and adapt to change

Cognos. software

Adopt infrastructure and adapt to change

Leverage technology standards as they evolve

e.g. Portals, security, platforms, databases standards

Flexibly deploy to fit infrastructure strategy

e.g. Single server, multi-server, grid, virtual,

Extend PM to address new business requirements

e.g. Mobile devices, enterprise search, applications, business processes

Cognos. software

Confidently leverage technology standards as they evolve

- Cognos ensures IT gains value from existing technology investments today and in the future
  - Environment neutral architecture
  - Standards-based services

Application & Web Servers	Security Providers & Firewalls	Data Integration & Data Quality Tools	Platforms & Databases
ANY J2EE APPLICATION SERVER	ANY COMBINATION OF LDAP	COGNOS DATA MANAGER	ANY COMBINATION OF
IBM WEBPHERE	NTLM	COGNOS VIRTUAL VIEW MANAGER	WINDOWS
SAP NETWEAVER	ACTIVE DIRECTORY	IBM INFOSPHERE DATASTAGE	UNIX
ORACLE APPLICATION SERVER 10G	NETEGRITY	INFORMATICA POWERCENTER	LINUX
...	SAP,	METABROKER	SYSTEM p
	COGNOS SERIES 7	...	SYSTEM z
	CUSTOM		INTEL
	...		...

Cognos. software

Cognos ensures the current and future standards of MassHousing are met

"We have a platform in Cognos 8 which is truly adaptable to both our current and future needs. "

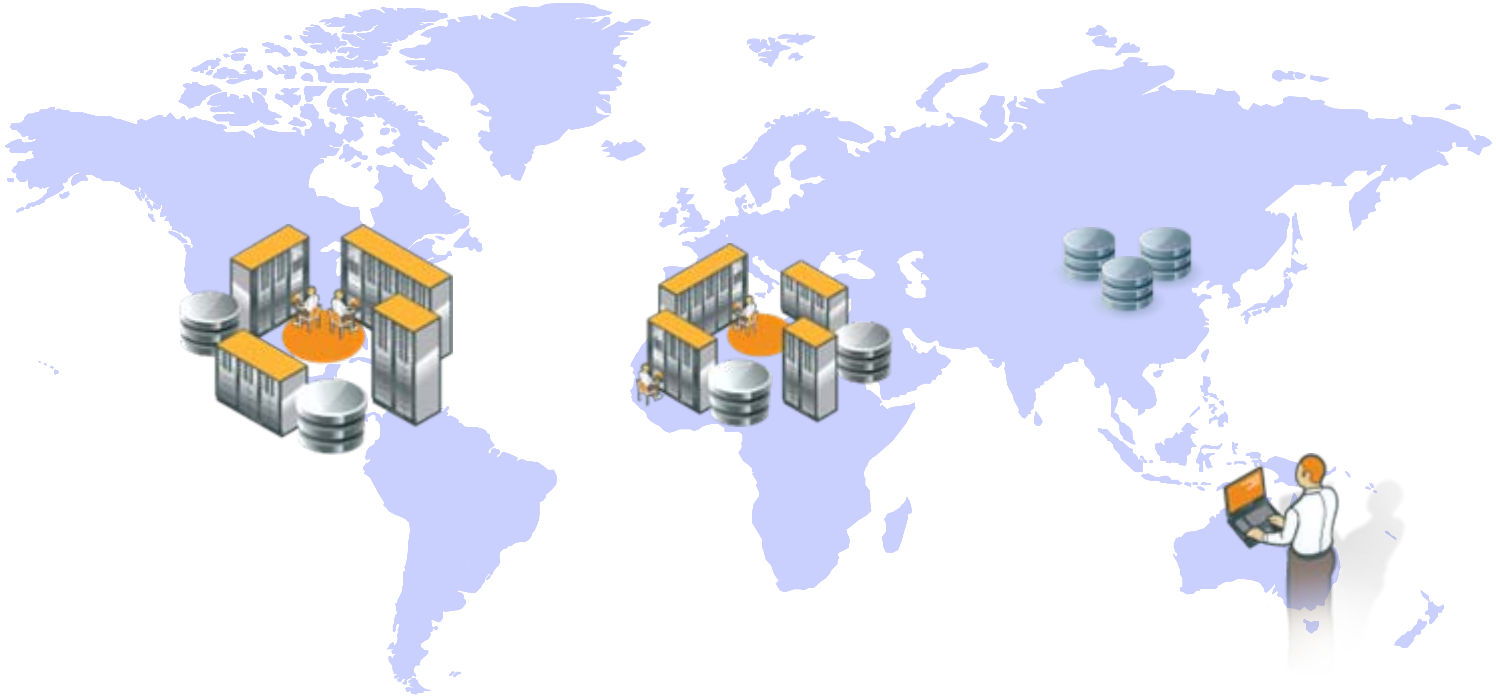
- Carl Richardson, BI Project Manager, MassHousing, Nov, 2007

MASSHOUSING

Cognos. software

Flexibly deploy to fit infrastructure strategy

- Cognos provides the ability to implement the optimal infrastructure strategy for the PM solution
  - Server location transparency
  - Flexible peer-to-peer services



Cognos. software

Cognos architecture works seamlessly on your infrastructure

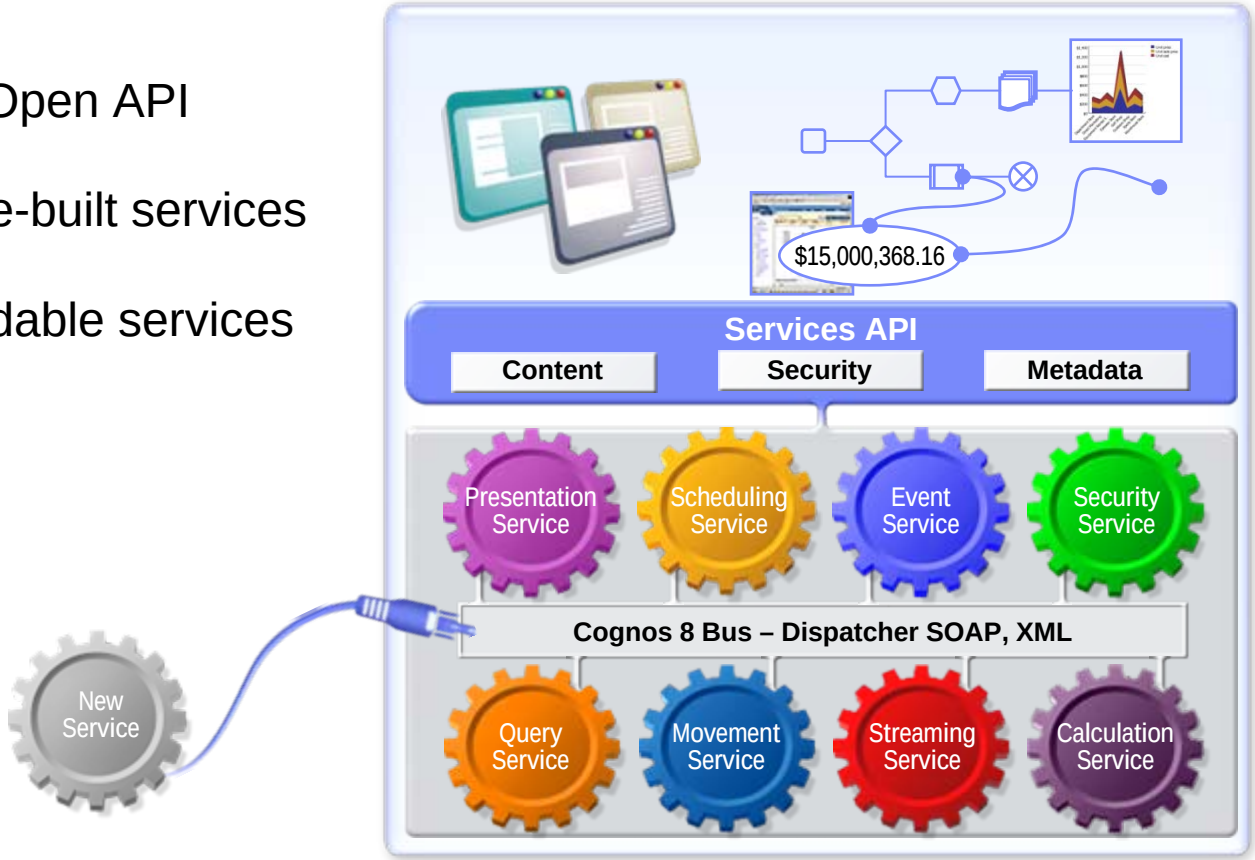
"The **Cognos open, distributed architecture works seamlessly on our existing IBM technology infrastructure** and as a result, we can ensure residents and employees find consistent and helpful information to help keep the city running smoothly and more efficiently."

- Brian Osterloh, City of Albuquerque, May 2008

Cognos. software

Easily extend PM to address new business requirements

- Cognos ensures PM solutions easily integrate with other applications and address unique business requirements
  - Single Open API
  - Purpose-built services
  - Embeddable services



Large healthcare organization provides value-add information to their customers with Cognos

Challenges:

- Launch new business model based on new solution architecture
- Tightly integrate PM into SOA architecture

Solution:

- Cognos as the PM technology integrated into the solution
- Leverage Cognos open API to integrate within their offering to their customers

Value:

- Provide multiple PM capabilities such as reporting and query on top of data warehouse
- Tightly integrate Cognos into new java-based applications for single sign-on, workflow orchestration and presentation
- Easily integrate Cognos into their entire infrastructure stack, including portal, security and application servier

Cognos. software

Cognos uniquely delivers …

Ability to leverage technology standards as they evolve

Environment neutral architecture, standards-based services

Flexible deployment to fit infrastructure strategy

Flexible peer-to-peer services

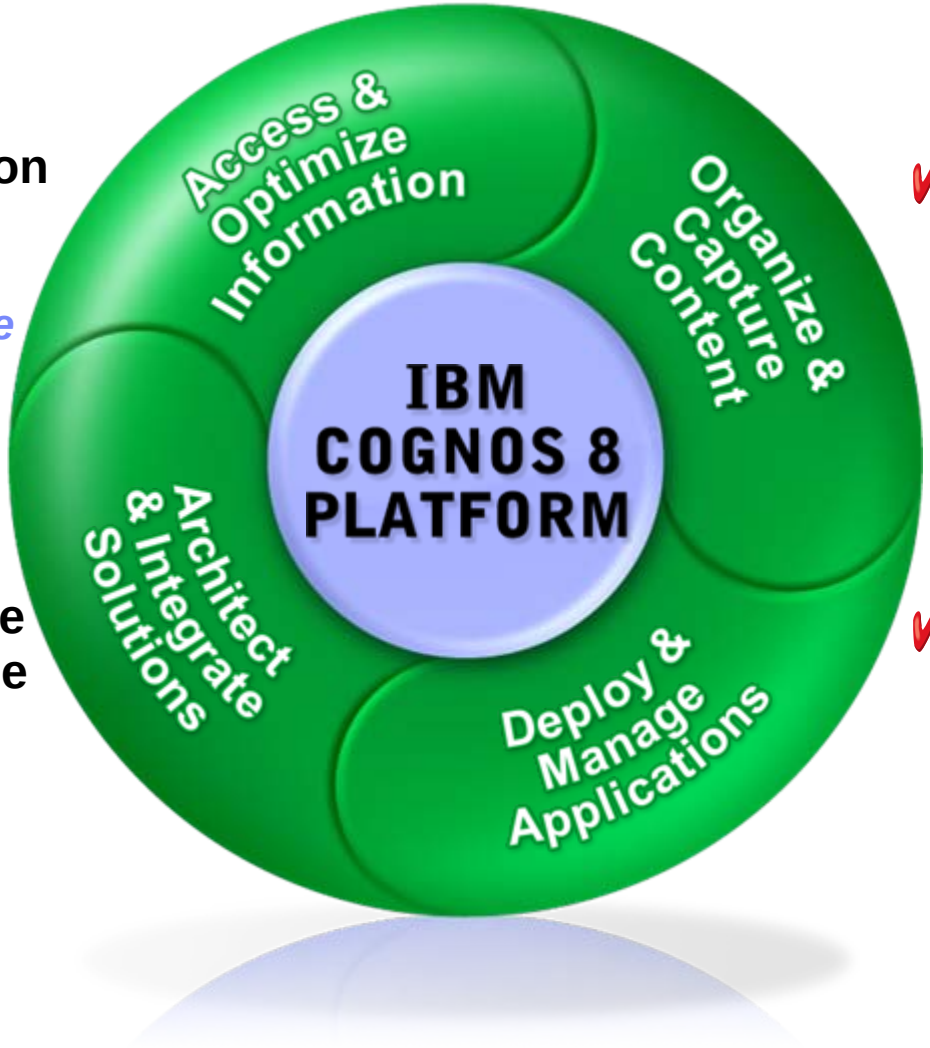
Ability to extend PM to address new business requirements

Single open API, purpose-built services

Adopt infrastructure and adapt to change

Open, enterprise-class platform increases business adoption and minimizes the burden on IT

- **Reach all information reliably and timely**
  Open data access, single query service
- **Adopt infrastructure and adapt to change**
  Flexible peer-to-peer services



- **Deliver a complete, consistent view of the business**
  Common business model
- **Cost-effectively scale as user communities grow**
  Proactive administration

Cognos. software

Cognos delivers the right foundation for successful BI and PM solutions

Open Enterprise-Class Platform

- to deliver complete, consistent and timely information across diverse user communities with cost-effective scale

Purpose-Built SOA

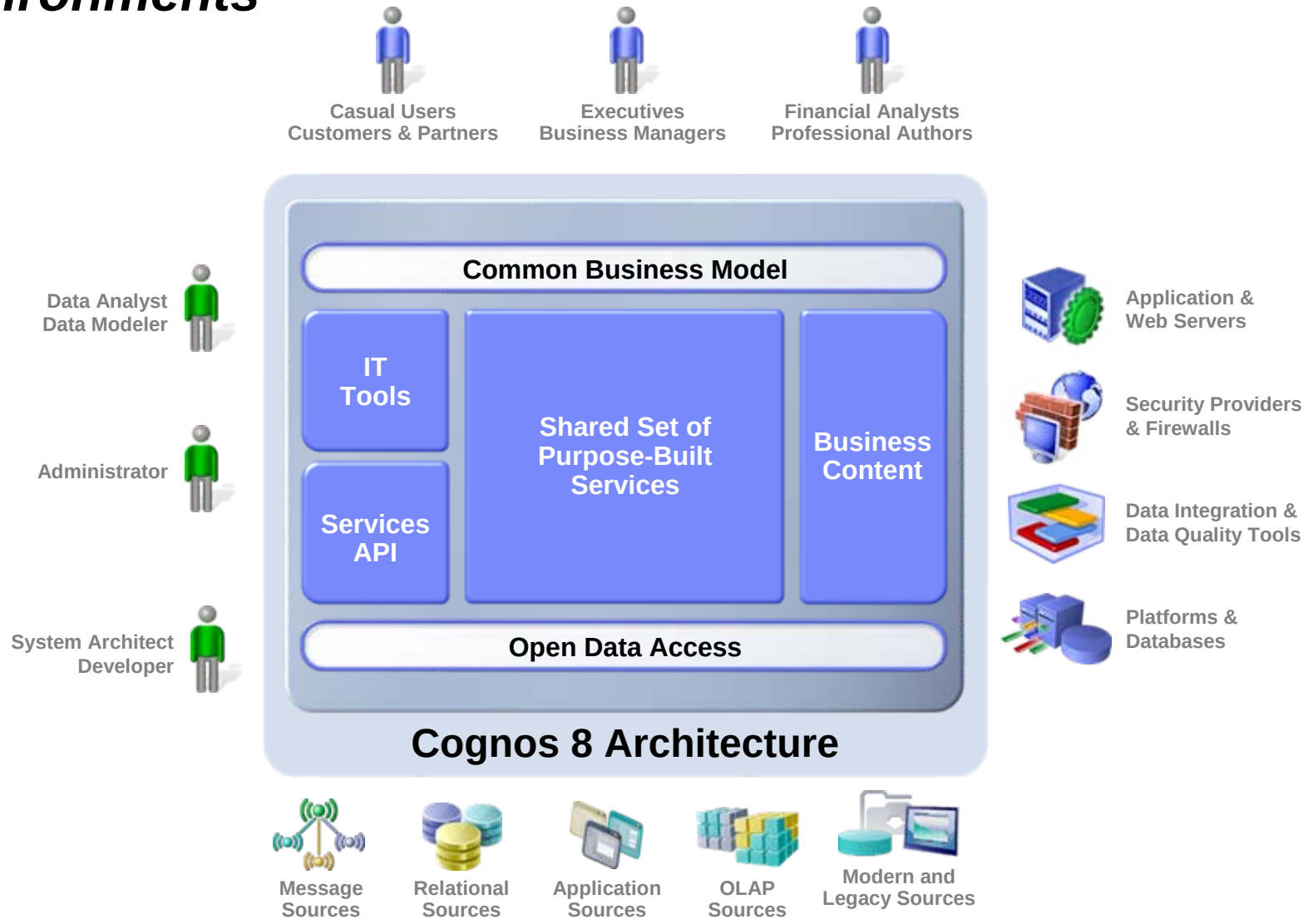
- to quickly respond to new business demands and easily adopt new technology standards

Proven Expertise

- to accelerate team know-how, streamline deployment and ease on-going management

Cognos. software

Built on an SOA to deploy successfully within changing environments



Cognos. software

Standard-based services, purpose-built for PM

Casual Users
Customers & Partners

Executives
Business Managers

Financial Analysts
Professional Authors

Data Analyst
Data Modeler

Administrator

System Architect
Developer

Common Business Model

IT Tools

Services API
- Content
- Security
- Metadata

Shared Set of Purpose-Built Services

- Presentation Service
- Scheduling Service
- Event Service
- Security Service
- Cognos 8 Bus – Dispatcher SOAP, XML
- Query Service
- Movement Service
- Streaming Service
- Calculation Service

Business Content

Open Data Access

Application & Web Servers

Security Providers & Firewalls

Data Integration & Data Quality Tools

Platforms & Databases

Message Sources

Relational Sources

Application Sources

OLAP Sources

Modern and Legacy Sources

Cognos. software

Flexible and optimized access to all data

Casual Users
Customers & Partners

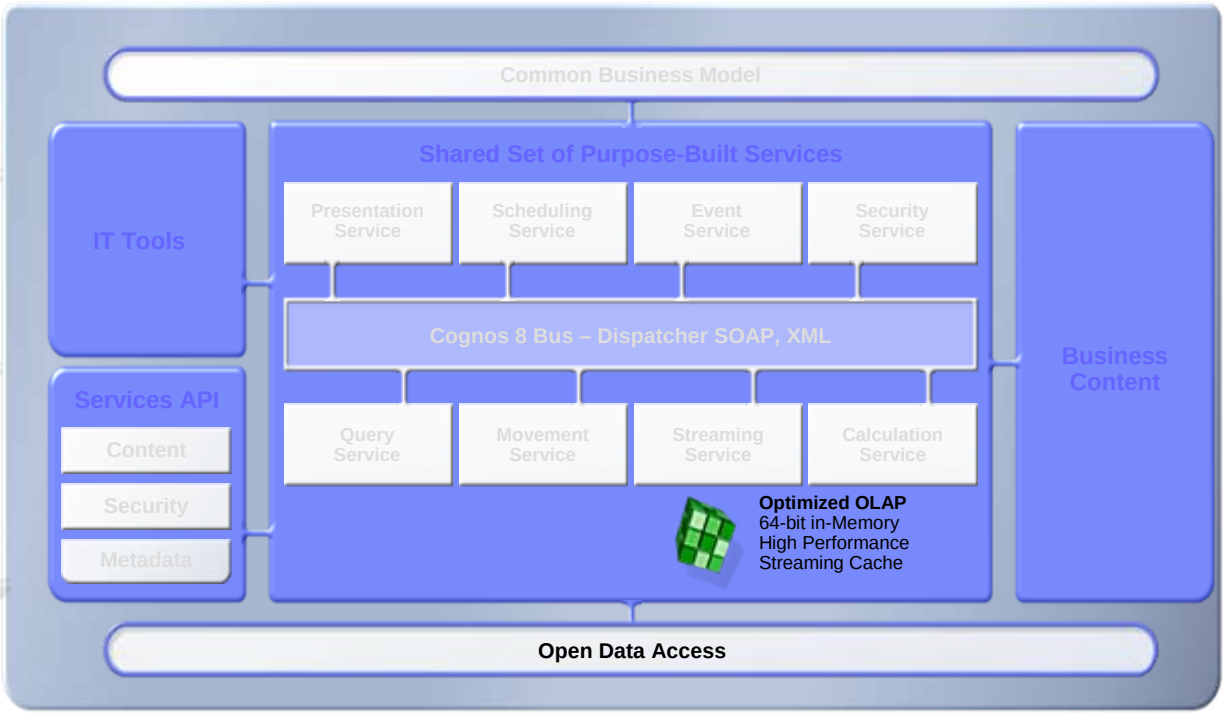
Executives
Business Managers

Financial Analysts
Professional Authors

Data Analyst
Data Modeler

Administrator

System Architect
Developer



Application &
Web Servers

Security Providers
& Firewalls

Data Integration &
Data Quality Tools

Platforms &
Databases

Message
Sources

Relational
Sources

Application
Sources

OLAP
Sources

Modern and
Legacy Sources

Cognos. software

Common business view for all PM capabilities

Casual Users
Customers & Partners

Executives
Business Managers

Financial Analysts
Professional Authors

Data Analyst
Data Modeler

Administrator

System Architect
Developer

Common Business Model

IT Tools

Model

Services API

Content

Security

Metadata

Shared Set of Purpose-Built Services

Presentation Service | Scheduling Service | Event Service | Security Service

Cognos 8 Bus – Dispatcher SOAP, XML

Query Service | Movement Service | Streaming Service | Calculation Service

Optimized OLAP
64-bit in-Memory
High Performance
Streaming Cache

Business Content

Shared Dimensions

Personal Datasets

Attachments, Annotations

Initiatives, Metrics

Plan & Report Saved Objects

Open Data Access

Application & Web Servers

Security Providers & Firewalls

Data Integration & Data Quality Tools

Platforms & Databases

Message Sources

Relational Sources

Application Sources

OLAP Sources

Modern and Legacy Sources

Cognos. software

Broad system management capabilities

Casual Users
Customers & Partners

Executives
Business Managers

Financial Analysts
Professional Authors

Data Analyst
Data Modeler

Administrator

System Architect
Developer

Common Business Model

IT Tools
- Admin
- Upgrade
- Model

Services API
- Content
- Security
- Metadata

Shared Set of Purpose-Built Services

Presentation Service | Scheduling Service | Event Service | Security Service

Cognos 8 Bus – Dispatcher SOAP, XML

Query Service | Movement Service | Streaming Service | Calculation Service

System Content
Metadata, Events
Search Index, Audit
Logs, System Metrics

Optimized OLAP
64-bit in-Memory
High Performance
Streaming Cache

Business Content
- Shared Dimensions
- Personal Datasets
- Attachments, Annotations
- Initiatives, Metrics
- Plan & Report Saved Objects

Open Data Access

Application & Web Servers

Security Providers & Firewalls

Data Integration & Data Quality Tools

Platforms & Databases

Message Sources

Relational Sources

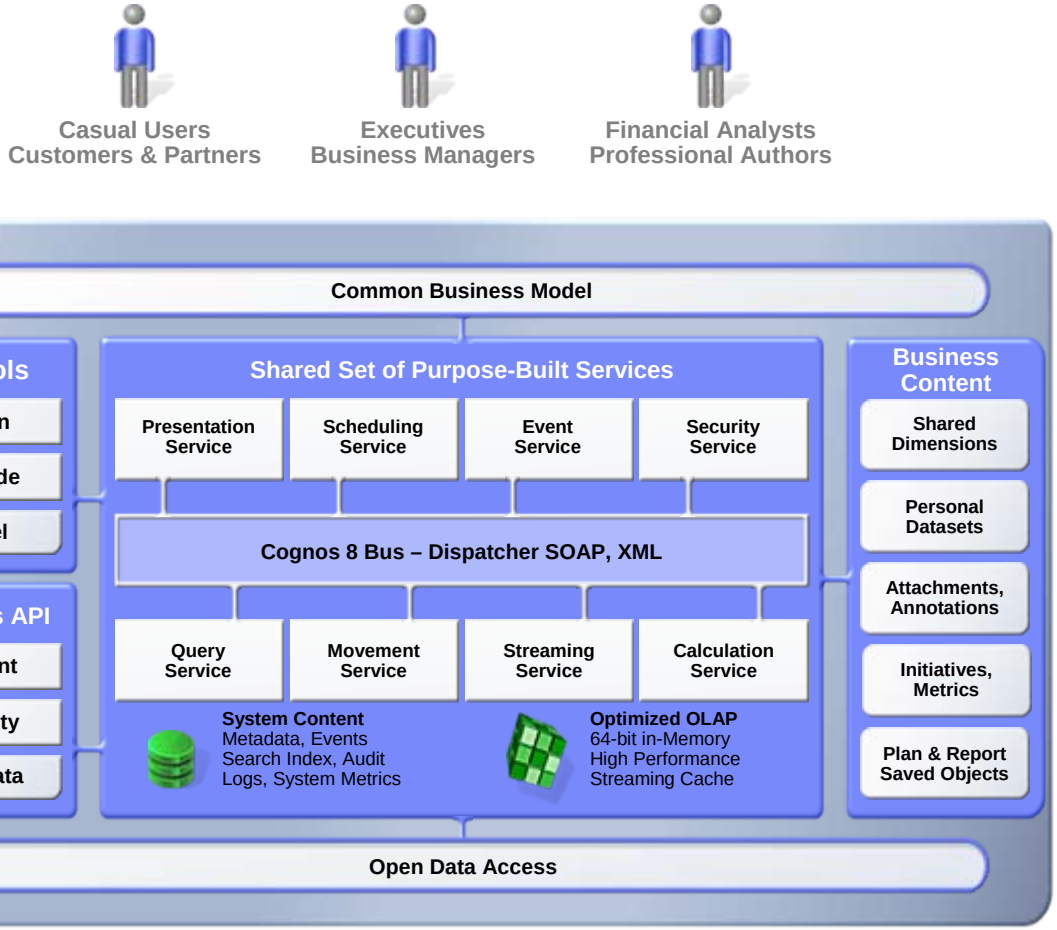
Application Sources

OLAP Sources

Modern and Legacy Sources

Cognos. software

Built on an SOA to deploy successfully within changing environments



Cognos. software

Cognos 8 architecture is applauded as a key differentiator by industry analysts

"Cognos' approach in supporting the majority of BI and PM capabilities into a single, services-oriented architecture (SOA) **is a major step forward for the vendor (and the market in general) and dramatically simplifies the installation and administration for IT users**"

- Ovum, Cognos 8 Business Intelligence Evaluation – Exec Summary , January 2007

Cognos delivers the right foundation for successful BI and PM solutions

Open Enterprise-Class Platform

- to deliver complete, consistent and timely information across diverse user communities with cost-effective scale

Purpose-Built SOA

- to quickly respond to new business demands and easily adopt new technology standards

Proven Expertise

- to accelerate team know-how, streamline deployment and ease on-going management

Cognos. software

Increase IT productivity and responsiveness to the business

Adopt proven practices to jumpstart IT's expertise

e.g. Deployment best practices, tips and techniques

Augment your team's skills to more easily deploy and manage

e.g. Training, consulting, support

Learn from your peers and share your expertise to continuously improve

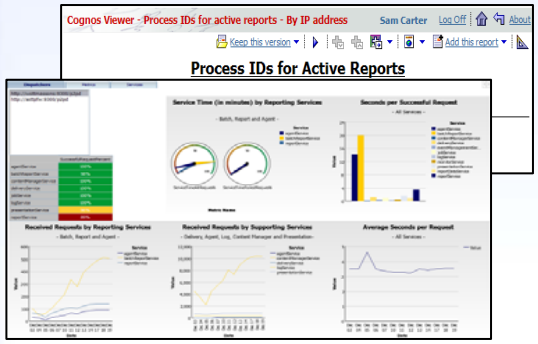
e.g. User groups, online forums

Adopt proven practices to strengthen your knowledge base

System Management Methodology

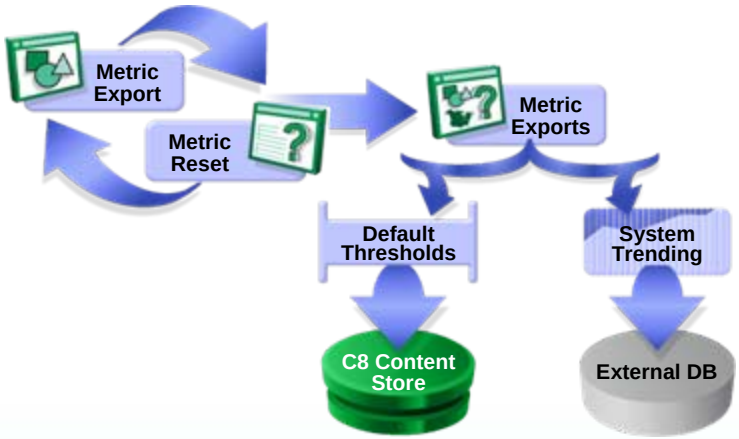
- Broaden understanding with Proven Practices for system administration, auditing and security
- Accelerate ability to manage the system with sample reports, dashboards, models
- Enable proactive administration with System Management tools to automatically set default thresholds for system metrics

Sample Models, Reports, Dashboards



Proven Practices

System Management Tools



Cognos. software

Augment your team's skills to easily deploy and manage

Full curriculum

Training Paths

e-Learning

Guardian Services

Migration & Upgrade Services

Off-shore Services

BICC Services

Implementation Roadmaps

Cognos Customer Center | **Online Support** | **Product Continuation**

Cognos. software

Learn from your peers and share your expertise to continuously improve

- Innovation Center
  - Share proven techniques in performance management with technology experts, finance professionals and industry thought leaders
- Tech Talk
  - Deliver live and on-demand webinars as well as online product demos
- User groups
  - Share experiences, insight, and knowledge about Cognos software

Cognos. software

Cognos uniquely delivers …

Proven practices to jumpstart IT expertise

System management methodology

Ability to augment team skills to more easily deploy and manage

Education, services, support

Forums to learn from your peers and share expertise

Innovation Centre, Tech Talk
Webinars, User groups

Increase IT productivity and responsiveness to the business

Why Cognos?

Open Enterprise-Class Platform

- to deliver complete, consistent and timely information across diverse user communities with cost-effective scale

  Increased user adoption, cost-effective deployment and improved IT responsiveness

Purpose-Built SOA

- to quickly respond to new business demands and easily adopt new technology standards

  Fit with existing infrastructure and quick response to business and technology change

Proven Expertise

- to accelerate team know-how, streamline deployment and ease on-going management

  Continuous improvement on how to manage PM solutions

Cognos. software