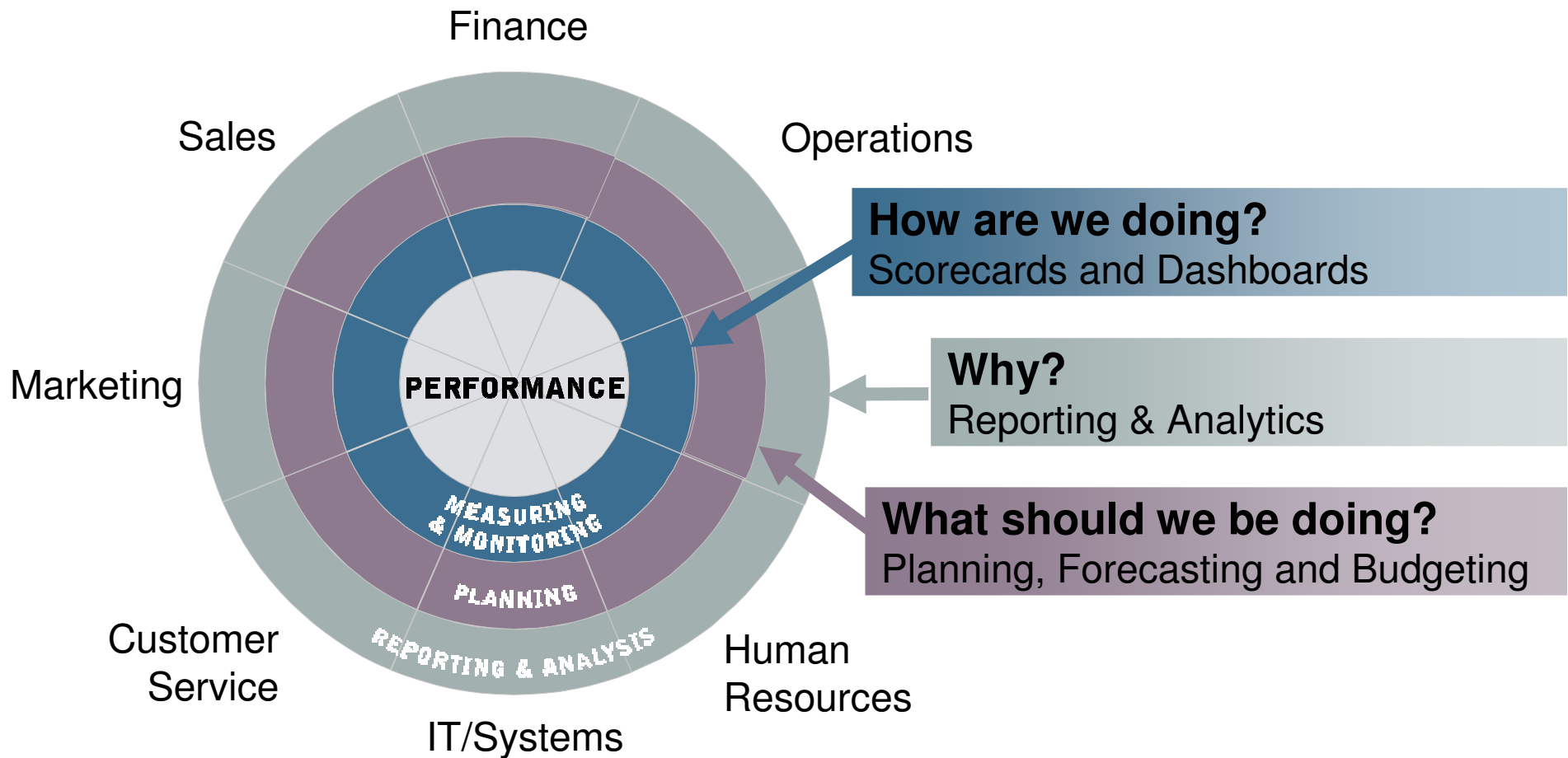# IBM Cognos 8
Performance Management
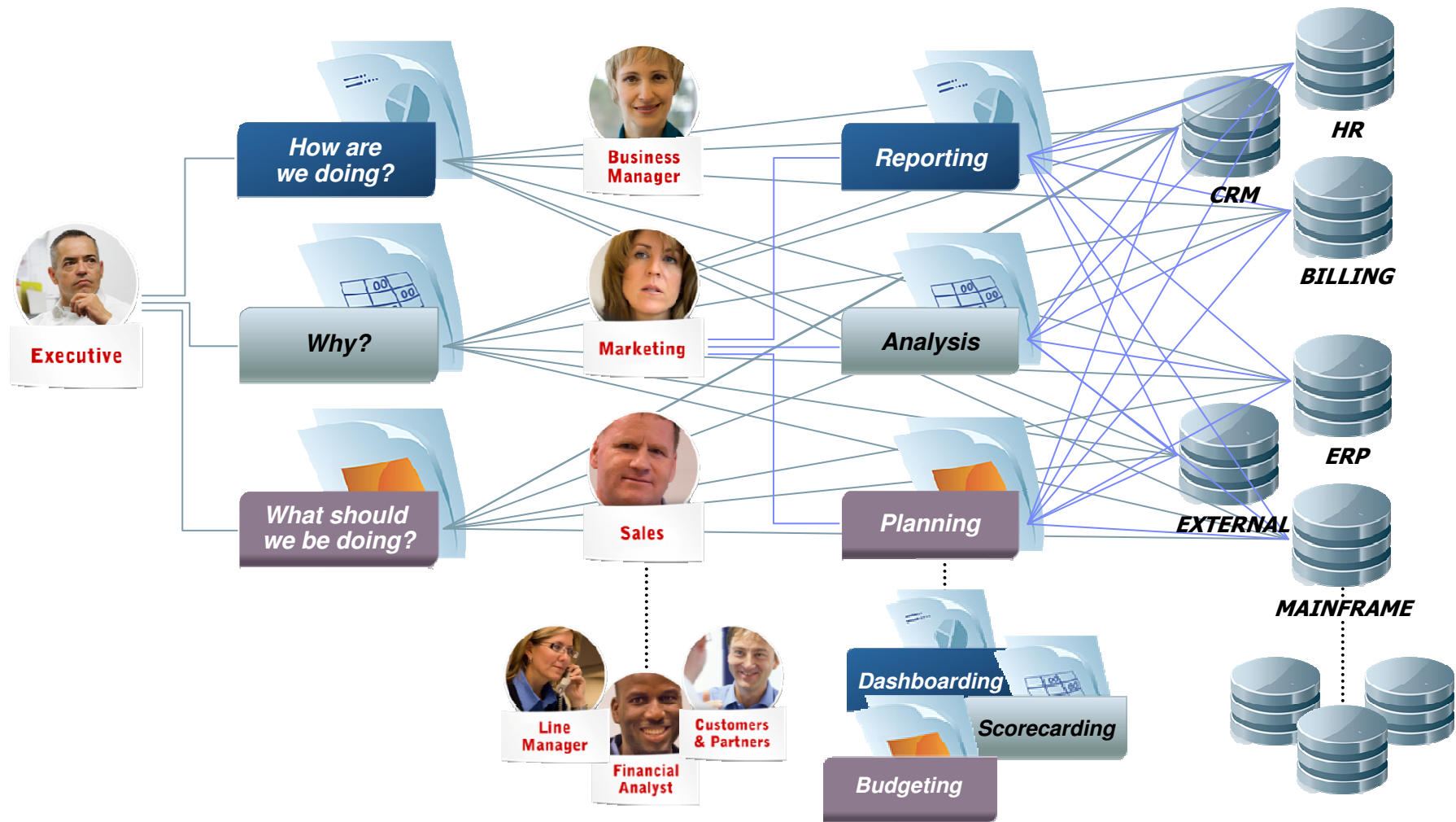# for SAP

Dietmar Esser – Cognos SAP Business Value & Strategy Advisor

Performance Management
Three Fundamental Questions

Finance

Sales

Operations

How are we doing?
Scorecards and Dashboards

Marketing

PERFORMANCE

Why?
Reporting & Analytics

MEASURING & MONITORING

PLANNING

What should we be doing?
Planning, Forecasting and Budgeting

REPORTING & ANALYSIS

Customer
Service

Human
Resources

IT/Systems

Growing complexity of business demands for information

Assumptions

1. **Your investment in SAP is strategic.**

2. **You are seeking greater returns on your investment in SAP.**

3. **Your near term objectives include:**

   - Improve utilization of SAP data

   - Broader user reach and access frequency to BW data

   - Reduction in ad-hoc spreadsheets and data marts

   - Consistent fact based decision making across <u>all</u> performance management process

   - Extend your SAP skills, knowledge and expertise while reducing IT backlogs

Performance Management Expertise – SAP Solution Breadth

IBM Cognos 8 Performance Management

- BI, Planning & Consolidation (R/3, ECC, BW)

IBM Cognos 8 Data Manager

- ETL capabilities for dimensional warehouses and to create Cognos 8 metadata from ECC or SAP R/3
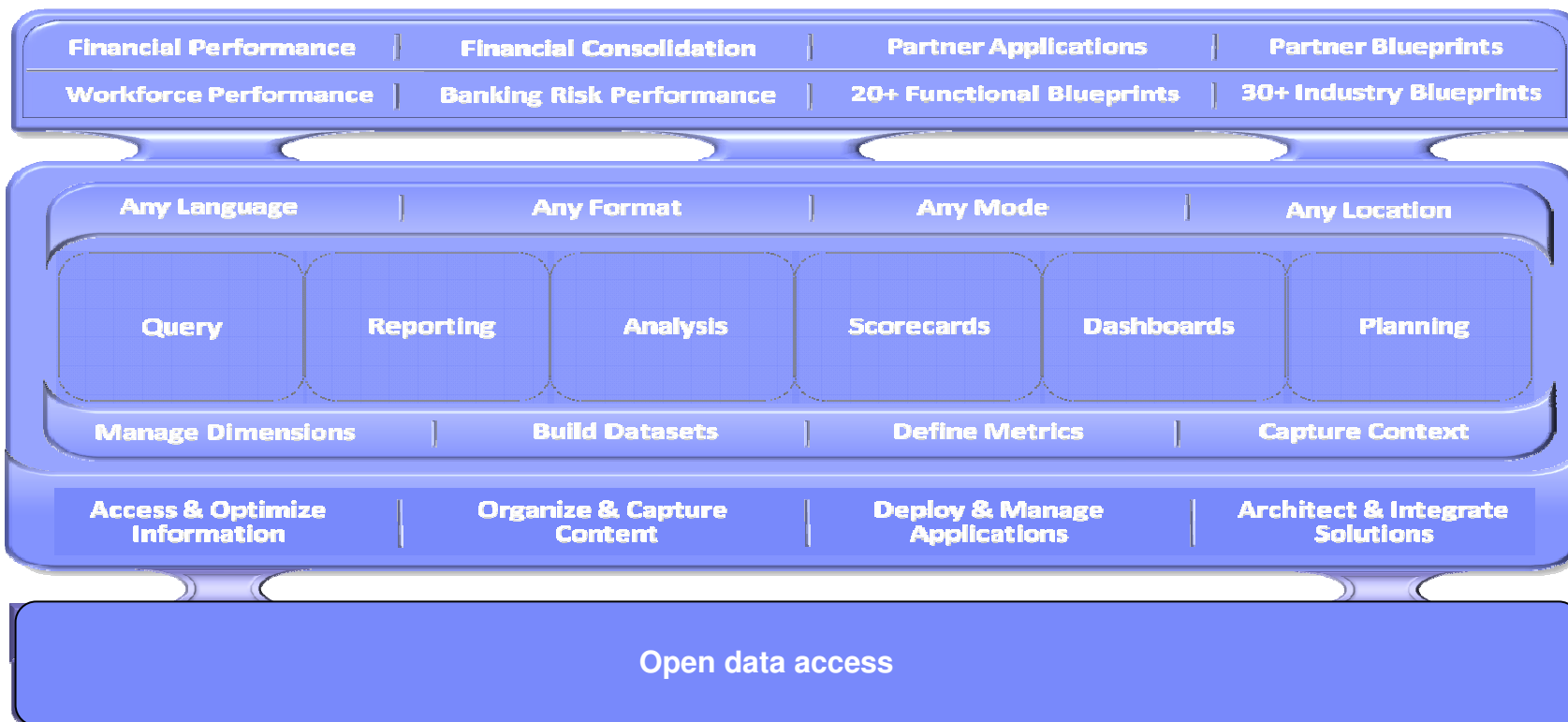
IBM Cognos 8 Report Pack for SAP

- Predefined Financial Operational Reports for FI-CO Module (ECC & R/3)

IBM Cognos TM1

- Financial Analytics and Scenario Modeling for SAP BW data

The Right Information from SAP & all Data Sources

| Financial Performance | Financial Consolidation | Partner Applications | Partner Blueprints |
| Workforce Performance | Banking Risk Performance | 20+ Functional Blueprints | 30+ Industry Blueprints |

| Any Language | Any Format | Any Mode | Any Location |

| Query | Reporting | Analysis | Scorecards | Dashboards | Planning |

| Manage Dimensions | Build Datasets | Define Metrics | Capture Context |

| Access & Optimize Information | Organize & Capture Content | Deploy & Manage Applications | Architect & Integrate Solutions |

Open data access

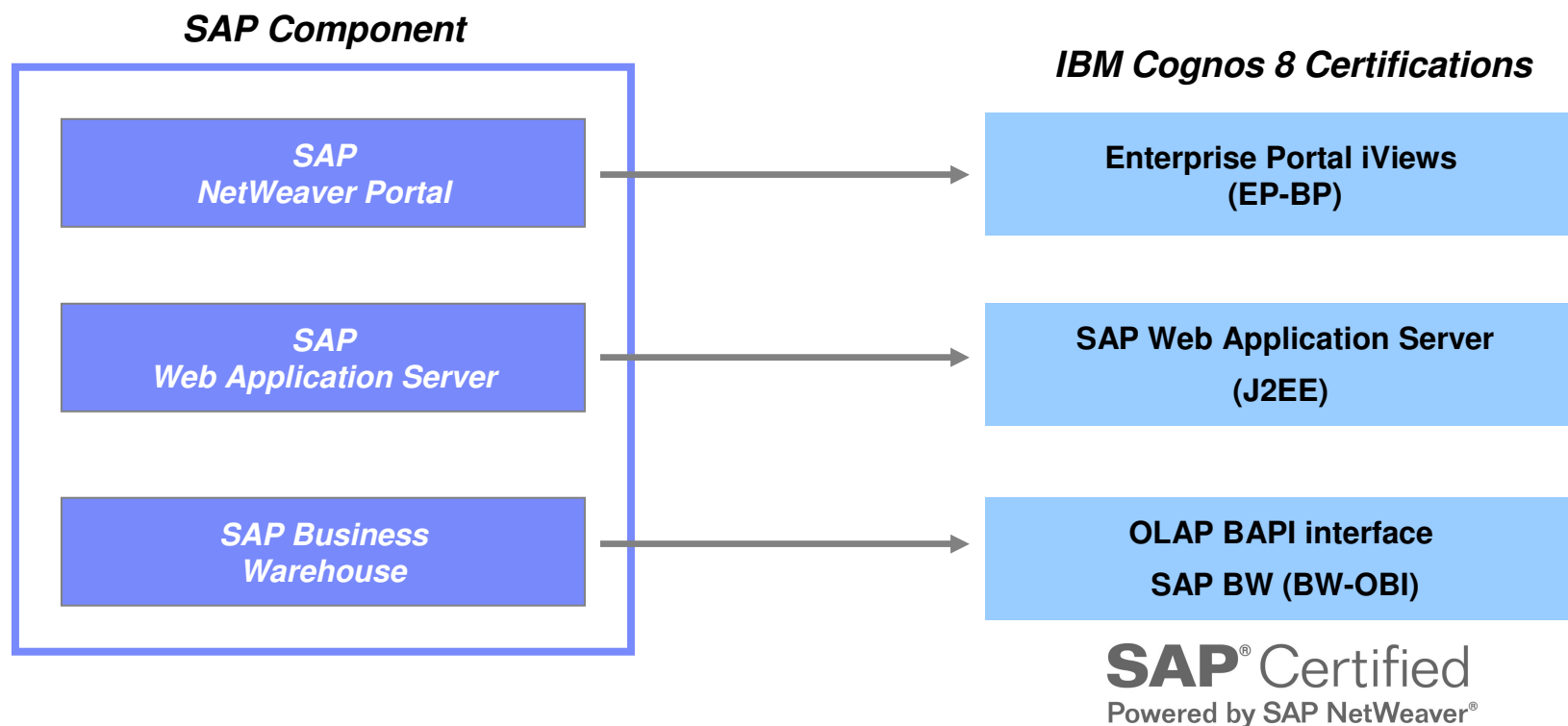Message Sources   Relational Sources   Application Sources   OLAP Sources   Modern and Legacy Sources

- Single, consistent semantic layer across all capabilities
- SAP R/3 & ECC, all structures within SAP Business Warehouse and open access to non-SAP datasources
- Tight integration and interoperability with IBM Information Management stack

IBM Cognos 8 – SAP Integration & Interoperability

SAP Component

IBM Cognos 8 Certifications

SAP NetWeaver Portal	→	Enterprise Portal iViews (EP-BP)
SAP Web Application Server	→	SAP Web Application Server (J2EE)
SAP Business Warehouse	→	OLAP BAPI interface SAP BW (BW-OBI)

SAP® Certified
Powered by SAP NetWeaver®

Summary of Capabilities

• Display Cognos BI content within an SAP NetWeaver Portal

• Single sign on and authorization using SAP security

• Option to run IBM Cognos 8 on the SAP web application server

• Use multiple versions, instances and all structures within SAP BW as a data source for IBM Cognos 8

IBM Cognos 8: Embrace the SAP Business Warehouse

- **Leverage Business Warehouse metadata and business content.**

- **Unbounded access to <u>all</u> Business Warehouse structures.**
  - **InfoCubes**
  - **InfoObjects**
  - **MultiProviders**
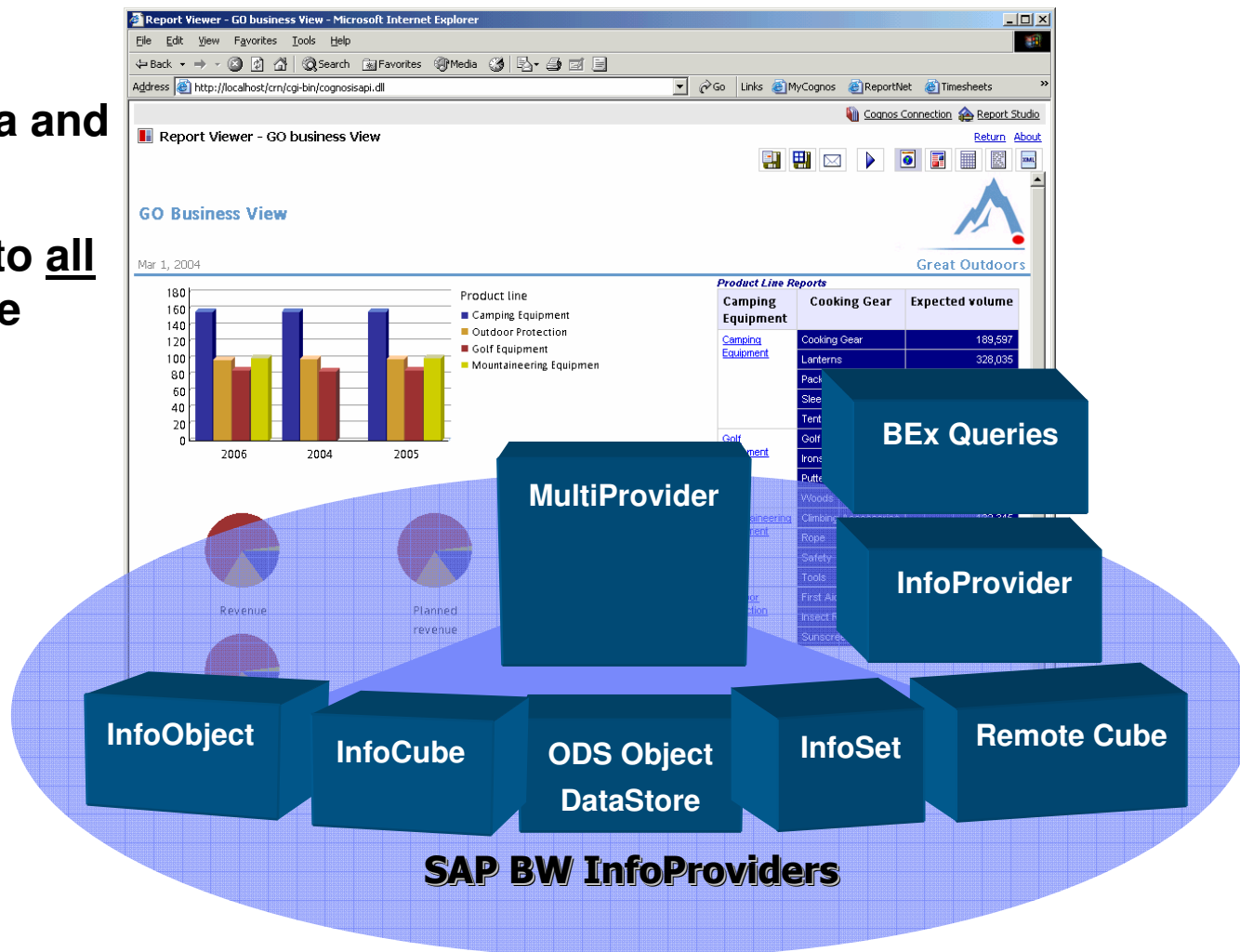 - **InfoQueries**
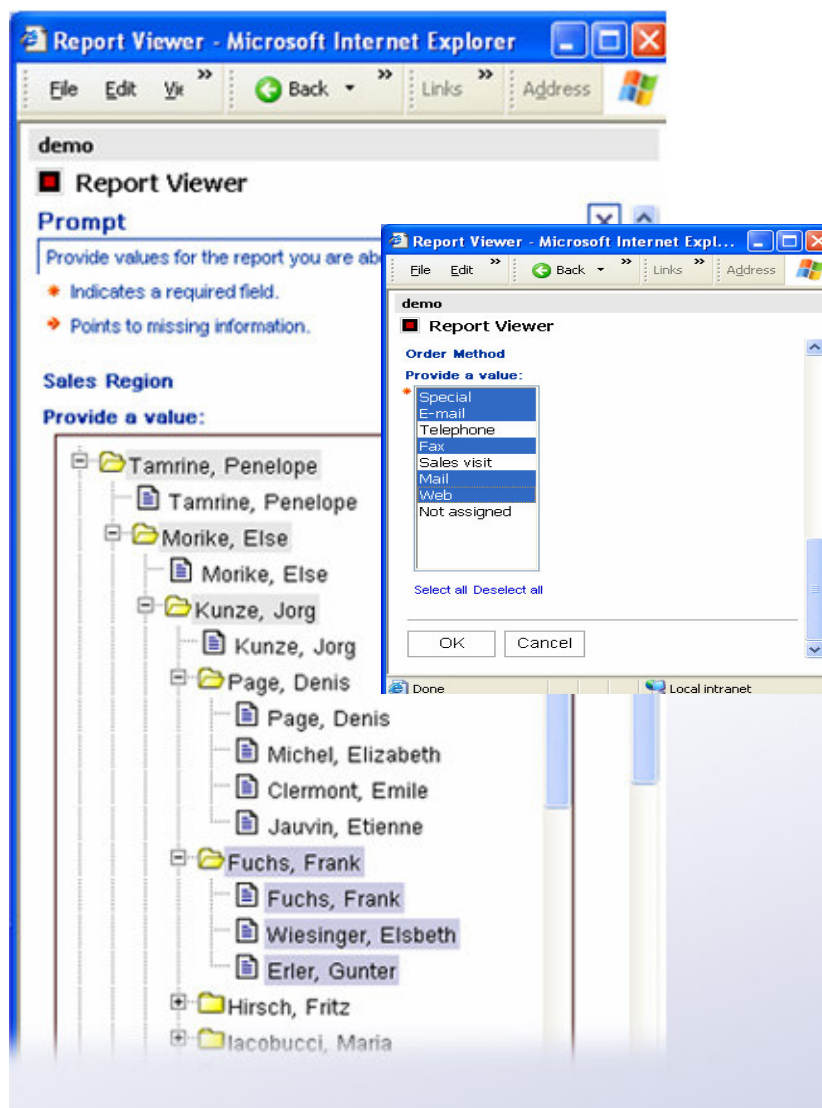 - **InfoSets**
  - **VirtualCubes**
  - **RemoteCubes**
  - **ODS / DataStore**
  - **Master data**

SAP BW Business Rules: SAP Metadata Support

- **Strong MDX support and hierarchy awareness**

  - Confident roll-up accuracy

- **Comprehensive variable support**

  - Enhanced prompt control

- **Support rich business rules**

  - Calculations and aggregations
  - Restricted and Calculated key values

- **Multi-national/global rules**

  - Full support of multi-language features
  - Multiple currencies per item
  - Formatting for currencies, numbers, dates and unit of measure
  - Variable-driven currency conversion

Integration with SAP NetWeaver™ Portal

Seamlessly integrate Cognos 8 into the SAP Enterprise Portal and use SAP's Security Functions.

View Alerts

Browse Content

Search Content

View Metrics

View Specific Content

- Single sign-on
- Roles and control lists
- Access and authentication
- Reuse report by security profile
- Distribute and burst the report

IBM Cognos 8: Performance Management for SAP
Extend Multiple Data Sources

- **Use SAP BW, SAP R/3, mySAP and/or other data sources in a single report without the need for custom coding or data migration**

- **Access multiple instances and versions of SAP BW, R/3, mySAP or other data stores**

- **Complete web-based create-deploy-modify report lifecycle**

Business Overview

Order Method Comparison (2000-2001)
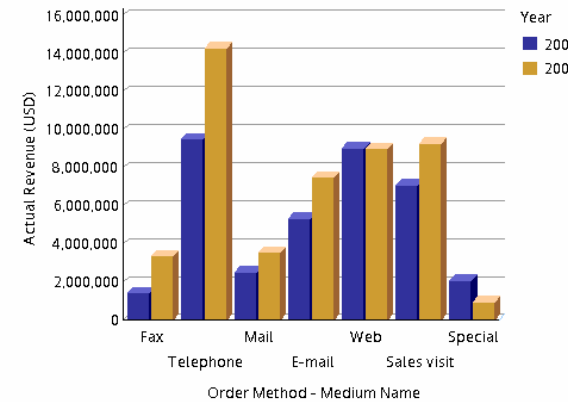
SAP BW Data

Product Performance (2001)

ProductLine	ProductType	ProductName	ActualRevenue
Consumer Electronics	Computer Accessories	Colossal MP3 Case	$40,020.00
		D2G MP3 Battery Pack	$21,624.00
		D2G PDA Keyboard	$130,032.00
		D2G Solar Charger for MP3 and PDA	$78,144.00
	Computer Accessories		$269,820.00
	Computers	D2G Gamer Deluxe	$119,894.00
		D2G Laptop Pro	$174,096.00
		D2G Office Pro	$155,406.00

Relational Data

Summary
IBM Cognos 8 Performance Management for SAP

Unified Platform for Performance Management

- Lower TCO for development and maintenance
- One solution to learn, one place to go for any Performance Management capability

Consistent Solution Roadmap Focused on Innovation

- Develop today without fear of future redevelopment requirement

Patent-Pending Integration with SAP NetWeaver

- Optimized access to SAP BW
- Maximized leverage of existing structures and BEx queries
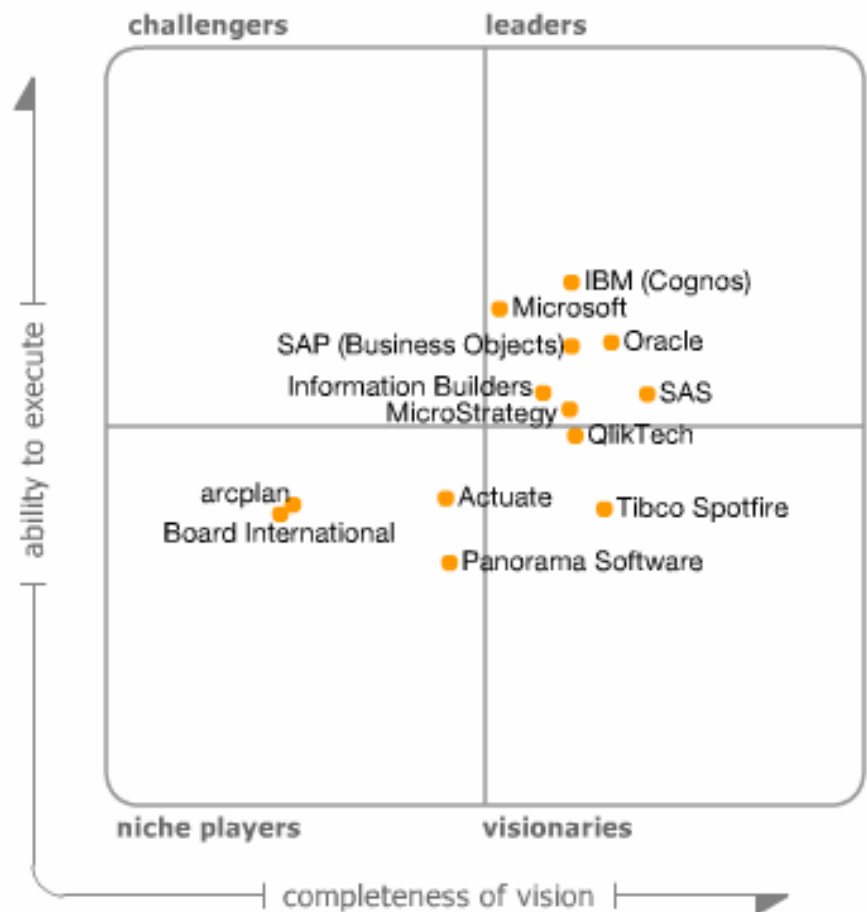
Data Source Agnostic

- Broad heterogeneous application and data support
- Flexibility to adapt to evolving infrastructure landscape

Business User Self-Service

- Increases business agility
- Reduces time to decision

Gartner Magic Quadrant for BI Platforms 2009

Source: Gartner (January 2009)

IBM

Reference - US Army ARDEC

24 Awards for $5M, $430M Cost Savings

- *Increased user acceptance.*

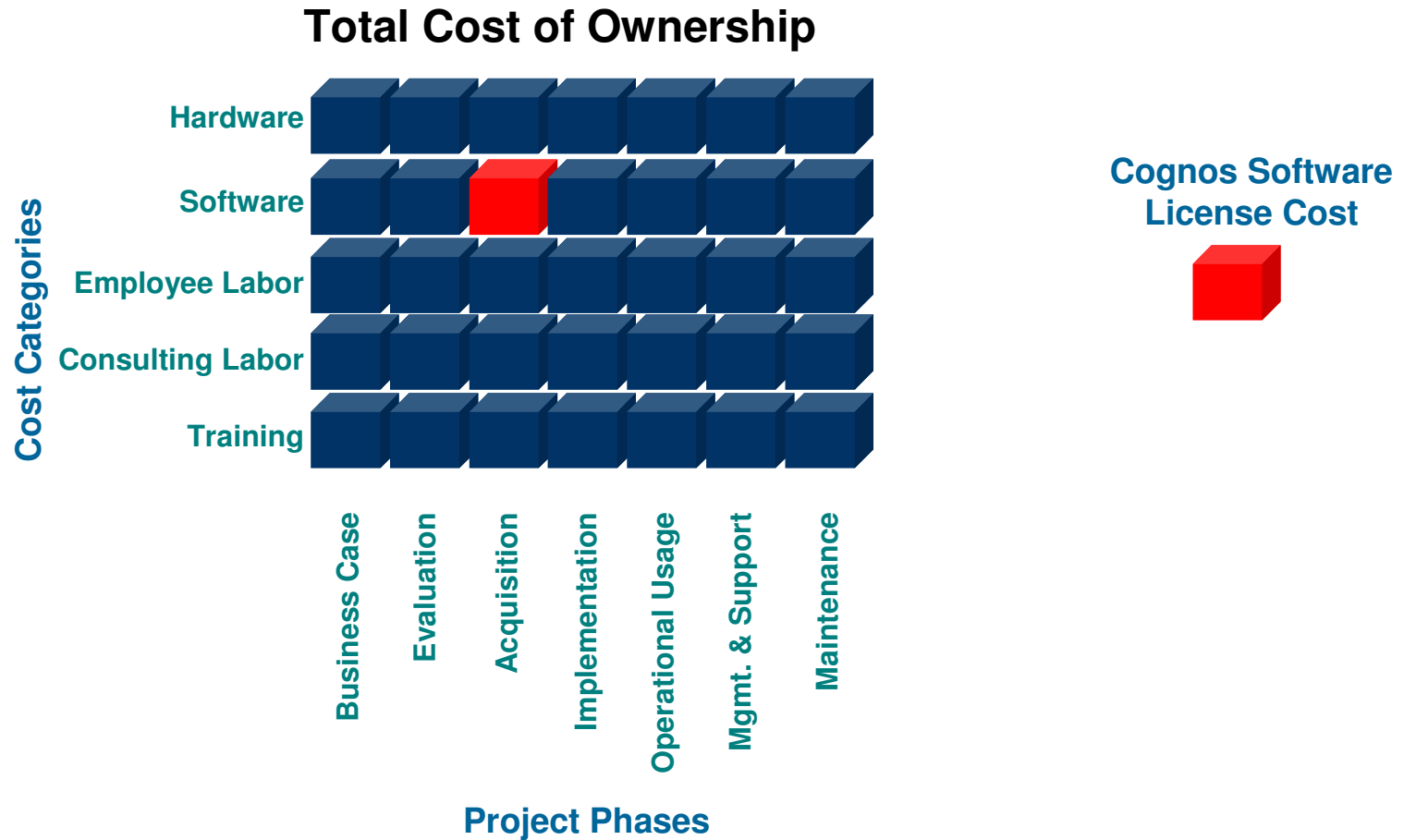- *Over a 10-year period, 24 awards totaling almost $5M, and up to $430M of documented cost savings.*

"We chose Cognos as a user-friendly way to report from SAP for financial metrics.

Cognos gives us ad hoc, static, and formatted reporting to help us answer questions on the fly. This enhances our investment in SAP. Our business users build their own reports, rather than relying on programmers to navigate the SAP report-building environment."

Patricia Alnor,
Program Manager of Business Intelligence,
US Army ARDEC

Where to FIND it

http://www.cognos.com/pdfs/success_stories/
ss_ardec_armament_research_development_and_engineering_center.pdf

TCO – Think about the whole Story

Total Cost of Ownership

Cost Categories
- Hardware
- Software
- Employee Labor
- Consulting Labor
- Training

Project Phases
- Business Case
- Evaluation
- Acquisition
- Implementation
- Operational Usage
- Mgmt. & Support
- Maintenance

Cognos Software License Cost

Traditionally software license costs make up less than 20% of overall total cost of ownership…

IBM Cognos Business Value Services:
Executive Overview

IBM Cognos creating a strategic program focused on Business Value

- **Strategic initial program: "<u>Proof of Value Workshop</u>"**

- **Embed Business Value Program stages within the Sales Process**

- **Our Mission**: Drive business growth through value driven, customer-centric interactions to differentiate IBM Cognos

- **Our Goal**: Ensure our clients understand the value of the IBM Cognos solution that will become a platform to help transform their business and enable them to differentiate from their competition