

IBM Cognos 8 Platform

How to Drive Successful Performance Management

Cognos.
software





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

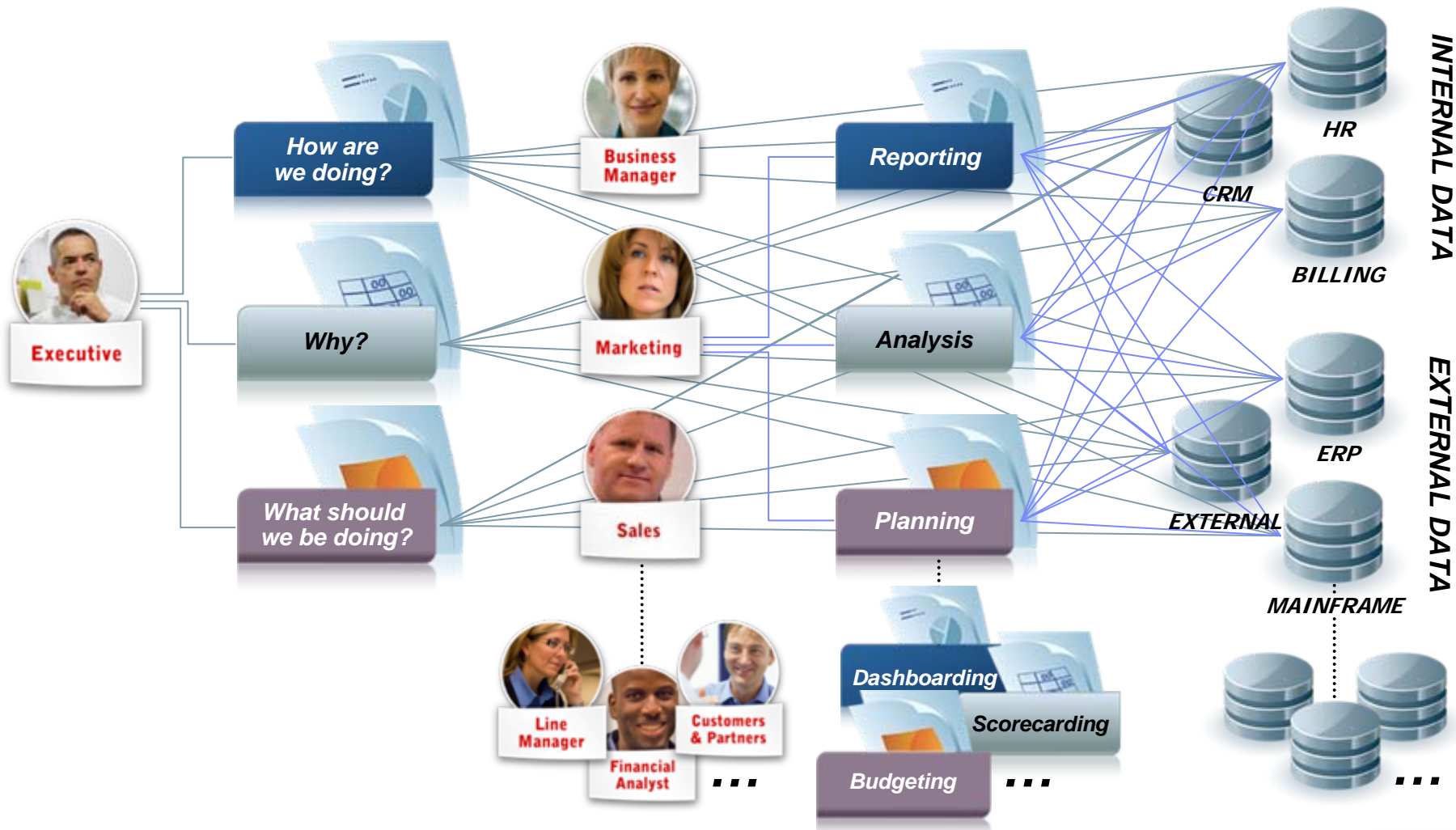
80% of IT problems are not detected by IT staff until reported by end users

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

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

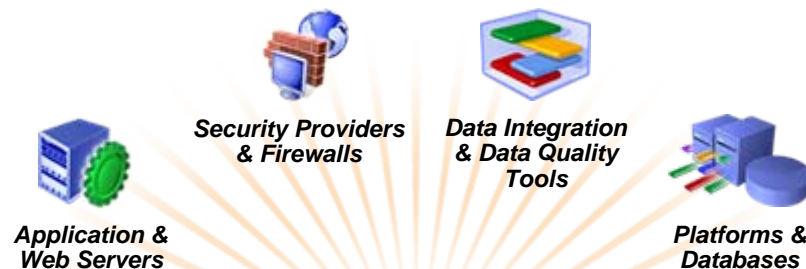


Increase in velocity of change in business and technology



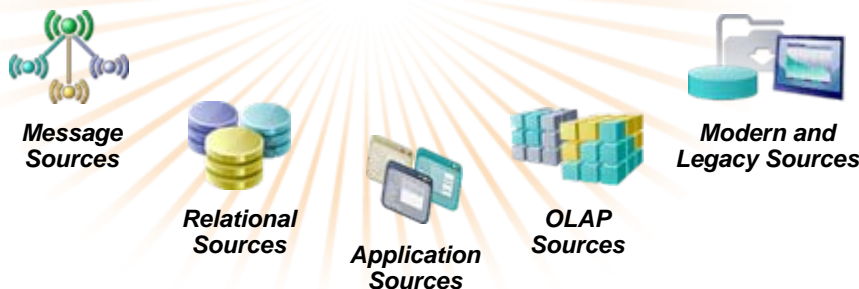
Business

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



IT

needs to adopt new standards and manage dynamic technology environments



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

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

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

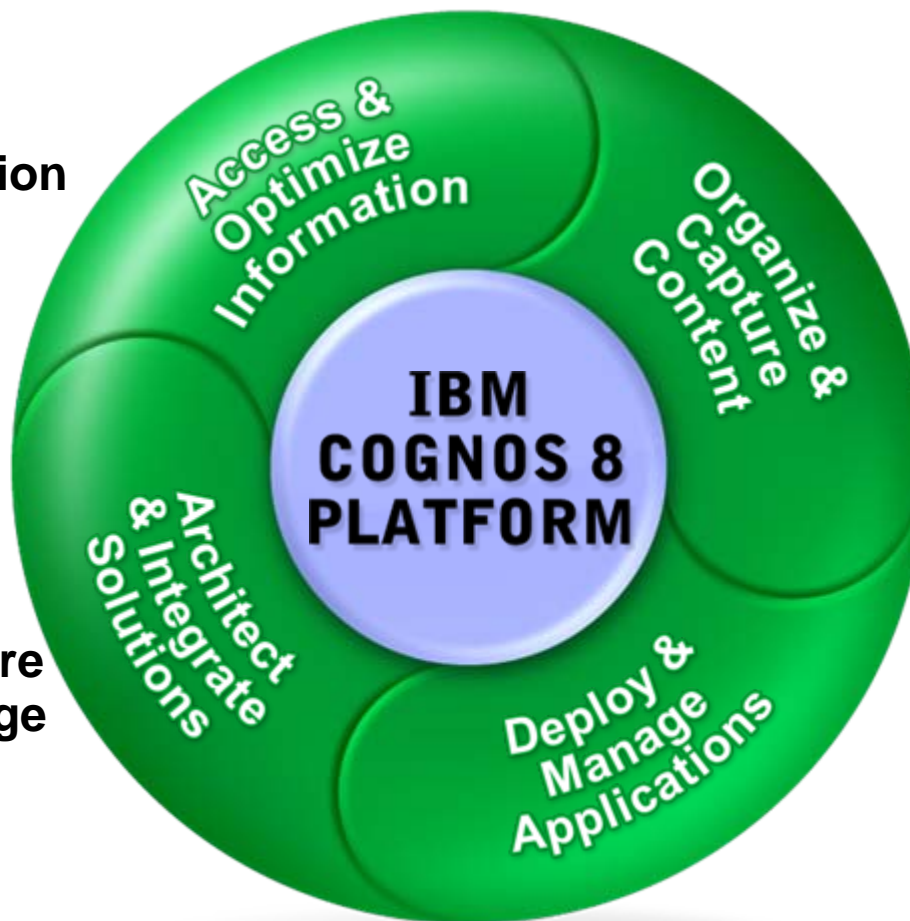
Proven Expertise

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

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

Reach all information reliably and timely

Adopt infrastructure and adapt to change

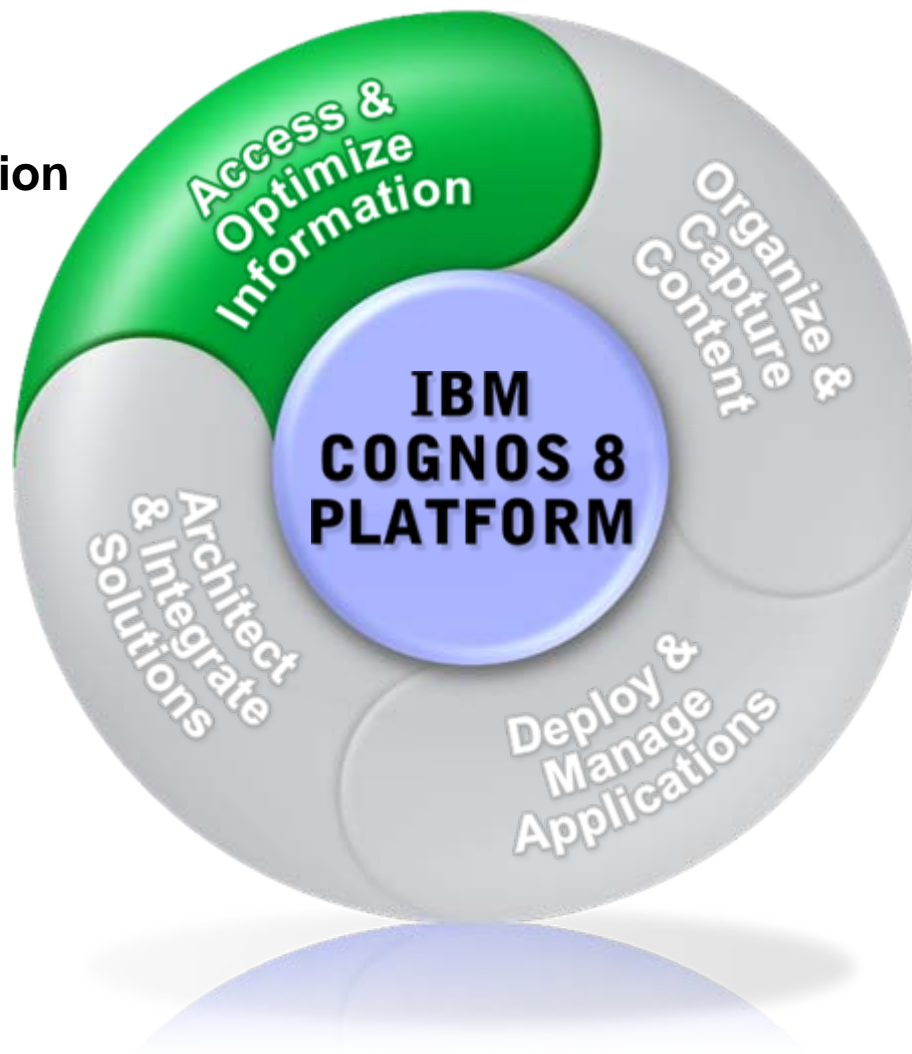


Deliver a complete, consistent view of the business

Cost-effectively scale as user communities grow

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

Reach all information reliably and timely



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



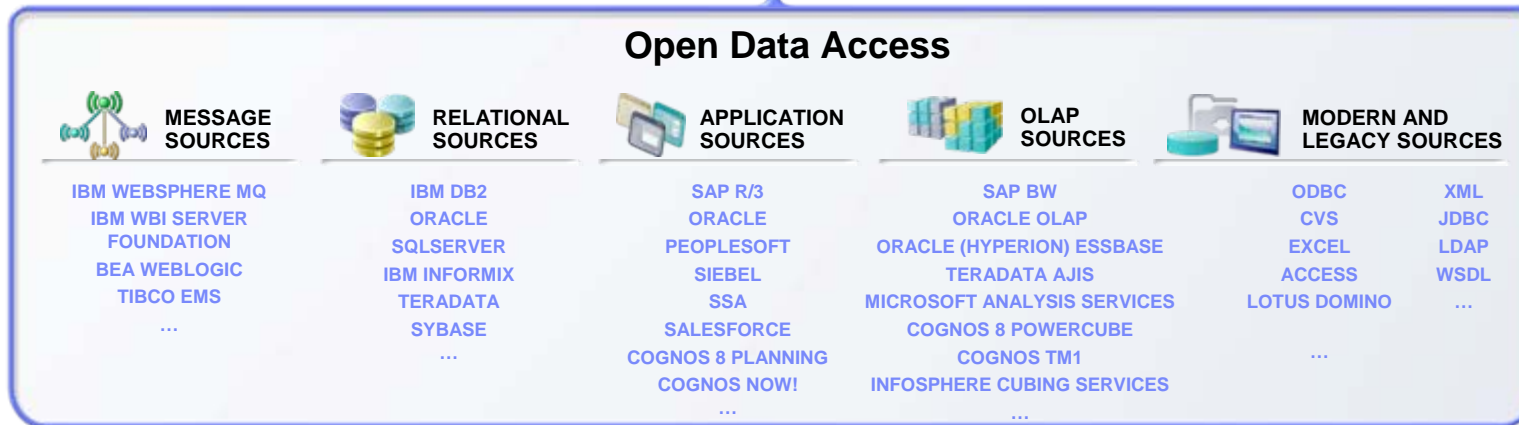
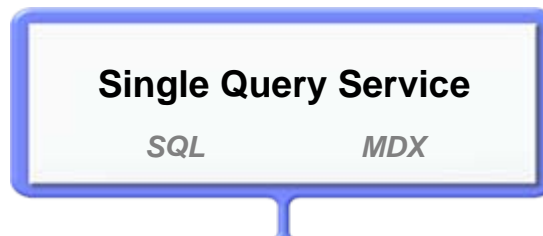
Optimize access for faster data delivery

e.g. Faster user response time

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



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



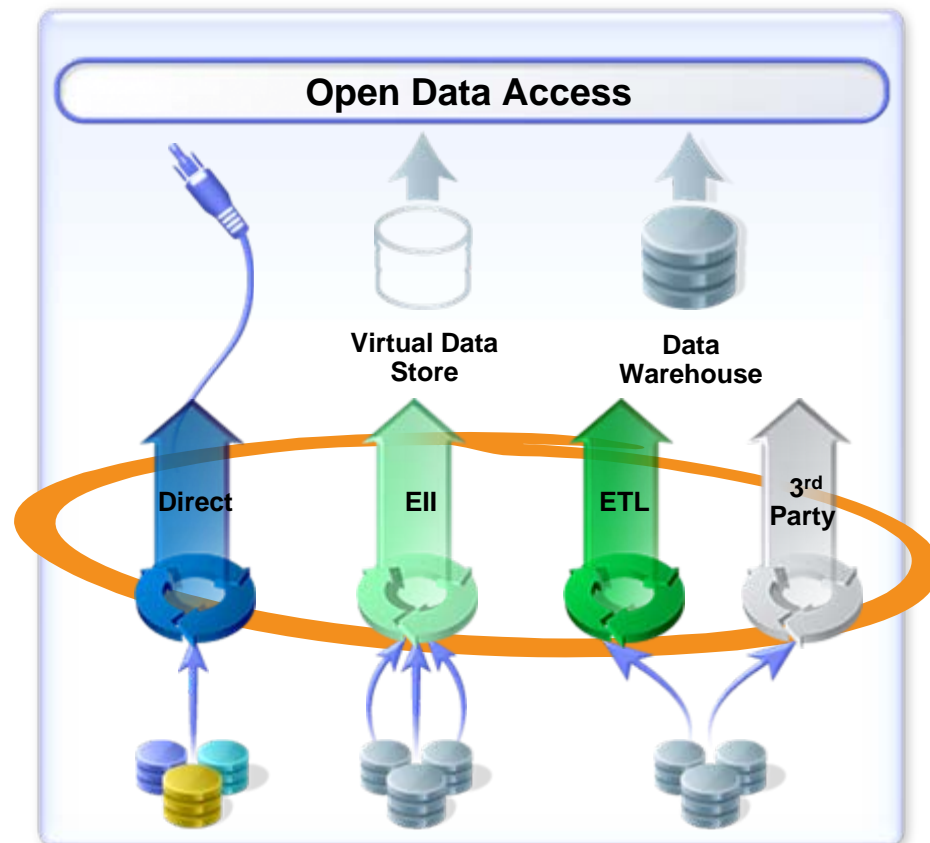
“Cognos 8 BI has really **opened up our company data**, giving us **intuitive insight** into the ways it is **relevant and connected.**”

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



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



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



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



Cache views of data to provide faster response times for users


Create cubes to provide fast access to summary information

- Menu
- Insert Data
- Edit Data
- Change Layout
- Run Report
- Manage File

Font Size B I U

Title

Select and insert items from the tree to fill in the report.
You can also drag and drop items into the report.



Demo Transformer

- GO Sales and Retailers
 - Orders
 - Products
 - Sales reps
 - Countries
 - Sales branch address
 - Sales branch address (multiscrip
 - Retailers
 - Retailers (multi
 - Product foreca
 - Sales targets
 - Filters

Insert →

Information

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

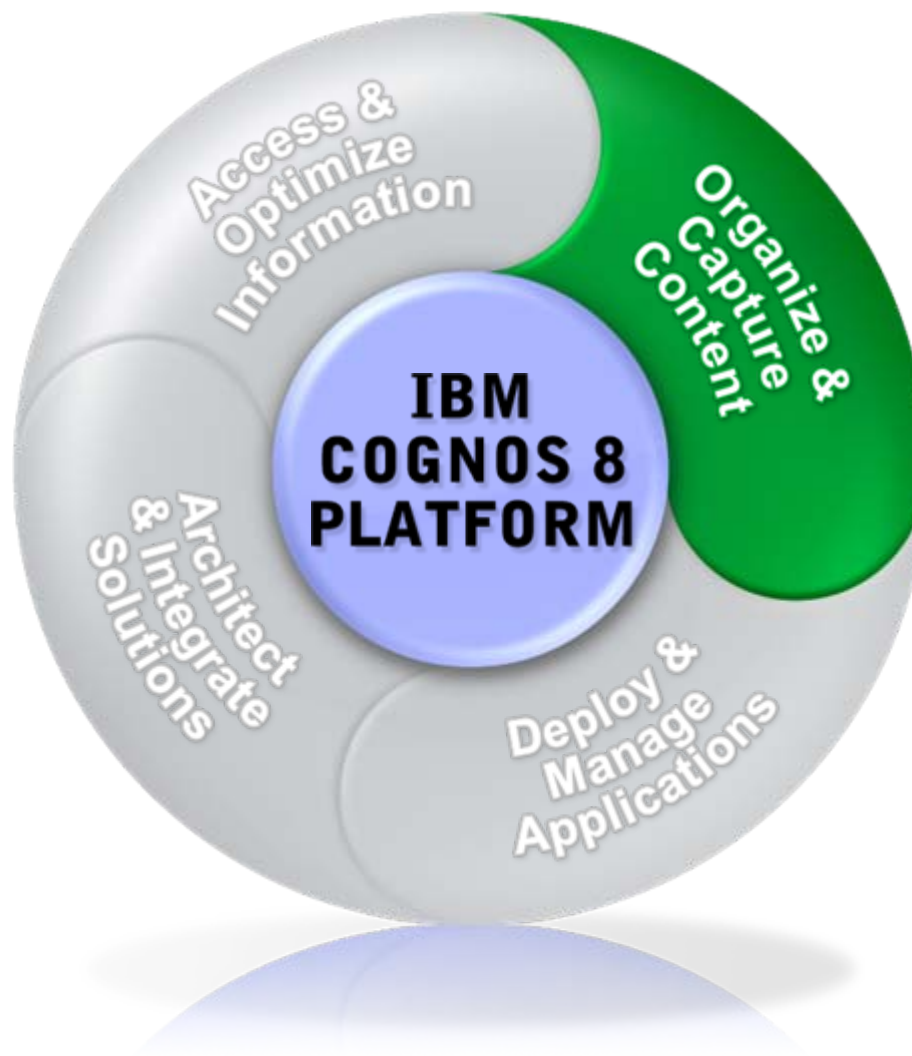
Optimized direct access, federated access, Dimensional ETL, 3rd party Integration

Optimized access for faster data delivery

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

Reach all information reliably and timely

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



Deliver a complete, consistent view of the business

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



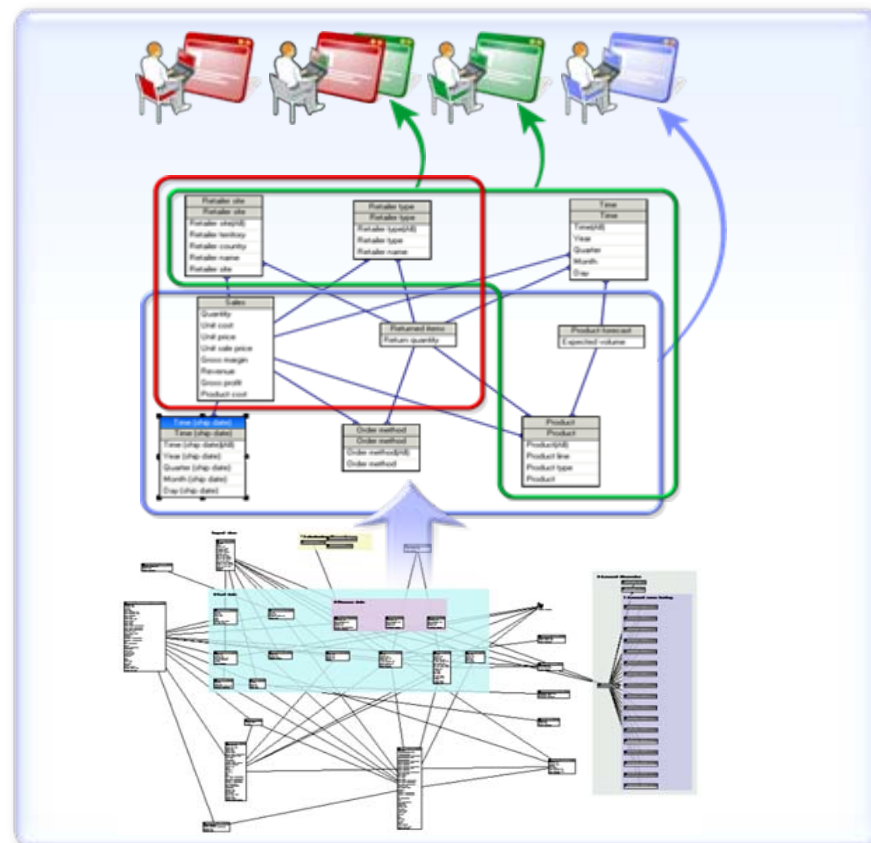
Modeler

Understanding for the business into the information

e.g. Lineage, definitions, traceability

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



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



Optimal modeling to meet business requirements



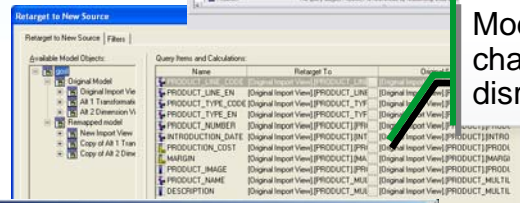
■ Cognos ensures modelers can design models optimal for the business and maintainable for IT

- Model Advisor
- Multi-tier modeling with reusable objects
- Impact analysis
- Multi-participant modeling, versioning and retargeting
- Bi-directional 3rd party metadata integration

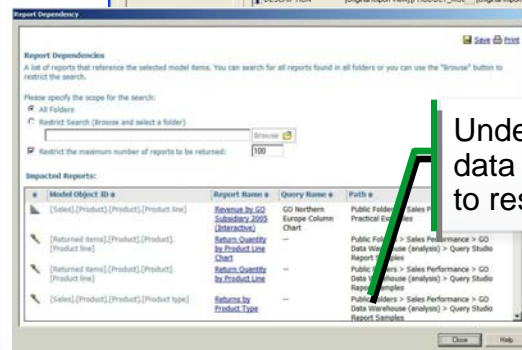
Provides confidence that best practices have been followed

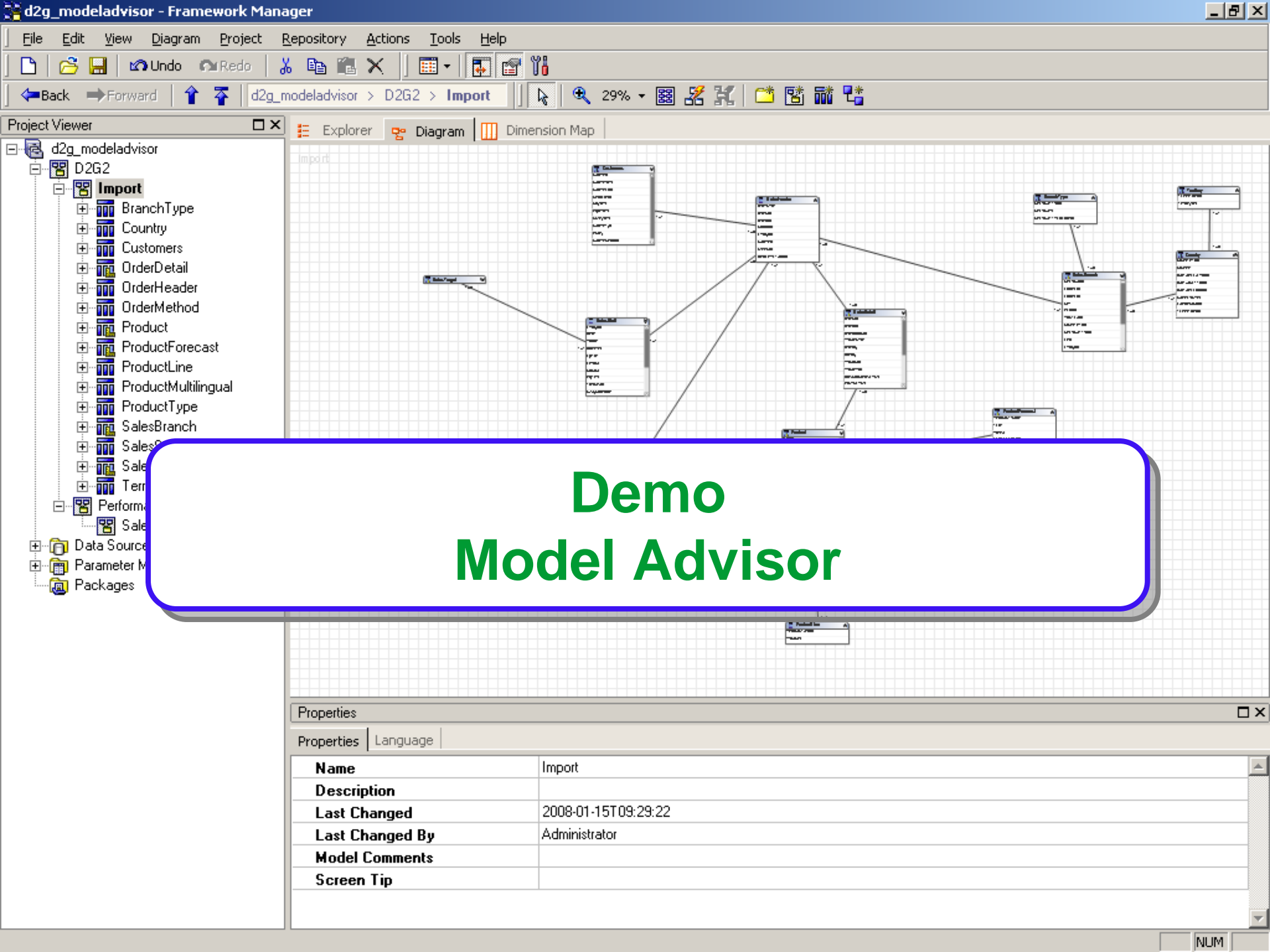


Modelers can make changes without disrupting end users



Understand potential data issues and how to resolve them





Demo Model Advisor

Properties

Properties | Language

Name	Import
Description	
Last Changed	2008-01-15T09:29:22
Last Changed By	Administrator
Model Comments	
Screen Tip	

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

Dimensions and hierarchies are agreed across the business

View lineage in business terms

Provide full data lineage back to the source and what changes have occurred during its lifecycle

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software

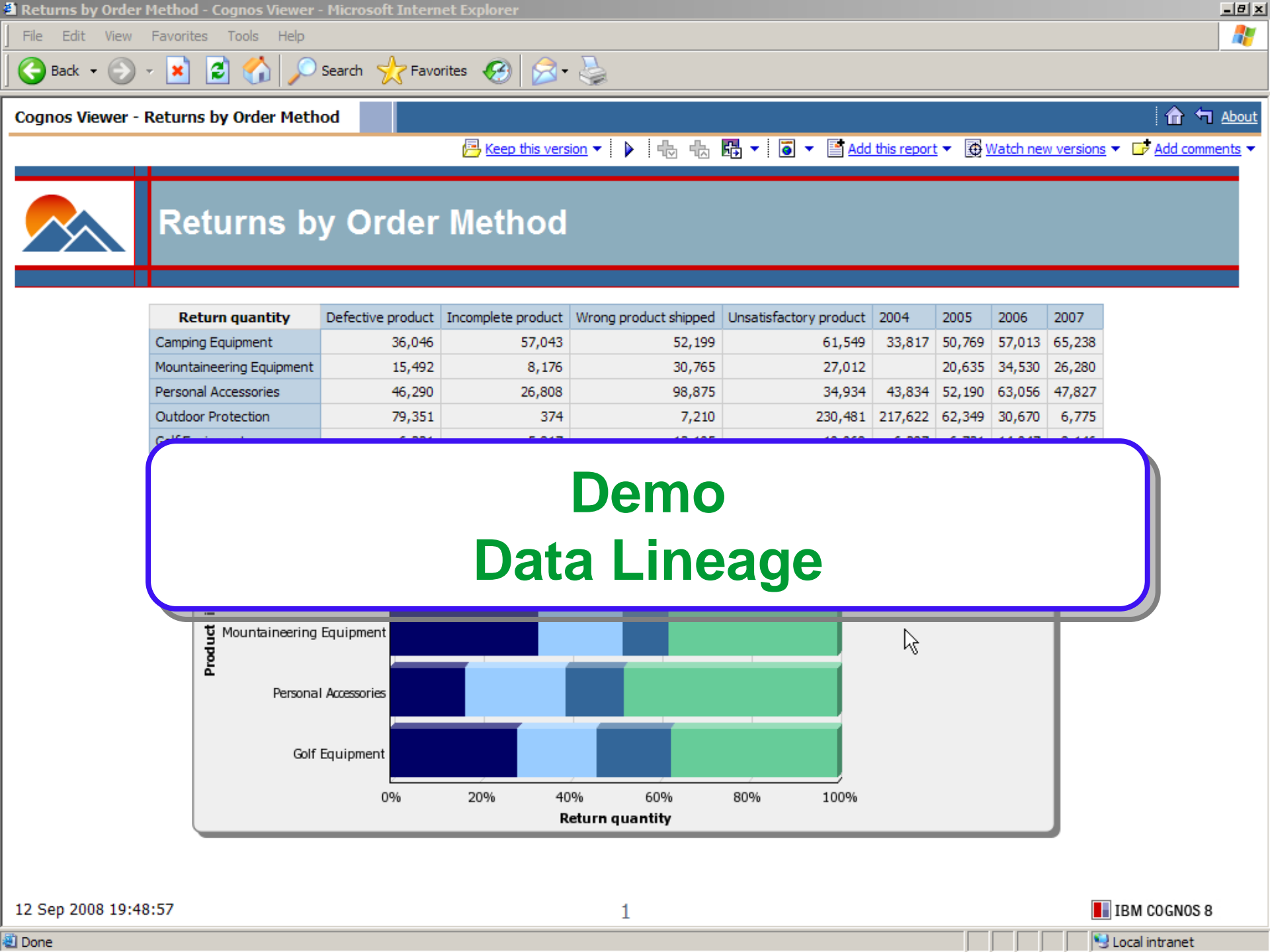
Cognos builds business trust in the information



“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

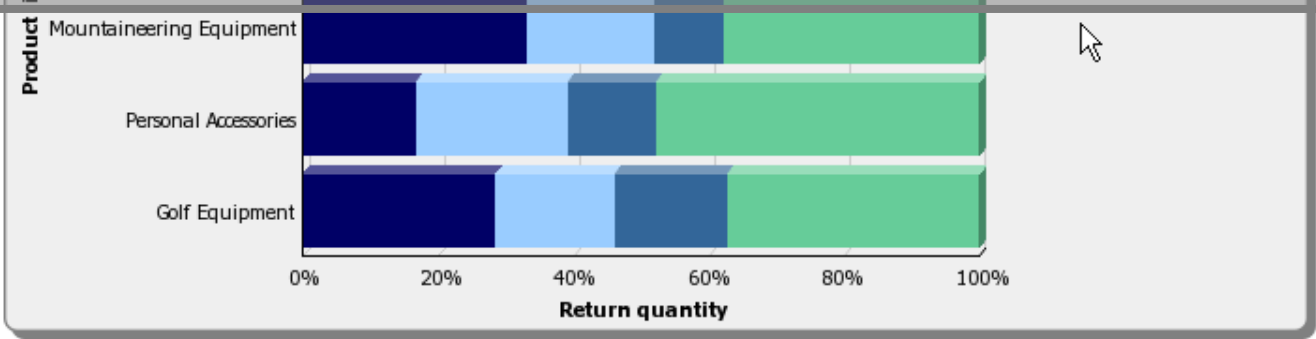
Original quote is longer ...



Returns by Order Method

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
Golf Equipment	5,884	5,817	18,185	18,868	6,887	6,784	14,817	9,116

Demo Data Lineage



Cognos uniquely delivers ...



Business-relevant information for every decision maker

Common business model, multi-lingual

Optimal modeling to meet business requirements

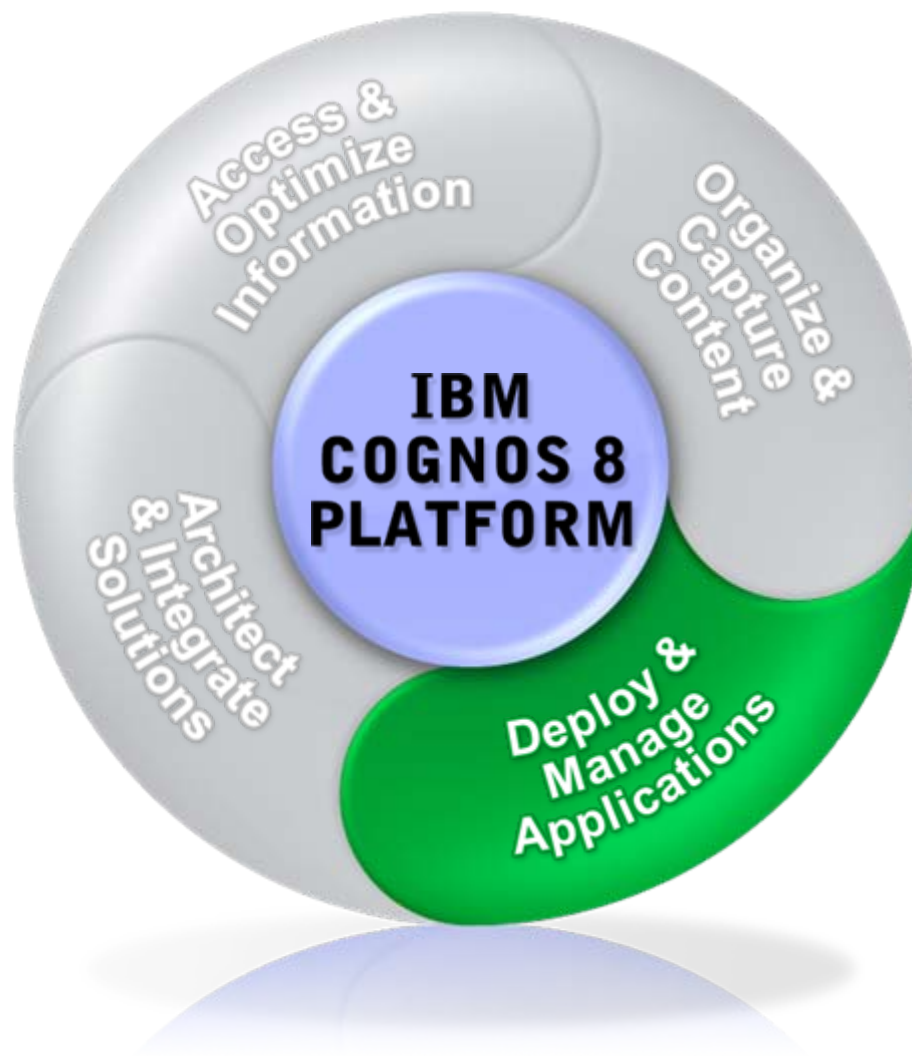
Model advisor, multi-participant modeling

Deliver a complete, consistent view of the business

Understanding for the business into the information

Common dimensions, lineage in business terms

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



**Cost-effectively
scale as user
communities grow**

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



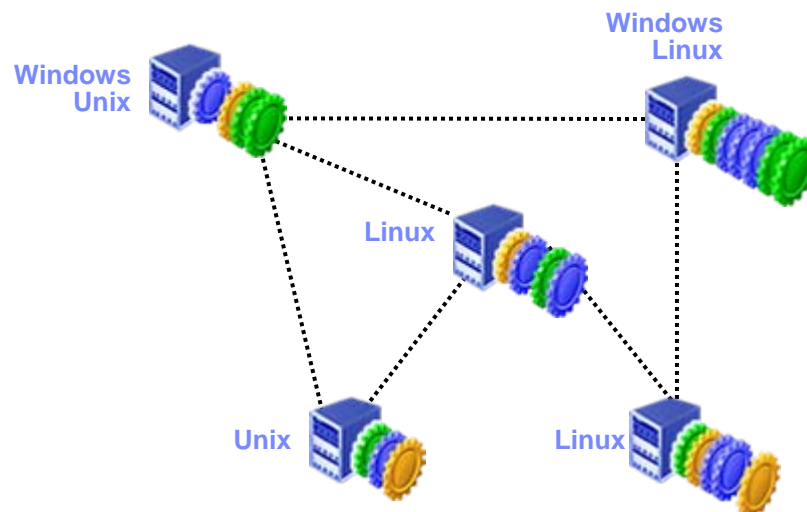
Administrator



IT

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

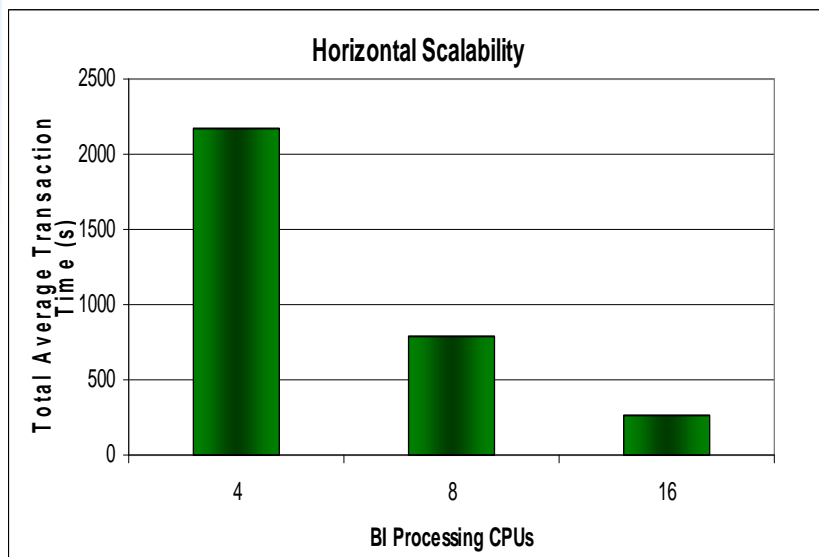


Proven to scale across the enterprise on Windows

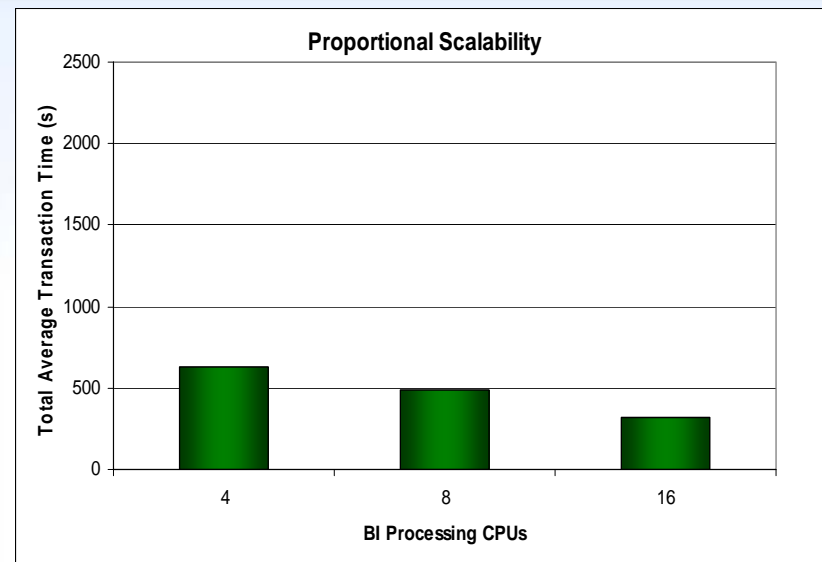


Testing demonstrated Cognos 8 BI delivered **linear** scale when hardware capacity was doubled

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



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



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

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

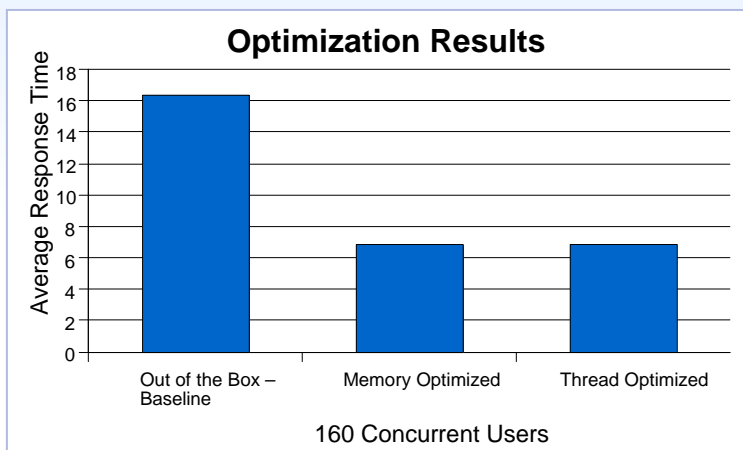
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Optimized for performance improvements and proven to scale on AIX 6.1 / P6

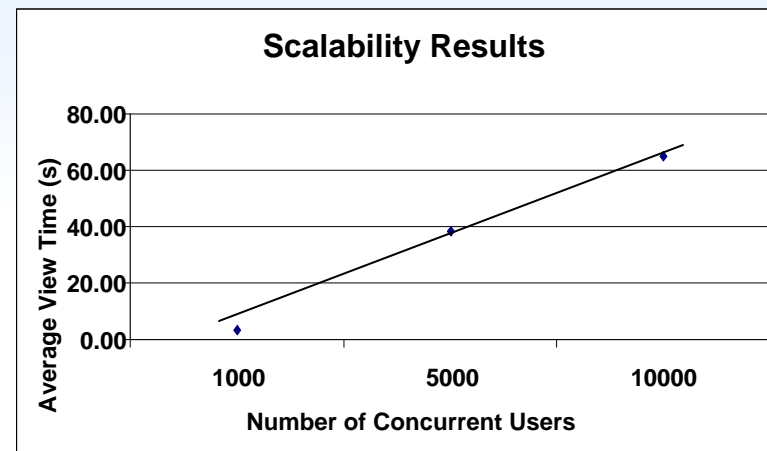


Optimization testing at the IBM Innovation Center demonstrated IBM Cognos 8 Platform and AIX offer significant performance improvement

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

Easily meet and exceed SLAs with the business

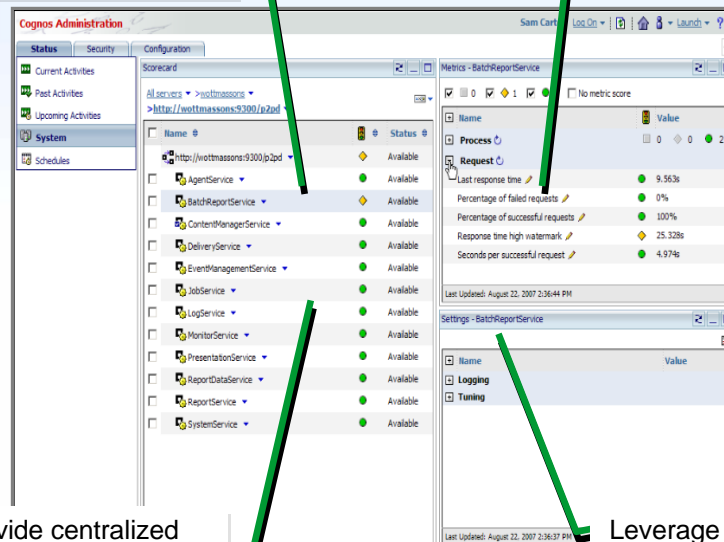


- Cognos provides a complete view of system activity for administrators to take action before business impact

- Task-oriented system monitoring
- Proactive administration
- Integration with 3rd party enterprise management solution
- Complete system management methodology

View hundreds of system metrics, consolidated in summary views

Prioritize critical process to ensure consistent service is delivered



Provide centralized holistic management of Cognos solution

Leverage reporting capability

Administration Alerts

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

No filter [dropdown] No grouping [dropdown]

[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

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

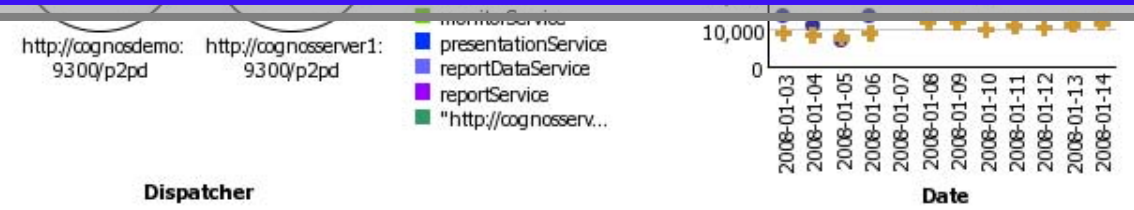
* NumberOfProcessedRequests [dropdown]

Security Reports

- # of Reports
- Division Models
- Login errors
- Models Viewed this week

Demo

System Management

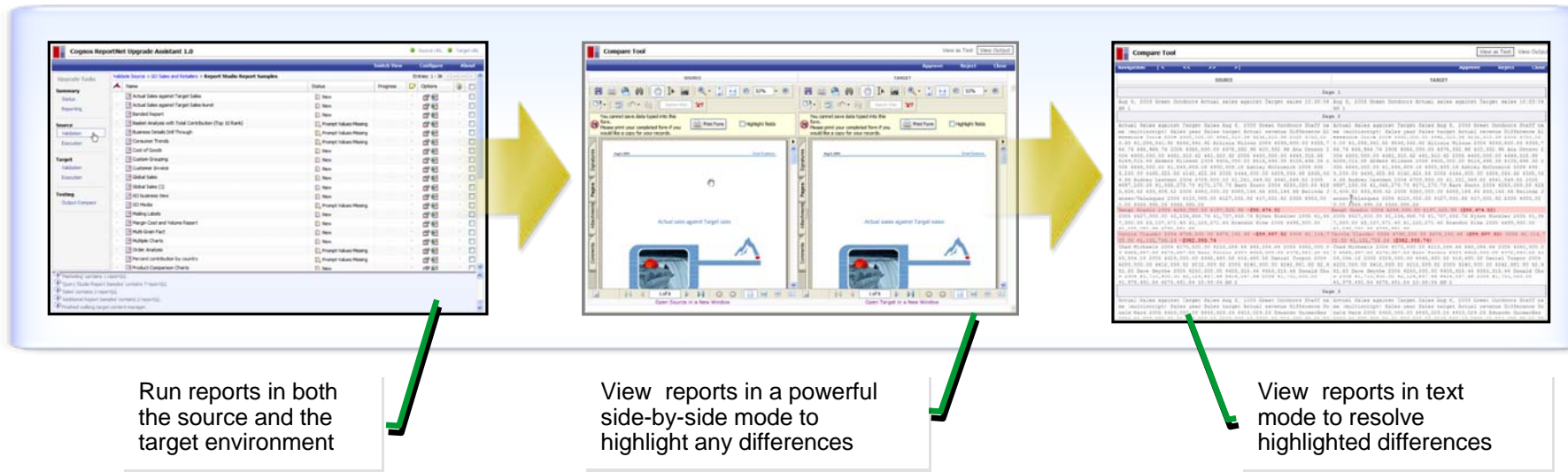


atcher
 osdemo:930
 osserver1:93

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





- Upgrade Tasks
 - Source Validate
 - Source Execute
 - Target Validate
 - Target Execute
 - Output Compare
- Dashboards
 - Task Summary

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**

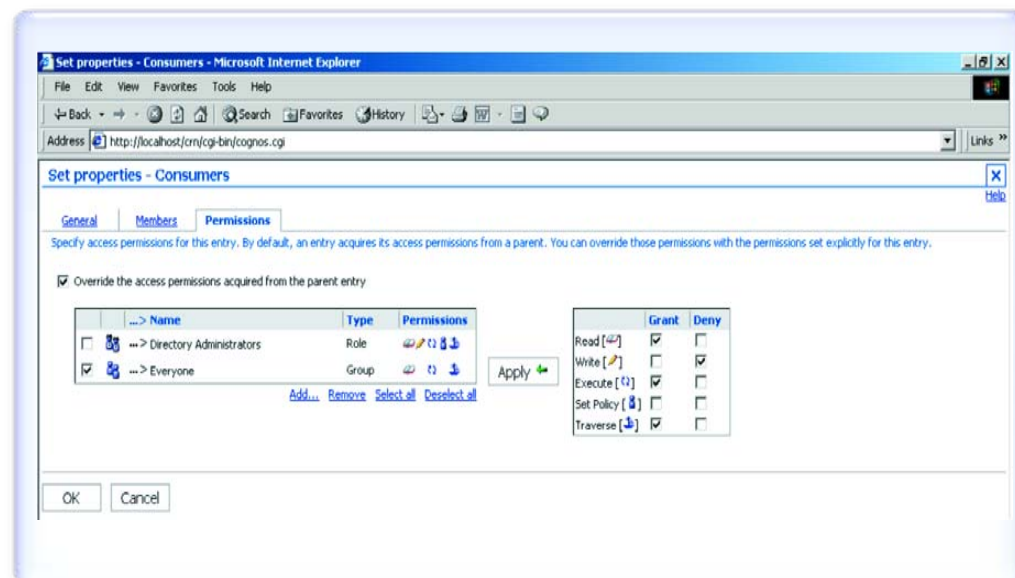
- Source URL
- Target URL

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



Symantec approves Cognos' sound security practices

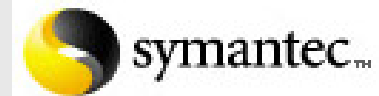


“The security assessment reveals that Cognos understands **sound security practices** and has **surpassed industry best practices** by designing a secure architecture and framework for reporting and analysis applications.”

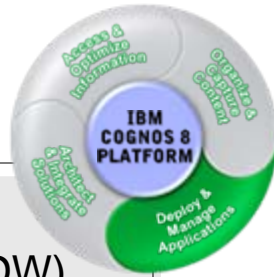
“By monitoring relevant security issues and taking **proactive steps towards a more secure environment**, Cognos is clearly committed to their objective of **delivering a high level of security** for all customers.”

“**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



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 uniquely delivers ...



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

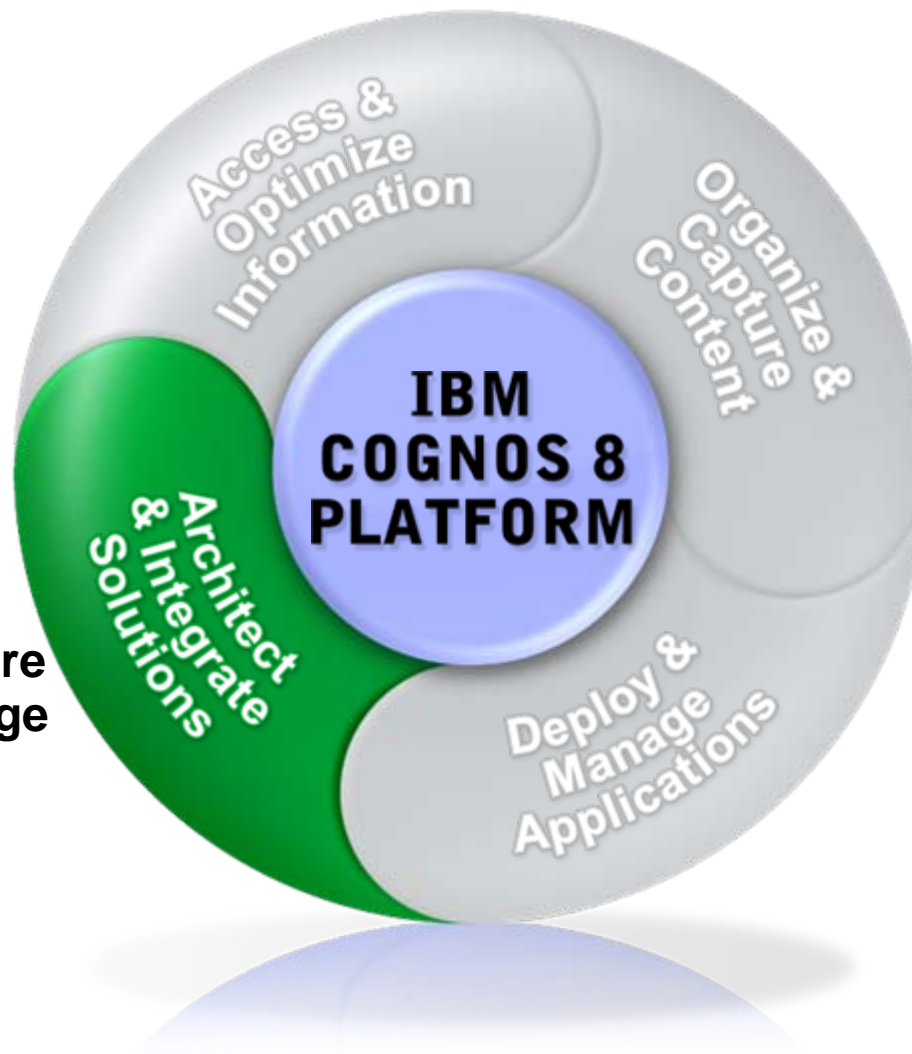
Ability to meet and exceed SLAs with the business
Proactive administration, system management methodology

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**

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



IT

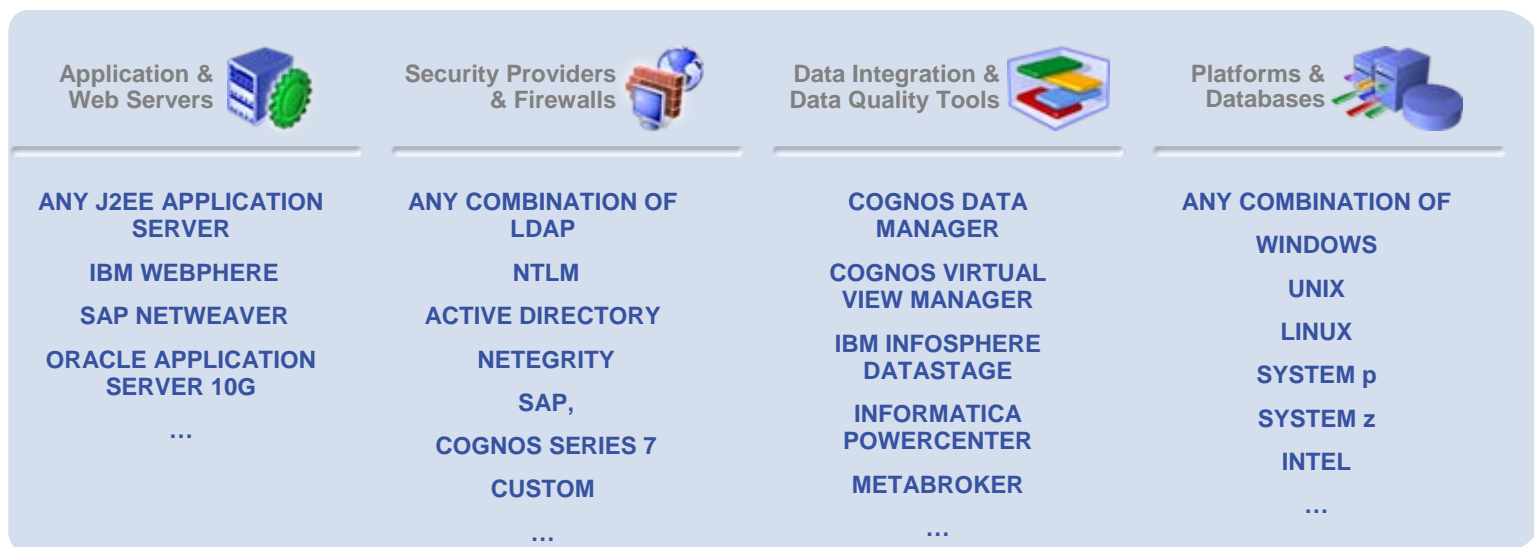


Architect

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



Cognos ensures the current and future standards of MassHousing are met



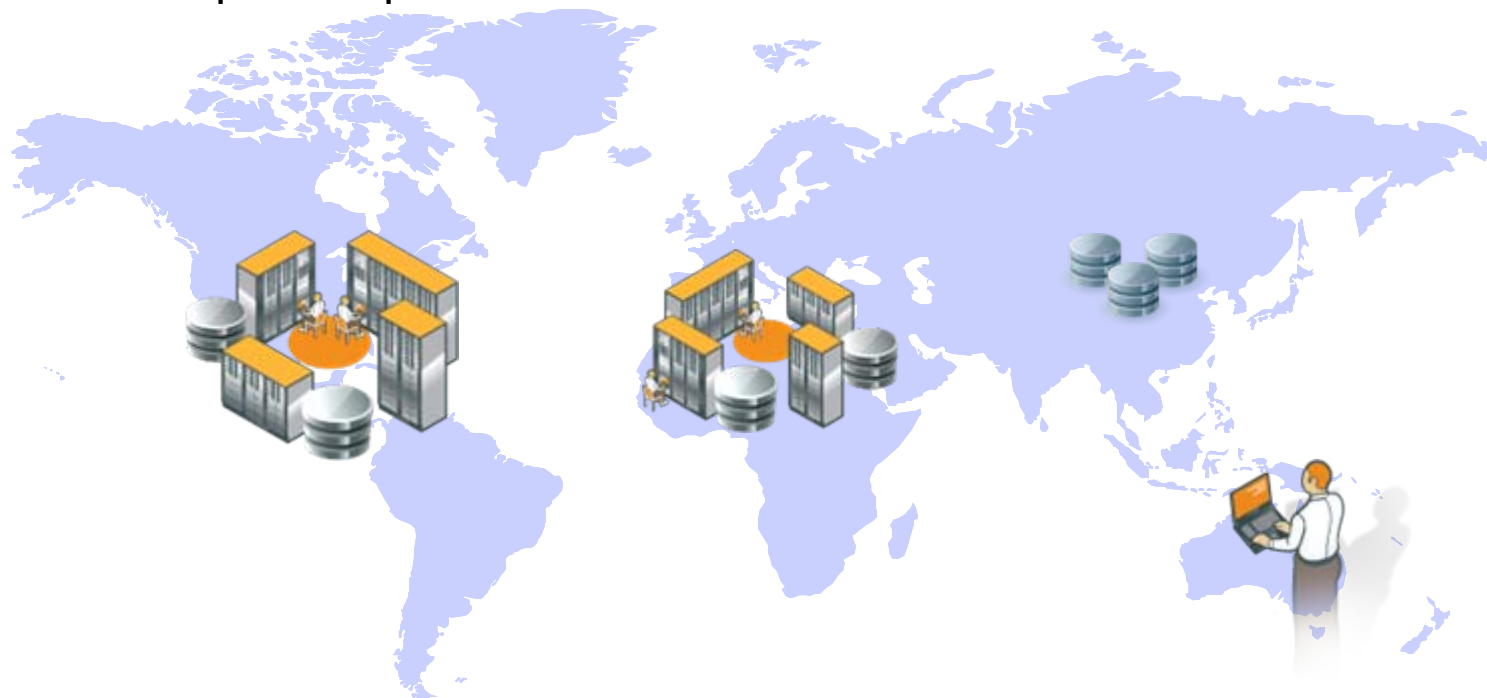
“We have a platform in Cognos 8 which is truly adaptable to both our current and future needs. “

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



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 architecture works seamlessly on your infrastructure



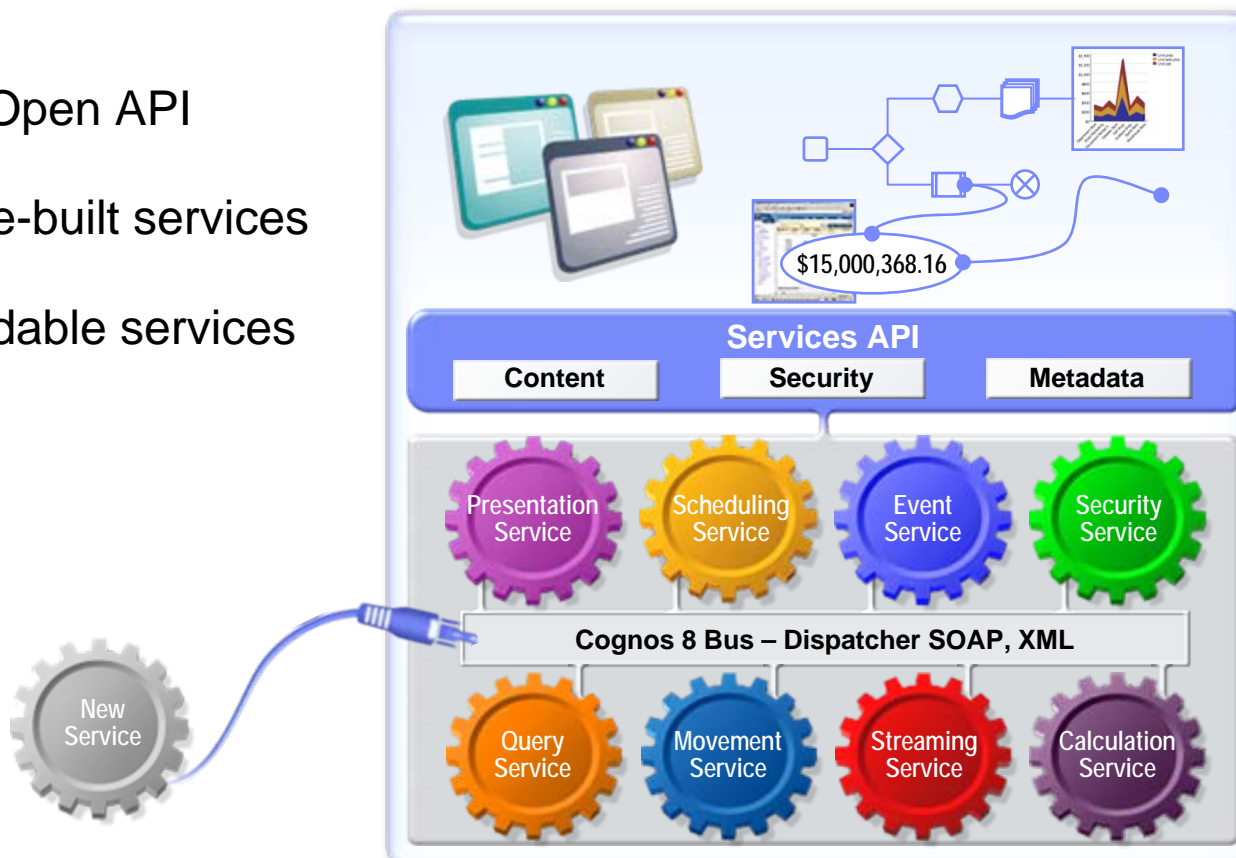
“The **Cognos open, distributed architecture works seamlessly on our existing IBM technology infrastructure** and as a result, we can ensure residents and employees find consistent and helpful information to help keep the city running smoothly and more efficiently.”

- Brian Osterloh, City of Albuquerque, May 2008

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 server

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

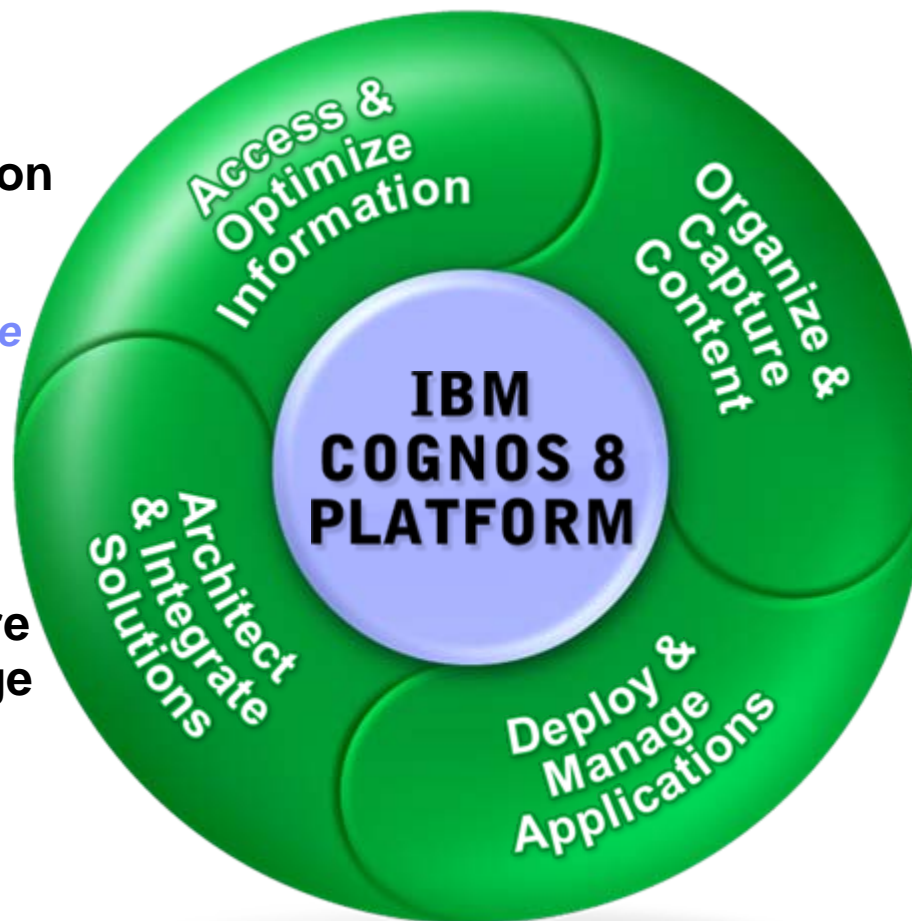
Open, enterprise-class platform increases business adoption and minimizes the burden on IT

- ✓ 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 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

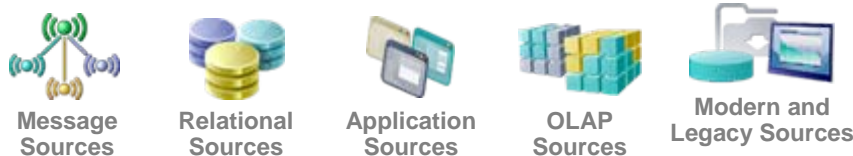
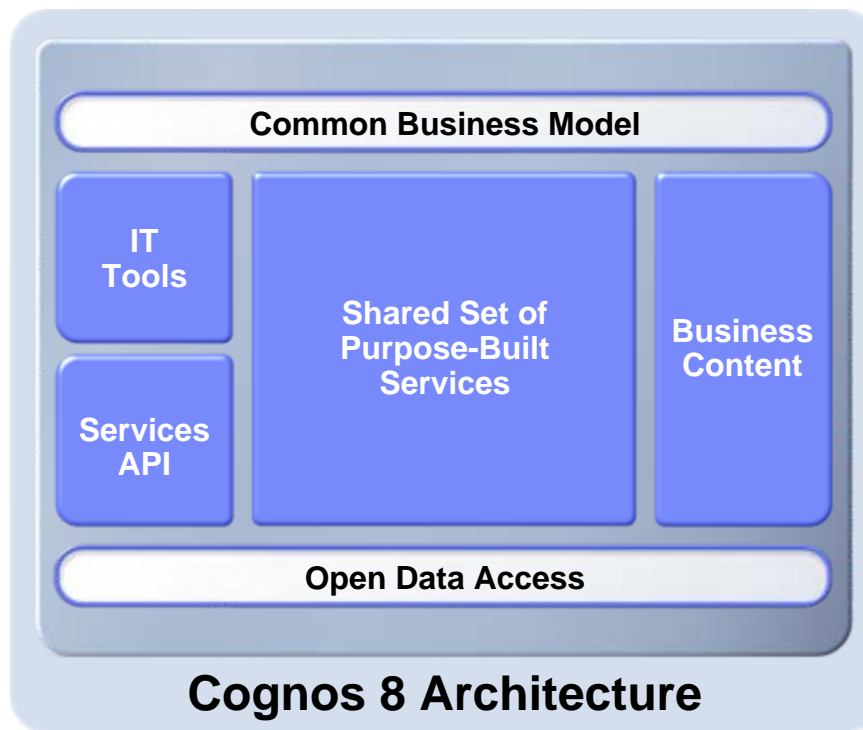
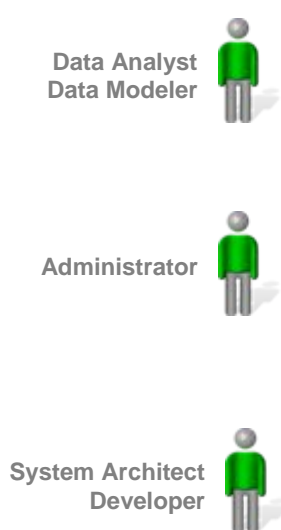
Purpose-Built SOA

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

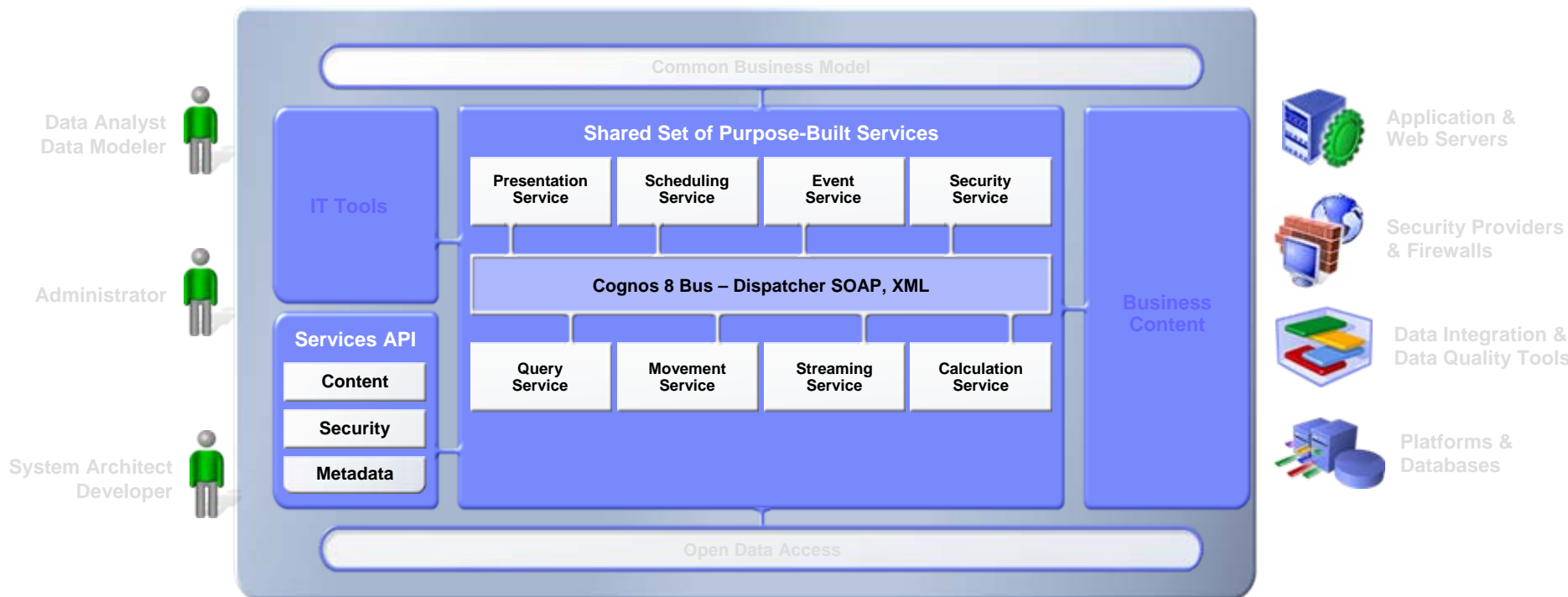
Proven Expertise

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

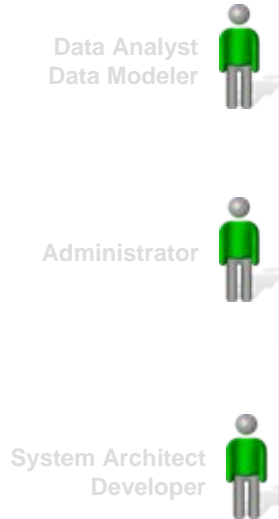
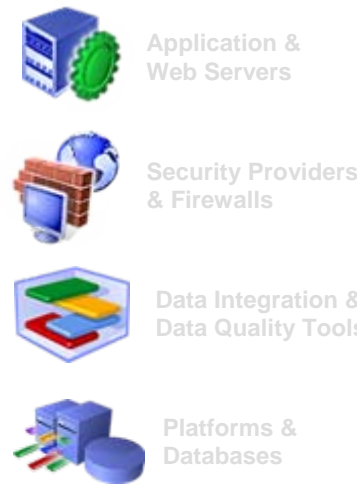
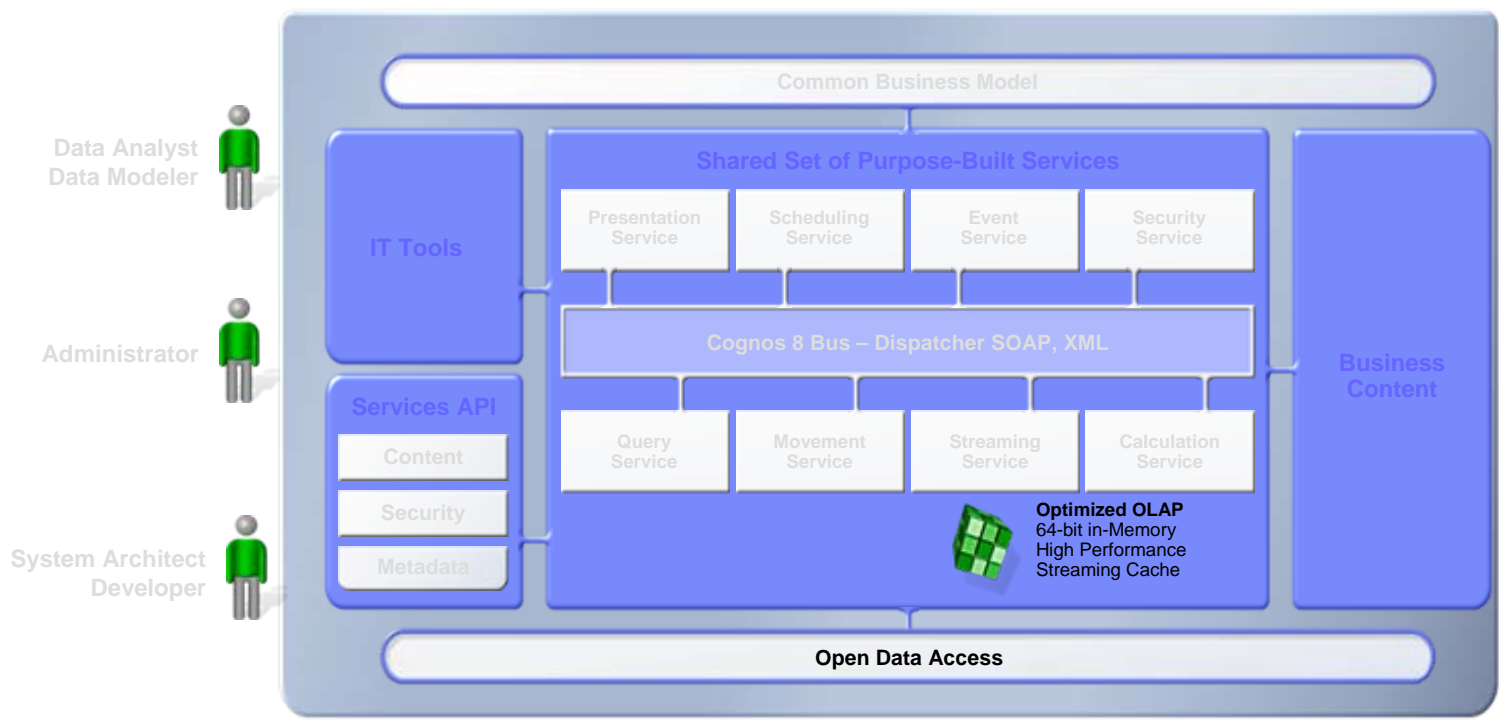
Built on an SOA to deploy successfully within changing environments



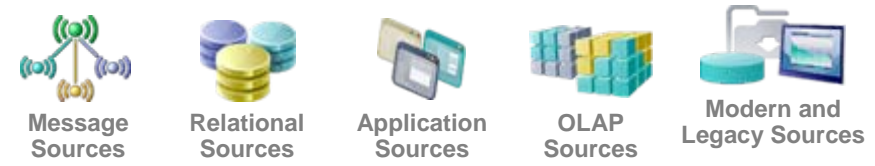
Standard-based services, purpose-built for PM



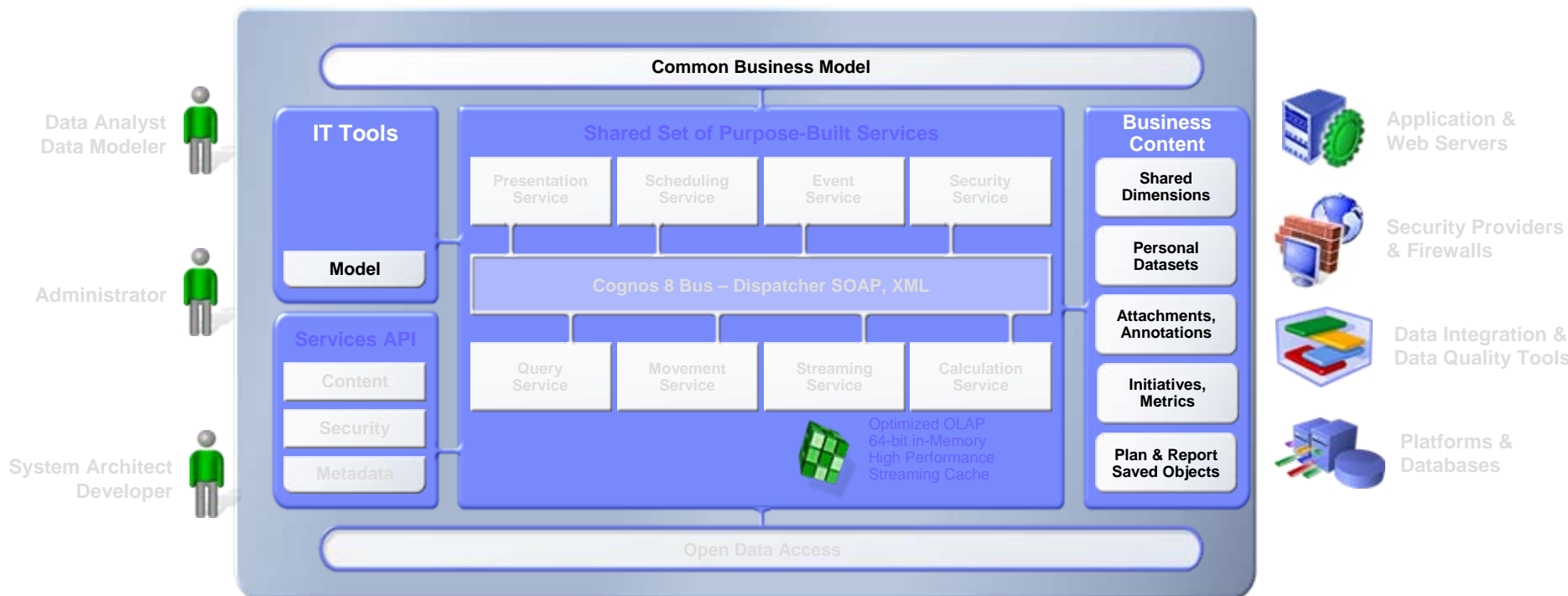
Flexible and optimized access to all data



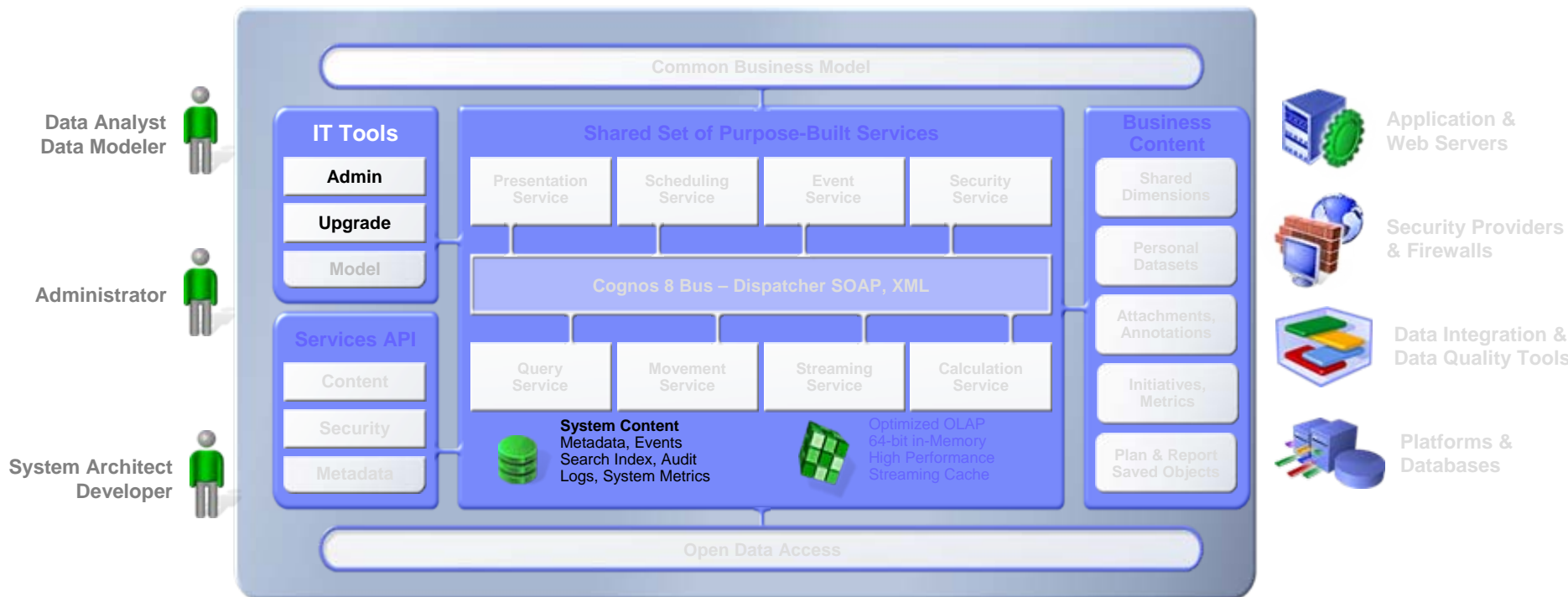
Optimized OLAP
64-bit in-Memory
High Performance
Streaming Cache



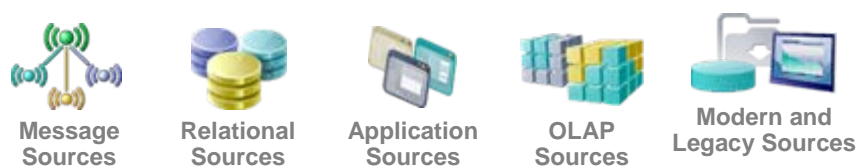
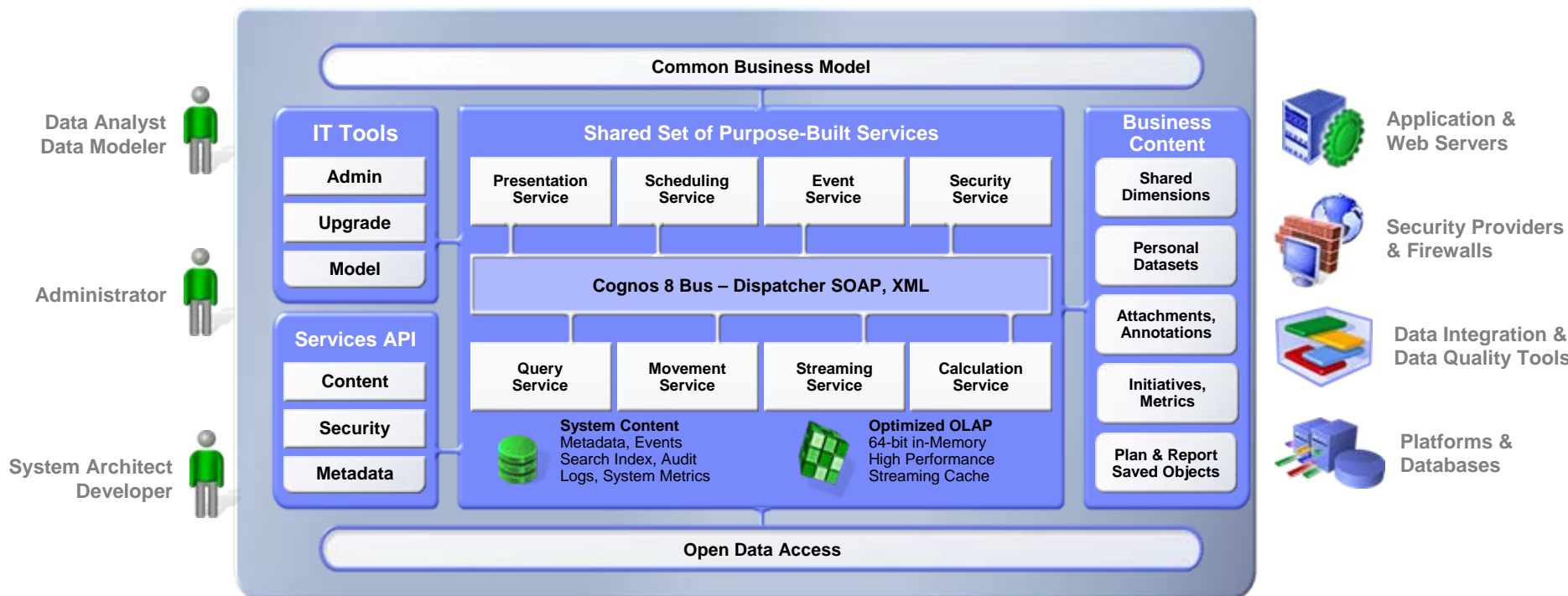
Common business view for all PM capabilities



Broad system management capabilities



Built on an SOA to deploy successfully within changing environments



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

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

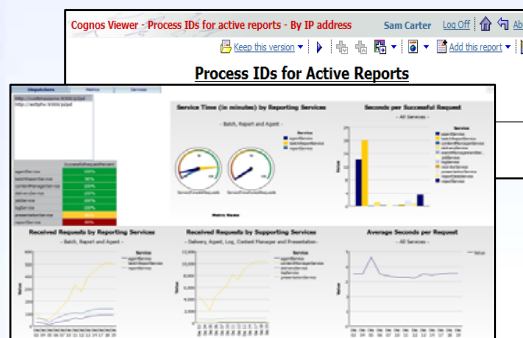


Adopt proven practices to strengthen your knowledge base

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

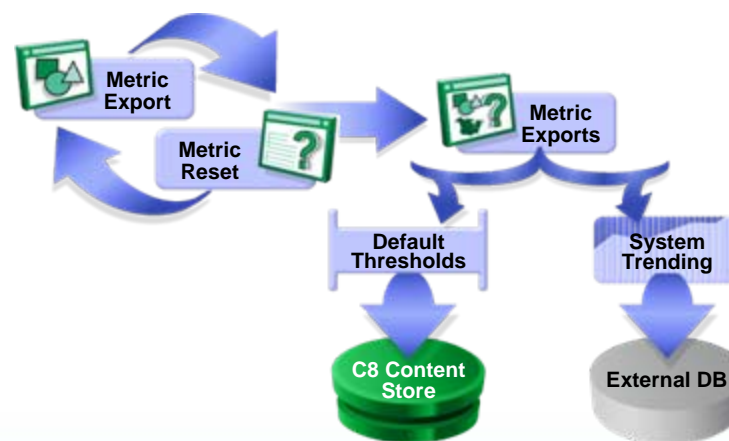
Sample Models, Reports, Dashboards



Proven Practices



System Management Tools



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

Learn from your peers and share your expertise to continuously improve

■ Innovation Center

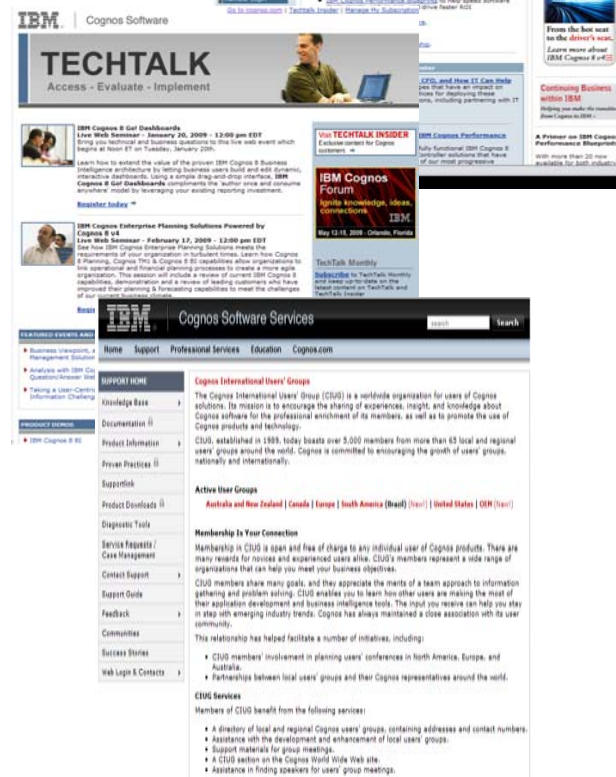
- Share proven techniques in performance management with technology experts, finance professionals and industry thought leaders

■ 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 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

***Increase IT
productivity and
responsiveness to
the business***

Forums to learn from your peers and share expertise

*Innovation Centre, Tech Talk
Webinars, User groups*

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