



IBM Cognos 8 Embrace, Enhance and Extend Your Investment in the SAP NetWeaver Business Warehouse

Bob Corson
Product Marketing



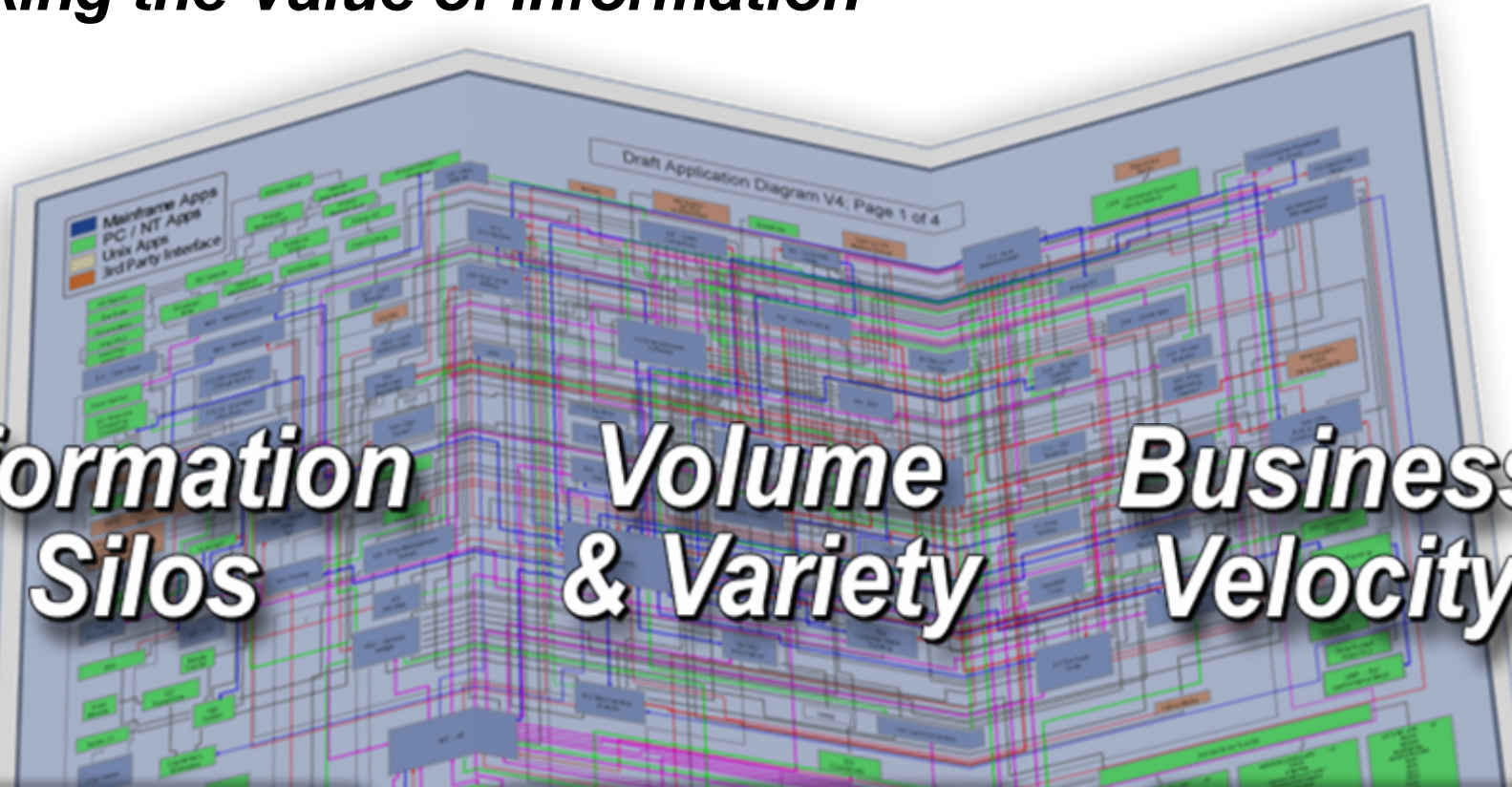
Cognos, an IBM Company

- Cognos, an IBM company, is the world leader in business intelligence (BI) and performance management solutions. We provide world-class enterprise BI, planning and consolidation software and services to help companies plan, understand and manage financial and operational performance.
- Cognos brings together technology, analytical applications, best practices, and a broad network of partners to give our customers a complete performance solution. We provide an open and adaptive solution that leverages an organization's ERP, packaged applications, and database investments.
- Cognos serves more than 23,000 customers in more than 135 countries. Our solutions and services are also available from more than 3,000 worldwide partners and resellers.
- Cognos was acquired by IBM in January 2008.

Agenda

- The Information Challenge
- Overview of IBM Cognos 8 Capabilities
- IBM Cognos 8 Lineage & Maturity
- Value of IBM Cognos 8 on SAP
- Interoperability with the SAP Business Warehouse
- Question & Answer

Unlocking the Value of Information



**Information
Silos**

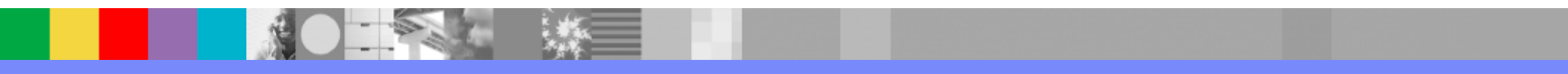
**Volume
& Variety**

**Business
Velocity**

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

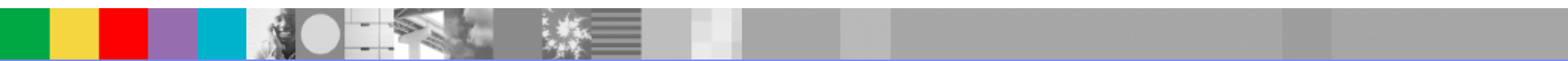
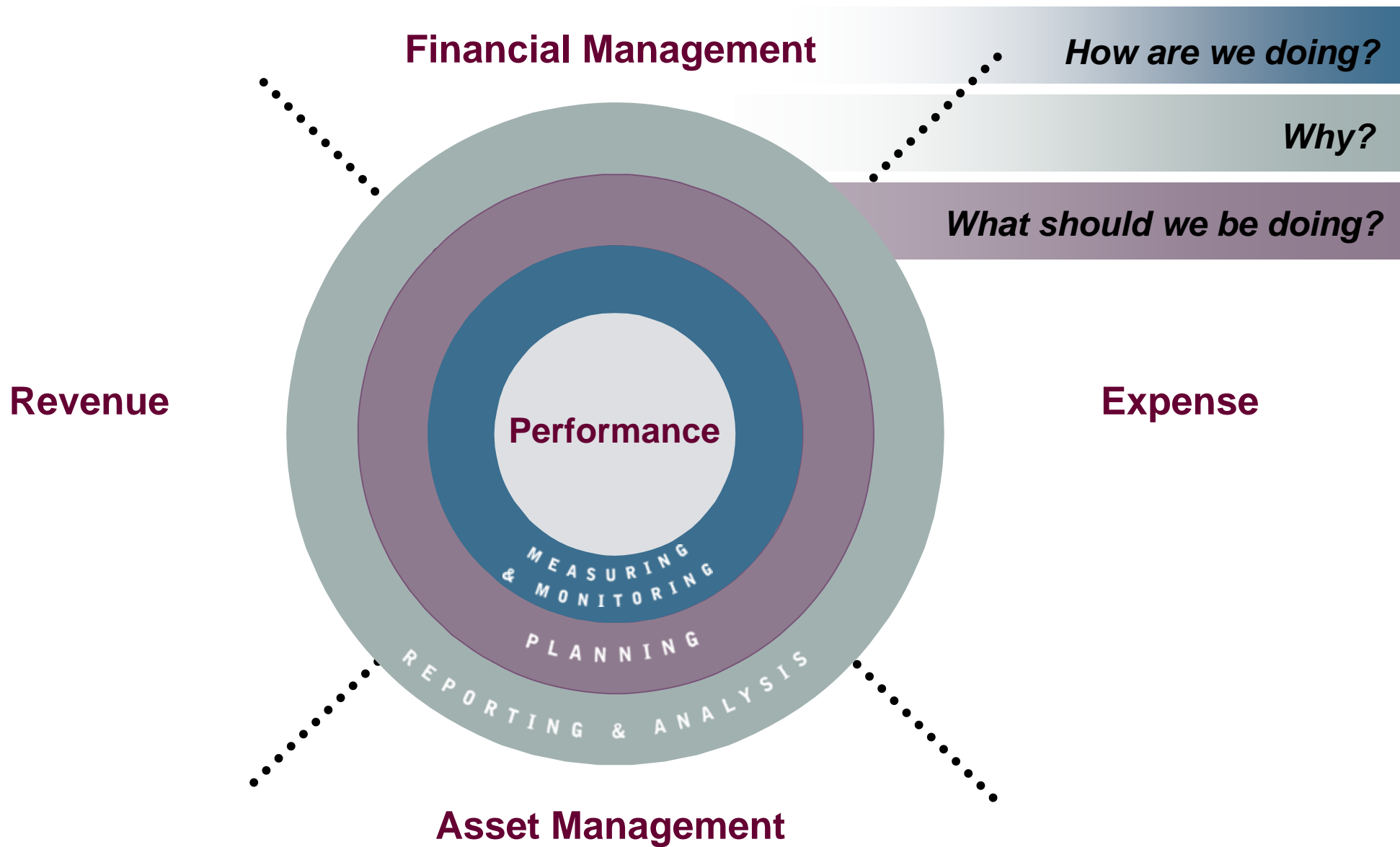
59% of managers
**miss
information**
they should have used

42% of managers
**use wrong
information**
at least once a week



Performance Management

Answers three important questions that drive better performance



Common Challenges Obtaining Decision Support Information

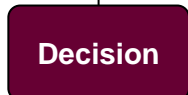
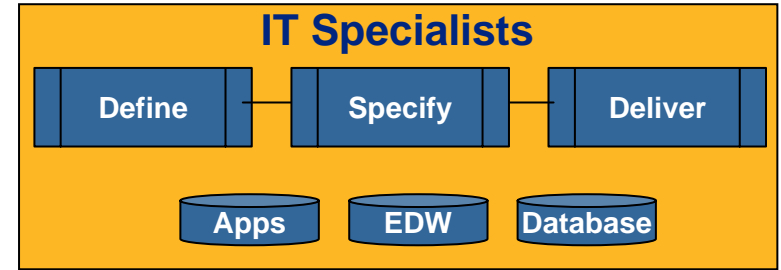
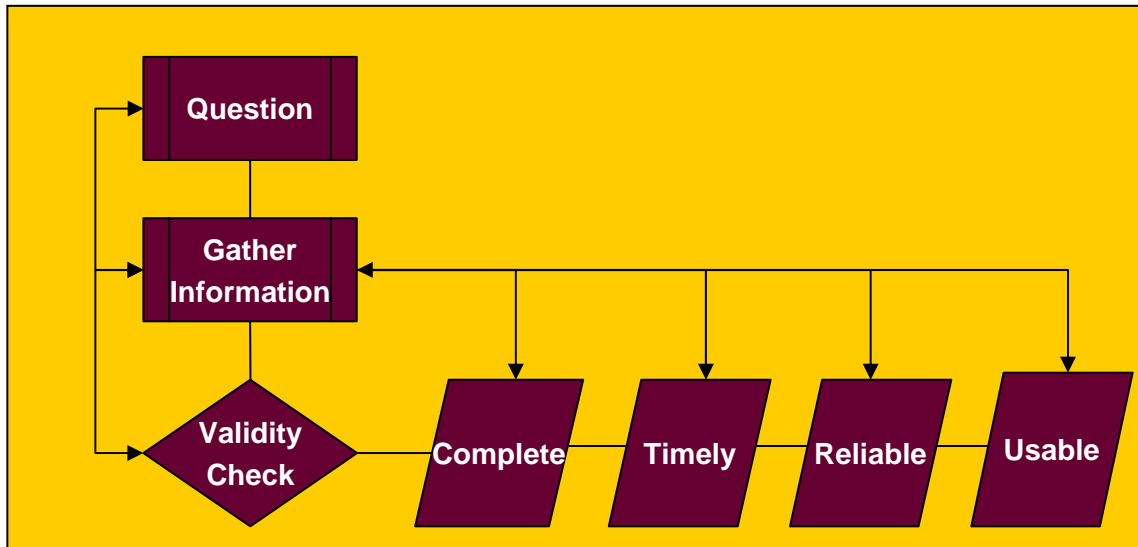
Employees
Managers
Executives



Customers
Partners



ABAP/Java Developers
DBA
BW Administrators



Productivity Drains

- Process Intensive
- Reliance on others
- Unreliable out of context information
- Long lead times
- Decisions take to long



- **Static vs. Dynamic Information**
 - *Terminology Differences: Business and IT professionals*
 - *Revenue vs. \\server\table\name\rev_NA_instance1*
 - Changing IT environments - hurry up and wait for updates to your operational system to receive updated PM capabilities?
 - Information as a Derivative: The value of business information vs. the source of the information

- **Reality of IT Environments**
 - Multiple data sources & multiple tools
 - To Many Tools: One: Many across data sources (SAP R/3, SAP BW, Siebel, Oracle)
 - Different Tools for Different Needs: Ad Hoc Query, Reporting, Analysis, Dashboards, Scorecards, Planning, Forecasts etc...

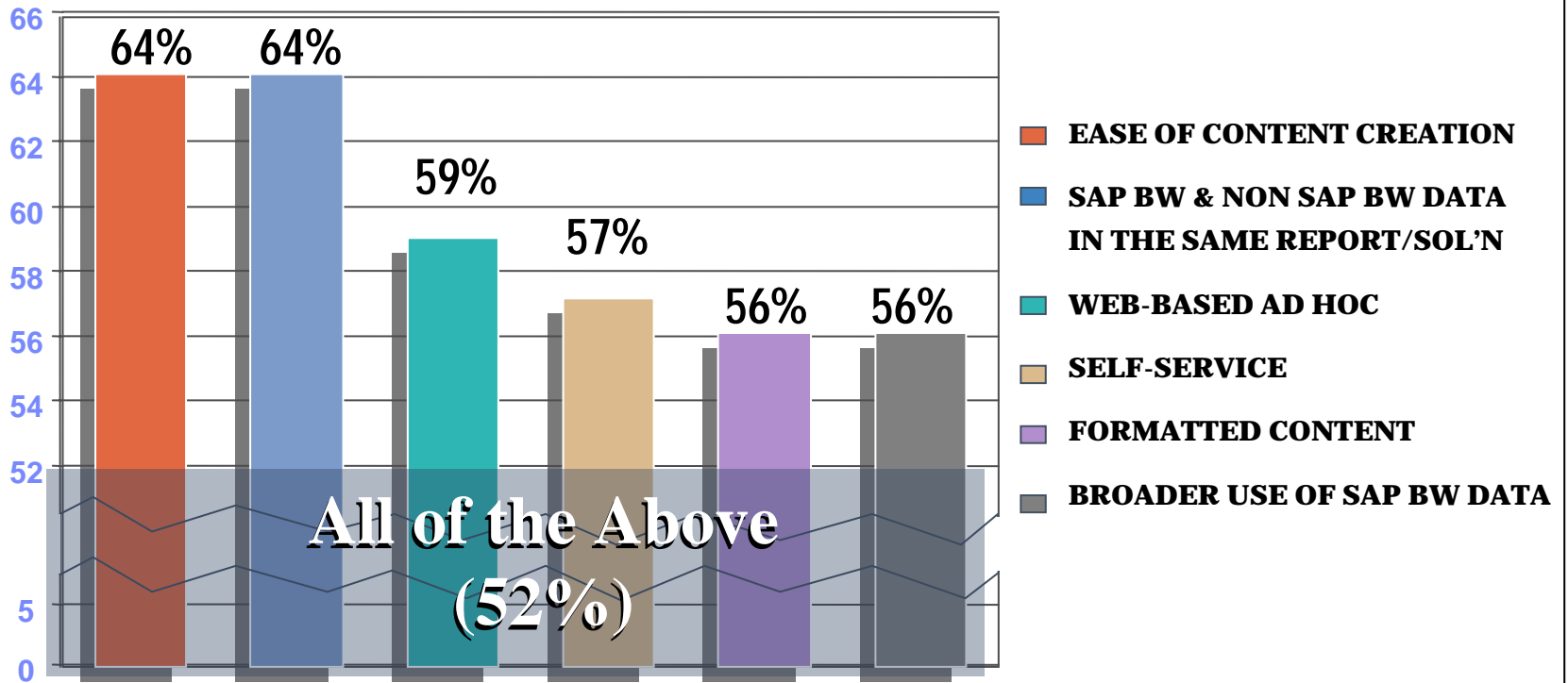
- **Quality IT resources do not grow on trees**
 - Availability, bandwidth, backlog & priority
 - Specialized IT Professionals or Overqualified Information Tellers?



Common Requirements

Source: Simplified Reporting on SAP BW Webinar Poll

What is the highest priority for you?

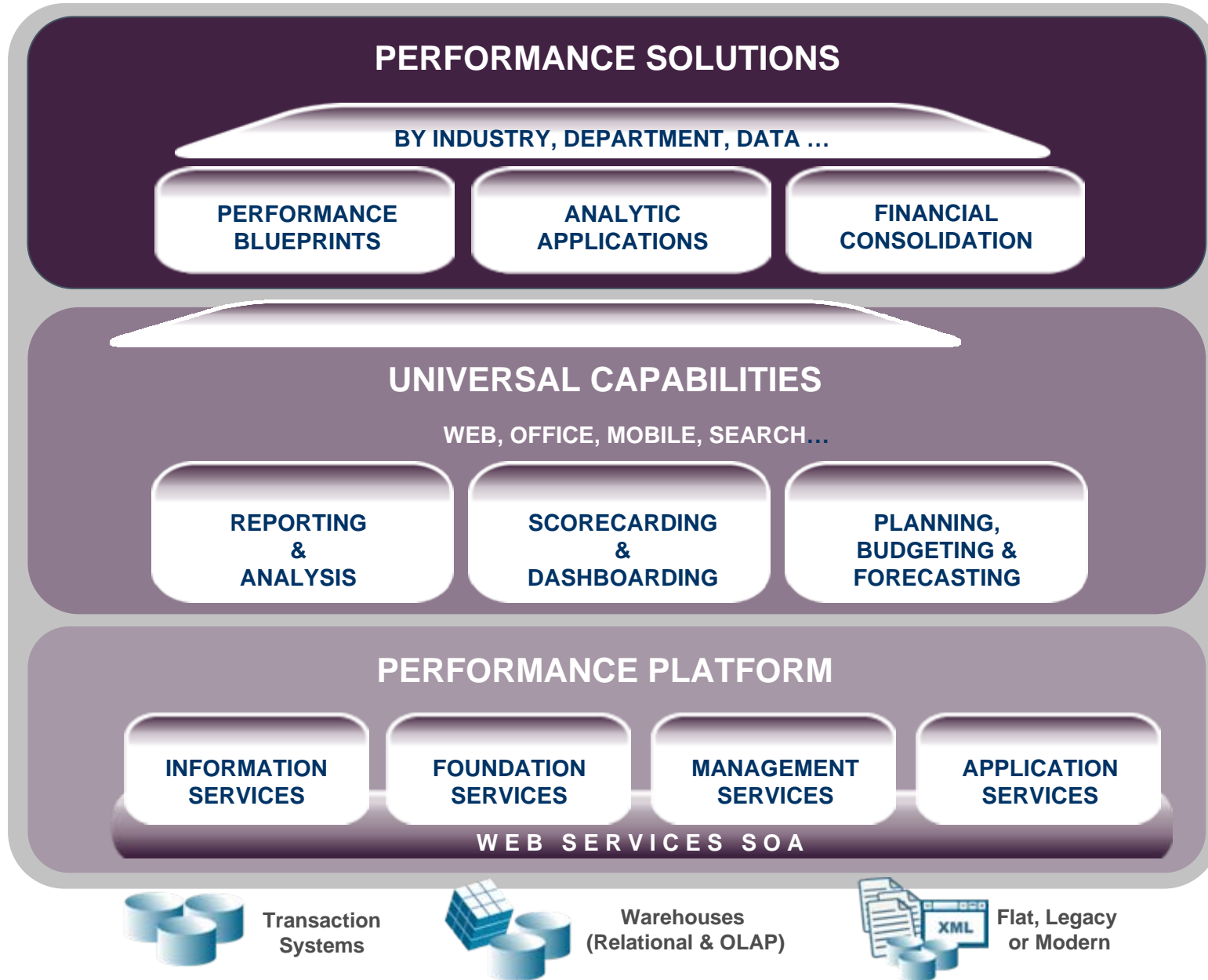


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IBM Cognos 8 Performance Management Platform

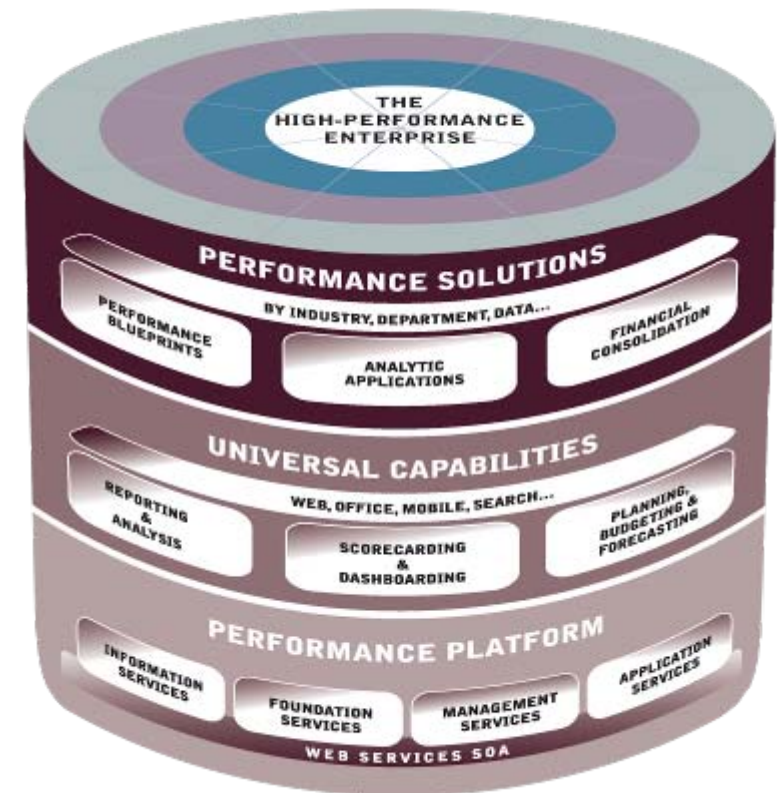
Complete, proven and integrated



IBM Cognos 8: Performance Management for SAP

Single, Integrated Platform

- **Business self service for all capabilities**
 - Reduce IT costs and backlog
- **Innovation**
 - Flexible access to information with Go! Mobile, Go! Search, Go! Office
- **Purpose built, web-based SOA**
 - Open, fits into existing environments
- **Data & technology independence**
 - Agnostic platform
 - No inherent conflicts of interest
 - Heterogeneous support for data and applications



IBM Cognos 8: Performance Management for SAP

Business Self-Service

Complete Business Intelligence

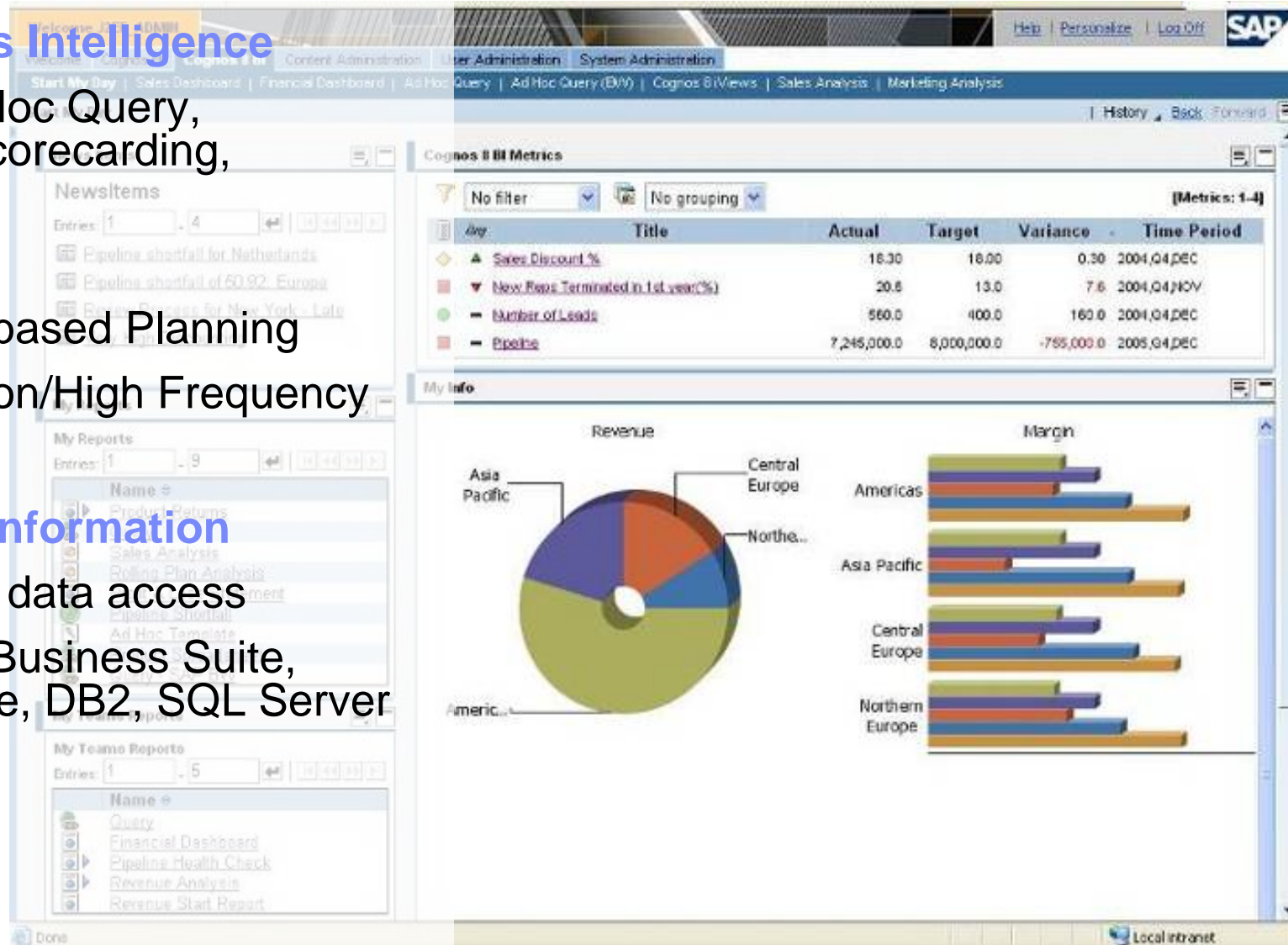
- Reporting, Ad Hoc Query, Dashboards, Scorecarding, Analysis

Planning

- Flexible Driver-based Planning
- High Participation/High Frequency

Complete View of Information

- Heterogeneous data access
- SAP R/3, SAP Business Suite, SAP BW, Oracle, DB2, SQL Server and more



IBM Cognos 8: Performance Management for SAP Innovation

Flexible access to information:

- **Go! Office** – refreshable BI content in Excel, PowerPoint and Word
- **Go! Search** – instant answers and ability to find related content
- **Go! Mobile** – access to BI content anytime, anywhere
- **Express Authoring** – role driven statement style reporting



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IBM Cognos 8

SAP Product Milestones

1997-2002

Cognos SAP Certification

Support for connectivity to mySAP for Reporting and Analysis. Cognos Performance Applications for mySAP.

2003

Launched Cognos ReportNet

First BI Vendor to achieve Powered by SAP NetWeaver Certification

2006

Cognos 8 BI Enhanced GA support for SAP NetWeaver and mySAP

Cognos Report Pack for mySAP FI/CO

Cognos 8 Workforce Performance for SAP

Cognos GO! Search Service leverages SAP (mySAP, BW, Portal)

Cognos Go! Mobile leverages SAP data (mySAP, ECC, BW)

2007

Release of Cognos for SAP v 8.2

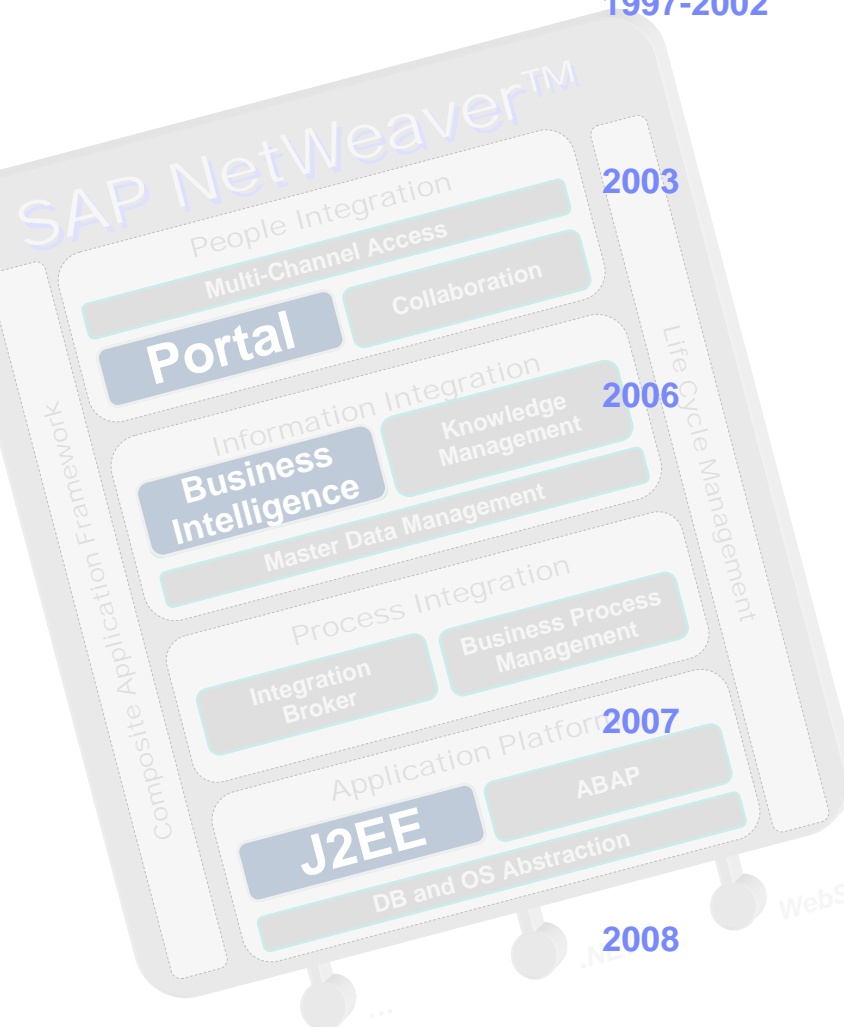
Leverage SAP BI Accelerator

Cognos Planning access to BW, R/3 and SAP Business Suite

2008

Release of IBM Cognos 8v3.

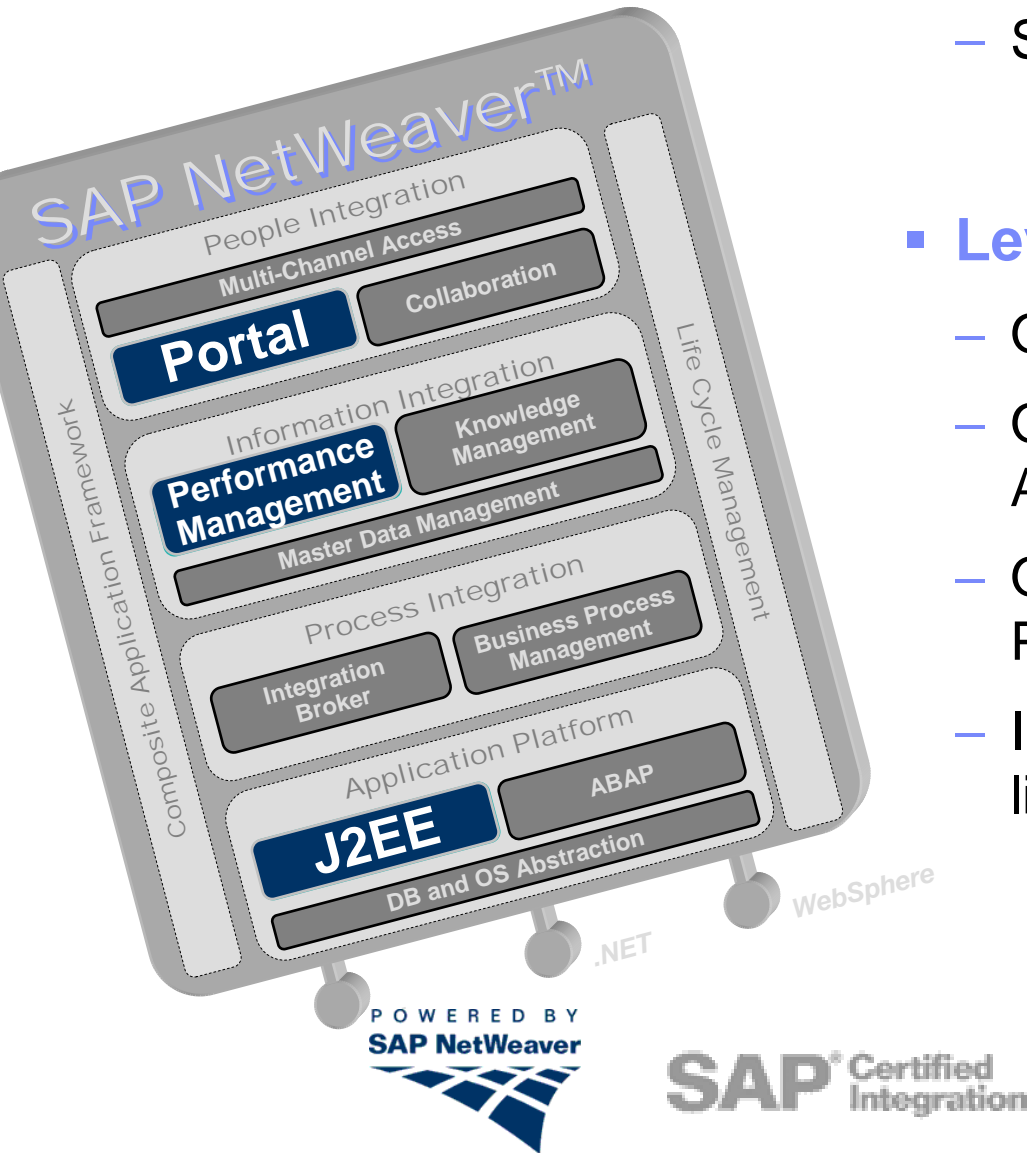
NetWeaver Re-certification



IBM Cognos 8 for SAP Integration

- **SAP Certified Driver**
 - SAP R/3 & ECC (SAP Business Suite)

- **Leverage SAP NetWeaver**
 - OLAP BAPI interface to SAP BW
 - Optional deployment on SAP Web Application Server
 - Optional deployment on SAP NetWeaver Portal using iViews
 - Integrated Portal & Warehouse Security... no lift and shift



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IBM Cognos 8: Performance Management Value for SAP

Efficiency: *Reduce reliance on specialized IT development resources*

- Enable speed of thought business user content creation and customization within a single interface
- No coding required: Fast on the fly creation, modification, alteration, and changes to reports, plans, financial models and data sources
- Unique capabilities from over 80 end user click of a mouse custom functions and calculations on BW data

Flexibility: *Better decisions by utilizing all data and applications*

- Leverage all corporate information without dependencies on underlying data, applications and infrastructure.
- Support for SAP and non-SAP data sources across all performance management capabilities delivered on a unified platform.
- Utilize multiple versions, instances and all structures within the SAP Business Warehouse

Agility: *Fast cost effective changes and updates to content*

- No coding: Fast on the fly creation, modification, alteration, and changes to reports, plans, financial models and data sources
- Interoperability across all performance management capabilities (ex: an ad hoc query can be used in a report which can drive a dashboard which can reflect compare plan ...all using the same data model)



IBM Cognos 8: Performance Management for SAP

Efficiency – Reduce reliance on specialized IT development resources

Are You Running Your Business Through A Rear View Mirror?

For a medium priority brand new report request:

- **How long to get to it?**

- 33% - 1 month or more

Business – 52% 1 month or more

- **How long to build it?**

- 73% 1 week or more

Business – 84% 1 week or more

- 41% - 2 weeks or more

64% 2 weeks or more

- **How many iterations?**

- 77% - 2-5 iterations

Business – 83% 2-5 iterations

- 13% >5 iterations

17% >5 iterations

**6 weeks or
more to
generate a
report**

Source: Survey at SAP Reporting and Analytics Conference, November 2006, 200+ responder

“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.”

Mark Sauvageau, Chief, Operations and Matrix, Financial
Management, US Army ARDEC

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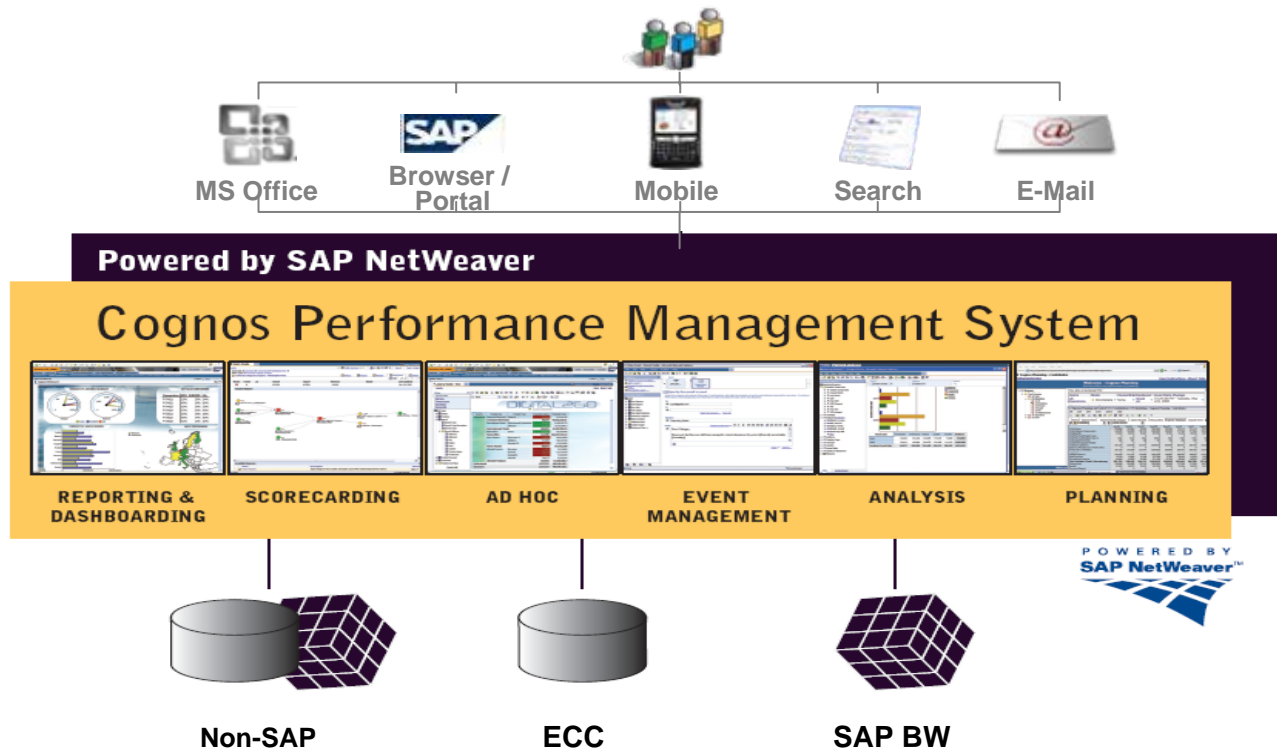
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IBM Cognos 8: Performance Management for SAP

Flexibility - Better decisions by utilizing all data and applications



“We have diminished the number of applications we use for data, and the ones we have left all communicate to each other through Cognos. **This is the dream of all CFOs in the world.** And we’re proof that this is actually feasible in real life.”

Nicolas Van Brandt
Chief Financial Officer
Quick

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

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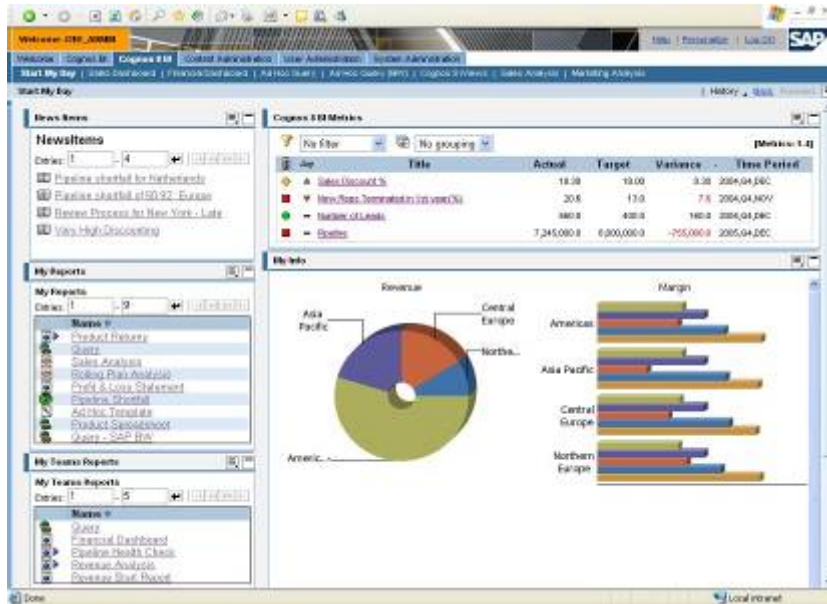
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IBM Cognos 8: Performance Management for SAP

Agility - Fast cost effective changes and updates to content



- Localized formatting (language, unit of measure, multiple currencies)
- Complex Prompting
- Dual Structures
- Replacement Text Variables
- Multiple topCounts, current measures, and slicers
- With the click of a mouse...
 - Custom formatting
 - Custom calculations
 - Groupings

“By using Cognos 8 BI in our SAP BW environment, we've been able to improve our employee usage rates through a more user-friendly, self-service reporting interface. ***Our data refresh rate has also improved from a 24-hour time period to hourly. Previously our financial analysts had to pull information from SAP and manually create reports within a spreadsheet. Now, the users can self-serve and our financial analysts are not overloaded and can focus on strategic analysis instead of manual data manipulation***”

Brian Davis, Manager, Enterprise Report Development

Checkfree

<http://www.cognos.com/news/releases/2007/1015.html>

IBM Cognos 8: Performance Management Value for SAP

Proven Capabilities: *Performance Management today*

- Unified: All performance management capabilities within a unified SOA platform.
- Predictable Results: Cognos PM expertise, performance management focus, customer success and solution depth for SAP environments.
- Maturity: Over ten years of R&D investment and customer success with SAP solutions

Comprehensive Solution: *Maximize ROI from Investment in SAP*

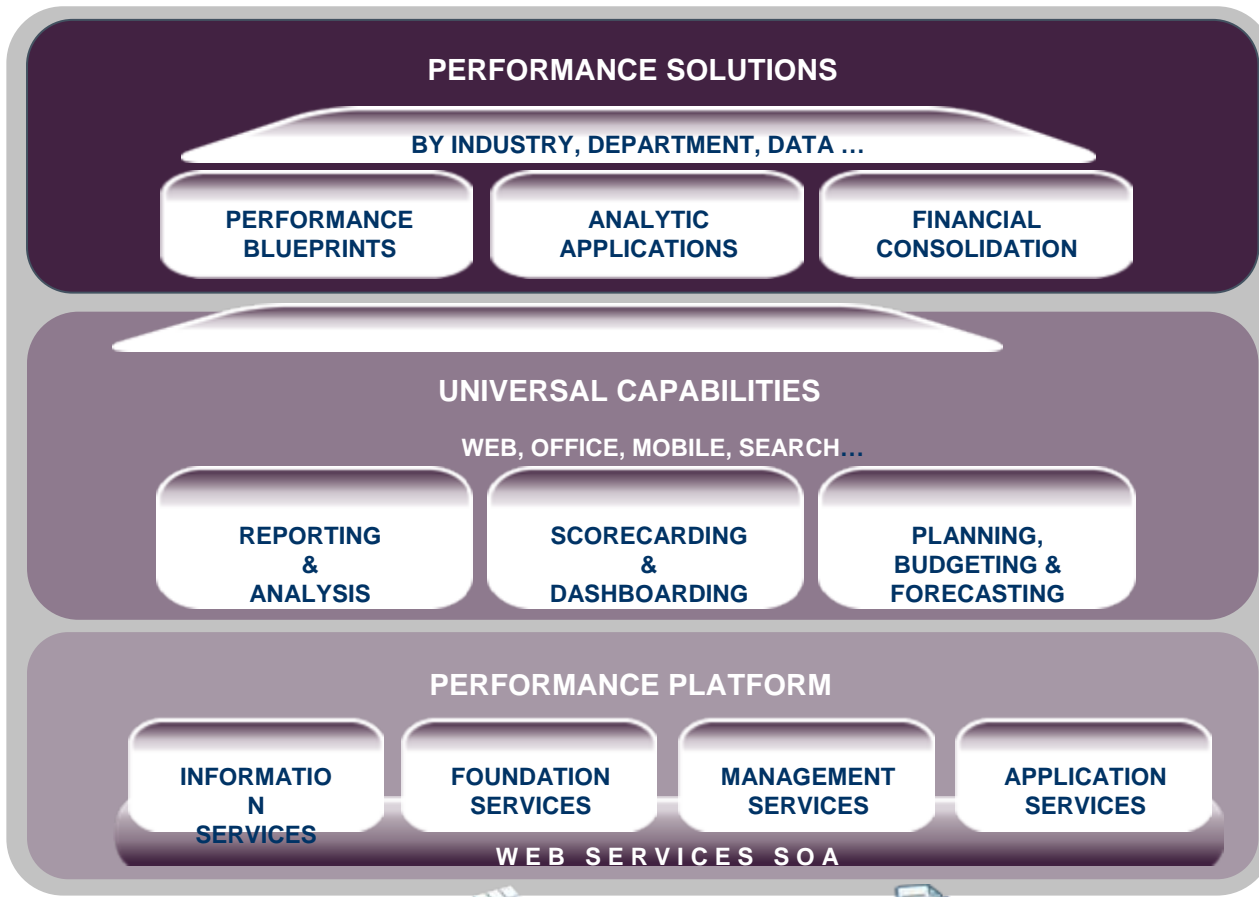
- Lower IT Costs: leverage existing knowledge, technology & expertise
- Integration & Interoperability: Patent Pending Next Generation Integration with the SAP Business Warehouse. Support for NetWeaver Portal, WAS, Business Warehouse, R/3 and ECC.

IBM Cognos 8: Performance Management for SAP

Proven Capabilities – Performance Management today

Unified Platform

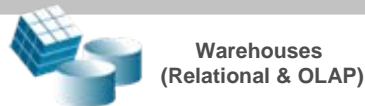
Expertise



POWERED BY
SAP NetWeaver



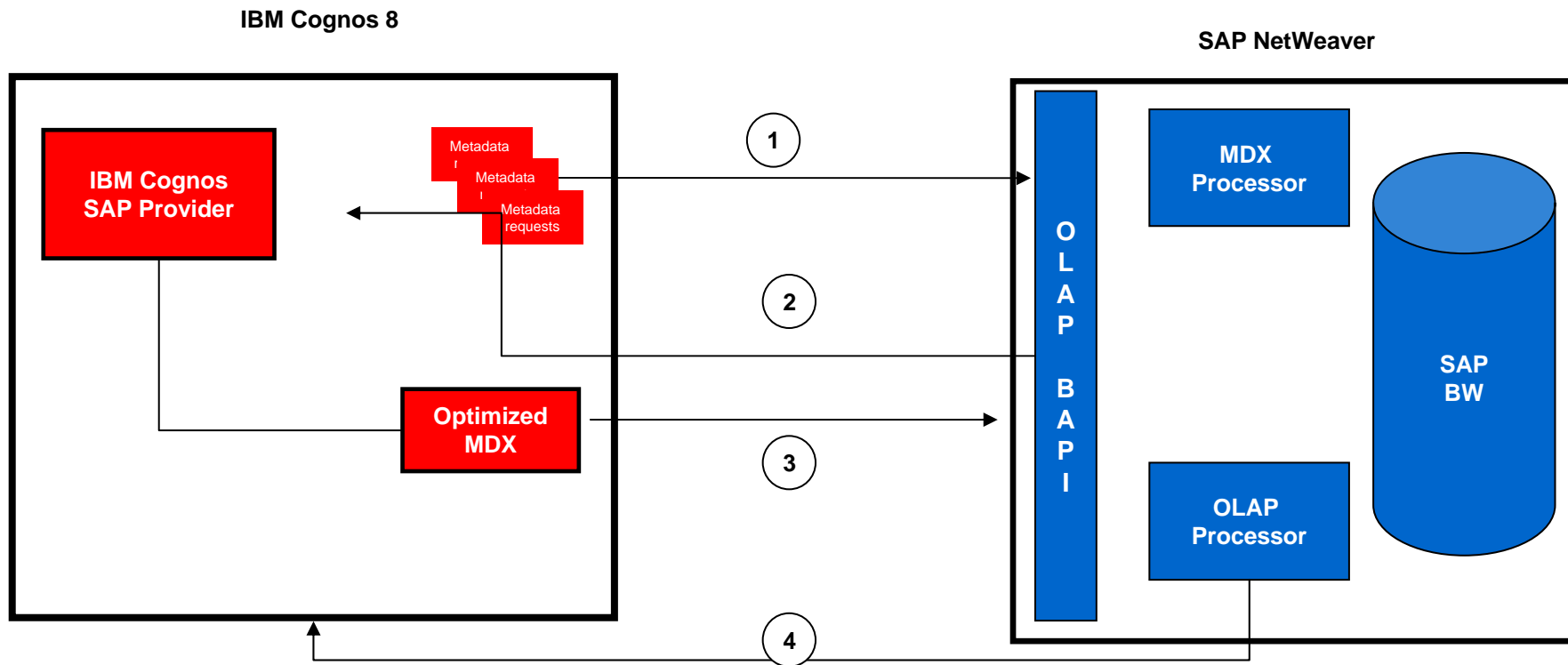
SAP Certified Integration



IBM Cognos 8: Performance Management for SAP

Proven Capabilities – Performance Management today

Maturity: Patent Pending Next Generation Access to BW Data



US Patent Application: 155A - Multidimensional Query Simplification Using Data Access Having Local Calculation Engine

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IBM Cognos 8: Performance Management for SAP

Comprehensive — Maximize ROI from Investment in SAP

Territory Analysis Dashboard

in 000s USD
Sales Office

	Q1	Q2	Q3	Q4	Current QTR				YTD					Open Pipeline	
	Rev	Rev	Rev	Rev	Sales Forecast	Adhmt %	Potential	Gap	Rev	Margin %	Rev 4 Forecast	Adhmt %	Annual Plan		Adhmt to Plan %
EUCE															
Key Accounts EUCE															
WirelessSpain															
Key Accts - Wireless															
EMEA															
Latin America															
APAC															
Not Assigned Sales Group (N)															
Total															

Current QTR % Achievement

Current QTR Gap to Sales Forecast

Pipeline by Risk

Current QTR Revenue

Pipeline Detail By Territory - Latin America

in 000s USD
Deal Prob: 70

Account Name	Deal Owner	Deal Product	Stage	Deal Cur Prev	P.O. Date	Deal Amount
CODECOM	TURRANGO OSCAR	6006-6040	Post-Proposal Negot	70	03/12/2009	100
CODECOM	TURRANGO OSCAR	6006-6040 2500 UCL PARTIALLY OBLIGED	Post-Proposal Negot	70	03/12/2009	151
CODECOM	TURRANGO OSCAR	SERVICES-DEPLOYMENT	Post-Proposal Negot	70	03/12/2009	20
CODECOM	TURRANGO OSCAR	SERVICES-PROFESSIONAL SERVICES	Post-Proposal Negot	70	03/12/2009	100
CTE PARASURY	PRATIMEZ JUAN	SERVICES-DEPLOYMENT	Post-Proposal Negot	70	03/12/2009	16
OMRATL	ARRAS ANDRE	6006-6000 CONFIGURATION ATTACHED	Post-Proposal Negot	70	03/12/2009	250
OMRATL	ARRAS ANDRE	SERVICES-DEPLOYMENT	Post-Proposal Negot	70	03/12/2009	50
OMRATL	ARRAS ANDRE	SERVICES-SUPPORT SERVICES	Post-Proposal Negot	70	03/12/2009	250
GLOBAL TELAZZ TELECOM - GVT	BARRIENTO ALBERTO	6006-6025 CONFIG ATTACHED	Post-Proposal Negot	70	02/22/2009	500
PARAD SOLUTIONS	WONG TSE FU	6006-6100 RE 426L	Post-Proposal Negot	70	03/12/2009	400
STC DE SAUDIENIA	WONG TSE FU	6006-6025 CONFIG ATTACHED	Post-Proposal Negot	70	03/12/2009	100
STC DE SAUDIENIA	WONG TSE FU	6006-6100 1006G	Post-Proposal Negot	70	04/19/2009	100
SURATEL	ZEDRA DIEGO	6006-6000 CONFIGURATION ATTACHED	Post-Proposal Negot	70	03/12/2009	32
TELCEL PERU	ZEDRA DIEGO	6006-6100 4100	Post-Proposal Negot	70	03/12/2009	50
YANAC	ARRAS ANDRE	6006-6040 SWITCH MODE	Post-Proposal Negot	70	03/12/2009	50
YANAC	ARRAS ANDRE	SERVICES-SUPPORT SERVICES	Post-Proposal Negot	70	03/12/2009	150
Summary						2,892

Confidential for Internal Use Only -

- 1 -

Confidential for Internal Use Only -
Tel Labs Operations, Inc.



Tellabs – an IBM Cognos 8 on SAP Success Story

Challenges Before Cognos on SAP

- Reports, reports, reports – everyone is an analyst
- Numbers, numbers, numbers – costly debates over the right number
- Managing the Quarter
- One place for Sales data
- Take the emotion out of decisions/investments

TG T-Mobile review

Sales Group: T-Mobile
Product Family: T-Mobile
Last Refreshed: 10/20/2007 10:00:45
Current Prior Wk: 11/26/2007 12/2/2007
Current Prior M: Period 11 2007
Current Prior Q: Period 10 2007
Current Prior Y: Period 12 2007

Sales District	Weekly Bookings	Weekly Revenue	Current Mth Bookings	Current Mth Revenue	QTD Bookings	QTD Revenue	YTD Bookings	YTD Revenue	Current Qtr LOI	
402 Eric Babby	\$ 298,669	\$ 274,717	\$ 1,208,760	\$ 1,208,760	\$ 1,208,760	\$ 1,208,760	\$ 4,802,510	\$ 7,182,121	\$ 0	
403 Dan Lyles	\$ 187,672	\$ 272,476	\$ 2,455,666	\$ 153,334	\$ 2,455,666	\$ 153,334	\$ 10,536,977	\$ 7,495,940	\$ 11,080	
404 Theresa Hammond	\$ 46,572	\$ 178,041	\$ 107,599	\$ 2,214,852	\$ 1,344,310	\$ 2,214,852	\$ 17,200,441	\$ 14,802,364	\$ 1,127,002	
405 Bryan Jones	\$ 0	\$ 0	\$ 28,493	\$ 81	\$ 149,369	\$ 9,261	\$ 149,369	\$ 3,332,878	\$ 9,680	
406 Carlos Santos	\$ 0	\$ 0	\$ 522,288	\$ 207,484	\$ 1,313,859	\$ 658,934	\$ 5,287,429	\$ 5,287,429	\$ 0	
Overall Result	\$ 46,572	\$ 2,604,430	\$ 426,899	\$ 5,023,651	\$ 4,838,610	\$ 9,785,658	\$ 5,878,189	\$ 40,688,504	\$ 37,749,579	\$ 2,630,270

RBOC	Revenue	Access	Data
RBOC	\$ 179,607	\$ 92,097	\$ 35,958
Core	\$ 83,728	\$ 44,634	\$ 22,895
Access	\$ 95,012	\$ 46,934	\$ 13,063
Data	\$ 867	\$ 530	\$ -

VERIZON	Revenue	Access	Data
VERIZON	\$ 150,377	\$ 71,626	\$ 25,402
Core	\$ 69,259	\$ 35,779	\$ 19,177
Access	\$ 80,251	\$ 35,917	\$ 6,225
Data	\$ 867	\$ 530	\$ -

ATT	Revenue	Access	Data
ATT	\$ 29,229	\$ 20,472	\$ 10,525
Core	\$ 14,469	\$ 8,854	\$ 3,718
Access	\$ 14,761	\$ 11,617	\$ 6,838
Data	\$ -	\$ -	\$ -

AT&T	Revenue	Access	Data
AT&T	\$ 19,286	\$ 13,314	\$ 7,505
Core	\$ 8,104	\$ 3,920	\$ 1,636
Access	\$ 11,183	\$ 9,394	\$ 5,869
Data	\$ -	\$ -	\$ -

ATT West	Revenue	Access	Data
ATT West	\$ 9,943	\$ 7,157	\$ 3,052
Core	\$ 6,365	\$ 4,934	\$ 2,083
Access	\$ 3,578	\$ 2,223	\$ 969
Data	\$ -	\$ -	\$ -

NA Sales Revenue Forecast Gap Reports - March 5, 2008

SUMMARY REPORT
Quarter 2008 (\$000's)

Region	YTD Bookings	YTD Revenue	Qtr-1 Bookings	Qtr-1 Revenue	Qtr-2 Bookings	Qtr-2 Revenue	Qtr-3 Bookings	Qtr-3 Revenue
NA	\$ 156	\$ 24	\$ 24	\$ 24	\$ 156	\$ 24	\$ 24	\$ 24
NA	\$ 156	\$ 24	\$ 24	\$ 24	\$ 156	\$ 24	\$ 24	\$ 24

BR Summary Account review

	Weekly Bookings	Current Mth Bookings	QTD Bookings	YTD Bookings	Weekly Revenue	Current Mth Revenue	QTD Revenue	YTD Revenue	Current Qtr LOI	Behind	Current Qtr LOI
Total NLEC South	\$ 9,670	\$ 277,276	\$ 277,276	\$ 0	\$ 186,688	\$ 1,800,267	\$ 1,800,267	\$ 1,800,267	\$ 167,688	\$ 218,238	\$ 119
Windsong	\$ 4,428	\$ 366,378	\$ 366,378	\$ 0	\$ 164,910	\$ 1,101,451	\$ 1,101,451	\$ 1,101,451	\$ 71,350	\$ 78,504	
Century Tel	\$ 28,290	\$ 367,181	\$ 367,181	\$ 0	\$ 164,910	\$ 1,101,451	\$ 1,101,451	\$ 1,101,451	\$ 167,688	\$ 218,238	
Embarras	\$ -21,448	\$ -8,330	\$ -8,330	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	

Revenue / Margin Report
Last Refreshed 6/21/2007 11:47:42 (\$000's)

Product Line	Revenue	Margin
AT&T	\$ 112,000	15.0%
Verizon	\$ 112,000	15.0%
RBOC	\$ 112,000	15.0%

ILEC Revenue Gap Supplemental Summary Report
February 29, 2008
1st Quarter 2008 (\$000's)

Sales Group	Product Line	Current Quarter	Next Quarter	2 Quarters 2 Out	Margin	Margin Mix			
AT&T SE	Non	7,500	738	822	1,448	7,111	813	(4,997)	(2,441)
AT&T SE	Non	7,500	738	822	1,448	7,111	813	(4,997)	(2,441)

Between 30-40 reports are circulated weekly to the Sales teams, and 19 reports and workbooks are sent out daily to Executive Sales Management

Tellabs – a Cognos on SAP Success Story

Making Dashboards Accessible



IBM Cognos 8: Performance Management for SAP

Comprehensive Solution – Maximize ROI from Investment in SAP

Results:

- **Eliminate the 19+ reports used today**
- **Increased visibility**
- **Synchronized view of Sales performance from the EVP down to Sales managers**
- **Faster more precise decision making and quarter-end nimbleness**
- **Better coordination between Supply Chain and Sales to work the issues**
- **Highlighted growth businesses as well as problem areas**

Tellabs Annual Report

Q. What is Tellabs doing to make business processes more efficient?

A. Jean K. Holley, executive vice president and chief information officer: To improve our visibility of revenue and gross profit margins, last year we deployed a tool that enables us to forecast revenue and gross profit margins in a more granular way. Now we can manage the business more effectively.



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 Workforce Performance Analytic Application

- Enable strategic management of human capital using SAP R/3 & ECC data

IBM Cognos TM1

- Financial Analytics and Scenario Modeling for SAP BW data



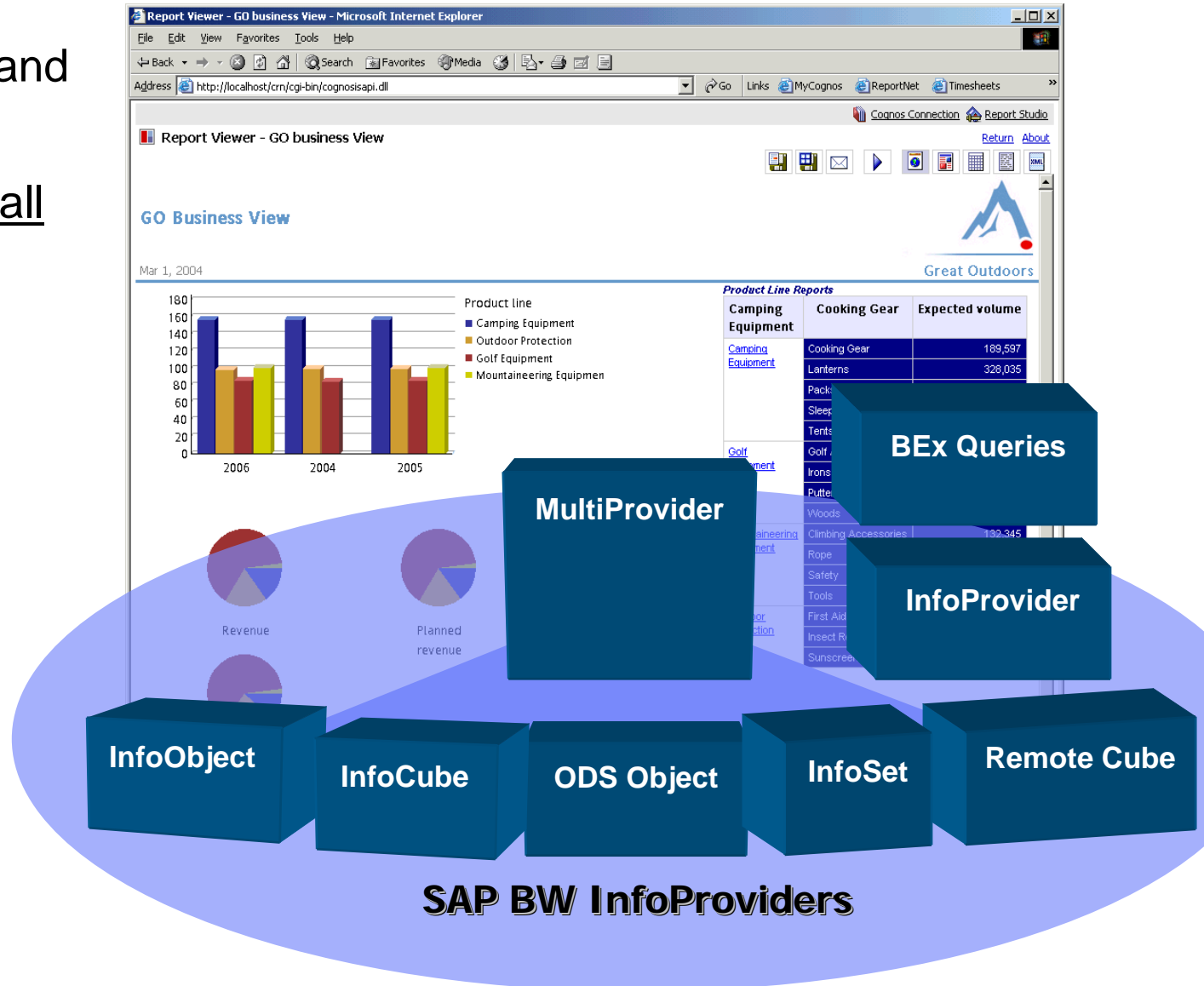
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IBM Cognos 8: Embrace the SAP Business Warehouse

- Leverage Business Warehouse metadata and business content.
- Unbounded access to all Business Warehouse structures.

InfoCubes
InfoObjects
MultiProviders
InfoQueries
InfoSets
VirtualCubes
RemoteCubes
ODS
Master data



IBM Cognos 8: Embrace the SAP Business Warehouse

Multi-lingual, multicurrency

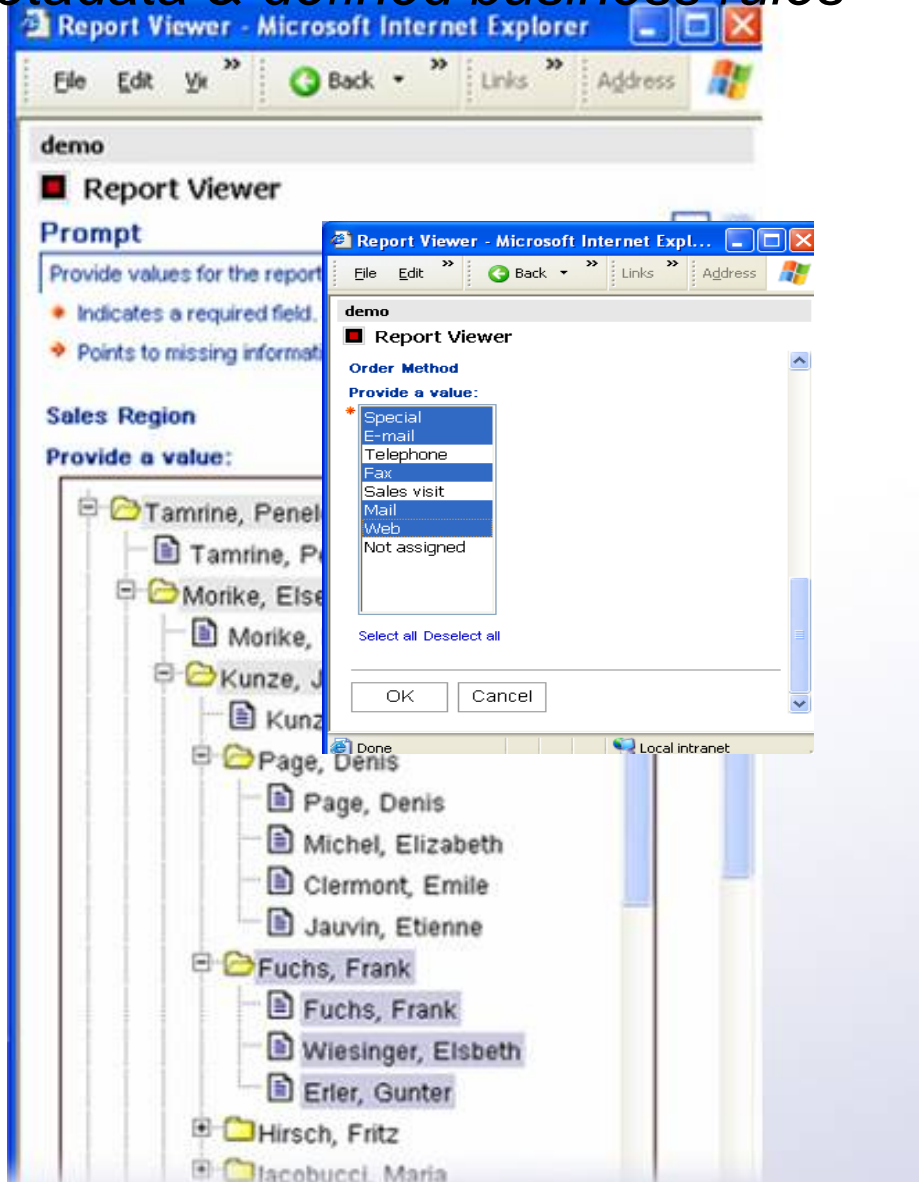
The screenshot displays two overlapping browser windows. The foreground window is titled 'Report Viewer - Microsoft Internet Explorer' and shows a report titled 'Revenue converted to currency.'. Below the title, it states 'You chose : US Dollar'. A table lists various order methods and their corresponding revenues in US Dollars. The background window is a 'Report Viewer' prompt for currency conversion, showing a dropdown menu with 'US Dollar' selected and 'OK' and 'Cancel' buttons.

Order Method	Revenues
Special	\$133,781.09
E-mail	\$968,763.12
Telephone	\$1,570,183.32
Fax	\$363,297.73
Sales visit	\$1,430,447.08
Mail	\$381,361.34
Web	\$1,306,718.37

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

IBM Cognos 8: Embrace the SAP Business Warehouse

Metadata & defined business rules



- Strong MDX support and hierarchy awareness
- Comprehensive variable support
 - Enhanced prompt control
- Support rich business rules - out of the box!!
 - Multinational / global rules
 - Calculations and aggregations
 - And more...

IBM Cognos 8 Embrace the SAP Business Warehouse

SAP NetWeaver Security

- Single sign-on IBM Cognos 8 and SAP NetWeaver Portal
- SAP access control and authentication
- Access and authentication
- Report reuse by security profile
- Report distribution and bursting using SAP profiles
- No security replication ... IBM Cognos 8 leverages security directly from SAP BW or your SAP transaction system



IBM Cognos 8: Embrace BW with Complex Prompting

Ability to search and select against both Cognos and variables within the Business Warehouse

Please Choose Product (Cognos Variable)

Keywords:
Type one or more keywords separated by spaces.

Options

- Starts with any of these keywords
- Starts with the first keyword and contains all of the remaining keywords
- Contains any of these keywords
- Contains all of these keywords

Case insensitive

Results:

- Canyon Mule Climber Backpack
- Canyon Mule Weekender Backpack
- Canyon Mule Journey Backpack
- Canyon Mule Extreme Backpack
- Canyon Mule Cooler
- Canyon Mule Carryall
- Compact Relief Kit
- Calamine Relief
- Course Pro Putter

*** Choices:**

- Canyon Mule Climber Backpack
- Calamine Relief

[Select all](#) [Deselect all](#) [Select all](#) [Deselect all](#)

Multi-Valued Search & Select Prompt using Cognos Variable

Please Select Order Method (SAP Variable):

- Fax
- Telephone
- Mail
- E-mail
- Web
- Sales visit
- Special
- #

[Select all](#) [Deselect all](#)

Multi-Select Value Prompt using SAP BW Variable

Cancel
< Back
Next >
Finish

IBM Cognos 8: Embrace BW with Dual Structure Support

Native support for dual structures, and more importantly, support them at the member level

The screenshot shows the Cognos 8 development environment. On the left, the 'Insertable Objects' tree shows a cube structure with 'Key Figures' (Cost, Quantity, Revenue) and 'Members' (State, Dishwashers, Microwaves, Boston, New York, San Diego, San Jose). A red arrow points from the 'Structure Element' label to the 'Structure' folder in the tree. Another red arrow points from the 'Structure Element' label to the 'Members' folder. A third red arrow points from the 'Structure Element' label to the 'Structure Element' label in the table header.

The main window displays a table with the following data:

State#	Cost#	Quantity#	Revenue#
<#STATE#>	<#1234#>	<#1234#>	<#1234#>
<#DISHWASHERS#>	<#1234#>	<#1234#>	<#1234#>
<#MICROWAVES#>	<#1234#>	<#1234#>	<#1234#>
<#BOSTON#>	<#1234#>	<#1234#>	<#1234#>
<#NEW YORK#>	<#1234#>	<#1234#>	<#1234#>
<#SAN DIEGO#>	<#1234#>	<#1234#>	<#1234#>
<#SAN JOSE#>	<#1234#>	<#1234#>	<#1234#>

A browser window titled 'Cognos Viewer - Microsoft Internet Explorer' is open below, displaying a similar table with numerical values:

State	Cost	Quantity	Revenue
State	\$1,953,360.00	5,254EA	\$2,908,002.00
DISHWASHERS	\$749,885.00	2,031EA	\$938,157.00
MICROWAVES	\$470,335.00	1,631EA	\$615,745.00
BOSTON	\$313,250.00	1,018EA	\$402,846.00
NEW YORK	\$243,385.00	924EA	\$448,044.00
SAN DIEGO	\$725,610.00	1,892EA	\$540,258.00
SAN JOSE	\$571,135.00	1,470EA	\$715,044.00

The screenshot shows the Cognos 8 development environment with a table and annotations. The table is similar to the one in the previous screenshot but includes a 'Total' row. Red arrows point from the 'Dual Structures' label to the 'Structure' folder in the tree and to the 'Total' row in the table. Another red arrow points from the 'Dual Structures + Member Level Calculations' label to the 'Total' row.

The table data is as follows:

State	Cost	Quantity	Revenue
State	\$1,953,360.00	5,254EA	\$2,908,002.00
BOSTON	\$313,250.00	1,018EA	\$402,846.00
MICROWAVES	\$470,335.00	1,631EA	\$615,745.00
BOSTON + MICROWAVES	\$783,585.00	2,649EA	\$1,018,591.00
Total	\$2,736,965.00	7,003EA	\$3,526,503.00

IBM Cognos 8: Enhance BW with Replacement Text Variables

Member based support of structures enables visibility and use of Replacement Text Variables for dimensional structures.

Query Designer: DLFSTRCTEST2 - DLF SAP Dual Structures Test

Structure: ZC1GDWC06

- Test Structure 1: DLFSTR1
- Test Structure 2: DLFSTR2

Key Figure:

- Quantity: ZC1GDWQTY
- Unit Cost: ZC1GDWUCT

Dimensions:

- Product: ZC1GDWC062
- X-Box: ZC1GDWC064

Flows:

- Test Structure 1: DLFSTR1
 - Product is: **&PRDVAR3** (Replacement Text Variable)
 - X-Box

Double click to edit text.

<#Product#>	<#Quantity#>	<#Unit Cost#>
<#X-Box#>	<#1234#>	<#1234#>

Cognos Viewer - Microsoft Internet Explorer

Address: http://wseafrenk01xp/c8beta/cgi-bin/cognos.cgi

Product is: TrailChef Kitchen Kit	Quantity	Unit Cost
Product is: TrailChef Kitchen Kit	25,964EA	\$7,498.16
X-Box	2,215,354EA	\$4,013,373.37

Nov 30, 2006 - 1 - 5:42:18 AM

Replacement Text Variable substitution

IBM Cognos 8: Extend BW with Complex Report Logic

Multiple topCounts, currentMeasures, and slicers work together

	<#Inventory Level#>	<#Quantity#>	<#Return Quantity#>
<#Top 5#>	<#1234#>	<#1234#>	<#1234#>
<#Top 5 Products List#>	<#1234#>	<#1234#>	<#1234#>
<#Top 10#>	<#1234#>	<#1234#>	<#1234#>
<#Top 20#>	<#1234#>	<#1234#>	<#1234#>

Expression Definition:

```
aggregate (currentMeasure within set (topcount([DLF - Nike Meta Test 3 (MultiProvider GET_Member)].[Product].[Product].[Product], 5, currentMeasure))
```

Information:

OK Cancel

Double click to edit text.

	<#Inventory Level#>	<#Quantity#>	<#Return Quantity#>
<#Top 5#>	<#1234#>	<#1234#>	<#1234#>
<#Top 5 Products List#>	<#1234#>	<#1234#>	<#1234#>
<#Top 10#>	<#1234#>	<#1234#>	<#1234#>
<#Top 20#>	<#1234#>	<#1234#>	<#1234#>

Cognos Viewer - Microsoft Internet Explorer

Address: http://localhost/c82beta/cgi-bin/cognosisapi.dll

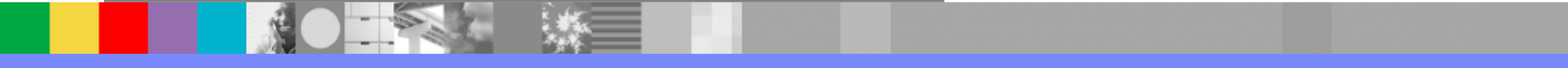
	Inventory Level	Quantity	Return Quantity
Top 5	6,458,948EA	298,140EA	3,510EA
BugShield Extreme	1,472,788EA	69,996EA	8EA
Sun Shelter 30	1,386,830EA	69,004EA	66EA
Firefly Extreme	1,276,770EA	48,736EA	218EA
Firefly 2	1,165,842EA	49,590EA	704EA
EverGlow Lamp	1,156,718EA	40,696EA	1,000EA
Top 10	11,713,138EA	538,444EA	5,304EA
Top 20	20,844,176EA	930,976EA	7,944EA

Jan 31, 2007

Properties

- Conditional Style Variable
- Box
 - Border
 - Padding
 - Box Type
- Color & Background
 - Background Image
 - Background Color
 - Foreground Color
- Font & Text
 - Font
 - Horizontal Alignment
 - Vertical Alignment
 - White Space
 - Spacing & Breaking
 - Text Flow & Justification
- Positioning
 - Size & Overflow
- Miscellaneous
 - Class: Page body

Combination of Top X totals and Top X Items



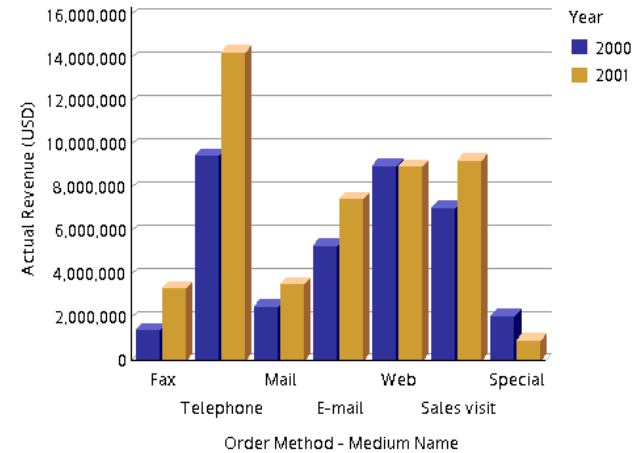
IBM Cognos 8: Performance Management for SAP

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)

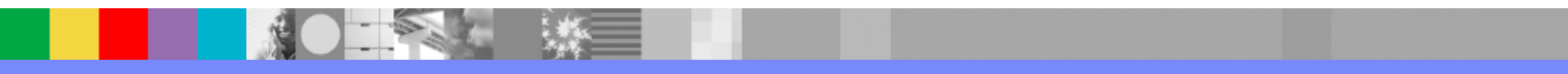


SAP BW Data

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



Agenda

- The Information Challenge
- Overview of Capabilities
- IBM Cognos 8 Lineage & Maturity
- Value of IBM Cognos 8 on SAP
- Interoperability with the SAP Business Warehouse
- **Customer Success Stories**
- Question & Answer

ARLA FOODS

Customer Success Story

“Our internal and external knowledge workers receive daily reports according to their role and access rights. ***With Cognos, we've been able to gain six hours a day in the critical month-end closing period through the generation of reports in parallel, with effective email distribution and Cognos 8's ability to support the presentation of complex information.*** Our employees have access to pertinent corporate data when they need it; without an ongoing reliance on specialized IT resources. The efficiency of our Cognos reporting platform helps us make effective business decisions in a very timely and efficient manner.”

Ulrik Hinke, BI Business Process Manager, Arla Foods.

BAUHAUS

Customer Success

“We have improved our reporting systems enormously with Cognos 8 BI. As a strategic extension to SAP BW and other data sources. Cognos 8 lets considerably more employees access important business information. Access is especially easy, flexible and fast. In the past, Head Office had to print individualized reports and mail them out. Now staff in the different outlets can open and analyze all the information they need in the portal. This reduces costs and our response times, which means that Cognos increases our competitiveness. Pioneers are always the first to lead — and that's what we are with Cognos 8.”

CHECKFREE

Customer Success

“By using Cognos 8 BI in our SAP BW environment, we've been able to improve our employee usage rates through a more user-friendly, self-service reporting interface. ***Our data refresh rate has also improved from a 24-hour time period to hourly. Previously our financial analysts had to pull information from SAP and manually create reports within a spreadsheet.*** Now, the users can self-serve and our financial analysts are not overloaded and can focus on strategic analysis instead of manual data manipulation”

Brian Davis, Manager, Enterprise Report Development

FOLKSAM INSURANCE

Customer Success

“With Cognos we have a simple and quick environment which can handle all our needs. **We’ve increased our reliability and reduced the time spent on certain operations from 66 to 3 hours.**

In the long term, this means we’ll save masses of time and money thanks to this solution.”

George Janson, Business Intelligence Coordinator, Controller Division

Information Needs

- Unite disparate data across the organization
- Better capabilities for reporting, analysis, planning, budgeting, consolidation
- Reduced costs/ provide more concise information by standardizing

Benefits:

- 45 percent reduction in time spent collecting and consolidating data
- Fast, accurate information from reports, scorecards, dashboards, plans, budgets, and more
- Significant savings now and in the future through standardization

<http://www.cognos.com/company/success/se/folksam.pdf>



Mölnlycke Health Care Customer Success

“The success of our BI strategy is based on sailing on SAP BW and driving performance with Cognos 8 BI. Leveraging the tight integration between SAP and Cognos, we have been able to consolidate all the information from our offices worldwide, and for the first time, provide users with a single version of the truth. As a result, we have increased overall visibility into the organization, enabling management to make more informed decisions.”

Roderick Mooren
IT Director

Information Needs:

- Ease of use
- Seamless integration across multiple data sources
- Tight integration with SAP
- Robust functionality including self-service capabilities
- High performance

Benefits:

- Better decision-making due to single version of the truth
- Quick and easy access to real-time information
- Standardized reporting
- Gain of reporting efficiencies resulting from self-service capabilities
- Tight integration with SAP and Oracle

<http://www.cognos.com/company/success/se/Molnlycke.pdf>

Mainova AG

Customer Success

“By integrating Cognos 8 BI and SAP BW, we are efficiently addressing and managing our performance management challenges. We now see customer needs directly and respond to requirements from our individual departments without delay. ***Cognos 8 for our BW data warehouse provides us with a proven and valuable economical advantage by delivering formatted information out of our BW system about sales, markets and customer requirements, as well as improving the collection of revenue and consumption data, while saving both time and money.***”

Ismute Tews, Data Warehouse Project Manager

<http://www.cognos.com/news/releases/2007/1015.html>

Resources

- IBM Cognos Website (www.cognos.com)
 - CIO Solutions Group Performance Management vs. ERP
 - DMReview: Use BI to Get More Value from ERP
 - Venatana View - When ERP Is Not the Right Choice
 - Ventana Research White Paper - Performance Management Pitfalls
 - Ventana Research White Paper - Aligning Business and IT To Improve Performance on SAP SAP Professional Journal
 - Customer Case Studies, Webcasts & Testimonials
- Gartner “Magic Quadrant for CPM Suites, 2007, Nigel Rayner, Neil Chandler, John E. Van Decker, December 19, 2007
- “Magic Quadrants for Business Intelligence Platforms, 2008”, J, Richardson, K. Schlegel, B. Hostmann, N. McMurchy, February 1, 2008
- Cognos Forum
- Cognos for SAP User Group

