

# Cognos 8 BI for HP Neoview

## Maximize the Return on Your HP Neoview Platform Investment

### Cognos and HP

Cognos 8 Business Intelligence (BI) and Cognos Now! help you realize greater value from your HP Neoview enterprise data warehouse by making information easier and simpler to access for reporting and analysis.

Cognos is an HP Alliance Managed Partner, and a member of the HP Developer & Solution Partner Program (DSPP) and HP BladeSystem Solution Builder Program (BSP). These programs ensure continuing product testing and integration, coordinated support and services, and sharing of knowledge and customer feedback. The companies work together to integrate the robust data-warehousing of the HP Neoview platform with the leading operational BI and enterprise reporting and analysis solution from Cognos.

### Extending the Value of HP Neoview

HP Neoview provides enterprise-class capabilities in a high-performance, massively parallel data warehouse appliance. With built-in fault tolerance, HP Neoview readily scales to hundreds of processors, handling complex queries and multiple users, and supplying a valuable complementary platform for Cognos solutions.

Cognos 8 BI brings HP Neoview customers a proven, complete, BI solution that doesn't just connect users with data—it connects users with the business, offering managed reporting supported by self-service queries. Using scorecards and dashboard visuals, decision-makers can stay connected and focus on critical issues. Event detection lets you set alerts for notification when metrics change, compressing the time to action and resolution of issues. With the robust, easy-to-use Cognos 8 BI analysis tools, you can explore large, complex data sets and analyze business information through powerful online analytical processing directly on relational data (ROLAP). In addition, Cognos 8 BI integrates seamlessly with existing environments and legacy systems.

Cognos 8 BI is the first complete business intelligence software that delivers all the required capabilities in one solution, with a Web services architecture—reporting,

analysis, scorecarding, event management, dashboarding, and data integration.

For added value, Cognos Now! provides operational BI that lets decision-makers proactively track, monitor, and respond to continuously updated operational metrics in real time from their HP Neoview platform.

### Reporting

Reporting with Cognos 8 BI lets you create, modify, and distribute any type of report. You can standardize all enterprise reporting, not simply with one vendor, but with one architecture. Cognos 8 BI eliminates the need for multiple reporting tools and the resulting costs due to duplicated training, maintenance, administration, servers, support, and lack of consistency in the information users need. The software is easy to use and simple to manage, with zero-footprint deployment and scalability to hundreds of thousands of users.

### Analysis and exploration

With online analytical processing (OLAP) on relational databases for reporting and analysis, you can use Cognos 8 BI to track changes in business metrics and uncover trends, risks, and opportunities. You can explore and analyze information to make the most effective tactical and strategic decisions. Cognos 8 BI allows you to look at your organization from a variety of business dimensions—revenue, geography, product, time. Running all of this capability directly on the HP Neoview data warehouse provides fast access to the data. There is no extraction required and no limit to how much data is available.

### Scorecarding and advanced visualization

With Cognos 8 BI and HP Neoview, you can augment managed reporting or analysis to view data in rich graphical formats. The data underlying key performance indicators (KPIs) and metrics can be aggregated and represented by traffic lights, gauges, charts, or other visual displays, helping you to focus quickly on the critical issues.



THE NEXT LEVEL OF PERFORMANCE™

## Business event management

Cognos 8 BI offers Business Event Management (BEM), a framework for managing a business event at each stage of its life cycle. BEM can automatically deliver time-critical business intelligence to decision-makers through email and wireless. In concert with powerful reporting and analysis tools, the Cognos 8 BI event notification capability pushes information to users and other systems, permitting a quick focus on what needs immediate attention. BEM delivers personalized, high-value information based on defined conditions. Any user or system across the organization or value chain can monitor key events using email notifications and alerts.

BEM allows you to track events throughout their life cycles, maintaining a list of all current events and their status. Cognos 8 BI compresses the time-to-action when critical operational business events occur and helps your business to overcome IT complexity.



## Operational BI

Cognos Now! delivers highly visual, interactive, self-service dashboards, data integration, analysis, and reports, all prepackaged in a hardware appliance. Cognos Now! is invaluable for continuous monitoring of your business operations through streams of operational data from HP Neoview and disparate sources.

## Fast time to results

The tight integration between HP Neoview, Cognos 8 BI, and Cognos Now! delivers results faster than other reporting

solutions using optimized connectivity. An easy-to-use GUI, with no additional client software to learn, speeds adoption by your user community.

## Embracing HP Neoview

Cognos tools are schema-neutral, so you can take advantage of all of the best practices in HP Neoview deployments without creating physical data models specifically for Cognos tools. Your ETL, modelers, and DBA teams can create the best working data warehouse to meet end-user data needs without making sacrifices for a BI tool that needs different data storage.

Cognos 8 BI automatically generates HP Neoview version-specific and optimized native SQL for Neoview function calls. This practice ensures that the SQL produced by Cognos for HP Neoview is optimal, based on your question, the metadata, and the version of HP Neoview in use. This design provides the fastest access to the data in the format and interface required.

## Scalability

Cognos solution scalability enhances the HP Neoview scalability design, as well as its availability and performance capabilities. HP Neoview scales to hundreds of processors, maintaining high performance and concurrency throughout its range.

Cognos 8 BI scales in two different ways. In terms of data, Cognos builds on the processing power of the back-end HP Neoview data warehouse, so Cognos 8 BI data scalability is limited only by the processing power of your HP Neoview platform. In terms of users, Cognos 8 BI servers provide multi-tier processing with automatic load balancing, failover, and distributed server architecture to ensure that deployment scales to thousands of users.

## Environmental soundness

Cognos 8 BI is available on the most popular clients—Windows, UNIX, Linux, Web, and Excel, with servicing over the Web for the majority of users. Cognos 8 BI for the Web is a zero-footprint, pure HTML solution for intranet and extranet analysis, reporting, BEM, and distribution.

HP Neoview is a data warehousing appliance, pre-balanced, configured, and tested for simple integration. Like Cognos solutions, it is easy to incorporate into existing environments, and optimized for mixed workload environments. HP takes the responsibility for platform management, providing remote monitoring on a 24x7x365 basis, as well as software upgrading and patching, and hardware upgrade and repair.

**Simplified management**

HP remotely monitors and manages the HP Neoview platform, minimizing operating and administrative overhead for IT, and enhances the ease of use and total TCO. HP Neoview simplifies DBMS management through a single instance of the database. This capability means that there are no partition boundaries to set and tune, no materialized

views to manage, little or no indexing to maintain, no parallel-load software to write. All aggregations are done on the fly, and there is no visible clustering.

**Security**

With Cognos 8 BI, IT can manage user profiles and classes for BI applications from a single console, covering both authentication (logon) and authorization security. Cognos products enable any combination of security for authentication—LDAP, OS, and RDBMS.

Outside the firewall, the Web-based deployment of Cognos 8 BI is secured through the Secure Sockets Layer (SSL) protocol. SSL encrypts the channel between a company and its employees, partners, suppliers, or customers for the secure delivery of sensitive reports and data.

**Address today's data warehouse needs with HP Neoview**

<b>Cost</b>	<ul style="list-style-type: none"> <li>• Re-deployable industry standard hardware</li> <li>• Simplified operations and DB administration</li> <li>• Reduction of data-mart proliferation</li> </ul>
<b>Performance</b>	<ul style="list-style-type: none"> <li>• Scaling to hundreds of processors</li> <li>• High performance and concurrency</li> <li>• Optimization for mixed workload environments</li> </ul>
<b>Capability/ availability</b>	<ul style="list-style-type: none"> <li>• Industry's leading 24x7 platform</li> <li>• Architecture tailored for data warehouse and BI</li> <li>• HP service portfolio expertise (Knightsbridge)</li> </ul>
<b>Complexity</b>	<ul style="list-style-type: none"> <li>• Pre-configured, integrated, and tested</li> <li>• Proactive remote support from HP</li> <li>• Solutions delivery capability</li> </ul>

## Better Performance Management

Cognos 8 BI is the only solution that provides complete BI functionality in one product, on a single, proven architecture. Cognos delivers seamless reporting, analysis, scorecarding, dashboards, and event management to simplify your IT environment and the way everyone works with information. The result is high user adoption, better decisions, and greater agility across the organization. Cognos 8 BI is the clear choice for BI standardization and a cornerstone of better performance management.

## About HP Neoview

The HP Neoview platform is a next-generation enterprise data warehouse that offers massive scaling to hundreds of terabytes. Built as an appliance, the HP Neoview platform delivers high concurrency and continuous availability, as well as superior reliability to mitigate risk.

## About Cognos

Cognos, the world leader in business intelligence and performance management solutions, provides world-class enterprise planning and BI 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 customers a complete performance system. The Cognos performance system is an open and adaptive solution that leverages an organization's ERP, packaged applications, and database investments. It gives customers the ability to answer the questions -- How are we doing? Why are we on or off track? What should we do about it?—and enables them to understand and monitor current performance while planning future business strategies.

Cognos serves more than 23,000 customers in more than 135 countries, and its top 100 enterprise customers consistently outperform market indexes. Cognos performance management solutions and services are also available from more than 3,000 worldwide partners and resellers. For more information, visit the Cognos Web site at <http://www.cognos.com>.

