

COGNOS PERFORMANCE MANAGEMENT SOLUTIONS FOR SAP

Overview and Architecture Summary



INTEGRATION,
INTEROPERABILITY,
PARTNERSHIP, CAPABILITIES,
AND UNIQUE EXPERTISE FOR
SAP APPLICATIONS.

COGNOS[®]

AN IBM[®] COMPANY

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What is Performance Management?

110. 75%. \$300M. 0.244.

Performance is not just numbers. It's numbers in context; results related to your goals. Managing performance means understanding results, setting metrics, fixing plans, and making decisions to ensure it happens. New competitive challenges, compliance requirements, and sudden market changes underscore the strategic imperative of managing performance more than ever. But the various activities needed to manage performance—strategic and operational plans, metrics, day-to-day decisions—have been difficult to integrate. Companies typically manage performance using complex people- and paper-intensive processes. Ultimately, the costs and delays accompanying such approaches can constrain—or even prohibit—timely information access for those who need it.

Your company's performance is directly related to the decisions your people make every day—from executives to the frontline, across functional areas and regions. Those decisions are impacted by information; and everyone needs the same information so they can understand what is happening, why it's happening, and what should be happening. But with too much information, too little information, with information that is late, incomplete, or inconsistent, they can't possibly understand how their activities move the enterprise forward and measure progress.

Performance management (PM) solutions from Cognos, an IBM company, facilitate the flow of the right information to the right people at the right time. Based upon accepted best practices, they help coordinate your planning, budgeting, reporting, analysis, ad hoc queries, dashboarding, and scorecarding to support consistent, effective decision-making.

Strategy and tactics. Plans and actuals. Metrics and decisions. Ideas and action. You need to see their relationships, connections, and direction. This is the promise of performance management. This is the Cognos promise.

IBM Cognos 8 SAP Integration Overview

Since 1997 Cognos has been developing certified solutions for SAP applications. IBM Cognos Performance Management for SAP is *Powered by SAP NetWeaver* certified, providing customers with a deeply integrated performance management solution that is interoperable with the SAP NetWeaver Portal, SAP Web Application Server, and the SAP Business Warehouse (BW).

Cognos 8 SAP® Certified: Powered by NetWeaver®

Cognos has repeatedly earned *Powered by SAP NetWeaver* certification status. Cognos solutions enable numerous performance management capabilities (including reporting, analysis, *ad hoc* query, dashboarding, scorecarding, planning, and operational business intelligence) through common, single, platform-level integration, rather than through a distinct capability-specific approach. This ensures consistent information delivery, regardless of the capability being used to access it, and allows Cognos to continually optimize and enhance SAP NetWeaver integration. Cognos has earned certifications that reflect deep integration with three key SAP NetWeaver components: SAP NetWeaver Portal, SAP NetWeaver Business Intelligence via OLAP BAPI, and SAP NetWeaver Application Server.

What is Unique about IBM Cognos 8?

- Next-generation, patent-pending MDX optimization for the SAP Business Warehouse.
- Integration with a single OLAP-BAPI interface for all IBM Cognos content.
- Access to all structures (InfoCubes, InfoProviders, InfoQueries, etc.) within SAP BW.
- Ability to use data from multiple instances and versions of SAP BW, R/3, and ECC.
- Use native BW security for authentication and authorization without replication.
- Integration, not dependence. Flexibility to upgrade or migrate to NetWeaver 7 platform as needed, not as a mandatory prerequisite.
- Pre-packaged iViews to display Cognos content within the NetWeaver Portal.
- Unified performance management platform with zero-footprint web-browser interface.
- High-speed fact table download into IBM Cognos Planning from SAP Business Warehouse.

History of Innovation

Cognos has long been acknowledged as an innovative performance management leader by customers and analysts alike. By continually providing world-class enterprise BI, planning, consolidation, and analytical software and services, Cognos is at the forefront of technology advancement.

Since the official partnership between Cognos and SAP began in 1997, Cognos has invested heavily in helping customers embrace, enhance, and extend their investments in SAP applications. Over the years, there have been a number of major innovations:

- Enhanced performance through next-generation, patent-pending MDX optimization engine for SAP BW.
- Ability to perform SAP BW queries and direct connect to InfoCubes and all structures within the Business Warehouse.
- Use of members and levels/query items.
- Use of caching for in-body prompts and the ability to preset prompt values.
- Increased sophistication of report logic provides:
 - Dual structures
 - Replacement text variables
 - Multiple topCounts
 - CurrentMeasures
 - Slicers

Cognos has also focused its SAP innovations on enhanced usability and increased quality to improve SAP Business Warehouse interoperability with capabilities such as:

- Prompting (search and select)
- Date-based functions
- Show members
- Sorting and manipulation
- MDX functions
- Dynamic row/column headings

In addition, Cognos has applied for a US Patent for Multidimensional Query Simplification Using Data Access Having Local Calculation Engine - an outcome of Cognos'

work to optimize the use of MDX with SAP BW. [For additional information on our next-generation patent-pending advances for SAP BW please see the whitepaper "IBM Cognos 8 Optimizing MDX for SAP BW."]

Beyond innovations with SAP applications, Cognos has also made advancements specific with our product set. As part of the IBM Cognos 8 platform, IBM Cognos Go! Mobile provides the ability to author content once and view anytime, anywhere. Users are able to view reports, dashboards, metrics and more on an RIM Blackberry using data from SAP BW, R/3, SAP Business Suite, or any other data source without custom development. Also part of the IBM Cognos 8 platform, IBM Cognos Go! Search provides integration of in-depth search capabilities to simplify access to current business intelligence and performance management content. IBM Cognos Go! Office has the ability to take content from IBM Cognos 8 BI and instantly update content embedded within Microsoft® Office® products such as PowerPoint, Excel, and Word.

IBM Cognos 8 Planning brings planning into the performance management platform by providing access to SAP BW, R/3, SAP Business Suite and all supported Cognos 8 data sources through a single interface.

IBM Cognos TM1 is the only 64-bit, in-memory OLAP database with read/write technology that has direct connectivity to SAP BW and other data sources to provide easy-to-use modeling capability for rapid updates and changes.

Why do these capabilities matter? Such innovation provides **value** with additional solution benefits to SAP BW users, the ability to **leverage** existing SAP solutions by continuing to extend functionality from SAP BW as a data source, as well as **compliance**, which reduces dependence on a specific SAP version. The goal is to help our customers embrace, enhance, and extend their investments in SAP data and applications.

IBM Cognos 8 SAP Solution Lineage 1997–2008

For over ten years, Cognos has been delivering business intelligence and performance management solutions for SAP customers. Key milestones include:

<p>1997–2002 Commence official SAP partnership</p> <p>Cognos SAP Certification</p> <p>Support for connectivity to mySAP for Reporting and Analysis.</p> <p>Cognos Performance Applications for mySAP</p>	<p>Cognos GO! Search Service leverages SAP (R/3, BW, Portal)</p> <p>Cognos Report Pack for mySAP FI/CO</p> <p>Cognos 8 Workforce Performance for SAP</p> <p>Cognos GO! Search Service leverages SAP (mySAP, BW, Portal)</p> <p>Cognos Go! Mobile leverages SAP (mySAP, ECC, BW)</p> <p>Customer success webinar: US Army ARDEC</p>
<p>2003 Awarded Powered by SAP NetWeaver Certification</p> <p>Launched Cognos ReportNet</p> <p>First BI Vendor to achieve Powered by SAP NetWeaver Certification</p>	<p>Cognos rated BI/PM company “most familiar with” and “prefer to do business with” in SAP NetWeaver Magazine survey</p> <p>HSH Nordbank and US Army ARDEC at IBM Cognos FORUM</p>
<p>2004 Cognos only BI vendor in Shai Agassi’s SAP Tech Ed key note</p> <p>Only BI Vendor to present at SAP Analyst Summit</p>	<p>2007 Release of Cognos for SAP v8.2</p> <p>Cognos 8 Planning: access to BW through Cognos 8 platform</p>
<p>2005 Customer success webinars: MoldMasters and Arla Foods</p> <p>InfoWorld 100 Award (Joint Submission)</p> <p>Customer success webinars: Mold-Masters & Arla Foods</p> <p>InfoWorld 100 Award (Joint Submission)</p> <p>Formed Cognos for SAP User Group</p> <p>Arla Foods at the SAP European BI & Analytics Conference</p>	<p>Innovation Center event: Cognos Performance Management for SAP”</p> <p>US Army ARDEC wins Malcolm Baldrige National Quality Award for use of Cognos with SAP BW and Six Sigma</p> <p>Leverage SAP BI Accelerator</p> <p>Cognos for SAP User Group meeting at Cognos Forum</p> <p>Recent Successes: Molynckle Healthcare, Quick, Checkfree, Mainova, and Bauhaus</p>
<p>2006 Cognos 8 BI Enhanced GA support for SAP NetWeaver and R/3</p> <p>Enhanced patent-pending integration certified as Powered by SAP NetWeaver</p> <p>Innovation Center event: Cognos BI for SAP</p>	<p>2008 Release of Cognos for SAP v8.3</p> <p>Presentations at SAP BI and Portals and Sapphire Orlando</p> <p>Cognos for SAP User Group at Cognos Forum</p>

Capabilities Overview

IBM Cognos 8 uses certified interfaces to integrate with SAP Business Suite, SAP R/3, and the SAP Business Warehouse. Depending on the SAP application, common components such as OLAP BAPI, SAP JCo driver, and NetWeaver iViews are used.

Unlike other offerings, Cognos integration with SAP enables:

- Single sign-on and use of BW security without the need for replication of authentication, authorization, roles, and privileges.
- Access to and use of all structures, providers, BEx queries, and business logic that resides within BW.

“As enterprises around the world move to adopt performance management, Cognos will continue to direct our products, support, and services toward helping our customers deliver on its promise.”

Rob Ashe
President and CEO
Cognos, an IBM company

- Access to and use of multiple instances of BW or SAP Business Suite and SAP R/3 transaction systems without the need for custom coding, creation of multi-providers (although they can also be used), virtual providers or data migration, regardless of version, data source or data type (OLAP, RDBMS, flat file, XML etc).
- Creation of re-usable data packages that can be seamlessly shared across business intelligence and performance management functions.
- Comprehensive user self-service utilizing an integrated set of performance management capabilities without the costs associated with custom development, growing IT service backlogs, and costs associated with the distribution and administration of multiple applications and client software or unintegrated single-use content.

SAP NetWeaver and Business Suite Integration Overview

IBM Cognos 8 Business Intelligence and Planning provide integrated, interoperable, yet technology-independent solutions for organizations seeking to extend their use of SAP data and applications. At a high level, the integration with SAP is best summarized as follows (see Figure 1 below):

SAP NetWeaver Portal

- Cognos 8 interoperates with the SAP NetWeaver Web Application Server.
- Cognos provides NetWeaver iViews that are used to define customizable performance management content displayed within the NetWeaver portal. Although not a comprehensive listing, the integration with NetWeaver iViews supports:
 - Metric Studio Portlets: Metric History Chart & Metric List
 - IBM Cognos Utilities: Bookmarks Viewer, HTML Source, HTML Viewer, Image Viewer, RSS Viewer & Multi-Page Dashboard
 - IBM Cognos Content: IBM Cognos Navigator
 - IBM Cognos Viewer
 - IBM Cognos Extended Applications using the Cognos 8 software development kit

SAP NetWeaver Business Warehouse

- *Certified Interface:* The Cognos 8 platform uses a certified OLAP BAPI interface.
- *Unbounded Access:* The Cognos 8 platform provides unbounded access to BEx queries and all structures within SAP BW including InfoCubes, InfoQueries, InfoProviders, MultiProviders, ODS, Master Data, and Business Rules. All performance management capabilities within the Cognos 8 platform can leverage data from SAP BW through a single SAP BAPI interface.

- *Multiple Versions and Instances:* IBM Cognos 8 provides support for simultaneous access to multiple versions and instances of SAP BW. This capability saves time and reduces IT backlog by empowering business users with access to all the data they need regardless of source.

SAP NetWeaver Security

- *BW Security:* Cognos platform uses existing BW security to ensure users access only the data they are entitled to view.
- *Single Sign-On:* Cognos supports single sign-on authentication with the SAP NetWeaver portal.
- *Native Access:* Cognos supports native access to BW security without the need to replicate or externalize SAP security settings.
- *Flexibility:* Cognos enables use of custom security providers in addition to the methods outlined above.

SAP Business Suite

- Cognos supports access to the SAP Business Suite.
- Cognos supports access to SAP R/3 transaction systems.

Open Data Access

- Performance Management content can contain data from instances of SAP BW, SAP Business Suite, SAP R/3, and other non-SAP data sources without the need for ABAP coding or data migration.

IBM Cognos Performance Management Solutions for SAP

Cognos performance management use both SAP and non-SAP data sources and enables fast reaction to changes in business and IT environments. Through self-service authoring for queries, reports, scorecards, dashboards, analysis, and planning, Cognos customers broaden information distribution and enable timely, informed decisions that ultimately drive and improve corporate performance. Delivered on a unified SOA platform, capabilities of Cognos Performance Management for SAP include:

IBM Cognos 8 Business Intelligence

IBM Cognos 8 Business Intelligence is the only BI product to deliver a broad range of BI capabilities: reporting, *ad hoc* query, analysis, scorecarding, dashboards, business event management as well as data integration, on a single, proven SOA architecture. IBM Cognos 8 BI is easy to integrate, deploy, and use, providing a simplified BI environment that improves user adoption, enables better decision-making, and serves as an enterprise-scale foundation for performance management.

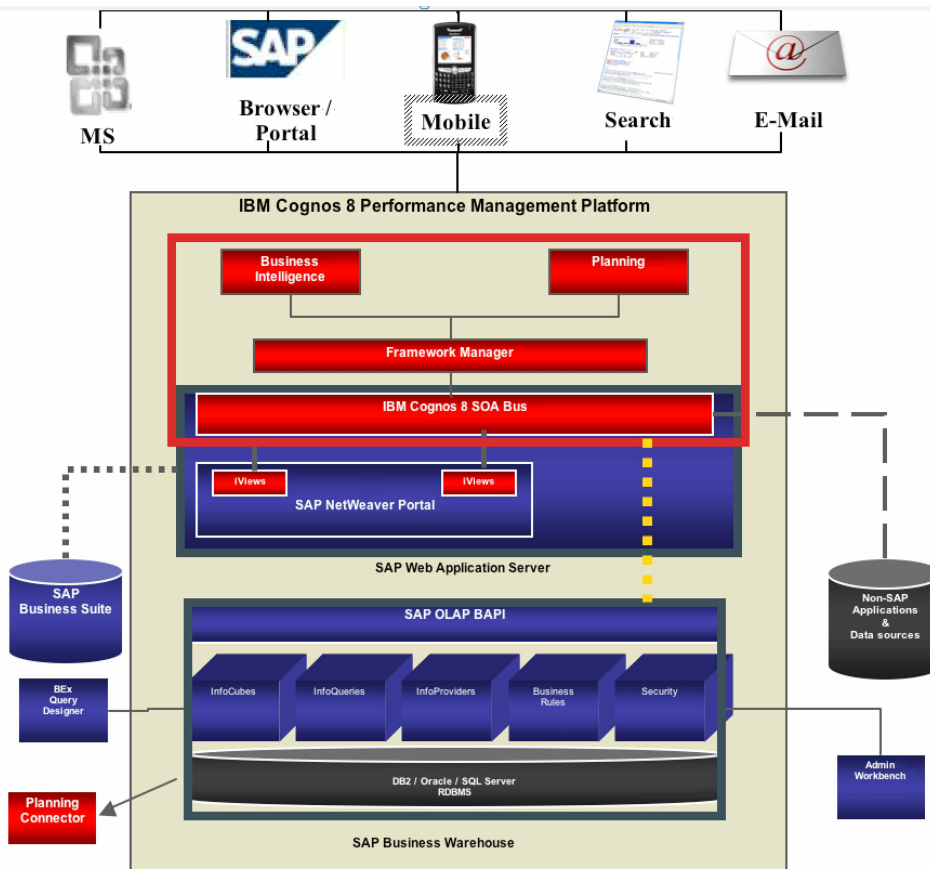


Figure 1. High-Level Architecture of IBM Cognos 8 and SAP Environments

IBM Cognos 8 BI uses SAP BW data and extends SAP R/3® and SAP NetWeaver® across the enterprise to answer key business questions quickly, and is built on a modern architecture to reduce impact on IT. Self-service authoring and access over the Web, with effortless *ad hoc* query, sophisticated formatting, pixel perfect control, multi-page reports across multiple data sources, intuitive dashboards, analysis, active score carding, and more—all in a single product. IBM Cognos 8 BI not only uses SAP BW data and all BW data structures, but also multiple instances of BW or SAP R/3 (ECC) as data sources. Business users are able to leverage all SAP BW data and structures, including InfoCubes, InfoProviders, InfoQueries, and Master and ODS Data with minimal reliance on IT resources.

IBM Cognos 8 BI Web services and SOA architecture increases flexibility for IT to use SAP BW, SAP NetWeaver, and non-SAP infrastructures—including security, data sources, application servers, portals, and more. Combining IBM Cognos 8 BI with SAP R/3 and SAP NetWeaver reduces IT efforts, lowers ownership costs, increases return on investment, and enables a single view of SAP BW and non-SAP solution data. With IBM Cognos 8 BI, personnel across the enterprise have the information they need to drive performance with better, faster decisions.

IBM Cognos 8 Business Intelligence delivers:

- One BI tool for all needs, across all data sources and user groups
- All BI capabilities in a single tool—reporting, *ad hoc* query, scorecarding, dashboards, analysis, and business event management.
- Self-service authoring for business users to reduce impact and ongoing dependence on IT.
- Support for all data and IT infrastructures, using SAP and non-SAP data and infrastructure, and the ability to adapt to changes without disrupting the user experience.
- SAP version-flexibility to enable use of new or existing versions and multiple instances of SAP data sources.
- BI and performance management insulated from mandatory SAP upgrades to reduce IT costs and project risk.
- SAP security and business rules, including languages, hierarchies, aggregations, currency conversion, and other entities.
- Increased user adoption, access to timely and relevant information, reduced impact and dependence on IT, and low ownership costs for any enterprise BI deployment.

IBM Cognos 8 Planning

IBM Cognos 8 Planning delivers a critical enterprise capability that provides real-time visibility into resource requirements and future business results for plans, budgets, and forecasts. It supports best practices such as driver-based planning and rolling forecasts, and serves as the cornerstone for enterprise-wide performance management.

IBM Cognos 8 Planning enhances SAP applications by allowing companies to embrace existing investments in SAP while enjoying all the benefits of a proven planning

solution that business users demand. Capabilities include: high frequency, high participation, automated workflow and approval, maximum control, a single, up-to-the-minute view of the enterprise, broad functionality, and ease of use.

IBM Cognos 8 Planning extends the value of SAP with its driver-based planning structure using SAP applications and/or BW data by placing ownership of business models and rules in the hands of business users—reducing dependence on IT. By using an intelligent distributed architecture to handle the sudden peaks in participation and system usage in the planning process, IBM Cognos 8 Planning also enhances SAP operational calculations by offering the only proven, scalable solution to provide sensible client processing, proper bandwidth consumption, appropriate server resource usage, and deep integration with IBM Cognos 8 BI.

IBM Cognos 8 Planning delivers:

- A complete solution for business users to create their own driver-based planning systems, model their own data, access the most current intelligence about expected results. Self-service authoring lets business users build their own plans or change structures and underlying assumptions.
- Decentralized modeling capabilities to enable departments and functions to link plans together into a global view of the entire plan, and easy-to-use interfaces on the Web and through Microsoft Excel, with little-or-no IT support.
- Consistent calculations, assumptions, and underlying algorithms from top to bottom enable everyone to work toward a common goal.
- Simplified deployment and complete integration with IBM Cognos 8 BI to encourage broad user adoption and process alignment.
- Support for all data and IT infrastructures, easily accommodating data in different formats from different core systems, such as SAP BW.

IBM Cognos TM1

For customers seeking ad-hoc and comparative analysis to consolidate, view, and edit large and complex volumes of multi-dimensional data in real time, IBM Cognos TM1 has a proven track record supporting financial performance management while reducing backlogs and burdens for specialized IT resources by extending the value of your SAP BW investment.

IBM Cognos TM1 is certified with SAP's Business Warehouse through an RFC/ABAP interface. Using a patented, 64-bit, in-memory OLAP server, TM1 customers can rapidly deliver ad-hoc and comparative analysis of data residing in SAP BW and other corporate data stores. With the fastest analytics in the industry and unparalleled real-time, read-write response, TM1 provides a comprehensive application that requires little or no reliance on IT resources, yet enables IT to maintain control over implementation and data security.

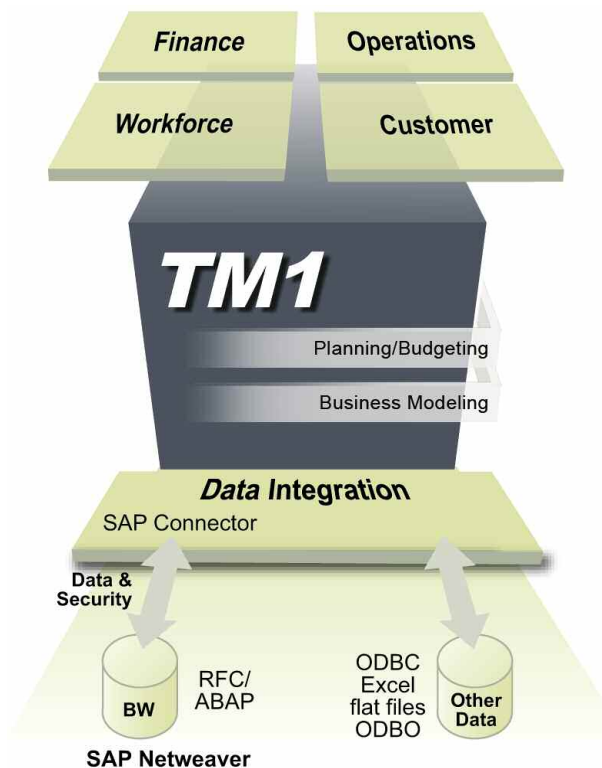


Figure 2. IBM Cognos TM1 and SAP

IBM Cognos TM1 delivers:

- Multi-dimensional cube architecture, a highly efficient means of storing data allows for greater performance through faster query and load times.
- Business unit “ownership” and the ability to perform complex business modeling and analysis using SAP data.
- The ability for TM1 users to quickly build powerful models using critical business information from SAP BW— with minimal demands on IT resources. User-built models are used easily by financial analysts, line-of-business managers, and executives through the TM1 Microsoft Excel interface.
- Security and auditability features that allow SAP security information to be pulled into TM1, providing the same levels of security, as well as built-in audit trail of all changes made to the data for regulatory reporting.
- Real-time, write-back to SAP BW function through the TM1 SAP Connector, allowing for complex analysis.
- Ability to merge other data sources by delivering a direct connection to other ERP and general ledger resources for timely access to data.
- Lower support cost to reduce load on the SAP system as well as the costs for obtaining critical performance information—from IT programming resources to hardware to administration.
- Quick implementations with common TM1 applications taking a fraction of the time required by competing products.

Confidence: Why an Investment in Cognos is the Right Choice

Cognos continues to lead the market with a purpose-built, unified performance management platform using a service-oriented architecture. An investment in Cognos Performance Management for SAP means embracing SAP skills and infrastructure, enhancing the value of SAP data through Cognos performance management expertise, increasing the value of SAP data and extending user reach and impact with SAP and non-SAP data, applications, and infrastructure across the enterprise.

Leading SAP Customers choose Cognos for our unique ability to deliver:

- *User Self Service* that offers the ability to create and customize BI and Planning content within a single interface, while using controls and security within SAP BW. Customers find this approach reduces reliance on specialized and scarce IT resources

- *Flexibility* to use all corporate information without dependencies on underlying data applications and infrastructure.
- *Agility* for fast, on-the-fly creation, modification, alteration, and changes to reports, plans, financial models, and data sources by business users.
- *Proven Capabilities* that yield predictable results from IBM Cognos performance management focus, customer success and SAP solution expertise.
- *Comprehensive Solutions* offering unified performance management capabilities within a single SOA platform that enables reliable, consistent content as well as lower administration and training costs.

To learn more about how IBM Cognos customers are enhancing and extending their SAP investments please see <http://www.cognos.com/solutions/data/sap/customers.html>

Frequently Asked Questions

Are Cognos solutions dependant on specific versions of SAP or SAP NetWeaver?

Cognos provides SAP version flexibility. Cognos solutions do not require mandatory upgrades to the latest versions of the SAP GUI, SAP transaction system, NetWeaver Portal or SAP BW.

How does IBM Cognos 8 integrate with the SAP BW?

IBM Cognos 8 uses SAP's OLAP BAPI interface to integrate with the SAP BW. Through the OLAP BAPI, you can access and leverage:

- Every structure and BEx query that resides within BW
- Authentication, authorization and role security as defined and retained within BW
- Multiple versions and/or instances of BW

How does IBM Cognos 8 integrate with the SAP Business Suite?

IBM Cognos 8 BI extends your investment in SAP applications through connection to SAP R/3 and the SAP Business Suite as data sources. This is accomplished through a connection within IBM Cognos Framework Manager using the Cognos Data Adapter. Data in any of these systems is then available in a model once use everywhere environment for reports, plans, dashboards, scorecards and more.

How does Cognos support new and patch releases from SAP?

Cognos policy is to support patch releases within 90 days of release from SAP. Upon receipt of SAP NetWeaver patch releases conformance testing is performed. The advanced yet independent integration of Cognos with SAP NetWeaver enables prompt turnaround of patch support.

Over the last few years there have been three major releases of SAP BW / NetWeaver. In all cases, Cognos completed conformance testing where applicable and solution re-certification. For the release of NetWeaver 7 (2004s), Cognos worked directly with the SAP OLAP-BAPI team on joint solution optimization.

What is the Cognos commitment to SAP solutions?

Cognos continues to actively invest in research and innovation. Customers, industry analysts, and those in the know hail Cognos as a leading example of deeply integrated, yet application-independent performance management for SAP. SAP customers continue to be of strategic importance and drive our investment and innovation in performance management.

Beyond technology, Cognos provides customers with functional and industry-specific Performance Blueprint solutions to help drive faster adoption and solution value, events through the Cognos Innovation Center for Performance Management for SAP customers, as well as quarterly meetings of the Cognos for SAP User Group.

Since 1997, Cognos has been at the forefront of performance management solutions for SAP. Our solution breadth, expertise, and customer success is what attracts leading SAP customers to use enhance and extend their investments in SAP applications.

How does Cognos support the SAP NetWeaver platform?

IBM Cognos BI was one of the first solutions of its kind to obtain NetWeaver certification. Since then, Cognos has continued to deliver solutions for SAP BW, NetWeaver Web Application Server, and NetWeaver Portal. IBM Cognos 8 BI delivers integrated iViews for displaying Cognos content within a NetWeaver portal. IBM Cognos 8 BI supports single sign-on with the NetWeaver environment.

How does IBM Cognos support SAP Business Warehouse?

SAP BW is a strategic data source for many customers. To enhance an investment made in BW, Cognos customers have the following flexibility:

- Model data assets from BW once and use within IBM Cognos 8 BI and IBM Cognos 8 Planning.
- Use all structures within BW as a data source for business intelligence.
- Utilize multiple instances of BW, regardless of version, for business intelligence.
- Direct access from IBM Cognos 8 BI to SAP BW.

How does IBM Cognos support SAP Business Information Accelerator?

Through our tight OLAP-BAPI integration with SAP NetWeaver, Cognos performance management solutions for SAP have native support for the SAP Business Information Accelerator (BIA).

Specifically, testing in labs has shown customers eager to improve the scale and responsiveness of their BW environment using BIA can expect similar improvements in performance using Cognos solutions.

How does Cognos support SAP Business Explorer?

All queries and business rules built within Business Explorer (BEx) Query Designer can be natively read and used by IBM Cognos 8. This means all current and future work invested in BEx queries can be used in the Cognos environment. This enables customers to enhance their investment in BEx queries and BW data and extend BW data throughout the enterprise with BI and Planning applications for all users.

About Cognos, an IBM company

Cognos, an IBM Company, is the world leader in business intelligence and performance management solutions. It provides world-class enterprise planning and BI software and services to help companies plan, understand, and

manage financial and operational performance. Cognos was acquired by IBM in January 2008. For more information, visit <http://www.cognos.com>

For more Information

Visit the Cognos Web site at www.cognos.com

Request a Call

To request a call or ask a question, go to www.cognos.com/contactme. A Cognos representative will respond to your enquiry within two business days.

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