



Highlights

- Accelerate your first IBM Cognos RTM implementation with confidence
 - Installation and configuration of an IBM Cognos RTM “Quick Start Environment”
 - Leverage IBM Cognos RTM capabilities for continuous business monitoring of operational intra-day metrics
 - A fully functional pilot to demonstrate real-time monitoring value to business stakeholders and frontline users
 - Proven practices from IBM product experts with information transfer to your team
 - Suitable for new or existing IBM Cognos BI customers
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IBM Cognos Real-Time Monitoring (RTM) Quick Start Package

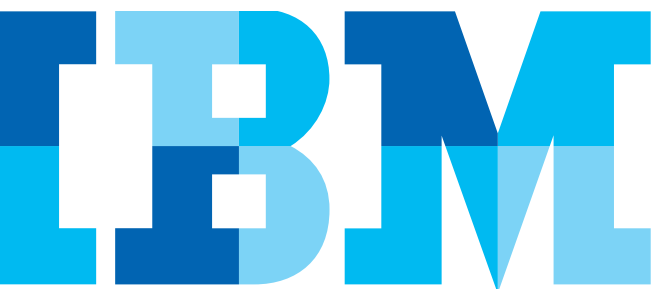
Considerations

IBM Cognos Real-time Monitoring provides innovative ways to address business needs, including customer service contact center optimization, payments monitoring, logistics and fulfillment productivity, or energy management. However, some important considerations include:

- What types of dashboards are effective for monitoring real-time data?
- How can disparate data sources be included in the analytics?
- How should in-memory event streams be utilized for the real-time requirements?
- How should alerts and notifications be incorporated in a real-time solution?
- What are the latest proven practice standards for installing and configuring IBM Cognos RTM?

Overview

The IBM Cognos RTM Quick Start Package combines our deep knowledge of IBM Cognos RTM capabilities with our extensive installation and configuration experience. This Package accelerates your first IBM Cognos RTM implementation by establishing a proven Quick Start Environment as a strong foundation for further exploration of IBM Cognos RTM capabilities, which will help uncover new opportunities and leverage your IBM Cognos investment throughout your organization.



The Package includes:

- Establishing an IBM Cognos RTM Quick Start Environment
- Selecting an appropriate target operational real-time application and defining requirements
- Designing and creating an IBM Cognos RTM metadata model
- Designing, creating, and unit testing selected IBM Cognos RTM content (metrics and dashboard)
- Recommending a go forward strategy for maximizing your IBM Cognos RTM investment

Activities & Deliverables

The IBM Cognos RTM Quick Start Package encompasses the following activities and deliverables:

Scoping & Kickoff

In order to establish a clear scope of activities specific to your needs, this Package begins by discussing with key business and IT stakeholders which business and application areas would realize maximum benefit and value with IBM Cognos RTM functionality.

We will work with your key stakeholders to:

- Understand your current IBM Cognos BI applications (if applicable)
- Conduct a custom IBM Cognos RTM features and functionality workshop
- Determine the scope and requirements for the engagement

The scope encompasses the following IBM Cognos RTM functionality:

- Real-time monitoring of operational systems
 - Aggregation of data from multiple event sources (built-in ETL)
 - Scalability for large event streams and large user communities
 - Designing for complex monitoring requirements
- Self-service, personalized, business-centric dashboards
 - Continuously updated metrics as events flow through server
- Automated alerting of critical issues
 - Immediate notification when issues occur to take corrective action
 - Robust business rules engine to handle complex alerting requirements
- Interoperability with external applications
 - BI reporting, Business Process Monitoring, Real-time portal displays

With the scope defined, a joint kick-off meeting will review the business use cases, requirements, scope, proposed project plan, our mutual roles and responsibilities, any key assumptions or constraints, and the expected deliverables. This will set the delivery expectations and allow for the scheduling and staffing of the remaining tasks and activities.

There will then be two primary work streams that will occur in parallel – the **Application Work Stream** with a focus on your IBM Cognos RTM content, and the **Installation Work Stream** to establish your Quick Start Environment.

Application Work Stream

With a confirmed scope and requirements in hand, this work stream will design and build the IBM Cognos RTM model and data cubes using an iterative approach to begin building the BI Content. The IBM team will then design and build the required content in the new Quick Start Environment. Unit testing will also occur to determine if the content created meets the technical and business requirements. After the RTM BI Content is built and deployed, a final technical review will be completed by the project team.

Installation Work Stream

IBM Cognos technical experts will install and configure the Quick Start Environment. This will include pre-installation conformance checks, a system health and readiness assessment, a series of configurations (including basic authentication, notifications, and basic tuning) and post installation environment and function tests. You are provided with a comprehensive *Cognos RTM Installation Document* so your staff benefits from the insights and information transfer on proven practices employed for the environment.

Project Completion

At the completion of the Package, you will have an installed and configured IBM Cognos RTM Quick Start Environment with an IBM Cognos RTM model and selected BI Content as a starting point for exploring IBM Cognos RTM capabilities. Deliverables include:

- The *Cognos RTM Installation Document* that captures and details the Quick Start Environment as configured by IBM.
- The *Cognos RTM Quick Start Closure Document* reviewing the features that were selected, the activities that occurred, and the completed outcomes. In addition, this document will contain specific go forward recommendations to ensure ongoing success and serve as a reference to realize the potential of IBM Cognos RTM.

Engage Today

The IBM Cognos RTM Quick Start Package is designed for Cognos BI customers who are looking to initiate a new IBM Cognos RTM implementation from existing data sources. This Package is available either as a Fixed-Fee service or as a Time-and-Material service. For the Fixed-Fee service, some limitations apply. Details are available from your IBM Business Analytics Lab Services Sales representative.

If you wish instead to upgrade from an existing IBM Cognos Now! environment, rather than initiate a new implementation, please contact your IBM Business Analytics Lab Services Sales representative.

About IBM Business Analytics Lab Services

The Business Analytics Lab Services organization provides expert services and education exclusively focused on the Business Analytics product portfolios. Our depth of experience and extensive proven practices service offerings help customers maximize their software investment, mitigate risks, raise the quality of their implementations, and build valuable skills. We have provided education, advice, guidance, and assistance to thousands of clients around the world ensuring their business analytics implementations are optimized to take full advantage of our product capabilities.

Contact us

For more information about how IBM Cognos Lab Services can assist you, complete the Services Request form www.ibm.com/cognos/contactus on our website.

An IBM Cognos representative will respond to your inquiry within two business days.

About IBM Business Analytics

IBM Business Analytics software delivers actionable insights decision-makers need to achieve better business performance. IBM offers a comprehensive, unified portfolio of business intelligence, predictive and advanced analytics, financial performance and strategy management, governance, risk and compliance and analytic applications.

With IBM software, companies can spot trends, patterns and anomalies, compare “what if” scenarios, predict potential threats and opportunities, identify and manage key business risks and plan, budget and forecast resources. With these deep analytic capabilities our customers around the world can better understand, anticipate and shape business outcomes.

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