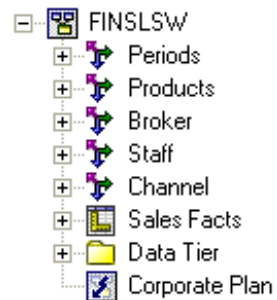


Note: This presentation will feature product demonstrations with fonts around this size >



Please sit where you can comfortably read the above text.

## ***IBM Cognos 8 Business Intelligence Roadshow***

**Cognos.**  
software

Information Management

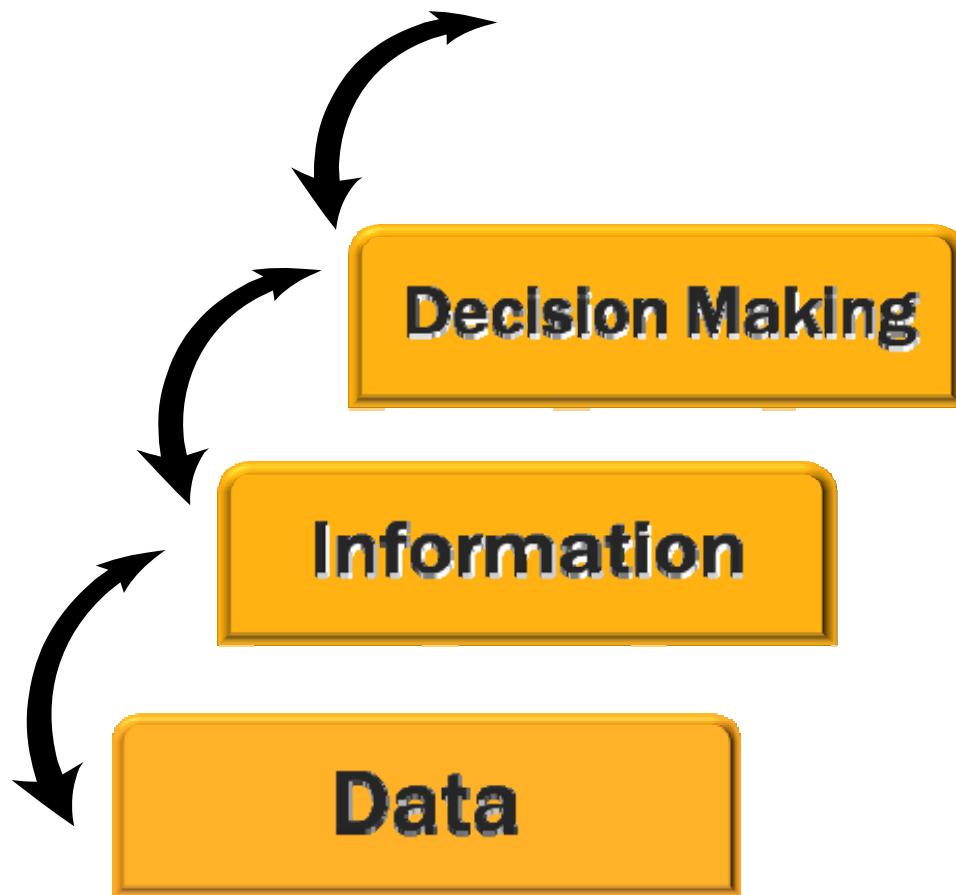


# ***IBM Cognos 8 Business Intelligence Roadshow***

Dave Ruskin

**Cognos.**  
software

# Optimizing Performance Starts with Informed Decision Making



## *Three Questions that Drive Performance*

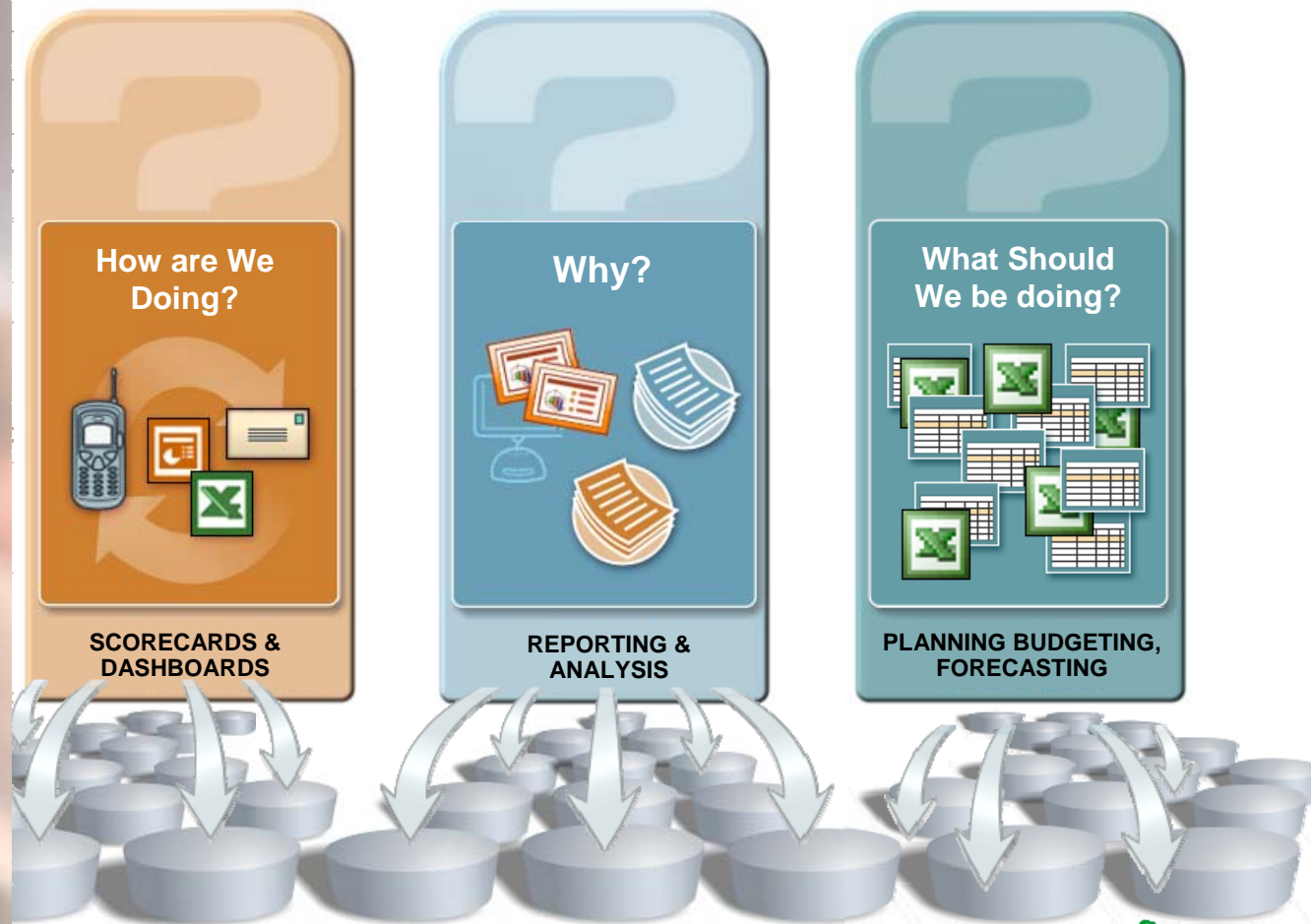


*How are we doing?*

*Why?*

*What should be be doing?*

# Three Questions that Drive Performance



# *Business Users Not Well Enough Informed, Engaged or Aligned*



**Executive**



**Business Manager**



**Casual Business User**



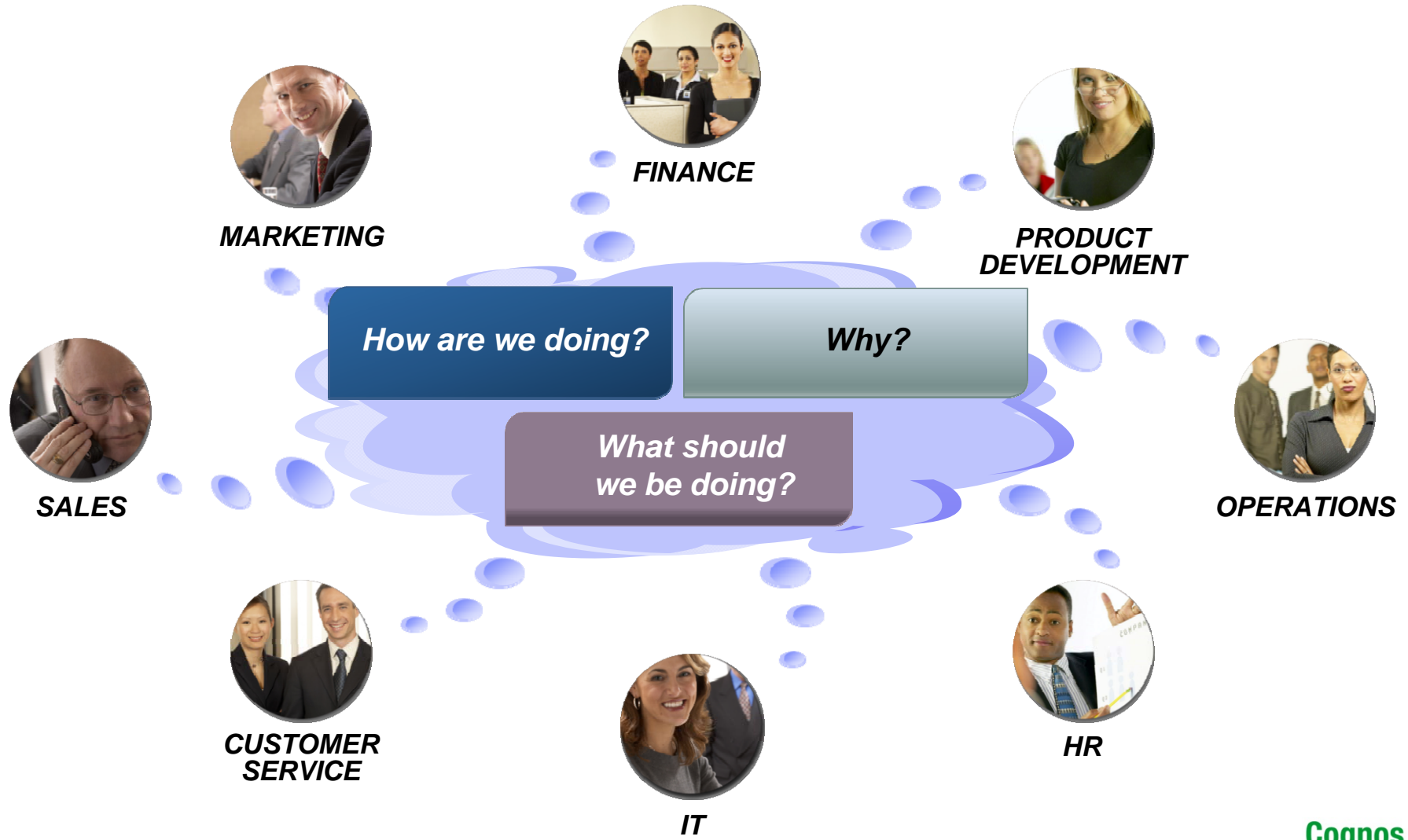
**Line Manager**



**Business Analyst**

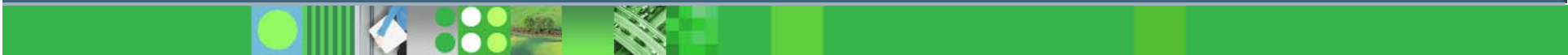
- **47%** of users don't have confidence in their information <sup>(1)</sup>
- **59%** say they missed information they should have used <sup>(1)</sup>
- **42%** of managers use wrong information at least once a week <sup>(1)</sup>
- **24%** user adoption within organizations <sup>(2)</sup>
- **95%** of the typical workforce does not understand the strategy <sup>(3)</sup>
- **60%** of organizations do not link budgets to strategy <sup>(3)</sup>

<sup>(1)</sup> AIIM & Accenture Surveys, 2007; <sup>(2)</sup> TDWI 2008; <sup>(3)</sup> Palladium Study, 2006



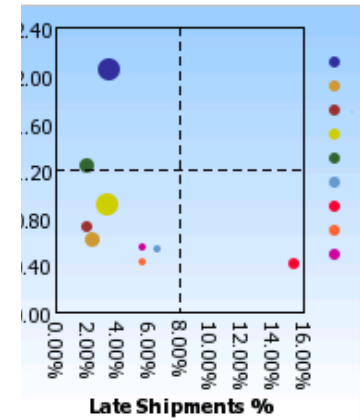
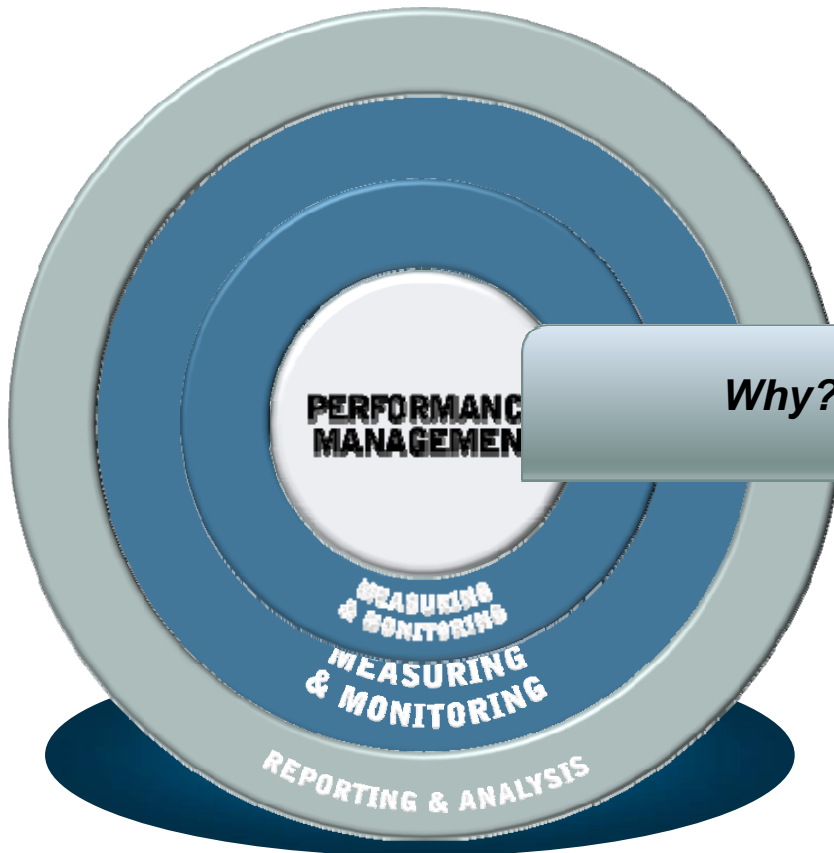


Scorecard or dashboard shows On Time Shipments below plan





*How are we doing?*



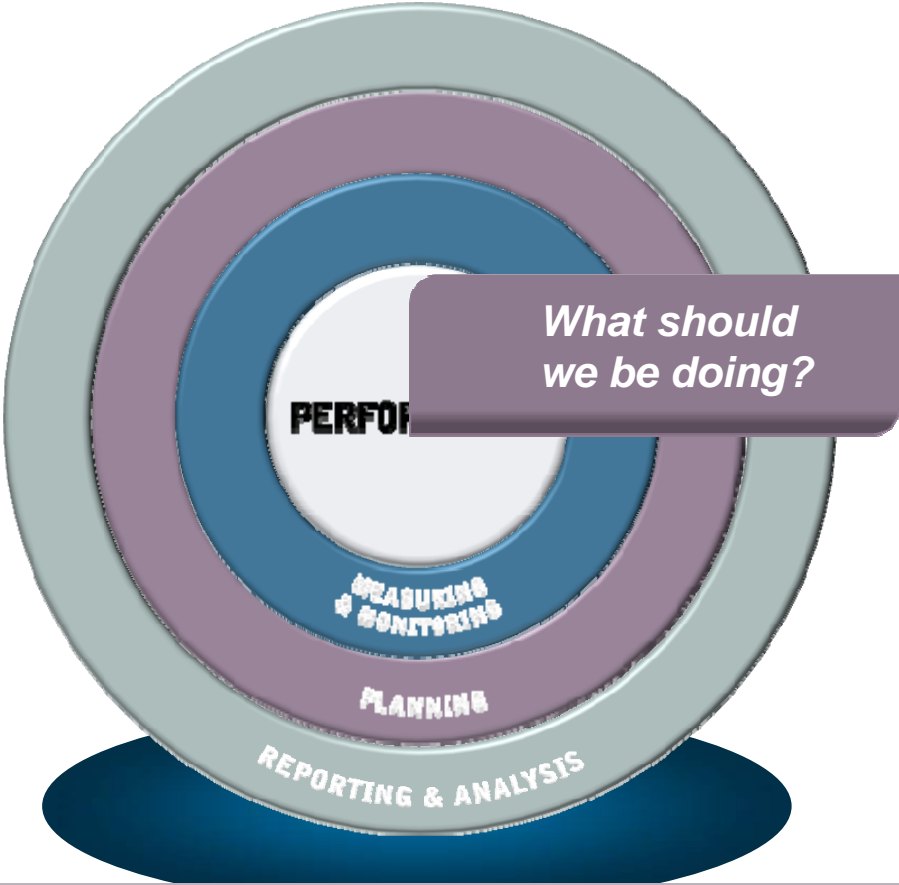
Ordered	Mat. Shortage Desc
43,074,732	
10,521,505	
99,800,000	
39,662,633	
888,867	
41,544,732	

Report shows production bottleneck due to Material Shortage



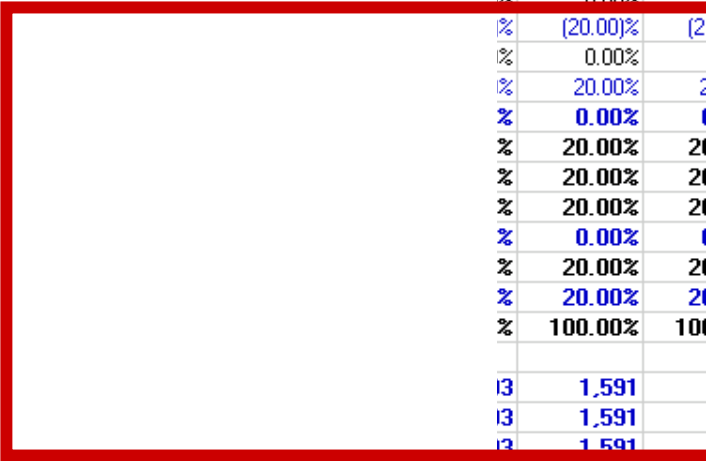
*How are we doing?*

*Why?*




straints | Contractor

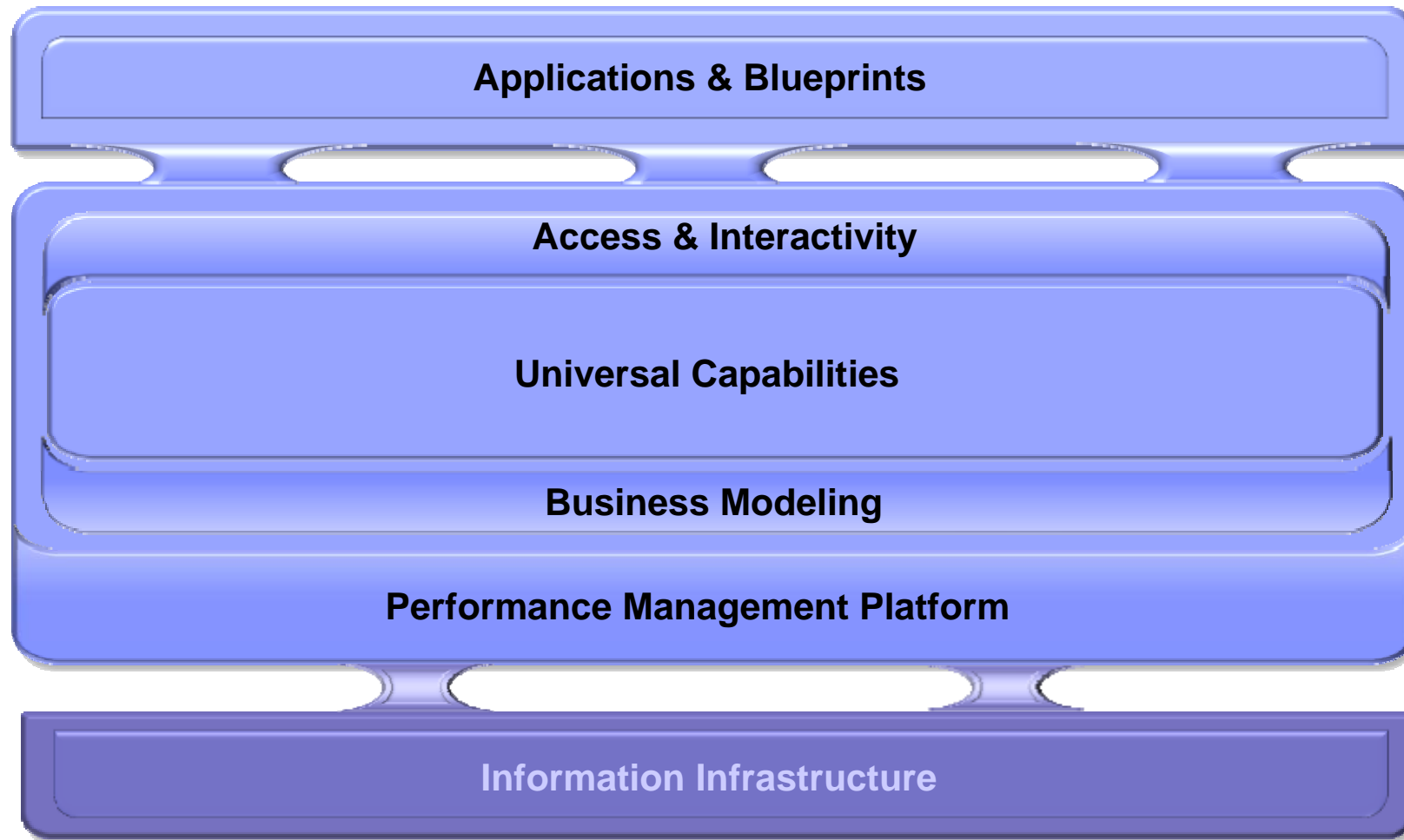
	Jul-07	Aug
6	7.956	
%	20.00%	2
%	20.00%	2
%	20.00%	2
%	20.00%	2
%	20.00%	2
%	0.00%	
%	100.00%	100
%	0.00%	
%	0.00%	
%	0.00%	
%	(20.00)%	(2
%	0.00%	
%	20.00%	2
%	0.00%	1
%	20.00%	21
%	20.00%	21
%	20.00%	21
%	0.00%	1
%	20.00%	21
%	20.00%	21
%	100.00%	100
13	1,591	
13	1,591	
13	1,591	
0	0	



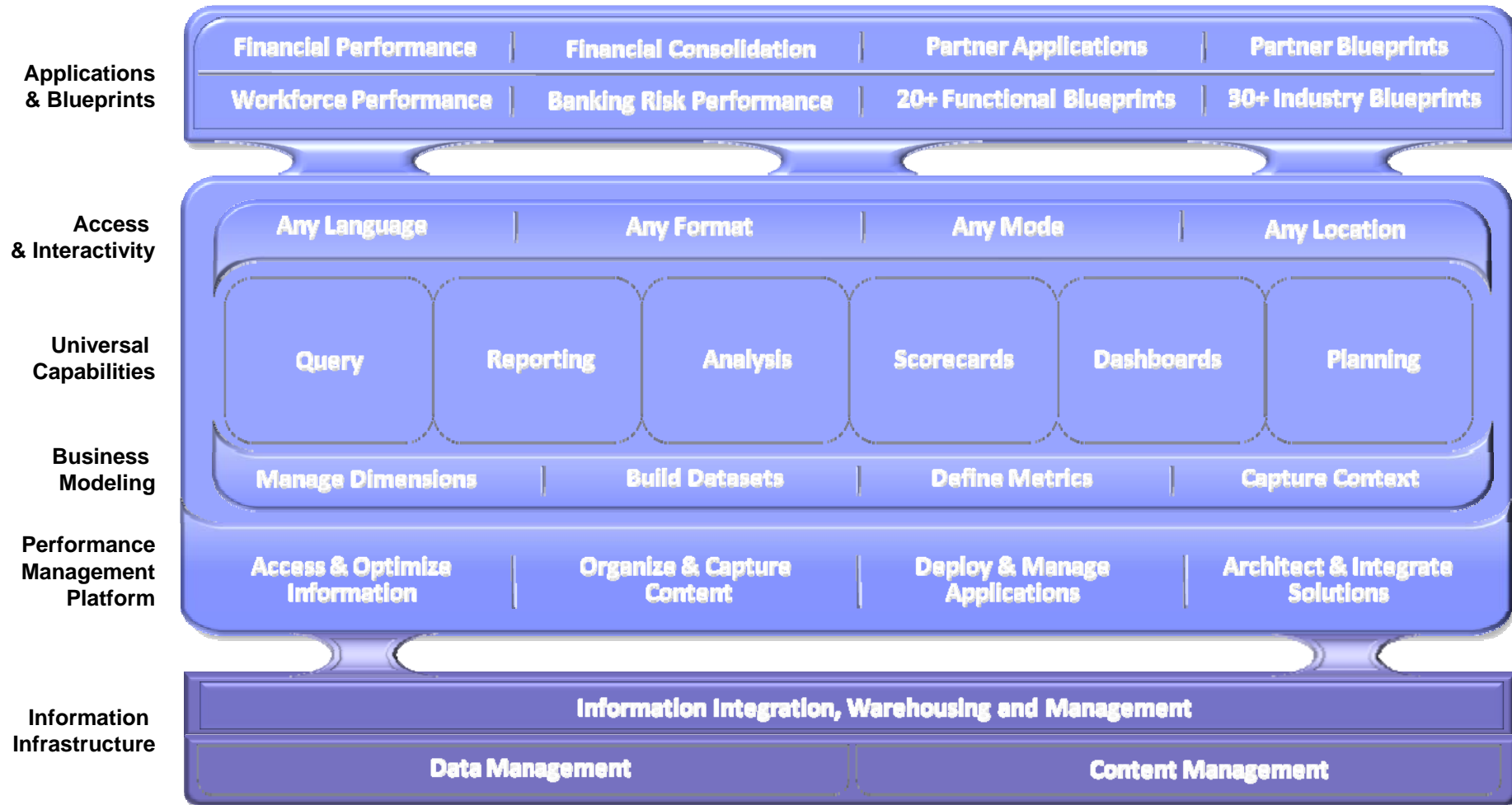
Demand Volume is reviewed and Plant Production Plan is adjusted to remove bottleneck



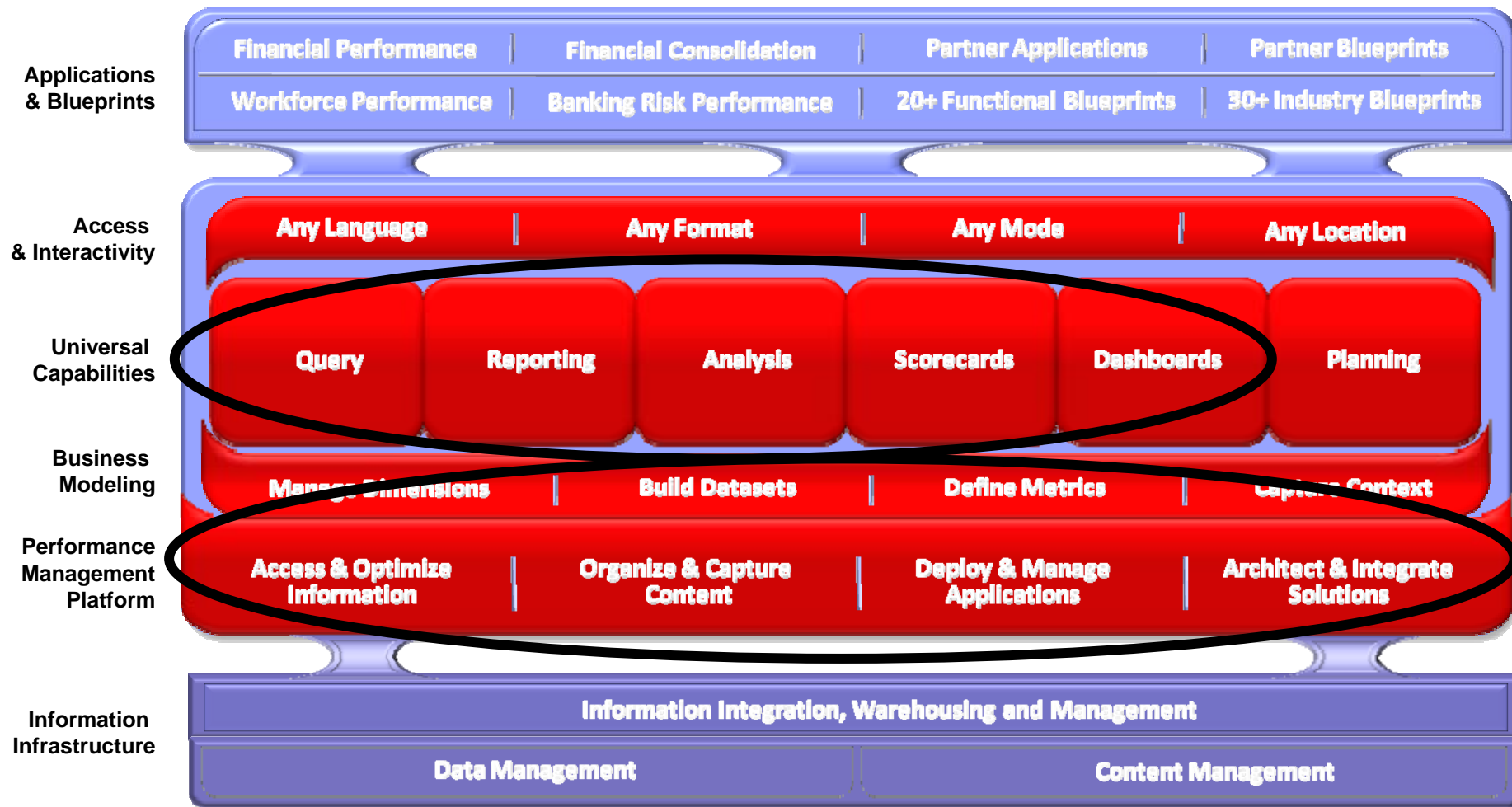
# *IBM Cognos Performance Management System*



# IBM Cognos Performance Management System



# IBM Cognos Performance Management System



# IBM COGNOS 8 v4 PERFORMANCE MANAGEMENT

{ *Informed Engaged Aligned* }

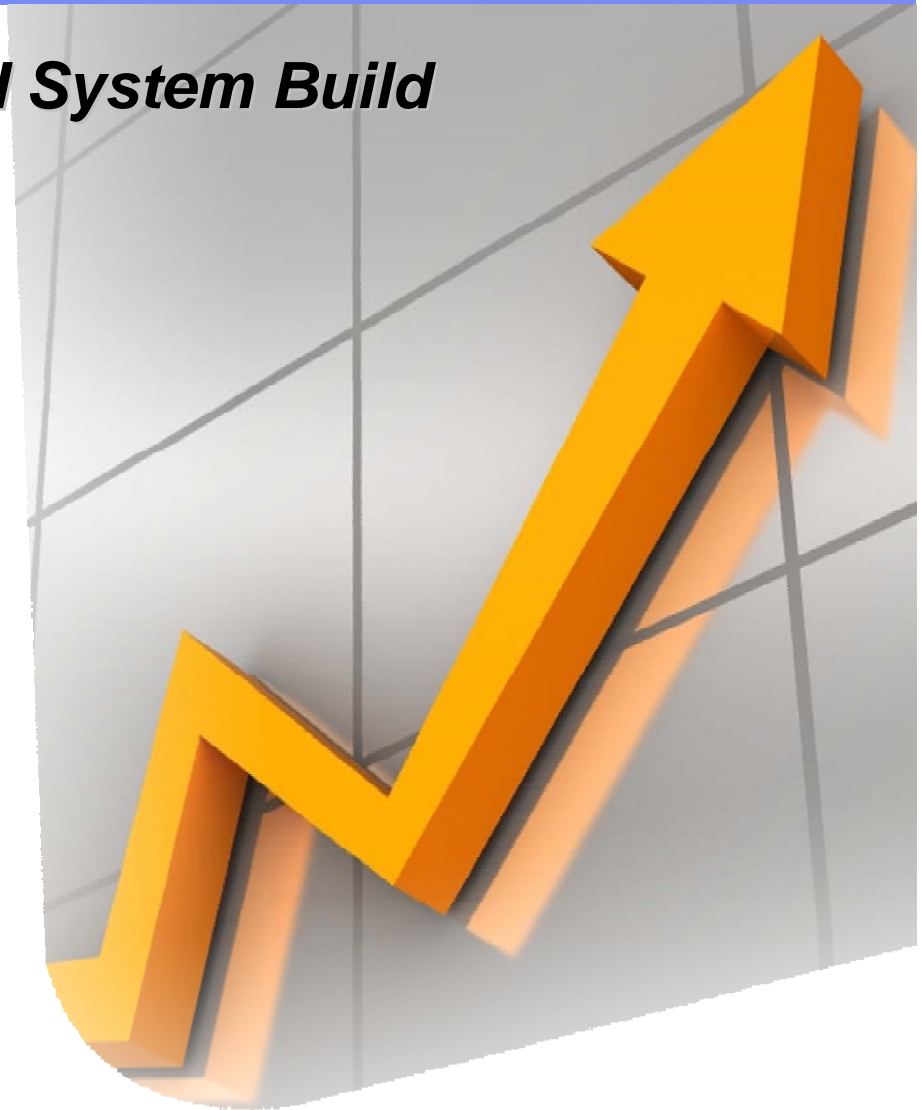
**COGNOS 8 BI**  
SIMPLE. COMPLETE. PROVEN.

**ENTERPRISE-WIDE  
COGNOS REPORTING PLATFORM**

Cognos.  
software

## Agenda – Live IBM Cognos 8 BI System Build

- 09:15 Welcome and Introduction
- 09:35 Configuration, Architecture and Security
- 09:55 Metadata and Data Modelling
- 10:35 Break*
- 10:45 Ad Hoc Query
- 11:00 Analysis
- 11:25 Express Authoring
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- 13:45 Optional Sessions:
- Access Modes
  - Administration
  - Financial Consolidation
- 14:40
- Scorecarding
  - Enterprise Dimensional Management
  - PowerPlay Upgrades
- 15:30 Close



## *Configuration, Architecture and Security*

Ian Grange

**Cognos.**  
software



**When defining an architecture,  
start with a clean sheet...**

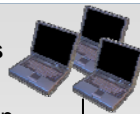
**... define your goals ...  
(Enterprise BI deployments)**

**... Invest in ...**

**the best leverage of modern IT  
technologies, open standards,  
and design principles**

**PRESENTATION TIER:**

Zero Footprint Browsers



Go!  
Office



Go!  
Mobile  
(Blackberry, PocketPC, Symbian)

- Information 'bus': services plug into ubiquitous network (Internet)
- Open Web standards (HTTP, XML, SOAP, WSDL...)
- Leverage in-place application servers, technology & expertise

Cognos Connection  
Query Studio  
Analysis Studio  
Event Studio  
Report Studio  
Metric Studio  
Search Service



ROUTER (optional)

**WEB SERVER(S):**  
Web Gateways (ISAPI, NSAPI, CGI)  
Web Services APIs  
Industry Standard Portals

**Window Client/Add-ins**  
Disconnected OLAP Client  
Planning & Analysis Excel Clients



**APPLICATION TIER**

Cognos BI Bus – SOAP, XML

- Self-registering, self-starting services – add/configure as required
- Built-in intelligent load balancing
- Redundancy & failover protection

FIREWALL/ROUTER/ENCRYPTION

**WINDOWS**  
IBM System Z  
**UNIX**  
**LINUX**

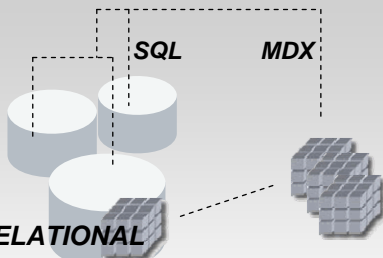
COGNOS 8 BI DISPATCHER(S)

SEARCH SERVICE	QUERY SERVICE	JOB & SCHEDULING SERVICE	PRESENTATION SERVICE	CONTENT MANAGER SERVICE	METRICS SERVICE	EVENT SERVICE	MONITORING SERVICE	AUDIT SERVICE
----------------	---------------	--------------------------	----------------------	-------------------------	-----------------	---------------	--------------------	---------------

- Peer-to-peer, loosely coupled services across ALL BI
- Single Query Engine
- Horizontal and vertical scalability
- High reliability
- Separation of presentation from data for optimal flexibility

- Platform independence – leverage in-place infrastructure
- Complete flexibility, adaptability
- Support for heterogeneous environments

**DATA TIER**



- RELATIONAL**
- IBM DB2 UDB, Oracle, Microsoft SQL Server, Sybase, other...
  - Dimensionally Aware Relational
- MODERN**
- XML, WSDL, LDAP, JDBC...

- OLAP**
- Enterprise Planning Real-Time Plans
  - PowerCubes: High Performance Dimensional Cache
  - Industry Standard OLAP Providers: Microsoft, IBM, SAP, ESSBASE



**SECURITY PROVIDERS**  
LDAP, Active Directory, NTLM, Netegrity, SAPBW, Cognos Namespace, Custom Providers



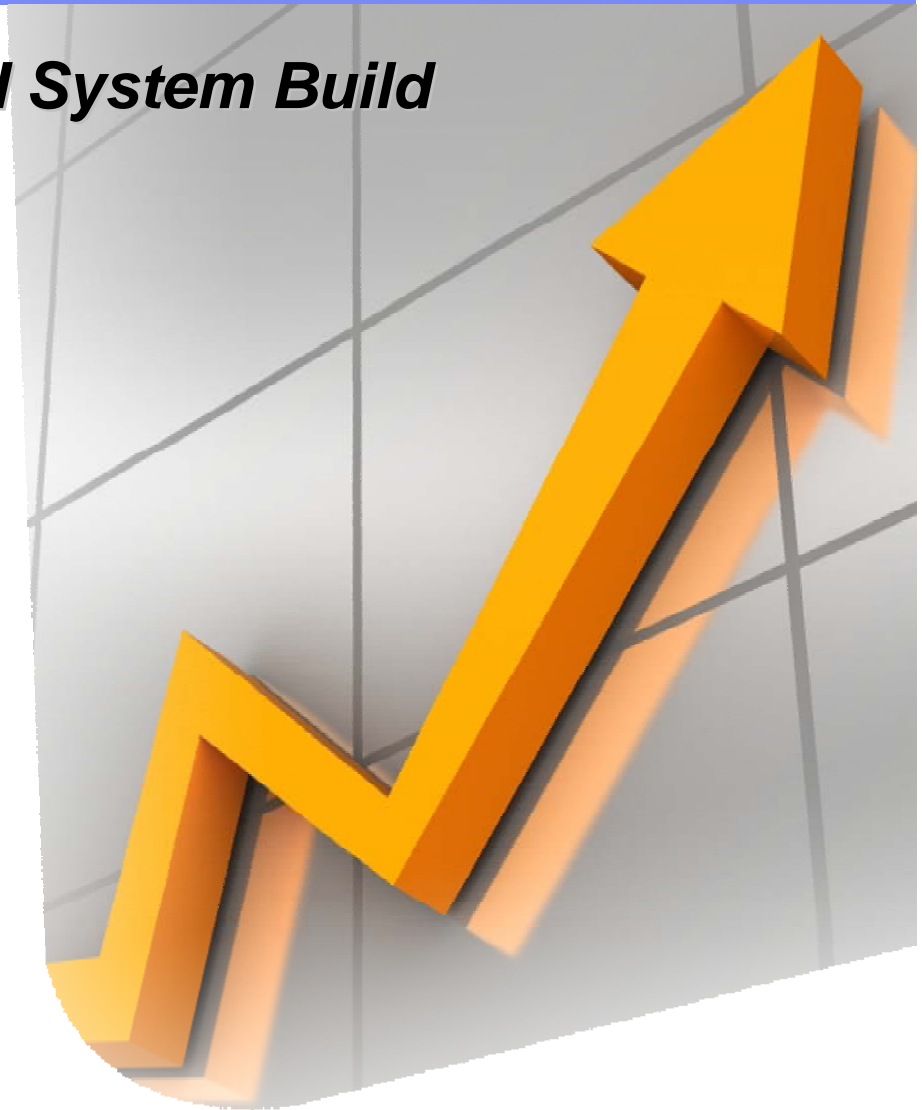
**CONTENT STORE**  
DB2, ORACLE, SQL Server, Sybase, Derby



**AUDIT**  
RDBMS, UNIX Sys Logs, NT Event Log

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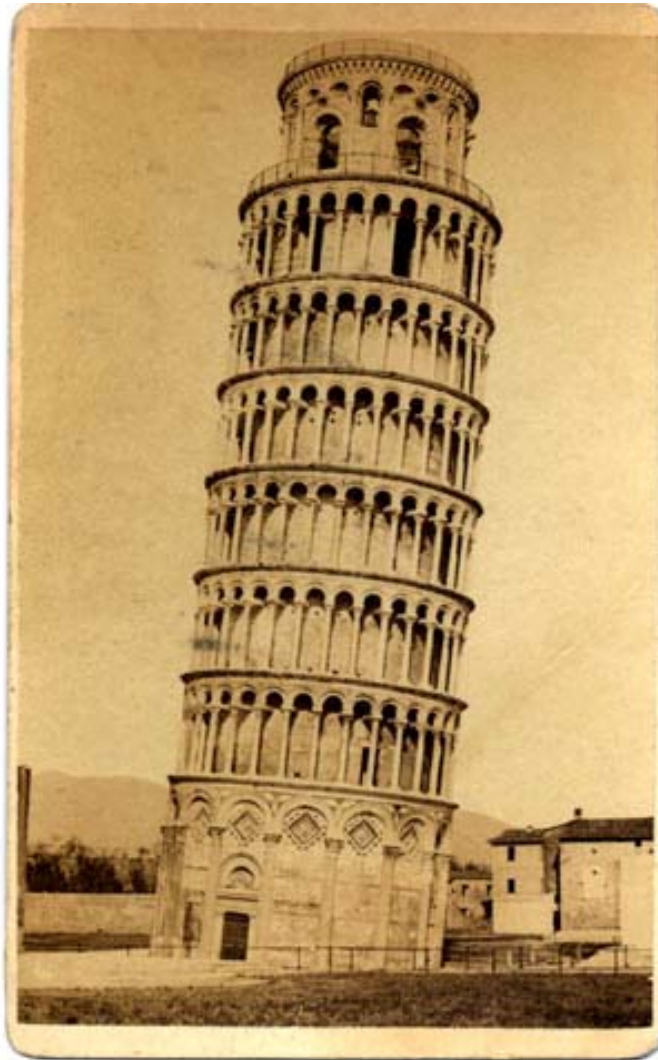


## *Metadata and Data Modelling*

Paul Prieto

**Cognos.**  
software

## *It is Unwise to Build on Weak Foundations*



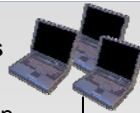
***The Foundation for Business Intelligence  
is the Data Source and Metadata Model.***

- Often, we cannot alter the data source.
- This is why Cognos 8 was designed for
  - Flexibility
  - Manageability
  - Usability

**PRESENTATION TIER:**

**Zero Footprint Browsers**

- Cognos Connection
- Query Studio
- Analysis Studio
- Event Studio
- Report Studio
- Metric Studio
- Go! Search Service



**Go!  
Office**



**Go!  
Mobile**  
(Blackberry, PocketPC, Symbian)



**ROUTER (optional)**



**WEB SERVER(S):**  
Web Gateways (ISAPI, NSAPI, CGI)  
Web Services APIs  
Industry Standard Portals

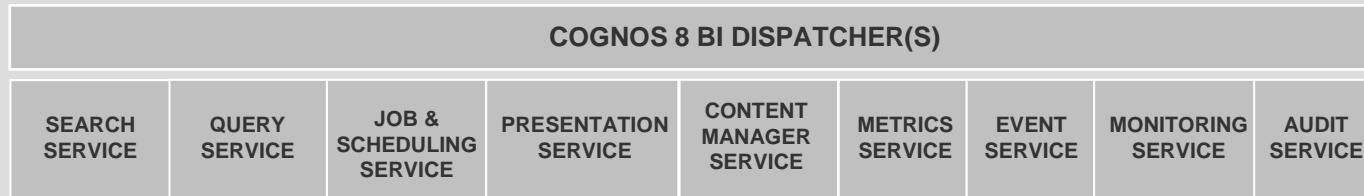
**Window Client/Add-ins**  
Disconnected OLAP Client  
Planning & Analysis Excel Clients



**APPLICATION TIER**

FIREWALL/ROUTER/ENCRYPTION

Cognos BI Bus – SOAP, XML



**WINDOWS**

**IBM System Z**

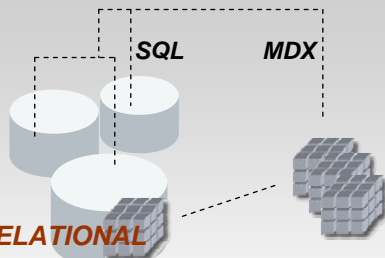
**UNIX**

**LINUX**

**Package**

**DATA TIER**

FIREWALL/ROUTER/ENCRYPTION



- RELATIONAL**
- IBM DB2 UDB, Oracle, Microsoft SQL Server, Sybase, other...
  - Dimensionally Aware Relational

- MODERN**
- XML, WSDL, LDAP, JDBC...

**FRAMEWORK MANAGER**

- OLAP**
- Enterprise Planning Real-Time Plans
  - PowerCubes: High Performance Dimensional Cache
  - Industry Standard OLAP Providers: Microsoft, IBM, SAP, ESSBASE



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LDAP, Active Directory, NTLM, Netegrity, SAPBW, Cognos Namespace, Custom Providers



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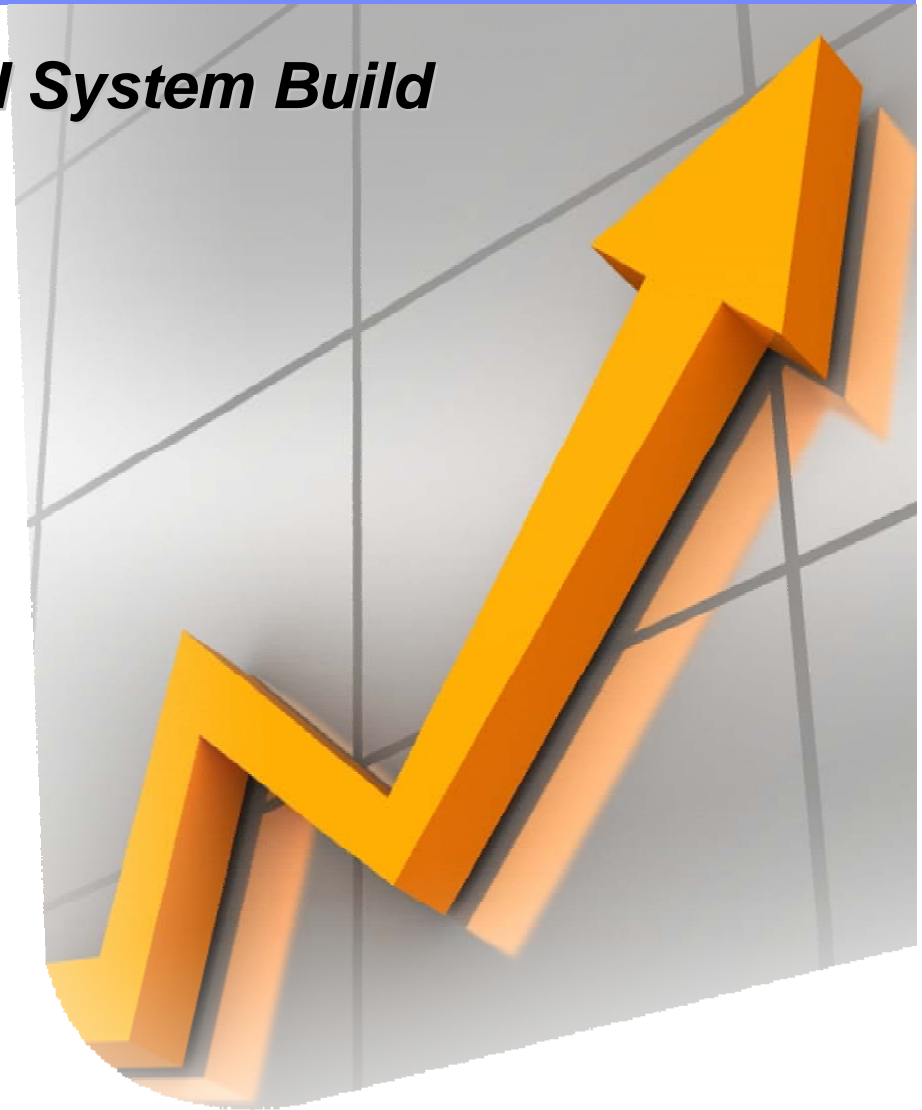
## ***This session will cover:***

- Importing a data structure and enhancing for presentation
- Creation of a Dimensionally Modelled Relational source
- Making an OLAP Cube available for reporting
- Publishing a Package for use in Cognos 8



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## **IBM Cognos 8 v4 BI**

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“We now have an ‘information agenda’ not only for our business analysts at each property, but for decision-makers and executives in the corporate office. This enterprise-wide view of customer activity has allowed us to raise the bar and consistently deliver excellent customer service. The new self-serve, business-oriented capabilities in IBM Cognos 8 v4 will help customers like us continue to provide targeted, relevant business information to key decision-makers across the organization for even stronger engagement and alignment.”

**Mike Wiseman, Data Services Manager,  
Boyd Gaming Corporation**

*Coffee Break - please return in **10** minutes*

**Cognos.**  
software

## ***IBM Cognos 8 Go! Dashboards***

“We rely on the bird’s-eye view of business information delivered through our dashboards and scorecards to increase operational efficiencies in key areas.”

“The new interactive viewer within IBM Cognos 8 Go! Dashboard is super cool. It will give business users the ability to quickly drag and drop, re-sort and rearrange slick graphical content in compliance with existing IT policies and infrastructure. The result is a custom, manageable view of business information built on trusted BI content without the need for the IT department to spend valuable time building individual dashboard views for every imaginable business scenario.”

**Mark Lack, Manager, Planning and Financial Analysis, Mueller, Inc.**

*Coffee Break - please return in 9 minutes*

## ***IBM Cognos 8 Business Viewpoint***

“As an IT manager, IBM Cognos 8 Business Viewpoint alleviates my concerns knowing that select users can access the appropriate dimensions in accordance with our established security and administration policies,”

“We can confidently and securely enable deeper collaboration, faster analysis and adaptability for our business users on our existing, trusted performance management platform, without the need to burden previously engaged IT resources in the day-to-day changes to business views.”

**Susan Dean, Director, Business Intelligence, MedAssets.**

*Coffee Break - please return in 8 minutes*

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**Paul Epp, Cognos Applications  
Manager, Graymont**

*Coffee Break - please return in 7 minutes*

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“The new features in Cognos Planning that really impressed us were the brand new web client. There’s a bunch of new features in there that I think are really going to be helpful for our end users, and also helpful for us in designing solutions.”

Paul Epp, Cognos Applications  
Manager, Graymont

*Coffee Break - please return in 6 minutes*

## ***IBM Cognos TM1 Integration with IBM Cognos 8 v4 BI***

“The fact that TM1 can now be a data source for Cognos 8 is just phenomenal. Now we have seen the capabilities and the integration between TM1 and Cognos 8, we’re going to be able to deliver much more formatted and scheduled reporting than we could in the past; both delivering more value to our TM1 users, and delivering their insight to more people across our business.”

**John Gowers, IT Director, Blue Mountain Resorts**

*Coffee Break - please return in 5 minutes*

## ***IBM Cognos TM1 Integration with IBM Cognos 8 v4 BI***

“Coupling the unbeatable performance and quick development time of TM1 with the friendly and intuitive user interfaces and the broad range of capabilities of IBM Cognos 8 BI gives us a brilliant solution for strategic information management.”

“Having a pervasive system that connects our business users to process and strategy so they can get the information they need to understand, oversee and drive the business is invaluable.”

**John Gowers, IT Director, Blue Mountain Resorts**

*Coffee Break - please return in 4 minutes*



## ***IBM Cognos 8 Financial Performance Analytics***

“This product takes away a lot of the concern and a lot of the worry, and it places a great foundation of reporting. It allows you to see within an ERP system very quickly and identify what’s happening with the data.”

***Ed Leduke, BI Manager, Ferraz Shawmut***

*Coffee Break - please return in 3 minutes*

## ***IBM Cognos 8 Financial Performance Analytics***

“IBM Cognos 8 Financial Performance Analytics lets users easily monitor metrics and quickly identify performance discrepancies in the spirit of driving greater organizational efficiencies and productivity. I was particularly impressed with how simple it was to adapt reports and metrics as business factors changed. In the past, this style of quick, in-depth reporting would have required a lot of coding and ETL expertise. With IBM Cognos, it's all GUI -- just drag and drop. It's incredibly simple,”

**Ed Leduke, BI Manager, Ferraz Shawmut**

*Coffee Break - please return in 2 minutes*

## ***IBM Cognos 8 Financial Performance Analytics***

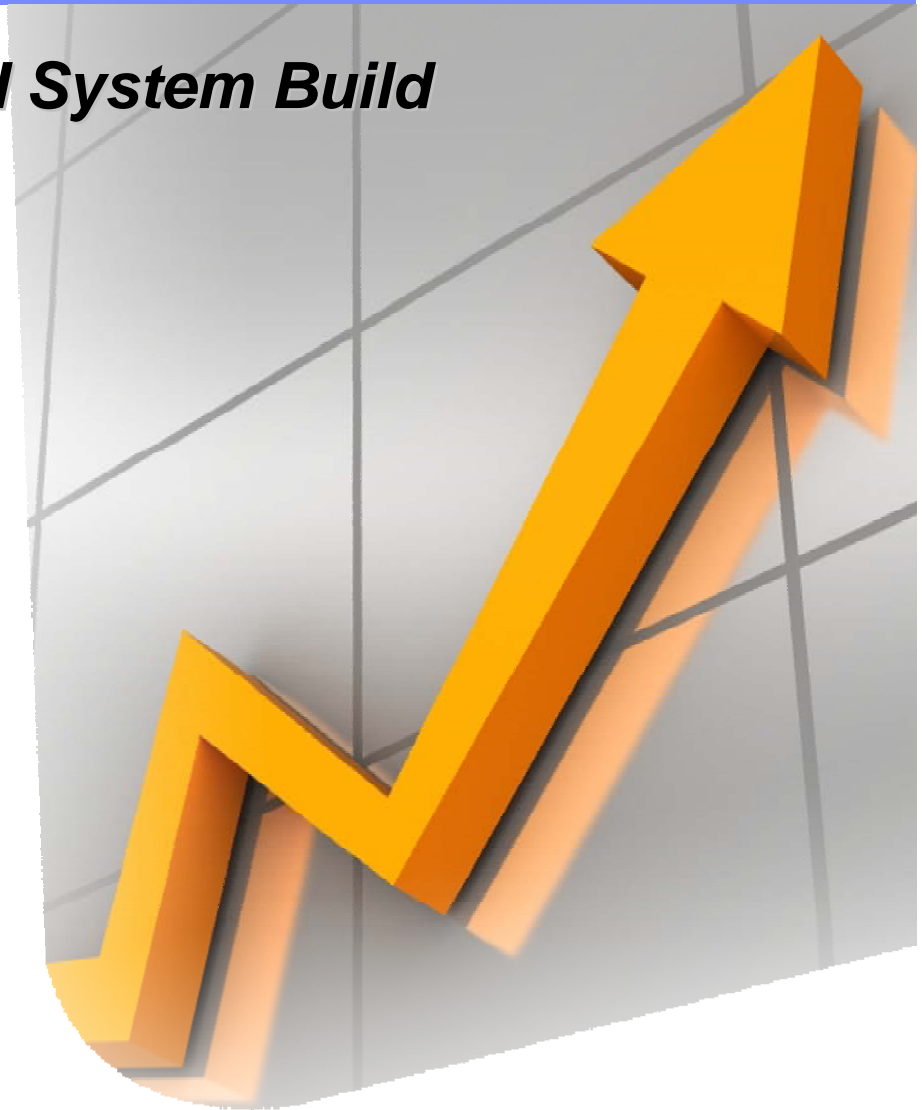
“We were impressed by the **ease of deployment and flexibility** of IBM Cognos 8 Financial Performance Analytics. This presents an opportunity to **accelerate and align decision making** within our organization using a robust financial reporting and analysis solution”

***Ed Leduke, BI Manager, Ferraz Shawmut***

*Coffee Break - please return in 1 minute*

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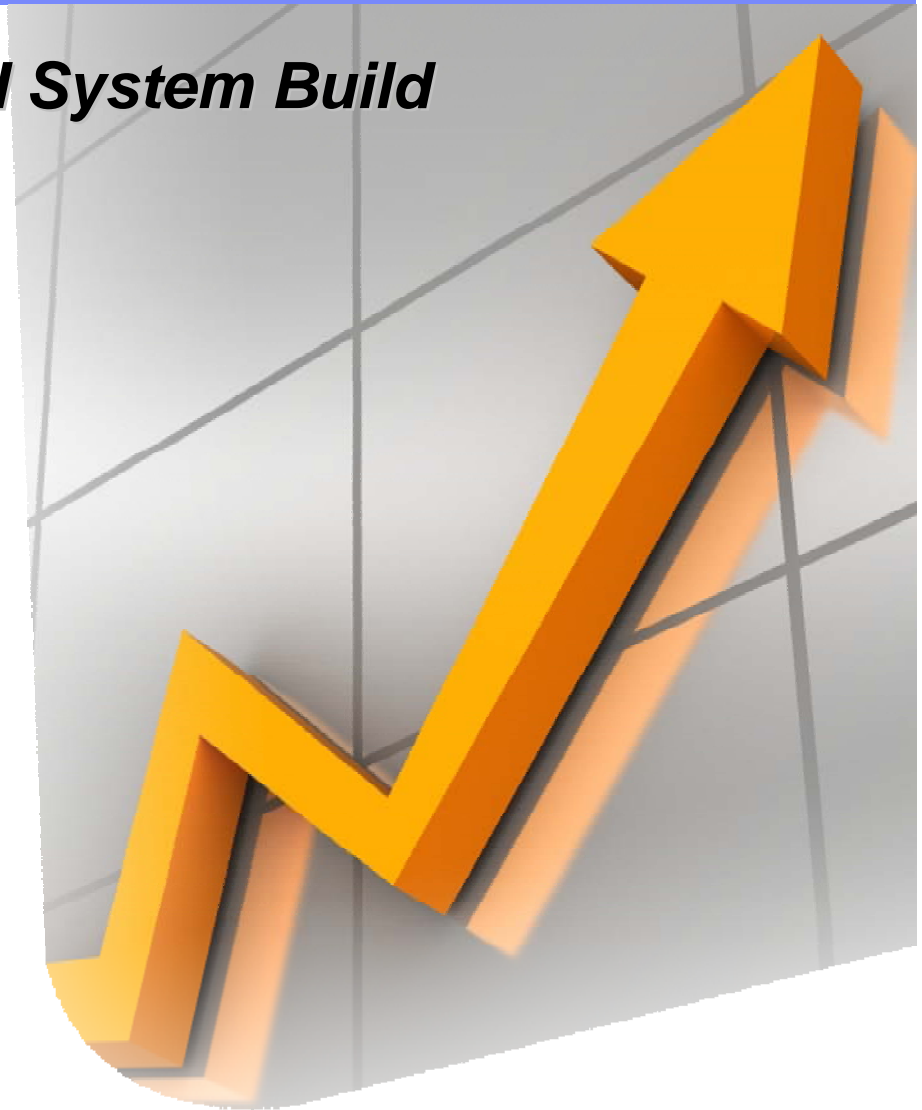
## *Ad Hoc Query*

Sasha Korda

**Cognos.**  
software

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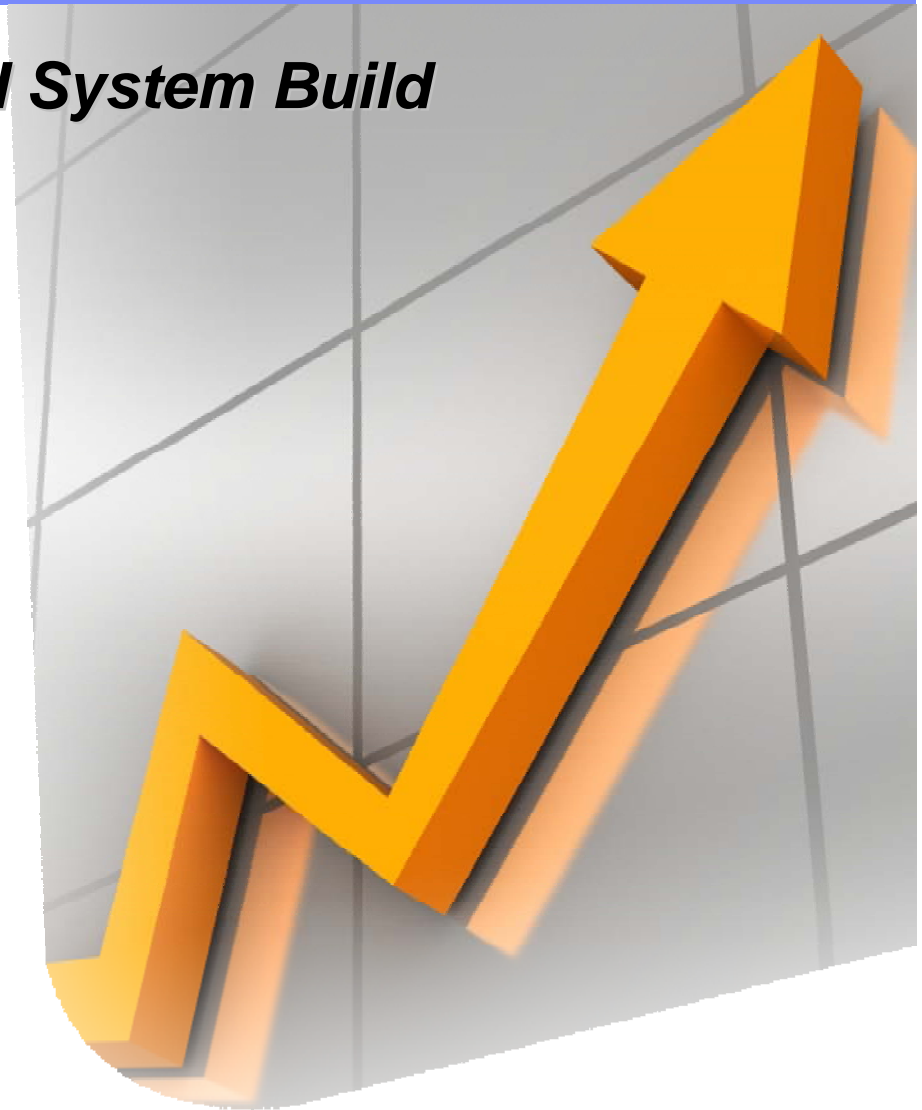
# *Analysis*

Sasha Korda

**Cognos.**  
software

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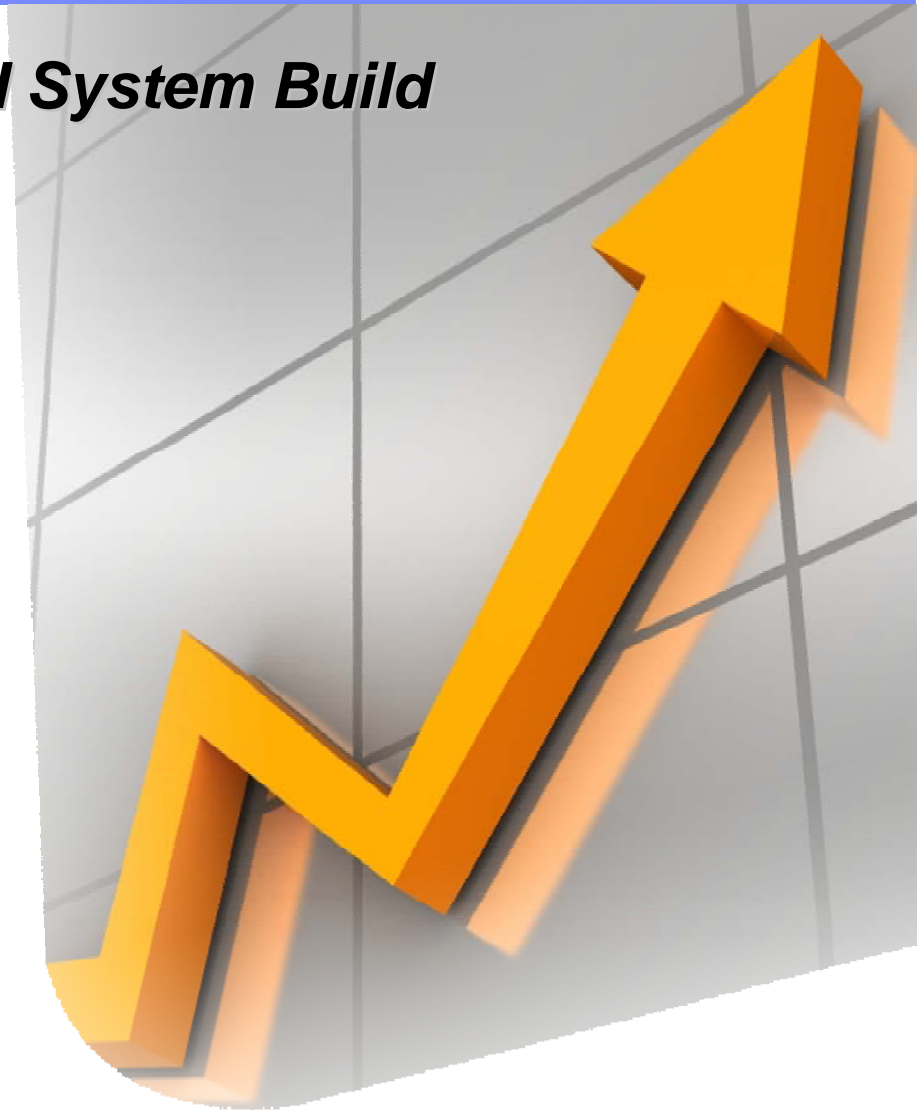
## *Express Authoring*

Ian Grange

**Cognos.**  
software

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**Cognos.**  
software

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*Coffee Break - please return in 6 minutes*

## ***IBM Cognos TM1 Integration with IBM Cognos 8 v4 BI***

“The fact that TM1 can now be a data source for Cognos 8 is just phenomenal. Now we have seen the capabilities and the integration between TM1 and Cognos 8, we’re going to be able to deliver much more formatted and scheduled reporting than we could in the past; both delivering more value to our TM1 users, and delivering their insight to more people across our business.”

**John Gowers, IT Director, Blue Mountain Resorts**

*Coffee Break - please return in 5 minutes*



## ***IBM Cognos TM1 Integration with IBM Cognos 8 v4 BI***

“Coupling the unbeatable performance and quick development time of TM1 with the friendly and intuitive user interfaces and the broad range of capabilities of IBM Cognos 8 BI gives us a brilliant solution for strategic information management.”

“Having a pervasive system that connects our business users to process and strategy so they can get the information they need to understand, oversee and drive the business is invaluable.”

**John Gowers, IT Director, Blue Mountain Resorts**

*Coffee Break - please return in 4 minutes*

## ***IBM Cognos 8 Financial Performance Analytics***

“This product takes away a lot of the concern and a lot of the worry, and it places a great foundation of reporting. It allows you to see within an ERP system very quickly and identify what’s happening with the data.”

***Ed Leduke, BI Manager, Ferraz Shawmut***

*Coffee Break - please return in 3 minutes*

## ***IBM Cognos 8 Financial Performance Analytics***

“IBM Cognos 8 Financial Performance Analytics lets users easily monitor metrics and quickly identify performance discrepancies in the spirit of driving greater organizational efficiencies and productivity. I was particularly impressed with how simple it was to adapt reports and metrics as business factors changed. In the past, this style of quick, in-depth reporting would have required a lot of coding and ETL expertise. With IBM Cognos, it's all GUI -- just drag and drop. It's incredibly simple,”

**Ed Leduke, BI Manager, Ferraz Shawmut**

*Coffee Break - please return in 2 minutes*

## ***IBM Cognos 8 Financial Performance Analytics***

“We were impressed by the **ease of deployment and flexibility** of IBM Cognos 8 Financial Performance Analytics. This presents an opportunity to **accelerate and align decision making** within our organization using a robust financial reporting and analysis solution”

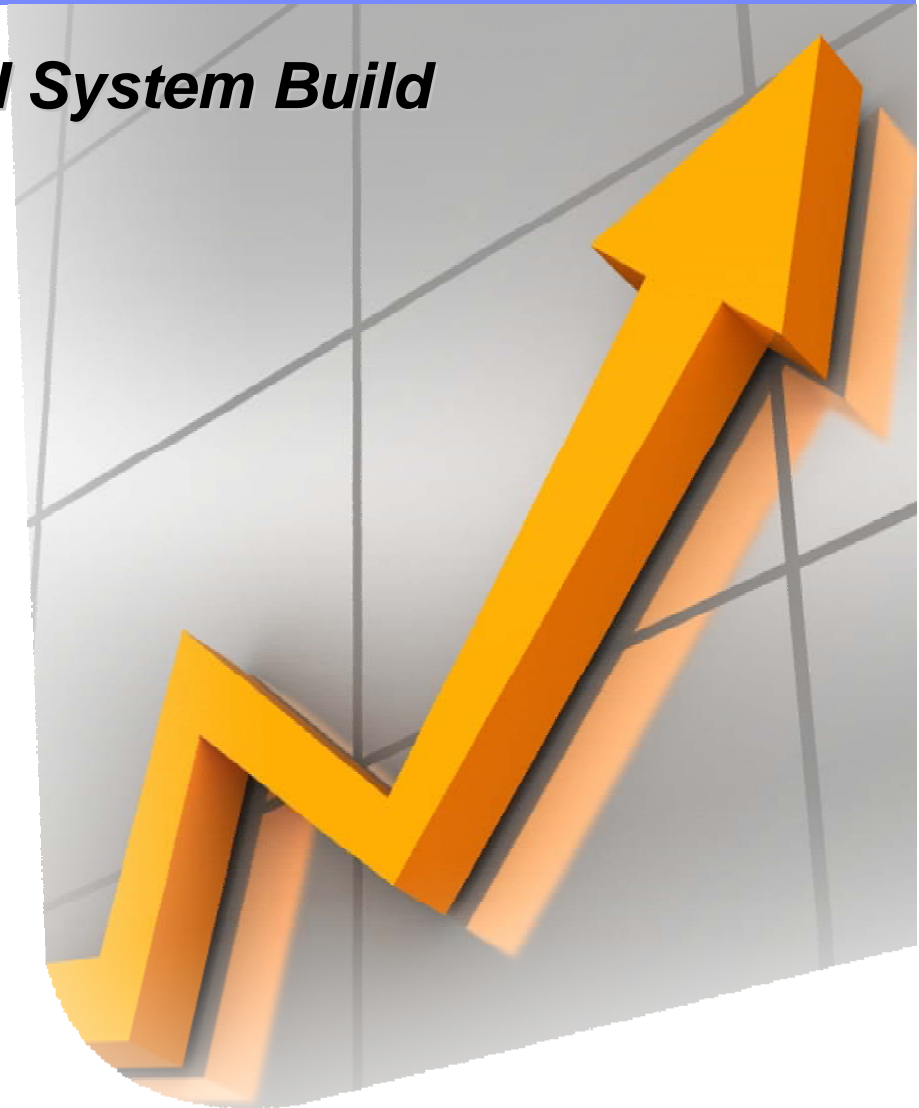
***Ed Leduke, BI Manager, Ferraz Shawmut***

*Coffee Break - please return in 1 minute*

09:15 – 09:35	Welcome and Introduction
09:35 – 09:55	Configuration, Architecture and Security
09:55 – 10:30	Metadata and Data Modelling
10:30 – 10:40	Break
10:40 – 10:50	Ad Hoc Query
10:50 – 11:10	Analysis
11:10 – 11:30	Express Authoring
11:30 – 11:40	Break
11:40 – 12:20	Sophisticated Report Authoring
12:20 – 12:35	Additional Access Modes
12:35 – 13:00	Wrap Up with Q&A
13:00 – 13:45	Lunch and Interactive 1:1 Demonstrations
13:45 – 14:45	Scorecarding - or -
13:45 – 14:45	Administration facilities

## Agenda – Live IBM Cognos 8 BI System Build

09:15	Welcome and Introduction
09:35	Configuration, Architecture and Security
09:55	Metadata and Data Modelling
10:35	<i>Break</i>
10:45	Ad Hoc Query
11:00	Analysis
11:25	Express Authoring
11:45	<i>Break</i>
11:55	Sophisticated Report Authoring
12:45	Wrap Up with Q&A
13:00	<i>Lunch and Interactive 1:1 Demonstrations</i>
13:45	Optional Sessions: <ul style="list-style-type: none"><li>• Access Modes</li><li>• Administration</li><li>• Financial Consolidation</li></ul>
14:40	<ul style="list-style-type: none"><li>• Scorecarding</li><li>• Enterprise Dimensional Management</li><li>• PowerPlay Upgrades</li></ul>
15:30	Close



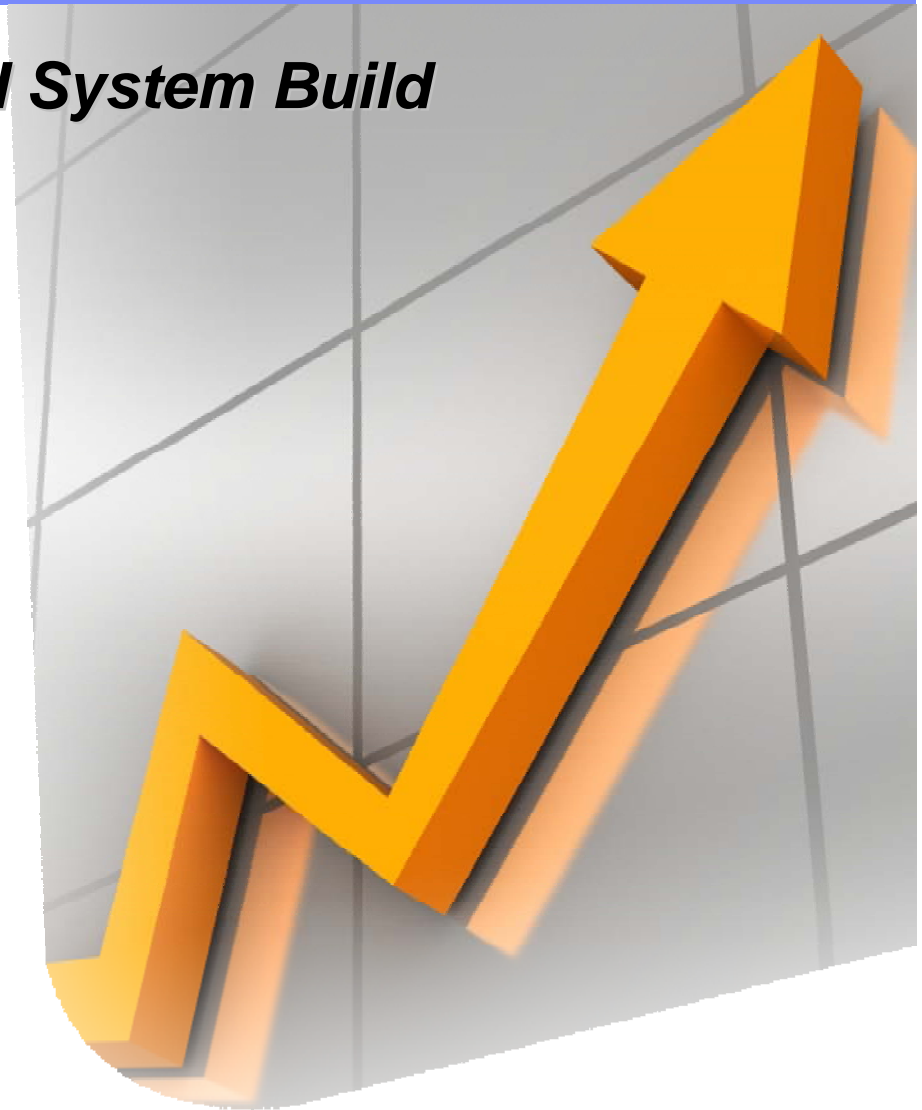
## *Sophisticated Report Authoring*

Sasha Korda

**Cognos.**  
software

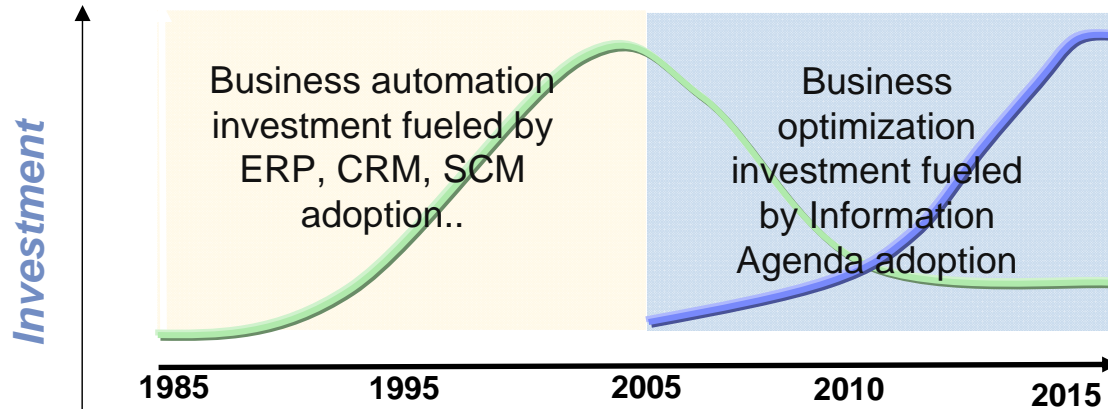
## Agenda – Live IBM Cognos 8 BI System Build

09:15	Welcome and Introduction
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15:30	Close





***IT investments today are shifting from applications to information as businesses shift focus from automation to optimization.***



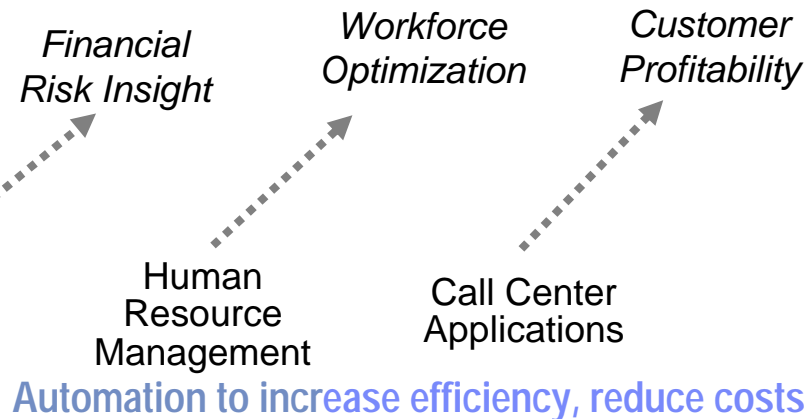
Information Agenda



Application Agenda



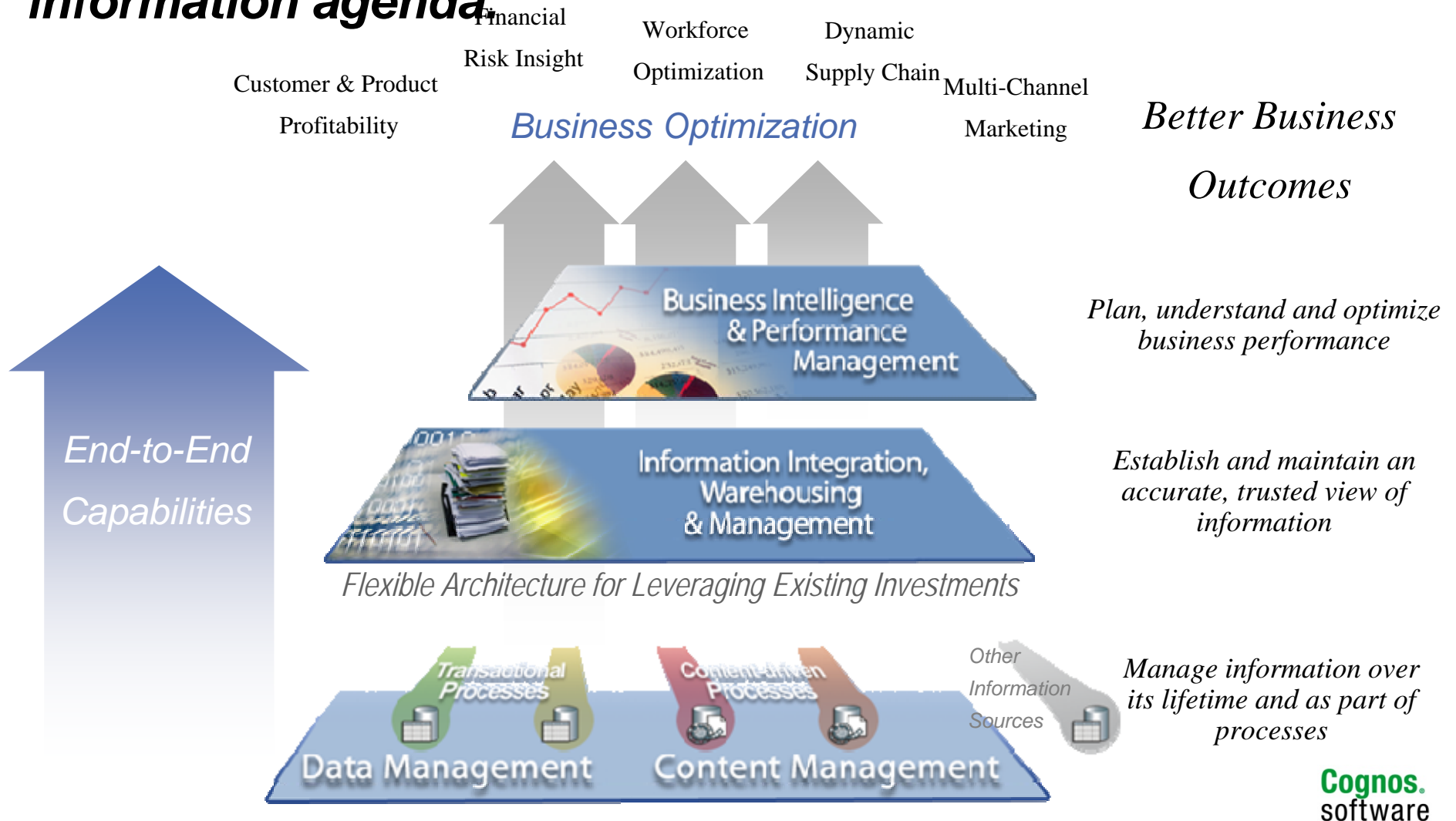
*Optimization for competitive advantage*



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software



# IBM Information On Demand solutions offer end-to-end information infrastructure capabilities for executing your information agenda.



# On Business Terms To IT and Finance Standards

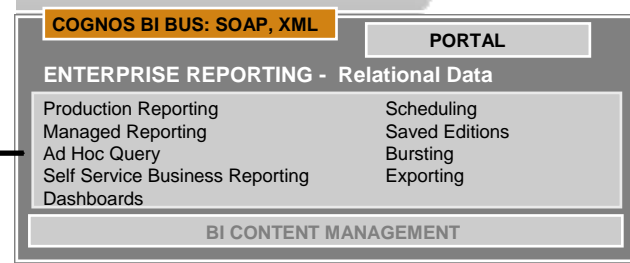
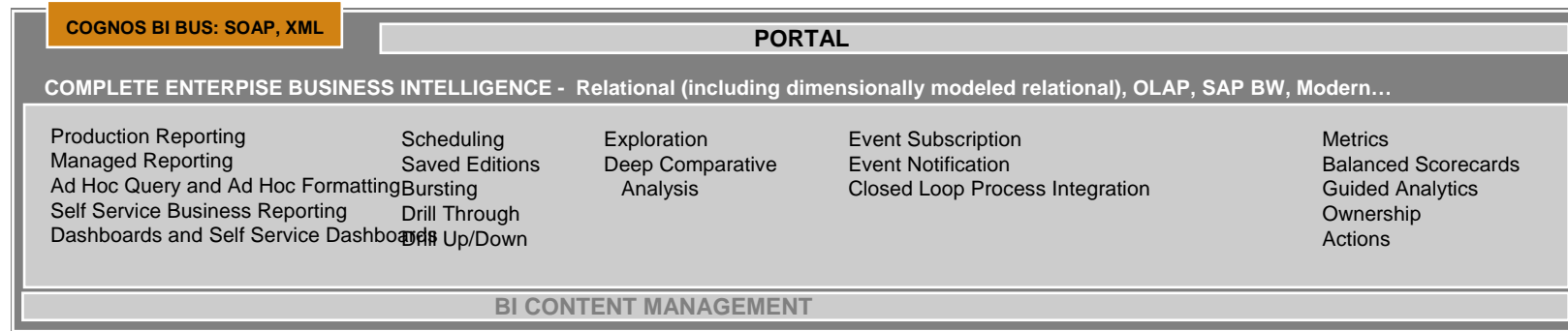


Empowers business users without compromising IT's high standards for conformance, compliance and cost effective scalability, while driving Performance Management process excellence and better business outcomes for the organization.



# Cognos 8 BI Architecture Expands on Market Proven ReportNet Success

**2005 Cognos 8 BI NEW STANDARD FOR ENTERPRISE BUSINESS INTELLIGENCE**

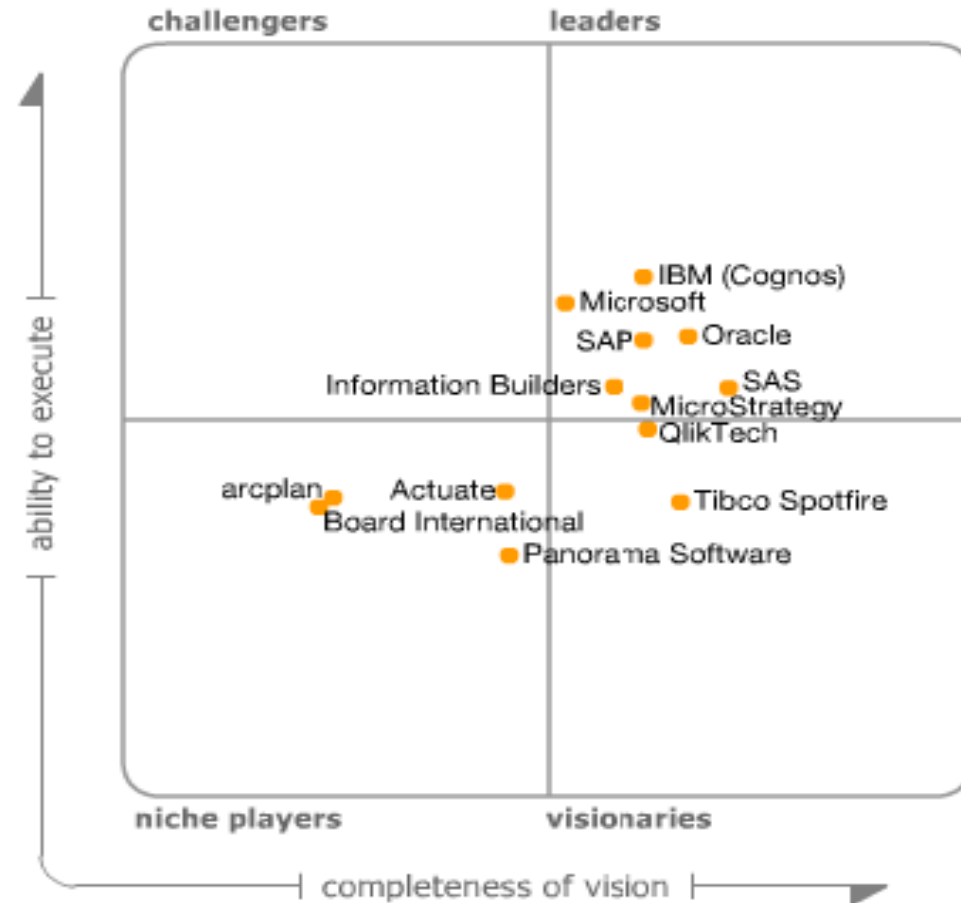


**IBM Innovation Centre, Waltham, MA  
160,000 User Test confirming predictable scalability and performance – “Testing the Typical BI Day”.**

**2003 ReportNet 1.0 NEW STANDARD FOR ENTERPRISE REPORTING**  
**IBM San Mateo Labs – Automatic Grid Strategy 5 Support**



# IBM (Cognos) Positioned in Leaders Quadrant of the Magic Quadrant for Business Intelligence Platforms 2009



As of January 2009

Source: "Magic Quadrants for Business Intelligence Platforms, 2009", J. Richardson, K. Schlegel, R. L. Sallam, B. Hostmann, January 16, 2009

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## IBM Cognos 8 BI Customer Quotations

- **Navman** “Our business managers were calling out for reports to help them **manage and keep the business on track** to meet the company targets, **IBM Cognos 8 BI fitted the bill perfectly**. The IBM Cognos technology has given us the ability to **extract data from multiple Oracle ERP implementations and other systems**, and present it in a way that is **relevant** to our staff. Our aim is to have a **single version of the truth across Europe**, so that the whole team is making decisions based on timely and accurate data.”

Mike West, VP Operations, Navman/Mio

- **British Columbia Lottery Corporation:** “We’ve partnered with a **leader in the industry** and it has really paid off for us. Bottom line --**Cognos 8 BI and the services from Cognos Consulting, Training, and Support have enabled us to provide strong business value and decision support and ensure that we have an integrated, trusted, and reliable environment.**”

David Klotz, Manager, Enterprise Information Management.

# New Software Services, Support, & Education

Curriculum

.....

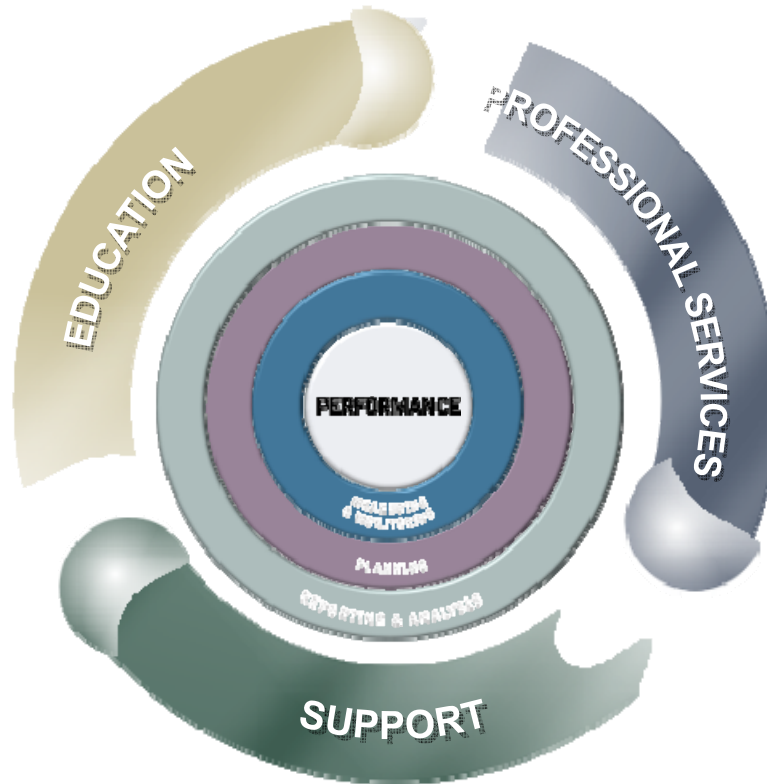
e-Learning

.....

Training Paths

.....

**IBM Integration**  
*Migration to IBM  
course search and  
registration system*



**Guardian Services**

*Work packages*

.....

**Migration & Upgrade Services**

.....

**Off-shore & BICC Services**

.....

**CSIM Roadmaps**

.....

**IBM Integration**  
*Partnership with GBS*

## IBM Integration migration IBM Web Support, IBM Support Plans

**Customer Resource Center**  
*with new Migration Paths*

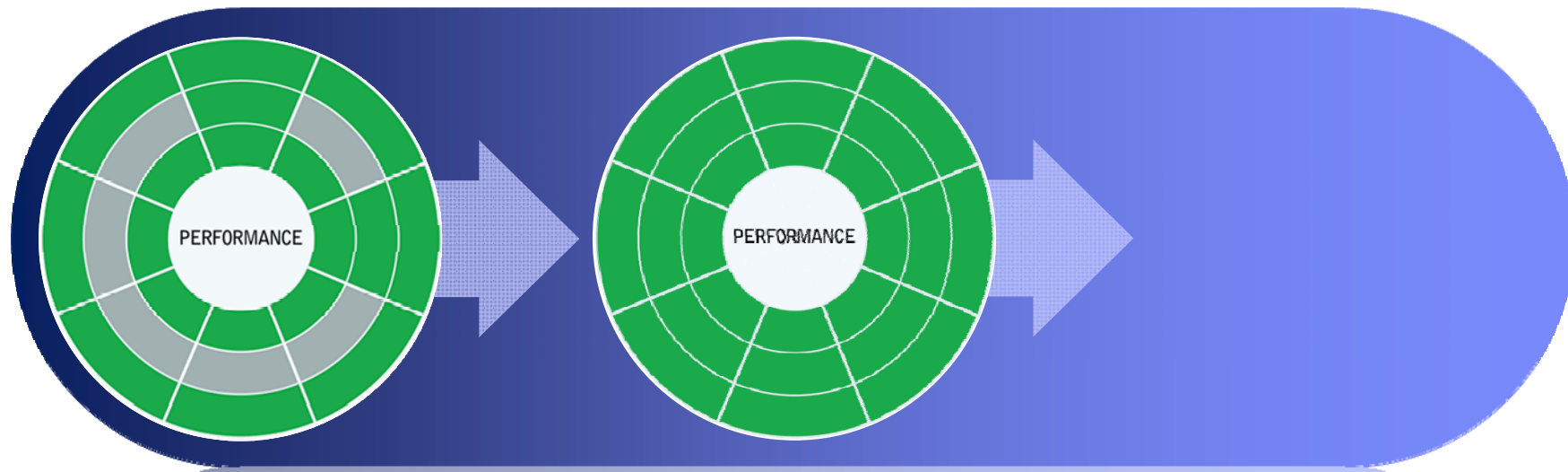
**Online Support**  
*with C8 v4 Proven Practices*

**Product Continuation**  
*C8 v4 available to all customers with maintenance*

**Cognos.**  
software



# *The Performance Management Journey Start Anywhere and Get Value at Each Step*



*Departmental BI  
Applications*

*Enterprise BI Capabilities  
Independent Planning*

*Coordinated  
Decision Making*



# Performance Management Framework for Coordinated Decision Making



## Optional Afternoon Sessions

<p>13:45 – 14:30</p>	<p><b>Extended Access Modes</b> Audience: BI End-users and Administrators</p>	<p><b>Administration Facilities for the Cognos 8 Platform</b> Audience: BI Administrators</p>	<p><b>Financial Consolidation</b> Audience: Finance Department</p>
<p>14:40 – 15:30</p>	<p><b>Scorecarding</b> Audience: Performance Management Team</p>	<p><b>Business ViewPoint:</b> Audience: Business Users</p>	<p><b>Upgrading Powerplay 7 to Powerplay 8:</b> Audience: Existing Cognos PowerPlay users and Administrators</p>



# *IBM Cognos 8 Business Intelligence Roadshow*

**Q & A**



## Lunch and Interactive 1:1 Demonstrations Optional Sessions:

- Access Modes
- Administration
- Financial Consolidation
  
- Scorecarding
- Enterprise Dimensional Management
- PowerPlay Upgrades

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