



# Data Access without Limits

Caroline Seymour: Director, Product Marketing, Cognos BI

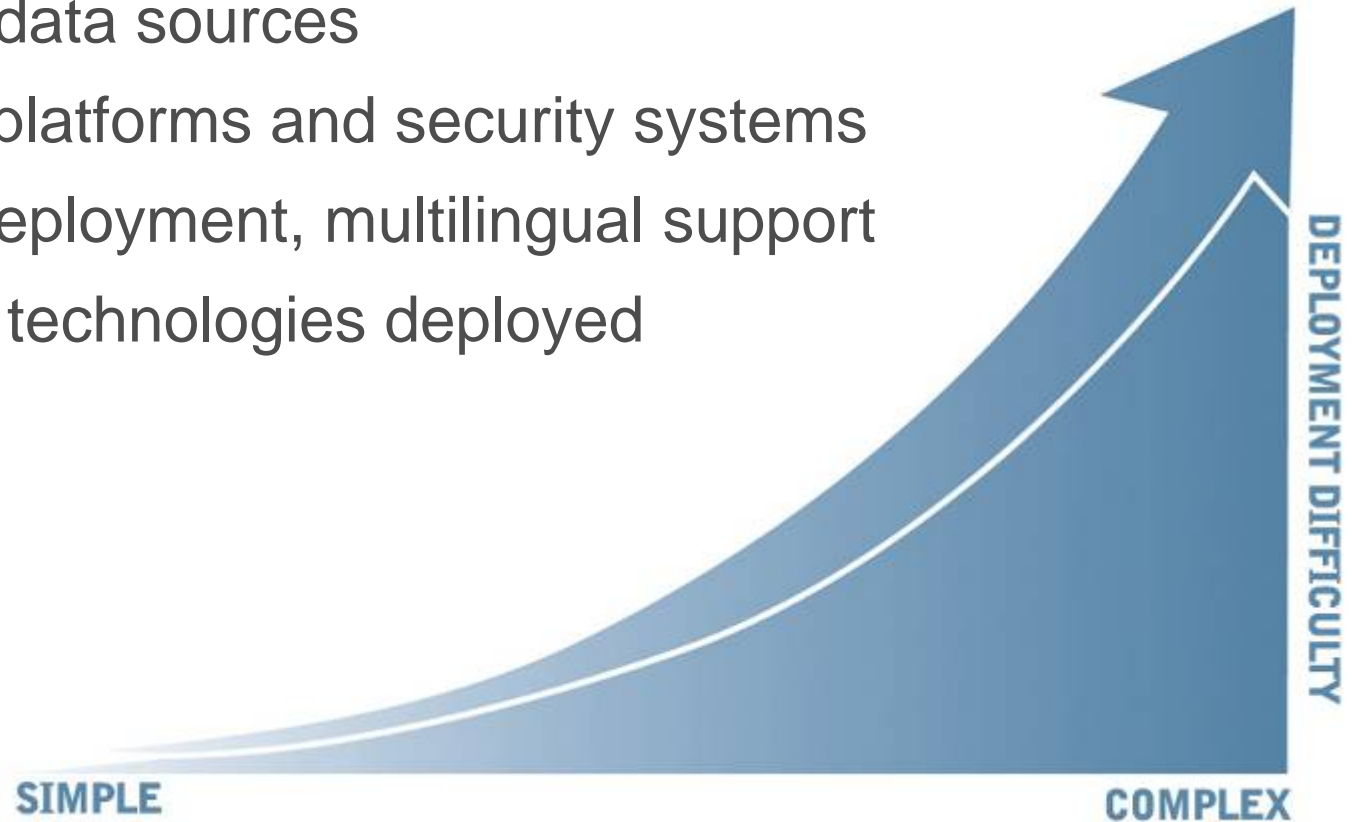
Gary O'Connell, Director, Product Marketing , IBM Information  
Integration Solutions Group

The IBM logo, consisting of the letters "IBM" in a white, bold, sans-serif font with horizontal stripes.

The COGNOS logo, consisting of the word "COGNOS" in a red, bold, sans-serif font with a stylized "O" that has a diagonal line through it.

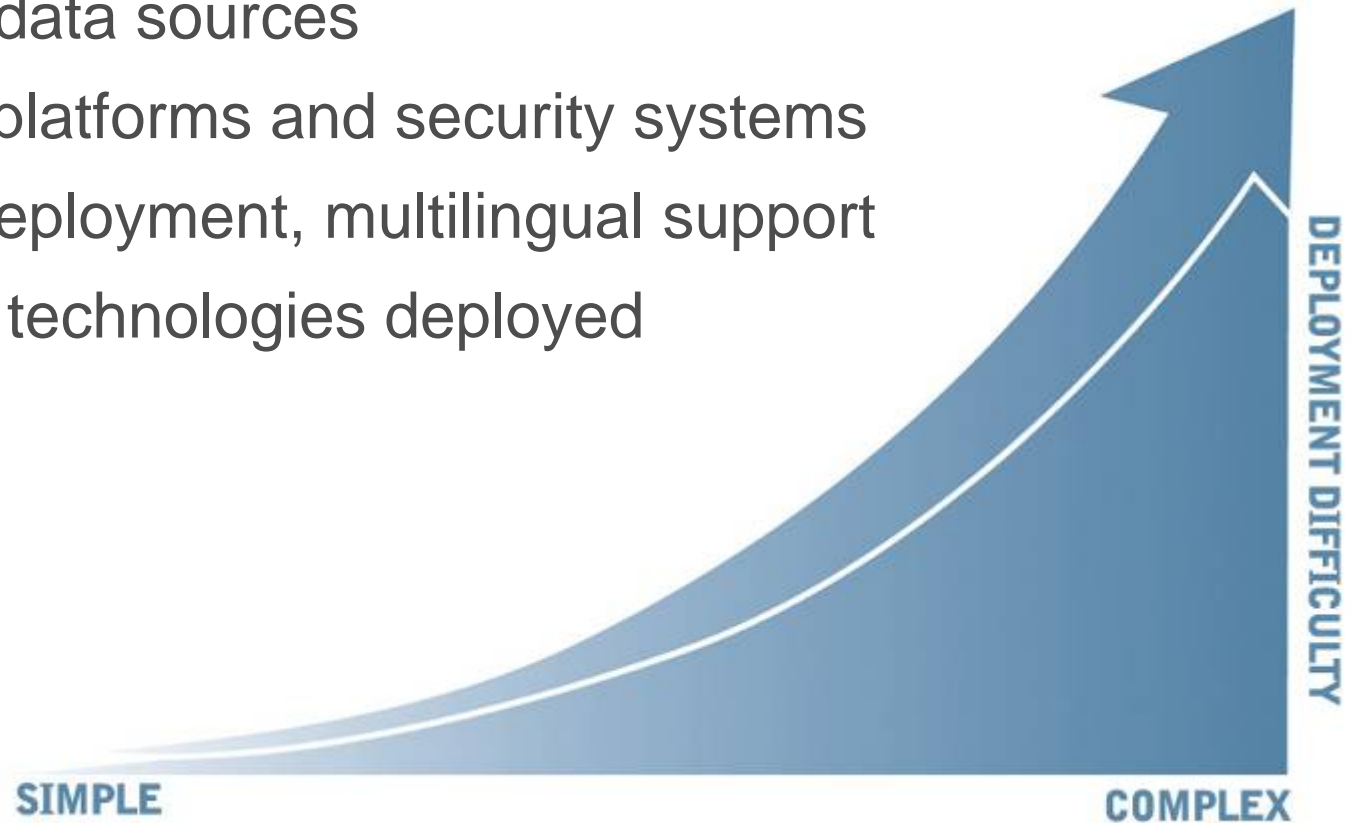
# BI Challenges You May Be Facing

- Users with different needs
- Multiple data sources
- Diverse platforms and security systems
- Global deployment, multilingual support
- Many BI technologies deployed



# BI Challenges You May Be Facing

- **Users with different needs**
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# Introducing Cognos 8 Business Intelligence

- Complete range of All BI capabilities in a single product, on a single proven Web services architecture for all data
- Zero-footprint, Web interface for all users
- Standardizes the delivery of information to accelerate and improve decision-making
- Foundation for performance management



Use your mouse to hover the diagram to read more about Cognos 8 Business Intelligence.

# All BI Capabilities in One Product

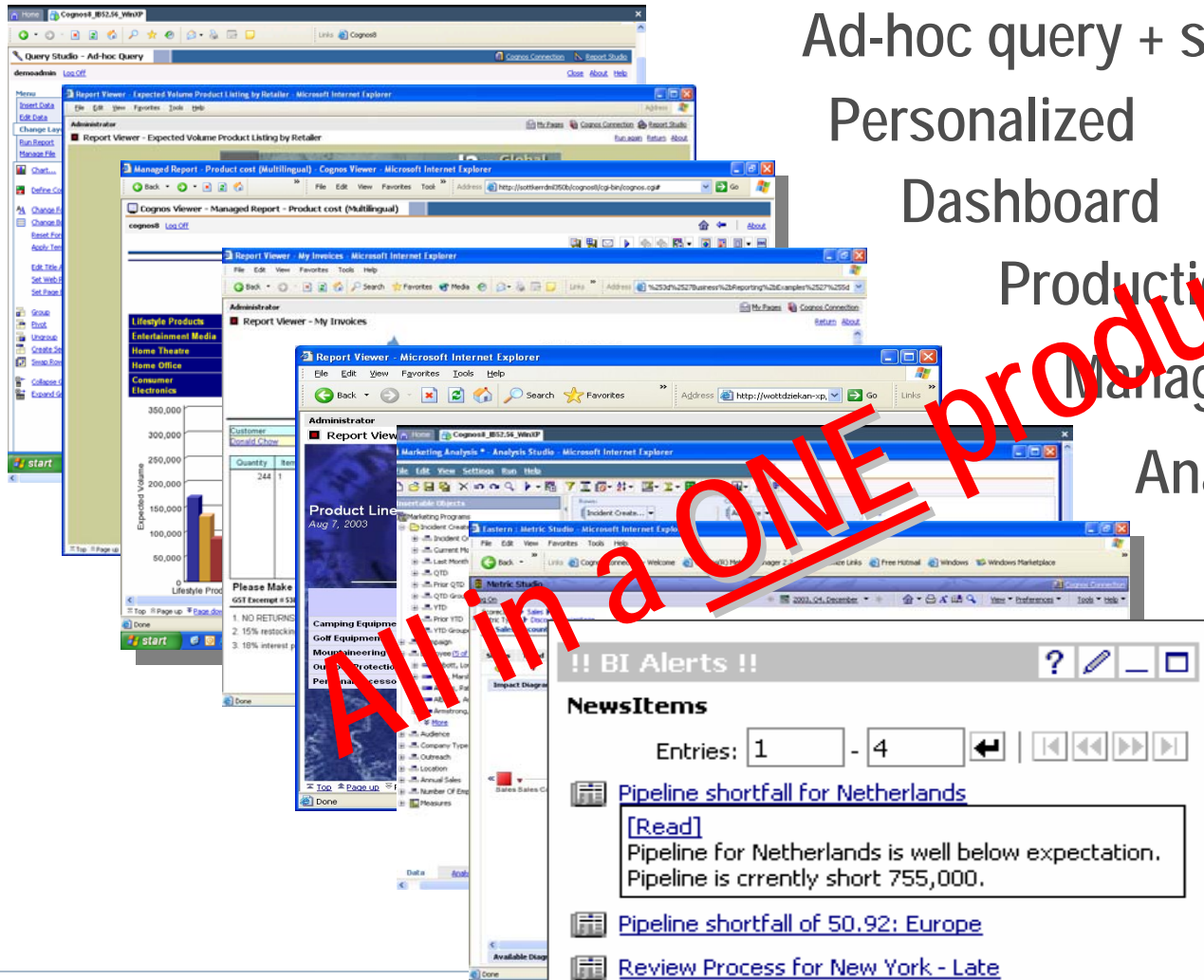
- Full range of BI capabilities needed to improve decision-making and manage performance

## Cognos 8 BI

- Portal
- Viewing
- Ad-hoc Query
- Reporting
- Dashboarding
- Analysis
- Scorecarding
- Event Management
- BI Administration

Eliminates need for multiple disconnected BI tools, lowering costs and easing standardization

# Cognos 8 : Complete Business Intelligence



Ad-hoc query + self service

Personalized

Dashboard

Production

Managed

Analysis

Scorecarding

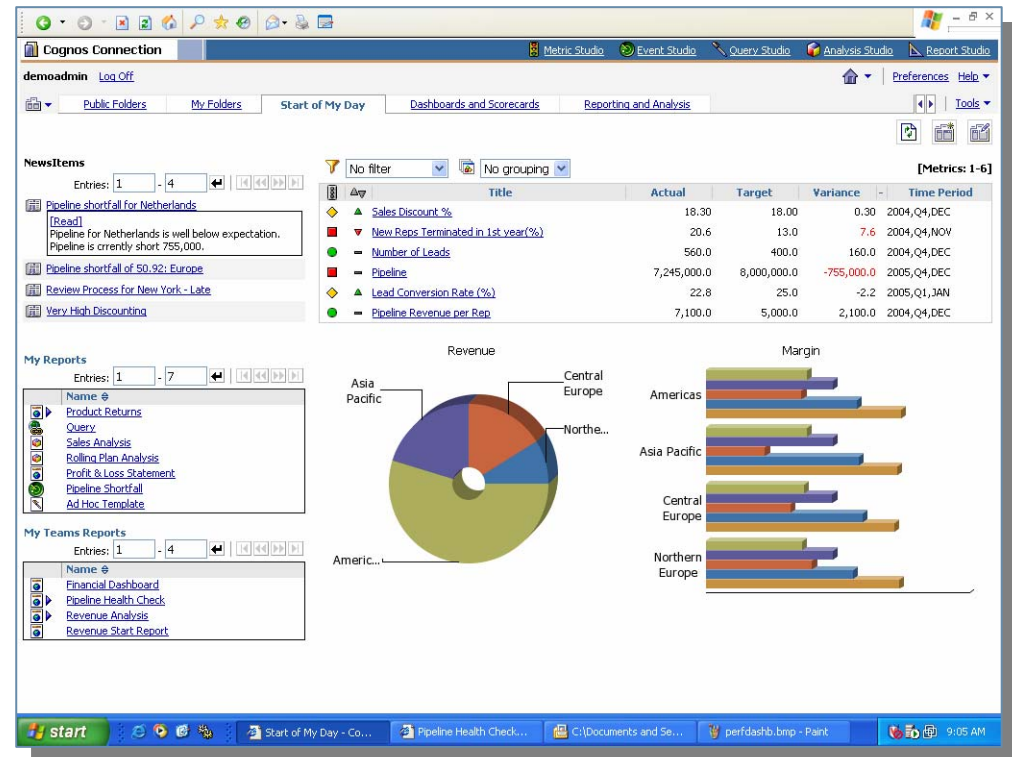
Event

Management

# Flexible Portal Creation and Support

- Single, personalized view to all BI information
  - Centralized deployment of MyPages
  - Integrates with other standard portals
- Easy integration of:
  - Dynamic BI headline showing latest status
  - Key metrics
  - Search & navigate
  - WSRP portlets
  - Images

Users can get immediate access to information *they* need; increased self sufficiency-service alleviates IT backlog





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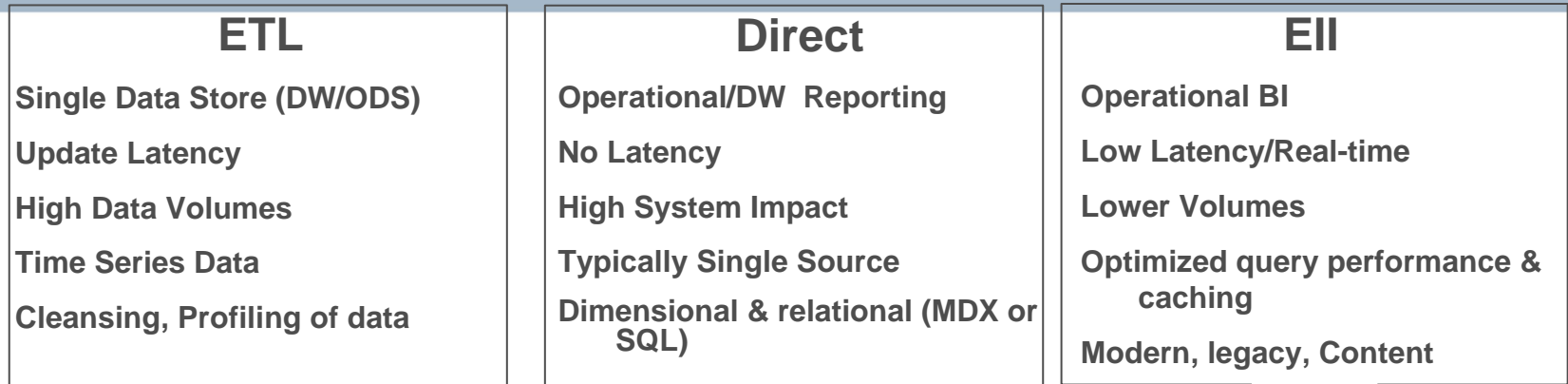


# Multiple Data Sources Challenge

- Inconsistent data
  - Poor data quality
- Data not trusted
  - Lots of reconciliation
- Performance issues
- Multiple Applications
- Data too confusing
  - Not relevant
  - Structures too difficult / inflexible
- Joining multiple sources
- Data across multiple platforms



# Open Data Strategy



## OPEN DATA STRATEGY



Relational ▪ Multidimensional ▪ Enterprise Application ▪ Flat, Legacy, Modern

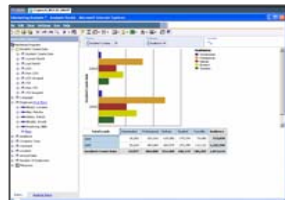


# Addressing all data requirements

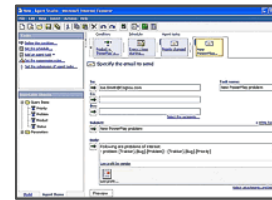
**Hides complexity from users and ensures consistency, integrity and accuracy of information**



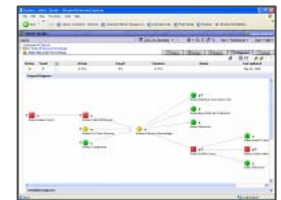
REPORTING & DASHBOARDING



ANALYSIS



EVENT MANAGEMENT



SCORECARDING

Single metadata

ETL

DIRECT

ENTERPRISE INFORMATION  
INTEGRATION

Relational • Multidimensional • Enterprise Application • Flat, Legacy, Modern

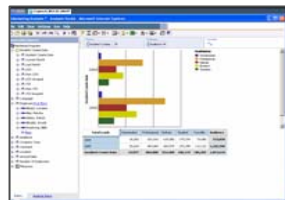


# Addressing all data requirements

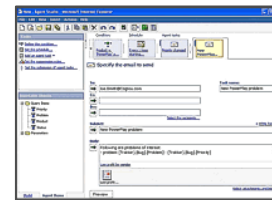
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REPORTING & DASHBOARDING



ANALYSIS



EVENT MANAGEMENT



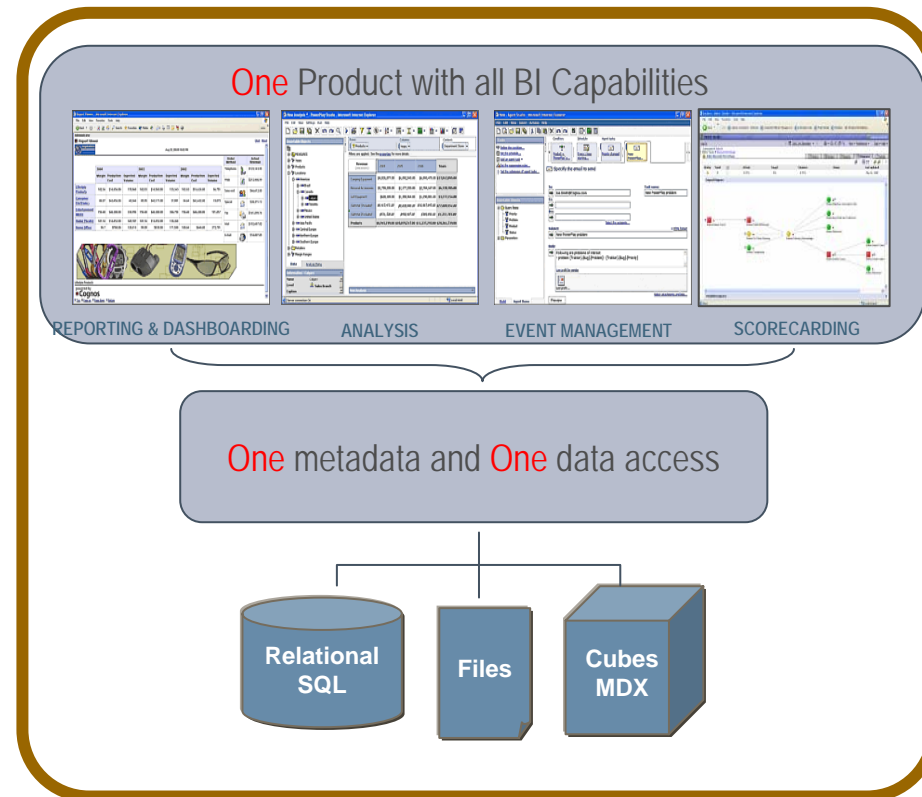
SCORECARDING

## Single metadata



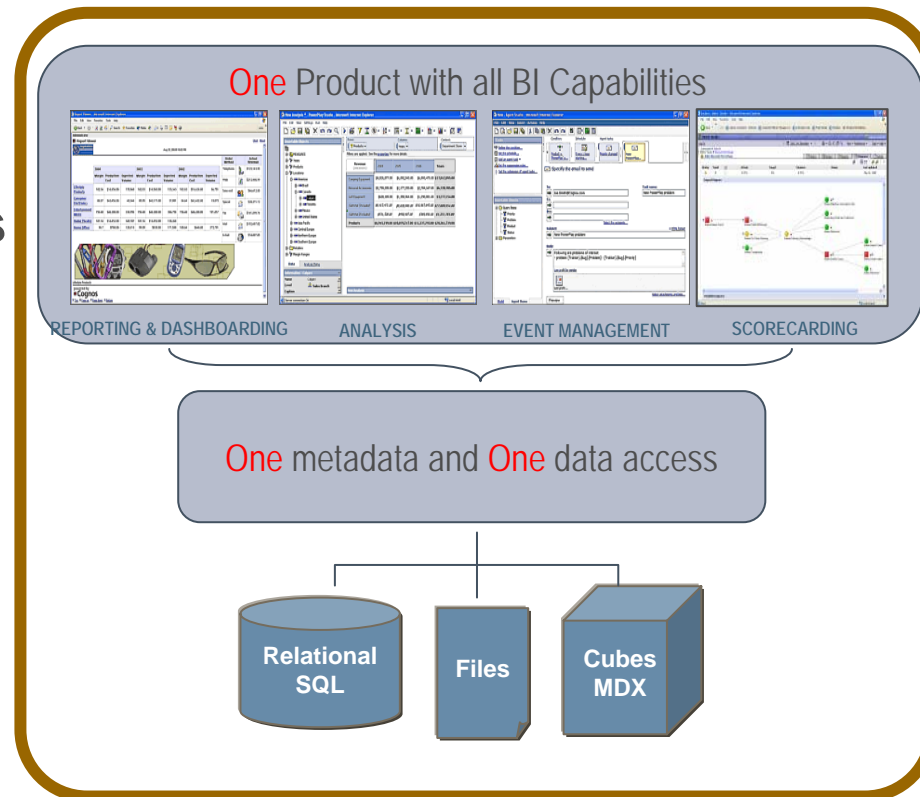
# One Metadata

- **One metadata across all BI capabilities and sources**
  - **Ensures Consistency across your users – One business View**
    - Including Multi Lingual
  - **Insulates Users from the underlying technical data source infrastructure**
    - Join strategy, cardinality etc
  - **Bi Directional metadata exchange with Websphere metastage**
  - **Support for Nicknames for Websphere Information Integrator**

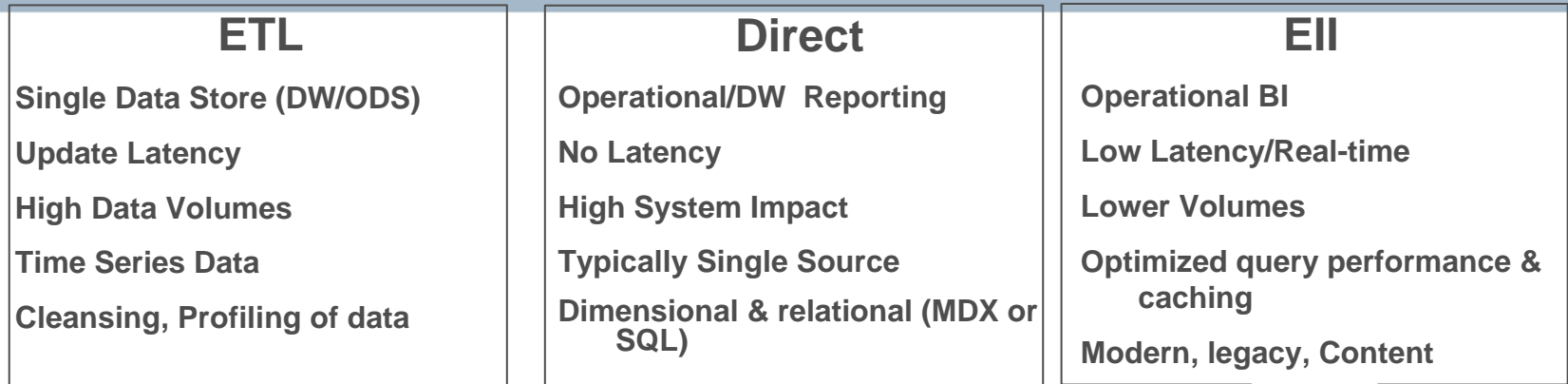


# One Data Access

- **One data access for all BI capabilities and sources**
  - **One Query Service across all Capabilities**
  - **Ensures Accuracy and Integrity of data**
  - **Same, consistent results across your users**
- **Direct Access to OLAP, Dimensional, Relational, flat files**



# Open Data Strategy



## OPEN DATA STRATEGY



Relational ▪ Multidimensional ▪ Enterprise Application ▪ Flat, Legacy, Modern





# IBM Information Integration Solutions

- Provider of the **broadest and most scalable** information integration solutions
- Leading market share position
- Domain expertise across all major vertical sectors
- Significant ongoing investment in technology innovation
- Commitment to openness

*IBM was selected as our strategic partner following an extensive evaluation. We found them to be a world-class provider of industry leading solutions with a strategic vision for product innovation.*



# Simplify Complexity with a Consistent Approach

## Understand

*Do your data sources contain what you think they do?*

*Which source should you use for this project?*

*Does your data mean what you think it does?*

## Cleanse

*How do you match records with the same meaning?*

*Can you correct and improve the quality of your data?*

*How do you standardize the format of the surviving data?*

## Transform

*Can you make the data meaningful to users?*

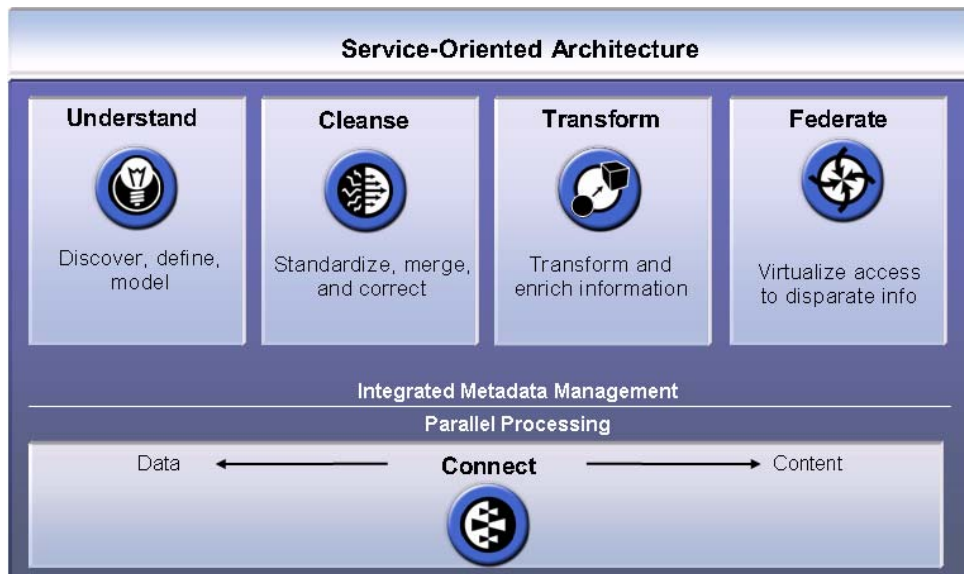
*Are you able to keep data synchronized across systems?*

*Can you deliver & update the data in a timely manner?*

*Is your data sent to users based on events or content?*

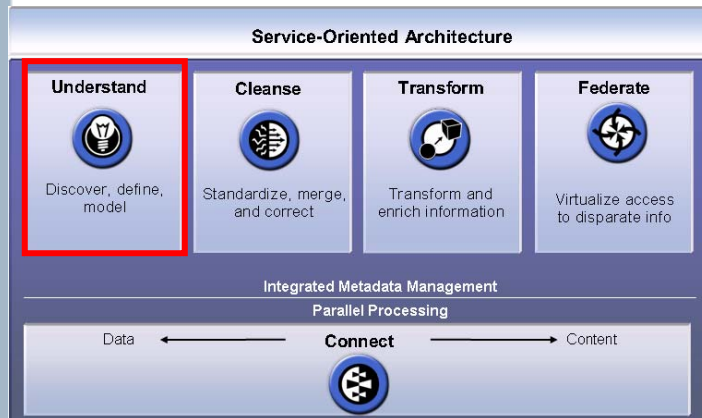
Time To Value

# The WebSphere® Integration Platform



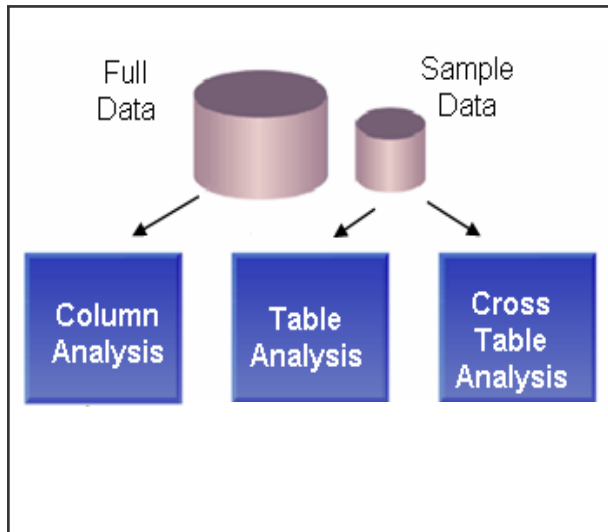
- Data analysis, understanding
- Business rule discovery and validation
- Data correction
- Data transformations- ETL
- Scalable parallel execution
- Metadata management
- Web services
- Connectivity
- Structured and unstructured

# Understand Source Data



- **Data profiling is a data management practice, revealing the content and structure of a data source**
- **Key to managing user expectations**
  - **What does the data allow?**
  - **Which sources are the best?**
- **30% of the project effort**
- **Data profiling is fundamental to any successful business project!!**

# WebSphere ProfileStage



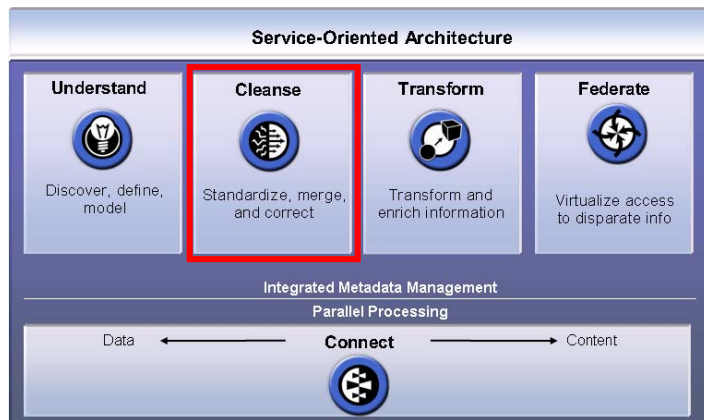
- Automates source data analysis
- Reports on what values are in each column and how often they appear
- Identifies relationships between columns as well as across tables
- Includes options to generate ETL and share meta data with modeling tools like ERWin

## Source System Analysis

30% of the project effort: 50% + gain

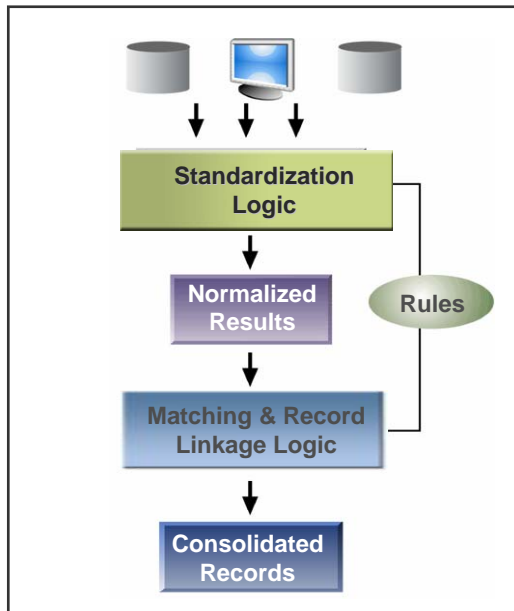
Locate all of the data and manage end user expectations!

# Cleanse, Match and Standardize



- Data quality is a data management practice to resolve data inconsistencies across systems
- Critical for gaining a complete view of data and building trust
- 25% of the project effort
- Data quality is fundamental to any successful business project!!

# WebSphere QualityStage



- Resolves inconsistencies between systems
- Standardizes the content in each field
- Delivers the highest quality match rates
- Generates accurate and consistent sets of data
- Includes multi-byte support for global deployment

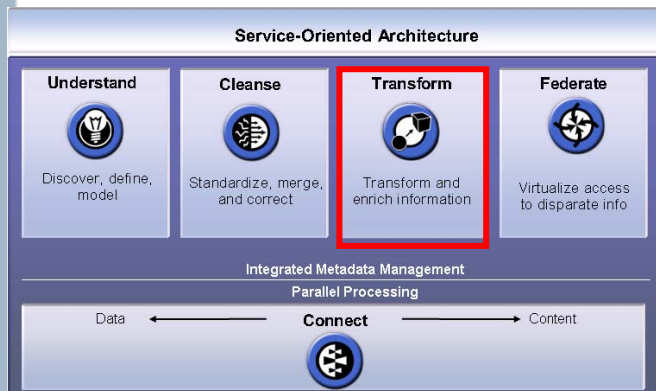
## Data Cleansing

25% of the project effort: 50% + gain

Increase data accuracy and quality, build user confidence in system

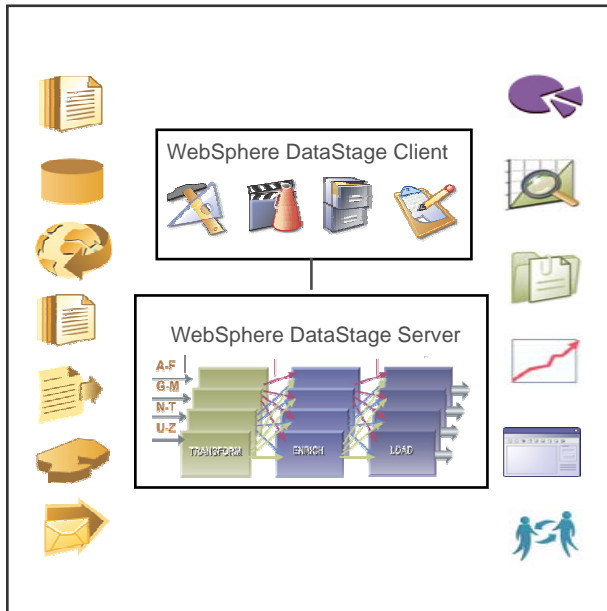


# Transform and Deliver



- **Align, consolidate and enrich information from multiple systems to make it understandable**
- **Handling complexity and scale are critical**
  - Do you have resource to hand code?
  - What % of time is spent maintaining code?
  - Are data sources going to change?
  - Are the process flows complex?
  - How much data will be processed in the future?
- **45% of the project effort**
- **Data transformation is fundamental to any successful business project!!**

# WebSphere DataStage



- Design integration projects within a graphic, codeless environment
- Integrate data from the widest range of enterprise and external data sources
- Produce re-useable components
- Deploy jobs in real-time, batch mode, or as services using SOAP, JMS or EJB bindings
- Leverage the most scalable and adaptable parallel processing engine

ETL Connectivity, Design, Deployment

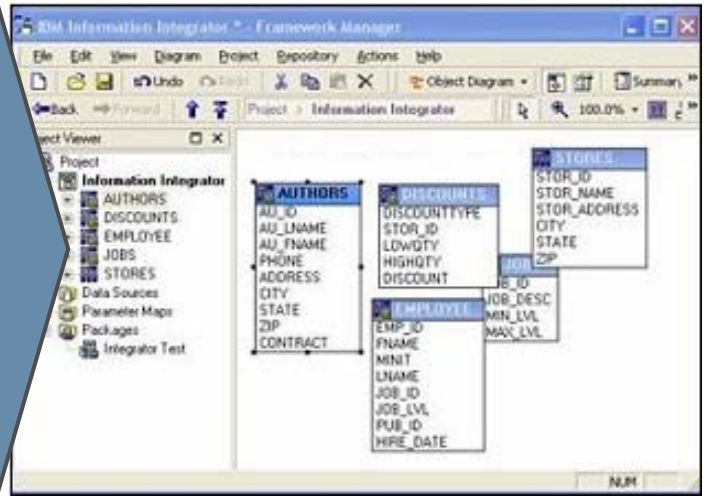
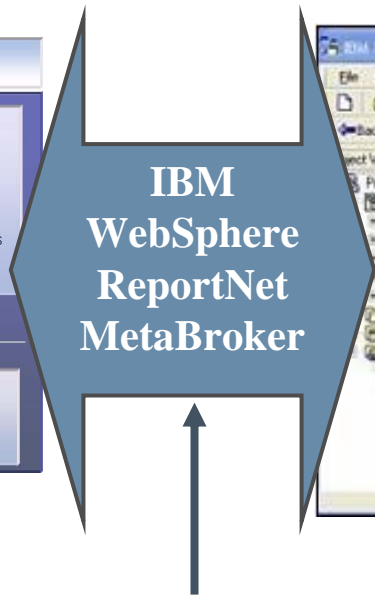
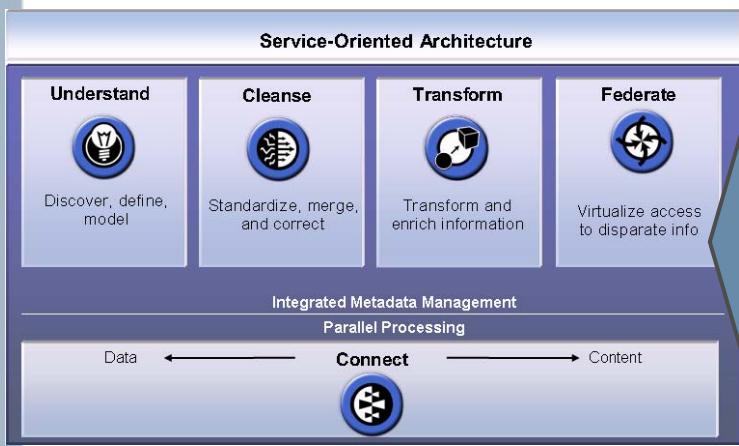
45% of the project effort: 40%+ gain

Deliver timely and meaningful information regardless of sources or volume

# End-to-End Analytical Solution: Cognos and IBM Managing the Lifecycle of Data

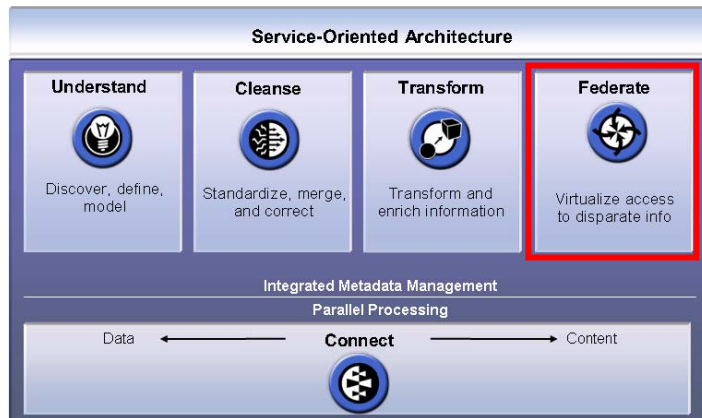
## IBM WebSphere Information Integration Platform

## Cognos 8 Metadata



**Two way metadata exchange**

# Extend and Adapt to All Sources



- Join and view information without moving it, wherever that information exists across the enterprise
- Effective for access to data that is verified to be clean and orderly but not conducive to replicating, movement, or re-hosting
- Query federation is critical to extending access to all sources including unstructured data!

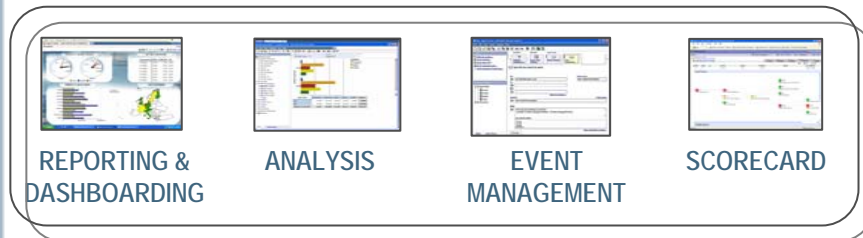
# What does Information Integrator do for BI?



- **Expand Analytics and Reporting to other data sources**
  - Incorporate data from mainframe systems
  - Provide access to supporting unstructured content
    - Documents, e-mail, spreadsheets, presentations, etc.
- **Enhance Business Intelligence Solution**
  - Extend reports with real-time data from operational systems
  - Enable new types of On Demand business analysis
  - Provide an enterprise wide view of customers and operations
- **Supplements the Warehouse**
  - Enable report generation without pulling data into a central location – leave data where it lives
  - Faster response time for queries on real-time information
  - Federate Multiple Warehouses

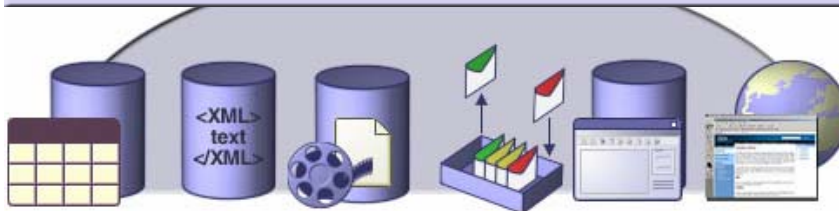
# WebSphere Information Integrator and Cognos

## Cognos 8 BI



Integrated SQL View

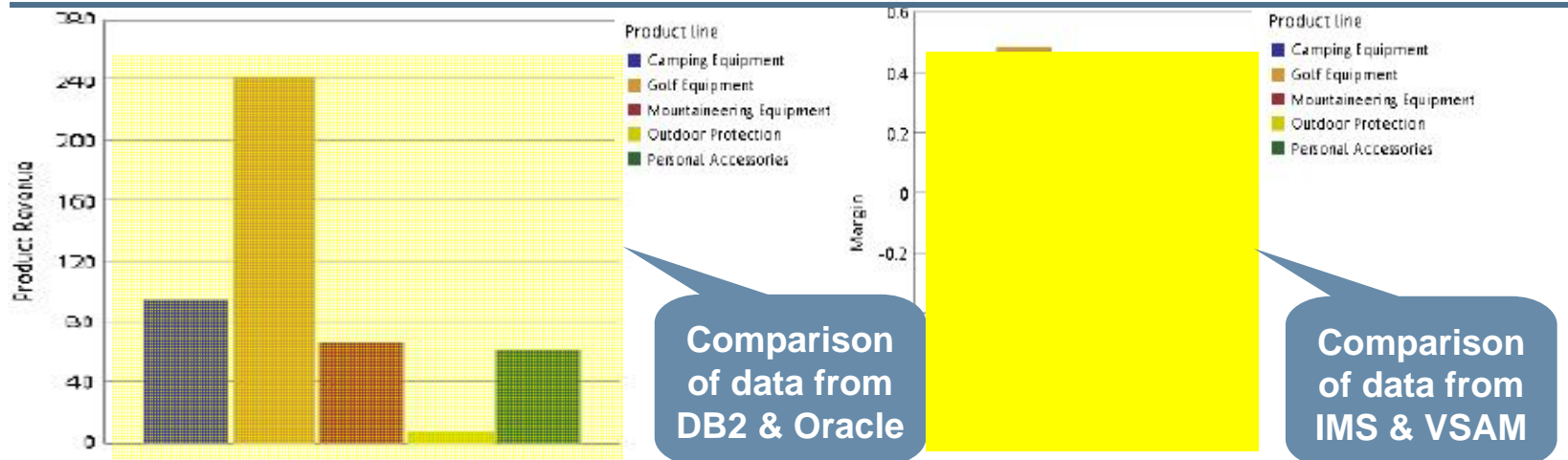
## WebSphere Information Integrator



- Abstracts data views from structured and unstructured data sources
- Joins historical and real time data
- Optimizes query performance and caching
- Facilitates rapid prototyping
- Creates reusable views

# Reporting on Information from Multiple Sources

Production and Revenue Report for Q1



Product name	Quantity Mfg	Unit cost	Average Cost	Quantity Sold	Revenue	Average Revenue	Margin	Quantity Returned
Aloe Relief	7,393	\$1.96	0.0002649			\$2,474.00		14
Bear Edge	14,070	\$23.61	0.00167813			\$158.00		68
Bear Survival Edge								
Blue Steel Max Putter	1,594	\$81.91	0.05138524			\$308.00		6
Blue Steel Putter	4,408	\$61.13	0.0138679			\$165.00		48
	34,998	\$2.46	0.00007021			\$402.00		8
	25,563	\$2.42	0.00009477			\$538.00		194
	27,464	\$1.92	0.00007007			\$158.00		260
BugShield Natural	23,680	\$1.92	0.000093			\$158.00		12
BugShield Spray	23,332							14
Calamin	9,181							2

Comparison of data from DB2 & Oracle

Comparison of data from IMS & VSAM

Join of data from DB2 & IMS

Data from IMS & VSAM

Data from Oracle & DB2

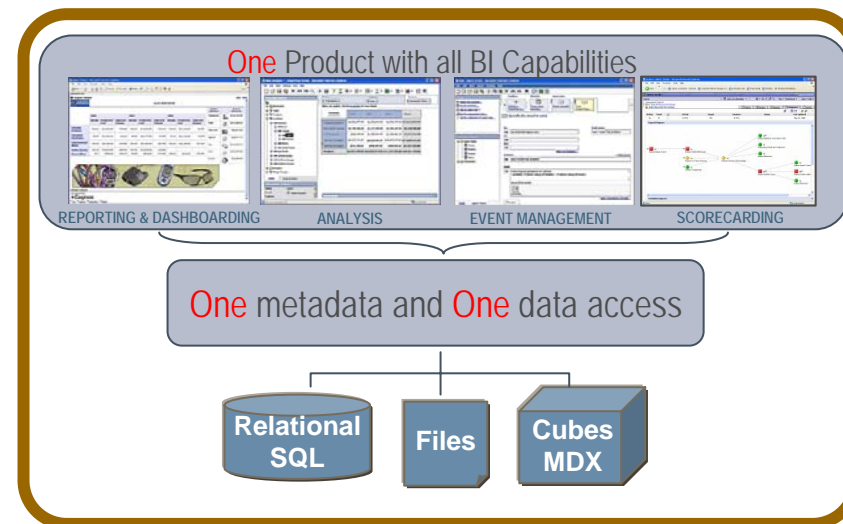
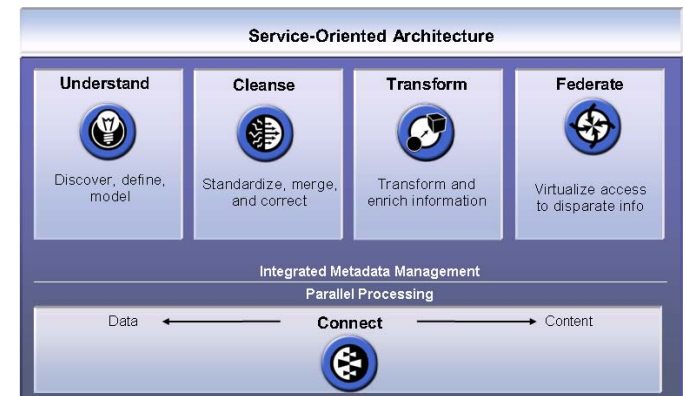
Calculated value of data from Oracle, DB2, IMS & VSAM





# Information Integration and BI provide a single, consistent view of ALL enterprise information





- Information Integration benefits:
  - Profiles, Cleanses and Transforms Data
  - Provide a complete picture – single version of the truth
  - Spend less time collecting and researching
  - Spend more time analyzing information
  - Leverage silos of information across the organization
- Business Intelligence benefits:
  - Allows you to address key business challenges faster and more efficiently
  - Confidence in your data
  - Enables better business decisions
  - Reduces overall IT costs
  - Ease of data access for the end user



# Resources – Find out more!

## Cognos – IBM resource center

<http://www.cognos.com/ibm-resource/>

<p><b>Overview</b></p> <p><b>What is Cognos ReportNet?</b></p> <p><b>IBM Websphere Information Integrator</b></p> <p><b>Cognos ReportNet and IBM Websphere Information Integrator</b></p> <p><b>The Cognos Solution for Linux</b></p> <p><b>TechTalk Series</b></p> <p><b>Quotes</b></p> <p><b>Partner Web Seminars</b></p> <p><b>Contact Us</b></p> <hr/> <p><b>Try and Buy Offer</b></p> <p><a href="#">Register Today</a></p>	<h3>Cognos and IBM Resource Center</h3>  <p>Cognos is extending its open data strategy through its partnership with IBM. As an extension to Cognos' open data strategy, Cognos has enhanced its support of IBM's WebSphere Information Integrator product in its latest release of Cognos ReportNet™ for customers who have requirements to access a diverse set of data sources including mainframe, database, and content systems.</p> <p><b>Cognos® ReportNet™ and IBM® WebSphere® Information Integrator:</b></p> <p>Cognos' solutions, built upon the crucial information infrastructure layer provided by IBM DB2, offer the benefit of flexible, intuitive data access tools integrated with an efficient, automated data management process.</p> <p>IBM WebSphere Information Integrator extends the reach of Cognos ReportNet to a wide variety of information sources-from mainframe non-DB2 data sources such as VSAM and IMS, to content repositories that include IBM DB2 Content Manager, FileNet, and EMC/Documentum.</p> <p>With this breadth of information, Cognos customers can understand and drive corporate performance leveraging their entire enterprise information assets.</p> <p><b>Cognos ReportNet</b></p> 	<p><b>Try and Buy Offer</b> </p> <p><b>On-Demand TechTalks Series</b> </p> <p><b>#1: Business Intelligence and Information Integration: The High-Level View</b> - IBM Websphere Information Integrator and Cognos ReportNet</p> <p><b>#2: Enhancing BI with Unstructured Information</b> - IBM Websphere Information Integrator and Cognos ReportNet</p> <p><b>#3: Leveraging Mainframe Legacy Data for BI</b> - IBM Websphere Information Integrator and Cognos ReportNet</p> <p><b>#4: Cognos and IBM Present "Linux &amp; The Open Business Intelligence Solution"</b></p> <p><b>#5: Googling Your Data: Effective Metadata Management</b></p> <p><b>#6: Data Quality: The Roadblock to BI</b></p> <p><a href="#">View Seminar</a></p>
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## Q&A

**Caroline Seymour: Director, Product Marketing, Cognos BI**

**Gary O'Connell, Director, Product Marketing , IBM Information  
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**IBM**

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