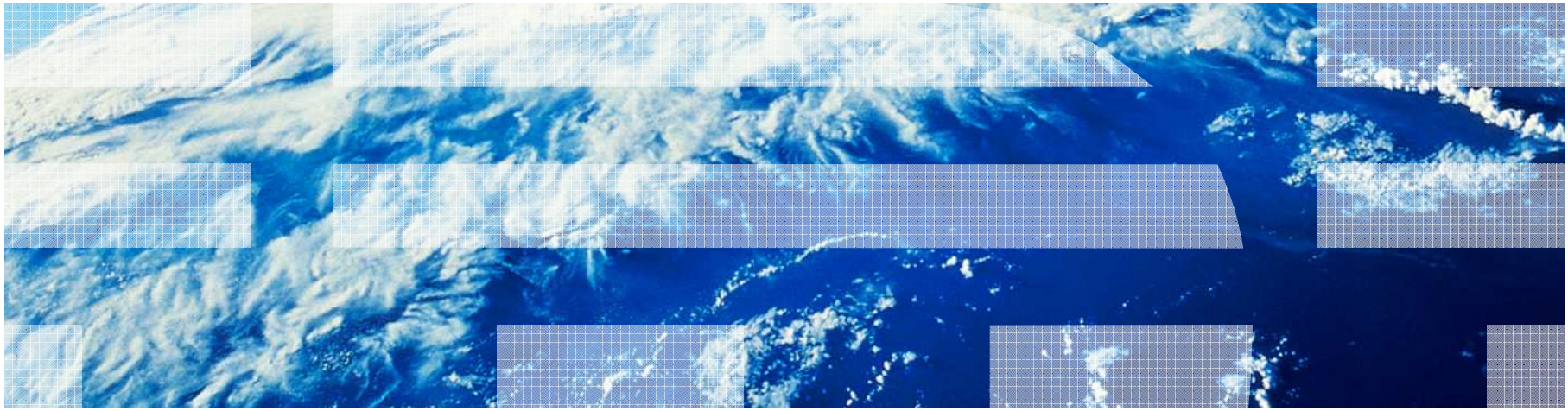
Telefonkonferenz am 18.06.2010

IBM Cognos 8 Mashup Services

Oliver Linder – *IT-Specialist Business Intelligence - Senior Consultant*



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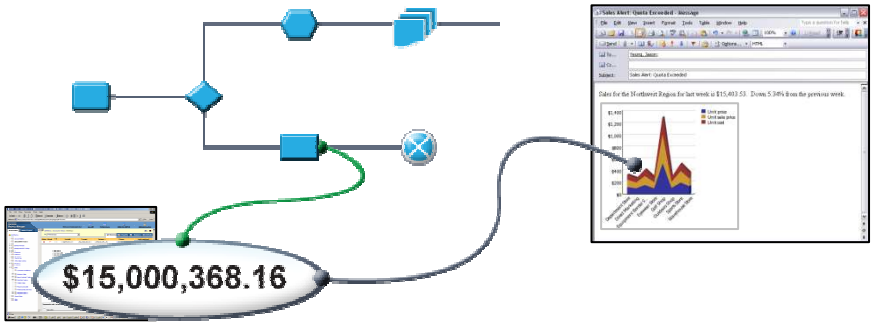
Agenda

- Introduction IBM Cognos 8 Mashup Service
- IBM Cognos 8 Mashup Service Internals
- Samples
- Demo

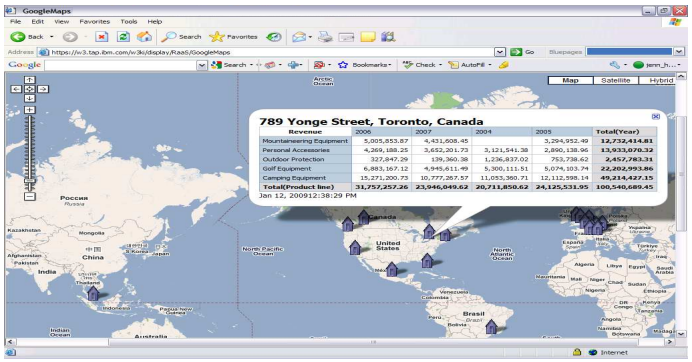
Where do you want to see BI content?

…within other applications?

…on your desktop?



…within BPM solutions?



…within visualizations?

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But what is a Mashup?

Mashup:

A lightweight web application created by combining existing information or capabilities from more than one existing source

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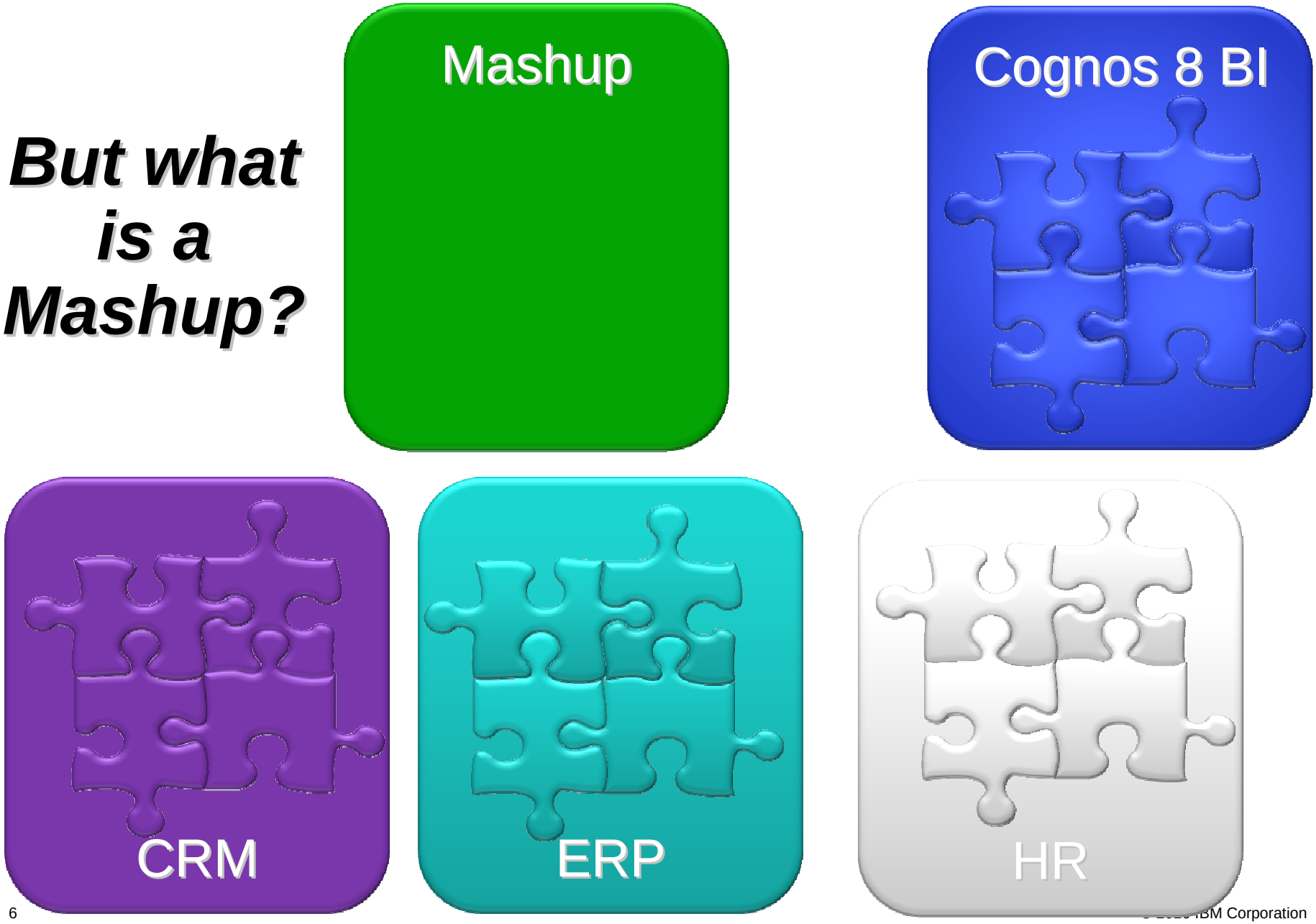
But what is a Mashup?



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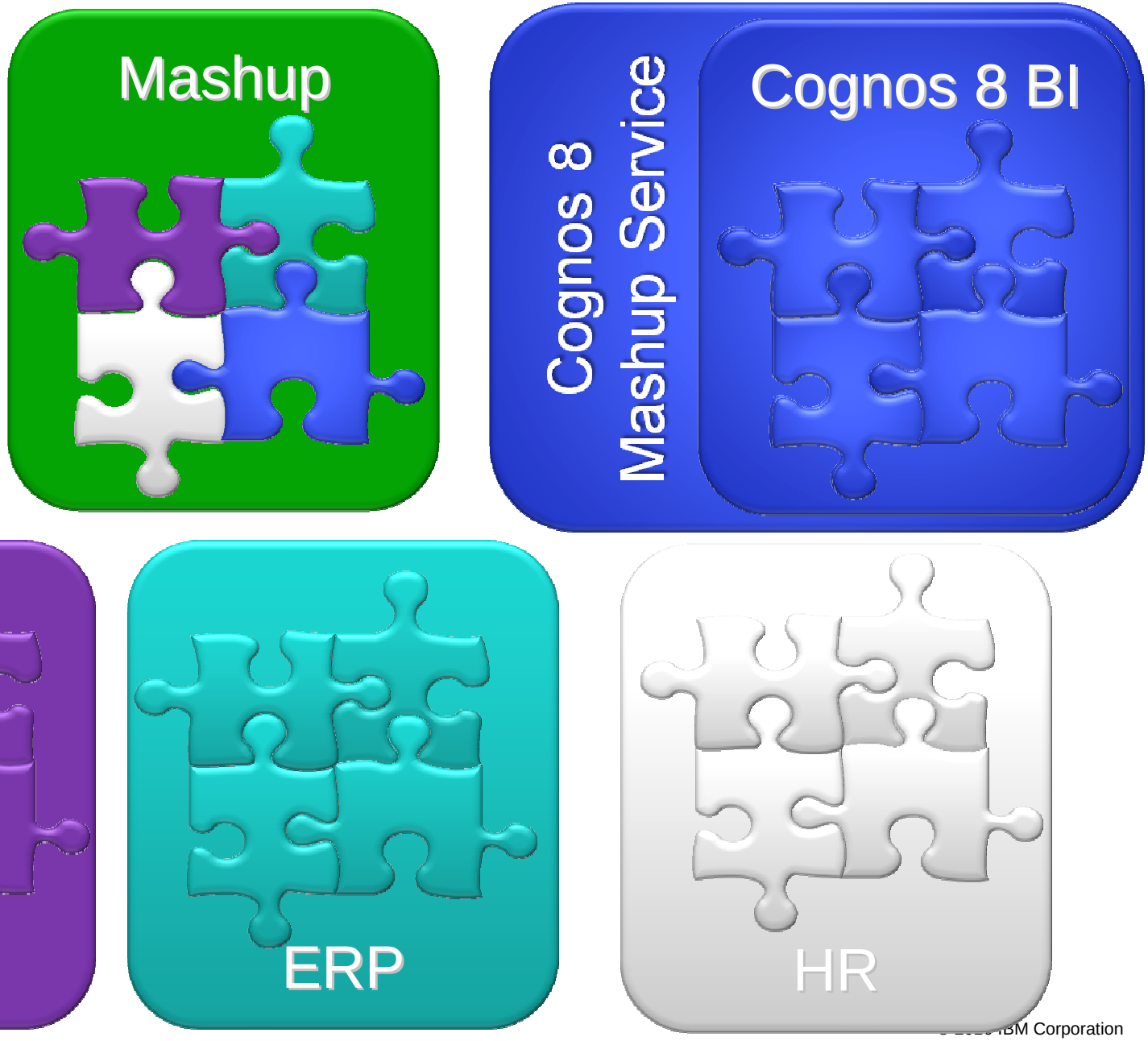
What is Cognos 8 Mashup Service?



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- Mashups are essential for the meaning of Web 2.0
- Usage of open Application Progamming Interfaces (API)
- Mashups use modern architectures and techniques
  - **AJAX** (Asynchronous JAvascript and Xml)
  - **REST** (Representational State Transfer)
    - ROA (resources oriented architecture) is REST conform
  - **SOAP** (complex web service protocol)
  - **JSON** (JavaScript Object Notation) www.json.org
  - **RSS** (Really Simple Syndication) → Newsletter Abos
  - **ATOM** (replacement for RSS)

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API automatically and securely exposes BI content as a web service

Reports

Ad-hoc queries

Analysis

Scorecards

IBM Cognos 8 Mashup Service

All Content

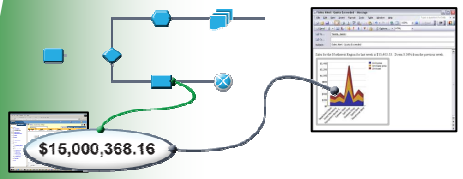
- Entire content or most relevant part
- Business logic including formatting, prompts, drill
- Security

Flexible Output

- XML (Simple, Layout Data)
- HTML, including fragments
- JSON

Modern Interfaces (REST, SOAP)

Applications



Processes

Mashups

Visualizations

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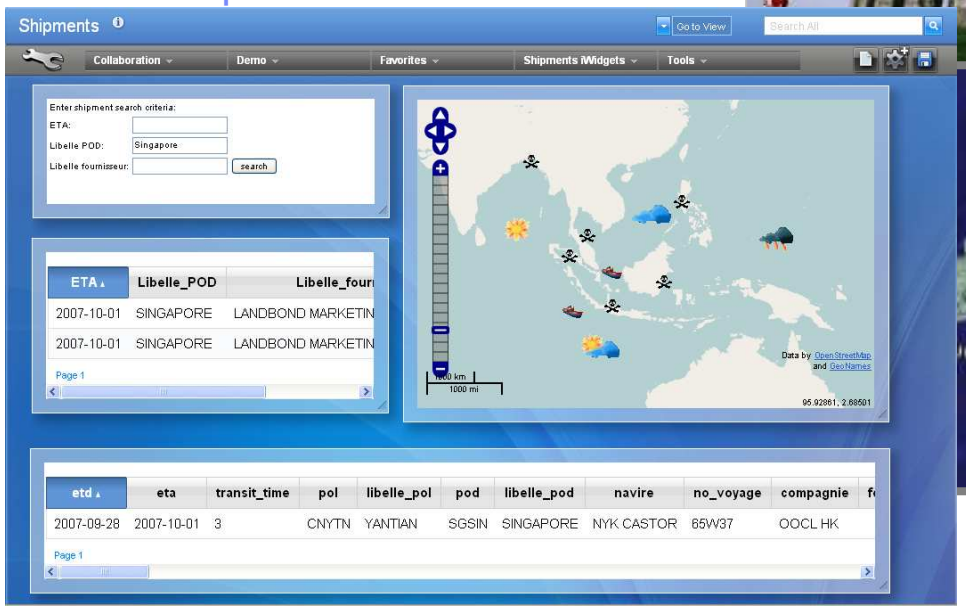
Add new content and context to your trusted BI with mashups and alternate visualizations

Desktop App

IBM Mashup Center



Map Inteligence

http://www.youtube.com/watch?v=ODrUThaA5YU

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- Mashup Services aren‘t new to IBM Cognos 8 BI
- They have been used internally since the releases of
  - GO! Dashboard
  - GO! Mobile
  - GO! Office

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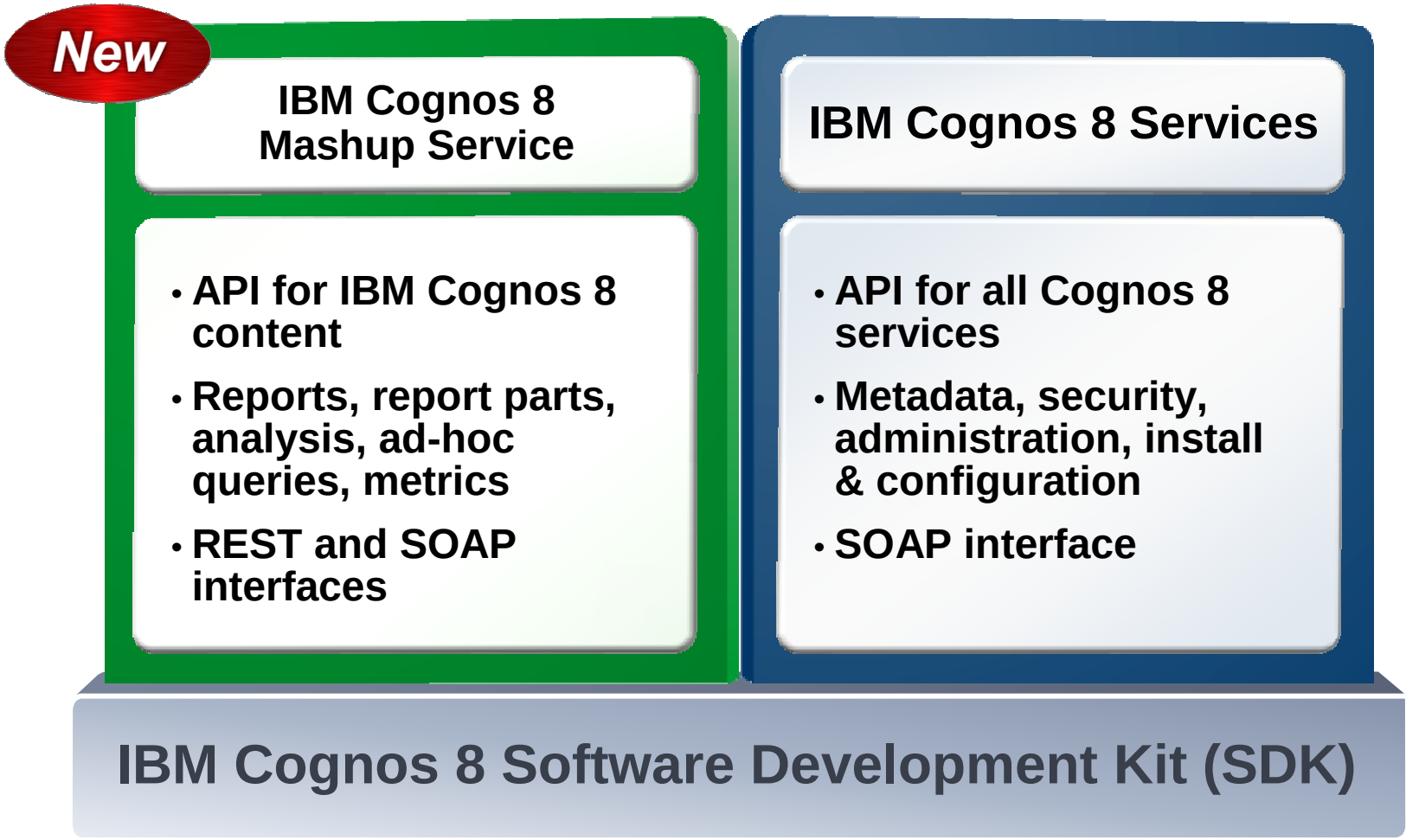
IBM Cognos 8 Mashup Service is available with the IBM Cognos 8 SDK



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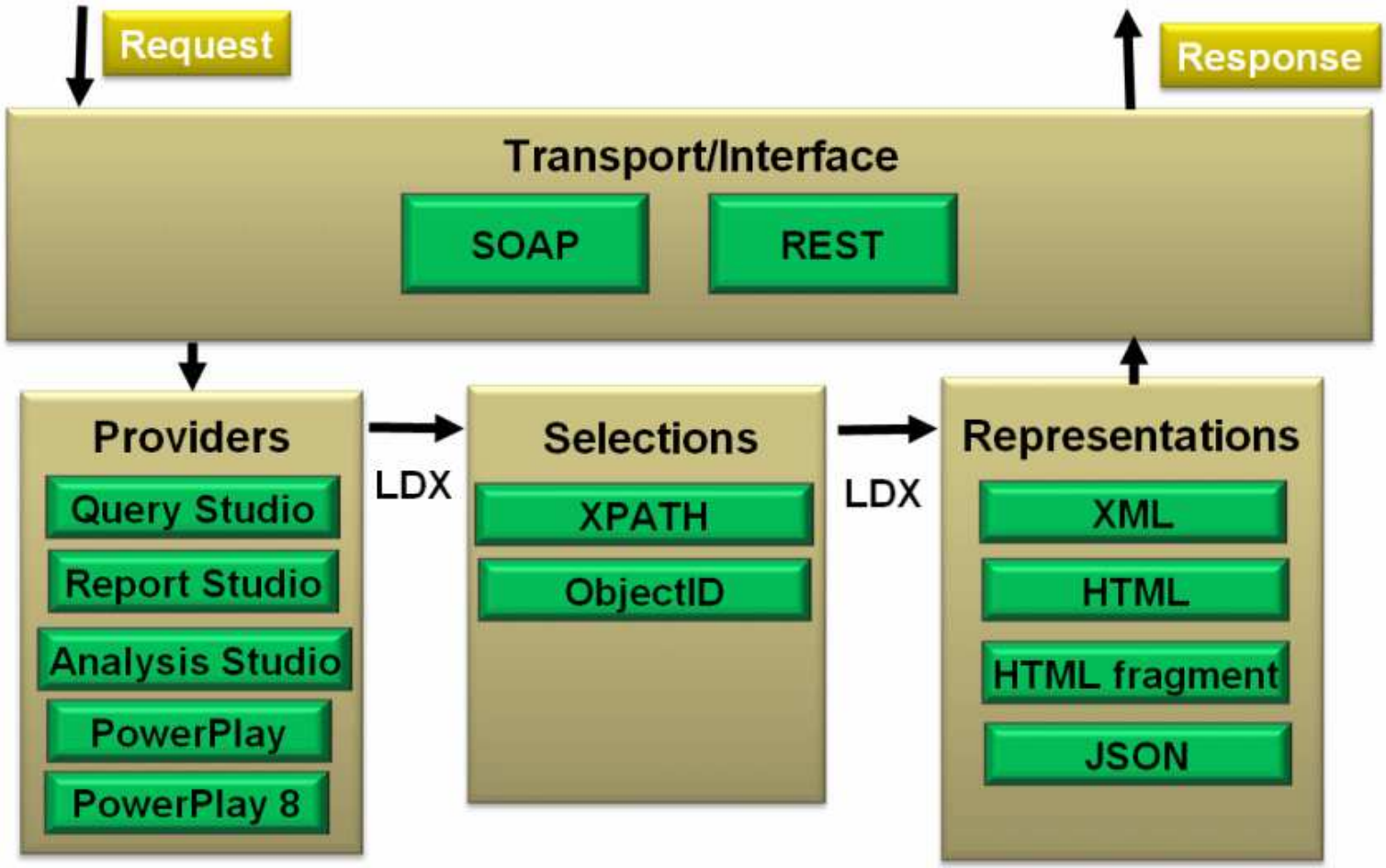
Communication flow



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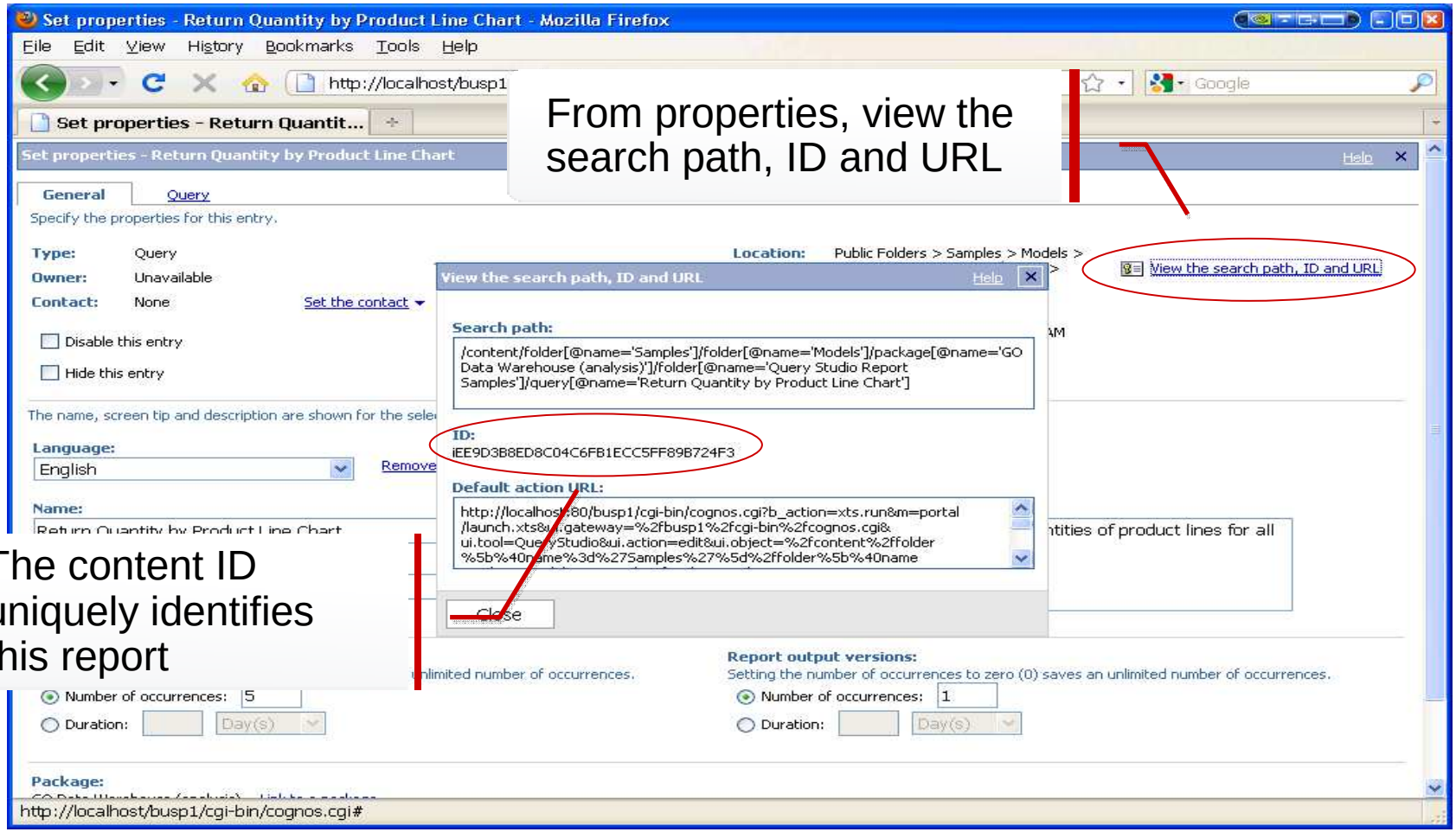
IBM Cognos 8 Mashup Service is easy to integrate

To securely leverage IBM Cognos 8 content:

1. Identify the BI content
2. Specify the most relevant portion of the content
3. Specify the output format

This is all the application developer needs to start integrating IBM Cognos 8 BI !

1 Identify the BI content



Content ID is required to identify web service URL.

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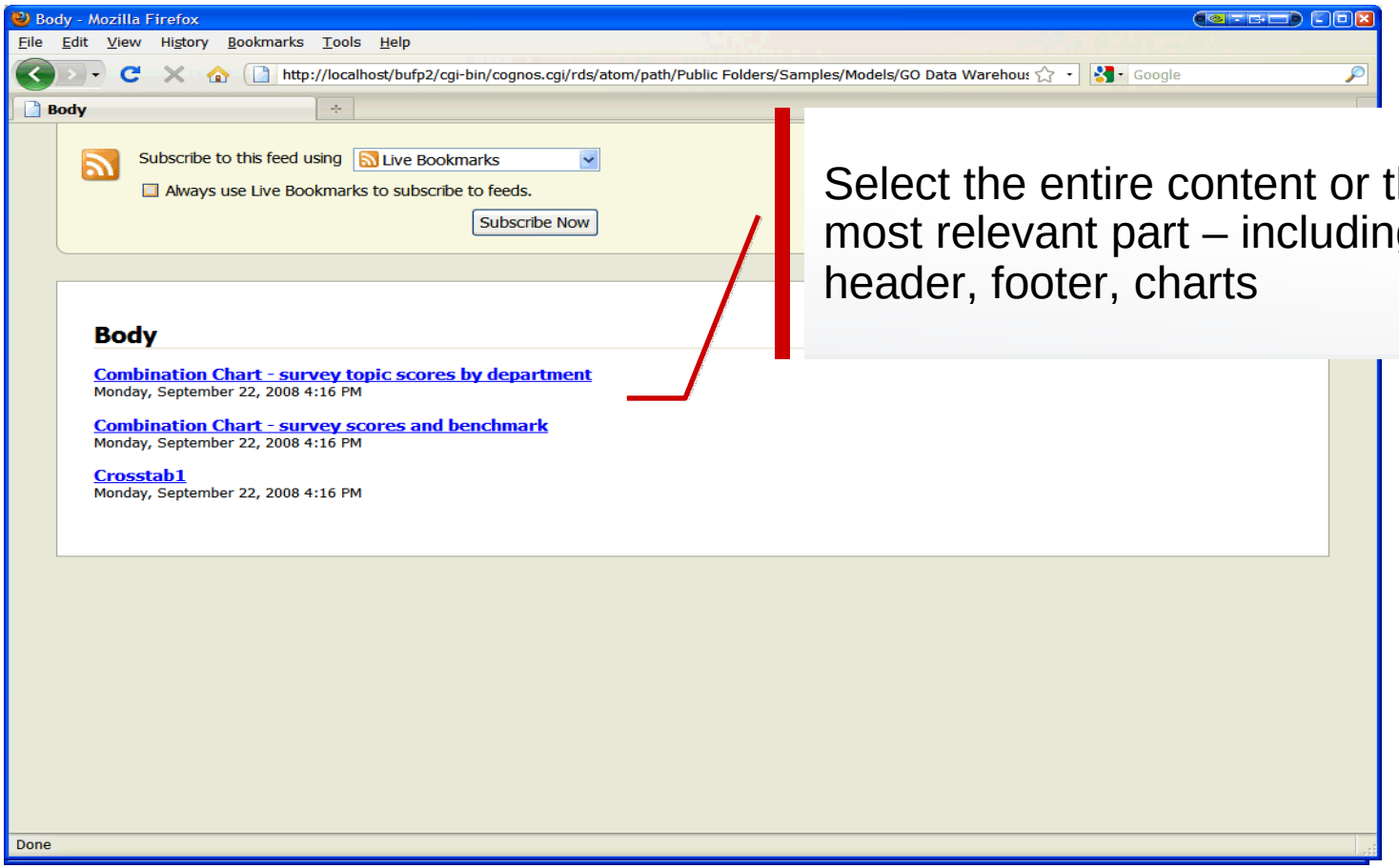
2 Specify the most relevant portion of the content



Select the entire content or the most relevant part – including header, footer, charts

The content part is specified within the REST URL

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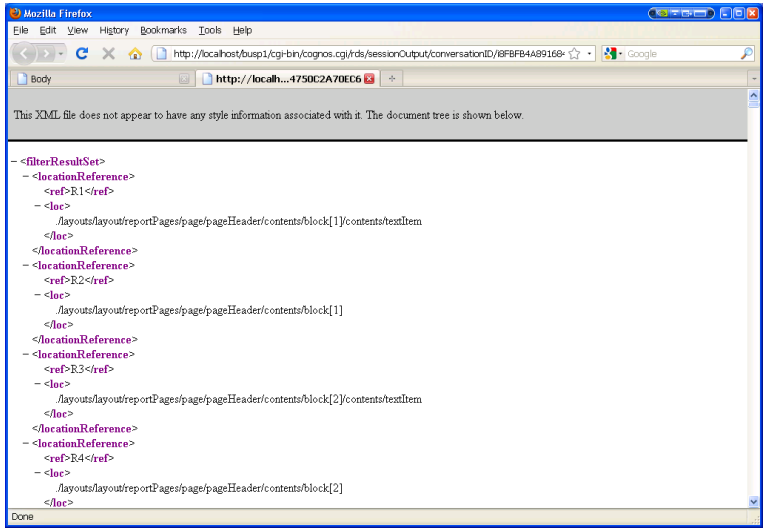
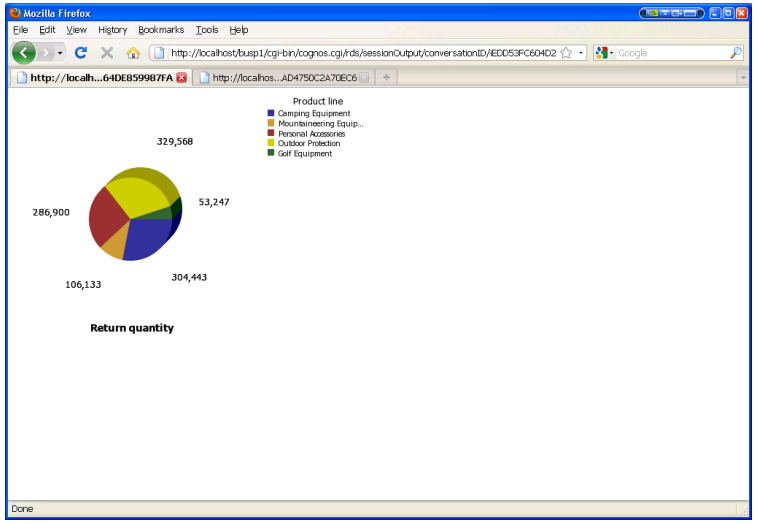
3 Specify the output format



XML



HTML…

Output format is based on how the content will be used.

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IBM Cognos 8 Mashup Service is easy to integrate

To securely leverage IBM Cognos 8 content:

1. Identify the BI content
2. Specify the most relevant portion of the content
3. Specify the output format

Let the integration begin…

Let the integration begin…

… using rest interface

URI part

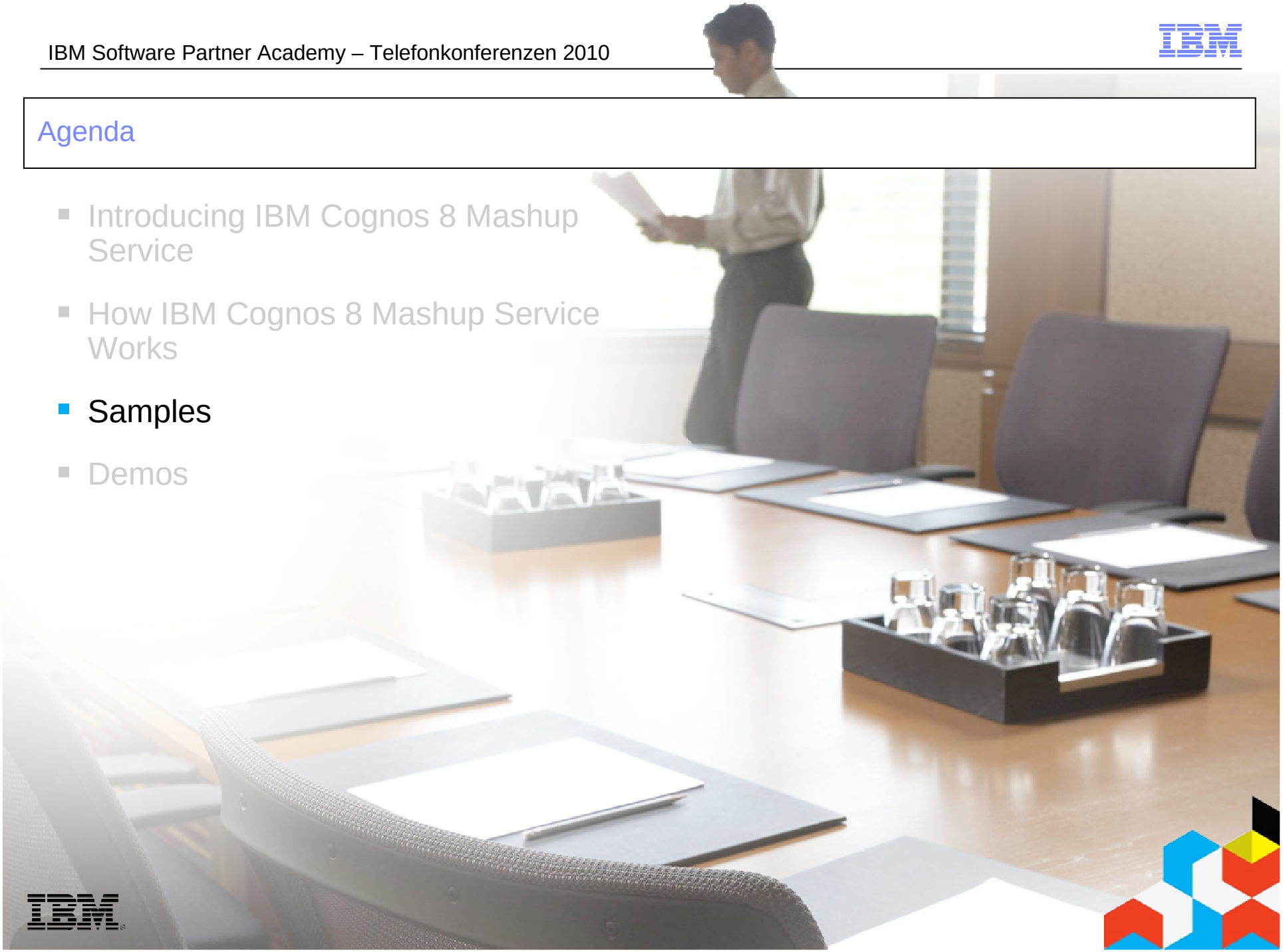
options part

http://{server-name}/cognos8/cgi-bin/mod2_2_cognos.dll	
rds	
reportData	resource_type
report	
i3E1DD5DD86CF46518667DE451F5E2AF5	
Variables	
fmt	
selection	
p_{param_name}	

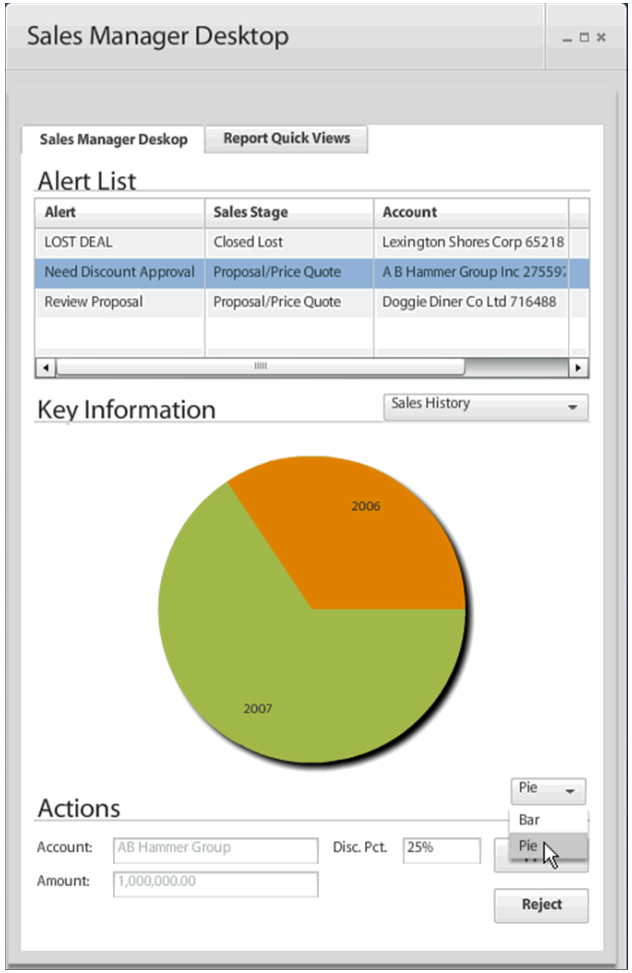
Resource types *101*
auth/logon *101*
Source types *104*
conversationID *104*
path *104*
report *105*
searchPath *105*
release *103*
reportData *103*
wsdl *104*
wsil *104*

Agenda

- Introducing IBM Cognos 8 Mashup Service
- How IBM Cognos 8 Mashup Service Works
- Samples
- Demos



Desktop sample



- Microsoft Silverlight or Yahoo! Widgets

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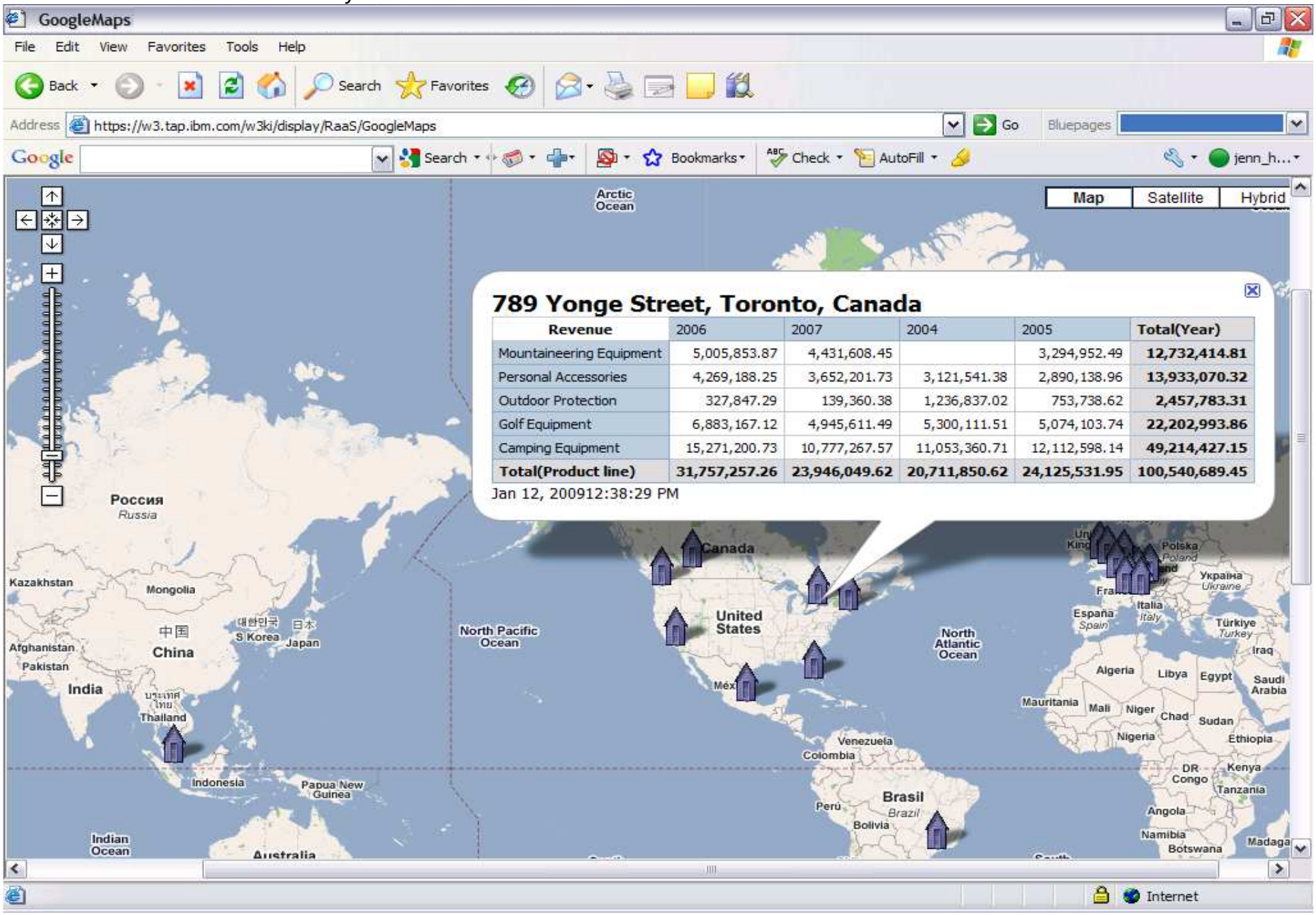
GoogleMaps
File Edit View Favorites Tools Help
Back Search Favorites
Address https://w3.tap.ibm.com/w3ki/display/RaaS/GoogleMaps
Go
Bluepages
Google
Search
Bookmarks
Check
AutoFill
jenn_h...
Map
Satellite
Hybrid
789 Yonge Street, Toronto, Canada
Revenue | 2006 | 2007 | 2004 | 2005 | Total(Year)
Mountaineering Equipment | 5,005,853.87 | 4,431,608.45 | | 3,294,952.49 | 12,732,414.81
Personal Accessories | 4,269,188.25 | 3,652,201.73 | 3,121,541.38 | 2,890,138.96 | 13,933,070.32
Outdoor Protection | 327,847.29 | 139,360.38 | 1,236,837.02 | 753,738.62 | 2,457,783.31
Golf Equipment | 6,883,167.12 | 4,945,611.49 | 5,300,111.51 | 5,074,103.74 | 22,202,993.86
Camping Equipment | 15,271,200.73 | 10,777,267.57 | 11,053,360.71 | 12,112,598.14 | 49,214,427.15
Total(Product line) | 31,757,257.26 | 23,946,049.62 | 20,711,850.62 | 24,125,531.95 | 100,540,689.45
Jan 12, 200912:38:29 PM
Arctic Ocean
Россия
Russia
Canada
United States
North Pacific Ocean
North Atlantic Ocean
Kazakhstan
Mongolia
中国
China
대한민국
S Korea
日本
Japan
Afghanistan
Pakistan
India
Thailand
Indonesia
Papua New Guinea
Indian Ocean
Australia
México
Venezuela
Colombia
Perú
Brasil
Bolivia
Polska
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Saudi Arabia
Mauritania
Mali
Niger
Chad
Sudan
Nigeria
Ethiopia
DR Congo
Kenya
Tanzania
Angola
Namibia
Botswana
Madaga
Internet

IBM Mashup Center

- Create new applications by assembling a mashup from reusable building blocks (widgets and feeds) and by wiring them together
- Develop new widgets with a code-free step by step approach
- Discover and share reusable assets and mashups from a community catalog
- Transform information by remixing disparate information sources into a single new feed called a data mashup.

http://www-01.ibm.com/software/info/mashup-center/

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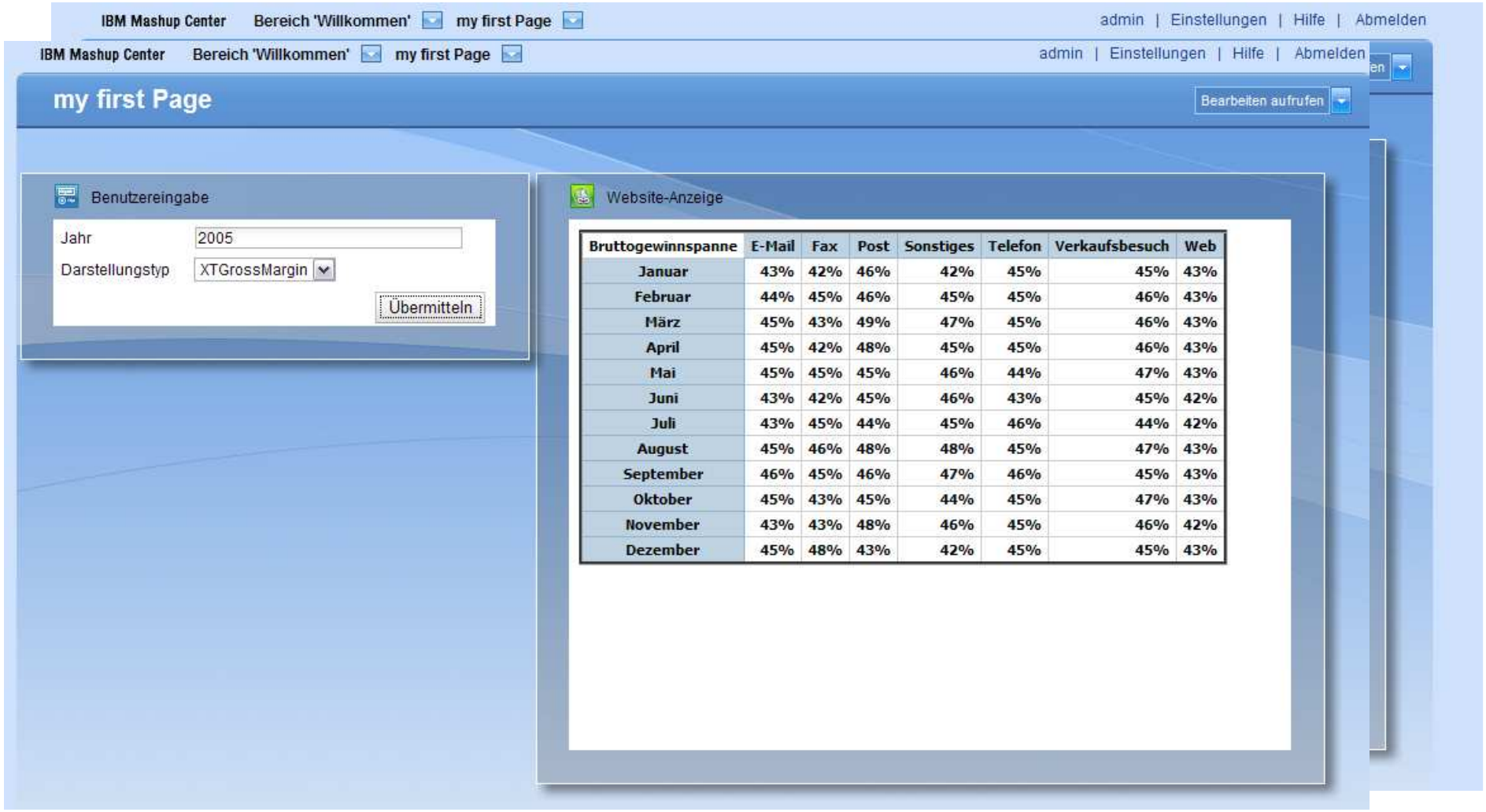
IBM Mashup Center (cont'd)



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Januar	43%	42%	46%	42%	45%	45%	43%
Februar	44%	45%	46%	45%	45%	46%	43%
März	45%	43%	49%	47%	45%	46%	43%
April	45%	42%	48%	45%	45%	46%	43%
Mai	45%	45%	45%	46%	44%	47%	43%
Juni	43%	42%	45%	46%	43%	45%	42%
Juli	43%	45%	44%	45%	46%	44%	42%
August	45%	46%	48%	48%	45%	47%	43%
September	46%	45%	46%	47%	46%	45%	43%
Oktober	45%	43%	45%	44%	45%	47%	43%
November	43%	43%	48%	46%	45%	46%	42%
Dezember	45%	48%	43%	42%	45%	45%	43%

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