

Telefonkonferenz am 18.06.2010

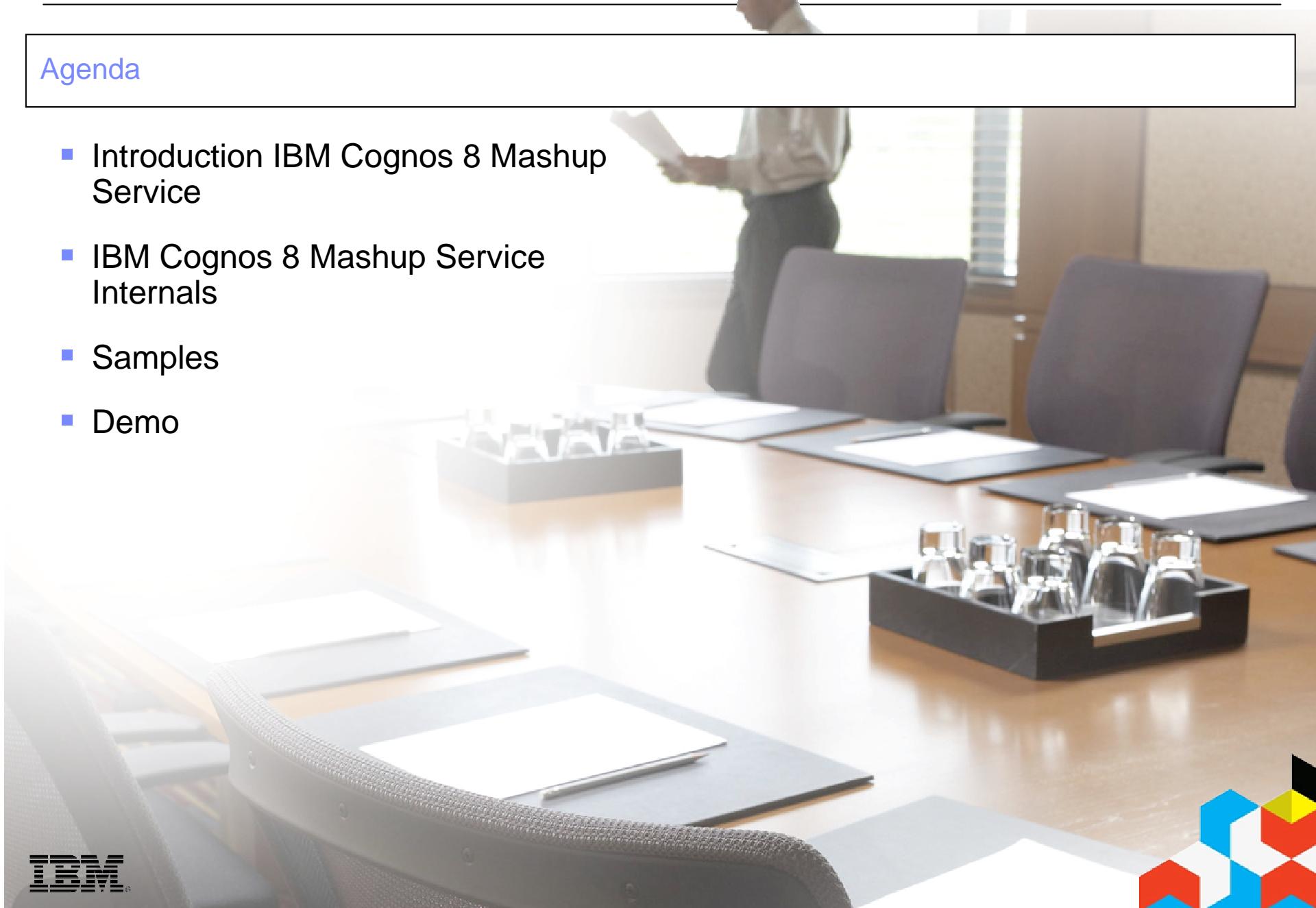
IBM Cognos 8 Mashup Services

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



Agenda

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



Where do you want to see BI content?

Opportunity List

Export | Merge Duplicates | Selected: 0

Opportunity	Account Name	Sales Stage	Amount	Close	User
A B Hammer Group Inc 275597 - 1000 units	A B Hammer Group Inc 275597		\$1,000,000.00	2009-11-12	will
A B Hammer Group Inc 275597 - 1000 units	A B Hammer Group Inc 275597		\$1,000,000.00	2008-11-21	will
Income Free Investing LP 224581 - 1000 units	Income Free Investing LP 224581	Closed Won	\$1,000,000.00	2008-11-18	will
White Cross Co 541281 - 1000 units	White Cross Co 541281	Qualification	\$1,000,000.00	2008-11-30	chris
MMI Mortuary Corp 277764 - 1000 units	MMI Mortuary Corp 277764	Value Proposition	\$1,000,000.00	2008-09-30	chris
5,000 Unit Opportunity for old division	A B Hammer Group Inc 275597		\$300,000.00	2008-12-26	admin
SEA REGION S A 251555 - 1000 units	SEA REGION S A 251555		\$75,000.00	2008-10-28	sarah
T-Cat Media Group Inc 877900 - 1000 units	T-Cat Media Group Inc 877900		\$75,000.00	2009-07-04	chris
First National S/B 453855 - 1000 units	First National S/B 453855		\$75,000.00	2008-10-15	sally

Lifetime Opportunities by Stage

A B Hammer Group Inc 275597

Sales Stage

- Closed Won
- Qualification
- Value Proposition

Year	Closed Won	Qualification	Value Proposition
2006	100	0	0
2007	100	0	0
2008	100	0	0
2009	100	0	0

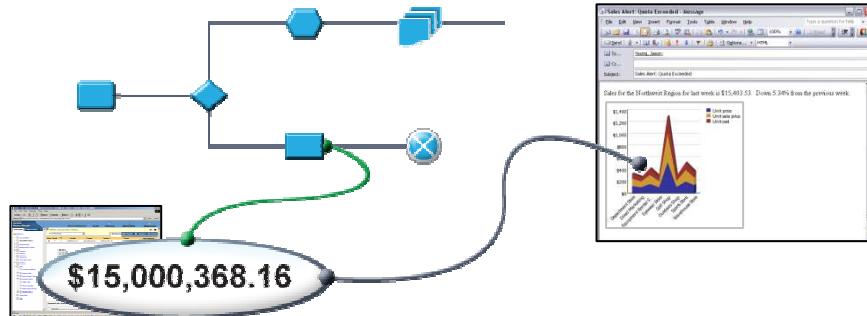
Total Lifetime Opportunities: \$3,755,000

Needs Analysis

...within other applications?



...on your desktop?



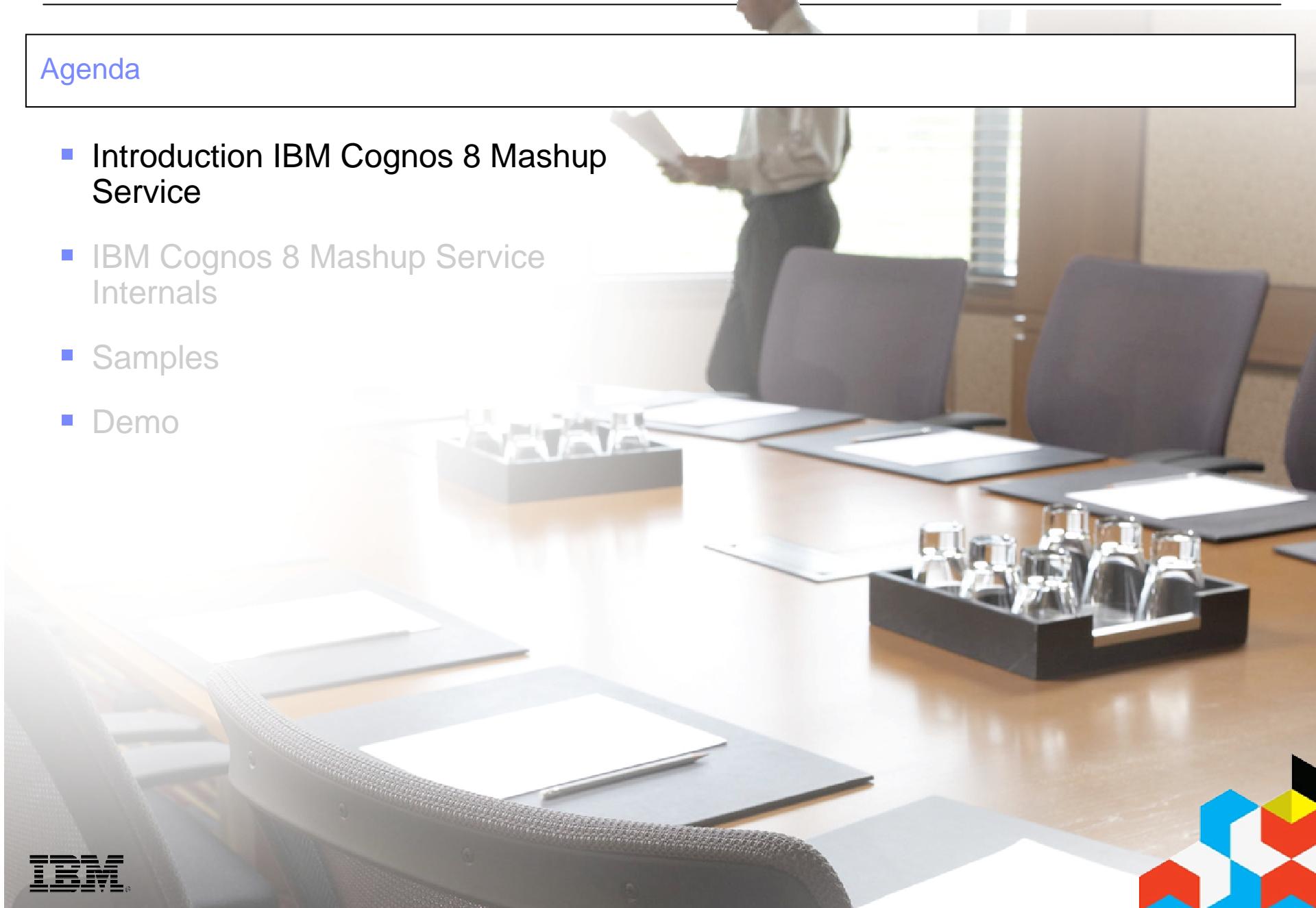
...within BPM solutions?



...within visualizations?

Agenda

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



But what is a Mashup?

Mashup:

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

***But what
is a
Mashup?***

Mashup

Cognos 8 BI



What is Cognos 8 Mashup Service?



- Mashups are essential for the meaning of Web 2.0
- Usage of open Application Programming 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)

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

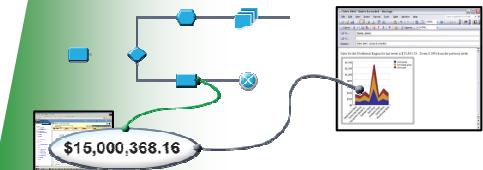
Flexible Output

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

Modern Interfaces (REST, SOAP)



Applications



Processes



Mashups



Visualizations

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

IBM Mashup Center

Shipments

Enter shipment search criteria:
ETA:
Libelle POD: Singapore
Libelle fournisseur:

ETA Libelle_POD Libelle_four
2007-10-01 SINGAPORE LANDBOND MARKETIN
2007-10-01 SINGAPORE LANDBOND MARKETIN

Page 1 < >

etd	eta	transit_time	pol	libelle_pol	pod	libelle_pod	navire	no_voyage	compagnie	fr
2007-09-28	2007-10-01	3	CNYTN	YANTIAN	SGSIN	SINGAPORE	NYK CASTOR	65W37	OOCL HK	



Desktop App

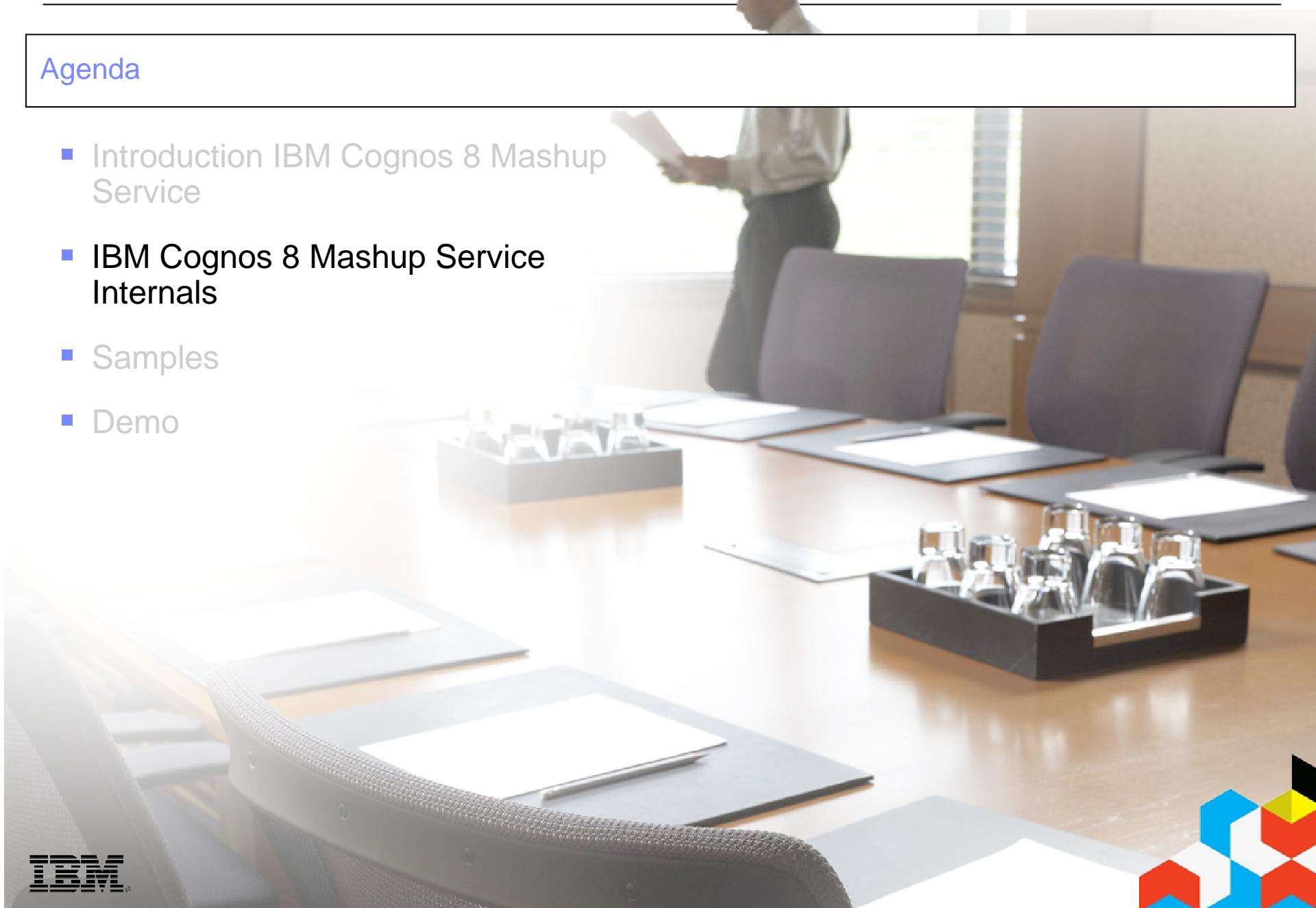


Map Intelligence

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

Agenda

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



- 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



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

New

IBM Cognos 8 Mashup Service

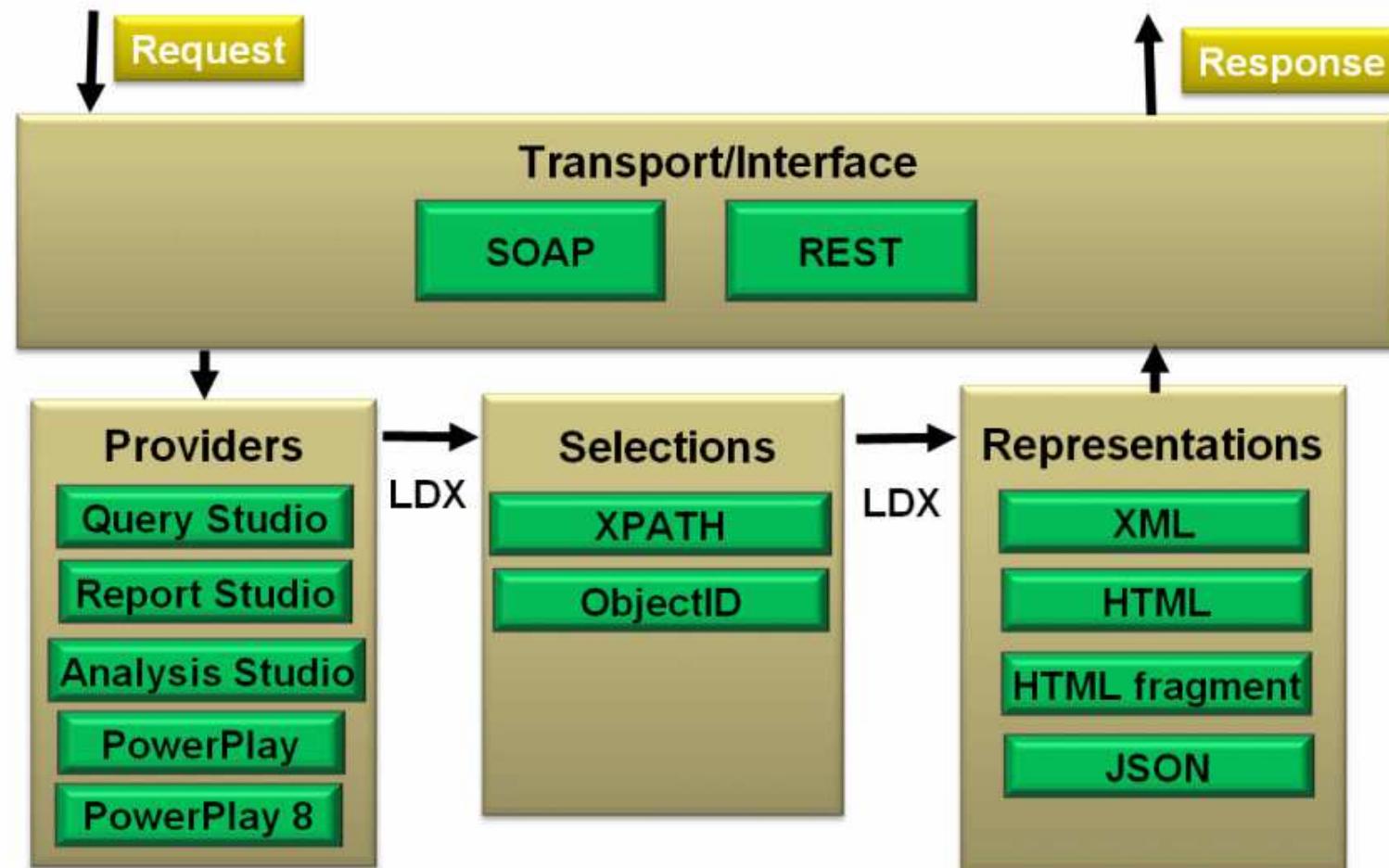
- API for IBM Cognos 8 content
- Reports, report parts, analysis, ad-hoc queries, metrics
- REST and SOAP interfaces

IBM Cognos 8 Services

- API for all Cognos 8 services
- Metadata, security, administration, install & configuration
- SOAP interface

IBM Cognos 8 Software Development Kit (SDK)

Communication flow



IBM Cognos 8 Mashup Service is easy to integrate

To securely leverage IBM Cognos 8 content:

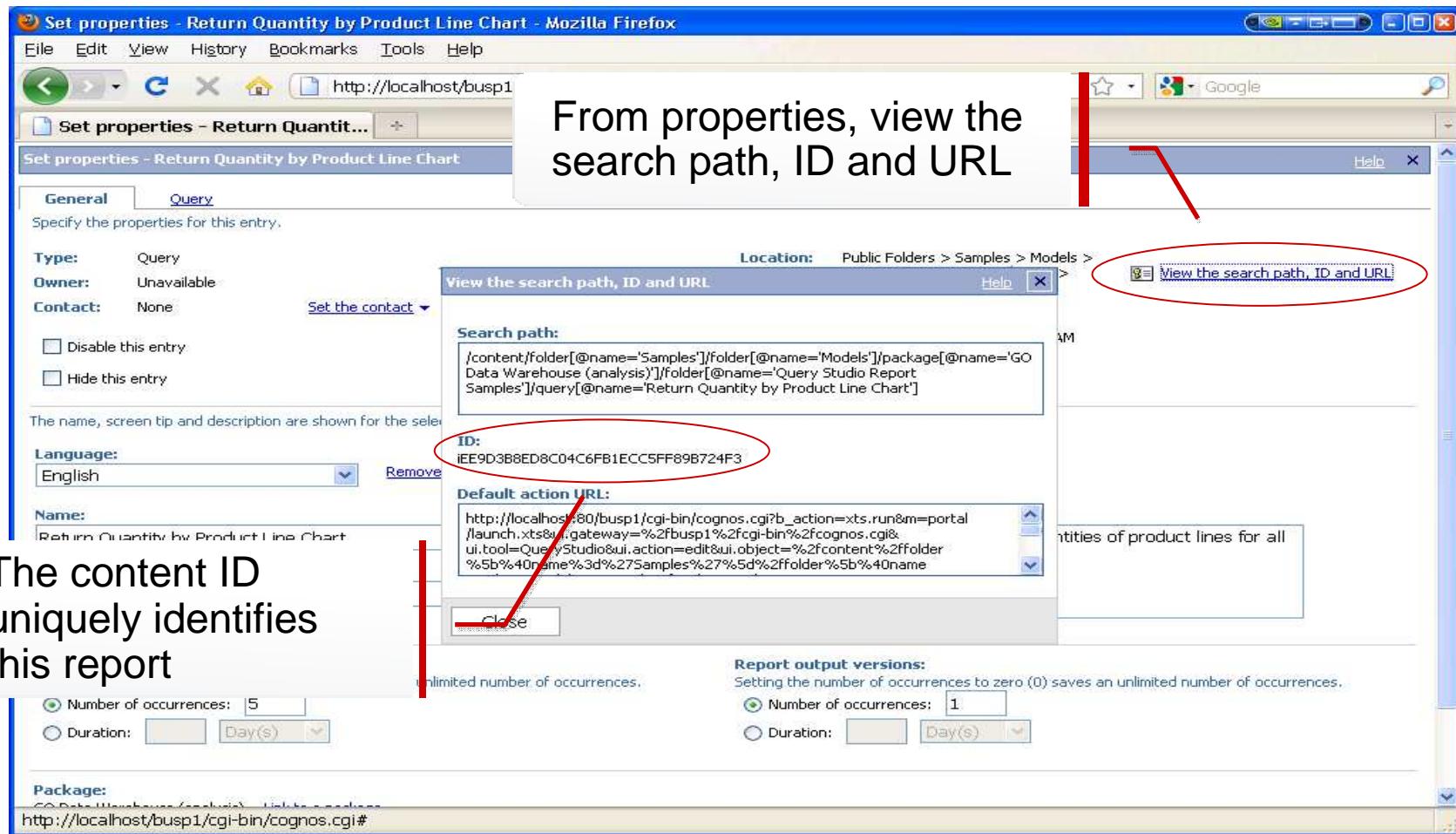
- 1 Identify the BI content
- 2 Specify the most relevant portion of the content
- 3 Specify the output format

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



1

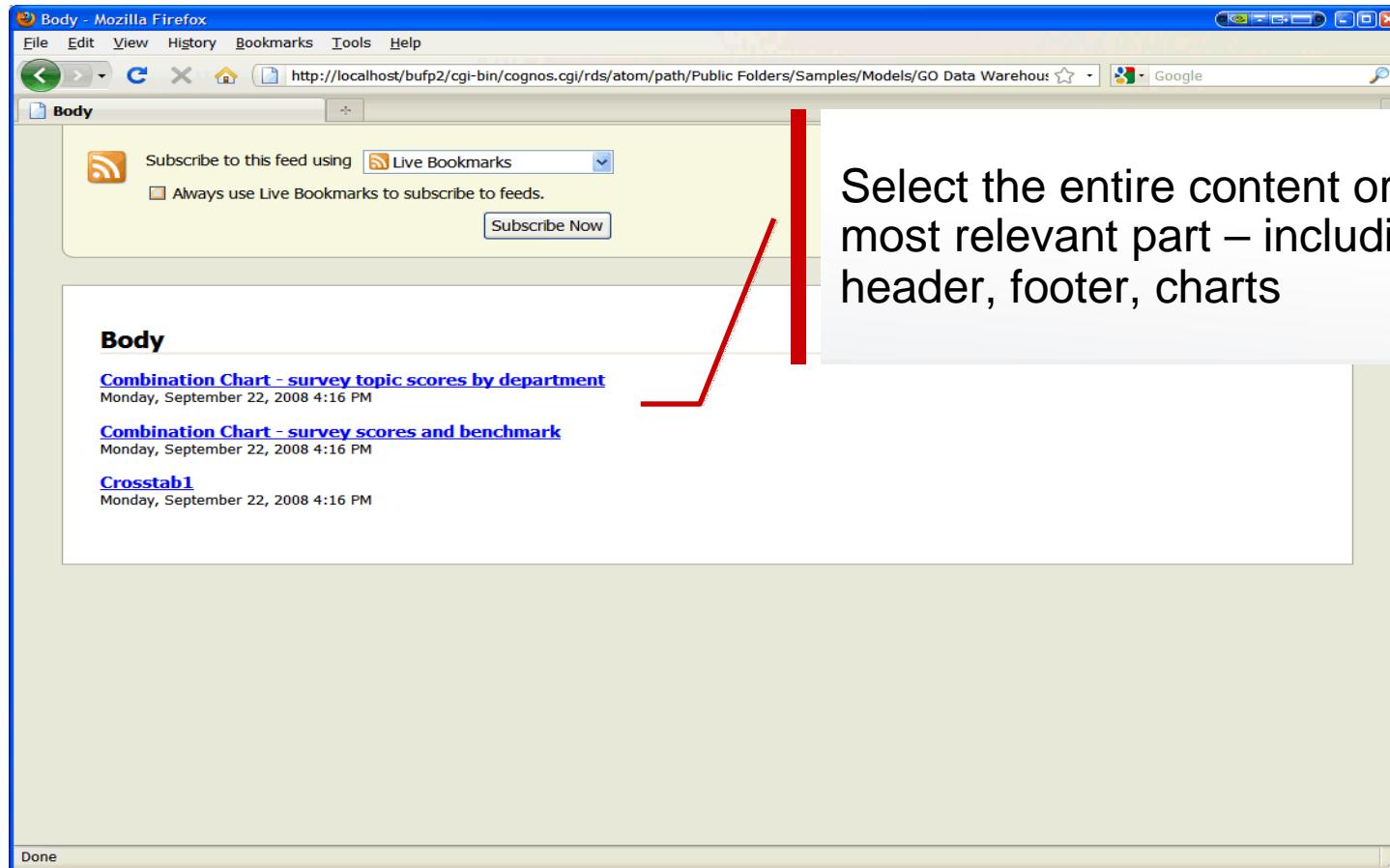
Identify the BI content



Content ID is required to identify web service URL.

2

Specify the most relevant portion of the content



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

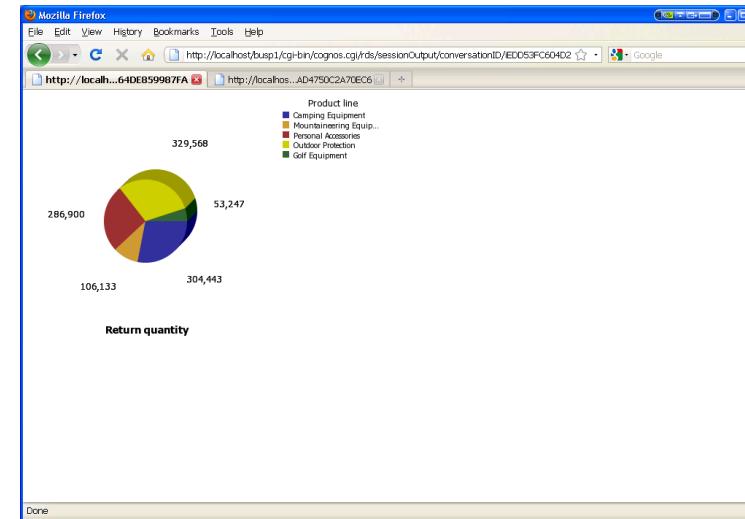
The content part is specified within the REST URL

3

Specify the output format

```
<filterResultSet>
- <locationReference>
  - <ref>R1</ref>
  - <loc>
    /layouts/layoutReportPages/page/pageHeader/contents/block[1]/contents/textItem
  </loc>
</locationReference>
- <locationReference>
  - <ref>R2</ref>
  - <loc>
    /layouts/layoutReportPages/page/pageHeader/contents/block[1]
  </loc>
</locationReference>
- <locationReference>
  - <ref>R3</ref>
  - <loc>
    /layouts/layoutReportPages/page/pageHeader/contents/block[2]/contents/textItem
  </loc>
</locationReference>
- <locationReference>
  - <ref>R4</ref>
  - <loc>
    /layouts/layoutReportPages/page/pageHeader/contents/block[2]
  </loc>
```

XML



HTML...

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

IBM Cognos 8 Mashup Service is easy to integrate

To securely leverage IBM Cognos 8 content:

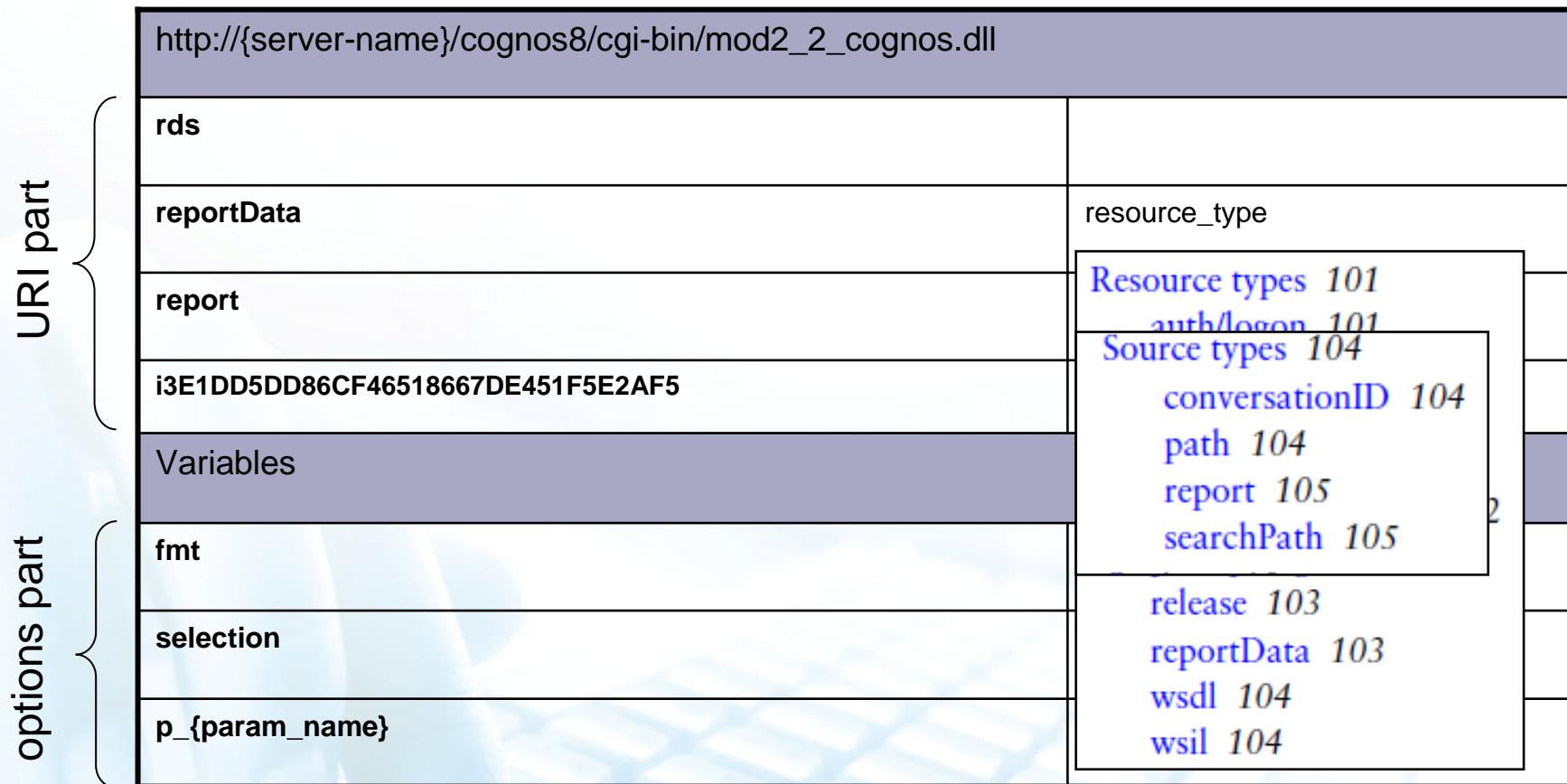
- 1 Identify the BI content
- 2 Specify the most relevant portion of the content
- 3 Specify the output format

Let the integration begin...



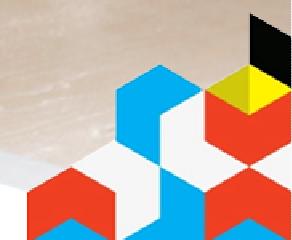
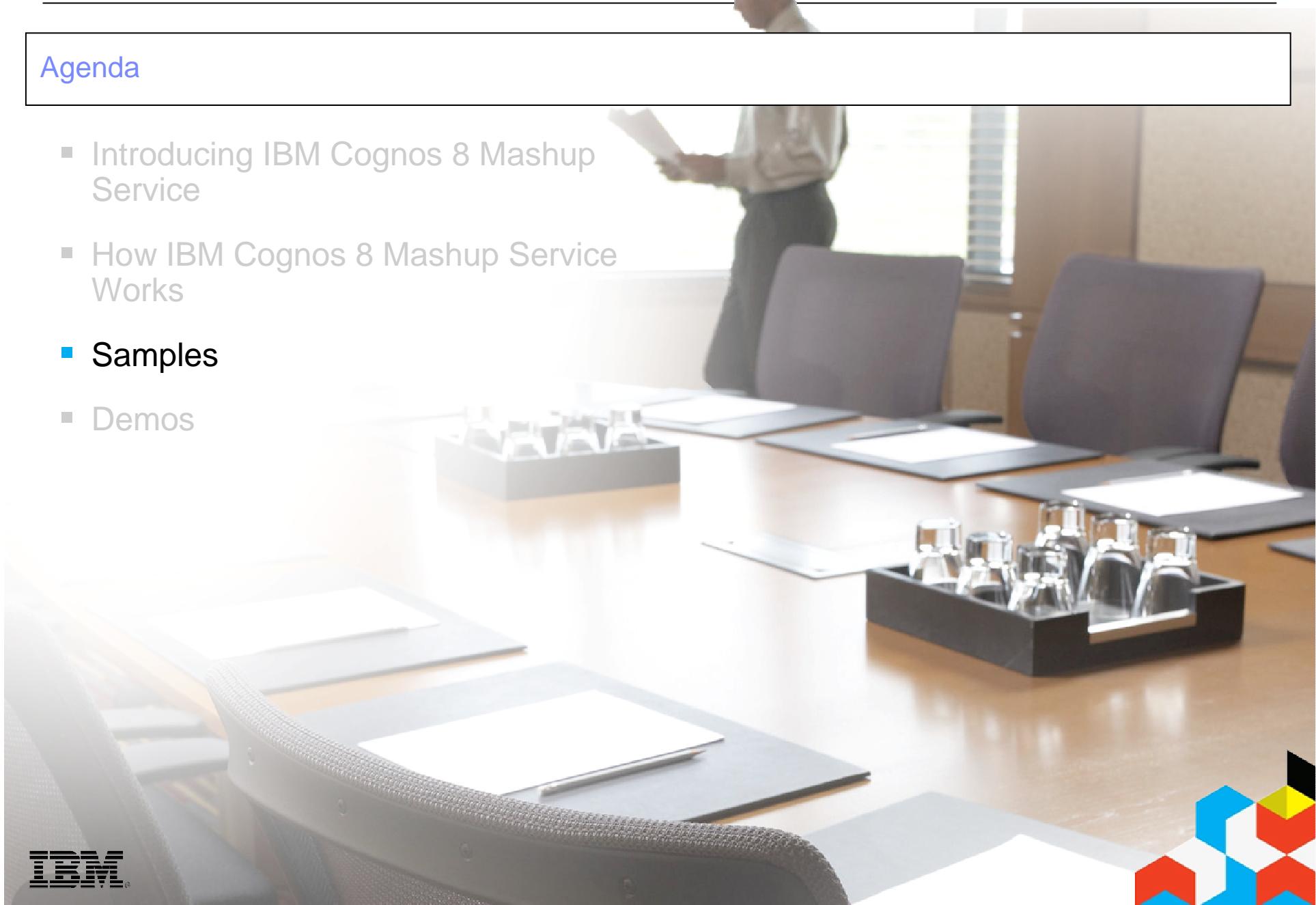
Let the integration begin...

... using rest interface

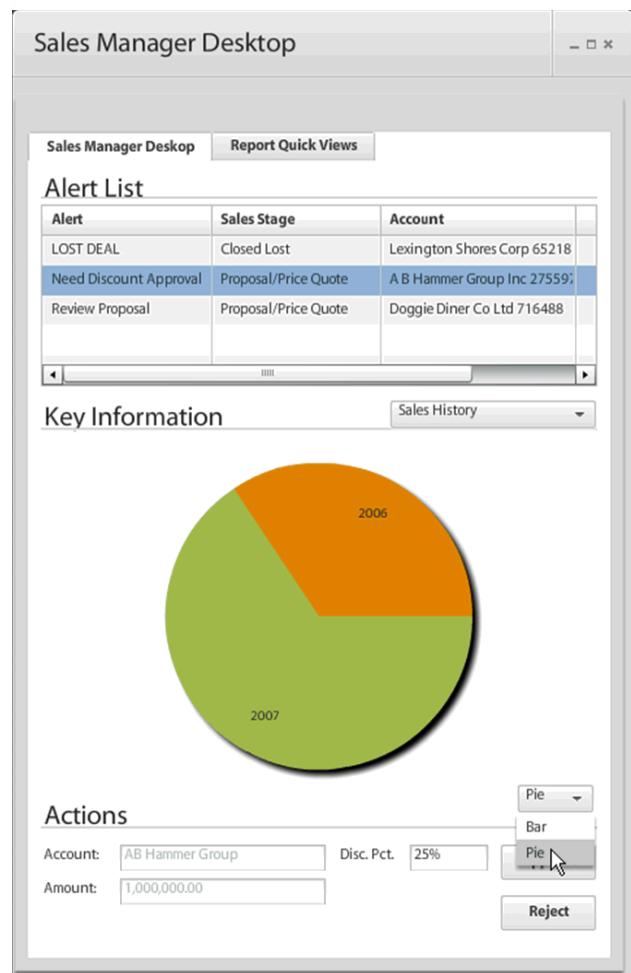


Agenda

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



Desktop sample



- Microsoft Silverlight or Yahoo! Widgets

GoogleMaps

File Edit View Favorites Tools Help

Back Search Favorites Home Bookmarks Check AutoFill jenn_h...

Address https://w3.tap.ibm.com/w3ki/display/RaaS/GoogleMaps Go Bluepages

Google Search Bookmarks Check AutoFill jenn_h...

Map Satellite Hybrid

Arctic Ocean

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, 2009 12:38:29 PM

The screenshot shows a Google Maps interface with a callout bubble overlaid on a world map. The callout bubble contains a table of revenue data for different product lines in 2006, 2007, 2004, and 2005. The data is summarized in the last row. The map itself displays numerous small blue house icons representing data points across the globe, with a higher density in North America and Europe.

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/>

IBM Mashup Center (cont'd)

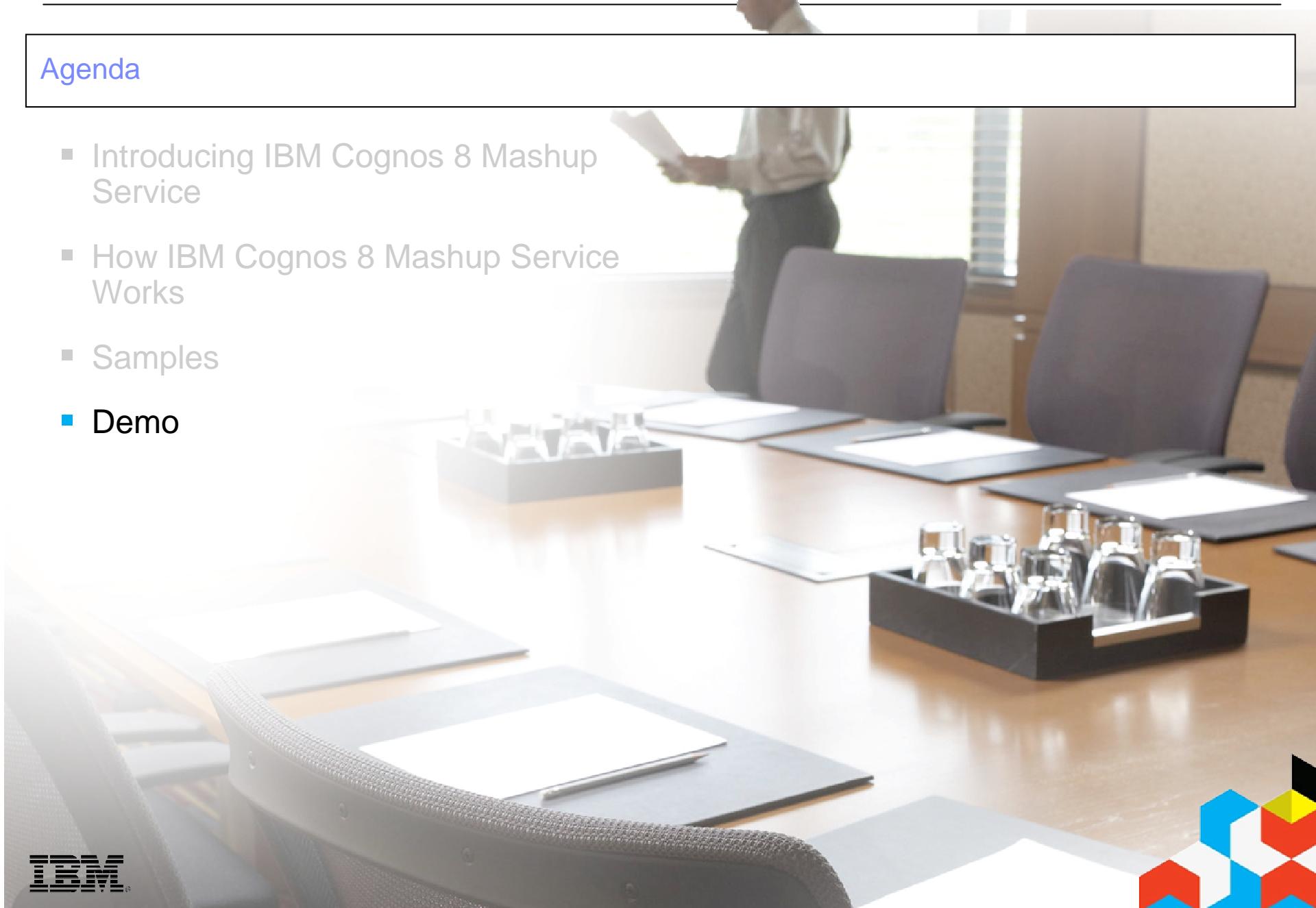
The screenshot displays the IBM Mashup Center interface with two main components:

- Benutzereingabe:** A form component where the user has entered "2005" in the "Jahr" field and selected "XTGrossMargin" from the "Darstellungstyp" dropdown. A "Übermitteln" button is present.
- Website-Anzeige:** A data visualization component showing monthly gross margin percentages from January to December. The data is presented in a grid format with columns for Bruttogewinnspanne, E-Mail, Fax, Post, Sonstiges, Telefon, Verkaufsbesuch, and Web.

Bruttogewinnspanne	E-Mail	Fax	Post	Sonstiges	Telefon	Verkaufsbesuch	Web
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%

Agenda

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



Thank
You

