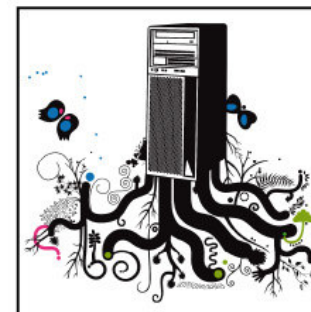
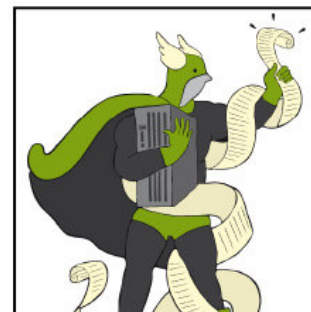
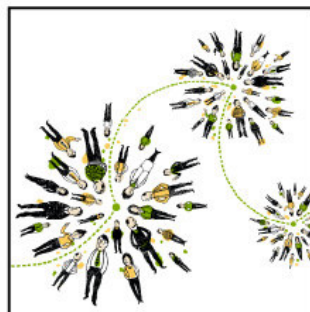
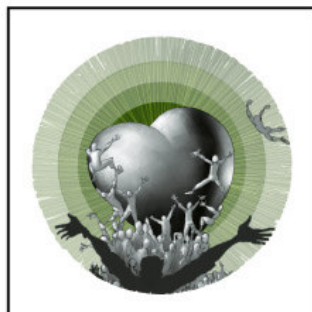




**IBM SOFTWARELAND 2009.**  
**SOLUZIONI INTELLIGENTI**  
**PER PROSPETTIVE**  
**CHE CAMBIANO.**



Riccardo Paganelli

Analisi, Reporting, Dashboard, Scorecard per prendere le  
migliori decisioni: Cognos 8 BI

## Information On Demand

### Business Optimization

**Strumenti** per comprendere meglio le informazioni e ottimizzare le performance del business



**Cognos.**  
software

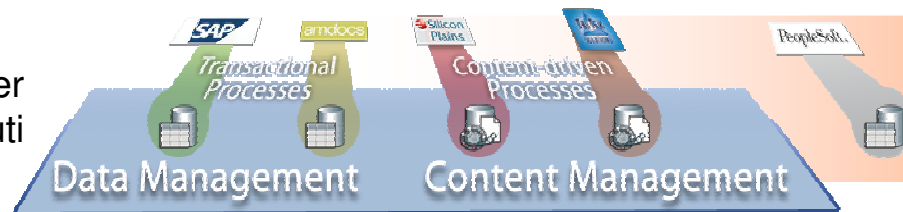
**Infrastruttura** per distribuire informazioni complete, affidabili e tempestive



*IBM Warehouse  
IBM Information Server*

Architettura flessibile a protezione degli investimenti

**Base solida** ed efficiente per la gestione di dati e contenuti



*DB2, IMS, Informix,  
Optim, IBM ECM*



## Cos'è Cognos 8 BI?



# IBM SOFTWARELAND 2009.



## Presentation Tier

FIREWALL/ROUTER/ENCRYPTION

### CAPABILITIES

- Query
- Reporting
- Analysis
- Scorecarding
- Dashboarding
- Planning
- Controller
- Event Management
- User Administration



### CONSUMER MODES

- Web
- Search
- Mobile
- MS Office



### INTEROPERABLE

- Enterprise Search Integration
- Application Embeddable
- BPM Integration
- Cognos Controller
- Cognos LAVA



### GENERATED APPS

- Blueprint
- Analytic Apps
- WFP
- Verticals...



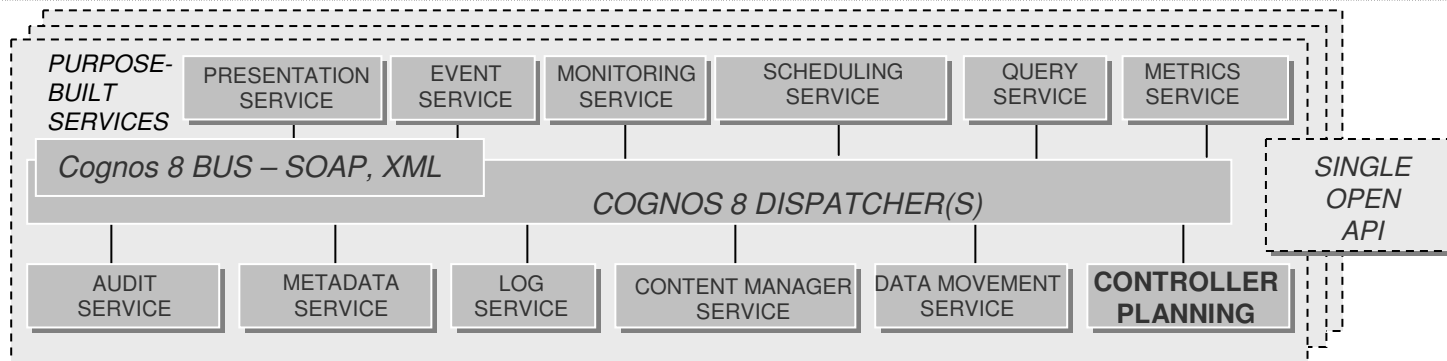
### ROUTER/FIREWALL (optional) WEB SERVER(S):

- Web Gateways. Web Services API
- Industry Standard Portals
- Cognos Application Firewall

**Cognos.**  
software

## Application Tier

FIREWALL/ROUTER/ENCRYPTION



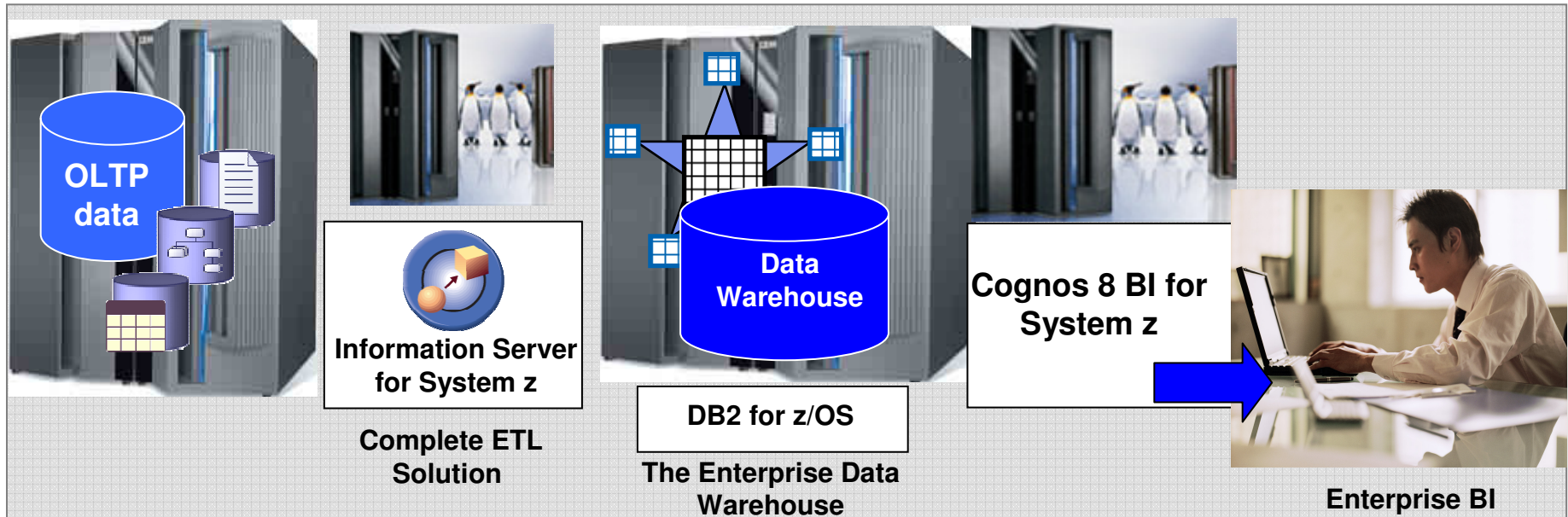
## Data Tier

FIREWALL/ROUTER/ENCRYPTION

### COMMON METADATA MODEL



## DWH & BI su System z



### Core Offering for Enterprise Data Warehouse and BI:

- Information Server for System z
  - A complete set of ETL tools for warehouse population and management
- DB2 for z/OS, including the new DB2 for z/OS Value Unit Edition
  - A new value point for new DB2 z/OS workloads
- IBM Cognos 8 BI for System z



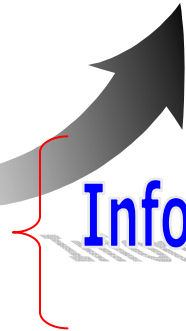
## IBM Cognos 8 BI v8.4

Self-service incentivato, accesso piu' flessibile ma controllato, possibilità di vedere e definire le informazioni secondo le esigenze di business

Le corrette informazioni a ciascun utente dove, quando e come servono



IT

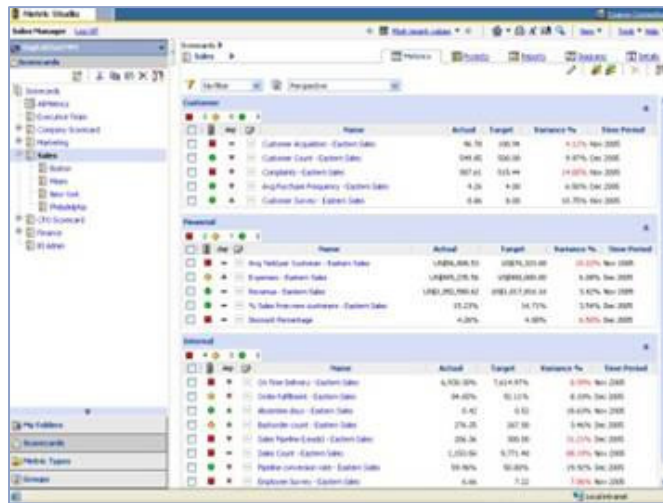


### COGNOS 8 v4

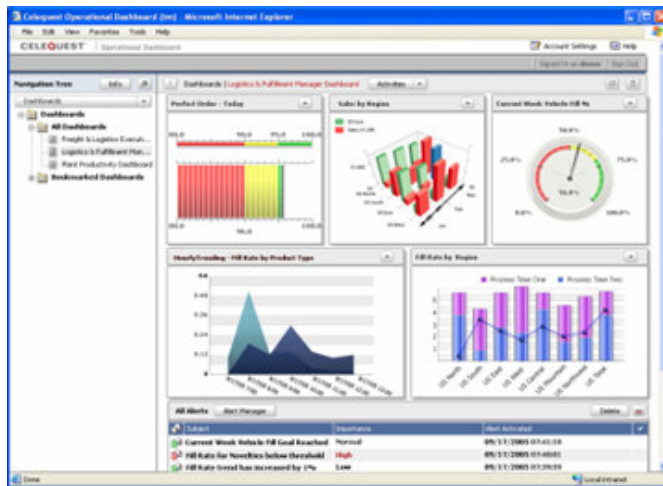
**Informati Consapevoli Autonomi**



## Monitorare le performance



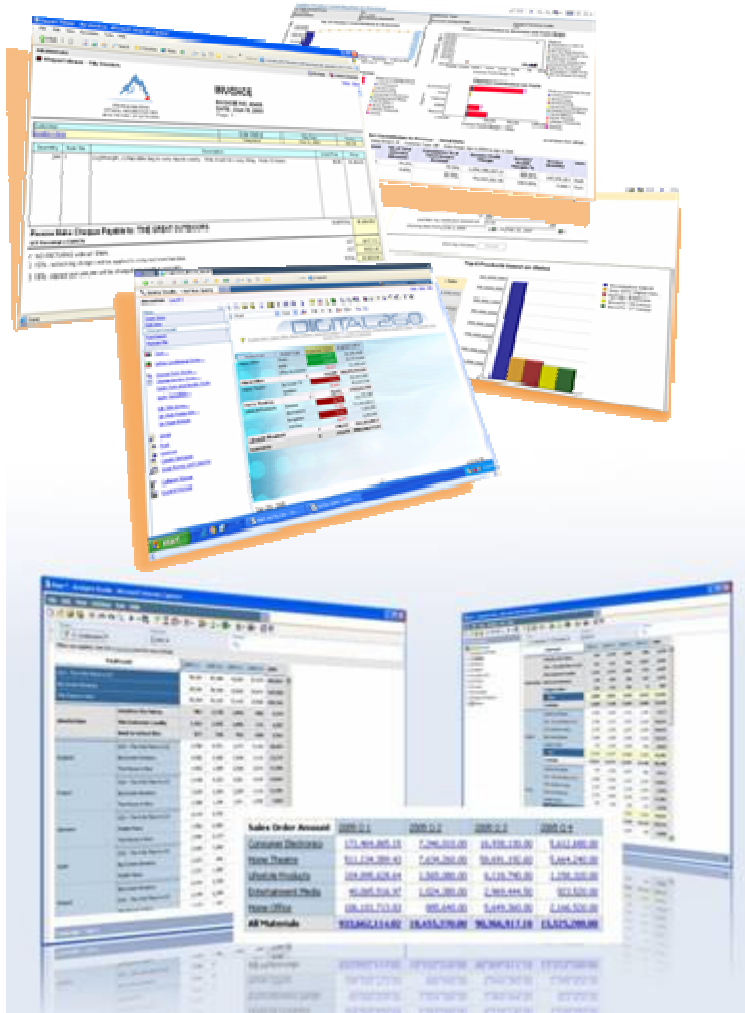
- **Scorecard**
  - Fornisce informazioni immediate
  - Mostra velocemente come si sta andando a fronte degli obiettivi
  - Comunica la strategia e gli obiettivi
  - Aiuta a collegare meglio i diversi reparti



- **Dashboard**
  - Traduce informazioni complesse in grafica ad alto impatto visivo
  - Permette di individuare subito le variazioni
  - E' altamente intuitivo
  - Aiuta ad allineare i “decision-makers”



## Analizzare le cause



- **Reporting**
  - Supporta diversi tipi di report (Production, Managed, Ad-hoc, Financial, etc)
  - E' adattabile ad ogni fonte dati
  - Opera con un singolo layer di metadati
  - Può essere personalizzato
  - Si può distribuire via email, portale, applicazioni MS-Office, applicazioni di Search e device mobili
- **Analisi Dati**
  - Esplorazione guidata delle informazioni lungo tutte le dimensioni del business
  - Facilita e velocizza le analisi complesse e la modellazione dello scenario
  - Mette in luce le ragioni di un evento





## Sviluppo 100% Web per qualsiasi tipologia di report

Ad-hoc query

Personalized

Dashboard

Production

The screenshot displays three overlapping browser windows from the Cognos reporting suite. The top window shows a 'Report Viewer - Expected Volume Product Listing by Retailer' with a bar chart titled 'Expected Volume' on the y-axis (ranging from 0 to 350,000) and a 'Lifestyle' category on the x-axis. The middle window shows a 'Report Viewer - Product cost (Multilingual)' with a table of product details. The bottom window shows a 'Report Viewer - My Invoices' displaying an invoice for 'THE GREAT OUTDOORS' with a total amount of \$1,683.60.

Quantity	Item No.	Description	Unit Price	Price
244	1	Lightweight, collapsible bag to carry liquids easily. Wide mouth for easy filling. Holds 10 liters.	\$6.00	\$1,464.00

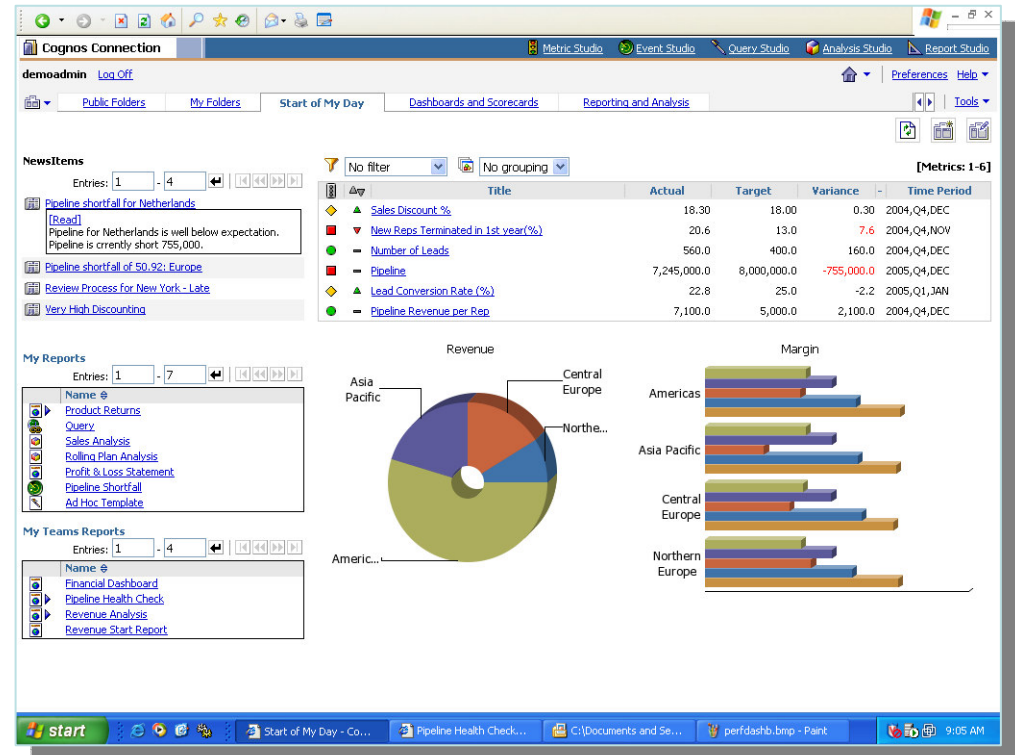
SUBTOTAL	\$1,464.00
GST Exempt # 5389576	
1. NO RETURNS without RMA.	
2. 15% restocking charge will be applied to returned merchandise.	
3. 18% interest per annum will be charged on overdue accounts.	
GST	\$117.12
PST	\$102.48
TOTAL	\$1,683.60

Tutte le necessità di reportistica in un solo prodotto



## Portale e Cruscotti Sintetici

- Vista d'insieme e personalizzata su tutte le informazioni di BI
- Nel portale si possono facilmente integrare:
  - Report di overview
  - Lista dei report di dettaglio
  - Metriche chiave
  - Analisi



Gli utenti possono accedere alle informazioni di cui hanno bisogno con una notevole autonomia



## Simple Query per utenti finali

- Strumento web di reportistica dedicato agli utenti che vogliono creare i report in autonomia per poi condividerli con altri

**Query Studio - New**

**New Ad Hoc Query**

Select and insert items from the tree to fill in the report.  
You can also drag and drop items into the report.

Use Ctrl+click to select multiple items in the tree or report.  
Right-click report item headings to access commonly-used actions.

Product Line	Product Type	Production Cost	Expected Volume
Consumer Electronics	Computer Accessories	\$6,135.00	47,667
	Computers	\$7,411.88	14,086
	MP3	\$14,530.00	22,977
	FDA	\$42,480.00	12,620
	Receiver	\$204,720.00	88,390
	<b>Consumer Electronics</b>	<b>\$275,276.88</b>	<b>185,740</b>
Entertainment Media	CD Audio	\$57,060.00	91,905
	DVD Video	\$1,548.00	91,430
	Entertainment Accessories	\$11,813.40	328,035
	Game Console	\$54,360.00	123,844
	Software	\$33,894.00	189,597
	<b>Entertainment Media</b>	<b>\$158,675.40</b>	<b>824,811</b>
Home Office	Chairs	\$57,650.00	276,778
	Desks	\$110,880.00	220,875
	Office Accessories	\$452.44	75,354
	<b>Home Office</b>	<b>\$168,982.44</b>	<b>573,007</b>
Home Theatre	Big Screen TV	\$580,560.00	38,138
	Speakers	\$131,280.00	132,345
	Standard TV	\$107,760.00	20,502
	<b>Home Theatre</b>	<b>\$819,600.00</b>	<b>190,985</b>
Lifestyle Products	Binooculars	\$27,720.00	42,605
	Eyewear	\$94,666.00	53,250
	Illuminations	\$69,850.80	136,330



## Reporting e Dashboarding

- Possibilità di creare qualsiasi tipo di report: di business, di produzione, dashboard e personalizzati



## Analisi

- Navigazione multidimensionale guidata ed intuitiva: drill-down, drill-up, slice and dice, drill-through,...

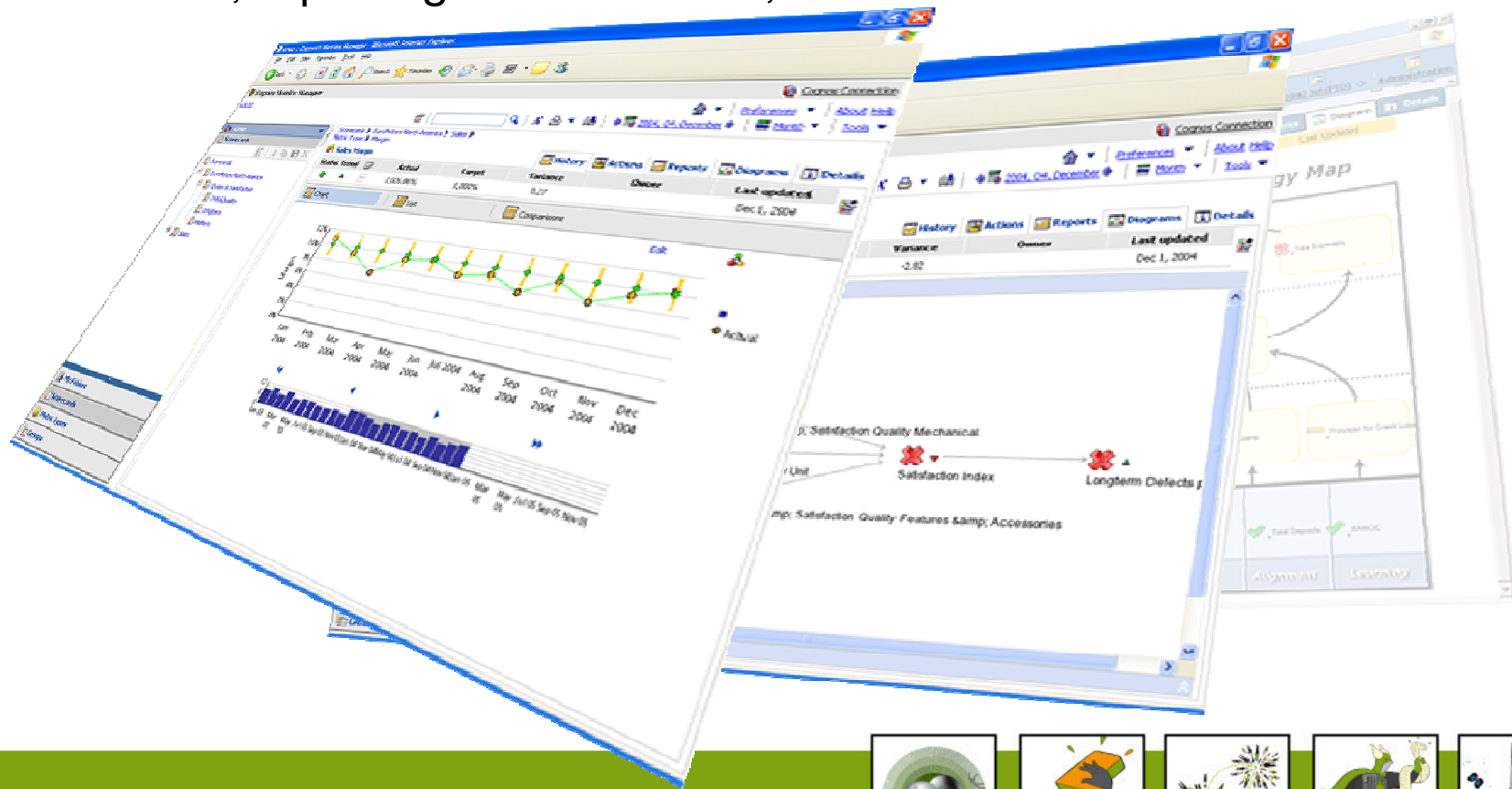
The screenshots show the Analysis Studio interface with various data views. The main table displays 'Total Leads' across different campaigns and regions. The summary table below provides a high-level overview of sales order amounts by category.

Sales Order Amount	2005 Q 1	2005 Q 2	2005 Q 3	2005 Q 4
Consumer Electronics	171,464,865.15	7,346,010.00	16,938,130.00	5,612,680.00
Home Theatre	511,134,389.43	7,634,260.00	58,691,192.60	5,664,240.00
Lifestyle Products	104,895,628.64	1,565,080.00	6,118,790.00	1,158,320.00
Entertainment Media	40,065,516.97	1,024,380.00	2,969,444.50	923,520.00
Home Office	106,101,713.83	885,640.00	5,649,360.00	2,166,520.00
<b>All Materials</b>	<b>933,662,114.02</b>	<b>18,455,370.00</b>	<b>90,366,917.10</b>	<b>15,525,280.00</b>



## Balanced Scorecard

- Migliora le capacità di controllo delle performance aziendali: vista d'insieme ed interattiva delle scorecard, impact analysis per determinare la causa iniziale, reporting sulle metriche,...



## Event Management

- Possibilità di collegare azioni specifiche al raggiungimento di valori di soglia: mail, report, alert,...

The screenshot displays the IBM Event Studio interface. On the left, a list of news items is shown under the heading "NewsItems". The first item is "Pipeline shortfall for Netherlands" with a "[Read]" link and a preview text: "Pipeline for Netherlands is well below expectation. Pipeline difference of \$755,000." Other items include "Pipeline shortfall of 50.92: Europe", "Review Process for New York - Late", and "Very High Discounting".

On the right, a context menu is open, listing several actions that can be triggered by an event:

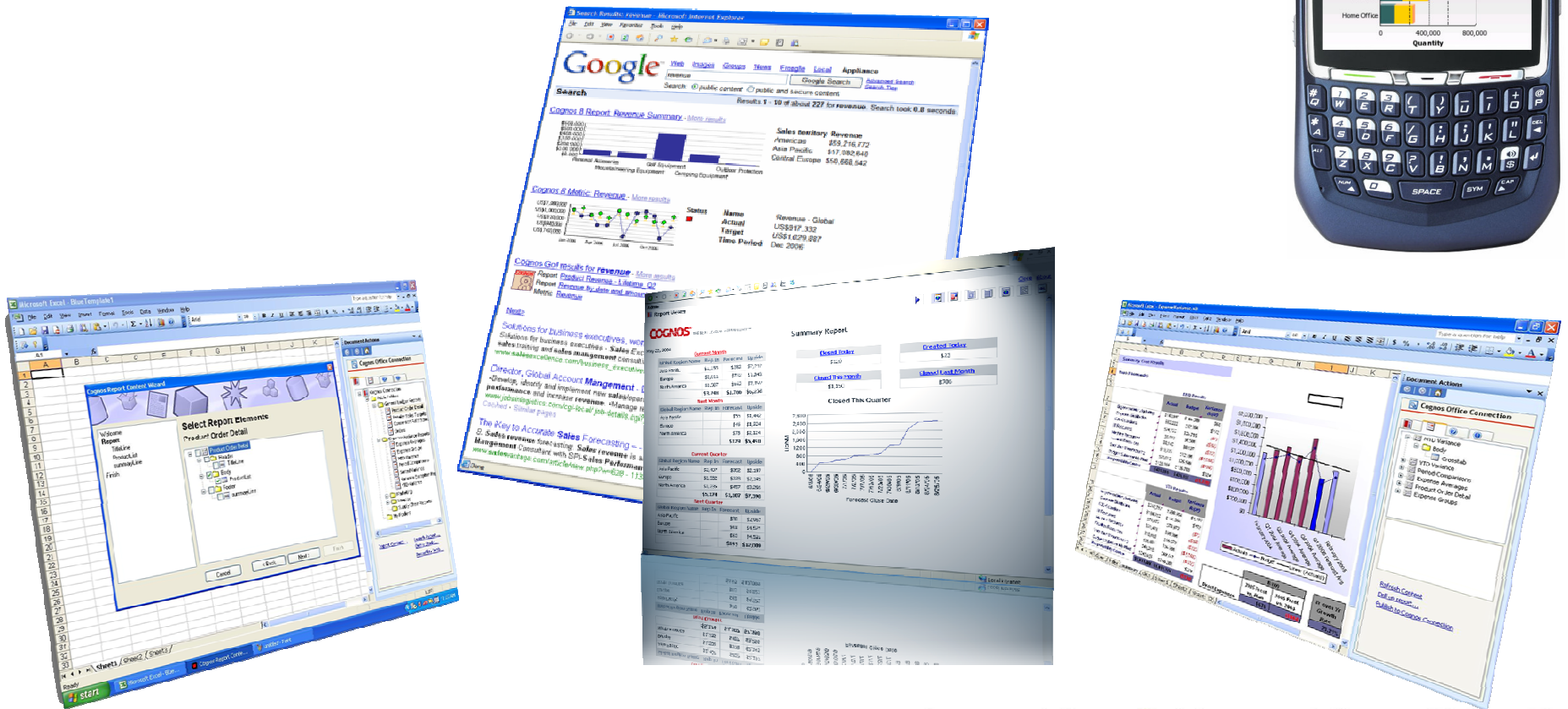
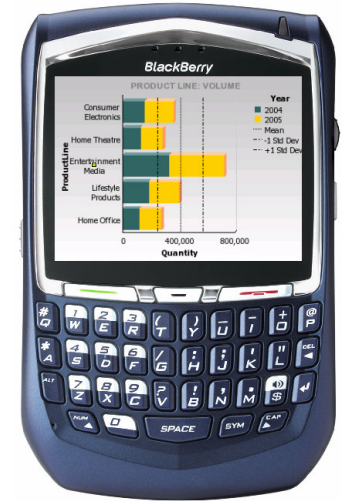
- Send an email...
- Run a report...
- Run a job...
- Run an agent...
- Update a database...
- Use a Web service...
- Publish a news item...
- Run an import...
- Run an export...
- Run a content maintenance task...
- Run a metrics task...

The background shows a Microsoft Internet Explorer browser window displaying a news article.



## Modalità di fruizione

- Web, portali, e-mail, pdf, Ms-Office, mobile





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**IT**

### COGNOS 8 v4

**Informati Consapevoli Autonomi**

