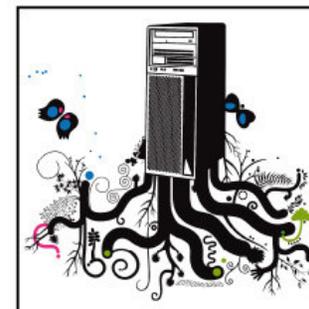
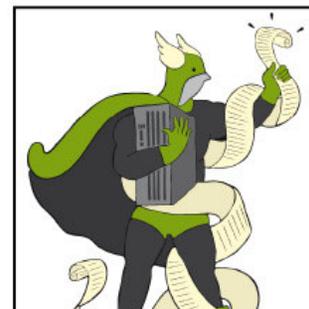
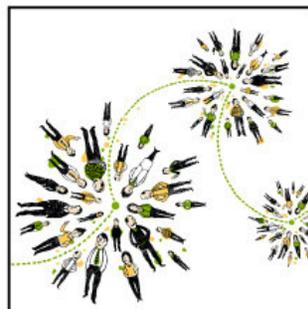
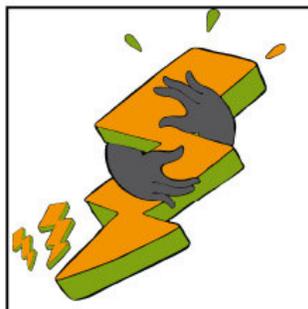
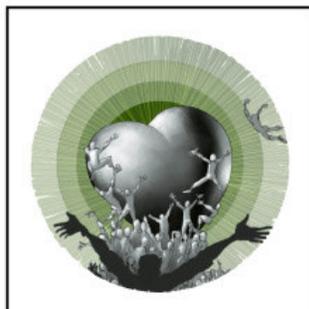


IBM SOFTWARELAND 2009.
SOLUZIONI INTELLIGENTI
PER PROSPETTIVE
CHE CAMBIANO.



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

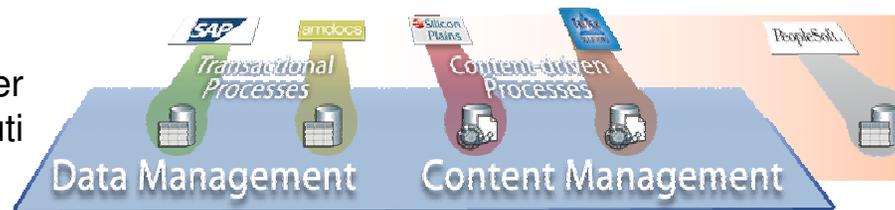
Infrastruttura per distribuire informazioni complete, affidabili e tempestive



*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*



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...



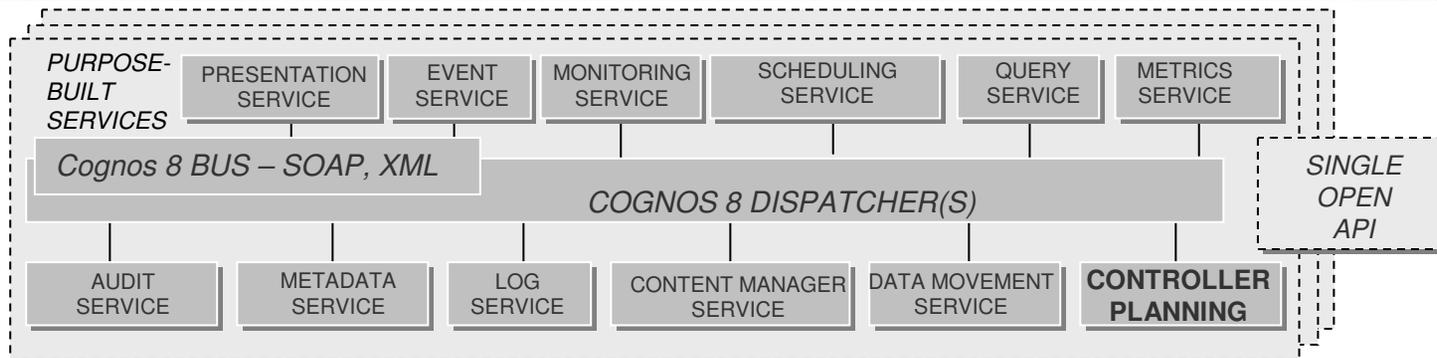
ROUTER/FIREWALL (optional) WEB SERVER(S):

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

Cognos.
software

Application Tier

FIREWALL/ROUTER/ENCRYPTION



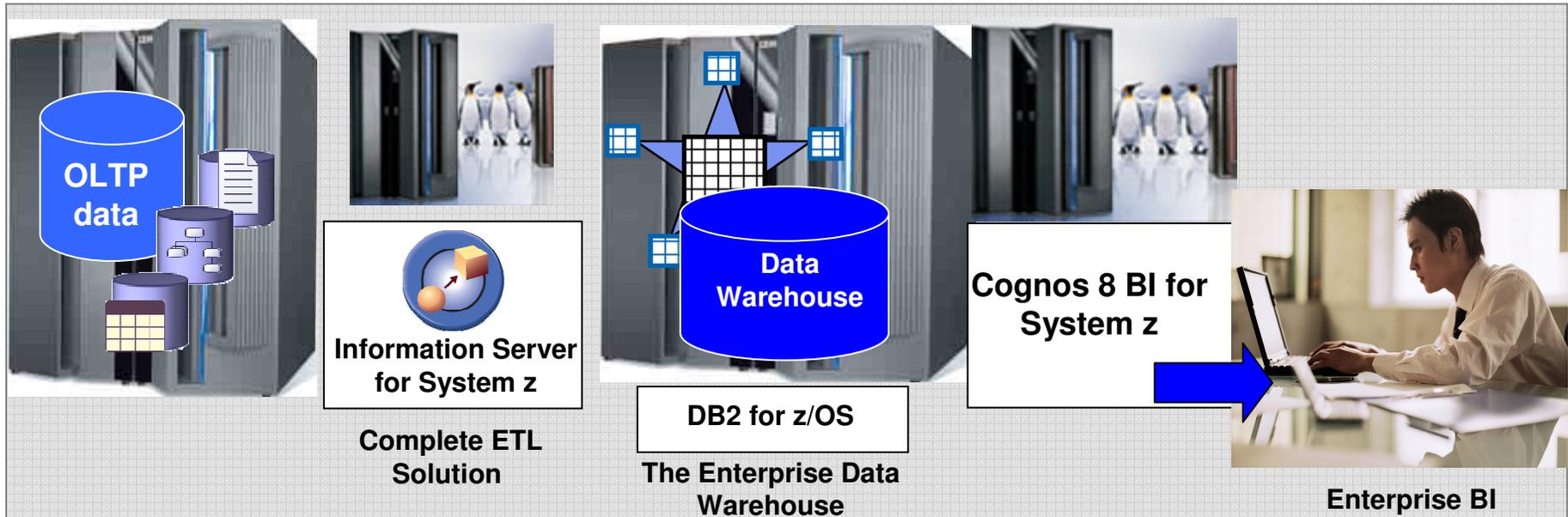
Data Tier

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

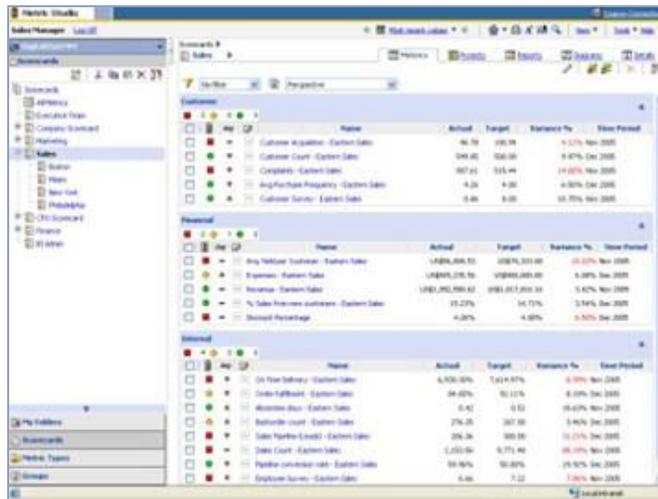


IT

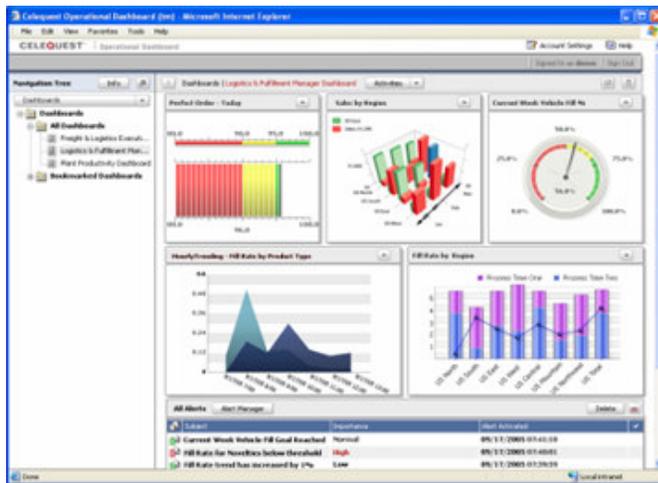
COGNOS 8 v4
Informati Consapevoli Autonomi



Monitorare le performance



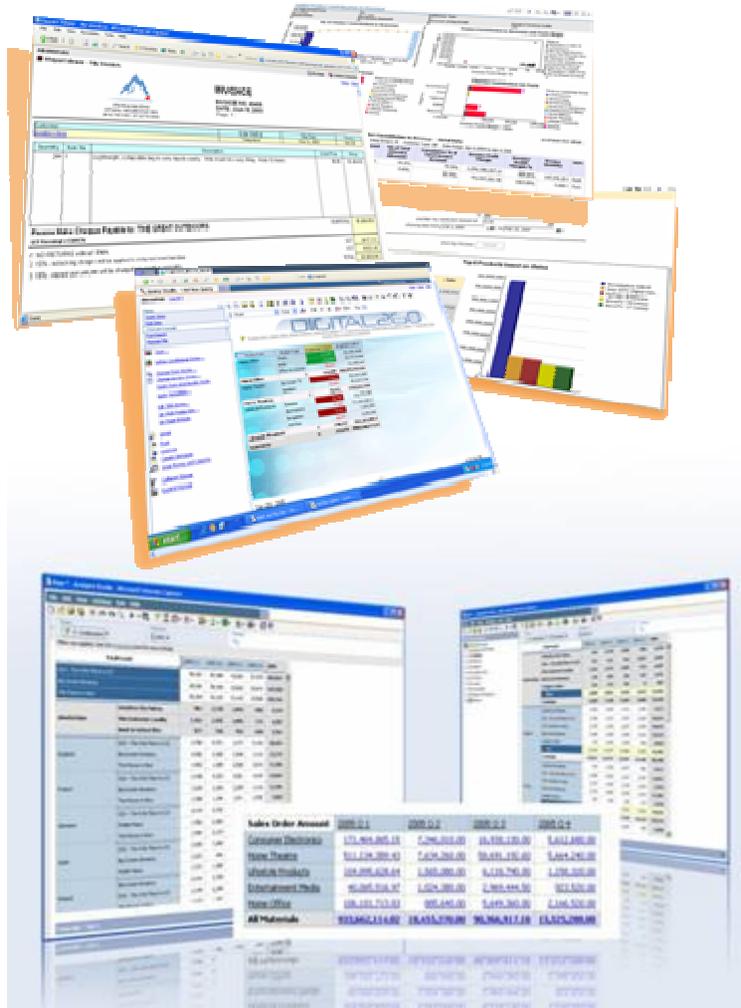
- **Scorecard**
 - Fornisce informazioni immediate
 - Mostra velocemente come si sta andando a fronte degli obiettivi
 - Comunica la strategia e gli obiettivi
 - Aiuta a collegare meglio i diversi reparti



- **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"



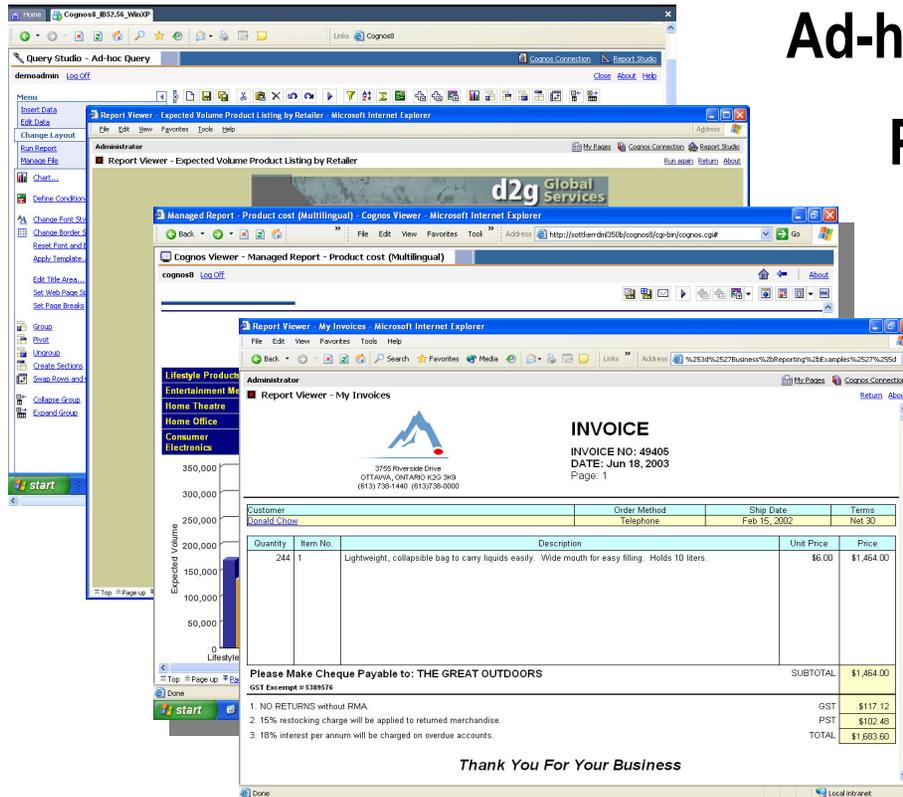
Analizzare le cause



- **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

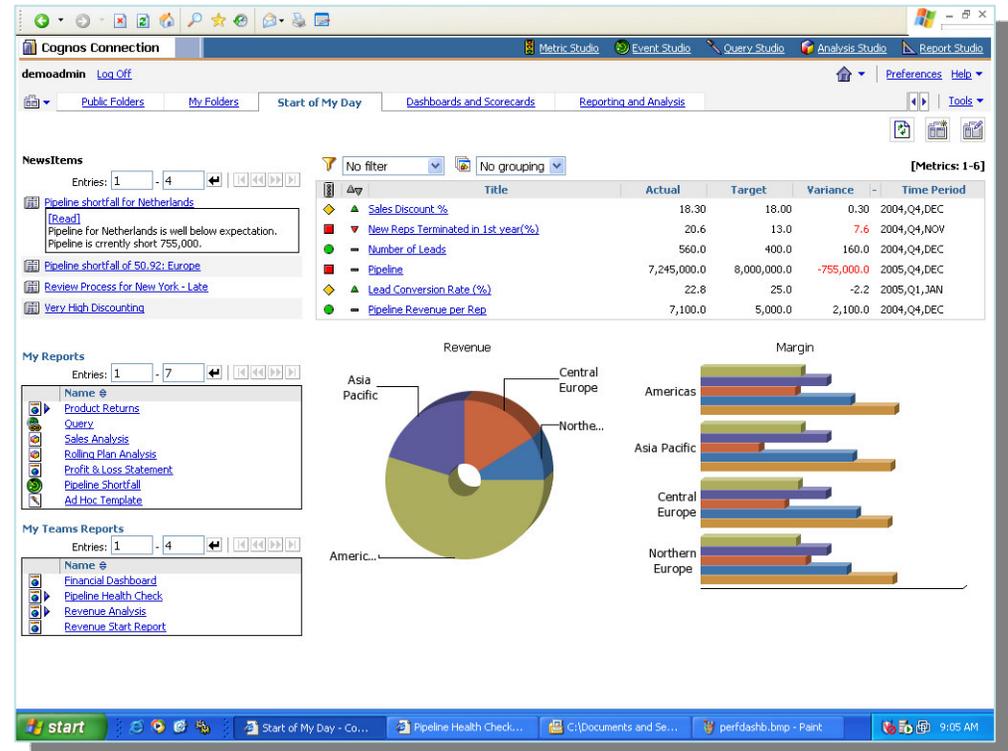
Production

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

Menu

- Insert Data
- Edit Data
- Change Layout
- Run Report
- Manage File

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
	Consumer Electronics	\$275,276.88	185,740
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
	Entertainment Media	\$158,675.40	824,811
Home Office	Chairs	\$57,650.00	276,778
	Desks	\$110,880.00	220,875
	Office Accessories	\$452.44	75,354
	Home Office	\$168,982.44	573,007
Home Theatre	Big Screen TV	\$580,560.00	38,138
	Speakers	\$131,280.00	132,345
	Standard TV	\$107,760.00	20,502
	Home Theatre	\$819,600.00	190,985
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,...

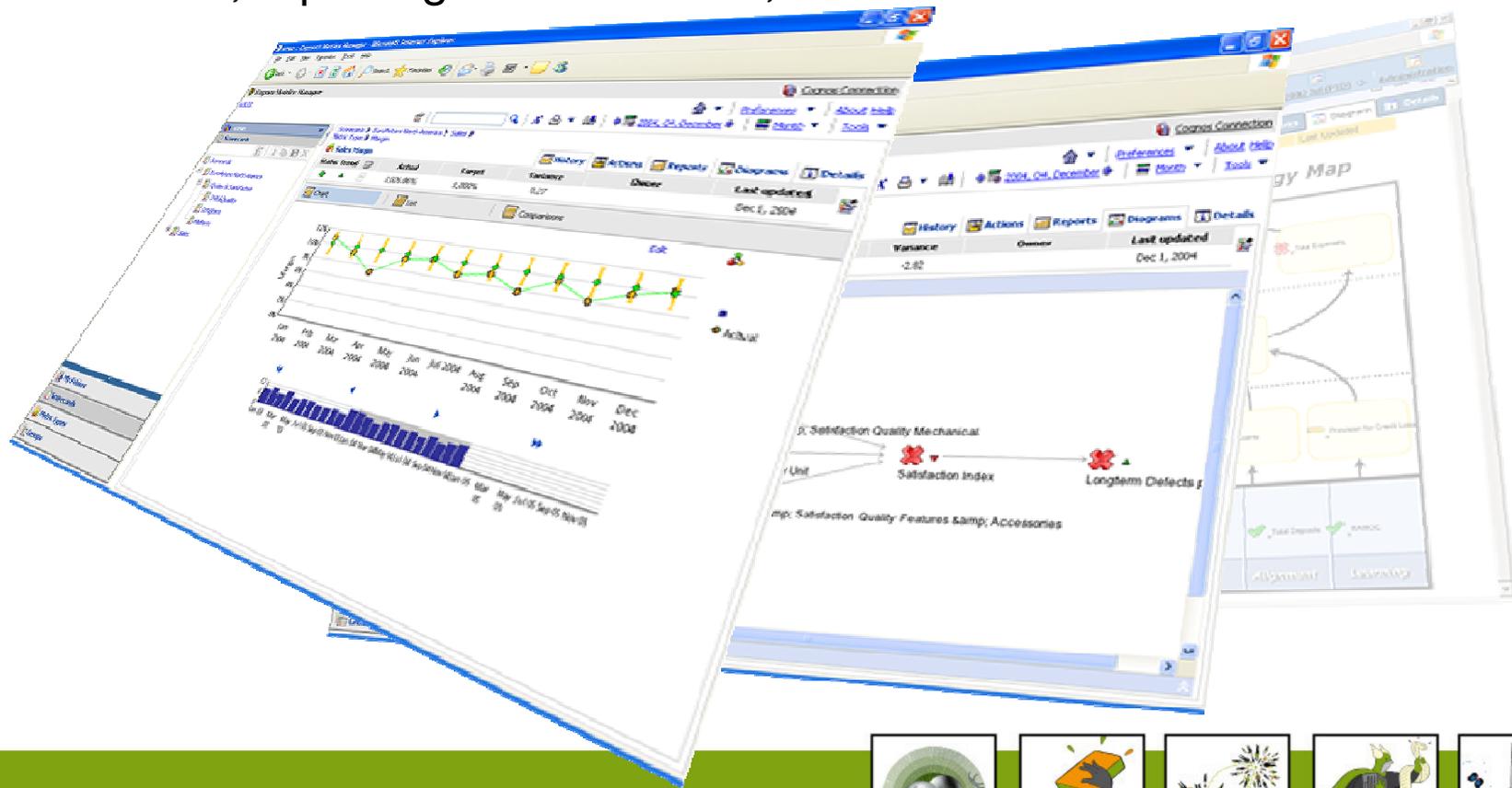
Total Leads		2005 Q 1	2005 Q 2	2005 Q 3	2005 Q 4	2005
DQG - The Only Place to GO		40,331	42,396	48,255	51,579	182,641
Big Screen Bonanza		38,594	34,409	35,653	32,542	142,698
The Future is Now		30,309	30,724	27,442	24,589	120,734
Amsterdam	Untether the Nation	564	2,170	1,836	689	4,379
	Win Customer Loyalty	1,162	1,375	1,895	575	4,207
	Back to School Blitz	977	750	935	699	3,361
England	DQG - The Only Place to GO	2,786	4,721	3,757	5,140	16,424
	Big Screen Bonanza	4,536	2,300	3,594	3,142	13,772
	The Future is Now	3,963	1,949	2,526	3,043	11,381
France	DQG - The Only Place to GO	2,438	4,255	3,835	4,187	14,641
	Big Screen Bonanza	3,278	2,589	2,239	3,115	11,281
	The Future is Now	2,308	1,524	1,341	1,782	7,845
Germany	DQG - The Only Place to GO	2,420	2,757			
	Mobile Mania	1,956	2,385			
	The Future is Now	1,994	2,170			
Spain	DQG - The Only Place to GO	3,580	3,399			
	Big Screen Bonanza	2,375	344			
	Mobile Mania	2,777	1,309			
Finland	Big Screen Bonanza	2,244	3,435			
	DQG - The Only Place to GO	2,199	2,259			
	The Future is Now	1,430	1,467			

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
All Materials		933,662,114.02	18,455,370.00	90,366,917.10	15,525,280.00



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 'NewsItems' list contains several entries, with the first one selected and its content visible in a preview box:

- NewsItems
- Entries: 1 - 4
- [Pipeline shortfall for Netherlands](#)
[Read]
Pipeline for Netherlands is well below expectation.
Pipeline difference of \$755,000.
- [Pipeline shortfall of 50.92: Europe](#)
- [Review Process for New York - Late](#)
- [Very High Discounting](#)

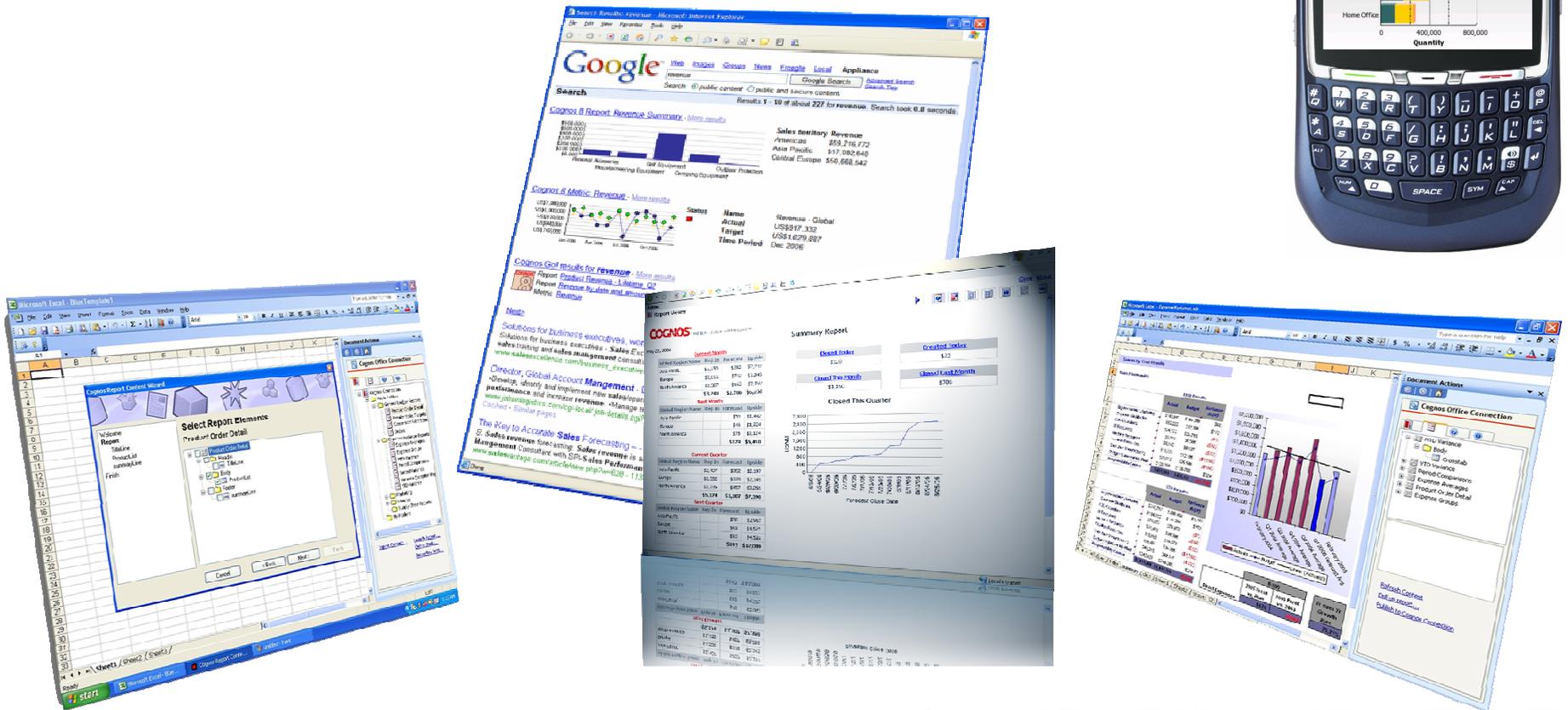
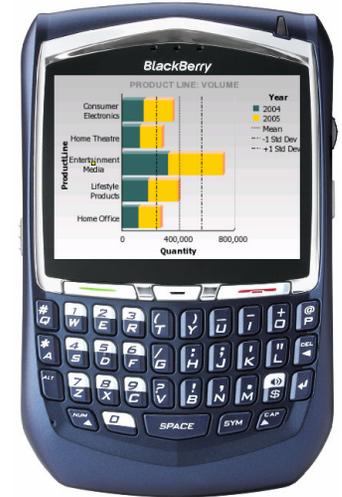
On the right, a context menu is open, listing various actions that can be triggered:

- 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...



Modalità di fruizione

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



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

