



IBM Cognos 8 BI for Linux on System z *30,000 Users in Production in Four Months*

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Agenda

- **Market Conditions**
- **What is IBM Cognos 8 BI for Linux on System z**
- **Explore an IBM use case**
 - What and why IBM decided to move forward with Cognos 8 BI for Linux on System z
 - The benefit to the organization

Business Intelligence Trends in 2009

* Ovum – BI – PM user trends to look for in 2009 by Madan Sheina & Helena Schwenk

BI remains top CIO priority

BI investment set to grow despite economic climate

- IT budgets will come under increased scrutiny, especially if the economic downturn continues

But expect leaner and meaner BI practices

- Move from a piece meal departmental deployment to across the wider enterprise
- Do more sophisticated types of BI with less money and IT staff

BI standardization

A way of reducing costs and maximizing the potential of existing skill sets and technologies

Shift towards pervasive BI

BI goes mainstream ← mission critical

Continued transition towards operational BI ← enabling more users which entails increased deployment

Self-sufficiency - power to the users

Competency center

Competency center deployments will rise

Attaining level of BI maturity is key to success

Customer implications - what they tell us

We need to support more users with



- Higher service level expectations
- Broader functionality requirements
- Faster access to data
- Faster and simplified deployment

We need to cut costs



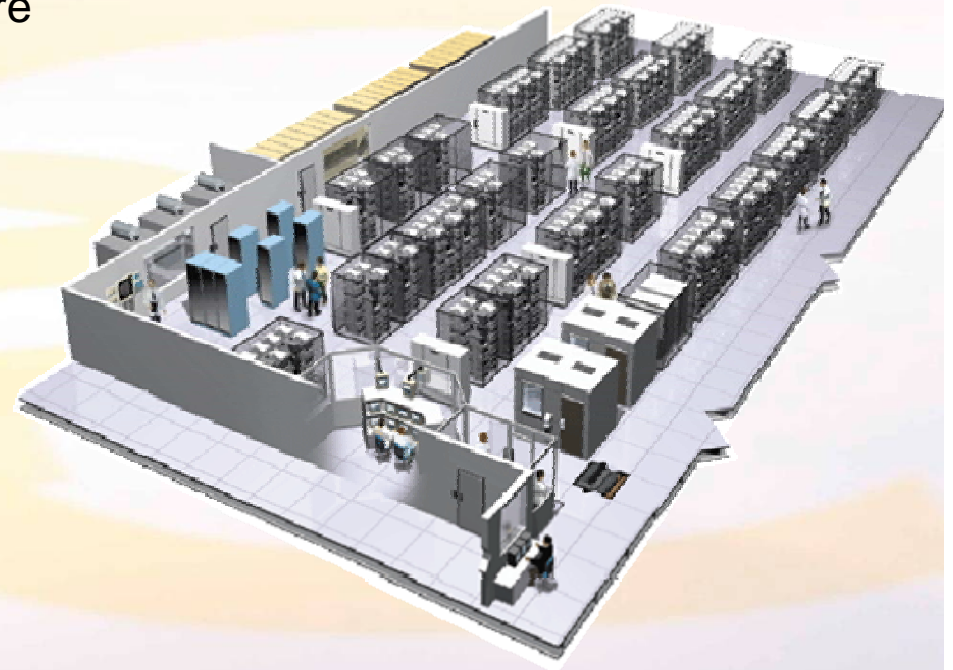
- Reduce Spending
- Lower operational costs (e.g. power consumption)
- Reduce Staff

The Question?

How do you deliver more sophisticated BI to more users while cutting costs?

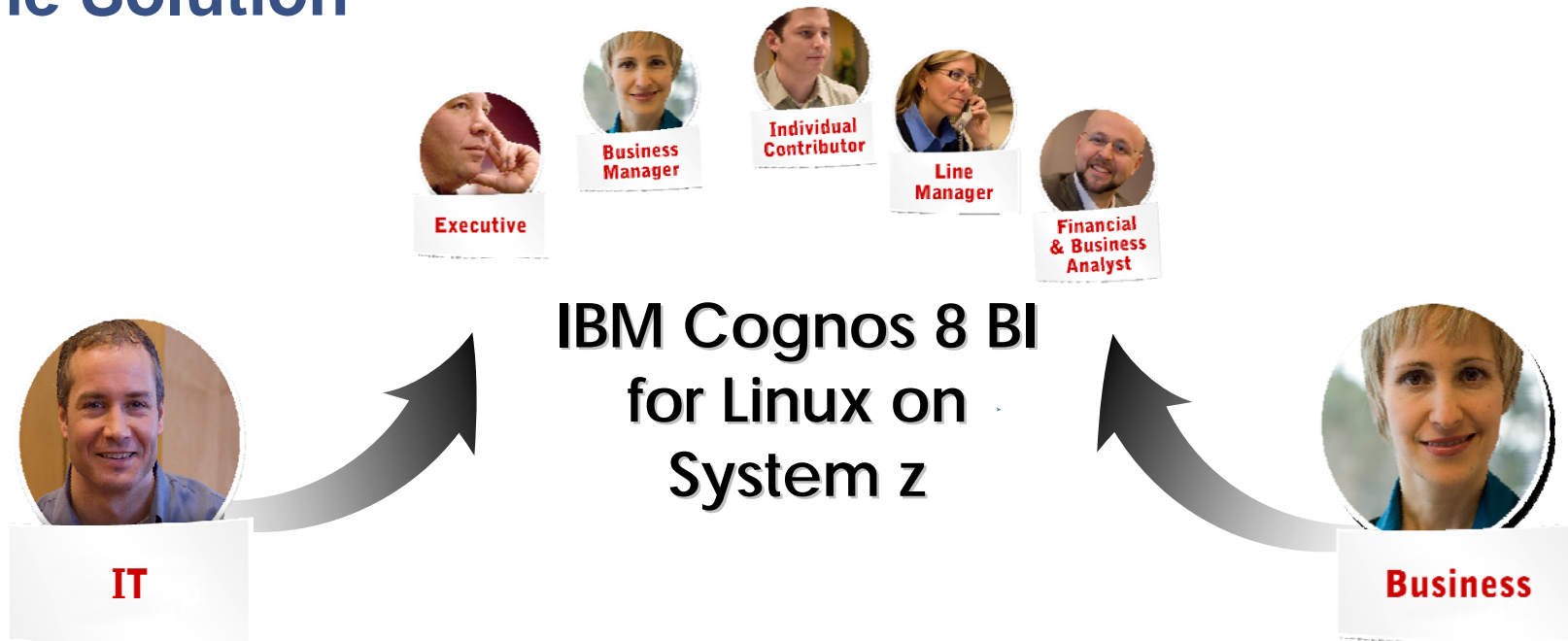
Implications for Growing your BI Deployment in a distributed environment

- Cost and complexity (e.g., more physical servers, real network gear)
- Excessive energy usage and heating problems
- Inadequate power and cooling infrastructure
- Data silos and data synchronization
- Linear staffing costs
- Linear per processor software costs
- Frequent outages



BI is traditionally a distributed workload you can consolidate!

The Solution



Simplifying the management and maintenance
of your enterprise BI infrastructure

- Enabling the business to easily and securely accelerate BI user adoption while saving money
- Enabling IT to guarantee the quality of service and availability of BI while reducing the time to value and corporate IT costs

Cognos 8 BI for Linux on System z

Combines the industry leading power of Cognos 8 BI with System z

- **Significant cost savings in**
 - Hardware
 - Software
 - Operating and people costs
- **Faster time to value**
 - A reduction in the time and resources required to deploy BI
- **Proven Industry leading metrics for**
 - Scalability
 - Reliability
 - Availability and Security
- **Simplified and faster access to the data on System z**

What are the advantages to YOU?

Gives the Business the ability to...

- Increase BI usage across the organization
- Gain faster and simpler access to the data on System z
- Guarantee service level agreements
- Reduce operating costs
- Experience a faster time to value

Gives IT the ability to...

- Offer an Enterprise BI service to the entire organization
- Simplify their BI infrastructure
- Reduce corporate IT costs
- Ensure the availability and quality of service of their mission critical BI solution
- Protect their most strategic asset – their business intelligence

What is IBM FMS?

- IBM Field Management Systems (FMS)
- The Field Management System
 - Represents a corporate wide strategy to achieve consistency and quality in the Worldwide Incentives and Commissions process
 - Allows for the measurement and calculation of incentives for eligible employees, and provides a common platform across IBM businesses

FMS Standard Reporting Situational Analysis

Users

- 40K users (all IBM Sellers and Sales managers world wide)

Requirements

- Users must be able to quickly and easily
 - Monitor and track their progress against their sales quota
 - Forecast future sales transactions

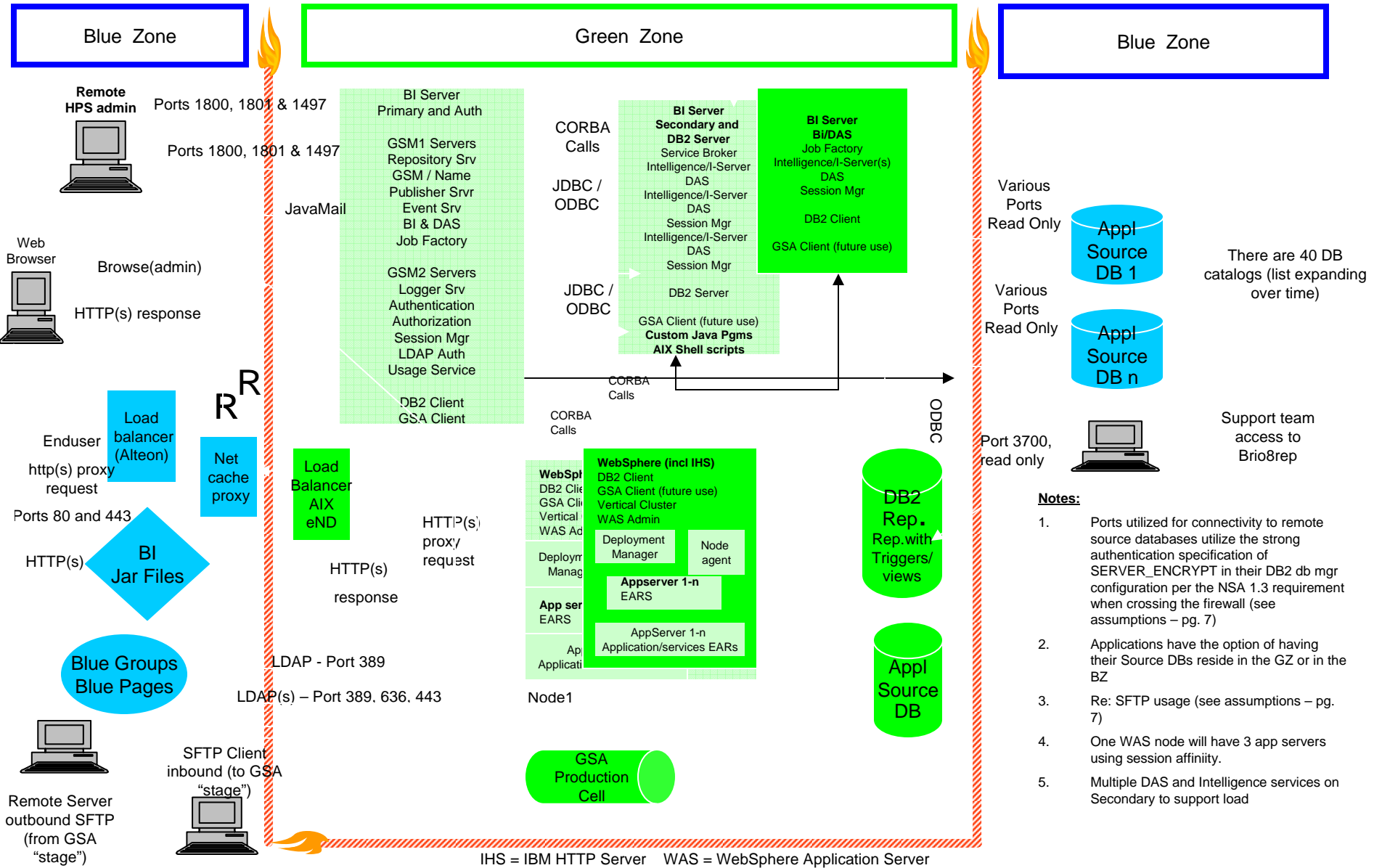
Challenges

- Legacy reports would take many minutes to execute
- Report details too cumbersome for easy and quick review (hundreds to thousands of lines of detail)
- Performance issues due to data volumes severely impacted end-user satisfaction

Objective

- A new standard reporting solution that is
 - Scalable
 - Easily accessed
 - Rapid to deploy

Original FMS Deployment Architecture Diagram



FMS Standard Reporting legacy infrastructure

Third party vender software used (pre-Cognos acquisition)

- Client/Server model was inefficient and cumbersome
 - Users needed additional software loaded on their workstations to run the reports
 - If an incorrect version was installed the software wouldn't work properly
 - Limited browser support (IE only)

The web portal infrastructure implications

- Consisted of 4 distributed P-Series servers running on AIX
- Additional servers required for increased growth
- Increased the run and maintenance cost
- Systems outages impacted availability of reports to the end users

FMS Standard Reporting Solution

Decision

- Migrate to IBM Cognos 8 BI for Linux on System z for all standard reports

Objectives (within 4 months)

- Build a Cognos 8 BI Reporting infrastructure to address issues of performance, scale, deployment, and usability
- Educate the reporting development team on Cognos
- Deliver the required FMS standard reports
- Deploy and educate all users in the target global community
- Prove and document the benefits of the new solution

Team

- The Incentives Business Transformation organization
 - Report Development and Education
- Global Business Services
 - Project Management, Performance testing infrastructure deployment
- Integrated Design Team
 - Design and deploy the hardware infrastructure

IBM Cognos 8 BI for Linux on System z

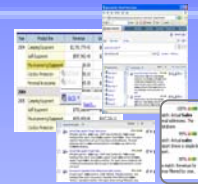
**Broad
Range of BI
Capabilities**



Web



Mobile



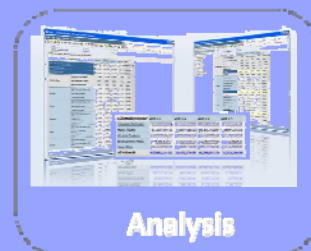
Search



Office



Reporting



Analysis



Dashboards

**Open
Enterprise-
class Platform**

Open, enterprise-class platform to deliver complete, consistent and timely information across diverse user communities with cost-effective scale.

**Proven
Partnership
with IBM**

IBM System z

Delivering a cool, dynamic Business Intelligence Infrastructure on System z and IBM Storage

FMS Standard Reporting Solution

The results attained within 4 months...

- Designed, created, and deployed the largest IBM Cognos 8 BI for Linux on Systems z solution in the world
- Initially delivered three sets of standard reports to all users worldwide
- Converted and hosted 30K users to the application
 - Ran approx. 350,000 reports in the first 5 months

Proof of Success with User Requirements

Simplified User Experience

- Single, unified web portal for all their FMS reporting needs supporting multiple browsers
- Reduced number of reports (from 14 to 4) providing the same level of information
- Data populated on existing reports dramatically decreased due to drill down capabilities
- Significant improvement in reporting performance and response time
- Users now able to quickly and easily define what information they view and how they access it

Increased User Adoption

- Accommodated a larger user population as a result of System z strengths and capabilities
- Ran approx. 350,000 reports in the first 5 months, validating fast and broad user adoption

Delivered Increased analysis value to the Business

- New information for Territory Analysis – assists managers in analyzing a seller's territory coverage before achievement and commission payments are available

Proof of Success with IT

Simplified Deployment and Maintenance

- Speed of deployment – was able to implement in 4 months !
- Eliminated client/server and browser dependencies and limitations
- Centralized system management for simplified maintenance and migration

Consolidation

- Reduced the application footprint (servers, etc.) and therefore costs
- Consolidated multiple data sources into one single application for the business

Availability

- Avoided costly downtime (System z proves its point)

IBM Cognos 8 BI for Linux on System z Delivers...

- Lower cost, faster deployment, rapid adoption
- A simplified user experience with enhanced function
- Better performance and response time
- Increased scalability
- Increased user productivity
- Increased value to the business and to IT
- Laid the groundwork to standardize across IBM

“The IBM Cognos 8 BI for Linux on System z is a very powerful tool to deliver quick and easy access to business information across a large number of users.”

John Palermo
*IBM CHQ, Enterprise On Demand
Director Global Incentives Business
Transformation*

If YOU want to offer...

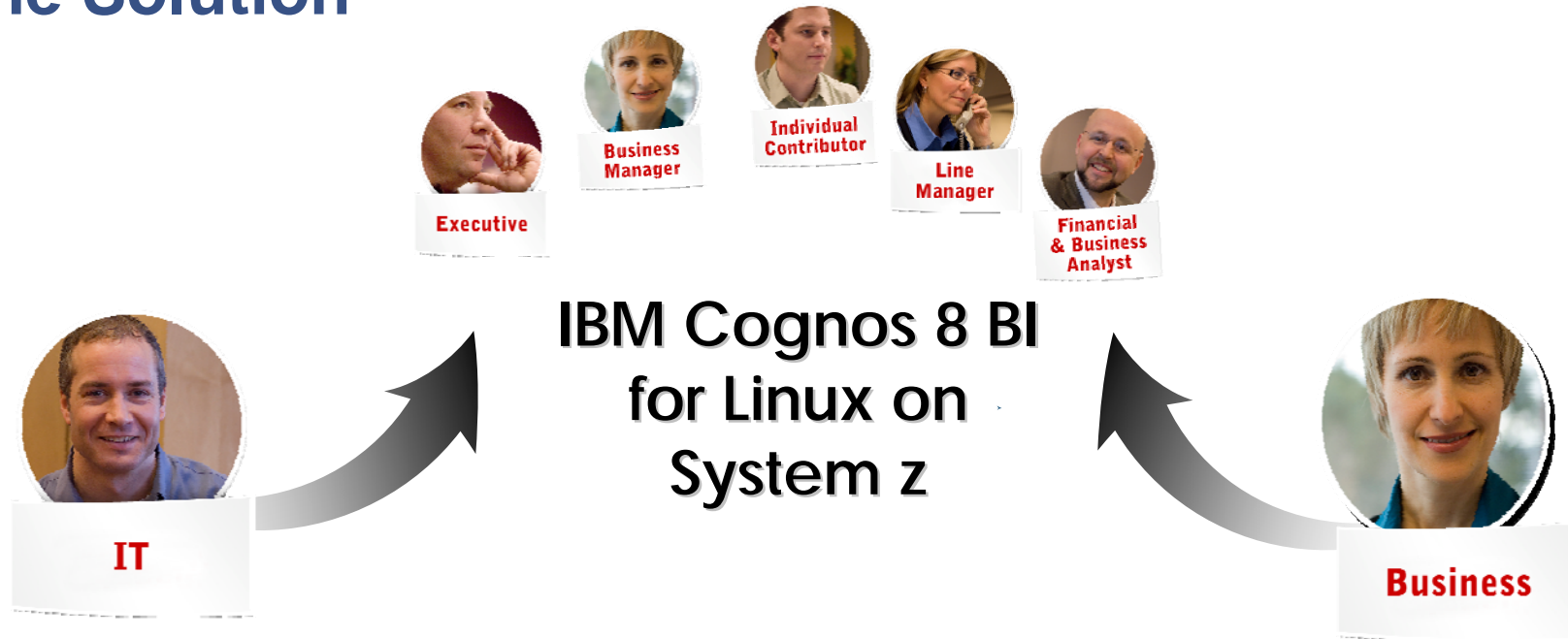
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Questions
&

Answers

