



Optimizing Information-Centric Processes with Business Intelligence

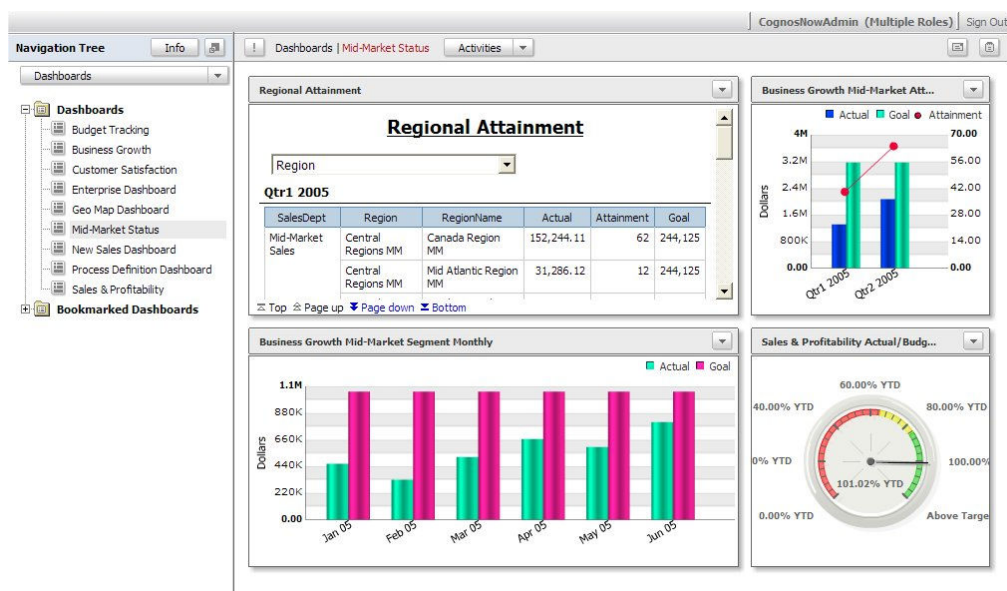
IBM presents Cognos Business Intelligence (BI) solutions with IBM Business Process Manager (BPM) to enhance enterprise performance across your entire organization. BI provides dynamic reporting, analytics and contextual intelligence to deliver vital information and enable informed decisions. Extend the value of your BPM investment by combining the power of process automation with performance management to make smart decisions, take proactive actions and gather insights to drive innovation.

BEST-OF-BREED SOLUTIONS FOR PERFORMANCE OPTIMIZATION

The integration of Cognos solutions and IBM Business Process Manager allows organizations to gain four key capabilities:

- Operational Intelligence *with* Business Activity Monitor
- Business Intelligence *on* Business Process Management
- Business Intelligence *in* Business Process Management
- Business Intelligence *driven* Business Process Management

Table 1. Cognos Now! Monitor with BI Reporting on BPM



Notes: Combining the power of Cognos Business Intelligence solutions and IBM Business Process Management solutions provides business users the right information at the right time for reporting, analytics and ad-hoc reporting.

Operational Intelligence with Business Activity Monitor to Provide Real-Time Insights

Business activity monitoring (BAM) solutions from IBM and Cognos provide operational intelligence and visibility into the effectiveness of business processes and performance. Visually rich and configurable dashboards, workflow and analysis tools help business stakeholders identify issues in real-time so they can respond quickly and effectively, enabling them to reduce risks and costs. In addition, BAM collects and correlates data from multiple events data streams to provide a consolidated view of business performance

Business Intelligence on Business Process Management to Optimize Processes

Allow users to access information or create dynamic reports to analyze process and operational performance. With Cognos 8 Business Intelligence, the process data provided by IBM Business Process Management solutions can be aggregated with other relevant enterprise data. This leads to a better understanding of how a business process is performing against established benchmarks, allowing users to identify opportunities for improvement and optimization. Better information insight and iterative process improvements contribute to increased business performance and operational agility.

Business Intelligence in Business Process Management to Make Timely Decisions

Processes and business logics need to be fortified with “in-context” intelligence so users can receive or access the right information, right when they need it. Incorporate critical information into each process step to deliver the most relevant information to decision-makers and empower timely, smart actions. Information is delivered to users in the context of their role within a business process so they can gather additional intelligence on a customer, a case or a claim. Dynamic reporting capability will also allow users to drill-down for more detail.

Business Intelligence driven Business Process Management to Take Smart and Proactive Actions

With the business event management (BEM) capability of Cognos BI solutions, users gain a proactive performance monitoring, benchmarking and alerting system that can trigger or interrupt in-flight processes in IBM BPM. Event management capability can enable, initiate and automate decision-making processes and resolutions to common issues without user intervention. The risks associated with unpredictable business problems can be minimized by freezing a process as soon as events data breaches performance threshold or when adverse conditions occur. In addition, the ability to correlate events from multiple data streams such as an order management system, a production management system, and an inventory management application enables Cognos BI and IBM BPM to detect potential problems and take proactive actions.

BUSINESS BENEFITS

Increased Productivity through Better Decisions

Empowering business users with the right information, at the right time, accelerates business performance. Decision-makers can make smart, informed decisions with access to all the relevant information in the context of their role within process. The result is increased productivity and responsiveness. Making decisions with the best available information helps you reduce risk, limit exceptions and eliminate repetition.

Complete Performance Visibility

Combining the enterprise reporting, dashboarding and monitoring capabilities of Cognos solutions with process performance data from IBM BPM gives users complete enterprise process visibility. As a result, the overall sequence of events can be better understood and managed, while its impact on the rest of the business can be assessed. In situations where data indicates the crossing of a business threshold such as a scorecard metric, team members can collaborate to reach the most effective organizational response. For management-level business processes with less

proscriptive information requirements, users are guided to relevant sources for the critical information they need. Afterward, users can backtrack on the decision chain to see what worked and what did not. This ability is vital to understanding and optimizing any business process.

Manage Risk and Compliance

Because your process information can be stored to preserve the context in which a decision is made, the basis for past decisions becomes visible. This visibility across all data systems provides complete audit ability to support corporate compliance initiatives. Furthermore, the ability to create thresholds, monitor actual performance and initiate alerts or corrective processes minimizes overall risks for the business.

KEY CAPABILITIES OF COGNOS BUSINESS INTELLIGENCE SOLUTIONS

Using a Web services architecture, Cognos delivers all the required business intelligence and performance management capabilities for reporting, analysis, scorecarding, event management, dashboarding, activity monitoring and data integration.

Reporting

Cognos reporting provides business users with a complete list of self-serve report types that are adaptable to any data source from a single metadata layer with multilingual support. An organization can standardize all enterprise reporting with a single architecture while users benefit from the ability to personalize reports and access targeted information. Users can create, modify and distribute any type of report, including: invoices, statements, weekly sales, inventories and dashboard reports. Cognos reporting eliminates the need for multiple reporting tools and the costs associated with duplicated training, maintenance, administration, servers, support and information inconsistency.

Analysis and Exploration

Analysis enables the guided exploration of information that pertains to all dimensions of your business, regardless of where the data is stored. Using OLAP on relational databases for reporting and analysis, users of Cognos 8 BI can track changes in business metrics to uncover trends, risks and opportunities. Users can dynamically explore and analyze information to make the most effective tactical or strategic decisions. Perform a variety of robust multi-dimensional business analysis on process time, step costs, number of work items, average wait-time, revenue, geography, product, and time to examine your organization from any angle.

Balance Scorecard and Advanced Virtualization

Cognos can augment managed reporting or analysis with scorecards and dashboard reports to view data in rich graphical formats. Key performance indicator data can be aggregated and represented with traffic lights, gauges, charts or other visual displays to provide at-a-glance understanding of critical issues. Business users can personalize dashboard views with simple drag-and-drop configuration and select from a variety of reporting metrics that are most relevant and targeted to their role and line of business.

Business Event Management

The BEM capability helps users to manage business events from beginning to end. BEM can automatically deliver time-sensitive business intelligence to decision-makers through portals and over email and wireless infrastructures. In concert with reporting and analysis, Cognos BEM pushes critical information to users and systems for immediate attention. BEM allows business users to maintain a list of all current events and their status. With BEM, one can initiate IBM BPM processes and compress time-to-action when critical business events occur.



TECHNICAL BENEFITS

The interplay between IBM and Cognos means results are delivered more quickly than with other business information and performance solutions. Together, Cognos Business Intelligence and IBM Business Process Management solutions embrace and extend customers' technology investment and help accelerate enterprise performance to the next level.

Scalability

Designed for enterprise-level deployment, Cognos offers proven scalability to hundreds of thousands of users through an N-tiered, multi-server, multi-threaded architecture. This design provides full failover recovery and dynamic load balancing.

Security

With Cognos, IT can manage user profiles and classes for business intelligence applications from a single secure portal. This covers both authentication (or logon security) and authorization. Database and OS security can be used for user authentication as well. Cognos enables any combination of LDAP, OS or RDBMS security for authentication. Outside the firewall, the Web-based deployment is secured through the Secure Sockets Layer (SSL) protocol. SSL encrypts the channel between a company and its employees, partners, suppliers or customers for the secure delivery of sensitive reports and data.

BETTER PERFORMANCE MANAGEMENT

IBM provides comprehensive business process management capabilities across its software portfolio while Cognos delivers complete business intelligence functionality on a single, proven architecture. This simplifies the IT environment to enable timely, accurate and contextual delivery of information at the right time. The result is high user adoption, better decisions and greater agility across the organization. Combining best-of-breed solutions from both portfolios provides the enterprise foundation to manage information, content, processes and intelligence that drive decision making for better performance management and process optimization with business intelligence.

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