IBM Cognos 10 Business Intelligence Overview
IBM Cognos Business Intelligence Platform

PRESENTATION / WEB TIER: Zero Footprint Web Browser

WEB SERVER(S)
- Web Gateways
- Web Services API
- Industry Standard Portals

APPLICATION TIER

IBM Cognos BI - SOAP, XML

IBM COGNOS BI DISPATCHER(S)

DATA TIER

RELATIONAL
- IBM, Oracle, Microsoft
- Dimensionally Aware Relational
- Modern
- XML, WSDL, LDAP, JDBC...

OLAP
- Enterprise Planning Real-Time Plans
- IBM Cognos PowerCubes: High Performance
- Dimensional Cache
- Industry Standard OLAP Providers

CONTENT & METRICS STORE

SECURITY PROVIDERS
- Industry trusted providers
- MSFT, Netegrity, SAP, etc.,
- LDAP & custom providers

COMMON METADATA

LINUX
- UNIX
- WINDOWS

FIREWALL / ROUTER / ENCRYPTION

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Agenda for today

- Unified Workspace with Business Insight
- Business User Authoring with Business Insight Advanced
- Managed Dashboards with Active Reports
- Extending BI Content to Mobile devices
- Professional Report authoring with Report Studio
- Assembling Interactive content in Business Insight
- Leverage BI Content with Microsoft Office
- Integrate BI Content into business processes
- Administration of the BI System
Unified Workspace with Business Insight

Bring together all of your BI content into one unified workspace

Highlights

- Simple drag and drop assembly of existing BI content
- Search assisted assembly
- Dynamically filter dashboard content with sliders, checkboxes, radio buttons and list controls
Unified Workspace Demo

Search and assemble any BI content
Unified Workspace with Business Insight

*Progressively interact with the workspace content to quickly and easily gain deeper insights into the data* 

Highlights

- Group and sort report content
- Filter report content
- Do calculations on report content
- Change display to and from textual and graphical displays
- “Do more...” with a seamless graduated experience
Unified Workspace Demo

Progressive Interaction
Unified Workspace with Business Insight

Collaborate with other users to accelerate alignment and improve decision making

Highlights

- Add comments to content and data
- Embed of Lotus Connections:
  - Post messages, share files and links to web content (both BI and external)
  - Create and assign to-do items
- Work within Business Insight workspace to drive activities or requests for action
- Send email notifications directly from an activity
Unified Workspace Demo

Built-in Collaboration
Business User Authoring with Business Insight Advanced

Perform complex analysis tasks quickly and easily to get to the "why" behind an event or action to improve business performance

Highlights

- Intuitive drag-and-drop interface
- Work with live data
- Integrated data exploration and analysis
- Calculations, drill, filter, pivot, top/bottom count
- Manage and understand analytic operations
- Flexible formatting and layout
- Conditional styling
- Multiple queries, layouts and charting
- Integrate and leverage external data in your reporting and analysis
- Full lifecycle with Report Studio
### Business Insight Advanced Demo

#### Reporting and Analysis

<table>
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<tr>
<th>Product</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
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<td>Camping Equipment</td>
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<tr>
<td>Mountaineering Equipment</td>
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</tr>
<tr>
<td>Outdoor Protection</td>
<td></td>
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<td></td>
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<tr>
<td>Personal Accessories</td>
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<td>$40,954,261.94</td>
<td>$48,625,915.82</td>
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</table>

*Revenue in USD for each year.*
Managed Dashboards with Active Reports

*Extend the reach of BI and analytics to a broad audience of consumers so they can interactively uncover new insights and opportunities.*

**Highlights**

- Allows report authors to build highly interactive dashboards/applications
- Leverages existing report authoring skills
- Extends reports with controls and data behaviors (e.g. sort, filter, summarize)
- Leverages existing report management system (e.g. schedule, burst, email etc.)
- Consumable on iPad
- HTML(MHT) based solution supported by Internet Explorer and Firefox
Active Report Demo
Managed Dashboard
Mobile

Provide business users with the information they need to make responsive and informed decisions regardless of their location.

Highlights

- Full BI interactivity including Drill Up/Down/Through using common Touch gestures
- Interact with prompts, drills for additional details, schedule reports for immediate access to key content
- Support for iPhone, iPad, BlackBerry, Windows Mobile, Symbian, Android and Playbook
- Active Reports on iPad
- Simple collaboration
Mobile Demo

Accessing BI from iPad
Professional Report Authoring with Report Studio

Create richly detailed and customizable reports to meet the broad needs of an organization

Highlights

- Advanced styling and layout capabilities
- Multi page report control with table of contents
- Burst and deliver to users and groups
- Parameterized and prompted reports
- Drill through
- Multilingual and Accessibility for reports
- Author Active Reports
- Rich set of calculations
- Advanced query capabilities (relational set, SQL, MDX, etc).
- Statistical visualizations and control charts powered by IBM SPSS Statistics engine
Report Studio Demo

Building an Active Report
Assembling Interactive Content in Business Insight

Leverage the value of BI content by allowing Business Users to combine interactive components.

Highlights

- Use Active Reports as components designed for use in dashboards
- Components connect on business keys (e.g. customer, region, year, etc).
- Increases reuse opportunities for authored content
- Business users can assemble highly interactive dashboards
Business Insight Demo
Using Active Reports in Dashboard
Integrate BI Content into business processes

Provide BI that’s relevant to the context of the users daily workflow and/or process using IBM Cognos Mashup Service

Highlights

- API automatically and securely exposes BI content (reports, queries, analysis or metric) as a Web Service
- Applications can make requests to Cognos Mashup Service using industry-standard REST or SOAP protocols.
- Resource can be returned as an XML data structure, XML layout structure, viewer or image.
- Simplifies integration of BI content into applications and portals
- Powers vertical and domain specific visualizations
Leverage BI Content with Microsoft Office

*Extends the reach of your IBM Cognos Business Intelligence to Microsoft Office.*

**Highlights**

- IBM Cognos for Microsoft Office
  - Secure access to report content in Word, Powerpoint and Excel
  - Extend with formulas in Excel
  - Refresh report elements
- IBM Cognos BI Analysis for Excel
  - Secure access to data through model
  - Interactive exploration and analysis of multi-dimensional data in Excel
  - Drill, suppression, filtering
  - Calculations
  - Refresh data
- Promote to Business Insight Advanced, Report Studio or Analysis Studio
Administration of the BI System

Rich set of capabilities to administer, control and tune your BI system.

Highlights

- Content Management
- User Management and Security
- Report Management: schedule, burst, jobs
- Event Management: Event Studio
- Monitoring: jobs, reports, services etc.
- Configuration: Data source management, server management
- Deployments
Thank You