

IBM® Cognos® 8 Business Intelligence For Linux on System z™

Make faster, better decisions using your System z investment

Organizations are looking for an open business intelligence (BI) platform that fits with their enterprise infrastructure, addresses business needs—while not adding to existing IT complexity.

These requirements join market trends facing information management, such as power and cooling constraints, consolidation objectives, budget limitations, risk management initiatives and virtualization goals. Together, they mean many organizations are investigating the mainframe as a potential platform for BI solutions.

The need for business intelligence tools to access data on demand and the surge in software and hardware enhancements for IBM System z lead many enterprises to re-examine their current business intelligence deployment strategies. In response, IBM Cognos 8 BI for Linux on System z offers a comprehensive business intelligence solution for the mainframe. IBM Cognos 8 BI for Linux on System z is the optimal solution for business intelligence on System z, your strategic platform of choice for mission-critical applications.

There are three key considerations organizations to understand if a BI solution on the mainframe makes sense as part of your overall BI strategy:

1. Where is the data and how often do I need to access it?

Data on the mainframe continues to increase. Traditionally, to access mainframe data, organizations move the data in off-peak hours to a data warehouse on another platform. This causes a time lag to access information and increases maintenance cost as data proliferates on a variety of platforms. New technology advances in the mainframe mean companies can cost-effectively build BI solutions on the same platform as their transactional systems.

With IBM Cognos 8 BI for Linux on System z—a BI solution on the same platform as the transactional data—can reduce the time to deliver and access critical information for the business. This means lower costs for IT, while delivering on business needs.

2. What is my strategic platform for mission-critical applications? New advances in mainframe technology and infrastructure consolidation mean organizations gain more from their System z platform investment beyond traditional transactional applications. New sources of value come from other solutions, such as BI, which have become strategic to the business.

IBM Cognos 8 BI for Linux on System z is built on the open Cognos 8 platform, allowing organizations to gain more from their investment in System z as they deliver BI across the enterprise.

3. What are my BI solution requirements? A BI solution must be able to meet the needs of all employees—from executives to front line workers. It must deliver the technology requirements for an enterprise solution—security, scalability, availability and reliability.

With IBM Cognos 8 BI for Linux on System z, organizations can use the enterprise-class Cognos 8 platform on a platform known for its ability to meet the most demanding technology requirements.

IBM Cognos 8 BI for Linux on System z addresses all three considerations. Gain the advantage of an acknowledged leader in business intelligence software, and deliver a comprehensive BI solution on an enterprise-class BI platform.

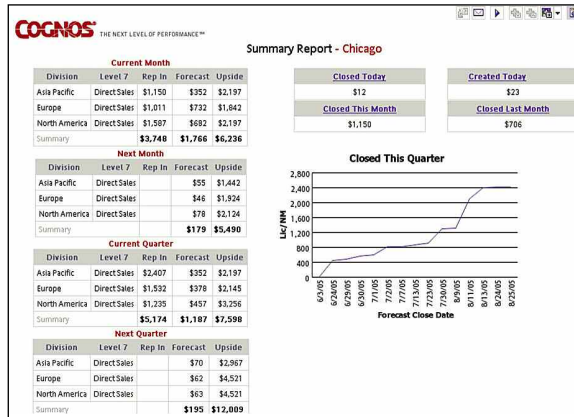
Broad BI capabilities to engage more users

IBM Cognos 8 Business Intelligence is the only BI solution to deliver a broad range of BI capabilities, including reporting, analysis, dashboards, event management, ensuring all user communities receive relevant information how, when and where it is needed. Cognos 8 BI offers a zero-footprint, browser-based interface for all your business intelligence needs. You can put BI in the hands of a broad range of users, through a familiar working environment and provide them with the access they need where and when they need it.

Complete enterprise reporting

Reporting with IBM Cognos 8 Business Intelligence for Linux on System z addresses your organizational reporting needs: from simple inventory lists to high volume billings to ad-hoc business reporting. One size does not fit all. IBM has tailored a reporting solution for different user types to ensure it delivers the right information to the right users at the right time. Serve users from simple report consumers who can author and modify their own reports with minimal training or IT involvement, to professional authors and developers who require in-depth, sophisticated reporting capabilities.

Managed Reports



Features

- One-to-many reporting
- Flexible prompting and bursting
- Scheduled
- Designed for viewing or reading more than interaction
- Ideal for information delivery for wide distribution

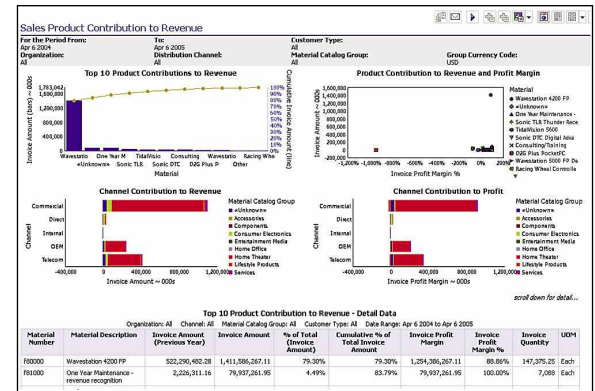
Reporting with IBM Cognos 8 BI for Linux on System z makes departmental reports easy and complex global reporting much simpler. Global organizations can bring divisions, departments, and international groups together to all work with the same information. IBM Cognos 8 BI for Linux on System z lets you author-once/publish-anywhere, to create multi-page, multi-query reports in Excel, PDF, XML, HTML or CSV, with the ability to schedule or burst delivery by email or portals in the language of your

choice. IBM Cognos 8 BI for Linux on System z also supports multiple languages from a single metadata layer, directly out of the box. Report authors can define which report elements they want to adapt to each user's working language, including the user interface as well as report content.

Dashboards for effective communication

BI software must present business information in a variety of formats for ease of use and exploration. Dashboards with IBM Cognos 8 BI for Linux on System z provide rich visualization options that can be combined to deliver interactive and engaging reports. Create dashboard reports that use geographic or spatial maps to present data in different formats such as cities, countries, building floor plans, seats in an airplane or parts of the human body. These can be combined with interactive charts such as gauges, horizontal progress charts, and combination charts. Since charts are typically used to integrate different data, authors can build multiple queries into the same chart as well as individual portions of a chart. You can drill-up or down through chart elements to see the big picture or the essential detail.

Transactional and Operational Reports



Features:

- Provide a point in time picture of performance to a budget or KPI
- Monitor indicators

Multidimensional analysis

Multidimensional analysis helps organizations extract maximum value from their corporate data. The ability to see data in different contexts on the fly, without having to tie up IT resources, lets business users and power users go beyond simple reporting. It transforms volumes of data into information about the business, allowing users to analyze information in a business context – comparisons of things such as product or channel performance, in light of other important factors like regions, customers, and time. With a multidimensional view, users can quickly gain insight into business performance, trends and changes more quickly than their competitors. Building from its strength in OLAP analysis, IBM Cognos 8 Business Intelligence for Linux on System z analysis is the leading analysis solution for multidimensional and relational sources.

Up-to-date business information

Users demand fast access to information but do not necessarily have the skills or the time needed to pull it all together independently themselves. They need products that are easy to use and offer context-sensitive BI.

IBM Cognos 8 BI for Linux on System z delivers all BI capabilities on a range of capabilities such as event management and ad-hoc query to ensure users have access to the most relevant information as they need it. For example, with self-service personal alerts, a manager can select information in a report and receive pro-active alerts when data changes.

The IBM Cognos 8 platform: cost-effective scale to meet growing demands

IBM Cognos 8 BI for Linux on System z delivers an open, enterprise-class platform, to address your business intelligence needs today and tomorrow for your entire organization. The Cognos 8 BI platform delivers:

- Consistent information the business can understand, own, and trust
- A modern service-oriented architecture to use existing infrastructure, easily adapt to change, and embrace open standards for long-term extensibility
- Broad system management to deploy, manage, and scale while achieving on-time service commitments.

With IBM Cognos 8 BI for Linux on System z you have access and visibility across heterogeneous data sources whether relational or OLAP. With IBM Cognos 8 BI you can choose your preferred approach for data access including direct connections to data sources; or using metadata from extraction, transformation and loading (ETL) processes. The Cognos 8 platform helps data professionals deliver reliable, consistent, and timely data for reporting, analysis and other business intelligence capabilities.

IBM Cognos 8 BI for Linux on System z provides consistency of data through a single metadata model. The metadata model can handle multi-lingual deployments through advanced features that let you deploy multi-lingual with no coding, or need to setup multiple servers or duplicate reports.

The metadata environment supports best practices of building multi-tier models from physical data layer to the business view. This lets IT model the complex physical environment, and yet translate that to a business model that makes sense to the user. This hides the complexity though model translation under the covers. Most users would not know the difference between OLAP and SQL; with the Cognos 8 platform they never need to know.

The Cognos 8 platform is built on a modern service-oriented architecture. With IBM Cognos 8 Bi for Linux on System z, customers gain value from their investment in the System z platform – as well as other enterprise technology standards and skillsets already in place such as operating systems, security and data sources.

The Cognos 8 platform delivers the right capabilities to manage the solution with centralized and web-based administration that provides a complete view of system activity as well as system metrics and thresholds to be able to resolve potential issues before business impact. IBM Cognos 8 BI services in the application tier operate on a peer to peer basis. Any service of the same type, on any machine in a Cognos 8 platform configuration can service an incoming request. The result? Complete fault tolerance – any request can be routed to and handled by any server in the system. The system dispatches requests in an optimal way – with load balancing built into the system. As requests come in, they are automatically

PRESENTATION TIER

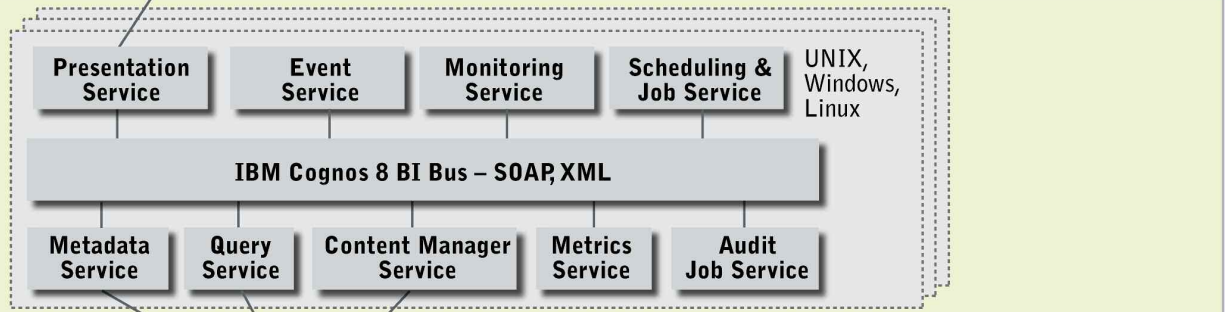
FIREWALL / ROUTER / ENCRYPTION



- All BI capabilities in a zero-footprint browser
- Fit with your web environment and portal
- Interoperable with MS Office, Enterprise Search, BPM and other applications

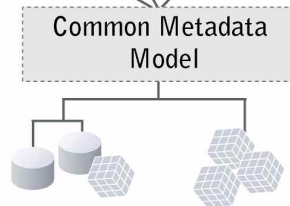
APPLICATION TIER

FIREWALL / ROUTER / ENCRYPTION



DATA TIER

FIREWALL / ROUTER / ENCRYPTION



- Package and define the information in business terms
- Restrict information to the right people
- Supply consistent information using a single query service
- Integrate data from a variety of sources

distributed in “round robin” fashion to servers within the system, based on server capacity. That capacity is fully configurable.

Proven Solutions with IBM

IBM has provided the underlying information infrastructure to support business intelligence solutions on the System z platform. This includes databases and data warehouses to manage data integration. Cognos market-leading technology is based on 17 years of exclusive focus on delivering business intelligence and performance management solutions.

Beyond technology, with IBM Cognos 8 BI for Linux on System z customers are able to extend the value of their solution to draw on the deep expertise in both business intelligence and the System z platform. IBM offers training, services, and consulting to help you build your IT system, integrate it, and help your users get maximum benefit from it. Get the industry’s most complete, open standards-based platform with the broadest range of expertise to help expand the value of your information, optimize your business processes, and maximize performance across your enterprise.

About Cognos, an IBM company

Cognos, an IBM company, is the world leader in business intelligence and performance management solutions. It provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance. Cognos was acquired by IBM in 2008.

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