



Streamline the Application Lifecycle of Your IBM Cognos BI Solution

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Session's objectives

- Learn how lifecycle management cuts effort, time and complexity from every phase in the life of your BI and PM solution
- Learn about the capabilities that IBM Cognos 10 delivers to enable efficient lifecycle management
- Learn how to access these capabilities and take advantage of the benefits of lifecycle management

Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.

Freedom to **Think**

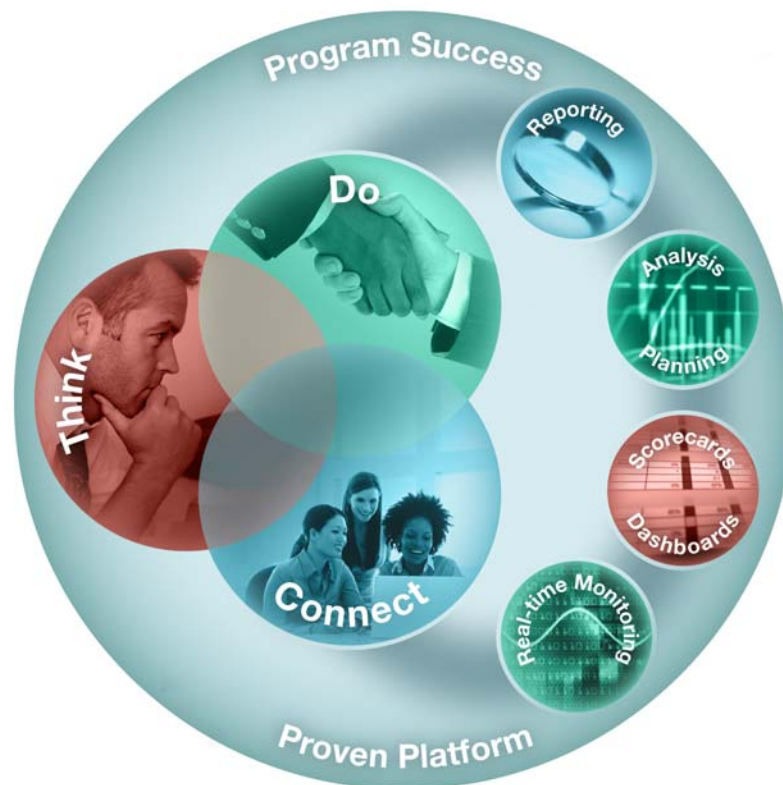
- Unified workspace
- All time horizons
- Progressive interaction

Connect with Others

- Decision networks
- Business context
- Accountability

and Simply **Do**

- Mobile and Disconnected
- Integrated
- Real-time



A revolutionary BI workspace delivered on a proven platform with seamless upgrade.

Challenges critical to the success of your BI & PM solution



Deploy faster with limited resources and budgets

“I needed to reduce my team from 10 to 5 yet still maintain my SLAs”

Maintain a trail of changes

“When I changed reports I had to worry about SOX”

Predict performance

“I needed to accurately guess the amount of hardware to use to meet the required performance”

Drive user adoption, the ultimate measure of success

“It all came down to user adoption”

Be flexible, meet complex and changing business requirements at a fast pace

“I have 10 departments that continuously disagree on reporting specifics”



Forrester said: “delivering successful BI capabilities goes far beyond just the tools and enabling technologies”



“BI is a set of methodologies, processes, architectures, and technologies”

Forrester Research Inc. : Enterprise BI Survey Q&A: BI Professionals
Recognize The Need To Focus Beyond Tools, March 17, 2009



Lifecycle management streamlines the process of deploying, managing and evolving a BI solution



Deploy

- Implementation
- Modeling
- Planning & Testing
- Security & Audit

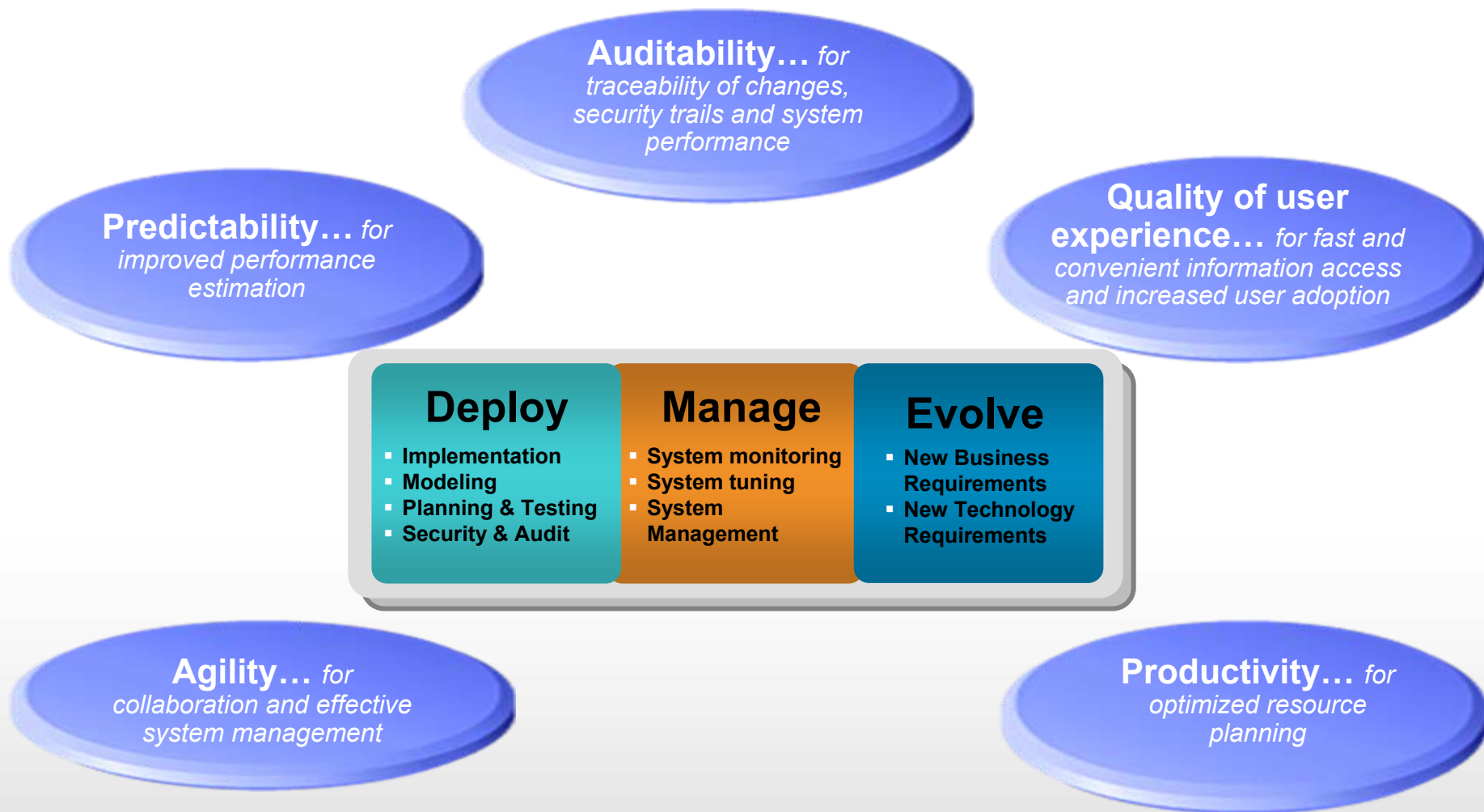
Manage

- System Monitoring
- System Tuning
- System Management

Evolve

- New Business Requirements
- New Technology Requirements

Lifecycle management cuts effort and time from every phase in the life of a solution without compromising its quality





IBM Cognos software delivers agility with ...

Agility... for
collaboration and effective
system management

Deploy

- Optimal model design to jump start the modeling process
- Social Networking to efficiently share information and communicate
- Integration with third party providers to adapt to existing IT infrastructure

Manage

- Centralized system monitoring to ease system management
- Flexible scheduling capabilities to reduce the load on the system

Evolve

- Single open API to add new capabilities
- Extending BI with mashable content to address unique requirements

Example: IBM Cognos 10 accelerates model design with guided workflow-driven modeling

- Model Design Accelerator enables the design of optimal models that are easy to build, maintain and manage
 - Top-down approach starting with reporting requirements to build business relevant models
 - Workflow-driven approach to jump start the process of building models
 - Guided best practices to ensure on-going evaluation to optimize model design

The screenshot displays the IBM Cognos Model Design Accelerator interface. A dialog box titled "Model Error: PRODUCTS" is open, showing a list of possible solutions for users to choose from. The solutions include:

- Modify the cardinality of the join from PRODUCT to PRODUCT_NAME_LOOKUP to specify the filter expression in the framework Manager.
- Change the cardinality from PRODUCT to PRODUCT_NAME_LOOKUP to be one-to-one.
- Manually re-draw the joins between tables.

 An orange callout box points to this dialog with the text: "List of possible solutions for users to choose from".

Below the dialog, a data model diagram is visible, showing tables such as ORDER_DETAILS, PRODUCT, PRODUCT_TYPE, and PRODUCT_LINE. An orange callout box points to the diagram with the text: "Visual cues that illustrate potential issues".

The main interface also shows an Explorer Tree on the left and a workspace with various query subjects and tables.



Demo Model Design Accelerator

IBM Cognos software delivers predictability with...



Deploy

Predictability... for
improved performance
estimation

- Proven linear scalability to proactively plan for resources
- Statistical analysis in reports for quick insight
- What-if scenario analysis to make informed decisions
- Real-time view of information for making intra-day or intra-hour decisions

Manage

- Proactive administration to predict issues before they occur
- Interactive charts to predict bottlenecks and resolve issues

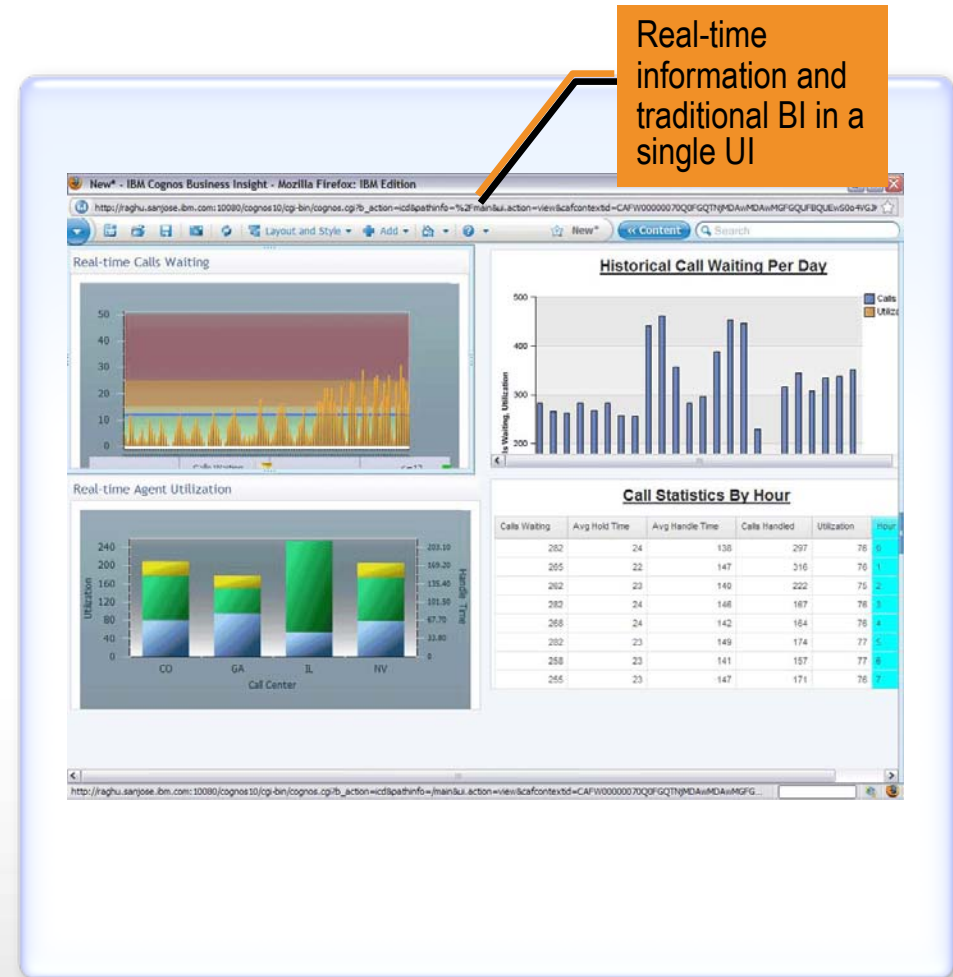
Evolve

- Impact assessment of upgrade without disruption to the business
- Impact assessment of new business requirements to quickly respond to change

Example: IBM Cognos 10 expands traditional BI with Real Time Monitoring



- IBM Cognos 10 allows users to consume and interact with real-time information and traditional BI in the same user interface
 - Real-time view of up-to-the-second relevant information
 - View in-context with all other BI information
 - Real-time alerts and trend analysis
 - Ad-hoc analysis on real-time information, with drill-down and filter





IBM Cognos software delivers auditability with ...

Auditability... for
traceability of changes,
security trails and system
performance

Deploy

- Dimension management to share changes within dimensions
- Security audit and control to maintain an audit of information access
- Business centric lineage to provide an understanding into the information

Manage

- Auditing Proven Practices to understand the overall system usage pattern
- Controlled access to scheduling options to prevent bottlenecks

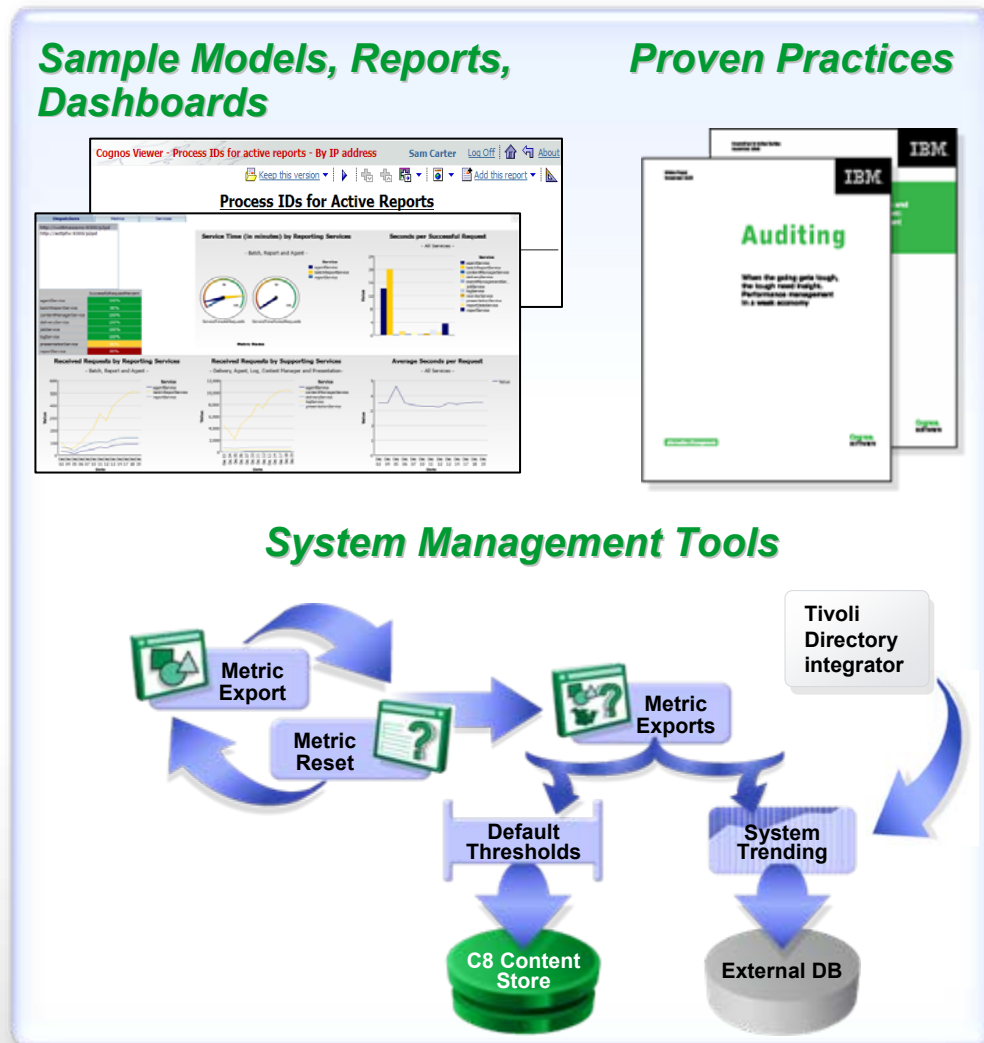
Evolve

- Ability to audit report upgrades to streamline the upgrade process
- Ability to quickly view and understand differences when upgrading reports

Example: IBM Cognos 10 eases system management with the system management methodology



- Broaden understanding with Proven Practices for system administration, auditing and security
- Accelerate ability to manage the system with sample reports, dashboards, models
- Enable proactive administration with System Management tools to automatically set default thresholds for system metrics



IBM Cognos software delivers quality of user experience with...



Quality of user experience... *for fast and convenient information access and increased user adoption*

Deploy

- Self-service reporting for business to get information without IT involvement
- Self-service and direct access to SAP BW for business without IT modeling
- Ability to merge external data to add a broader perspective to information

Manage

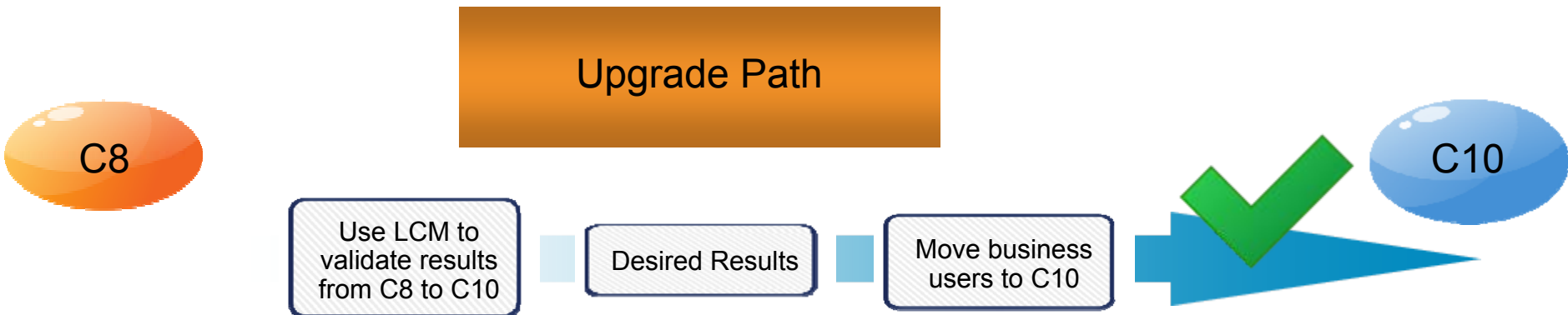
- User managed credentials to enable business self-service
- Single sign-on capability to improve user adoption

Evolve

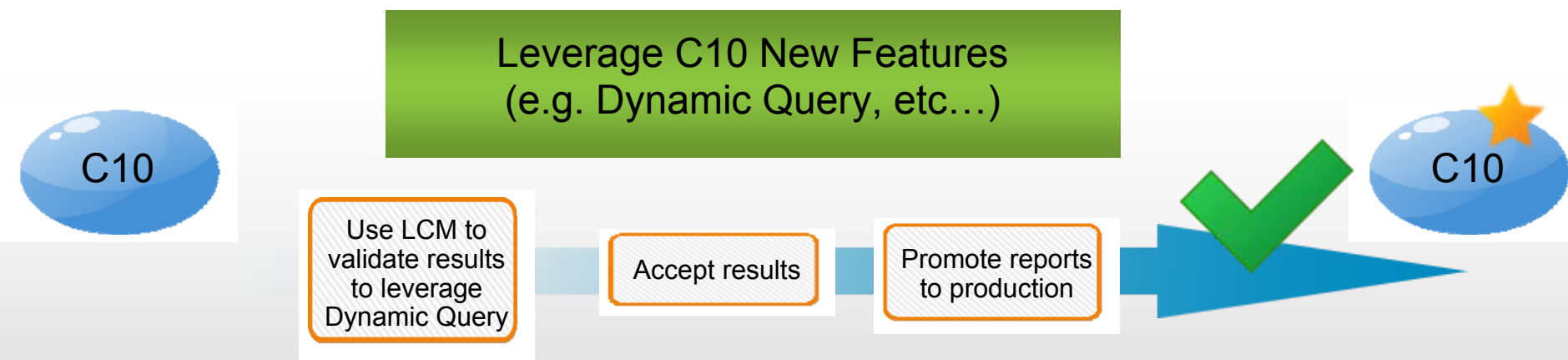
- Easy integration of BI with other applications to address unique requirements
- Seamless upgrade to Cognos 10 and flexibility of leveraging new capabilities



IBM Cognos 10 streamlines lifecycle management with the ability to seamlessly upgrade



Upgrade first, then leverage new features





Demo Lifecycle Manager



IBM Cognos software delivers productivity with...



Productivity... for
optimized resource
planning

Deploy

- Pre-assembled workspace content for faster insight
- Disconnected report application to extend the reach of BI
- Mobile support for iPhone and iPad to provide information regardless of location
- Services and BI excellence to jump start the process

Manage

- Proactive administration to reduce time managing the system
- Ability to visually analyze queries to easily troubleshoot query problems

Evolve

- Author once, consume anywhere capability to enable business self-service
- Tools to ease the upgrade process and address business requirements quickly

THE GREAT OUTDOORS



Select a value

(Select All)

Americas

Asia Pacific

Central Europe

Northern Europe

Southern Europe

Apply

CURR YR	Products	ATT %	ACT [\$M]	PLAN [\$M]
	Personal Accessories	112.04%	\$1,885.58	\$1,682.99
	Camping Equipment	111.16%	\$1,589.01	\$1,429.49
	Mountaineering Equipment	110.90%	\$409.65	\$369.38

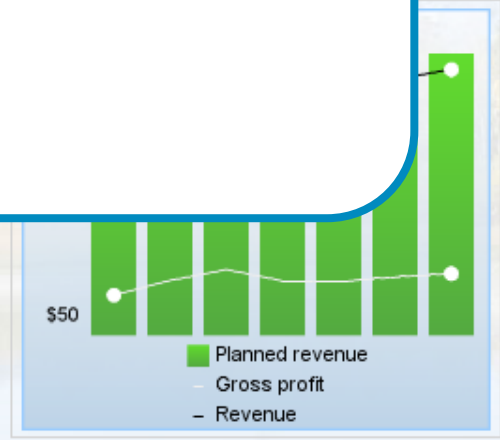
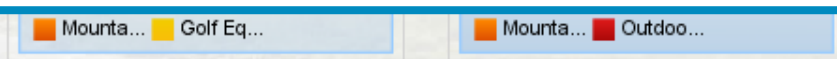
TOP REPS	ACTUAL	PLAN
Fausta Bruno	\$79.952	\$71.455
Roderick Albiñana	\$75.973	\$67.850
Nathalie Benoit	\$72.928	\$64.866
Fiorenza Giordano	\$72.781	\$64.459
Roger Bakker	\$64.996	\$57.879

Demo

IBM Cognos Business Insight

- Overall experience
- See more
- Do more

- MANAGEMENT
- Gene (G.) Villen...
 - Michael (M.) Mc...
 - Andrew Popp
 - David Kerr



IBM Cognos software delivers ...



Agility

Predictability

Auditability

Quality of user
experience

Productivity

Deploy

Implementation

- Services
- Self-service capabilities
- Social networking
- Business driven workflow

Modeling

- Tools to create optimal models

Planning & Testing

- Proof of linear scalability
- Third party integration

Security & Audit

- Authentication, authorization, system audit

Manage

System Monitoring

- Task-oriented system monitoring
- Centralized system monitoring

System Tuning

- Proactive administration
- System management methodology

System Management

- Scheduling and interactive charting
- Query analysis

Evolve

New Business Requirements

- Ability to assess the impact of change with lifecycle manager
- Ability to quickly compare reports before upgrading
- Extend BI to address new business requirements

New Technology Requirements

- Seamless upgrade with lifecycle manager