IBM Cognos Performance
Better Intelligence. Better Business.

Maintain hierarchies at the "Speed of Business" with Business Viewpoint

Agenda

- Uncover dimension management problems

- Discover Business Viewpoint

- View a Business Viewpoint Demo

- Recap best practices to get started

- Q&A

Current Challenges

- **Key Drivers**
  - Embrace and respond to change
  - Add business know-how
  - Define future structures

- **Why Current Systems Fall Short**
  - IT pace lags business pace
  - Inflexibility to capture what is needed

- **How Problem is Solved Today**
  - Individuals define their own views and structures in spreadsheets
  - Business works disconnected from IT systems, governance and control
  - Manual effort is time consuming, error-prone and ungoverned

Needs in the Business

Do any of these sound familiar?

"I wish the sales hierarchy reflected the latest re-organization."

Operations Manager

"I want to realign my cost centers so I have plan and actual views."

Financial Analyst

"When will the data warehouse reflect my new customer loyalty index?"

Brand Manager

"I need my customer marketing hierarchy to be different from my shipping hierarchy."

Marketing Manager

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Needs Cross the Business

Factory/Manufacturing	▪ **Production Optimization, Local solution rolling up to Global view**
Data Warehouse	▪ **Managing multiple versions of definitions of data from multiple sources, simplification of management, more business context**
Customer & Channel	▪ **Multiple sources, local and global relationships and customer hierarchies**
Finance	▪ **Management, Financial, Corporate Performance Management**
HR	▪ **Salary Costs, Turnover, Banding, Geography, Functional Analysis**
Product Management	▪ **Standardized ways of viewing product and materials**

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- ## Solution

  - For business users to easily maintain, govern and share the hierarchies for use … and reuse … across Business Intelligence and Performance Management solutions
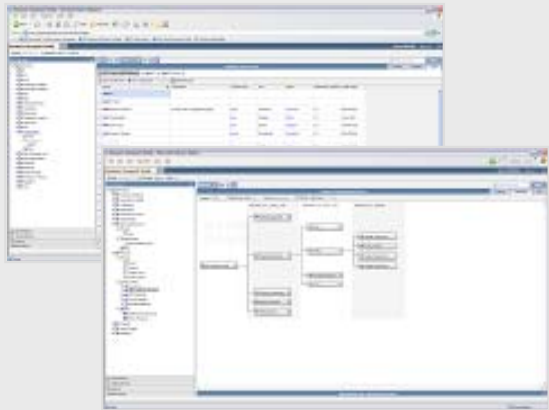

- ## Result

  - Capture the business viewpoint on how to organize information to drive business performance

  - Save time spent on reconciling reports, plans, forecasts

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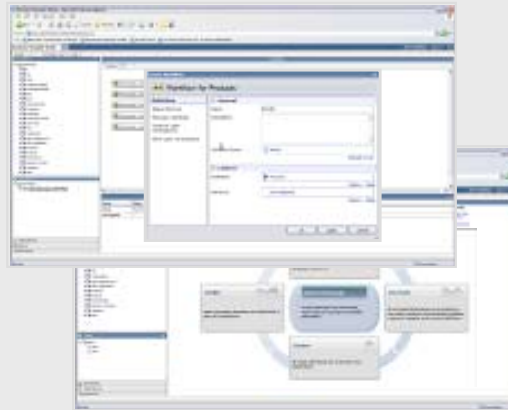# *IBM Cognos 8 Business Viewpoint*

Create and Maintain

Enable the business to capture their own current and future viewpoints
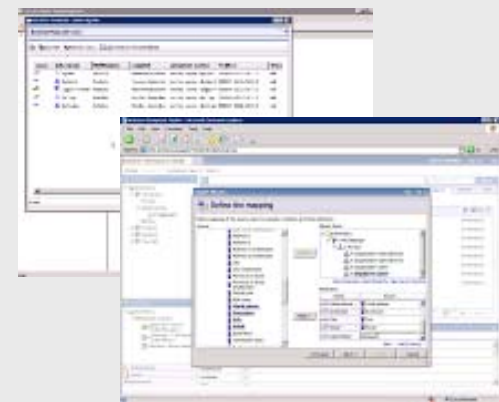

Govern and Collaborate

Replace manual, error-prone efforts with fully transparent, automated and auditable processes

Share and Synchronize

Share approved viewpoints across the decision-making process and systems

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Shared Dimensions across Performance Management

Shared Dimensions for Specific Use

Cognos 8 Planning	▪ **Integration with Analyst and Contributor** ▪ **Automatic run of business calculations** ▪ **Adheres to dimension permissions and access tables**
Cognos 8 Controller	▪ **Synchronize account and company structures, extended dimensions** ▪ **Respects business and compliance rules**
Cognos 8 Transformer	▪ **Share complex structures across PowerCube environments** ▪ **Full fidelity of time dimensions, e.g. relative time, rolling, last/next**
Cognos TM1	▪ **Populate attributes into TM1** ▪ **Respects dimension permissions in TM1** ▪ **Supports unique names, alias, bi-directional user-created attributes etc.**
Cognos 8 Framework Manager	▪ **Publish package or generate model file for Cognos 8 platform** ▪ **Built-in support for slowly changing dimensions** ▪ **Selective update to manage change to BI community**

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Demonstration

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Ensures Ownership is in the Right Hands

- **Business Viewpoint in Business Hands**

  – Ensures business own the definition and use of common dimensions for common use

  – Provides a rich environment for business users to collaborate with each other

  – Fuels decision-making with business approved dimensions, hierarchies or financial metadata structures
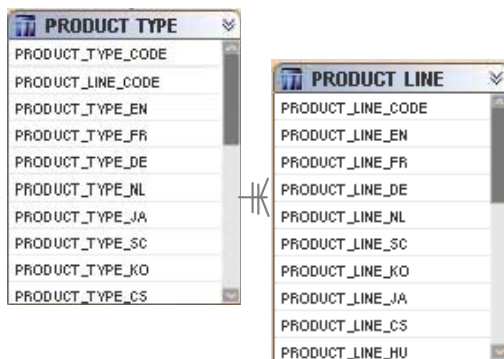
- **Framework Manager in IT Hands**

  – Ensures IT owns the platform to fuel a complete, consistent and accurate view of information

  – Drives the platform's common metadata model and single query service

  – Delivers data in terms business users understand and can use

Recap of Key Capabilities

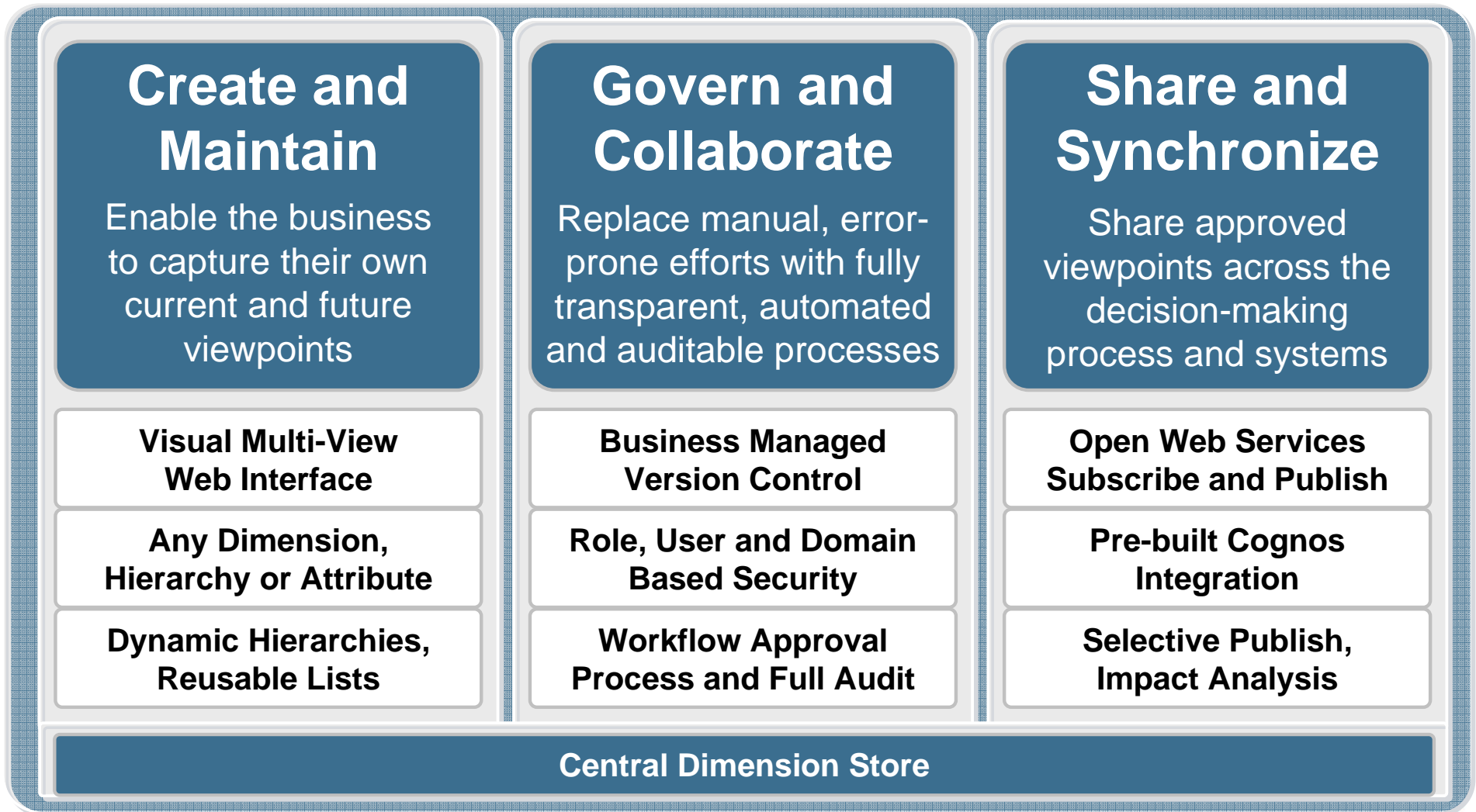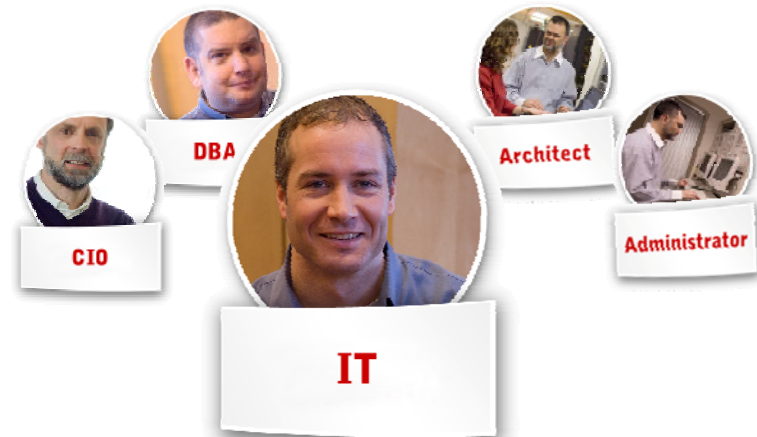| Create and Maintain	Govern and Collaborate	Share and Synchronize
Enable the business to capture their own current and future viewpoints	Replace manual, error-prone efforts with fully transparent, automated and auditable processes	Share approved viewpoints across the decision-making process and systems
Visual Multi-View Web Interface	Business Managed Version Control	Open Web Services Subscribe and Publish
Any Dimension, Hierarchy or Attribute	Role, User and Domain Based Security	Pre-built Cognos Integration
Dynamic Hierarchies, Reusable Lists	Workflow Approval Process and Full Audit	Selective Publish, Impact Analysis

Central Dimension Store

Top 4 Best Practices

1. **This is a collaborative process with the business driving**
   - **IT plays a supporting role**

2. **Start small with your biggest dimension pain**
   - **80/20 rule**
   - **Each project after this increases in value**

3. **Don't try to do everything at once**
   - **Customer Accounts for Financial Services**
   - **Subscribers for Telecommunications**
   - **Products for Manufacturing**
   - **Stores or Products for Retail**

4. **Build a strong user community**
   - **Get the right stakeholders involved in the process**
   - **Establish a reconciliation process for disagreement**

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The result for your organization

Business

Executive • Business Manager • Individual Contributor • Line Manager • Financial & Business Analyst

IT

CIO • DBA • Architect • Administrator

- **Freedom to own** dimension structures, relationships and attributes in a shared view

- **Replacement of manual**, error-prone efforts with fully transparent, automated and auditable processes

- **Approved shared viewpoints** for use across BI and Performance Management, and provide those approved structures to IT for other systems

- **Embrace business ownership** of dimensions while maintaining oversight of their work

- **Retain control** of how approved versions are published and used with minimal disruption to downstream systems

- Ensure organization can **respond to business change** with minimal delay

Where to go for more information on Business Viewpoint

- **Talk to your Account Representative**

- **Check out IBM.com**
  - http://www-01.ibm.com/software/data/cognos/products/cognos-8-business-viewpoint/features-and-benefits.html?S_CMP=wspace

  - **Business Viewpoint Demo**

  - **Business Viewpoint Whitepaper "Dimension Management at the Speed of Business"**

  - **Business Viewpoint Fact Sheet**

  - **Business Viewpoint Performance Days 2009 Presentation**
    - **Coming soon**

Continue Your Learning

- www.ibm.com/cognos/customercenter
  - The Cognos Customer Center is the single place to go for easy access to valuable IBM Cognos resources

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Thank you.