

Srinivas Gowda

Cognos: Take BI to a whole new level



Three Questions that Drive Performance



The goal post continues to move

Rethink the criteria for business intelligence

All Information

- Transactions
- Data Warehouses



All People

- Information workers
- Analysts and managers



At the point
of impact



All Perspective

- Past – Historical, aggregated



All Decisions

- Major
- Strategic
- Routine
- Manual

Shifting Landscape Leads to Organizational Challenges

My top executives and client facing team expect highly visual, interactive dashboards and reports, both online and offline

We have a limited number of developers and multiple data sources. I only want to author a report once for my PC and mobile devices

My Analysts need an easy-to-use, business-friendly interface for them to identify sweet spots and help the organization perform better

We have a complex IT landscape, we need a solution that can hide the complexity and make it easy for us to provide insights

We're all using different devices (PC, Android, iPad, PlayBook etc.) at this meeting -- are we all using the same insight / report?

Cognos 10 BI: 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

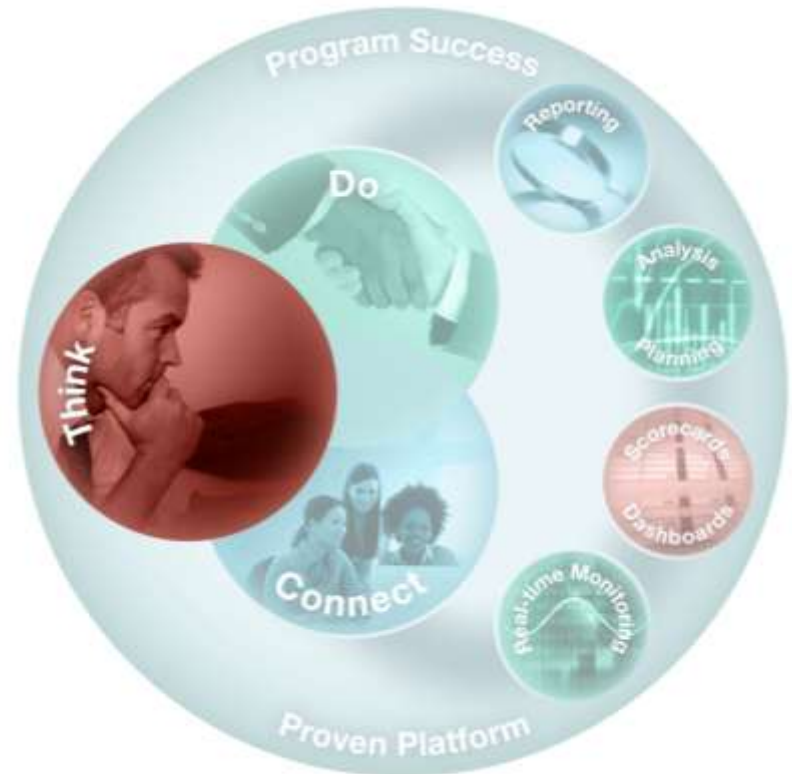
- Mobile and Disconnected
- Integrated
- Real-time



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

Freedom to **Think**

Unified workspace
All time horizons
Progressive interaction

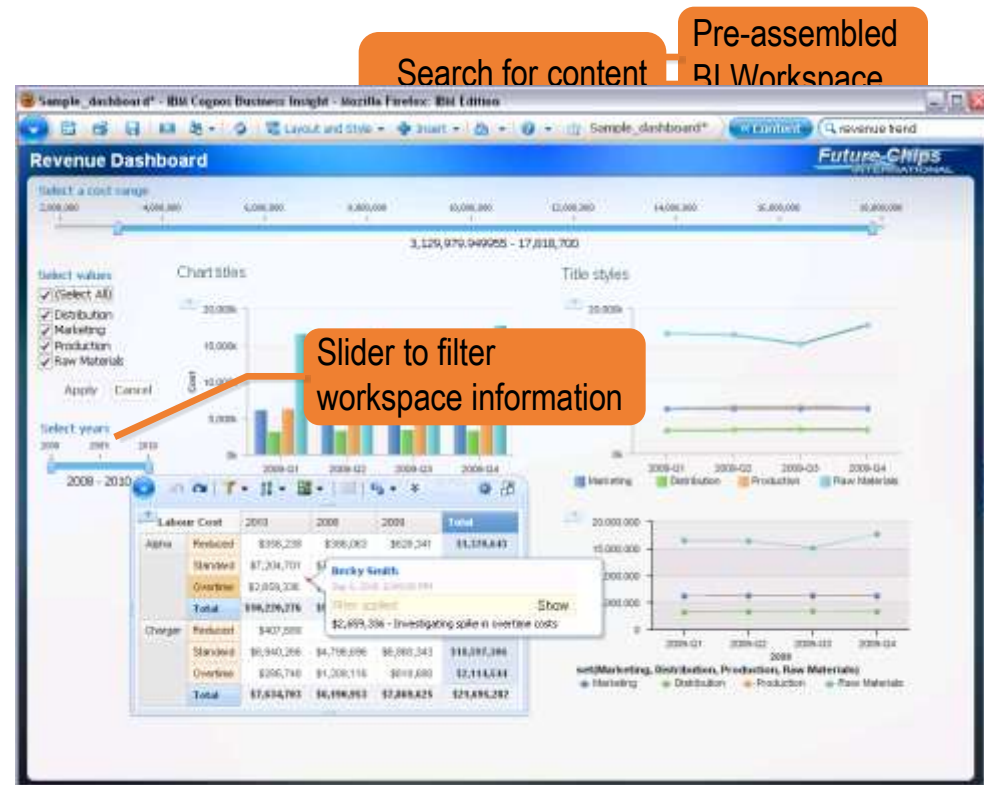


A BI workspace that is the start of your day

Intuitive and easy to use it is the single place that you go to find and do your work.

Solution Highlights

- Pre-assembled workspace content
- Search assisted authoring
- Drag and drop assembly
- Dynamically filter
- Quicker and deeper insight in to data
- Seamless graduated experience



Seamlessly shift to more advanced analysis

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

Solution Highlights

- Intuitive drag-and-drop interface
- Integrated query and analysis
- Create complex calculations, drill, pivot, top/bottom count
- Manage set definitions
- Flexible format, layout and distribution
- Build multiple queries, add charts and change formatting

The screenshot displays the IBM Business Insight Advanced software interface. It features a central data table with columns for 'Member', 'Sales', and 'Profit'. A 'Set Definition' dialog box is open, showing a hierarchical tree structure of data members. A context menu is visible over the tree, listing actions such as 'Drill Down', 'Drill Up', 'Exclude Members', 'Move Members', 'Replace', 'Create', 'Top or Bottom', 'Filter Set...', 'Expand Member', 'Collapse Member', 'Union into One Set', and 'Edit Set...'. The 'Top or Bottom' option is selected, and a sub-menu shows options like 'Top 3 based on Units', 'Top 5 based on Units', 'Top 10 based on Units', 'Bottom 3 based on Units', 'Bottom 5 based on Units', 'Bottom 10 based on Units', and 'Custom...'. Callout boxes highlight these features: 'Standard and Style toolbars' at the top right, 'Switch between metadata or member tree' pointing to the tree view, 'View and edit set definitions' pointing to the context menu, and 'Easily select common analysis gestures' pointing to the 'Top or Bottom' sub-menu.

Augment corporate information with external data

Combine external, departmental, and your own data to corporate information resulting in broader perspectives

Solution Highlights

- Import external data sources into reports or query subjects
- Leverage external data as report filters
- Publish for reuse

The image displays three overlapping screenshots of the IBM Cognos Business Intelligence interface, illustrating the process of integrating external data. The top screenshot shows the 'Import external data' dialog box, where a file path is selected and the 'Data Attributes' section is visible. The middle screenshot shows the 'External Data' configuration window, specifically the 'Data Mapping' tab, where fields from the external data source (like 'Product Line', 'SKU', 'SKU_CODE') are being mapped to corresponding fields in the corporate data model. The bottom screenshot shows a report viewer displaying a data table with columns for 'Customer Region', 'Customer Name', 'Customer ID', 'Customer Type', 'Customer Status', 'Customer Priority', and 'Last Step'. An orange callout box points to the report, stating 'Combine external data to corporate information'.

Import external data

Map key items

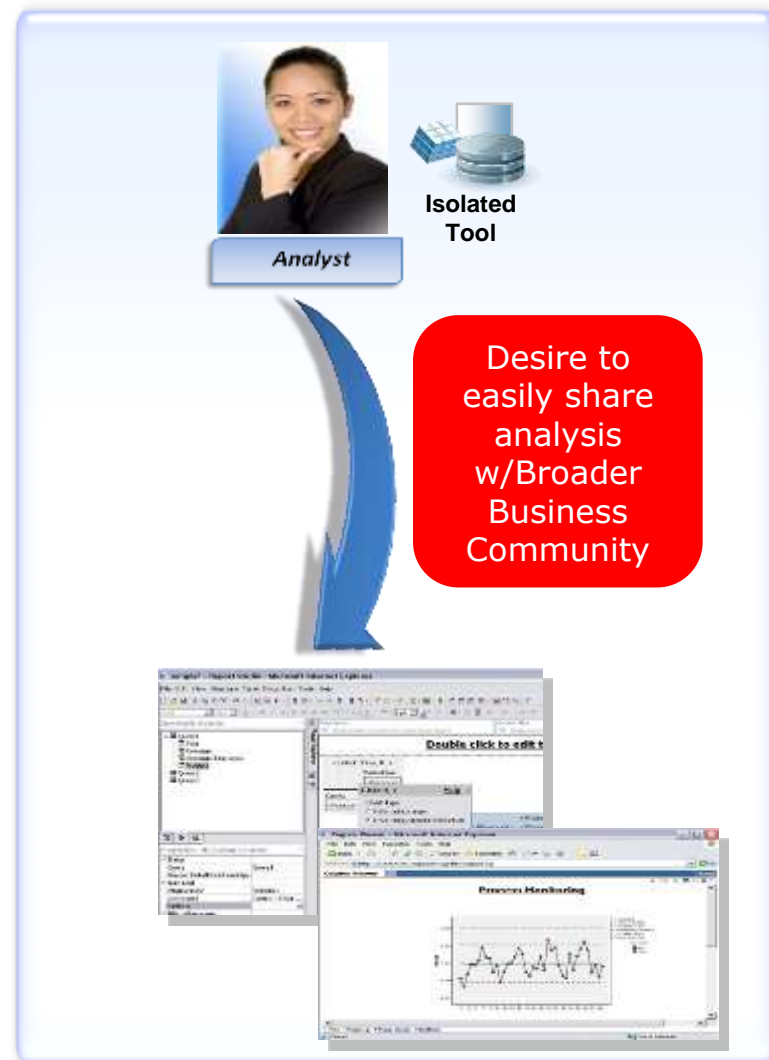
Combine external data to corporate information

Incorporate Statistical Results with Core Business Reporting

Validate information, and drive business decisions by incorporating statistical evidence in reports

Solution Highlights

- Integrate Statistical inputs to base business information
- Easily distribute through dashboards and reports
- Works for all data sources

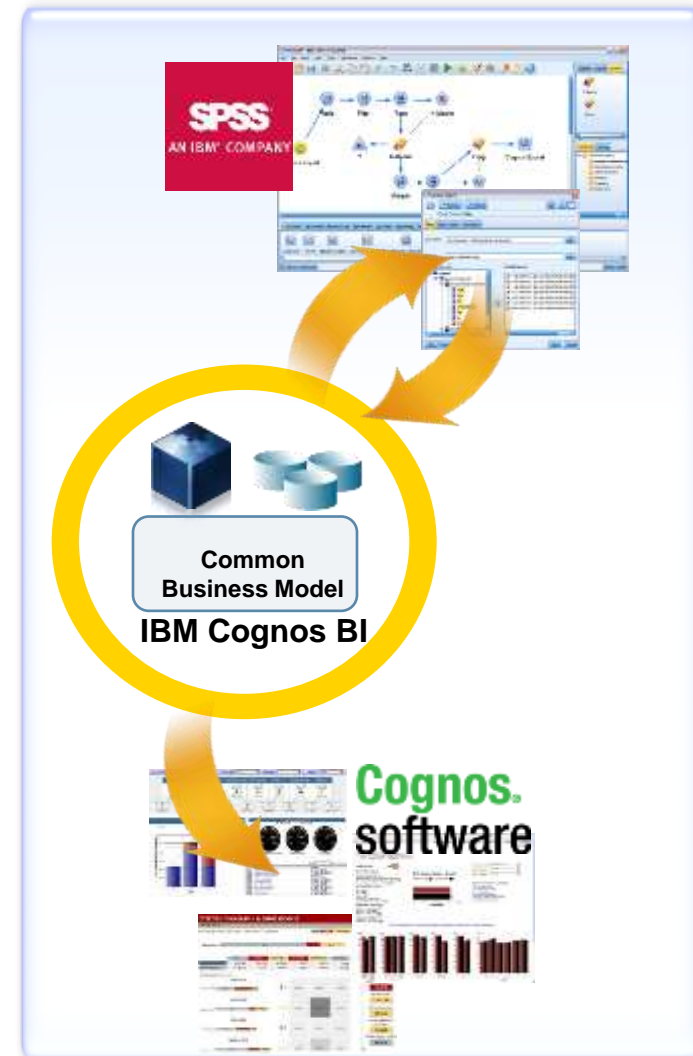


Deliver the power of predictive analytics into the hands of the business users

Uncover key insights in your corporate data by integrating predictive analytics as a core activity to drive business decisions

Solution Highlights

- Leverage BI to identify problem or situation needing attention
- Develop factual context using reliable trends, patterns and predictions.
- Distribute predictive results to broad user communities by publishing into the Cognos Business Intelligence environment.



Connect with Others

Decision networks
Business context
Accountability

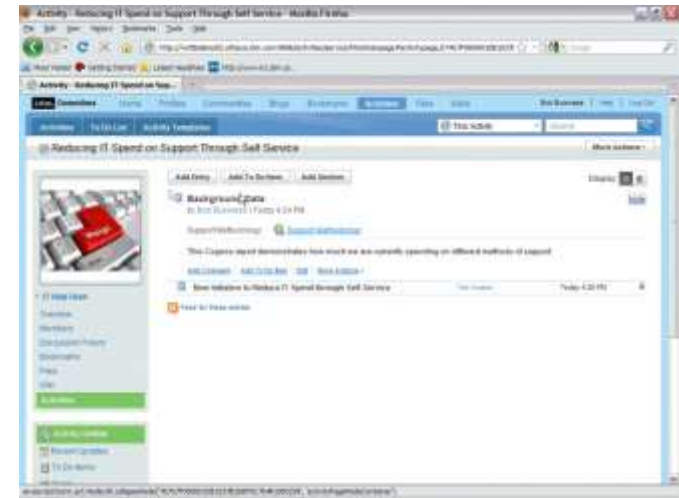


Built in social networking to connect and align

Build stronger relationships and a reliable corporate memory by collecting, organizing, sharing and reusing work

Solution Highlights

- Link directly from dashboard to an activity
- Send email notifications directly to users
- Easily reference past decisions with integrated search



and Simply **Do**

Mobile and Disconnected
Integrated
Real-time



Offline interactive Dashboard and analysis, delivering very fast, self contained BI to reach more users

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

Solution highlights

- Disconnected reporting application
- Fully interactive content
- Support for mass deployment
- Fast Performance



Analytics on the go for more devices and richer interaction

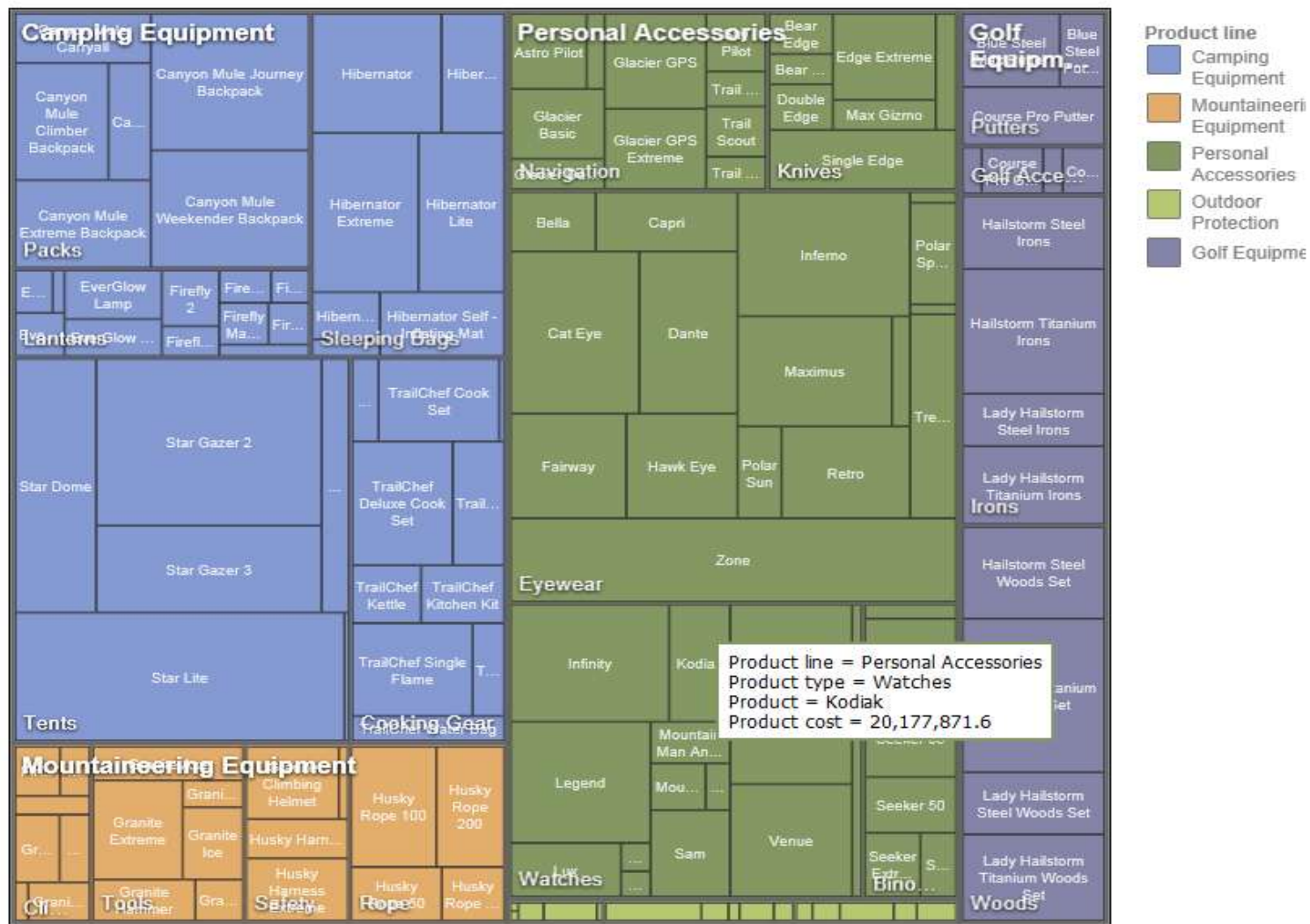
Provide business users with the information they need to make responsive and informed decisions regardless of their location

Solution Highlights

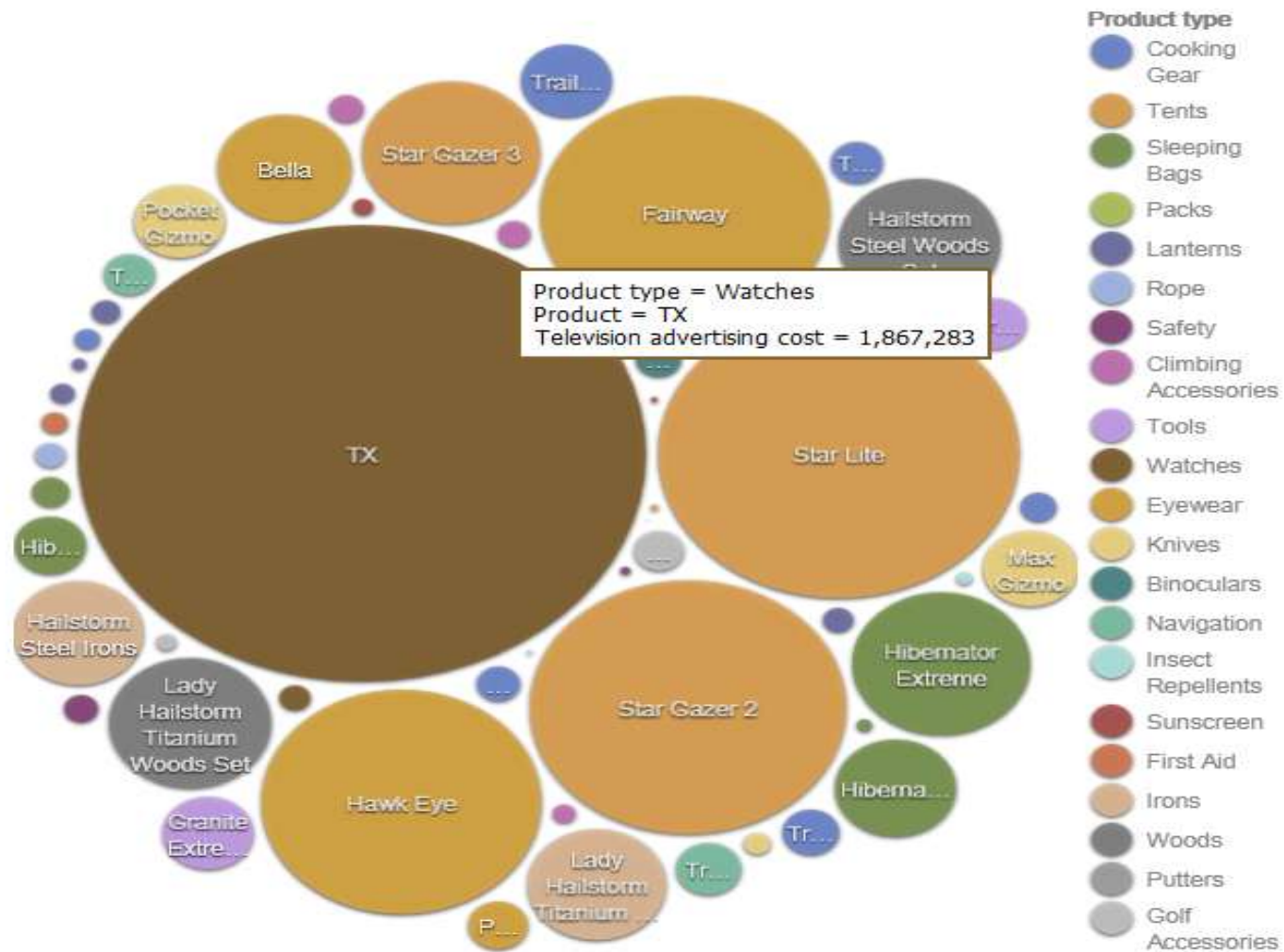
- Support for iPhone, iPad, BlackBerry, Windows Mobile, and Symbian mobile platforms
- Full BI interactivity including Drill Up/Down/Through
- Ability to schedule reports for immediate access to key content



Tree Map by Category : Represent large number of components using size and color. You can use tree maps to identify patterns and exceptions

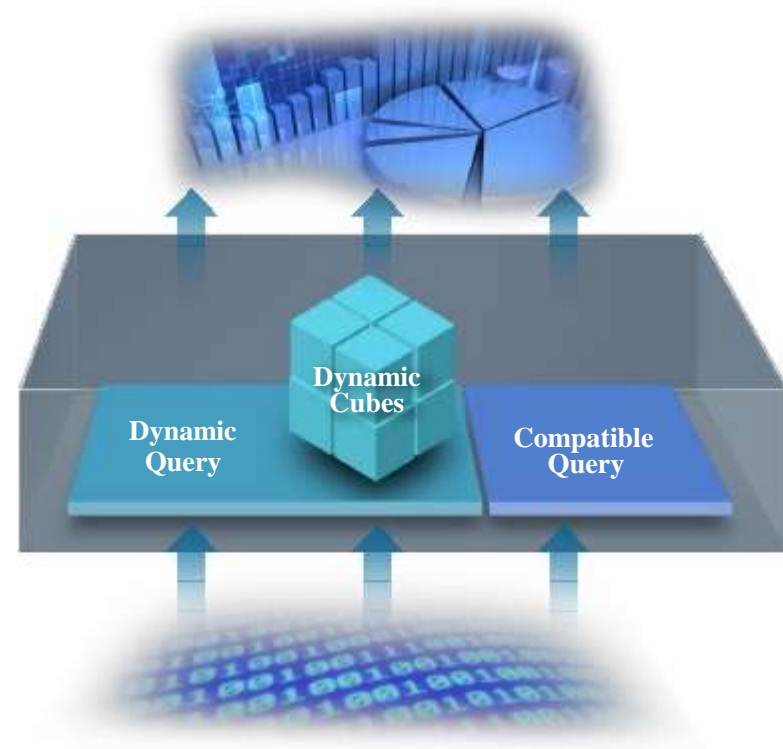


Packed Bubble : Use this chart to display large amount of data in a small space



Performance Platform Enhancements

- Faster and reduced memory consumption in Dynamic Cubes
- Faster queries with Dynamic Query
- Configuration – More optimal settings



FIDUCIA
Ihr IT-Partner

The initial run of a report built on a Dynamic Cube ran in 12-15 seconds. After the initial execution, the same report ran in a split second.

Stefan Luthardt
Head of Business Intelligence
Fiducia IT AG

Performance

- **Increased query speeds** through more efficient use of memory in Dynamic Cubes
- **More data and faster load times** in Cognos Active Report through Improved use of compression and engine optimization.
- **Improved bursting process** for batch reports through optimized use of hardware.

70%

Less memory required
for Dynamic Cube
result and aggregate
caches

45 %

Reduction in
Dispatcher threads

20%

Faster interactive
response time

10x

More data in
Active Reports

5x

Faster Active Report Load
Time in Cognos Mobile

5x

Less memory
required for Active
Reports

85 %

Reduction in amount
of disk activity

6x

Faster Burst
execution

2x

Faster Dynamic
Cube performance

5x

Less memory
required for Active
Reports

3x

Faster Mobile report
retrieval &
execution

3x

Smaller Active
Report sizes

25 %

Improvement in Batch
execution times

IBM Cognos Business Intelligence

*Drive High Performance Analytics
on Large Data Volumes While Reducing IT Costs with
IBM Cognos Dynamic Cubes*

- Comprehensive in-memory caching
- Accelerated with aggregate awareness
- Aggregate advisor that recommends and applies optimized aggregates without re-authoring
- Fully integrated with the Cognos BI platform

"Dynamic Cubes has outstanding performance."

"The Aggregate Advisor was very impressive. It suggested in-memory cubes and in-database cubes that were both leveraged to drastically improve performance."



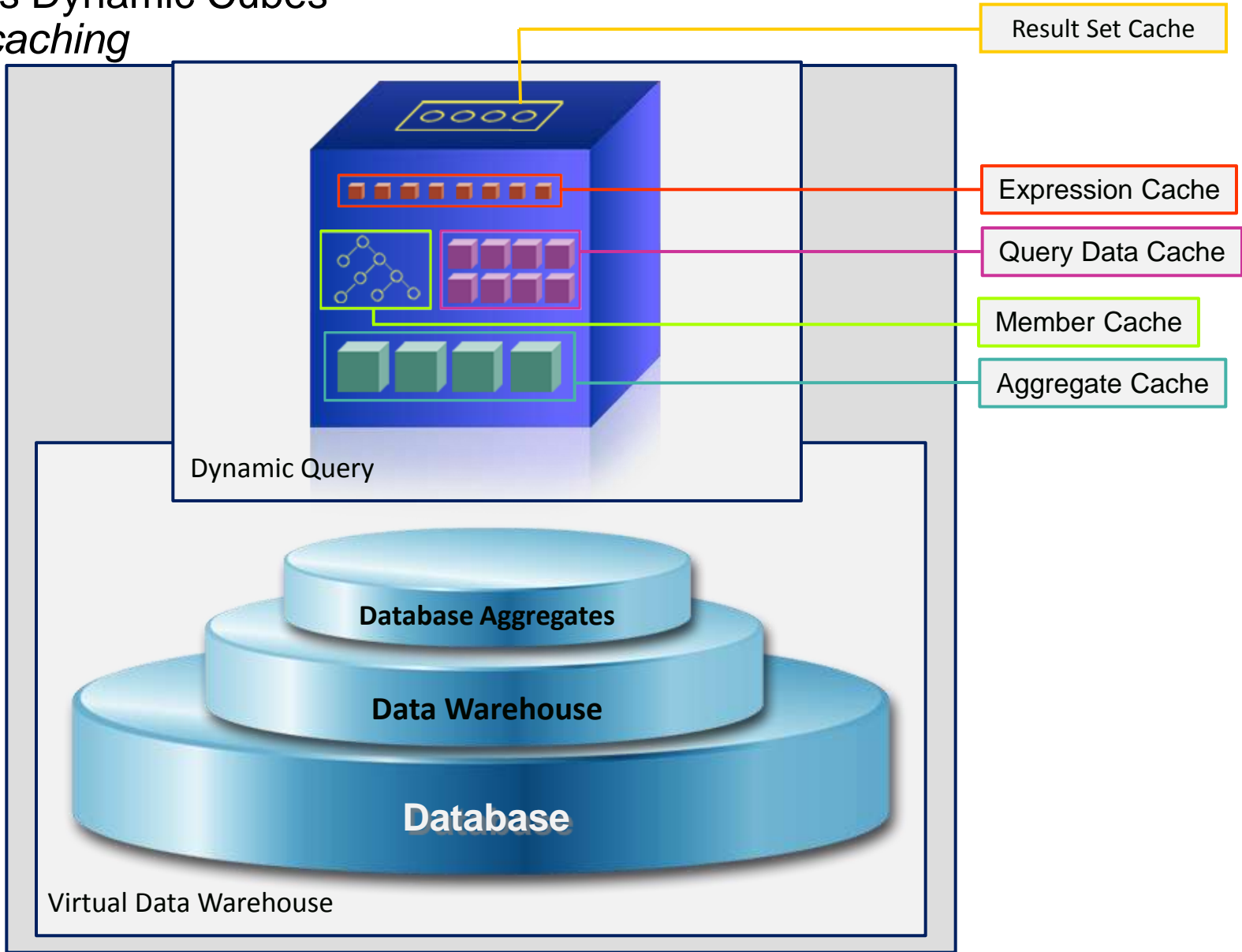
80x

Faster on average when leveraging in-memory aggregates

IBM Cognos Dynamic Cubes

Extensive caching

Caches are
Generally
shared across
all users
Security is
applied on top
of the caches,
so everyone
benefits



IBM Cognos Dynamic Cubes

Dynamic Cube Lifecycle

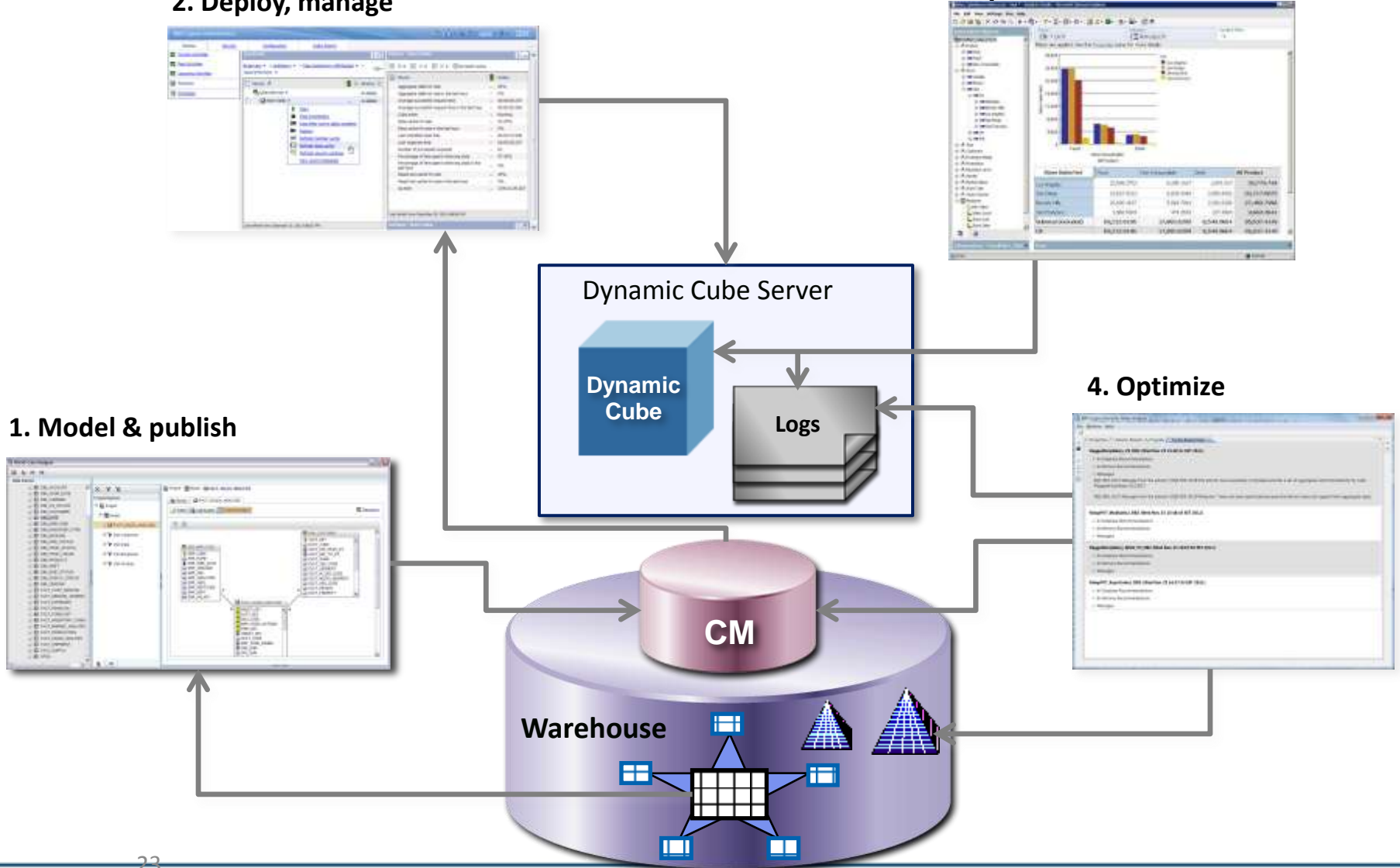
Performance & Scale

2. Deploy, manage

3. Reporting & analytics

1. Model & publish

4. Optimize



Big Data

- **Broad interoperability** enables data integration to popular big data sources
 - *Hadoop*: Cludera, Apache, Hortonworks, Amazon Web Services Elastic Map-Reduce through HIVE adaptor
 - *Analytic data stores*: DB2 BLU and SAP HANA
 - *Real-time streaming*: IBM BigInsights (optimized access)
- **Combine data *in motion* and *at rest*** to get the most complete view of the business



Business Analytics for Big Data

Get the Most Complete View of the Business



Our business generates a lot of data, and the Cognos BI platform helps us understand all our "big data". As a result we have a complete view of what is happening in the business so that we can effectively communicate our transformation strategy .

*Mark Lacks
Manager, Strategy Analytics & Business Intelligence
Mueller*

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- Combine data in motion and at rest
- General Hive support to access to:
 - Apache Hadoop, Cloudera, Hortonworks, AWS EMR and other distributions using Hive 0.8 or Hive 0.9
- Optimized access to:
 - BigInsights via Big SQL and SAP HANA

Data Source Connections

[Content Administration](#)

[Distribution Lists and Contacts](#)

[Printers](#)

[Styles](#)

[Portlets](#)

[Dispatchers and Services](#)

[Query Service Caching](#)

Specify the JDBC connection string - New Data Source wizard

Edit the parameters to build a JDBC connection string.

Type:

- IBM Informix Dynamic Server
- IBM Informix Dynamic Server
- IBM IMS
- IBM InfoSphere BigInsights (Big SQL)
- IBM InfoSphere BigInsights (Hive)
- Hive
- MySQL
- Postgres
- SAP HANA
- SAP Sybase IQ

Connection string:

;LOCAL;JDBC;URL=jdbc:informix-sqli;;DRIVER_NAME=com.informix.jdbc.IfxDriver;

Local Sort Options

Collation Sequence:

Level:

Q&A

Thank You