

# IBM Cognos 8 Business Intelligence Reporting and Dashboards

## Meet all your reporting requirements

Reporting requirements have changed dramatically in organizations. Organizations today are much more streamlined and the business world is much more competitive, than how it was yesterday. An organization's business changes rapidly and frequently, and, as a result, everyone must operate a business speed. In order to respond effectively and produce relevant reports, businesses have to engage a large number of people across the organization to create, collaborate on, and deploy reports.

Reporting with IBM Cognos 8 Business Intelligence offers organizations the single, Web-based, complete solution for all components of the reporting lifecycle: collaborative reporting; enterprise-wide report types; reports that can be authored once, and consumed anywhere; and a solution that is adaptable to any data source.

### The reporting cycle

As a comprehensive reporting solution, IBM Cognos 8 BI removes the limitations on report development found with different products and interfaces for various report types or users. Cognos reporting reduces IT bottlenecks and allows for a more timely distribution of information; which gives report users and authors the opportunity to respond quickly and effectively.

IBM Cognos 8 BI reporting has these collaborative reporting features to help report authors

- create and modify reports with flexible zone-based layout that adjusts to fit different elements and objects.
- author and work with all report types and expand the base of potential users for each report.
- create and deploy a single report that can be executed across multiple languages and output formats such as HTML, PDF, and Excel.
- build report templates that include standard report objects, queries, and layouts.

### Web-based deployment

To work at business speed and ensure that you can access critical information at any given time, you need a Web-based solution. The reach of the Web means users can easily access, administer, and distribute their BI data from anywhere in the organization with continuous availability. IBM Cognos 8 BI uses a zero-footprint, Web-based deployment model. This open, Web standards-based environment is built on the proven Cognos architecture.

Designed for enterprise-level deployment, IBM Cognos 8 BI offers proven scalability to hundreds of thousands of users through an N-tiered, multi-server, multi-threaded architecture. This design provides full failover recovery and dynamic load balancing.

### Self-service reporting

Collaborative reporting means that anyone in an organization needs to be able to create reports quickly, to ensure the timely creation and distribution of information, and to contribute to the business from many different perspectives. IBM Cognos 8 BI Reporting allows you to share information faster through the reuse of queries and report objects created by others. You can share responsibility for report creation with other parts of the organization which eases the reporting workload for IT.

The self-service reporting capabilities allow report authors to

- build ad hoc reports on multiple, heterogeneous data sources.
- distribute reports and dashboards widely, with the right content distributed to the right recipient by executing a single report.
- create personal alerts based on custom data conditions to control when and how you receive critical information.
- schedule simultaneous or sequential batch reporting jobs for multiple output formats, destinations, and views.
- distribute reports on-demand or on schedule based on time, calendar, events, or an external trigger.

- distribute reports through event management reports when important business conditions occur requiring timely action.
- choose viewing preferences for the reporting interface, language, and other geographic sensitivities such as time, currency, and data formats.
- save, schedule, and burst briefing book reports as a single item.

### Full range of enterprise reports

The type of report you create depends on who the information is for; what their business needs are; and how you want to best deliver the information. Built on the proven Cognos architecture, IBM Cognos 8 BI Reporting offers a single authoring solution for all types of enterprise reporting for every user in your organization.

### Managed Reports



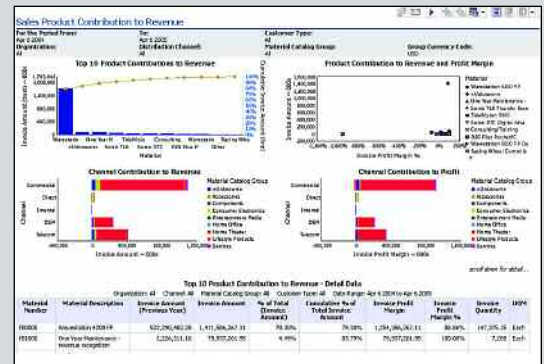
#### Features

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

Author: Professional authors

Consumer: Stakeholders across the organization

### Transactional and Operational Reports



#### Features:

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

Author: Professional authors

Consumer: Operations and line managers

### Ad-hoc Reports



#### Features:

- High level information with the capability to drill-down to understand details
- Leverages different data sources
- Flexible
- Designed to get multiple perspectives from the same report

Author: Business users

Consumer: Business users



Reports can draw on any combination of data sources to give users the complete view of the business issue:

- Relational databases from IBM, Oracle, Microsoft, Teradata, and Sybase, various sources accessible via ODBC, and dimensionally aware sources like SAP BW
- Widely deployed ERP systems, including mySAP (R/3), PeopleSoft Enterprise, JD Edwards EnterpriseOne, Oracle eBusiness Suite, and Siebel CRM
- Enterprise data warehouses and marts, with both 3NF and star schemas
- All widely used OLAP sources, including IBM DB2 OLAP Server, IBM Cognos PowerCubes, Microsoft SQL Server Analysis Services, Oracle 10G, and Essbase
- Modern data sources, such as XML, LDAP, and WSDL
- Planning and budgeting data
- Satellite data sources, including Excel files, PowerPoint files, Access files, flat files, and more
- Mainframe sources, including VSAM, IMS, IDMS, Cobol copybooks, and others
- Content management data, including FileNet, Documentum, OpenSoft, and others.

#### Single metadata layer for all reporting

Regardless of the variety of reporting your organization performs, all reporting data passes through a single metadata layer common to IBM Cognos 8 Business Intelligence. The metadata layer manages translation from the data you need to the information you see. This presents a single, business-friendly view of information to the user while modeling data from different sources. With IBM Cognos 8 BI you can report, analyze, scorecard, and monitor your performance with a single view of all data sources.

#### Better performance management

Reporting is a key capability within IBM Cognos 8 Business Intelligence. IBM Cognos 8 BI is the only solution that provides complete BI functionality in one product, on a single, proven architecture. It delivers seamless reporting, analysis, scorecarding, dashboards, and event management. This simplifies your IT environment and the way everyone works with information. A variety of access modes let users interact with BI content using familiar applications or devices, such as a BlackBerry®, search engine, or Microsoft® Office application. The result is high user adoption, better decisions, and greater agility across the organization. IBM Cognos 8 BI is the clear choice for BI standardization and a cornerstone of better performance management.

#### 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 February 2008. For more information, visit [www.cognos.com](http://www.cognos.com).



#### For more information

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