



MAKE YOUR BEST BUSINESS DECISIONS

BUSINESS INTELLIGENCE:
SIMPLE, COMPLETE, PROVEN

COGNOS[®]

THE NEXT LEVEL OF PERFORMANCE™

BUSINESS INTELLIGENCE: BETTER DECISIONS

Managing an organization means asking and answering questions. *Who are my best customers? Is the sales pipeline on target? Who sold the most today? What is our back-order percentage? Are we missing supplier discounts? Can we run the business on profitability rather than revenue?*

Business intelligence software lets you ask your questions, analyze your information, make your decisions, and see the results. Cognos business intelligence has delivered sustainable results and competitive advantage to leading organizations worldwide.

- By reducing product returns, a global pharmaceutical leader saves more than \$35 million annually.
- A major manufacturer used Cognos to eliminate unprofitable product lines, saving £26 million in working capital requirements over three years.
- A Northern U.S. university used Cognos software to identify \$5 million in unbilled tuition.
- Two major U.S. restaurant chains use Cognos to spot discrepancies between negotiated rates for supplies and what vendors actually charge. As a result the firms saved \$200,000.
- A branch of the U.S. military uses Cognos to improve access to critical logistics data, contributing to over \$500,000 in cost avoidance.

What difference can timely information and better decisions make to you?



THE LEADER IN BUSINESS INTELLIGENCE

Business intelligence (BI) takes the volume of data your organization collects and stores, and turns it into meaningful information that people can use in their day-to-day activities. With one version of your business issues, and information in accessible reports and analysis, you can make better and timelier business decisions.

Cognos is the leader in business intelligence. No other vendor offers the complete range of BI capabilities—reporting, analysis, scorecards, dashboards, business event management, and data integration—with one product on one proven architecture. No other vendor complements such breadth of business intelligence with planning and performance management technologies and vision.

“COGNOS MAKES THE SHORT LIST WHEN COMPANIES LOOK TO CONSOLIDATE ONTO AN ENTERPRISE BI PLATFORM.” INTELLIGENT ENTERPRISE **“COGNOS HAS DEMONSTRATED SOLID MARKETPLACE MOMENTUM WITH ITS BUSINESS INTELLIGENCE AND PERFORMANCE MANAGEMENT SOLUTIONS.”** IDC **“ORGANIZATIONS INTENDING TO STANDARDIZE ON A BI SUITE SHOULD CONSIDER COGNOS 8 BI AS A FOUNDATION FOR THAT EFFORT.”** VENTANA **“COBE CARDIOVASCULAR, OF THE SORIN GROUP, TOOK JUST EIGHT WEEKS TO IMPLEMENT COGNOS, AND USERS WERE VIEWING RESULTS OF THEIR OWN QUERIES ONLINE WITHIN HOURS.”**



NO LIMITATIONS: COGNOS 8 BUSINESS INTELLIGENCE

“VENTANA RESEARCH BELIEVES THAT ORGANIZATIONS ADOPTING COGNOS 8 BI WILL OBTAIN MATERIAL IMPROVEMENTS IN PRODUCTIVITY.”

VENTANA RESEARCH

Cognos 8 Business Intelligence 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. It makes all systems and data sources available. It simplifies your IT environment and the way everyone works with information.

The result is higher user adoption, better decisions, and a quicker response to threats and opportunities across the organization. Cognos 8 BI is the clear choice for BI standardization and a cornerstone of better performance management.

SIMPLE

Deploy one product on a single Web services-based architecture for all your business intelligence requirements. The flexible, standards-based architecture can snap into your existing IT environment. Deploy once and use capabilities as required to meet changing business conditions and user needs.

Provide everyone across your organization with a single, trusted source for information. Eliminate the management and maintenance of duplicate services such as security. The centralized metadata model lets you apply consistent business rules, calculations, and dimensions to your data. Zero-footprint Web deployment further simplifies maintenance, upgrades, and use for IT and the business user.

COMPLETE

Cognos 8 Business Intelligence provides enterprise users with the full range of BI capabilities necessary to improve decision-making—broad reporting, deep comparative analytics, active dashboards, actionable scorecards, and automated business event management.

Serve the various types of users with information and BI capabilities that match their needs. Connect disparate data systems to deliver a common business view. Query, report or analyze against all data structures—multidimensional (OLAP) or relational data.

Apply consistent business rules, dimensions, and calculations to the organization's operational systems and sources, for a complete, consistent view of any business issue.

PROVEN

Cognos 8 Business Intelligence is built on the proven architecture introduced with Cognos ReportNet. It is deployed with thousands of customers, and has become the corporate standard in reporting. Cognos is the proven innovator in business intelligence.

COGNOS 8 BI— DELIVERING ALL BI CAPABILITIES



Create multi-object reports and dashboards that draw on all of your data.



See the big picture with scorecards and seamlessly connect with the underlying detail.

Get the information you need with the complete range of capabilities in one product, on one modern architecture, coupled with the flexibility of modular deployment and proven scalability to hundreds of thousands of users.

REPORTING

Create any type of report—business, production, dashboard, and ad hoc reports.

- Report against all operational systems, OLAP, and relational data sources. Display reports in all desired output formats (such as email, HTML, PDF, Microsoft Excel and more).
- Drag-and-drop data elements, formatting, and selection extend self-service report authoring to users, offloads IT requirements, and reduces the reporting backlog.
- Gain a single, zero-footprint and adaptive authoring interface for reports and dashboards.
- Drill-through and drill-down built in.
- Build a report once and deploy in any language.

ANALYSIS

Explore and analyze information, whether from OLAP or dimensionally aware relational sources.

- Analyze large data sets with easy-to-use, drag-and-drop user interface.
- Compare performance to see trends over time.
- Follow your train of thought through analysis and exploration with fast and predictable response times.
- Gain powerful, yet easy-to-use comparative analysis.
- Reporting lifecycle features let people reuse reporting and analysis elements.

SCORECARDING

Link initiatives and projects to strategy with metrics and strategy maps.

- Easily see the status of key performance indicators and initiatives.
- Understand the root cause of performance issues.
- Attach reports and analysis to get the information underpinning metrics and understand what drives the performance.
- Link metrics to owners to help drive accountability.
- Support Balanced Scorecard or other scorecarding approaches.

DASHBOARDS

Deliver Web-based dashboards that draw on different data sources. Provide an at-a-glance snapshot of the business.

- See multi-object performance dashboards with maps, charts, metrics, and/or interactive OLAP analyses in a single view.
- Link maps and other dashboard elements with underlying data for further context and analysis.
- Support various management methodologies.
- Use the same authoring environment and report infrastructure for scheduling and bursting as standard reports.

BUSINESS EVENT MANAGEMENT

Event management goes beyond the basic notification functionality provided in other products to automate the decision-making process, launch business processes, and integrate with Business Process Management solutions.

- Link different parts of your organization together with enterprise-wide event management.
- Compress the time to action and resolution.
- Define compound events and tasks using event conditions.
- Manage events in context.
- Use both decision-based and business-process issue resolution.



SERVING ALL USER ROLES

Cognos 8 Business Intelligence delivers a single source of information that adapts to the different needs of people in your organization:

- Establish a common information layer on top of disparate data sources.
- Work together more effectively when everyone has the same information drawn from the same co-ordinated data.
- Reduce debates over numbers; spend more time deciding what to do.

BI CONSUMERS

Together with Executives, this group represents nearly 70 percent of enterprise users. BI consumers require little or no interactivity with their reports. They need:

- Access to regularly distributed reports.
- Clear data presented the way they need to see it.
- Secure, personalized and browser-only access.

Cognos 8 BI delivers:

- Report scheduling and bursting, personalized information to the consumer desktop.
- Personal viewing preferences for language, time zone, currency, etc.
- Dimensionality built in automatically to the reports for easy drill-down to detail.
- Secure access over the Web that can recognize and adapt to mobile devices.

EXECUTIVES

Similar to BI Consumers, executives have unique needs that include:

- At-a-glance awareness of key metrics.
- Regular updates and status alerts on their areas of responsibility.
- Secure access to business information.

Cognos 8 BI delivers:

- Business dashboards for quick communication of complex data, and scorecards that track progress against individual objectives.
- Scheduled reports delivered to their desktops, and event notifications delivered anywhere to help organizations respond quickly and uniformly.
- A secure BI Web portal with 128-bit encryption and 100 percent availability.

BUSINESS MANAGERS

Representing 25 percent of the average enterprise, business managers have a wide range of responsibilities that require self-serve access to different BI capabilities:

- The ability to drill-down and drill-through information to find detail, context, and the *why* behind the numbers.
- Powerful Web-based BI authoring that is easy to use.
- Occasional ad hoc queries, analysis, and metrics management.

Cognos 8 BI delivers:

- A familiar, browser-only, self-serve working environment for all BI capabilities.
- Drag-and-drop BI authoring in the same zero-footprint interface.
- Build a report once and distribute to many in the required languages.

PROFESSIONAL AUTHORS

Also known as ‘power users’, professional authors are the traditional targets of most BI software, despite being about five percent of your organization. They require advanced BI capabilities such as:

- Powerful and flexible report authoring.
- High volume distribution of BI reports.
- The full range of BI capabilities, data source access, and report outputs.
- Fast trending over time.
- Report lifecycle features that let people reuse analysis and reporting elements.
- Sub-second response times when exploring large volumes of data.

Cognos 8 BI delivers:

- Adaptive zero-footprint authoring of multi-page, multi-query, multi-source reports.
- High volume bursting via email or portals.
- Queries run against multiple relational and dimensional data sources for display in a single report.
- BI content elements including: charts, maps, crosstabs, 3D bar, pie line, gauge, funnel, scatter, dot density, waterfall, and live applications.

IT ADMINISTRATORS

Information Architects, Help Desk, and other IT professionals configure, deploy and support the whole BI user community. This vital group requires:

- The full range of BI functionality and control over functionality of others.
- Self-service BI for all users.
- Low-maintenance BI that takes advantage of the existing infrastructure.

Cognos 8 BI delivers:

- Centralized metadata.
- Simplified deployment and server-only upgrades.
- Centralized or distributed administration.
- Single query service and query driver for information consistency and query re-use.
- A zero-footprint, browser-based environment.
- Access to all relational and OLAP data sources.



MORE VALUE FROM YOUR DATA INVESTMENT

You have systems tracking transactions for supply chain, operational, financial, and customer activity. These systems give you the data picture of your organization. But is this picture fragmented? Can you make company-wide decisions based on it?

Cognos 8 Business Intelligence connects disparate systems to deliver a common business view of your data. It supports the varying demands for data latency—how often BI data sources refresh against the transactional systems. Some reports need up-to-the minute information; others aggregate daily, weekly or longer time periods of information.

Reduce the demand on IT to gather all relevant data. Take advantage of business opportunities with the right data, with the appropriate data latency, available when you need it.

DATA ACCESS CAPABILITIES

Cognos 8 BI delivers a sophisticated and powerful array of data access capabilities.

ETL: With Cognos, integrate data from multiple systems into a dimensional data mart to provide information the way business users think. Meet high data latency requirements for daily, weekly, monthly, or yearly cumulative data. Or use Cognos certified partnerships to leverage your investment with third-party data integration leaders such as IBM and Informatica.

EII: With built-in Enterprise Information Integration (EII) capabilities, Cognos 8 BI connects to multiple disparate data sources in real-time. Ensure fast performance of federated queries (queries against multiple data sources), sophisticated session caching, and a single view of information. Meet low latency requirements for up-to-the-minute information.

Direct Access: If you already have a data integration strategy and tools in place—as well as OLAP, dimensionally modeled relational data, or relational data—Cognos 8 BI can draw information directly from these sources.

Common Metadata: The Cognos metadata model provides a common set of business rules, calculations, and filters for a conformed, business-driven view of your data. This means users can explore any aspect of their data, knowing all of the information comes from a common foundation.



YOU KNOW WHAT BETTER PERFORMANCE MEANS

While you may have any number of business decisions to make during the day, they depend on answers to these fundamental questions about the enterprise:

- **How are we doing?**
- **Why?**
- **What should we be doing?**

Answering these questions is the heart of corporate performance management (CPM). The core capabilities of CPM—scorecarding, reporting, analysis, budgeting, and planning—provide the information that lets you answer these questions in the best possible way. With consistency. With an understanding of the greater context. And in time to have the greatest impact.

Cognos delivers a single platform that integrates the proven excellence and value of its scorecarding, business intelligence, and planning technologies. Our comprehensive vision for better performance drives all product innovation.

You can extend your Cognos 8 BI foundation for performance by integrating Cognos Planning with reporting, scorecarding, event management, and analysis.

Link plan targets to scorecards: Automatically draw key performance targets—defined through Cognos Planning—into your scorecards. With planning, you can set the metrics that guide future performance; with scorecarding, you can measure progress towards your goals.

Reporting on plans and budgets: Analyze and report against Cognos Planning data sources and published plans.

Event management for planning and budgeting: Set alerts to manage the planning and budgeting process. Define events for the planning workflow. If a planning value crosses a threshold (e.g., a plan is ready for review), you can notify the appropriate owner and he or she can respond.

Data for plans and forecasts: Cognos 8 BI provides a comprehensive view of your operational and transaction information. Use this data to populate your planning and forecasting models. By using current operational data, you can build more accurate, forward-looking plans, and adjust them based on day-to-day results.

“CLEARLY COGNOS IS COMMITTED TO ITS PERFORMANCE MANAGEMENT VISION AND HAS A STRONG Foothold IN THIS MARKET.”

IDC

AWARD-WINNING SUPPORT, SERVICES AND PARTNERS

Cognos supports its integrated performance management with award-winning Global Customer Services. Consulting, training, and support help deliver faster results for our customers and their organizations.

COGNOS CONSULTING

The fastest time to result

Cognos Consulting will help you plan your project, design the appropriate architecture and environment, and ensure it all deploys successfully. We offer the people to help you implement your chosen solution, manage the project, design the necessary IT architecture, and deliver your BI program. Draw on our 25 years of experience and extensive knowledge of how to make Cognos work in all environments.

COGNOS TRAINING

Get your team up to speed fast

Cognos training accelerates knowledge transfer to your project team and promotes early adoption by end users. Customizing instructor-led or e-Learning courses with your data and application helps ensure your user community aligns with the solution you deploy. Choose your best training options to increase the value of your Cognos investment.

COGNOS SUPPORT

Faster solutions to help you succeed

As a supported customer, you can find the latest product releases and review the extensive knowledge base of technical solutions and documents on support.cognos.com—named one of the Top Ten Web support sites in the world. You also have access to support analysts around the globe to help you find solutions. They have extensive knowledge of Cognos products and are trained to solve issues in complex IT environments.

COGNOS PARTNERS

Cognos partners throughout the world, in every industry, can help you implement your Cognos solution as well. Our wide range of consulting, technology, and solution provider partners bring Cognos value to companies in every industry.

**“THE COGNOS GLOBAL CUSTOMER SERVICES WEB SITE IS A FORERUNNER
IN ONLINE CUSTOMER SUPPORT INNOVATION AND EXCELLENCE.
COGNOS IS CLEARLY A TECHNOLOGY LEADER DRIVING SOME OF THE
MOST SOPHISTICATED ADVANCES IN THE WEB SUPPORT FIELD.”**

ASSOCIATION OF SUPPORT PROFESSIONALS



ABOUT COGNOS

Cognos is the world leader in business intelligence and performance management software.

Industry analysts and experts recognize Cognos' leadership in these fields and in the emerging field of corporate performance management. These analysts and experts point to the breadth and excellence of Cognos performance management software as the source of this leadership.

Cognos backs up this leadership with the highest awards for customer service in the industry. More importantly, the return on investment Cognos delivers to its customers is proven by independent industry watchers and customers across all major verticals, around the world.

Founded in 1969, Cognos today serves more than 23,000 customers in over 135 countries. Cognos enterprise business intelligence solutions and services are also available from more than 3,000 worldwide partners and resellers.

LEADERS CHOOSE LEADERS. LEADERS CHOOSE COGNOS.

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