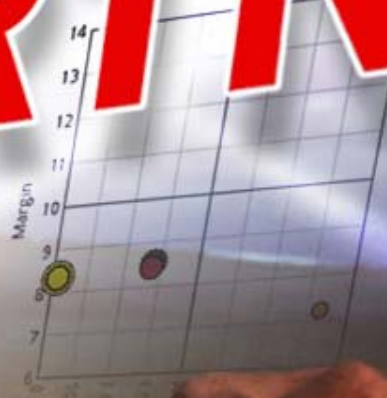


INTRODUCING REPORTNET



Arne Jørgensen – Cognos DK

Jack Esselink – Cognos NL

COGNOS

THE NEXT LEVEL OF PERFORMANCE™

Agenda

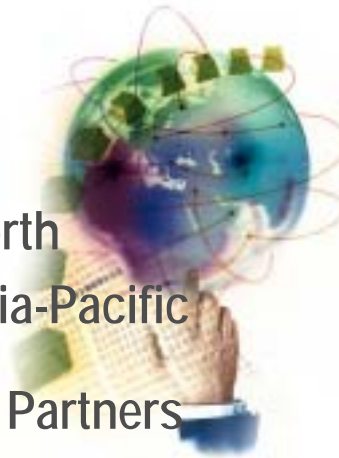
- **08:30 – 09:00 Registrering & morgenmad**
- **09:00 – 09:30 Cognos Business Intelligence**
 - Cognos idag
 - ReportNet, baggrund
 - Analytikernes vurdering
- **09:30 – 10:45 ReportNet demo**
- **10:45 – 11:00 Spørgsmål**
- **11:00 Slut**

COGNOS - THE GLOBAL LEADER IN BUSINESS INTELLIGENCE

- \$825.5 M total revenue (FY2005) – 21% up
- \$363.0 M license revenue – up 27%
- \$522.9 million in cash, cash equivalents and short-term investments

Global Coverage

- 23,000+ customers
- Offices throughout North America, Europe & Asia-Pacific
- Worldwide Services & Partners
- Best-in-Class Award Winning Customer Service



Cognos Employees

- 3,393 employees
- 820 strong R&D force, 50% greater than closest competitor
- 1,475 customer-facing field force

Cognos Danmark – more than 300 customers

- Office
 - DK office re-established in 2005
- Partnere
 - Accenture
 - Deloitte & Touche
 - EDB Gruppen
 - IBM
 - Intenia
 - Platon
 - SSA
 - Tectura
 - WM data

ANALYSTS ON COGNOS



Market Share Leader for BI Tools

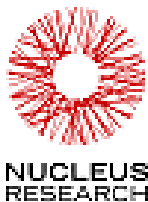
- Based on 2001 Worldwide revenue – IDC 2002



Cognos® Series 7 Receives Top Ranking in META Spex Business Intelligence Review (November 2002)



Cognos Commands OLAP Industry Mindshare, Tops Planned Extranet Deployments, According to new OLAP Survey



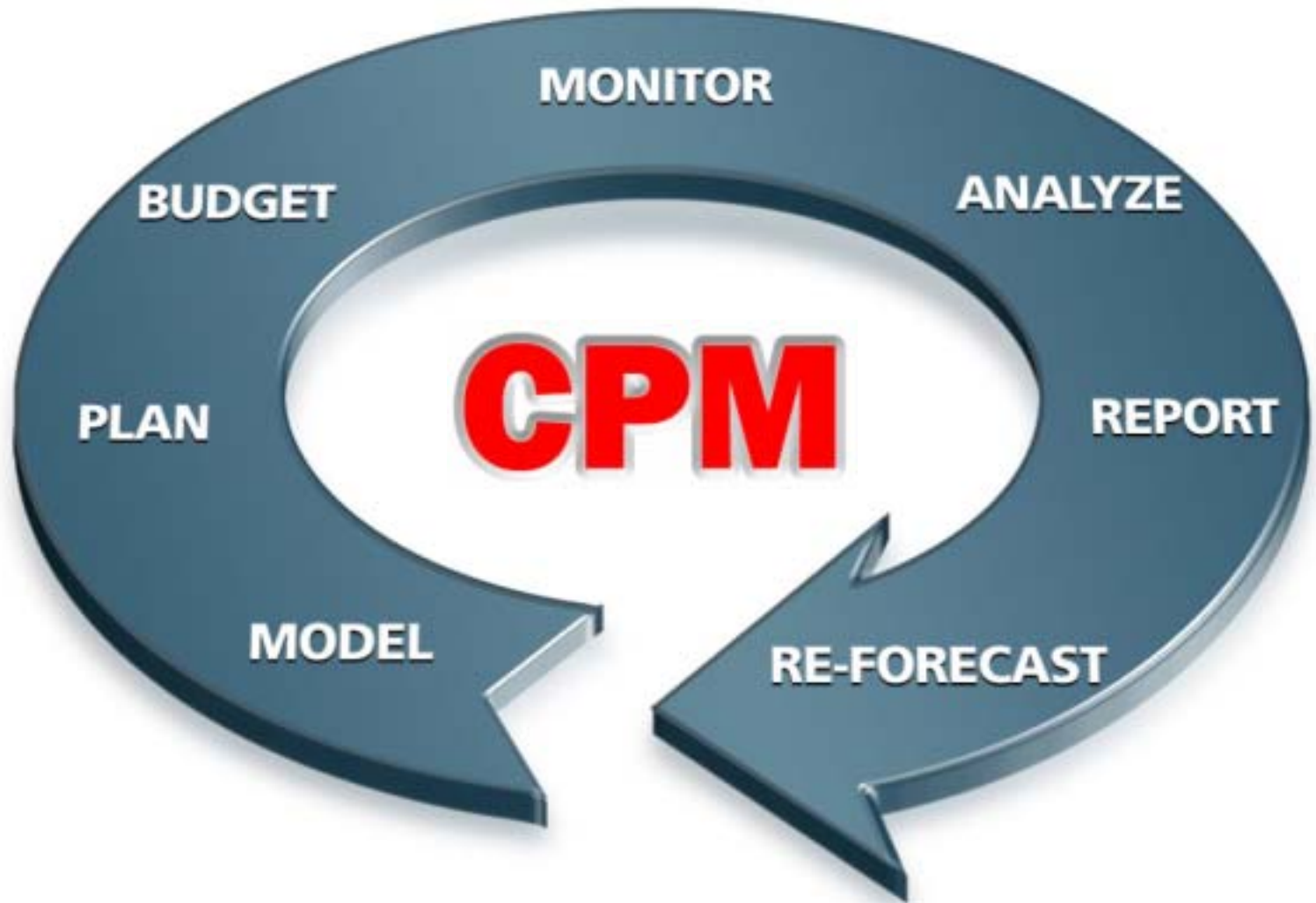
Independent Study Finds 80% of Cognos Customers Have Achieved Positive ROI

STRATEGIC IT CHALLENGES



- Delivering strategic value to the organization
- Aligning IT deliverables with business priorities
- Provide an integrated view of the business
- Reducing overall systems complexity to control costs
- Integrate with existing infrastructure for greater ROA

Cognos Performance Management Cycle



REPORTING CONVERGENCE

REPORTING



PRODUCTION

INVOICES
BILLINGS
STATEMENTS
STATUTORY REPORTS

BUSINESS

QUARTERLY RESULTS
CUSTOMER INFO
SALES UPDATES
INVENTORY REPORTS

XML e-Commerce
SOA
FIREWALLS
REPORTING
XSL
OLAP EXPLORATION

ENTERPRISE REPORTING SOLUTION REQUIREMENTS



Coverage

- All the users and applications (e.g. ad hoc, managed, production) with a single architecture

Scale

- To one hundred thousand users

Production

- Delivery on create/deploy/modify lifecycle

Environment

- Open, flexible, leverage of existing investments, able to fit in a complex environment

REVOLUTION

COGNOS REPORTNET

**IT'S NOT AN EVOLUTION.
IT'S A REVOLUTION.**

META GROUP ON REPORTNET™

"Cognos's new ReportNet could set the standard for Web-based ad hoc query and end-user reporting. The pressure will be on competitors."

**SOURCE: META GROUP INC., 21ST CENTURY REPORTING,
CLIENT ADVISOR BY DAVE FOLGER, JULY 15, 2003**

ANALYSTS ON COGNOS REPORTNET™

"Cognos ReportNet is a major breakthrough for BI and reporting convergence ... It brings a completely new level of simplicity in the design and use of reporting and analysis for large sets of users with varying needs."

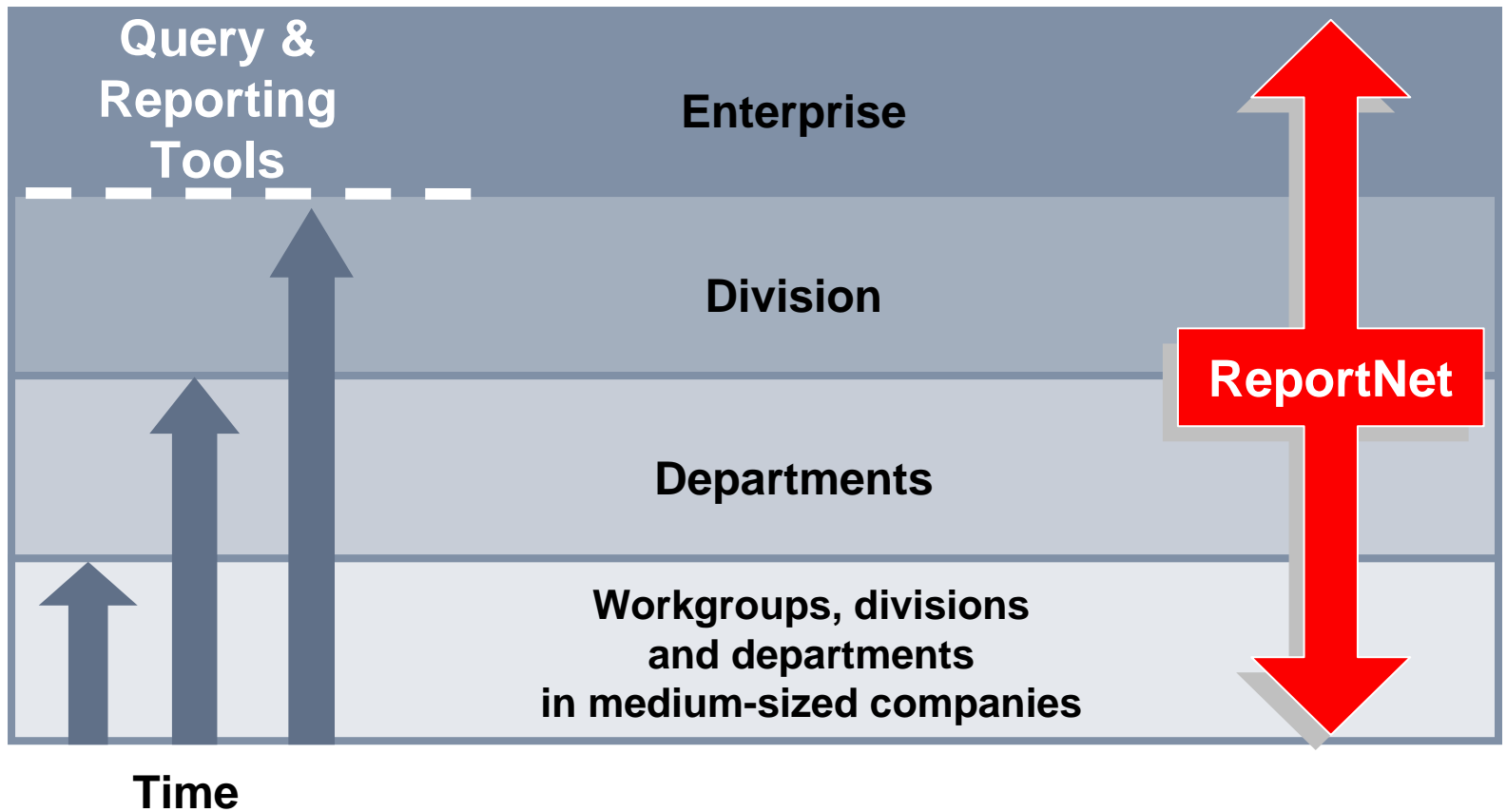
Mark Smith, Ventana Research

"Cognos's new ReportNet could set the standard for Web-based ad hoc query and end-user reporting and the pressure will be on competitors."

Source: META Group Inc., 21st Century Reporting by Dave Folger, July 15 2003.

EVOLUTION IS NOT ENOUGH TO MEET GLOBAL ENTERPRISE NEEDS

REPORTNET BREAKS THE ENTERPRISE BARRIER!



COGNOS REPORTNET: THE ENTERPRISE REPORTING STANDARD



- All reports
- All users
- All environments

1

ALL REPORTS



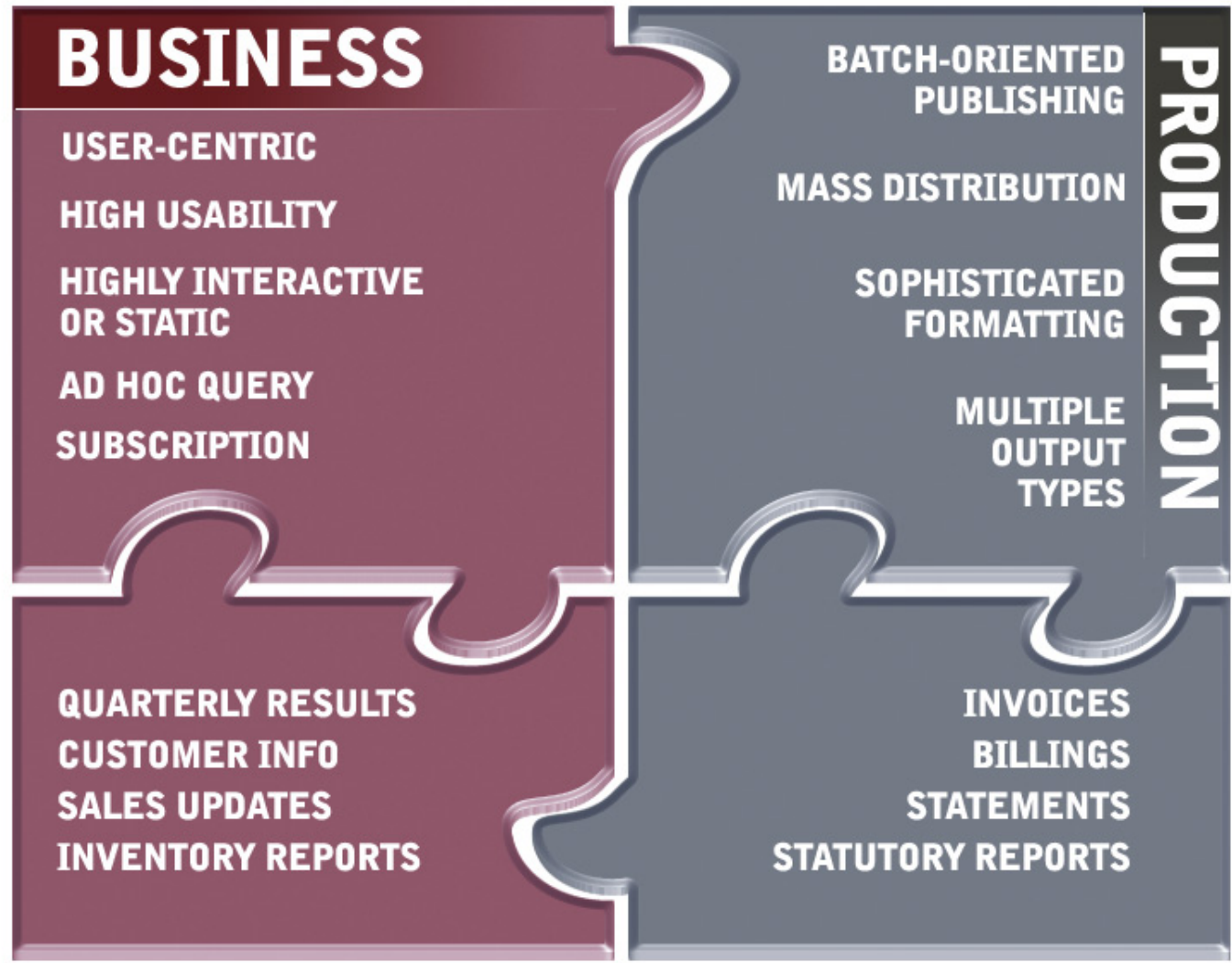
- Complete report type coverage
- High value conventional and revolutionary reports
- Timely, personalized reports

LOWEST COST OF OWNERSHIP

1

ALL REPORTS:

COMPLETE REPORT-TYPE COVERAGE

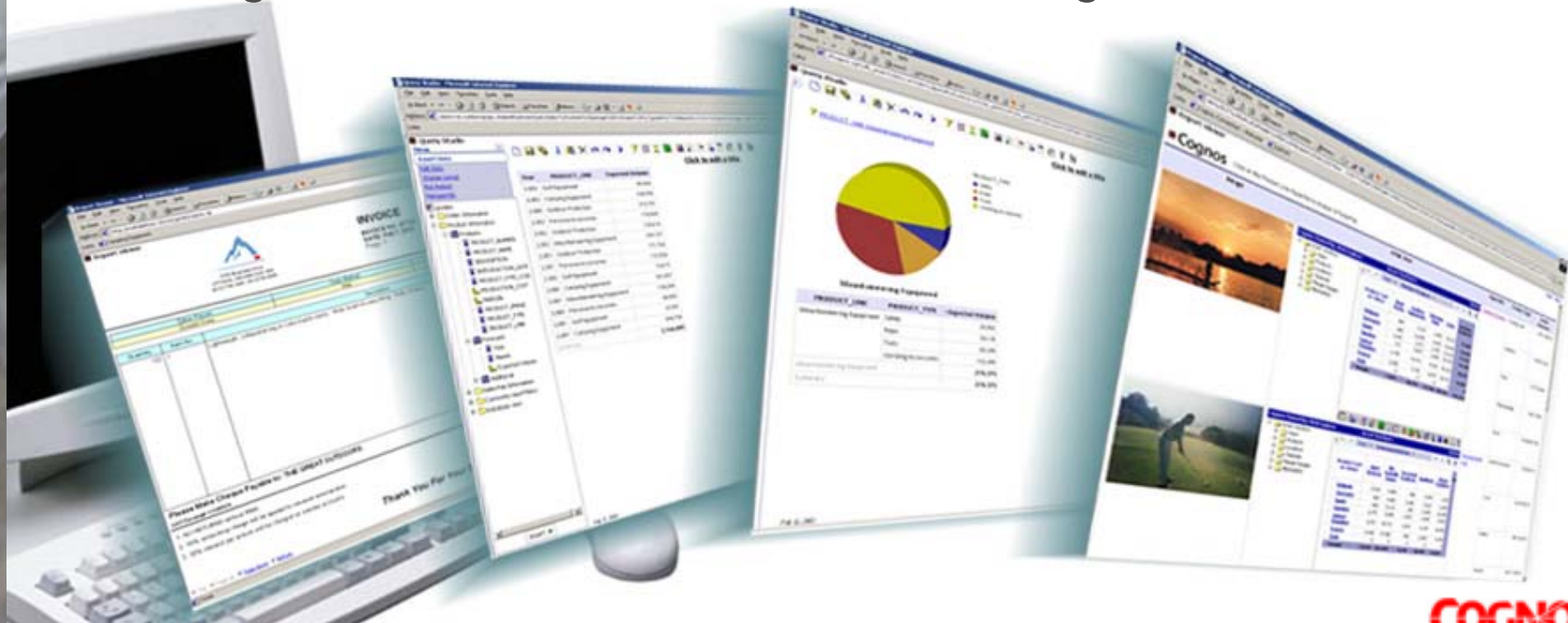


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ALL REPORTS:

HIGH VALUE REVOLUTIONARY REPORTS

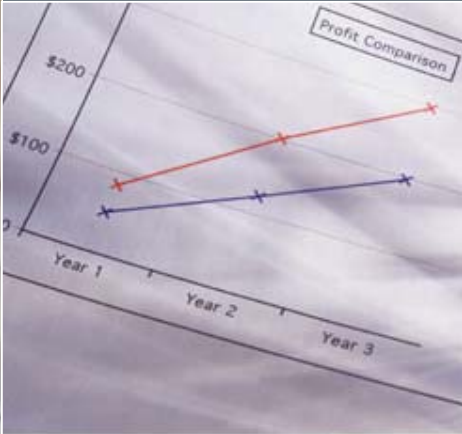
- Conventional list, cross tab, chart, multi-page, statement layout formats
- Revolutionary multi-query, multi-source dynamic multi-object reports
- Heterogeneous data source access for single view of the truth



1

ALL REPORTS:

TIMELY, PERSONALIZED REPORTS



- Bursting and scheduling to deliver reports to large numbers of users
- Bursting reads data once and publishes many times and in multiple formats
- Delivery to web, email and printer
- Jobs executed simultaneously or sequentially
- Users schedule reports based on time, calendar, and events

DEMO



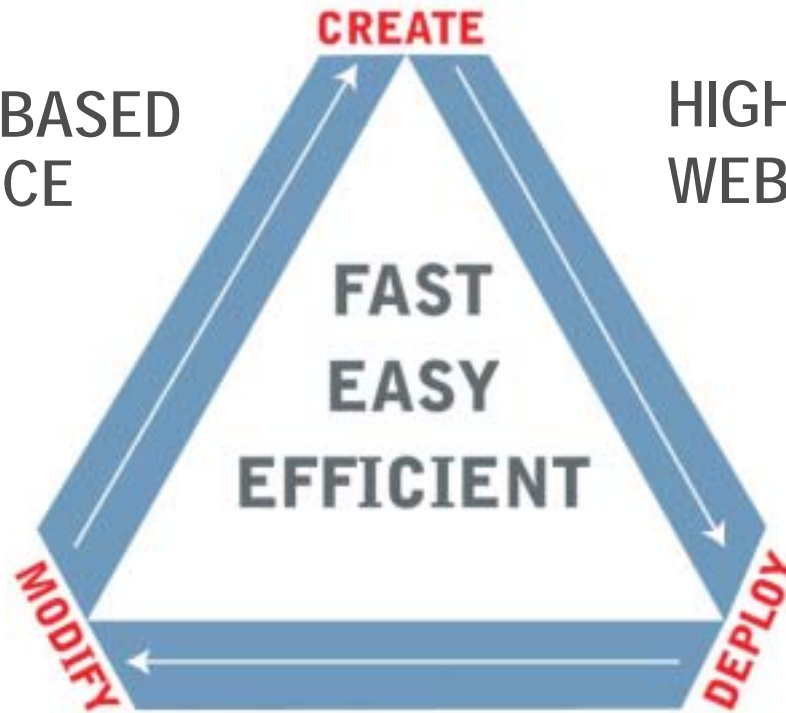
COGNOS®

THE NEXT LEVEL OF PERFORMANCE

ALL USERS

BROWSER-BASED
SELF-SERVICE

HIGHLY ACCESSIBLE
WEB AUTHORING



BUILD ONCE, DEPLOY GLOBALLY

ALL USERS:

BROWSER-BASED SELF-SERVICE

- Intuitive browser-based UI maximizes adoption & productivity
- Supports novice to advanced users
- Easy report customization and personalization



BREAKTHROUGH WEB-BASED REPORT AUTHORIZING

- Extend ad hoc query & authoring to a broad audience via the web
- Users can build, share and modify reports themselves
- Single report definition for casual and professional authoring environment
- State of the art, flexible, adaptive authoring environment for fast, easy report building and modification



- Advanced report design with;
 - Multiple linked or independent queries per report
 - Logical layout page control
 - Conditional layout
 - Separation of presentation and query layers
 - Content-aware prompting
 - Auto-summation of records

BUILD ONCE & DEPLOY GLOBALLY



- Extensive range of context sensitive prompting right out of the box
 - Enables one report to service many users
 - Users select the desired report content
- Complete multilingual capabilities
 - Single authored report can be deployed in multiple languages
 - Supported from a single metadata model
 - Locale sensitivity based on browser or user preferences

ALL ENVIRONMENTS



- Seamless integration with open, scalable architecture
- Leverages existing network, data, and enterprise applications including SAP BW to deliver return on assets
- Fully exposed API for customization, integration
- Uses existing security models

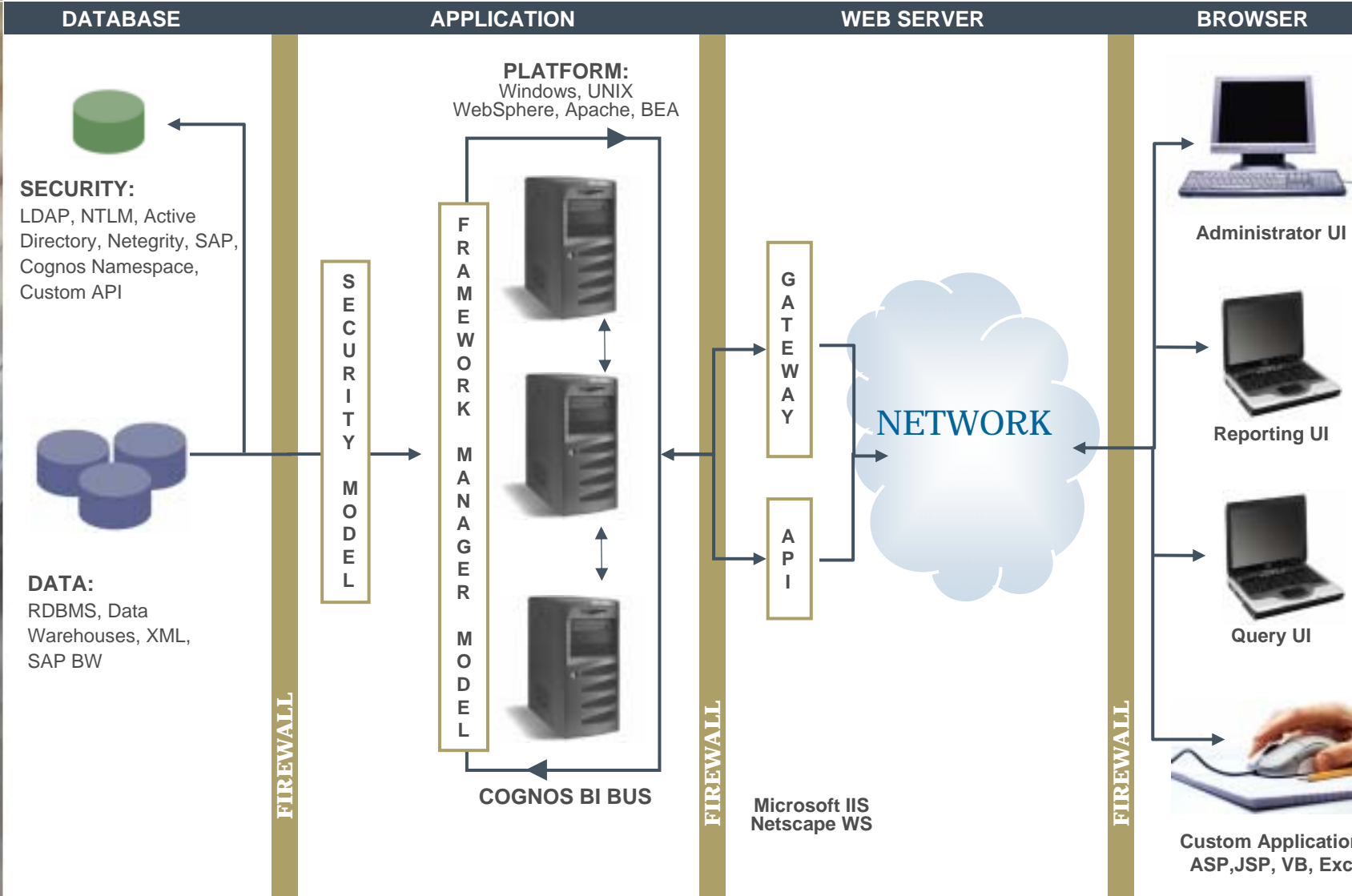
DEMO



COGNOS

THE NEXT LEVEL OF PERFORMANCE

ALL ENVIRONMENTS: MODERN, OPEN, WEB-BASED ARCHITECTURE



3

ALL ENVIRONMENTS:

LEVERAGES SAP BW INVESTMENT



- Certified by SAP
- Leverage ALL your SAP BW business rules and more
- Leverage SAP Security
- Integrated with SAP Enterprise Portal
- Extend the Value of SAP BW

SAP Certified
Integration

SOFTWARE

SAP

USES EXISTING SECURITY MODELS



- Open, leveraging multiple existing enterprise security simultaneously
 - LDAP, NTLM, Active Directory, Netegrity, SAP, Cognos Namespace
 - API for custom authentication providers
- Encryption-ready for information security
- Application-specific users and groups definition

SINGLE METADATA MODEL



- Business rules built in
- Support for heterogeneous data sources
- Federated metadata modeling
- Multi-versioning single model to multiple presentation viewpoints
- Import from popular modeling tools
- Impact analysis

DEMO



COGNOS

THE NEXT LEVEL OF PERFORMANCE

SIMPLIFYING COMPLEXITY

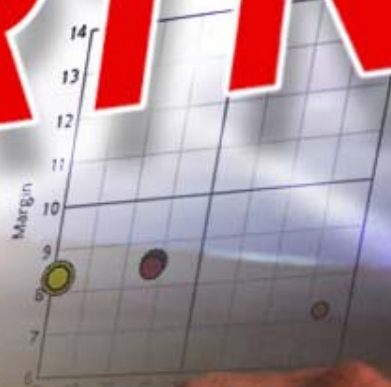
ALL REPORTS

ALL USERS

ALL ENVIRONMENTS



INTRODUCING REPORTNET



Product Line	Expected Volume	Margin
Personal Accessories	2.6	1.79
Outdoor Protection	2.082.64	2.0
Mountaineering Equipment	2.082.64	5

Legend:
● Personal Accessories
● Mountaineering Equipment
● Outdoor Protection



COGNOS

THE NEXT LEVEL OF PERFORMANCE™