



# IBM Cognos Business Intelligence Query and Reporting

## Overview

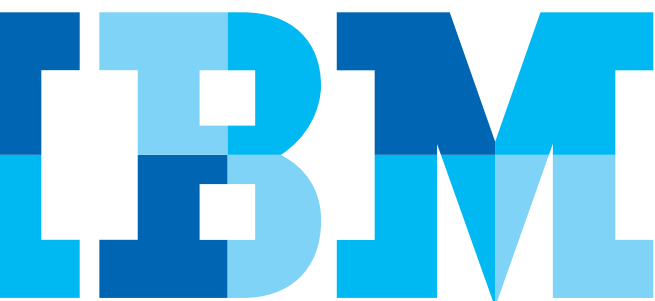
As markets become more competitive and the pace of business accelerates, a changing world is forcing your company to make faster, smarter decisions. As a result, companies are having to deal with a wide range of query and reporting requirements—from professional report authors responsible for designing one-to-many reports for the enterprise to business users who need the ability to create their own ad-hoc queries or customize existing reports to support their business decisions. These query and reporting requirements need to be addressed with a complete and consistent view of the business without being a burden on IT.

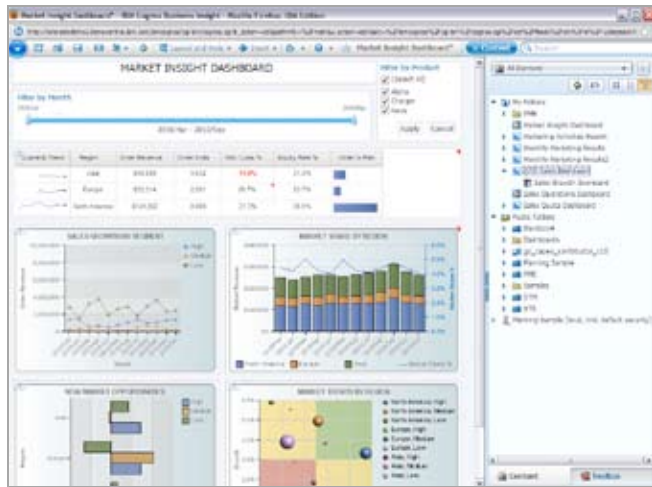
IBM Cognos® Business Intelligence Query and Reporting solutions can help organizations realize substantial value from the following functionality:

- A unified user experience for business report authoring and consumption, giving business users the freedom to gain business insights on their own.
- The ability to foster a culture of pervasive fact-based decision-making by providing BI capabilities that allow flexible report consumption in a variety of ways such as mobile devices, Microsoft® Office applications, embedded and in-process BI, and interactive disconnected use.
- The ability to create and deploy a single report that can be executed across multiple languages and outputs.

IBM Cognos Business Intelligence Query and Reporting solutions fit the needs of many users across the organization:

- **Professional report authors** can design, build and securely distribute pixel perfect multi-lingual reports to the enterprise.
- **Business users** can easily create their own ad-hoc reports or modify existing reports using trusted data without the reliance on IT.
- **IT administrators** can deploy, manage and expand the reporting application in a centralized, streamlined manner.





IBM Cognos Business Intelligence Query and Reporting provides the ability to create reports containing any number of report objects— charts, cross tabs and lists, as well as non-BI components.

## Professional report authors

Query and Reporting with IBM Cognos Business Intelligence gives professional report authors the ability to create reports containing any number of report objects— charts, cross tabs and lists, as well as non-BI components such as images, logos and live embedded applications that can be linked to the information. These objects allow organizations to extend the boundaries of traditional reporting, giving them unprecedented ways to view their business performance.

IBM Cognos Business Intelligence Query and Reporting includes professional report authoring capabilities that are easy to use and minimize the effort for report authors. The what-you-see-is-what-you-get capability enables flexible and intuitive report assembly and core BI capabilities enable you to:

- Design and build – Create report templates to include standard report objects, queries, and layouts.
- Analyze and share – View, interact with and analyze the result set, and share the results to follow a train of thought and generate a unique perspective around information.
- Assemble and format – Drag-and-drop trusted content (BI, TM1, Real-Time Monitoring, Metric Studio, and PowerPlay), filters and other content (RSS, HTML, text and images).
- Modify and arrange – Add colors and text, add comments and personalize widgets.
- Interact and analyze – Change display, add calculations, filter/prompt, drill up/down, sort data and seamlessly move to Business Insight Advanced for additional analysis.
- Share and collaborate – Share and distribute objects and reports to be consumed by others and collaborate through integrations with Lotus Connections.

## IBM Cognos 10: Smarter Decisions for Better Business Performance

IBM Cognos 10 combines business intelligence with actionable analytics in a unified decision workspace that gives organizations the power to make smarter decisions and drive better business performance. Cognos 10 gives business users the freedom to:

- **Think:** Assemble, personalize and explore all types of information in all time horizons. Combine a revolutionary dashboard 2.0 experience with the ability to follow your own train of thought. Develop and test new ideas with predictive and what-if analysis—all in a single, unified interface.
- **Connect:** Communicate and coordinate tasks with collaborative BI and workflow to engage the right people at the right time. Share insights with the speed of social media. Drive alignment and build consensus for a more agile and responsive decision-making process.
- **Act:** Meet the challenge of compressed decision cycles with real-time analytics delivered at the point of business impact—through mobile applications that let you put insight into action anytime, anywhere.

Cognos 10 is built on an enterprise-class platform that enables IT to scale cost effectively, streamline lifecycle management and upgrade seamlessly. It unleashes the power of information and arms business users with the complete, powerful, progressive analytics capabilities they need to drive performance and outperform the competition.

## Business users

With IBM Cognos Business Intelligence Query and Reporting, business users can author and modify their own reports with minimal training or IT involvement. Users can arrange report objects by dragging and dropping them into the report authoring window. Report layout automatically adapts and rearranges as report objects are added or removed. The flexibility of the task based interface reduces the time required to author and modify a report, giving business users the ability to find insights on their own, in an easy-to-use interface, using trusted corporate information.

### Collaborative reporting

IBM Cognos Business Intelligence Query and Reporting offers these collaborative reporting features to help business users communicate with others in order to drive decisions and gain additional insight.

- Comments and annotations – Create and save notes on reports that other users can then reference, making it much easier for users to share information and capture valuable insights.
- Dashboard activities in Lotus Connections – Facilitate discussions between users for more insightful decisions through integration between IBM Cognos Business Insight and Lotus Connections results in an enterprise scalable collaborative BI environment.
- Enhanced event management – Assign owners and approval processes for specific actions with the BI workflow.

### Author once, consume anywhere

IBM Cognos Business Intelligence Query and Reporting enables users to create a single report that users can access on multiple devices, in multiple formats, and in other applications and processes.

- Import and refresh BI content in MS Office using IBM Cognos for Microsoft Office.
- Embed BI content in third-party applications and portals using IBM Cognos Mashup Services.
- Take reports with you on your iPhone, Blackberry and iPad with IBM Cognos Mobile.
- Consume interactive report output offline or in a disconnected manner with IBM Cognos Active Report.



Report output can be viewed and interacted with offline with IBM Cognos Active Report.

### IT administrators

Many companies use separate reporting tools for different capabilities and styles of reporting. Reporting tools are often dictated by the structure of the underlying data. Different metadata structures and data architectures make it difficult for IT to ensure data consistency. IBM Cognos Business Intelligence offers a single product, on a single architecture. It delivers all BI capabilities, for all users and draws on all of your data. IBM Cognos Business Intelligence lets business users move among BI capabilities in a guided manner, get the answers they seek and collaborate with others across the organization, while giving IT complete control over the BI environment.

### Architecture and data sources

Designed for enterprise-level deployment, IBM Cognos Business Intelligence 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. IBM Cognos Business Intelligence gives you access to a wide range of heterogeneous data sources, reducing the complexity of your reporting environment and giving you an opportunity to gain a complete and consistent view of the business.

A streamlined IT environment also lowers your total cost of ownership for reporting. In addition to relational data, you can also report against OLAP sources such as IBM Cognos OLAP cubes and other OLAP sources including IBM DB2<sup>®</sup> OLAP, Microsoft SQL Server<sup>®</sup> Analysis Services<sup>®</sup> and Oracle Essbase. Reports can draw on any combination of data sources to give users the complete view of the business issue. Supported data sources include:

- 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 PowerCube, Microsoft Analysis Services, Oracle 10G and Oracle EssbaseOLAP.
- Modern data sources, such as XML, LDAP and WSDL
- Planning and budgeting data.
- Satellite data sources, including Microsoft Excel files, Microsoft PowerPoint<sup>®</sup> files, Microsoft Access<sup>®</sup> files, flat files and more.
- Mainframe sources, including VSAM, IMS, IDMS, COBOL<sup>®</sup> copybooks and others.
- Content management data, including IBM FileNet<sup>®</sup>, EMC 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 Business Intelligence. The metadata layer manages translation from the data you need to the information you see. With IBM Cognos Business Intelligence you can report, analyze, scorecard and monitor your performance with a single view of all data sources.

### Conclusion

To remain competitive in today's business climate, business users need to be engaged and equipped with the information they need to make fact-based decisions. With IBM Cognos Business Intelligence Query and Reporting they have it—in a system that's simpler, faster and easier to manage.

### About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, advanced analytics, financial performance and strategy management and analytic applications gives you clear, immediate and actionable insights into current performance and the ability to predict future outcomes.

Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest IT productivity and deliver better results.

### For more information

For further information or to reach a representative:  
[ibm.com/cognos](http://ibm.com/cognos).

### Request a call

To request a call or to ask a question, go to [ibm.com/cognos/contactus](http://ibm.com/cognos/contactus). An IBM Cognos representative will respond to your enquiry within two business days.



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