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## Highlights

- Supports Apple iPhone, Apple iPad, BlackBerry, Windows® Mobile and Symbian handheld devices
  - Features full interactivity with business intelligence (BI) content, including drill up/down/through, zoom in/out
  - Ensures up-to-date BI content with regularly scheduled report distributions
  - Provides centralized management, including security
  - Eliminates the need to re-create reports for various devices such as handhelds
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# IBM Cognos Mobile

*Intelligence on the go*

## Overview

Mobile workers need business intelligence (BI) data wherever they are to make information-driven decisions, particularly during critical face-to-face engagements with customers, suppliers or other partners.

But delivering BI on handheld devices is challenging: navigation behavior is obviously different from that of a desktop environment.

Traditionally, IT relied on Microsoft Excel, PDF, HTML or custom applications to deliver critical BI content to these devices. But these modes are limited, harder to update data on and provide a frustrating user experience — or none at all when out of network range. Custom applications are particularly expensive when trying to keep up with the rapid-fire pace of mobile device releases.

## IBM Cognos Mobile

IBM Cognos® Mobile does away with these limitations by providing a rich mobile client interface that is specifically designed for IBM Cognos Business Intelligence content on a handheld device. Whether it's salespeople who want customer and pipeline details, operations personnel looking for the latest supply chain information or executives who need a complete view of the business, Cognos Mobile provides the interactive BI information individual users want, all in a secure environment.





### IBM Cognos 10: Intelligence Unleashed Smarter Decisions. Better Results.

Cognos 10 delivers a revolutionary new user experience and expands traditional business intelligence (BI) with planning, scenario modeling, real-time monitoring and predictive analytics. With the ability to interact, search and assemble all perspectives of your business, Cognos 10 provides a limitless BI workspace to support how people think and work.

Cognos 10 enables organizations to outperform by providing:

- **Analytics** that everyone can use in a BI workspace that sharpens individual skills to answer key business questions
- **Collective intelligence** with built-in collaboration and social networking to connect people and insights to gain alignment
- **Actionable insight** everywhere in mobile, real-time and business processes to instantly respond at the point of impact

Built on a proven technology platform, Cognos 10 is designed to upgrade seamlessly and to cost-effectively scale for the broadest of deployments. Cognos 10 provides you and your organization the freedom to see more, do more—and make the smart decisions that drive better business results.

Cognos Mobile supports the following mobile technologies<sup>1</sup>:

- BlackBerry
- iPhone
- iPad
- Nokia devices using the Symbian operating system
- Windows Mobile operating system

### Enhanced user experience

Cognos Mobile offers a familiar Cognos Business Intelligence interface for users. It processes each BI report that it receives and renders it mobile-friendly. No additional authoring, special formatting or other device-specific adaptations are required.

### Interactive user interface

Users have a rich, interactive BI experience, and can fully interact with BI content using the following:

- Drill up/down
- Drill through
- Zoom in/out
- Cell highlights

<sup>1</sup> See conformance site for supported versions

Cognos Mobile also supports a comprehensive list of prompt types, including:

- Basic (text box, list, etc.)
- Multiselect
- Range
- Tree
- Search and select
- In-page cascades
- Multiselect Range
- Prompt Page layout

#### Intuitive features

Users can personalize their user experience by adding individual reports or dashboards to a Favorites list or Welcome screen.

An optimized search engine helps users quickly find what they're looking for.



Users can fully interact with BI content on their handheld devices.

#### BlackBerry devices

Users can easily navigate with features such as the trackball or the popular new touch screens. Cognos Mobile was developed using the guidelines set out by Research In Motion (RIM) in the UI Guidelines for BlackBerry Smartphones, to ensure a truly intuitive experience for BlackBerry users.

#### iPhone and iPad

Users can fully interact with BI data on their iPhone or iPad with the touchscreen. They can also personalize their BI experience with the ability to customize the user interface.



Users can customize their user experience on various handheld devices.

### Location aware

Mobile workers who need information based on their physical location at a given moment can have prompt values pre-filled based on GPS coordinates<sup>2</sup>.

### Disconnected/offline data exploration

Offline users, such as those working on an airplane, can continue to work with reports on their handheld devices with downloadable reports<sup>3</sup>.

#### Who's using IBM Cognos Mobile?

- Executives monitoring the health of the business and the sales pipeline.
- Field sales reps looking at customer history (orders, contact, open issues, etc.).
- Oil rig inspectors viewing inspection, maintenance reports.
- Field telecom technicians viewing daily jobs.

### Centralized management

Cognos Mobile is part of a complete portfolio of BI offerings available with IBM Cognos Business Intelligence. IT maintains centralized control through Cognos Business Intelligence, while meeting specific user needs with capabilities such as Cognos Mobile.

### Author reports once, and distribute anywhere

BI report authors write a report once and know that every user can access it, regardless of language, locale or consumption approach (Web, search, mobile, desktop productivity suite and more). Cognos Mobile automatically formats the data for the mobile device — no separate mobile authoring environment needed. This gives users access to all BI data, including new information as it is generated within the organization, instead of a subset of reports with limited functionality pre-authored in advance for mobile devices.

<sup>2</sup> This feature only available for GPS-enabled devices running a native client.

<sup>3</sup> iPhone devices are currently not supported for disconnected report viewing.

### Efficient data compression

Maximizing performance on mobile devices and the network they run on is always a challenge. Cognos Mobile compresses data before transmission and again once the report is saved on the device, so users can spend more time investigating rather than waiting for reports to download.

### Scheduled Reports

IT can ensure mobile workers receive the latest BI data with the ability to send out reports to specified sets of users on a scheduled basis. The Recently Run Reports feature shows immediately how many reports are read and unread as well as other useful metrics.

### Advanced security

Cognos Mobile is integrated with and leverages existing Cognos security features, providing a single security environment for all users.

It combines the security measures of Cognos Business Intelligence with the extra measures needed for mobile devices, and takes full advantage of a company's existing mobile infrastructure.

These security measures offer protection against loss and theft and against unauthorized access to the wireless network. The security applies whether the device is used in connected or disconnected mode.

Cognos Mobile includes the following security measures:

- Standard Cognos data encryption
- Standard Cognos authentication, including support for custom Cognos authentication providers
- Lease key technology
- Device user authentication policies
- Device-based mobile encrypted database
- Standard device-specific secure data transmission and encryption
- Device-based password protection
- Remote locking function for the device database
- Remote device wiping

### Conclusion

Cognos Mobile gives mobile workers the ability to make information-driven decisions, regardless of their location, by providing interactive reports, dashboards, metrics and other Cognos Business Intelligence content to their mobile devices. Cognos Mobile was created to fit the needs of mobile workers across the organization, be they executives, sales personnel, account managers or others, for the insight they need to maximize performance.



## 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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