Cognos 8 Business Intelligence Reporting and Dashboards

Meet all your reporting requirements

IT professionals are challenged to provide the right information to end-users at the right time. In response, many organizations have deployed a variety of business intelligence (BI), reporting, and dashboard software products. Each requires concurrent support, administration, and maintenance. Each may access specific and different data sources and provide only some of the required report options. IT managers have been looking for a single, Web-based reporting solution that can address all of their reporting needs. They require a flexible solution that leverages existing IT infrastructure, is truly scalable, and has the ability to grow. Without completeness or ease of use, IT must spend too many of its scarce resources to advance every stage of the reporting lifecycle, from support and maintenance, to creation, modification, and distribution.

Reporting with Cognos 8 Business Intelligence offers a proven, better alternative. You can provide all report users and authors with a single, self-serve product for complete enterprise reporting that covers business, production, and dashboard requirements. You can reduce the complexity of your enterprise reporting environment, while offering secure reporting coverage against all data sources.

Complete reporting coverage

Reporting with Cognos 8 Business Intelligence, built on the proven ReportNet™ architecture, offers a single authoring solution for all types of enterprise reporting:

- Pixel-perfect production reports
- Managed reports
- Ad hoc queries
- Dashboards

Offer all report types including dashboard visualizations from a single authoring solution

It provides the widest authoring coverage of any single reporting product while reducing the time and cost associated with report creation and modification. With the familiar approach of browser-based interfaces, you can deliver authoring capabilities to a broader base of users. Reporting with Cognos 8 BI eliminates the duplication in support and training overhead costs resulting from multiple reporting solutions.

Adaptive flow authoring

Cognos 8 BI reporting cuts the time to create and interpret reports. Business users do not have to understand database logic and computer languages. Reporting with Cognos 8 BI lets authors create reports by dragging and dropping both data and format elements on a "blank page". Objects are arranged hierarchically in the report. Just like a word processor document or Web page, the recipient's reports are automatically resized to fit the output format and medium. Through adaptive flow authoring, Cognos 8 BI reporting allows users to:

- 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.

Reporting with Cognos 8 BI lets you author and use reports containing a wide range of drag-and-drop report elements and layout options.

These include:

- Out-of-the-box, customizable report objects: lists, cross-tabs, gauges, maps, prompt controls, calculations, HTML objects, images, and other chart types.
- Embedded linkable objects in authored reports.
- Discrete control over presentation and query layers.
- Multiple logical pages.
- Conditional, data-driven formatting and layout.

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THE NEXT LEVEL OF PERFORMANCE™

All report types

The accompanying chart shows how reporting with Cognos 8 BI provides complete reporting coverage for every user in your organization.

Self-service reporting

The point-and-click approach of reporting with Cognos 8 BI extends report authoring outside IT. Business users can create and enhance reports more quickly to ensure the timely creation and distribution of information. Removing barriers between queries and reports simplifies authoring. You can share information faster through the reuse of queries and report objects created by others. Sharing responsibility for report creation with other parts of the organization eases the reporting workload for IT. The self-service reporting capabilities include:

- 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.

- 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.

Intuitive search capabilities

Providing fast, effective search capabilities within your BI infrastructure reduces workload for IT by giving users access to the reports, analysis, and BI information that already exists in an organization. Search functionality helps IT increased user self-service, reduce report creation backlog, and reduce the workload associated with creating and maintaining drill paths between related reports. For users it provides faster access to the most relevant BI and unifies knowledge assets with performance information to provide better quality decisions-making.

User Class	Reporting Coverage
Professional Authors, IT, and Developers	• Sophisticated control over layout and formatting, filters and sorting, charts and calculations. • Queries run against multiple relational and analytical data sources for display in a single report. • Dimensionally aware report authoring with automatic drill-down for all report objects and charts. • Multi-page, multi-query reports delivered by email or portals. • Output to Excel, PDF, XML, HTML, and CSV. • Complex query creation plus federated SQL management for drawing on multiple data sources within a single report element.
Business Managers	• Self-service managed and ad hoc reports delivered by schedule or on-demand. • Report customization, sorting, and formatting through personalized prompt controls. • Ad hoc querying and formatting.
Consumers and Remote Users	• Self-serve business, operational, and production reports delivered by schedule or on-demand. • Static or interactive burst reports distributed to global audiences.
Executives	• Remote and interactive event notification reports. • Business dashboard reports that summarize information for at-a-glance awareness of business issues.

Better access modes

Search capabilities are a part of the new Cognos 8 Go! family of access modes. These access modes help you increase business intelligence adoption rates within your organization. Cognos 8 Go! Search helps users easily and instantly find strategic BI information within Cognos 8 BI and their enterprise search environments. Cognos 8 Go! Mobile delivers interactive BI information to mobile workers via their Blackberry®. Finally, Cognos 8 Go! Office lets users access, view, and interact with Cognos 8 BI reports, analyses, and metrics within Microsoft® Excel®, PowerPoint®, and Word applications.

Collaborative reporting

Between identifying the need for a report and delivering the finished product, users must share ideas, modifications, and authoring skills. As a comprehensive reporting solution, Cognos 8 Business Intelligence removes the limitations on collaborative report development found with different products and interfaces for various report types or users. With a single query definition, you can offer collaborative report development to multi-disciplinary user groups. Cross-tabs and other elements within these reports can draw on different data sources simultaneously.

The single architecture for viewing, querying, analyzing, and authoring means business users can work together on any report. A business manager can author a simple ad hoc report and pass it to a professional author for augmentation. Once complete, the business manager can distribute the finished report to all intended recipients.

Multilingual reporting

Reporting with Cognos 8 Business Intelligence supports multiple languages from a single metadata layer, out-of-the-box. Report authors can define which report elements need to adapt to each recipient's working language including the user interface and report content. These are automatically detected by Cognos 8 BI and displayed across appropriate languages.
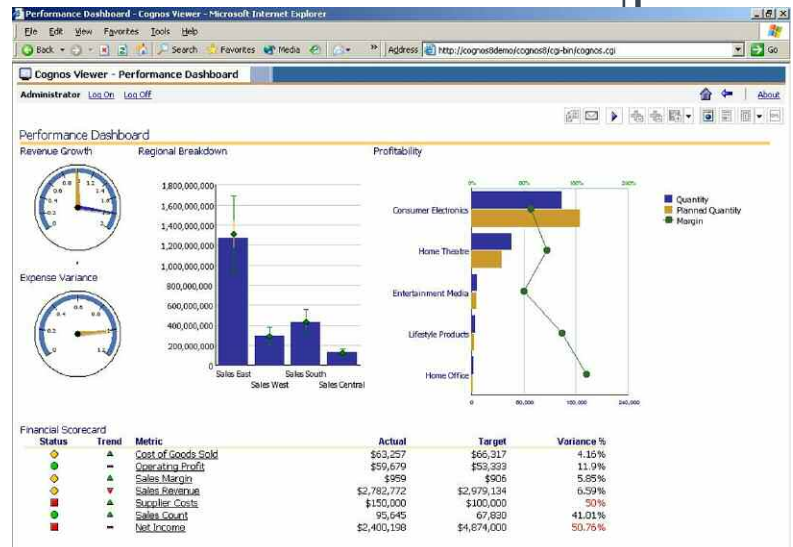
Adaptable to any data source

Cognos 8 Business Intelligence gives you out-of-the-box access to a wide range of heterogeneous data sources. Reduce the complexity of your reporting environment and 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 Cognos OLAP cubes and other OLAP sources including IBM DB2 OLAP, Microsoft Analysis Services, and Essbase. With Cognos 8 BI reporting, you can access these data sources:

- 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, 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.

Reports can draw on any combination of data sources giving users the complete view of the business issue. Choose your preferred approach for data access including

Create complex reports with drag and drop simplicity

direct connections to data sources; embedded or third party enterprise information integration technologies (EII) for real time access; or using metadata from extraction, transformation, and loading (ETL) processes.

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 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 Cognos 8 BI you can report, analyze, scorecard, and monitor your performance with a single view of all data sources.

Web-based deployment

Reporting with Cognos 8 BI uses a zero-footprint, Web-based deployment model. This helps reduce the administrative burden on IT while improving user adoption. With centralized deployment and administration, IT does not have to install and manage client desktop software, minimizing deployment and maintenance costs.

This open, Web standards-based environment is built on the proven Cognos ReportNet architecture. This design allows organizations to take full advantage of their existing IT infrastructure and skill investments. The reach of the Web means users can easily access and distribute their BI data from anywhere in the organization with continuous availability.

Cognos 8 BI is built on a single, native Web services architecture for maximum flexibility. It works with your existing application and Web servers, portals, browsers, enterprise applications, platforms, databases, and security models. It supports UNIX, Linux, and Windows operating systems in uniform and mixed platform deployments. A single, fully documented API allows developers and IT users to customize, integrate, and rebrand the reporting interface to suit the organization.

Designed for enterprise-level deployment, 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.

Better performance management

Reporting is a key capability within Cognos 8 Business Intelligence. 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

COGNOS 8 BUSINESS INTELLIGENCE

Bring your people and systems together for simple, complete, and proven BI.

All Data: *Access all relevant information, from all your data sources, whether relational or multi-dimensional.*

All Users: *BI and information that fits your job, whether you are an IT administrator, professional report author, business manager, senior executive, business user, or external supplier or customer.*

All BI: *Work with information your way, seeing performance through reports, scorecards, dashboards, analysis, queries, and alerts.*

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. Cognos 8 BI is the clear choice for BI standardization and a cornerstone of better performance management.

About Cognos

Cognos is the world leader in business intelligence (BI) and performance planning software for the enterprise. Our solutions let companies improve and direct corporate performance by enabling all of the key steps in the management cycle—from planning and budgeting, to measuring and monitoring performance, to reporting and analysis. Cognos is the only company to support all of these key management activities with a complete solution that spans all of the essential components of CPM— enterprise planning, scorecarding, and business intelligence.

Founded in 1969, Cognos employs over 3,600 people and serves more than 23,000 customers in over 135 countries. For more information on Cognos please visit **www.cognos.com**