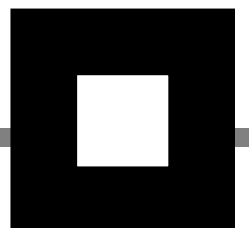




Cognos Business Intelligence

The foundation for fact-based, timely
decision-making across the enterprise



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Cognos Business Intelligence

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INTRODUCTION

As they manage their businesses and compete in a global market, decision-makers face many questions everyday. *Is the business healthy? Who are my best customers? What supplier should I choose? Where are we quarter-to-date? Do we deliver products consistently on time? Do we have the right mix of people?*

Effectively managing the performance of the business means knowing what questions to ask, and having the facts readily at hand to answer them. This is what business intelligence (BI) delivers.

BI connects people to their business. It creates an information environment that makes it easy for people to get the reports they need in the context of their day-to-day activities. It provides an accessible means of analyzing the business and getting to the bottom of what's behind trends and anomalies. And it offers a reliable, focused barometer of how well the business is performing. BI enables people to access the information that connects them to their business. They plug into the enterprise in ways that let them make timely fact-based decisions that drive business performance.

While business intelligence is often initially applied in one or two functional areas of a company, it holds an enterprise-scale promise.

Cognos business intelligence is built for the enterprise, and to achieve company-wide impact. It addresses the diverse information needs of the wide variety of users in the world's largest enterprises. With Cognos, people have information at their fingertips to assess how their part of the business is performing. They can see where to reduce costs or increase resources and gain efficiencies. They can answer the tough questions. They can make the decisions that count.

While it is the industry's most comprehensive enterprise-scale solution, Cognos BI can be deployed in one department and easily applied and integrated to other areas of a business over time. This flexibility extends to the solution's architecture as well. With highly scalable deployment,

single-point security, shared metadata, and centralized administration, Cognos BI establishes an enterprise-ready infrastructure that was designed to grow at whatever pace an organization chooses to set.

This white paper discusses the essential capabilities that Cognos business intelligence provides for organizations to establish an effective foundation for fact-based, timely decision-making across the enterprise.

DRIVING FACT-BASED, TIMELY DECISION-MAKING: COGNOS BUSINESS INTELLIGENCE ESSENTIALS

Companies have made strides over the past 20 years in improving efficiency as they have implemented operational systems for finance, logistics, manufacturing, sales, customer relationship management, and other areas. The information needed to do business better today is found in these, and other, enterprise systems.

For most organizations, the next productivity “win” is to create an information environment that allows people to make fact-based, timely decisions—decisions that are based on a common understanding and view of the company and its performance objectives. Business intelligence facilitates this. In so doing, it provides the basic language of the organization, the particular dialect that unifies a business, and aligns people's efforts to outperform the competition.

With Cognos, companies can create a common view of the business across the organization. They can consolidate data from transactional and operational sources and build in their unique business rules to provide the right context for effective decision-making in *their* organization.

Cognos business intelligence delivers the essentials to fully release the potential in established enterprise systems. It distills and packages massive amounts of corporate data to provide timely, relevant,

actionable information to a broad range of users with diverse information needs. It enables them to connect with their business on an information continuum that can take them from the fine details of transactional events to the larger context of the company's strategic goals.

From reporting and analysis, to scorecarding and event detection; from data extraction, transformation, and loading (ETL) to broad-based information delivery; and on to analytical applications for key enterprise functions, Cognos delivers the industry's broadest range of BI capabilities and a solid commitment to ensuring success.

Reporting and analysis

Reporting and analysis is the basis for connecting users to the business. As such, it is critical to reflect and address the specific information needs of everyone in the organization, not just a select few. Cognos enables people to look at their business from multiple perspectives, in the way that makes sense to them. They gain insights quickly, and the ability to make incisive decisions based on business facts.

Equally important, organizations have diverse reporting agendas to satisfy. For example, operational reports give users the status of an aspect of the business, such as units in inventory. Management reports help users measure and compare key performance indicators over time—such as sales by region, by channel, by weeks, months, or quarters—to identify trends and drive business decisions. Cognos business intelligence not only delivers a wide variety of operational and management reports; it also enables IT to satisfy users' diverse information needs while maintaining control over network and staff resources.

Scorecarding

Scorecarding allows people to relate actual performance to preset goals. It focuses decision-makers on what requires attention right now.

Scorecard-style reports allow users to understand their business at a more strategic level by viewing multiple metrics at the same time—such as number of regions below sales quota, based on quarter-to-date projections.

This strategic scorecarding component of the Cognos business intelligence solution increases an organization's ability to proactively manage its performance. It does this by enabling companies to scorecard business performance against strategic goals through key performance indicators (KPIs), and by letting them visualize, through a dashboard view, how different metrics or KPIs impact one another.

Event detection

Technology now enables users to access business information much closer to the moment it happens and when it is recorded. Event-driven BI shrinks the gaps between an event happening, information about the event becoming available, and then being provided to the decision-maker. It enables faster access to key information. This changes the competitive environment, sharpens a company's decision-making abilities, and lets people take action at the point of impact. In this way, event-driven BI lets companies minimize the risk, or maximize the opportunity, represented by an event.

Cognos event-driven BI is proactive: it delivers business intelligence to users as events happen. Users can specify alerts for report availability; changes in KPIs; and events or transactions recorded in operational data, data warehouses, and data marts. They can direct email alerts or notifications to any device that accepts email such as digital cellular phones and personal digital assistants (PDAs).

ETL

With Cognos' extraction, transformation, and loading (ETL) capability, IT can create data marts that are 'BI-ready,' consolidating disparate data sources to create the consistent information environment enterprises need for effective decision-making.

The many transactional databases that exist in today's organizations are tremendous stores of business data. However, most are not purposefully built for effective BI. Cognos software can extract and transform transactional data to deliver a dimensional data mart that stores information optimized for creating online analytical processing (OLAP) structures, in addition to supporting SQL-based reporting. OLAP is the ideal data format to support timely, fact-based enterprise decision-making.

More than that, with a dimensional framework, Cognos lets customers build and implement data marts with shared dimensions. For instance, the data field for <Customer Name> would be identical in a company's sales data mart, in their inventory data mart, in their marketing data mart, and so on. In this way, Cognos lets companies form an integrated BI system that delivers consistent information to all users across the organization.

Default OLAP cubes can be created from the data marts, enabling easy drill-through reporting. This makes data mart information immediately available for end users. Cognos ETL capabilities are scalable and natively support all major relational database platforms.

Analytical applications

Cognos analytical applications provide pre-built data models to answer the questions departments face—and map the data models and reports to the information sources that can answer those questions. Through its pre-defined data mapping,

reports, and key performance indicators, Cognos analytical applications shorten the time for business intelligence implementation. This means quicker time to success and return on investment.

With Cognos applications, users gain access to their corporation's key information through:

- more than 30 key areas of analysis
- answers to over 600 critical business questions
- over 500 predefined KPIs
- over 200 predefined reports.

High quality business content is the heart of Cognos applications. By working with many of the world's leading and most innovative organizations over the years, Cognos is familiar with the questions that companies typically face in managing the performance of their business. As well, Cognos has developed a deep understanding of the data needed to answer these questions, and how to apply business intelligence to address real-world business challenges. Based on this experience, and through extensive interviews with consultants, professionals, and the company's major clients, Cognos has assembled the business questions—and mapped these to the data that will provide the answers—for key functional areas in an enterprise.

The applications deliver integrated reporting and analysis across major business functions: Sales, Accounts Receivable, General Ledger, Accounts Payable, Inventory and Procurement, with additional modules for customer relationship management (CRM) and supply chain management (SCM).

By packaging the applications as a series of coordinated and departmentally specific modules, users can build an enterprise-wide view of their organization incrementally and achieve high strategic impact.

A COMPLETE BUSINESS INTELLIGENCE FRAMEWORK

Central to the Cognos business intelligence solution is its underlying BI framework. The framework is a common infrastructure across Cognos components. It provides common security and user interface, a shared metadata foundation, deployment and configuration utilities, as well as event detection capabilities. The BI framework makes Cognos business intelligence components plug-and-play, which saves time and resources for IT. With Cognos, it is easy for IT to add business intelligence capabilities as needs evolve, or extend deployment to other areas of the organization.

The BI framework is the underpinning of the essential BI components of the Cognos solution. It is designed to decrease IT's administrative burden, to ensure end-users get fast and intuitive access to information, and to assemble information that delivers a single and consistent view of the enterprise to everyone. These functions ensure that with Cognos, organizations achieve the lowest cost of ownership, fastest time to results, and coordinated decision-making.

Lowest cost of ownership

The BI framework decreases the administrative burden on IT, and allows IT to control processing resources. The framework accomplishes this through its centralized security, administration, and content management, as well as through its easy application deployment and configuration management.

Through central management of the information environment, the BI framework reduces the administrative burden and cost of serving the needs of diverse internal and external users. The framework lets IT easily establish self-service capabilities that enable users to get the information they need without adding to IT's workload. By allowing reports to be built once and deployed to many users, the BI framework cuts costs associated

with reporting backlog. The intuitive user interface ensures fast user adoption, as well as decreased training and support demands on IT.

Fastest time to results

The Cognos solution is built to deliver fast time to results. It is easy to install, configure, and maintain. With central content management and administration, it is easy to deploy over the Web for fast user access. IT can create a single report and narrowcast it to many people based on common security and user-based prompts.

The Cognos analytical applications, with pre-built reports, KPIs, and information sourcing, enable customers to implement a BI solution quickly for key functional areas and cross-functional business processes. The applications are integrated with each other and further customizable with Cognos BI tools, combining speed with flexibility. In this way, business intelligence can provide maximum impact on business performance and the bottom line in the shortest possible time.

Coordinated decision-making

Cognos can consolidate data, regardless of the source, to create BI solutions that deliver consistent, coordinated information to all users. Business rules are shared for a single, consistent view of the organization. Everyone can access the same data and measure the business, in the same way. Decisions made by different people, in different departments or geographies, are united by a common information language and understanding. In this way, various decisions are effective independently, and more effective as a whole for the company.

The Cognos analytical applications deliver pre-built, integrated modules of business analysis that share definitions and a common understanding of the data. This enables organizations to decrease time to results in delivering reports and analysis covering core functional areas and cross-functional business processes. When taken together, these reports

provide a complete coordinated view of the entire organization. With Cognos, organizations have the flexibility to build their business information environment, or take advantage of pre-built applications that can then be customized if needed.

With the BI framework, in combination with the breadth of essential Cognos BI capabilities, organizations can deliver a complete solution that enables users to navigate information seamlessly. Companies can provide a unified user environment that lets people interact with information, not software. Whichever BI capability is required—reporting, analysis, scorecarding, and so on—users are presented with the right information in the right way, all from a common portal.

The rich range of capabilities means Cognos BI addresses the information needs of the variety of users in an enterprise. Some people require operational reports. Some require multidimensional or management reports. Others want to have information alerts. Others still want to create queries on the fly. All of these diverse needs can be satisfied with a single, consistent, and integrated BI information environment.

PROVEN FOR THE ENTERPRISE

Large organizations require that their BI software serve thousands of users. The true value of business intelligence is found when it becomes the foundation or language to discuss the business in a common, fact-based way. While deployments may start with departments or divisions, the solution must be able to scale to serve customers, partners, and employees in multiple departments, across functions, and around the globe.

IT departments administering the BI solution must be able to deploy and manage the solution effectively and in a cost-efficient manner. The underlying business intelligence technology must have the architecture to support large volumes of users and their requests in a timely fashion, and be open enough to interoperate with other

applications. And it must deliver security at all points between application servers, databases, Web servers, and users.

Comprehensive data foundation

Effective business intelligence requires an infrastructure that integrates different data approaches and various data assets. Deciding what data sources to leverage and where to focus the solution should depend on the user's need for information and variety of reports required. This is central to the value of the Cognos data foundation.

Cognos enables IT to create a data strategy that best supports user needs. Cognos software can access relational and OLAP data structures to give customers a consistent view of the organization. IT can create OLAP data “cubes” that act as caches of hundreds and thousands of multidimensional reports. Drawing on OLAP data sources, and relational data sources, IT can deliver a complete, integrated reporting and analysis solution that allows people to make fact-based decisions and manage their business.

Flexible, scalable deployment

Cognos BI scales to support thousands and thousands of users. The solution uses a distributed architecture, supporting multiple platforms and multiple servers, which maximizes scalability across the enterprise and ensures fast response times. It automatically distributes report processing to balance the load and optimize performance. If a server goes down, the BI software can run on the other servers. As the number of users increases, servers can be added to handle the load. This allows the Cognos BI environment to scale to any size.

For easy application deployment, Cognos provides a dedicated software facility—deployment manager—that simplifies deployment and gets applications into production quickly. Once IT is satisfied with the development of an application, it can move it from the development environment directly into production. And they can move the whole application, or simply parts of it.

One point for security

Enterprise security means secure information transactions within the corporate firewall and beyond to Internet and extranet deployments. With Cognos, IT can centrally manage LDAP-based security (Lightweight Directory Access Protocol), regardless of whether users are inside or outside the organization. Within the firewall, the openness of Cognos software allows its centralized security to work with an enterprise's own user authentication and security systems. Regardless of where the user is, IT can control what information they deliver to what users, based on user ID and user class, all from a single point.

Outside the firewall, the Web-based deployment to users of Cognos business intelligence can be secured through the Secure Sockets Layer (SSL) protocol. SSL encrypts the channel between a company and people outside the corporate firewall for the secure delivery of sensitive reports and data. Cognos architecture provides an additional level of security for extranet deployments because only the information requested is delivered to the user. The actual data source stays safely on servers within the corporate firewall.

Shared metadata foundation

Cognos' shared metadata foundation is optimized to deliver the best performance for end users across all of the different usages within the BI environment—whether it is multidimensional analysis, ad hoc SQL-based queries, or managed reporting. With the Cognos solution, business rules and security are shared between metadata stores, ensuring information consistency.

Centralized administration

Cognos provides IT with a configuration utility for all its business intelligence software. IT can configure the system from a single interface, modifying it as necessary, saving it, and reusing it.

From a central point, IT can maintain, deploy, and administer the Cognos BI environment—all in an easy, non-resource-intensive way. From a central console, IT is guided through all the administrative functions. Administration of the information environment can also be distributed to report owners who can set access permissions and report properties over the Web. Central distribution of pre-run reports, executable and customizable reports, ad hoc queries, and multidimensional analysis through a common Web portal further reduces the cost of ownership and simplifies administration.

Embracing enterprise infrastructure

The Cognos business intelligence framework and its integrated components are built to work within the complex hardware, software, and networking environments of top-tier, global enterprises. This means being open to multiple vendors, platforms, and data strategies.

The Cognos solution supports a heterogeneous hardware environment comprised of both UNIX and Windows and leverages an enterprise's existing data sources. This includes relational and legacy databases, OLAP data sources, enterprise resource planning (ERP) systems, customer relationship management, and supply chain management data sources, and hardware platforms. Cognos can pull together and unify an enterprise's disparate business information to facilitate consistent, confident decision-making.

DELIVERING THE HIGHEST USER ACCEPTANCE

“Project managers don’t understand users’ needs.”
“Users are resistant.” Statements like these point to surefire signs of impending IT project failure. With more than 2.5 million users worldwide, Cognos understands that to achieve a successful outcome with a BI project, IT professionals need to gain user acceptance. This goes hand-in-hand with ensuring the pieces of the implementation fit together, the budget is stable, the scope is controlled, and senior management is onside.

IT must understand both what their users require to support their information requirements, and the level of effort users will need, or are willing to expend, to gain that benefit. Most people in a company have predictable and consistent information requirements. By understanding the user needs, IT can model the information environment to connect people to the business in a personal, effective way.

For example, authoring reports is not the primary task of the majority of BI users. Most people simply receive the information in reports or use it for their own analysis. They make timely, fact-based decisions for their area of responsibility. There are progressively smaller numbers of knowledge workers, dedicated analysts, and other people tasked with authoring reports. To address the needs of the majority, BI capabilities must be easy, intuitive, and require as little support as possible.

Cognos provides a variety of easy-to-use reporting and analysis capabilities within three basic categories of reports—operational, management, and scorecard-style—to address each user’s unique information needs. These reporting capabilities provide a common context for understanding the business, and enable users to see where the

enterprise has been, where it is going, and the best paths to success. In a similar way, the BI solution services the needs of all users whether they are accessing information through an intranet, extranet, or the Internet.

A solution driven by business information, not software

Cognos delivers its BI capabilities to users through a self-service Web-based portal. Users navigate through the information they want with the simplicity and familiarity of Web surfing.

This approach is people-centric and information-driven, rather than software-driven. The Cognos solution recognizes that people are interested in getting the information they need as quickly as possible. The means to achieve this should be straightforward. By having one simple interface that presents all BI information, users just select the information they want. The user interface is adaptive in that it serves up information along with the right BI capability for the task at hand. For instance, if a user chooses an inventory status report, they would be provided with a PDF report with the number of items in stock. If they selected a sales revenue breakdown by region, they would be served an interactive OLAP report that would allow them to drill down to ensuing levels of detail. In this way people automatically benefit from the range of BI capabilities developed to access business data in different ways, for different uses.

Cognos business intelligence works the way people think. People have areas of responsibility, influence, and interest. Cognos provides everyone with the right business information, based on his or her role and information requirements. When solving problems, people intuitively link things together. Cognos enables users to explore information in this way, moving from data point to data point, and seeing it all within context.

An integrated information environment

Effectively defining a problem requires moving from a realization of the “What?” to a determination of the “Why?” Cognos BI delivers an integrated information environment that enables this. Users identify a problem or a positive anomaly. They drill down on this “What” to determine the underlying cause. Once they have insight into the “Why” they are ready to take action and resolve an issue, or in the case of good news, take steps to replicate a success.

An integrated BI environment is a powerful means for an enterprise to identify and define its problems and opportunities—and drive its success.

Information is integrated to illuminate deeper and deeper layers of content. Users can move through information seamlessly to explore trends and gain insights. They can explore greater levels of detail within context.

For example, a senior manager may start with a scorecard to focus on the key performance indicators the business has set for itself. If an element of the corporate scorecard is below expectation, the manager can click on the sub-par indicator and drill down. There may be management reports that give context to the performance measure. Diving even deeper, the manager can link into related transaction-level details through a specific query against the relational database. Using only a browser, people move from report to report through dynamic links. They can move from key performance indicators to transactional details with the ease of point and click. They move from the “what” to the “why,” from strategy to action, through a simple discovery path.

With Cognos analytical applications, information is defined and linked through a series of predefined KPIs and reports, and key areas of analyses that quickly lead users from the *what* to the *why* with over 600 critical business questions. Information that is integrated “out-of-the-box” quickly offers a complete view of the organization that people can explore easily across functional areas.

With Cognos business intelligence, users actually explore data rather than wander through it. They begin with an appropriate summary level and go to the necessary level of detail to answer their business question. This saves time and reduces database traffic wasted on unfocused queries. Resource-intensive queries don’t strain the organization’s transactional databases and bandwidth unnecessarily. The time and effort of an enterprise’s people and its hardware are used most effectively to manage the enterprise’s performance.

Easy personalization

While each user’s information needs are consistent and predictable, they are also unique one from another. Connecting to the business is a personalized action, dependent on the person’s knowledge, interest, and responsibility. BI capabilities must respond to this personalized need. The challenge for IT is to meet user needs without draining IT resources.

One powerful means to do this is delivering a single report that can serve many users. Cognos enables this by letting users do their share of personalization in a self-service way. With picklists and prompts, users can personalize reports for their own needs. In addition, using the Cognos security, IT can deliver a single, dynamic report for broad consumption by many users. These burst reports can meet the information requirements of many users through one report with security-based filters. Users only see the information they are allowed to see based on their security privileges. This one-to-many reporting approach—where IT creates a single report and allows multiple users to consume it—frees IT from developing numerous one-off reports and reduces the IT reporting backlog.

The Cognos BI environment enables users to build their own reports, format them, filter, create exceptions and calculations, and change displays as required. Whether exploring management information, operational reports or answering an ad hoc question, users can create their own individual reports that meet their information needs.

Easy portal customization

Cognos' BI portal can be customized to reflect an organization's look and feel by using cascading style sheets and templates. And, through an automation interface, the entire portal can be driven through XML commands from common scripting languages such as Visual Basic. The entire reporting environment can be embedded in an organization's existing Web application or portal, so that no Cognos-specific user interface appears. This seamless application integration ensures that a company's users receive the BI information they require in the most transparent way.

BROAD-BASED INFORMATION DELIVERY

Deploying business intelligence on an enterprise scale must support the broad and varied methods of delivering information to people across the organization. The solution needs to be able to "push" information out to people through email, for example. It must also enable people to "pull" information as they need it from the Web.

Cognos provides both push and pull methods for delivering information to users. The Cognos BI portal allows users to pull information by using the Web to deliver reports, analysis, and other information that is easily accessible. And Cognos event-driven BI capabilities proactively push business intelligence to users—based on criteria they define—as events happen.

These methods and the Cognos approach to information delivery are discussed below.

Centralized content distribution with the BI portal

With the Cognos BI portal, IT has centralized control for distributing information, and users have one simple point of access to the information. The portal can be used for corporate intranets, for remote users through the Internet, and for partners, suppliers, and customers through extranets. IT does not have to change its information delivery or security mechanisms for these different user groups.

There are three aspects to centralized content distribution.

CONTENT DISTRIBUTION CONTROL: IT schedules the processing and distribution of reports and multidimensional reporting "cubes" to control the amount of network resources used. With IT in control of scheduling, it can match the report execution or refresh of the cubes with the refresh schedule of the database. This ensures users have the most up-to-date information possible while managing network resources. Users can then subscribe to the reports that deliver the information they want, when they need it. Central distribution of pre-run reports, executable and customizable reports, ad hoc queries, and multidimensional analysis through a common Web portal, reduces the cost of ownership and simplifies administration.

ZERO-FOOTPRINT DEPLOYMENT: Cognos BI provides a server-based, zero-footprint, Web solution. Users access information through a Web browser such as Microsoft Internet Explorer or Netscape Navigator/Communicator. They do not require Java applets or proprietary plug-ins. IT delivers reports to users in PDF, CSV (comma separated values), text files, and Excel formats over LANs, WANs, the Internet, intranets, and extranets.

EXTRANET DEPLOYMENT: For optimal Web-based reporting, users have a stateless connection to the reporting environment. After users log on and are validated, the server processes their request, returns the information, and effectively ends that particular session. This enables greater scalability by using bandwidth more efficiently. Reporting solutions that hold Web sessions open place undue strain on networks and IT resources. In a similar way, requests processed on the server only return the result—not the whole dataset—substantially reducing the volume of information moving to the user, again preserving bandwidth, and optimizing network performance. The Cognos reporting solution allows for a single reporting environment for all users, whether inside or outside the company.

Shorten time from event to action with event-driven BI

Cognos event-driven BI enables users to select the information to be pushed out to them. In this way, people can remain continuously informed of critical events, whether in-office or mobile. Users define the personalized content they want pushed to them as soon as an event occurs. They define what relevant material should accompany the notification or alert, and who else in the company should be automatically informed.

Users define their own agents to detect events through a wizard-driven, point-and-click interface. This frees IT from the burden of creating and maintaining event agents across the organization. An agent detecting an event can result in one or more messages being sent to different people, the message content varying upon the decision-making and information need. Alerts are delivered through email to desktops or wireless devices. Powerful non-duplication rules ensure that users only receive unique alert messages and not duplicates regarding the same issue.

Cognos event-driven BI monitors three basic types of events: notification events, performance events, and operational events.

NOTIFICATION EVENTS

Immediate Awareness of New Reports and Analysis

Users can decide which BI reports are important to them and be notified when the reports are available. They can define the notification event with the easy-to-use interface of the Cognos BI portal. The notification email message can contain a URL and relevant report as attachments.

Notification event example: a Service Level Agreement (SLA) report has just been issued. Those who need to know are immediately notified.

PERFORMANCE EVENTS

Instant Monitoring of Business

Performance Variances

Users can automatically monitor business performance measures by defining thresholds for alerting the appropriate recipients. When key performance indicators change, emails go proactively to the right decision-makers. People do not need to search for information—important information will seek them.

Performance event example: customers A and B have fallen below a predetermined 'fill rate' SLA. The appropriate decision-makers are instantly alerted, whether they are in the office or on the road.

OPERATIONAL EVENTS

Monitoring of Business Risks and Opportunities

Decision-makers can monitor and manage business risks and opportunities as they arise in the operational or transactional data. In many situations, the recipient of the alert message is only known when the event is detected. For example, a customer sales representative needs to be alerted; his or her email address depends on who is the customer. Cognos has the flexibility and intelligence to target the right recipients.

Operational event example: trouble ticket calls from key accounts can be immediately flagged and communicated for faster response.

Cognos can deliver notification or alert email messages with additional information to put the message in context. It can include variables from the underlying report, or even hypertext links to associated reports to improve decision-making. The system can attach actual reports for viewing through computer email programs.

COGNOS: COMPLETE BI FROM A SINGLE STRATEGIC SUPPLIER

With over 18,000 customers and 3,000 partners in 120 countries, Cognos is the world's leading provider of business intelligence solutions. Our mission is to make our customers among the best decision-makers in the world. We fulfill this promise by delivering the world's most complete BI solution, providing award-winning global customer services, and viewing our customer relationships as long-term strategic partnerships.

The Cognos solution

Cognos business intelligence was built to work within the demanding and technically complex environment of the world's largest enterprises. With its integrated components, underlying BI framework, flexible information delivery, and event-driven BI capabilities, the Cognos solution delivers a proven advantage in improving and better managing business performance in some of the world's leading companies.

The Cognos solution consists of tools and analytical applications that combine to create the industry's most comprehensive business intelligence solution. These complete, enterprise-scale business intelligence capabilities mean customers can select one vendor and can logically extend their BI environment as required, knowing that each new piece will integrate seamlessly with the others.

Award-winning support and services

When you work with Cognos, you gain more than the world's best business intelligence solution. You gain our commitment to making you successful with our technology.

With the help of Cognos' worldwide support and professional services organization, companies can easily deploy our solution anywhere they do business. Our global team of BI experts have both the demonstrated business experience and the technical expertise to provide the right solution to help customers maximize the value of their investment in Cognos business intelligence.

Cognos understands that support and service is often as critical a component of an enterprise solution as the software itself. Therefore, our global customer services have been designed to meet the highest demands, combining state-of-the-art technology and a highly skilled team to deliver first-class support through an international infrastructure.

Industry-leading partners

Through technology partnerships with other industry leaders, such as IBM, NCR, Microsoft, Siebel, and Oracle, Cognos ensures our solution fully leverages and works within your existing environment. Cognos' spectrum of partner relationships – with OEMs, VARs, service and solution partners, channel partners, and strategic technology partners, ensure that each customer achieves business intelligence results quickly and cost-effectively.

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