

# Cognos Business Intelligence Version 10.1 Pricing FAQ

November 2, 2010

**1.) Are Business Author, Business Analyst and Business Manager roles are still available since we are now promoting Business Insight and Business Insight Advanced rather than the classic studios?**

Yes, they are still available, however they are de-emphasized. Advanced Business Author and BI Professional are the strategic authoring roles. BI Professional Author also continues to be available if required.

**2.) Can customers still purchase C8 after October 26, 2010?**

They purchase under the latest licensing terms, which change October 19<sup>th</sup> but are not required to run the latest version of BI. They can run either the current software version (Cognos BI Version 10.1) or prior supported versions like 8.3 and 8.4 - their choice. So even if they run 8.4, their license rights for Advanced Business Author will include Business Insight Advanced mode, for example. If they run a prior version of the software their version will not include new Cognos 10.1 functionality until they install the latest software release. Cognos BI Version 10.1 includes new administrative tools to support customers who wish to run multiple versions concurrently.

**3.) Since Active Reports are available for consumption offline, what licensing applies, or is licensing even applicable as anyone can open and use these MHT files with just their internet browser?**

To acquire the license rights to consume IBM Cognos Active Reports, you need to be licensed as a BI Enhanced Consumer or higher level license. Active Reports are part of the dashboard agenda, which is enabled at the Enhanced Consumer level.

**4.) Are BI Consumer and BI Recipient licenses are still available in C10?**

Yes, but they are de-emphasized. They will be a fall-back position for cost sensitive low functionality reporting users. BI Enhanced Consumer is the strategic entry point license for report and dashboard consumption users in IBM Cognos BI deployments.

**5.) Collaboration licensing is confusing. In what scenarios is it free and in what scenarios we need to sell a license? Please provide an example.**

Cognos Collaboration is included in the IBM Cognos BI Version 10.1 package however it is licensed only on the Authorized User price metric. Example: Customer buys 1 BI Administrator license, 10 BI Professional licenses on the Authorized User metric and then purchases 200 PVUs of BI Enhanced Consumer server license. If the customer wants the Enhanced Consumer server users to have Cognos Collaboration, they must specify how many Authorized Users of Cognos Collaboration they want to purchase as an add-on license and pay the per user fee for that.

If the customer purchased the same license configuration, but the Enhanced Consumer users were purchased on the Authorized User metric, then those users will automatically receive rights to Cognos Collaboration, without any additional license purchase requirement. To net it out, Cognos Collaboration is a no-charge bonus for BI Users who are licensed as a BI Enhanced Consumer or higher level role provided that license is purchased on the Authorized User price metric.

**5.1.) What exactly is Cognos Collaboration, I don't see any collaboration CD?**

A user who is licensed to use Cognos Collaboration, either by acquiring the Cognos Collaboration license directly or by acquiring a Cognos BI license at "Enhanced Consumer" level or higher is entitled to use any functionality provided by the Lotus Connections product which is bundled with Cognos BI version 10.1.

**6.) Most of the IBM Cognos BI role-based licenses can be purchased either on an Authorized User or Processor Value Unit metric. What is the preferred price metric for BI at this time - PVU or Authorized User?**

Authorized User metric is the preferred price metric for Cognos BI at this time. There are relatively few cases where PVU licensing for BI makes economic sense. We should always lead with Authorized User. It is highly flexible (rights to multiple environments like Test/Dev are included, Collaboration is included, you can add hardware if required for good performance without paying for more license capacity, etc.) With the PVU metric you pay for every core and every time a vendor like Intel or IBM introduces a new processor, you have to go back and examine whether you have enough PVU's to use it as part of your hardware infrastructure. You pay for all environments - production and non-production and you do not get collaboration for free. If you start using new features or running more reports even without increasing your user base, you have to buy more capacity. Capacity comes in large chunks with big budget price tags rather than a modest per user fee which is available for one or more users per purchase.

**7.) What is different between Real-time Monitoring and Cognos Now!?**

IBM Cognos Real-Time Monitoring is based on the Cognos Now! Appliance offering, but is a standard software installation model, like that of Cognos BI. This means customers can deploy on the operating system, application server and content database of choice within the platform conformance matrix. Licensing has also changed to adopt Cognos BI methodology, with both capacity platform capabilities, administration and consumption roles being required.

**8.) My customer is interested in Real-Time Monitoring. What do they need to license in order to use that functionality?**

They need to purchase the RTM server license first on the PVU price metric and once the server license is purchased, consumption rights of RTM dashboards will be extended to existing Cognos BI Enhanced Consumer or higher level roles. If customers do not have (sufficient) BI licenses already, then in addition to purchasing the RTM server license, they need to add at least one BI Administrator license along with BI Enhanced Consumers (or higher level role) for consumption. Exception alerting by email and shared operations center dashboards are included in the RTM server licensing.

**9.) Are existing Cognos Now! Customers automatically entitled to Real-Time Monitoring?**

No, Real-Time Monitoring is considered a new product with existing Cognos Now! Appliance customers actively supported. It is anticipated the majority of customers will prefer the flexibility of software installation deployments, so RTM will be the strategic ongoing product offering. Existing Cognos Now! Customers can trade-up to Real-time Monitoring with a licensing change. Users will no longer be unlimited (Enhanced Consumer roles required) and server capacity will be limited by PVUs as opposed to appliance models. Please contact Steve Smythe (Steve Smythe/San Jose/IBM) for detailed instructions on how to proceed with these trade-ups.

**10.) When a BI seller sells the Cognos BI Statistics Server license, will the SPSS sellers receive any quota credit? :**

No. The stats server is Cognos product revenue, so there is no extra compensation or quota credit for an SPSS seller.

**11.) My Series 7 customer would like to trade-up to the latest version of BI, version 10.1 Do they have to trade-up to version 8 first and then to 10.1?**

No. Series 7 customers can trade-up to Version 10.1 in one step without having to trade-up to version 8 first. The Trade-Up Assistance tool provides all the appropriate trade-up options. The tool can be downloaded from the Cognos Business Partner pricing page by following the link below:

[https://www-304.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/pw\\_com\\_mkt\\_mrt\\_cognos\\_licensing](https://www-304.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/pw_com_mkt_mrt_cognos_licensing)

All tools and techniques which were available to help customers migrate applications from Series 7 to Cognos 8 continue to be supported for migrations from Series 7 to Cognos 10.1. For details, see the migration resources available at the Cognos Customer center:

<http://www-01.ibm.com/software/data/cognos/customercenter/migration.html>

**12.) My customer is interested in new the Statistics report authoring capability. What do I need to sell them?**

First a Cognos BI Statistics server license needs to be purchased and once the server license is acquired, statistical functions will be exposed in Report Studio, so all licensed users of Report Studio (BI Administrator, BI Professional and BI Professional Author) can include these statistical algorithms into BI reports. Any BI Consumption license is able to view reports including statistics.

**13.) With the new release of Cognos BI version 10.1, do we have any changes to the BI Advanced User offer?**

Yes, the BI Advanced role's capabilities have been updated to reflect some of the new functionalities we offer with the new release.

**14.) What are the available part numbers for the new BI licenses we have for Version 10.1?**

The following table illustrates the new part numbers:

	<b>License Name</b>	<b>PA Part Number</b>	<b>FCT Part Number</b>
1	IBM Cognos Collaboration AU SW + S&S12 mths	D0GPTLL	E0AR3LL+D0GQPLL
2	IBM Cognos BI Statistics PVU SW + S&S 12 mths	D0GPRLL	E0AR2LL+D0GQNLL
3	IBM Cognos RTM PVU SW + S&S 12 mths	D0GAHLL	E0AJ0LL+D0GAULL
4	IBM Cognos RTM NonProd PVU SW+ S&S 12 mths	D0GAILL	E0AJ1LL+D0GAVLL
5	<u>Note:</u> License and S&S is unbundled in FCT, so both E and D part numbers need to be used for a quote		

**15.) If a customer is already licensed for Lotus Connections but only has users that are Consumer, can they still take advantage of the Cognos/Connections integration? In other words with Enhanced Consumer are they getting the "integration + connections license" or just the connections license?**

An existing Lotus Connections customer can use the integration with Cognos 10 without upgrading to Enhanced Consumer. The "Cognos Collaboration" licenses govern the use of the bundled LC SW, not the use of the integration capabilities. Attached is the description of the Lotus Collaboration license entitlements from the 10.1 license file. The relevant sections are highlighted:

*(24) IBM Cognos Collaboration*

*Provided Licensee has met the prerequisite in Sections D(1)(vi) and (vii) above, for each use authorization acquired, Licensee may install and configure IBM Lotus Connections to enable collaborative decision making, including but not limited to functionality integrated with business intelligence, to users who are also utilizing the business intelligence capabilities of one or more of the Cognos Business Intelligence Programs. Licensee may use any or all functional modules of IBM Lotus Connections for any purpose.*

Please note, however, there is significant other new functionality included in the 10.1 Enhanced Consumer licenses such as the Business Insight UI and the right to consume Active Reports which are not part of the "Consumer" licenses. There is still much value in upgrading.

**16.) Can regular old Consumers run, receive, and view reports that have Statistics in them or do they need to be at least an Enhanced Consumer?**

Consumers can interact with reports that have stats in them. Reports including Statistics can be consumed by any licensed BI users and their level of interaction with that report is determined by the type of license they have. There is no need for a user to be at least Enhanced Consumer for them to be able to receive, view and run reports with stats.