



Highlights

- Deliver the power of predictive analytics across the organization
 - Address diverse business needs with a single, unified workspace
 - Incorporate external data with corporate sources
 - Leverage OLAP and relational Oracle and non-Oracle data sources
 - Built on an enterprise-class, proven technology platform
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IBM Cognos Performance Management Solutions for Oracle

Gain more value from your Oracle technology investments

Overview

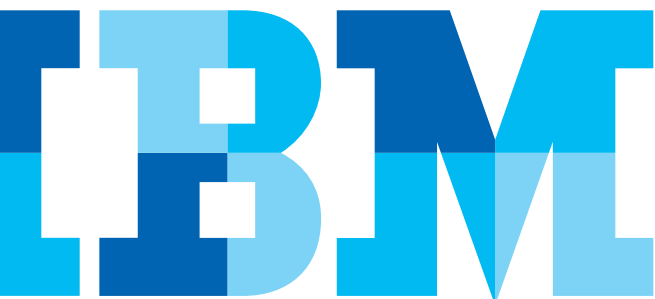
IBM Cognos® Business Intelligence software helps companies achieve higher performance and gain more value from their Oracle platforms. Cognos Business Intelligence integrates seamlessly with Oracle databases, middleware, and applications, to streamline information access for reporting and business analysis. Organizations can improve business data visibility, uncover hidden relationships, spot key trends and easily create and disseminate reports to improve decision-making company-wide. Built on the proven technology platform that transformed the market five years ago, Cognos 10 delivers a unified experience for business analytics.

Why Cognos 10?

Cognos 10 provides users across the organization with the full range of BI capabilities: a unified BI workspace, deep comparative analytics, scorecarding, strategy management and built-in collaboration.

Cognos 10 allows you to:

- Provide the information and BI capabilities that match users' individual needs, from regularly distributed reports for the BI consumer to deep comparative analysis for the professional author. IT administrators can increase efficiency with self-generated reporting packages or maintain full control over all functionality.
- Connect disparate data systems and external data to deliver a common business view of your data.
- Apply consistent business rules, dimensions, and calculations to data from operational systems and sources, for a complete, consistent view of any business issue.
- Remove the barrier between relational and multidimensional or OLAP data structures. Query, report or analyze against OLAP and relational data in your Oracle database, Essbase, ERP or other non-Oracle sources



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..

Enhance your Oracle system with powerful reporting

With 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, so business users can find insights on their own with an easy-to-use interface and trusted corporate information.



Analysis and summary reporting from many data sources

Many report types: One user experience

Cognos Business Intelligence Query and Reporting capabilities lets you create, modify, and distribute a broad array of enterprise reports: ad hoc queries, business reports, dashboards, and production reports such as invoices and statements. These capabilities eliminate the need for multiple reporting tools, each of which requires its own training, maintenance, administration, servers, and support. Multiple applications also typically provide an inconsistent user experience, require information in different formats and are often non-interoperable with other tools. Cognos 10 simplifies implementation and lowers maintenance costs by offering a simplified deployment with all needed user functionalities. The software is complete, easy to use, and simple to manage, with proven scalability for hundreds of thousands of users.

Business users can easily and intuitively explore information to make better, smarter business decisions without relying on specialist expertise. Business analysts can dig deeper, conduct in-depth analysis and quickly share results easily to the broader business communities.

Cognos 10 offers custom workspaces so that users have access to all the information they need with the unique perspective they require. For example, users can merge corporate reporting data with information in spreadsheets, third party systems or departmental applications. Individuals can discover unknown insights using their own trains of thought, by drilling and “slicing and dicing”.

Leverage the power of your Oracle data

IBM has invested considerable time and resources in software research and development to help optimize your investment in Oracle systems. The IBM Cognos platform integrates readily with your Oracle data, security and portal assets, and provides the business visibility you need for deeper understanding and higher performance.

The Cognos platform can access the complete mix of data sources present in most organizations today, whether they are data warehouses, technology platforms applications, Oracle Fusion Middleware, Oracle OLAP and Essbase cubes, legacy data sources or modern data sources.

It provides broad reach, open access to all data sources and an easy modeling environment for building access to all needed information. Companies running Oracle Essbase, for example, can leverage the full value of their information with the ability to easily import hierarchies, levels, dimensions, members and measures within the same environment as the rest of their data, all in the same interface. Businesses can combine their ERP data with any other data without needing extensive knowledge of the underlying systems and their complexities.

The Cognos platform accesses data using a single query service that issues both SQL and MDX queries and returns consistent and predictable results to all BI requests made through this service. The query service understands and leverages the data source strength. The Cognos platform optimizes data retrieval while ensuring consistent, optimum access with the single query service. New data sources can be added quickly and easily, with data from the new source becoming immediately available to all Cognos capabilities.

The Cognos platform leverages existing enterprise security providers, helping lower administration costs while ensuring a secure environment. It also provides the ability to link to one or more security systems simultaneously, as you require. The Cognos platform supports LDAP, NTLM, Microsoft Active Directory®, Netegrity, and SAP® Business Information Warehouse (SAP BW), among others.

This integration makes single sign-on for authentication possible, simplifying the login process and restricting access to data according to business requirements.

Extend BI to the entire organization

Scorecarding

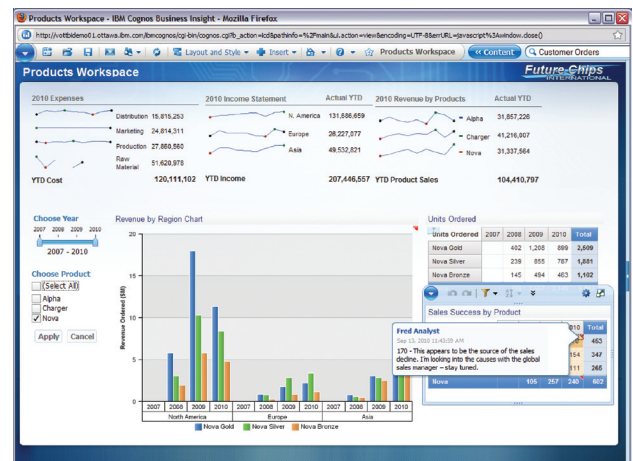
With Cognos 10, Oracle users can extend traditional reporting and analysis with IBM Cognos Business Intelligence Scorecarding. With Scorecarding capabilities, organizations can monitor, measure and manage their business metrics against strategic and operational objectives throughout the organization, and thus automate the strategy management process. Strategy is translated into relevant and measurable goals to align each employee's actions, and increase transparency and accountability. Cognos Business Intelligence Scorecarding tracks and displays performance against predetermined targets so that decision-makers at every level can react and plan accordingly. Embedded initiative tracking and collaboration capabilities help you manage appropriate responses to triggers such as when a metric turns red or trends downward.

Planning

Enterprise planning — where effective performance management begins— combines people, processes, and technology in a rich, continuous and broadly collaborative cycle. It provides insight into past, current and future operating performance, and helps managers spot trends, identify opportunities, and positively affect outcomes. Cognos Business Intelligence integrates seamlessly with Cognos Planning, offering Oracle customers a complete, integrated, state-of-the-art solution for planning, budgeting, forecasting, modeling, consolidation and financial reporting.

Increase user satisfaction

Tight integration between Oracle and Cognos applications means that results are delivered more quickly. A robust and easy-to-use interface for all BI functionality encourages adoption by user communities. Together, IBM and Oracle provide a solution that enhances and extends your technology investment to maximize performance and increase your ROI.



Annotations and collaboration capabilities

Better performance management with Cognos Business Intelligence

Cognos Business Intelligence 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 to simplify information access and analysis in an Oracle environment. Cognos Business Intelligence encourages high user adoption, promotes better decisions, and provides greater agility across the organization.

Partnership Highlights

- More than 20 years of strategic and mutually important partnering
- Certified and validated solutions since 1989
- Development partners since 1989
- More than 8500 dedicated personnel
- Member of the Oracle Application User Group (OAUG)
- Member of the Quest User Group
- Certified Platinum Partner

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.

Request a call

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



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Produced in Canada
October 2010
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