IBM Cognos BI Overview
Overview of Cognos SW Products

Cognos is a suite of products to create Business Analytics, Business Intelligence and Financial Performance Management (FPM) Solutions

- **IBM Cognos 10.1 BI**
  - All Business Intelligence capabilities, One platform.

- **IBM Cognos TM1**
  - For Financial Performance Mgmt (FPM); enterprise planning software used to implement collaborative planning, budgeting and forecasting solutions, as well as analytical and reporting applications, using highly complex data (OLAP cubes)

- **IBM Cognos 10.1 Planning**
  - To create, compare and evaluate business scenarios, conditions, drivers, rates and assumptions and use best practices such as driver-based planning and rolling forecasting to determine resource requirements, operating performance and future business results in real time

- **IBM Cognos Real-Time Monitoring**
  - For real-time monitoring of key performance indicators (KPIs) and operational metrics from disparate data sources.

- **IBM Cognos Controller**
  - Financial consolidation software that supports the complete close, consolidate, report process.

- **IBM Cognos Analytics Applications**
  - Packaged business analysis and reporting solutions

- **IBM Cognos Consumer Insight**
  - Enables marketing professionals to be more precise, agile and responsive to customer demands and opinions expressed through social media.

Cognos Performance Management System

- **Applications & Blueprints**
  - Financial Performance
  - Financial Consolidation
  - Partner Applications
  - Partner Blueprints
  - Workforce Performance
  - Banking Risk Performance
  - 20+ Functional Blueprints
  - 30+ Industry Blueprints

- **Access & Interactivity**
  - Any Language
  - Any Format
  - Any Mode
  - Any Location
  - Why are we doing it?
  - How are we doing it?
  - What should we be doing?

- **Universal Capabilities**
  - Query
  - Reporting
  - Analysis
  - Scorecards
  - Dashboards
  - Planning
  - Manage Dimensions
  - Build Datasets
  - Define Metrics
  - Capture Context

- **Business Modeling**
  - Access & Optimize Information
  - Organize & Capture Content
  - Deploy & Manage Applications
  - Architect & Integrate Solutions

- **Performance Management Platform**
  - Information Integration, Warehousing and Management
  - Data Management
  - Content Management

- **Information Infrastructure**
COGNOS BI Components

**Applications & Blueprints**
- Workforce Performance Analytics
- Financial Performance Analytics
- Sales Analytics *
- Procurement Analytics *
- Banking Credit Risk Analytics

**Cognos Analytical Applications**
- Workforce Performance Analytics
- Financial Performance Analytics
- Sales Analytics *
- Procurement Analytics *
- Banking Credit Risk Analytics

**Cognos Consumer Modes**
- Cognos Connection
  - Out-of-the-box Portal to search & consume BI
- Business Insight
  - Web-based user experience to interact and assemble dashboards
- Active Report
  - Fully interactive & Intuitive stand-alone reports
- Mobile On
  - Extends Cognos to mobile devices including iPad & iPhone

**Cognos Authoring & Analysis Environments**
- Query Studio
  - Business user report authoring
- Analysis Studio
  - Business user data exploration
- Report Studio
  - Professional report and dashboard authoring interface
- Business Insight
  - Advanced New ad-hoc query & self-service reporting & analysis
- CAFE
  - Data exploration and analysis in Excel
- Metrics Studio
  - Measuring and monitoring key metrics and impacts
- Event Studio
  - Creating and tracking alerts and events

**Cognos Metadata Modeling**
- Framework Manager
  - Define and model a business representation of the data sources to be used for BI

**Data Access**
- SQL
  - Relational
    - (Oracle, SQL Server, Teradata, SAP BW, DB2, etc.)
- MDX
  - OLAP
    - (Powercubes, TM1, Essbase, MSAS, etc.)
- ODBC
  - Others
    - (Transactional, Legacy, Files, Web Services, etc.)

- OLAP (Powercubes and TM1) – Multi-dimensional OLAP data stores
- Transformer – Modeling tool to automate the process of build and managing Powercubes
- Data Manager – ETL design tool to move data from one data source to another for BI
- Virtual View Manager (Composite) – Access modern and legacy based data sources
COGNOSS BI Components

Cognos Analytical Applications

<table>
<thead>
<tr>
<th>Applications &amp; Blueprints</th>
<th>Workforce Performance Analytics</th>
<th>Financial Performance Analytics</th>
<th>Sales Analytics *</th>
<th>Procurement Analytics *</th>
<th>Banking Credit Risk Analytics</th>
</tr>
</thead>
</table>

Cognos Consumer Modes

<table>
<thead>
<tr>
<th>Cognos Connection</th>
<th>Business Insight</th>
<th>Active Report</th>
<th>Mobile On</th>
</tr>
</thead>
<tbody>
<tr>
<td>Out-of-the-box Portal to search &amp; consume BI</td>
<td>Web-based user experience to interact and assemble dashboards</td>
<td>Fully interactive &amp; Intuitive stand-alone reports</td>
<td>Extends Cognos to mobile devices including iPad &amp; iPhone</td>
</tr>
</tbody>
</table>

Cognos Authoring & Analysis Environments

<table>
<thead>
<tr>
<th>Cognos Analytical Applications</th>
<th>Cognos Consumer Modes</th>
<th>Cognos Authoring &amp; Analysis Environments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workforce Performance Analytics</td>
<td>Business Insight</td>
<td>Query Studio</td>
</tr>
<tr>
<td>Financial Performance Analytics</td>
<td>Analysis Studio</td>
<td>Analysis Studio</td>
</tr>
<tr>
<td>Sales Analytics *</td>
<td>Report Studio</td>
<td>Report Studio</td>
</tr>
<tr>
<td>Procurement Analytics *</td>
<td>Business Insight Advanced</td>
<td>Business Insight Advanced</td>
</tr>
<tr>
<td>Banking Credit Risk Analytics</td>
<td>CAFÉ Data</td>
<td>CAFÉ Data</td>
</tr>
<tr>
<td></td>
<td>Metrics Studio</td>
<td>Metrics Studio</td>
</tr>
<tr>
<td></td>
<td>Event Studio</td>
<td>Event Studio</td>
</tr>
</tbody>
</table>

Cognos Metadata Modeling Framework Manager

- Define a business representation of the data sources to be used for BI
- Define and model a business representation of the data sources to be used for BI
- Define and model a business representation of the data sources to be used for BI

Data Access

- OLAP (Powercubes and TM1)
  - Multi-dimensional OLAP data stores
- Transformer
  - Modeling tool to automate the process of build and managing Powercubes
- Data Manager
  - ETL design tool to move data from one data source to another for BI
- Virtual View Manager (Composite)
  - Access modern and legacy based data sources

Cognos Analytical Applications

- Workforce Performance Analytics
- Financial Performance Analytics
- Sales Analytics *
- Procurement Analytics *
- Banking Credit Risk Analytics

Cognos Consumer Modes

- Cognos Connection
  - Business Insight
  - Active Report
  - Mobile On

Cognos Authoring & Analysis Environments

- Query Studio
  - Business user report authoring
- Analysis Studio
  - Business user data exploration
- Report Studio
  - Professional report and dashboard authoring interface
- Business Insight Advanced
  - New ad-hoc query & self-service reporting & analysis
- CAFÉ Data
  - Data exploration and analysis in Excel
- Metrics Studio
  - Measuring and monitoring key metrics and impacts
- Event Studio
  - Creating and tracking alerts and events

Cognos Metadata Modeling Framework Manager

- Define a business representation of the data sources to be used for BI
- Define and model a business representation of the data sources to be used for BI
- Define and model a business representation of the data sources to be used for BI

Data Access

- OLAP (Powercubes and TM1)
  - Multi-dimensional OLAP data stores
- Transformer
  - Modeling tool to automate the process of build and managing Powercubes
- Data Manager
  - ETL design tool to move data from one data source to another for BI
- Virtual View Manager (Composite)
  - Access modern and legacy based data sources

Cognos Analytical Applications

- Workforce Performance Analytics
- Financial Performance Analytics
- Sales Analytics *
- Procurement Analytics *
- Banking Credit Risk Analytics

Cognos Consumer Modes

- Cognos Connection
  - Business Insight
  - Active Report
  - Mobile On

Cognos Authoring & Analysis Environments

- Query Studio
  - Business user report authoring
- Analysis Studio
  - Business user data exploration
- Report Studio
  - Professional report and dashboard authoring interface
- Business Insight Advanced
  - New ad-hoc query & self-service reporting & analysis
- CAFÉ Data
  - Data exploration and analysis in Excel
- Metrics Studio
  - Measuring and monitoring key metrics and impacts
- Event Studio
  - Creating and tracking alerts and events

Cognos Metadata Modeling Framework Manager

- Define a business representation of the data sources to be used for BI
- Define and model a business representation of the data sources to be used for BI
- Define and model a business representation of the data sources to be used for BI

Data Access

- OLAP (Powercubes and TM1)
  - Multi-dimensional OLAP data stores
- Transformer
  - Modeling tool to automate the process of build and managing Powercubes
- Data Manager
  - ETL design tool to move data from one data source to another for BI
- Virtual View Manager (Composite)
  - Access modern and legacy based data sources
## Cognos BI Components

### Workforce Performance Analytics
- Financial Performance Analytics
- Sales Analytics *
- Procurement Analytics *
- Banking Credit Risk Analytics

### Cognos Analytical Applications
- **Workforce Performance Analytics**
- **Financial Performance Analytics**
- **Sales Analytics **
- **Procurement Analytics **
- **Banking Credit Risk Analytics**

### Cognos Consumer Modes
- **Cognos Connection**
  - Out-of-the-box Portal to search & consume BI
- **Business Insight**
  - Web-based user experience to interact and assemble dashboards
- **Active Report**
  - Fully interactive & Intuitive stand-alone reports
- **Mobile On**
  - Extends Cognos to mobile devices including iPad & iPhone

### Cognos Authoring & Analysis Environments
- **Query Studio**
  - Business user report authoring
- **Report Studio**
  - Business user data exploration
- **Analysis Studio**
  - Business user data exploration and dashboard authoring interface
- **Business Insight**
  - Advanced New ad-hoc query & self-service reporting & analysis
- **CAFE**
  - Data exploration and analysis in Excel
- **Metrics Studio**
  - Measuring and monitoring key metrics and impacts
- **Event Studio**
  - Creating and tracking alerts and events

### Cognos Metadata Modeling Framework Manager
- Define and model a business representation of the data sources to be used for BI

### Data Access
- OLAP (Powercubes and TM1)
  - Multi-dimensional OLAP data stores
- Transformer
  - Modeling tool to automate the process of build and managing Powercubes
- Data Manager
  - ETL design tool to move data from one data source to another for BI
- Virtual View Manager (Composite)
  - Access modern and legacy based data sources

### Cognos Analytical Applications
- **Workforce Performance Analytics**
- **Financial Performance Analytics**
- **Sales Analytics **
- **Procurement Analytics **
- **Banking Credit Risk Analytics**

### Access & Interactivity
- **Universal Capabilities**
- **Business Modeling**
- **Performance Management Platform**

### Information Infrastructure
- **Dynamic Query Mode**
  - SQL Relational (Oracle, SQL Server, Teradata, SAP BW, DB2, etc.)
  - MDX OLAP (Powercubes, TM1, Essbase, MSAS, etc.)
Cognos BI Components

**Applications & Blueprints**
- Workforce Performance Analytics
- Financial Performance Analytics
- Sales Analytics *
- Procurement Analytics *
- Banking Credit Risk Analytics

**Access & Interactivity**
- Cognos Connection: Out-of-the-box Portal to search & consume BI

**Universal Capabilities**
- Business Insight: Web-based user experience to interact and assemble dashboards
- Business Insight Advanced: New ad-hoc query & self-service reporting & analysis
- CAFE: Data exploration and analysis in Excel
- Metrics Studio: Measuring and monitoring key metrics and impacts
- Event Studio: Creating and tracking alerts and events

**Business Modeling**
- Query Studio: Business user report authoring
- Analysis Studio: Business user data exploration
- Report Studio: Professional report and dashboard authoring interface

**Performance Management Platform**
- Cognos Analytical Applications: Workforce Performance Analytics, Financial Performance Analytics, Sales Analytics *, Procurement Analytics *, Banking Credit Risk Analytics

**Information Infrastructure**
- Dynamic SQL
- Relational (Oracle, SQL Server, Teradata, SAP BW, DB2, etc.)

**Cognos Authoring & Analysis Environments**
- Report Studio: Business user data exploration
- Analysis Studio: Business user report authoring
- Query Studio: Business user report authoring

**COGNOS BI Components Access & Interactivity**
- Cognos Connection: Out-of-the-box Portal to search & consume BI

**COGNOS BI Components Universal Capabilities**
- Business Insight: Web-based user experience to interact and assemble dashboards
- Business Insight Advanced: New ad-hoc query & self-service reporting & analysis
- CAFE: Data exploration and analysis in Excel
- Metrics Studio: Measuring and monitoring key metrics and impacts
- Event Studio: Creating and tracking alerts and events

**COGNOS BI Components Business Modeling**
- Query Studio: Business user report authoring
- Analysis Studio: Business user data exploration
- Report Studio: Professional report and dashboard authoring interface

**COGNOS BI Components Performance Management Platform**
- Cognos Analytical Applications: Workforce Performance Analytics, Financial Performance Analytics, Sales Analytics *, Procurement Analytics *, Banking Credit Risk Analytics

**COGNOS BI Components Information Infrastructure**
- Dynamic SQL
- Relational (Oracle, SQL Server, Teradata, SAP BW, DB2, etc.)
Cognos BI Components

Cognos Analytical Applications
- Workforce Performance Analytics
- Financial Performance Analytics
- Sales Analytics *
- Procurement Analytics *
- Banking Credit Risk Analytics

Cognos Consumer Modes
- Cognos Connection: Out-of-the-box Portal to search & consume BI
- Business Insight: Web-based user experience to interact and assemble dashboards
- Active Report: Fully interactive & Intuitive stand-alone reports
- Mobile On: Extends Cognos to mobile devices including iPad & iPhone

Cognos Authoring & Analysis Environments
- Query Studio: Business user report authoring
- Analysis Studio: Business user data exploration
- Report Studio: Professional report and dashboard authoring interface
- Business Insight Advanced: New ad-hoc query & reporting
- CAFE: Data exploration and analysis
- Metrics Studio: Measuring and monitoring key metrics and impacts
- Event Studio: Creating and tracking alerts and events

Cognos Metadata Modeling
- Framework Manager: Define and model a business representation of the data sources to be used for BI

Access & Interactivity
- Universal Capabilities
- Business Modeling
- Performance Management Platform

Applications & Blueprints
- Information Infrastructure

Dynamic Query Mode
- SQL: Relational (Oracle, SQL Server, Teradata, SAP BW, DB2, etc.)
COGNOS BI Components

**Applications & Blueprints**
- Universal Capabilities
- Business Modeling
- Performance Management Platform
- Information Infrastructure

**Access & Interactivity**
- Cognos Connection
  - Out-of-the-box Portal to search & consume BI

**Universal Capabilities**
- Query Studio
  - Business user report authoring
- Analysis Studio
  - Business user data exploration
- Report Studio
  - Professional report and dashboard authoring interface
- Business Analytics Studio
  - Query & ad-hoc reporting

**Business Modeling**
- Framework Manager - Define and model a business representation of the data sources to be used for BI

**Workforce Performance Analytics**
- Cognos Analytical Applications
  - Workforce Performance Analytics
  - Financial Performance Analytics
  - Sales Analytics *
  - Procurement Analytics *
  - Banking Credit Risk Analytics

**Cognos Analytical Applications**
- Cognos Authoring & Analysis Environments
  - Query Studio
    - Business user report authoring
  - Analysis Studio
    - Business user data exploration
  - Report Studio
    - Professional report and dashboard authoring interface
  - Business Analytics Studio
    - Query & ad-hoc reporting

**Cognos Metamodeling**
- Dynamic Query Mode
  - SQL
  - Relational
    - (Oracle, SQL Server, Teradata, SAP BW, DB2, etc.)
  - MDX
  - OLAP
    - (Powercubes, TM1, Essbase, MSAS, etc.)

**Data Access**
- Data Access
  - OLAP (Powercubes, TM1, Essbase, MSAS, etc.)
  - Transformer
    - Modeling tool to automate the process of build and managing Powercubes
  - Data Manager
    - ETL design tool to move data from one data source to another for BI
  - Virtual View Manager (Composite)
    - Access modern and legacy based data sources

**Cognos Consumer Modes**
- Cognos Connection
  - Out-of-the-box Portal to search & consume BI
- Business Insight
  - Web-based user experience to interact and assemble dashboards
- Active Report
  - Fully interactive & Intuitive stand-alone reports
- Mobile On
  - Extends Cognos to mobile devices including iPad & iPhone
COGNOS BI Components

**Applications & Blueprints**

- Workforce Performance Analytics
- Financial Performance Analytics
- Sales Analytics *
- Procurement Analytics *
- Banking Credit Risk Analytics

**Access & Interactivity**

- Cognos Connection
  - Out-of-the-box Portal to search & consume BI

**Universal Capabilities**

- Cognos Analytical Applications
  - Business Insight
  - Web-based user experience to interact and assemble dashboards
  - Active Report
  - Fully interactive & Intuitive stand-alone reports
  - Mobile On
  - Extends Cognos to mobile devices including iPad & iPhone

**Business Modeling**

- Cognos Authoring & Analysis Environments
  - Query Studio
    - Business user
  - Analysis Studio
  - Report Studio
    - Professional report
  - Business Insight
    - Advanced
    - New ad-
  - CAFE Data
  - Metrics Studio
  - Event Studio

**Performance Management Platform**

- Information Infrastructure

**Virtual View Manager (Composite)** – Access modern and legacy based data sources
COGNOS Financial Performance Management Components

- **Enterprise Planning (TM1)**: Automate and optimize the budgeting, planning, and forecast cycle.
- **Financial Reporting & Analytics**: TM1 – In-memory planning and analytical engine for dimensional analysis with write-back.
- **Scorecarding (Metrics Studio)**: Performance measurement environment for metrics, impact diagrams, alerts, initiatives, strategy maps, etc.
- **Controller**: Corporate consolidation to minimize errors, improve data quality, and improve close cycle times.

**Additional Features**
- **TM1 OLAP**: 64-bit in-memory analytic and planning server.
  - Multi-dimensional
  - Complex business logic
  - High data scalability
- **Cognos Financial Performance Application**
- **Cognos Blueprints**
- **Operational BI**
  - Sales
  - Marketing
  - HR
  - Inventory
  - Distribution
- **Business Intelligence**
- **Profitability**
- **Scorecarding**
  - Dashboarding
- **Controller**
  - Corporate consolidation

**Access & Interactivity**
- Any Language
- Any Format
- Any Mode
- Any Location

**Universal Capabilities**
- Performance Management Platform
- Information Infrastructure
- Business Modeling
- Universal Capabilities
- Access & Interactivity

**Solutions**
- Controller
  - Reporting
- Planning
  - Analytics
- Strategy Mgmt
  - Profitability
- Operational BI
  - Business Intelligence
- Scorecarding
  - Dashboarding

**COGNOS Financial Performance Management Components**