

# IBM Cognos Analytics

Mobile experience



# IBM Cognos Analytics on mobile devices

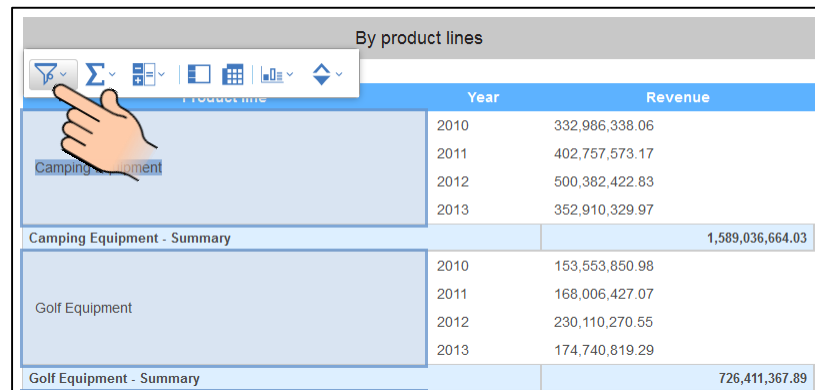
- Secure access to your content
- Performance and scalability
- BYOD support
- Connected or disconnected



# Connected experience via Safari

- iOS Safari on iPads
- Cognos Analytics interface adapts to be touch friendly
- Fully interact with your content
  - All reports (including Active Reports)
  - Dashboards
- Explore and create content in dashboards

By product lines

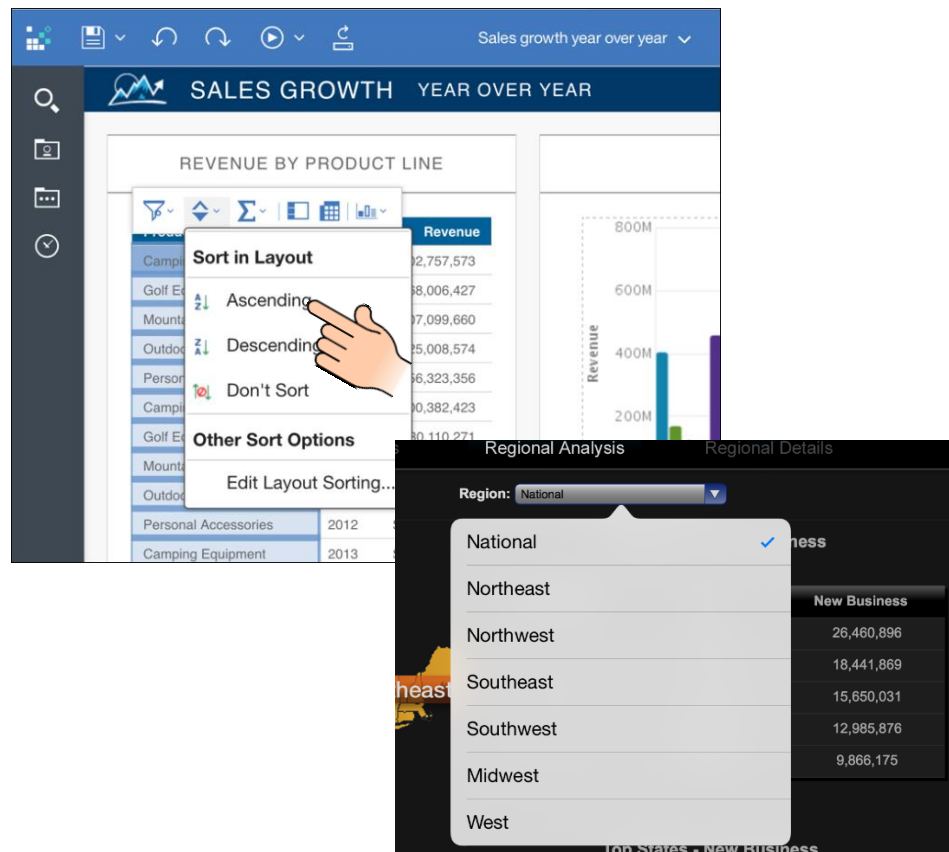


Product line	Year	Revenue
Camping Equipment	2010	332,986,338.06
	2011	402,757,573.17
	2012	500,382,422.83
	2013	352,910,329.97
Camping Equipment - Summary		1,589,036,664.03
Golf Equipment	2010	153,553,850.98
	2011	168,006,427.07
	2012	230,110,270.55
	2013	174,740,819.29
Golf Equipment - Summary		726,411,367.89



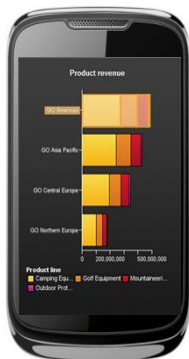
# Touch friendly experience

- UI only shows the capabilities that are supported on mobile devices
- On demand toolbar menus are touch friendly
- Report prompts are converted to native controls in Active Reports



## Disconnected usage via the apps

- Use the native apps on iOS and Android, phones and tablets
- Send or import Active Reports to your device
- Use Apple push notifications
- Annotate and share your comments with your colleagues



## Native app security – overview

- Leverages **Cognos Analytics security**: namespaces, users (e.g. AD, LDAP)
- Supports **web server security**: TLS/SSL, NTLM, Kerberos, SiteMinder, etc.
- Communication is **standard HTTP** and works with standard network security: VPNs, TLS/SSL, secure WiFi, etc.
- Support for **SSL pinning** to guard against man-in-the-middle attacks
- Support for **client-side certificates**
- **Encrypted** local content
  - AES 128 or 256 bit
  - Uses device PIN to re-encrypt the contents
- Leverages a **'lease key'** mechanism to allow time-limited access to data while offline.
- **Application Passcode** (PIN) can restrict access to the App
- **Mobile Device Management** support for MobileIron and Good Tech



# Summary

## Connected



- Via iOS Safari on iPads
- Self-serve data exploration
- Access to all reports and dashboards
- Touch friendly interface



## Disconnected



- Via Cognos Mobile native app (iOS and Android)
- Active Reports
- MDM support
- Apple Push Notification



## Useful links

- Cognos Mobile overview:
  - <http://www-01.ibm.com/support/docview.wss?uid=swg27045608>
  
- Cognos Mobile v11 demo:
  - <https://www.youtube.com/watch?v=o2dPTpBKOes>
  
- What's new in Cognos Mobile v11 FAQ:
  - <http://www-01.ibm.com/support/docview.wss?uid=swg21973325>



