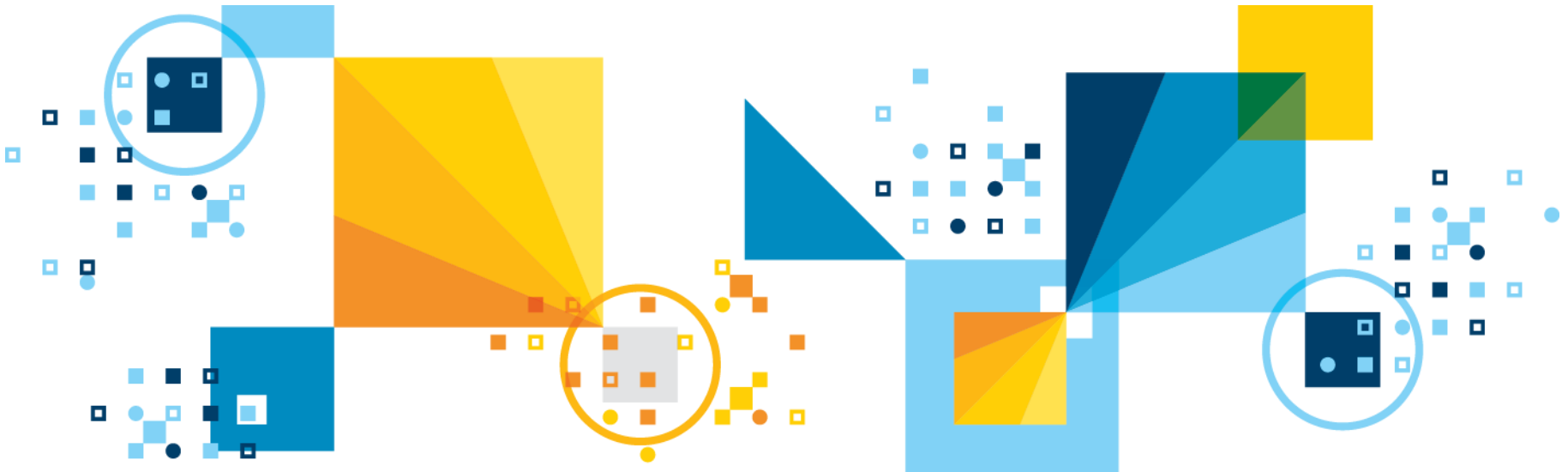



IBM Cognos Business Intelligence 10.2.1 and 10.2.2

IBM Cognos Mobile Overview



Agenda

- 
- A close-up photograph of a person's hand touching the screen of a smartphone. The hand is positioned on the left side of the frame, with the index finger making contact with the screen. The smartphone is held horizontally and is slightly out of focus, with the background being a soft, light-colored surface.
- ▪ Business need for mobile
 - Analysis on mobile
 - Deploying + Configuration
 - Security

Engaging analytics for everyone

Addressing the analytical needs of the non-technical Business User



Business users need to be armed with the right tools to get fast answers to their questions

Business Users need:

- Answers in minutes not days
- Access to powerful analytic capabilities without specialized skills
- To solve their own problems with confidence
- To rely on facts rather than gut instinct for decisions

IBM Cognos BI - Explore, visualize and consume

Empower your Business Users to get the answers they need

- Visualization for exploration
- Assemble and explore any type of data
- Breath of analysis across historical, real-time, planning and predictive information
- Flexible exploration of large & complex data to uncover unanticipated insights

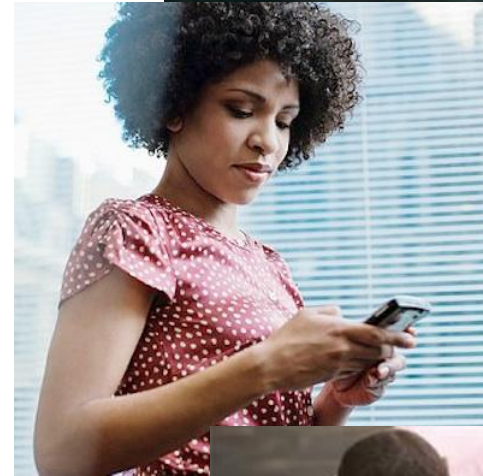
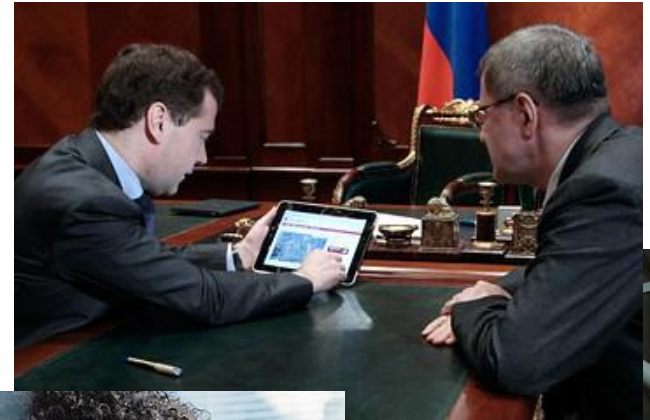


Who are the mobile BI users?

- Executives
 - Easy-to-use high level information while in the office or remote

- Middle Managers / Line Managers
 - Timely access to analytics while in meetings or walking the shop floors

- Remote Professionals
 - Access to critical business information while on the road



Agenda

- Business need for mobile
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IBM Cognos Mobile

Analytics is about information for better decisions, anywhere

- Author once, consume on the desktop or mobile
- Connected or disconnected
- BYOD support:
 - iOS and Android
 - Native apps and Webapp
- Scalable to your Enterprise deployment



Analysis on IBM Cognos Mobile

View your existing Cognos content on your mobile device



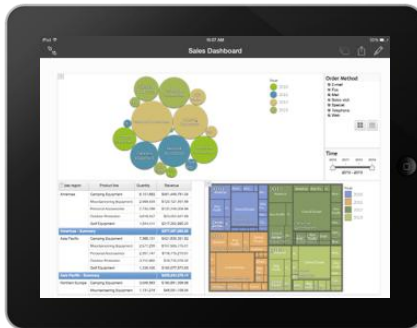
Active Reports

- Great for dashboards
- Interactive, visually pleasing
- Disconnected, portable



Regular HTML Reports

- Great for lots of data
- Can have multiple pages
- Connected / Disconnected

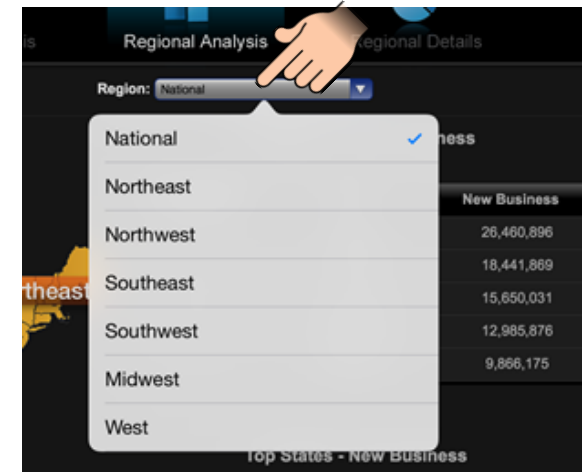


IBM Cognos Workspace


- Self-serve for Business Users
- Optimized for a touch interface
- Connected

Consume Cognos content on mobile

- All prompts and pop-ups are automatically converted to be touch-friendly
- Schedule and deliver content to your mobile device
- Browse the BI server and run new reports
- Manage your bandwidth by selectively downloading content



Agenda

- 
- A close-up photograph of a person's hand touching the screen of a smartphone. The hand is positioned on the left side of the frame, with the index finger making contact with the screen. The smartphone is held horizontally and is slightly out of focus, with the background being a soft, light-colored surface.
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Mobile installation: now combined in 10.2.2

10.2.1: Separate install



IBM Cognos Mobile

IBM Cognos Business Intelligence

10.2.2: Single installation



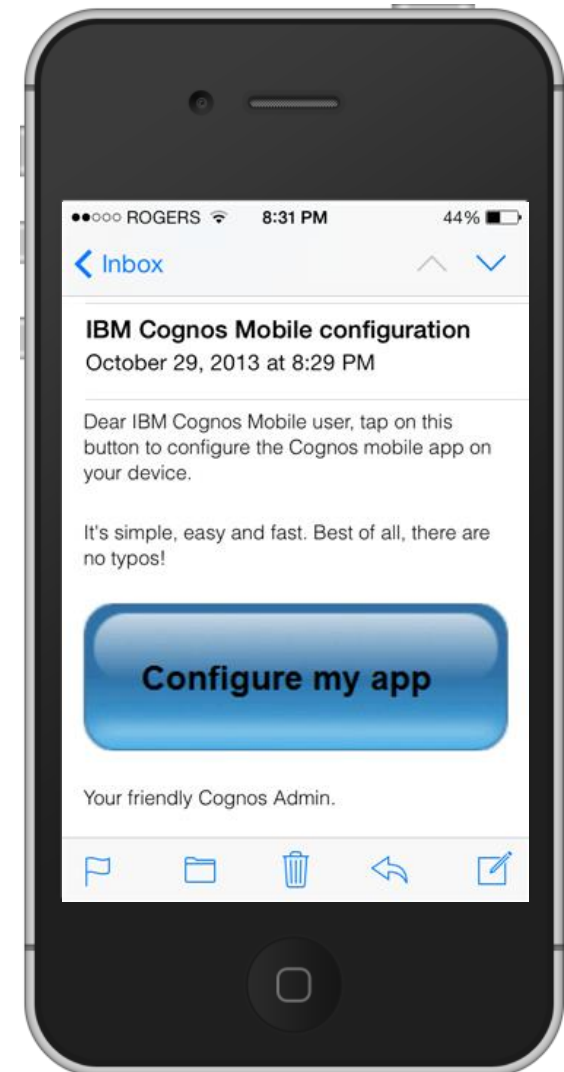
IBM Cognos Business Intelligence with Mobile

Auto-Configure your app through a URL

- The administrator can create and share a URL to auto-configure the app
- Send via email or place it on a corporate website with a button
- Simplifies the process and avoids typing long server URLs

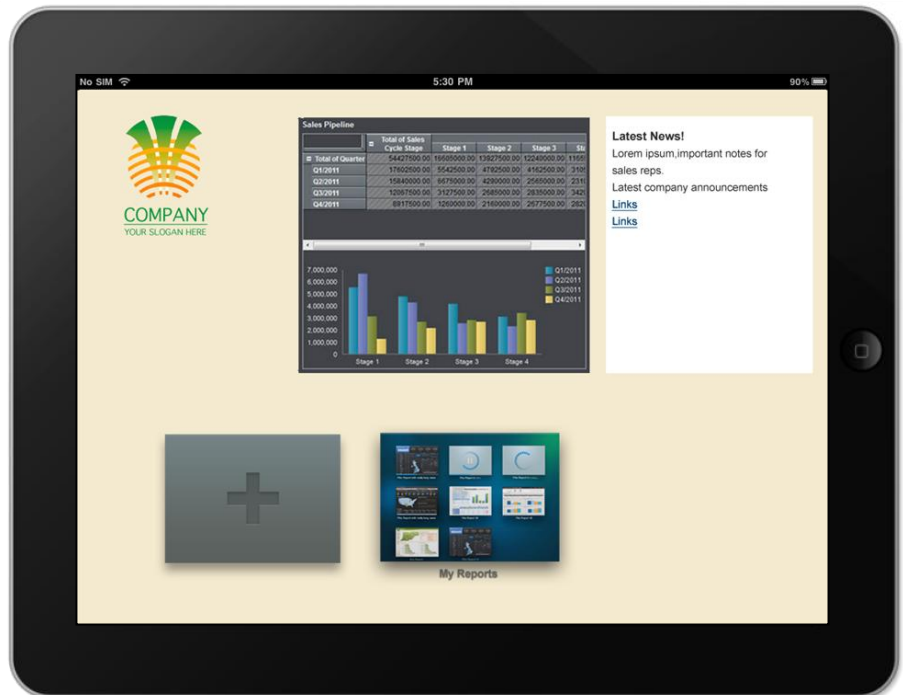


IBM Cognos BI Admin



Rebranding the native app

- Customize the background of the app to suit your business
- Show an image of your company logo or a fully interactive HTML5 dashboard
- Convert the app into a portal for the users to get company info as well as their BI content



Agenda

- Business need for mobile
- Analysis on mobile
- Deploying + Configuration
- ▪ Security



Security – Overview

- Leverages **Cognos BI 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** can restrict access to the App



IBM Cognos Business
Intelligence server



IBM Cognos Mobile

- **Online and offline interactivity**
 - Distribute fast, self-contained BI applications easily to a broader audience
- **Single authoring environment**
 - Eliminate the need for IT to create separate Cognos BI assets for mobile deployments
- **Breadth of Device Support**
 - Leverage device investments with native application on iOS and Android, phones and tablets

