



BUSINESS INTELLIGENCE FOR ORACLE

EMBRACING AND EXTENDING
YOUR ORACLE INVESTMENT

EXECUTIVE SUMMARY

Cognos software helps companies drive higher performance from their Oracle platform by making information easier to access for reporting and business analysis. Our award-winning business intelligence solutions integrate seamlessly with Oracle databases, gateways, and applications. This helps organizations make better decisions by delivering visibility to all their business data; discovering hidden relationships, spotting key trends, and easily creating and disseminating reports.

THE POWER OF PARTNERSHIP

For over a decade, Cognos and Oracle have worked closely to help customers maximize their IT investments. Cognos is a Certified Partner in Oracle's Partner Network (OPN) and a participant in the Oracle Applications Users Group (OAUG), which supports the easy integration of these two powerful solutions. Through various initiatives, Cognos and Oracle continue to leverage Internet technology to extend the enterprise's reach for gathering and sharing business data and analysis capabilities. This breadth and flexibility makes information easily accessible to people inside the company, as well as to customers and partners across the supply chain.

THE COGNOS CORPORATE PERFORMANCE MANAGEMENT PLATFORM

Reporting

Cognos ReportNet™ is the first all-in-one reporting software that lets you create, modify, and distribute all enterprise reports: ad hoc queries, business reports, compound dashboards, and production reports such as invoices and statements.

Cognos ReportNet eliminates the need for multiple reporting tools and the resulting costs due to duplicated training, maintenance, administration, servers, support, and lack of consistency in the information users need.



Corporate performance management depends on three interlinked capabilities: enterprise planning to drive performance; enterprise scorecarding to monitor the performance of this plan; and enterprise business intelligence to report and analyze issues for maximum efficiency.

Cognos ReportNet simplifies implementation and lowers maintenance costs by offering zero-footprint, browser-based deployment all end-user functionality. The software is easy to use and simple to manage, with proven scalability to hundreds of thousands of users. With Cognos ReportNet you can standardize all enterprise reporting—not simply with one vendor—but with a single architecture.



THE NEXT LEVEL OF PERFORMANCE™

Analysis and Exploration

Using OLAP cubes for reporting and analysis, users can track changes in business metrics to uncover trends, risks, and opportunities. Users can explore and analyze information to make the most effective tactical or strategic decisions. They can navigate a part of their organization from a variety of business dimensions (e.g., revenue, geography, product, time). Starting from a big picture view, users can interactively analyze key information to solve business questions—with split-second response times.

Scorecarding and Advanced Visualization

Oracle customers can extend traditional reporting and analysis with a scorecarding application or advanced data visualizations. Oracle users can use a wide array of intuitive maps, automotive-style gauges, statistical charts, process illustrations, flow charts, and pictures to display the inter-relationships between different data sets and their impact on your performance.

Key business metrics are compared with thresholds, have histories, and are mapped to individual accountability. Advanced visualizations allow data to be presented in rich graphical formats, which can be interactively explored by the end-user. Organizations leverage data visualization to support any number of quality initiatives: Six Sigma, ISO certification, EFQM, TQM, or other certification.

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, enabling managers to spot trends, identify opportunities, and affect outcomes. Cognos Enterprise Planning series offers Oracle customers an integrated, state-of-the-art solution for planning, budgeting, forecasting, modeling, consolidation, and financial reporting.

Business Activity Monitoring (BAM)

Cognos can automatically deliver time-critical BI to decision-makers through email and wireless technologies. In concert with powerful reporting and analysis, our event notification capability pushes information to users, allowing them to focus quickly on issues that need immediate attention. By allowing users to define events it delivers personalized, high-value information. Any user anywhere across the organization or value chain can monitor key events using email notifications and alerts.

ORACLE TECHNICAL INTEGRATION POINTS

Cognos invests considerable time and resources in research and development to ensure that our software optimizes your Oracle investment. With the largest and highest-performing R&D team in the BI industry, Cognos offers a comprehensive business intelligence platform that has better integration with your Oracle investment. Leveraging Oracle data, security, and portal assets, Cognos business intelligence provides the visibility your business data requires to drive understanding and higher performance.

Integration with Data

Cognos products offer rich integration with your Oracle database. Cognos business intelligence front-ends Oracle databases. Cognos business intelligence offers native connectivity (SQLNET) with the Oracle database, and both ODBC and JDBC connectivity as well.

Cognos software leverages the power of Oracle databases better than other BI vendors. Cognos ReportNet offers a true front-end solution—one that takes advantage of the processing power of the Oracle optimizer by letting it conduct the processing work. Doing so minimizes processing at the application tier—minimizing network bandwidth requirements. In addition, Cognos endorses Real Application Clustering, which makes the database more efficient and provides fail-over protection.

Cognos ReportNet can also import Oracle metadata from Oracle Designer. XML data from Oracle can be imported into the Cognos business intelligence metadata modeling environment. Both Cognos and Oracle support the industry-standard SQL99 functions. Report authors can easily leverage Oracle-specific functions and calculations in the authoring environment. Cognos ReportNet uses Oracle OLAP, when exposed as a view, and leverages the dimensionality for ad hoc query report generation.

Unlike many solutions, Cognos can leverage the Oracle database as the reporting application repository and data store. This eliminates the introduction of a proprietary application-specific data store into the IT environment. Not only does the BI application benefit from the strength and capability of Oracle, but also minimized IT complexity associated with introducing and managing additional elements.

Integration with your Application Server

Cognos ReportNet supports Oracle Application Server 10g, letting you leverage the full scope of your Oracle infrastructure to manage and service your enterprise application deployments. Oracle Application Server offers high-availability and manageability together with enterprise performance to optimize your J2EE and Service-Oriented Architecture (SOA) implementations.

Integration with your Security

Cognos software differentiates itself from the competition by leveraging the security already defined with the Oracle database. With other BI vendors IT must recreate and replicate security information. This costs them time and money and opens their system to security gaps.

Integration with your Portal

Cognos zero-footprint reports can be viewed through Oracle portlets. In order to offer deeper integration or custom-built options, Cognos offers a software development kit and an entirely open and fully documented API. This API is exposed as WSDL, allowing Oracle developers to create custom applications using the Oracle J-Developer Suite to expose Cognos functionality.

FAST TIME TO RESULTS

The tight integration between Oracle and Cognos means results delivered more quickly than other reporting solution. A zero-footprint and easy-to-use interface for all BI functionality speeds the adoption by the company's user community. Together, Cognos and Oracle provide a solution that embraces and extends your technology return on investment and helps you take performance to the next level.

ABOUT COGNOS

Cognos is the world leader in business intelligence (BI) and performance planning software for the enterprise. Our solutions let companies improve and direct corporate performance by enabling all of the key steps in the management cycle—from planning and budgeting, to measuring and monitoring performance, to reporting and analysis. Cognos is the only company to support all of these key management activities with a complete solution that spans all of the essential components of CPM—enterprise planning, scorecarding, and business intelligence.

Founded in 1969, Cognos employs more than 3,000 people and serves more than 22,000 customers in over 135 countries. Whether they choose to apply Cognos software strategically on an enterprise scale, or leverage it as a point solution to address key operational requirements, our customers use Cognos to better monitor, understand, and drive the successful performance of their business. Cognos customers are involved in every industry sector including automotive, banking and insurance, energy and natural resources, government, healthcare, manufacturing, and pharmaceuticals

ABOUT ORACLE

Oracle is the world's leading supplier of software for information management, and the world's second largest independent software company. Since the launch of the world's first relational database in 1977, Oracle has been a part of a technology revolution that has irrevocably changed modern business. Today Oracle is still at the head of the pack. Oracle technology can be found in nearly every industry around the world and in the offices of 98 of the Fortune 100 companies. Oracle is the first software company to develop and deploy 100 percent Internet-enabled enterprise software across its entire product line: database, business applications, and application development and decision support tools.



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