

ENTERPRISE BUSINESS INTELLIGENCE

THE COGNOS-IBM
SOLUTION

TWO INDUSTRY LEADERS,
ONE POWERFUL RESULT

A COGNOS WHITE PAPER



THE NEXT LEVEL OF PERFORMANCE™

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EXECUTIVE SUMMARY

To succeed in today's competitive business environment, organizations must be able to manage their performance. Corporate performance management (CPM) is the key to improving processes throughout the enterprise—in customer relations, marketing, sales, human resources, and more—and seizing the advantages that drive profitability.

To meet the CPM challenge, organizations are turning to business intelligence (BI). BI solutions tap into data from a variety of sources, turn it into meaningful information, and make it available to personnel throughout the organization to report on and analyze in ways that help them make better business decisions. The two main components of an effective BI solution are a database or data warehouse, and a suite of BI applications.

Building on their longstanding relationship, Cognos, the world's BI and CPM leader, and technology and database leader IBM, have combined forces to create an end-to-end enterprise business intelligence solution.

This paper explains how integrating Cognos BI software, the industry's most comprehensive suite of business intelligence applications, with IBM's BI-enabled DB2 Universal Database (UDB) provides organizations with the ability to effectively manage performance and drive their success.

THE CPM CHALLENGE: MANAGING YOUR CORPORATE PERFORMANCE

In today's competitive business environment, the key to success is effective corporate performance management. Managing performance means developing and communicating plans that turn strategy to action. It means monitoring progress, so a company knows where it stands on the road to achieving their goals. It means ensuring a shared understanding of what an organization must do to succeed, so that personnel at all levels of the organization make better decisions. It means giving staff the tools they need to manage customer relations, ensure supply chain efficiency, increase sales, and improve all corporate processes.

The catalyst is information. Performance can only be managed effectively when everyone, at every level of the enterprise, has the information they need to do their job optimally. The information must make sense in the context of overall corporate strategies and goals. It must project a single, shared vision of reality. And it must be tailored for every role in the intricate mosaic that makes up today's organization. What's more, personnel must be able to use the information—monitor it, report on it, and analyze it—to provide answers to the questions that drive better business decisions.

How do you turn vast amounts of data from myriad sources into the consistent, unified information needed to manage corporate performance? This is the challenge addressed by end-to-end enterprise business intelligence.

THE SOLUTION:

END-TO-END ENTERPRISE BUSINESS INTELLIGENCE

Organizations are turning to business intelligence as a key starting point for addressing the CPM challenge. An end-to-end, enterprise BI solution taps into data from any number of sources, organizes it into meaningful information, and provides business users of all types with Web-based access to the information they need. An effective BI solution ensures that users throughout an organization can understand and act on consistent, meaningful information that lets them take responsibility for, and manage, their performance.

What makes an effective business intelligence solution? There are two essential ingredients: a database or data warehouse, and a suite of business intelligence applications.

THE DATABASE COMPONENT

From the bottom up, the solution begins with a method of consolidating data from a wide range of disparate sources, and organizing it into a meaningful foundation for reporting and analysis. Data from a wide array of operational, e-business, third party, and back office enterprise resource planning (ERP) systems must be centralized and made consistent and accessible.

Doing this requires a data warehouse that uses metadata (data about data) to organize related components and specify how they can be used. Constructing one involves a complex process of establishing user needs, designing a data model, analyzing data source systems, and acquiring and organizing data. To be effective, it must not only provide a solid foundation for analysis and reporting by business users, but must be easy for IT personnel to maintain and administer.

THE BI COMPONENT

The second essential component is a suite of BI applications that add value to the database by providing ways to access and use data, and turn it into information that can be understood and acted on. This user-facing component must present corporate data in ways that are consistent in terms of overall goals, yet meaningful in the context of a wide range of roles. It must enable users throughout the organization to plan effectively, monitor their performance, understand what is happening and why, and take appropriate action.

The BI component must make it easy for personnel throughout the organization to monitor key performance indicators and perform standard and ad hoc reporting and analysis so they can answer the questions and make the decisions that drive better performance.

THE COGNOS – IBM BUSINESS INTELLIGENCE SOLUTION

Cognos and IBM have joined forces to create a complete, fully integrated, end-to-end enterprise business intelligence solution that addresses the CPM challenge. Featuring the award-winning, best-of-breed Cognos BI software, and IBM's state-of-the-art DB2 Universal Database (UDB), the Cognos – IBM solution provides everything needed to effectively manage corporate performance.

Cognos software enables and integrates with all three aspects of effective corporate performance management: planning, monitoring, and understanding through superior reporting and analysis.

PLANNING THAT DRIVES PERFORMANCE

Effective performance begins with enterprise planning that integrates budgets across departments, divisions, and locations and translates corporate objectives into concrete financial and tactical plans. The Cognos Enterprise Planning component enables top-down objective setting based on bottom-up contributions from every corner of the enterprise. It automates the creation of personalized plans for business units, and integrates feedback from all contributors. The result? Overall corporate strategies are translated into specific practical plans that share a common purpose and meaning.

Cognos BI software integrates with the planning components that enable:

- **Modeling and Target Setting.** Cognos' sophisticated, cross-functional modeling capabilities accelerate the development of business models. Dynamic linking ensures that individual components of a model can interact in real-time, providing overall planning consistency

- **Planning, Budgeting, and Forecasting.** Cognos takes an organization's overall strategy plan and breaks it down into the activities, decisions, and initiatives necessary to achieve it
- **Consolidation and Financial Reporting.** Cognos gives our customers a single, global view of information by consolidating multiple diverse ledgers into one common chart of accounts structure. Faster consolidation and reporting cycles leave more time for in-depth analysis and faster adjustments to plan.

MONITORING PERFORMANCE

Cognos Metrics Manager scorecarding technology lets you monitor performance against plan, aligning everyone in the organization around an agreed-upon strategy, measurable goals, and the tactics needed to achieve them. Using intuitive dashboards and other graphical presentations, scorecarding ensures that:

- Plans are communicated as relevant, meaningful goals
- Strategies, people, and performance are linked through metrics
- Quality and performance methodologies are supported with metrics.

Scorecarding is a way to take your company's strategy off the boardroom wall and make it relevant and real to people throughout your organization. Through scorecarding, everyone in the company—at all levels and across all departments—has a clear understanding of how they are doing and how their decisions affect overall performance.

UNDERSTANDING THROUGH SUPERIOR REPORTING AND ANALYSIS

With Cognos Series 7 and Cognos ReportNet™, Cognos delivers the most comprehensive and fully integrated set of business intelligence capabilities in the industry. The software shares common framework services such as security, metadata, and user portal. Beyond this integration and breadth of capacity, each business intelligence capability is best in its class.

Cognos BI provides the capabilities needed to understand what is driving performance. When monitoring shows that key indicators are out of line with expectations, a wide range of reporting and analysis capabilities help users find out why. Reporting and analysis provides answers to questions about customer relations, sales, finance, supply chain management—any aspect of the business—and provides a solid framework for better decisions and purposeful action.

Cognos reporting and analysis components include:

- **Managed reporting.** Users can create reports from any data source for consistent, fact-based decision-making
- **Analysis.** Online analytical processing (OLAP) means users can explore large volumes of summarized data in a variety of formats with sub-second response times, drilling through to the details they need
- **Ad hoc query.** Users can engage in real-time exploration of corporate data resources to quickly answer specific operational questions on any aspect of performance
- **Scorecarding.** Scorecards deliver measurable metrics that let users know immediately where they stand, and enable them to manage their performance

- **Dashboarding.** Users can view and analyze complex data in intuitive graphical formats, including dashboard layouts, geographical maps, pie or bar graphs, or 3D graphs with navigational capabilities
- **Event detection.** Time-critical business intelligence is automatically delivered to decision-makers through e-mail and wireless technologies, enabling them to focus quickly on what needs immediate attention.

By providing users at every level of the organization with the information they need to plan in the context of overall corporate goals, monitor their progress toward those goals based on a shared corporate view, and analyze and report on any relevant aspect of corporate activity, Cognos BI enables everyone in the enterprise to take responsibility for, and contribute to, effective corporate performance management.

WHY COGNOS BI?

Leaders choose leaders. That's why they choose IBM, and that's why they choose Cognos software for their business intelligence needs. Cognos is the recognized leader in the business intelligence marketplace. For over 30 years we have championed innovation and helped our 22,000 customers achieve the next level of performance. Our software has won hundreds of awards and is the solution of choice for over 80 percent of the Fortune 500. Cognos offers these smart companies many key competitive differentiators. Here are just a few:

LOWER TOTAL COST OF OWNERSHIP (TCO)

Many organizations currently use multiple solutions to meet their reporting requirements. These solutions, which are most often deployed departmentally, must all be supported concurrently. IT managers can decrease the costs and complexity of their reporting environment with a single, Web-based reporting solution that can address all reporting needs.

ZERO-FOOTPRINT

With a zero-footprint BI solution users don't have to download additional software to get the information they need. Zero-footprint, Web-based business intelligence capabilities eliminates the need for IT to install and manage client desktop software.

FLEXIBLE OPTIONS FOR PRESENTING INFORMATION

Users can arrange report objects on the page simply by dragging and dropping them into a report authoring window. The adaptive report authoring environment automatically arranges report objects in the window each time one is added or removed.

Cognos multidimensional analysis software uses familiar, Web-like actions such as drag and drop to simplify the task of exploring corporate information. New capabilities let users project current data forward, to see trends better.

BROAD-BASED INFORMATION DELIVERY

Cognos BI software lets customers deliver business intelligence to mobile employees, such as alerts and notifications on key events. Event detection and business intelligence shortens the time between an event happening and the actions to respond to it. Reducing that gap is a competitive advantage.

SCALABILITY

Cognos offers scalability proven in the lab—and with customers. Cognos built its reporting architecture from the ground-up to scale to any size of deployment. The flexible, n-tier architecture ensures fail-over protection and dynamic load balancing for around-the-clock availability. Cognos reporting supports both Windows and UNIX operating systems, including mixed environments.

QUICK TO DEPLOY

For IT departments, Cognos BI is easy to move from design and test environments to full deployment. Administrators can configure entire systems centrally. Centralized administration gives IT the functionality to manage business intelligence applications from one location. With a continuing commitment to ease of use, Cognos reduces the day-to-day impact on valuable IT resources.

EASY TO CUSTOMIZE

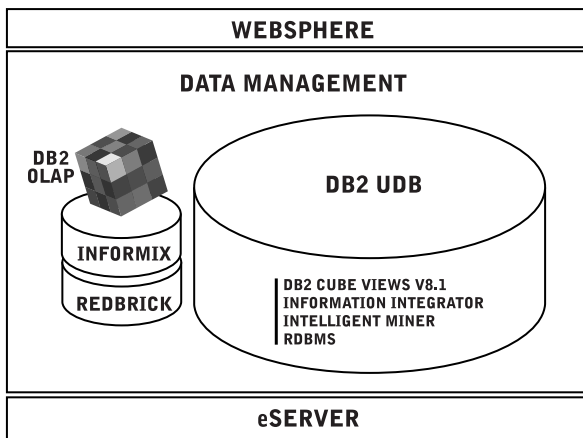
Cognos provides an integration framework that brings our BI to a wider range of applications and environments. It enables integrators and developers to add custom features applicable in their own environments. In addition, our customers can adapt Cognos business intelligence capabilities and customize their BI portal using Cognos Web Services.

A TRULY GLOBAL SOLUTION

With Cognos BI, companies can run reports in multiple languages, with out-of-the-box support for English, French, German, and Japanese—all with one metadata model. This reduces IT workload, lowers the TCO for BI software, and helps companies compete in the global marketplace.

THE IBM TECHNICAL FOUNDATION FOR BUSINESS INTELLIGENCE

The foundation on which Cognos software operates—the underlying back end of the Cognos-IBM solution—is comprised of leading middleware technologies from IBM. These include Web infrastructure technologies such as WebSphere, the DB2 UDB database for business intelligence, and enterprise operating systems such as AIX. Together, they make up IBM's world-class, BI-enabled, enterprise platform.



COMPONENTS OF THE IBM SOLUTION

IBM's technology solution includes Data Management, WebSphere, and eServer hardware components.

WebSphere

WebSphere Portal. A portal offering a customizable, uniform, and consolidated view of a user's working environment. Built with the Web in mind, it lends itself to easy integration with BI applications.

WebSphere Application Server. A J2EE-compliant, high-performance, scalable middleware transaction engine.

Data Management

DB2 Universal Database (UDB). Provides the foundation of IBM's industry-leading enterprise RDBMS platform.

DB2 Cube Views. Creates a unique OLAP platform that allows BI tools to connect easier, deploy faster, and perform better.

DB2 Information Integrator. Leverages existing data and unstructured content, enabling real time integration across diverse data types—within and beyond the enterprise.

DB2 Intelligent Miner. Helps identify and extract high-value business intelligence from your data assets. Through a process of "knowledge discovery," your organization can leverage hidden information in its data, uncovering associations and patterns.

DB2 OLAP Server. Delivers multidimensional analysis capabilities.

IBM Informix® Extended Parallel Server™ (XPS). Delivers unparalleled performance designed for the largest, most demanding and complex data warehouse applications.

IBM Red Brick® Warehouse. Meets specialized database server requirements for business-critical, high-demand data analysis.

DB2 OS/400. Provides an integrated database and midrange server.

DB2 zOS. Delivers performance associated with IBM's traditional DB2 on the mainframe offering.

eServer Hardware Solutions for Business Intelligence

xSeries. Intel-based processor servers provide highly affordable solutions.

pSeries. AIX-based UNIX Servers are the result of leading-edge IBM technologies, including POWER4 and POWER4+ processors and autonomic computing features.

iSeries. Midrange servers deliver a low total cost of ownership and autonomic computing features.

zSeries. Mainframe server family provides a balanced, highly secure foundation for dynamically managing critical applications, and features a broad range of capabilities for integrating your business, consolidating infrastructure, improving efficiencies, and lowering costs.

Together, these data management, WebSphere, and server components comprise an efficient automated platform that provides an ideal foundation for building business intelligence solutions with Cognos.

RECENT IBM INNOVATIONS FOR BI

The DB2 Framework for BI is focused on the infrastructure layer—preserving and reinforcing customers' investment in Cognos tools, skills, and practices. Cognos embraces IBM's standards, architecture, and technologies, extending the IBM value proposition with Cognos' best-of-breed business intelligence. The Framework:

- Uses Open Standards such as SQL and XML as the sole BI interface to DB2
- Integrates federated access to distributed disparate data sources, web services access to BI functions, and operational systems with real time warehouses
- Presents a single version of the truth across enterprise data topology through integrated OLAP.

DB2 CUBE VIEWS

IBM's DB2 UDB with DB2 Cube Views is uniquely aware of business intelligence data requirements, and integrates easily with data structures for BI to present an integrated OLAP view. The database uses this understanding to improve performance of all BI access to the database. This solution:

- Improves reporting and analysis performance creating enterprise wide user acceptance and as a result, greater deployment
- Creates a seamless and centralized OLAP platform, and when paired with Cognos, an end-to-end architecture.

DB2 INFORMATION INTEGRATOR

IBM's DB2 Information Integrator gives companies integrated, real-time access to business information across and beyond the enterprise. Such information may reside in varied source systems, such as Oracle databases, Microsoft spreadsheets, and the Web, and be distributed across a variety of operating environments. Cognos queries these multiple structured and unstructured data sources and systems as if they were one—leaving the database communication, data integration, and processing to DB2.

DB2 Information Integrator is middleware technology that allows analytical tools, portal implementations, customer data integration solutions, and other applications to access diverse data as if it were a single database, and meet their reporting and performance requirements.

AN INTEGRATED SOLUTION: COGNOS + IBM = END-TO-END BI

The following table shows how the Cognos and IBM BI solutions are integrated:

COGNOS - IBM INTEGRATION	
IBM COMPONENT	COGNOS BI INTEGRATION
DB2 UNIVERSAL DATABASE (UDB) & OTHER DATABASE VERSIONS	Cognos BI software delivers operational and management reports, explorable analyzes, ad hoc queries, rich data visualizations and event-driven business intelligence via email to any user across the organization, anywhere, using DB2 UDB as the source for data.
INFORMIX	Cognos BI software delivers operational and management reports, explorable analyzes, ad hoc queries, rich data visualizations and event-driven business intelligence via email to any user across the organization, anywhere, using Informix as the source for data.
DB2 CUBE VIEWS	The Cognos DB2 Cube Views Metadata Bridge connects Cognos BI to DB2 Cube Views. Cognos software leverages Cube Views for enhanced OLAP and query reporting, and publishes the OLAP definitions stored in DB2 to provide metadata for query and reporting output.
DB2 OLAP	Cognos BI software OLAP and visualization components connect to DB2 OLAP, treating it as an OLAP source for building reports and visualizations.
DB2 INFORMATION INTEGRATOR	Cognos BI uses Information Integrator's federated capability to simplify the task of connecting to diverse and heterogeneous structured data sources. With federated access, all the relational sources (Oracle, MS-SQL, Informix, DB2 UDB and 390, RedBrick, and others) can be accessed via a single SQL interface in a single database.
RED BRICK WAREHOUSE	Cognos BI delivers operational and management reports, explorable analyzes, ad hoc queries, rich data visualizations and event-driven business intelligence via email to any user across the organization anywhere, with Red Brick Warehouse as the source for data.
DB2 INTELLIGENT MINER	Cognos BI software leverages Intelligent Miner for data mining purposes by incorporating scored measures for analysis and reporting.
WEBSHERE APPLICATION SERVER AND WEBSHERE PORTAL	Cognos BI components leverage WebSphere Application Server, the IBM HTTP Server, and integrate Cognos BI content within WebSphere Portal.
COGNOS AND IBM ESERVER HARDWARE	Cognos BI runs on xSeries and pSeries, and supports data access to DB2 and DB2 OLAP on xSeries, pSeries, iSeries, and zSeries.
COGNOS AND IBM TIVOLI	Cognos BI supports Tivoli DSS, Tivoli Data Warehouse, and Tivoli Security.

THE COGNOS – IBM PARTNERSHIP

Cognos and IBM have a longstanding relationship designed to optimize the integration of their products and provide mutual clients with state-of-the-art solutions.

Global Marketing Agreement

The IBM-Cognos global marketing agreement provides a framework for joint product integration and optimization.

Relationship with Business Consulting Services (BCS)

As part of the IBM-Cognos partnership, IBM BCS (formerly PwC Consulting) and Cognos jointly develop, market and sell integrated solutions to numerous industry verticals and lines of business such as sales, marketing, and human resources. Cognos and IBM BCS have a history of successfully integrating people, applications, and data, and jointly offering customers a fast, cost-effective route to better business decision-making.

Advanced Member of IBM PartnerWorld for Developers Program

Partner World for Developers is the developer resource for IBM business partners. This worldwide program is designed to help software developers reach broader markets, lower their costs of doing business, and take their products to market faster.

IBM SERVERPROVEN®

Cognos software is IBM ServerProven on both xSeries and pSeries. IBM eServer Solution Connection is an innovative and integrated marketing initiative that connects leading-edge software solutions with a wide variety of valuable IBM resources that can position customers to make better informed solution decisions. And, with ServerProven for IBM eServer, which is part of Solution Connection, customers have access to special offers that can enhance their solution implementation and lower their total solution cost when they purchase a ServerProven solution on IBM eServer.

Ready for IBM Tivoli

Cognos Series 7 has been integrated with IBM Tivoli Enterprise Data Warehouse and validated as Ready for Tivoli. The Ready for Tivoli program certifies seamless integration with Tivoli end-to-end technology management solutions. Selecting Ready for Tivoli products along with your Tivoli solutions simplifies your technology management requirements, allowing quicker and easier deployment with out-of-the-box integration.

Tivoli Decision Support

Tivoli Decision Support consolidates, transforms and presents your enterprise management data in an easy-to-use view, which reveals hidden patterns and natural relationships among the data with Cognos technology. Cognos has been a long time OEM partner with IBM.

Together, IBM's database management skills and Cognos' leading edge business intelligence applications make an unbeatable end-to-end BI solution for effective corporate performance management. These solutions support, embody, and help to deliver on the promise of e-business on demand by providing customers with the ability to align and integrate information from across their enterprise's business process and with key partners, suppliers and customers in a manner that is flexible and responsive to business needs.

APPENDIX

NORTHERN FOODS

“Overall improvements have been made to the level and quality of information available across different businesses. The real benefit has been to make better use of data that is already there. We are able to forecast sales more effectively, and to link those forecasts to our production and personnel systems.”

Lesley Heron, coordinator of Cognos software
at Northern Foods

CHALLENGES FACED

- Business data stored in a variety of databases and platforms
- Lack of integration making decision making difficult and slow
- High report printing costs
- Lack of decision support among users, particularly mobile workers
- Data not available to enough users.

The complexity of Northern Foods’ business means that the company produces vast amounts of data about sales, HR, and management and production schedules. But in the past, it was difficult for Northern Foods to retrieve meaningful information from its IT systems, says Lesley Heron, coordinator of Cognos software at Northern Foods.

“Like most big companies, we maintain large databases containing hundreds of different figures,” Heron says. “What we were missing was a way to get sensible information out of that data.”

Northern Foods had introduced a number of technologies to interpret corporate data, including spreadsheets and decision support systems for senior management. However, it needed a toolset to handle a more detailed analysis of sales at site level, as well as a way to standardize information retrieval and reporting across the organization.

“We began to look for a product that would help us achieve those aims,” Heron says. “Cognos Impromptu and PowerPlay stood out as the right combination.”

SUCCESS STRATEGY

- Enterprise-wide reporting infrastructure
- Construction of a data warehouse to consolidate data prior to analysis
- Reports tailored to requirements of each users
- Distribution of reports to desktop and mobile users.

Northern Foods therefore began using Cognos Impromptu and PowerPlay to answer specific requirements at individual sites. For example, Jacqui Whitworth, project manager at Fox’s Biscuits, says that the first application in the division Biscuit’s was to improve reporting from its personnel system. “There is a reporting function within our personnel system, but it is not particularly user-friendly,” she says. “It meant that IT spent a lot of time writing the reports that the personnel people needed. Now personnel managers can access any information about employees and past employees using Impromptu.”

The next application developed by Fox’s Biscuits was a sales analysis system for its Marks & Spencer department. Because a high proportion of products are manufactured for export, analyzing sales is a complex

business. One product may have 12 different codes, according to where it will be sold, for example. Before using Cognos Impromptu, analyzing those sales used to take two days, according to Whitworth. Now it takes one person a few hours.

“Developing those small systems made us think about the benefits of analyzing sales on a wider basis,” Whitworth says. “We found that the business wanted to move from looking at weekly reports to analyzing daily sales, and that it wanted to look at sales in conjunction with other information, such as costing and production.”

Heron confirms that, although Northern Foods began using Cognos Impromptu and PowerPlay to interpret on-line data, as the requirements of users changed, it began to build a data warehouse that could include information from a number of different sources.

“We found that while users wanted to look at different elements of corporate data, what they all wanted was more analysis of trends,” says Heron. “They wanted to compare today’s sales figures with equivalent data from the same period last week/year together with projections into the future, for example. Users can test their assumptions and put the results into sales and marketing presentations using graphics to put their point across.”

The Fox Biscuits division is therefore building the Fox Information System (FIS): effectively, a data warehouse drawing on data held in SAP R/3 and approach IBM DB2 databases, running on IBM AS/400s and HP servers. By consolidating data from multiple sources in this way, the company can now combine product costs,

sales, budgeting and forecasting and use Cognos Impromptu and PowerPlay to analyze product costs.

Northern Foods is also currently building a central database of suppliers of raw materials and packaging in order to improve its purchasing decisions. It will use Cognos PowerPlay to analyze supplier data and spot trends in pricing and product specification.

“What we are doing is giving people access to their own data,” Heron explains. “They are not used to working with data in this way, and they need to think and work differently to get the most out of the new systems. However, the investment that you need to make in staff training should not be underestimated.”

BUSINESS BENEFITS

- Clearer and timelier view of the performance of the business
- Cognos PowerPlay assists users to spot sales trends
- Reduced training requirements
- Information available to a wider community of users
- Reduced printing costs

The key benefits of Cognos’ software at Northern Foods have been to open up corporate information to a wider audience, and to provide a more flexible view of that information. Systems used in the past had allowed Northern Foods to report on sales and production activity, but not to ask questions on an ad hoc basis.

“We have found that not all managers want to look at the same information,” explains Whitworth. “Some want to

use it in the office, others want to take the system out on the road on a laptop. Sales people like the fact that they can look at data in any format and get a view of the business that is always up to date. The print-outs that are still produced as hard copy are easier to look at than before and are tailored for each application.”

Now that Northern Foods has standardized on Cognos Impromptu and PowerPlay, it can use the tools to build a number of different systems which will improve access

to corporate information. Instead of relying on inflexible reports delivered by the IT department, business unit managers can analyze corporate data when and where they need to.

Another business advantage is that print costs have been reduced significantly, considering that over 70 different print jobs used to be processed every Sunday night.

ABOUT COGNOS

Cognos is the world leader in business intelligence and enterprise planning software. Our solutions for corporate performance management let organizations drive performance with planning and budgeting, monitor it

with scorecarding, and understand it with enterprise business intelligence reporting and analysis. Cognos is the only vendor to support all of these key management activities in a complete, integrated solution.



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