

**DB2** Data Management Software

## Cognos shows its intelligence with DB2 data management software.

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### Overview

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■ **Application**

*Business intelligence solutions for the enterprise*

■ **Business Benefits**

*For Cognos®: Ability to attract new customers and retain existing ones; increased sales, revenue and market share*

*For Cognos' customers: Business information available weeks earlier than with previous manual reporting systems; savings of millions of dollars annually; increased responsiveness across the enterprise; improved customer satisfaction*

■ **Software**

*IBM DB2® Universal Database™; IBM DB2 Warehouse Manager; IBM DB2 OLAP Server™; Cognos Series 7*

■ **Hardware**

*IBM AS/400® (now IBM @server iSeries™); IBM RS/6000® (now IBM @server pSeries)*



*Cognos' world headquarters is a familiar feature on the Ottawa skyline. The company has been awarded the Community Pride Achievement Award for outstanding contributions to the Ottawa community.*

How did Shell Oil save an estimated \$140 million by focusing on customer profitability and retention? How did restaurant franchise Red Robin save \$10,000 a week in Alfredo sauce alone? How does Sesame Workshop figure out just how Elmo will do on the shelves? The answer is the same—using business intelligence (BI) software from Cognos.

*“The many thousands of Cognos users worldwide that have implemented DB2 as their enterprise data management solution are testament to the reliability, robustness and unsurpassed performance that DB2 provides.”*

*—Rupert Bonham-Carter, Director of Data Warehousing Alliances, Cognos*



Optimized for the DB2 data management platform from IBM, Cognos products provide reporting, analysis, query, scorecarding, visualization, event detection and ETL within a BI framework.

Cognos business intelligence software is deployed by over 80 percent of the Fortune 1000. More than 19,000 companies are Cognos customers worldwide. Founded in 1969, Cognos has more market share, customers, users and BI revenue than any other independent BI software vendor in the world. The company's customers are involved in virtually every industry sector, from automotive and banking to manufacturing and healthcare.

Enterprise-class BI solutions like those from Cognos are critical in creating the consistent, reliable information environment businesses need. However, these solutions can only be as effective as the data management platforms from which they draw their information and to which they provide vital added value. An effective BI solution must be supported by a robust, reliable, flexible database that can make information easily accessible, available and secure.

That simple fact, says Rupert Bonham-Carter, director of data warehousing alliances at Cognos, is the reason that Cognos integrates its BI solutions with the portfolio of DB2 data management software from IBM. "Our clients have been clamoring for comprehensive support of the DB2 data management platform—and we've been providing it. The many thousands of Cognos users worldwide that have implemented DB2 Universal Database as their enterprise data management solution are testament to the reliability, robustness and unsurpassed performance that DB2 provides," Bonham-Carter says. "By supporting the DB2 data management software family, we have succeeded in attracting and retaining a huge customer base, thereby increasing our sales and revenues and consolidating our market share."

*"IBM is committed to partnering with application vendors, rather than competing with them. IBM has developed groundbreaking technologies that enhance the scalability and speed of Cognos tools."*

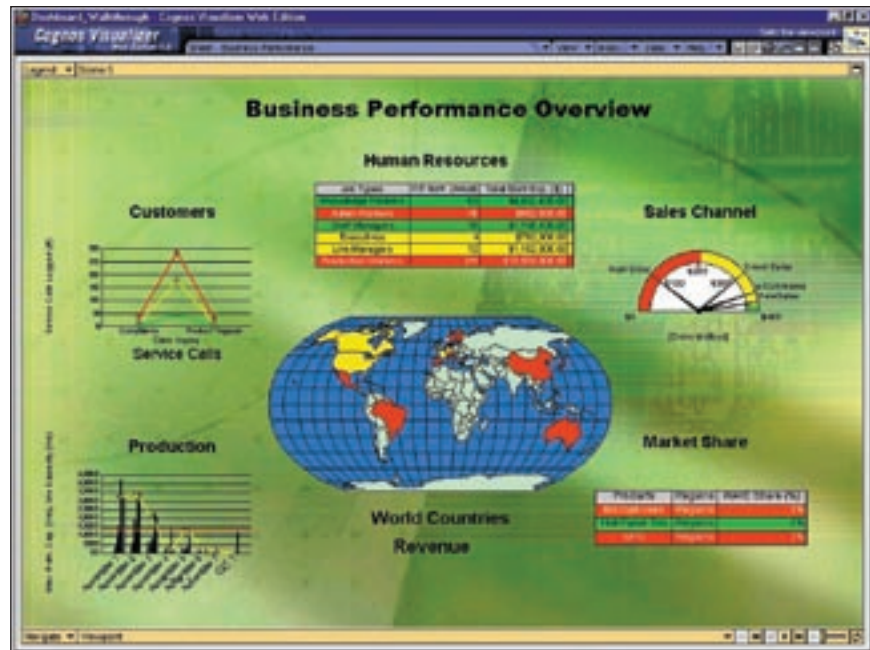
*—Rupert Bonham-Carter*

## DB2 data infrastructure—a firm foundation for business intelligence

Cognos' BI solutions, Bonham-Carter explains, build upon the crucial database infrastructure layer provided by DB2, offering the benefit of flexible, intuitive data access tools integrated with an efficient, automated data management process.

A typical Cognos-DB2 solution includes components from the Cognos Series 7 suite, which brings together a broad range of BI capabilities:

- *Managed reporting—enabling report creation from any data source, for consistent, fact-based decision making*
- *Analysis—online analytical processing (OLAP), enabling users to explore large volumes of summarized data in a variety of formats, with sub-second response times*
- *Ad hoc query—enabling novice and experienced users to directly access corporate data resources for realtime data exploration*
- *Scorecarding—enabling corporate strategy to be taken out of the boardroom and deliver it as measurable metrics that can be managed across the organization*
- *Visualization—allowing users to view and analyze complex data in graphical formats including: dashboard layouts, geographical maps, simple pie or bar graphs, or 3D graphs with navigational capabilities.*



Cognos Visualizer delivers sophisticated data visualization and scorecarding capabilities that provide immediate business intelligence information through a front-end portal component such as IBM Enterprise Information Portal.

- *Event detection—automatically delivering time-critical BI to decision makers through e-mail and wireless technologies, enabling them to focus quickly on what needs immediate attention*
- *Extraction, Transformation and Load (ETL)—enabling decision makers to extract and unite data from disparate sources and deliver coordinated business intelligence across the organization*

Cognos components are integrated with IBM DB2 Warehouse Manager, which automates all the functionality needed to set up and manage a data warehouse. DB2 Warehouse Manager extracts data from a variety of sources, transforms it, populates the data warehouse and stores meta data in an Information Catalog.

## Collaboration that fosters success

IBM teams actively with Cognos—through partnership programs such as IBM PartnerWorld for Developers, the IBM Information Warehouse Alliance and many others—to optimize the integration of their respective products. “IBM is committed to partnering with application vendors, rather than competing with them,” Bonham-Carter says. “IBM has developed groundbreaking technologies that enhance the scalability and speed of Cognos tools, and Cognos has shared crucial BI know-how with IBM.” One example of this cooperation is the driving of

industry standards like the Common Warehouse Meta Data (CWM) initiative, which establishes a unique syntax for meta data and defines an architectural model for data warehouse meta data. Moreover, Cognos and IBM collaborate closely to provide technical and sales support to customers, fostering their success with the integrated software solutions.

It is this spirit of collaboration that has enabled IBM and Cognos to make a difference in the real world of business. Examples of successful customers include:

- *AutoZone, a Fortune 500 company and leading national auto parts chain, needed a BI system that could handle the constant addition of new stores and customers and manage data residing in DB2 Universal Database, all the way down to the transaction level. The company chose Cognos Impromptu® and PowerPlay®, running on an IBM RS/6000 SP (now @server pSeries) platform. The Cognos and IBM solution has enabled Autozone not only to manage its explosive growth, but also to leverage the information from each store in order to provide better service and products and to increase profits.*
- *Mexx, a \$500 million fashion house based in Voorschoten, the Netherlands, needed to streamline its supply-chain administration and enable more effective decision-making. The company implemented a retail information*

*management system powered by DB2 Universal Database, using Cognos Impromptu and PowerPlay for analysis and reporting. Mexx users have quickly realized the business value in the IBM-Cognos solution's consistent, accurate presentation of data.*

- *Mother Parkers is a supplier of tea and coffee to North American vending distributors, restaurants, airlines and supermarket chains, with annual sales exceeding \$200 million. To augment its enterprise resource planning (ERP) system with drill-down and ad hoc reporting capabilities that would integrate seamlessly with its IBM AS/400 (now @server iSeries) environment, Mother Parkers implemented Cognos Impromptu and PowerPlay as part of a BI system based on DB2. The solution is saving time and money, extending the value of the company's ERP system and creating new financial reporting capabilities that are making the company's decision-makers more productive.*

These successes—and thousands more like them—are due to the corporate values that Cognos and IBM share. “IBM has a culture of innovation that shines through from every angle,” Bonham-Carter explains. “The excellence of products like DB2, the strength of IBM's commitment to open industry standards, the dedication it demonstrates to its customers and ISVs [independent software vendors]—these are precisely the attributes that Cognos seeks in a technology partner. For Cognos, teaming with IBM and DB2 is simply a matter of good business intelligence.”

## For more information

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05-02  
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