



# COGNOS 8 BI AND SAP BW/SAP NETWEAVER®

## EXTENDING THE VALUE OF YOUR SAP INVESTMENT

Many organizations running SAP applications have enhanced the value of their SAP investment through the complete reporting capabilities of Cognos ReportNet™. By taking advantage of its zero-footprint, Web services architecture and its *Powered by SAP NetWeaver®* certification, organizations used ReportNet to leverage SAP BW and other data sources.

Now, organizations can further extend the value of their SAP implementation with Cognos 8 BI—a complete business intelligence (BI) solution based on the same proven, Web services architecture as ReportNet. Combining Cognos 8 BI with SAP BW and SAP NetWeaver® can lower your total cost of ownership, increase your return on investment, and enable a wider distribution of valuable information from SAP BW and non-SAP BW data. With Cognos 8 BI and SAP NetWeaver®, people throughout your enterprise can have the information they need to improve and accelerate business decisions.

### **ONE PRODUCT, ONE ARCHITECTURE:**

#### **COGNOS 8 BI**

##### *Simple*

All BI capabilities in Cognos 8 Business Intelligence are built on a single Web services architecture. You can easily integrate BI capabilities with your existing assets and infrastructure.

- Deploy one product on a single architecture for all of your business intelligence requirements. The standards-based architecture can snap into your existing IT environment.
- Add capabilities or modify them at any time to meet changing business conditions and user needs.

- Provide everyone across your organization with a single, trusted source for information.
- Eliminate the management and maintenance of duplicate services such as security.
- Centralized metadata model lets you apply consistent business rules, calculations, and dimensions to your data.

##### *Complete*

Cognos 8 Business Intelligence provides enterprise users with the full range of BI capabilities necessary to improve decision-making: broad reporting, deep comparative analytics, active dashboards, actionable scorecards, and automated business event management.

- Serve all users with information and BI capabilities that match their needs. From regularly distributed reports for the BI consumer to deep comparative analysis for the professional author to the full control over all functionality required by IT administrators.
- Connect disparate data systems to deliver a common business view of your data.
- Apply consistent business rules, dimensions, and calculations to data from the organization's operational systems and sources, for a complete, consistent view of any business issue.
- Remove the barrier between relational and multi-dimensional or OLAP data structures. Query, report or analyze against either OLAP or relational data.

**COGNOS®**

THE NEXT LEVEL OF PERFORMANCE™

## *Proven*

Cognos 8 Business Intelligence is built on the proven architecture introduced with Cognos ReportNet. It is deployed with thousands of customers, and has become the corporate standard in reporting. Cognos is the proven innovator in business intelligence.

### **DEEP COMPARATIVE ANALYSIS**

Analysis with Cognos 8 Business Intelligence (BI) is based on the industry's acknowledged best-selling OLAP and analysis software, Cognos PowerPlay®. The new analysis capability with Cognos 8 BI expands this functionality to cover a complete range of data sources and to provide seamless movement among reports, queries, and analysis.

You can perform multidimensional analysis quickly and easily with Cognos analysis. Access and analyze large data sets efficiently with fast and predictable response times. View trends over time and isolate and explore issues, drilling down to details and moving from one dimension, or level of information, to another.

Cognos analysis complements the conventional multidimensional analysis features—drill-down, slice-and-dice, ranking, and sorting—with extensive features and functions that simplify the complex analysis of large data sets. These include business-oriented calculations, sophisticated filtering, asymmetrical analysis, custom subsets for creating logical information groupings, and the intelligent management of large data volumes for fast, focused analysis.

### **DIMENSIONAL REPORTING AND INTERACTIVE DASHBOARDS**

Cognos 8 BI provides a single authoring solution for all types of enterprise reporting including ad hoc queries, business, production-style, and dashboard reports. It reduces the time and cost associated with report creation and modification and accommodates the needs of different user groups.

With Cognos 8 BI, users can author and work with reports containing a wide range of drag-and-drop report elements and layout options. Empowering users with self-serve reporting also frees up valuable IT resources. Cognos 8 BI reporting features include:

- The ability to drill-down on ad hoc, formatted, and other report types.
- Formatting for all report types including ad hoc.
- A wide selection of chart types, including maps and gauges.
- An enriched function set for enterprise reporting.
- Personalized output options including PDF for Web-based printing.
- Easy report distribution including bursting for efficient broad deployment.

### **ACTIVE SCORECARDING**

A proven way to measure and manage performance at a tactical, operational, or strategic level, scorecarding with Cognos 8 BI allows people throughout the organization to monitor and ensure ownership of the key indicators associated with managing corporate performance. By ensuring that all scorecards are based on shared data, Cognos BI ensures that decisions and tactics are aligned with strategy throughout the organization.

### **BUSINESS EVENT MANAGEMENT**

Cognos 8 BI automatically monitors data and drives actions around important events as they occur. These results can drive decision-making—where information is delivered to people for action; where systems are updated automatically, and where complex responses are triggered by initiating a Business Process Management solution. Business event management with Cognos 8 BI allows you to:

- Monitor multiple data events across any combination of OLAP and relational data.

- Initiate decision-making by delivering information to users via email, continuously updated portal messages, or by running and sending reports.
- Trigger business processes by updating databases or running a Web service.
- Execute tasks in sequence and in context—such as running and filtering reports based on events and distributing them via email.
- Initiate a task based on its state—such as only executing tasks for new events or events that have been resolved.
- Track events to completion.

This BI capability helps ensure that important issues are noticed, task owners receive the right information at the right time, systems are updated, and events are managed and tracked from start to finish.

#### **WEB-BASED DEPLOYMENT**

Cognos 8 BI uses a zero-footprint, Web-based deployment model. This helps reduce the administrative burden on IT while improving user adoption. With centralized deployment and administration, IT does not have to install and manage client desktop software, minimizing deployment and maintenance costs.

This open, Web standards-based environment is built on the proven Cognos ReportNet architecture. This design allows organizations to take full advantage of their existing IT infrastructure and skill investments. The reach of the Web means users can easily access and distribute their BI data from anywhere in the organization with continuous availability.

Cognos 8 BI is built on a single, native Web services architecture for maximum flexibility. It works with your existing application and Web servers, portals, browsers, enterprise applications, platforms, databases, and security models. It supports Windows, UNIX, and Linux operating systems in uniform and mixed platform

deployments. A single, fully documented API allows developers and IT users to customize, integrate, and rebrand the reporting interface to suit the organization.

Designed for enterprise-level deployment, Cognos 8 BI offers proven scalability to hundreds of thousands of users through an N-tiered, multi-server, multi-threaded architecture. This design provides full failover recovery and dynamic load balancing.

#### **BETTER PERFORMANCE MANAGEMENT**

Cognos 8 BI is the only solution that provides complete BI functionality in a single product, on a proven, SOA based architecture. Seamless reporting, analysis, scorecarding, and event management simplifies your BI environment. The result is high user adoption, better decisions, and greater agility across the organization. Cognos 8 BI represents the clear choice for BI standardization and is a cornerstone of corporate performance management.

#### **THE COGNOS-SAP PARTNERSHIP AND CERTIFICATION**

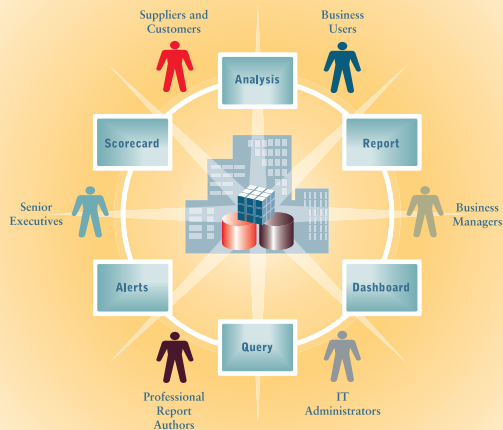
Cognos has been an SAP Software Partner since 1997 and has built strong relationships with SAP across the organization. This has resulted in the creation of dedicated alliance, research and development, and customer support teams to drive customer success.

Cognos was one of the first vendors to earn “*Powered by SAP NetWeaver*” status and the company has continued investing to maintain a high level of integration with SAP applications. Cognos has received SAP certifications reflecting deep integration with three key components of SAP NetWeaver®:

- **SAP Enterprise Portal** – pre-packaged iViews
- **SAP BW** – an OLAP BAPI interface into SAP BW
- **SAP Web Application Server** – for deployment of your Cognos solution

## COGNOS 8 BUSINESS INTELLIGENCE

*Bring your people and systems together for simple, complete, and proven BI.*



*All Data:* Access all relevant information, from all your data sources, whether relational or multidimensional.

*All Users:* BI and information that fits your job, whether you are an IT administrator, professional report author, business manager, senior executive, business user, or external supplier or customer.

*All BI:* Work with information your way, seeing performance through reports, scorecards, dashboards, analysis, queries, and alerts.

### 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, budgeting and consolidation, monitor it with alerts and scorecarding, and understand it with business intelligence reporting and analysis. Cognos is the only vendor to support all of these key management activities in a complete, integrated solution. Founded in 1969, Cognos now serves more than 23,000 customers in over 135 countries.



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