

with different information. Cognos ELM ensures that the right people or systems get the right information to respond appropriately at each stage of the event lifecycle.

Alerting and notification

You can set up and initiate decision processes in which Cognos ELM notifies and supplies relevant information to the accountable issue owners.

Contextual event information—such as reports, analyses, and metrics—can be embedded or linked within emails or as dynamically updated portal headlines. Prompts in the event notification message allow issue owners to drill through to interact with the applications or gain supporting information. Exploration of the underlying data is guided by context or filters (e.g., an affected customer, a product, or an order number).

One event can impact several individuals who are responsible for different tasks. Through multiple-alert messaging, you can ensure that a single event results in different responses being generated for various issue owners (e.g., inventory, sales rep, customer services, accounts receivable).

Automated issue resolution

For events that can be resolved through automation, Cognos ELM can initiate predefined corrective actions such as launching a database update or Web Service procedure. For example, you can set up an automated response to communicate with another system, such as placing an escalation request in a customer services system. In this way, you can take an event to resolution without human intervention, saving time and resources.

Event tracking

Complex events are rarely resolved immediately. At any time, you can view an ELM report showing all monitored events and their position in the lifecycle—new, ongoing, or stopped—enabling you to track and follow their progress to resolution.

EVENT AND PROCESS ENABLED

PERFORMANCE MANAGEMENT

Cognos ELM enables decision-process and business-process automation across the Cognos corporate performance management platform—BI, scorecarding, and planning—to connect users with performance issues:

- Cognos ELM can deliver BI content that allows users to make more informed decisions in an event-driven environment. For example, if your shipping department has to determine which late shipments take priority, they can review specific BI content to determine the most profitable customer and who should receive the goods first.
- ELM can track scorecarding initiatives, such as monitoring completion dates, as well as automatically performing metrics maintenance tasks including metric data loads.
- By monitoring the status of the Cognos Planning workflow, Cognos ELM can advise users when plans are ready for data entry or review. Events can be defined against the planning data, so if a planning value crosses a threshold—such as a headcount limit—the appropriate owner is notified and can respond.

WEB-BASED DEPLOYMENT

ELM with 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.

The 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

ELM is a key capability within Cognos 8 Business Intelligence. Cognos 8 BI is the only solution that provides complete BI functionality in one product, on a single, proven architecture. It delivers seamless reporting, analysis, scorecarding, dashboards, and event management. This simplifies your IT environment and the way everyone works with information. The result is high user adoption, better decisions, and greater agility across the organization. Cognos 8 BI is the clear choice for BI standardization and a cornerstone of better performance management.

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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