

VALUE from the Cognos 8 platform



THE RIGHT FOUNDATION
FOR YOUR PERFORMANCE
MANAGEMENT JOURNEY

While every attempt has been made to ensure that the information in this document is accurate and complete, some typographical errors or technical inaccuracies may exist. Cognos does not accept responsibility for any kind of loss resulting from the use of information contained in this document.

This page shows the publication date. The information contained in this document is subject to change without notice.

This text contains proprietary information, which is protected by copyright. All rights are reserved. No part of this document may be photocopied, reproduced, stored in a retrieval system, transmitted in any form or by any means, or translated into another language without the prior written consent of Cognos Incorporated.

The incorporation of the product attributes discussed in these materials into any release or upgrade of any Cognos software product – as well as the timing of any such release or upgrade – is at the sole discretion of Cognos.

U.S. Government Restricted Rights. The accompanying materials are provided with Restricted Rights. Use, duplication for disclosure by the Government is subject to the restrictions in subparagraph (c)(1)(ii) of the Rights in Technical Data and Computer Software clause at DFARS 252.227-7013, or subparagraphs (c) (1) and (2) of the Commercial Computer Software – Restricted Rights at 48CFR52.227-19, as applicable. The Contractor is Cognos Corporation, 67 South Bedford Street, Burlington, MA 01803-5164.

This edition published January 2008
Copyright © 1989-2008 Cognos Incorporated.

Table of Contents

- Introduction.....3**
- How does IT have everyone trust and use the same view of data across the organization?.....4**
 - Provide consistent data access across disparate sources 4
 - Deliver consistent, business-usable information, from disconnected data sources and different user demands..... 5
 - Ensure data quality and validating data with business experts..... 6
 - Build a high performing, robust data model 7
- How does IT scale to support mission-critical deployments and minimize strain on IT?..... 8**
 - Confidently deploy and predictably perform 8
 - Meet service commitments with a complete view of system activity..... 9
 - Manage the process of introducing change 10
- How does IT gain value from existing investments with the flexibility to respond to new demands? 11**
 - Simplify the effort to deploy and manage performance management 11
 - Adopt the preferred infrastructure strategy 11
 - Extend capabilities as user needs change..... 12
- Summary 13**
- About Cognos..... 13**

Introduction

Many factors influence your company's performance. But few areas are more important than your organization's decision-making ability. Getting answers and acting on them means integrating reporting and analysis, planning, and measuring and monitoring—across your organization. This integrated approach is the hallmark of a performance management system.

It is being called upon to seamlessly integrate information, technology, and process. The wide range of required capabilities, the number of users and communities involved, the large and varied data sources and the complexity of enterprise infrastructures drive important considerations for IT when assessing the platform and architecture of performance management solutions.

In working with our customers to deliver performance management solutions, Cognos has found IT considerations can be summarized with three key top-of-mind questions:

- How does IT have everyone trust and use the same view of data across the organization?
- How does IT scale to support mission-critical deployments and minimize strain on IT?
- How does IT gain value from existing investments with the flexibility to respond to new demands?

Having a solid foundation in place to address today's requirements and support the performance management journey is critical to ensure long-term successful PM implementations. With the right platform in place, the solution can change and grow as the organization's needs evolve - whether that be new capabilities, new users, new data sources, new technology environments – all without adding extra burden on IT.

The Cognos 8 platform provides an open, enterprise-class platform as the foundation required to address performance management needs across the organization. The Cognos 8 platform enables organizations with:

- Complete, consistent access to information the business understands, owns and trusts.
- Broad system management to confidently deploy, manage and scale while achieving on time service commitments.
- A platform built upon a modern service-oriented architecture to leverage existing infrastructure, easily adapt to change, and embrace open standards for long-term extensibility.

With the Cognos 8 platform, you have the capacity to deliver on business needs today and grow your solution as your performance management journey evolves.

How does IT have everyone trust and use the same view of data across the organization?

The Cognos 8 platform helps data professionals deliver reliable, consistent, and timely data for reporting, scorecarding, and other performance management capabilities.

- Data modelers need reliable access to data, to choose the best method to source it, and adapt their approach as business demands change. They deliver the relevant information so everyone works from the same numbers.
- Data analysts work with data modelers to translate data so it's digestible for business users.
- Business users need to work with data modelers to improve data quality and accuracy, to ensure wide user adoption.

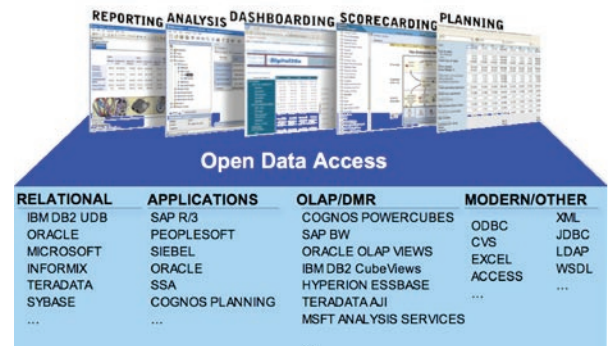
With the Cognos 8 platform business users gain access to all data through a consistent business model. IT can access data wherever it resides, through a choice of data sourcing approaches, to deliver information in a complete, consistent and accurate view that business understands, owns and trusts. With Cognos, IT can have confidence in the information they provide to drive performance.

Provide consistent data access across disparate sources

The Cognos 8 platform provides consistent access to all data sources with a single query service. It offers the choice of sourcing strategies to deliver information from wherever it resides with optimized query performance.

With the Cognos 8 platform, data professionals gain access to data using published interfaces across transaction systems, warehouses (relational and OLAP), flat, legacy or modern sources (XML, JDBC, etc.). The single query service generates consistent and predictable queries. It understands and leverages the source system strengths by using a combination of open standards such as SQL99 as well as native SQL and native MDX to optimize data retrieval across and for all these different data providers.

Once data is accessed, IT must determine the best sourcing strategy based on how it will be used by the business. If the business is looking for historical summaries or a comparison of plan vs. actual, you need to aggregate, calculate, and capture the history of the data. Alternatively, the business may need immediate up-to-date insight into information across one or many operational sources. Another consideration for the data professional is whether there is a standard data integration vendor in place. Data professionals need the freedom to choose the best method to source each data set, mix and match depending on need, and have the flexibility to change approaches as business demands change or as new data sources or data views are required.



Access all data sources from wherever they reside.

The Cognos 8 platform provides the full range of sourcing strategies from ETL for data warehousing to enterprise information integration (EII) for federated views of operational data to direct access to a data source. It also provides data caching options to ensure you access all data sources, and that you have choices to optimize performance without having to change backend systems. For example, IT can deploy OLAP persistent caches or EII virtual caching techniques to ensure optimal performance when federating data across multiple operational systems.

For ETL, the Cognos 8 platform offers a data movement service with a patented dimensional framework. This framework can conform data and manage complex hierarchies into optimized formats for performance management. The data movement service provides a rapid development environment to build and manage data marts and enterprise data warehouses.

For EII, Cognos offers an out-of-the box, high-performance, federated capability to combine data from multiple sources on the fly to enrich reporting.

In addition, the Cognos 8 platform integrates with third party data integration providers such as IBM or Informatica, helping customers leverage an enterprise data integration standard.

Open data access

- **Broad Information reach.** Data professionals gain access to data wherever it resides using published interfaces across transaction systems, warehouses (relational and OLAP), flat, legacy or modern sources.
- **Flexible data sourcing.** Data analysts have a choice of data sourcing strategies: from ETL, to enterprise information integration (EII) federation, to direct sourcing to address range of performance needs and data required by the business.
- **Data caching.** Data professionals can optimize performance for end users via EII virtual caching, Cognos OLAP PowerCubes, and in-memory caching.
- **Single query service.** Data professionals can be assured of consistent and predictable queries across all data sources (OLAP and relational).

Deliver consistent, business-usable information, from disconnected data sources and different user demands

Data modelers struggle to deliver a consistent set of information across the business community. They face many different user needs and data sources that don't

tie together. They need to deliver that information in a context and format that business can understand without having to know SQL. They need to free themselves from business demands of having to explain the data, or having to duplicate data for different views or languages, and ensure everyone gets the right information they need and no more so they don't get overwhelmed.

Complicating matters, data modelers must deliver this information in a timely way to the business.

The Cognos 8 platform provides a common business view, modeled once and deployed anywhere, in any language with the ability to publish and secure the information so the users access only the information that is pertinent to them.

A single business model and multi-tier modeling environment allows IT to deliver data in a format that is easy to use and understand with the physical complexity hidden from the user. This multi-tiered model provides the flexibility and independence to evolve the underlying data sources without affecting the view provided to the business. With the central metadata repository of model, business rules, dimensions and calculations, IT ensures they deliver consistent data to the business regardless of the data source. The metadata model in the Cognos 8 platform provides multi-lingual capabilities. This eliminates the need to duplicate the model in different languages, a process that may create inconsistencies.

The Cognos 8 platform provides a "single view" of information to all users across all capabilities. It provides a consistent business view of information in terms people understand to form the common foundation for information sharing on an enterprise scale.

"A key differentiator for Cognos at this level [Data Tier] of the architecture is... the common metadata model that acts as a solid buffer between the business and IT sides of BI."

Ovum, Cognos 8 Business Intelligence Evaluation Exec Summary, January, 2007.

Providing a common business model does not mean overwhelming users with a view of the entire enterprise model. The Cognos 8 platform allows modelers to create one model and then publish sections to address different business users needs. This means only the relevant information is delivered to each user community.

In many cases, there are also data governance guidelines to restrict user access to certain information. Modelers need to comply with data governance requirements without the burden of generating separate models or reports. With granular data security in the Cognos 8 platform, IT can establish security at the role level down to the row or column, ensuring users views are restricted to just the information they are permitted to see. This type of security enables compliance without additional workload for IT.

Finally, data modelers must respond quickly to the varied business demands for specific views of data and do so without compromising the enterprise model or making the user wait. With Cognos 8 software, IT can create multidimensional PowerCubes to model complex dimensional structures, apply business rules, and set security needed by the business. This allows IT to iterate quickly to respond to one-off business demands and publish those cubes as part of an enterprise model. It also means IT can create combinations of data unique to the business need, and ensure the business continues to use the enterprise model as its source of information.

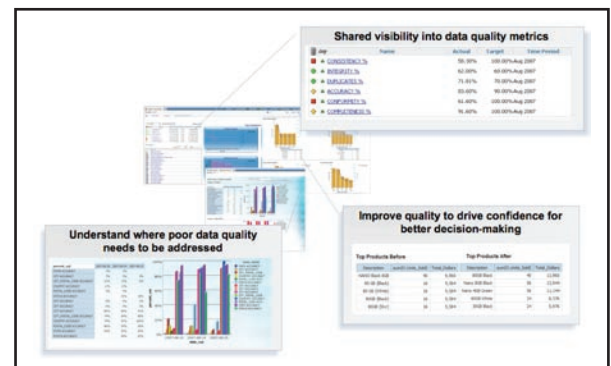
Consistent business information

- **Consistent information:** Data modelers provide a single metadata model, modeled once, deployed anywhere. Publish information to all users for all capabilities.
- **Common business model.** Data modelers apply consistent business rules, dimensions, and calculations to data, regardless of its source.
- **Multi-lingual model.** Data modelers support multiple languages in one model, to avoid duplication.
- **Model once, package for many.** Data modelers build one model and deliver information in digestible-sized subsets for specific user communities. Users receive only the information relevant to them and are not overwhelmed.
- **Data security.** Security can apply to users or groups and down to granular row and column security. Data governance can be sustained.

Ensure data quality and validating data with business experts

Data analysts need to engage the business domain experts to validate and correct the data in partnership with them. In this way, you can resolve data quality issues and business stops questioning the data.

The Cognos 8 platform, in partnership with Informatica, provides visibility into the quality of all the data. With this facility, you can identify issues, quantify them, and resolve them by systematically applying data quality business rules and creating data business can trust. With complete data coverage, you can cleanse all data required for the performance management solution.



Provide business with information they trust and own.

A key success factor to ensuring quality data is engaging the business throughout the process. “While IT is responsible for getting the raw data, they do not “own” the data contents or are necessarily aware of its context. This is the role of the business.”¹ “The Cognos solution engages users to profile, parse, and standardize to help resolve data quality issues.

Ensuring data quality

- **Complete data coverage.** Data analysts cleanse all data critical to performance management.
- **Profile, parse, and standardize.** Data analysts uncover and fix data anomalies. Business users identify, quantify, and resolve data quality issues.
- **Data quality metrics.** Data analysts track the health of data over time, the same as any other corporate asset.

¹ Data Quality: The first metric that matters for performance management success, Jennifer Schmitz (Cognos) and Tom Golden (Informatica), eBiz.com, January 2, 2008.

With visibility into data quality metrics, the business can track the health of the data over time, further increasing the confidence in the data.

Build a high performing, robust data model

Data modelers need to be able to manage the process of building the metadata model to deliver the highest quality model to represent the business.

Different modelers need to be able to collaborate across the team, ensure there is an enterprise representation of the business, and make sure everyone develops the best possible model that is easy to build, maintain and manage. Creating a high quality model from the initial design mean less time troubleshooting and more time working effectively with business partners without being bogged down in minutia.

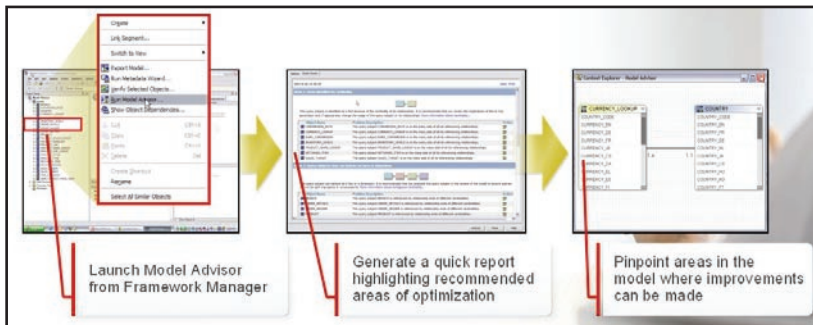
The Cognos 8 platform enables teams of modelers with built-in proven practices to build optimal, multi-tier models that insulate the business from the physical complexity, and enable easier management of changes.

Recognizing that metadata is the critical foundation for successful solutions, the Cognos 8 platform includes Model Advisor, as an automated tool to identify areas of the model that require further examination and recommends possible actions. It provides novice modelers with a great tool to assist them, and more experienced modelers with a diagnostic tool to speed design.

As changes are made, modelers can track them with the ability to capture who, when and why the model was changed. In addition, report dependencies and impact analysis on unpublished models allow modelers to understand the impact of data changes on existing reports and user communities. Impact assessments can also be saved to provide an audit record or used to automate update scripts. With model retargeting, data modelers can modify or replace the physical layer of the model, for example when moving between test and production environments, without any disruption to end users in the logical layers.

Enterprise performance management solutions might have a team of modelers working on an enterprise model or, have existing metadata models with tools already in-house. With the Cognos 8 platform, a team of modelers can access and work on different segments of the model and bring the segments together for a single view. You can access any existing metadata through pre-built bridges with other metadata modeling environments (data integration tools such as IBM and Informatica; modeling tools like Erwin and Oracle Designer; and source catalogues like relational databases, ERP).

The Cognos 8 platform provides capabilities to help data modelers looking to optimize their models and manage change more effectively.



Build a high quality model based on Cognos proven practices.

Once a model is built, modelers require an efficient means to manage change. One small alteration can have a large ripple effect on the model and downstream BI content. The Cognos 8 platform provides a multi-tier model with reusable objects to separate physical models from business models to decrease the downstream effect of changes.

Optimized modeling

- **Model Advisor.** Data modelers access proven practices and modeling guidelines to identify model inconsistencies and improve model quality.
- **Multi-participant modeling.** A team of modelers works on different segments of the model and bring the segments together for a single view.
- **Multi-tier modeling.** Data modelers create separate physical models from business models to decrease the downstream effect of changes.
- **Model retargeting.** Data modelers modify or replace the physical layer of the model with no disruption to end users in the logical layers.
- **Impact analysis.** Data modelers can understand the impact of model changes on users and track change details.

How does IT scale to support mission-critical deployments and minimize strain on IT?

Technology hurdles can dampen business and IT enthusiasm for new applications and solutions such as business intelligence and planning. Users without access. Users accessing the wrong information. Poor performance. Random system errors. All of these shake business confidence and reduce the user community's willingness to adopt the solution. Worse still, they undermine IT's confidence in the technology itself.

IT managers need to trust the technology solution, know it enables them to meet required service level commitments, provide the right access to all users, and minimize the risk of extra effort and overtime from the IT team. This confidence needs to be there at the time of initial deployment, and grow as the solution extends across the business.

Confidently deploy and predictably perform

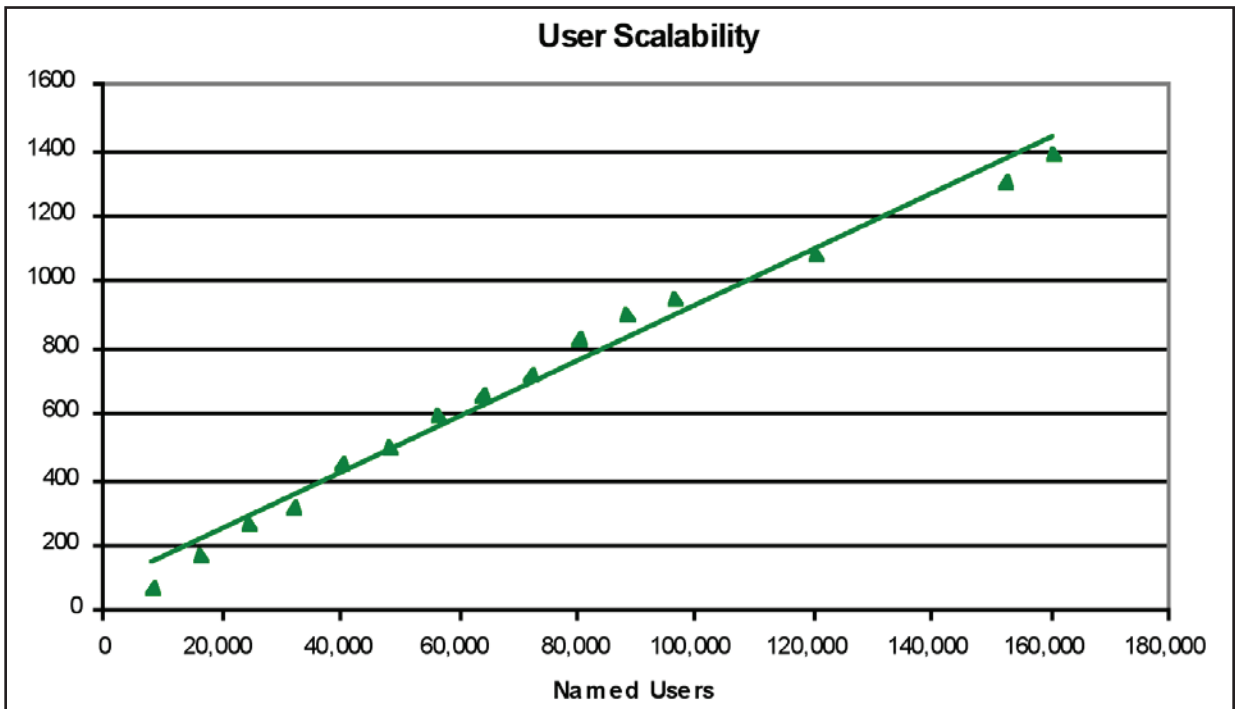
The Cognos 8 platform scales across the enterprise, providing IT managers with the capacity to plan the required resources for the deployed solution. The Cognos 8 platform offers built-in fault tolerance, predictable linear response, and the ability to implement comprehensive security; all without client-side install or downloads for end-users.

The platform offers a set of peer-to-peer services. Peer-to-peer means no service is considered more important than any other, and there is no concept of a master service

or bottleneck. Every service is capable of complete fault tolerance as any request can be handled by any service of that type in the configuration.

These peer-to-peer services are also loosely coupled so no service needs to know how the other services do their job, nor what they are doing at any particular time, or even where they reside across the heterogeneous platform environment. This provides tremendous reliability because the configuration automatically has redundancy built-in to ensure uninterrupted access. If any service or server happens to fail, the platform can absorb the workload while a service attempts to restart itself.

For the initial rollout and as the solutions scales, IT managers need to understand the resource requirements and be able to predict future requirements as workloads increase. The Cognos 8 platform provides a linear scalable solution that can scale up and/or out so IT administrators can manage with predictable response times. The Cognos 8 platform is tested every release, both internally and externally to ensure linear scalability. With the most recent testing, completed at the IBM Innovation Center for Business Partners, the platform was proven to scale linearly to 160,000 users.²



Proven to scale to meet enterprise requirements.

² Typical BI day: Scalability testing at the IBM Innovation Center for business partners, January 2008.

³ Symantec Security Assessment: Cognos Web application penetration test, August, 2006.

Enterprise Scale

- **Self-aware, peer-to-peer services.** Administrators have distributable services that can self-manage, self-spawn, and self-start. Deploy services in a configuration that best fits with the environment and serves the requirements.
- **Linear scalability.** Administrators have services that can be scaled-up or scaled-out. Scalability provides predictable linear response to workloads.
- **Zero-footprint for end users.** Administrators face no client-side installs, downloads, plug-ins, or need to change user PC settings or configurations. Deploy solutions to a large number of users with minimal deployment effort.
- **Comprehensive security.** Administrators can leverage one or more existing third party or custom security providers to give users seamless single sign-on. Flexibility to apply access control to capabilities, data-level security, full encryption, and application firewall ensures data can only be accessed by authorized users and systems.

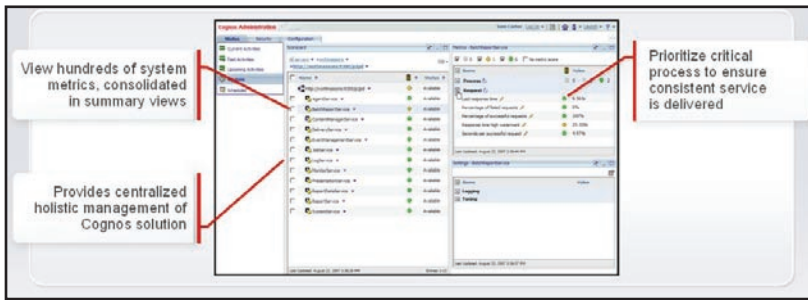
In addition to reliability and scalability, security is another critical issue for IT. The Cognos 8 platform has been tested and has passed an independent and detailed security evaluation conducted by Symantec. According to the report, the overall design of the Cognos 8 platform employs a robust architecture for secure reporting and analysis. The security assessment also confirmed that Cognos understands sound security practices and has surpassed industry best practices by designing a secure architecture and framework for reporting and analysis applications. The audit concluded that, at the time of the assessment, “none of the capabilities assessed contained high risk instances of common Web application vulnerabilities.”³

The Cognos 8 platform offers enterprise customers a comprehensive foundation to address security concerns, including the areas of authentication, access control, data-level security, application firewall, and encryption.

Meet service commitments with a complete view of system activity

The Cognos 8 platform gives system administrators visibility into system processes and activity, and capabilities to let them proactively manage the deployment more effectively.

Security Requirements	Cognos Delivers
<ul style="list-style-type: none"> • Leverages enterprise security investments during user logon process 	<ul style="list-style-type: none"> • Authentication: Pre-built integration with leading security providers and security API for customer security systems.
<ul style="list-style-type: none"> • Leverages enterprise security investments when determining user access rights 	<ul style="list-style-type: none"> • Access control: Granular user access right established within Cognos or a third-party security provider • Centralized security management.
<ul style="list-style-type: none"> • Ensure users only see the information they are permitted to see 	<ul style="list-style-type: none"> • Data level access rights: Security of all objects and information, from folders, subject areas, individual reports, analysis, metrics, scorecards and dashboards, events and alerts, portal pages, data connections, etc.
<ul style="list-style-type: none"> • Prevent hostile attacks service interruption 	<ul style="list-style-type: none"> • Application firewall: Additional level of web security preventing unauthorized and access to platform services by monitoring traffic between services.
<ul style="list-style-type: none"> • Prevent vulnerability of data, temporary files and communications 	<ul style="list-style-type: none"> • Encryption: Encryption from data source to presentation using industry-standard encryption algorithms such as Triple DES and AES.

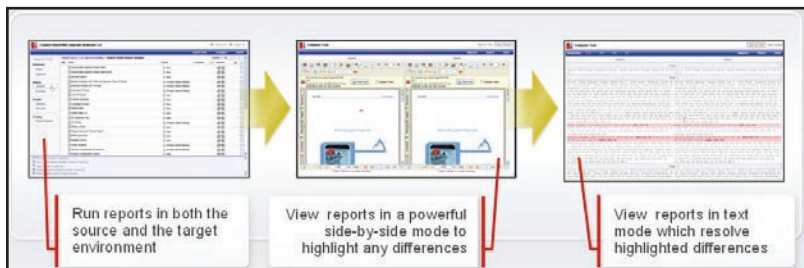


Identify issues before receiving the support call.

With the Cognos 8 platform’s task-oriented system monitoring, administrators have a consolidated interface organized around administrative task groupings. This provides a holistic view of what is happening in the system – ranging from report activity to specific dispatcher workloads. It also lets you allocate administrative roles based on task. This avoids having to provide every administrator with complete access.

With proactive administration, administrators can access all the metrics and summary views they require to troubleshoot or identify potential issues. With the ability to set thresholds on hundreds of metrics, the system can notify administrators of a potential issue BEFORE business users are affected or start to call.

Through the Cognos 8 platform, administrators can take action on behalf of users for scheduled reports. You can set priorities on scheduled reports and change those priorities at any time. With report re-run, you can re-submit jobs to only re-run failed reports while maintaining all the user credentials and report parameters.



Test, compare, and record report results between two versions of Cognos software.

Complete view of system activity

- **Task-oriented system monitoring.** Administrators have a consolidated view of all system activity, from scheduled and interactive reports to servers and dispatchers. Effectively monitor the workings of the complete solution.
- **Proactive administration.** Administrators have system metrics, ability to set thresholds, and monitor them to identify anomalies. Streamline troubleshooting and identify system trends over time to optimize operations.
- **Integration with 3rd party enterprise management systems (EMS).** Administrators can access metrics from EMS solutions such as IBM Tivoli and HP OpenView. Manage BI as part of an overall enterprise administration environment.
- **Report re-run.** Administrators have ability to rerun failed reports on a user’s behalf and restart from the point of failure. Minimize business interruption caused by report issues.
- **Queue prioritization.** Administrators have control to change priority of a scheduled report at any time. Optimize delivery of reports to users based on their request or business demands.

Manage the process of introducing change

Once the system is up and running, it is rarely static. There are constant changes to address. With successful performance management deployments, users start buzzing about new capabilities available in newer versions of the product. They want to know when these capabilities will be available to them to use.

While new user requests are coming in, IT may also be assessing different hardware or environment options. Or, the DBAs working with the IT manager are looking at upgrading to the latest version of databases.

IT administrators need a way to streamline the process of assessing the impact such changes may have. They need a consistent way of introducing the change, testing it, and resolving any issues to ensure change is adopted successfully.

How does IT gain value from existing investments with the flexibility to respond to new demands?

When organizations choose new IT applications, IT managers must ensure important technology requirements are addressed:

- IT managers and architects need to know technology solutions support broader enterprise standards such as portals, Web, security, operating systems, and more.
- They also evaluate fit with their preferred deployment strategy, influencing how and where an application is deployed and the hardware required.
- The solution must be flexible enough to fit future requirements as well.

With these criteria in mind, IT managers must also ensure the solutions are simple—both for the users to adopt and for IT to build. For users, the IT manager must think about how to deploy the solution in the world in which users work everyday.

Simplify the effort to deploy and manage performance management

The Cognos 8 platform is built from the ground up on a modern service-oriented architecture (SOA). The service-oriented architecture is open and standards based using Simple Object Access Protocol (SOAP), Web Service Description Language (WSDL), and Web Services for Remote Portlets (WSRP) among others to achieve the ease of implementation and integration promised in an SOA world.

With open standards, the Cognos 8 platform gives organizations the flexibility to leverage existing IT environment standards without duplicating functions such as security or dealing with issues associated with proprietary application servers or rich client tools. Cognos is open to run on any web server and complies with existing routers and firewalls.

The Cognos 8 platform is environment neutral. It is not tied to a particular technology stack, and can leverage any combination of existing environment standards. Organizations can run the Cognos 8 platform with existing portals, databases, and operating systems.

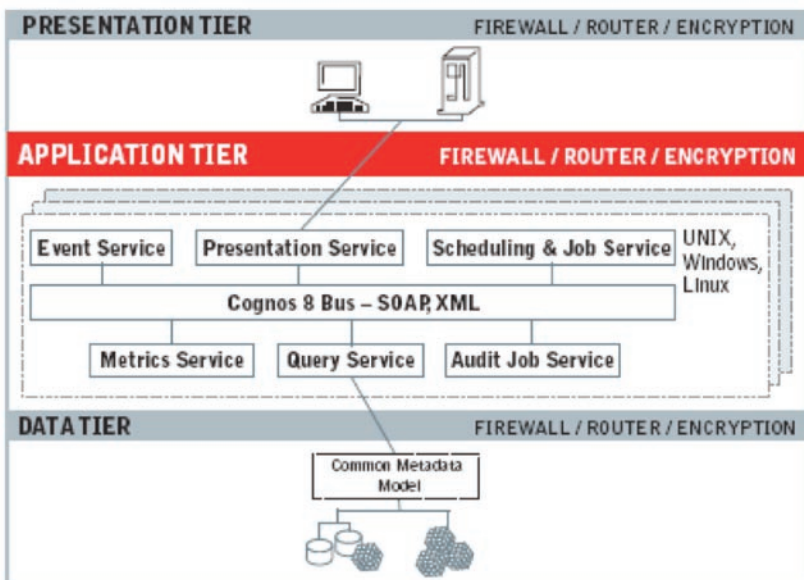
Ensure environment fit with architecture

- **Standards-based.** IT is assured the performance management solution fits with evolving technology requirements. Modern web services-based protocols and standards fit with the evolution to SOA.
- **Environment-neutral.** IT can leverage existing heterogeneous platforms, security, portal, and web environments. Have confidence to adopt current infrastructure and adapt as standards evolve.

Adopt the preferred infrastructure strategy

IT managers need the freedom and flexibility to deploy performance management where it best fits their infrastructure, now and in the future. For some customers, this means large, powerful servers managed centrally. For others, the preferred approach is a clustered hardware environment. For others still, they have started adopting new technology options such as virtualization. IT departments often establish deployment strategies based on optimizing the hardware environment and reducing the cost of operating IT systems. A performance management application must be able to adapt to the chosen IT strategy to minimize the cost to deploy.

Regardless of the deployment strategy chosen, the Cognos 8 platform can scale up or out across heterogeneous environments. Based on SOA, the platform is location transparent—all services plug into a ubiquitous



Build to adapt to today's requirements and ready to adapt to tomorrow.

network using the Internet protocols of SOAP and XML. As a result, services do not need to know where other services reside to communicate with them. This gives IT an efficient means to leverage the available capacity across the entire network, and ensures that the business does not have to concern itself with where a particular service is deployed.

The Cognos 8 platform is based on peer-to-peer services. To be efficient, these peer-to-peer services must be loosely coupled, with each performing a discrete function. No service needs to know how others do their jobs, what they are doing at any time, or where they reside. As a result, loosely coupled, peer-to-peer services provide tremendous flexibility in configuration. IT can build the solution to fit the broader deployment strategy already in place.

This was especially important to one customer wanting a way to manage peak usage periods. At the end of every month there was an increase in demand for reports. Rather than investing in idle capacity for those few days in the month, this customer leveraged their development and test environments for production tasks to meet the increased demand. They did not require additional hardware investment and they were able to meet their service level commitments.

Flexible infrastructure strategy

- **Location transparency.** IT can deploy any number of services on any server and any number of servers across heterogeneous environments. Services are accessible anywhere.
- **Flexible peer-to-peer services.** IT can choose to deploy services co-located or co-resident with other applications or databases to minimize traffic and maximize server usage. Services provide infinitely flexible distribution to fit the chosen infrastructure strategy.

Extend capabilities as user needs change

With the single open application program interface (API), customers have full programming access to Cognos 8 software functionality. They also have the flexibility to embed performance management capabilities in other applications or business processes.

With the Cognos 8 platform, the single open API, founded on modern SOAP and XML protocols, provides a simple means for integration using any Integrated Development Environment (IDE). The API lets the Cognos platform integrate with Microsoft Office, business performance management (BPM) solutions, enterprise search capabilities, and other applications. The API also ensures partners and customers can extend Cognos 8 functionality and integrate IT custom solutions, or add business functionality to address specific user requirements.

The purpose-built nature of Cognos 8 platform services means that new Cognos-based applications can easily leverage existing services, such as query or presentation services. Adding new functionality can augment an existing service or provide an additional service that draws on an existing service. Once a new service is introduced to the platform, it is available to all services in the platform. IT doesn't have to make changes in multiple places to ensure all platform capabilities can take advantage of it.

For example, you can add new data sources like Salesforce.com and immediately make that data available to all user capabilities. Or you can deliver Cognos Go! Mobile to deliver access to existing reports without requiring any re-authoring or changes to existing capabilities.

Extend capabilities

- **Single, open API.** Application developers gain full access to Cognos 8 functionality within an integrated development environment. New capabilities and custom integrations are easy to implement to address unique or new requirements.
- **Purpose-built services.** IT can rely on Cognos innovation to enhance and add services, data sources, and capabilities. Retain flexibility and keep pace with business demands.
- **Embeddable services.** IT can embed business intelligence into applications, business process management, enterprise search and other business initiatives. Ensure BI is accessible by the business in their familiar workplace at the point of decision.

Summary

With the Cognos 8 platform, business users gain access to all data through a consistent business model. IT professionals can access data wherever it resides and deliver that information in a complete, consistent and accurate view. The result—Information that business understands, owns and trusts; giving them confidence in it to make the decisions that drive performance.

The Cognos 8 platform gives IT the freedom to implement and evolve their information strategy. IT professionals have the flexibility to optimize performance in their environment without changing backend systems. With collaborative data modeling and built-in best practices, data professionals reduce the time to respond to requests and can deliver information consistently for business users.

The Cognos 8 platform is built to meet round-the-clock demands with broad system management. IT can confidently deploy performance management

applications across the enterprise with full fault tolerance and comprehensive security. Manage the health of the performance management system and meet service commitments through proactive administration and task-oriented system monitoring. Respond to new requirements through streamlined upgrade management.

Built on a modern service-oriented architecture, and based on open standards and completely environment neutral, the Cognos 8 platform leverages technology standards today and as they evolve. Implement the ideal hardware deployment strategy with peer-to-peer services and location transparency to fit with infrastructure today and tomorrow. Address new and unique business requirements with a single, open API and purpose-built services to enable IT to extend how performance management can be delivered across their organization.

About Cognos

Cognos provides enterprise planning and business intelligence software and services to help companies plan, understand, and manage financial and operational performance.

Cognos brings together technology, analytical applications, best practices, and a broad network of partners to deliver a complete performance system. The Cognos performance system is open and adaptive, leveraging your existing ERP, packaged applications, and database investments. It lets you answer the questions — How are we doing? Why are

we on or off track? What should we do about it? — and lets you understand and monitor current performance while planning for your future.

Cognos serves more than 23,000 customers in 135+ countries. Our top-100 enterprise customers consistently outperform market indexes. Cognos performance management solutions and services are also available from more than 3,000 worldwide partners and resellers. For more information, visit us at www.cognos.com.

For more Information

Visit the Cognos Web site at www.cognos.com

Request a Call

To request a call or ask a question, go to www.cognos.com/contactme. A Cognos representative will respond to your enquiry within two business days.

GLOBAL

Cognos Incorporated
3755 Riverside Drive
P.O. Box 9707, Station T
Ottawa, Ontario
Canada K1G 4K9

ASIA/PACIFIC

Cognos PTY Limited
Level 2 110 Pacific Highway
St. Leonards, NSW 2065
Australia

EUROPE

Cognos Limited
Westerly Point
Market Street
Bracknell, Berkshire
UK RG12 1QB

NORTH AMERICA

Cognos Corporation
15 Wayside Road
Burlington, MA
USA 01803