

# Cognos 8 Business Intelligence Reporting and Dashboards

## Meet all your reporting requirements

Reporting requirements have changed dramatically in organizations. Organizations today are much more streamlined and the business world is much more competitive, than how it was yesterday. An organization's business changes rapidly and frequently, and, as a result, everyone must operate a business speed. In order to respond effectively and produce relevant reports, businesses have to engage a large number of people across the organization to create, collaborate on, and deploy reports.

Reporting with Cognos 8 Business Intelligence offers organizations the single, Web-based, complete solution for all components of the reporting lifecycle: collaborative reporting; enterprise-wide report types; reports that can be authored once, and consumed anywhere; and a solution that is adaptable to any data source.

### The reporting cycle

As a comprehensive reporting solution, Cognos 8 BI removes the limitations on report development found with different products and interfaces for various report types or users. Cognos reporting reduces IT bottlenecks and allows for a more timely distribution of information; which gives report users and authors the opportunity to respond quickly and effectively.

Cognos 8 BI reporting has these collaborative reporting features to help report authors

- create and modify reports with flexible zone-based layout that adjusts to fit different elements and objects.
- author and work with all report types and expand the base of potential users for each report.
- create and deploy a single report that can be executed across multiple languages and output formats such as HTML, PDF, and Excel.
- build report templates that include standard report objects, queries, and layouts.

### Web-based deployment

To work at business speed and ensure that you can access critical information at any given time, you need a Web-based solution. The reach of the Web means users can easily access, administer, and distribute their BI data from anywhere in the organization with continuous availability. Cognos 8 BI uses a zero-footprint, Web-based deployment model. This open, Web standards-based environment is built on the proven Cognos architecture.

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.

### Self-service reporting

Collaborative reporting means that anyone in an organization needs to be able to create reports quickly, to ensure the timely creation and distribution of information, and to contribute to the business from many different perspectives. Cognos 8 BI Reporting allows you to share information faster through the reuse of queries and report objects created by others. You can share responsibility for report creation with other parts of the organization which eases the reporting workload for IT.

The self-service reporting capabilities allow report authors to

- build ad hoc reports on multiple, heterogeneous data sources.
- distribute reports and dashboards widely, with the right content distributed to the right recipient by executing a single report.
- create personal alerts based on custom data conditions to control when and how you receive critical information.
- schedule simultaneous or sequential batch reporting jobs for multiple output formats, destinations, and views.
- distribute reports on-demand or on schedule based on time, calendar, events, or an external trigger.



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- distribute reports through event management reports when important business conditions occur requiring timely action.
- choose viewing preferences for the reporting interface, language, and other geographic sensitivities such as time, currency, and data formats.
- save, schedule, and burst briefing book reports as a single item.

### Full range of enterprise reports

The type of report you create depends on who the information is for; what their business needs are; and how you want to best deliver the information. Built on the proven Cognos architecture, Cognos 8 BI Reporting offers a single authoring solution for all types of enterprise reporting for every user in your organization.

### Managed Reports



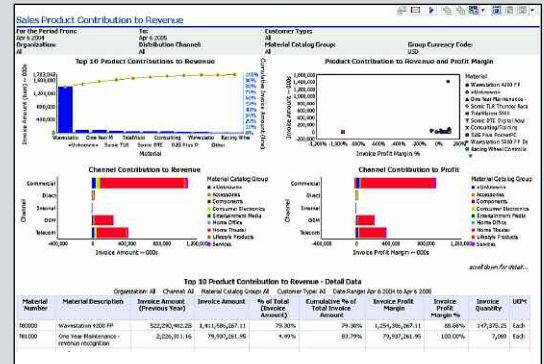
#### Features

- One-to-many reporting
- Flexible prompting and bursting
- Scheduled
- Designed for viewing or reading more than interaction
- Ideal for information delivery for wide distribution

Author: Professional authors

Consumer: Stakeholders across the organization

### Transactional and Operational Reports



#### Features:

- Provide a point in time picture of performance to a budget or KPI
- Monitor indicators

Author: Professional authors

Consumer: Operations and line managers

### Ad-hoc Reports



#### Features:

- High level information with the capability to drill-down to understand details
- Leverages different data sources
- Flexible
- Designed to get multiple perspectives from the same report

Author: Business users

Consumer: Business users

## Production Reports



### Features:

- Large volume
- Presentation quality formatting
- Output to a number of different file types and users
- Ease of use
- Flexible

Author: Professional authors

Consumer: Customers and suppliers

## Statement-style Reports

Sales P & L VP Sales Office			
Income Statement Account	2007 Q 1	2007 Q 4	Variance
Revenue	17,705,491	16,987,868	-1,621,423
Cost of Goods Sold	10,064,131	6,403,124	-3,621,107
<b>Gross Margin</b>	<b>7,624,260</b>	<b>9,523,944</b>	<b>1,899,684</b>
Benefits	942,129	582,854	-259,265
Marketing	317,095	308,968	-81,672
Shipping	177,182	255,426	78,264
Maintenance & Repair	1,914,742	1,069,539	-844,746
Travel and Lodging	1,702,664	1,263,234	-439,466
Chargeback	123,682	80,705	-42,977
Interest & Exchange	-2,886	0	2,886
Depreciation	823,524	1,436,861	313,337
Intangibles	5,896,832	5,694,559	-201,674
<b>Expenses</b>	<b>13,777,239</b>	<b>13,720,306</b>	<b>-556,933</b>
<b>Operating Margin</b>	<b>3,847,021</b>	<b>5,803,638</b>	<b>1,956,617</b>

### Features:

- Simple authoring mode to create statement-style reports
- Work with live data to accelerate report production
- Optimized toolbar buttons

Author: Business and financial analysts

Consumer: Business and financial analysts

With Cognos 8 BI, you can author and use reports that contain a wide range of drag-and-drop report elements and layout options:

- Out-of-the-box, customizable report objects: lists, cross-tabs, gauges, maps, prompt controls, calculations, HTML objects, images, and other chart types.
- Embedded linkable objects in authored reports.
- Discrete control over presentation and query layers.
- Conditional, data-driven formatting and layout.
- Tabbed portlet pages to view multi-style, multi-page reports in one briefing book report.
- Customized page orientation and pagination.

## Author once, publish anywhere

As information is communicated within an organization to different audiences and for different users, format and presentation of the content must change to ensure effective communication and information delivery. With Cognos 8 BI reporting, you can

- create multi-page, multi-query reports delivered by email or portals, and to your mobile device.
- create output in Excel, PDF, XML, HTML, and CSV.
- access, administer, and distribute BI from anywhere in the organization with continuous availability, using the Cognos 8 BI zero-footprint, Web-based deployment model.

Reporting with Cognos 8 BI also supports multiple languages from a single metadata layer, directly from the box. Report authors can define which report elements they want to adapt to each user's working language, including the user interface and report content. These are automatically detected by Cognos 8 BI and displayed across appropriate languages.

## Adaptable to any data source

Cognos 8 BI gives you access to a wide range of heterogeneous data sources; reducing the complexity of your reporting environment and giving you an opportunity to get a complete and consistent view of the business. A streamlined IT environment also lowers your total cost of ownership for reporting. In addition to relational data, you can also report against OLAP sources such as Cognos OLAP cubes and other OLAP sources including IBM DB2 OLAP, Microsoft Analysis Services, and Essbase.

Reports can draw on any combination of data sources to give users the complete view of the business issue:

- Relational databases from IBM, Oracle, Microsoft, Teradata, and Sybase, various sources accessible via ODBC, and dimensionally aware sources like SAP BW
- Widely deployed ERP systems, including mySAP (R/3), PeopleSoft Enterprise, JD Edwards EnterpriseOne, Oracle eBusiness Suite, and Siebel CRM
- Enterprise data warehouses and marts, with both 3NF and star schemas
- All widely used OLAP sources, including IBM DB2 OLAP Server, Cognos PowerCubes, Microsoft SQL Server Analysis Services, Oracle 10G, and Essbase
- Modern data sources, such as XML, LDAP, and WSDL
- Planning and budgeting data
- Satellite data sources, including Excel files, PowerPoint files, Access files, flat files, and more
- Mainframe sources, including VSAM, IMS, IDMS, Cobol copybooks, and others
- Content management data, including FileNet, Documentum, OpenSoft, and others.

#### Single metadata layer for all reporting

Regardless of the variety of reporting your organization performs, all reporting data passes through a single metadata layer common to Cognos 8 Business Intelligence. The metadata layer manages translation from the data you need to the information you see. This presents a single, business-friendly view of information to the user while modeling data from different sources. With Cognos 8 BI you can report, analyze, scorecard, and monitor your performance with a single view of all data sources.

#### Better performance management

Reporting 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. A variety of access modes let users interact with BI content using familiar applications or devices, such as a BlackBerry®, search engine, or Microsoft® Office application. 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 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](http://www.cognos.com)

