

# COGNOS 8 BUSINESS INTELLIGENCE FOR ORACLE



## EXECUTIVE SUMMARY

Cognos 8 Business Intelligence (BI) software helps companies drive higher performance from their Oracle platform by making information easier to access for reporting and business analysis. Our unique Cognos 8 BI solution integrates seamlessly with Oracle databases, gateways, and applications. This helps organizations make better decisions by improving visibility of all their business data, helping them discover hidden relationships, spot key trends, and easily create and disseminate reports.

## THE POWER OF PARTNERSHIP

For over a decade, Cognos and Oracle have worked closely to help customers maximize their IT investments. Cognos is a Certified Partner in Oracle's Partner Network (OPN) and a participant in the Oracle Applications Users Group (OAUG), which supports the easy integration of these two powerful solutions. Through various initiatives, Cognos and Oracle continue to leverage Internet technology to extend the enterprise's reach for gathering and sharing business data and analysis capabilities. This breadth and flexibility makes information easily accessible to people inside the company, as well as to customers and partners across the supply chain.

## THE COGNOS 8 BUSINESS INTELLIGENCE PLATFORM

Cognos 8 BI is the first complete business intelligence software that delivers all required capabilities in one solution with a Web services architecture: reporting, analysis, scorecarding, planning, and event management.

### Reporting

Cognos 8 BI reporting lets you create, modify, and distribute all enterprise reports: ad hoc queries, business reports, compound dashboards, and production reports such as invoices and statements. Cognos 8 BI eliminates the need for multiple reporting tools and the resulting costs due to

duplicated training, maintenance, administration, servers, support, and lack of consistency in the information users need. Cognos 8 BI simplifies implementation and lowers maintenance costs by offering zero-footprint, browser-based deployment with all end-user functionality. The software is complete, easy to use, and simple to manage, with proven scalability to hundreds of thousands of users. With Cognos 8 BI, you can standardize all enterprise reporting—not simply with one vendor—but with a single architecture.

### Analysis and Exploration

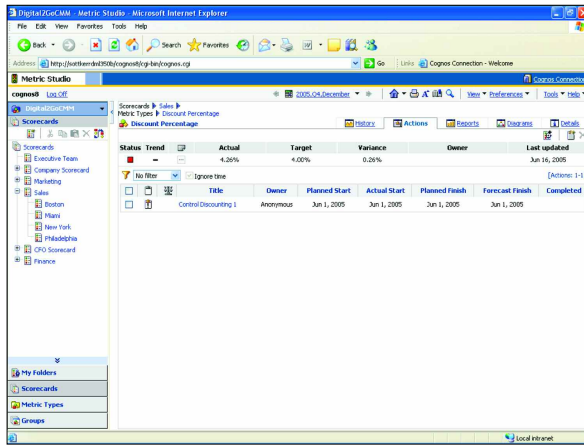
Using OLAP cubes for reporting and analysis, users of Cognos 8 BI can track changes in business metrics to uncover trends, risks, and opportunities. Users can explore and analyze information to make the most effective tactical or strategic decisions. They can navigate a part of their organization from a variety of business dimensions (e.g., revenue, geography, product, time). Starting from a big picture view, users can interactively analyze key information to solve business questions—with split-second response times.

| Revenue                         |                    | Prior YTD              | YTD                    |
|---------------------------------|--------------------|------------------------|------------------------|
| Tents                           |                    | \$16,570,227.26        | \$19,860,897.58        |
| Packs                           |                    | \$5,095,093.26         | \$6,273,583.42         |
| Sleeping Bags                   |                    | \$4,094,981.02         | \$4,987,198.60         |
| Lanterns                        |                    | \$3,742,032.68         | \$4,405,527.42         |
| Cooking Gear                    |                    | \$1,871,272.24         | \$2,341,848.56         |
| <b>Top 5 Products Worldwide</b> |                    | <b>\$31,373,606.46</b> | <b>\$37,869,055.58</b> |
|                                 | Cooking Gear       | \$523,891.72           | \$699,134.36           |
|                                 | Sleeping Bags      | \$1,265,955.08         | \$1,694,823.98         |
| Americas                        | Packs              | \$1,681,693.88         | \$2,212,748.38         |
|                                 | Tents              | \$7,136,383.14         | \$8,931,122.62         |
|                                 | Lanterns           | \$1,168,830.68         | \$1,499,253.72         |
|                                 | <b>Local top 5</b> | <b>\$11,776,754.50</b> | <b>\$15,037,083.06</b> |
|                                 | Irons              | \$768,843.74           | \$1,092,360.24         |
|                                 | Putters            | \$301,264.10           | \$452,720.62           |
| Asia Pacific                    | Woods              | \$1,183,376.74         | \$1,691,958.52         |
|                                 | Golf Accessories   | \$83,166.32            | \$114,057.44           |
|                                 | Binoculars         | \$308,959.18           | \$492,231.90           |
|                                 | <b>Local top 5</b> | <b>\$2,645,610.08</b>  | <b>\$3,843,328.92</b>  |
| Central Europe                  | Cooking Gear       | \$660,303.06           | \$794,323.36           |
|                                 | Sleeping Bags      | \$1,349,470.92         | \$1,539,017.58         |

### Asymmetrical analysis



THE NEXT LEVEL OF PERFORMANCE™



### *Initiative tracking*

### *Scorecarding and Advanced Visualization*

With Cognos 8 BI, Oracle customers can extend traditional reporting and analysis with a scorecarding application or advanced data visualizations. Oracle users can use a wide array of intuitive maps, automotive-style gauges, statistical charts, process illustrations, flow charts, and pictures to display the inter-relationships between different data sets and their impact on performance. Users can compare thresholds of key business metrics, can see how they are mapped to individual accountability, and can view their histories. Advanced visualizations provide data in rich graphical formats, which can be interactively explored by the end-user. Organizations leverage data visualization to support any number of quality initiatives: Six Sigma, ISO certification, EFQM, TQM, or other certification.

### *Planning*

Enterprise planning, where effective performance management begins, combines people, processes, and technology in a rich, continuous, and broadly collaborative cycle. It provides insight into past, current, and future operating performance, enabling managers to spot trends, identify opportunities, and affect outcomes. Cognos 8 BI integrates seamlessly with the Cognos Enterprise

Planning series, which offers Oracle customers an integrated, state-of-the-art solution for planning, budgeting, forecasting, modeling, consolidation, and financial reporting.

### *Event Detection*

Cognos 8 BI offers Event Lifecycle Management (ELM), a framework for managing a business event at each stage of its lifecycle. ELM can automatically deliver time-critical BI to decision-makers through email and wireless technologies. In concert with powerful reporting and analysis, the Cognos 8 BI event notification capability pushes information to users, allowing them to focus quickly on issues that need immediate attention. It delivers personalized, high-value information based on defined events. Any user anywhere across the organization or value chain, can monitor key events using email notifications and alerts. And finally, ELM enables users to track events throughout their lifecycle, maintaining a list of all current events and their state. Cognos 8 BI event detection compresses the time-to-action when critical operational business events occur and helps business overcome IT complexity.

### **ORACLE TECHNICAL INTEGRATION POINTS**

Cognos invests considerable time and resources in research and development to ensure that our software optimizes your Oracle investment. With the largest and highest-performing R&D team in the BI industry, Cognos offers the comprehensive Cognos 8 Business Intelligence platform for better integration with your Oracle investment. Leveraging Oracle data, security, and portal assets, Cognos 8 BI provides the business data visibility required for better understanding and higher performance.

### *Integration with Data*

Cognos products offer rich integration with your Oracle database. Cognos 8 Business Intelligence frontends Oracle databases, offering native connectivity (SQLNET) with the Oracle database, and both ODBC and JDBC connectivity as well. Cognos software leverages the power of Oracle databases better than other BI vendors. Cognos 8 BI offers a true front-end solution—one that takes advantage of the processing power of the Oracle optimizer by letting it conduct the processing work. Doing so minimizes processing at the application tier—minimizing network bandwidth requirements. In addition, Cognos endorses Real Application Clustering, which makes the database more efficient and provides fail-over protection.

Cognos 8 BI can also import Oracle metadata from Oracle Designer. XML data from Oracle can be imported into the Cognos 8 Business Intelligence metadata modeling environment. Both Cognos and Oracle support the industry-standard SQL99 functions. Report authors can easily leverage Oracle-specific functions and calculations in the authoring environment. Cognos 8 BI uses Oracle OLAP, when exposed as a view, and leverages the dimensionality for ad hoc query report generation. Unlike many solutions, Cognos can leverage the Oracle database as the reporting application repository and data store. This eliminates the introduction of a proprietary application-specific data store into the IT environment. Not only does the BI application benefit from the strength and capability of Oracle, but it also minimizes the IT complexity associated with introducing and managing additional elements.

#### *Integration with your Application Server*

Cognos 8 BI supports Oracle Application Server 10g, letting you leverage the full scope of your Oracle infrastructure to manage and service your enterprise application deployments. Oracle Application Server offers high-availability and manageability together with enterprise performance to optimize your J2EE and Service-Oriented Architecture (SOA) implementations.

#### *Integration with your Security*

Cognos software differentiates itself from the competition by leveraging the security already defined with the Oracle database. With other BI vendors, IT must recreate and replicate security information. This costs them time and money and opens their system to security gaps.

#### *Integration with your Portal*

Cognos zero-footprint reports can be viewed through Oracle portlets. In order to offer deeper integration or custom-built options, Cognos offers a software development kit and an entirely open and fully documented API. This API is exposed as WSDL, allowing Oracle developers to create custom applications using the Oracle J-Developer Suite to expose Cognos functionality.

## **FAST TIME TO RESULTS**

The tight integration between Oracle and Cognos means results are delivered more quickly than with other reporting solutions.

A zero-footprint and easy-to-use interface for all BI functionality speeds the adoption by the company's user community. Together, Cognos and Oracle provide a solution that embraces and extends your technology return on investment and helps you take performance to the next level.

## **BETTER PERFORMANCE MANAGEMENT WITH COGNOS 8 BI**

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. 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.

## **ABOUT ORACLE**

Oracle is the world's leading supplier of software for information management, and the world's second largest independent software company. Since the launch of the world's first relational database in 1977, Oracle has been a part of a technology revolution that has irrevocably changed modern business. Today Oracle is still at the head of the pack. Oracle technology can be found in nearly every industry around the world and in the offices of 98 of the Fortune 100 companies. Oracle is the first software company to develop and deploy 100 percent Internet-enabled enterprise software across its entire product line: database, business applications, and application development and decision support tools.



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